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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

How to squeeze more mileage out of rising ad costs. p25
TELESTATUS: Matching TV markets and sales areas. p38
SPECIAL REPORT: They're destroying ad myths in Milwaukee. p54
A rundown on the NAB's lineup at fall conferences. p68

IN ITS TIME PERIOD ...

What first-run half-hour syndicated show is

first in Metro Rating in 30 markets?¹
greater than all competition combined in Metro Rating in 9 markets?
first in Total Women in 34 markets?
greater than all its competition combined in Total Women in 10 markets?
greater than all its competition combined in Total Viewers in 11 markets?
first in Households in 34 markets?
first in Total Adults in 31 markets?
greater than all its competition combined in Young Men (18-49) in 10 markets?
first in Total Viewers in 38 markets?
first in Total Men in 26 markets?
greater than all its competition combined in Total Adults in 11 markets?
first in Young Women (18-49) in 35 markets?²

first in Metro Share in 28 markets?¹
leading program on an independent in Total Adults in 3 markets?³
greater than all its competition combined in Metro Share in 10 markets?
greater than all its competition combined in Total Households in 10 markets?
first in Young Adults (18-49) in 29 markets?¹
leading program on an indie in Total Women in 4 markets?³
leading program on an indie in Young Adults (18-49) in 3 markets?³
greater than all its competition combined in Young Women (18-49) in 12 markets?
leading program on an indie in Total Viewers in 4 markets?³
leading program on an indie in Young Men (18-49) in 3 markets?³
greater than all its competition combined in Young Adults (18-49) in 10 markets?
leading program on an indie in Total Men in 3 markets?³
greater than all its competition combined in Total Men in 12 markets?
leading program on an indie in Metro Rating in 4 markets?³
first in Young Men (18-49) in 27 markets?
leading program on an indie in Metro Share in 4 markets?³
leading program on an indie in Total Households in 4 markets?³

Tied for First in 4

Source: ARB February/March 1969
Information is based on averages within the program's time period (where it was stripped 4 or 5 days per week).
Your MPS Representative has complete market by market details.

Audience and related data are based on estimates provided by the rating service indicated and are subject to qualifications issued by this service. Copies of such qualifications are available upon request.

1. tied for first in 4 of the above markets
2. tied for first in 2 of the above markets
3. Plus additional independent stations where ranked first in time period.
4. tied for first in 1 of the above markets

Consequences

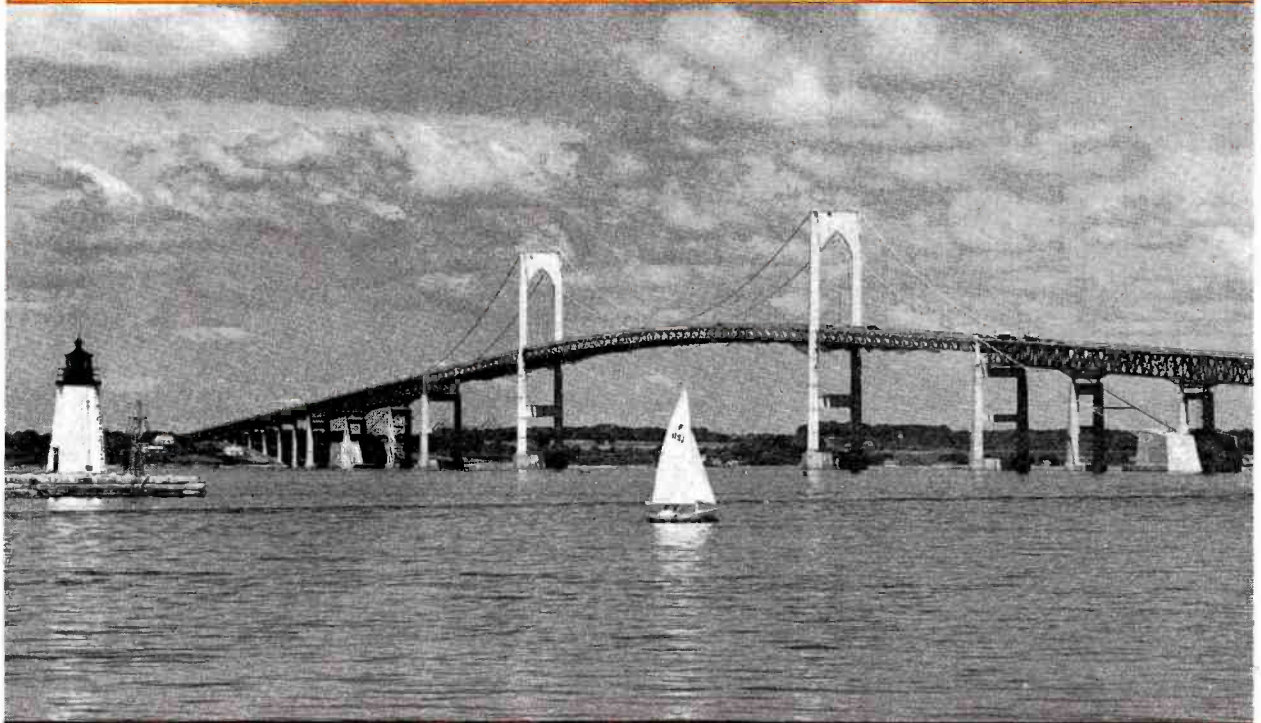
A First-Run Syndicated Program
Making Television History!

Ask yourself what TRUTH OR CONSEQUENCES can
do for your station in your market. Ask your rep. Ask MPS.

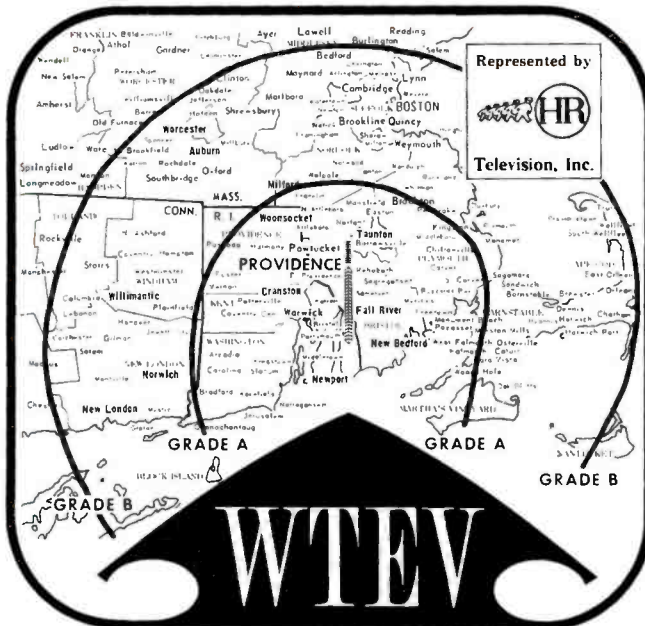
MM **METROMEDIA
PROGRAM
SALES**

485 Lexington Avenue, New York, New York 10017 (212) 682-9100

THE NEWPORT-JAMESTOWN BRIDGE, an important new transportation link, was built because of the area's population growth. It joins Jamestown and the city of Newport, thus averting the long drive around Narragansett Bay or a long wait for ferry service.



When you think of Providence, think of WTEV



The WTEV audience in the greater Providence TV area grows greater every day! The upward swing will continue because of the reach and penetration the 1,049-foot tower provides plus the programming format designed to attract viewers today and hold them tomorrow. Ratings in the average number of homes reached make the growth picture clear.*

UP 29%—7:30 pm to 11:00 pm Sun. thru Sat.

UP 34%—9:00 am to midnight Sun. thru Sat.

UP 77%—noon to 5:00 pm Mon. thru Fri.

*Based on Feb.-Mar. 1969 ARB estimates as compared with Feb.-Mar. 1968 estimates; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel

6
abc

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

Keepers of the fires

There will be still another seminar next spring on how to deal with broadcasters through FCC, if present plans hold. On motion of Office of Communication of United Church of Christ (Rev. Everett C. Parker)—tireless cultivator of this field—Broadcasting and Film Commission of National Council of Churches has agreed to serve as co-sponsor, and National Conference of Christian Broadcasters is expected to follow suit. Plan is to invite representatives of some 25 leading denominations to Washington for “informative” sessions on how FCC works, forms it uses, etc. FCC, perhaps National Association of Broadcasters, may also be invited.

No date has been set, but leaders are talking of March as likely timing. If so, sessions would precede by month “national” convocation that National Citizens Committee for Broadcasting plans to hold in New York “for all citizens appalled at state of broadcasting,” at which avowed number-one topic is to be “what local groups can do to make sure stations live up to what they say they will do” (“Closed Circuit,” July 28).

One family

Proof that Nixon administration regards broadcast journalism on par with printed press is coming up. As policy, Nixon administration has decided to intermix newspaper publishers and editors with radio and television station and network owners and managers at White House media functions. This is handiwork of Herbert G. Klein, director of communications for the executive branch, who integrated news operations upon assuming office last January.

Bench strength

With new network TV prime-time season only in first month, plans already are beginning to jell for possible second-season replacements (in January or early February) for returning series that can't keep pace or new ones that indicate little staying power. While networks are still talking about newly introduced product and not anxious yet to promote substitute shows, following programs look to be in bullpens:

ABC-TV: *The Johnny Cash Show*, reprise of successful summer hour in association with Screen Gems; *Nanny Will Do*, half-hour comedy out of 20th Century-Fox; *Engelbert Humperdinck Variety Hour*. CBS-TV: *Hee Haw*, pickup of highly rated summer country-

and-western variety hour; *The Singer*, Mel Torme variety hour. NBC-TV: half-hour situation comedy to star Flip Wilson, out of Screen Gems; *Arnold's Closet Revue*, comedy starring Arte Johnson and produced by Schlatter-Friendly; *From a Bird's Eye View*, half-hour comedy about airline hostess, produced by Sheldon Leonard in London; *The Strange Report*, hour detective show produced by Norman Felton in London; hour country variety with Roy Rogers and Dale Evans.

Pre-emptibles

NBC Radio affiliates will be told this week at convention in San Juan, Puerto Rico, that they'll be given unsold commercial positions in network's hourly news for sale to their own accounts. Only catch is that network may recapitulate positions on 48-hour notice. Arthur A. Watson, NBC Radio president, is calling it “no waste plan.”

NBC Radio's five-and-a-half-minute newscasts on hour contain two commercial positions, one for minute, other for 30 seconds. Until now network has filled unsold spots with news. In future it will fill with promotional material which affiliates can dump to insert own commercials.

Better late

Retirement will be little sweeter for FCC Chairman Rosel H. Hyde if he is still in office—as expected—when President Nixon signs legislation fattening retirement for government employees. He would get some \$24,000 annually under new plan, some \$1,000 more than he would have gotten otherwise. Legislation went to White House after Senate approved it last week. Chairman Hyde is not expected to be replaced by Dean Burch before next week.

What public is owed

Ditchley Foundation, Oxford, England, host at seminar on law over July 4 weekend which included new Chief Justice Warren E. Burger, several federal judges and other U.S. lawyers, is turning its attention to “Responsibilities of Communications Media.” It has scheduled “an expert Anglo-American conference” for weekend of Jan. 9-12, 1970, to which it is inviting selected guests on both sides of Atlantic “at highest possible level” from “commercial and public-service radio and television, newspapers and magazines, advertising, academic and institutional spe-

cialists.”

Terms of reference for conference, as outlined by Provost H. V. Hodson, are “to consider the responsibilities of those controlling mass communications media (including especially television) and their executive subordinates to the society they serve, in political, social, educational, health and moral terms; how those responsibilities should be reconciled with the competitive motivation of commercial media; the corrective role of public-service media; and any improvements in public control which may thus be indicated.”

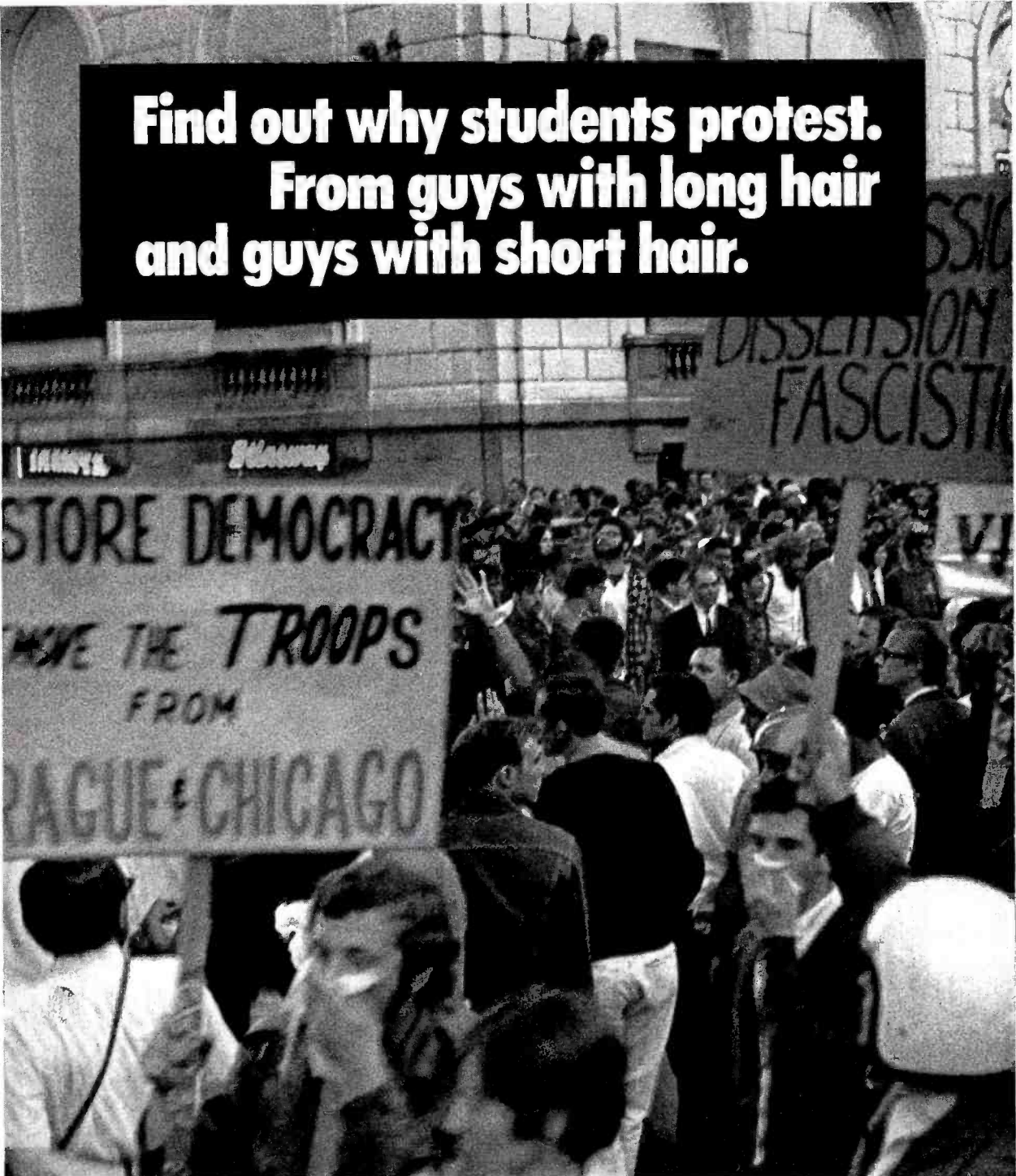
No relief

FCC Chairman Rosel H. Hyde and General Counsel Henry Geller appear likely losers in effort to put commission on tighter leash in investigating allegations of news distortions. Chairman Hyde is backing Mr. Geller's proposed policy statement in which commission would declare intention to refrain from investigating such charges barring extrinsic evidence licensee or top management is involved (BROADCASTING, Sept. 29). Statement is opposed by Commissioners Robert T. Bartley, Kenneth A. Cox and H. Rex Lee. And Commissioner Nicholas Johnson, who holds swing vote, is regarded by commission sources as unlikely to accept general counsel's position.

Commissioners Johnson, Cox and H. Rex Lee have drafted opinions designed to bridge gap within commission. But Chairman Hyde is believed unwilling to compromise. As result, observers say, he will lose. Policy argument grew out of commission consideration of charges leveled at CBS's *Hunger in America*. Commission will clear CBS of charges in that case.

Outing

Barring unexpected, first public appearance before non-official audience to be made by incoming Chairman Dean Burch of FCC is scheduled before DuPont Awards in New York on Friday, Nov. 14. Dean Burch, who, along with FCC nominee Robert Wells, appears before Senate Commerce Committee on confirmation hearing this Wednesday, has been turning down all invitations until he gets settled. DuPont Awards commitment had been made prior to non-participation decision. Awards for first time will be presented under auspices of Columbia University School of Journalism.



**Find out why students protest.
From guys with long hair
and guys with short hair.**

The Students for a Democratic Society have very definite opinions of what's wrong with our society. Society has very definite opinions of what's wrong with them.

You'll hear differing points of view from our students, their professors, and our congressmen in the one-hour special, "SDS: Reform to Revolution." We reach no conclusion. Because we think you should reach your own.

Our SDS program is just one of the 52 prime-time specials Group W is presenting on its five television stations this year.

Each week we bring you a special that's different from the one you saw the week before.

For example, one will star professional football players over thirty. Another will star musicians too young to remember them. And still others will be exposing you to

problems only you can solve.

We did a special on the SDS because we don't think you should judge them by what's growing on the top of their heads, but rather by what's going on inside them.

GROUP



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

At workshop on TV advertising conducted by Association of National Advertisers last week in New York, ways of getting most for advertiser's dollar is dominant theme. Right commercial for right audience stressed. See . . .

TV Utopia: bottom dollar, top job . . . 25

Avco Broadcasting turns back on NAB TV Code Authority in announcing it will disregard code article prohibiting live models in lingerie commercials; claims article is archaic, without foundation. See . . .

Avco will use live lingerie models . . . 32

New anti-TV violence group, Foundation to Improve Television, asks FCC to deny license grants, renewals, to stations proposing to air excessive amounts of violence and horror in their programing. See . . .

A new criterion for license renewal . . . 48

Milwaukee Advertising Laboratory derives unorthodox, albeit tentative, findings from five years of product tests, including possible cost-per-thousand delusion, negative effect of commercials and 'best' medium myth. See . . .

They're destroying ad myths in Milwaukee . . . 54

House approves bill authorizing \$20 million for Corp. for Public Broadcasting and HEW facilities grants of \$15 million a year for three years. Legislation now moves to conference between House and Senate. See . . .

House approves \$20 million for CPB . . . 60

WGN Continental Broadcasting Co. offers to donate WFMT(FM) Chicago to charitable or educational institution, yielding to pressure from citizens group which opposed WGN's take-over of station. See . . .

WFMT becomes a million-dollar gift . . . 62

Research organization for WMAL-TV Washington disputes TV study by Institute for Policy Studies used by black group to help persuade FCC to deny station's license renewal. See . . .

A blast at the boys from the institute . . . 64

Major issues confronting broadcasting—such as impending loss of cigarette advertising, pay-TV threat and CATV negotiations—will head NAB fall conferences. Plans for 50th anniversary celebration to be announced. See . . .

NAB has a cross-country checkup . . . 68

FCC's Nicholas Johnson still dodging potshots from broadcasters as Georgia AM manager charges he implied 'threat to the licensee' in speech last January. But some broadcasters repudiate attacks by state associations. See . . .

Another broadside against Johnson . . . 72

Would-be UHF station WENS-TV Pittsburgh languishes as Evans Broadcasting Corp. asks FCC to declare Springfield Television Broadcasting Corp.'s CP expired or forfeited and grant permit to Evans. See . . .

A Pittsburgh UHF remains dormant . . . 74

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Broadcasting

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...news power all her own!

exclusive

Rona Barrett stands alone. She is uncontested as the television reporter for world wide entertainment news. Her stories are gathered through an intimate network of contacts. These private sources come up with the facts she reports daily. Rona, alone, offers this exclusive news service to stations...A news feature the station across the street can't duplicate.

flexible

Rona Barrett builds interest in programming throughout the day. Most stations use Rona in the news. Some stations use Rona to heighten the appeal of their women's show. Some schedule her reports before the evening movie.

popular

Rona's popularity is living proof of her television success. Her newscasts are now carried by 35 stations. Her fan mail is fantastic. Rona's hard-back book on Hollywood will be published soon.

total

Is your news service total? Not without Rona. Entertainment news rivals sports news. Provide both and you've got complete appeal.



Now in:
New York
Los Angeles
Philadelphia
Detroit
Boston
Cleveland
San Francisco
Washington, D.C.
Kansas City
Cincinnati
Salt Lake City
Toledo
Columbus, Ohio
Dayton
Albany, N.Y.
Phoenix
New Orleans
Sacramento
Monroe
Little Rock
Providence
El Paso
St. Louis
Dallas
Houston
Memphis
Tucson
Amarillo
Palm Beach
Las Vegas
Saginaw
Huntington, W. Va.
Columbus, Miss.
Scranton
Moline

MM

**METROMEDIA
PROGRAM
SALES**

485 Lexington Ave.
New York, N.Y.

Team up with Rona Barrett... She makes the difference.

N.Y. right to franchise suffers court defeat

Comtel's lease pact with telco may go before FCC

Right of New York City cable system to operate without city franchise when using existing underground telephone lines was upheld for third time in New York State Court of Appeals decision late last week. But final determination of issue rests with FCC in December hearings.

Similar court decisions have been issued in Michigan, Ohio and Maine.

Court unanimously affirmed without comment two lower court decisions in favor of Comtel Inc., cable subsidiary of Bell Television Inc. (BROADCASTING, Oct. 28, 1968 et seq.). Under commission's 1968 decision asserting its authority in Section 214 matters, FCC could still veto plan by refusing to give "certificate of public convenience and necessity" to telephone company for additional lines.

Telephone companies dispute commission's contention it is authorized to require certification, and have taken their fight for reversal to Supreme Court. High court is expected to rule soon, possibly this week, on whether it will review case.

Section 214 does not represent only possible commission approach to regulation of CATV systems not subject to local or state control. In pending rulemaking proceeding, aimed at re-vamping CATV rules, commission has asked for comment on whether it has authority to regulate CATV on rates, technical standards and other matters in areas where no local franchising is required, and whether commission should exercise that authority.

Representative of city, Morris Tarshis, director of bureau of franchises, noted that "the FCC may still decide to set up its own rules—it's not governed by the appeals decision. "The city intends to continue franchising," he continued, "and it will request a clarification from the state legislature that it never intended to let CATV operate without city regulation."

Mr. Tarshis envisions franchised cable services eventually providing alternative telephone service to present telephone-company monopoly. "The phone company is not going to let companies using their lines set up a competing communications network," he declared. "The public needs a place to come and complain, and the phone company is the last one they'd want to be deciding who can operate such services."

"The decision really doesn't represent any change at all for us," said Richard Flynn, legal counsel for Manhattan Cable Television, one of three franchised systems in New York. "There is no question of our right to use city streets." There is still question of Comtel's right, though, he claimed.

"It's highly possible that the FCC may say they can't continue," Mr. Flynn said. "Section 214 says they're supposed to avoid duplication of facilities." He felt decision only enriched Manhattan's franchise by allowing it to offer other services.

Irving Kahn, president of Teleprompter Corp., which holds franchise in upper Manhattan, also cited necessity to wait for commission action, but noted that if decision was upheld, Teleprompter would begin using telephone lines to service entire city. "It's not harmful to us at all," he said. "but I think it's harmful to the public because of the lack of control of standards now set by the city. The decision is completely contrary to FCC policy," he added.

Network-TV spending up

Investment in network television rose to \$135,787,000 for September, gain of 11% over September 1968. Television Bureau of Advertising reported Friday (Oct. 10).

Using figures compiled by Broadcast Advertisers Reports, TVB said that spending by TV networks from January through September 1969 increased over same 1968 period by 10.3% to \$1,159,204,900.

Nonduplication ordered

Platteville Cable TV Corp., owner and operator of 12-channel CATV system in Platteville, Wis., was ordered to cease and desist from violating FCC's nonduplication rule in initial decision by Hearing Examiner Herbert Sharfman released Friday (Oct. 10).

Action stemmed from complaint by WMTV(TV) Madison, Wis., one of eight stations whose signals are carried by Platteville.

WMTV charged Platteville refused to provide nonduplication protection for its NBC programs when it offered same-day carriage of programs as broadcast by WOC-TV Davenport, Iowa, another NBC

affiliate.

Cease-and-desist order was issued after Platteville failed to respond to commission inquiry into matter. Platteville had argued it had ended carriage of WOC-TV's NBC programs and order would be "superfluous." But Examiner Sharfman said "lack of amity between parties in past," if nothing else, justified order for WMTV's protection.

Date with some Angels

Even before 1969 World Series started, KMPC(AM) Los Angeles was able to sell out play-by-play coverage of California Angels for 1970, although team had disappointing season this year.

Four advertisers, each sponsoring one-fourth of broadcasts, renewed for next season. They are Standard Oil, Anheuser-Busch, Continental Airlines and Lorillard Corp. Sponsorship contracts cover Angels' baseball network of 20 stations, including KMPC, in southern and central California, Arizona and Nevada.

More cut-rate politicals

Westinghouse Broadcasting Co. announced Friday (Oct. 10) that all of its radio and TV stations would grant discounts of 25% off fixed rates to all political candidates, retroactive to Oct. 1. Stations are WINS(AM) New York, WBZ-AM-FM-TV Boston; KYW-AM-TV Philadelphia; KPAX(TV) San Francisco; KDKA-AM-FM-TV Pittsburgh; wowo(AM) Fort Wayne, Ind.; WIND(AM) Chicago; KFWB(AM) Los Angeles, and WJZ-TV Baltimore.

Another TVC acquisition

Television Communications Corp., New York, said Friday (Oct. 10) it has acquired CATV franchise for Martinsburg, W. Va., and has eight new commitments for its electronics CATV-programming system.

Martinsburg franchise, which is TVC's first system in West Virginia, will service 5,000 potential subscribers, increasing company's number of operating systems to 17 in 12 states, with total subscriber potential of 260,000.

Gridtronics is TVC's four-channel system designed to increase number of continually programed channels available to home.

Dampers on satellite use

Idea of direct TV broadcasting from synchronous satellites into home receivers received setback following consider-

WeeksHeadliners



Mr. Paro



Mr. Cobb

Tom E. Paro, general manager of WRC-TV Washington, NBC-owned station, elected NBC VP. Mr. Paro, whose appointment as general manager became effective Oct. 1 with retirement of **Joseph W. Goodfellow**, will continue to report to **Raymond Welpott**, presi-

dent, NBC-Owned Television Stations Division.

Grover C. Cobb, VP for broadcasting of Gannett Co., elected president of WHEC Inc., Rochester, N.Y. (WHEC-AM-FM there). He succeeds **Paul Miller**, who remains head of Gannett Co. and member of WHEC board of directors. Move is to further sever broadcasting from Gannett newspaper operation. WHEC is wholly-owned subsidiary of Gannett Co., national communications firm.

In additional moves, Gannett directors **Allen H. Neuharth** and **John E. Heselden** resign from WHEC board. **John R. Purcell**, financial VP of Gannett resigns as secretary and treasurer of WHEC, but is elected assistant secretary and assistant treasurer. **Richard K. Blackburn**, chief engineer of WHEC elected secretary and **Leo L. Wesley**, WHEC auditor, elected treasurer. **Glover Delany** continues as VP and general manager.

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

ation by world's radio engineers at meeting in Geneva of International Consultative Committee on Radio (CCIR), which also recommended standards for film and tape programs (see page 75).

Participants agreed that powers needed to provide service to home equivalent to what terrestrial TV broadcasters provide now are infeasible, given present satellite state-of-art. Some examples of powers needed: for AM video system on 800 mc, 25 kw transmitter and 60-foot antenna would be required on satellite. FM video system on same frequency would require only 63 w, but still need 60-foot antenna. Antenna height is considered crucial drawback to direct TV broadcasting.

If 12,000 mc band was used, AM video system would need 80 kw but only five-foot antenna; using FM video system, power would be only 500 w with same antenna. Last is believed only method whereby direct broadcasting of television would be feasible now, although it would not be compatible with present U.S. TV system which uses AM modulation for video.

Head of U.S. delegation participating in direct-satellite-broadcasting working group was **George Jacobs**, chief, frequency division, U.S. Information Agency.

Lunar color TV possibility

Although engineers hold dim view of using color TV on surface of moon next month when Apollo 12 mission goes for second landing, fact is that Westinghouse color-TV camera used aboard spacecraft in Apollo 11 has been modified for use on lunar surface and is

undergoing tests.

Because bandwidth for color TV will have to be narrowed to accommodate other essential data on same single channel, color video from moon may not be as sharp in resolution on home black-and-white receivers as Apollo 11's was last July. But color should add more information for viewers.

At present no firm decision on use of color TV on moon has been made by National Aeronautics and Space Administration, however, one should be made soon.

Group still wants to scrap

Citizens Committee to Save WFMT said Friday (Oct. 10) it is "pleased" WGN Continental Broadcasting Co. plans to give WFMT(FM) Chicago to some undetermined charitable or educational group (see page 62). But committee added it is reserving judgment on legal point of whether WGN has property to give away in first place. Raising of issue may depend upon to whom WGN wants to give pioneer fine-arts station and in what manner.

Original sale of WFMT to WGN for about \$1 million has been contested in courts and before FCC by citizens' group whose local counsel now is **Robert Bennett**, one-time aide to Commissioner **Nicholas Johnson**.

Committee cited unsolved questions as to an appropriate procedure to donate WFMT and said it is "concerned that WFMT under any proposed new ownership [will] provide service in keeping with public interest. The Citizens Committee will cooperate with [WGN Continental] and its successor to

accomplish this objective."

Committee also indicated it has interest beyond WFMT case, saying its "work has only begun." Apart from "our continuing work in future WFMT proceedings, the committee will continue its efforts to insure that the structure of the broadcasting industry and the content of its programming give proper recognition to the public interest." Committee concluded with observation that "there still is a place in the American scene for a good fight."

ABC's ratings improve

Although ABC-TV placed close third in Nielsen 70-city Multi-Network Area (MNA) ratings for week ended Oct. 5, new ABC series, *Movie of the Week*, placed first in new-show rankings. And its *Room 222* and *Marcus Welby, M.D.* were not far behind.

NBC's *Then Came Bronson* and *Bill Cosby* were among top-rated new shows, as were CBS's *Jim Nabors* and *Medical Center*. Average ratings for week were NBC 20.4, CBS 17.5, and ABC 17.2.

Top-10 programs were led by NBC's *Laugh-In*, and included five movies—ABC's "The Immortal" and "Those Magnificent Men in Their Flying Machines"; NBC's "Duel at Diablo" and "Arabesque," and CBS's "The Sandpipers." Other top-10 shows were NBC's *Bonanza*, *Then Came Bronson* and *Bill Cosby*, and ABC's *Room 222*.

New music-license committee

Membership of new All-Industry TV Stations Music License Committee has now been firmed up and will be announced this week or next.

In addition to **Robert H. Smith** of WCYB-TV Bristol, Va., who takes over from retiring chairman **Charles Tower** of Corinthian Broadcasting ("Closed Circuit," Oct. 6), members will be **John McCoy** of Storer Broadcasting and **Paul Goldman** of KNOE-TV Monroe, La., both members of present committee.

Eight other new members are **Les Arries**, WBEN Inc., Buffalo, N. Y.; **Joe Dougherty**, Capital Cities Broadcasting; **Joe Liss**, WGN-TV Chicago; **John McClay**, Taft Broadcasting; **Cecil Morris**, Westinghouse Broadcasting; **Dick Percival**, KRNT-TV Des Moines, Iowa; **Jim Stabile**, Metromedia, and **Blaine Whipple**, KSL-TV Salt Lake City.

For practical purposes, prime job of old committee—negotiation of new music-license contract with American Society of Composers, Authors and Publishers, which took almost eight years—was matter of history by last Friday (Oct. 10). New contracts it had negotiated reportedly had been signed and returned to ASCAP by virtually all TV stations, and last of tail-enders were expected shortly.

What has 8 ACADEMY AWARDS

A GREAT SINGING VOICE
OVERSIZED EARS A CLEFT
CHIN A WESTERN DRAWL A
BEAUTIFUL FACE A HUSKY
VOICE DELIGHTFUL DANC-
ING FEET A CIGARETTE
DANGLING IN THE MOUTH
LAUGHTER BEAUTIFUL
LEGS ROCK HARD FISTS
SEX APPEAL and
above
all...

VIEWER PULL.

LION/70



Judy Garland
In The Good Old
Summertime

Clark Gable
Across The Wide
Missouri

Kirk Douglas
The Bad And The
Beautiful

James Stewart
Carbine Williams



Elizabeth Taylor
Last Time I Saw
Paris

Lauren Bacall
Cobweb

Fred Astaire
Silk Stockings

Humphrey Bogart
Battle Circus



**Spencer Tracy &
Katherine Hepburn**
Pat & Mike

Cyd Charisse
It's Always Fair
Weather

Paul Newman
Somebody Up There
Likes Me

Ava Gardner
Mogambo

These are only a few of the
glittering stars who make
magic in LION/70 . . . 70 of
Leo's greatest post '48 features.
Never on a Network. Always a
local hit. Top ratings that get
better all the time.

Find out how to make the
LION/70 roar in your market.
Call the man from MGM-TV now.

LION/70

New York, Chicago, Culver City, Atlanta, Dallas, Toronto.

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

■ Indicates first or revised listing.

October

Oct. 12-14—*NBC Radio Network* affiliated stations' annual convention. Americana hotel, San Juan, Puerto Rico.

Oct. 12-15—Convention of *American Association of Advertising Agencies Western Region*. Speakers: John Crichton; Clay Buckhout; Bart Cummings; Bill Sharp, J. Walter Thompson; Albert Petcavage, Doyle Dane Bernbach; Carl Kitchian, Lockheed Aircraft Corp.; Charles Adams, McManus, John and Adams; Jim Lavenson, Hotel Corp. of America. Santa Barbara Biltmore hotel, Santa Barbara, Calif.

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. 14—Annual stockholders meeting, *Meredith Corp.*, Des Moines, Iowa.

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

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. 15—Panel on "law and order" and the role of media, sponsored by Triangle Stations. Includes Senator Charles Goodell (R-N.Y.), Representative Lionel Van Deerlin (D-Calif.), Philadelphia District Attorney Arlen Specter, and other participants: Gallery of Performing Arts, Lincoln Center, New York.

Oct. 15—"Time Selling Nuts and Bolts." One in a series of *International Radio and Television Society* seminars. Bankers Trust Auditorium, 280 Park Ave., New York.

Oct. 15—Continuation of hearing on CATV by committee on corporations, authorities and commissions of New York state legislature. Robert Kelly, Republican assemblyman from Brooklyn, is chairman. Albany, N. Y.

Oct. 16—*International Radio and Television Society's* fourth radio commercials workshop, "Radio: The Message, the Medium and the Magic," Waldorf-Astoria hotel, New York. Panels will examine successful advertising case histories, humorous commercials and effective use of music. Panelists include: "The Message"—Robert Oskner, vice president, creative director, David, Oskner & Mitchneck; Warren Pfaff, senior vice president, creative supervisor, J. Walter Thompson Co.; George Newall, vice president, copy supervisor, LaRoche, McCaffrey & McCall; "The Medium"—Jane Trahey, president, Trahey/Wolf Advertising; Tabby Andriello, president, Six West Recording, and Vic Cowan, associate creative director, Goulding-Elliott-Graybar; "The Magic"—Ed Flynn, senior vice president and director of music, Lennen & Newell; Frank

Harris, president, Frank Harris Productions.

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 Americana, Hartford.

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

■ Oct. 21—Luncheon Meeting, *Hollywood Radio and Television Society*, Irving Kahn, president and chairman of board, Teleprompter Corp., New York will be guest speaker. Beverly Wilshire hotel, Beverly Hills, Calif.

Oct. 20-23—Annual board and membership meetings of *Television Bureau of Advertising*. HEW Secretary Robert H. Finch will deliver keynote address. TV's service to small business is theme of TVB's new presentation, "Small business growing larger," to be premiered at Wednesday session. Shoreham hotel, Washington.

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

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

■ Oct. 22—Meeting of *Technical Committee of Association of Maximum Service Telecasters Inc.*, Washington.

Oct. 22—"Time Buying Made Hard." One in a series of *International Radio and Television Society* seminars. Bankers Trust Auditorium, 280 Park Ave., New York.

Oct. 22-24—Industry-sponsored *Hollywood Festival of World Television*. Features TV programs from more than 20 countries. Century Plaza hotel, Los Angeles.

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. 24-26—Fall meeting of *Missouri Broadcasters Association*, Cheshire Inn, St. Louis.

Oct. 29—"Case Study." One in a series of *International Radio and Television Society* seminars. Bankers Trust Auditorium, 280 Park Ave., New York.

Oct. 29-30—*Production '70* workshop on video-tape television production methods, a second edition of Reeves television workshop, which began in 1968. Reeves Television Studios, Reeves Lincoln Square, New York City.

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 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. Pre-

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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.

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vious deadline was Oct. 1.

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

Nov. 5—"The Computer—from ESP to EDP." One of *International Radio and Television Society* seminars. Bankers Trust Auditorium, 280 Park Ave., New York.

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—Black tie dinner honoring retiring FCC Chairman Rosel H. Hyde, sponsored by *Federal Communications Bar Association*. Shoreham hotel, Washington.

Nov. 7-8—Annual fall meeting, *Maryland-District of Columbia-Delaware 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. 10-11—Combined workshop-management conference sessions. *Radio Advertising Bureau*. Continental Plaza, Chicago.

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

Nov. 18—Deadline for filing comments in FCC's proposed rulemaking permitting the inclusion of coded information in TV visual transmissions for the purpose of program identification.

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

Nov. 28-30—Fall convention of *National Association of Farm Broadcasters*. Conrad Hilton, Chicago.

DECEMBER

Dec. 4-5—Special board of directors meeting of *Association of Maximum Service Telecasters Inc.* La Quinta hotel, La Quinta, Calif.

Dec. 5-7—Fourth annual Radio Program Conference, sponsored by programming consultant *Bill Gavin*. Representatives John V. Tunney (D-Calif.), and Julian Bond, member of Georgia House of Representatives, special guests. Panels on new concepts and directions in broadcast programming. Music roundtable with representatives from top-40, non-rock, country, rhythm-and-blues music stations. Regency Hyatt House, Atlanta.

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., 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.

Dec. 17—Deadline for filing reply comments in FCC's proposed rulemaking permitting the inclusion of coded information in TV visual transmissions for the purpose of program identification.

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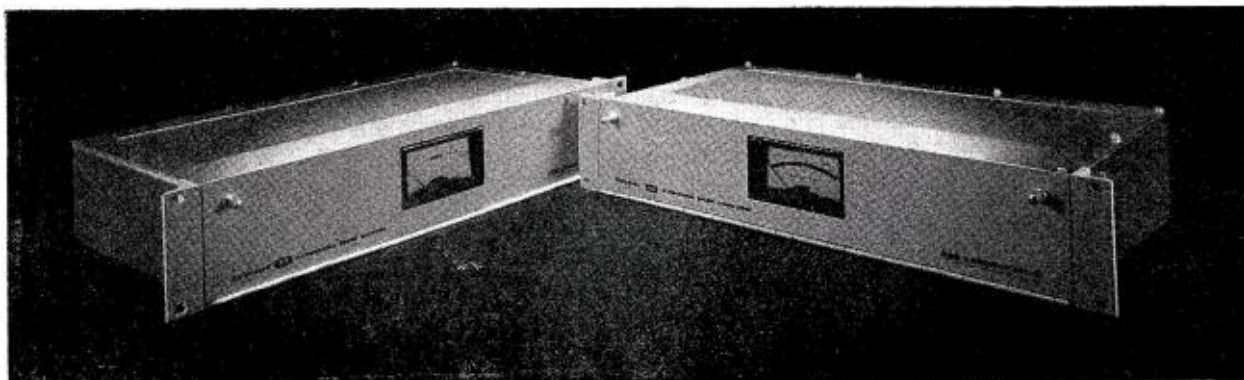
Solid state Audimax is an automatic level control years ahead of the ordinary AGC. By automatically controlling audio levels, it frees engineers, cuts cost, boosts your signal.

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RCA

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A Detroit veteran

EDITOR: On Oct. 10 George Pierrot is to celebrate his 21st consecutive year on Detroit television as host of his live travel-adventure program. This is the longest running TV program of any kind in Detroit. We believe it to be the most durable TV travel show anywhere in the world. Does any reader know of an older one?

For 15 of the 21 years his program appeared on both WXYZ-TV and WWJ-TV Detroit. He is now on WWJ-TV 5-6 p.m., Monday-Friday; 5-5:30 p.m., Saturday, and 7-7:30 p.m., Sunday. Here's a picture of Mr. Pierrot taken on a recent show.—*Dick Femmel, vice president, George F. Pierrot Productions, Detroit.*



Mr. Pierrot (l) and guest from Alaska, Don Cooper.

Some old-timer nominees

EDITOR: I certainly enjoyed the Sept. 22 "Special Report" on *Bonanza*, but I must take exception to some television programs omitted from the list of durables.

I have a copy of the TV "Compendium" in BROADCASTING, Oct. 12, 1953, and found these shows on the air at that time and still on: *The Jackie Gleason Show* (your article stated it was eight years old), *Dragnet*, *Original Amateur Hour*, *Kraft Hour* and *Lucille Ball* (your article stated it was eight years old).

In non-prime time (daytime) I discovered [many] old-timers still on the air... —*Milliard D. Hansen Jr., NBC, Chicago.*

(The first group of programs mentioned above have undergone radical changes in format or have not been on the air continuously. Non-prime time shows, as stated in the legend for the table, were not included in the list.)

Other audience neglected

EDITOR: With regard to the flap involving the license renewal of WMAL-TV Washington, on the charge that the station does not serve the Negro community (BROADCASTING, Sept. 8 et

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.

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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



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

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For more information call us,
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WDBJ-TV



ROANOKE

*Sales Management's Survey
of Television Markets 1969

ADVERTISEMENT

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Juries, at best, are unpredictable. Especially in lawsuits for libel, slander, piracy, plagiarism, invasion of privacy or copyright violations. So if you're part of the communications industry, don't be tempted to say: "Go ahead and sue." Even when you're right, there's no assurance a jury will decide in your favor. Moral? Don't take chances. Take out an Employers Special Excess Insurance Policy instead. Simply decide what you can afford in case a judgment goes against you...we'll cover any excess. For details and rates, write to: Dept. E, EMPLOYERS REINSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta, 34 Peachtree, N.E.

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seq); there is a case to be made also that Negro-oriented stations have little, if anything, to offer the non-blacks.

Listening to Washington's Negro-oriented operations (Wook and WOL) recently, I found that the disc jockeys were all black, the music was aimed specifically at blacks, news and commercials ditto, and the "lingo" or "jive talk" was totally beyond my comprehension.

Why then, cannot a charge similar in nature and content to that aimed at WMAL-TV, be brought against these two stations? Or any other Negro-oriented operation in the country, of which these would be typical? Of course these comments will meet with ridicule, yet the logic of my argument would seem to hold up, even beyond the initial surge of contempt. The point here is that programing for the whole community is a two-way street. WMAL-TV (or any other radio or TV station) is not serving a geographical area as strictly defined as a football playing field.

Radio and TV signals cannot recognize city lines or state boundaries; they spill over into suburbs and near-by communities, where the bulk of the metropolitan residents live.

The death of any city, and particularly Washington, is assured when city boundaries serve as 'iron curtains' beyond which there is no interest, concern or involvement on the part of suburbanites. . . . *Alan Dolinger, Chevy Chase, Md.*

Book with a warning

EDITOR: We have received an unusual book, submitted by a 20-year-old student at Aberdeen University, giving a penetrating review of every British pirate radio station. We withheld our opinion until we had time to check out the facts. Meanwhile the book, "When Pirates Ruled the Waves," has gone through two editions and is now well into its third.

We have satisfied ourselves that the author has done a thorough bit of research—but more important are his astute observations concerning the weaknesses in the British broadcasting system. His warning is clear: The concentration of the immense power of radio and TV in one body is a danger to democracy.

I am convinced readers of BROADCASTING will find this delightful reading. Copies of the book, by Paul Harris, may be obtained from my office at \$6.95 for the hard cover and \$2.95 for soft cover or at \$5 and \$2 each, respectively, if ordered in lots of five or more.—*T. D. R. Thomason, executive director, International Broadcasters Society, Postfach 128, Bussum (NH) The Netherlands.*

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*Reg. U.S. Patent Office.

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An open letter to the citizens of Northern Illinois and Southern Wisconsin



GILMORE BROADCASTING CORPORATION

GENERAL OFFICES: 202 MICHIGAN BUILDING KALAMAZOO, MICHIGAN 49006
AREA CODE 616 381-3490

October 7, 1969

Dear Friends:

Today WREX-TV becomes a part of the Gilmore Broadcasting Group. It will be an exciting affiliation, because the people at WREX-TV share with us a long-standing belief in community participation.

As president of Gilmore Broadcasting Corporation, I believe in our responsibility to participate in the life of the communities in which our stations broadcast. The entire Gilmore Group management, as well as I, have practiced community involvement in each of our station areas--and we look forward to continuing this policy throughout the Channel 13 coverage area.

We recently published a statement of philosophy of the Gilmore Group, and I would like to quote some of it to you:

"What are local broadcasters doing about today's social problems? In the Gilmore Group, our answer is--everything we can. Poverty and race. The generation gap. Air and water pollution. Safety. Law and order. Every phenomenon on the national scene has its counterpart in our communities.

"We study the pulsebeat. Dig for the facts. Stir, sting, spur. We look for solutions. We editorialize. We communicate. We help make good things happen.

"And we're inspired to do more."

Sincerely,

James S. Gilmore, Jr.
President
Gilmore Broadcasting Corporation



James S. Gilmore, Jr., president

GILMORE BROADCASTING CORPORATION

GENERAL OFFICES: 202 MICHIGAN BUILDING KALAMAZOO, MICHIGAN 49006

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Evansville

WREX-TV
Rockford

KODE-TV
Joplin

WSVA-TV
Harrisonburg

KODE-AM
Joplin

WSVA-AM
Harrisonburg

WSVA-FM
Harrisonburg

Radio can be a memorable medium for spots

Radio is turning 50 next year. And this is causing a lot of people to reminisce and recall, and to make some agonizing comparisons.

Just a few weeks ago, Joel Siegel wrote an excellent article in *The Los Angeles Times West Magazine*, the gist of which said that the good old days of radio are sorrowfully lost forever. And that even the best of today's TV is sorely lacking in imagination and certainly in audience involvement when compared with the heyday of radio. Well, the good old days may be gone but the golden days certainly are not. At least the gold that advertisers are willing to lay out for spots today is running a lot richer than anything *The Shadow*, *Fibber McGee*, and *Amos 'n' Andy* ever saw.

And all this money is producing something else besides costlier spots. We are slowly but surely developing an art form that rivals even the best of old radio inventiveness, high comedy, and imaginative production. I'm referring to today's "radio commercial."

It's a medium that everyone is familiar with and only a few really understand. It's amazing, but we have a large crop of "radio writers" who think they've earned that title just because they've run reams of script paper through a typewriter. When they talk to you about a favorite hobby, or something their kid said, or some gal they're in the process of lining up, they do a creditable job of expressing themselves. But when they turn their attention toward a blank sheet of paper the light goes out. And an incredible parade of used words flows onto the paper—about 175 to the minute—and then this practiced radio writer is incensed because the local announcer "murders" his copy.

Today's enormous radio budgets and rich pool of acting and musical talent provide the copywriter with a golden opportunity to write 60-second classics every time an assignment comes up, yet only a handful are really equipped or inclined to respond to this challenge. Several very brilliant and very aware creative people saw this opportunity coming years ago and established creative radio services to fill an ever growing need.

Are Chuck Blore, Stan Freberg, Mel

Blanc, Klein/Barzman, etc. worth it? In many cases, yes. A memorable, talked-about, thought-provoking radio campaign can mean the difference between selling a product or just placing it on the shelf. How much is this success worth? Usually a lot more than these people charge. Doyle Dane Bernbach is hardly in need of permanent outside creative assistance, yet when it comes to radio for many of their clients, they've used Blore's services time and time again.

But what of the copywriter within an agency and his chances of producing a great moment of radio for a client? I think, like all creative work, the art of the radio commercial improves dramatically with practice and experience. And, unfortunately, the average copywriter will write 50 ads and a dozen TV spots to one radio commercial.

And TV writing is very different from radio. Today, art directors are becoming our best TV commercial writers because they "see" situations and they train themselves to tell a story in pictures. No longer must we script TV commercials with separate columns for audio and video, attacking each in turn. The words and the pictures have become one. And a single, simple idea is everything.

And radio? The sound in radio must provide the picture. And the voice of a character or a narrator must be selected with infinite care and patience, because the sound of that voice will provide pictures that even the best graphics can never equal. But few of us accept this. And our preference for the more famil-

iar forms of advertising is proof of our reluctance to become more comfortable with radio.

It's fascinating to watch different types of writers receive different kinds of creative assignments. Some love the brevity and concentrated impact of outdoor posters. Others live for a full color ad in *Life Magazine*. TV turns on the new breed. They use an advertising agency much the same as poets used the patronage of nobility centuries ago. They cut their teeth on 60-second commercials and parlay what they learn into meat for future films. But only a few of us really get turned on by a radio assignment. And yet once introduced to "sound" as a vehicle for persuading someone to react in a certain way, it's just a matter of time until you're completely hooked on radio.

Fifty years from today, why shouldn't people remember a different kind of classic—the Excedrin headache, Pepsi Cola music, Al Capp's gems for State Farm Insurance, Mel Brooks's comedy for Circus peanuts, and Ken Nordine's jazz poetry for Fuller paint. It may not be Bergen and McCarthy, but what the hell . . . stations seem to be trying to provide as much time for commercials as programs. And if we're going to have to share the responsibility for radio's quality. . . .

The tools are all around us. The money to produce with is becoming more plentiful every day. It's time to stop worrying about the loss of *Just Plain Bill*. Radios are going to be turned on for a long time to come. Let's do something good with all that time.



Cliff Einstein is vice president and creative director of Dailey & Associates, Los Angeles. Since his first job with Carson/Roherts/Inc., Los Angeles, he's worked on both coasts as a writer, copy supervisor and creative director, serving national agencies. Mr. Einstein has won a long list of advertising awards, many of them in radio. He was last year's sweepstakes winner in American Advertising Federation competition. Mr. Einstein's father was radio's great comedian: Parkyakarkus.

Why?

When 4 girls were murdered at Cape Cod,
WPRO had a man on the scene for a week.
When Kennedy's car went off the bridge, WPRO was there fast.
Why? That's the question we always ask. Why.
There's more to WPRO than meets the ear.



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

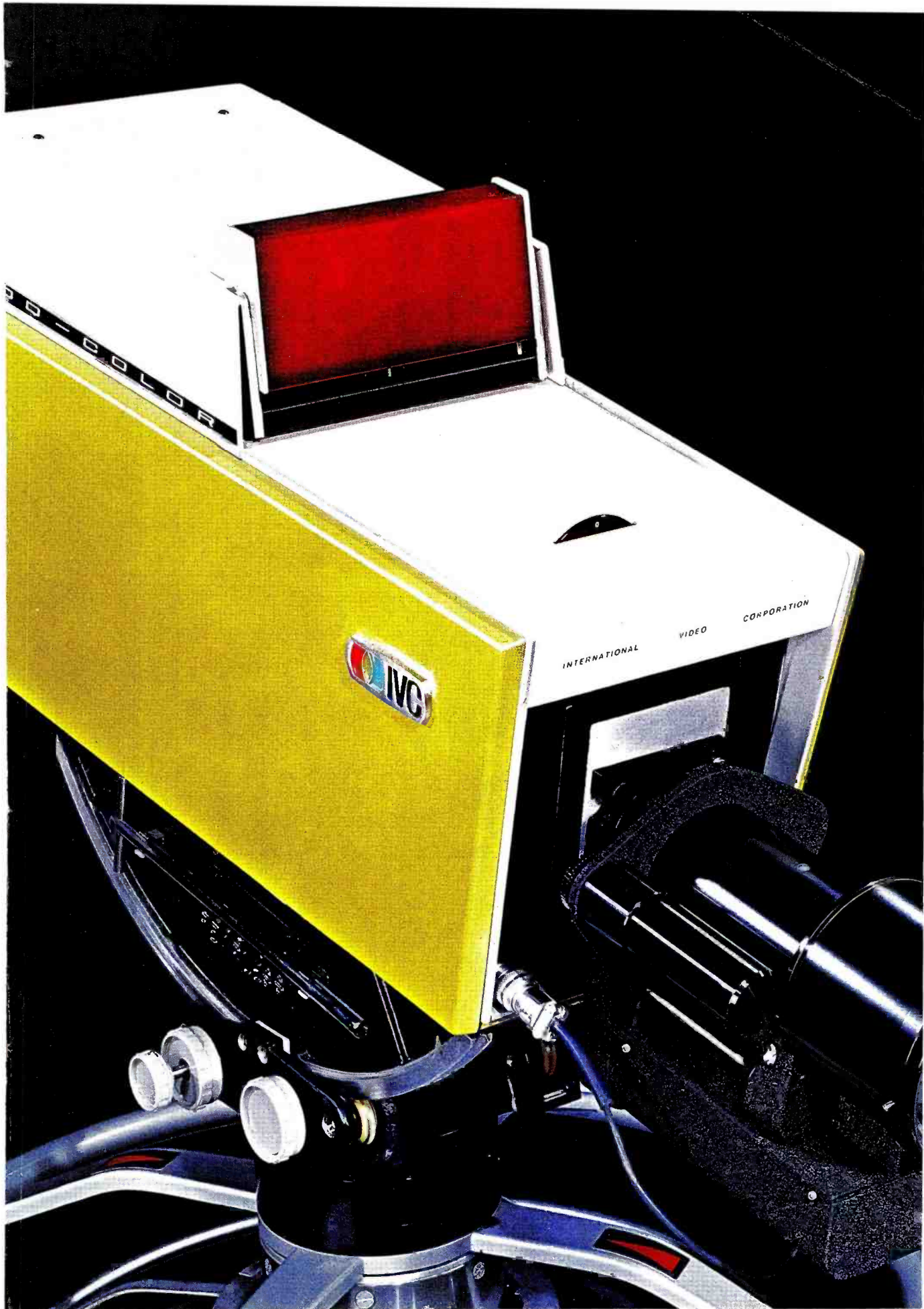
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dy" McLean reports the weather to more people than any other television weatherman in the Southeast. Clyde is just one of the reasons ARB gives us 60% share of homes.* It was great to be first in the market. And we've got the talent to stay there.



TV utopia: bottom dollar, top job

**That's goal advertisers keep seeking,
but they're advised to go in many ways**

Television advertising was dissected by some of its most expert practitioners last week in a two-day search for ways to make it produce more for the same money—if not for less money.

In the dissection, at a workshop conducted by the Association of National Advertisers, agency, advertiser and production-firm executives offered a seemingly boundless variety of suggestions both to cut costs and to expand efficiency under the over-all theme of "Getting Maximum Mileage from your TV Advertising Budget."

The suggestions ranged across a broad spectrum from harder negotiations with broadcasters—a rate card's function, said one agency man, is to "establish the highest price"—to sophisticated research and a radical simplification of spot-buying paper-work.

In between, in the area of day-to-day economies, the range went from consolidation of assignments for higher discounts to speculative deals with new production houses; from the hiring of a resident expert for the advertiser's staff to giving the cost-watching assignment to the agency creative director; from emphasis on copy-testing to the elimination of copy-testing.

Some 320 executives of ANA member companies attended some or all of the workshop sessions, held Tuesday and Wednesday (Oct. 7-8) at the Plaza hotel in New York.

The generally accepted importance of getting the right commercial seen by the right audience was at the heart of several approaches—including an on-the-scene demonstration of a computer system that not only analyzes network program audiences but in each case also meets the network's offering price with a counteroffer.

Not all speakers came to tell advertisers how to spend less in television.

E. L. Timberman Jr. of Kenyon & Eckhardt International told them to spend more—or at least, after saving money with some suggestions he gave them, to put the saving back into experimental commercial production. Mary

Wells Lawrence of Wells, Rich, Greene told them the best way to save was not to scrimp.

Alfred Plant of Block Drug, a former chairman of the ANA Television Committee, recommended that advertisers put an expert on their staff to oversee commercial planning and production. John O'Toole of Foote, Cone & Belding said the agency creative head is the man who knows best where savings can be made, and he also offered a list that he said had wrought "some real benefits" at his agency during the past year.

Gene Case of Case & Krone, a new, small agency, recommended the cost-consciousness of new, small agencies. Fred Goldstein of Liggett & Myers laid down some conditions for research on TV commercial effectiveness. Robert Winkler of Video Prints suggested economies in commercial post-production stages. Lincoln Diamant of Spots Alive tackled the problem from the standpoint of test commercial production. And Marion Preston of J. Walter Thompson Co. surveyed talent uses with an eye to economy.

Control of commercial production costs was also explored in a panel ses-

sion, and the computer demonstration—by Gardner Advertising—was a featured attraction of another.

The computer's performance capped a discussion of network and spot-TV planning and execution that was enlivened by calls for smarter timebuying and characterization of rate cards as instruments denoting where the bargaining starts.

Avram Butensky, vice president and senior associate media director of Dancer-Fitzgerald-Sample, told the advertisers a smart buyer, given time and tools, can save them a lot of money by negotiating better spot buys—up to 20% to 40% better than average.

Rudolph Maffei, executive vice president and general manager of Gardner, New York, hung the "highest price" label on rate cards in response to a question from the floor asking how many advertising people ever look at *Standard Rate & Data* except to get the name and phone number of a station manager.

Mr. Maffei said his answer was not cynical, but reflected the facts of advertising life. Mr. Butensky added that this is "a business where you never



Program chairman for the ANA workshop was William Claggett, VP and director of communications and marketing services for Ralston-Purina Co. (c).

Other speakers included E. L. Timberman Jr., president of Kenyon & Eckhardt International (l), and Barrett Welch, president of Carter Products (r).

know whether you got the best price" and said this situation would continue "as long as stations wheel and deal."

Mr. Butensky was also talking about wheeling and dealing—at least in part—in earlier, prepared observations.

Enumerating five areas of economy in spot buying, he said one was "to train buyers to understand the market, understand the station's rate card and understand what the word 'negotiate' really means." He continued:

"The old system where stations sold five plans, 10 plans or frequency discounts are fading from the scene. Now the high-rated spots have flat rates. However, the flat rate is a moving one. It is one of charging what the traffic will bear.

"Depending on volume, the stations can sell a given spot at any number of prices. To those in the trade, the price differences are labeled as Section I or Section II, or P-1 or P-A, or Grid I or Grid II.

"To the buyer with the ability to negotiate, there are ways of getting even lower prices. And that is where it is all at. The smart buyer, with the ability to wheel and deal, with the ability to pool his resources, with the ability to create packages, and with the ability to main-



Mr. Maffei

tain a good rapport with the stations, will with ample time get the best buy—sometimes as high as 20%-40% better than the next buyer.

"For an advertiser spending \$1 million in spot, a good smart negotiation, dealing from strength, can get an extra \$200,000 to \$400,000 worth of spots. That's economy where it counts."

But good buying, Mr. Butensky said, depends on other factors that are also potential economy areas—on the buyer's being given a "clear definition of objectives" for the campaign, for example, and on the development of simpler paperwork systems to ease the buyer's lot.

The emergence of piggybacks and emphasis on demographics "have made spot schedules more efficient" but are also "breaking the buyer's back with paperwork," not only hampering his buying but also making the field less attractive to newcomers, Mr. Butensky



Mr. Butensky

said.

Most agencies have developed or are developing simpler paperwork systems, he continued, but agreement is needed on an over-all system that "may come in the form of adjusted billing procedures, new types of schedules or even a totally different way of reporting."

The difficulties inherent in spot buying, he said, have contributed to the rise of independent buying services, which "in effect" are "charging an extra 5% or 10% and sometimes higher out of the client's budget to do a job that agencies are expected to do as part of their regular 15%."

Explicitly staying out of the current controversy over which does a better job, agency or buying service, Mr. Butensky maintained that "simply stated, the better, dedicated buyer, properly trained, with ample time, will make the best buy."

(A representative of a company whose full line of services includes buying, President Richard Gershon of Independent Media Services, was also on the panel, but he devoted his remarks to planning rather than executing campaigns.)

Mr. Butensky also had a warning about even greater need for accuracy as computers come more and more into play:

"Unless the buy is accurately recorded by the buyer and the station, unless the schedule is properly entered into each agency's system, the billing discrepancies will mount. A station with \$500,000 in past-due accounts will have double that in a year from now."

Network advertisers were told by Gardner's Mr. Maffei that they are wasting money if they are slipshod in defining their target audiences.

He said 50% to 60% of all requests for network availabilities for products sold to housewives "still call for women 18-49 as the target audience"—although women over 50 represent more than a third of the female head-of-household population and almost one-third of food-dollar expenditures.

This waste is compounded, Mr. Maffei said, when planners fail to take product-usage data into account. He said women

over 50 account for 55% of diet margarine usage, for example, for 40% of instant coffee, 35% of gelatin desserts.

"Using the more precise product-usage data for target-audience planning alters the values certain shows will have," he noted.

He offered figures to demonstrate that for reaching women 18-49 the *Ed Sullivan Show* is 41% less efficient (on a cost-per-thousand basis) than *Saturday Movies*, but on a product-usage basis is more efficient for reaching pain-reliever and gelatin-desserts users, is equally efficient for toothpaste users, and "only marginally less efficient" for cold cereals, detergents and cake mixes.

With Charles Haines, Gardner director of media research, Mr. Maffei demonstrated the agency's on-line computer system called GIANT—for Gardner instant analysis of network television—which analyzes network program audiences on a product-usage basis.

The GIANT computer, based in Chicago and linked to New York by telephone lines, has already been stocked with data on all prime-time network shows, with the audience of each analyzed in terms of its usage of a wide variety of product categories. Similar data for other programs and products is currently being fed in, according to Gardner officials.

Given a program and product category, GIANT produces an analysis that includes a cost-per-thousand users of the product and, based on Gardner's pre-stored estimate of an acceptable C-R-M, calculates what the price for the program ought to be. This is the so-called counter-off to the network's offering price, also shown on the printout.

Other major presentations at the workshop are covered in successive reports starting on this page. The program was developed by a committee headed by William Claggett, vice president and director of communications and marketing services for Ralston-Purina Co.

Quality of message is called critical

Some of the dimensions of the cost problem were drawn by Barrett F. Welch, president of the Carter Products Division of Carter-Wallace Inc. (Arrid deodorants, Carter's pills, etc.).

In 1954, he recalled, Carter was an alternate-week sponsor of *Meet Millie* and "for \$18,000 a minute we got billboards, in-program isolated commercial positions, sponsor identification and a potential U.S. home coverage of 90%."

In 1969, he said, "we are getting the same 90% home coverage through a series of network participation packages on ABC, CBS and NBC—at \$40,000-plus per participation."

Along with total costs, he continued,

circulation costs have also risen, "but not alarmingly so, considering the trend of the times." Between 1960 and 1969, he said, the rise in cost-per-thousand homes was 14% for evening network television, 31% for spot TV, 20% for spot radio, 6% for magazines and 21% for newspapers.

The most serious problem, he said, is in "the cost of making an impression." To illustrate, he said the number of prime-time network advertisers rose 64%—and the products they advertised rose 72%—between 1958 and 1968; the number of 30-second (or shorter) prime-time network commercials amounted to 80% of all prime-time network commercials in 1968, as against 38% in 1964, and the weekly total of prime-time network messages climbed 30% in the same four-year span.

What to do? Mr. Welch had some suggestions:

- "We need to know more about the kinds of people who buy our product, and we need to spend more time and effort matching these characteristics against our programing."

- The 30-second commercial is another way to cut costs, but if not done and used properly it can also be "a waste of money."

- "We need to know more about the net effectiveness of each of the three major kinds of television—prime-time network, daytime network and local spot. Each has its peculiar advantages and each serves several distinct purposes." And what is the justification that makes \$4 an acceptable cost-per-thousand homes for prime-time network advertising, \$2.40 for fringe evening spot and \$1.60 for daytime network?

- "There is a great need on the part of the advertising agencies to upgrade the quality of their spot-buying procedures."

But "the point of greatest leverage" in advertising is in the commercial itself, Mr. Welch said. "I would much rather have a great piece of copy coupled with an average or mediocre media buy than a mediocre piece of copy coupled with a great media buy."

To emphasize commercial variation and the importance of copy testing he

said that in tests of 16 one-minute commercials for one Carter Products brand, the top four commercials scored 159% higher than the bottom four, the next four scored 84% higher than the bottom four and the third-best group of four scored 50% higher than the bottom four.

But what it all nets down to, he concluded, is that "the best way to get the maximum mileage out of your TV budget is to put the strongest possible message against those people who buy the most of your product."

Economy held to be role of the creatives

John E. O'Toole, president of Foote, Cone & Belding Advertising Inc., advised agencies to put responsibility for reducing commercial production costs into the hands of the agency creative director, whatever his title may be.

"Only a person who has been there himself, who has had the responsibility on a production venture for those hundreds of decisions that add up to 90 feet of film, can really understand the dynamics of cost and quality in commercial production," said Mr. O'Toole, a former creative director himself.

"In dozens of ways a creative director can make economy a concern, a challenge and a source of professional pride—while others within the agency might be ineffective in promoting it or even set off a reaction."

But it must be made a source of pride, "not an inhibiting influence on ideation," he cautioned.

Mr. O'Toole presented 10 questions that he said had produced "some real benefits" since they were circulated to FC&B creative people about a year ago as points to consider from time to time.

The questions in effect urged creative people to insist on being given enough time to do a job, and to consider whether animation might be appropriate ("reduces talent payments" and is "less expensive than many kinds of live action"); whether location shooting might not be better than building sets (less expensive, more authentic); whether people are really needed to get the story across, whether "lots of people" are needed and whether people's faces need to be shown (all to cut down talent payments and residuals); whether video tape might be better than film ("no cheaper" for equivalent-quality production but can save expensive time); whether music is necessary and, if so, show many voices or instruments; whether fancy effects are needed ("very expensive" and "quite often a substitute for a real idea") and whether big-name (and therefore more expensive) directors, cameramen, etc.,

are really necessary.

"Once a creative department gets cost-conscious themselves," Mr. O'Toole said, "their inborn irascibility and unease with the status quo extends beyond the executional phase. They look for and find ways of saving time during shooting, or improvising to produce a better and less expensive effect. They even apply the curious insight a cruel destiny has given them to the modus operandi of their suppliers and suggest better ways of conducting our business with them."



Mr. Plant

An in-house expert saves money at Block

Alfred L. Plant, advertising vice president, Block Drug Co., recommended that advertisers emulate his company by engaging a TV commercial production coordinator. He told the ANA audience to "spend some dollars and save thousands by doing so."

Mr. Plant said it is now estimated that the over-all bill for TV commercial production, talent and prints approximates \$250 million, broken down to about \$85 million in film and \$15 million in tape productions; \$25 million for agencies, pension funds and taxes; \$60 million in talent and approximately \$65 million for prints and shipping.

He explained that a specialist can make a contribution to an advertiser in three areas—quality control, schedule control and cost control. He characterized cost control as the most important, claiming that a staff coordinator could be useful in suggesting which companies could be called in to bid for and execute jobs; could represent the advertiser at pre-production meetings and during actual production, asking for retakes or vetoing the agency producer's request for more retakes. During post-production, Mr. Plant noted, the staff specialist plays a role in selecting the music, deciding on opticals and shepherding the commercial through the rough cut and answer print.

In scheduling, a staff coordinator can make certain that the client's assignments are spaced out to eliminate unnecessary overtime and rush-time changes, Mr. Plant stated. In cost con-



Mr. O'Toole

trol, he added, a resident expert will insist on careful analysis of all bidding on a detailed line-by-line basis.

Mr. Plant acknowledged that some advertisers, unlike his own company, might not have sufficient work to justify a full-time production coordinator. He suggested two other possible avenues: hiring a freelance on a one-time or continuing basis, or engaging one of the companies that have been formed recently that offer production services.

Getting new producers to work at spec rates

E. L. Timberman Jr., president of Kenyon & Eckhardt International, warned against "too much preoccupation with the admittedly high cost of commercial production."

He wasn't against saving money—K&E, he said, is bringing in commercials at an average cost believed to be 10% to 15% below the industry average—but he was concerned lest advertisers put so tight a lid on total commercial budgets that even "responsible creative experimentation" would be ruled out.

"There are any number of ways in which experimental work can be done without incurring excessive costs," he said. "As a matter of fact, I would consider it irresponsible to confine such effort to full-cost full production commercials: \$20,000 or \$25,000 or \$30,000 and up is still a lot of money."

Filmed storyboards—art work or still pictures put on film with a sound track—cost \$500 to \$1,500 and will show, better than a regular storyboard ever can, what the commercial will look like in finished form, he asserted. They can also be used, he added, to test different ideas and variations of the same basic idea, expanding the range of possibilities and avoiding the expense of producing a full-fledged commercial only to find that it won't work.

Mr. Timberman chided advertisers who take a "penny-wise and pound-foolish" attitude toward market-testing new commercial ideas.

"There is not yet any definitive technique for testing advertising short of going to market with it," he asserted. "And to have a product on the market—no matter how well it is going—and not have one or more market tests of new copy is every bit as irresponsible as owning a home and not having it covered by insurance."

"All campaigns eventually wear out. Competition changes constantly. Popular tastes and moods change. So should advertising. And when Nielsen or your sales say your advertising is no longer working, it is already too late to change it in any way except near panic."

He cited an "I came back to Bryl-

creem" commercial, made when competition was cutting into Brylcreem sales but questioned on the grounds that perhaps Brylcreem should never admit that anyone ever stopped using it. The answer, he said, was sought in a one-market test of the commercial.

"The results," he said, "were practically instantaneous, and we quickly expanded the campaign to national coverage. Today Brylcreem is at its highest point ever in sales and in close contention again for the leading position in the hairdressing market."

Mr. Timberman also showed two other commercials, one for Brylcreem and one for Macleans toothpaste, that he said were produced for market tests and cost less than \$5,000 each. How?

"There are lots of good new production companies in the film business," he said. "They want work and they want sample reels. And they are willing to speculate with you and your agency on a new piece of copy."

"We have negotiated arrangements with such companies whereby a certain price has been set for a film for test-market use. If the film is expanded to regional or national use then there is an additional payment due. But if the new copy works well enough to warrant expansion to a broader area, that extra payment is the cheapest money you ever spent."

When advertisers do save money on production, Mr. Timberman suggested, they should put the saving into "experimental film production—economical experimental film production"—and into market-testing the result. "Who knows?" he said. "You may get a couple of extra share points on the market . . . and think what that could mean to profits."

Talent is the pay-off, says Mary Lawrence

Mrs. Mary Wells Lawrence, president of Wells, Rich, Greene Inc., New York, advised economy-minded advertisers that the best way to save money is not to scrimp but to hire the best talent and pay them well to keep them. She



Mrs. Lawrence

contended that a campaign should not be measured by its cost, but by its results.

She told the audience that she measures the production cost of a commercial in terms of the percentage of the people who watch it and recall it. She pointed out that two commercials for American Motors cost \$75,000 to produce and scored high in tests. She added that the commercials ran for two years and she estimated they averaged out to five cents per use, as related to commercial cost per television station.

"You better stand out and away from the crowd with a presentation that gets more people to wake up, sit up and look at your commercial in the first place," she advocated. "And if it costs a little more to wake them up, well, in the balance, we'd rather spend a little more and get a lot more attention."

Mrs. Lawrence said her agency seeks "maximum mileage" for its advertising and aims for ideas that are "big" and attract attention. This results in publicity that is obtained "not by accident but by design."

Should big producers be chosen instruments?

A panel on controlling TV commercial production costs reached the conclusion that a reduction in expenditures could be achieved through consolidating agencies' requirements with relatively few production companies, thus gaining volume discounts.

It was not surprising that this approach was suggested; the panel consisted of executives of three of the larger TV commercial production houses: Peter Mooney, president of Audio Productions; William Susman, executive vice president, MPO Videoelectronics, and George Tompkins, board chairman, VPI Productions, all New York. They made introductory statements and subsequently answered questions from the audience.

Mr. Tompkins attributed rises in commercial costs over the last five years not only to normal inflationary factors but to an outmoded system. He said there are more than 500 companies engaged in commercial production and that the average agency last year worked with about 83 different producing organizations.

"Where is the weight of agency volume?" he asked. "Where are cost controls? They just don't exist. I submit that consolidation of production can cut costs, maximize efficiency and promote higher standards."

Mr. Susman cited the competitive-bid system of selecting outside producers as a strong factor leading to

What brought HR Radio, Stone and Butler together?

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Let's face it. We're all in business to make money. But some of us are better at it than others.

At the new HR Radio, we know the more we do for our selling team, the more they do for our clients. And the more business our clients do, the more money we all make.

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We've been selling radio — nothing but radio — for a combined total of more than 80 years. We've been through it all. The problems. The solutions. The constant changes that make our industry so exciting. And we know how to make this experience pay off.

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price increases. He claimed that this system often results in a low bid by a producer on the first time around when he may not make a profit, followed by a higher bid on the next assignment in order to recoup losses. This chain, he said, often leads to financial instability of production houses.

During the question-and-answer period, one advertising executive asked whether Mr. Tompkins actually was seeking help in competing with smaller companies. Mr. Tompkins replied that he was not asking for help, but was suggesting consolidation of business as an approach that could "bring order out of anarchy."

He pointed out that once a production company has a fixed relationship with an agency, the producer has more time and opportunity to work under the agency's guidance and turn out jobs more efficiently.

Small agency says copy testing is waste

The small creative agency can help to cut television advertising costs, according to Gene Case, partner in Case & Krone, which was formed only last spring.

Mr. Case pointed out that the small agency becomes adept at working with small budgets, does not become a "prisoner of the 15% commission ma-

chine" and is imbued with "desperation" to succeed.

Mr. Case, who formerly was with Jack Tinker & Partners, where he was accustomed to budgets running into millions of dollars, told the audience it is "a sobering experience" to work with client budgets of \$200,000.

"You never look at a 60-second commercial quite the same way again," he remarked. "I now find it difficult using more than 10 seconds."

Mr. Case indicated that the 15% commission impels agencies, on occasion, to spend more money than is actually needed to effectuate a campaign. He pointed out that the small creative agency is willing and able to work on a variety of financial bases.

A third merit to the small creative agency in "the war against overspending," according to Mr. Case, is "desperation." He asserted:

"The small creative agency is desperate . . . to make noise, to get its clients seen, to build a record of successes before it becomes just last year's small creative agency, which is to say dead. Out of this desperation, a controlled and inspired desperation, great and profitable things can come."

Mr. Case's final point was one he called "a real money-saver" and it involved copy-testing. His advice: Eliminate copy-testing.

"The problem of copy-testing is not the theory, which is magnificent, but

the practice, which is ludicrous," Mr. Case declared. "Advertising is a craft which has few of the advantages of art, but most of the disadvantages of art. And one of art's disadvantages is that it cannot be objectively evaluated in the short run."

"I think that we know for sure more about television commercials today than we know about television commercial testing systems. Therefore, we should not use commercial testing systems to evaluate commercials. We should use commercials to evaluate commercial testing systems. Incidentally, it follows that the commercial testing services should be paying us for their learning experience."

How talent buying can control costs

Marion Preston, supervisor of broadcast talent relations for J. Walter Thompson Co., New York, offered four suggestions for "stretching" an advertiser's TV commercial talent dollars. But first she warned the audience that such costs are likely to rise at the conclusion of negotiations that now are under way between the industry and the American Federation of Television and Radio Artists and the Screen Actors Guild.

She urged agency copywriters to become acquainted with the cost structure of talent so that they may keep this in mind when creating a commercial.

She recommended that advertisers and agencies estimate and review talent costs before producing a commercial so that they will have a reasonably accurate view of the amount of money that will be involved.

"And I think it's important to hire performers in their proper classifications," she reported. "Different classifications carry different rates, and if you think a particular part or performer is being engaged at a higher rate, challenge his classification."

The JWT executive pointed out that economies can be effected through proper scheduling of commercials for a campaign. By staggering starting dates on two different commercials, she explained, it is often possible to reduce talent costs under various provisions of talent agreements.

She was opposed to using non-union shops for commercial production, pointing out that many advertisers and agencies have agreements with various talent unions that could be compromised by such production. Similarly, she looked with disfavor on production abroad if the move is undertaken simply to avoid talent-union jurisdiction. She agreed that foreign production is justified if the overseas locale is an integral part of the commercial.

16mm seen as one way to keep budget down

Lincoln Diamant, president of Spots Alive Inc., New York, upheld test production of TV commercials as desirable in this era of rising costs, but cautioned that a spot that may save on production and resembles a commercial message does not necessarily make for valid testing.

Mr. Diamant pointed out that certain costs are fixed, including those for film and tape and for cameras and recording personnel. The one big "discount" variable, he noted, is labor, but he acknowledged that in U.S. metropolitan areas it is difficult for major production houses to indulge in test-spot "cut-rating." This puts test commercial filming in New York, Chicago and Los Angeles almost exclusively in the non-union or semi-unionized 16mm area, according to Mr. Diamant.

He offered these suggestions about test commercial production:

Decide to shoot in 16mm and keep casts and sets simplified. If a city park lawn can fairly represent the 12th hole



Mr. Diamant

at the Castle Harbor golf club in Bermuda, he advised, use it.

He felt that producing the entire test on tape offers specific advantages. Mr. Diamant said while it must remain a studio spot since a test budget cannot afford tape cameras on location, a client can use color at no extra cost and can combine the best of both live and animation. Mr. Diamant showed a reel of test commercials, including a spot produced by his company for Macy's that was used on the air in New York. The total cost for this spot, he said, was \$999 gross.

KTXL-TV FACTS TO "FORTY" FY YOUR TV BUY in SACRAMENTO/STOCKTON

1 KTXL-TV HOMES INCREASED 36% in early evening fringe to prime time. KTXL, Channel 40 now delivers an average share of audience of 11% between 5-7:30 PM in spite of network & local news and Perry Mason programming on the other stations.

2 PRIME TIME RATINGS (7:30-11 PM avg. M-F) SHOW KTXL-TV NOW DELIVERS 30% MORE homes than in March '69. THIS AMAZING INCREASE is in spite of competition from 3 major network stations.

3 KTXL-TV IMPORTANT 5-6 PM RATINGS INCREASED TOO! TV Homes increased 62% with Munsters/Martian programming. Channel 40's SHARES increased to a 17 in May ARB — almost double the shares shown for that period in the March ARB.



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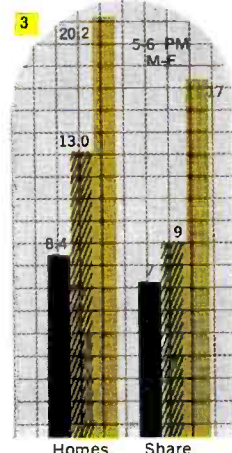
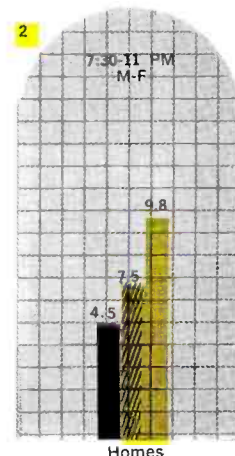
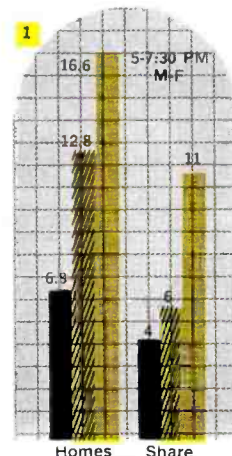
NET WEEKLY CIRCULATION INCREASED 13%

between March & May while audiences on the other 3 stations declined!

NET WEEKLY CIRCULATION

Station	Nov ARB	Mar ARB	May ARB	Change
KTXL	76,400	130,200	147,700	+13.4%
KCRA	610,400	608,600	588,000	-3.4%
KOVR	572,400	564,900	536,000	-5.1%
KXTV	524,700	529,900	528,000	-0.4%

KTXL-TV SETS IN USE INCREASED SUBSTANTIALLY while the other 3 stations experienced normal Spring decreases.



KEY FOR GRAPHS

Nov. '68 ARB
Mar. '69 ARB
May '69 ARB

All statistics referred to above are subject to errors, variations, and interpretative restrictions inherent in sampling surveys.



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St. Louis (314) 241-5051
San Francisco (415) 981-2345

Los Angeles (213) 385-6394
Atlanta (404) 872-3871
Dallas (214) 747-7761

New York (212) 421-5600
Chicago (312) 467-6111

Avco will use live lingerie models

Murphy decides group will ignore code rule barring real women in TV ads for underwear

Widening cracks in the Television Code Authority's rigid rules governing advertising, particularly regarding feminine attire, appeared last week when Avco Broadcasting announced it would no longer be bound by the code article regarding the use of live models.

John T. Murphy, president of Avco, in a letter to Robert W. Ferguson, president of WTRF-TV Wheeling, W. Va., and head of the television code review board, said Avco television stations would disregard the article in the code pertaining to the use of live models in advertising of women's lingerie.

The Avco stations involved are: WLWT(TV) Cincinnati, WLWC(TV) Columbus, WLWD(TV) Dayton, all Ohio, WLWI(TV) Indianapolis and WOAI-AM-FM San Antonio, Tex.

Although the move may conjure up fanciful images of sexy commercials the immediate result is expected to be something less lurid. The code article in question prohibits the use of live models unless fully clothed. Avco spokesmen say they have had considerable pressure from retailers, new arrivals in the television commercial market, who have found their advertisements unacceptable.

Mr. Murphy's letter says: "It is our intention, of course, to watch this most carefully, and in the event there is a public protest, we most certainly will reconsider our decision."

Previously in the letter Mr. Murphy said: "In our opinion, this article of the code is archaic and makes no sense at all when you consider the bikinis on live models on such programs as *Laugh-In* and the other entertainment programs such as Dean Martin, Mike Douglas, Johnny Carson etc. I might add beyond the bikinis, the display of navels and suggestive movements of dancers in scanty attire."

Mr. Ferguson said the matter would be on the agenda of the TV code review board which meets Dec. 8-9 in Los Angeles. He said no special meeting was contemplated and that no actions indicating disagreement with the code had been received other than the one from Avco.

If Avco proceeds to use live models as indicated in the letter it presumably would be found in violation of the code and would be subject to revocation of the code authority's seal of approval. The move seems unlikely.

Although the authority has received no other complaints, it is known that



Mr. Murphy

pressure from advertisers, particularly local retailers has been increasing. Many retailers are getting into the television medium for the first time. They have found to their surprise that much of the available material did not fit the restrictions of the code. Avco spokesmen stress that they plan to look carefully at all submitted commercials and will insist that they be tasteful.

That the code may relax again is quite possible. The television code review board will consider the issue and make recommendations which must be considered by the authority. But only a year ago the National Association of Broadcasters' television and radio boards of directors approved code changes to permit the advertising of personal products relating to externally applied feminine-hygiene deodorant sprays and powders.

Finishing touches put on TVB's D.C. agenda

Top agency media names and TV advertiser representatives will take part in Television Bureau of Advertising's annual meeting to be held in Washington Oct. 21-23 at the Shoreham Hotel.

TVB announced last week that these agency people from New York will discuss spot TV at an Oct. 22 panel: Justin Gerstle, senior vice president and executive director of the media program department, Ted Bates & Co.; Warren Bahr, executive vice president and

media director, Young & Rubicam and George Simko, vice president and manager of media, Benton & Bowles.

On Oct. 23, Phillip Biddison, vice president of Ritchie Advertising, Houston, will outline his agency's TV presentation to a bank client, and David Oreck, president of McDonald Sales Corp., New Orleans appliances and furniture distributor, will discuss TV's place in his advertising plans.

A session on local TV's role in the economy will be held from the point of view of retailers on Oct. 23, and includes William S. Hansen, president, Julius Garfinckel & Co., Washington specialty store; Alfred Eisenpreis, vice president, planning, research, public relations, Allied Stores; Albert Cohen, vice president, publicity, Winkelman's women's specialty store chain with headquarters in Detroit; and Duke Marx, president Marx Advertising, Milwaukee, producer of high fashion retail commercials; Sam Burgio, area manager, Montgomery-Ward, Albany, N. Y.

Keynote address by Robert H. Finch, Secretary of Health, Education and Welfare, will follow a dinner and reception on the eve of the convention (Oct. 21). Also featured on the program is a new TVB color film presentation, "Small Business Growing Larger"; bureau reports on local and national TV and a reception for members sponsored by MGM-TV on the evening of Oct. 22.

New firm to provide spot-buying service

The establishment of SFM Media Service Corp. to provide advertisers and agencies with buying and placement services was announced formally last week by Walter E. Staab and Stanley H. Moger, president and executive vice president of the firm (BROADCASTING, Sept. 29).

SFM already has approximately \$15 million in billing from five advertisers and agencies, according to Mr. Staab. The primary emphasis, he said, will be on spot broadcast timebuying, which will be undertaken by an initial staff of 16. SFM Media Service is located at 5 East 43d Street, New York.

Mr. Staab served most recently as vice president and media director at Ted Bates & Co., New York. Mr. Moger has been in the station representative business for 10 years and recently was with Storer Television Sales Inc. in New York.

**In New York City
from 8 p.m. to sign-off,
Monday thru Friday,
To Tell The Truth
is the highest
rated program
telecast by any
independent
station.**

SOURCE: NEW YORK ARBITRON, WEEK ENDING OCTOBER 4, 1969

AUDIENCE MEASUREMENTS ARE ESTIMATES ONLY, SUBJECT TO THE LIMITATIONS OF THE SOURCE.

Tar, nicotine ads tougher to write

FTC decides comparisons now used are not precise, insists on more detail

The Federal Trade Commission last week issued a policy statement on tar-and-nicotine claims in cigarette advertising that isn't likely to make life easier for copywriters.

The commission said qualifying words such as "low," "lower," and "reduced" used to describe tar-and-nicotine content of one cigarette brand compared to another are "imprecise." The proposed clarifying remedy may put more statistics and less "springtime" into those commercials.

The trade commission was acting on a request from Stockton Helffrich, director of the National Association of Broadcasters' Code Authority. Mr. Helffrich wanted to know, among other things, whether the commission had any policy regarding the use of those qualifying words.

The question was prompted by a prior commission ruling three years ago that stated the commission wouldn't challenge commercials displaying the tar-and-nicotine content so long as those figures were shown to be "accurate and fully substantiated by tests conducted in accordance with" those in the commission's laboratory. The commission's attitude was that where tar-and-nicotine comparisons were made, they should be "factual, fair and not misleading."

But Mr. Helffrich wondered whether there was any point on the FTC tar-and-nicotine rating list where the commission felt such qualifying descriptions as low or lower would be misleading and not factual or fair. In addition, he asked: "May any cigarette be described as lower in tar and nicotine than another cigarette regardless of the difference in yield between [them]? Is there a point at which differences are considered insignificant and therefore should not be referenced in cigarette advertisements?"

The commission's answer essentially was that all disclosures are significant. Qualifying adjectives serve to "create an imprecise picture as to the amount of tar and nicotine contained in the featured brand," it said.

Unless the basis of comparison is disclosed, the commission said, the use of the adjectives in such comparisons "can therefore lead to the conclusion that the advertised brand is lower in tar and nicotine than just about all other brands."

The commission said the "imprecision" could be avoided by "clear and

conspicuous disclosure" in both audio and video portions of the ads of:

- The tar-and-nicotine content in "milligrams of the smoke" produced by the advertised cigarette and in "milligrams of the lowest and highest yield domestic cigarettes."

- "If the tar-and-nicotine content of the advertised cigarette is compared to any other specific cigarette, the brand name and tar-and-nicotine content in milligrams of the smoke produced by such other cigarette."

The commission advised that all figures should be based on the most recent testing period and should compare cigarettes of comparable size (king, regular, etc.) and type (menthol, filter, etc.).

Rep appointments:

- KSTN-AM Stockton, Calif.; KXLY-AM-FM Spokane, Wash.; KTLK-AM (formerly KTLN) Denver; KQMS-AM Redding, Calif.; KPAY-AM Chico, Calif.: Robert E. Eastman & Co., New York.

- WNOK-FM Columbia, S.C.: Avery Knodel, New York.

- KFIG(FM) Fresno, Calif.: Advertising Sales West, San Francisco.

- WWNH(AM) Rochester, N.H.: AAA Representatives, New York.

Agency appointments:

- Lingerie Division, Warnaco Inc., Bridgeport, Conn., has named Kenyon & Eckhardt Advertising, New York, to handle its account. Former agency was Marshman & Co., New York.

- Beverage Division of Midrock Oil Corp., Texas, has named Scofield, Braselton, William & Hiers Inc., Atlanta, to handle advertising for seven Dr. Pepper bottling plants in Georgia and Alabama.

Business briefly:

Milton Bradley Co., Springfield, Mass., manufacturer of games and toys, through Harvey & Carlson, New York, has launched a \$2.5 million fall advertising campaign on ABC-TV's and CBS-TV's Saturday and Sunday morning children's shows and the *Today* show on NBC-TV. The television campaign is part of \$4-million advertising budgeted by Bradley for 1969.

Dennison Manufacturing Co., through Chirug & Cairns, Boston, enters network television by advertising the "Buttioneer" attacher on all three networks' movie schedules, the *Today*, *Tonight* and *Joey Bishop* shows, network daytime spots and local station spots.

Jell-O, division of General Foods Corp., White Plains, N.Y., through Young & Rubicam, New York, will expand its

Hill debate on time is due next week

Pastore will hear plans for free or cut-rate TV during federal elections

Moves to require broadcasters to furnish time to political candidates at cut rates or gratis will be explored at two days of hearings Oct. 21-22 by Senator John O. Pastore (D-R.I.) and his Communications Subcommittee of the Senate Commerce Committee, it was announced last week.

Ostensibly the hearing will be held

market for Jell-O 1*2*3 into nine Western states. Spot and network television in new Western markets, as well as print and coupons, will be used in the campaign.

Dubonnet, the aperitif wine of Schenley Industries Inc., through Gilbert Advertising Inc., both New York, begins a heavy spot television drive today (Oct. 13) on 11 stations in New York, Los Angeles and San Francisco.

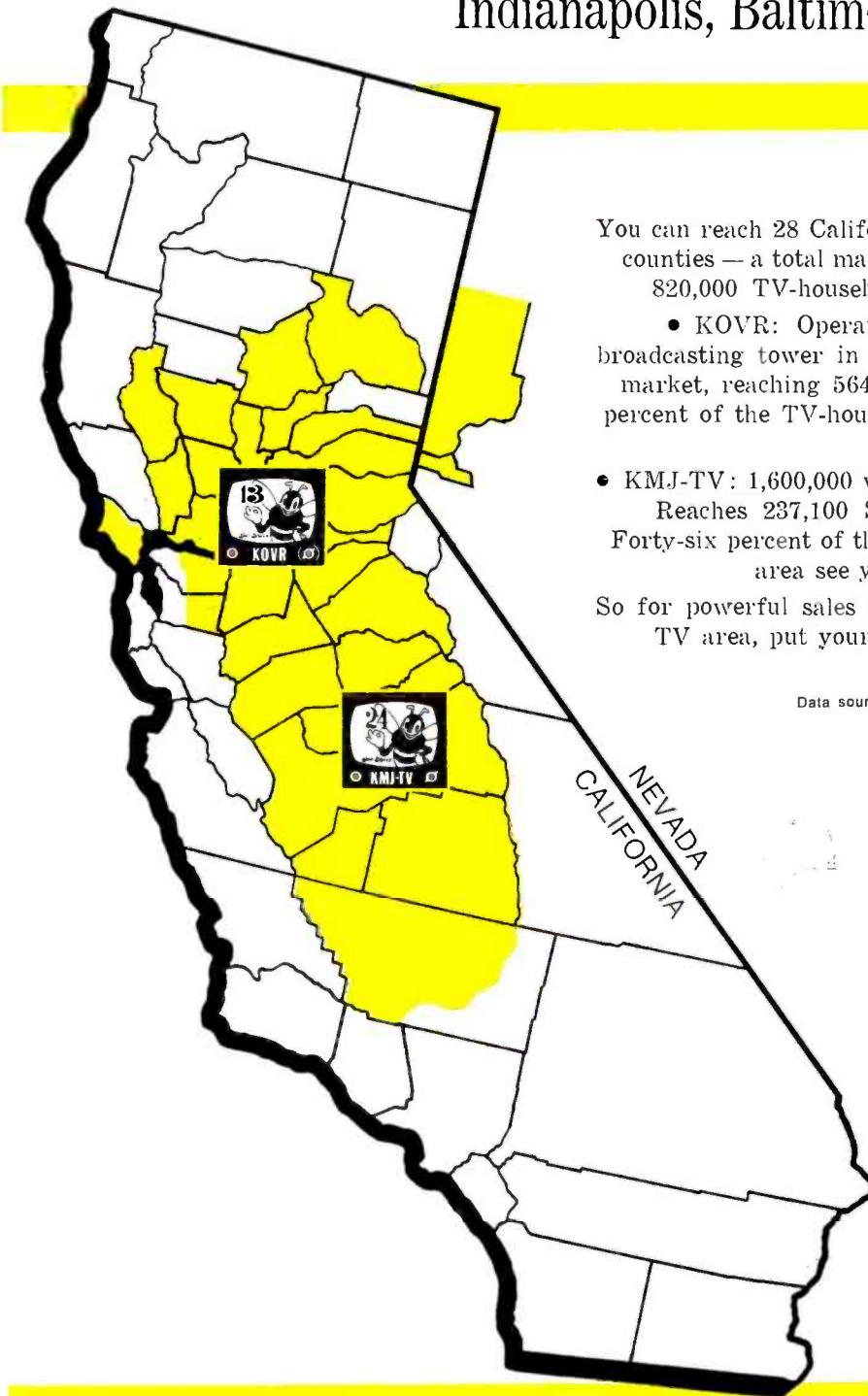
Admiral Corp., Chicago, through Campbell-Ewald Co., Detroit, has purchased sponsorship for its appliance and electronics products on NBC Radio's *News on the Hour*, *David Brinkley Reports* and *Chet Huntley*.

Mattel Inc., Hawthorne, Calif., through Carson/Roberts, Los Angeles, has purchased full sponsorship of NBC-TV's special, *Hey, Hey, Hey,—It's Fat Albert*, Wednesday, Nov. 12 (7:30-8 p.m. NYT). Animated program is based on characters created by comedian Bill Cosby.

North American Philips Corp.'s Home Appliance Division, through LaRoche, McCaffrey & McCall, both New York, has begun its first major, national consumer campaign for its new Norelco line of personal care products (hair setters, hair dryers, etc.). Spot television with provisions for local dealer tags is being used in more than 40 major markets, as well as ads in magazines with large female audiences, in a drive that continues into December.

Wynn Oil Co., Azusa, Calif., through Needham, Harper & Steers/West, Los Angeles, will co-sponsor CBS Radio coverage of the Apollo 12 moon shot scheduled for Nov. 14-21. Wynn participated in sponsorship of CBS's Apollo 11 coverage in July. The Association of American Railroads, through McCann-Erickson, both New York, previously signed for one-quarter sponsorship on NBC Radio (BROADCASTING, Sept. 15).

McClatchy Television – Two Great TV markets combined rank 13th among the Nation's top ADI TV markets with more TV households than Minneapolis-St. Paul, Indianapolis, Baltimore, or Houston.



You can reach 28 California counties and 2 Nevada counties — a total market of over \$7.5 billion with 820,000 TV-households — with McClatchy TV.

- KOVR: Operates from California's tallest broadcasting tower in California's 3rd largest TV market, reaching 564,900 TV homes. Forty-eight percent of the TV-households in the ADI area get your message in full color.

- KMJ-TV: 1,600,000 watts of broadcasting power. Reaches 237,100 Southern Valley TV homes. Forty-six percent of the TV-households in the ADI area see your products in living color.

So for powerful sales in the nation's 13th largest TV area, put your message on McClatchy TV.

Data sources: Sales Management's Survey of Buying Power — June 1969 (Effective Buying Income). SRDS July 1969. Stockton/Sacramento ARB February 12 - March 11, 1969. Fresno ARB February 12 - March 11, 1969. (Net weekly Circulation). ARB TV coverage 1965. Estimates subject to errors, variations and interpretative restrictions inherent in sampling surveys.

McCLATCHY BROADCASTING

KOVR STOCKTON/SACRAMENTO
KMJ-TV FRESNO

REPRESENTED NATIONALLY BY KATZ TELEVISION

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended September 28, 1969
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Sept. 28	Total dollars week ended Sept. 28	1969 total minutes	1969 total dollars
	Week ended Sept. 28	Cume Jan. 1-Sept. 28	Week ended Sept. 28	Cume Jan. 1-Sept. 28	Week ended Sept. 28	Cume Jan. 1-Sept. 28				
Monday-Friday Sign-on-10 a.m.	\$ —	101.9	\$ 157.4	4,374.8	\$ 336.0	\$ 13,334.5	111	\$ 493.4	3,384	\$ 17,811.2
Monday-Friday 10 a.m.-6 p.m.	1,424.3	55,148.9	2,382.2	102,864.8	1,813.4	82,428.2	844	5,619.9	34,470	240,441.9
Saturday-Sunday Sign-on-6 p.m.	1,727.1	34,821.0	1,755.5	39,599.0	1,117.2	26,211.6	338	4,599.8	11,064	100,631.6
Monday-Saturday 5 p.m.-7:30 p.m.	232.2	12,040.7	895.8	25,212.8	874.0	23,847.3	96	2,002.0	3,624	61,100.8
Sunday 6 p.m.-7:30 p.m.	117.0	5,148.5	187.4	7,700.7	229.0	7,194.4	20	603.4	812	20,043.7
Monday-Sunday 7:30-11 p.m.	6,211.1	180,799.9	8,074.7	243,796.6	8,238.0	243,319.3	446	22,523.8	16,976	667,915.8
Monday-Sunday 11 p.m.-Sign-off	399.0	15,430.8	491.2	6,405.8	504.5	19,168.0	127	1,394.7	3,489	41,004.6
Total	\$10,110.7	\$303,491.8	\$13,944.2	\$429,954.5	\$13,182.1	\$415,503.3	1,982	\$37,237.0	73,819	\$1,148,949.6

on the bill (S-2876) sponsored by Senators Philip A. Hart (D-Mich.) and James B. Pearson (R-Kan.), which calls on broadcasters to provide time for senatorial and congressional candidates at about 30% of regular commercial rates. The Hart-Pearson bill was co-sponsored by 34 other senators, more than one-third of that body's membership, and aims to provide senatorial candidates with 120 minutes and House candidates with 60 minutes of prime TV time during the last five weeks before election date (BROADCASTING, Sept. 15).

But, according to Senate sources, the hearings will also hear the free-time proposal issued by a Twentieth Century Fund commission early this month. That plan suggests that broadcasters be required to set out a block of half-hour, prime-time periods for use by candidates for president and vice president with the charges, about 50% of regular commercial rates, to be paid for by the federal government (BROADCASTING, Oct. 6).

Witnesses will be members of the FCC; members of the Twentieth Century Fund group, including its chairman, Newton Minow, a former FCC chairman who is now a Chicago lawyer, and Dean Burch, nominated by President Nixon to be chairman of the FCC, an Arizona lawyer who was aide to Senator Barry Goldwater (R-Ariz.) in the 1964 presidential campaign and for not quite a year chairman of the Republican National Committee during that time; a representative of the Committee for a More Effective Congress, which drafted the model for the Hart-Pearson bill, and the three TV networks. Others may be added to this list, which was announced last Thursday

(Oct. 9).

Meanwhile, on the heels of the Twentieth Century Fund recommendation, a spokesman for the CATV industry called on cable TV operators to make time available on their systems for nothing or for "lowest possible cost" to candidates for all offices.

Frederick W. Ford, president of the National Cable TV Association, told members of his association in a letter last week, that they ought to make their program origination channels available for this purpose.

Computer knows how to find commercial talent

Not unlike a computer dating service, Cast Index, a division of Reeves Telecom Corp., New York, as announced last week will offer subscribers a data bank of commercial talent. Stressing that the library of talent will not render agents and casting directors obsolete, Arthur Cohen, president of the new company, outlined the enterprise, which would make up-to-date information on actors and models available to participating advertising agencies.

Calling the Cast Index a "time compressant," Mr. Cohen said the computer system will narrow down for clients the unwieldy list of available talent into suitable audition lists. Access to the data bank is through terminals connected by telephone lines to the computer's storage devices. The terminal is portable and suitable for use in an office or on location. Sought-after characteristics are fed into the terminal unit and the central storage bank responds with file numbers, referring to a library of resumes and photographs supplied Cast Index subscribers.

Information such as product conflict

and union membership will be offered, as well as physical descriptions.

Registration in the index will cost actors and models \$52 per year. Agencies will be charged between \$2,000 and \$4,000—depending on size, for unlimited use. The service will also be available on a per-use basis for \$600 a year and form \$5 to \$1.50 per use.

New animation aids unveiled in N.Y.

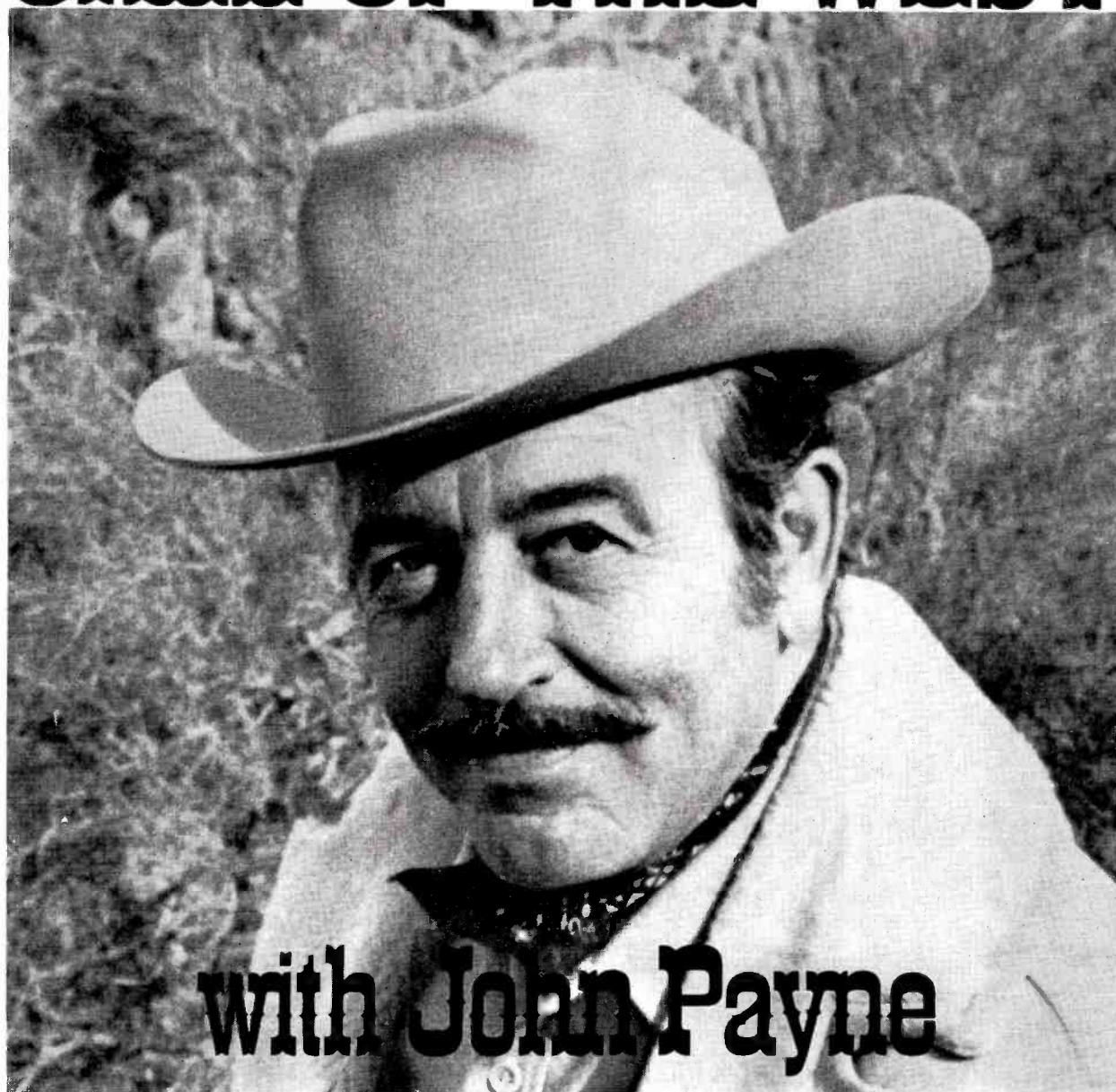
Two computerized animation systems, designed for the production of animated television commercials, films and video tapes, were demonstrated in New York last week.

Products of the Computer Image Corp., Denver, were the Animac and the Scanimate. The Animac is said to be able to generate its own images for animation. The company hopes to use it for production of full-length cartoon motion pictures "sometime in the future." The Scanimate uses a television camera that transforms the basic image—a station logo, for example—by exploding, zooming, shrinking, undulating or squeezing it in any number of combinations.

Schick picks Needham

Schick Safety Razor Co., Culver City, Calif., last week named Needham, Harper & Steers, Chicago, to handle a projected multi-million dollar advertising campaign for the advertiser's line of injector blades. NH&S was awarded the account from among five agencies. The other agencies were Foote, Cone & Belding; Compton advertising; and Honig-Cooper & Warrington, all through Los Angeles offices; and Edward H. Weiss & Co., Chicago.

CALL OF THE WEST



Fifty-two half-hour color episodes now available for local programming.

Here's programming that is designed to be the perfect local spot carrier. All you do is insert the commercials. Program material is delivered to you without any sponsor or commercial content.

These retitled and revised episodes

of "Death Valley Days" are available on a reciprocal sales agreement basis. You receive an exciting color anthology series, perfect for family audiences. In exchange, U.S. Borax receives commercial time outside the show.

**For additional information, contact Les Wallwork, McCann-Erickson, Inc.,
3325 Wilshire Boulevard, Los Angeles, Calif. 90005. Phone (213) 385-3302.**

Matching TV markets and sales areas

**An exclusive guide for media buyers:
composition of TV markets by county size**

Advertiser sales data is reported by sales district, region, and county size. Media planning uses the TV market as its basic unit, and often these different pieces do not fit together well. This month's "Telestatus" deals with the problems of reconciling county-size reporting with television-market definitions.

County-size data is based upon a rather complex definition of county-population concentration. A working description, based upon these definitions, would be: "A" markets are the 26 major metropolitan areas; "B" markets are the medium-sized cities; "C" markets are the smaller towns; and "D" markets are largely rural areas.

County-size sales data shows where the brand has its greatest strength, whether it is a large-city, urban, or rural brand. And since geographic flexibility is one of the strengths of spot television, county-size statistics are important inputs for spot television planning. For example, if Brand "X" has

an above-average "A" market sales potential and national media typically underdelivers in these larger markets, then major market spot might be recommended to supplement the national effort. And here is where the problem of "fit" occurs. Market definitions used by the media planner today are television markets (ADI's), and each market comprises counties which fall into different county-size groupings. A case in point: The top 20 ADI's are all "A" county markets, yet over 20% of their populations live in non-"A" counties. So the media planner using spot to increase "A" county impression-weight cannot assume that the spot dollars spent in "A" markets are all contributing to this goal.

The following tabulations from American Research Bureau show the distribution of ADI TV households by county size for each ADI market and in incremental groups of 10 markets. Household figures are in thousands.

Rank		ADI Homes	A	County Size B	C	D	Rank		ADI Homes	A	County Size B	C	D
1.	New York	5,682.8	5,055.2	465.2	137.8	24.6	36.	Grand Rapids-Kalamazoo, Mich.	390.2	—	288.8	79.8	21.6
2.	Los Angeles	3,182.0	2,742.6	436.0	—	3.4	37.	Syracuse, N.Y.	388.7	—	237.0	131.7	20.0
3.	Chicago	2,466.2	2,249.1	47.4	142.6	27.1	38.	Albany-Schenectady-Troy, N.Y.	387.8	—	267.6	94.0	26.2
4.	Philadelphia	2,070.0	1,407.0	539.1	123.9	—	39.	Charlotte, N.C.	386.7	—	143.6	202.8	40.3
5.	Boston	1,432.8	927.9	336.1	141.6	27.2	40.	San Diego	380.4	380.4	—	—	—
6.	San Francisco	1,372.6	974.2	379.1	13.8	5.5	Markets 31-40	3,979.9	1,031.7	1,462.6	1,080.5	405.1	
7.	Detroit	1,368.7	1,196.7	94.5	77.5	—	1-40	36,343.8	23,701.3	7,043.6	3,600.8	1,998.1	
8.	Cleveland	1,227.1	614.4	433.8	168.2	10.7	100%	65%	19%	10%	6%		
9.	Washington	978.8	737.4	—	165.9	75.5							
10.	Pittsburgh	959.0	697.4	41.6	207.3	12.7							
	Markets 1-10	20,740.0	16,601.9	2,772.8	1,178.6	186.7							
	100%		80%	13%	6%	1%							
11.	St. Louis	834.0	698.1	—	44.2	91.7	41.	Louisville, Ky.	369.7	—	233.0	27.2	109.5
12.	Dallas-Ft. Worth	798.5	643.3	—	52.8	102.4	42.	Oklahoma City	362.7	—	200.9	63.4	98.4
13.	Minneapolis-St. Paul	702.2	498.6	—	47.9	155.7	43.	Dayton, Ohio	358.7	—	281.8	67.8	9.1
14.	Indianapolis	642.2	307.5	40.4	193.0	101.3	44.	Greenville-Spartanburg-Ashville, N.C.	350.2	—	166.6	110.1	73.5
15.	Baltimore	638.4	539.5	14.7	52.1	32.1	45.	Norfolk-Portsmouth-Newport News-Hampton, Va.	344.6	—	189.6	21.0	134.0
16.	Houston	633.3	465.9	48.8	48.5	70.1	46.	Phoenix	331.9	—	268.0	36.3	27.6
17.	Atlanta	615.3	378.3	—	89.2	147.8	47.	Harrisburg-Lancaster-Lebanon-York, Pa.	326.1	—	295.2	26.6	4.3
18.	Seattle-Tacoma	613.1	496.0	—	89.1	28.0	48.	San Antonio, Tex.	322.2	—	223.7	15.2	83.3
19.	Miami	567.8	385.3	159.6	15.2	7.7	49.	Flint-Saginaw-Bay City, Mich.	315.3	—	181.5	106.0	27.8
20.	Cincinnati	560.4	413.5	62.7	—	84.2	50.	Salt Lake City	305.0	—	153.8	77.0	77.2
	Markets 11-20	6,605.2	4,826.0	326.2	632.0	821.0	Markets 41-50	3,386.4	—	2,191.1	550.6	644.7	
	1-20	27,345.2	21,427.9	3,099.0	1,810.6	1,007.7	1-50	39,730.2	23,701.3	9,234.7	4,151.4	2,642.8	
	100%		78%	11%	7%	4%	100%	60%	23%	10%	7%		
21.	Buffalo	553.8	396.2	60.3	92.8	4.5	51.	Tulsa, Okla.	303.0	—	162.4	90.6	50.0
22.	Hartford-New Haven, Conn.	546.0	—	452.1	93.9	—	52.	Greensboro-Winston-Salem-High Point, N.C.	299.1	—	142.7	117.2	39.2
23.	Milwaukee	545.4	406.7	46.4	92.3	—	53.	Wichita-Hutchinson, Kans.	297.8	—	128.0	59.2	110.6
24.	Kansas City, Mo.	514.4	397.0	—	26.6	90.8	54.	Orlando-Daytona Beach, Fla.	294.9	—	177.6	101.5	15.8
25.	Sacramento-Stockton, Calif.	504.3	41.8	395.2	24.1	43.2	55.	Shreveport, La.-Texarkana, Tex.	285.8	—	92.2	93.8	99.8
26.	Tampa-St. Petersburg, Fla.	488.8	—	381.8	81.8	25.2	56.	Toledo, Ohio	284.4	—	168.3	77.5	38.6
27.	Memphis	481.2	—	219.1	109.9	152.2	57.	Richmond, Va.	278.4	—	149.3	67.9	61.2
28.	Portland, Ore.	473.2	—	344.0	59.3	69.9	58.	Little Rock, Ark.	278.0	—	90.9	53.8	133.3
29.	Providence, R.I.	470.0	—	425.5	41.5	3.0	59.	Wilkes-Barre-Scranton, Pa.	270.9	—	163.0	86.5	21.4
30.	Nashville	441.6	—	157.6	87.5	196.5							
	Markets 21-30	5,018.7	1,241.7	2,482.0	709.7	585.3							
	1-30	32,363.9	22,669.6	5,581.0	2,520.3	1,593.0							
	100%		70%	17%	8%	5%							
31.	Denver	422.9	349.9	—	42.1	30.9							
32.	Columbus, Ohio	412.8	—	258.8	97.6	56.4							
33.	Charleston-Huntington, W. Va.	412.1	—	76.1	221.3	114.7							
34.	Birmingham, Ala.	400.1	—	190.7	150.4	59.0							
35.	New Orleans	398.2	301.4	—	60.8	36.0							

Rank	ADI Homes	A	County Size B	C	D
60. Omaha, Neb. Markets 51-60 1-60 100%	256.8 2,849.1 42,579.3 100%	— — 23,701.3 56%	158.7 1,433.1 10,667.8 25%	11.6 759.6 4,911.0 11%	86.5 656.4 3,299.2 8%
61. Jacksonville, Fla.	256.5	—	147.3	58.4	50.8
62. Davenport, Iowa- Rock Island- Moline, Ill.	254.2	—	103.2	104.3	46.7
63. Des Moines-Ft. Dodge, Iowa	252.4	—	91.9	52.5	108.0
64. Knoxville, Tenn.	250.3	—	114.9	45.3	90.1
65. Mobile, Ala.- Pensacola, Fla.	246.2	—	177.1	47.4	21.7
66. Roanoke-Lynch- burg, Va.	248.2	—	54.2	102.1	91.9
67. Rochester, N.Y.	242.8	—	221.2	21.6	—
68. Champaign- Decatur- Springfield, Ill.	238.0	—	88.8	117.4	31.8
69. Fresno-Visalia, Calif.	237.7	—	175.3	60.4	2.0
70. Cedar Rapids- Waterloo, Iowa Markets 61-70 1-70 100%	225.6 2,451.9 45,031.2 100%	— — 23,701.3 53%	87.4 1,261.3 11,929.1 26%	51.4 660.8 5,571.8 12%	86.8 529.8 3,829.0 9%
71. Raleigh-Durham, N.C.	224.6	—	95.7	100.8	28.1
72. Green Bay, Wis.	220.9	—	39.5	136.6	44.8
73. Johnstown- Altoona, Pa.	217.9	—	114.8	99.9	3.2
74. Spokane, Wash.	215.2	—	91.5	33.9	89.8
75. Portland, Me.- Poland Spring, N.H.	209.1	—	57.6	120.1	31.4
76. Greenville-New Bern-Wash- ington, N.C.	206.4	—	—	173.9	32.5
77. Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill.	203.3	—	—	88.6	114.7
78. Jackson, Miss.	200.9	—	66.6	59.1	75.2
79. Chattanooga	193.6	—	93.8	55.1	44.7
80. Lincoln-Hastings- Kearney, Neb. Markets 71-80 1-80 100%	184.8 2,076.7 47,107.9 100%	— — 23,701.3 50%	54.5 614.0 12,543.1 27%	12.1 880.1 6,451.9 14%	118.2 582.6 4,411.6 9%
81. Springfield, Mass.	176.2	—	131.6	44.6	—
82. Albuquerque, N.M.	176.1	—	92.5	42.2	41.4
83. Ft. Wayne, Ind.	171.9	—	79.2	29.3	63.4
84. Sioux Falls- Aberdeen, S.D.	169.2	—	—	38.3	130.9
85. Honolulu	167.1	—	138.6	23.6	4.9
86. Peoria, Ill.	163.9	—	102.0	49.0	12.9
87. Bristol-Johnson City, Tenn.	156.9	—	—	104.9	52.0
88. South Bend- Elkhart, Ind.	156.4	—	85.2	58.6	12.6
89. Evansville, Ind.	148.8	—	68.8	22.2	57.8
90. Duluth-Superior, Wis. Markets 81-90 1-90 100%	146.7 1,633.2 48,741.1 100%	— — 23,701.3 49%	86.2 784.1 13,327.2 27%	10.6 423.3 6,875.2 14%	49.9 425.8 4,837.4 10%
91. Lansing, Mich.	144.2	—	134.1	10.1	—
92. Rockford, Ill.	143.9	—	80.1	63.8	—
93. Amarillo, Tex.	141.8	—	—	80.4	61.4
94. Salinas-Monterey, Calif.	139.4	—	61.5	72.9	5.0
95. Fargo, N.D.	139.3	—	—	70.3	69.0
96. Augusta, Ga.	138.4	—	69.3	—	69.1
97. Wheeling, W. Va.- Steubenville, Ohio	137.6	—	—	116.8	20.8
98. Wichita Falls, Tex.-Lawton, Okla.	136.7	—	44.3	41.2	51.2
99. Baton Rouge, La.	135.8	—	73.0	14.6	48.2
100. Springfield, Mo. Markets 91-100 1-100 100%	134.6 1,391.7 50,132.8 100%	— — 23,701.3 47%	44.8 507.1 13,834.3 28%	— 470.1 7,345.3 15%	89.8 414.5 5,251.9 10%
101. West Palm Beach, Fla.	133.9	—	96.9	14.7	22.3
102. Columbus, Ga.	133.1	—	67.1	22.2	43.8
102. Terre Haute, Ind.	133.1	—	—	67.4	65.7
104. Columbia, S.C.	132.8	—	74.5	43.1	15.2
105. Waco-Temple, Tex.	132.1	—	49.7	46.2	36.2
106. Beaumont-Port Arthur, Tex.	131.1	—	103.5	—	27.6
107. El Paso, Tex.	130.7	—	95.0	26.3	9.4

Rank	ADI Homes	A	County Size B	C	D
108. Binghamton, N.Y.	129.6	—	89.9	38.0	1.7
109. Youngstown, Ohio	128.2	—	128.2	—	—
110. Burlington- Plattsburgh, N.Y. Markets 101-110 1-110 100%	128.1 1,312.7 51,445.5 100%	— — 23,701.3 46%	704.8 14,539.1 28%	350.6 7,695.9 15%	257.3 5,509.2 11%
111. Colorado Springs- Pueblo, Colo.	125.5	—	57.6	37.9	30.0
112. Sioux City, S.D.	125.0	—	—	37.3	87.7
113. Tucson, Ariz.	124.9	—	99.6	15.7	9.6
114. Madison, Wis.	119.5	—	72.0	19.7	27.8
115. Charleston, S.C.	119.1	—	80.2	26.4	12.5
115. Monroe, La.-El Dorado, Ark.	119.1	—	—	58.8	60.3
117. Huntsville- Decatur- Florence, Ala.	117.3	—	—	112.2	5.1
118. Quincy-Hannibal, Mo.	116.9	—	—	44.9	72.0
119. Joplin, Mo.- Pittsburg, Kan.	115.6	—	—	52.0	63.6
120. Lafayette, La. Markets 111-120 1-120 100%	113.9 1,196.8 52,642.3 100%	— — 23,701.3 45%	309.4 490.6 8,186.5 28%	85.7 490.6 5,906.0 16%	28.2 396.8 5,906.0 11%
121. Corpus Christi, Tex.	113.4	—	66.3	21.6	25.5
122. Montgomery, Ala.	113.3	—	57.5	30.8	25.0
123. Lubbock, Tex.	112.3	—	54.7	12.2	45.4
124. Yakima, Wash.	109.9	—	42.8	43.7	23.4
125. Columbia- Jefferson City, Mo.	109.8	—	—	51.7	58.1
126. Topeka, Kan.	102.7	—	49.1	11.4	42.2
127. Minot-Bismarck, N.D.	102.6	—	—	27.3	75.3
128. Odessa-Midland, Tex.	101.9	—	—	65.9	36.0
129. LaCrosse-Eau Claire, Wis.	100.7	—	—	62.0	38.7
130. Rochester-Mason City, Iowa- Austin, Minn. Markets 121-130 1-130 100%	99.5 1,066.1 53,708.4 100%	— — 23,701.3 44%	270.4 15,118.9 29%	388.7 8,575.2 16%	407.0 6,313.0 12%
130. Savannah, Ga.	99.5	—	62.7	—	36.8
132. Lexington, Ky.	98.8	—	45.0	9.4	44.4
133. Austin, Tex.	98.5	—	71.2	9.3	18.0
134. Erie, Pa.	97.5	—	76.4	21.1	—
134. Macon, Ga.	97.5	—	61.8	14.6	21.1
136. Utica, N.Y.	96.7	—	80.9	15.8	—
137. Eugene, Ore.	94.6	—	57.0	37.6	—
138. Abilene-Sweet- water, Tex.	93.8	—	—	56.3	37.5
139. Tallahassee, Fla.	92.4	—	—	62.0	30.4
140. Wausau-Rhine- lander, Wis. Markets 131-140 1-140 100%	91.1 960.4 54,668.8 100%	— — 23,701.3 43%	455.0 15,573.9 29%	278.3 8,853.5 16%	227.1 6,540.1 12%
141. Las Vegas, Nev.	89.6	—	86.7	—	2.9
142. Lower Rio Grande Valley	88.0	—	80.2	—	7.8
143. Chico-Redding, Calif.	87.3	—	—	67.5	19.8
144. Wilmington, N.C.	85.0	—	—	70.6	14.4
145. Bakersfield, Calif.	83.1	—	83.1	—	—
146. Boise, Idaho	82.3	—	—	51.4	30.9
147. Traverse City- Cadillac, Mich.	81.7	—	—	18.6	63.1
148. Santa Barbara, Calif.	77.3	—	77.3	—	—
149. Bangor, Me.	76.9	—	35.2	30.0	11.7
150. Albany, Ga. Markets 141-150 1-150 100%	72.5 823.7 55,492.5 100%	— — 23,701.3 43%	362.5 15,936.4 29%	273.6 9,127.1 16%	187.6 6,727.7 12%
151. Florence, S.C.	66.2	—	—	48.5	17.7
152. Watertown- Carthage, N.Y.	66.0	—	—	59.6	6.4
153. Reno, Nev.	65.8	—	1.3	42.1	22.4
154. Bluefield, W. Va.	64.0	—	—	61.9	2.1
155. Meridian, Conn.	62.5	—	—	20.7	41.8
156. Cheyenne, Wyo.	61.3	—	—	30.8	30.5
156. Dothan, Ala.	61.3	—	—	23.3	38.0

Rank	ADI Homes	A	County Size B	C	D
158. Alexandria, Minn.	56.7	—	—	8.9	47.8
159. Billings, Mont.	54.9	—	—	27.2	27.7
160. Idaho Falls- Pocatello, Idaho	54.2	—	—	31.3	22.9
Markets 151-160	612.9	—	1.3	354.3	257.3
1-160	56,105.4	23,701.3	15,937.7	9,481.4	6,985.0
100%		42%	28%	17%	13%
161. Ft. Smith, Ark.	52.7	—	—	44.2	8.5
162. St. Joseph, Mo.	52.3	—	—	29.2	23.1
163. Great Falls, Mont.	51.5	—	—	26.4	25.1
164. Alexandria, La.	49.6	—	—	42.1	7.5
165. Columbus, Miss.	48.0	—	—	22.4	25.6
166. Lake Charles, La.	47.1	—	47.1	—	—
167. Marquette, Mich.	45.6	—	—	34.2	11.4
168. Mankato, Minn.	45.5	—	—	12.8	32.7
169. Rapid City, S.D.	44.7	—	—	20.2	24.5
170. Laurel-Hatties- burg, Miss.	44.1	—	—	32.6	11.5
Markets 161-170	481.1	—	47.1	264.1	169.9
1-170	56,586.5	23,701.3	15,984.8	9,745.5	7,154.9
100%		42%	28%	17%	13%
171. Clarksburg- Weston, W. Va.	43.9	—	—	21.5	22.4
172. Ottumwa, Iowa- Kirkville, Mo.	43.7	—	—	13.9	29.8
173. Ardmore, Okla.	42.7	—	—	13.4	29.3
174. Roswell, N.M.	42.6	—	—	37.6	5.0
175. Eureka, Calif.	41.9	—	—	32.1	9.8
176. Casper, Wyo.	41.2	—	—	18.0	23.2
177. Tyler, Tex.	40.7	—	—	36.2	4.5
178. Grand Junction, Colo.	39.9	—	—	17.9	22.0
179. Medford, Ore.	39.6	—	—	28.8	10.8
180. Biloxi, Miss.	37.0	—	—	35.0	2.0
Markets 171-180	413.2	—	254.4	158.8	
1-180	56,999.7	23,701.3	15,984.8	9,999.9	7,313.7
100%		42%	28%	17%	13%

Rank	ADI Homes	A	County Size B	C	D
181. Butte, Mont.	36.2	—	—	15.0	21.2
182. Yuma, Ariz.	35.1	—	—	35.1	—
183. Greenwood, Miss.	35.0	—	—	28.5	6.5
184. Lima, Ohio	31.9	—	—	31.9	—
185. Twin Falls, Idaho	30.6	—	—	13.2	17.4
186. Salisbury, Md.	28.3	—	—	16.2	12.1
187. Harrisonburg, Va.	26.1	—	—	16.3	9.8
188. Presque Isle, Me.	25.2	—	—	25.2	—
189. Panama City, Fla.	23.8	—	—	21.1	2.7
190. San Angelo, Tex.	23.3	—	—	21.2	2.1
Markets 181-190	295.5	—	223.7	71.8	
1-190	57,295.2	23,701.3	15,984.8	10,223.6	7,385.5
100%		41%	28%	18%	13%
191. Ft. Myers, Fla.	23.1	—	—	23.1	—
192. Zanesville, Ohio	22.6	—	—	22.6	—
193. Bellingham, Wash.	21.2	—	—	21.2	—
194. Missoula, Mont.	21.0	—	—	14.6	6.4
195. Hays, Neb.	19.5	—	—	—	19.5
196. Lufkin, Tex.	18.4	—	—	12.8	5.6
197. Klamath Falls, Ore.	17.6	—	—	15.5	2.1
198. Laredo, Tex.	16.5	—	—	15.7	.8
199. Tupelo, Miss.	15.8	—	—	12.1	3.7
200. North Platte, Neb.	12.8	—	—	—	12.8
Markets 191-200	188.5	—	137.6	50.9	
1-200	57,483.7	23,701.3	15,984.8	10,361.2	7,436.4
100%		41%	28%	18%	13%
201. Ensign, Kan.	11.3	—	—	—	11.3
202. Pembina, N.D.	9.6	—	—	—	9.6
203. Helena, Mont.	8.9	—	—	—	8.9
204. Glendive, Mont.	4.4	—	—	—	4.4
204. Jackson, Tenn.	4.4	—	—	—	4.4
Markets 201-204	38.6	—	38.6		
1-204	57,522.3	23,701.3	15,984.8	10,361.2	7,475.0
100%		41%	28%	18%	13%

Programing

A new face for Emmy?

NATAS streamlines awards telecasts, begins TV contract negotiations

The National Academy of Television Arts and Sciences announced last week that its Emmy Awards television presentations will be simplified, beginning next year, with a reduction in the number of categories from 32 to 26.

Seymour Berns, academy president,

said the board of trustees had approved revisions that will eliminate from the telecasts the presentation of technical awards; establish a new award for the best news series, and subdivide the variety or music award into two classifications, one for variety or popular music, and another for classical music.

Mr. Berns added that the technical awards will be given at a dinner or luncheon to be held simultaneously on both coasts. He said this move will give the 1970 two-hour telecast, scheduled for ABC-TV on June 7, "20 or 30% more airtime" for entertainment and the presentation of awards.

He told newsmen at a conference in

New York that the academy is in "better financial condition today than it has been in a long time." Reports that NATAS was having money problems circulated last month following the announcement that Peter Cott, executive director, was resigning Dec. 31. Mr. Berns said that a successor to Mr. Cott will be named after Jan. 1, 1970.

He reported that the *Television Quarterly*, which has been published by the academy for the past eight years, was discontinuing publication, but claimed the action was only partly related to finances. He indicated the magazine would resume publishing after the academy has "taken a hard look to broaden its appeal."

Mr. Berns told the conference that the academy was negotiating with the TV networks, which carry the Emmy program yearly on a rotating basis, for continuation of the telecasts beyond 1971. He declined to say whether NATAS was seeking more than the present \$250,000 annually from the networks, saying he did not want to negotiate in public.

WGA fends off special strike fund

Members of the Writers Guild of America have voted against a proposed additional assessment of 1% of their earnings to be used for a strike fund. The

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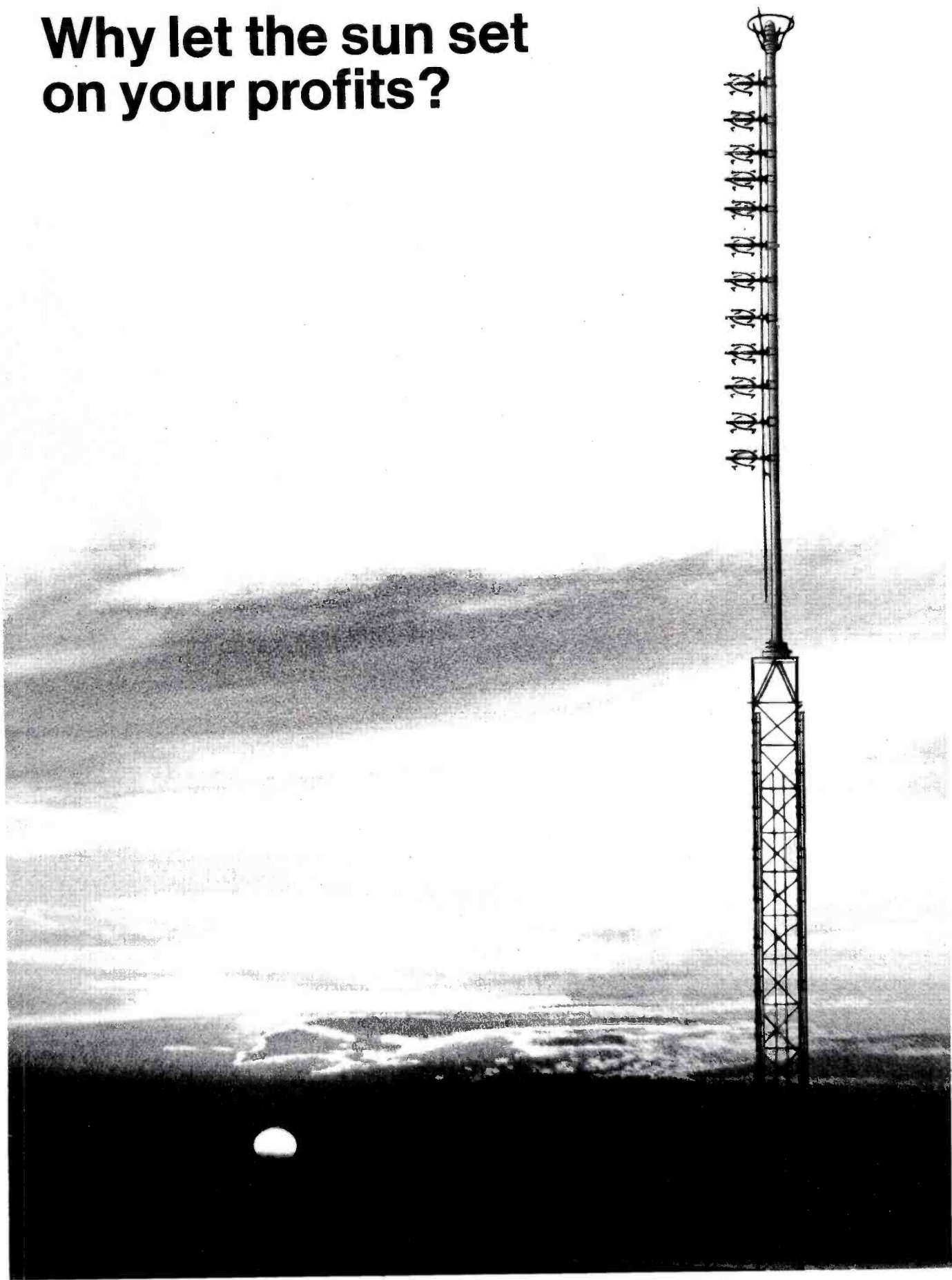
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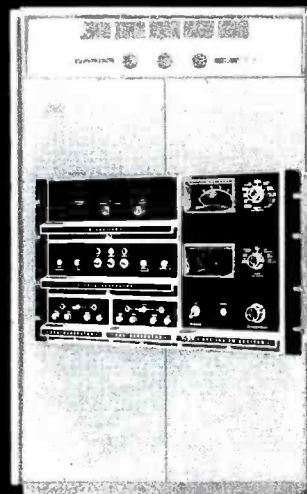
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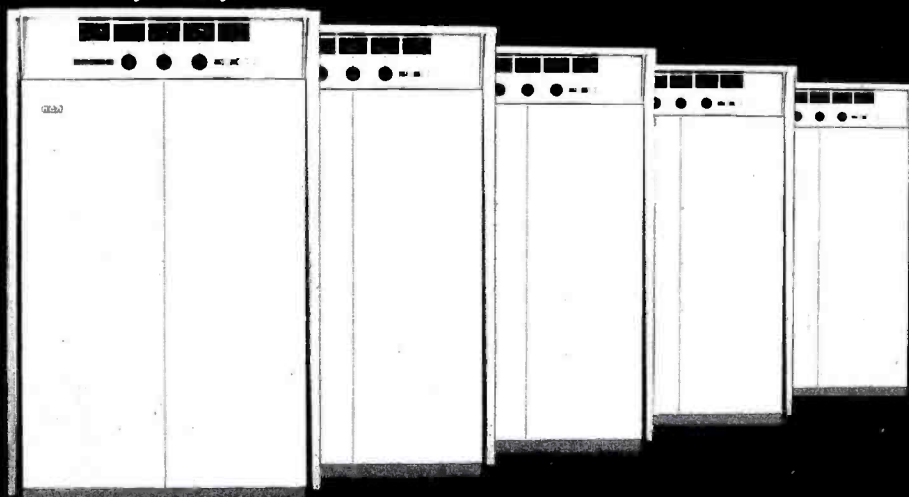
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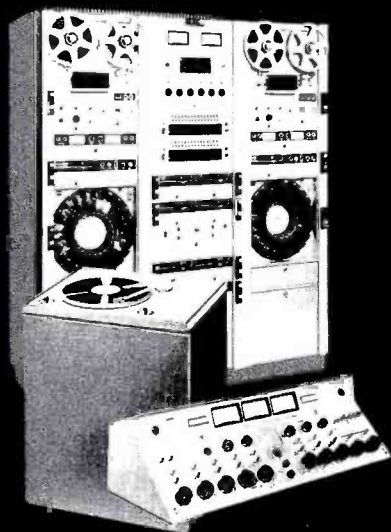
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measure failed to gain approval by seven votes, or 1% of the total votes cast.

Actually 65% of the votes were in favor of the additional assessment. The WGA's constitution, however, requires two-thirds, or 66% of the votes, for passage.

Four other amendments to the guild's constitution were approved overwhelmingly:

- An increase in dues from \$10 per quarter with a 1% credit against the gross a writer earns.

- A measure permitting Writers Guild of America, West, and Writers Guild of America, East, to vote separately on matters that affect the divisions individually.

- Nonresident writers to be granted full membership status (without initiation payment of \$200) provided their home guild reciprocates.

- A new quorum requirement that considers mail and floor vote together for purposes of meeting the necessary number of members to conduct business at membership meetings.

Networks' profits bind hampers AFL, NFL talks

The top network sports-programing executives will barely have time to catch their breath from negotiations on the 1972 Olympics (BROADCASTING, Oct. 6) before entering into serious negotiations on the 1970 professional football contracts.

Football Commissioner Pete Rozelle reportedly is anxious to settle on terms with CBS-TV and NBC-TV, holders of the options on NFL and AFL contracts respectively, by next month. Mr. Rozelle has indicated he would like to get \$39 million in rights from television (BROADCASTING, May 19), but the networks maintain they are already hard pressed to make a profit at present prices (\$20 million from CBS, \$9 million from NBC). Neither network has sold out football advertising so far this year.

If either network drops out, Hughes Sports Network is likely to place its bid, but an HSN spokesman said last week that Hughes would be faced with the same problems as the networks in trying to get advertisers at high enough prices to make a profit.

CBS's asking price for minutes in NFL games this year was estimated at \$73,000, while NBC raised its prices from \$28,000 to \$40,000 this year on the strength of the AFL win in the Super Bowl.

Reports that NBC was likely to drop football rather than pay another \$6 or \$7 million for rights could not be confirmed because the decision makers were in Japan negotiating for the Olympics.

WOR-TV free time in campaign lauded

But FCC questions plan requiring candidates to appear personally

WOR-TV New York was commended by the FCC last week for its plan to give free time to candidates for mayor of New York and governor of New Jersey during nearly a full day of political programming.

But the station also received a note of warning about one feature of the plan—one that limits the free-time offer to candidates who appear in person during their broadcasts.

WOR-TV, owned by RKO General Inc., will air the special programming between 7 a.m. Monday, Nov. 3, and 1:30 a.m. Tuesday, election day. Fifteen-minute segments will be made available to each of the 14 candidates, seven for mayor and seven for governor. The remainder of the time will be given over to introductory remarks, commentary and explanatory material by station personnel.

The commission, which had been asked for a declaratory ruling on the station's compliance with the equal-time law, said "the proposal appears to constitute a highly commendable effort . . . to present a program with considerable public appeal in the discharge of one of the most important of [the station's] public interest responsibilities—contributing to an informed electorate." The commission also commended the station for its advance planning.

But, it said, the ground rule laid down by the station requiring candidates to appear in person "may be inconsistent with the provisions of Section 315 with respect to candidates who prefer to participate by prerecorded videotape or film."

The commission noted that a candidate might prefer to prerecord his ap-

pearance rather than participate in the "give and take" of a live appearance. Or he might choose to devote his last day of campaigning to purposes other than appearing live on the program, the commission added.

Under the station's plan, candidates who refuse to appear in person or who do not use all of their free time would not receive substitute time.

Candidates who do appear would be free to use their time in any manner they wish. They could use film or other material and have others on the program with them. The station will also make office facilities and equipment for receiving and replying to telephone calls available on request.

The services the station plans to offer the candidates don't end there. It will provide then with transportation to and from the studios—including helicopter service.

Four in radio-TV to get safety awards

Winners of broadcast and print media Distinguished Service Awards in the accident prevention program of the National Safety Council will be honored in Chicago Oct. 28 at a breakfast ceremony arranged by Howard Pyle, council president. This is the fifth year the annual awards have been conducted on a competitive basis.

The broadcast winners for service in 1968 include: WISN(AM) Milwaukee and WKYC-TV Cleveland, in respective radio and TV station categories; Tim Spencer, WEHT-TV Evansville, Ind., for TV individual, and Gary Shepard and Sandor Reich, CBS News, for radio.

WISN has aired *Sound of Safety* series at 5:15 p.m. each weekday, plus specials. WKYC-TV did a half-hour documentary on *Drownproofing* and aired extensive spot drive on this and related subjects. Messrs. Shepard and Reich did a major feature on air safety while Mr. Spencer aired editorial series on traffic safety including daylight Halloween trick-or-treating.

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NBC-TV clings to Nielsen lead

ABC-TV, CBS-TV new shows start later but still trail in numbers race

NBC-TV continued to lead the Fast National Nielsen ratings race during the week of Sept. 22-28, when CBS-TV presented its new programming and ABC-TV opened most of its new shows. NBC's 20.1 average rating, 34 average share, was trailed by CBS's 18.3, 31 and ABC's 16.8, 29.

These ratings represent an 8% increase for ABC and a 6% increase for NBC over last year, while CBS was down 10%.

ABC's premieres of *The Music Scene* and *The New People* and CBS's new episodes of *Here's Lucy*, *Mayberry RFD* and *Doris Day* faced abnormal competition from NBC's comedy special programming Monday night (Sept. 22), and specials and strong movies dominated the rest of the week on all three networks.

ABC's new shows seemed to do either very well or very poorly. *Marcus Welby M.D.*, *Room 222* and *Movie of the Week* all had ratings above 21,

while *Mr. Deeds Goes to Town*, *Jimmy Durante Presents the Lennon Sisters*, *The New People* and *The Music Scene* had ratings below 14. CBS's top performer was *The Jim Nabors Show* with a 21.4. Its other new shows, *Leslie Uggams*, *The Governor and J. J.*, *Medical Center* and *When in Rome* received ratings ranging from 18 to 15.

The Bob Hope special on NBC Sept. 22 led the ratings for that week followed by NBC's *Laugh-In*, the Saturday movie, "Shenandoah", and the *Bill Cosby Show*. CBS's *Peanuts* special came next, then ABC's Sunday movie, "Nevada Smith", then NBC's *Walt Disney* and *Flip Wilson Special*. Completing the top 10 were ABC's new *Marcus Welby* and NBC's *Dean Martin*.

In the New York Nielsens for Thursday, Oct. 2, through Wednesday, Oct. 8, with the exception of Friday night, movies were the top choice. The fare included "The Sandpiper", "Arabesque", "Those Magnificent Men in Their Flying Machines", "Counterpoint", "The Over-the-Hill Gang" and "Two for the Road".

The Friday movie on CBS was "Double Trouble" with Elvis Presley, which did not approach the ratings of *Name of the Game* and *Bracken's World* on NBC.

Other top-rated programs last week were NBC's *Laugh-In*, *Ironside*, *Dean*

Martin and *Bonanza*, ABC's *Bewitched*, *Mod Squad* and *Room 222* and CBS's *Jackie Gleason* and *Ed Sullivan*.

The New York Nielsen ratings for Oct. 2-8:

Thursday, Oct. 2

	Rating	Share
7:30-8 p.m.		
ABC— <i>Ghost and Mrs. Muir</i>	12.0	21
CBS— <i>Family Affair</i>	18.0	32
NBC— <i>Daniel Boone</i>	13.3	23
8-8:30 p.m.		
ABC— <i>That Girl</i>	16.3	27
CBS— <i>Jim Nabors</i>	16.0	27
NBC— <i>Daniel Boone</i>	17.5	29
8:30-9 p.m.		
ABC— <i>Bewitched</i>	20.8	31
CBS— <i>Jim Nabors</i>	18.5	27
NBC— <i>Ironside</i>	21.0	31
9-9:30 p.m.		
ABC— <i>Tom Jones</i>	17.6	23
CBS— <i>Thursday Movie</i>	26.8	36
NBC— <i>Ironside</i>	24.1	32
9:30-10 p.m.		
ABC— <i>Tom Jones</i>	16.6	23
CBS— <i>Thursday Movie</i>	29.1	40
NBC— <i>Dragnet</i>	19.8	27
10-10:30 p.m.		
ABC— <i>It Takes a Thief</i>	12.1	17
CBS— <i>Thursday Movie</i>	27.7	40
NBC— <i>Dean Martin</i>	20.3	29
10:30-11 p.m.		
ABC— <i>It Takes a Thief</i>	12.5	18
CBS— <i>Thursday Movie</i>	26.7	39
NBC— <i>Dean Martin</i>	22.2	33

Friday, Oct. 3

	Rating	Share
7:30-8 p.m.		
ABC— <i>Let's Make a Deal</i>	7.6	16
CBS— <i>Get Smart</i>	14.6	31
NBC— <i>High Chaparral</i>	13.3	28
8-8:30 p.m.		
ABC— <i>The Brady Bunch</i>	13.4	26
CBS— <i>Good Guys</i>	12.2	23
NBC— <i>High Chaparral</i>	14.5	28
8:30-9 p.m.		
ABC— <i>Mr. Deeds</i>	8.1	15
CBS— <i>Hogan's Heroes</i>	16.4	29
NBC— <i>Name of the Game</i>	23.6	42
9-9:30 p.m.		
ABC— <i>Here Come the Brides</i>	6.4	11
CBS— <i>Friday Movie</i>	7.2	12
NBC— <i>Name of the Game</i>	25.6	44
9:30-10 p.m.		
ABC— <i>Here Come the Brides</i>	5.2	14
CBS— <i>Friday Movie</i>	12.4	21
NBC— <i>Name of the Game</i>	26.2	44
10-10:30 p.m.		
ABC— <i>Durante & Lennons</i>	9.0	15
CBS— <i>Friday Movie</i>	10.4	18
NBC— <i>Bracken's World</i>	26.8	46
10:30-11 p.m.		
ABC— <i>Durante & Lennons</i>	8.5	15
CBS— <i>Friday Movie</i>	9.2	16
NBC— <i>Bracken's World</i>	28.0	48

Saturday, Oct. 4

	Rating	Share
7:30-8 p.m.		
ABC— <i>Dating Game</i>	5.5	11
CBS— <i>Jackie Gleason</i>	20.7	41
NBC— <i>Andy Williams</i>	13.3	27
8-8:30 p.m.		
ABC— <i>Newlywed Game</i>	7.7	14
CBS— <i>Jackie Gleason</i>	21.8	40
NBC— <i>Andy Williams</i>	15.1	28
8:30-9 p.m.		
ABC— <i>Lawrence Welk</i>	10.9	20
CBS— <i>My Three Sons</i>	16.8	31
NBC— <i>Adam-12</i>	18.7	35
9-9:30 p.m.		
ABC— <i>Lawrence Welk</i>	11.1	21
CBS— <i>Green Acres</i>	12.4	24
NBC— <i>Saturday Movie</i>	21.8	41
9:30-10 p.m.		
ABC— <i>NCAA Football</i>	7.2	14
CBS— <i>Petticoat Junction</i>	15.7	30
NBC— <i>Saturday Movie</i>	24.5	47

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10-10:30 p.m.		
ABC—NCAA Football	7.1	14
CBS—Mannix	15.1	29
NBC—Saturday Movie	23.3	45
10:30-11 p.m.		
ABC—NCAA Football	7.1	14
CBS—Mannix	15.7	31
NBC—Saturday Movie	23.7	46

Sunday, Oct. 5

	Rating	Share
7:30-8 p.m.		
ABC—Land of the Giants	11.2	18
CBS—When in Rome	13.5	22
NBC—Walt Disney	15.1	24
8-8:30 p.m.		
ABC—FBI	16.7	25
CBS—Ed Sullivan	17.3	26
NBC—Walt Disney	17.3	26
8:30-9 p.m.		
ABC—FBI	20.5	30
CBS—Ed Sullivan	21.5	32
NBC—Bill Cosby	15.0	26
9-9:30 p.m.		
ABC—Sunday Movie	22.5	32
CBS—Leslie Uggams Show	15.3	26
NBC—Bonanza	15.5	26
9:30-10 p.m.		
ABC—Sunday Movie	22.8	32
CBS—Leslie Uggams Show	16.4	23
NBC—Bonanza	20.7	29
10-10:30 p.m.		
ABC—Sunday Movie	20.6	31
CBS—Mission:Impossible	14.6	22
ABC—The Bold Ones	19.8	30
10:30-11 p.m.		
NBC—Sunday Movie	19.9	33
CBS—Mission:Impossible	14.9	24
NBC—The Bold Ones	18.9	31

Monday, Oct. 6

	Rating	Share
7:30-8 p.m.		
ABC—Music Scene	9.8	16
CBS—Gunsmoke	17.0	27
NBC—My World	19.4	31
8-8:30 p.m.		
ABC—Music/People	7.1	11
CBS—Gunsmoke	17.6	26
NBC—Laugh-In	31.5	47
8:30-9 p.m.		
ABC—New People	9.3	13
CBS—Lucy	15.0	22
NBC—Laugh-In	33.6	48
9-9:30 p.m.		
CBS—Survivors	11.9	17
ABC—Mayberry RFD	14.2	20
NBC—Monday Movie	26.0	37

9:30-10 p.m.		
ABC—Survivors	11.9	18
CBS—Doris Day	11.5	17
NBC—Monday Movie	26.3	40
10-10:30 p.m.		
ABC—Love American Style	12.5	20
CBS—Carol Burnett	13.6	21
NBC—Monday Movie	24.6	38
10:30-11 p.m.		
ABC—Love American Style	12.7	21
CBS—Carol Burnett	14.2	23
NBC—Monday Movie	23.6	38

Tuesday, Oct. 7

	Rating	Share
7:30-8 p.m.		
ABC—Mod Squad	22.2	37
CBS—Lancer	11.9	20
NBC—Jeannie	15.3	25
8-8:30 p.m.		
ABC—Mod Squad	27.4	43
CBS—Lancer	12.1	19
NBC—Debbie	14.6	23
8:30-9 p.m.		
ABC—Movie of the Week	25.5	36
CBS—Red Skelton	17.6	25
NBC—From Here to the 70's	21.4	31
9-9:30 p.m.		
ABC—Movie of the Week	26.9	38
CBS—Red Skelton	15.5	22
NBC—From Here to the 70's	19.5	27
9:30-10 p.m.		
ABC—Movie of the Week	27.7	41
CBS—CBS Playhouse	10.8	16
NBC—From Here to the 70's	17.3	25
10-10:30 p.m.		
ABC—Marcus Welby	29.3	44
CBS—CBS Playhouse	12.4	18
NBC—From Here to the 70's	17.9	27
10:30-11 p.m.		
ABC—Marcus Welby	26.6	42
CBS—CBS Playhouse	12.4	20
NBC—From Here to the 70's	16.4	26

Wednesday, Oct. 8

	Rating	Share
7:30-8 p.m.		
ABC—Flying Nun	10.1	17
CBS—Glen Campbell	18.5	31
NBC—Virginian	13.1	22
8-8:30 p.m.		
ABC—Courtship of Eddie's Father	18.2	28
CBS—Glen Campbell	19.0	29
NBC—Virginian	14.0	22
8:30-9 p.m.		
ABC—Room 222	25.9	39
CBS—Beverly Hillsbillies	12.3	18
NBC—Virginian	15.0	22

9-10 p.m.		
ABC—Movie	24.1	34
CBS—Medical Center	16.1	23
NBC—Kraft Music Hall	15.1	21
10-11 p.m.		
ABC—Movie	21.0	33
CBS—Hawaii 5-O	14.6	23
NBC—Then Came Bronson	18.0	28

Lescoulie signs up for Avco specials

Jack Lescoulie, veteran NBC *Today Show* performer, has signed with Avco Broadcasting Corp. to be anchorman and narrator for a series of special products.

John T. Murphy, Avco president said last week in Cincinnati the projects will include nationally syndicated documentaries, regional television specials, radio and television sports programming and coverage of events such as the Indianapolis 500, the San Antonio Fiesta and the Ohio State Fair.

Outdoor music programs will be taped for TV

Network Associates Corp., New York, announced plans last week under which it would stage 26 live entertainment programs of 90 minutes each throughout the country and tape these musical events for national syndication to television in one-hour versions.

The live entertainment shows will be presented before audiences in outdoor locations and will feature top names in the contemporary music scene. The series, titled *Sound and Look of the 70's*, will begin production in the spring of 1970, it was stated.

Network Associates Corp., which has been active in TV and film production, recently was acquired for stock and cash by Jerome J. Garfield, former di-

San Francisco DJ moves show from radio to TV

In a programming development that has national implications for all-music radio stations and all nonnetwork affiliated TV stations, KBHK-TV San Francisco last week started an early morning, three-hour daily disk jockey program block that stars the leading radio personality in the market, is sponsored by some of the leading radio advertisers, and is being promoted as a show to listen to and not watch. For the last decade and until this month, the *Sherwood* show, heard on KSFO(AM) San Francisco, was reputed to be the most popular radio program in the San Francisco bay area. Don Sherwood, the personality who conducts the show, has been called the Arthur Godfrey of San

Francisco, and is said to be as indelibly identified with the area as newspaper columnist Herb Caen.

KBHK-TV, a nonnetwork affiliated UHF station owned by Kaiser Broadcasting Corp., has taken Mr. Sherwood's radio show and transposed it essentially intact to television. The program, which started Oct. 6, is heard and seen from 6 to 9 a.m. each weekday. It features music, news, traffic reports, weather, and Mr. Sherwood's satirical comments and observations. Little effort is made to make the program visual (particularly in the first hour). When music is played, the camera is focused on a venerable cathedral-style radio. Promotion for the show, on billboards, bus cards and on radio (reportedly only one station turned down the advertising), says: "Listen to Sherwood. Turn to TV. You don't have to watch."

Mr. Sherwood is in direct competition with his own former and other radio stations not only for early morning listeners but for advertisers. At least a half-dozen of his current sponsors previously advertised with him on radio and some are making their first investment in television. The station is suggesting that advertisers use their radio spots for TV. In some instances, as he did on radio, Mr. Sherwood is delivering some of the spots personally. Among radio advertisers now sponsoring on television are Niagara Cyclomassage, Harrah's club of Reno, Oberti olives and Cory copy service.

Kaiser Broadcasting officials indicate that this is a test program for the group. If the radio show on TV proves successful, the concept is likely to be tried on Kaiser's five other UHF stations.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of October 23, 1962: Section 4369, Title 39, United States Code).

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 10. Circulation:
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|--|---------|----------|
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| 1. Sales through dealers & carriers, street vendors & counter sales | 125* | 117** |
| 2. Mail subscriptions | 33,865* | 34,057** |
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| D. Free distribution (including samples) by mail, carrier or other means | 2,759* | 2,585** |
| E. Total distribution (sum of C and D) | 36,749* | 36,759** |
| F. Office use, left-over, unaccounted, spoiled after printing | 649* | 541** |
| G. Total (sum of E & F—should equal net press run shown in A) | 37,398* | 37,300** |

I certify that the statements made by me are correct and complete.

MAURICE H. LONG
 Vice President and General Manager

*Average no. copies each issue during preceding 12 months.

**Single issue nearest to filing date.

... about paid circulation

The surest barometer of the reader acceptance of any publication is its paid circulation. People read business and trade papers for news and ideas that will help them in their jobs, not for entertainment.

The purchase of a subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber buys the publication and anticipates news and features to keep him abreast of developments in his own business. He expects the publication to reach him regularly throughout the subscription year. If reader interest is not maintained, paid circulation is directly affected.

BROADCASTING delivers more paid circulation annually than the combined paid circulation of the vertical competitive publications.

rector of administration and operations for Spectrum Ltd., New York, and Alan Lurie, former president of Winston Pharmacal Corp. and once vice president of marketing for Amfre-Grant Inc. Mr. Lurie said NAC also plans to produce a package of other film programs for TV and theatrical exhibition.

A new criterion for license renewal

Boston-based foundation, with expansion in mind, wants rule against violence

A new anti-TV violence voice was heard last week as the Foundation to Improve Television asked the FCC to amend its rules to provide for denial of license to any applicant for a television station who proposes to air programs which "contain an excessive amount of fictionalized violence and horror during the hours prior to 11 p.m."

The foundation was organized last May for the sole purpose of opposing purported excessive violence and horror on TV. Its president and director is William S. Abbott, an Arlington, Mass. attorney. It is based in Washington, temporarily at the offices of its attorney, Welch & Morgan, which has represented several groups challenging TV licenses.

The foundation is supported entirely through dues and contributions from its members. Most of these are Boston-area businessmen and educators, although the foundation seeks a national membership.

The petition cited numerous psychological studies supporting its thesis that televised violence leads to a distortion of reality and aggressive behavior in children. "The commission can no longer avoid responsibility for the sick society that television violence and horror has helped to create," it said.

For purposes of its proposed amendment, the foundation defined violence as "the overt expression of force intended to hurt or kill," and horror as "a painful emotion of fear, dread, abhorrence." It proposed that its amendment would be applicable when a program contained acts of brutality or mental cruelty, "which, when viewed by the average person, would be considered excessive."

Welcoming the findings of the National Commission on the Causes and Prevention of Violence, the foundation said the commission's report "lent ample support" to its proposition that televised violence is harmful to children and the public health generally.

The foundation said it recently monitored the three Washington network TV

stations to determine whether violence had diminished, after the networks had "allegedly" reduced its portrayal. Its findings, the foundation said, showed that "the profusion of violence remains despite the claims of the networks to the contrary." (The stations were monitored prior to the new fall season.)

Contending that the commission is authorized and "required" to enact the proposed amendment, the foundation said that, "despite the First Amendment and Section 326 of the Communications Act [dealing with censorship and free speech], the commission does possess the power to review programing and penalize those that have broadcast or propose to broadcast certain types of programs by denying them a license in the first instance or refusing to renew."

The foundation said that commission and court decisions have shown that, "within the public interest standard, the commission may (and has) condemned certain types of programing without running afoul of the First Amendment and Section 326 of the act. . . . It is submitted that the First Amendment was not designed to protect the communication of TV violence and horror to the detriment of American children."

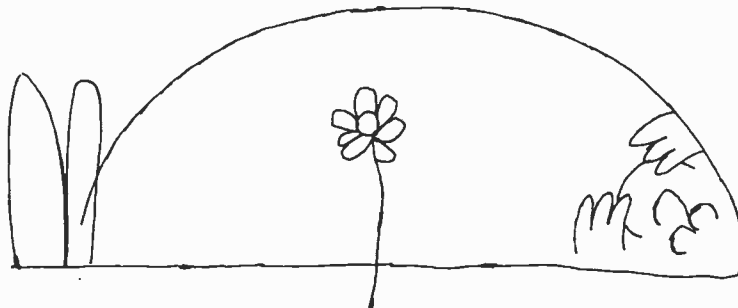
The "Red Lion" case, the foundation argued, "made it clear that the First Amendment standards applied to television are different from those applied to other mediums, and that it is the rights of the viewers, rather than the broadcasters, which are paramount."

Haynsworth nomination sparks possible debate

The climax of the nomination of federal Judge Clement F. Haynsworth of South Carolina to the U. S. Supreme Court appeared to be racing to a TV finish late last week following approval of his nomination by the Senate Judiciary Committee in a 10-to-6 vote.

The committee's meeting was highlighted by a "bill of particulars" concerning Judge Haynsworth's business and financial activities while a member of the Fourth Circuit Court of Appeals, presented by Senator Birch Bayh (D-Ind.), who is fighting his confirmation.

Following the committee meeting, Senator Ernest F. Hollings (D-S.C.), who sponsored Judge Haynsworth's nomination, challenged Senator Bayh to a TV debate on the nomination. Senator Hollings said he had asked for time on all three TV networks. Network sources indicated late Thursday (Oct. 9) that they had heard of the Hollings request but had not received it. It was noted, however, that the South Carolina senator was scheduled to appear Friday (Oct. 10) on Joseph Benti's CBS-TV morning news show and that CBS has been and was still trying to get Senator Bayh on the same show.



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Program notes:

'Sadbird' on CBS ■ Second *CBS Playhouse* presentation on CBS-TV this season will be an original comedy drama, "Sadbird," written by George Bellak, produced and directed by William Graham and starring Jack Albertson, Jack Weston, Gabriel Dell, Linda Lavin, Kathleen Dabney, Sorrell Brooke and, making his debut in a major role, Robert Foxworth. It is scheduled for Monday, Dec. 1 at 9:30-11 p.m. EST under sponsorship of General Telephone and Electronics, through Doyle Dane Bernbach, both New York.

Brainchild ■ The latest brainchild of Dick Orkin, creator of the *Chicken Man* series, which aired on over 400 stations, is the *Mini People*. The program, a 52-week series of 90-second vignettes syndicated by Hartwest Productions Inc. is a quiz show featuring children under the age six.

Sherlock Holmes Revival ■ Charles Michelson Inc., New York, reports the sale of 15 half-hour radio programs, *The Best of Sherlock Holmes*, to 180 stations. The new Holmes programs have been bought by stations that currently are scheduling *The Shadow*, *Lone Ranger* and *The Green Hornet* radio series and will be used as a continuation program as each of the other shows

completes its run.

Bullish syndie business ■ Winters/Rosen Distribution Corp., a subsidiary of Winters/Rosen Production, Hollywood, reported earnings of more than \$1.25 million in sales for the six-month period ending Aug. 31. This is W/R's first year in distribution. Among properties contributing to W/R's distribution sales are *The Barbara McNair Show*, reported as sold to 50 markets, including eight out of the top ten; and the *Buck Owens TV Ranch Show*, in more than 50 of the top 100 markets.

TV shuffle ■ Filmways Inc. has reorganized its television operations into five separate divisions: nighttime network production, daytime network production, syndicated production, specials production and distribution. Richard St. Johns, president of the parent company, will supervise coordinations and also be responsible for overall financial management. Al Simon, president of Filmways TV Productions, a Filmways Inc. subsidiary, is in charge of all TV production for all TV divisions.

Firm of best-sellers ■ Spillane-Fellows Productions Inc. has been organized by novelist Mickey Spillane, and producer Robert Fellows. The new company owns all of the literary properties written by Mickey Spillane. It will be

based in both Hollywood and Nashville and will produce motion pictures, television programs and records. Spillane-Fellows is publicly owned, with a capitalization of \$5 million. Mr. Spillane is chairman of the board. Robert Blees, formerly producer of *Combat*, among other TV series, is president.

Legislator - speakers ■ Representative John V. Tunney (D-Calif.) and Julian Bond, Negro member of the Georgia House, will address some 800 advertising, broadcasting and recording industry executives expected to attend the fourth annual national radio program conference at Atlanta in December. The conference is sponsored by San Francisco programming consultant Bill Gavin. The legislators will appear during sessions dealing with "the urgency of communicating" and the responsibility of communications media in dealing with young people. Other sessions during the three-day conference (Dec. 5-7), will cover new concepts and directions in radio programming and a roundtable discussion of music trends and styles. The site for the conference is the Regency Hyatt House.

Association expands ■ Associated Films Inc., New York, has moved two of its distribution centers to larger quarters. Dallas exchange, managed by Ivan Clark is now at 8615 Directors Row, (214) 638-6791 and La Grange, Ill., office is at 512 Burlington Avenue, (312) 352-3377.

Voters' Time

The report of the Twentieth Century
Fund Commission on Campaign Costs
in the Electronic Era

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FOR PUBLIC TELECASTS
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NCTA assures McClellan it's screening movies

A trickle of responses has begun to come in to Senator John L. McClellan (D-Ark.) in his current campaign to bar from television motion pictures that are too strong in content or treatment (BROADCASTING, Sept. 29, Oct. 6).

Frederick W. Ford, president of the National Cable TV Association, declared that "programs of questionable taste, moral value or social conscience are clearly not in the public interest nor consistent with NCTA policy or code." Mr. Ford said that where movies rated "M" (for mature), "R" (for restricted) and "X" (for adults only) violate the provisions of the NCTA code they would not be recommended by the association or scheduled by member CATV systems.

Among early responses from motion picture firms, was one from Walt Disney Productions which informed the senator that it does not make movies that fall in the questionable categories.

Senator McClellan's questionnaire went to leading motion-picture producers and distributors, the Motion Picture Association of America, all commercial TV stations, the TV networks and the National Association of Broadcasters.

RCA hits new highs in third quarter

Robert Sarnoff takes note of the effect of measures used to fight inflation

RCA reported record third-quarter and nine-month earnings last week, although "the restrictive effect of fiscal and monetary measures aimed at curbing inflation became increasingly apparent in the third quarter," according to RCA President Robert Sarnoff.

Third-quarter earnings totaled \$39.7 million on \$804 million in sales. Earnings for the first nine months were \$106.5 million on sales of \$2.348 billion.

A major profit source for RCA was the electronic data processing division, whose domestic computer bookings were up more than 40%, and NBC had record sales in the third quarter, with revenues up 8% over last year. RCA Globcom and RCA Service Co. also set new sales records, though government business continued to decline in the third quarter.

Mr. Sarnoff said RCA's long-range growth plans centered on intensified marketing programs related closely to new developments in technology, citing the new home TV tape player, "Selectavision," as an example (BROADCASTING, Oct. 6).

For the nine months ended Sept. 30:

	1969	1968
Earned per share	\$1.63	\$1.56
Sales	2,347,800,000	2,307,400,000
Net Income	106,500,000	102,400,000

Financial notes:

■ Bell Television Inc., New York, has filed with the Securities and Exchange Commission for registration of 1,282,225 outstanding common shares and \$250,000 of 5% convertible subordinated debentures, which may be offered for public sales by company stockholders at \$11 per share maximum. Bell provides closed-circuit and private communications services and operates a New York CATV system.

■ Telephase Corp., Memphis, newly formed broadcast consultant and programming concern, which also intends to sell broadcast equipment, has merged with Gideon B. Matthews Programming Consultants in a stock transaction. John E. Fry is president of Telephase, and Gideon B. Matthews is vice president.

■ National General Corp., Los Angeles,

in TV production and distribution, has acquired Wygod, Weis, Florin Inc., New York, an investment banking and brokerage firm. Acquisition was made through NGC Capital Management Corp., wholly owned subsidiary of National General Corp. Deal was for an undisclosed number of National General common shares.

■ Board of directors of Technicolor Inc., Hollywood, has voted a dividend of 10 cents per share on the company's common stock, payable Nov. 4 to shareholders of record Oct. 14.

■ John Blair & Co. agreed to sell the Blair Building in Chicago at 645 North Michigan Avenue to Romanek-Golub & Co., Chicago real estate firm. The cash proceeds of "several million dollars" will be applied to other areas of Blair business.

Roadside spinoff ■ Andy Griffith, whose TV series last season ended an eight-season run on CBS-TV and who just signed for a new weekly half-hour series to begin on CBS with the 1970-71 season, last week announced a spinoff business venture. Mr. Griffith, with financial backing for the New York investment banking firm of Loeb, Rhoades Co., formed the Andy Griffith Barbecue Co., a roadside restaurant operation with both company-owned and franchised outlets. The company will be based in Raleigh, N.C., with former North Carolina Governor Terry Sanford as president. Mr. Griffith will serve as chair-

man of the executive committee and on the board of directors. Also on the board is Richard O. Linke, Mr. Griffith's long-time personal manager.

■ Doyle Dane Bernbach Inc., New York, has declared a quarterly dividend of 22 cents per share, payable Oct. 15 to stockholders of record Sept. 30.

New CATV group makes public offering

National Cable Communications Corp., Greenwich, Conn., is going public. The newly formed company is principally owned by group-CATV operator Lawrence Flinn Jr.

The registration statement filed with the Securities and Exchange Commission calls for an offering of 170,000 common shares, 150,000 of which are to be sold by the company and 20,000 of which are to be sold by a stockholder. The transaction is being handled through Burton, Dana, Westerland Inc., New York, at \$10 per share maximum. The Burton firm will receive \$20,000 for expenses and be entitled to purchase, for \$150, five-year options to purchase 15,000 shares.

Stockholders of National Cable are Mr. Flinn, president-treasurer, 84%; William Turner, vice president, engineering, 9%, and George H. Bright Jr., director, 7%.

National Cable, a holding company, was formed in August to acquire four

Gannett Co. earnings will show increase

Paul Miller, president of the Gannett Co., Rochester, N. Y., last week told a Chicago analyst group that the newspaper chain and group broadcaster sees no slowdown in revenues "even though we keep reading about business beginning to turn soft."

In answer to a question, however, he did say the company would feel a general economic slowdown, if one occurred. John Purcell, financial vice president, predicted Gannett would be "on target" this year with an earlier forecast of a 12% to 14% earnings increase.

Mr. Miller said Gannett expects broadcasting to become a bigger factor in the company's operations and added that Gannett is holding discussions looking toward the acquisition of radio, TV and CATV properties, but has not lessened its interest in acquiring news-



Mr. Miller

paper properties. Gannett now owns a Geneva, N. Y., cable system.

cable systems—Tri Town Video Inc., Endicott-Endwell and Maine, and Vestal Video Inc., Vestal, Apalachin and Union, all New York, owned by Mr. Flinn; Washington TV Cable Co. of New Jersey, owned by Messrs. Flinn and Bright, and Video Cable Co., Waynesville, N.C., owned by Messrs. Flinn and Turner.

A Welch, W. Va., system owned by Mr. Turner and a Lansford, Pa., system 20%-owned by Mr. Bright will not be involved with National Cable.

Of the net proceeds of the stock sale, \$170,000 will be used for expansion and improvement of the existing CATV systems and the balance will be used primarily for the acquisition of franchises and the construction of new cable systems.

National Cable Communications has

625,000 shares outstanding; Mr. Turner will sell 20,000 of his 53,532 shares.

After the National Cable offering, approximately 22% of the company will be publicly held with Mr. Flinn owning about 68%; Mr. Bright, 6%, and Mr. Turner, 4%.

Theoretical growth fund includes media stocks

Four specialists in broadcasting stocks agree that about 5% of a hypothetical million dollar investment fund should go into broadcasting companies for sound investments. The four senior broadcasting analysts were Robert P. Bingaman Jr. of Shields & Co., Ernest Levenstein of Moore & Schley, Carmine Muratore of Thomson & McKinnon Inc. and Harvey Sandler of Goldman

& Sachs Co., all Wall Street concerns.

In a roundtable discussion presented by *The Wall Street Transcript* last month, the four men were presented with the following question:

"If you had a friend who had just been put in charge of a business risk hundred-million-dollar growth fund, would you advise him to put any portion of his money now into the companies we have been discussing (broadcasting) and, if so, what rough ballpark percentage?"

All four analysts replied with an immediate yes to the first part of the question and agreed to a figure of about 5% for the second part, except for Mr. Sandler who thought that something less than 5 was more appropriate. Depending upon the character of the imaginary portfolio, the panel said,

The Broadcasting stock index

A weekly summary of market activity in the shares of 90 companies associated with broadcasting.

	Stock symbol	Ex- change	Closing Oct. 9	Closing Oct. 1	Closing Sept. 25	High 1969	Low	Approx. Shares Out (000)	Total Market Capitali- zation (000)
Broadcasting									
ABC	ABC	N	51	51½	54½	76½	45½	4,859	266,030
Atlantic States Ind.		O	7½	7½	7½	15½	6	1,798	13,485
Capital Cities	CCB	N	28½	28½	29½	37½	26	5,804	173,191
CBS	CBS	N	41½	43½	46	59½	42½	25,617	1,178,382
Corinthian	CRB	N	23½	23	23½	37½	20	3,384	79,524
Cox	COX	N	45½	45	45	59	37	2,893	130,185
Gross Telecasting	GGG	A	15½	15½	15½	24½	15	805	12,172
Metromedia	MET	N	18½	19	19½	53½	17½	5,525	105,638
Pacific & Southern		O	20	17	17½	26½	13½	1,635	28,613
Reeves Telecom	RBT	A	13½	14½	13½	35½	12½	2,253	30,416
Scripps-Howard		O	24½	24½	25½	31½	21	2,58	65,372
Sonderling	SDB	A	30½	30½	32½	47½	29½	985	28,541
Starr Broadcasting		O	8½	8½	9½	7½	6½	338	3,211
Taft	TFB	N	31½	31½	32½	43½	27½	3,437	112,046
Total								61,922	\$ 2,226,806
Broadcasting with other major interests									
Avco	AV	N	24½	24½	25½	49½	23½	12,872	332,612
Bartell Media	BMC	A	14	13½	13½	22½	8½	2,292	31,515
Boston Herald-Traveler		O	27	31	31	71	29	574	17,794
Chris-Craft	CCN	N	12½	12½	13½	24½	11½	3,201	42,413
Combined Comm.		O	10	10½	10½	11½	9	1,800	19,080
Cowles Communications	CWL	N	10½	10½	10½	17½	9½	3,969	42,667
Fuqua	FQA	N	37½	36½	36½	47	30½	5,073	181,360
Gannett	GCI	N	25½	37½	37½	25½	24½	4,738	178,860
General Tire	GY	N	18	17½	18½	34½	17½	17,914	325,139
Gray Communications		O	9½	8½	8½	12½	8½	475	3,971
Lamb Communications		O	3½	4	3½	10	4	2,650	9,938
Lee Enterprises		O	20½	19½	18½	21½	15½	1,957	36,694
Liberty Corp.	LC	N	22	21	21½	23½	14	6,743	142,412
LIN		O	10	10½	11½	23½	7½	2,174	25,545
Meredith Corp.	MDP	N	43½	43½	42½	59½	32½	2,779	118,108
The Outlet Co.	OTU	N	17	18	18½	30½	17½	1,332	24,136
Plough Inc.	PLO	N	67½	66½	68	72½	57½	7,892	536,656
Post Corp.		O	18	18	19	40	14½	566	10,754
Rollins	ROL	N	36½	36	37½	39½	30½	7,988	297,367
Rust Craft	RUS	A	28½	26½	25½	38½	24½	1,168	29,784
Storer	SBK	N	29½	29½	31½	62	24½	4,220	131,875
Time Inc.	TL	N	46½	49½	46	100½	36½	7,238	332,948
Wometco	WOM	N	17½	18½	19	23½	16½	5,683	107,977
Total								105,293	\$ 2,979,605
CATV									
Ameco	ACO	A	8½	8½	8½	14½	7½	1,200	9,900
American TV & Comm.		O	13½	13½	13½	12½	9½	1,775	23,519
Cablecom-General	CCG	A	9	9½	9½	15	8½	1,605	15,793
Cable Information Systems		O	2½	2½	2	5	2½	955	1,910
Columbia Cable		O	9½	9½	9½	15½	9½	900	8,775
Cox Cable Communications		O	13½	13½	12½	22	13	3,550	44,375
Cypress Communications		O	9½	10	10	23	10½	854	8,540
Entron		O	27½	2½	2½	10½	3	607	16,693
General Instrument Corp.	GRI	N	35½	33½	35	43½	26	6,028	210,980
H & B American	HBA	A	14½	15	15	20½	11½	5,016	75,240
Sterling Communications		O	4½	5	5	10½	5½	500	2,500
Teleprompter	TP	A	59	59½	60	70½	46	1,007	60,420
Television Communications		O	12	10½	10½	20½	11½	2,654	28,531
Vikoa	VIK	A	24	24½	24½	33½	20	1,795	43,529
Total								28,446	\$ 550,705

several stocks would make good investments.

If the portfolio were of an aggressive nature, Mr. Levenstein said, of the 5% "the lion's share should be in ABC . . . plus well-run aggressive mature companies." Messrs. Muratore and Bingaman agreed on ABC, with Mr. Muratore favoring Capital Cities also as a good investment and Mr. Bingaman singling out Corinthian.

Mr. Sandler thought that the correct percentage of the hypothetical fund should depend on the type of fund. "The longer term kind of fund," he proposed, "I'd put in something like CBS, which I think is good for a long term investment, and I would supplement that with some of the more aggressive groups." He also made the point "that there should be some part

of any aggressive, or even balanced portfolio, in broadcasting."

Equipment firms merge

Technicolor Inc., Hollywood, and American Astrionics Inc., Palo Alto, Calif., last week reached an agreement in principle to merge. American Astrionics, a privately-owned company that manufactures high-speed electronic systems, would become part of Technicolor. The deal calls for a transfer of 159,000 shares of Technicolor Inc. common.

The transaction has been approved by the boards of directors of both companies. It is still subject to approval by the shareholders of American Astrionics.

Technicolor is involved in both film and video-tape processing. Its stock is traded on the American Stock Exchange.

Company reports:

Grass Valley Group Inc., Grass Valley, Calif., manufacturer of TV broadcast equipment, reported an 81% increase in sales and a 59% gain in net income for the nine months ended Sept. 30:

	1969	1968
Earned per share	\$0.39	\$0.25
Sales	2,680,000	1,470,000
Net income	579,000	365,000

H&B American Corp., Los Angeles, major cable TV company whose announced merger into Teleprompter Corp. is awaiting approval of stockholders, reported a 61% increase unaudited net income before extraordinary credits and a 12% increase in revenues for the year ended July 31:

	1969	1968
Earned per share	\$0.29	\$0.34
Revenues	14,192,544	12,651,370
Pretax income	1,890,345	1,275,010
Net income	1,449,345	1,640,623
Average shares outstanding	4,971,614	4,967,173

	Stock symbol	Ex. change	Closing Oct. 9	Closing Oct. 1	Closing Sept. 25	High 1969	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	32½	33½	34	42	25	5,863	199,342
Commonwealth United*	CUC	A	—	—	—	24½	7½	12,428	132,000
Disney	DIS	N	94	91	97½	99	69½	4,381	425,483
Filmways	FWY	A	23½	23½	24½	38½	19½	1,244	30,478
Four Star International		O	4½	5	5½	10	3½	666	3,663
Gulf and Western	GW	N	20½	20	21½	50½	19	16,426	354,802
Kinney National	KNS	N	27	26½	27½	39½	19	5,940	161,865
MCA	MCA	N	21½	21½	21½	44½	20½	8,297	180,460
MGM	MGM	N	32	—	22½	44½	25	5,801	224,789
National General	NGC	N	21½	21½	22½	46½	18½	4,539	102,128
Transamerica	TA	N	24½	23½	24	38½	23	61,869	1,490,657
Trans-Lux	TLX	A	22½	18	19½	58½	17½	979	19,188
20th Century-Fox	TF	N	20½	20	20½	41½	16½	8,155	169,950
Walter Reade Organization		O	8½	8½	9½	15½	8	2,342	21,359
Wrather Corp.		O	8	8½	8½	23	8½	2,161	17,828
Total								141,091	\$ 3,533,992
Service									
John Blair	BJ	N	22½	23½	24½	28½	17½	2,667	64,328
Comsat	CQ	N	47½	44½	48½	55½	41½	10,000	482,500
Creative Management		O	11½	12½	12½	20½	8½	1,020	12,495
Doyle Dane Bernbach		O	19½	19½	20½	33	21½	2,104	43,658
Foote, Cone & Belding	FCB	N	13	14	13½	15½	11	2,147	29,521
Grey Advertising		O	13½	13½	14½	18½	13	1,163	16,573
Movielab	MOV	A	6½	6½	6½	14½	6	1,407	9,145
MPO Videotronics	MPO	A	8	8½	8½	22½	7½	548	4,795
Nielsen		O	30	29½	29½	37½	28½	5,240	154,580
Ogilvy & Mather		O	22½	22½	22½	35	17½	1,090	24,798
PKL Co.	PKL	A	12½	10½	12½	30½	10½	723	9,038
J. Walter Thompson		O	32	32	32½	41	24½	2,778	90,980
Wells, Rich, Greene		O	9½	9½	9½	18½	8½	1,601	14,153
Total								32,488	\$ 956,564
Manufacturing									
Admiral	ADL	N	19½	16½	16	21½	14½	5,124	81,984
Ampex	APX	N	44½	43½	45½	47½	32½	10,815	489,379
General Electric	GE	N	84½	84½	85½	98½	81	91,025	7,782,638
Magnavox	MAG	N	42	40½	43½	56½	40½	16,561	716,263
3M	MMM	N	114½	108½	112½	115½	94	54,521	6,133,613
Motorola	MOT	N	141	139½	140½	149	102½	6,148	862,257
RCA	RCA	N	42	41½	41	48½	35½	62,713	2,571,233
Reeves Industries	RSC	A	5	5½	5½	10½	4½	3,443	18,041
Visual Electronics	VIS	A	9½	9½	10	37	9½	1,357	13,571
Westinghouse	WX	N	55½	56	57	71½	53½	38,750	2,208,750
Zenith Radio	ZE	N	42½	43½	42½	58	35½	18,965	806,013
Total								309,422	\$21,683,741
Grand total								678,622	\$31,931,413
Standard & Poor Industrial Average			102.46	94.77					

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

Shares outstanding and capitalization as of September
* Trading temporarily suspended.
** New addition to stock index.

They're destroying ad myths in Milwaukee

Five-year test project shakes old beliefs; C-P-M, steady exposure don't always make up successful campaign

The Milwaukee Advertising Laboratory is alive and well and living in the sustained optimism that eventually it will prove false some of advertising's most cherished verities—among them, cost-per-thousand, scheduling practices and even the so-called super-creative commercial.

After five years and about a hundred tests on products in a range of some three dozen categories—many involving foods and personal-care brands and most buying TV—the principals of the advertising-effectiveness laboratory are agreed on this basic conclusion: "Advertising works—but not in the way you think it does" ("Closed Circuit," July 28).

Consultant G. Maxwell Ule and the laboratory's operations manager, Clifford Wenthur, also agree on another basic finding—a test facility such as theirs can successfully compare "apples and oranges." One of the chief hurdles of the market researcher in studying media mixes and other combinations of unequals has been overcome, they claim (see page 56).

Some of the product tests have run through various phases of two or three years; others for periods of six months or a year. Test panels comprising families in the greater Milwaukee area report in weekly diaries the specific purchases they have made, producing for the laboratory its clinical "X-factor" in terms of actual sales results.

The "input" of advertising to the panels is controlled carefully by "muting" the TV commercials according to panel grouping and by "split runs" or control of home deliveries of newspapers and magazines. The TV muting is accomplished by a device on the individual set, triggered at the station: it is not visible to viewers at large in the market.

The laboratory is a nonprofit division of the Journal Co., publisher of the *Milwaukee Journal* and *Sentinel* and licensee of WTMJ-AM-FM-TV Milwaukee. WTMJ-TV is NBC affiliated. Two other local stations also are participating—ABC-affiliated WITI-TV (Storer Stations) and independent WVTM-TV (WKY-TV System Stations). CBS-affiliated WISN-TV (Hearst Corp.) has not participated.

Mr. Ule, a former senior vice presi-

dent for marketing and research at Kenyon & Eckhardt, has been involved with the laboratory since its inception. He also is consultant to Million Market Newspapers Inc., in which the *Milwaukee Journal* participates. Mr. Wenthur, a long-term Journal Co. employee has also been concerned with the laboratory since its pilot runs in 1964, just preceding regular operation.

"Cliff is the operator and I'm the planner and interpreter," Mr. Ule explains, adding, "I'm the architect and he's the contractor."

Mr. Ule bursts profusely with interpretations, drawn from his reading of

the test findings and based upon his years of marketing research, a background that prompts him frequently to caution that many of the conclusions are clearly tentative and in some cases are purely hypotheses.

Among the findings:

- There may be a negative effect of commercial content. "I am not concerned with TV selling. I am concerned with TV unselling. We have evidence that the more you advertise, the more you unsell. You are your own worst enemy, not your competition," Mr. Ule asserts.

- Cost-per-thousand may be an unrealistic measurement. Optimum response in sales is all that counts. Eventually a good research man, a good media planner and a good computer will work the pants off any creative team in the country," Mr. Ule says.

- Regardless of what creative process is used, media strategy can extend its active life and increase its effectiveness independently of anything else. "Media scrambles" or a constant flux within a medium, as well as among other media, may become more significant than the annual media-mix decision. For TV, flights or waves of commercials are far more efficient than a sustained note for most purposes.

- Advertising may work faster and wear out faster than previously suspected. This may be especially true in TV since it involves more exposures. How long will a given commercial last? No hard data on that yet, but some sleepers taken out of the can after a long rest have outperformed the new fancy high-cost version.

- There are optimum levels for advertising. Sometimes the low advertising weight, rightly directed, will get sales response far more efficiently than the block-buster campaign.

- The value of longevity in a medium, a steady state of exposure week in and out, is a myth. In testing so far, it doesn't appear to hold up. Measures eventually could tell one when to get out of the medium.

- In new-product introduction, the rule of Wall Street should be followed: Cut your losses and let your profits run. 'I prefer a hot product that is ready to move up to a hot creative idea any

Ad lab generates new spot-TV dollars

About \$1.5-million worth of extra spot dollars has reportedly flowed into the Milwaukee television market during the last five years as a result of the testing there by the Milwaukee Advertising Laboratory.

No one really has the exact amount, all admit, but this is the most expert consensus. The windfall has gone largely to the three stations participating with the laboratory—WITI-TV, WTMJ-TV and WVTM-TV. WTMJ-TV, owned by the Journal Co. as is the laboratory, has assisted also in development of technical engineering devices, such as the muter that is attached to the home receivers of the panel families (see page 56).

"There is no question some additional dollars have come to our station as a result of the testing," WVTM's manager, Joseph Loughlin, reports. But he notes it's a hard figure to determine. There is close security surrounding the testing and not every test function involves muting at each station.

Roger LeGrand, vice president and general manager of WITI-TV, is hopeful the laboratory will continue to grow in its present direction and praises its efforts to maintain research integrity. He believes TV's stature has been enhanced, although virtually all of the strictly media comparison data has been disclosed only to the clients who contracted for such studies.

day," Mr. Ule asserts.

■ The value of 30's versus 60's, half page versus full page, daytime versus nighttime? In these areas, data is not yet conclusive. Mr. Ule, however, appears to suspect that one of the biggest myths in TV today may be that 30's are better than or as good as minutes—but that's still his personal opinion. "Don't toy with the viewer's capacity to learn or you do so at your own peril," he says.

■ There is no such thing as the "best" medium, each being able to perform better at a given time under given circumstances. "I condemn no medium. I only condemn bad practitioners," Mr. Ule states.

If these views are a bit unsettling to an advertiser, an agency or a medium, that's Mr. Ule's intention. It is the candid way he tells the story to major advertising prospects coast to coast. He believes that the most valuable function the laboratory can perform is to make people think and to challenge established practices.

"We've disturbed the management of some clients so much, to the point of soul searching and introspection, they didn't sleep well at night," Mr. Wenthur recalls. One client was so upset over the results he fired the laboratory, he says, but later apologized in an open executive meeting when the test findings were completely supported in other work and in the field.

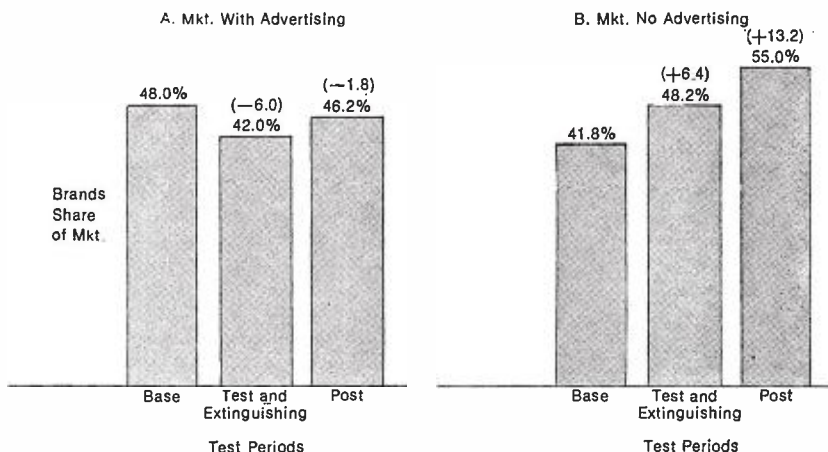
Although the laboratory is not yet completely on a self-sustaining basis, it continues to consider expansion moves that will improve its usefulness in the testing of advertising effectiveness. Radio will be included among the media measured as soon as development work on a new muter device is perfected. As in the case of the TV muting system, this too would require special experimental authorization from the FCC.

When the radio muter is finished, it will take about a year to work radio into the media-evaluation work of the laboratory. Radio would be much more costly, however, because of the multiple sets and their smaller size, but it would not be impossible depending upon advertiser interest.

Measuring of point-of-purchase promotion impact may come sooner than radio. Another new test area under way is couponing. The "cents-off" deals offered so consistently in some areas of grocery-product marketing especially intrigue Mr. Wenthur.

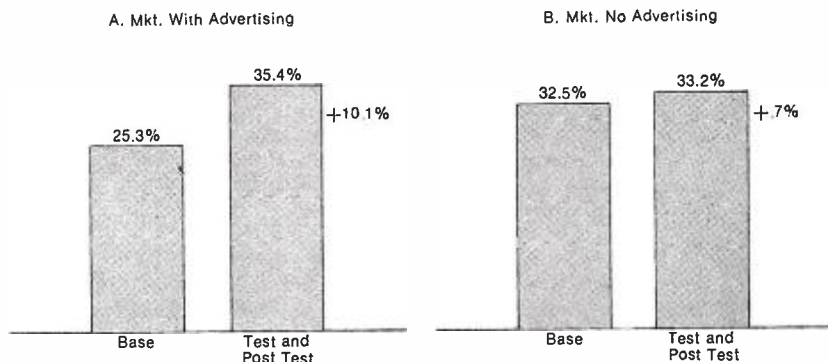
"I wonder if in some categories brand loyalty also may be a myth," he says, "when we see people jump from brand to brand whenever they get eight cents off."

In certain of these categories, half the sales to the local supermarket are at deals, he notes, "and each brand takes his turn at the deal. At that point



Bad television advertising can hurt a product just as good TV can send sales soaring, tests conducted by the Milwaukee Advertising Laboratory indicate. In the charts above and below a negative effect in the content of a commercial actually caused sales to decrease for the advertiser, while those of his competitor rose. When the advertising stopped, the

market shares resumed their normal proportions. Above chart shows the decrease in sales for the advertiser and an increase in sales without the use of the commercial. In chart below, the competitor's brand was increasing in sales in the market where the commercial was aired, and holding even when no advertising appeared.



he gets a better share of the market."

But it isn't always worth it, Mr. Wenthur says, remembering one case history where a manufacturer tried to force a product by heavy advertising and promotion deals. "When he got all done, it cost him \$1.13 to get back a dollar in sales," he relates.

Proving the efficiency of a media strategy, a creative strategy or a combination of these and other marketing factors is the exercise that most delights Mr. Ule. Working with the laboratory is "a constant intellectual binge," he says, because he can put the theories into his "test tube" and see the hard fact of sales results. While he will not divulge client confidences he will discuss general principles.

Concerning the laboratory's basic finding that advertising does work but not the way one usually thinks, Mr. Ule says tests have turned up unsus-

pected side effects. For example, the commercial often sells more of an advertiser's nonadvertised variety of product than that being promoted, or, the negative effect of the message turns prospects to a competitor's product instead.

"There has been a great deal of assertion than the creative process accounts for the overwhelming proportion of the effectiveness of advertising," Mr. Ule notes. "But the evidence we have is that the creative process may not be nearly as important as people suspect and the difference between one creative strategy and another may be nominal," he claims.

"In fact," he continues, "we have evidence that the most important single thing is not to have the negative selling out of your creative process. That's the most critical of all, which was a surprise to us. Your own creative

How the lab actually works

Briefing sessions planned in N.Y. this week for ARF manufacturers

The method with which the Milwaukee Advertising Laboratory has succeeded in testing unrelated "apples and oranges" in various media and strategy combinations will be detailed by the laboratory's technical consultant, Max Ule, at the 15th annual conference of the Advertising Research Foundation in New York tomorrow (Oct. 14). A special committee of the ARF has helped advise the laboratory in sample design, diaries and certain other aspects.

The laboratory also will host a special private forum for manufacturers on Oct. 15 there. This session will concentrate on optimizing the size of the advertising budget for brand introduction and brand maintenance as well as laboratory model design and functions.

Since the laboratory measures actual sales results as reported in weekly purchase diaries from its panel participants, the end effect of the controlled advertising input is all that counts, Mr. Ule indicates. He therefore is not concerned with what may be the nature of the mix used in the inputs—whether they pit copy platform against scheduling-

technique variations, or specific media styles against coupons and direct mail. All that matters is that the inputs are controlled.

"MAL shows what people actually do, not what they say they will do," Mr. Ule emphasizes, "and there is a difference. They themselves don't know what they will buy until they do it."

The Milwaukee facility has three test panels, an A and a B market, each with 750 families, and a C market which presently has about 725 families. Television muting is confined to the A and B panels and is varied between them for the testing. Families in the A and B panels get free TV service on their sets for permitting the muting device to be installed.

Each participating TV station has a special control device that an engineer triggers, according to log instruction, to mute a given commercial for a given panel segment. The audience at large notices no change in reception. Special FCC permission has been obtained for the testing, which includes network commercials as well as the specially purchased local spots.

The muting works effectively on station breaks, 30's, minutes or even to split a piggyback of two 30's as long as there is a clear point of break made possible in the piggyback format. All three stations report they have had no technical problems.

(George Comte, vice president and general manager of WTMJ-TV, one of

the participating stations, says his engineers have been working on a prospective radio muting device for a long time and, more recently, the electronic industry at large has been surveyed for answers. A Chicago research group is submitting a prototype very soon, he says. If the device is accepted, he notes, it then will be up to the laboratory and its clients to determine how soon the device can be implemented. This could take a year, it is indicated.)

All families on the three panels receive points, credited to a "bank," for correctly filling out the weekly diaries and mailing them promptly. Point totals are sent to them on periodic statements and they may be used to purchase merchandise from a premium gift catalogue. Annual point value is about \$45 retail.

The diaries are designed so the housewife can easily note purchases—and prices—as she unloads them at home after her return from shopping. They are processed by Dwight Spencer & Associates, Chicago, and the ultimate coded report sheets go to clients monthly. The laboratory structures its tests on a sequential numbered period system, four weeks to a period. Diary returns average 94%.

Structuring of the sample family panels to correlate to the Milwaukee market at large is carefully watched. The replacement rate in the A and B markets averages about 18% yearly with the C market about 22%. The Journal Co.'s papers have precise con-

process can be against you more than the creative process of your competitor."

Laboratory findings also show that despite the creative platform used, the right strategy in media use and scheduling can extend the active life and increase the effectiveness of the campaign independently of all other factors.

"Holding creative constant, holding advertising-dollar input constant," Mr. Ule explains, "the way you enter media and the way you use media—in terms of, say, frequency, reach and scheduling—can make their own independent contribution by reaching markets that are more responsive."

But in determining the best strategy, cost-per-thousand factors deserve only nominal consideration in Mr. Ule's view. "There is no necessary correlation between what I call near measures and actual sales results," he says. "You could have a CPM of \$1.80 and get zero sales, which translated means an infinite cost, while you could also buy a symphony program at a CPM of \$8 and it could be the best darn property for your particular product."

Concerning finds that advertising may

work faster than previously suspected, Mr. Ule explains that while this evidence in some cases proves almost immediate response to advertising, it also shows much faster wear-out of both media and creative message than previously thought. "This has serious implications for refreshing both the medium and the content," he notes.

The commercial life may be much shorter than thought, Mr. Ule says, and in some cases a given spot may have a useful life span of only weeks, depending on total exposure. Further data is needed in this area, he agrees, but what concerns him is that at some point a negative effect may begin as use continues into over-use.

He doesn't begin to probe what this means in terms of production of commercials and high costs for filming in exotic locations. But he is not against the fancy spot per se, if it only proves itself in sales.

Does this mean more demographics, more research into the tastes, habits and characteristics of the market? No, Mr. Ule replies, stating demography is too neutral and even "psychographics" may not prove relevant.

"I would say demographics are largely suspect—and so are large volume users, another love today," Mr. Ule says, "because what we are trying to do is separate the warm bodies from the rest, those who are responsive to your particular product at a given time. And this is harder than most of us think."

His preferred method is to use the laboratory or some similar system where you bypass assumptions about people, "give them stimuli and measure the actual responses in sales under the discipline of the experimental design."

A whole new research area, he explains, is that concerning optimum levels for advertising, a concept already suggested by the test evidence to date. "Just as a tree doesn't grow to the sky," Mr. Ule says, "there isn't an infinite expansibility of demand for a product. There is strong evidence that at a particular moment in time a brand can profitably use so much advertising and no more or no less. Now this doesn't mean this is a permanent level. It may be a year or six months before a product is ready to grow or ebb."

"It may be after a certain period of

trol of home delivery so the print split-runs are managed easily. The panels now have 100% TV-set ownership with 35% color; there are 2.1 TV sets per home.

Annual "membership" in the laboratory for a client costs \$23,000. New six-month fees for new product-introduction testing are \$11,500, if only the A and B panels are used. C panel costs an extra \$3,500 for the six-month test.

In addition, the client must spend whatever is required to purchase the advertising in the market for the test.

For example, an advertiser who expects to spend \$6 million nationally to introduce a product would allocate 1% or \$60,000 for media in Milwaukee. This would be distributed among the panels or media models depending on the nature of the test.

If it were a weight test, attempting to learn what would be the optimum national budget in, say, TV, the ratio would be proportionately varied from panel to panel through muting combinations to reflect the alternate national levels considered. Sub-cells within panels at the same time also can test other factors such as couponing and product sampling to learn if they should support the campaign.

When someone questions whether the diary method is adequate, Mr. Ule mounts his soap box. He admits diaries have certain faults "but they are so superior to a telephone interview or a



Mr. Ule (l) and Mr. Wenthur compare notes at the multiple-channel TV mon-

itoring unit that has not been turned off since it was started five years ago

questionnaire of what did you buy in the last two months."

If clients were willing to spend more money, Mr. Ule would mark "families on the shopping panels with special cosmetics that glow under a special light and thereby trigger hidden cam-

eras to record purchases at the check-out counter.

"In an imperfect world you get what you pay for," Mr. Ule concludes. "I have very little truck with the critics who won't pay a penny for research but are always criticizing it."

time that the brand should be milked and the excess money for advertising be put into more dynamic brands," he asserts.

Mr. Ule also emphasizes that if he had the choice between creativity and response, "I would vote for response every time. When a brand is ready to move up, even nominal effort will bring it up. When a brand is not ready, save your money."

Brands respond in the order of cycles or plateaus, Mr. Ule says, which tests are showing more and more. The trick, he suggests, is to take the bread-and-butter items and learn to use them intelligently and consistently until the "hot" situations appear. "The name of the game is profit at every level," he adds.

"Another thing coming up more and more," Mr. Ule says about test-evidence significance, "is that while it is very wise for administrative purposes to have a corporate budget, to break this down arbitrarily on some ratio-to-sales or some unit-of-sales basis, is largely doing a disservice to the company. The budget should not be based on past sales but rather on potential

incremental sales."

For example, he suggests, if one brand is selling but the testing proves it can't be pushed higher, the extra dollars should be put elsewhere. "This puts the brand-managership system on the hot seat," he admits, "but eventually these decisions will have to be moved to the highest corporate levels."

Another subject on Mr. Ule's mind as he studies the tests is that of skewing in the various media. "Skewing is synonymous with wear-out," he explains, "and parts of the audience—high users, medium users, light users—have different wear-out rates for a given commercial or ad, whether in TV, newspapers or magazines. I don't know the rates, but I suspect they are much faster than you think."

Mr. Wenthur discloses the laboratory presently is seeking to determine what correlation, if any, there may be between heavy, medium and light TV viewers and heavy, medium and light product users. Does this correlation fit all categories or only certain ones? Is there a category where a person is easily moved to buy?

Do the findings to date suggest new

trends in media usage?

Mr. Ule thinks so. "The evidence would indicate the advertiser should explore the possibilities of endless shifting, inter-media as well as intra-medium," he says. "It should be a field day. The evidence suggests—and you may quote me—that there should be an annual advertising budget and that is all. There should be no annual plans. They are an anachronism. There maybe should be three plans a year, or two or four."

"The important thing is this: We won't worry about media mixes necessarily, we may just worry about media scrambles, shifting constantly from one to another through time."

Agencies obviously would have to come up with alternate plans throughout the year instead of the annual plan, Mr. Ule agrees, and this would be far more costly. The need for a fee system of compensation would quickly outdate the traditional commission or media discount system, he feels.

Does advertising sell people things they don't want? The posing of this classic myth causes Mr. Ule to laugh. "I look at it as an economist," he re-

plies, "and I believe in the almost infinite expansibility of human wants. They are not static. What was accepted standard 100 years ago would be rejected today.

"In a society where freedom of choice is still going to be respected, if people want something, then our system will be able to provide it through advertising to them. Whether they need it or not is a moralist point of view. We could survive with 80% less than we have but who wants to. You are not going to manipulate. The very fact that there is no monopoly of communication means that what you and I say about each of our products tends to be a self-corrective antidote to over-exaggeration by each of us."

(The foregoing report was prepared

and written by Lawrence Christopher, senior editor, Chicago).

Kuehn is optimistic on ad lab and AdTel

The Milwaukee Advertising Laboratory and AdTel, a dual-cable system operating in an unidentified market of 100,000 population, represent "important steps in the development of improved TV advertising measurement" and hold promise for even greater contributions in the future.

This verdict was delivered by Alfred A. Kuehn of Market Science Associates, New York, in an analysis of the two systems—both of which test commercial effectiveness by feeding different commercials to different sets of

homes and keeping track of resultant buying patterns—at a one-day workshop conducted by the Association of National Advertisers in New York on Sept. 25.

Mr. Kuehn's report found "reason to hope for much greater effectiveness in the use" of both the ad lab and AdTel. "These improvements, coupled with the very considerable success that many advertisers have already had in the use of these facilities insure a very rapid rate of development in our knowledge of advertising effectiveness over the next few years," Mr. Kuehn concluded.

The workshop, on "How to Use Advertising Research as an Effective Management Tool," dealt with the application of a variety of research techniques to marketing problems.

International

U.S., India plan instructional service

Educational TV from a synchronous communications satellite hovering over the equator for 20 million Indians is docketed for 1972 under an agreement between the U.S. and India.

The agreement, culminating two years of negotiations, provides that an American Applied Technology Satellite will be used to beam instructional farm and health programs directly to 5,000 rural villages throughout the western area of the subcontinent. Each village will receive the space signals on an 8-to-12-foot receiving antenna feeding into a 23-inch, conventional black-and-white TV set using 625-line resolution. The TV set is the same as those now being manufactured by Indian set makers that sell for about \$500 although it is hoped that this price can be brought down to about \$200 each. Villagers will gather around these sets to view the scheduled programs that will focus on farming, fertilizer and family control.

The programs are to be transmitted to the satellite from an Indian government earth station to be built at Ahmadabad. At present India's only TV station is in New Delhi, broadcasting to less than 10,000 sets in the service area.

The satellite, which will also carry about 200 experiments for American scientists, will use a unique, 30-foot, high-gain, narrow-beam antenna fed into an 80-w transmitter.

The Indian government is expected to spend about \$12 million on the two-year experiment. The agreement between the U.S. and India was signed Sept. 19.

Meanwhile, NASA's plan to permit

use of its ATS spacecraft for experiments in domestic satellite communications systems (BROADCASTING, May 12) moved another step forward two weeks ago. The space agency issued an "inventory" in conjunction with the Communications Satellite Corp. of satellites and ground facilities that could be used by TV and radio networks and others interested in testing domestic satellite communications. Available are 12 satellites and 25 earth stations.

On West Coast Lucy now has two distributors

John E. Pearson, who as late as last month was handling international sales of the Lucy show for the syndication division of Paramount Television, last week became a head-to-head competitor of both the program property and the

company that distributes it. Mr. Pearson, who resigned as director of international operations and Latin American sales for Paramount TV, acquired worldwide distribution rights to the current Lucille Ball series on CBS-TV, *Here's Lucy*. Through his newly formed independent syndication firm, John E. Pearson International, Beverly Hills, Calif., Mr. Pearson will be distributing *Here's Lucy* everywhere but in the U.S.

Paramount TV has worldwide distribution rights to *The Lucy Show*, the second of Miss Ball's CBS-TV series, which was produced for six seasons. *Here's Lucy* is now in its second season. The first season's product was distributed internationally by Paramount TV in only three markets, Australia, England and Canada. Mr. Pearson has the rights to the first season's product in the rest of the world besides the three English-speaking markets, and has rights for the entire world for all subsequent production.

Formerly head of international sales at Desilu Productions Inc., Mr. Pearson, convinced that there is a need for an independent international distributor on the West Coast, will handle international sales exclusively.

NCK sets up unit for Canada and Caribbean

Norman, Craig & Kummel Inc. has established a new creative and marketing liaison unit, "NCK/Western Hemisphere," for its two Canadian and four Caribbean offices.

The unit will operate out of Toronto, headed by Edward Roncarelli, president of NCK/Canada. Creative director Ross Ballard and marketing vice president

CBS's Stern to assist in Tel Aviv conference

A series of seminars concerned with creating mass communications systems in developing nations will be part of the Second World Congress of Engineers and Architects to be held in Tel Aviv in September 1970.

Joseph L. Stern, vice president, engineering, CBS Television Services, will moderate the seminars. Mr. Stern is in charge of the CBS consultative and advisory services, implementing an agreement made with the Israel Broadcasting Authority in 1966. He has also been associated with design, construction and training activities for CBS in Argentina, Venezuela, Peru, and in Caribbean countries.

Derrick French and William Mass, all of the Canadian office, will also work in the Western Hemisphere unit.

The offices in Toronto, Montreal, San Juan, P. R., Jamaica, Trinidad and Barbados now bill approximately \$14 million, NCK President B. David Kaplan reported. "We fully expect to close out 1969 billing more than \$16 million in Canada and the Caribbean," he said. The Caribbean offices alone bill around \$6.5 million, the agency said.

The Canadian offices were recently named to handle Shulton's Old Spice line, previously at Ronalds-Reynolds & Co., with billings not yet determined, and Rapid Data System Ltd., a \$100,000-account formerly at C. D. Loblan & Associates.

The San Juan office recently acquired the \$400,000 Palo Viejo rum account from H. Migaglioni Advertising Inc.

Additional brands to be named are from General Foods, Shake'n Bake, Open Pit barbecue sauce and Good Seasons salad dressing, with billings undetermined; Clubman Stores men's wear shops, with billings of \$100,000, previously at Publicidad Antillas; and the Raquet Club hotel, whose \$50,000 account was previously handled by Hayes Advertising Associates, Miami, in the U.S. and by National Export Advertising in Puerto Rico.

'Peace Radio' may be new call in Mideast

A group of teachers, artists and businessmen, calling themselves "The Voice of Peace," is soliciting funds to equip a "peace ship" with broadcasting equipment to send messages for "peace" to the Middle-East. They ran a large ad in the *New York Times*, last Thursday (Oct. 9) for this purpose.

According to Abe Nathan, the group's president, a Tel Aviv restaurant owner and self-proclaimed ambassador of good will, about \$150,000 is needed to acquire a transmitter and other electronic equipment, as well as television and radio receivers to monitor Syrian, Israeli, Egyptian and Voice of America broadcasts.

He said the plan calls for the ship to sail Nov. 15, and then anchor in international waters in the Mediterranean. From that point, broadcasts in Arabic, English, French and Hebrew will be sent into the area urging people not to fight.

The broadcasts will include music, news and readings from the Koran and Bible. Analysis of hostile broadcasts from the countries involved will also be aired. The broadcast staff will consist of professionals.

The ship will be manned by a Dutch crew. The 170-foot freighter was

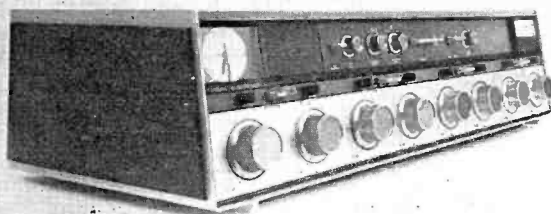
purchased with donations made by the people of Holland.

Abroad in brief:

Canadian sales arm ■ International Video Corp. of Canada Ltd. has been formed to market the complete product line of International Video Corp. in Canada. IVC, based in Sunnyvale, Calif., manufacturers and marketers of color TV cameras and video tape recorders for broadcast and closed-circuit use. IVC of Canada will be based in Montreal. It will handle sales in Canada of both IVC color TV cameras and video tape recorders. Emil Adamyk, formerly manager of instructional/industrial product sales for RCA Ltd., has been named general manager of Canadian marketing for IVC of Canada.

Overseas tapes ■ Ampex Corp., Redwood City, Calif., one of the leading U.S. producers of recorded stereo tapes, has started manufacturing recorded tapes in Nivelles, Belgium. The tapes are for marketing in Great Britain, Europe, Africa and the Middle East. A new marketing organization, Ampex Stereo Tapes Europe, has been established in Reading, England, to handle distribution of tapes throughout the marketing area. Ampex's plant in Nivelles is already producing recorded cassette tapes and is expected to begin production of 8-track cartridge tapes early next year.

Performance-Plus in a Showcase Console



When a line of audio consoles achieves the ultimate in error-free performance and solid-state reliability, combined with unmatched styling excellence, you've got something good going. To be specific, the Visual series of audio consoles.

And the beauty is not only cabinet deep; Visual has built in beautiful performance as well. Here is the first audio console line to utilize the latest and most reliable components, operator-oriented control positioning, and plug-in modular construction for accessibility and ease of maintenance.

The evolutionary Visual audio console line includes models "8x1" eight-channel monaural, "8x1+1" monaural with one additional output, "8x2" eight-channel stereo, and "4x1" four-channel monaural.



For information on the evolution in audio consoles, contact Visual Electronics Corporation, 356 W. 40th St., New York, N.Y. 10018. Or call (212) 736-5840.

VISUAL ELECTRONICS CORPORATION
Evolution . . . not revolution

House approves \$20 million for CPB

Now it's up to appropriations committees to make actual grant of the money approved

The House of Representatives last week overwhelmingly approved a public broadcasting bill that authorizes \$20 million for the Corp. for Public Broadcasting and \$15 million a year for three years for facilities grants through the Department of Health, Education and Welfare.

The final vote on the bill (HR 7737), supported by the House Commerce Committee, was a lopsided 279 in favor and 21 opposed. But the approval came only after the managers of the legislation faced a tough battle to keep the \$20 million figure for CPB. Representative Clarence J. Brown (R-Ohio) offered an amendment to cut the figure to \$10 million, as recommended by the White House. This motion was defeated when 190 members voted nay and only 131 voted in favor.

The authorization legislation, which is for the fiscal 1970 year that began July 1, now goes to conference between the House and Senate to iron differences. The Senate bill (S-1242), passed last May, also provided for \$20 million for CPB, but proposed to authorize unspecified funds for facilities grants on a five-year period.

Whatever is the final resolution of the two bills, both CPB and HEW must await the actions of the appropriation committees and the action of both houses before the monies are actually granted. Although \$9 million was authorized in the 1969 fiscal year, only \$5 million was appropriated for CPB. Although \$12.5 million was authorized only \$4 million was appropriated for facilities grants in 1969.

During the debate in the House, several members complained that no long-term financing plan, promised for CPB in the 1967 Public Broadcasting Law, was yet in sight. Representative Leonard Farbstein (D-N.Y.) was particularly insistent on this point, stating that he thought "the media" and set manufacturers ought to "contribute" to the cost of public television. Mr. Farbstein earlier this year introduced a resolution calling on the FCC to determine how broadcasters and manufacturers could be tapped to support public broadcasting (BROADCASTING, May 12).

A charge of bias in news presentations was leveled at WETA(TV) (ch. 26)

Washington by conservative spokesman Representative H. R. Gross (R-Iowa), who claimed that the programs put on by the Washington ETV station were "ultra liberal." Mr. Gross also termed John W. Macy Jr., president of CPB, former chairman of the U. S. Civil Service Commission and talent recruiter for Presidents Kennedy and Johnson, as "never known to be a conservative."

A number of congressmen supporting the legislation noted that for every \$1 in funds supplied to stations under the HEW matching-grants activity, local stations raised \$10 from state and, local governments and public contributions. Representative Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, disclosed that he personally had made donations to WNDT(TV) (ch. 13) New York-Newark, N.J. Mr. Celler strongly supported the public broadcasting bill.

During the debate it was stressed that no matter what programs CPB underwrote and offered to individual noncommercial, educational stations, it was specified that local stations had the right to refuse them. And should there be abuses, "we will always have the chance to review them," according to Representative William L. Springer (R-Ill.), a member of the commerce committee, who was strongly supporting the bill.

Burch, Wells due for Senate hearing

Hearings on the nominations of Dean Burch and Robert Wells to be members of the FCC have been scheduled by the full House Commerce Committee for Wednesday (Oct. 15).

Senator John O. Pastore (D-R.I.), who is chairman of the Communications Subcommittee of the Commerce Committee, will preside.

As of late Thursday (Oct. 9) no witnesses other than the nominees themselves had been scheduled, although undoubtedly both men would be supported by senators from their home states who would make the customary formal appearances before the committee. Nicholas Zapple, the committee communications specialist, said late last

week that there had been some telephone calls from possible witnesses, but no formal requests to testify had yet arrived. Mr. Zapple did not indicate whether the inquirers seemed to be favorable or opposed to the nominations.

Mr. Burch, an Arizona attorney who was administrative assistant to Senator Barry Goldwater (R-Ariz.) from 1955 to 1959 and who was chairman of the Republican National Committee from June 1964 to April 1965, is slated to succeed retiring FCC Chairman Rosel H. Hyde. Mr. Wells is general manager of the Harris group of radio stations, whose home base is Garden City, Kan. He will succeed FCC Commissioner James J. Wadsworth, who is being appointed to the U. S. delegation to the Intelsat conference.

Minority job rules elicit varying views

The Dixie Network, adding its comments to those already received on the FCC's latest proposals in its anti-discrimination rulemaking (BROADCASTING, Oct. 6), echoed the view of the National Association of Broadcasters that the proposals are misplaced.

Dixie said it was "inappropriate for this commission to single out a particular law which is applicable to all businesses and make it the subject of a specific commission regulation."

WPXI Inc., whose license renewal for WPXI-TV New York is being challenged, supported the proposals, which call for the filing of data on minority employment by broadcast stations. WPXI said the proposals "will encourage broadcast licensees to make frank evaluations of their performance in this vital area. . . . Our only concern," WPXI added, "is the administrative burden on the commission the evaluation of additional information would entail."

WPXI suggested that the proposed annual reports exclude unskilled and service workers from figures on minority employees to reflect a more accurate picture of their employment in administrative and reporting positions.

Doubleday Broadcasting Inc. opposed the proposals, arguing with NAB that the small broadcaster would "bear the principal burden and is least equipped to do so."

The International Brotherhood of Electrical Workers objected to the proposed requirements for another reason. "The stipulation that 'non-discrimina-

tion clauses' be included 'in new or renegotiated union agreements,'" IBEW said, "places the commission in the posture of being a third (albeit unseen) party at the bargaining table."

The union also argued that the rules would improperly duplicate the duties of the Equal Opportunity Employment Commission.

The network comprises stations in Tennessee and Mississippi.

Anderson's journalism rapped in license fight

The journalistic practices of columnist and broadcaster Jack Anderson have been questioned by United Television and Broadcasting in seeking license renewals of their WOOK and WFAN-TV Washington.

The renewals are being contested by Washington Community Broadcasting Co. Mr. Anderson, partner of the late widely known political columnist Drew Pearson, is a stockholder of Washington, as was Mr. Pearson. United originally questioned the practices of both men, but following Mr. Pearson's death maintains that: "All of the questions which originally were raised with respect to Pearson and Anderson as a working team remain in the case as to Anderson."

United's applications for renewals

and Washington's competing applications were set for consolidated hearing by the FCC last June. Washington has charged WOOK with promoting a local numbers racket in connection with its religious programing (BROADCASTING, June 30).

In seeking to include a issue of Mr. Anderson's qualifications as a party to the hearing on Washington's application, United cited instances of alleged "poor performance" in journalism on his part.

These included alleged incidents of eavesdropping, the use of papers which had been stolen from the files of Senator Thomas J. Dodd by Senator Dodd's employes, and an assertion by Mr. Anderson in an article of Feb. 24, 1969, which United called "an unmitigated inaccuracy."

This concerned group broadcaster and Ambassador to Great Britain Walter H. Annenberg. Mr. Anderson said in the February article that "Annenberg's conventional stations have been fighting CATV." United said "it is incomprehensible how Anderson could have reported this as a fact . . . Annenberg's companies have been among the strongest proponents of CATV within the broadcast industry."

The commission has granted another issue sought by United—to determine whether Washington or its

principal, Dr. Phillip C. Brooks, failed to keep its application up to date and if so whether the failure reflects adversely on Community's qualifications. The data concerns allegedly unreported liens against Dr. Brooks' property affecting his financial qualifications.

ARB denies conspiracy to injure 2 stations

Dr. Peter Langhoff, president of the American Research Bureau, has denied charges that his firm conspired with two Michigan television stations to economically injure other stations in the Flint-Saginaw-Bay City, Mich. market.

The charges were contained in a \$7-million antitrust suit against ARB and WJRT-TV Flint and WNEM Saginaw-Bay City. The suit was filed by WJIM-TV Lansing and WKNX-TV Saginaw. The complaining stations allege that combining the three cities in one market "misled" advertisers to believe the areas were served primarily by WJRT-TV and WNEM-TV (BROADCASTING, Oct. 6).

Dr. Langhoff said: "We have defined this market as we have all other markets in accordance with general policies developed through ARB's extensive experience in audience measurement." The Flint-Saginaw-Bay City area has been reported as one market since 1960.

YOU AND THE LAW



A program as in tune with today as your 10 o'clock newscast. Youth and experts facing each other, discussing all facets of law and order. Youth from all parts of the country, experts from all walks of life, meeting together in a stimulating half-hour program that fills a constant programming need. Hosted by Raymond Burr, "You

and the Law" is sure to receive national recognition. First series run now available . . . 10 half-hours in color. Already scheduled in New York, Chicago, and other markets. Contact your local Kiwanis club or write to Kiwanis International, 101 East Erie Street, Chicago, Illinois 60611.



A public service program produced by Kiwanis International in cooperation with the Kiwanis International Foundation.

You're on TV every time you call Delta for a seat.

Not broadcast, of course. But our own coast-to-coast closed circuit network.

It's Deltamatic®—an instant communications device that's tied in to a giant IBM computer system. Our agent records your name, phone number and details of your trip. Then the computer "remembers" it all for instant reference. And flashes it to a TV screen on command.

Deltamatic® never forgets a name (even though it can't remember a face). Another innovation that helps us be ready when you are. Call Delta direct or see your Travel Agent.



Delta is ready when you are!

WFMT becomes a million-dollar gift

WGN decision to donate the fine-arts FM follows court action by citizens' group

WFMT(FM) Chicago is being offered as a donation to "one or more" local charitable organizations or educational institutions to keep it on the air, Ward L. Quaal, president, WGN Continental Broadcasting Co., announced Thursday. The gift would be subject to FCC approval.

WGN Continental's acquisition of the pioneer fine-arts outlet from original owner Bernard Jacobs for \$1 million has been under fire from a local group known as the Citizens Committee to Save WFMT, which has kept the sale in litigation before both the courts and the FCC. The committee last Monday petitioned the U.S. Court of Appeals for the District of Columbia to order the commission not to allow WGN Continental FM Co., a subsidiary, to operate the station any longer.

WGN Continental also operates WGN-AM-TV Chicago. It is an autonomous division of the Tribune Co., publisher of the *Chicago Tribune* and *Chicago Today*. Through WGN Continental FM, WGN Continental has invested some \$250,000 in improving the facilities and studios of WFMT since taking over operation in late April 1968.

Mr. Quaal said the WGN Continental board on Thursday voted to donate the station as a result of the latest court action by the citizens' group. If the committee's petition is granted, he said, "WFMT may be forced to go off the air for an indefinite period of time" because Mr. Jacobs's illness would prevent him from resuming control.

Mr. Quaal related that WGN contracted to buy WFMT in 1967 "at the urging" of Mr. Jacobs, "who was suffering from multiple sclerosis. Mr. Jacobs chose WGN because he believed WGN was best qualified to continue the operation he had established."

The FCC approved the sale of WFMT to WGN Continental FM by a vote of five to one but subsequently the citizens' group protested and went into the court of appeals. The court set aside the FCC grant and eventually the commission set the case for hearing. Meanwhile WGN Continental was allowed by the FCC to continue operating the FM station. The committee's chief objection has been that the grant to WGN Continental would lead to undue concentration of control of media in Chicago.

Mr. Quaal, however, pointed out that there are 96 radio and television stations within the WFMT service area and each of the three national networks has an FM station in Chicago as well as AM and TV outlets.

Mr. Quaal also observed that the committee on Feb. 14, 1969, said it would not contest the authorization of the FCC for WGN Continental to operate WFMT pending completion of the hearing. He also noted that as recently as Sept. 10 the commission unanimously "reaffirmed this authorization." He said WGN was surprised by the committee's court filing Monday.

"Any closing down of WFMT," Mr. Quaal said, "would injure the station, harm the employees on the fine staff of WFMT and deprive Chicago listeners of a valued broadcast service. The so-called Citizens Committee to Save WFMT is apparently unconcerned about the possibility of such a close-down or about the effects of continued litigation on the personnel and operations of the station."

A qualification on the proffered donation is that the group or groups which receive the gift shall agree to continue employment of the staff and "continue the broadcasting of the fine-arts and educational programs of WFMT. This will accomplish WGN's goal of preserving WFMT for the people of Chicago."

There is yet no specific charitable group or educational institution in mind, WGN Continental representatives explained, but a possibility could be a major university in the area. Talks have not been held with any of them, however, it was pointed out.

Mr. Quaal said the necessary applications for approval "are being prepared and will be filed shortly."

Los Angeles area now has a religious UHF

A church-owned commercial TV station, with programming almost totally of a religious nature, was scheduled to go on the air in Southern California on Sunday (Oct. 12). KHOF-TV, channel 30, is licensed to San Bernardino, but has its transmitter just inside the Los Angeles county border, operates out of the Los Angeles bedroom community of Glendale, and expects to cover Southern California from San Diego to Santa Barbara. The UHF station is owned and operated by Faith Center, Glendale, founded 22 years ago by the Rev. Raymond Schoch.

Faith Center also has owned and operated KHOF(FM) Los Angeles for some 13 years. The FM station has a commercial license and operates full-time with all-religious programming. In addition to the radio and TV stations, Faith

Center, with a 650-member congregation, operates a day school, a worldwide missionary program and a summer camp.

KHOF-TV will begin operation with two hours of programing every evening, 7-9 p.m., seven nights a week. Plans call for a commercial rate card to be published and for the offering of commercial time, almost exclusively to churches and church organizations of various denominations.

The station was started with an investment of some \$500,000, raised solely by the congregation. Studios are located in the church's auditorium in Glendale. Total power output of the transmitter is 1.25-million w.

WXEX-TV denied right to shift main studio

A petition by Nationwide Communications (WXEX-TV Petersburg, Va.) for reconsideration of a June 10 FCC ruling defining its main studio location has been denied by the FCC.

In the same action the commission dismissed Nationwide's motion for stay, granted it a rule waiver to permit WXEX-TV to identify as a Petersburg-Richmond station and rescinded a prior waiver authorizing Richmond-Petersburg identification.

Nationwide, which had requested the FCC ruling to determine whether its plans for an auxiliary studio in Richmond would comply with the commission's main studio location rule requirements, said it would maintain color origination facilities at both its main studio and the Richmond auxiliary studio.

In its June 10 ruling, the commission said that Nationwide would be in compliance with the rules if, exclusive of network programs, over 50% of non-network programs, with about the same percentage of locally produced programs, originate from the Petersburg studio. It also required Nationwide to show, in subsequent renewal applications, where non-network programing originated.

The FCC also noted that the existing WXEX-TV studio was destroyed by fire and the station is using a temporary studio in Petersburg. It cautioned Nationwide that its decision was based on Nationwide's representations that it would maintain a fully staffed studio in Petersburg and warned that it would be in violation of the main studio location rules if it began operation from the proposed Richmond site before it returned to operation from the permanent Petersburg studio.

Nationwide had requested that this portion of the commission's language be deleted from the ruling, charging it

was an attack on Nationwide because it allegedly implied that the fire might be used as an excuse to avoid its obligations to Petersburg.

The commission said no attack was intended, did not think any was made, and was still of the opinion that, where a station operates from temporary studios, it should construct permanent studios in its city before building permanent auxiliary studios in other cities.

The FCC added that, since WXEX-TV is licensed to Petersburg, it should place Petersburg first in its station identification announcements.

Skiatron sues to sever its agreement with STV

Skiatron Electronics and Television Corp., New York, owner of a patented system of pay television, filed suit last week against its licensee, Subscription Television Inc., charging failure "in its obligation to utilize and exploit the Skiatron systems."

Skiatron asked the U. S. Southern District Court in New York for a declaratory judgment that "such failure constituted a material breach by STV of the [licensing] agreement," and that Skiatron by virtue of such breach by STV, was entitled to terminate the agreement and it has been duly terminated."

Arthur Levey, president of Skiatron, notified STV by letter that the company regards its 90-year licensing agreement signed in 1963, inoperative. STV had not replied as of late last week.

"Skiatron has the opportunity to license the Skiatron systems to others who are unwilling to expend large sums of money when any doubt exists as to the right of Skiatron to grant such licenses," the company states.

The suit was filed for Skiatron by the New York law firm of Botein, Hays, Sklar and Herzberg.

NBC Radio meeting opens in San Juan

The annual NBC Radio network affiliates convention was slated to open Sunday (Oct. 12) in San Juan, P. R., and to continue through Tuesday (Oct. 14).

Speakers at the Monday session will be Donald J. Mercer, vice president, station relations; Julian Goodman, NBC president; Arthur A. Watson, president of the radio division; George Gallup, vice president, sales, and Beverly L. Smith, vice president, radio-television programing, McCann-Erickson Inc.

Chuck Blore, president of Chuck Blore Creative Services, Hollywood, will address Tuesday's meeting on the subject of "do it on radio."

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A blast at the boys from the institute

Statisticians hired by WMAL-TV find serious fault with programing analysis in license-lifting guide

A battle of statistical analysts—dry and arcane to outsiders, critical and exciting to those involved—has been joined in connection with the effort of a group of Washington-area black residents to persuade the FCC to deny the license-renewal application of WMAL-TV Washington.

The group claims the station, owned by the Evening Star Broadcasting Co., discriminates against Washington's black community, in programing and hiring practices, and that its performance is poor, and deteriorating.

The last charge was based on a comparative study of the performance of the 32 television stations in the mid-Atlantic region. The study was prepared by the Institute for Policy Studies, of Washington, established six years ago to observe significant social, economic and political institutions in the nation. The institute has made its television study available for groups wishing to contest license renewals of in-

cumbent broadcasters (BROADCASTING, Oct. 6).

WMAL-TV, in a three-volume response on Oct. 3, denied all of the charges (BROADCASTING, Oct. 6). And as part of its rebuttal to the charge concerning its service, WMAL-TV presented an analysis of the institute's study, provided by Resource Management Corp., of Bethesda, Md., and Santa Monica, Calif., a research organization specializing in government and commercial studies.

RMC finds the institute's study wanting in a number of respects. And where the institute ranked WMAL-TV 25th among the region's 32 stations, on the basis of its performance, RMC ranned it anywhere from seventh to 17th, depending on program classifications used.

WMAL-TV achieves its best ranking under the RMC revision when absolute hours are used as measures of news and public affairs programing performance, and when entertainment and

sports and local and regional news components are deleted from the basis of comparison.

Another factor in the improved showing is new figures for news and public affairs programing that WMAL-TV has submitted to the commission in amendment to its renewal application. The amendment shows the station programed almost two hours more of news in 1969 than its composite week indicates; and it notes the station reclassified some programs as public affairs after determining that other stations included in that category programs that WMAL-TV had carried as entertainment.

These various changes reflect criticisms of the institute's methodology that are contained in RMC's report.

In its comparison, the institute considered the percentage of total programing devoted to news, public affairs, entertainment and sports, and to locally originated programing; and measured local and regional news as the percentage of total news. Other categories in its comparison were the percentage of news employes to all personnel, the number of hours of local prime time programing, and the number of public service announcements. The institute also compared each station's performance with records it compiled in the 1963-1969 and 1966-1969 periods.

RMC said that use of percentage of total programing time to measure various categories of programing is misleading in the case of a station that has a long programing day and presents "entertainment at times when the public is not interested in news or public affairs programing."

Furthermore, RMC said, the institute makes no "persuasive case" for the proposition that performance of such a station "varies inversely with the amount of entertainment and sports programed." RMC believes use of entertainment and sports programing as a criterion "unfairly penalizes the station with a long programing day."

RMC also said that the institute provided no indication that all stations involved in the study used the same criteria in classifying public affairs and local and regional news programing. RMC noted that WMAL-TV had classified *Girl Talk* as entertainment while other stations counted such segments in their public affairs programing. And the percentage of total news that is local and regional, RMC said, repre-

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sents "only educated guesses by the stations."

RMC also questioned the basis on which the institute had adjusted the scores of the stations studied to account for their size and resources available for public service.

On that basis, WMAL-TV ranked last in the institute's study.

RMC said the ARB market is used as an indicator of station size and resources "by implication" and the 30-minute advertising rate "by assertion." But RMC said advertising rates used "are not of the same class and are not for the same hour of the day," nor were they taken "from the same rate cards of the same date."

In any case, RMC said, no empirical support is provided for the indicators used.

The total income of stations in an area as a percent of the total revenues could also be used, RMC said.

RMC was also critical of the institute for indicating a change in rank for each station studied for the 1963-69 and 1966-69 periods. RMC said that using both time periods "tends to reward doubly some stations and penalize doubly others" because the 1966-69 change in rank is already reflected in the change made over the 1963-69 period.

Forum files amendment on WPIX area needs

Forum Communications Inc., which is seeking to oust WPIX-TV New York as occupant of channel 11, has given the FCC something more to think about—some 70 pages worth.

Forum last week filed an amendment to its application for channel 11, providing a report on its "continuous" effort to ascertain the needs and interests of the public in the channel 11 service area.

The amendment reports on interviews with 102 community leaders. (Forum's original application reported on interviews with 486 individuals). It also contains copies of reports by two research companies retained by Forum. Their recommendation: conduct a continuing program of small "in-depth" interviews with representatives of various segments of the population.

Lawrence K. Grossman, the former NBC advertising vice president who is president of the new corporation, told the commission that Forum will follow that advice as long as the application is pending and, if it is granted, as long as Forum operates the facility.

Forum said its new interviews led it to the conclusion it should emphasize community-action programming, design a decentralized news staff to pro-

vide coverage of New York's variegated community, and develop a "total programming concept." under which all locally produced programs will focus at a given time on a single theme.

Delay is debated in KRON renewal case

Examiner Naumowicz says he cannot hear the issues until next January

Skirmishing over procedures in the KRON-FM-TV San Francisco renewal case continued last week, as the complaining witnesses appealed the hearing examiner's ruling postponing the hearing date and dividing the proceeding into two segments.

Hearing Examiner Chester F. Naumowicz Jr., at a prehearing conference on Oct. 3, continued the hearing date from Dec. 2 until Jan. 8, 1970 for some issues and until March 1970, at a date to be set later, for the remaining issues.

The examiner said his calendar would not permit the hearing to commence on Dec. 2, and that if the hearing were to take the estimated 60 days, he could not fit it into his schedule until the middle of March. In addition Broadcast Bureau and KRON attorneys had requested additional time to prepare their cases.

Charles C. Moore, counsel for Albert Kihn and Blanche Streeter, the parties whose complaints led to the commission's designating the stations' license-renewal applications for hearing, appealed the ruling last week to the review board.

He said the hearing should begin on Dec. 2 but that if it cannot commence until Jan. 8, that all issues should be aired in the one hearing.

Mr. Moore noted that the commission in March had set the hearing date for July 7, and said that the continued delay "does nothing but work hardships upon complainants and their counsel." Mr. Moore said that he is working without compensation and that the postponement will require the interview of witnesses twice.

He also said that, with the passage of time, witnesses will forget facts or become unavailable. He said one "key witness" has been offered a job by KRON-TV and two others have been rehired by other VHF stations in San Francisco, "and will by necessity be reluctant witnesses over concern for their jobs."

Mr. Moore said the examiner's crowded schedule should not be allowed to delay the proceeding further. He said that either the examiner's other

cases should be postponed, or a new examiner should be assigned to hear the case on Dec. 2.

The hearing had been postponed to that date at the initial prehearing conference, on May 19, over the objections of the complainants.

Mr. Moore said that in providing for prehearing discovery, the commission held that hearings are to begin shortly after designation. In the KRON case, Mr. Moore said, "far more than 'a relatively brief period has elapsed since the case was first discussed at the prehearing conference.'"

The issues Mr. Naumowicz proposes to hear starting Jan. 8 include the question as to whether the KRON stations have slanted the news to advance the interests of the parent Chronicle Publishing Co. Other issues deal with Chronicle's investigation of Mr. Kihn and Mrs. Streeter and with whether such investigation constituted an effort to harass and intimidate them.

The remaining issues include questions as to whether Chronicle Publishing has an undue concentration of control of mass media in the San Francisco Bay area and whether it has engaged in anticompetitive or monopolistic practices. Another issue is whether the stations' past programming, particularly its public-service programming, was of sufficiently high quality to counterbalance adverse findings on the anticompetitive and news-slanting issues.

High Point group seeks license of WGHP-TV

A group of High Point, N. C., residents will shortly file a competing application for the channel now occupied by WGHP-TV High Point-Greensboro-Winston-Salem, N. C. The president of the group, operating as Furniture City Television Co., and one of its board members was affiliated with another group which unsuccessfully competed with licensee Southern Broadcasting Co. in 1962 for the channel.

Southern began operating channel 8 WGHP-TV in 1963. The station's license expires Dec. 1; Southern has already filed its renewal application with the FCC.

Furniture City's lawyer, Washington attorney Donald E. Bilger, said the group's application would be filed "on or before Oct. 31." He said the group will argue that WGHP-TV "has failed to meet the tastes, interests, concerns and problems of the community, and will, according to its own application, do even less in the next three years."

Phillip Lombardo, general manager of WGHP-TV, told BROADCASTING that neither the station nor Southern would comment for the present on the con-

templated application.

Southern designated High Point as WGHP-TV headquarters in its original application for the station. After transmitting from there for two years, it obtained FCC approval to change its assigned location to High Point-Greensboro-Winston-Salem. Approximately one year ago, it received permission to move its studio outside the city.

Furniture City maintains that the station's plans to move out of the city indicate a disregard for local service needs.

Mr. Bilger pointed out that Southern Broadcasting is owned by persons who are not residents of the High Point area.

Southern Broadcasting also controls WTOB(AM) Winston-Salem and WKIX-AM-FM Raleigh, both North Carolina; WSGN(AM) and WBMG(TV), both Birmingham, Ala.; KOY(AM) Phoenix, and KTHT(AM) Houston. Its headquarters are in Winston-Salem.

Mr. Bilger said his group will show that Furniture City offers substantially less news, public affairs, religious, agricultural and other public service programming than WFMY(TV) in Greensboro or WSJS-TV in Winston-Salem.

Furniture City has indicated that it will offer substantial public service and locally originated programming. The group has purchased land for a tower and says studios will be downtown.

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Post stations deny liberal bias

They dispute charges that they take editorial cues from parent newspapers

WTOP-AM-FM-TV Washington told the FCC that documents accusing them in effect of a liberal bias in their programming have no merit and should be dismissed.

The allegations were made last month by Allen C. Phelps, of Washington, in an informal complaint, and by the Federation of Citizens Associations of the District of Columbia, in a brief letter (BROADCASTING, Sept. 29).

Mr. Phelps, a delegate member of the federation, asked the commission to deny renewal of WTOP-AM-FM-TV or at least defer action on the renewal applications until it determines if the stations have been operating in the public interest. The federation said the commission should, "as a minimum, obtain assurances" that WTOP-AM-FM-TV will "preseat unbiased news."

Mr. Phelps accused WTOP-TV of favoring liberal causes while suppressing the views of conservatives. The federation asked the commission to determine if the stations were presenting news and comment "with a bias reflecting the opinions" of the parent Washington Post Co.

The stations, in their reply, said neither document "affords the slightest basis for the relief requested" and does not "even purport" to provide facts in support of the charges made.

"Perhaps the best answer to both of these papers is that if the commission gives weight at renewal times to such submissions it will encourage irresponsible harassment of radio and television stations and will find its resources dissipated in needless and frivolous charges," the stations said.

They maintained that they honor

their obligations under the fairness doctrine by labeling editorials and commentary and by soliciting and providing time for reply comment. They also denied that the stations "slant" news through their newsmen—a charge, they noted, that was not supported.

And they labeled as "false" Mr. Phelps's contention that the *Washington Post's* policies are "imposed upon" radio and television stations. They said the operations of WTOP Radio and WTOP-TV are "largely separate from one another" and are "completely separate from those of the *Washington Post*."

More strike aid is on the way

Muffler magnate finances new Washington center to help fight licensees

Add the Citizens Communications Center of Washington to the growing list of groups created to aid and encourage citizens groups in their efforts to influence the kind of broadcast service they receive.

The center came into being about six weeks ago to serve principally as a service and support facility for local and national citizens groups in their dealings with the FCC, and to aid them in gaining access to the media.

It was established with the help of the Robert F. Kennedy Memorial, which is providing the center with office space and secretarial assistance. The late Senator Kennedy was deeply interested in the role of television in society, particularly in its effect on children.

Funding was provided by Gordon Sherman, president of Midas International, manufacturer and marketer of automotive replacement parts and recreational vehicles.

The executive director—and at present sole paid employee of the Citizens Communications Center—is Alfred Kramer, a 30-year-old graduate of Stanford Law School. He took up his new duties after terminating a two-year association with Covington and Burling, one of Washington's largest and most prestigious law firms, where he had been engaged principally in antitrust work.

Mr. Kramer last week said he undertook his new job out of a feeling that, as a lawyer, he could not tolerate "the

Dinner for Hyde

A black tie dinner in honor of retiring FCC Chairman Rosel H. Hyde has been scheduled for Nov. 7 at the Shoreham hotel in Washington by the Federal Communications Bar Association.

Paul Porter of the Washington law firm of Arnold & Porter, who is a former FCC chairman (1944-46), will be master of ceremonies. Mark Russell, Washington satirist, will entertain.

Tickets, at \$20 per person, are available from Jay Ricks, Hogan and Hartson, Washington. Harry Ockershausen, Dempsey & Koplovitz, is chairman of the dinner committee. Wives and guests of FCBA members are invited.

great disparity in the relative input" between that of citizens' groups and industry members in commission proceedings.

According to its statement of purpose, the center will attempt to reduce that "disparity" by preparing manuals on citizens' rights to access to the media and on FCC procedures, and by providing complaints with rudimentary legal and strategic advice in the initial stages of proceedings, and then referring them to lawyers or other professional services.

It will also do research for citizens' groups and provide them with information on legislative, judicial and administrative proceedings that may affect broadcasting in general and specific areas.

The center will provide legal representation in some cases before the commission—if resources permit and the cases seem particularly significant. However, Mr. Kramer stressed that the center does not intend to become a communications law firm as such.

The center is providing legal assistance in one FCC case, that involving the hearing on the renewal applications of KRON-FM-TV San Francisco. Mr. Kramer is representing witnesses whose complaints led to the hearing, in pre-hearing conferences in Washington.

The center is also working on two of the manuals promised in the statement of purpose. One will incorporate the results of a study by RFK Memorial student volunteers last summer on how members of the public may file complaints against local stations and on the reaction they might expect from the commission (BROADCASTING, Aug. 11). The other is on citizens' access to media.

Mr. Kramer said that the center's emphasis "is not on encouraging license challenges, either through petitions to deny or competing applications." Rather, he said, the emphasis "is on involving communities with their local radio and television stations as they are involved, or should be, with other institutions affecting their lives."

However, he acknowledged that the center's activities may lead to petitions to deny.

Mr. Kramer is presently drawing for support on law school students, some of whom have temporarily dropped out of school, as well as on lawyers who are serving on a volunteer basis. The center expects to receive additional financial support from individuals and foundations that will enable it to increase its paid staff.

Meanwhile, there was a reminder last week of the other groups that are aiding citizens' groups concerned about their local broadcast service. The Office of Communication of the United Church of Christ was reported to have agreed to provide legal representation for the Washington area blacks who are oppos-

ing the license renewal application of WMAL-TV Washington. (BROADCASTING, Sept. 8).

Edgar S. Cahn, executive director of the Citizens Advocate Center of Washington, said the church is making Earl K. Moore available as one of the counsel in the case. Mr. Moore represented the church in its successful court fight to overturn the FCC decision renewing the license of WLBT(TV).

The Citizens Advocate Center, which is foundation supported, represents citizens' groups in their dealings with various federal agencies. The FCC is not normally one of the agencies with which it deals. But its lawyers helped in the preparation of the petition to deny the WMAL-TV license.

CBS says minorities hold 11% of its jobs

Growth of minority employment at CBS from 3.9% of total CBS employment in March 1963 to 11.1% in June of this year has been cited by Dr. Frank Stanton, CBS Inc. president, in a memorandum distributed to department heads. He said CBS is taking additional measures to insure continued movement in this area.

Dr. Stanton said that while the CBS staff as a whole increased by 71% from March 1964 through June 1969, the

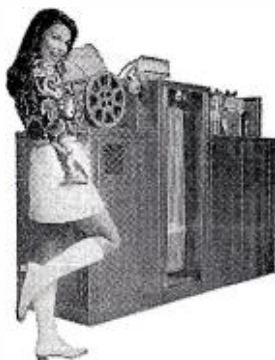
minority employment grew by 386% during the same period. He made clear that advances were not made solely on clerical levels, noting that the number of advanced positions—technical, professional, managerial and executive—had increased by 8% at the company since 1964, while the number of minority employees in these categories rose by 56%.

"We are not talking about a percentage based on a handful of people," he stated. "We are talking about nearly 350 current minority group employees in these categories."

Dr. Stanton cited various efforts by CBS to expand minority employment through management training, colleges and universities and other organizations, including the broadcast bank of the National Urban League. He called on CBS departmental units to further improve the ratio and said he was asking for quarterly reports on the status of minority employment at each CBS unit.

Two new ABC affiliates

The ABC American Contemporary and Information radio networks each picked up an affiliate last week. WAVZ(AM) New Haven, Conn., owned by Kops-Monahan Communications, joined ABC Contemporary; WDOK(FM) Cleveland, owned by Westchester Corp., joined ABC Information.



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NAB has a cross-country checkup

Fall conferences will cover major issues
plus plans for broadcasting's 50th anniversary

A panel discussion of serious issues confronting the broadcasting industry will head the program for the six fall conferences to be held this year by the National Association of Broadcasters.

Another highlight will be the announcement of plans for the 1970 year-round celebration of the 50th anniversary of broadcasting.

The fall conferences begin in Chicago at the Palmer House, Oct. 23-24. Others are: Boston, Statler-Hilton Oct. 27-28; Atlanta, Atlanta Marriott, Oct. 30-31; Dallas, Marriott, Nov. 13-14; Denver, Brown Palace, Nov. 17-18, and Portland, Ore., Sheraton Motor Inn, Nov. 20-21.

Opening the first day's joint session will be the panel on major issues confronting the industry. Such problems as the impending loss of cigarette advertising, the threatened spread of pay-TV and negotiations for an accord with CATV will be high on the list. The reaction of broadcasters to continuing attacks by FCC Commissioner Nicholas Johnson is certain to be in evidence in these discussions, billed as free-swinging and uninhibited. The panelists will be broadcasters from NAB stations and the discussions will involve the delegates and NAB staff members. Willard E. Walbridge, vice president and general manager of KTRK-TV Houston and chairman of NAB's board of directors, will be moderator.

The panelists for the Chicago meeting are: Richard D. Dudley, Forward Communications, Wausau, Wis.; Simon Goldman, WJTN(AM) Jamestown, N.Y.; John H. Lemme, KLTF(AM) Little Falls, Minn. and Ben A. Laird, WDUZ(AM) Green Bay, Wis.

Vincent T. Wasilewski, president of NAB, will speak to the first day's luncheon sessions of the conferences and is expected to talk at length about the key issues faced by the nation's broadcasters.

Mr. Wasilewski will head the NAB team at the conventions. Others from the headquarters staff will be: George W. Bartlett, vice president for engineering; William Carlisle, vice president for television, and Paul B. Comstock, vice-president for government affairs.

Also attending the regional conferences will be: John M. Couric, vice president for public relations; La Rue M. Courson, manager of production; John A. Dimling Jr., vice president for research; Stockton Helffrich, director of the Code Authority; Harold Niven, vice



Mr. Dudley



Mr. Livesay



Mr. Evans



Mr. Walbridge



Mr. Laird

president for planning and development; Charles M. Stone, vice president for radio, and William L. Walker, director of broadcast management. John B. Summers, assistant general counsel, will be attending the conventions in place of Douglas Anello, who resigned as general counsel Oct. 1 (BROADCASTING, Sept. 29).

Planning for the celebration of broadcasting's 50th anniversary next year will be outlined by Mr. Couric prior to the luncheon meeting.

The first day's afternoon will be divided into radio and television sessions.

For the radio session Mr. Stone will present a film, "I Am Radio." Maurie Webster, vice president division services, CBS Radio, will talk about creative commercials; Herman Edel, president Herman Edel Associates Inc. will offer an audio-visual presentation on music programming; Mr. Bartlett will talk on "What Managers Should Know About Engineering," and J. R. Livesay,

WLBH(AM) Mattoon, Ill., will moderate a panel on "Small Market Feedback." Panelists will be Philip Spencer, WCSS(AM) Amsterdam, N.Y. and Ernie Sanders, NAB regional manager.

In the television session Roy Danish, Television Information Office director, will speak on a subject to be announced. Mr. Walker will report on the American Society of Composers, Authors and Publishers contract.

Jacob A. Evans, Television Bureau of Advertising, will lead a discussion on "What Advertising Policies for the 70's?" Panelists will be William Oberholtzer, vice president and media director, Leo Burnett Co., and Robert Lemon, WMAQ-TV Chicago.

Hamilton Shea, Gilmore Broadcasting, Harrisonburg, Va., vice chairman of the television board, will give a secondary-market report. Mr. Dudley will report on the CATV negotiations and the outlook for progress.

The final morning sessions will be marked by two workshops. Mr. Bartlett will conduct the engineering discussion on new cartridge test tape. John Andre of Broadcast Electronics will talk about equipment operation and maintenance. Following in a joint session Mr. Walker will conduct a workshop on credits and collections. Panelists for this will be Arlie Davis, WLIH-FM New London, Wis.; Robert Kriehoff, WOC-AM-FM-TV Davenport, Iowa, and Joseph Laskowski, Triangle Publications, Philadelphia.

Mr. Dimling will take a new look at NAB research and Mr. Helffrich will discuss the codes. Mr. Summers will head a discussion of license renewals with an FCC representative to be named.

NAB report to analyze secondary TV markets

The National Association of Broadcasters plans to present a report of special interest to its secondary TV market stations as part of its fall conference programs.

The report, William Carlisle, NAB vice president for television said, will review the past year and preview the coming year activities of the Secondary Television Market Committee. It will cover CATV, audience measurement and personnel recruitment and retention. It will be given by members of the committee.

The secondary market includes stations not in the top-100 markets as de-

financed by the American Research Bureau.

The reports will be given by: Hamilton Shea, Gilmore Broadcasting, Harrisonburg, Va., at Chicago; Stuart T. Martin, WCAX-TV Burlington, Vt., at Boston; Allan Land, WHIZ-TV Zanesville, Ohio, at Atlanta; Marshall H. Pengra, KLTU-TV Tyler, Tex.; Dale G. Moore, KGVO-TV Missoula, Mont., at Denver and Portland, Ore.

NAB wants exemptions in overtime proposals

A plea that broadcasting stations in markets of 100,000 or less be exempt from proposed new wage and hour regulations was made by the National Association of Broadcasters last week.

William L. Walker, NAB's director of broadcast management in a letter to the Labor Department's wage, hour and public contracts division, said it would be unfair to apply the proposals to these stations or any with \$250,000 or less in annual revenues.

The proposals would change the salary tests that determine which executive, administrative and professional employees are exempt from overtime provisions of the Fair Labor Standards Act. Employees now are exempt from the overtime provisions if they make more than \$100 a week as executive, supervisory or administrative employees or \$115 a week as professional employees. The proposals would change this to \$130 a week for the first category and \$150 a week for professionals.

Mr. Walker noted that 547 stations reported total revenues of less than \$50,000 in 1967. He said "with the limited revenues available, it is obvious that the smaller market operation must pay lower wages than the larger city station or else go off the air, leaving the community with no local medium of communication."

N.Y. lawyers set full CATV probe

A special committee on radio and television of the New York County Lawyers Association decided last week to pursue a study of the legal and societal aspects of cable television.

The lawyers will address themselves to the specific questions: "Should the licensee of a television station have the duty to supply an undistorted picture and sound, and if cable television is the only method to do this, should the licensee be required to supply that service free of charge?" The lawyers will also probe whether a charge for such services would be a deprivation and result in an unconstitutional discrimination against those members of the community who could not afford such additional services.

Shakespeare says it isn't so

He disputes McGinniss on strong-arm threat during 1968 campaign

Thoughts of political reprisal against a broadcast network, attributed to U.S. Information Agency Director Frank Shakespeare during the 1968 presidential campaign, were denied by Mr. Shakespeare last week.

The incident is related by reporter Joe McGinniss in his book, "The Selling of the President 1968." Mr. Shakespeare, who had gone to the Nixon campaign media and advertising triumvirate from CBS, was purportedly quoted in conversation about television's impact on the candidate and candidate Nixon's reaction to what he termed unfair convention coverage.



Speaking to the International Radio & Television Society last Tuesday (Oct. 7), Mr. Shakespeare said that the USIA would welcome documentary-type programs that have foreign appeal. He said his organization has facilities to distribute radio and TV programs "anywhere in the world" and said it would be particularly receptive to those shows for which the broadcaster does not have foreign rights and will not be selling abroad. The former CBS executive also showed a 14-minute film on Czechoslovakia, produced for the USIA by independent filmmakers, and which he said has been shown on TV in 23 nations abroad and in theaters in 38 other countries.

The McGinniss quotes ascribed to Mr. Shakespeare:

"Now, now listen to this. Here's what I thought I'd do. I thought I'd go to Walter Scott, the NBC board chairman—this would be in private of course, just the two of us in his office—and say, Here are the instances where we feel you've been guilty of bias in your coverage of Nixon. We are going to monitor every minute of your broadcast news, and if this kind of bias continues, and if we are elected, then you just might find yourself in Washington next year answering a few questions. And you just might find yourself having a little trouble getting some of your licenses renewed."

"Shakespeare paused and smiled. 'I'm not going to do it because I'm afraid of the reaction. The press would band together and clobber us. But goddammit, I'd love to.'"

Mr. Shakespeare, asked to comment on the passage, said: "I recall the general thrust of the conversation about Scott. . . . McGinniss is totally inaccurate in implying the veiled threat. I did not go to Scott. When men are running for public office, particularly on the national level, the question of television is foremost in their minds. The concentration of the candidate's exposure on television is at a peak and he forms lasting impressions about the medium—a thing I believe television has failed to understand."

He said the person believes he is intimately aware of the facts, and he forms lasting judgments on the way he is treated. Television must bend over backwards during national campaigns to insure candidates are treated impartially, he said.

Mr. Shakespeare continued: "I believe the book is written from an intensely anti-Nixon point of view. It contains a lot of partial truths taken out of context."

The McGinniss book is published by Trident Press, New York. It is an incisive examination of the technique of selling a political candidate, primarily with the use of television, and in this particular case, the promotion of Richard M. Nixon for President of the U.S.

The men guiding the campaign for the Republican standard bearer believed that it would be a TV contest, that their man was best suited for this medium. They proceeded to coordinate their considerable skills toward projecting their man to the voting public.

Reporter Joe McGinniss watched the entire operation, the making of the "law and order" commercials, the careful planning of the first panel show and the nervousness of the high command as its members felt their candidate was slipping in popularity with the voters in October.

Mr. McGinniss observes of that Oc-

tober mood: "They had been technical-perfect. Had accomplished everything they had set out to accomplish, from Hillsboro, N.H., on up. They had created a climate in which Richard Nixon had been given full opportunity to expand. Simple justice demanded now that they be rewarded with what they sought . . . the Presidency."

Of the three men heading the media and advertising group—Mr. Shakespeare, Harry Treleven from the Fuller & Smith & Ross agency and Len Garmant, a Nixon law partner—Mr. Shakespeare dominates the planning in Mr. McGinniss's story.

AM in Puerto Rico is sold to Mooney group

Mooney Broadcasting Corp., Nashville-based group radio station owner, announced last week it is buying WUNO(AM) Rio Piedras (San Juan), P. R., for \$1,642,000, subject to FCC approval.

Principals of the seller—San Juan Broadcasting Corp.—include W. M. Carpenter, president; William de la Cruz, vice president, and Ramon A. de la Cruz, secretary-treasurer. The sellers own WSTX(AM) Christensted, St. Croix, V. I.

Mooney Broadcasting owns WMAK-

(AM) Nashville, and WGN(AM) Knoxville, both Tennessee. A month ago it received FCC approval to purchase WBSR(AM) Pensacola, Fla., for \$290,000 (BROADCASTING, Sept. 15), and it is still awaiting commission approval to buy WPDQ(AM) Jacksonville, Fla., for \$1.1 million (BROADCASTING, March 31).

George P. Mooney is president and principal stockholder of Mooney Broadcasting. Other officers and stockholders include Robert Crenshaw and W. Pat Poore Jr., vice presidents, and Frank H. Marsh Jr., secretary.

WUNO, established in 1949, is full time on 1320 kc with 5 kw day and 1 kw night.

Broker handling the sale is Blackburn & Co.

Changing Hands

Announced:

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

- WUNO(AM) Rio Piedras (San Juan), P.R.: Sold by W. M. Carpenter, William de la Cruz and Ramon A. de la Cruz to George P. Mooney and others for \$1,642,000 (see story this page).
- WEMT(TV) Bangor, Me.: Sold by Melvin L. Stone, Herbert S. Hoffman

and others to American Diversified Industries Corp. for stock valued at over \$400,000. Mr. Stone owns WGUY(AM) Bangor and WRUM(AM) Rumford, both Maine. Mr. Hoffman owns WUNR(AM) and WBOS(FM) Brookline, Mass. American Diversified Industries is a publicly held and diversified company currently trading over the counter at about \$2.50 per share. Its interests include motion-picture and TV film distribution. It also operates a Jellico, Tenn., CATV system and has interests in franchises for Canton and Spruce Pine, Tenn. C. E. Feltner Jr. is chairman. WEMT is a channel 7 ABC-TV affiliate with 58.9 kw visual. Broker: Blackburn & Co. (Corrected from a Sept. 29 item).

- KTEM(AM) Temple, Tex.: Sold by Frank W. Mayborn and C. A. Schulz to Clint and Marshall Formby for \$350,000. Sellers own KCEN-TV Temple-Waco, Tex. Buyers own KPAN-AM-FM Hereford and KLVT(AM) Levelland, both Texas. Marshall Formby owns 40% of KFLD(AM) Floydada, Tex. KTEM is full time on 1400 kc with 1 kw day and 250 w night.
- KMCO(AM) Conroe, Tex.: Sold by Eunice Hardy Smith and others to Earle Fletcher for \$245,000. Mr. Fletcher owns KCLE-AM-FM Cleburne and 80% of KBAN(AM) Bowie, both Texas. KMCO is a daytimer on 900 kc with 500 w.

- WEEW(AM) Washington, N.C.: Sold by Rose Springer to Roy D. Wooster Jr. for \$150,000. Mrs. Springer is applicant for a construction permit for a new AM at Suffolk, Va. Mr. Wooster is applicant to purchase WRON(AM) Roncerverte, W. Va., for \$175,000 (BROADCASTING, July 14). WEEW is a daytimer on 1320 kc with 500 w. Broker: Blackburn & Co.

Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 80).

- WVGT(AM) Mount Dora, Fla.: Sold by David A. Rawley Jr. to Leon A. Ganapol and others for \$35,000. Mr. Rawley has interests in KWON(AM) Bartlesville, Okla.; WKJK(AM) Granite Falls, N. C., and is the applicant for a new AM at Graham, N. C. Mr. Ganapol is a retired druggist. WVGT is a daytimer on 1580 kc with 1 kw and has a construction permit for operation with 5 kw. The vote was 3-to-1 with Commissioner Robert T. Bartley dissenting. Commissioner Nicholas Johnson did not participate.

Cable television

- Jamestown, N. Y.: H&B American Corp., Los Angeles, has agreed to ac-

WREX-TV ROCKFORD, ILLINOIS SOLD TO GILMORE BROADCASTING CORP. FOR \$6,850,000

The sellers were Gannett Newspapers, Inc.

The transaction has been completed and was handled by

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quire the capital stock of Jamestown Cablevision Inc. in exchange for an undisclosed amount of H&B common stock. Jamestown Cablevision, principally owned by Simon Goldman, serves 7,500 subscribers. Mr. Goldman, who will remain as president of the CATV system, is also principal owner and president of Jamestown Broadcasting group of radio stations including WJTN-AM-FM Jamestown. With the acquisition, H&B will own 65 CATV systems in 114 communities serving about 250,000 customers. The prospective merger of H&B into Teleprompter Corp., New York, also a multiple CATV owner, was announced last summer (BROADCASTING, Aug. 11).

Cypress drops bid to acquire AM-FM outlets

Cypress Communications Corp., a nationwide multiple community antenna TV systems owner and operator based in Pacific Palisades, Calif., last week saw a deal it had been contractually committed to for a year—a deal that was looked to as contributing “significantly to the company’s underlying values”—end up as no deal. The deal called for Cypress to purchase a group of five major-market radio stations from Dynamic Broadcasting Co., Pittsburgh, for \$2.5 million. The announcement of the termination of this transaction was made jointly by Cypress and Dynamic.

At the same time, it was disclosed that a pending application to the FCC for a transfer of the Dynamic radio properties to Cypress had been withdrawn. The FCC application, filed last January, had been pending for more than nine months.

A spokesman for Cypress indicated that FCC objection was not the reason for the termination of the deal. “We hadn’t run into any particular difficulty at the commission,” he said, “but it has been taking quite a while. They had asked some questions but there didn’t appear to be any reason why the transfer should not go through.”

Instead of any FCC obstacle, the spokesman pointed out, the deal was called off because Cypress, which owns one broadcast property, a TV station (KTXL Sacramento-Stockton, Calif.), decided to concentrate on the cable TV field, and Dynamic, which is privately owned, decided to continue independent operation of its four AM and one FM stations. Last fall, Cypress, which only came under its current corporate name and into existence as a publicly owned company (over-the-counter) a few months earlier, announced that it was acquiring Dynamic for \$2.5 million in cash, notes and convertible debentures (BROADCASTING, Nov. 4, 1968). In an interim report to shareholders, after the



Final transfer papers were completed last Monday (Oct. 6) for Gilmore Broadcasting Corp.’s acquisition of WREX-TV Rockford, Ill., from the Gannett Co. for \$6.85 million (BROADCASTING, Sept. 1). Attending were (l to r) Hamilton Shea, executive vice president and chief operating officer of Gilmore Broadcasting; James S. Gilmore Jr., president of Gilmore Broadcasting, and Joe M. Baisch, one of the founders of the channel 13 ABC-TV affiliate, who will continue as vice president and general manager of WREX-TV.

deal was announced, Cypress management confidently revealed that “it is expected that Dynamic will become a significant part of the . . . group in the spring of 1969.”

The Dynamic stations are WILD(AM)

Boston; WAMO-AM-FM Pittsburgh; WUFO(AM) Amherst (Buffalo), N. Y., and WLTO(AM) Miami. Cypress serves a total of more than 50,000 CATV subscribers in some 10 states.

Presbyterian group hears media experts

The 50-member Council on Mass Media of the United Presbyterian Church in the U.S. held the first of a series of meetings in Washington last week to consider the functions of its office of public affairs.

The council heard talks by four men prominent in the mass-media field. Robert F. Lowe, private consultant who did a fairness doctrine study for the Senate Commerce subcommittee on communications, spoke on the development of public policy. Robert F. Guthrie, counsel to the House Interstate and Foreign Commerce Committee, talked about issues he sees developing before Congress in the field of communications. Leonard H. Marks, attorney and former U.S. Information Agency director, talked of the range of opportunities he sees for the church on the communications front, and Vincent T. Wasilewski, president of the National Association of Broadcasters,

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spoke of specific issues that confront broadcasters now and will in the months ahead.

The meetings were held at the Marriott Twin Bridges motor hotel in Arlington, Va. The public affairs office, of which Miss Jane Goodman is the director, is in the new National Presbyterian Center in Washington. The council will meet again in February 1970.

Another broadside against Johnson

Ferguson calls on commissioner to disqualify himself from Ga. renewals

Broadcaster attacks on FCC Commissioner Nicholas Johnson continued last week with the request that he disqualify himself from consideration of the license renewals of Georgia broadcasters.

Don Ferguson, general manager of WSOK(AM) Savannah, Ga., in a speech prepared for the Georgia Association of Broadcasters' FM-Day meeting in Atlanta Friday (Oct. 10) charged Commissioner Johnson implied a threat against broadcasters at renewal time. Mr. Ferguson noted Georgia licenses come up for renewal in 1970.

He said that in speaking to broadcasters at the annual GAB institute at the University of Georgia last January, Mr. Johnson responded to a comment that he and the broadcaster were not in agreement: "That's all right tonight, but we had better agree once every three years."

"Wasn't that a threat to the licensee? . . . surely it was!" Mr. Ferguson said.

Commissioner Johnson, told of the remarks, said he had no recollection of this statement, that it was not clear from the context what if any significance the statement might have and that in any event he had no recollection of ever intending to threaten broadcasters on this or any other occasion.

While Mr. Ferguson was trying to keep the ball rolling in the campaign against Commissioner Johnson, other broadcasters were trying to disavow the actions of their state associations.

The National Association of Broadcasters was exhibiting obvious reluctance to go along with cries of "impeach Johnson" while at the same time sounding strong objections to some of the commissioner's charges against the industry.

Although eight directors of the Colorado Association of Broadcasters, on Oct. 3, asked President Nixon to remove Commissioner Johnson from office, several other Colorado broadcasters

said the move was "silly." One said "Johnson calls them as he sees them."

William Grant, president of KOAA-TV Pueblo, Colo., said of the Colorado action: "I believe the board had no authority to pass such a resolution and in any event it is unwise. However much broadcasters may disagree with Commissioner Johnson, he seems to me to be doing a conscientious job as he sees it."

Presidents of four Southern states' broadcasting associations Sept. 28 (BROADCASTING, Oct. 6) sent a letter to Vincent Wasilewski, president of the NAB, requesting action to seek Commissioner Johnson's removal from office.

The request was referred to the NAB board of directors. Meanwhile Mr. Wasilewski sharply contested Commissioner Johnson's recent remarks in a speech to the Tennessee Association of Broadcasters (BROADCASTING, Oct. 6). The commissioner's remarks that sparked the latest controversy were made in an interview in *TV Guide*, on ABC's *Dick Cavett Show* and on CBS's *Face the Nation*. He had assailed what he called the political power of the broadcasting industry and charged that network managements interfere with news judgment and that commercial pressures produce network censorship.

A request of the NAB that it organize a promotion campaign for the broadcasting industry is being considered by the executive board. NAB officials however, are known to feel generally that the attacks on Commis-

Ohio station renewals set for oral argument

The FCC has designated the license renewal applications of WCHO(AM) Washington Court House, WCHI(AM) Chillicothe and WKOV(AM) Wellston, all Ohio, for oral argument Nov. 3. Hearing Examiner Thomas H. Donahue in an initial decision last January proposed a grant of the renewal applications on payment of a \$10,000 fine by each station, which was excessive, the licensees argued. Exceptions urging denial of the applications were filed also by the Broadcast Bureau.

The renewal applications were set for hearing by notice of apparent liability Jan. 30, 1968. Issues at the hearing included determination of the extent of the violations by each station, the circumstances surrounding applicants' responses to the violation notices and whether WCHO falsified its operating logs. Also included were issues to determine if any or all of the applicants could not be relied on to fulfill the duties and responsibilities of a licensee.

sioner Johnson serve to give more publicity to criticisms of the industry.

The most violent reaction to Commissioner Johnson's remarks seems to be coming from many smaller-market stations. Broadcasters in the larger market areas, while possibly agreeing with the objections to the commissioner, are reluctant to be in the position of critics, especially at renewal time.

Cox gives rabbis lesson in pressure

He says present climate makes broadcasters listen when public speaks up

Community religious groups can make themselves felt, and heard, in today's climate of a "growing teamwork between the public and the broadcast licensee." That was the message FCC Commissioner Kenneth A. Cox delivered to a meeting of rabbis in New York last week.

The commissioner was luncheon speaker Thursday (Oct. 9), the wind-up day of a two-day national conference on communications media attitudes of representatives of rabbinical groups from various cities in the U.S. gathered under the auspices of the Board of Rabbis.

Mr. Cox cited current pressures on license-renewal applications as the new role of fairness created a climate in which broadcasters must be more receptive to public requests of responsible action in a community. He urged broadcasters to work more closely with the community, particularly on issues they believe should command attention of a station.

The affirmation of the fair practice in broadcast practice, he said, should be interpreted by the religious community as the "right and perhaps the responsibility to the congregation" of insuring on time on the station to present a view and to have spokesmen of that point of view appear. should one side of an important issue be presented on the station. And, if the station does not agree to the time request, community leaders can go to the FCC, said, noting also that in matters of "national concern" the networks, too, ought to be approached directly on the management level.

Most of Mr. Cox's remarks were directed to the area of public service programming, though at one point he touched the entertainment area noting an absence of "more serious drama," the dance, the arts and "series of serious intent" in the weekly diet on television. He suggested that responsible

would extend construction period

Commissioner Kenneth A. Cox expressed concern over commission action last August denying extensions of construction time to three permittees. He said the action "the very real problems faced permittees, and serves no real interest."

Comments were contained in a opinion to a majority opinion reeled six UHF CP's (BROADCASTING, Aug. 18). Specifically, the permittee objected to the cancellation of the grant to Radio Longview (KRLD-TV) Longview, Tex., Broadcasting Co. for WPNG-TV (KRLD-TV) Ill., and Rovin of Florence (KRLD-TV) Florence, S.C.

In response to arguments by Radio Longview that it was experiencing such as obtaining network affiliations for filmed programming, securing reasonably priced programming, Commissioner Cox said: "It has been the commission's

theory that all these grubby details are taken care of before the permit is granted. This may have been true in earlier days, but I think it is clear . . . that the requirement that a permittee commence construction within two months and complete it within eight months is no longer realistic or reasonable."

Commissioner Cox recommended amending FCC rules to allow permittees 18 to 24 months within which to construct, with the proviso that they will be held to that term and, as a minimal requirement, must expend substantial sums and make significant progress toward putting the station on the air at the end of the period.

The commissioner said he agreed that the commission should not allow people to acquire UHF permits and then "sit on them for years," but said he objected to "clamping down on permittees in small markets like Longview, Florence and Springfield, who have offered what I regard as reasonable explanations for their failures to construct, when this stands in such sharp contrast to the treatment afforded certain large multiple owners."

The "real question," the commissioner added, should be whether the commission's fundamental policy of fostering UHF growth will be advanced by granting the requested extensions or by denying them on the "preposterous" theory that other applicants will then rush in and put stations on the air in the "really very marginal markets" involved.

Meanwhile, the commission last week gave another six UHF permittees an opportunity to plead in an oral hearing for extensions of construction times denied in an earlier action.

The CP's, call signs and extension applications were reinstated for stations WNEC-TV Albany, N.Y.; WRTU-TV Richmond, Va.; KDWN-TV Cheyenne, Wyo.; WMTU-TV Memphis; KTLF-TV Seattle, and KUII-TV Honolulu.

The FCC's Broadcast Bureau previously denied the extensions, acting under authority delegated to it by the FCC. Under provisions of rules permitting such delegation of authority, the applicants were granted an opportunity to request reinstatement of their CP's within a 30-day period if they desired hearings on their applications.

groups, such as the religious leaders of a community, could "make this known to those in responsibility," as well as to give voice to their conviction that broadcasters maintain "taste, decency and responsibility" in programming. In a discussion following his formal remarks, Mr. Cox told the rabbis that as a last resort, they could indicate to local broadcasters that they would be obligated to send their complaints to the FCC "around station renewal time" failing resolution of their dissatisfaction with the local station.

Mr. Cox said, in outlining options now open to religious leaders, that if an issue was "real serious" they "can join in a petition" against renewal should such a petition be indicated in the community, or "if extremely serious" they "can join in filing with new applicants" for a station's license.

VHF grant hinges on operations by owners

Grant of a channel-6 TV station in Nampa, Idaho, to Snake River Television Inc. was proposed last week by FCC Examiner Forest L. McClenning.

In recommending the grant, the FCC examiner last week denied the mutually exclusive VHF TV application of Idaho Television Corp. The grant, however, is conditional to whatever action the commission may find appropriate as a result of the proceedings involving developing patterns of ownership in the CATV industry. Another condition provides that Snake River cooperate with the Idaho

state police in correcting any possible interference to police-radio facilities that might occur because of Snake River's proposed transmitter site.

Condition of the grant to Snake River concerning CATV ownership was based on the fact that although Snake River holds no direct ownership interests, its stockholders have various interests in broadcast and CATV media. Although Idaho Television was preferred because it holds no other media interests, Examiner McClenning concluded that Snake River should get the grant because of its integration of ownership and management. "None of the stockholders of Idaho Television Corp. would devote full time to the day-to-day operations of the proposed station," he explained. And two Snake River stockholders plan to devote full time to the proposed operation, the examiner added.

Snake River is controlled by William A. Martin, executive vice president and secretary, Robert Taylor, and Richard F. Shively, vice president and treasurer, each with a 25% interest. James L. Berlin is president with 5%. Mr. Martin is former president and manager of KMMJ (AM) Grand Island, Neb., and is now engaged in management of numerous CATV systems. Mr. Shively is president and 11.8% stockholder of Telesis Corp., CATV systems operator, 100% owner of WLFI-TV Lafayette, Ind., and has an interest in KNOP-AM-TV North Platt, Neb. The late Robert Taylor, former host of *Death Valley Days*, was listed as a 25% stockholder. Another 5% stockholder, Howard D. Johnson, owns controlling interests in

KBLI (AM) Blackfoot, KSUB (AM) Cedar City, both Utah, and KTLF (TV) Pocatello, Idaho. Mr. Johnson also owns 35% of KVEL (AM) Vernal, Utah.

Idaho Television is owned by James U. Lavenstein, president and 30% stockholder, Daniel T. O'Shea, vice president and 29% stockholder, M. Walker Wallace, chairman of the board, treasurer and 20% stockholder, and others. The owners of Idaho Television also have pending the applications for a TV at Pocatello, Idaho—which is in a comparative hearing with the license renewal application of the present licensee of KTLF (TV) Pocatello—and for modification of the license of KOET (TV) Ogden, Utah, proposing to authorize a combined educational-commercial operation on what is now an educational channel.

The goal that CATV sees in the offing

The cable-TV industry will grow in 10 years to 7,500 systems serving 30 million households from the 2,300 systems and 3.6 million subscribers now, a cable company has forecast.

The prediction was contained in the annual report of Television Communications Corp., New York. TVC also forecast a rise of total cable revenues from today's estimated \$300 million to \$3 billion over the next decade.

According to TVC's report, regulatory problems now faced by cable operators are "normal in the development of any new industry."

A Pittsburgh UHF remains dormant

Evans applies for unoccupied UHF
it bought but never got from Putnam

Evans Broadcasting Corp. last month found itself stymied in an effort to acquire by purchase the construction permit for WENS-TV Pittsburgh (ch. 22), now held by Springfield Television Broadcasting Corp. So last week it tried a new tack.

It petitioned the FCC to declare Springfield's CP expired or forfeited, and to accept and grant the application for the facility that Evans filed simultaneously with its petition. Evans based its petition on the fact that Springfield has failed to build a station in the four years it has held the permit.

Springfield had agreed to assign the CP as well as its license for WJZB-TV (ch. 14) Worcester, Mass., to Evans for \$600,000, plus \$375,000 for a five-year consultancy fee, in a contract dated Nov. 27, 1968. The parties filed an assignment application in February.

However, the commission never acted on the application. And Springfield notified the commission on Sept. 30 that it was exercising its option under the contract to terminate it. Either party was free to withdraw on 10 days notice after June 1.

Evans said that in discussions on a possible extension of the contract, Springfield "at first requested that Evans's earnest-money deposit of \$50,000 be released immediately for the right to extend the contract." Evans said it rejected the request.

Springfield had obtained \$50,000 from United Artists Corp. for its failure last year to honor a contract to acquire the Pittsburgh and Worcester properties for \$800,000.

That proposed transaction was scuttled in October 1968. UA's parent, Trans-America Inc., announced its intention to merge with Metromedia Inc. The Springfield stations, plus Metromedia's and those already owned by UA, would have put the merged company over the seven-station limit set in FCC rules. However, Trans-America and Metromedia later abandoned their efforts to merge because of difficulty in obtaining Justice Department clearance (BROADCASTING, June 16).

Springfield's president, William Putnam, in a letter to the commission on Sept. 12, indicated the company intends to go ahead with construction of WENS-TV. He noted that problems involved in finding a new antenna site appeared near solution and that Springfield's WKEF-TV (ch. 22) Dayton, Ohio, financial picture was improving.

Springfield had cited difficulties in finding an antenna site as well as

WKEF's financial problems in explaining its failure to put WENS-TV on the air. Springfield had said it wanted to see WKEF viable so that it could give WENS-TV its full support.

Evans, however, argues there is no justification for the delay in the construction of the Pittsburgh station.

Springfield had acquired the CP from Telecasting Inc., in 1965, at a time when the commission was determining whether to extend or cancel construction permits that had been dormant for long periods of time. Telecasting had obtained the permit in an initial grant in 1952 and operated a station from 1953 until 1957, when it went dark.

Evans, in its petition, noted that Springfield had promised the commission to build a station promptly. But, Evans said, Springfield "has managed to parlay the six-month construction permit accorded it in 1965 into four years of unconscionable delay without even filing a [request] to extend the construction period."

Accordingly, Evans said, "the commission should forthwith declare that Springfield's permit has long since expired and is not presently valid or, in the alternative, declare it automatically forfeited."

Evans made no mention of any wish to acquire WJZB-TV. The Worcester station was destroyed by fire in May and has not yet returned to the air.

Evans Broadcasting, which is wholly owned by New York financier and industrialist Thomas Evans, has recently put KDNL-TV (ch. 30) St. Louis on the air, and says it is proceeding with the task of putting KMEC-TV (ch. 33) Dallas back into operation. It acquired both in the past year. Its purchase of WUHF-TV (ch. 61) Hartford, Conn., is pending.

Evans said its performance record provides "positive assurance" it will build "as quickly as possible."

AMST asks the FCC for freedom of information

The Association of Maximum Service Telecasters has invoked the Freedom of Information Act in formally requesting the FCC to permit inspection of technical data relating to a proposed rulemaking opposed by AMST.

Efforts to obtain the data, AMST said, have been unsuccessful. At one point permission to inspect the materials was tentatively refused because they

might contain "trade secrets," the association said, adding that other requests were refused, deferred, or met with suggestion that they be put in writing.

Irrespective of commission rules regarding materials available for public inspection (which reflect the Freedom of Information Act), AMST said, general matter it is entitled to in the data as an "interested person."

The proposal in question would limit the licensing of police emergency radio call boxes in the 16 mc band. AMST contends that the proposal ignores existing allocation restrictions designed to prevent interference to television channels 4 and 5.

The data sought by AMST studies conducted by the commission staff in connection with a request by the city of Boston for a waiver permitting the licensing of call boxes without regard to allocation standards.

AMST noted that in denying the request, the commission stated: "Nary laboratory tests . . . indicate each of the proposed call boxes cause interference to reception of television channels 4 and 5 within 200 feet of each box."

In the present proposed rulemaking, the commission said "some departure" from existing allocation standards may be justified since "the low power used has been found to essentially restrict the area of potential interference to TV reception to distances less than 200 feet from call box locations."

Atlanta protestors continue their fight

The Citizens Committee to Preserve the Present Programming of WGKA-AM-FM (Atlanta) has appealed an FCC order affirming approval of the sale of the stations (BROADCASTING, Aug. 25). The appeal was filed with the United States Court of Appeals for the District of Columbia.

The citizens group has protested the transfer of the stations from Glenkaren Associates Inc. to Strauss Broadcasting Co. on the grounds that their classical-music format would be jettisoned.

The sale was approved in August 1968. Following protests by the citizens group, the commission directed Strauss to conduct an additional survey of public needs. The survey indicated that 73% of those responding approved the proposed format, which included some classical fare. In affirming the sale last August, following a request for reconsideration, the commission observed that because WGKA-AM-FM started with a classical-music format, Strauss was not required to "forever more" continue with the format.

5-million watts gets UHF into new homes

A UHF station in Charlotte, N.C., has just quadrupled its claimed coverage, from 167,000 homes to 665,123, with a new, 5-million-watt operation.

WCCB-TV (ch. 18), in the central North Carolina city, completed installation of a new transmitter and a new antenna late in August, and has been testing since then. Last week, after everything had checked out, "meeting or exceeding predicted engineering contours," according to General Electric, which installed the equipment and field tested the installation, the station made its official announcement.

Under its new high-powered operation, the station said it has added large segments of the population to its city-grade, grade-A and grade-B coverage areas, so that it now covers 2.3-million people in an 18,000-square-mile area. The increased power also has significantly improved reception within its metro area and environs, the station noted.

Owned by group broadcaster Cy N. Bahakel, the Charlotte U is now operating with a transmitter feeding 100 kw into a new antenna that is 1,295 feet above average terrain and 1,249 feet above ground. The antenna, however, is directionalized toward the northeast and is also beam-tilted. Formerly, WCCB-TV, which is affiliated with ABC, radiated 1,320 kw from an antenna that was 1,127 feet above average terrain and 1,071 feet above ground.

ABC's Marx slated for ABTO presidency

Frank L. Marx, vice president in charge of real estate and construction, ABC Inc., is expected to resign from ABC after a 26-year association to become president of ABTO Inc. when his employment with that company under a contract is effected.

ABTO has filed with the Securities & Exchange Commission proposed initial offerings of 180,000 common shares and of a \$5-million principal amount of convertible subordinated debentures for sale though an underwriting group to be headed by Bear, Stearns & Co. (BROADCASTING, Oct. 6). The contractual arrangement with Mr. Marx was disclosed in a preliminary prospectus.

Mr. Marx, it was stated, will serve as president and director of ABTO at a yearly salary of a minimum of \$50,000 with "certain fringe benefits", and

three other ABC executives, Alfred R. Schneider, and Herbert R. Hahn, both vice presidents, and Theodore F. Shaker, group vice president, will serve as directors along with several executives of Technical Operations Inc., Burlington, Mass., which with ABC jointly owns ABTO. The company was formed last May to continue development of the commercial application of TV and professional motion pictures of a process for taking color pictures on black-and-white film.

IBEW, CBS pact due for union vote

The International Brotherhood of Electrical Workers is expected to announce in Washington today (Oct. 13) whether broadcast engineers and technicians employed at CBS have approved or rejected a contract offer from the company.

Approximately 1,180 CBS employees belonging to IBEW voted in a mail referendum last week. Union officials had recommended that the CBS proposal be rejected.

Although IBEW officials would not disclose the terms of the offer, they said it fell "far short" in wages and fringe benefits. Top pay under the current three-year pact is \$250 a week.

CCIR wants standards for TV tape and film

A recommendation that would establish international technical standards for TV programs on film and on video tape, has been adopted by the International Radio Consultative Committee (CCIR), the technical advisory group to the International Telecommunication Union.

At the six-week meeting in Geneva that ended Oct. 3, the group on TV fixed standards for frame frequencies (24 or 25 per second), film densities

Pre-built backdrops offered

A new series of ready-to-use scenic backgrounds is being offered to television stations and video-tape producers by Feller Vacuum Form Studios, 68 East 153d Street, Bronx, N. Y.

The prefabricated backdrops, made by a process called vacuum forming, come in 4-by-8 foot sections that reproduce a wide range of interior and exterior wall surfaces. The firm also makes panels bearing station's logos or call letters.

and color balance for film, and set specifications for sync and control signals, dimensions, speeds and track positions for tape.

The group on aural broadcasting accepted in principle a test tape by the British Broadcasting Corp. on subjective loudness and recommended that after further study among broadcasters of various countries it be adopted as an international test tape for measuring loudness of aural broadcasting.

The broadcast group also adopted standards for monitoring stereo transmission that coincide with present FCC rules. A major subject of discussion at the Geneva meeting was satellite broadcasting, but no decisions in the field were reached.

The CCIR recommendations will be presented to the international plenary meeting of the ITU in New Delhi in January. A. Prose Walker, Washington consulting engineer, is chairman of the U.S. groups on aural broadcasting, television and tropical-satellite transmissions. He is also international chairman of the group on aural broadcasting.

Technical topics:

New head-cleaning cartridge ■ A new head-cleaning cartridge, model 301 at \$10.95, has been announced by Marathon Broadcast Equipment Sales Corp., Danvers, Mass. The device with programmed, continuous tape loop, permits automatic, daily maintenance of tape cartridge equipment.

Remote control VTR ■ Concord Communications Systems, a division of Concord Electronics Corp., Los Angeles, has introduced a remote control video tape recorder with electronic editing and automatic gain control features. The new model VTR-720 is a helical-scan, dual rotating head system that weighs 60 lbs. It is priced under \$1,400.

Home VTR planned ■ The development of a consumer-priced color and black-and-white video tape recorder will be the project of the newly formed Hegeman Laboratories Inc., Glen Ridge, N.J. The new corporation will also specialize in top-of-the-line high-fidelity kits and factory-wired units, and electronic musical instruments, according to chief technical officer A. Stewart Hegeman. Hegeman Laboratories is at 176 Linden Avenue, telephone (201) 743-6219.

Stereo mixer ■ Gates Radio Co., Quincy, Ill., announces a solid state, four-channel mixer, called the Stereo Producer. The equipment can take six microphones and 10 turntable, cartridge or reel-to-reel recorders.

Books For Broadcasters

Broadcast Management

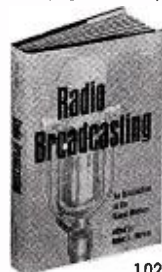
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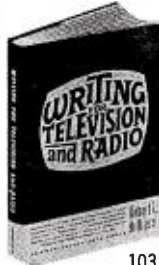
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Broadcast advertising

Martin Stern, research director, Wells, Rich, Greene Inc., New York, named senior VP and sales director. John Burns, William McGivney and Irving Sloan, account group heads in New York office, and Victor Olesen, account group head in Detroit office, all named VP's. Robert Engelke, director of media, and Lewis Wechsler, director of TV network operations, New York, named VP's. Murray Hysen named VP and director of research. George D'Amato, creative group head—art; Herbert Green, creative group head—copy; and Philip Parker, creative group head—art, all named creative VP's.

Warren G. Pfaff, creative supervisor, J. Walter Thompson Co., New York, named senior VP.

Gerald V. Kelleher and Richard M. Whidden, account supervisors, Dancer-Fitzgerald-Sample, New York, named senior VPs.

William H. Peltier, VP/director of client services, Arthur Meyerhoff Associates, Chicago, joins Feldman/Norton Advertising there as executive VP.

E. Patrick Healy, director of Peace Corps for Congo, rejoins Young & Rubicam, New York, as VP and director of personnel.

Norman L. Bernauer, with Raveill-Farley Advertising, Independence, Mo., named VP.

Alan Strom, with Compton Advertising, New York, joins Cunningham & Walsh there as associate marketing-merchandising manager.

Lawrence J. Angione, senior media research analyst, Metromedia Inc., New York, appointed to newly created position of assistant manager, sales development projects, Metro Radio Sales and Metromedia Radio there. Phyllis Leibert, assistant to research director, Mutual Broadcasting System, New York, appointed senior research analyst for Metro Radio Sales and Metromedia Radio.

Jim Baier, manager of TV-radio department of BBDO, Los Angeles, elected VP.

Sid G. Koss, sales promotion and radio-television director for White Front stores, Los Angeles, named retail advertising manager for KFWB(AM) Los Angeles.

Stanley Mack, with KDWB(AM) St. Paul, appointed sales manager.

James A. Ostreicher, director of research for Hicks & Greist, New York, named VP of Tele-Research-East, New York.

Jim Redfield, with ABC-TV West Coast, named supervisor, commercial integration unit managers.

Shel Leader, director of sales promotion, WKBS-TV Burlington, N.J.-Philadelphia, joins J. M. Korn & Son, Philadelphia, as assistant manager of radio-TV department.

Julian A. Bass, with MacManus, John & Adams, Bloomfield Hills, Mich., named senior VP of entertainment division, with headquarters in New York.

Jack Doudourian, director of station operation, WPTV(TV) West Palm Beach, Fla., appointed general sales manager.

Harry LeBrun, also with WPTV, appointed local sales manager.

Frank Mangan, with RKO Television Representatives Inc., Chicago, appointed Midwest sales manager there.

Richard M. Earle and Buddy B. Radisch, creative supervisors, and George I. Baldwin, account supervisor, Grey Advertising, New York, all named VP's.

John Long, with N. W. Ayer & Son, New York, appointed media supervisor for spot TV and spot radio buying in N. W. Ayer's New York region.

Melvin Karmazin, with WCBs(AM) New York, appointed retail sales manager.

Charles Lee Hutchings, former copy director, Young and Rubicam, Los Angeles, joins Houston office of Ketchum MacLeod & Grove Inc. as creative director.

Lynn B. Reed, with KOA(AM) Denver, appointed manager of local radio sales.

Jack Rattigan, with WMMR(FM) Philadelphia, appointed sales manager.

Thomas B. Rice, on sales staff of Katz Television's Detroit office, appointed manager. He succeeds William W. Joyce, who retires.

Stephen A. Werby, with Kenyon & Eckhardt Advertising, New York, appointed research account manager.

William C. White, creative partners, Charles Ewell, copywriter, and Salvatore Auditore, art director, Jack Tinker & Partners, New York, join Papert, Koenig, Lois there. Specific assignments have not yet been released.

Ed Yeaker, executive VP and director of marketing for Spun-Lo Ediderlon, New York, joins Tatham-Laird &

Leake officers named



Mr. Doubleday

New corporation was formed following division of Griffin-Leake TV interests which received FCC approval last week, (BROADCASTING, April 21). T. Rod Holliday, head of Griffin-Leake's central

Robert D. Doubleday, general sales manager, KATV-TV Little Rock, Ark., and VP of station's parent company Griffin-Leake TV Inc., group owner, named president of newly formed Leake TV Inc.

accounting division in Muskogee, Okla., named VP and secretary of Leake TV and **Robert Snider**, VP-engineering with Griffin-Leake, named VP and director of engineering. **James Leake Jr.**, with KTUL-TV Tulsa, Okla. and **John Griffin Leake**, with KATV Little Rock, both appointed directors and **Carl Lester**, with Griffin-Leake TV, appointed director, controller and assistant secretary-treasurer, all with Leake TV. **Bob Muth**, general manager of KTUL-TV and **Tom Goodgame**, general manager of KATV, both named VP's of respective stations. Leake TV holdings include KTUL-TV Tulsa, KATV-TV Little Rock, WSTE-TV Fajardo, P.R. and interest in Cable TV Company, operator of CATV system in Ponca City, Okla.

L. Stanley Dunn Jr., with KFOG(FM) San Francisco, appointed operations manager.



Mr. Locke

He has been serving as officer and director of KFDM-TV since May when station was sold to A. H. Belo Corp., Dallas, publisher of *Dallas Morning News* and licensee of WFAA-AM-FM-TV Dallas.

C. Blakey Locke, former president and general manager of Beaumont (Tex.) Broadcasting Corp. (KFDM-AM) Beaumont (now KLVI) and Beaumont Television Corp. (KFDM-TV Beaumont) retires after 30

William G. Moll, operations manager, noncommercial KLRN-TV San Antonio, Tex., joins WSMW-TV Worcester, Mass., in same capacity. Station plans to go on air in December.

Lynn W. Renne, former president of WCLR(AM) Crystal Lake, Ill., appointed regional manager of mountain states region for National Association of Broadcasters. His headquarters will be in Denver.

Kudner there as account supervisor.

Media

Nicholas C. Gilles, VP, business affairs, NBC, New York, named VP, financial planning and treasury operations. He succeeds **Rocco Laginestra**, who was named executive VP, RCA Records, (BROADCASTING, Oct. 6).

Earl McDaniel, radio program director, KGMB-AM-FM Honolulu, appointed station manager, KGMB-AM-FM-TV.



Mr. Bascom

Paper Co., New York, appointed assistant treasurer, ABC there. **Mabel Rappaport**, in financial department, ABC-TV and Radio, West Coast, appointed assistant controller, radio and TV there.

Perry B. Bascom, VP, corporate staff, Westinghouse Broadcasting Co., New York, joins WNBC-AM-FM there as general manager. **Harry Pape Jr.**, manager of banking and investments, St. Regis

James T. Ragan, with Athena Communications Corp., New York, CATV systems operator, named president.

Jim Cathey, manager, WCWB-TV Macon, Ga., joins KGNS-TV Laredo, Tex. as general manager.

Dave Wolfenden, with Bloomington Broadcasting Corp., Bloomington, Ill., appointed director of FM operations. Bloomington operates WJBC(AM) and WBQ-FM Bloomington and WROK-AM-FM Rockford, Ill.

Dean James Slack, sales manager WVNY-TV Burlington, Vt., appointed station

manager of WVNY(FM).

John R. Henzel, president and general manager, WHDL(AM) Olean, N.Y., re-elected president and treasurer of Community Broadcasters Association there. Others re-elected are: **F. E. Lackey**, WHOP(AM) Hopkinsville, Ky., chairman; and **Ronal Bonebrake**, KOCY(AM) Oklahoma City, VP and secretary.

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John D. Furman Jr., promotion manager, Cox Broadcasting Corp.'s wsb-TV Atlanta, appointed coordinator of broadcast standards for parent company there.

Richard McKee, formerly general manager, KQXI(AM) Arvada, Colo., joins KOV(AM) Albuquerque, N.M., in same capacity.

Stuart Clark, program director for TV Transmission CATV, Lincoln, Neb., joins Times-Mirror Co. of Los Angeles as division manager for Palos Verdes and Long Beach, Calif., CATV systems.

Bob Mikkalson, sales manager and assistant general manager, KDTH(AM) Dubuque, Iowa, joins WGEZ(AM) Beloit, Wis., as general manager.

Hollis Francis, commercial and program manager, WJAG(AM) Norfolk, Neb., named president of Nebraska Broadcasters Association. **Amos Eastridge**, program manager, KMTV(TV) Omaha, named president-elect and **Roger Larson**, KFOR(AM) Lincoln, treasurer.

Programing

Jerrold M. Boulding, operations manager, Sonderling Broadcasting Co.'s WWRL(AM) New York, also appointed VP of radio division and national program director for company. Both are newly created positions.

Ed Staub, in sales for Warner Bros-Seven Arts Ltd., named southeastern division sales manager for Western Video Industries, Hollywood.

Jack Baur, head of casting for 20th Century-Fox Films Corp., Los Angeles, named executive head of casting for both TV and feature films.

Roger Gardner, production manager, WCCO-TV Minneapolis-St. Paul, appointed program director. He is succeeded by **Charles Sorlien**, assistant production manager.

Steve Nenno, with ABC-TV West Coast, named supervisor, program unit managers.

Frank Stringer, chief director, WFLA-TV Tampa-St. Petersburg, Fla., appointed operations director.

Kent L. Colby, formerly personnel supervisor, KBLL-TV Helena, Mont., joins KAUS-TV Austin, Minn., as operations manager/program director.

Michael Gottlieb, with MPO Videoelectronics Inc., New York, appointed director.

Russ Knight, with WCUE(AM) Cuyahoga Falls, Ohio, appointed program director.

Tom Crane, music director, WIP(AM) Philadelphia, joins WPBS(FM) there as

program director.

William M. Jackson, producer for ABC News, New York, appointed program manager for KPIX(TV) San Francisco.

Don Reed, with WIOD-AM-FM Miami, appointed to newly created position of promotion and program director.

Julian Breen, production manager, WABC(AM) New York, appointed assistant program manager and director of production.

Patrick J. Frawley Jr., chairman of finance committee of Technicolor Inc., Hollywood, elected chairman of board.

Edward E. Ettinger, executive VP, elected to board of directors and chairman of finance committee. **Thomas J. Welsh**, chairman of board, and **John Bowles**, vice chairman of board, both resign. **Paul W. Fassnacht** remains as president and chief executive officer.

Robert Bles, TV and motion picture producer-writer, appointed president, Spillane-Fellows Productions Inc., Hollywood and Nashville.

Cyril Peters, director of cultural programs, WRVR(FM) New York, resigns. No future plans announced.

MRN reassigns newsmen, sets up Beirut bureau

Metromedia Radio News has announced changes in assignments at its Washington and Paris bureaus, along with opening of bureau in Beirut: **Arnold McKay**, former Agence France Presse correspondent who joined MRN in Paris over year ago, named head of Beirut office; **Bob Moore**, MRN White House correspondent, is to be MRN's featured morning newscaster, and is succeeded at White House by **Tom Girard**, who covered Congress.

Mike Dewey, general assignment reporter, will anchor afternoon and evening newcasts; **Walter Rodgers**, chief congressional correspondent, moves from House to Senate side of congressional coverage, **Roger Gittens**, general assignment reporter and producer of *Metrollog* weekly news review, succeeds Mr. Rodgers in House coverage. **Jim Laurie**, who has been reporting on major governmental agencies, replaces Mr. Gittens.

Additions at MRN's Washington bureau include: **Steve Nelson**, news engineer at WNEW(AM) New York and MRN's New York bureau, in the newly created position of technical director; **Sherman Frankenstein**, formerly WCBM(AM) Baltimore reporter; **Lee Sommers**, former WNEW news assistant, and **Bob Hughes**, formerly WGSB(AM) Huntington, N.Y. reporter, all named general assignment reporters.

Walon Green, co-author of screenplay for *The Wild Bunch*, joins Wolper Pictures Ltd., Beverly Hills, Calif., to develop new projects.

News

John Harris, assistant bureau manager, CBS, Los Angeles, named CBS News West Coast bureau chief. He succeeds **Sam Zelman**, who becomes West Coast producer for CBS-TV's *60 Minutes*. Replacing Mr. Harris is **Joan Sweeney**, formerly night news manager, UPI, Los Angeles. **Eugene W. Katt**, manager, CBS News administration, New York, appointed manager of operations, CBS News election unit there.

Baxter Ward, newsman, joins KHJ-TV Los Angeles, as newscaster and host of daily three-hour program concerned with local happenings. Mr. Ward, formerly newscaster for KABC-TV Los Angeles, and news director for that station, resigned earlier in year to run for mayor of Los Angeles.

Matthew Boxer, business manager, ABC News, New York, appointed assistant manager for ABC News political unit. He succeeds **Irving Fang**, who becomes professor in communications department, University of Minnesota, **Dominic Savino**, assistant business manager, succeeds Mr. Boxer as business manager. **Marshall Lopez**, with ABC-TV West Coast, named supervisor, sports and news-unit managers.



Mr. Swing

1730 M Street NW, Washington 20036.

Bill Affleck, production manager, WILX-TV Lansing, Mich., joins WWJ-TV Detroit as staff news director.

Alfred J. Alcorn, on leave of absence from WEEI(AM) Boston, rejoins station as director, editorial and public affairs.

Andrea Lee Aleff, reporter, *Chicago Tribune*, joins WTVJ(TV) Miami in same capacity.

Larry Schmitz, news director, KLEM(AM) Le Mars, Iowa, joins news staff of KCAU-TV Sioux City, Iowa.

Hank Stoddard, with WTMJ-AM-TV Milwaukee, appointed sports director.

Mary Young, formerly reporter with *Louisville (Ky.) Courier Journal*, joins WKBF-TV Cleveland in same capacity.

Frank Tremaine, VP and general man-

ager, UPI headquarters, New York, named general manager of newly created North American department, and **A. P. Bock**, controller and secretary, also UPI New York, elected VP and assigned added responsibilities for budget control functions and computerized management information.

Roy Starks, reporter and news editor, KMOX-TV St. Louis, joins WAST(TV) Albany, N.Y., as news director.

Bill Wasinger, with KOIL(AM) Omaha, and **Dennis Charles**, news director, WSJM(AM) St. Joseph, Mich., join WSBT-AM-FM-TV South Bend, Ind. as newscaster and southwestern Michigan correspondent respectively. Mr. Charles will be based in Benton Harbor, Mich.

Promotion

Jay Howard, formerly with promotion department of KFI(AM) Los Angeles, joins promotion department of KLAC(AM) Los Angeles.

Bob Briley, KHQ-TV Spokane, Wash., appointed to newly created position of public affairs coordinator.

John D. Furman Jr., promotion manager, Cox Broadcasting Corp.'s WSB-TV Atlanta, appointed broadcast standards coordinator of parent company.

L. George Geiger, production manager, WFLA-TV Tampa-St. Petersburg, Fla., appointed director of creative services.

Ray Eisbrenner, PR director, Gray & Kilgore, Detroit-based communications firm, joins P/R Associates, PR firm there, as VP.

Gary B. Bassford, press-relations representative, WBAL-TV Baltimore, joins WJZ-TV there as PR manager.

Leon H. Brown, youth director of Addison branch of Young Men's Christian Association, Cleveland, joins WKYC-TV there as community-relations coordinator.

Equipment & Engineering

Charles C. Snider, VP-international for Consolidated Electrodynamics Corp., division of Bell & Howell, Chicago, named to newly created position of executive VP and general manager of International Video Corp., Sunnyvale, Calif.

John M. Kent, sales manager, Oak Electro/Netics Hart-Advance relay division, Crystal Lake, Ill., appointed district sales manager for Southern California with headquarters in O/E/N's newly opened corporate sales office, 5005 West Century Boulevard, Los Angeles.

G. Ronald Casey, assistant manager-advertising and sales promotion, General Cable Corp., New York, joins Sylvania

Electronic Components, operating group of Sylvania Electric Products Inc., New York, as advertising manager for electronic tube and semiconductor divisions.

Pat McLaughlin, TV remote supervisor, WFLA-TV Tampa-St. Petersburg, Fla., appointed assistant chief engineer.

James Hallowell, assistant operations supervisor, WCAU-TV Philadelphia, appointed technical director. He is succeeded by **Theodore Vawter**, technician.

George Sheehan, national exhibits manager for video products, Sony Corp. of America, Long Island City, N.Y., appointed district manager for New Jersey and eastern Pennsylvania. He succeeds **Morris Washington**, who will now concentrate sales efforts in upper New York state and Connecticut. **Edward Sherry**, in Sony's video products sales, appointed to manage New England territory with exception of Connecticut.

William F. Carpenter, applications engineer, educational and industrial products division, Ampex Corp., Elk Grove Village, Ill., appointed product manager of division.

Dr. C. J. Savant Jr., director and VP in charge of instrument systems group, Dynasciences Corp., subsidiary of Whitaker Corp., Los Angeles, elected chairman of board of directors and chief executive officer, MCA Technology Inc., Santa Monica, Calif. MCA Technology Inc. was formed through merger earlier this year of two MCA companies, Gauss Electrophysics Inc. and Saki Magnetics Inc.

Max Ellison, manager of product management for RCA/commercial electronic systems division, Burbank, Calif., named VP of marketing for Dynair Electronics Inc., San Diego.

Byron J. Werges, manager-sales planning for radio-receiver department, General Electric's consumer electronics division, Syracuse, N.Y., appointed manager-advertising and merchandising for department. **Chester J. Syp**, sales engineer, General Electric's visual communications products department, Syra-

cuse, N.Y., appointed district sales representative for metropolitan New York City area.

Allied Fields

Frank B. Palmer, formerly president of XYZ Television Stations, group owner, (KREX-TV Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all Colorado) joins Argle AnaLearn Associates, New York, division of Metro-media in programed instruction, as executive VP-general manager.

Bernard E. Kalman, with ABC legal department, New York, appointed general attorney for theaters and real estate.

Marjorie S. Reed, formerly law clerk to Robert E. Maxwell, chief judge for U.S. District Court for Northern District of West Virginia, joins National Cable Television Association as attorney.

Deaths

Former Representative **Joseph Y. Resnick**, (D-N.Y.), 44, co-founder of Channel Master Corp., died Oct. 6 of heart attack while on Las Vegas business trip. His home was in Ellenville, N.Y. With two brothers, Mr. Resnick started Channel Master Corp. in 1947 to manufacture pre-assembled TV antennas. Company now manufactures transistor radios and TV sets, and is engaged in plastics research. He is survived by his wife, Ruth; three sons and one daughter.

E. Edward Jacobson, 69, president of Certified Broadcasting Co. and of KDIG-(FM) San Diego, died Oct. 4 of a heart attack. Mr. Jacobson began Certified Broadcasting, background music and sound systems firm, some 15 years ago. He is survived by his wife and two daughters.

Diane Linkletter, 20, youngest child of TV personality Art Linkletter, died Oct. 4, after fall from her Hollywood apartment window. In addition to her father, she is survived by mother, two brothers, and sister.

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As compiled by BROADCASTING, Sept. 30 through Oct. 7 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

Applications

■ Columbia, Mo.—Jeffco Television Corp. Seeks VHF ch. 17; ERP 1195 kw vis., 143 kw aur. Ant. height above average terrain 541 ft.; ant. height above ground 488 ft. P. O. address: c/o Keith Moyer, 18 Terry Court, Jacksonville, Ill. 62650. Estimated construction cost \$305,000; first-year operating cost \$84,000; revenue \$100,000. Geographic coordinates 38° 46' 39" north lat., 92° 35' 41" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-45J. No legal counsel indicated; consulting engineer Ralph J. Bitzer, St. Louis. Principals: Keith Moyer, acting president, (90%), et al. Principals own WJJY-TV Jacksonville, Ill. Ann. Sept. 18.

■ Anaconda, Mont.—Capital City Television Inc. Seeks UHF ch. 2; ERP 16.47 kw vis., 2.47 kw aur. Ant. height above average terrain 859 ft.; ant. height above ground 150 ft. P. O. address: c/o David R. Greens, 2433 North Montana Avenue, Helena, Mont. 59601. Estimated construction cost \$175,650; first-year operating cost \$128,000; revenue \$162,000. Geographic coordinates 46° 00' 28" north lat., 112° 26' 30" west long. Type trans. RCA TT-6AL. Type ant. RCA TF-3EL. Legal counsel Fletcher, Heald, Rowell; consulting engineer A. D. Ring & Associates, both Washington. Principals: Tim Salessek, president, David R. Greene, vice president, et al. Ownership interests not indicated. Ann. Sept. 3.

■ Butte, Mont.—KMSO-TV Inc. Seeks VHF ch. 6; ERP 100 kw vis., 20 kw aur. Ant. height above average terrain 1,943 ft.; ant. height above ground 227 ft. P. O. address: c/o Dale G. Moore, 340 West Main Street, Missoula, Mont. 59801. Estimated construction cost \$104,711; first-year operating cost \$35,000; revenue \$144,000. Geographic coordinates 46° 00' 27" north lat., 112° 26' 30" west long. Type trans. GE TT-22-A. Type ant. RCA TF-6BM. Legal counsel Fisher, Wayland, Duvall and Southmayd; consulting engineer Silliman, Moffet & Kowalski, both

Washington. Principals: Dale G. Moore, president 79.36%, Fairviews Development Co., 20.63%, et al. Mr. Moore owns 92.5% of KCAP(AM) Helena, 99.32% of KGVO-AM-TV Missoula, 98% of KCFW-TV Kalispell, all Montana, 33 1/4% of KFTI(AM) Twin Falls, Idaho, and 50% of KCOY-TV Santa Maria, Calif. Other principals of KMSO-TV Inc. own remaining interests in preceding broadcast properties. Ann. Sept. 15.

Other actions

■ Review board in Washington, TV proceeding, Docs. 18559-63, denied request for leave to file additional statement, filed Aug. 20 by United Television Inc. and United Broadcasting Inc., and request to file statement concerning additional statement of United, filed Aug. 22 by Washington Community Broadcasting Co.; granted to extent indicated and denied in all other respects petition to enlarge issues, filed July 1 by United Broadcasting and United Television. Action Sept. 30.

■ Review board in Minneapolis, TV proceeding, Docs. 18381-82, dismissed motion to defer action, filed July 22 by Control Data Corp., granted joint requests for approval of agreement filed May 16 and July 28 by Viking Television Inc. and Calvary Temple Evangelistic Association. Action Sept. 30.

■ Review board in Philadelphia, TV proceeding, Doc. 18524, denied petition to enlarge issues, filed Aug. 1 by MG-TV Broadcasting Co. Action Oct. 3.

Rulemaking petition

■ FCC proposed to amend TV table of assignments by substituting ch. 28 for ch. 47 at Columbus, ch. *47 for ch. *31 at Mansfield and ch. *31 for ch. *28 at Newark, all Ohio. Action Oct. 1.

Call letter applications

■ Sunflower Educational TV Corp., Hutchinson, Kan. Requests *KPTS(TV).

■ Kentucky State Board of Education, Louisville, Ky. Requests *WKL(TV).

Existing TV stations

Final actions

■ WLTV(TV) Bowling Green, Ky.—Broadcast Bureau granted mod. of license covering change in studio location to 535 East Tenth Street. Action Oct. 1.

■ KMSO-TV Missoula, Mont.—Broadcast Bureau set aside Sept. 17 grant of application for CP for new VHF translator to serve Anaconda, Mont., on ch. 2. Action Sept. 30.

■ KVII-TV Amarillo, Tex.—FCC denied petition by Marsh Media Ltd. requesting rulemaking to establish ant. farm near Amarillo. Commission said KVII-TV's petition did not show sufficient reasons to justify

initiation of rulemaking proceeding. Action Oct. 1.

Actions on motions

■ Chief, Office of Opinions and Review, in Hutchinson, Kan. (Minneapolis Star and Tribune Co. [transferor] and WKY Television System Inc. [transferee]), voluntary transfer of control of Wichita-Hutchinson Inc. licensee of KTVH-TV, granted petition by Broadcast Bureau and extended through Oct. 3 time to respond to petition for reconsideration and waiver of hearing, except oral argument (Doc. 18631). Action Oct. 2.

■ Hearing Examiner Thomas H. Donahue in Rapid City and Lead, both South Dakota (The Heart Of The Black Hills Station), renewal of licenses of KRSD-TV and KDSJ-TV, scheduled further conference for Oct. 13 (Docs. 18358-9). Action Sept. 29.

■ Hearing Examiner David I. Kraushaar in Waterbury, Conn. (WATR Inc. [WATR-TV]), TV proceeding, on request of Broadcast Bureau, extended to Oct. 3 time to file reply briefs in response to proposed findings of fact and conclusions of law (Doc. 18376). Action Sept. 30.

Fine

■ KBLU-TV Yuma, Ariz.—FCC ordered payment of \$500 forfeiture for violation of rules. Action Oct. 1.

Call letter action

■ WJMN(TV), WFRV Inc., Escanaba, Mich. Granted WJMN-TV.

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.

■ KRCR-TV Redding, Calif. (Sacramento Valley Television Inc.), Contract dated June 19, 1969; effective July 1, 1969, to July 1, 1971. No first call right. Programs delivered to AT&T testboard in Redding. Network rate, \$375; compensation paid at 30% prime time, multiplied by 106.667%.

■ WAGM-TV Presque Isle, Me. (Arroostook Broadcasting Corp.), Contract dated Aug. 8, 1969, replaces one dated Oct. 29, 1968; effective Sept. 15, 1969, to Sept. 15, 1971. No first call right. Program delivery information, network rate and compensation not indicated.

■ WIMA-TV Lima, Ohio (WLOK-TV Inc.), Contract dated Aug. 8, 1969, replaces one dated Jan. 18, 1968; effective Oct. 1, 1969, to Oct. 1, 1971. First call right. Programs delivered to station at its expense via off-air pickup from WDHO-TV Toledo, Ohio. Network rate and compensation not indicated.

CBS

■ Formula: Same as ABC.

■ WEHT(TV) Evansville, Ind. (Gilmore Broadcasting Corp. of Indiana), Amendment dated Feb. 28, 1969, amends contract dated Feb. 27, 1967; effective Jan. 29, 1967, to April 4, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$425; compensation paid at 32% prime time.

■ WKBD-TV Detroit (Kaiser Broadcasting Corp.), Contract dated Aug. 28, 1969; effective Sept. 1, 1969, to Aug. 31, 1970. First call right. Programs delivered to station. Network rate, \$425; compensation paid at 30% prime time.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broad-

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cast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filed 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.

■ **WHMA-TV** Anniston, Ala. (Anniston Broadcasting Co.). Contract dated Aug. 13, 1969; effective Sept. 14, 1969 (or as soon as station begins operation), for one year. Agreement will terminate if not in effect by Feb. 13, 1970. No first call right. Programs delivered to WAPI-TV Birmingham, Ala., and delivered to station at its expense. No compensation indicated.

■ **WFGA-TV** Jacksonville, Fla. (Channel 12 of Jacksonville—Joint venture). Contract dated Feb. 15, 1968, replaces one dated May 16, 1961; 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, \$925; compensation paid at 33 1/3% of all equivalent hours, multiplied by prime-time rate.

■ **KTSM-TV** El Paso (Tri-State Broadcasting Co.). Amendment dated May 5, 1969, amends contract dated Dec. 1, 1967; effective Dec. 1, 1967, to Sept. 15, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$400 (\$425 as of Nov. 1, 1969); compensation paid at 33 1/3% of all equivalent hours over 30 hours monthly, multiplied by prime-time rate.

New AM stations

Actions on motions

■ **Chief**, office of opinions and review in Natick, Mass. (Home Service Broadcasting Corp. and Natick Broadcast Associates Inc.). AM proceeding, granted motion by Natick Broadcast Associates and extended through Oct. 14 time to file opposition to petition for reconsideration and grant of Home Service Broadcasting Corp.'s application (Docs. 18640-1). Action Oct. 1.

■ **Hearing Examiner** Basil P. Cooper in Hartsville and Florence, both South Carolina (Community Broadcasting Co. of Hartsville and Eastern Carolina Broadcasters Inc.). AM proceeding, ordered record left open until Oct. 10 to enable Eastern Carolina Broadcasters Inc. to submit formal offer of Eastern Carolina engineering exhibit with request that it be received in evidence (Docs. 18198-9). Action Sept. 29.

■ **Hearing Examiner** Thomas H. Donahue in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.). AM proceeding, set certain procedural dates and scheduled hearing for Dec. 8 (Docs. 18204-5). Action Oct. 1.

■ **Hearing Examiner** Charles J. Frederick in Louisa, Ky. (Lawrence County Broadcasting Corp. and Two Rivers Broadcasting Inc.). AM proceeding, Examiner received letter from Lawrence County Broadcasting Corp. requesting that he withhold further work by himself pending survey purportedly being made by applicant; ordered that Lawrence County Broadcasting Corp. may file motion immediately upon release of order for oral argument; ordered record reopened to accommodate any proper pleadings (Doc. 18235-6). Action Sept. 26.

■ **Hearing Examiner** Isadore A. Honig in Warrenton, N. C. (Warren County Radio and Radio Voice of Warrenton). AM proceeding, in view of continuing pendency before review board of applicants' joint request, approval of which could obviate further proceedings before examiner, on examiner's motion, postponed to Oct. 27 and Nov. 3 date for exchange of exhibits and notifications of witnesses, respectively; further postponed hearing to Nov. 12. (Docs. 18501-2). Action Sept. 29.

■ **Hearing Examiner** Ernest Nash in Mt. Pleasant, Iowa (Pleasant Broadcasting Co., Chariton Radio Co., Broadcasting Co. of Iowa, Inc. and Mount Pleasant Radio Co.). AM-FM proceeding, granted in part motion by Chariton Radio Co. and Mount Pleasant Radio Co. and extended certain procedural dates and extended hearing to Nov. 12; (Docs. 18594-7). Action Sept. 29.

■ **Hearing Examiner** Herbert Sharfman in Globe, Ariz. (Mace Broadcasting Co.). AM proceeding, on request of applicant, further

extended to Oct. 24 time to file proposed findings of fact and conclusions and to Nov. 21 time to file replies (Doc. 18225). Action Oct. 1.

Other actions

■ **Review board** in Sumiton, Ala., AM proceeding, Docs. 18204-05, granted petition for extension of time filed Oct. 3 by Sumiton Broadcasting Inc. Action Oct. 6.

■ **Review board** in Boynton Beach, Fla., AM proceeding, Docs. 18310-12, scheduled oral argument before panel of review board for Oct. 23. Action Oct. 1.

■ **Review board** in St. Louis AM proceeding, Docs. 17210, et al., granted joint petition for partial reconsideration filed July 10 by St. Louis Broadcasting Co., Home State Broadcasting Corp. and Six-Eighty-Eight Broadcasting Co. Action Oct. 1.

■ **Review board** in Stirling, N. J., AM proceeding, Docs. 18292-18593, granted motion to accept late filed petition to enlarge issues, filed Aug. 8, by K & M Broadcasters Inc.; granted to extent indicated and denied in all other respects, petition to enlarge issues, filed Aug. 8 by K & M Broadcasters Inc. Action Oct. 6.

■ **Review board** in Parma, Ohio—AM proceeding, Docs. 18368-69, granted joint request for dismissal of application, filed Feb. 10 by Sundial Broadcasting Inc. and Howard L. Burris; agreement approved; application of Sundial dismissed with prejudice; proceeding held in abeyance pending further action. Action Oct. 7.

■ **Review board** in Greencastle, Pa., AM proceeding, Docs. 18492-93, dismissed petition to enlarge issues filed April 10 by TV Cable of Waynesboro Inc. Action Oct. 2.

■ **Review board** in Waynesboro, Pa., AM proceeding, Doc. 18493, granted motion for extension of time filed Oct. 2 by TV Cable of Waynesboro Inc. Action Oct. 6.

Existing AM stations

Application

■ **KODA** Houston—Seeks mod. of license to change to 1010 kc. 250 w. 5 kw-LS, DA-D, S.H.: 6:00 a.m. or sunrise, whichever is earlier to local sunset. Ann. Oct. 6.

Final actions

■ **Broadcast Bureau** granted renewal of licenses for following: KPLY Crescent City, Calif.; WJWL Georgetown, Del.; WKST New Castle, WRCF Philadelphia and WSEW Selinsgrove, all Pennsylvania. Actions Sept. 30.

■ **Broadcast Bureau** granted licenses covering installation of auxiliary trans. for following: WCIR Beckley, W. Va.; WSL Roanoke, Va. Action Oct. 1.

■ **WUNI** Mobile, Ala.—Broadcast Bureau granted license covering use of auxiliary trans. Action Sept. 29.

■ **KHOS** Tucson, Ariz.—Broadcast Bureau granted license covering use of former main trans. as alternate main night-auxiliary day trans. Action Sept. 29.

■ **KLOA** Ridgecrest, Calif.—Broadcast Bureau granted remote control. Action Sept. 30.

■ **WMAL** Washington — Broadcast Bureau granted license covering installation of alternate-main trans. Action Oct. 1.

■ **WUST** Washington — Broadcast Bureau granted CP to install formerly licensed trans. for auxiliary purposes only. Action Oct. 2.

■ **WGNP** Indian Rocks Beach, Fla.—Broadcast Bureau granted mod. of license covering change in remote control location to north of State Road 694, Pinellas Park, Fla. Action Sept. 29.

■ **WIFE-AM-FM** Indianapolis—FCC granted license renewal applications of Star Stations of Indiana Inc. for six months, subject to conditions requiring institution of management system of internal controls (Doc. 16612). Star must file new applications within 90 days. Action Sept. 17.

■ **KRCB** Council Bluffs, Iowa—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Oct. 3.

■ **KSO** Des Moines, Iowa—Broadcast Bureau granted mod. of license covering change in name to Stoner Broadcasting System Inc. Action Oct. 3.

■ **WRKO** Boston—Broadcast Bureau granted license covering increase in MEOV. Action

Oct. 3.

■ **WKAR** East Lansing, Mich. — Broadcast Bureau granted license covering increase in power and installation of DA-D. Action Oct. 3.

■ **KWK** St. Louis—FCC denied petition for reconsideration and application for review filed by Karin Broadcasting Co., corporation representing majority of employees of interim operator former KWK (Docs. 17210-15, 17217, 17219). Karin filed requests Aug. 4 as part of continuing opposition to commission actions approving joint request by eight applicants for assignment of license for 1380. Action Oct. 1.

■ **WTBQ** Warwick, N. Y.—Broadcast Bureau granted license covering new station; specify type trans.; studio and remote control location: 7 Oakland Avenue. Action Sept. 30.

■ **WONE** Dayton, Ohio—FCC granted application of Group One Broadcasting Co. requesting change from DA-D & N to DA-N only; petition by Muncie Broadcasting Corp., licensee of WERK Muncie, Ind., opposing application was denied. Action Oct. 1.

■ **WAVA** Arlington, Va.—FCC denied application by United States Transdynamics Corp. for mitigation or remission of \$500 forfeiture imposed for rule violation. Action Oct. 1.

■ **WKEX** Blacksburg, Va.—Broadcast Bureau granted license covering new station. Action Oct. 1.

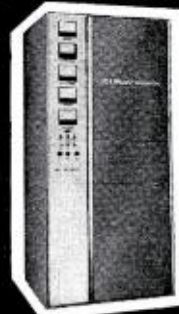
■ **WDBJ** Roanoke, Va.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Oct. 1.

■ **KWSU** Pullman, Wash.—Broadcast Bureau granted CP to install alternate main trans. at new trans. location; condition. Action Sept. 29.

■ **WDUZ** Green Bay, Wis.—Broadcast Bureau granted license covering change in ant.-location, change ground-system. Action Oct. 3.

■ **WEVR** River Falls, Wis.—Broadcast Bureau granted license covering new station. Action Oct. 3.

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Summary of broadcasting

Compiled by FCC, Oct. 1, 1969

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,251 ¹	3	7	4,261	74	4,335 ¹
Commercial FM	2,010	0	43	2,053	140	2,193
Commercial TV-VHF	495	2	50	545	17	563
Commercial TV-UHF	121	0	54	175	142 ²	317
Total commercial TV	616	2	63	681	158	840
Educational FM	375	0	10	385	44	429
Educational TV-VHF	71	0	7	77	7	84
Educational TV-UHF	89	0	16	105	13	118
Total educational TV	160	0	22	182	20	202

* Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

Fines

■ WPAT Paterson, N. J.—FCC notified of apparent liability for forfeiture of \$500 for failure to include in yearly equipment performance measurements description of instruments used and procedures followed in obtaining required data, failure to include measurement data showing spurious radiations not present to degree capable of causing objectionable interference for both main and alternate main trans., failure to make regular inspections transmitting equipment and failure to log these inspections. Action Oct. 1.

■ KOOS Coos Bay, Ore.—FCC ordered to forfeit \$100 for operation with more than 10% below authorized power. Action Oct. 1.

■ WHOL Allentown, Pa.—FCC ordered to forfeit \$500 for failure to make required daily vis. observations of tower lights, failure to make entries in operating logs, failure to log time carrier was turned on or off and failure to log station identification announcements. Action Oct. 1.

■ WIOO Carlisle, Pa.—FCC ordered to forfeit \$700 for failure to employ operators holding a valid radiotelephone first class operator license and failure to make complete inspection of all transmitting equipment in use. Action Oct. 1.

Call letter application

■ WADS, Valley Broadcasting Co., Ansonia, Conn. Requests WTNO.

New FM stations

Applications

■ Banning, Calif.—Stolte Inc. Seeks 101.7 mc. 3 kw. Ant. height above average terrain minus 413 ft. P. O. address: 8451 San Leandro Street, Oakland, Calif. 94621. Estimated construction cost \$19,335; first-year operating cost \$36,000; revenue \$40,000. Principals: George C. Looz, president (39%), F. C. Stolte, treasurer (38%), et al. Messrs. Looz and Stolte have interests in mechanical subcontractors. Ann. Oct. 1.

■ Leonardtown, Md.—Tidewater Broadcasting Co. Seeks 97.7 mc. 3 kw. Ant. height above average terrain 237 ft. P. O. address: Box 346, Leonardtown 20650. Estimated construction cost \$18,675; first-year operating cost \$7,000; revenue \$8,000. Principals: Elton M. and Richard A. Myers, each 50%. Mr. and Mrs. Myers own WKIK(AM) Leonardtown. Ann. Oct. 3.

■ Albuquerque, N. M.—Aiz Tele-Communications Inc. Seeks 107.9 mc. 27.5 kw. Ant. height above average terrain 517 ft. P. O. address: Box 1047, Albuquerque 87103. Estimated construction cost \$4,500; first-year operating cost \$3,500; revenue \$10,000. Principals: John Deme, president, et al. Ann. Oct. 3.

■ Lima, Ohio—Riggs-Bussard Broadcasting Corp. Seeks 104.9 mc. 3 kw. Ant. height above average terrain 219.6 ft. P. O. address: 940 Cook Tower, 121 West High Street, Lima 45802. Estimated construction cost \$30,475; first-year operating cost \$15,500; revenue \$14,500. Principals: Richard H. Riggs and Paul Bussard (each 50%). Principals own WCIT(AM) Lima, Mr. Riggs owns retail ice cream outlet. Ann. Oct. 1.

■ Sequin, Tex.—Sequin Broadcasting Inc. Seeks 105.3 mc. 37.15 kw. Ant. height above average terrain 135 ft. P. O. address: 609 East Court Street, Box 989, Sequin 78155.

Estimated construction cost \$42,708; first-year operating cost \$17,580; revenue \$20,000. Principals: Edith O. Kiel, president (51%), Edward A. Sagebiel, vice president (40%), et al. Principals have respective interests in KWED(AM) Sequin, Tex. Ann. Sept. 23.

Final actions

■ Havana, Ill.—Illinois Valley Broadcasting Co. FCC granted 99.3 mc. 3 kw. Ant. height above average terrain 300 ft. P. O. address: c/o Robert L. Martin, 219 West Market, Havana, Ill. 62644. Estimated construction cost \$45,489.66; first-year operating cost \$36,000; revenue \$40,000. Principals: M. Kent Whitten and Lawrence G. and Robert L. Martin (each 33 $\frac{1}{3}$ %). Mr. Whitten is salesman, Lawrence Martin owns insurance and real estate agency, Robert Martin owns commercial printing and publishing firm. Action Oct. 1.

■ Cedar Rapids, Iowa—Mount Mercy College, Broadcast Bureau granted 88.9 mc. TPO 10 w. Ant. height above average terrain 141 ft. P. O. address: 1330 Elmhurst Drive, Northeast, Cedar Rapids 52402. Estimated construction cost \$323; first-year operating cost \$225; revenue none. Principals: Board of Trustees, Thomas Donovan, chairman of board, et al. Action Oct. 3.

■ Hastings, Neb.—Area Vocational Technical School #1, Broadcast Bureau granted 88.1 mc. TPO 10 w. Ant. height above average terrain 58 ft. P. O. address: Box 1024, Hastings 68901. Estimated construction cost \$4,989; first-year operating cost \$250; revenue none. Principals: Board of Trustees, Ken Wortman, president, et al. Action Oct. 2.

Actions on motions

■ Chief, Office of Opinions and Review in Washington (Pacific Foundation and National Education Foundation Inc.), FM proceeding, granted in part petition by Broadcast Bureau and extended to Oct. 7 time to file comments on petition for reconsideration of petition to deny filed by National Feb. 28 (Docs. 18634-5). Action Sept. 30.

■ Chief, Broadcast Bureau, on request of Grundy County Broadcasters Inc., licensee of WCSJ Morris, Ill., extended to Oct. 14 time to file replies to oppositions by Radio Morris, licensee of WRMI-FM Morris, in matter of amendment of rules for assignment of ch. 288A to Coal City, Ill. Action Oct. 6.

■ Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Dearborn County Broadcasters and Grecco Inc.), FM proceeding, on request of Dearborn County, continued hearing to Oct. 7 (Docs. 18264-5). Action Sept. 30.

■ Chief Hearing Examiner Arthur A. Gladstone in Rochester and Henrietta, both New York (David H. Poliner, Richard G. Greener and Michael J. Sears, Auburn Publishing Co., What The Bible Says Inc. and Monroe County Broadcasting Inc.), FM proceeding, designated Hearing Examiner Isadore A. Honig as presiding officer; and scheduled prehearing conference for Nov. 10 and hearing for Dec. 8 (Docs. 18673-6). Action Sept. 29.

■ Hearing Examiner Forest L. McClennan in Glendale, Ariz. (Glendale Broadcasting Corp.), FM proceeding, on request of Glendale Broadcasting Corp., continued hearing to Oct. 27 (Doc. 18486). Action Oct. 1.

■ Hearing Examiner Ernest Nash in Wichita, Kan. (JACO Inc. and KAKE-TV and Radio Inc.), FM proceeding, on request of KAKE-TV, set certain procedural dates and rescheduled hearing for Oct. 30 (Doc. 18515-6). Action Sept. 30.

■ Hearing Examiner James F. Tierney in

Paoli and Jeffersonville, both Indiana (King & King Broadcasters and Wireless of Indiana), FM proceeding, scheduled certain procedural dates and continued to Nov. 17 evidential phase of proceeding (Docs. 18614-5). Action Sept. 29.

■ Hearing Examiner James F. Tierney in Middlesboro, Ky. (Cumberland Gap Broadcasting Co.), FM proceeding, continued hearing to Nov. 20 (Doc. 18520). Action Sept. 29.

Other actions

■ Thomasville, Ga.—FCC denied application by Triple C Broadcasting Corp. asking review of review board decision granting CP for new FM at Thomasville to Thomasville Broadcasting Co. (Docs. 17853-4). Action Oct. 1.

■ Review board in Waukegan, Ill., FM proceeding, Docs. 13292, 13940 & 17242, granted petition for remand or alternative relief, filed July 1 by Chief, Broadcast Bureau; provided that if within 5 days of release date of order, parties file notice of intention to stipulate, then stipulation shall be filed within 30 days and review board will retain jurisdiction of proceeding. Action Oct. 3.

■ Review board in Corydon, Ind., FM proceeding, Docs. 18636-39, granted petition for extension of time, filed Sept. 29 by Broadcast Bureau, extended to Oct. 7 time to file responsive pleadings to petition to enlarge issues filed Sept. 9 by Radio 900 Inc. Action Oct. 1.

Rulemaking petition

■ FCC proposed assignment of ch. 296A to Concord, N. H., in further notice of proposed rulemaking (Doc. 18125); proposal would move ch. 296A at Portsmouth, N. H., presently vacant and unapplied for, to Concord. Action Oct. 1.

Rulemaking action

■ Muncie, Ind.—FCC denied petition by Muncie Broadcasting Corp. requesting rulemaking to amend FM table of assignments to assign ch. 244A at Muncie by removing it from Celina, Ohio, and substituting ch. 228A at Celina. Action Oct. 1.

Call letter applications

■ Fort Wayne Broadcasting Co., Ft. Wayne, Ind. Requests WCMX(FM).

■ John R. & Jeannette Banovzi, Henderson, Nev. Requests WCNA(FM).

Call letter actions

■ Greenville Broadcasting Co., Greenville, Miss. Granted WBAQ(FM).

■ R. Edward Ceries, Albuquerque, N. M. Granted KMAP(FM).

■ Charles Hubert Kobs, Orange, Tex. Granted KOBS-FM.

■ Board of Education of Iron County School District, Parowan, Utah. Granted *KPWN(FM).

Existing FM stations

Final actions

■ Broadcast Bureau granted licenses covering following new stations: *KEBS-FM San Diego; *KTUH(FM) Honolulu; *WLEX(FM) Lexington, Ky.; *KEHG-FM Fosston, Minn.; *KDEX-FM Dexter, Mo.; *WIUP-FM Indiana, Pa.; *WOGM(FM) Bellefontaine, Ohio; *KKMA(FM) Pryor, Okla.; *WVNY(FM) Burlington, Vt. Action Sept. 29.

■ KMAX(FM) Arcadia, Calif.—Broadcast Bureau granted license covering change in station, studio, and trans. location; make changes in ant. system, ant. height minus 240 ft. Action Sept. 29.

■ *KVHS(FM) Concord, Calif.—Broadcast Bureau granted CP to change type trans.: ERP to 250 w.; ant. height to minus 195 ft. Action Oct. 2.

■ KKNU(FM) Fresno, Calif.—FCC waived rules and granted application of Broadcast Industries Inc. to move trans. and main studio site and to change facilities: trans. and main studio from 8 miles northeast of Fresno to site 0.28 mile south of Meadow Lakes, on Bald Mountain, 30 miles northeast of center of Fresno: ERP 1.60 kw, ant. height 1,980 ft. Action Oct. 1.

■ KWAV(FM) Monterey, Calif.—Broadcast Bureau granted license covering new ant.; make changes in ant. system. Action Oct. 3.



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 9600 Aldrich Avenue South
 Minneapolis, Minnesota 55420

■ WIHS(FM) Middletown, Conn.—Broadcast Bureau granted license covering new station; specify type trans. and ant.; studio and remote control location at 438 Main Street. Action Sept. 29.

■ WWDG-FM Washington—Broadcast Bureau granted license covering use of auxiliary trans. on main ant.; ant. height to 400 ft.; ERP to 2.5 kw. Action Oct. 1.

■ WRBN-FM Warner Robins, Ga.—Broadcast Bureau granted mod. of CP to change type ant. Action Oct. 2.

■ WPOK-FM Pontiac, Ill.—Broadcast Bureau granted license covering new station. Action Oct. 3.

■ KWAU(FM) Webster City, Iowa—Broadcast Bureau granted mod. of CP to change type trans. and type ant. Action Oct. 2.

■ Kennebec Valley Broadcasting System Inc., Skowhegan, Me.—Broadcast Bureau granted mod. of FM CP to change type trans.-ant.; ERP to 2110 kw; ant. height to 350 ft.; remote control permitted: condition. Action Oct. 2.

■ WLLH-FM Lowell, Mass.—Broadcast Bureau granted license covering new trans.; change ERP to 32 kw. Action Sept. 29.

■ WHLS-FM Port Huron, Mich.—Broadcast Bureau granted license covering installation of new trans. and ant.; remote control permitted. Action Sept. 29.

■ WLOL-FM Minneapolis—Broadcast Bureau granted license covering change in ERP to 72 kw. Action Oct. 3.

■ WJON-FM St. Cloud, Minn.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; remote control permitted. Action Oct. 2.

■ KRST(FM) Albuquerque, N. M.—Broadcast Bureau granted license covering installation of new ant. Action Sept. 29.

■ WKAL-FM Rome, N. Y.—Broadcast Bureau granted license covering new station. Action Oct. 3.

■ *WUHS(FM) Urbana, Ohio—Broadcast Bureau granted license covering new station. Action Oct. 3.

■ Dilleo Broadcasting Co., Washington, Pa.—Broadcast Bureau granted mod. of FM CP to change ant.-trans. location to McLane Road, change trans., change ant. orientation. Action Oct. 2.

■ WUPR-FM Utuado, P. R.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; ant. height to 710 ft.; granted mod. of CP to extend completion date to Feb. 15, 1970. Action Oct. 3.

■ WNOK-FM Columbia, S. C.—Broadcast Bureau granted license covering new trans. and ant.; changes in ant. system, ant. height 460 ft.; ERP to 100 kw. Action Sept. 29.

■ *KNTU(FM) Denton, Tex.—Broadcast Bureau granted CP to replace expired permit for new station. Action Oct. 2.

■ KLJT(FM) Lake Jackson, Tex.—Broadcast Bureau granted mod. of license covering change in studio location; provisions of rules waived to extent of permitting relocation of studio beyond corporate limits of Lake Jackson, at eastern intersection Highway 288 and Avenue F. Freepoint; remote control permitted. Action Oct. 2.

■ WKDE-FM Altavista, Va.—Broadcast Bureau granted license covering new station; specify type trans. Action Sept. 29.

■ *WUVT-FM Blacksburg, Va.—Broadcast Bureau granted license covering new station; specify type ant. Action Sept. 29.

■ *WMRA(FM) Harrisonburg, Va.—Broadcast Bureau granted license covering new station. Action Oct. 1.

■ WNVA-FM Norton, Va.—Broadcast Bureau granted license covering new station, specify studio location. Action Oct. 3.

■ WJLM(FM) Salem, Va.—Broadcast Bureau granted license covering new station, specify type trans. Action Oct. 1.

■ WTZE-FM Tazewell, Va.—Broadcast Bureau granted license covering new station; specify type trans. Action Oct. 1.

■ WESR-FM Tasley, Va.—Broadcast Bureau granted license covering new station. Action Oct. 1.

■ KCYS(FM) Richland, Wash.—Broadcast Bureau granted mod of license covering change in studio and remote control location; provisions of rules waived to extent of permitting relocation of main studio beyond corporate limits of Richland, at West Lewis and Route 28, Pasco. Action Oct. 2.

■ *WHMD(FM)—Broadcast Bureau granted license covering installation of new trans.; specify type trans. Action Oct. 3.

Other action

■ KRON-FM-TV San Francisco—Hearing Examiner Chester F. Naumowicz Jr. directed Chronicle Broadcasting Co. to make series of documents covering activities and policies available in proceeding for renewal of licenses (Doc. 18500). Action Oct. 2.

Fines

■ WBNC-FM Conway, N. H.—FCC ordered to forfeit \$200 for repeated failure to observe provisions of former rules by failing to make performance measurements at yearly interval. Action Oct. 1.

■ WSVS-FM Crewe, Va.—FCC ordered to pay \$200 forfeiture for repeated violation of rules in that licensee failed to make equipment performance measurements at required yearly intervals and to have them available for inspection. Action Oct. 1.

Call letter application

■ WFAV(FM), Little Chief Broadcasting Co., Fayetteville, Ark. Requests KKEG(FM).

Call letter actions

■ KMYR(FM), Karlo Broadcasting Ltd., Denver. Granted KHOW-FM.

■ KHER-FM, Radio Longview Inc., Longview, Tex. Granted KHER(FM).

■ KGMI-FM, International Good Music, Bellingham, Wash. Granted KVGW(FM).

■ WOVE-FM, Kenneth J. Crossthwait, Welch, W. Va. Granted WKJC(FM).

■ WAXO(FM), Zion-Benton Broadcasting Corp., Kenosha, Wis. Granted WKZN(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-permitting auxiliaries: WAJR Morganstown, W. Va.; WARK Hagerstown, Md.; WELU Salem, Va.; WCIR Beckley, W. Va.; WCMN Norfolk, W.D.C. Clinchco, and WEER-AM-FM Warrenton, all Virginia; WFSP Kingwood, W. Va.; WKBA Vinton and WKEY Covington, both Virginia; WKIK Leonardtown, Md.; WLGM Lynchburg, WNRG Grundy, WNVN Norton, WROV Roanoke and WTZE Tazewell, all Virginia; WNST Washington; WVAR Richmond, W. Va.; WCMN-FM Norfolk, Va.; WHFS(FM) Bethesda, Md.; WJJS-FM Lynchburg, Va.; WJMD(FM) Bethesda, Md.; WKNA(FM) Charleston and WOVE-FM Welch, both West Virginia; WDCA-TV and WTTG(TV) both Washington; WLEE Richmond, WLEX-TV Petersburg, WXRI(FM) Norfolk and WYAH-TV Portsmouth, all Virginia; WJDY Salisbury and WGMS Bethesda, both Maryland; WGMS-FM and WMAL, both Washington; WINA-AM-FM Charlottesville, Va. Action Sept. 30.

■ Broadcast Bureau granted renewal of licenses for following VHF translators. K10GA Sandpoint, Priest River and Priest Lake, K13FQ rural Minidoka county, Burley and rural Cassia county, K08DU Ahsahka and Riverside, K11DK and K13EG both Ahsahka, K06DE and K07AH both Halley, K07EW, K09IC and K11ID all Stites, K04EN Glens Ferry, K09AQ Ketchum, K13HG Ketchum and Sun Valley, K09GK and K11BJ both White Bird, K09IR Albion, Malta, Elba and rural area near Idaho. K10BF and K12BD both Koonska, K05DC Cambridge, K05DD Glens Ferry, K12CB Boise and Colliester, K12EZ McCall and New Meadows, K13GO Cascade, K13GW Council, K08BQ Lapwai, K11HZ Middle Fork of Clearwater River, K02CE North Fork, K07BQ and K09AX both Peck, K05BE Lemhi, Baker and Lemhi Valley, all Idaho; K12EW Colstrip, K09BF Deer Lodge, K09BW and K11CB both Forsythe, K11AA and K13IK both Terry, all Montana, K12AX Ranchester, Wyo. Action Sept. 30.

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K75AE, K72AL and K81AC all Grangeville, Cottonwood, Craigmont and Nezperce, K70BA, K72CY, K74CK and K76AH all Lewiston, K09HN Cambridge, Midvale and rural area east of Cambridge, K09HP Mountain Home, K09HS Glens Ferry, K10FD McCall and New Meadows, K11CR Cascade, K13IA Lowman, K04EF Ketchum, Sun Valley and Halley, K11HA Council, K10CW Carmen, K05CJ and K10AW both Challis, K05AL Clayton, K07CP, K09CK and K11CR all Ferdinand, all Idaho; K04ET and K06ER both Oxbow Power Plant Camp, Ore.-Idaho; K11AG and K13AH both Inkom, K09DF, K11DL and K13FA all Juliaetta, K08AW Koonska, K07AQ, K09AL

and K13AP all Kamiah, all Idaho. Action Sept. 30.

Modification of CP's, all stations

■ Broadcast Bureau granted mod of CP's to extend completion dates for following: KVSP(FM) Vacaville, Calif., to Nov. 1; WRVI(FM) Winnebago, Ill., to Nov. 15; WKYT-TV Lexington, Ky., to March 30, 1970; *WMEH-FM Bangor, Me., to Feb. 24, 1970; WPGC-FM Morningside, Md., to Jan. 15, 1970; WJAG-FM Norfolk, Neb., to March 25, 1970; WBYM-FM Bayamon, P. R., to March 17, 1970; WKBM-TV Caguas, P. R., to March 30, 1970; KTFM(FM) San Antonio, Tex., to Nov. 20. Action Sept. 30.

Other actions, all services

■ Broadcast Bureau notified of apparent forfeiture liabilities in amounts specified, for violations of rules in that renewal applications were not timely filed: \$100 WDHA-FM Dover, N. J.; \$100, WLVP(FM) Franklin, N. J.; \$100, WRLB(FM) Long Branch, N. J.; \$25.00, WAAT Trenton, N. J.; \$200, WBRV Boonville, N. Y.; \$100, WEHH Elmira Heights-Horseheads, N. Y.; \$100, WEHH-FM Elmira Heights-Horseheads, N. Y.; \$100, WYBG Messena, N. Y., and \$25.00, WNCN(FM) New York. Licensees have 30 days to pay or contest the forfeitures. Action Sept. 30.

■ Hearing Examiner James F. Tierney in matter of American Broadcasting Companies Inc., renewal of authority to deliver network radio and TV programs to stations in Canada and Mexico, ordered date and time for taking depositions be matters for agreement among counsel for all parties; denied Broadcast Bureau's request for protective order (Doc. 18606). Action Sept. 30.

Translator actions

■ Ulysses S. Bartmess, Bieber, Calif.—Broadcast Bureau granted CP's for new VHF translators to serve Bieber, Little Valley and Fall River Mills on ch. 6 by rebroadcasting KHSI-TV Chico, Calif.; ch. 4 by rebroadcasting KCRA-TV Sacramento, Calif. Action Sept. 29.

■ Ulysses S. Bartmess, Fall River Mills, Calif.—Broadcast Bureau granted CP's for new VHF translators to serve Hat Creek and Burney on ch. 13 by rebroadcasting KHSI-TV Chico and Fall River Mills, Hat Creek and Burney on ch. 11 by rebroadcasting KCRA-TV Sacramento. Action Sept. 29.

■ K71BW Hays, Kan.—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator to March 30, 1970. Action Sept. 30.

■ Hobes Radio and Electronics, near Somerset, Ky.—Broadcast Bureau granted CP for new VHF translator to serve Burnside and Somerset on ch. 12 by rebroadcasting WKYT-TV Lexington, Ky. Action Sept. 30.

■ K10GN Reno—Broadcast Bureau granted CP to change frequency of VHF translator to ch. 11; change call sign to K11JN. Action Sept. 29.

■ FCC granted application for transfer of control of Winter Garden Translator Systems Inc. from Grant D. Mendenhall, et al., to Cable Capital Corp., CATV operator. Winter Garden is licensee of translator stations K74CF, K81AO and K83AM all Carrizo Springs and Crystal City, both Texas.

CATV

Final actions

■ Manatee county, Fla.—FCC will deny petition by GT&E Communications Inc., for reconsideration of commission Aug. 22 denial of request for order to prohibit Manatee Cablevision Inc. from starting operation of CATV facilities automatically if, within three work days after release date of action, Manatee Cablevision files statement that it has discontinued and will not undertake construction and operation of additional CATV distribution facilities while proceeding (Doc. 18610) is pending. Action Oct. 1.

■ Clovis, N. M.—FCC denied petition by Midwest Video Corp. requesting reconsideration of commission grant of application of Marsh Media Ltd., for new VHF translator (K06GF) to serve Clovis. Action Oct. 1.

■ FCC denied request by Valley TV Cable Inc., New York, and Valley TV Cable Inc., Pennsylvania, operator of CATV systems at

Sayre, Athens and South Waverly, all Pennsylvania, and Barton and Waverly, both New York, asking waiver of program exclusivity requirements of rules. Action Oct. 1.

■ California, Pa.—FCC ordered Southwest Pennsylvania Cable TV Inc., operator of 1,300-subscriber CATV system, to comply with program exclusivity requirements within 30 days. Southwest sought waiver of provisions not to provide program exclusivity for WITC-TV Pittsburgh, as opposed to those of WTRF-TV Wheeling, W. Va.; commission denied request. Action Oct. 16.

■ Walla Walla, Wash.—FCC approved permission to carry distant signals of KTVW-TV Tacoma, Wash., by the H & B Communications Corp., over CATV system. In same action, commission held in abeyance H & B's request for permission to carry distant signals of KVOS-TV Bellingham, Wash. Action Oct. 1.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Mt. Carmel, Pa. (Kar-Mel CATV Systems Inc.), CATV proceeding, continued evidentiary hearing to date to be specified at Nov. 21 further prehearing conference (Doc. 18630). Action Sept. 29.

■ Hearing Examiner Chester F. Naumowicz Jr. in Rensselaer, Ind. (TV Cable Co. of Rensselaer Inc.), CATV proceeding, on examiner's motion, continued further hearing conference to Oct. 8 (Doc. 18575). Action Sept. 29.

Other action

■ Review board in Williamsport, Pa., CATV proceeding, Doc. 18581, granted to extent indicated, appeal from examiner's ruling and alternative request for clarification or enlargement of issues, filed Aug. 15 by Newhouse Broadcasting Corp. Action Oct. 6.

Ownership changes

Applications

■ WIGO(AM) Atlanta: WYDE(AM) Birmingham, Ala., and WWVA-AM-FM Wheeling, W. Va.—Seek assignment of licenses from Basic Communications Inc. to Basic Communications Inc. for \$1.5 million. \$300,000 to Emil Mogul and 389,091 shares of Medical Investment Corp. (Total value of sale—about \$6,850,000). Sellers: Emil Mogul, president (50.8%), et al. Mr. Mogul will continue to run stations, will become senior vice president of Medical Investment and proposed as member of that company's board of directors. Buyers: Medical Investment Corp., 100% Thomas K. Scallen, president, et al. Medical Investment is publicly held company. It owns Shipstads and Johnson Ice Follies; Blaine Thompson Co., New York, advertising firm oriented to entertainment industry, and Royal Typographers Inc., New York, company which does typesetting primarily for advertising industry. Medical Investment also has interests in banking, land development and leasing of medical equipment. Ann. Oct. 1.

■ WUST(AM) Washington and WJMD(FM) Bethesda, Md.—Seek transfers of control of Atlantic Broadcasting Co. from Daniel, Milton, Jack and Walter Diener (as group, 100% before, none after) to San Juan Racing Association Inc. (none before, 100% after). Consideration: exchange of stock. Principals of San Juan Racing Association: Hyman N. Glickstein, president (7.7%), et al. Mr. Glickstein is law firm partner. Buyers own raceways. Ann. Oct. 1.

■ KARL-FM Carlsbad, Calif.—Seeks assignment of license from Radio Karl Inc. to Far West Broadcasting Corp. for \$72,500. Seller: Irene Boss, sole owner. Buyers: Hugh R. Murchison, president (51%), and Milton S. Martin, vice president-secretary-treasurer (49%). Mr. Murchison owns 11% of KWHY-TV Hollywood and is Los Angeles police officer. Mr. Martin owns bookkeeping and tax service firm and is controller for KWHY-TV. Ann. Oct. 1.

■ KPAL(AM) Palm Springs, Calif.—Seeks assignment of license from KPAL Broadcasting Corp. to R. R. Moore Corp. for \$235,000. Sellers: Leonard Malzlish, administrator of estate of Harry Malzlish, et al. Buyers: Rozene R. Moore, sole owner. Ann. Oct. 1.

■ WWPB(FM) Miami—Seeks assignment of license from Paul Brake to Robert W. Sudbrink for \$300,000. Seller: Paul Brake, sole owner. Buyer: Mr. Sudbrink owns WRIZ(AM) Coral Gables, Fla. KLVF-FM Pasadena, Tex., 85% of KYND(AM) Burlington, Iowa, and 50% of WRMS(AM) Beards-

town, Ill. Mr. Sudbrink also owns *Illinois Star*, Beardstown, Ill. Ann. Oct. 6.

■ WTRE-AM-FM Greensburg, Ind.—Seeks assignment of license from Clear Tone Broadcasting Inc. to Soundiana Inc. for \$170,000. Sellers: Lloyd E. Kanouse, president, Vivian M. Kanouse, secretary-treasurer, et al. Buyers: William C. Clay Jr., president, R. J. Reynolds, treasurer (each 38%), Robert V. Doll, executive vice president (13.4%), and W. R. Reynolds, secretary (10%). Buyers own WMST-AM-FM Mt. Sterling, WFKY(AM) and WKYW(FM) both Frankfort, all Kentucky and WDLR(AM) Delaware-Marysville, Ohio (see WDLR below) and numerous business interests. Ann. Oct. 1.

■ WJTO(AM) Bath, Me.—Seeks assignment of license from Catherine Porter, executrix of estate of Winslow Turner Porter, deceased (100% before, none after) to Catherine J. Porter (none before, 100% after). No consideration involved. Ann. Oct. 6.

■ WJMS(AM) and NEW FM both Ironwood, Mich.—Seek assignment of license and CP from Upper Michigan-Wisconsin Broadcasting Inc. to Peninsula Broadcasting Co. for \$335,000. Sellers: William L. Johnson, president (61%), Ruby Santini (7%), et al. Buyers: Charles K. Heath, president (98%), and Victoria E. Heath, treasurer (2%). Mr. Heath is former newscaster for NBC News Chicago. Ann. Sept. 24.

■ KICK(AM) Springfield, Mo.—Seeks transfer of control of Kickapoo Prairie Broadcasting Inc. from Mrs. Hanna R. Strauss, executrix of estate of Lester F. Strauss, deceased (50% before, none after) to Hanna R. Strauss, individually (none before, 21.4% after) and as trustee with Jean R. Kramer and Lester H. Rose (none before, 28.5% after). No consideration involved. Ann. Oct. 1.

■ KBON(AM) Omaha—Seeks assignment of license from Blaustein Industries Inc. to Paxton Radio Inc. for \$400,000. Sellers: Jacob Blaustein, et al. Buyers: Harrison M. Fuerst, et al. Buyers own WSLR(AM) Akron, Ohio: WOKO(AM) Albany, N. Y., and KTLK(AM) Denver. Ann. Oct. 1.

■ WJRZ(AM) Hackensack, N. J.—Seeks assignment of license of WJRZ Inc. to Pacific and Southern Inc. for \$6,100,000. Sellers: Steven Ausnit, president, et al. Buyers: Pacific & Southern Broadcasting Inc., 100%. Principals of P & S Broadcasting: Fox, Wells & Rogers (31.8%), DeSales Harrison Jr., chairman of board-treasurer-assistant secretary (11.8%), Arthur H. McCoy, president (11.3%), et al. Buyers own WSTO-AM-TV Atlanta, WSAI-AM-FM Cincinnati, WQXI-FM Smyrna, Ga., KHON-TV Honolulu, KHAU-TV Hilo and KAIL-TV Walluku, both Hawaii. Ann. Oct. 6.

■ WDLR(AM) Delaware, Ohio—Seeks assignment of license from Delaware-Marysville Broadcasting Service Inc. to WDLR Inc. for \$190,000. Sellers: See WTRE-AM-FM Greensburg, Ind. Buyers: John L. Sinclair Jr., president, and John B. Deacon, vice president-treasurer (each 50%). Mr. Sinclair owns 50% of WANT(AM) Richmond, Va., 25% of WCVL(AM) Crawfordsville, Ind., and 50% of chain of eight restaurants. Ann. Oct. 1.

■ KOOS(AM) Coos Bay, Ore.—Seeks assignment of license from KOOS Inc. to Kerry Radio Inc. for \$50,000. Sellers: John W. Sackett, president, et al. Buyers: James F. and Irene L. Johnson sole owners. Ann. Oct. 1.

■ WRIK-TV Ponce, P. R.—Seeks transfer of control of Ponce Television Corp. from Alfredo R. deArellano III (100% before, 19.9% after) to United Artists Broadcasting Inc. (none before, 80.1% after). Consideration: \$6.1 million. Principals of United Artists Broadcasting: United Artists Corp., 100%. United Artists Corp. is wholly owned by Transamerica Corp., a diversified public company. United Artists Broadcasting owns WUAB(TV) Lorain-Cleveland and holds CP for KUAB(TV) Houston. United Artists Corp. is primarily engaged in motion-picture distribution for theaters and TV, and in music publishing and recording fields. Note: Mr. deArellano now holds 82.73% of WRTV-TV. Sale of station is contingent on his acquisition of 17.77% from other stockholders, 10% of which is to be purchased from Ankola Investment Inc. This stock was owned by Luis A. Ferre, but was turned over to Angola when he took office in January 1969 as governor of Puerto Rico. Ann. Sept. 23.

■ KMCO(AM) Conroe, Tex.—Seeks transfer of control of Montgomery County Broadcasting Inc. from Eunice Hardy Smith, et al. (as group, 100% before, none after) to Earle Fletcher (none before, 100% after). Consideration: \$245,000. Principals: Mr. Flet-

cher owns KCLE(AM) Cleburne and 80% of KBAN(AM) Bowie, both Texas. Ann. Sept. 24.

■ KTEM(AM) Temple, Tex.—Seeks transfer of control of Bell Broadcasting Co. from Frank W. Mayborn and C. A. Schulz (as a group, 100% before, none after) to Clint Formby and Marshall Formby (each none before, 50% after) and assignment of license from Bell Broadcasting Co. to KTEM Radio Inc. (contingent on grant of transfer of control). Consideration: \$350,000. Sellers own KCEN-TV Temple-Waco, Tex. Buyers: Messrs. Formby each own 50% of KPAN-AM-FM Hereford and KLVF(AM) Levelland, both Texas. Marshall Formby is attorney and owns 40% of KFLD(AM) Floydada, Tex. Ann. Oct. 1.

■ WRGM(AM) Richmond, Va.—Seeks assignment of license from 1540 Radio Inc. to Continental Communications Inc. for \$200,000. Sellers: John Edward Grigg, president, et al. Buyers: Henry C. Wilson, president-treasurer (26.23%), Quanta Systems Corp. (26.81%), et al. Buyers own WPD(AM) Clarksburg, W. Va., and WNB(AM) New Bern, N. C. Ann. Sept. 24.

■ WFHR(AM) and WWRW(FM) both Wisconsin Rapids, Wis.—Seek transfer of control of William F. Huffman Radio Inc. from Louise F. Huffman (75.4% before, none after) to William F. Huffman, trustee (24.6% before, 100% after). No consideration involved. Ann. Sept. 24.

■ KVVU-AM-FM Cheyenne, Wyo.—Seek assignment of licenses from Cheyenne Broadcasting Inc. to KVVU Inc. for \$99,000. Sellers: Leo R. Morris, president and general manager, et al. Buyer: John W. Hough, sole owner. Mr. Hough owns 50% of WMLK(TV) Janesville, Wis., 19.58% of KBOA-AM-FM Kennett, Mo., and 6% of KTHS(AM) Berryville, Ark., and is partner in law firm. Ann. Oct. 6.

Final actions

■ WOKY(AM) Milwaukee, Wis., WADO(AM) New York and KCBQ(AM) San Diego, Calif.—FCC granted transfer of control of Bartell Media Corp. (6% before, none after) to Downe Communications Inc. (32% before, 38% after). Sellers: Lee, David and Melvin Bartell, et al. Bartell Media Corp. is parent corp. of Bartell Broadcasters Inc., which is parent corp. of licensees of WOKY, WADO and KCBQ. Buyers: Edward R. Downe Jr., president-treasurer (66.2%), et al. Mr. Downe is director of Bartell Media Corp., president of a mail order company and of an advertising representative firm, secretary of Zenith Industries Inc. and has other business interests. Downe Communications also owns *Ladies Home Journal* and *American Home* magazines. Consideration: \$1,585,080. All three stations have been notified of apparent liability forfeiture for failing to observe provisions of rules of transfers of control. Action Sept. 17.

■ WCLR(AM) Crystal Lake, Ill.—Broadcast Bureau granted transfer of control of Lake Valley Broadcasters Inc. from Dorothy B. DeBeer, et al. (jointly 100% before, none after) to Malcolm K. Bellairs (none before, 100% after). Consideration: \$350,000. Principal: Malcolm K. Bellairs, sole owner. Mr. Bellairs owns radio program and commercial production company and is announcer for WBBM(AM) Chicago. Action Sept. 29.

■ WVFV(FM) Dundee, Ill.—Broadcast Bureau granted assignment of license from Fox Valley Radio Inc. to Richard O. Willrett for \$45,000. Sellers: James C. French, president, et al. Buyer: Mr. Willrett is salesman for WLXT-TV Aurora, Ill. Action Sept. 29.

■ WUSJ(AM) Lockport, N. Y.—Broadcast Bureau granted transfer of control of Lockport Union-Sun and Journal Inc. from Katharine W. Corson, trustee (24% before, none after) to Peter Corson, Catherine C. McLean, Antoinette C. Rothfuss and Caroline C. Bell (each none before, 6% after). No consideration involved. Action Sept. 29.

■ WSMT-AM-FM Sparta, Tenn.—Broadcast Bureau granted assignment of licenses from Sparta Broadcasting Co. to Upper Cumberland Country Broadcasting Co. for purpose of corporate reorganization. No consideration involved. Principals: Joe Kuhn, Van Slack (each 45.45%), Martha A. Kuhn and Sylvia M. Slack (each 4.45%). Action Sept. 29.

■ KLVF-FM Pasadena, Tex.—Broadcast Bureau granted assignment of license from Felix H. Morales to Robert W. Sudbrink for \$150,000. Seller: Felix H. Morales, sole owner. Mr. Morales owns KLVF(AM) Pasadena. Buyer: Robert W. Sudbrink, sole owner. See WWPB(FM) Miami. Action Sept. 29.

(Continued on page 93)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—\$2.00 minimum

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted 30¢ per word—\$2.00 minimum

Deadline for copy: Must be received by Monday for publication next Monday. Display ads \$25.00 per inch, 5" or over billed at run-of-book rate.—**Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity** advertising require display space. Agency commission only on display space.

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No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted—Management

Northeast Suburban group wants hard working manager who is all local salesman. Person selected will be given stock, good \$\$\$, plus other benefits. Box K-93, BROADCASTING.

Sales manager for a 50 kw major midwest market station. Must have a proven record of performance and ability to direct and motivate a five man sales staff. This man is not an armchair manager but one who teaches men to sell creatively by example. He should be an expert with ratings but uses ideas above the numbers to make the sale. Our requirements are high but so is the income. A permanent future with excellent advancement opportunity for the man who can produce results. Send resume in complete confidence. Box K-98, BROADCASTING.

Wanted—assistant manager-salesman, extra income for play by play. AM & FM programed separately—home of Mississippi State University—Joe Phillips, WSSO, Starkville, Mississippi, 601-323-1230

\$15,000 to \$30,000 income range is what a normal counselor at a Columbia School of Broadcasting studio earns. We have 32 offices and studios in the U.S. and Canada. We are looking for some super-sharp 26-38 year old broadcasters to join our organization as counselors (not teachers—just explain our school to prospective students). 5 years experience in broadcasting. Married. Send resume & photo to: Wm. Anderson, President, Columbia School of Broadcasting, 4444 Geary Blvd., San Francisco 94118. (Not affiliated with CBS, Inc. or any other institution.)

Sales

Major midwest market needs the right man. Percentage of station gross a possibility. Outstanding opportunity Box J-145, BROADCASTING

Salesman for midwest major market AM-FM facility. Not the top station in the market, but then if we were, we wouldn't be advertising for a salesman. If you are aggressive, professional and want to make money with a growing organization, write giving full particulars. All replies confidential. Box K-32, BROADCASTING.

Major market mid-Atlantic prestige station seeks young, experienced, aggressive salesman. Tremendous future and big dollars with outstanding broadcast group. Send resume and billing history. All replies confidential. Box K-76, BROADCASTING.

Midwest branch studio manager. Commission and salary. Guarantee to \$650. Box K-116, BROADCASTING.

We want two pros. Tired of medium market salary limitations? Move up to unlimited potential at the mid-west's prestige soul station. Station has excellent rating position in metro market and leads nearest competitor by overwhelming margin. If you have a good track record we have a faster track. Right man can make sales manager first year. R.S.V.P. WTLC, Tom Mathis, General Manager, Indianapolis.

We need good salesman-announcers for training as managers. Have 4 stations now, plan four more. Stock options, good salary, and excellent opportunity for rapid advancement. Contact Donald Curtis, P.O. Box 428, Cherryville, N.C.

Sales pro for leading contemporary station in beautiful Grand Junction, Colo. Age 25-35 preferred, \$600 plus commissions. Call Charlie Powers or Jim Schaeffer, (303) 243-1230.

Talent, initiative, and management ability are the three things we need to get one of the most outstanding chain of radio stations in the western United States off the ground. There will be multiple opportunities to step into station management just as soon as you have proven yourself. This is a young, hard working progressive kind of place to work. If you would be interested in time sales, or air work, or perhaps both, please send a tape, resume, and a picture immediately to P.O. Box 235, Fortuna, California 95540.

Announcers

Human Being. Not a fill-in-the-blanks robot. Show us how you'd entertain our audience. How you'd weave your own individual personality, timely information and mid-road-contemporary music into a program unit. If you are creative, imaginative. Like a challenge. Mail yourself (by tape and photo) to this mid-American medium. Box K-10, BROADCASTING.

Midwest 10kw station located in college town has opening for dj with first phone. No maintenance. Good working conditions. Salary based on ability and experience. Send tape, resume and salary requirements to: Box K-24, BROADCASTING.

Announcer: Wanted—bright happy, fast-paced top-40 man for afternoon drive time. Great opportunity. Southern market. Send tape and resume. Box K-25, BROADCASTING.

Experienced. MOR or CGW, for metropolitan station. Ideal living conditions. Excellent opportunity. Box K-37, BROADCASTING.

1st phone for contemporary MOR station in medium market. Must have interest in talk show and some news. Send tape and resume. Box K-56, BROADCASTING.

Georgia medium market Top 40 needs all-night man with first phone. Send tape and resume to Box K-78, BROADCASTING.

Bright sounding, experienced announcer with third endorsed needed by five kilowatt Maryland station. MOR format. Some copy and news writing experience preferred. Good shift, fringe benefits. Advancement. Send tape, resume. Box K-91, BROADCASTING.

Medium market Ohio station needs play by play man who will also do some board work. Send tape, resume and references to Box K-97, BROADCASTING.

Major market modern country station needs a bright, genial, professional who can project a friendly personality without a lot of gab. Experience in CGW not mandatory if the man can follow tight format and has record of ratings and stability. Only top men considered since compensation is high. Submit resume and tape in complete confidence. Box K-120, BROADCASTING.

Eastern regional AM-TV wants versatile radio man for upbeat MOR format and daily television programs. Send full resume, aircheck, pix and salary requirements to Box K-148, BROADCASTING.

Announcer: KSOX in lower Rio Grande Valley, Raymondville, Texas. Send tape to E. L. Clinton.

Are you a great air man, who can also turn out clever commercials? Want to throw your lot in with a winner? Great opportunity to advance your career. Write, send tape to KVOC, Box 2090, Casper, Wyoming.

Number one soul station in the southwest has immediate opening for newsmen. Experience preferred but willing to accept beginner with interest in news. Send tape and complete information to Dick Oppenheimer at KYOK.

First ticket deejay. No maintenance. Top contemporary format. Salary commensurate with experience. One of our guys is moving up with our blessings. Tape, resume, and references, first letter. Bill Sullivan, WAHT Radio, P.O. Box 15, Lebanon, Pa.

Immediate opening for announcer. Send tape, photo and resume. Station WAMD, Aberdeen, Md. 21001.

Immediate opportunity. Experienced 1st phone announcer, MOR format, night shift till 1 a.m., 3 hours air time nightly. No maintenance. Paid insurance, med-hospital benefits. Send tape, salary needed and details to WCMB, Box 3433, Harrisburg, Pa. 17105.

Announcers continued

Country jock for modern format can swing into drive time show now! Hard workers progress on our team! Send tape, resume, photo, etc. to chain station number 2, WDEN-AM-FM, Macon, Georgia.

Top 40 personality with production talent and music/program director potential. Solid opportunity to move up. Resume and tape to WELK, Charlottesville, Virginia.

Soul dj needed immediately. 1st ticket, no maintenance. Call collect, WGOV, Buck Paulsen, 912-242-4513.

Experienced announcer wanted for news and/or board. Must be fully qualified and have good record. Middle of road to better music format. Send tape and resume to Norm Brooks, Program Director, WCST Radio, P.O. Box 7888, Atlanta, Ga. 30309. WCST is an equal opportunity employer.

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!

Top 40 professionals. We may have a place for you on our staff. \$125.00 a week. Good voice essential and production know how a must. Send tape, resume and picture to Stan H. Iayson, Program Director, WLLR Radio, P.O. Box 1510, Lynchburg, Virginia.

We're young and small, but we've got style! We need two air personalities right away. If you're a WNEW fan, send an air check to: Jeff Wade, P.D., WPNO, 88 Court Street, Auburn, Maine 04210.

If you're a good radio personality announcer and can combine this talent with other broadcast skills, we're interested in you. No beginners. Send tape and complete resume. General Manager, WSOY Radio, P.O. Box 2250, Decatur, Ill. 62526.

First phone needed immediately, middle of road programming... emphasis on announcing. WTHM-AM-FM, Lapeer, Michigan. Call 313-664-8557 day or 313-664-8293 evenings.

Central Virginia top rated MOR station seeking experienced announcer for daytime split shift. No beginners. Need mature, strong voiced, personality. Salary negotiable. Call 703-296-6177.

Staff announcer... MOR... immediate opening. \$100.00 a week. No beginners, please. Call manager, 318-442-6611.

DJ pro for leading contemporary station, beautiful Grand Junction, Colo. Must be sharp on news production and run light board. No beginners please. \$500 per month. Call Don Bittle (303) 243-1230.

Florida d'l's this MOR pays its people half what they're worth, because we let them work toward college degree at UF. \$90 to start. Your chance to get the degree. Be good at MOR and call Steve Sullivan, 904-372-2528.

Technical

Chief engineer for AM FM station. Metropolitan market. No announcing, Box J-358, BROADCASTING.

Chief engineer. A challenging, permanent opportunity with station group. Fair salary plus unusually fine potential. Experience required in all phases of AM/FM operation and supervision. Please supply complete resume and salary requirements first letter. Box J-367, BROADCASTING.

Immediate opening—midwest—first phone. Hi power AM-FM directional experience essential. Send complete resume—photo and salary requirements. Box K-13, BROADCASTING.

Technical continued

First class engineer assistant chief, AM and FM automation. Gulf coast—ideal working conditions, new equipment. Box K-114, BROADCASTING.

Chief engineer for east coast, major market AM and FM combination. Must be fully experienced in complete maintenance, including directional antenna, and capable of first class construction. This is a permanent position with an excellent future in a growing company. Write in confidence giving complete details of work experience and personal background along with references which will be checked. Box K-118, BROADCASTING.

Group owned AM station has opening for chief engineer. Check this out, if you are looking for a career with a future. Box K-133, BROADCASTING.

Chief engineer for 5 kw directional station plus FM facility in central Penna. Must assume full responsibility for maintenance. Ability to assume an air shift brings extra pay. Also looking for 1st phone dj's for upcoming job for our swinging modern adult format. Come join the R. F. Lewis, Jr. family of radio stations. In addition to wages, extra pay for sales, play by play. Also hospitalization and retirement plan. Contact Ben Barber, WHYL Radio, Carlisle, Pa. 717-249-1717. No collect calls, please.

Engineer—Costa Rica. Live in beautiful Costa Rica—tropical Switzerland of the hemisphere—Latin America's most tranquil, democratic country, where living is easy and cost of living low. Only 1-1/2 hours from Miami. New company directed by Americans owns largest AM-FM chain in country. Extensive expansion, upgrading planned. Need 1st class engineer—experienced planning, building, tuning, AM-FM, simple directionals. Spanish helpful but not required. Must be resourceful—patient—experienced in directing others. Unusual opportunity to escape the rat race and work with group of wonderful people. Permanent with excellent future. Replies confidential. Write giving full resume, education-background-experience. John M. MacLendon, Director, Radio Costa Rica, P.O. Box 120, Jackson, Mississippi 39205.

Chief engineer immediate opening for engineer to head technical development of county wide school television system. Contact John Craft, Director of Television for details. Phone 1-304-748-7600, Extension 44.

NEWS

Challenge: Rebuild news department at top rated midwest swinger. Send tape, resume and picture to Box H-146, BROADCASTING.

News director. Air A.M. and noon news, direct staff. Experience necessary. Send air check and resume to Box J-118, BROADCASTING.

Illinois. Newsmen or newsmen-salesman. \$150 range. Box K-117, BROADCASTING.

Highly rated Denver area station needs man to join growing news operation. Must be strong on mobile news and on the scene reporting. Must have at least 2 years experience or be a journalism grad. Station has the latest in electronic news equipment and mobile units. Send air check, resume, salary requirements and photo to: J. T. Moran, News Director, K-LAK Radio, 7075 W. Hampton Ave., Denver 80227.

Lost our newsmen of four years to TV. Have opening for digger—not a reader. 3 1/2 day week. Have United Press wire and UPI Audio. Contact Paul Olson, KLEM Radio, Le Mars, Iowa. Send resume, audition tape and references to Box 1410, Le Mars, Iowa

10 kw news station wants full-timer in staff expansion. Experience less important than interest and drive. Permanent with advancement and merit increases. Excellent living conditions. Rush audition or phone News Director, KOAM Radio, Box F, Pittsburg, Kansas.

Director for news-oriented South Texas border station in hot news center. Must be satisfied with nothing less than consistently scooping all other media. Salary open. Send resume to Scott Ellis, KVOZ, Box 1638, Laredo, Texas 78040

Newsmen-experienced for midwest MOR station with three man professional news staff. Apply with resume stating salary requirements to: Warren Boldt, News Director, WSOY, P.O. Box 2250, Decatur, Illinois 62526.

News continued

Top news station, northeast Massachusetts, needs news director. Experienced man, aggressive and creative news gathering ability, who can dig, write, deliver principal newscasts, head up department, capable maintaining station strong news image. Well equipped, multiple 2-way communication units, MOR station. Full benefits, 5 day week, best hospitalization plan, substantial fast growing company paid profit sharing. Send resume, pix, air-check, writing sample, salary needs. WCAP, Lowell, Mass. 08152 or call station manager 617-454-0404.

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. 215-384-2100.

Programing, Production, Others

Traffic director/male or female/experienced in making daily logs/must understand FCC rules/must want responsibility/must be reliable/pleasant voice. Florida University City, Box J-348, BROADCASTING.

Creative productionman. Create original commercials for our station and have fun doing it. Come where you'll be appreciated. Write Box K-103, BROADCASTING.

Bill Weaver, General Manager, KWIZ Santa Ana. KLOK San Jose, needs Administrative Assistant (former promoted to Station Manager). Man must know broadcasting, must know FCC rules and regulations; must be announcer; write and produce spots; active p.r.; unique, experienced, creative. Resume to Bill Weaver, 3101 W. 5th St., Santa Ana, Calif. 92703.

Latino—Director de Programas. Live in beautiful Costa Rica—tropical Switzerland of the hemisphere. Latin America's most tranquil, democratic country, where living is easy and cost of living low. Only 1-1/2 hours from Miami. New company directed by Americans owns largest AM & FM chain in country. Extensive expansion, upgrading planned. Need program director minimum 5 years experience—all phases Spanish radio—contemporary and typical music, news, sports, futbol, novellas, etc. Experience in U.S. radio, plus Latin country, i.e., Cuba, Mexico, Puerto Rico, required. English helpful but not necessary. Must have confidence and ability to achieve and hold No. 1 ratings in country with general programing format. Should be young but mature, imaginative, with ability to direct people. Unusual challenge and excellent opportunity to grow with this new, progressive organization. Replies confidential. Write giving full resume, education-background-experience. John MacLendon, Director, Radio Costa Rica, P.O. Box 120, Jackson, Mississippi 39205.

Public relations specialist, aggressive person to learn and work in complete balanced corporate public relations program. Requires minimum three years reporting experience. Send resume to: B. Huntington, Employment Supervisor, The Dayton Power and Light Company, 409 East Monument Ave., Dayton, Ohio 45402. An equal opportunity employer.

Situations Wanted Management

Superior general manager = superior staff + sound = superior sales + service = license enhancement + community status. If the sequential order reflects your thought let's talk about the first component. Available March 1. Write Box K-58, BROADCASTING.

People are your biggest asset. I know how to protect your investment. Family man, 43, experienced. South or East. Write Box K-59, BROADCASTING.

Medium market traffic manager seeking to relocate—extremely capable. Can handle sales availability and switchpitch like you wouldn't believe. Box K-95, BROADCASTING.

Twenty years experience. Management. Strong sales drive, ability to motivate. Will build audience, sales, profits. Want challenge. Box K-110, BROADCASTING.

Young positive attitude pro wants small to medium market management challenge. Leader with complete knowledge in management, sales, and programing. Billing incentive and/or stock option. Box K-119, BROADCASTING.

Situations Wanted

Management continued

Management seeking between Fresno and San Diego, executive programming and sales with major chain. College grad, family, self-starter heavy. Box K-121, BROADCASTING.

General manager-sales manager. Complete background management, sales, programing. Proven record. Single station or group operation. University graduate. Family man, reliable, responsible. Now in management position but seek change. Resume, references available. Box K-124, BROADCASTING.

Attention: Virginia, Carolinas, Georgia. Selling sales manager, impressive radio background, interested settling your area. Resume. Interview. Box K-130, BROADCASTING.

Station manager/sales manager available immediately. Experience in medium market AM-TV, the hardest working man you can get. Box K-137, BROADCASTING or phone 305-949-8815.

Manager/sales manager small-medium market station. Mature, thoroughly experienced station operation. Top salesman, direct selling local, retail, regional. Highest industry references. Box K-142, BROADCASTING.

Hard-working, knowledgeable radio veteran, 43, available soon. Manager or sales manager. Quality air work & production. George Dean, Las Vegas, 385-9708.

Sales

Southeast—sales manager - announcer - sportscaster. Strong play-by-play. College graduate, 35, family man. Prefer small market offering ownership opportunity. Box K-17, BROADCASTING.

Due to financial difficulty of my ETV employer, I'm looking for a sales position. Loads of TV production experience, some radio sales, college grad, resume upon request. Lee Walker, 601 Raleigh Ave., Norfolk, Va. 23507.

Announcers

Attention Florida. Jack 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.

Looking for responsible position with medium market station in northeast. With present employer 5 years. In no hurry to move. Will wait for the right opening. 1st phone. Make contact now if you might become interested. Box K-12, BROADCASTING.

Negro 1st phone—four years experience in announcing. D.J., news and sales. Box K-15, BROADCASTING.

Reads well, some experience. God be with you. Please Dial 315 RE 6-1533 or Box K-16, BROADCASTING.

Florida, 1st phone announcer wants to move up. Reliable, six years experience, can improve your sound. \$125.00 minimum. Box K-42, BROADCASTING.

Major market CGW personality, now happily employed, seeks equivalent position in west or S.W. I'm not in a hurry. Minimum: \$10,000/year. Box K-64, BROADCASTING.

Personality looking to do my thing! T-40, talk, copy & production experience. Creative, willing to listen and contribute. Prefer Conn. area, but will move for \$\$\$, Married and ex-Marine. Box K-70, BROADCASTING.

No pro, but working on it with over two years experience! Want central east coast station with staff of workers. Top 40, MOR, news, sales, production I want work but also cash. Box K-71, BROADCASTING.

Experienced announcer, dj, 3rd phone, tight board. Family man willing to relocate. Box K-79, BROADCASTING.

Situations Wanted

Announcers continued

Man with three years radio announcing experience desires position as newscaster or announcer. Box K-84, BROADCASTING.

Experienced personality top-40 D.J. is looking for bigger and better things. If you're looking for something better, write Box K-85, BROADCASTING.

Pro. dj, good voice, top 40 or progressive MOR. Southwest or California preferred. Five figures. Box K-87, BROADCASTING.

Program director and/or deejay, mod contemporary (top-40) music, 9 years experience, knows music, 3rd class, medium + market, available now. Write Box K-90, BROADCASTING.

Chief engineer announcer desires MOR adult station as combo. College. Twelve years experience in all phases. Box K-92, BROADCASTING.

Rock/MOR experienced, completed military, married, 24, available. Now . . . Box K-94, BROADCASTING.

MOR dj, Thoroughly trained beginner. Veteran. 3rd endorsed. Box K-96, BROADCASTING.

DJ announcer, experienced, reliable, 3rd phone, will relocate. Box K-105, BROADCASTING.

Over two years experience, some college, third phone. Box K-106, BROADCASTING.

Top soul jock, first phone, write Box K-113, BROADCASTING or (212) 872-1182.

If you are in a top 35 market, play MOR or top 40, like jocks who talk to not at, with a sense of humor, maybe we should get together. I'm 26, married, masters, 4 years commercial exp. Write Box K-115, BROADCASTING.

MOR, pop—youth, versatile, assiduous, smooth, bright delivery, agency calibre production. Medium market background. Best references. Philadelphia, 215-455-4625. Box K-122, BROADCASTING.

I offer top flight MOR dj show. Major market sounding football, basketball, and baseball play by play. Seek good salary with all modern fringe benefits. Box K-123, BROADCASTING.

Sports man—potential major market—clear, concise, candid, enthusiastic play by play—thirteen years-high school, college baseball, football, basketball and hockey. Desire minors or majors. Salary open. Box K-125, BROADCASTING.

Metro top 40 MD-DJ, 20, first phone, 3 years experience, 2 years college, good voice, will relocate. Box K-128, BROADCASTING.

6¢ invested here gets you double your money! Major top 40 . . . this is your thing! Box K-131, BROADCASTING.

There must be a station that can give a guy his first break in radio as a dj-announcer. First phone. Tieht board. Broadcast school graduate. Prefer northeast or midwest. Will consider other locations. Write or call 212-456-3090 or Box K-136, BROADCASTING.

Metro Boston or NY . . . 1st phone . . . board operator . . . college experience, engineer and announcing . . . 24 year old. BA—Vet. Box K-140, BROADCASTING.

Professional announcer . . . program director . . . production manager . . . music director . . . major market experience. 215-324-4125 or Box K-143, BROADCASTING.

Country/MOR announcer, experienced. Musical background, sales and management. Married, wish to locate permanently, will relocate. Box K-149, BROADCASTING.

Experienced copywriter in Radio and TV looking for challenging position in Central Florida. Box K-150, BROADCASTING.

3rd endorsed beginner, single, 24 yrs., draft free, wants first break in any radio station. Broadcast school—authoritative and good voice—will relocate. Career minded, not just a job available now! Write Richard T. Beasley, 1656 Cornwall Ave., Waterloo, Iowa 50702.

Announcers continued

If you program the Nashville sound and need a play by play sportscaster, newsmen, disk jockey, production or salesman, contact me, Jack McAfee, 3 Maples St., Fort Walton Beach, Fla.

Rock or soul, 1st phone, married, draft exempt, creative and exciting. Limited exp. . . . relocate Calif., Ariz., Nev. . . . contact John R. Chargualaf, 2979 Redwood St., San Diego, Calif. or (714) 284-8486.

Professionally trained. 3rd. MOR. Ambitious College graduate. No state preference. Brian Ward, 12772 Christy Lane, Los Alamitos, Calif. 90720.

Man with unique qualifications seeks position. Beginner, professionally trained, personable, reliable, neat, ambitious, industrious, mature, FCC third. Will relocate. What else is unique? Age 17, Not many men can say that. For tape, please call or write Don Knudson, 8820 SW Lehman, Portland, Oregon 97223, telephone 503-246-3245.

News dj presently on air. Eight months experience. Howard Taylor, 2135 South Michigan, Chicago. CA 5-6420 after 9 P.M.

Climate of the "last frontier" may make it my last frontier. Looking for a dry place. Experienced in all phases, 3rd phone, draft exempt. Steve Phillips, Box 1614, Juneau, Alaska 99801.

Recent Broadcast School graduate desires disc jockey position on southern CGW station. 3rd endorsed. Married, draft exempt. Clyde Bass, 219-289-8617.

Eager beginner in need of first break in radio—broadcasting school graduate, third phone endorsed. W. Martin, 946 40th St., Moline, Illinois 61265, (309) 764-6629.

First phone, 6 years radio-TV experience, married, draft exempt, 24 years old. Currently on vacation in North Dakota (Why not?) Write PO, 1121 Minot, North Dakota or call 701-833-4481 if you would like me to announce on your station.

Technical

1 year experience as assistant chief—first phone—can announce. Vermont area only. Box K-21, BROADCASTING.

Engineer, first phone, no announcing, experienced. Box K-99, BROADCASTING.

Chief or transmitter engineer 12 yrs., chief AM-FM-DA 22 yrs. Box K-107, BROADCASTING.

Chief engineer AM-FM maintenance, installation 10 years experience Ohio, Michigan only. Box K-109, BROADCASTING.

Colorado 1st phone seeks control room or transmitter opportunity. Box K-132, BROADCASTING.

Chief or supervisor licensed twenty years. Directional experience Box K-134, BROADCASTING.

First phone AM/FM stereo experience. East preferred. Box K-135, BROADCASTING.

Engineer, first phone, age 46, dedicated broadcasting since 1951, sixteen years in major markets AM. Three months TV, prefer TV or both. Available now, 314-741-0872 or Box K-138, BROADCASTING.

NEWS

Black newscaster, 22, draft exempt Seeking first job. Northeast area Third phone. Extremely capable. Box K-126, BROADCASTING.

Professional. Eight years experience, news director, adult music, interviewer. Married, 28, veteran, permanent, dedicated, great references A-advance-ment. Midwest. Box K-144, BROADCASTING.

Chicago has me today—you can have me tomorrow. Looking for more air work. Radio-TV experience. Major and medium markets only. Call 312-338-4797.

Young energetic news photographer seeks position in middle sized market. College grad., short on experience, but long on desire and drive. Experience with most all news film equipment Prefer west or northwest U.S. Michael Honey, 5412 So. Elmwood St., Littleton, Colo. 80120. 303-798-7157.

Programing, Production, Others

Small stations: Let San Francisco area announcers do your commercial and promotional production. Reasonable rates. Write for more information, Box J-334, BROADCASTING.

Programing, Production, Others

continued

Quality conscious broadcaster seeking position of program director at AM fulltimer in medium or large market. Desire to take complete charge of programming at station that would like to become leading adult music station. First phone, married, stable. No problems. Contact at 618-451-7511 or Box K-139, BROADCASTING.

Professional TV artist, 6 years color. Top 50 production, promotion, photography, animation, all styles graphics, set design and construction, 1st phone. Comprehensive resume. Phone 406-756-4040.

TELEVISION

Help Wanted

Technical

Excellent opportunity for young aggressive engineer with TV studio maintenance experience. Studio engineering supervisor position open with forward-looking all color station. State experience, salary requirements, Box J-332, BROADCASTING.

Growing Wisconsin U has immediate openings for TV engineers with two or more years experience. Top pay, all fringe. Live and work in beautiful city of 40,000 in midst of great hunting and fishing area. Box K-72, BROADCASTING.

Maintenance engineer. First class license and experience in maintenance of color equipment required. Group owned station. Great opportunity. Box K-129, BROADCASTING.

Florida VHF needs an experienced and licensed TV BC technician. Write: WDBO-TV, P.O. Box 1833, Orlando, Florida 32802. Florida applicants call 305-241-1491.

First phone engineer for combined transmitter-color studio operation. Strong maintenance desired. Contact Tom Sheally, WJKS-TV, Jacksonville, Florida, 904-724-9722

Experienced TV studio technicians wanted. Please send resume of experience to director of engineering, WJAC-TV, Government Center, Boston, Mass. 02114.

Wanted engineers with FCC first class license. Only experienced need reply. Fully colorized station operation. Ampex, GE and Norelco color equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C.E., WHNC, 135 College Street, New Haven, Connecticut 06510.

Need six engineers, first class license, experience desirable, for permanent position with one of the nation's outstanding ETV operations. Staff expanding with move to all new studio facilities, the largest and finest in ETV. Competitive union salaries. If interested, contact: Mr. Fred Edwards, Director of Engineering, WQED-TV, 4337 5th Ave., Pittsburgh, Pennsylvania 15213. An equal opportunity employer.

Engineers for studio and transmitter operations—rapidly expanding, full-color state network. New building, new equipment. Begin at \$10,200 with excellent fringe benefits including group insurance and retirement plan. Advance in 6 years to \$13,400. Send resume to: Maryland Center for Public Broadcasting, RFD 1, Box 147B, Owings Mills, Maryland 21117.

Transmitter supervisor for full color VHF transmitter site. Contact Don Saveraid, Director of Engineering, Iowa Educational Broadcasting Network, Box 1758, Des Moines, Iowa, 515-281-3166.

Television engineer, college of medicine minimum qualification; first class FCC radio telephone license; two years technical training; three years experience either in standard broadcast television station or extensive closed circuit television system; understanding of solid state and integrated theory and technology; knowledge of basic television production techniques. Salary—open. Send resumes to University of Arizona Placement Office, Tucson, Arizona. Fair Opportunity Employer.

NEWS

The man we're looking for is an on-camera pro ready to take over anchor man slot now for an aggressive number 1 medium market news operation. He's a trained reporter who can follow a story from beginning to end. He can administrate and is willing to start out as a number two man in the department, but will not be willing to be number two for very long. In short we're looking for a mover and we'll move right along with him. If you fill the bill rush resume and VTR or PIX with first reply to Box J-333, BROADCASTING.

News photographer. TV experience vital. Mid-west. Good salary. Send resume and salary requirement: Box J-373, BROADCASTING.

TV newsmen, strong on air. Good salary. Great recreation area. Small University town. No floaters. "Over thirty preferred. Contact Lou W. Chappell, Station Manager, WLUC TV Inc., P.O. Box 460, Marquette, Michigan 49855. Phone Number: 906-475-4161. (A Post Corporation subsidiary.)

TELEVISION

Situations Wanted

Management

Program/operations manager. Young executive in top market with heavy remote and local programming. Proven record under competition. Ready for a new challenge or move up. Box K-30, BROADCASTING.

Need resourceful management in sales, programming, production, etc? Sixteen years proven talent. Presently station manager seeking more responsible challenge. Construction experience from C.P. to building facility. College Degree, 33, family man. Write Box K-86, BROADCASTING.

Sales

Television program syndicators listen! Ten years in television broadcasting. Will consider selling your product in mid-west to stations, advertisers and agencies. Not interested in blue sky deals. Terms negotiable. References. Let's talk. J/A, 724 Grand Avenue, Glen Ellyn, Illinois 60137.

Due to financial problems of my ETV employer, I'm looking for a sales position. Loads of production experience, some selling, college grad, resume upon request. Lee Walker, 601 Raleigh Ave., Norfolk, Va. 23507.

Announcers

Announcer and newscaster with two years television experience desires position as announcer or newscaster. For Ohio, will come to station for interview. Box K-83, BROADCASTING.

Technical

Chief engineer available for east or south location. Fully experienced in technical and tech management areas. Box K-33, BROADCASTING.

Engineering Mgr. 21 years. all phases, 15 years management, looking for top market or group, loads of references. Box K-100, BROADCASTING.

Chief or assistant, Xmtr supervisor: 15 years experience; college engineering, TV, AM, FM, installation, maintenance; eastern midwest area only. Box K-108, BROADCASTING.

News

News director . . . top five market . . . sixty man shop . . . Full budget responsibilities for two years, desires Program Directorship with news department control at a station with a meaningfulness and public service commitment. Box K-113, BROADCASTING.

Programing, Production, Others

Television documentarian, experienced in photography and editing, seeks relocation. Contact Mike Hartford, WJZ-TV, Baltimore or write Box K-28, BROADCASTING.

Due to financial difficulty of my ETV employer, I'm looking for a producer/director position, loads of production experience, some directing, college grad, resume upon request. Lee Walker, 601 Raleigh Ave., Norfolk, Va. 23507

WANTED TO BUY—Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

WANTED TO BUY

Equipment

continued

Need good used 500 watt transmitter (or 1 kw with 500 watt cutback). K-RAM Radio, 5441 Paradise Rd., Suite 206, Las Vegas, Nevada 89109.

Wanted: Good second hand TV cameras, Orthicon and tube-type of the RCA TK-31 or GE-4PC 11 series, etc. Using three-inch Orthicon 5820 type complete with lenses, camera control, dolly and tripod or pedestal. Box J-300, BROADCASTING.

RCA TVM-1 1 watt microwaves. Nems Clarke 120 fld mtr. Have Varatol III and V lens for sale. Phone 212-877-1365 or Box K-9, BROADCASTING.

Raytheon RC-11 Audio console in good condition. Bill Hoffman, P.O. Box 869, Covington, Ga. 30209.

FOR SALE—Equipment

Coaxial-cable—Heliex, Styroflex, Spiroline, etc. and fittings. Unused mat—large stock—surplus prices. Write for price list. S-W Elect. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Stereo-Automation equipment—late model ATC, complete system delivery 2 weeks, call 1-801-262-2431, Mr. Carlson.

Towers for sale, erection and maintenance. 17 years experience in tower erection. Robinson Tower Company, P.O. 143, Greenville, N.C. 27834, Phone: 919-758-1453.

RCA TRT1B color VTR, Ampex—05 Intersync, Mincom mono dropout compensator, 3M-379 lightly used videotape, all lengths. Make offer. Box K-41, BROADCASTING.

Two RCA 5-D five kilowatt transmitters. One now in operation. One just taken out of service in major market. No space to store. Must sell both at once. Box K-74, BROADCASTING.

For Sale: 1 RCA TR-4 VTR not colorized, but in mint condition. \$16,500 F.O.B. Medford, Oregon. **For Sale:** 18 19 1/2" lengths of 3/4" 50 ohm. Prodelin Coax transmission line. \$75 per length. **For Sale:** 1 GE TV-186 C optical prism multiplexer \$450. Contact Ellis Feinstein, Chief Engineer, KMED-TV.

For Sale 450 ft. Blaw Knox self supporting TV tower. John J. Hoke, phone: 732-9350, U.S. Towers, 249 Bartow Lane, Petersburg, Va.

1966 International TV van fully air conditioned. 5 kw power plant, plus many extras. For details contact John F. Scarpa, P.O. 100, Avalon, N.J. 08202. 609-967-3011.

300 foot Stainless type G-36 tower with associated lighting equipment \$1,000.00 or best offer. Contact M. J. Lamb, WIMA TV. 419-225-3010.

Recording studio equipment available; Western console, Ampex-Scully recorder, many mikes, Scully-Presto cutting laths. Call or write Universal Audio Corp., 2541 Nicollet, Minneapolis, 612-827-5443.

Immediately available. Three Monochrome TF 22 solid state VTR's including Pixlock, autotiming, two speed conversion, two heads per machine 405-525-625 switchable \$11,500.00 each. Also large quantity RCA TK 10, TK 11 G TK 31 at extremely low prices. For these and many other excellent used equipment buys write, wire or phone Ed Ries and Assoc., 414 No. Alfred St., Los Angeles, California 90048, 213-651-5080.

Gates Sa 39B limiter in mint condition. Seeburg LU-200 45 R.P.M. in good condition. Make offer, would trade for good Audio Console. Bill Hoffman, P.O. Box 869, Covington, Ga. 30209.

Moseley model SCG-3 stereo generator in mint condition. Make offer. Dexter Haymond, KCEE, Box 937, Bakersfield, Calif.

Collins model 733, 10 kw FM transmitter, 6 bay antenna, 250 feet of 1-7/8 coax, just retired from use, reasonable, Dexter Haymond, KGFM, Box 937, Bakersfield, Calif.

For sale, UHF equipment, good condition, available now. 2 UHF GE 12.5 kw transmitters type TT25A channels 25, 32, 37. 25C GE antennae channels 25, 32, 36. 1TY 106 A GE antenna channel 18 1200' 3/8" 50 ohm transmission line. Don Kassner, Box 1045, Charlotte, N.C. Telephone 704-372-4434.

FOR SALE—Equipment

continued

One RCA TK 11 camera chain, one RCA TK-14 camera chain. Both complete and in excellent working condition. Contact Don Saverid, Director of Engineering, Iowa Educational Broadcasting Network. P.O. Box 1758, Des Moines, Iowa, 515-281-3166.

Discos Atotonilco y Alamo. Felipe de Jesus Solorio T., General agent, P.O. Bos, 202. Phone No. 2561. Placedo, Texas 77977.

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Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

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Wild tracks . . . Comical drop-in voices from: Movies, programs, etc. 100 superb tracks only \$5.00 running now in major markets! Unconditionally guaranteed, Command, Box 26348, San Francisco 94126.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programing. No barter, or trade better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, 312-944-3700.

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Send play-by-play air check and resume immediately. Reply:

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INSTRUCTIONS

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T.I.B./New England. Classes start October 20th, November 17th. Technical Institute of Broadcasting, 300 Silver Lane, East Hartford, Connecticut 06118. (203-289-9400)

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No: Tuition, ref. Memorize, study—Command's "1969 Tests-Answers" for FCC First Class License, -plus- Command's "Self-Study Ability Test." Proven, \$7.00. Command Productions, Box 26348-R, San Francisco 94126.

What are the needs of the broadcast industry??? Employees who have a good basic understanding of all station operations, with flexible announcing ability, 1st class tickets, can run tight board, able to write & produce good commercial material, help develop good sponsor relationships, can obtain listener response. This type of extensive training is the reason Don Martin graduates are always in demand. For free brochure call or write, Don Martin School of Radio & TV. (est. 1937) 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

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RADIO

Help Wanted

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Gentlemen headhunters who know all the subtle ways to move people from where they are to your station where they ought to be. Contact head hunter, Ron Curtis, Nationwide Management Consultants, 645 North Michigan Avenue, Chicago, Illinois 60611 for professional help. Phone if you'd like (312) 337-5318.



RADIO—HELP WANTED

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Experienced radio broadcaster with news background. Must be able to successfully handle two-way telephone talk show with authority. Top five figure salary and liberal benefits. Ideal living and working conditions in major market. Rush tape and resume to:

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Expanding major market multiple AM station operation needs a general manager and a sales manager experienced in religious broadcasting. Good salary and incentives. Please send full resume and references. All replies Confidential.

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**A Top Chain
Seeks a TOP
FM Gen'l. Mgr.**

**in one of the
TOP 10 Markets**

Experienced in sales, aggressive self-starter, sharp administrator. All benefits, naturally.

Replies in confidence.

Write:

Box K-147, Broadcasting.

Announcers

AIR PERSONALITY OPENINGS

Several of our Top 25 market clients need professional air personalities. Starting salaries \$300 to \$400 per week, depending on ability and background. Openings with both top forty and MOR stations. Send tape and resume to Carl Young:

Nationwide Management Consultants

645 N. Michigan Ave.
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No fee for this service.

Help Wanted

Announcers continued

ANNOUNCER

Midwest station needs a D.J. who can write copy, voice news on TV, must have imagination and experience. Please send tape and resume to:

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Broadcast Equipment Manufacturer urgently needs experienced radio and television engineering personnel. High paying openings now exist for salesmen and product managers. Qualifications must include college degree or equivalent, plus two years of station engineering experience. Starting salaries between \$15,000 to \$20,000 depending on background and experience. Send resume to: Ron Curtis, Nationwide Management Consultants, 645 N. Michigan Ave., Chicago, Illinois 60611.

NEWS

NEWS DIRECTOR

WPOP, Hartford, needs experienced news director. Must be capable of organizing and directing operation of one of the finest news departments on the east coast. Send salary requirements, air check, and writing sample to:

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Programing, Production, Others

Production Supervisor

Midwest station has opening for production supervisor, must be "bear" for details, do 2 to 3 hour D.J. stint, have knowledge of various music formats and select our play list, must be good supervisor with ability to direct staff of eight. Ability and good performance will lead to management team slot. Send photo, tape and background data to:

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Situations Wanted

Announcers

MOR ANNOUNCER

Young 16 yr. veteran personality, over 8 yrs. as a major market "NAME". Background of rock & MOR result? And outstanding MOR personality/airsalesman in tempo with today's lively fun sound.

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Announcers

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Are you ready to make the right move? WLW-D, Avco Broadcasting Corporation in Dayton, Ohio is seeking an experienced well rounded announcer, capable of performing various assignments on a topnotch announcing staff. If you have at least two years experience in television and enjoy a demanding position, send video tape and resume to:

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Must be capable of maintaining video terminal equipment, Ampex VR 2000 tape recorders, Norelco PC-70 cameras. 3-5 yrs. exp. in broadcasting or associated fields.

Submit complete resume to:
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New England location with starting salary up to \$12,000.00 for experienced man. Send resume to:

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Five years' current experience in the maintenance of VHF television broadcast equipment plus first class license.

Compensation: Salary—bonus—per diem or housing—equal to \$18,500.00 plus transportation and all company benefits—liberal vacation policy.

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RCA

Television—Situations

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Successful executive with 21 years of diversified television experience in Administration, Business affairs, Labor relations, Legal operations, personnel, sales, traffic and thorough knowledge of community affairs, production, programming, news and technical seeks challenging position, domestic or foreign. Resume and references upon request, available immediately.

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Situations Wanted

News

continued

Network Correspondent

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INSTRUCTIONS

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Publicly-held broadcast corporation is looking toward acquiring five broadcast properties with the following qualifications: AM- or AM/FM combination in the top 100 markets; Class B-C FM only in major markets. Either cash; stock exchange; or a combination of the two. All replies will be treated in strictest confidence and full disclosure made prior to request for financial information. Present staff and management will be retained if at all possible. Individual licensees will be considered for executive positions if desired. Reply to:

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Radio Station—Small or Medium market. All replies considered and in confidence. No Brokers.

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Interested in purchasing AM, or AM/FM combination in top 150 markets; class B or C FM in major market. East Coast Vermont thru North Carolina. Also Pennsylvania, Ohio, Florida. Substantial cash payment available.

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FOR SALE—Stations

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For Sale Stations

continued

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(Continued from page 85)

■ KPOW(AM) Powell, Wyo.—Broadcast Bureau granted transfer of control of KPOW Inc. from N. A. Trask and Florence E. Westwood (each 42.5% before, none after) to MacNel Inc. 15% before, 100% after) for \$131,800. Principals of MacNel: William A. Mack, president (66%), and Richard S. Nelson vice president-secretary-treasurer (33%). Mr. Nelson is employee of First National Bank. Powell, Action Sept. 29.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Oct. 7. Reports include applications for permission to install and operate CATVs, grants of CATV franchises and sales of existing installations.

Franchise grants are shown in *italics*.

■ Oakland, Calif.—Focus Cable, Oakland; Oakland Cablevision: Teleprompter Corp., New York (multiple CATV owner); Cablecom General of Northern California (multiple CATV owner), and Time-Life Broadcast Inc. (multiple CATV owner), have applied for a franchise. The successful bidder will pay the city 8% of the gross annual revenue or minimums of \$25,000 the first year, and up to \$125,000 the fifth year and thereafter, whichever is higher. Offers from the firms range from no installation fee to \$9.95 and monthly service fees ranging from \$4.25 to \$4.95, with a number of other variables.

■ Florence, Colo.—TeleVents Inc., represented by Carl Williams, has applied for a non-exclusive franchise. Subscribers would be charged \$14.95 for installation. \$5.95 monthly service charge for nine channels, and the firm would pay the city 2% of the gross revenue. TeleVents is also seeking franchises in Cannon City and East Canon, both Colorado.

■ Hillsborough County, Fla.—TM Communications Corp., a subsidiary of the Times-Mirror Co., Los Angeles (Los Angeles Times) has applied for a franchise in the unincorporated areas of the county.

■ Wauchula, Fla.—Micanopy Inc. (multiple CATV owner) has been granted an exclusive franchise, paying the city 3% of its gross annual revenues. The president of the firm is David S. McVoy; Richard G. Reynolds is V.P. They also operate several CATV systems in Florida and one in Georgia.

■ East Alton, Ill.—Madison County Cablevision Co. has been granted a 25-year franchise. The city will receive a franchise payment dependent on the number of subscribers. One of the firm's principals is Ralph Smith, recently appointed to fill the Senate vacancy created by the death of Everett Dirksen (R-Ill.); another is Robert Howe, general manager of WRTH(AM) Wood River, Ill.

■ Norton, Mass.—Revere Cable TV Inc., represented by Ernest Lijol, has been granted a franchise. Subscriber's rates would be \$60 a year.

■ Ypsilanti township, Mich.—Michigan Communications Group Inc. has been granted a non-exclusive, 30-year franchise. The firm has already been granted a 10-year franchise from the city of Ypsilanti. Subscribers will be charged \$15 for installation and \$5 monthly for up to 20 channels. The township will collect an initial franchise fee of \$781 and a monthly fee of \$67 plus \$1,500 annually or an amount equal to 5% of the first \$156,250 gross receipts, 6% of the next \$84,375, and 7% of the gross receipts in excess of \$240,625. Robert A. Shaw is president of the firm, which is located in Ypsilanti.

■ Parsippany, N. J.—Sterling Communications, New York (multiple CATV owner), has been granted a franchise. Subscribers will be charged \$20 for installation and \$5 monthly for 19 channels and the firm will pay the city \$1,000 yearly for the franchise plus 3% of the monthly rental paid by subscribers. Another CATV franchise has already been secured in the city by WRAN(AM), Dover, New Jersey.

■ New Castle, N. Y.—Saw Mill River Cablevision Co., a subsidiary of Time-Life Broadcast (multiple CATV owner), has been granted a franchise.

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"I would like broadcast understood better. It has been kept too mysterious and it's not mysterious. Complicated, yes. Detailed, yes. Never-ending process of learning, yes. But not mysterious."

John Pike, since May vice president and associate creative director in charge of broadcast for the headquarters office of MacManus, John & Adams in Bloomfield Hills, Mich., thinks it would be better if everyone in advertising tried harder to break down the old barriers between media in the creative functioning. He feels each can learn from the other, much like the interchange of techniques evident today in film-making when movies take lessons from commercials—and vice versa.

"The act of communicating with other human beings is what really turns us on," Mr. Pike says. "If you've got a guy who can write a great TV commercial, then turn around and do a print ad or volunteer to do the dealer manual because he likes to, then you get damn good advertising," he explains.

One among many reasons that Mr. Pike did the Pontiac TV commercial shooting in the Detroit area this year was so that both agency and client people who never before had seen one made would gain new insight into the problems and complexities of filming the spots.

In the three weeks the package of two minutes and four 30's were produced at typical sites such as a drive-in, a gas station and downtown streets. Some unusual night scenes are featured, all done with natural light. A seventh montage spot plus dealer wild footage also are in the package.

Six separate production companies were used in the shoot, Mr. Pike notes, but he didn't bid the jobs that way just to be different. He simply doesn't like packages. He wants a crew to devote full attention to just one commercial, make it the best, not work hard on the big one and then kiss off a few more to fill the bag. Similarly he insisted that one company devote complete attention to wild footage, an area too often left to the junior producer who gets his chance when the cars happen to be idle.

Does it cost more this way? Yes and no. Mr. Pike says. But by not going to a distant site the big savings on logistics for crews and cars can be put into production values, he feels, and this is where it really counts.

The challenges in each shoot are what excite Mr. Pike most, especially now that the rules are out the window and everything goes, from subliminal slash cuts to the long scenes without a single cut. "And remember just a couple of years ago when you didn't dare back-light a car?" he notes.

"I learned broadcast barefoot," he recalls, "and the great guys in the profession are still going it barefoot, will-

The man who makes the living room Pontiac's show room

ing to try new ways. Guys like Dave Quaid and Bill Fraker."

Both have shot commercials for him, Mr. Quaid doing the night sequences in the current Pontiac commercials. Mr. Fraker used the Quaid lens system for night shooting in the film, "Bullitt."

"Quaid is the single man who taught me the most," Mr. Pike asserts, but his respect for every man in the film crew is equally as generous as he recalls his TV work over the years for Ford, Chevrolet and Mercury before Pontiac.

One of his experimental Mustang commercials set the trend for Ford's

"Quiet" series. Collectively they have won him three dozen film awards from Hollywood to Venice.

It was in Hollywood in 1964 while doing a commercial for Mustang that Mr. Pike heard on the radio a song called "Lazy Afternoon" by Morgana King. "It knocked me cold," he relates, and from then on it haunted him and he just knew he had to use it for a commercial. But it would require three minutes.

He had his chance the following year while on the Chevrolet shoot out of Asheville, N.C. "The location was the 12,000-acre Biltmore estate, Quaid was on camera, and everyone knew you had six minutes on *Bonanza* so we were thinking 'Lazy Afternoon' shots when the regular work was done," he recalls. It was then or never.

Using the song on tape as a living script, the crew filmed the commercial with an inspiration and spontaneity that was remarkable, he says, "every shot and motion in sync with the music." Chevrolet used it on *Bonanza* shortly after.

Music is a key ingredient in most commercials for both TV and radio, he believes, and sometimes it can carry much of the message. He is especially particular about customizing radio spots for the target audience today.

An accomplished musician since his high-school years, Mr. Pike swings with the music of the day along with the new generation. "It's a consolidation of what has been learned by the best musicians in both jazz and rock," he says, and its well-schooled sophistication is seen in groups like Blood, Sweat & Tears or Chicago Transit Authority.

"Or," he adds, "the big new band of Buddy Rich. He's 53 yet he's leading a band full of kids, playing Beatle tunes and cutting the rock bands at their own bag."

It was while playing an Albany night spot during high school he learned that reading could be fun. The shoeshine boy told him of books from the Steinbeck school and he began to devour them. In his senior year he wrote 600 words daily just for practice for his English teacher and soon pulled flunking grades up to A's.

His college years were preparation for becoming an English professor but when, during one graduate class, he heard the teacher debate whether Shakespeare wrote "King Lear" in 1606 or 1609, he decided it wasn't his thing.

Mr. Pike's home is on Orchard Lake near Detroit. He enjoys looking out at the island from which Chief Pontiac once ruled the Ottawas, an influence ranging over half the U.S. then. It's the perfect setting for his TV musings: "That's the way it's going to be—Pontiac 70's."

Week's Profile



John Raymond Pike—vice president and associate creative director in charge of broadcast, MacManus, John & Adams, Bloomfield Hills, Mich.; b. Aug. 6, 1929, Delmar, N.Y.; AB 1950 Emerson College and MA (English) 1952 Boston University; joined J. Walter Thompson Co., New York, same year, starting in mailroom, then becoming writer and ultimately senior TV writer-producer, with breaks for assignments in Miami and Mexico City offices of agency; left JWT 1965 to join Campbell-Ewald, Detroit, as vice president and associate creative director-broadcast; vice president-associate creative director, Kenyon & Eckhardt, New York, January-April 1969, when he joined present agency; m. Harriet Lowenstein of Santiago, Chile, Dec. 4, 1955; children—Laura, 12, and Karen, 10.

Not so cold turkey

There are some signs, faint, to be sure, but signs, that a hint of realism may be straying into the consideration of cigarette legislation. Legislators may be realizing that the abrupt cancellation of cigarette advertising on television and radio guarantees no dramatic reduction in cigarette consumption.

Radio may be given separate treatment as a distinctly different medium from television, as it should have been given from the beginning. The tobacco-manufacturers' dramatic offer to withdraw now from television is being recognized for what it was: a double-purpose attempt to cut advertising expense and, of perhaps larger importance, reduce the exhibition of antismoking messages that must be carried under fairness rules as long as cigarette commercials are broadcast. The antismoking spots are taking effect.

It may be possible to work out a new compromise. A congressional endorsement of the National Association of Broadcasters' four-year phase-out plan or a reasonable modification of it would work to the benefit of all.

More than 'yes' or 'no'

Senator John L. McClellan (D-Ark.) has asked television broadcasters whether they intend to air motion pictures that are rated for adult audiences. His may be simple questions, but they do not lead to simple answers.

To begin with, broadcast standards must differ from theater standards for reasons that are obvious. Hence the system of restrictions adopted by movie interests for theatrical display have no relevance to television.

Not only that, movies in theatrical release today may not become available to television for years. Conventions may change significantly in the interval. This is another reason to suggest that television would be unwise to bind itself now to a system of acceptability adopted not only for another place but also for another time.

Editing is also available to the broadcaster. There are pictures that would offend few members of an audience if only a few explicit scenes were cut.

We could go on, but the point is that choosing and scheduling motion pictures must remain the editorial responsibility of the television broadcaster. These are programming judgments that cannot be delegated to the motion-picture business or a U.S. senator.

Unfair load

The National Association of Broadcasters has raised the obvious and valid objections to the FCC's proposed rules that would require broadcasters to go farther than other businessmen in the recruitment, training and promotion of representatives of ethnic minorities.

The NAB has correctly pointed out that the proposals would enormously increase paperwork for both broadcasters and the FCC, which is already complaining of an inability to handle its current assignments. While increasing paperwork, the proposal would add little to the store of meaningful information on employment practices; among other deficiencies it provides no means of matching reports of the employment of minorities against the availability of minorities in the localities of employment.

The real defect of the FCC's proposed rules is that they

are intended to perform a function other than the one they are publicized as intended to perform. They are not a means of ending discrimination against groups of people—a wholly commendable goal. They are designed to force broadcasters to assume a larger burden than that imposed on other small-business men in correcting the disadvantages of some American minorities and as such are discriminatory against broadcasters.

Relentless

Broadcasting in the United States today stands in grave jeopardy. Politically powerful and efficiently organized groups, actuated by selfishness and with a mania for power, are now busily at work plotting the complete destruction of the industry we have pioneered and developed. These groups give no thought to the efforts and the moneys which we have expended nor the services which we have rendered the American public in the development of the greatest broadcasting system in the world. They speak of our business as if it could be cut down and destroyed by the mere wave of a wand or legislative fiat. To protect the present system of broadcasting is a definite obligation which we as broadcasters owe to ourselves and to the millions of the public whom we serve. And adequate protection can be achieved only through efficient organization. In other words, American broadcasting today is given its choice between organization or destruction.

The paragraph you have just read (if you managed to get this far) is a classic, in a way.

What reads like a cliché-ridden overview of conditions in broadcasting today was printed 38 years ago this week in Volume 1 Number 1 of BROADCASTING. It was a blurb accompanying an article about reorganization of the National Association of Broadcasters. The quotation was from the late Walter J. Damm, general manager of WTMJ Milwaukee, the outgoing elected president of the then NAB.

The NAB emerged from its reorganization crisis and held reasonably firm for seven years before the next one arose. The script was the same.

So what else is new?



Drawn for BROADCASTING by Sid Hin

"When I say I want to make more bread on this show, I don't mean the kind you stick in the oven!"



“We make sure kids today know more than we did”

If world events are often confusing to adults, imagine what they're like to children. In 1964, Fetzer television stations in Lincoln and Grand Island, Nebraska decided to do something about it. They originated a series of regularly scheduled children's newscasts to help youngsters better understand the events shaping their future.



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