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# Broadcasting®

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FCC makes major moves to restructure broadcasting. p27

A quickening of the schedule for color EVR in homes. p50

Dingell throws another block into pay television. p58

SPECIAL REPORT: Preview of NAB convention week. p70

HARDLY  
ANYONE  
OVER 50  
TRUSTS  
US

In the January '70 ARB,\* WFIL Radio is #1, average quarter hours 6 AM to midnight, in persons 12+ , women 18-49, men 18-49, adults 18-49 and teens . . . in the total survey area, Monday through Sunday. And yet, we're only #8 in "over 50" and losing ground fast.

But is it really true that the over-50 crowd doesn't like us? After all, weak as we are in that age group, we do make 5300 of them feel so young.

\*Subject to limitations  
Details on request

WFIL RADIO

Philadelphia  
a Triangle Station . . . of course

**Chicago's best scene...**



**is the place to be seen...**

for Hospitality and  
Entertainment

MGM Television's  
**Lion's Den**

Executive House  
71 East Wacker Drive  
Suite 3812  
April 4-7  
5-10 PM



**MGM**  
TELEVISION





Dean Burch  
1969- CHAIRMAN



Robert Taylor Bartley  
1952-



Robert Emmett Lee  
1953-



Kenneth A. Cox  
1963-



Nicholas Johnson  
1966-



H. Rex Lee  
1968-



Robert Wells  
1969-



\*Rosel Herschel Hyde  
1946-1969



James J. Wadsworth  
1965-1969



Lee Loevinger  
1963-1968



\*E. William Henry  
1962-1966



\*Frederick W. Ford  
1957-1964



\*Newton N. Minow  
1961-1963



T. A. M. Craven  
1937-1944/1956-1963



John S. Cross  
1958-1962



Charles Henry King  
1960-1961



\*John C. Doerfler  
1953-1960



Richard A. Mack  
1955-1958\*\*



\*George C. McConaughy  
1954-1957\*\*



Edward Mount Webster  
1947-1956



Frieda Barkin Hennoch  
1948-1955\*\*



George Edward Sterling  
1948-1954



\*Paul Atlee Walker  
1934-1953\*\*



Eugene H. Merrill  
1952-1953



Robert Franklin Jones  
1947-1952\*\*



\*Albert Wayne Coy  
1947-1952\*\*



Clifford J. Durr  
1941-1948



Ray C. Wakefield  
1941-1947\*\*



\*Ewell K. Jett  
1944-1947\*\*



\*Charles R. Denny, Jr.  
1945-1947



\*Paul A. Porter  
1944-1946



William H. Wills  
1945-1946\*\*



\*James Lawrence Fly  
1939-1944\*\*



Norman S. Case  
1934-1945\*\*



George H. Payne  
1934-1943\*\*



Frederick I. Thompson  
1939-1941\*\*



Thad H. Brown  
1934-1940\*\*



\*Eugene O. Sykes  
1934-1939\*\*



\*Frank R. McNinch  
1937-1939\*\*



Irvin Stewart  
1934-1937



\*Anning S. Prall  
1935-1937\*\*



Hampson Gary  
1934\*\*

Federal Communications Commissioners July 10, 1934 to March 16, 1970

\*Served as Chairman

\*\*Deceased

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



## Double shuffle

White House strategists are considering unusual parlay to achieve tidy transition to Republican control of FCC. It hinges on acceptance by Commissioner Robert Wells, Republican ex-broadcaster, of appointment to seven-year term succeeding Democrat Kenneth Cox next June 30. Interim appointee would then be named for balance of Mr. Wells's term which ends June 30, 1971. So far Mr. Wells hasn't agreed to stay away from native Kansas for new appointment which, if fulfilled, would mean eight more years in Washington.

If Mr. Wells goes along, next step would be choice of Republican to take short term. Mentioned is George S. Smith, now chief of FCC Broadcast Bureau, who reaches retirement age of 70 next year, when seven-year appointee could succeed him. There's some opposition to Mr. Smith, and there may be another interim appointment from within that would have blessing of Chairman Dean Burch.

## Hiring it out

Faced Jan. 1, 1971, with FCC order that they begin program origination, some CATV operators have been asking whether compliance may be achieved by leasing channel or two to outside programmer. This would relieve cable operator of costs of buying equipment and hiring staff. Informal reaction at FCC is that this move would be considered favorably.

Significantly, first CATV programming conference, under sponsorship of National Cable TV Association April 30-May 1 in Chicago, is likely to have some familiar broadcasting names among participants, first being CBS Enterprises among dozen program distributors that have registered.

## Gut question

FCC tackles another in series of big-ticket items today (Monday)—proposals to grant land-mobile radio access to UHF share of frequency—with outcome in doubt. Staff has divided along predictably contrary lines: Safety and Special Radio Services Bureau favors permitting land mobile to share with television lower seven UHF channels and then initiating new rulemaking to reallocate those channels to land-mobile use exclusively. Broadcast Bureau is opposed even to permitting sharing; it cites report of Stanford Research Institute in support of position that better management of spectrum, not UHF

channels, is answer to land mobile's spectrum needs. Broadcast Bureau is recommending new proceeding looking to displacement of translators from upper UHF channels and transfer of those frequencies to land mobile.

## Added starter

Budding Negro broadcast group will have spot on National Association of Broadcasters' convention agenda to present case for more black participation in technical and performing side of radio-TV. NAB officials, meeting Friday (March 27) in Washington with representatives of National Association of Black Media Producers, agreed to last-minute adjustment of already-programmed Wednesday-morning (April 8) session, probably television meeting, to permit Tony Brown, president of NAB-MP, to make 10-minute presentation.

## Touchy subject

FCC will try to take some of mystery out of what it expects of broadcasters in their license-renewal applications. But, in process, it may fashion some tougher standards. Staff, in consultation with Commissioner Robert Wells, only commissioner with practical broadcast experience, will draft statement on what commission looks for in renewal applications. This could include degree of discrepancy between promise and performance that flags staff's attention and results in request for further information from applicant. Project could also result in standards being set that would cause questions on applicant's proposals in news, public affairs and "other" programing categories.

Commissioners Kenneth A. Cox and Nicholas Johnson have long urged commission to establish such standards, but without success so far. Commission's initiation of exercise last week—which could result in formal policy statement on renewal application processing—may be sign they are achieving some success.

## All the time

Formal steps to replace All-Industry TV Stations Music License Committee with permanent organization having responsibilities in broad range of music-copyright matters will be taken at meeting at National Association of Broadcasters' convention next week. In past, committees have served essentially as ad hoc groups to negotiate new contracts with American Society of Composers, Authors and Publishers and with

Broadcast Music Inc. whenever old licenses expired. Negotiations often lasted for years, but when they were completed, committees tended virtually to go out of business. Permanent organization, long-time aim of committee leaders, would still negotiate but would also be available on continuing basis to deal with—and keep broadcasters generally informed on—any other TV music copyright issues as they arise.

Committee membership has been substantially overhauled since negotiations with ASCAP were wound up last fall. Eight new members have joined Chairman Robert H. Smith, WCYB-TV Bristol, Va., and two other holdovers on new group, which will be proposed as nucleus for permanent organization at Chicago meeting. In addition, Ron Irion of NAB is ex officio member. Session will be open to all commercial TV broadcasters. One of new group's first agenda items will be to meet with BMI to talk about negotiating new BMI music contracts.

## Move to media

Announcement expected shortly that Jerome Feniger will resign as vice president of Grey Advertising, New York, June 1 to devote full time to job as president of Horizons Communications Corp. Horizons now owns WALK-AM-FM Patchogue and WRIV(AM) Riverhead, both New York. Horizons also has applications before FCC to purchase KPAT-AM-FM San Francisco and WKOW-TV Madison, WAUW-TV Wausau and WXOW-TV La Crosse, all Wisconsin.

## Missionary

ABC News President Elmer Lower, on Mideast mission, is meeting with Arab leaders in hope, according to associates, of getting better opportunities for TV coverage. Government restrictions and censorship now hamper TV news coverage by all networks. ABC-TV, unlike CBS or NBC, has no bureau in any Arab nation and is not seeking one at this time, but Mr. Lower wants to get OK for ABC-TV newsmen to get into Arab nations more often. Coverage now is by Peter Jennings out of Rome bureau.

## Production center

Staff of House Select Committee on Crime, who have apparently set congressional precedent by producing own radio documentary on drug abuse, may again venture into broadcasting, possibly with TV documentary on heroin addiction. Project will require professional help, reportedly being lined up.



## Would Western Electric waste its time?

**Not for a minute.**

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

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

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

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

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

## WBAL Radio, Baltimore...

makes every minute count.

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



FCC tentatively votes to curtail syndication activities and amount of prime-time programming networks may supply. Agency also adopts one-to-customer rule and says it aims to break up existing media combinations. See . . .

## Major moves to rip up broadcasting . . . 27

In wake of FCC plans to reduce prime-time entertainment programming and phase out syndication by networks, independent producers are ambivalent about chances for increased business. See . . .

## Where to find all those new shows? . . . 28

FCC announces it is accepting applications for domestic satellites. Applications may be slow in coming due to extensive information requested. TV networks, Teleprompter and Comsat are among those who will apply. See . . .

## Sky's the limit on satellite bids . . . 42

In first public demonstration, CBS and Motorola unveil color version of electronic video recording system. The sets—priced at \$795 per unit—are scheduled for delivery Sept. 1, year ahead of schedule. See . . .

## Soon the home video record in color . . . 50

Stockholders of Corinthian Broadcasting and Dun & Bradstreet Inc. approve merger—value of which is now placed at \$119 million. C. Wrede Petersmeyer, Corinthian president, 'hopes for FCC approval by early fall.' See . . .

## One hurdle cleared for merger . . . 54

ABC-TV President Elton H. Rule, in major shake-up, is promoted to head of ABC broadcasting operations as he becomes president of American Broadcasting Co. Move consolidates all broadcasting operations. See . . .

## Rule heads new broadcast group . . . 56

Pay-TV foe Representative John D. Dingell (D-Mich.) introduces bill which goes beyond FCC restrictions on pay TV to include ban of commercials, limited use of films and sports, and effect of throwing pay TV onto UHF. See . . .

## New shackles planned for pay TV . . . 58

FCC announces new policy on preparation of ascertainment-of-community-needs surveys by licensees which Commissioners Robert T. Bartley and Nicholas Johnson say amounts to 'virtual freeze' on applications. See . . .

## Primer may prolong cases at the FCC . . . 60

Environmental pollution, problems of modern communications technology and demands of minority groups for participation in broadcasting are among issues which will loom large on agenda of NAB convention. See . . .

## NAB sessions reflect social issues . . . 73

Syndicators head for NAB convention with wealth of film libraries, off-network series and variety of reruns, but relatively few new offerings. Sales in 1970 expected to increase about 10% to \$280 million. See . . .

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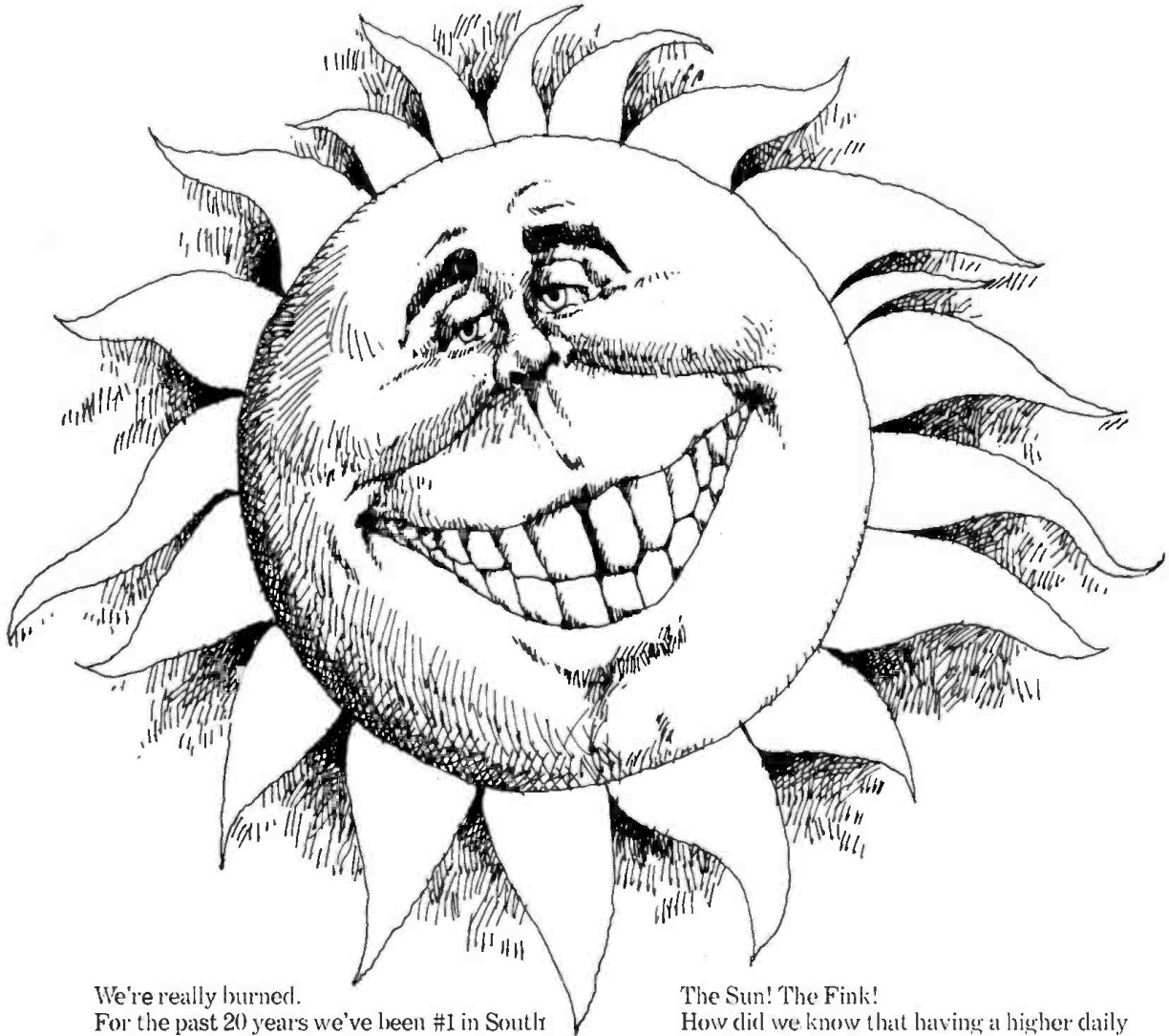
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## The Egyptians called him Ra. We call him Fink.



We're really burned.

For the past 20 years we've been #1 in South Florida. With a whopping 76% daily penetration of the Gold Coast in 1969, we had the best coverage.

But strange things began to happen. People started snickering when they walked past our studio.

When we told them that we reached over 500,000 homes per day, they only laughed.

And then we found out why. All over Madison Avenue the word was out: "Only the Sunshine covers South Florida better than WTVJ."

The Sun! The Fink!

How did we know that having a higher daily penetration than any other station in the top 25 markets wasn't enough?

The embarrassment is too much to bear. We've dealt with competition before, and we're not about to give up now.

We've set up a committee to look into the matter.

**WTVJ Miami**

Only the Sunshine covers South Florida better than WTVJ. But we're working on it.

Source: ARB Special Tabulation, March 1969. ARB 1968 Television Market Analysis. Audience Data are estimates subject to qualifications contained in the pertaining survey report. A Wometco Enterprises, Inc. station (CBS affiliate). Represented nationally by P.G.W., Inc.



## Convention clouds loom

Threat of a nationwide Teamsters Union strike, growing slowdown of air transportation because of air controllers "sickout" and postal system slowly recovering from strike has produced plenty of headaches for National Association of Broadcasters.

Major equipment manufacturers are scheduled to have exhibits in Conrad Hilton for convention by Wednesday, day strike or lock-out of Teamsters might start. Smaller exhibitors however could be in trouble getting equipment in.

Everett Revercomb, NAB secretary-treasurer and convention manager, said: "We're going ahead with our plans in any case." Backing up of air traffic can be real problem to delegates and last-minute shipments, he noted.

Teamsters Local 705 members in Chicago earlier authorized strike April 1 if union negotiators wish to call men out. Both national and local contracts expire Tuesday midnight but local 705 representative said Friday (March 27) his union is willing to work without contract if negotiations proceed in good faith.

## Plan renewal objections

Petitions to deny renewal applications of up to five Atlanta stations, including WJRJ-TV (ch. 17), are to be filed with FCC today (March 30), one of leaders of coalition of black groups in that city said Friday (March 27).

In addition to UHF station, Reverend Joseph Boone identified stations to be filed against as WGUN, WAVO, WYZE, and WRNG. However, he said meetings were still being held with officials of WRNG which could result in group's dropping plan to file petition against it.

Mr. Boone is co-chairman of Community Coalition on Broadcasting, composed of some 20 organizations, that has been negotiating with all 24 Atlanta stations on basis of list of reform measures blacks want stations to adopt. Measures are aimed at promoting full integration in employment and programming as well as special attention to black tastes, needs and interests.

Reverend Boone said stations marked for petitions to deny were "not cooperative; they flatly refused to negotiate."

Coalition was still in negotiations with two major television stations at week's end, WSB-TV and WAGA-TV. Third major VHF in market, WQXI-TV, and 14 AM and FM stations have reached agreement with coalition. Mr. Boone

said.

Result of coalition's unusual effort to press demands on all stations in market was regarded as qualified success by Mr. Boone. "We didn't get everything we want, but some progress was made. We'll keep all the stations under surveillance," he said.

He counted number of gains: WAGA-TV hired black man to anchor 7 p.m. and 11 p.m. news shows nightly. WQXI-TV is hiring one to anchor news on once-weekly basis, "many" stations are doing business with black-owned bank in Atlanta, "most" said they will hire young blacks for on-job training; and three have agreed to place black men on their boards of directors.

Cutoff date for filing against Georgia renewals was Feb. 30. However, commission extended deadline for 30 days to permit Coalition to conclude its negotiations with Atlanta stations (BROADCASTING, March 2).

## News budgets quadrupled

Budgets for TV station news rose from average of \$121,000 in 1960 to \$440,000 in 1970, according to study made in top-50 markets by Time-Life Broadcast on behalf of Radio-TV News Directors Association.

Out of a total of 174 stations queried, 123 responded, reporting they were spending \$51,505,000 in aggregate for

## 'Kooks' blackout queried

Broadcasters who follow news judgments of Vice President Spiro T. Agnew to extent of editing out of newscasts all stories dealing with "radicals and kooks" are looking for trouble from FCC. Commission's chief of complaints and compliance division, William B. Ray, last week wrote KWIX(AM) Moberly, Mo., about story in March 16 BROADCASTING reporting that station has adopted policy of ignoring such stories. He said commission does not inquire into allegations of slanting or distorting of news unless it has extrinsic evidence that licensee is involved in those actions—which, he added, appears to be case in station's decision on radicals-and-kooks stories.

"Deliberate exclusion of all news regarding any category of newsworthy event or participant therein raises questions as to the integrity of a licensee's news reports and its service to the public," Mr. Ray wrote. KWIX was asked to comment on matter in 20 days.

news in 1970 compared with \$10,670,000 in 1960. Total staffs also were up—from 747 in 1960 to 2,990 in 1970.

In 1960 stations were presenting average of 4 hours and 9 minutes weekly of news. This year figure is 9 hours and 3 minutes.

Observed J. W. Roberts, president of RTNDA and chief of Time-Life Broadcast's Washington bureau: "There can be little doubt that news has been the growth sector of television in the sixties."

## Commercials contest

Television Bureau of Advertising's Sales Advisory Committee has approved third local commercials competition to find best commercials produced during past year by TV stations, according to announcement Friday (March 27) by SAC.

In directing TVB to hold third commercials competition, SAC pointed out that it is important for station salesmen to keep up with changing trends in commercial production. Committee also approved agenda for this year's sales clinics, series of 20 all-day seminars on selling problems, that begin April 14 in Oklahoma City.

## Another CATV programmer

National CATV Program Library Inc. has contracted with Four-Star Productions, Continental Media Services and Lew Bailey Productions, all Los Angeles, for programming that Library can supply to CATV operators at minimal cost. Library also is negotiating with all major studios for programming, Donald W. Kilbrith, general sales manager of Dallas-based firm, said Friday (March 27). Library President Roger Eaton also said firm has contracted with Motorola and CBS for 600 EVR players, demonstrated last week (see page 50). He said Library hopes to lease EVR's to CATV operators, together with shows put in film cartridges by CBS.

Formed as private corporation with group of American Airlines Pilots as main owners, Library will make variety of shows available, starting Aug. 1, on one-inch Ampex and IVC recorders, and EVR. Orders will be accepted beginning April 15. Organizers foresee Library as "central clearing-house for all distributors of programming for cable television."

Library also was said to be negotiating with CATV operators—H&B American, Los Angeles; National Transvideo,

Dallas; and Teleprompter, New York—as possible clients.

Late last month, announcement of new firm to supply CATV systems with programing material, formed by Dick Clark and International Video Corp., Sunnyvale, Calif., broadcast equipment firm, was announced.

### Series named

NBC-TV has named four individual series—each to be presented in six consecutive telecasts—that will be featured in *Four-in-One* program that starts next fall (Wednesday, 10-11 p.m. NYT). They are “McCloud,” “The Psychiatrist,” “Rod Serling’s Night Gallery” and “San Francisco International.” Universal TV is production firm.

Dennis Weaver stars in “McCloud,” police drama; Roy Thinnes plays top role in “Psychiatrist,” medical show created by Norman Felton; “San Francisco International,” is suspense drama set at metropolitan airport (Universal is studio that produced movie, “Airport”), and Rod Serling is host and narrator and writer of most scripts in “Night Gallery,” which emphasizes bizarre plot twists.

For all four, “world premiere” motion pictures on NBC served as pilots (“McCloud” and “Night Gallery” were telecast this season, “Psychiatrist” and “San Francisco International” will be shown next season).

### TV covers TV hearing

Aside from issues under consideration at FCC hearing on renewal of licenses for KRON-FM-TV San Francisco (see page 64), setting also served as breakthrough in news coverage. Hearing Examiner Chester F. Naumowicz agreed to plan proposed by Ron Myers, president of Northern California chapter of Radio-Television News Directors Association, that film cameras from each of five bay-area television stations be permitted to film hearings.

Restrictions placed on camera crews by Mr. Naumowicz required that equipment be completely set up 15 minutes prior to start of hearing session, no additional lights or microphones on tables would be permitted.

According to one station, quality of picture and sound was not affected and presence of crews and reporters did not disturb proceedings. Equipment had to stay up during sessions but could be removed during breaks for lunch or after day’s hearings concluded. Stations taking part were KGO-TV, KQED-TV, KPIX-TV, KRON-TV, all San Francisco plus KTVU(TV) Oakland. Fact that hearing concerned license of KRON-TV did not enter into consideration of that station’s participation in coverage.

## Week’s Headliners



Mr. Picard

Mr. Plambeck

**Elton H. Rule**, president of ABC-TV since 1968, named to new post of president of American Broadcasting Co., broadcast division of ABC Inc. **I. Martin Pompadur**, VP and general manager, ABC-TV, named VP of ABC division and will work closely with Mr. Rule. **James E. Duffy**, VP in charge of sales, ABC-TV, succeeds Mr. Rule as president of ABC-TV (see page 56).

**Paul Picard**, former executive producer of MGM-TV and former VP in charge of program development at ABC-TV, named VP-TV for MGM (see page 71).

**Herb Plambeck**, farm director of WHO (AM) Des Moines, Iowa, and past president of National Association of Farm Broadcasters, named to top public-affairs post at Department of Agriculture. He will be secretary of agriculture’s assistant for public affairs. Mr. Plambeck, who has spent lifetime in farming and farm broadcasting, has been with WHO since 1936.

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

### Chicago bound

**William T. Raidt**, president, D’Arcy Advertising, New York, moves his headquarters to agency’s Chicago office May 1. **Nicholas L. Turkevich**, senior vice president and managing director, Chicago, becomes executive vice president of agency and member of executive committee. He assumes new corporate duties, coordinating D’Arcy offices in St. Louis, San Francisco, Cleveland, Chicago, Los Angeles and New York, and heading international activities through D’Arcy’s European network of affiliate agencies.

**Daniel H. Lewis**, vice chairman of board, becomes head of D’Arcy’s New York office. He also continues as corporate creative director and chairman of executive committee.

### Keeping the calm

WSNT(AM) Sandersville, Ga., replying Friday (March 27) to civil-rights groups that sought denial of station license renewal because of alleged non-coverage or distortion of racial incidents in area (BROADCASTING, March 9), held that news policy was based on desire to avoid undue publicity leading to possible violence, rather than racial discrimination.

Station also claimed that with one exception, “no black individual, leader or organization has been denied use of facilities of radio station WSNT. . . .”

Black groups also filed late and have no standing as parties in interest, station told commission.

### Falstaff to O&M

Ogilvy & Mather, New York, is recipient of estimated \$10-million Falstaff beer account, leaving Foote, Cone & Belding, Chicago, as of May 31. Falstaff Brewing Corp., St. Louis, also will give new brand assignment to Needham, Harper & Steers, New York, agency for Falstaff’s Narragansett and Kreuger Pilsner brands.

### Pre-Apollo for kiddies

General Foods will sponsor special one-hour NBC-TV children’s show Saturday, April 11 at noon, before Apollo 13 lift-off on moon mission. Featured on show will be tour of solar system with Bil Baird Marionettes and cartoon trip to moon with “Barbar the Elephant.” Host will be newsman Frank McGee, who also will anchor Apollo 13 coverage.

### Appoints agency

WABC-TV New York has appointed Della Femina, Travisano & Partners Inc., New York, as its advertising agency effective April 1. Agency already handles ABC-TV owned stations division. Della Femina, Travisano said it would concentrate efforts on station’s *Eyewitness News* and on 4:30 *Movie*.

### Solicitation by UHF

KAEC-TV Nacogdoches-Lufkin, Tex. is offering itself for sale in \$100 units.

UHF went off air March 18, reportedly due to lack of money for repairing equipment, and has since placed advertisement in Lufkin newspaper asking for donations. To get station back on air, licensee Fredonia Broadcasting Corp. is asking for donations of \$100 that “will entitle the donor to trust certificate representing ownership in KAEC-TV.”

FCC spokesman said that he knew nothing of KAEC-TV’s going off air, but said commission authorized channel 19 licensee to temporarily operate at reduced power until April 17.



**FROM WARNER BROS. TELEVISION**

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**VOLUME 15**  
**VOLUME 15**

**32 POWERFUL  
FEATURE FILMS  
(22 IN COLOR)**

**FIRST RUN, OFF-NETWORK**

ALL HANDS ON DECK  
ANNA AND THE KING OF SIAM  
BATTLE OF THE VILLA FIORITA  
CHEYENNE AUTUMN  
COMPULSION  
DEAR BRIGITTE  
DO NOT DISTURB  
FIVE WEEKS IN A BALLOON  
4 FOR TEXAS  
GIGOT  
HIGH WIND IN JAMAICA  
HUSH... HUSH, SWEET CHARLOTTE  
ISLAND IN THE SUN  
JOHN GOLDFARB, PLEASE COME HOME  
LISA  
MAN IN THE MIDDLE  
THE MUSIC MAN  
NEVER TOO LATE  
OPERATION AMSTERDAM  
THE PLEASURE SEEKERS  
RAPTURE  
THE REWARD  
RIO CONCHOS  
ROBIN AND THE SEVEN HOODS  
SHOCK TREATMENT  
THE SONG OF BERNADETTE  
THE STORY OF RUTH  
THE THIRD DAY  
UP FROM THE BEACH  
VOYAGE TO THE BOTTOM OF THE SEA  
WAKE ME WHEN IT'S OVER  
WHAT EVER HAPPENED TO BABY JANE?

**Starlite 3 & 4**

**60 SELECTED BOXOFFICE  
& TELEVISION RATING HITS  
(35 IN COLOR)**

**NEVER ON NETWORK TELEVISION**

**STARLITE 3**

APRIL IN PARIS  
BEAST FROM 20,000 FATHOMS  
BLOOD ALLEY  
BREAKTHROUGH  
BY THE LIGHT  
OF THE SILVERY MOON  
CAPTAIN HORATIO HORNBLOWER  
CARSON CITY  
THE CHARGE AT FEATHER RIVER  
CLOSE TO MY HEART  
COME FILL THE CUP  
DALLAS  
THE DAMNED DON'T CRY  
EAST OF EDEN  
HASTY HEART  
I CONFESS  
THE IRON MISTRESS  
THE JAZZ SINGER  
JIM THORPE—ALL AMERICAN  
KING RICHARD  
AND THE CRUSADERS  
LULLABY OF BROADWAY  
THE MASTER OF BALLANTRAE  
OPERATION PACIFIC  
SHE'S WORKING HER WAY  
THROUGH COLLEGE  
THE SILVER CHALICE  
STAGE FRIGHT  
STOP, YOU'RE KILLING ME  
THE STORY OF WILL ROGERS  
STRANGE LADY IN TOWN  
TRACK OF THE CAT  
YOUNG MAN WITH A HORN

**STARLITE 4**

BATTLE CRY  
THE BIG TREES  
BRIGHT LEAF  
THE DAUGHTER  
OF ROSIE O'GRADY  
THE EASY WAY  
FORCE OF ARMS  
HIS MAJESTY O'KEEFE  
ILLEGAL  
I'LL SEE YOU IN MY DREAMS  
LIGHTNING STRIKES TWICE  
THE LION AND THE HORSE  
THE MACOMBER AFFAIR  
THE MAN BEHIND THE GUN  
MARA MARU  
THE MIRACLE OF  
OUR LADY OF FATIMA  
MISTER ROBERTS  
MONTANA  
ON MOONLIGHT BAY  
PHANTOM OF  
THE RUE MORGUE  
REBEL WITHOUT A CAUSE  
THE SEARCHERS  
SINCERELY YOURS  
A STAR IS BORN  
THEM  
THIS WOMAN IS DANGEROUS  
THREE SAILORS AND A GIRL  
TROUBLE ALONG THE WAY  
THE WEST POINT STORY  
THE WINNING TEAM  
THE WRONG MAN

**Warner Bros. Television**

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# A REFLECTION OF DAXTON

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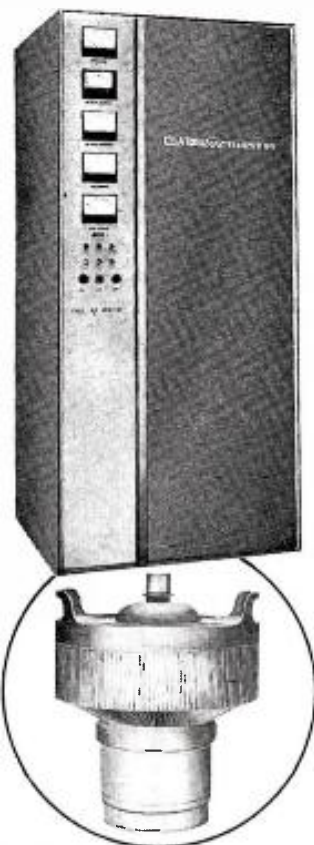
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## Datebook®

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

\*Indicates first or revised listing.

### March

March 31—Annual stockholders meeting, *General Tire & Rubber Co.* Akron, Ohio.

### April

April 1—Deadline for filing comments on FCC's proposed rulemaking relating to bank holdings of broadcast stocks.

■April 1-2—Hearings before *Senate Communications Subcommittee* on bill to provide continued financing for Corp. for Public Broadcasting (S. 3558). New Senate Office building, Washington. April 1, Room 1318; April 2, Room 1202.

April 1-4—Combined meeting of *Southern Educational Communications Association* and *National Association of Educational Broadcasters*. Theme is "Educational Broadcasting—the Now Frontier." Dr. Marshall McLuhan, director of center for culture and technology, University of Toronto, will speak, and William F. Buckley Jr. will appear and tape two of his *Firing Line* programs at convention.

April 2—Seminar of opportunities within broadcasting industry sponsored by *North Carolina chapter of American Women in Radio and Television* in conjunction with division of continuing education, East Carolina University, Greensboro, N. C.

April 2—*International Radio and Television Society* newsmaker luncheon. Speaker will be A. Ernest Fitzgerald, cost efficiency expert who lost his job after testifying on cost overruns on Air Force weapons systems. He will talk about how broadcasting can seek out military waste.

April 3—National seminar on broadcast advertising in 1970's with Hubert Humphrey as keynote speaker, Arthur Godfrey as luncheon speaker and dozen top advertiser-agency executives as participants, sponsored by *Broadcast Advertising Club of Chicago*, Grand ballroom, Conrad Hilton, Chicago.

April 3-4—Region 1 conference of *Sigma Delta Chi*. Harrisburg, Pa.

April 3-4—Region 6 conference of *Sigma Delta Chi*. Minneapolis.

April 3-5—National convention of *National Association of FM Broadcasters*. Theme is "New Dimension in a New Decade." Palmer House. Chicago.

April 3-5—National convention and exhibition, *Intercollegiate Broadcasting System Inc.* Theme will be freedom to speak. La Salle hotel, Chicago.

April 4—Region 3 conference of *Sigma Delta Chi*. Atlanta.

April 5-9—Annual convention of *National Association of Broadcasters* and *Broadcast Engineering Conference*. Conrad Hilton hotel, Chicago. (See special Report, page 73, for full convention agenda and related meetings).

April 6—Communications workshop, sponsored by U.S. Department of Housing and

Urban Development and officials of *National Association of Housing and Redevelopment*. Department of Housing and Urban Development, Fort Worth.

April 6-8—Third communication satellite systems conference, sponsored by *American Institute of Aeronautics and Astronautics*. The sessions will cover, among other things, European projects, Canadian domestic systems, U. S. domestic systems, digital communications, and advanced satellite concepts and experiments. International hotel, Los Angeles.

April 9—Annual stockholders meeting, *Avco Corp.* Rancho Bernardo Inn, San Diego.

April 9—Los Angeles Advertising Women 24th annual Lulu awards banquet. Annual achievement awards competition. Crystal Room, Beverly Hills hotel, Beverly Hills.

April 9—Semi-annual meeting of national awards committee of *The National Academy of Television Arts and Sciences*. Beverly Wilshire hotel, Beverly Hills, Calif.

April 10-11—Region 4 conference of *Sigma Delta Chi*. University of West Virginia, Morgantown.

April 10-11—Semi-annual meeting of Board of Trustees of *The National Academy of Television Arts and Sciences*. Beverly-

Television Bureau of Advertising regional sales clinics

April 14—Holiday Inn Downtown, Oklahoma City

April 16—Sheraton Astro World, Houston

April 20—Century Plaza, Los Angeles

April 20—Riviera Motor hotel, Atlanta

April 22—Jack Tar, San Francisco

April 22—Sam Peck motor motel, Little Rock, Ark.

April 22—Mayflower hotel, Jacksonville, Fla.

April 24—Washington Plaza hotel, Seattle

April 24—Royal Orleans, New Orleans

April 24—Red Carpet Inn, Charlotte, N. C.

April 30—Washington Hilton, Washington

Wiltshire hotel, Beverly Hills, Calif.

April 10-12—Region 9 conference of *Sigma Delta Chi*. Denver.

April 10-20—Japan Electronics Show, sponsored by *Electronic Industries Association of Japan*. Features equipment exhibits from many nations. International Trade Center, Harumi pavilions 1-3, Tokyo.

April 10-12—Annual convention of the *Canadian Association of Broadcasters*. Ottawa.

April 11—Annual seminar for college women in fields of broadcasting, public relations and advertising sponsored by *American Women in Radio and Television*. American Association of University Women's national headquarters. Washington.

April 11—Meeting of Indiana AP Radio-TV Association, Culver Military Academy, Plymouth, Ind.

April 11—Annual awards meeting and banquet, *Georgia AP Broadcasters Association*. Atlanta Marriott.

April 11—Region 10 conference of *Sigma Delta Chi*. Portland, Ore.

April 13—Deadline for filing comments on FCC's primer on ascertainment of community needs.

Radio Advertising Bureau's regional sales clinics

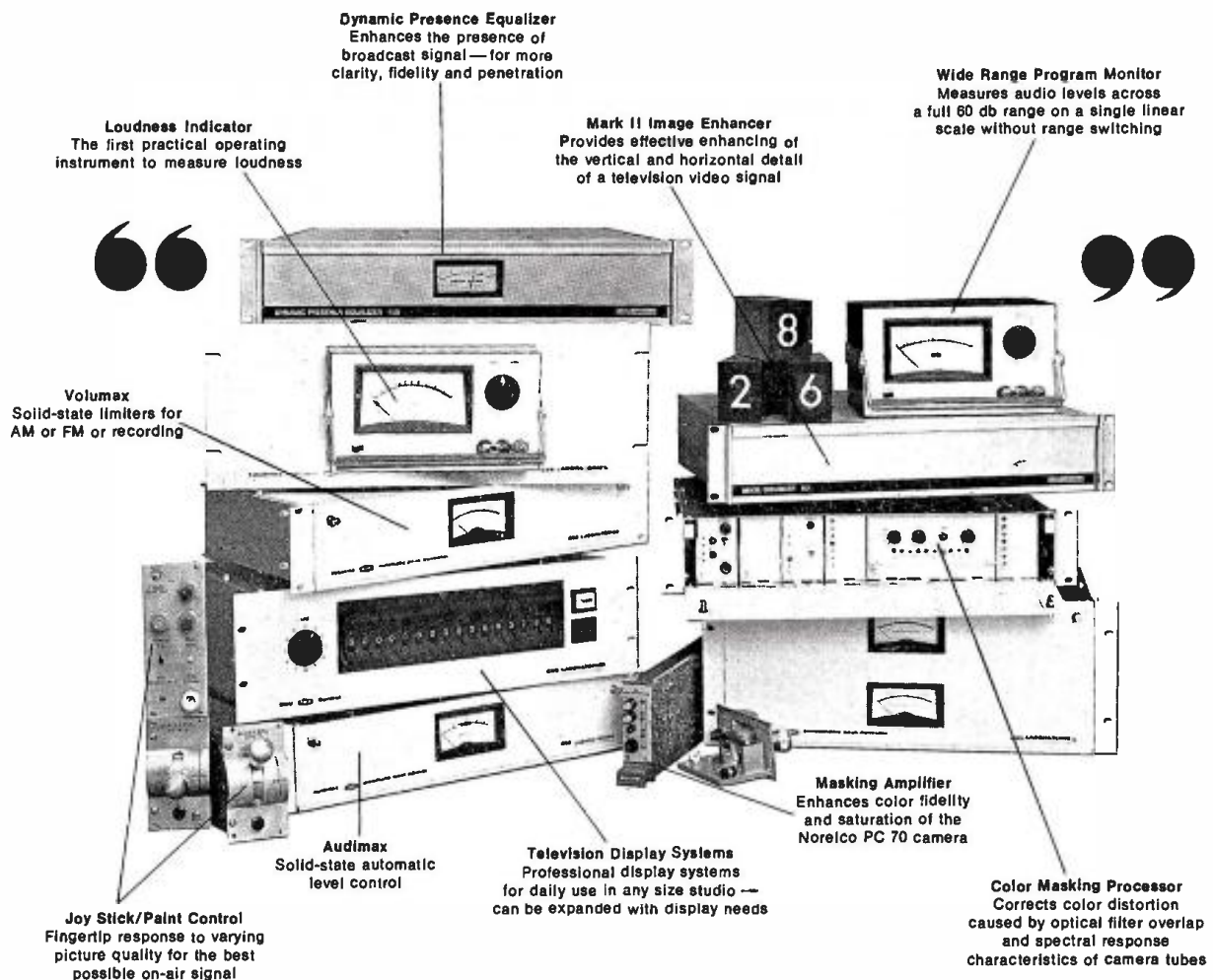
April 20—Denver Hilton, Denver.

April 22—Hilton Inn, Seattle.

April 24—Hilton hotel, San Francisco.

# We have lots of things to say about broadcasting quality:

Let's talk about them...  
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at NAB-Booth 304

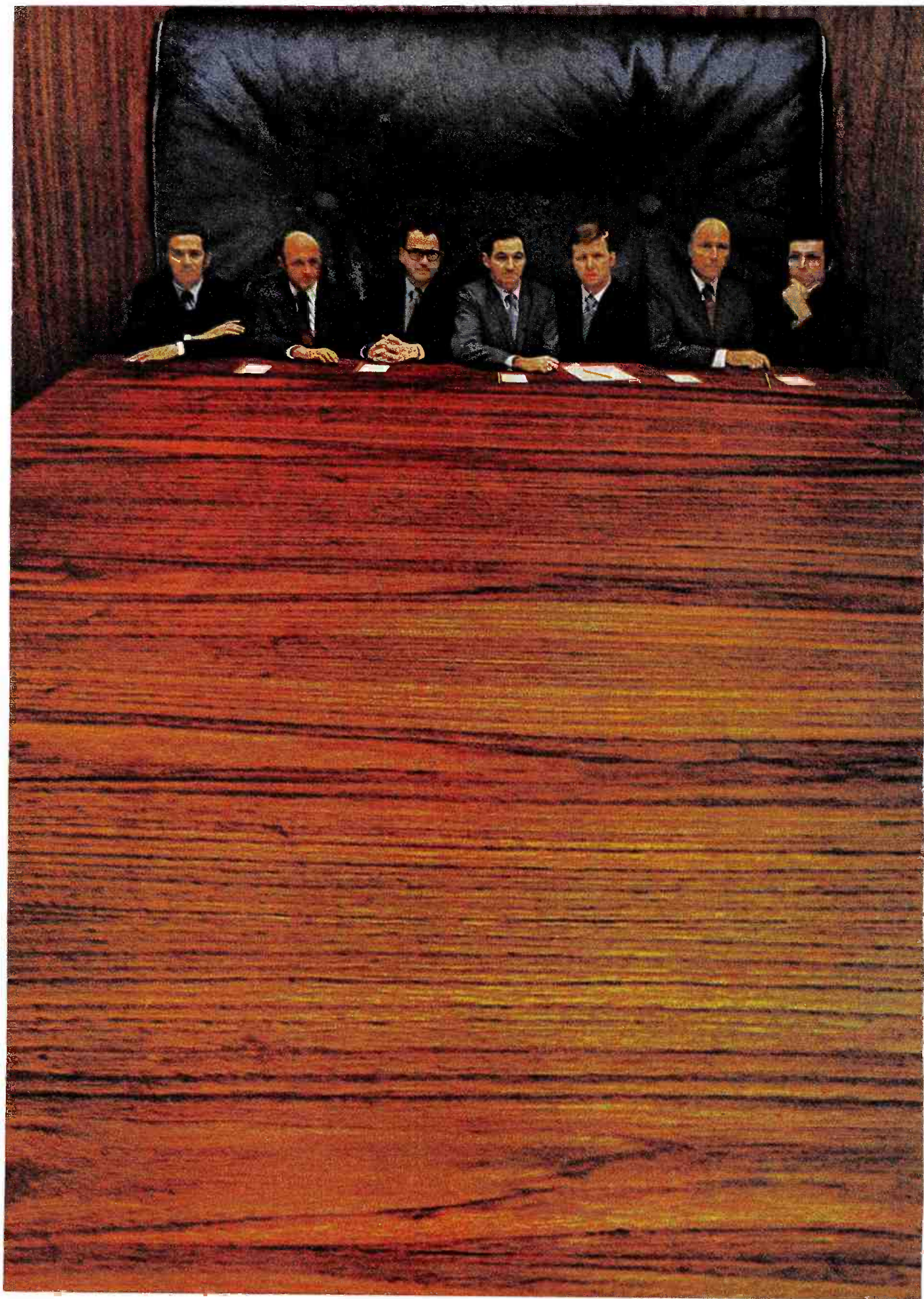


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A Division of Columbia Broadcasting System, Inc. 227 High Ridge Road, Stamford, Connecticut 06905 (203) 327-2000







# Our division has seven presidents. Our President wants it that way.

Each of the seven ABC Owned Radio Stations is managed by a decision maker. Technically these men report to the President in New York. But mostly, they report to themselves. That's the way our President wants it.

When you build a sound, successful business, you learn that some things just can't be directed from New York. The local situation in San Francisco is different than Chicago. Or Houston.

So we give our executives their heads. And develop them to run their stations as if they belonged to them. This goes for programming, sales, editorials, the works.

Is this decentralization working? Just look at any ARB or Pulse chart in any of our seven markets:

WABC	WABC FM/New York
KQV	KQV FM/Pittsburgh
WXYZ	WXYZ FM/Detroit
KXYZ	KXYZ FM/Houston
WLS	WLS FM/Chicago
KGO	KGO FM/San Francisco
KABC	KABC FM/Los Angeles

That's how we run our business.

Our President wants it that way.

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# What Stations have strong Executives?

That's a tough question to ask a broadcaster considering there are 690 television stations and 6,349 radio stations. But, it's a "head-hunter's" job to know where the best executives are employed so we can lure them away for our clients.

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### Help where it counts

**EDITOR:** The support of BROADCASTING in calling attention to the importance of the 1970 decennial census of population and housing is greatly appreciated by all concerned with the success of this undertaking.

We know that the cooperation of radio and television is vital and believe the nation's broadcasters will respond with their traditional generosity. BROADCASTING makes a significant contribution in reporting on the census information campaign and in carrying such editorial features as the Feb. 23 "Monday Memo," about the census by Robert F. Allen, chairman of Fuller & Smith & Ross, and the public service message in the March 16 issue.—*Maurice H. Stans, secretary of commerce, Washington.*

### P.O.'s slogan was borrowed

**EDITOR:** The finest bouquets to you and your associates on the handling of distribution for the March 23 BROADCASTING. Shipment of copies to New York (and other points) via special truck delivery made it possible for all of us here at Petry to get right into our Monday "must" reading before 10 a.m. that day.

We realize that this successful form of distribution, in the face of a national disaster, the postal strike, required much in the way of planning, ingenuity, and many weekend work hours.

On behalf of all of us here at Petry—and on behalf of the rest of the people in the industry who benefited from your resourcefulness—an all-out thank you.—*Robert L. Hutton Jr., vice president, Edward Petry & Co., New York.*

### Says sheriffs aren't offended

**EDITOR:** This is in response to the correspondence regarding the sheriff commercial for the Dodge and in particular the letter you printed from Truman Walrod, editor of the *National Sheriff* (BROADCASTING, March 9).

My father, for 24 years county sheriff, Mills county, Tex., enjoyed such "buffoonery" as that exhibited by Don Knotts on the Andy Griffith show. He never felt offended, even though he was an outstanding law-enforcement officer. I believe that put to a test vote, the nation's sheriffs would all agree that they do not find the Dodge commercial to be offensive.

If broadcasters and sponsors allow this type of protest blackmail to become the guideline for their creativity

in commercial media, where will it end? Perhaps those without a good tan will be able to cancel the QT commercials! Perhaps the principals of senior high schools will be able to cancel *Room 222*. It can be carried to any end.

If we allow creative advertising to be stripped by some ill-advised pressure, we will face a sterile commercial future.—*William T. Stubblefield, president, William T. Stubblefield Co., Al-die, Va.*

### Double endorsement

**EDITOR:** Every once in a while I write a letter to the editor. This is the first time I ever wrote one commending two editorials on the same page at the same time.

"Up in Smoke" and "Overload" in your March 9 BROADCASTING hit two nails squarely on the head.

If broadcast can be expected to live by a standard not required of other elements of our society merely because it is licensed, then we suffer a bankruptcy of leadership that may well be fatal.—*Lawrence H. Rogers II, president, Taft Broadcasting Co., Cincinnati.*

### Wasted advertising?

**EDITOR:** In your March 16 editorial on the broadcasters losing cigarette advertising revenue, you refer to legislative utopians who "witlessly believed their votes against broadcast advertising would somehow affect cigarette consumption."

Setting aside the merit or demerit of outlawing broadcast advertising of cigarettes, surely you do the television and radio industry a disservice. Have the manufacturers been throwing money away all these years on broadcast advertising aimed at increasing their sale of cigarettes?—*J. T. Hoey, manager, Telcom system, Chillicothe, Ohio.*

(As BROADCASTING has repeatedly reported, cigarette manufacturers have used broadcast advertising to promote particular brands. In foreign countries where broadcast advertising has been withdrawn or never permitted, little effect on gross sales of cigarettes has been traceable.)

### A hazy Day

**EDITOR:** I notice in the press that National Educational Television President James Day is quoted as saying: "I think of public television as a journalistic enterprise."

I fail to see the connection between journalism and education. I fail to see why public funds should support journalism—especially when education is so



domed stadium-sex  
education-downtown  
black vs. white-hospit  
the generation gap-m  
building moratorium  
parochial schools-job  
united fund-big league  
ghetto-students-bask  
philharmonic-drugs-  
baseball-jr. achieveme  
campus disorders-cri  
pollution-environmen

we care



Buffalo's Community-Minded Station



MODEL 700-P

## WHY NOT BUY THE BEST CARTRIDGE MACHINE?

If you're looking for a mediocre cartridge machine then don't buy the TAPECASTER. TAPECASTER is the No. 1 cartridge machine because its superb performance is insured by the use of ONLY the highest quality components that have been subjected to rigorous quality control testing. The new SUPER-TORQUE hysteresis synchronous motor, standard in all TAPECASTER units, is twice the weight of motors found in competitive units. Forget the competition—Buy the best cartridge machine, TAPECASTER.



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

THIS SPACE CONTRIBUTED BY THE PUBLISHER

## Don't let cancer scare you to death.

If there's one thing  
we must make you aware of  
it's this:

When discovered  
early, most cancers are  
curable. 1,500,000  
Americans who are cured of  
cancer are proof.

No one on record,  
however, has ever been  
cured of cancer by worrying  
about it.

If you suspect you  
have cancer, do the smart  
thing; make an appointment  
with your doctor.

American Cancer Society  
Fight cancer with a checkup and a check. ☺

desperately needed.

Can you tell me why?—A. N. Feldzamen, Chicago.  
(Can anyone?)

## A chance for the young

EDITOR: On Sept. 1, 1969, the Harris Foundation Internship in Educational Television began its fifth year of existence. Based on the experiences of the interns working with the staff of WTTW-TV/WXXW-TV Chicago, the sixth year of the internship will be rewarding and enriching experience for the two young people picked by the selection committee for Sept. 1, 1970, to Aug. 31, 1971.

I am anxious to hear from likely applicants, knowledgeable in basic broadcasting or its related areas and interested in the unusual opportunity offered by the program.

The scope of the internship program and its qualification requirements are described in a brochure that is available. Applications must be submitted in completed form by May 1, 1970, for consideration for the program beginning Sept. 1, 1970.—Robert F. Fuzy, administrator, The Harris Foundation Internship in Educational Television, 5400 North St. Louis Ave., Chicago.

## No residuals required

EDITOR: One of our lady viewers called following an editorial I ran deploring the loss of moral values in our over-affluent society. She asked why we couldn't put on a program to stress the basic Ten Commandments in an effort to remind that the Bible still provides the basic laws for human behavior.

We modified the idea and designed a series of 10 slides in color. All 10 of the commandments are used. There is no voice reading and no musical background. The announcer simply gives the call letters.

The slides are scheduled in rotation at specific time periods until all have been used and then the slides are moved to new time periods for another rotation. We run five commandment breaks a day, spaced about three hours apart.

Mail and phone-call comment has been excellent.—Marshall H. Pengra, general manager, KLTW-TV Tyler, Tex.



BROADCASTING PUBLICATIONS INC.  
Sol Talshoff, president; Lawrence B. Talshoff, executive vice president and secretary; Maury Long, vice president; Edwin H. James, vice president; B. T. Talshoff, treasurer; Irving C. Miller, comptroller; Joanne T. Luman, assistant treasurer.

## Broadcasting TELEVISION

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BROADCASTING-TELECASTING building,  
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\*Reg. U.S. Patent Office.

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# The teleproduction company everyone is telling where to go.

TMI doesn't mind.

Because when you have four of the best, most complete mobile units in the nation like we do, you kind of expect to be told where to go.

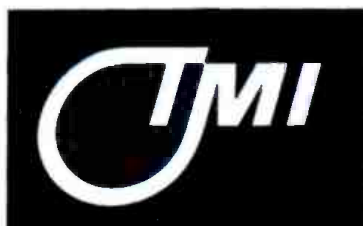
By networks like ABC. CBS. NBC. Hughes. TVS. Global.

To places like Illinois. Florida. Ohio. Virginia. (As a matter of fact everywhere.)

To cover events like Apollo 11. The Newport Folk Festival. The World Light Heavyweight Title Fight. The PGA



Golf Tour (Doral, Citrus, Montsanto, New Orleans, Atlanta, Kemper, Greater Greensboro, Memphis, Cleveland.) NBA basketball. And NHL hockey.



And programs like the Dick Cavett show. And Wide World of Sports.

TMI loves being told where to go. With or without personnel. Anytime. Anyplace.

Find out more about us. And our program-producing division, TMI Network Program Sales.

At the NAB convention. In the Conrad Hilton Hotel. Suite 1205-06.

Drop in. And tell us where we can go for you.

**TRANSMEDIA INTERNATIONAL CORP. / MOBILE COLOR TELEPRODUCTION**  
120 East 56th Street, New York, New York 10022 Telephone: (212) TE 2-9200



## Boutiques can hurt the good little agencies

A couple of years ago the so-called "boutique" advertising-agency era was at its peak, and every day newspaper advertising columnists carried news of the birth of yet another hot-shot agency ready to dazzle Madison Avenue with its creative brilliance.

The big agencies felt threatened, especially when they saw some important business defect to these upstarts. They responded with sweeping predictions that these new agency forms were a momentary phenomena, not long for the rough-and-tumble world of "real" advertising.

Don't worry, they said, clients who have flown away will soon realize that the little guys can't cut it, and will come flocking back with the first spring thaws.

Curiously enough, it looks like the big agencies were right.

But more curiously, for the wrong reasons.

The boutiques can't make it, the big guys said, because clients need not just creative brilliance, but the warmth and comfort of service groups, like marketing departments, research departments, multitiered media departments, and five separate guys walking around with the title of "account something." Without this kind of marketing depth the little agencies just can't match the big agencies in their ability to define the problem and produce hard-hitting, on-target advertising that solves the problems.

That's ridiculous.

That kind of structure never solved anyone's problems. But the sad truth is that two guys sitting in a room saying "Hey, wouldn't it be great if . . ." never solved any problems either, and this best describes the creative style of most of the boutiques we know.

What happens next, after they say, "Wouldn't it be great if . . ." is that they sell it very hard, predicting great sales triumphs for the campaign. The client buys it, even though he doesn't understand it (because he bought the idea of investing his faith in these new creative geniuses). It runs, and more often than not, it fails.

And the real victims of this failure are the good little agencies who get grouped with this creative process. The client usually ends up re-evaluating his faith in long sideburns, decides that Spiro Agnew was right, and once again

the boutiques have screwed it up for the good little agencies.

The big reason the boutiques will fail and are failing now is that they simply just aren't professional in their approach to the business. They don't care about doing their homework.

It is a well-worn cliché, but also well-ignored, that two or three guys sitting in a room having brilliant moments never come up with any great ideas, other than by accident. The great ideas that sell come from paying the dues, from getting involved with the client and learning everything you need to know, and probably a lot you don't need to know about his product, his problems and the job he's got to do in the marketplace.

And this is particularly true in television, where the rewards are considerable for a good campaign, but where you can be a lot "wronger" with a bad one than you ever could be in print.

After you've paid the dues, as the good agencies of all sizes manage to do, then you can say, "Hey, wouldn't it be great if . . ." and it has a chance to be "on target", aimed at the right audience, about the product, and all the other little truisms that make the advertising work. (The same truisms that have been almost discredited by being offered by the big agencies for so long as the excuse for dull, boring advertising.)

And while we're talking about the pain of boutique failure let's cover one more area where they differ from the good little agencies.

This is a particular class of management problem that most of the big

failure stories seem to have in common. It's contained in the comment of a marketing vice president to one of the former hot-shot boutiques, now in serious trouble, "You guys do great advertising, but you sure are a pain in the neck to do business with!" He later decided that the pain was greater than the great advertising and the business went away to a more dependable, less painful shop.

Why should good advertising be painful at all? If you handle the client responsibly, it doesn't have to be. Unfortunately, the boutiques don't seem to realize the central problem. This absolute glistening truth is that the advertising process is the single most enjoyable part of the client's otherwise workaday world, and the one area where he gets to indulge his show-business desires.

The way the boutiques work, though, the client can't play. He is destined by his lowly birth to lose all of the arguments, and they always seem to be arguments, not discussions. The client then has to gracefully accept the fact that he is a dolt; if not, why should he lose all the arguments? And when he loses all the arguments, it becomes a necessity for the boutique to be right all the time. One of the few things we can be sure of in this business is that even a Doyle Dane Bernbach has a few 100 Pipers sprinkled in with the soft whiskeys.

No one can be right all the time, and when you have to be, one mistake is enough. And again, the result of all this is that the good guys get tarred along with the boutiques.



Donald Kurtz is a partner in Kurtz Kambanis Symon, New York, an advertising agency formed in November 1968. His background includes associate partner, management supervisor with Jack Tinker & Partners, New York, and vice president, account supervisor of Richard K. Manoff agency, also in New York. Mr. Kurtz, 36, joined the Manoff agency in November 1965 at the age of 31. He holds a bachelor-of-science degree in marketing from the University of North Carolina.



*If the Dallas-Ft. Worth market is in your television buying plans, better include Ward Huey in the planning. He can put the whole thing or any part of it together for you. It's an everyday occurrence for Ward. He's WFAA-TV's General Sales Manager.*

# **WFAA-TV DALLAS-FORT WORTH**

ABC, Channel 8, Communications Center. Broadcast Service of the Dallas Morning News, Represented by Edward Petry & Co., Inc.



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**Two hours for musical entertainment  
available through the Century Syndication Concept**

## UPBEAT

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- Proven to reach that young elusive group of television viewers.
- Host, Don Webster, presents the ultimate in today's sound and visual presentation.
- Currently cleared on over seventy-five stations.



Produced for Scripps-Howard Broadcasting by Herman Spero Productions.

# we have the programs...

## **POLKA VARIETIES**

- Perennial favorite on WEWS-TV, Cleveland.
- Consistently generating high ratings on Sunday afternoon at 1:00 PM (13 rating—Jan./Feb. '70 NSI)
- Paul Wilcox presents America's top polka bands on this weekly hour appealing to the entire family.
- Now available for your station.



**See the stars and get the facts at the NAB... The Ambassador East—Century Suite.**



**CENTURY BROADCAST COMMUNICATIONS**

321 EAST 51ST STREET NEW YORK (212) 755-6400



An accident. Sirens. Lights. A victim who needs immediate medical care. But the hospital is far away and traffic is heavy.

So the ambulance moves slowly. Minutes are lost; and with them, a life.

The solution: helicopters. The spread-out metropolitan Washington area desperately needs such an

ambulance service. WMAL-TV has said so in editorials which have explored costs, spelled out benefits and achieved results: a test program has been developed; over \$50,000 has been raised.

WMAL-TV urges decisive action in an indecisive world. Other editorials have favored sex education in public schools. Taxing church in-

vestments. Cutting farm subsidies. Some of the positions are unpopular. But none of them are ignored.

For action in Washington, let WMAL-TV speak for you.

**WMAL-TV** abc

The Evening Star Broadcasting Company  
Washington, D.C.  
Represented by  
Harrington, Richter & Parsons, Inc.

## WMAL-TV thinks speed saves.



Photo courtesy Fairchild-Hiller

## Major moves to rip up broadcasting

**From free-swinging FCC: sharp cutbacks for networks, brakes on station trading, threat of newspaper divestiture**

The FCC last week launched head-on attacks against the power centers of broadcasting. Radio and television may never be the same.

The commission tentatively voted to cut back the amount of programming television networks may supply in prime time and to take the networks entirely out of domestic program syndication and mostly out of foreign sales.

On the same day the agency adopted its proposed rule to bar the owner of any full-time broadcast station—AM, FM or TV—from acquiring another in the same market. But it did not stop there; it issued a notice of proposed rulemaking aimed at breaking up existing multimedia combinations of all sizes, including those involving newspapers, in the same market. Only AM-FM combinations would be spared.

It is not often that the commission seeks to recast such fundamental aspects of the broadcasting business as its system of programming and its ownership structure. It is even rarer that it deals with two such major projects on the same day. And considering the commission's action—even though a hesitant one—in resolving the domestic communications-satellite issue (see page 42), last week must be regarded as a remarkable one in the commission's 36-year history.

But broadcasters, at least the networks and the multiple owners—large and small—with media combinations in the same market may remember it as a black week. There may be repercussions in Congress.

Some members of Congress have expressed concern over what they regard as a growing concentration of media ownership in the country, and legislation has been introduced in the Senate to end common ownership of co-located newspapers and broadcast stations. But in 1952 Congress dropped proposed legislation prohibiting the

commission from barring newspaper ownership of broadcast properties in the belief that it was unnecessary because the commission is not authorized to discriminate against a newspaper "or other medium" for gathering news.

Both commission actions last week grew out of mounting concern over what the members regard as a growing consolidation of power in broadcasting—in the networks, in terms of programming (they provide more than 95% of prime-time programming); in multimedia owners, in terms of economic or political influence they might wield. The Department of Justice too has been concerned about these matters; indeed, the tentative and final actions taken last week were along lines the department

had recommended.

The department's suggestion in the so-called one-to-a-customer proceeding—to extend it to newspapers and to existing combinations—was offered in August 1968. This was long before the Nixon administration came to power and Vice President Spiro T. Agnew began inveighing against the alleged monopoly positions of liberally oriented multimedia owners. The commission's notice of rulemaking was issued two years ago, on March 27, 1968.

It was at a special meeting last Monday that the FCC decided to move against the television networks. At that time it elected to adopt the prohibition against syndication that was contained in a rulemaking initiated five years



*For FCC Chairman Dean Burch and his colleagues last week set some kind of a record. On Tuesday he conducted a news conference to invite applications for domestic communication-satellite systems (see page 42). On Wednesday the commission voted ten-*

*tatively to put the squeeze on networks, voted formally to invoke a prohibition against acquisition of more than one full-time station per market, voted to institute rulemaking that would break up all co-located multimedia ownerships of stations and newspapers.*



# Where to find all those new shows?

**Networks see no answer to that question; independent producers are eager to try**

Word that the FCC plans to reduce prime-time entertainment programming by the TV networks, and phase the networks out of domestic program syndication altogether, found network sources last week predictably opposed and independent producers and syndicators ambivalent to a surprising degree.

Some leading independent programmers said they and their colleagues were not only ready but eager to come up with first-run programming to fill whatever void the FCC might create in network-supplied programming.

But other producers and syndicators questioned whether "prime-time quality" programming could be produced at prices that stations as a whole would or could pay. They were even more critical of the FCC's disposition to bar stations from filling the gap with programs that had never been seen in their markets before, which would rule out their use of any off-network programming.

Even if the commission limited its network-programming curtailment to the top-50 markets, there was general agreement among both network and independent program sources that the same void would almost inevitably extend to all other markets as well. This would result, they felt, because network programming not cleared in the top-50 markets would probably if not certainly produce an economic loss and therefore would probably not be offered.

Among producers-distributors, the ban on use of re-runs was singled out for special abuse. One said this provision, if adopted, "couldn't have been written better by the networks themselves."

His reasoning was that many affiliates that now pre-empt prime-time network programming for local movies and occasional off-network programs would have to stop that practice under the FCC plan.

The syndicators were more of one mind in welcoming a phase-out of domestic syndication by the networks.

What will the networks do if the FCC adopts the plans along the lines of its present thinking?

The first thing, probably, will be to seek a reconsideration in some form and then, perhaps, to appeal to the courts.

Network sources noted that the indicated three-hour limit on the amount of nightly network entertainment that affiliates may carry was based on a Westinghouse Broadcasting Co. proposal and that the commission had invited and received comments on the Westinghouse plan. But, they said, the FCC never translated the WBC proposal into rulemaking terms of its own.

If the commission and its staff had wrestled with the problem of putting the plan into formal rules, as some suggested, the complexity of the problem might have become apparent to them. These sources obviously hoped that the drafting of the final order would correct the commission's oversight in this respect.

In any event, they hoped they would be permitted to comment formally on the rules once they are adopted. Some speculated that affiliates in medium-sized and small markets would certainly oppose such rules on grounds that they cannot afford either to produce or

to buy prime-time quality programming to go into the periods vacated by the networks.

The possibility of an appeal on First Amendment grounds was by no means written off. Some authorities thought the idea of the commission's telling stations that they cannot program certain kinds of material, or banning re-runs in favor of originals, raised important First Amendment questions.

Some authorities said that, if they must curtail prime-time entertainment programming, they would like to expand their news and documentaries. But they also wondered, on the basis of experience with affiliates' clearance of such programming, whether any substantial number would be willing to clear an even larger volume—unless, as some also thought possible, the stations could not produce or afford to buy first-run material and thus would clear the network offerings as a last resort.

On the assumption that the three-hour limit will apply only in the top-50 markets, several sources suggested—but always as a remote possibility at best—that networks might put on relatively inexpensive programming "for the sake of the bottom 150 markets," as one put it. Even those who advanced the possibility doubted its economic viability.

At least one dismissed it outright on the grounds that "you can't make it with any program if you can't clear it in the top-50 markets or if you have to put it on independents in the top 50. There just are not that many markets with independents of comparable quality."

This source was convinced that the plan would be "much worse on stations than on the networks." In the same vein another speculated that stations in all but the top-50 markets "will climb all over the commission" because of the economic consequences of having to

ago and to accept a modified version of a plan submitted by Westinghouse Broadcasting Co. to limit networks to three hours of entertainment programming in prime time.

The commission took up the network regulation again at a meeting last Wednesday. Final action will be taken after the staff drafts a report and order that the FCC thinks will prevent the networks from defeating the purpose of the rule—to make available to syndicators and local programming as much as an hour of prime time per night per affiliated station in major markets.

The purpose, as one official put it, is to stimulate the development of a "healthy syndication industry" that would provide the nation's television stations with a supplement to network

programming. And while the commission has not nailed down the details—or even seen a draft of a final report and order—there is no question of the ultimate outcome. Officials foresee the new rules being adopted easily, perhaps by a vote of 6-to-1, with Commissioner Robert Wells as the lone dissenter and Chairman Dean Burch, who reportedly has doubts as to the action's effectiveness, concurring in the result.

The major element in the commission's original proposal, and the one that gave the proceeding its name—50-50—is being jettisoned. This would have barred networks from owning or controlling more than 50% of their prime-time entertainment programming. One commission official said this aspect "dropped of its own weight." He noted

that the proposal—designed to facilitate advertisers' access to prime time with programs of their own—would not have barred networks from exercising control over what programs they would carry.

However, the commission is salvaging some elements from its original rulemaking proposal. One would bar networks after Sept. 1, 1971, from domestic syndication, and permit them to syndicate abroad only those programs they produce themselves. Another would prohibit networks after Sept. 1, 1970, from acquiring any financial or proprietary rights or interests in independently produced programs. And by Sept. 1, 1972, the networks would have to dispose of any subsidiary rights they still owned.

produce or buy substitute programming.

Another network executive said: "This is not going to set off a wave of new syndication production, and even if it did the only difference is that their programs wouldn't be as good as the ones we provide because they can't spend as much money as we spend."

Some network executives felt that, as one called it, "a mandated reduction in our product"—curtailment of entertainment time—should increase the value of the network time that remains. But they stopped short of suggesting they might raise rates, pointing out instead that the "mandated reduction" seemed to be coming at about the same time as another mandated reduction—the blackout of cigarette advertising.

The prospect of yet a third mandated reduction—the FCC's proposed rule-making on divestiture of properties as a sequel to its new rule against acquisitions that will give any owner more than one broadcast license in a market—also confronted the networks, as well as many others.

There was no doubt that the networks would fight the divestiture proposal, but if it came down to divestiture there was equally no doubt that they would hold onto their TV stations and either seek new AM's and FM's in different markets or, as one suggested, "decide whether it is worthwhile to remain in the radio business."

Divestiture, in the opinion of some, would be a blow to news operations not only of network-owned stations but of other group owners, because in this view better news service can be provided by combined radio and TV operations than by either working independently.

As for the apparent plan to phase the networks out of all domestic and most foreign syndication, network sources felt that, as one said, "it won't kill any of us, because syndication is a

very small percentage of pre-tax profits. But that is not to say it isn't a nice profitable business that we would lose—and at a time when we're already losing cigarettes and can ill afford additional losses."

To a man the network sources maintained that the networks are a relatively small part of the syndication business, that they have proved that network syndication is not an anticompetitive influence and that, in fact, the only effect of kicking networks out of syndication—aside from some reduction in network profits—would be to reduce the number of competitors in the field by three. Among nonnetwork producers and syndicators, the views were more diverse.

Major program producers-distributors active in making network series and distributing feature films were dismayed by the apparent prohibition against off-network or re-run series. They claimed that many stations would prefer to run a solid, proved series in place of a first-run series. They questioned whether stations can afford to buy prime-time quality first-run productions.

On the other hand, independent programmers regarded the FCC plan as a boon, saying it would open up additional channels to different producers and provide a diversity of programming. They asserted that satisfactory programs could be provided for evening time within the reach of a station's budget.

"The prospects are excellent for syndicators to come up with first-run programming. They are ready to leap in and fill in the void. This is not crystal-gazing but fact." That was the evaluation of syndicators' capabilities as presented by a top executive long active in presenting the independent programmers' point of view at congressional and FCC hearings.

Commission officials say these provisions are aimed at making sure networks select programs from producers solely on the basis of quality—not on whether they are able to negotiate agreements to obtain subsidiary rights in the properties.

Networks, however, have insisted that they could not risk audience loss by selecting programs on any basis other than their quality; the subsidiary rights they obtain, they say, are needed to offset the costs they incur in subsidizing production.

As originally proposed, the Westinghouse rule would bar affiliates in the top-50 markets served by at least three television stations from carrying more than three hours of nonnews programming between the hours of 7 and

11 p.m. The commission originally intended to exclude live sports and sustaining programs as well as news programs and documentaries from the ban.

However, when the commission reviewed the matter on Wednesday, members suggested language designed to prevent the networks or their affiliates from keeping prime time closed to new syndicated programming. For instance, networks, which carry a half hour of news at 7 p.m., might extend these programs to an hour; or affiliates might move up their late-evening news programs to 10:30.

As a result, the commission is considering various options. One would define prime time as extending from 6 to 11 p.m. Another would retain 7-11 p.m. as the definition for prime time

He said his company, in anticipating the FCC action and a "change in the situation," was already active in a new development project to increase program supply for first-run syndication.

The latest and most authoritative estimates of syndication sales are for 1967 and are contained in a study conducted by Arthur D. Little Inc., management consultant firm which was retained by counsel for CBS and NBC in connection with the FCC proceeding.

The study showed that in 1967 total domestic syndication revenue (series, other programming and features) amounted to almost \$140 million, and the network arms as a group accounted for almost 8% or \$11.8 million.

It was not spotlighted in the Little report, but feature films that year accounted for an estimated \$74 million of the total domestic syndication gross—and network units were not active in motion-picture sales to stations. That left \$66 million in the fields in which the network arms competed, covering the sale of off-network, first-run and other programming. On this basis, the network percentage would be about 18%.

Though no authoritative figures are available for 1969, estimates indicate that total domestic syndication rose to about \$170 million. The impression among leading station group buyers is that the network units' percentage increased to about 10%, or \$17 million, largely resulting from a banner year for CBS Enterprises with its highly-successful *Perry Mason* and *Dick Van Dyke Show* and gains made by ABC Films. If features are excluded from the calculation, the figure would rise to an estimated 21%.

CBS Enterprises is reported to be the leading network domestic syndicator by a considerable margin, followed by NBC Films and ABC Films.

while limiting network programming to a percentage of those four hours. Other options being considered would simply exclude some or all of the exemptions from the rule, including live sports.

The last provision would be a blow to ABC, which has a four-year contract to carry professional football games on Monday nights. NBC would also be affected; it is in the second year of a three-year contract to televise professional baseball games, including four to be played at night.

The commission will also adopt a provision—originally suggested by the National Citizens Committee for Broadcasting—to make sure affiliates provide new programming in the freed network time. It would prohibit affected affiliates from carrying in the new station



time off-network syndicated programs previously seen in the market. The commission is also considering barring re-runs of feature films.

Commission consideration of the 50-50 proposal may have a beneficial side effect for independent stations. The commission reportedly intends to adopt a long-dormant proposal to require networks to make an affirmative effort to place programs its affiliates do not clear on other stations in the market.

The agency announced last week that it will hold an oral argument on April 30, on the proposal, presumably to obtain fresh comments. The proposal, first offered for comment in June 1965, would take on new meaning if affiliates were limited in the amount of prime-time programing they could take from their networks. Sources say the proposal was resurrected at the suggestion of Commissioner Nicholas Johnson.

The new and proposed multiple-ownership rules are designed, in the words of commission staffer Arthur Bernstone, who briefed reporters on them Thursday, "to promote diversity of programing and viewpoints that might have an influence on public opinion, and to promote competition among the media."

The rule that was adopted is essentially as it was proposed—owners of a full-time AM, FM or TV station will not be eligible for an additional full-time station in the same market. However, licensees of Class IV AM's, limited to 250 w nighttime, would be eligible for FM stations in communities of up to 10,000 population.

The commission also said it would deal on a case-by-case basis with radio-station licensees seeking a UHF station, and with AM owners requesting an FM outlet to compensate for pre-sunrise interference. Another relaxation of the original proposal will permit the sale of AM-FM combinations to a single buyer if the seller can demonstrate the stations cannot be sold separately because of economic or technical reasons.

Adoption of the rule will have an immediate effect on some 15 licensees who acquired combinations of stations during the pendency of the proceeding. The commission conditioned its approval of the acquisitions on the outcome of the rulemaking; thus the new owners will be required to sell off properties to come within the terms of the new rule. Another 15 applications for combinations are pending.

But it is the further notice of rulemaking that is certain to generate considerable controversy. It would give present owners five years to reduce their holdings to an AM-FM combination, a television station or newspaper in the same market. However, there is no interim deterrent to the emergence of new newspaper-station combinations



*Arthur Bernstone, FCC staff member, briefed reporters Thursday on the commission's new and proposed multiple-ownership rules designed to promote greater diversity of media ownership. The briefing, held in the commission's meeting room, attracted not only special and general press reporters but about 40 communications attorneys and trade-association representatives.*

during the pendency of the proceeding.

Because of the increased amount of broadcast service available, the commission said in its notice, the licensing of combined operations in the same market is no longer needed to serve the public. In view of the limited number of frequencies available, it added, the public interest requires "the maximum diversity of ownership that technology permits in each area."

If the proposal were adopted, a mass swapping of properties on an unprecedented scale would be likely, with multimedia owners winding up with properties scattered across the country. There are more than 1,600 broadcasting combinations in the U.S., and the commission released a report last week showing 256 daily newspapers under common ownership with stations in the same community (see page 66).

No figures on the total value of the properties involved are available. But an economic analysis submitted to the commission last year placed the value of radio and television stations in the top-50 markets affected by the divestiture proposal at more than \$3 billion. The study said that in those markets alone there were 184 television stations valued at \$2.6 billion to \$2.8 billion and 526 radio stations valued at between \$363 million and \$477 million (BROADCASTING, Feb. 3, 1969).

But the commission said it would expect "no significant over-all losses" to result from its proposal since "the existence of alternative exchange opportunities would generally insure that

such outright sale of stations" that would be made "would not take place at distress prices." Mr. Bernstone also said that licensees who sell would be entitled to a tax concession on the price.

The commission asked for comment on whether the proposed five-year period for divestiture is "too long or too short" and for suggestions as to how the impact of its proposal could be softened.

It also asked for comment on its legal authority to adopt the proposed rules—and it is bound to receive many filings arguing it lacks the necessary authority, particularly in regard to banning newspaper-broadcasting cross-ownership.

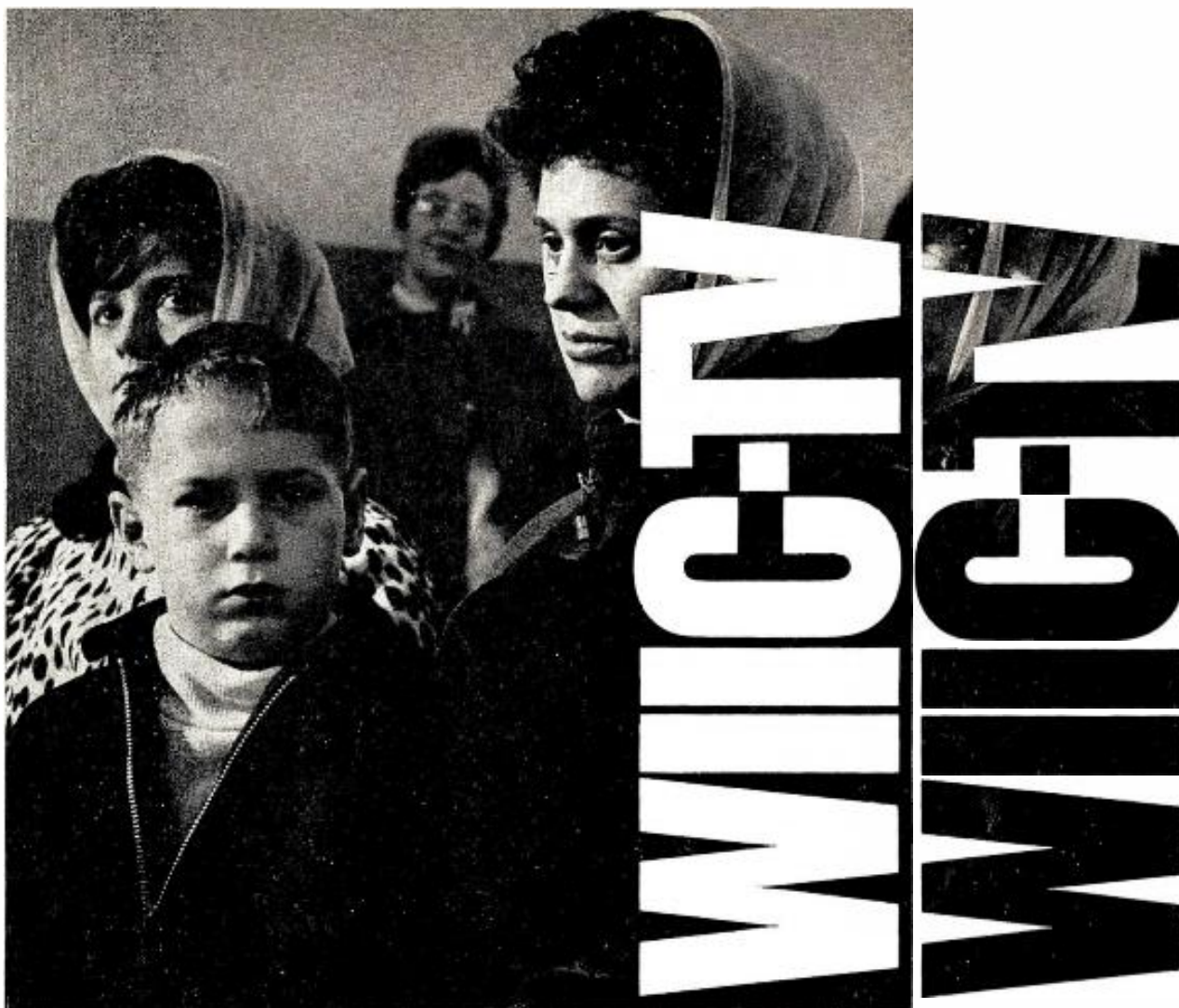
The U.S. Court of Appeals for the District of Columbia in 1942 held that the commission may not prohibit a newspaper from acquiring a broadcasting station simply because it is a newspaper. The commission, which had been conducting an inquiry into the question of newspaper-broadcast joint ownership, subsequently dropped it.

The votes on the new rule and the further notice of rulemaking were mixed. Commissioners Robert T. Bartley, Kenneth A. Cox, Nicholas Johnson and H. Rex Lee voted for both, while Chairman Dean Burch concurred in part and dissented in part. Commissioner Robert Wells opposed both, while Commissioner Robert E. Lee voted against adopting the rule but concurred in issuance of the proposed rule.

Commissioner Wells is preparing a statement in which he is expected to state that no evidence of abuses by multimedia owners has been developed that would warrant the actions taken, and that the policy on which the FCC has embarked could do positive harm.

Commissioner Robert E. Lee, who has long disputed the wisdom of breaking up newspaper-broadcast station combinations, was preparing a statement in which he seeks to explain his support for the proposed rulemaking. He is known to feel that he has not committed himself to any course of action and that the rulemaking will develop an up-to-date record that could resolve the questions that have been raised about cross-ownerships.

The new rule and the further notice are not the last that will be heard from the commission on that question. A draft of a rule that would bar joint ownership of CATV systems by television and radio stations as well as by newspapers in the same market has been prepared (BROADCASTING, March 23) and was considered on Wednesday. However, since it came up for discussion after the commission had wrestled with the Westinghouse proposal and the one-to-a-customer proceeding, it received only brief attention before the meeting was adjourned.



## Reflecting community ties that bind even stronger at times of crisis

When 78 West Virginia miners lost their lives in a tragic mine disaster, WIIC-TV did what comes naturally for a station that prides itself in community leadership. Mounting a 4-week crash campaign appealing for donations, it created a special fund to aid the stricken families of the victims.

The response from WIIC-TV's viewers was overwhelming. Men. Women. Children. Schools. Colleges. Clubs. Labor unions. Religious groups. They heard the call and they heeded it, giving what they could. From twenty-five cents to a thousand dollars. More than 12,000 individual contributions

in all. At the final tally, WIIC-TV's Mine Disaster Fund had raised \$70,200. The result of a team effort between a station that believes in getting involved with the community it serves and people reaching out to help their neighbors in a time of need.

## A reflection of Pittsburgh WIIC Television

 A Communications Service of  
Cox Broadcasting Corporation

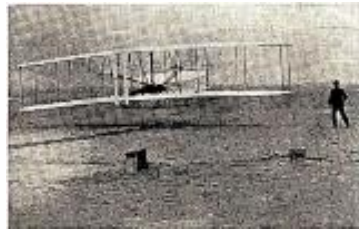
COX BROADCASTING CORPORATION STATIONS  
WIIC-TV Pittsburgh  
WSB AM-FM-TV Atlanta  
WHIO AM-FM-TV Dayton  
WSOC AM-FM-TV Charlotte  
WIOD AM-FM Miami  
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A complete, continually updated, film library covering every significant event and personality since the advent of motion pictures... from the Chicago Exposition in 1893 to President Nixon's Inauguration in 1969.



1700 film productions from one to four minutes in length completely researched, produced, edited and selected expressly for television.



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## New ARB's come out with metro shares in

**HUT levels continue to run lower than 1969; mailing to be completed in April**

American Research Bureau reported last week that metro shares are being reported in the February/March ARB television market reports, now in production.

Dr. Peter Langhoff, ARB president, said the metro shares were being restored in response to appeals from the industry. The ARB action followed a meeting of representatives of the research organization and station-representative and other industry officials last month, during which ARB agreed to try to add metro ratings and shares in the February/March reports (BROADCASTING, Feb. 23). ARB indicated at that time it would include the metro ratings provided that this task would not delay publication of the reports.

Dr. Langhoff said that the first three reports of the February/March sweep, covering Philadelphia, Boston and Salisbury, Md., were mailed last Tuesday (March 24), 14 days after the closing date of the survey. He added that the delivery of the entire 226 market reports is expected to be completed on or ahead of schedule by the end of April.

The ARB also has reduced its minimum reporting standards for stations in response to an FCC suggestion, Dr. Langhoff reported. He said the new standards are designed to permit inclusion in the reports of more stations in smaller markets.

He observed that HUT (homes using

television) levels for the February/March period generally are continuing to run lower than they were in the similar 1969 survey period and said the decreases are about in the same ratio as those observed in the November and January reports. These earlier ARB reports touched off strong industry protests questioning the "incredible" losses in audience as compared with the same period a year ago (BROADCASTING, Feb. 9 et seq).

## New N.Y. agency opens its doors

Jack Cantwell & Associates Inc., which calls itself an advertising and marketing company specializing in new-product introduction and old-product revitalization, opened for business in New York last Monday (March 23).

While he said he would not disclose his accounts until next month, Jack Cantwell, president of the new agency, said he had several major clients lined up, one of which is "very broadcast oriented." Mr. Cantwell reported that he expected to handle a substantial amount of television and "maybe radio" advertising on behalf of this unnamed client.

Jack Cantwell & Associates is described as a full-service agency, but Mr. Cantwell said he intends to make regular use of independent media-buying services and independent media-research firms. The agency will provide a media supervisory staff, though it will employ no buyers. Mr. Cantwell said he did not expect to affiliate with one media-buying organization, but use several.

The fledgling agency also includes two wholly owned divisions. Lisher & Associates Inc., a previously established market-research company, has been absorbed by Jack Cantwell & Associates. This division will offer qualitative, attitudinal research to both outside accounts and clients on the Jack Cantwell roster. Carlin Hall Co., a new marketing laboratory involved in mail-order and in-store testing, will also service accounts inside and out of the parent agency.

Mr. Cantwell left the J. B. Williams' house agency, Parkson Advertising Agency Inc., where he was senior vice president, to open his new agency. Prior to joining Parkson, he was president and chief executive officer of Pritchard Wood Inc.

His new firm is at 420 Lexington Avenue, New York.

## TV networks get an Excedrin headache

**Spots are pulled, revised after complaint from competing aspirin brand**

A TV commercial for Bristol-Myers' pain reliever, Excedrin, which caused some discomfort at the three TV networks, has been revised and is expected to be telecast starting this week.

The revision was effected when Sterling Drug Co., maker of Bayer aspirin, apparently complained last January to the three TV networks that a 30-second Excedrin commercial, which started its run last December, was misleading. NBC-TV decided to banish the spot as of Feb. 28. An ABC-TV spokesman, who acknowledged last week that the network had received the Sterling complaint, said the company was studying the matter, but anticipated the receipt and telecasting of the new spot. A spokesman for CBS-TV would offer no comment on the Sterling challenge, but said the network had a revised Excedrin spot and would start to carry it on Wednesday (April 1).

A spokesman for NBC-TV, which yanked the original commercial on the grounds it was misleading, said Bristol-Myers at that time declined a new or revised commercial.

The Sterling complaint charged that the commercial—featuring actor David Janssen standing on the Atlantic City boardwalk, presumably having come from a medical convention—makes misleading claims about Excedrin's effectiveness, referring in its copy to a "study among hospitalized patients on pain—different, more prolonged than headache pain." The contention was that the study was of pain in women after childbirth and that its conclusions bore no relevance to headache or more commonplace pain.

The Excedrin agency is Young & Rubicam, New York.

## Time slots fix rates for political spots

A general misunderstanding concerning one provision of the Senate Commerce Committee's new political-broadcasting bill was cleared up last week when the committee issued its report on the bill.

The committee has proposed to suspend permanently the equal-time requirements of Section 315 for presi-

## New Chicago agency formed

A new Chicago advertising agency, Niefeld, Paley & Kuhn Inc., with billings of \$11 million, was announced last week as the successor to Allen, Anderson, Niefeld & Paley. Partners Charles J. Allen and Norman R. Anderson retired last fall. Jaye S. Niefeld becomes president and chief executive officer. Arnold Paley is executive vice president and Tomas E. Kuhn is executive vice president for client services. New accounts include Ovaltine and Fiddle Faddle Snacks. Agency continues at 351 East Ohio; phone (312) 664-3300.



*Try coming up in a way all your own.  
That's Gloomin'!*

KRLA

Los Angeles' really listened-to radio station. Sold nationally by H-R Representatives, Inc.



dential and vice presidential candidates, and to establish a lower rate for political messages (BROADCASTING, March 23). It was the latter provision that created the misunderstanding.

Here's the change: It was universally reported that the committee had proposed to permit candidates to buy time at the lowest unit rate charged to any advertiser for any spot of comparable length—so that a candidate could go on in prime time at 6 a.m. rates. That, it turns out, was the result of some fuzzy language. The committee actually wants to permit candidates to buy time at the lowest rate offered in that particular time period.

"In other words," the report said, "if a candidate wishes to purchase a unit of time during prime time on a week night, he could only be charged the lowest rate that was charged a commercial advertiser for a similar unit in the same time segment, regardless of what sort of a bulk time or combination time sales agreement the commercial buyer entered into in order to achieve the lowest rate."

Communications Subcommittee Chairman John O. Pastore (D-R.I.) introduced the bill on the Senate floor last week. Debate is expected to begin late in April.

## P&G cuts \$42 million of its network-TV pie

Procter & Gamble, television's biggest advertiser, is off to a somewhat faster start this year than last in lining up its network-TV advertising for the new fall season. It was authoritatively reported last week to have committed an estimated \$42 million in billings on CBS-TV and NBC-TV, starting next fall. The two networks apparently share about equally in the P&G bonanza.

Its commitments on CBS-TV were said to call for no program sponsorship, but for participations in the Walter Cronkite early-evening news and in *Hee Haw*, *Gunsmoke*, *Medical Center*, *60 Minutes*, *Family Affair*, *Storefront Lawyers*, *The Thursday-Night Movie*, *Interns*, *Green Acres*, *Mary Tyler Moore Show*, *Glen Campbell Show*, and *Doris Day Show*.

On NBC-TV P&G was reported to be set for sponsorship of the *Bill Cosby Show* and participations in early-evening news, *Andy Williams Show*, movies on all three nights, *Flip Wilson Show*, *Ironside*, *First Tuesday*, *Bold Ones* and *Name of the Game*.

P&G traditionally refuses to divulge its media plans and invokes equal sil-

ence from its agencies. Networks also follow the wishes of their clients in disclosing or withholding specific commitments. The data on the P&G commitments was compiled from a number of sources, who also indicated that the orders represent a somewhat larger total than P&G had committed at this time last year. Orders were said to have been negotiated by P&G directly with the networks, not through its agencies.

## New York agencies sign long-term NSI pacts

Nine New York-based agencies have joined Benton & Bowles ("Closed Circuit," Jan. 26) in signing five-year contracts for the Nielsen Station Index service. They are Ted Bates & Co., Clyne-Maxon, Compton Advertising, Cunningham & Walsh, Dreher, William Esty, Rockwell, Quinn & Wall, Frank B. Sawdon and Young & Rubicam.

NSI contracts previously had a maximum duration of three years. Nielsen also announced last week that the 15th annual edition of its report on television, *Nielsen TV 70*, will be available in April, with advance copies distributed at the National Association of Broadcasters convention next month.

## Business briefly:

Purchases on ABC Radio include Colgate-Palmolive Co., through Ted Bates & Co., both New York, for Ultra-Brite tooth paste and Fab detergent on American Contemporary, Information and Entertainment Networks and General Motors Acceptance Corp., through Campbell-Ewald, both New York, on ABC's Entertainment Network.

Purchases on CBS Radio include the Allen Products Division Liggett & Myers Inc., New York, through Weightman Inc., Philadelphia, for Alpo dog food on *Arthur Godfrey Time*, Cook Industries, through Thyme Inc., both Memphis, for Terminex on *It's Sportstime* and Kiekhäfer Mercury Division, Brunswick Corp., Chicago, through Gardner Advertising, New York, on *Worldwide Sports*.

Aluminum Co. of America, New York, through Fuller & Smith & Ross, in conjunction with *Life* magazine, will present its second special on Hughes Television Network, Wednesday, April 8. The station line-up for *Cowboy*, a one-hour special featuring some of the residents of Baggs, Wyo., totals 166 so far; Hughes expects around 170-175 stations to broadcast the programs.

Helene Curtis Industries Inc., Chicago, through David, Oksner & Mitch-Neck, New York, will include network and spot television in its spring campaign

for wigs. This "first network television advertising of wigs" utilizes 30-second commercials in CBS-TV's *Jackie Gleason* and *Carol Burnett* shows, while heavy spot schedules will be seen in Chicago and other major markets.

Glass Container Manufacturer Institute Inc., through Benton & Bowles, both New York, will sponsor *The 5th Dimension Special: An Odyssey In The Cosmic Universe of Peter Max*, May 21, 8-9 p.m., EDT, on CBS-TV.

Charles Pfizer & Co., through Delehanty, Kurnit & Geller Inc., both New York, has purchased an advertising schedule for Muguet, Hai Karate and Swedish Tanning Secret on ABC Radio's American Contemporary Network.

Warwick Shoppers World, New England department-store chain, has signed a three-year contract to sponsor the Red Sox baseball team's games on WPRI-TV Providence, R.I. The agreement was arranged by Bo Bernstein Inc., Providence, agency for Warwick. The stores will sponsor one-sixth of 59 regular and pre-season games to be televised in each of the three years.

Sun Life Assurance Co. of Canada, through Ingalls Associates Inc., Boston, has decided to concentrate its U.S. national advertising budget on a combination of network and spot radio buys.

The total time purchase is approximately \$400,000 and will be tied to sports and news broadcasting.

E. I. duPont's heavy FM schedule on the ABC American FM Network, through N. W. Ayer & Son, New York, in support of duPont 501 carpet certification has attracted over 2,000 pre-campaign tie-in spot buys from retailers so far. A similar ABC campaign in 1969 resulted in 200 additional local spots at this point, according to duPont.

S. C. Johnson, Racine, Wis., manufacturer of floor and car waxes, Raid insecticides and other household products, is making its debut in the toiletries field with Edge Protective Shave, a shaving cream and lubricant. The product has been in test market for a year and a half, and advertising accompanying its national introduction breaks April 7. Over \$4 million has been budgeted for Edge advertising, most of it in TV. Agency is Needham, Harper & Steers.

Chrysler Corp., a heavy advertiser in sports and specials on NBC-TV, has renewed sponsorships for 1970-71, including Bob Hope specials, the baseball *Game of the Week*, professional football games and *The Bob Hope Desert Classic Golf Championship*. Chrysler's agency is BBDO, New York.

## How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended March 15, 1970  
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended March 15	Total dollars week ended March 15	1970 total minutes	1970 total dollars
	Week ended March 15	Cume Jan. 1-March 15	Week ended March 15	Cume Jan. 1-March 15	Week ended March 15	Cume Jan. 1-March 15				
Monday-Friday Sign-on-10 a.m.	\$ .....	\$ .....	\$ 130.1	\$ 1,335.6	\$ 338.9	\$ 3,368.3	86	\$ 469.0	863	\$ 4,703.9
Monday-Friday 10 a.m.-6 p.m.	1,877.8	19,235.4	3,319.1	35,377.8	1,780.3	19,616.3	847	6,977.2	8,580	74,229.5
Saturday-Sunday Sign-on-6 p.m.	1,299.6	12,675.8	1,227.8	19,381.9	913.1	8,506.2	312	3,440.5	3,084	40,563.9
Monday-Saturday 6 p.m.-7:30 p.m.	392.0	2,731.4	913.9	9,558.6	515.4	7,279.8	82	1,731.3	805	19,569.8
Sunday 6 p.m.-7:30 p.m.	168.0	1,379.3	237.9	3,928.9	822.5	3,571.4	21	1,228.4	225	8,879.6
Monday-Sunday 7:30-11 p.m.	6,715.5	61,288.6	7,805.8	84,987.7	8,782.4	82,287.0	443	23,303.7	4,591	228,563.3
Monday-Sunday 11 p.m.-Sign-off	181.6	1,937.4	322.5	3,583.1	661.2	6,504.4	102	1,096.0	1,036	12,024.9
<b>Total</b>	<b>\$10,544.5</b>	<b>\$ 99,247.9</b>	<b>\$13,957.1</b>	<b>\$158,153.6</b>	<b>\$11,557.6</b>	<b>\$131,133.4</b>	<b>1,893</b>	<b>\$38,246.1</b>	<b>19,184</b>	<b>\$ 388,534.9</b>

## Study finds Negro radio effective as salesman

Negro-oriented radio is a potentially powerful selling tool for advertisers and marketers.

This was one of the findings contained in a report researched and prepared by Raymond O. Oladipupo, a media buyer-planner at the Ogilvy & Mather Agency, New York. The purpose of the study and report, Mr. Oladipupo indicated, was "to show evidence of the need to give the Negro segment of the general market a special consideration in any marketing strategy."

He said: "The Negro market can be reached effectively through those media which furnishes to the Negro information on what members of his group are doing. Negro-oriented media . . . offer communication with the Negro market."

He cited various studies in support of the conclusion that Negro radio could be a powerful marketing medium.

One study, he said, found that "Negroes say they make twice as many purchases because of commercials heard over Negro radio as compared with general radio."

As for TV, according to Mr. Oladipupo, studies indicate that, when purchases attributed to TV commercials are considered, the figure is generally lower among the Negro sample than among the white sample.

The significance of the Negro market is even more evident, Mr. Oladipupo observed, because of the economic facts of 1970. For example, he reported, quoting figures from the U.S. Department of Commerce, spending power of

Negroes today is nearly \$45 billion. And, it was noted, as big cities approach the 25% Negro population level, non-white consumer incomes show steady gains.

In summary, Mr. Oladipupo said: "The Negro market is composed of people with money to spend, people who because of their increasing incomes are looking for merchandise to buy, people who are not just potential customers but who are present consumers—a 'buying market.'"

## 'The Great Escape' will be via a credit card

American Express will reverse its "rags to riches" campaign this spring with a new commercial called "The Great Escape," highlighting an American businessman who uses his credit card to fly to a tropical island and paint a la Gauguin.

The commercial will be test-marketed on spot TV in 20 markets starting today (March 30), and will begin national exposure in prime time at the end of May.

The Hoff Syndicate created the commercial, Ogilvy & Mather, New York, is the agency.

## Rep appointments:

- WMMW(AM) Meriden, Conn.: Bill Creed Associates, Boston (regional).
- WXLW(AM) Indianapolis: Mort Bassett & Co., New York.
- KCIT-TV Kansas City, Mo.: Eckels & Queen Inc., Boston (New England).
- KSWB(AM) Seaside, Ore.: Advertising Sales West, Los Angeles.

## LNA measures spending in print, broadcast

Leading National Advertisers Inc., in announcing an expansion of its multi-media advertising-expenditure summary to cover six major media, reported last week that the six-media total in 1969 was \$4.4 billion, with \$1.7 billion in network TV, \$1.1 billion in spot TV and \$50 million in network radio.

LNA said magazines accounted for \$1.2 billion, newspaper supplements for \$97 million and outdoor for \$233 million. There were no estimates for spot radio or newspapers.

LNA's broadcast data is being supplied by Broadcast Advertisers Reports (BAR), which is also the source for spot and network television compilations released by the Television Bureau of Advertising.

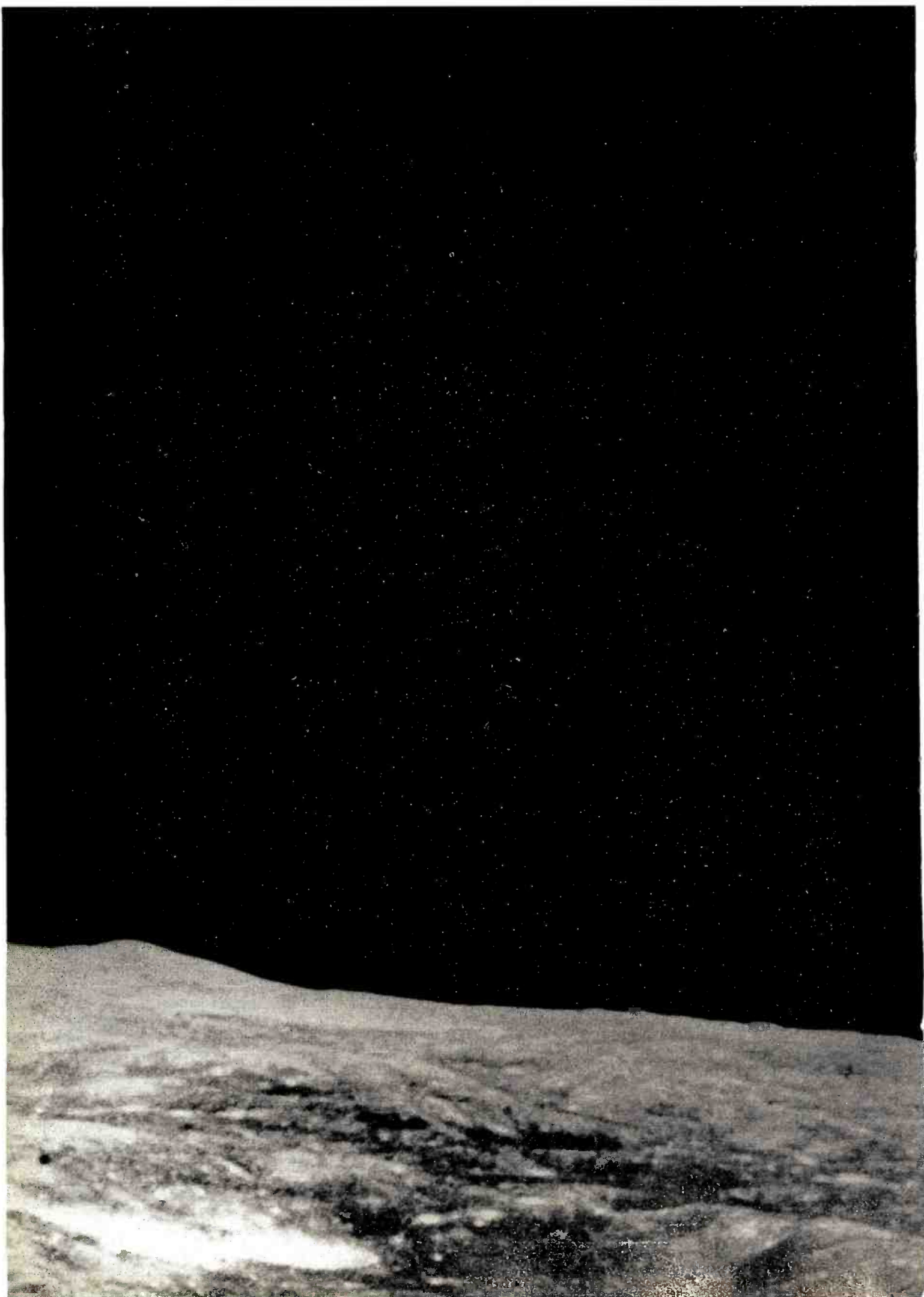
## Another airline juggles its media plans

Pan Am is following what seems to be a trend in airline advertising from national to local media with a shift in emphasis in its 1970 media plans.

Pan American World Airways, through its agency, J. Walter Thompson Co., will transfer billings from magazines to newspaper and radio. TV billings will stay the same, though a spokesman for the carrier noted movement from network into spot. Pan Am claims a total annual ad budget of \$33 million.

Earlier this year, Braniff Airlines left TV to go into newspapers, and Eastern Airlines similarly cut back national spending (primarily in network TV and magazines) to direct its monies chiefly to newspapers.







# Here we go again.

To the moon. This time with Apollo 13.

We've had lots of experience in this line. After all, we were the first to create a multi-market spot package for advertisers who wanted to go along for the ride.

It all started with Apollo 11. Blair Research found that 93.9% of all U.S. TV households sat glued to their sets, watching it.

Here was a brand new wide-eyed, eager, involved market. So we went after it.

The result: a unique localized spot franchise for the Apollo 12 mission on a very favorable cost efficiency basis. Blair's 74-man television force, augmented by Blair's research people, made team presentations to major ad agencies around the country.

First to buy in was Y&R, for General Foods' Tang. Others followed. P&G, Pillsbury, Philco Division of Ford, Chrysler-Plymouth Dealers, Bank of America, Toyota Dealers and more. Spot Network became almost as exciting a reality as the second U.S. lunar landing itself!

So successful was our Apollo 12 project that we're doing it again with Apollo 13, early in April. And you're invited to come along.

So if we missed you last time, don't let it happen again. Blast off this time with the sales organization that makes it possible to reach more people on a one order, one invoice spot TV buy than was ever possible before.

Count down is just weeks away. Call your Blair man.



**BLAIR TELEVISION**  
A Division of John Blair & Company



## Commercials for tots—pros and cons continue

More pro's and con's were received at the FCC last week on a proposal by Action for Children's Television (ACTS) that would require stations to set aside 14 hours weekly for non-commercial children's programming.

ACTS, a coalition of mothers, also wants the FCC to bar sponsorship of, and commercials from, children's programming and to prohibit performers on such programming from using or mentioning products, services or stores by name.

Several individuals and groups added their support for the proposal, contending that commercials often have deleterious effects on young viewers, misleading them and inculcating in them unhealthy attitudes and values.

But licensee Meredith Corp. attacked the proposal, contending that it was based on an erroneous premise that a direct correlation exists between commercials and lack of program quality. "On the contrary," Meredith told the commission, "evidence indicates that commercial sponsorship has produced programming of superior quality. This is true of such programs as *Romper Room*, *Captain Kangaroo*, 'Winnie the Pooh,' 'The Nutcracker Ballet,' several 'Peanuts' programs, and a host of the major national productions."

And Meredith agreed with Doubleday Broadcasting Co. that the proposal contravenes constitutional freedom-of-

speech guarantees and the Communications Act.

The ACTS proposal "has within it the seeds of undesirable precedent which ultimately may require the commission to regulate almost all programming," Doubleday warned.

## TV-radio ads to promote 'part publishing' plan

*Story of Life*, a series of weekly magazines about the human mind and body, through Smith-Gent Advertising Ltd., New York, has allocated \$5.5 million for TV and radio spot advertising to promote a concept of "part publishing" in the U.S. starting in mid-April.

This form of publishing, whereby the weekly magazine builds into enough material for a total reference work, already has been introduced in other nations. The complete *Story of Life* series will contain 2,940 pages, with more than 5,000 illustrations.

The 30-and-60-second spot TV and radio advertising, according to Smith-Gent, is expected to begin in the Midwest in two weeks and in the East in May. *Story of Life* is published by Marshall Cavendish Ltd., London.

## Ad lineup for Yankees

Pepsi Cola's Metropolitan Bottling Co. division will be a major participant in all 172 local radio broadcasts and 90 telecasts of the New York Yankees

baseball games. BBDO, New York, is the agency. Other major advertisers in the Yankee telecasts on WPX(TV) are Pabst beer (Kenyon & Eckhardt), Getty Oil (Smith/Greenland), Con Edison (Dancer-Fitzgerald-Sample) and Philip Morris for Marlboro cigarettes (Leo Burnett). The radio broadcasts on WHN(AM) will also be sponsored by Schaefer beer (BBDO) and Atlantic-Richfield (Needham, Harper & Steers).

## Bell sees consumerism expanding in the 70's

American Advertising Federation President Howard H. Bell last week called on the advertising community to recognize that "the consumer movement is here to stay and likely to grow in the seventies—and we must respond constructively while avoiding needless or unjustified measures."

In a speech to the Advertising Club of Metropolitan Washington, Mr. Bell said the AAF supports proposals such as the consumer bills that would extend the Federal Trade Commission's authority to obtain restraining orders or preliminary injunctions against practices "that might be considered unfair or deceptive."

However, he opposed proposals to permit consumers to band together in "class action" suits against businesses. He said this practice "is more likely to become a nuisance device directed at the established business which is already complying with the law but may have to expend huge sums of money to defend against legal actions, however frivolous in nature."

And he said the present demands for product and service guarantees through government control can be defeated if business steps in with strong programs of self-regulation.

## Weaker, but not oppressed

In what may be interpreted as a defensive move, SSC&B announced last week that it enjoys a fine relationship with more than 30 women executives.

As the militant feminist movement has gathered steam over recent weeks and months, business has endured the wrath of women claiming discrimination in employment practices.

In a light-hearted announcement the New York-based agency reminded that SSC&B has a lady assistant treasurer and a lady assistant controller. The top-ranking woman at the agency is executive vice president Mary Ayres, whose lady-like accounts include Noxzema skin cream, Cover Girl make-up, Breck hair sprays, H-O cereals and Rit dyes. Among Miss Ayres' six female assistants are three business-school graduates and two Phi Beta Kappas.

## Also in advertising:

**To seed the Garden** ■ Vitt Media International Inc., New York based independent media firm, will buy spot TV and radio for Madison Square Garden. The Garden's \$1.2 million in annual billings includes promotion of sporting events and theatrical attractions. The Madison Square Garden agency is Blaine-Thompson, New York.

**Change of name** ■ Mitsubishi, diversified Japanese industrial firm which marks its 100th anniversary this year, has adopted a new brand name, MGA, for the broad line of new consumer electronics and appliance products it is introducing in the U.S. this year with the advertising assistance of Post-Keyes-Gardner, Chicago. MGA is a division of Mitsubishi International Corp. A heavy consumer campaign will start in the fall and will include TV and radio.

**New in Texas** ■ M. Darrell Grundy has formed Grundy Advertising Agency in Dallas. The firm will provide a full range of advertising, public relations, research and marketing services. Principals include Shirley McLane, from Lee-Jeffreys of Dallas Inc.; Paul Miller,

from WFAA-TV Dallas; Betty Estle, formerly of KVIL-AM-FM Dallas; John T. Pickens and James R. Sivess.

**Spot appeal** ■ Breakthroughs in measuring TV commercial effectiveness by sales response will be among topics discussed in Kansas City, Mo., March 31-April 2 by agency and advertiser representatives, the American Marketing Association announced last week. Other consumer marketing problems and success stories also will highlight the 53d annual international marketing congress at the Muehlebach Hotel, AMA said, with personalities Art Linkletter (Royal Crown Cola) and Joan Crawford (Pepsi-Cola) sharing a battle-of-the-beverages panel. Uses of cable TV in market testing will also be included.


**Dope's for dopes** ■ Three Chicago agencies, Foote, Cone & Belding, North Advertising and J. Walter Thompson Co., are creating radio-TV spots on a volunteer basis for Project: Straight Dope, a new organization fighting use of drugs by youth. Production will be done by educational WTTW(TV) Chicago.



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**TV 2** *The Resultstation*  
**WBAY / GREEN BAY**  
 BLAIR TELEVISION 



## Sky's the limit on satellite bids

**Any number can play under FCC's open-entry plan, and all kinds, including cables and networks, intend to**

The FCC opened the door for the establishment of a domestic-satellite system last week, but it admitted that it still isn't sure what shape the whole rig is going to take.

The commission's action agreeing to accept applications was hailed by broadcasters, common carriers, the Communications Satellite Corp., and other telecommunications groups, but as of late last week no applications were on the way. This, of course, was not surprising in the light of the immense amount of information the commission directed potential applicants to include in each bid.

The presidents of the three TV networks, who have been in the forefront of the plan to establish a broadcaster-owned transmission space service, all commented favorably on the FCC action. They referred to the contract they had with Page Communications Engineers Inc., Washington, to study the technical configuration and the costs of a specialized TV-radio space-distribution system, a study which they hope to use as a basis for a satellite application. This study is supposed to be completed on or before July 1.

Teleprompter Corp., New York, multiple-CATV owner, which has been eagerly anticipating the decision, said it would file for a "broad-band" communications system shortly.

Comsat announced it would file an application and respond to questions asked in the commission's two-part report. Similar announcements of intentions to file, or to participate in the proceeding, were announced by AT&T, Western Union, Microwave Communications Inc. and Data Transmission Co.

The commission invited all who were technically and economically capable and who could show need for the service to apply. It said that it would ultimately set deadlines for applications and make a decision on granting permits.

But the call for applications also had a secondary purpose other than to determine which company to authorize. The commission wants to get answers to a horde of questions on communications-satellite policy.

As Chairman Dean Burch said in a Washington news conference last Tues-

day (March 24) announcing the FCC's move: "There's a big difference between dealing with this as a theoretical problem and sitting down and figuring out if you can make a living out of it. The market can develop information that we cannot."

The commission in a notice of proposed rulemaking asked for comments on a gamut of questions, ranging from whether the commission should authorize separate specialized systems or a single multipurpose system, or combinations of both, to what the position of AT&T should be in the domestic space-communications field.

The FCC action was on a vote of 6-to-1; Commissioner Kenneth A. Cox was the lone dissenter. He said the most efficient space system should be a single, multipurpose facility, adding that he felt the commission was being unfair to AT&T, by "unwisely and unnecessarily" questioning its role in domestic-satellite communications.

Commissioners Robert E. Lee and Nicholas Johnson concurred with the commission's notice, but issued no statements. This was viewed as an agreement on their part with the results, but not with all the reasoning that went into the final decision.

How long it would take to implement a domestic-satellite system was left un-

answered by the commission. At the Tuesday news conference Chairman Burch said: "We'll move as fast as possible. I hope we'll get applications promptly, and assuming no mutually exclusive applications [which would require litigation], we'll get an answer by the end of the year." Later Chairman Burch said he didn't know how long it would take the commission's staff to process the applications, although he did say that he understood an applicant could construct and institute service about two years after a grant is made.

In its comments the FCC specifically mentioned broadcasting and cable-TV systems as the type of facilities it contemplated approving. At the same time, however, it asked that applicants who plan a broadcast program service to indicate whether they intend to offer special rates for noncommercial, educational TV and radio networks, and if so, what kind of rates. The FCC also asked the same prospective applicants whether they had any thoughts on donating portions of revenues to educational broadcasting as a contribution to noncommercial programming, as suggested by the Ford Foundation in its proposal for a space-communications service filed in 1966.

Mr. Burch noted that the FCC proposals were different from prior White House recommendations, to the extent that several options in implementation were deliberately left open to the commission. The White House had urged the commission to institute a wide-open policy in space communications that would permit anyone technically and financially qualified to apply for a satellite system and be granted one.

Mr. Burch noted that the commission approach left open the question of specialized versus multipurpose systems, ownership of earth stations, and other basic policy determinations.

Because the commission raised questions about AT&T's participation in a domestic-satellite service does not mean, Mr. Burch emphasized, that the FCC means to write Bell off as a potential applicant.

The FCC chairman outlined the procedures to be followed: After receiving applications, the commission will at some later date announce cutoff periods

### 7th SA satellite station ties Colombia to world

South America's seventh and the world's 42d satellite-communications earth station opened last week at Chocota, Columbia, about 100 miles north of the capital, Bogota. It transmitted and received as the first program the President of Colombia speaking to the Colombian ambassador in Rome, Pope Paul VI extending his blessings to Colombia and a film of Japan's Expo 70. The Japanese film was fed from Tokyo via Pacific satellite to the U.S. and then via the Atlantic satellite to Colombia.

Other Latin-American earth stations are in: Argentina, Brazil, Chile, Peru, Panama and Mexico.

# CAPTURE

audiences with the star-studded movie package called *Prime I.*

# PRIME I.



abc ABC  
FILMS





# PRIME I IS

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**FEATURE** stars. *Prime I* includes such internationally known TV and motion picture personalities as: Lloyd Bridges, Jill St. John, Stephen Boyd, Eva Gabor, Robert Horton, Agnes Moorehead, Pat Hingle, Sammy Davis, Jr., Dorothy Malone, George Maharis, Janet Leigh, Walter Brennan, Hans Conreid, Angie Dickenson, Jim Backus, and Ricardo Montalban. They're supported by scores of special guest stars.

**FILMS** with engaging plots—that's the audience-winning format of *Prime I*. These films are among the top rated network movies of the 1969-70 season: *The Over-The-Hill Gang* was rated highest for the first quarter of the television season; *The Pigeon* and *The Ballad of Andy Crocker* rated within the "top ten." In market after market, *Prime I* films have captured the audiences—and delivered the ratings.



**Prime I** is available now from ABC Films.

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for other applications and comments. After receiving these, he said, the commission's staff will analyze this material, probably with the help of consultants like the National Aeronautics and Space Administration. If there are no inconsistencies or conflicts, Mr. Burch said, grants would be made; where there are problems, they will be dealt with on the basis of individual rulemaking proceedings. He noted, however, that the odds against competing applications are high. This was also the theme stressed by White House assistant Dr. Clay T. Whitehead a couple of weeks ago when he spoke to the Electronic Industries Association (BROADCASTING, March 16).

The commission made clear that it contemplated a new policy between customer and carrier in the domestic service. This was to be a direct relationship, not the present "authorized user" concept that requires users of the international satellite system to put orders only through a domestic common carrier.

Generally, broadcast networks were enthusiastic at the commission's action. ABC President Leonard H. Goldenson welcomed the "open-minded approach" and referred to the study being made by Page Communications Engineers for the networks. "Thereafter it is contemplated that the three networks will make a joint proposal for such a system," he said. ABC initiated the idea of a special broadcast space system in 1965 in filings before the FCC.

CBS President Frank Stanton, whose call for a space system for TV and radio program distribution last year renewed the spark for a specialized broadcast-satellite system as a counter to the rate increase imposed by AT&T for program service, also expressed welcome for the action. He said: "It clears the way for the filing of a joint network application to construct a domestic communications-satellite system." And, he added: "This is a step forward, albeit not a very big one."

NBC President Julian Goodman, also expressing gratification at the FCC move, commented that it "opens the door for a possible system designed primarily for television and radio network program distribution."

A spokesman for Teleprompter Corp., New York, a major multiple-CATV system owner which has been in the forefront of plans to establish a special space system for cable and other "broad-band" traffic, commented that the commission notice "is good news for us and cable TV." It means, he said, that the industry's full participation in a domestic-satellite system is "a logical step toward a national broad-band communications system providing the American public with a greater diversity of TV programing, access to

computer technology, and many other new services." Teleprompter is 17% owned by Hughes Aircraft Co., the builder of Comsat's first Intelsat satellite series in 1967.

References to noncommercial, educational services were gratifying to the Corp. for Public Broadcasting and the Ford Foundation, but neither had much to say about the FCC report because they either hadn't had time to digest it, or they hadn't yet received it. Ward Chamberlin, executive vice president of CPB, commented that CPB had no definite plans for submitting a proposal. "We may join with the networks or other groups or submit our own proposal, we don't know now," he said.

CPB has been kept informed of the networks' plans for a domestic-satellite system and since January has been experimenting with NASA's ATS-3 satellite for coast-to-coast distribution of its network programs.

Comsat President John V. Charyk, in his letter to Chairman Burch, noted that the FCC statement "appears generally to support our own long-held conviction that satellite communications offer significant benefits for domestic services." Until the White House memorandum earlier this year, Comsat officials thought they were to be chosen to operate a domestic system; this was based on recommendations made by President

Johnson's Task Force on Telecommunications Policy that were made public early last year, and the unofficial reports from the FCC satellite staff.

AT&T, for the first time an underdog in consideration for a national telecommunications service, noted that it had welcomed the White House recommendations and that the FCC action last week seemed to be consistent with those suggestions. It referred again to its January statement, following the White House memorandum, that it was developing plans to seek FCC permission to use satellite circuits for Bell System traffic.

As for the commission's questions about AT&T's place in the scheme of space communications, the company noted that it not only pioneered in space communications when it launched its Telstar satellites in 1962 and 1963, but also that it proposed a comprehensive domestic-satellite plan as early as 1966.

One element of the Bell attitude is the feeling of its officials that earthbound circuits are becoming cheaper and cheaper (costs have declined "dramatically," it is claimed), and that the capacity of its cables and microwave systems are growing year by year.

AT&T claims however that a space-communication system is a good thing in that it increases the diversity of trans-

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KIRO-FM Seattle  
KBKB(FM) San Diego  
WLEX-FM Lexington, Ky.  
WMER(FM) Celina, Ohio  
KARK-FM Little Rock  
WEIL-FM Scranton

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mission methods, thus permitting more flexibility in handling telecommunications business.

Western Union announced last week that it would file an application to build and operate a system for what it called its "rapidly growing" electronic-data communications traffic. David H. Foster, vice president of Data Transmission Co., a subsidiary of University Computing Co., which is seeking a nation-wide microwave system for data transmission, said: "We are closely evaluating the feasibility of using satellites as part of, or as an adjunct to, the nation-wide system we proposed last November."

But Jack Goekin, president of Microwave Communications Inc., Washington, parent of the firm that already holds a Chicago-to-St. Louis private commercial microwave grant from the FCC which it hopes to open for operations this fall, said his firm plans no change in its proposals for terrestrial microwave systems. Affiliated MCI firms have applied for a West Coast microwave system as well.

Terrestrial facilities are still cheaper to construct and to operate than space systems, Mr. Goekin said. He also foresaw a benefit for microwave systems since satellite earth stations require ground facilities for linking to customers.

In its 25 single-spaced typewritten pages (plus four appendices totaling more than 60 pages), the FCC ruled that it had the legal authority to authorize a domestic-satellite system and that any grants must be coordinated with the International Telecommunications Satellite Consortium. Intelsat is the worldwide venture of 75 nations that owns and operates the transoceanic communications satellites in operation since 1964, and that today has satellites over the Atlantic, Pacific and Indian Oceans.

The commission also stressed that any system must take into account projected domestic systems by other nations, noting that Canada already has proposed a domestic system of its own.

Discussing the various proposals that have been made, the commission said that it is uncertain at this time whether to authorize a single, multipurpose system as recommended by Comsat and AT&T, or individual specialized systems as suggested by the TV networks, Ford Foundation, General Electric, McCall Corp., and various others which commented in the FCC's four-year-old investigation of the subject.

Other elements that the FCC said it took into account relate to costs to users of a satellite system compared to terrestrial facilities (about which there is conflicting testimony), demand for satellite services, accommodation in presently allocated frequencies (4 gc and 6 gc), and the interference potential of earth stations to terrestrial

microwave systems near large population centers where it would be desirable to locate earth stations; interference from transmitting earth stations to earth users of microwave systems in the 6 gc band and from microwave systems to earth stations in the 4 gc frequencies, and the possible problem of orbital slots for the geostationary satellites.

The commission noted that it anticipates that additional frequencies for the space service will be allocated at the international space conference in Geneva in 1971.

After considering the various alternatives, the commission said that it is preferable "to permit potential applicants to take the initiative in submitting concrete system proposals" for its consideration.

The commission also made plain that it was not, at this time, prepared to deal with applications for direct broadcast service (to home or community receivers), or for air-ground or marine usage. These will be treated separately at a later date, the FCC said.

In its proposed rulemaking, the FCC indicated that it wanted answers to such policy questions as interference between a space system and ground services, and whether and how adjustments should be made; on economics, and on the role of AT&T in domestic-space service. The AT&T comments gave a good example of what was troubling the commission: Would the Bell system, with its immense terrestrial facilities "discourage" entry by others into the satellite system "through a policy of inter-service subsidy?" This question was raised by the White House memorandum, the FCC noted. Further the commission itself asked whether AT&T might be "constrained" from engaging in "innovative" planning and use of a satellite system because of its existing earth-bound facilities and services. AT&T, the commission pointed out, already has stated that it views the communications satellite as just another form of transmission similar to terrestrial microwave systems and coaxial cables.

In one of its most innovative moves for the projected domestic-satellite system, the commission reversed a previous policy: that customers who desire to use the international satellite system must go to the existing common carriers with their messages. A new domestic-satellite carrier, the commission said, would be able to deal directly with its customers. And this, of course, it added, brings up the question of how customers will be interconnected with the carriers.

Finally, the FCC said, there is a question whether procurement policies should be adopted for those who will be engaged in a domestic-satellite system.

In a long list of subjects that the commission said must be answered or at least commented on in the forthcoming

applications (including the usual technical, financial, ownership and legal topics), two are of interest to broadcasters:

- Where TV and radio broadcast program transmission is envisioned, will arrangements be made to make channels available for noncommercial, educational networks and under what terms and conditions? The FCC noted that both Comsat and ABC proposed to provide satellite channels to public and instructional broadcasting free of charge. "We believe this to be in the public interest," it commented.

- Where TV and radio service is contemplated, comment is solicited on the possibility of providing a "people's dividend" to provide funds for programming by noncommercial, educational stations as suggested by the Ford Foundation.

- Whether any of the domestic-satellite systems proposed to cover also Hawaii and Alaska, and if not why not.

In his dissent, Commissioner Cox stated that the foundation for the development of a domestic-satellite system should be a high capacity multipurpose system. The commission's order, he said, seems to downgrade this approach in favor of a policy that stresses multiple proposals for smaller, separate and specialized systems.

And, he concluded, he finds "very confusing" the rulemaking proposal as it deals with possible technical and economic conflicts between applications. It seems to invite, he said, conflicts for the same frequencies or orbital slots.

## FCC wants to open satellite spectrum

**Direct bird-to-home system seen in proposals U.S. may present at radio conference**

The FCC is considering a proposal that the U.S. suggest setting aside on a worldwide basis 11.7-12.2 gc and 12.2-12.7 gc bands for the evolutionary development of satellite-communications systems—systems that would ultimately transmit signals directly to the home.

The commission last week asked for comments on the proposal in a sixth notice of inquiry issued in preparation for the World Administrative Radio Conference of the International Telecommunication Union dealing with space telecommunications and the radio-astronomy service.

The notice, which deals with a broad range of matters the U.S. is considering as it develops its position for the conference, reaffirms a number of previous allocations proposals dealing with satellite communications. Two involve

direct satellite-to-home broadcasting.

One would provide for use of the 88-100 mc band for direct FM broadcasting, subject to agreement among countries concerned and those having services that may be affected. The other would set aside 614-890—UHF channels 38 through 83—for direct television broadcasting, subject to the same conditions.

Some engineers regard the 11.7-12.2 and 12.2-12.7 gc bands as more likely for the development of direct satellite-to-home broadcasting—an eventuality generally believed to be some 15 years off—than the lower one, since it is lightly used. Some authorities believe direct broadcasting on the 614-890 mc band in some parts of the world would interfere with use of the band in other areas. As a result, the proposal to use the higher band, officials believe, would not generate the same kind of opposition.

The commission proposes that the higher band be shared co-equally by the communications-satellite and broadcasting-satellite service. This would permit satellite service providing program distribution service to a limited number of earth stations to evolve into one providing direct service to home receivers.

The broadcasting-satellite service is "certain to be one of the most controversial subjects to be treated by the space conference," according to the commission. It said many countries have expressed concern about the problem of keeping unwanted programs from their citizens. "Cultural imperialism" and copyright infringement are two of the fears that have been expressed.

In the notice, the commission continues to press for an accommodation for demand-assignment/multiple-access (DAMA) systems in the communications-satellite service and to support proposals for allocating the 6 gc and 12 gc bands to communications-satellite service, both despite opposition of some foreign governments.

It also reaffirms proposals for eventually accommodating communications-satellite service in bands above 17.7 gc. Commission engineers regard use of the 6 gc and 12 gc bands as an interim step to use of the bands above 17.7, "in about 10 or 12 years," when the necessary equipment will have been developed.

Use of the 6 gc and 12 gc bands themselves would ease pressure now being felt in satellite broadcasting on the 4 gc and 6 gc bands. The commission referred to the crowded conditions in these bands in its order last week inviting applications for domestic-satellite service (see page 42).

The 134 members of the ITU are scheduled to convene the space WARC in Geneva, Switzerland, on June 7,



1971. The Department of State will establish by late summer a government-industry committee to help formulate the U.S. position at the conference, and will later name the U.S. delegation to Geneva.

The commission, in response to "the almost unanimous requests" of those filing comments in the WARC proceeding, proposed an oral presentation for those feeling their proposals have not received satisfactory consideration. No date has yet been set.

## Cable, satellite uses called only beginning

### IEEE hears predictions of marvels to come from development of systems

Cable television and satellite broadcasting were heralded last week as the waves of the future. This message, reinforced with technical details, was brought by several speakers to engineers gathered in New York for the annual convention of the Institute of Electrical and Electronics Engineers.

G. N. Penwell, director of engineering of the National Cable Television Association, Washington, reviewed the current successes of CATV and said: "CATV is still an emerging technology; we haven't even scratched the surface yet. It's been developing for 20 years, but there's much greater potential still ahead of it."

Reporting that 4½ million U.S. homes are served by CATV today—representing 7.5% of all TV homes—Mr. Penwell predicted that by 1980 about 27 million homes would be viewing CATV.

Nathaniel Feldman, a communications scientist for the Rand Corp.,

Santa Monica, Calif., concurred, projecting even further to 1990: "Television programs, as are the movies at the local cinema, would be available whenever the viewer desired. Since some areas now receive 13 channels of television, repetition of these programs at different times convenient to viewers could make use of perhaps 100 channels.

"The 100 most popular lecture classes at any given hour on university campuses could be shown on television to students and the interested public, with students listening at home as some now do in dormitories over campus closed-circuit television, Mr. Feldman said.

He declared, "In an industrialized society where continuing education and training are essential, many channels could be devoted to education at home for a wide range of job occupations."

Mr. Feldman also said technology would soon permit feedback from the viewer.

As for satellite broadcasting, Richard W. Hesselbacher, manager of communications systems for General Electric's Space Division, Valley Forge, Pa., commented: "We're in pretty good shape, the pieces are beginning to fall into place."

The engineers were told that totally new forms of satellite communications are emerging because of current aerospace technology.

"The possible benefits of space broadcasting technologies are either here or will be soon," said Mr. Hesselbacher. But he warned that first there must be "international cooperation" with all nations keeping "flexible policies, so each country's needs can be realized." Expansion of Intelsat, the international satellite communications system, and formation of several regional, domestic and specialized (aeronautical, marine, military, etc.) satellite communications systems were forecast.

John D. Taylor of the Communications Satellite Corp. (COMSAT) noted that communication via satellite lends itself to multi-destination traffic in a way that terrestrial communication does not. And he called upon the telecommunications industry to better use its resources and avoid waste. "We need to remember," he said, "that the optimum radio frequency spectra are quite limited as are optimum parking places for our satellites in geostationary orbit."

"The number of earth stations in use is likely to increase spectacularly," observed Mr. Taylor and, he added, "possibly at the end of the the decade we may be talking about space stations rather than satellites."

Mr. Taylor and W. B. Gross of GE, Philadelphia, didn't miss the irony of the postal stoppage early last week. Mr. Taylor, for example, forecast that the use of commercial communications satellites to send man's messages—via telegraph and facsimile—will expand greatly in this decade.

"Why shouldn't I be able to hand in a letter to my local post office and have it facsimiled to the distant foreign zip code station for the next scheduled mail delivery?" He asked. Mr. Gross echoed this theme, predicting that such electronic deliveries could eventually cost no more than 10 cents per letter.

### Subtitle system due at NAB

A new electronic subtitle system developed by CBS Laboratories, to be demonstrated at the NAB convention in Chicago next week, has been licensed for worldwide marketing to Visual Electronics Corp., New York. The Datavision V-1000 system can produce several type fonts, sizes, mixes or logotypes and word-by-word color. It utilizes proportional character spacing, automatic centering, and has a word blink feature available at three different rates.

## Psst, buddy! Wanna buy a yellow pencil?

The FCC's Field Engineering Bureau has been engaged in a game of wits with what officials believe is one individual, in what might be labeled "The Yellow-Pencil Caper."

The pencils, two to a set costing \$300, have been peddled to candidates for first-class TV and radio operator licenses who have been taking the tests administered in commission field offices across the country.

What make the pencils so expensive? Neat scratchings on each of the six sides provide those taking the tests with answers to the multiple-choice questions.

The enterprise came to light recently in Atlanta when the Georgia Association of Broadcasters issued a warning that the pencils were not worth the price being asked. Commission officials received a tip that the pencils were being sold, so the agency rotated the order of the questions.

Curtis Plummer, chief of the commission's FEB, says the commission has been aware of the yellow-pencil enterprise for a year and a half, ever since a field engineer saw a candidate "reading" a pencil during tests in Houston.

Mr. Plummer says there are "vague reports" the yellow-pencil business is the work of one man who used to work in a radio-TV school. The commission does not know how he obtained the answers to the questions, but officials

say he could have asked several of those taking the test to memorize different portions of it.

The commission is not making an effort to nab the entrepreneur. Rather, "counter measures," as Mr. Plummer put it, are regularly taken. Rotating the questions as was done in Atlanta, is one such measure. But Mr. Plummer declined to disclose the others. "After all," he said, "this is a game of wits."

The yellow-pencil caper is only one of a number of "tricks" attempted by those seeking radio operator licenses without working for them. One trick, which the FEB has not seen evidence of for several years, involved printing of counterfeit licenses. "That bypassed the whole testing process," said Mr. Plummer.

# If you deserve special treatment from a network you should have your own network.

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So they came to us.

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From the results it's obvious everyone felt it was worth the effort—the audience, the reviewers and Alcoa. The second show in the series, "Cowboy," will be seen across the country in a few days.



"Best adventure show of the season." Washington, D.C. Star

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"One of TV's finest true life adventure hours." Houston Chronicle

"Better than a suspense drama."

Columbus Citizen-Journal

"A beautiful comment on society, civilization and man." Seattle Post-Intelligencer

"One of the most unusual adventures to be documented on television."

Dayton Journal Herald

## And so did Xerox.

Xerox has developed two distinctive business reputations. One as the producer of exceptional business machines. The other has been made in television as the sponsor of outstanding programming.

This year Xerox decided to write a new page in television history by bringing the classic Broadway hit play "Front Page" to the home screens.

With our help they pulled off a double coup.

We formed a special 143 station network just to carry this unique 90 minute telecast on Saturday night during prime time.

Not only did it attract more than 100 other network affiliates, it also drew some of the best TV reviews of the year.

We're glad we helped make "Front Page" history.



"One of those rare television excursions into quality and drama."

Chicago Daily News

"Loud, raucous and thoroughly enjoyable." Pittsburgh Press

"A delight—the fastest, the funniest TV play I ever saw." New York Daily News

"Translated remarkably well to the TV screen."

Variety

"A delightful outing." Philadelphia Bulletin

"A smartly produced, ably acted presentation." Boston Record-American

"The most cynical and tumultuously funny TV show of any season." Minneapolis Tribune

"Quality of show and production is far superior to that currently being prepared for home viewers." Daily Variety

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# Soon the home video record in color

**CBS shows institutional model year before promised;  
Zanuck sees EVR as subsequent release for Fox films**

CBS and Motorola unveiled the color version of electronic video recording (EVR) in its first public demonstration last week and revealed that the first models will be delivered to buyers on Sept. 1, a year ahead of schedule.

When black-and-white EVR was first demonstrated 15 months ago, Motorola said it expected to be in production on the monochrome models by mid-1970 and on the color version by the latter part of 1971 (BROADCASTING, Dec. 16, 1968). Instead, they said last week, production is starting with units capable of playing both color and black-and-white EVR program cartridges.

The Sept. 1 deliveries of these units will go to buyers who had placed orders for monochrome-only sets—but at the same \$795 unit price originally anticipated for the black-and-white players.

The initial demonstration, held at the Pierre hotel in New York on Tuesday (March 24) with an estimated 500 newsmen and invited guests attending, impressed viewers with the sharpness and fidelity of the EVR colors and the apparent ease with which the system may be operated.

Officials of both Motorola, which has an exclusive license to manufacture and market the EVR players in the U.S. and Canada through 1971, and CBS reiterated that their initial markets would be in the industrial, business and educational fields. But it was apparent that their long-range goal of making EVR into a mass medium featuring entertainment programming for in-home use—the video counterpart of the phonograph record—was coming into sharper focus.

Darryl F. Zanuck, chairman and chief executive officer of 20th Century-Fox, was on the dais with CBS and Motorola officials to hail the promise of EVR for the motion-picture industry and to announce he would recommend, at the next Fox board meeting, that the company's feature films be made available to EVR five years after their initial theatrical release.

He "guessed" Fox probably had 1,500 such features but declined to estimate what a viewer might be charged for renting or leasing a Fox film in EVR, except to say that "the ultimate price will be within the range of the average family." Others ventured that the rental price might be in the \$5-\$6 range.

Officials declined to say when a consumer model—a simplified, less expen-

sive version of the present \$795 heavy-duty industrial/educational model—would be marketed or what it would cost. But one "guessed" that "a substantial number" of consumers would have units in their homes by early 1972.

Robert E. Brockway, president of the CBS EVR Division, said the industrial model incorporates features not needed for in-home use and that he expected "the usual price-erosion pattern" to develop as mass production gets under way.

Mr. Brockway said color EVR program cartridges—which CBS will record itself from filmed or taped material made available by others—will be in commercial production this fall, almost a year ahead of schedule. Pilot operation at the CBS EVR-cartridge production center at Rockleigh, N.J., will start this summer, he reported.

Elmer H. Wavering, president of Motorola, stressed that the players used in the demonstration, called Motorola Teleplayers, were not prototypes but made from production tools. He said the tooling is capable of turning out 100,000 players a year.

He also said Motorola expects to incorporate the EVR player into color-TV sets "in the not too distant future"

but that the exact timing will depend on demand.

It was apparent, too, that CBS and Motorola had their eyes on the cable-television field as a potential big-scale EVR customer. Mr. Brockway said EVR can serve as "a \$795 origination studio for CATV" and briefly switched on EVR-originated programming being fed into the hotel by Manhattan Cable Co.

Any idea that EVR might find a market in home-made movies was quickly dispelled, however. Mr. Brockway told a questioner that unless the home-movie maker "has a lot of relatives" to send cartridges to, EVR would not be for him. Converting films or tapes to the EVR process, Mr. Brockway said, is not practical if fewer than 50 prints are made.

In the EVR system, developed under the direction of Dr. Peter C. Goldmark at CBS Laboratories, program material is transferred by special processing to film that is packaged in cartridges and played through a special unit attached to regular TV sets, with the pictures displayed on the set's picture tube.

For color, the images are printed photographically on, say, the left side of the film, and the appropriate color information is encoded electronically



*At the demonstration last week (l-r): Robert E. Brockway, president, CBS Electronic Video Recording; Dr. Peter C. Goldmark, president, CBS Laboratories Division; Elmer H. Wavering,*

*Motorola president; Darryl F. Zanuck, chairman of the board, 20th Century-Fox Film Corp.; Frank Stanton, CBS Inc. president, and Ralph O. Briscoe, president, CBS/Comtec Group.*

on the right side. Color cartridges currently provide 25 minutes of programming, though CBS officials said last week, in response to questions, that "Peter [Goldmark] won't be happy with 25 minutes for very long."

In black and white, the photographic images are printed on both film tracks, providing 50 minutes of programming.

The film threads automatically when the cartridge is inserted into the player and can be stopped, rewound or advanced at the push of a button.

EVR was hailed repeatedly at the Tuesday demonstration.

Dr. Frank Stanton, president of CBS Inc., said it "puts us on the cutting edge for the use of television for a whole new world." Mr. Wavering said it will be "the audio/visual medium of the decade" and called Motorola's exclusive North American license to manufacture and market the player the most important license in the company's history.

Mr. Zanuck compared it to the advent of sound, color and Cinemascope in motion pictures, saying it will have benefits for all segments of the film industry—producer, distributor and exhibitor—through the expansion of the market for feature films.

Mr. Brockway said "a new industry is rapidly emerging" and, in an obvious allusion to home video players being developed by RCA and others, said EVR was leading the field on timing and quality and "if any system has the ultimate advantage in cost, it is EVR."

(RCA later challenged this claim. A spokesman said its system, formerly called "Selectavision but now referred to by the generic term "video playback system," envisioned cartridges retailing for less than \$10 and player units priced at about \$400 and said both these prices "are substantially below those suggested for various competitive systems." But the spokesman said of EVR that RCA "welcomes the growth of the cartridge television industry" and still holds to its plan to start in the video playback field in 1972.)

Mr. Wavering said new features have been built into the compatible color teleplayer that have special advantages for use in education and training: An audio input from an external microphone allows an instructor to override the sound track with his own comments, and a dual sound track on color programs permits different narratives for different age groups or narratives in two languages.

He said the teleplayer also uses a Motorola-developed flying-spot scanner, the device that electronically scans the EVR film, which enhances clarity and definition, especially in color pictures. The player, he said, will be backed by a 90-day labor and one-year parts warranty.

New agreements expanding EVR in

Europe were also announced last week by John C. Lewis, managing director of the EVR Partnership, which is composed of CIBA Ltd., Imperial Chemical Industries Ltd. and CBS and which handles EVR production and marketing in Europe.

It Switzerland, it was announced, EVR cartridge films dealing with medical, agrochemical, scientific, encyclopedic and cultural topics will be produced and distributed by a joint organization called CADIA, formed by CIBA, Geigy and Editions Rencontre.

In Germany, Robert Bosch GMBH of Stuttgart has been licensed by the partnership to produce and sell EVR players, and Videothek Programm GMBH of Wiesbaden has been signed as EVR processing agency in Germany and Austria. In Italy, the EVR system will be introduced by a consortium formed by Arnoldo Mondadori, book and periodicals publisher, and Industrie A. Zanussi S.P.A., a major producer of appliances. These agreements supplement earlier contracts covering EVR players and cartridges in the United Kingdom and France.

The demonstration for newsmen last Tuesday morning opened two days of showings for marketing, industrial-training, film, education and technical experts and business executives. These will be followed by demonstrations in 17 cities, starting April 1 in Boston.

## BEVR waits in wings

Broadcast electronic video recording (BEVR), a new, on-air, color-TV system that has been hailed as offering better color quality at lower costs than conventional film and tape processes (BROADCASTING, Oct. 23, 1967, et seq.), was not mentioned at last week's demonstration of color EVR, from which BEVR derived. But authoritative sources reported that work on BEVR had been temporarily decelerated while CBS Laboratories, which developed both systems, concentrated on overcoming an unexpected problem in EVR.

The unexpected problem was said to have been the discovery that the electron-beam recorder, used in producing an EVR master film from conventional taped and filmed material, needed a more critical vacuum than was available in existing models. So CBS Labs experts set about developing their own.

They were reported last week to have completed at least two such units. Although they were said to have clearly solved the problem, there was speculation that with EVR nearing the commercial-introduction stage (page 50) BEVR might be allowed to "simmer a little while longer" before it is publicized further.

## Firms set standards for video players

A single standard for production of color video-tape players is expected to be established by Sony Corp. of Tokyo and seven other companies. Sony, in making the announcement last week, noted that such a standard would permit individual videocassettes to be used with any of the eight firms' systems.

Sony last fall introduced its Sony Videoplayer, thus joining CBS and RCA in the race for marketing of color-TV home players (BROADCASTING, Nov. 24, 1969). The Videoplayer is expected to be available by the end of 1971.

The seven companies, with which Sony has agreed to a single standard, are: AEG-Telefunken and Grundig Weko G.M.B.H., both West Germany; Industria A. Zanussi S.P.A., Italy; Matsushita Electric Industrial Co., Japan; North American Phillips Corp., U.S.; NV Philips Gloeilampenfabrieken, the Netherlands, and Victor Co. of Japan Ltd.

## Another lab works on cheap tape duplication

3M Co., St. Paul, announced last week the company is developing a process that holds out the possibility of duplicating video-taped programs at a high speed through simultaneously producing multiple copies.

M. C. Hegdal, vice president of 3M's magnetic-products division, did not disclose the details of the equipment used in the high-speed transfer system on which the company is working. He said the high-speed operation would produce both color and black-and-white transfers that are equivalent in video quality to duplicates now made by conventional electronic-recording techniques.

Mr. Hegdal said that 3M plans public demonstrations of the high-speed duplicating system after mid-year 1970. Earlier this year, Ampex Corp. announced an experimental method of duplicating color video tapes, based, it is understood, on a development by IBM Research Laboratories, reported last year.

## New from Ampex

Ampex Corp., Redwood City, Calif., broadcast equipment manufacturer, has introduced two new bidirectional recorders for use in automated broadcast systems and radio stations. The models offer the user a choice of reel sizes from 5 to 15 inches in diameter, are completely servo controlled and feature direct drive systems for constant tape speeds from 15/16 ips to 15 ips. The new recorders are available in full- to quarter-track configurations in bidirectional and unidirectional models. A



# New dates proposed for tuner equality

In plan suggested by ACTS  
75% of all sets would be comparable by May 1, 1971

UHF broadcasters, opposing the request by TV-set makers for a three-year delay in the FCC order requiring equal VHF and UHF tuners in all TV sets, offered a compromise: that 75% of all TV receivers be required to be in compliance with the order on May 1, 1971 (the deadline set by the commission last January), and that all TV sets have tuner "comparability" one year later.

The opposition to the TV manufacturers' petition for reconsideration, filed earlier this month (BROADCASTING, March 16), was submitted last week by the All-Channel TV Society, a group of UHF broadcasters that has been urging tuner equalization for the last five years.

Also filed last week was the reply of the Electronic Industries Association's Consumer Products Division to Kaiser Broadcasting Co., which is a group-TV broadcaster with all-UHF stations, and the National Association of Educational Broadcasters. Both had raised questions regarding the commission's acceptance of a mechanical six-channel detent UHF tuner as being comparable to the 12-channel VHF detent tuner customary on all TV sets, especially since in some areas there are more than six UHF stations. Kaiser had also asked the FCC to require manufacturers to add a continuous tuner in the UHF band so those viewers could tune to more than six UHF stations.

The FCC last January told TV-set makers to make both VHF and UHF tuners alike by May 1 next year for those TV sets having screens nine inches or larger, and by the same date in 1973 for those sets with smaller screens (BROADCASTING, Feb. 2).

In its statement to the FCC, ACTS emphasized that if its suggestion on delaying the effective date for tuner comparability is accepted, the commission must make clear that the percentage of complying sets must be across the board—that the set percentage must apply to each of the model lines produced by each set manufacturer.

Basically, ACTS opposed completely the EIA's request for delay. It charged that set makers were aware of the need for tuner equalization for the last five years and should have been prepared for the FCC order. ACTS also challenged the EIA assumption that the six-position detent UHF tuner is unproven or that it is less than an optimum device. One manufacturer (Zenith) already is using the six-position detent tuner and another major manufacturer has approved the Sarkes-Tarzan Inc. version, ACTS said.

At the present time, ACTS said, the detent tuner is the optimum system; in fact, it added, it understands there is an eight-position tuner device ready to be introduced into TV receivers without the need for increasing the size of the cabinet.

And, it continued, references to the possibility of electronic tuning made by EIA cannot be given weight; in Germany, for example, ACTS said, where electronic tuners were in widespread use from 1966 to 1969, manufacturers are turning back to mechanical tuners because of the higher costs and "lowered" performance of the electronic devices.

## Frequency wavering leads to short term, fine

The FCC has granted a short-term license renewal to WBJA-TV Binghamton, N.Y., and notified the licensee, WBJA-TV Inc., of a possible fine of \$3,000 for alleged technical violations.

The commission alleged the licensee had failed to maintain the carrier frequency of the visual transmitter within 1,000 cycles of the authorized frequen-

cy and failed to maintain the center frequency of the aural transmitter within tolerance.

The short-term renewal was imposed, the commission said, because of violations discovered in November 1967 and found again during an inspection in May 1969.

The commission added that the station "was in poor condition" during each inspection and that a number of complaints were received by the commission from viewers in the WBJA-TV area.

The commission noted that the grant until April 1, 1971, will give it time to inspect the station again, and on the basis of the inspection, determine whether to grant further renewal or to designate it for hearing.

## Both radio and TV-set sales dip in January

Distributor sales to dealers of all categories of TV and radio receivers dropped for the first month of this year compared to January 1969, the Electronic Industries Association reported last week.

Color-TV sales were down 26.1%; black-and-white sales were down 16.2%, and total radio sales were down 21%.

TV and radio set sales for January, as reported by EIA's marketing services department:

	Television	
	1970	1969
Color TV	380,841	515,169
Monochrome	337,429	402,543
Total	718,270	917,712

	Radio	
	1970	1969
AM	363,463	441,044
FM	201,662	253,857
Auto	727,926	941,247
Total	1,293,051	1,636,148

## Technical topics:

**Low-light camera** ■ A new closed-circuit television camera has been developed by Concord Electronics Corp., Los Angeles, which the firm claims produces a clear picture with minimum light levels. According to the company, the camera, model MTC-21, uses a specially designed video amplifier to produce a well-defined picture with only 0.5 foot-candles of illumination. The camera also has manual or automatic light compensation and can continue to produce a clear picture despite abrupt changes in light levels. Concord says the closed-circuit camera is especially effective in dimly lit areas such as parking lots, warehouses, foyers and the like.

**McNary moves** ■ James C. McNary, consulting engineer, whose office is presently located in the National Press building, Washington, will be moving to the Park building, 6400 Goldsboro Road, Bethesda, Md., April 1. Tel: 301-229-6600.

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## One hurdle cleared for merger

**Stockholders of Corinthian, D&B give their approval; now it's up to FCC**

Stockholders of Corinthian Broadcasting Corp., a group owner, and Dun & Bradstreet Inc., a broadly based data and business information-service com-

pany, last Thursday (March 26) approved the merger of Corinthian into a wholly owned subsidiary of D&B.

It took only 15 minutes at a special

meeting in New York for Corinthian stockholders—representing a majority of the 3.4 million shares outstanding—to approve the plan overwhelmingly—2,390,000 to 1,166.

At the same time, in Wilmington, Del., D&B stockholders at their regular meeting also overwhelmingly embraced the merger, which now needs only FCC approval for transfer of the stations involved. C. Wrede Petersmeyer, who will remain as president and chief

## The Broadcasting stock Index

A weekly summary of market activity in the shares of 98 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing March 26	Closing March 19	Closing March 12	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Broadcasting</b>									
ABC	ABC	N	33 $\frac{3}{4}$	33	33 $\frac{3}{4}$	39 $\frac{1}{4}$	31 $\frac{3}{4}$	7,074	234,133
ASI Communications*		O	5 $\frac{1}{2}$	5 $\frac{1}{2}$	5 $\frac{1}{2}$	7	5 $\frac{1}{2}$	1,789	9,839
Capital Cities	CCB	N	33 $\frac{3}{4}$	31 $\frac{3}{4}$	33 $\frac{3}{4}$	36 $\frac{1}{2}$	28 $\frac{1}{4}$	5,804	208,189
CBS	CBS	N	46 $\frac{3}{4}$	47 $\frac{1}{4}$	44 $\frac{1}{4}$	49 $\frac{1}{4}$	43 $\frac{1}{4}$	26,259	1,178,241
Corinthian	CRB	N	30 $\frac{1}{4}$	29 $\frac{1}{4}$	29 $\frac{1}{4}$	33 $\frac{3}{4}$	28 $\frac{1}{4}$	3,384	108,288
Cox	COX	N	20 $\frac{1}{4}$	21 $\frac{1}{4}$	22 $\frac{1}{4}$	24 $\frac{1}{4}$	19 $\frac{1}{4}$	5,786	136,665
Gross Telecasting	GGG	A	15 $\frac{1}{4}$	16 $\frac{1}{4}$	16 $\frac{1}{4}$	17 $\frac{1}{4}$	15	805	13,178
Metromedia	MET	N	20 $\frac{1}{4}$	18 $\frac{1}{4}$	18 $\frac{1}{4}$	20 $\frac{1}{4}$	15 $\frac{1}{4}$	5,603	114,133
Pacific & Southern		O	14 $\frac{1}{4}$	14 $\frac{1}{4}$	15	23	14	1,627	30,913
Reeves Telecom	RBT	A	6 $\frac{1}{4}$	5 $\frac{1}{4}$	6 $\frac{1}{4}$	15 $\frac{1}{4}$	5	2,163	15,401
Scripps-Howard		O	21 $\frac{1}{4}$	21 $\frac{1}{4}$	20 $\frac{1}{4}$	24	20 $\frac{1}{4}$	2,589	54,369
Sonderling	SDB	A	26 $\frac{1}{4}$	26 $\frac{1}{4}$	28 $\frac{1}{4}$	34 $\frac{1}{4}$	25	985	28,073
Starr Broadcasting		O	13	14 $\frac{1}{4}$	15 $\frac{1}{4}$	18	13	338	4,732
Taft	TFB	N	23 $\frac{3}{4}$	25 $\frac{1}{4}$	25 $\frac{1}{4}$	29 $\frac{1}{4}$	22 $\frac{3}{4}$	3,585	97,691
<b>Total</b>								<b>67,791</b>	<b>\$ 2,242,845</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	23 $\frac{3}{4}$	22 $\frac{1}{4}$	24	25 $\frac{1}{4}$	21 $\frac{1}{4}$	11,328	283,200
Bartell Media	BMC	A	11 $\frac{1}{4}$	11	13 $\frac{1}{4}$	14	10 $\frac{1}{4}$	2,292	29,498
Boston Herald-Traveler		O	35	40	39	43	29	574	22,960
Chris-Craft	CCN	N	8 $\frac{3}{4}$	8 $\frac{3}{4}$	9 $\frac{1}{4}$	11 $\frac{1}{4}$	8 $\frac{3}{4}$	3,500	31,920
Combined Communications		O	11 $\frac{1}{4}$	11 $\frac{1}{4}$	11	16 $\frac{1}{4}$	11	1,798	25,172
Cowles Communications	CWL	N	8	8 $\frac{1}{4}$	9 $\frac{1}{4}$	10 $\frac{1}{4}$	7 $\frac{1}{4}$	3,969	35,205
Fuqua	FQA	N	16 $\frac{1}{4}$	18 $\frac{1}{4}$	19	31 $\frac{1}{4}$	16 $\frac{1}{4}$	5,219	96,552
Gannett	GCI	N	26	26 $\frac{1}{4}$	27 $\frac{1}{4}$	29 $\frac{1}{4}$	25 $\frac{1}{4}$	7,117	202,835
General Tire	GY	N	19 $\frac{1}{4}$	19 $\frac{1}{4}$	19 $\frac{1}{4}$	20 $\frac{1}{4}$	17 $\frac{1}{4}$	17,914	353,802
Gray Communications		O	5 $\frac{1}{4}$	6	6 $\frac{1}{4}$	7 $\frac{1}{4}$	5 $\frac{1}{4}$	475	3,145
Lamb Communications		O	4	4	4	6	4	2,650	10,600
Lee Enterprises		A	19 $\frac{1}{4}$	19 $\frac{1}{4}$	21	25	19 $\frac{1}{4}$	1,957	41,097
Liberty Corp.	LC	N	21 $\frac{1}{4}$	20 $\frac{1}{4}$	19 $\frac{1}{4}$	21 $\frac{1}{4}$	16 $\frac{1}{4}$	6,743	136,546
LIN		O	7 $\frac{1}{4}$	7 $\frac{1}{4}$	8 $\frac{1}{4}$	11	7 $\frac{1}{4}$	2,174	20,370
Meredith Corp.	MDP	N	30	29 $\frac{1}{4}$	30	44 $\frac{1}{4}$	28 $\frac{1}{4}$	2,779	88,928
Outlet Co.	OTU	N	16 $\frac{1}{4}$	16 $\frac{1}{4}$	16 $\frac{1}{4}$	17 $\frac{1}{4}$	15 $\frac{1}{4}$	1,336	21,376
Plough Inc.	PLO	N	77 $\frac{1}{4}$	75 $\frac{1}{4}$	78	85	74 $\frac{1}{4}$	6,788	551,525
Post Corp.		O	14 $\frac{1}{4}$	13	13 $\frac{1}{4}$	17 $\frac{1}{4}$	13	713	10,339
Rollins	ROL	N	31	30 $\frac{1}{4}$	31 $\frac{1}{4}$	40 $\frac{1}{4}$	28 $\frac{1}{4}$	8,016	244,488
Rust Craft	RUS	A	25 $\frac{1}{4}$	25 $\frac{1}{4}$	26 $\frac{1}{4}$	32 $\frac{1}{4}$	25 $\frac{1}{4}$	1,168	30,660
Storer	SBK	N	25 $\frac{1}{4}$	25 $\frac{1}{4}$	26 $\frac{1}{4}$	30 $\frac{1}{4}$	19	4,221	115,529
Time Inc.	TL	N	36 $\frac{1}{4}$	35 $\frac{1}{4}$	34	43 $\frac{1}{4}$	27 $\frac{1}{4}$	7,241	259,735
Trans-National Comm.		O	3 $\frac{1}{4}$	4 $\frac{1}{4}$	3 $\frac{1}{4}$	4 $\frac{1}{4}$	1 $\frac{1}{4}$	1,000	2,120
Wometco	WOM	N	18 $\frac{1}{4}$	19 $\frac{1}{4}$	19	20 $\frac{1}{4}$	17 $\frac{1}{4}$	5,812	110,428
<b>Total</b>								<b>106,784</b>	<b>\$ 2,728,030</b>
<b>CATV</b>									
Ameco	ACO	A	9	9 $\frac{1}{4}$	9 $\frac{1}{4}$	16	8 $\frac{1}{4}$	1,200	12,444
American TV & Comm.		O	17 $\frac{1}{4}$	18 $\frac{1}{4}$	21 $\frac{1}{4}$	22 $\frac{1}{4}$	17 $\frac{1}{4}$	1,775	38,163
Cablecom-General	CCG	A	11 $\frac{1}{4}$	10 $\frac{1}{4}$	12 $\frac{1}{4}$	23 $\frac{1}{4}$	10 $\frac{1}{4}$	1,605	20,062
Cable Information Systems		O	2 $\frac{1}{4}$	2 $\frac{1}{4}$	2 $\frac{1}{4}$	2 $\frac{1}{4}$	2	955	2,149
Citizens Finance Corp.	CPN	A	15	14 $\frac{1}{4}$	14 $\frac{1}{4}$	17 $\frac{1}{4}$	12 $\frac{1}{4}$	1,904	27,608
Columbia Cable		O	13 $\frac{1}{4}$	14	14 $\frac{1}{4}$	15 $\frac{1}{4}$	12 $\frac{1}{4}$	900	13,158
Communications Properties		O	8 $\frac{1}{4}$	8 $\frac{1}{4}$	8 $\frac{1}{4}$	17 $\frac{1}{4}$	7	644	4,991
Cox Cable Communications		O	18	18 $\frac{1}{4}$	21 $\frac{1}{4}$	24	18	5,786	127,292
Cypress Communications		O	13 $\frac{1}{4}$	14 $\frac{1}{4}$	15	17 $\frac{1}{4}$	13 $\frac{1}{4}$	854	14,518
Entron		A	5 $\frac{1}{4}$	5 $\frac{1}{4}$	6 $\frac{1}{4}$	8 $\frac{1}{4}$	5 $\frac{1}{4}$	1,320	8,580
General Instrument Corp.	GRI	N	21 $\frac{1}{4}$	19 $\frac{1}{4}$	20 $\frac{1}{4}$	30 $\frac{1}{4}$	17 $\frac{1}{4}$	6,111	132,914
H & B American	HBA	A	23 $\frac{1}{4}$	21 $\frac{1}{4}$	20 $\frac{1}{4}$	30 $\frac{1}{4}$	18 $\frac{1}{4}$	4,973	118,109
Sterling Communications		O	4 $\frac{1}{4}$	4 $\frac{1}{4}$	16 $\frac{1}{4}$	7 $\frac{1}{4}$	4 $\frac{1}{4}$	500	3,200
Tele-Communications		O	2 $\frac{1}{4}$	13	13 $\frac{1}{4}$	20 $\frac{1}{4}$	2 $\frac{1}{4}$	2,704	40,560
Teleprompter	TP	A	95 $\frac{1}{4}$	82 $\frac{1}{4}$	84 $\frac{1}{4}$	133 $\frac{1}{4}$	73	1,007	104,849
Television Communications		O	10 $\frac{1}{4}$	12 $\frac{1}{4}$	13 $\frac{1}{4}$	18 $\frac{1}{4}$	12 $\frac{1}{4}$	2,816	41,536
Vikoa	VIK	A	12 $\frac{1}{4}$	13 $\frac{1}{4}$	14 $\frac{1}{4}$	27 $\frac{1}{4}$	10 $\frac{1}{4}$	2,232	27,900
<b>Total</b>								<b>36,869</b>	<b>\$ 734,182</b>

executive officer of Corinthian, a Delaware corporation with New York headquarters, said he "hopes for FCC approval by the early fall."

Under terms of the merger, Corinthian stockholders would receive a 0.675 share of D & B common stock for each of their shares. Price tag of the merger was estimated on the basis of stock-market trading last week at \$119 million. When first announced last December (BROADCASTING, Dec. 8, 1969), and upon board of directors' approval Jan. 22 (BROADCASTING, Jan. 26), the value of the transaction was placed at \$134 million.

Publisher-financier John Hay Whitney, who owns 48% of Corinthian's

stock, would own 9% of the merged company.

Corinthian Broadcasting Corp. owns TV stations in Houston (KHOU-TV, channel 11); Tulsa (KOTV-TV, channel 6); Sacramento, Calif. (KXTV-TV, channel 10); and Indianapolis (WISH-TV, channel 8) and Fort Wayne, Ind. (WANE-TV, channel 15). The licenses for the two Indiana stations are up for renewal this year, but Mr. Petersmeyer assured stockholders: "We're not concerned that any of our licenses are in jeopardy." All stations are CBS affiliates.

Corinthian also owns Standard Reference Library Inc., publisher and distributor of the Funk & Wagnalls En-

cyclopedia and other reference works, and Corinthian Editions, publisher-marketer of books sponsored by major corporations and institutions.

Among business interests of Dun & Bradstreet are the Thomas Y. Crowell Co., a book-publishing firm; Reuben H. Donnelly Corp., a classified telephone-directory marketing service; Moody's Investors Services, publisher of investment manuals; and Fantus Co., an industrial plant-location consultant.

In an official statement explaining the merger, Mr. Petersmeyer noted: "The merger will achieve desirable diversification for Corinthian in areas which are logical extensions of Corinthian's communications and publishing activi-

	Stock symbol	Ex- change	Closing March 26	Closing March 19	Closing March 12	High 1970	Low	Approx. Shares Out (000)	Total Market Capitali- zation (000)
<b>Programming</b>									
Columbia Pictures	CPS	N	24½	24	25	31½	21½	5,942	144,807
Disney	DIS	N	146½	140½	136½	158	125½	5,015	693,324
Filmways	FWY	A	12½	12½	12½	18½	11½	1,700	22,950
Four Star International		O	2½	2½	2½	4	2½	666	1,998
Gulf and Western	GW	N	17½	17	17½	20½	16½	16,310	299,615
Kinney National	KNS	N	32½	30	31½	33½	27	7,738	257,289
MCA	MCA	N	21½	21½	21½	25½	19½	8,297	178,385
MGM	MGM	N	25½	26	23	28½	20½	5,843	157,761
Music Makers Group		O	6½	7	7½	9	6	589	3,534
National General	NGC	N	17½	15½	16	20½	13	4,515	78,426
Transamerica	TA	N	22½	20½	20½	26½	19½	61,869	1,392,053
Trans-Lux	TLX	A	16½	17½	16½	23½	15½	1,020	36,200
20th Century-Fox	TF	N	17½	16½	16½	20½	15	8,169	141,896
Walter Reade Organization		O	7½	6½	7½	13½	6½	2,342	17,602
Wrather Corp.	WCO	A	8½	8½	8½	10½	8½	2,161	19,168
<b>Total</b>								<b>132,176</b>	<b>\$ 3,445,008</b>
<b>Service</b>									
John Blair	BJ	N	20½	22½	22½	23½	19½	3,006	66,884
Comsat	CQ	N	37½	35½	35½	57½	34	10,000	397,500
Creative Management		O	12½	12½	12½	14½	9½	918	11,475
Doyle Dane Bernbach		O	22	22	22	23	19½	2,104	47,340
Foote, Cone & Belding	FCB	N	10½	10½	10½	12½	10½	2,147	22,264
Grey Advertising		O	11½	11	11½	13½	11	1,140	13,395
Movielab	MOV	A	6½	5½	5½	7½	5½	1,407	8,442
MPO Videotronics	MPO	A	8½	8½	9½	9½	8½	548	5,135
Nielsen		O	37½	38	37½	42	36½	5,299	215,934
Ogilvy & Mather		O	21½	21½	21½	22½	18½	1,090	23,697
PKL Co.	PKL	A	7½	8½	8½	12½	7½	739	6,555
J. Walter Thompson	JWT	N	31	31	29½	36	28½	2,778	84,368
Wells, Rich, Greene		O	11½	11½	12½	13½	7½	1,601	21,405
<b>Total</b>								<b>32,777</b>	<b>\$ 924,394</b>
<b>Manufacturing</b>									
Admiral	ADL	N	11½	11½	12½	14½	10½	5,150	66,950
Ampex	APX	N	36½	35½	35	48½	33½	10,825	392,406
CCA Electronics		O	5	4½	4½	4½	4½	800	3,496
Conrac	CAX	N	23	22½	23½	32½	20½	1,249	25,917
General Electric	GE	N	74½	70½	71½	77½	67½	91,025	6,804,119
Harris-Intertype	HI	N	65½	66½	68½	75	61½	6,351	435,044
Magnavox	MAG	N	36	32½	33½	38½	29½	16,485	593,460
3M	MMM	N	103½	103½	106	114½	99½	54,550	5,836,850
Motorola	MOT	N	123	119½	115½	141½	110½	6,649	804,529
RCA	RCA	N	30½	30½	30½	34½	29½	62,773	2,055,816
Reeves Industries	RSC	A	3½	3½	4	5½	3½	3,443	13,772
Telemation		O	15	15½	16½	24	15	1,080	23,760
Visual Electronics	VIS	A	5½	6½	7½	10½	5½	1,357	10,178
Westinghouse	WX	N	67	63½	66	66½	53½	39,304	2,568,909
Zenith Radio	ZE	N	35	34½	33½	37½	29½	19,020	687,002
<b>Total</b>								<b>320,061</b>	<b>\$20,322,208</b>
<b>Grand total</b>								<b>696,458</b>	<b>\$30,396,667</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>89.92</b>	<b>87.42</b>	<b>88.33</b>				

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

Shares outstanding and capitalization as of March 5.  
\* Changed from Atlantic States Industries.  
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.



ties. Management believes that the data and information collection and communications business engaged in by Dun & Bradstreet has promising growth potential."

Hamilton B. Mitchell, president, Dun & Bradstreet, expressed similar sentiments to stockholders in Wilmington. "The Dun & Bradstreet management believes that the joining of our present facilities and services with those of Corinthian will have a synergistic effect on our future growth," he commented. "It represents a logical extension of our present activities in the fields of busi-

ness information and education."

Corinthian stockholders also learned that the company had the highest sales and earnings in the firm's history for the third fiscal quarter and for the nine months ended Jan. 31. Earnings for the third fiscal quarter were \$1,088,416 or 32 cents a share, as compared to earnings of \$1,008,443 or 29 cents a share last year at the same time.

For the nine months ended Jan. 31, earnings were \$3.5 million or \$1.04 a share, compared with earnings of \$3.1 million or 90 cents a share for the same period last year (BROADCASTING,

March 2). Television revenues increased 2% for the quarter (Jan. 31).

For the year ended April 30, 1969, Corinthian had reported a net income of \$4,215,428, up more than \$300,000 from 1968.

In 1969 Dun & Bradstreet registered a record net income of \$21,389,050 or \$2.05 a share, up 10.7% over 1968 (BROADCASTING, Jan. 26).

D&B stockholders last Thursday also approved an increase in common-stock shares from 15 million to 20 million and a stock-option plan for key employees of the company.

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## *TheMedia*

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# Rule heads new ABC broadcast group

## Pompadur, Duffy, Shaw, Pierce and Zimbert also move up in corporate restructuring

In a major realignment, Elton H. Rule was promoted last week from president of ABC-TV to head of all ABC broadcast operations as president of the American Broadcasting Co., the broadcast division of the American Broadcasting Co's. Inc. (BROADCASTING, March 9).

I. Martin Pompadur, his right-hand man as vice president and general manager of the TV network, was given a similar right-hand assignment in the all-broadcast division, and James E. Duffy, vice president in charge of TV network sales, was named to succeed Mr. Rule as ABC-TV president.

The consolidation of all ABC broadcasting activities under a single operating head was viewed as a move both to strengthen the organizational structure and to anticipate eventual management succession.

ABC Inc.'s two top men, President Leonard H. Goldenson and Executive Vice President Simon B. Siegel, are both within a year of the normal retirement age of 65. Although they may at the board's request serve past that age, it is generally assumed they will wish at least to slow the pace of their activities on reaching 65.

Mr. Rule continues to report to Mr. Siegel, but some other broadcast executives who formerly reported to Mr. Siegel now report to Mr. Rule. The change was announced by Mr. Siegel last Monday (March 23), effective immediately.

"The increasing success and attendant complexity of our broadcasting opera-

tions establish the need for a single operating head of all of our broadcasting activities," Mr. Siegel said. "This leadership will provide cohesive direction to the many broadcasting units of ABC, coordination among these units, planning for their future growth and development of opportunities to maximize their profit contributions.

"We are delighted that the outstanding management leadership responsible for the progress of the ABC television network is moving into similar leader-

ship for the entire broadcasting division. Elton Rule is an experienced television broadcaster whose innovation and knowledge in all areas of television broadcasting, both at the station and network level, have distinguished his career.

"He had remarkable success as head of ABC's owned television station in Los Angeles [KABC-TV], and since he became president [January 1968] the ABC television network has made steady progress in all areas of its

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## Bribe-case sequel: ABC-TV fires Patti

ABC dismissed Carmine F. Patti, ABC-TV director of station relations, last week concurrent with assertions that the network "will make certain" that its investigation of "possible misconduct" in affiliation arrangements made with stations "is pursued vigorously."

ABC has accused one of its station-relations executives, Thomas G. Sullivan, regional manager, of having accepted a \$20,000 bribe for recommending that WKTR-TV Dayton, Ohio, be awarded an ABC affiliation (BROADCASTING, March 2 et seq.). A trial date of May 21 was set for Mr. Sullivan, who appeared last week in Manhattan criminal court in New York. ABC's complaint had been filed Feb. 20 with the New York district attorney's office.

There was no elaboration by ABC in

disclosing Mr. Patti's dismissal, other than a statement that it was a result of the network's probe into "possible misconduct in connection with television station affiliation arrangements." An ABC spokesman added that the network would keep the FCC "fully informed by means of continuing reports and will also inform the office of the district attorney of its findings. ABC will make certain that the investigation is pursued vigorously."

The FCC investigation, reportedly sparked by the ABC disclosure of the alleged Dayton irregularity, was instituted by an order issued earlier this month (BROADCASTING, March 16).

It was understood that ABC had filed at least two reports with the commission and that others were to follow. ABC's inquiry, it was said, includes a look into affiliation agreements made in other markets, aside from the Dayton incident.

operations."

Mr. Rule, announcing the promotion of Mr. Pompadur to vice president of the ABC division and of Mr. Duffy to head the TV network, made clear that the former would have an expanded role in the new structure and that Mr. Duffy was picked as "the best man" for the network presidency.

In addition to Mr. Duffy, ABC listed the following as reporting to Mr. Rule:

Roone Arledge, president of ABC Sports; Richard A. O'Leary, president of ABC-Owned Television Stations; Harold L. Neal Jr., president of ABC-Owned Radio Stations; Walter A. Schwartz, president of ABC Radio; Elmer W. Lower, president of ABC News; Richard N. Savage, president of ABC-TV Spot Sales; Kevin O'Sullivan, president of ABC Films; Donald W. Coyle, president of ABC International Television; James G. Riddell, vice president in charge of the western division; Julius Barnathan, vice president in charge of broadcast operations and engineering, and Ellis O. Moore, vice president in charge of public relations, plus ABC Merchandising and the broadcast standards and practices department.

In the past, Messrs. Lower, Neal, Schwartz, Riddell and Barnathan have reported to Mr. Siegel. The four non-network TV divisions—owned stations, Spot Sales, Films and International—reported to Theodore F. Shaker until his resignation last month. Since then they have reported to Mr. Siegel. Mr. Arledge and Mr. Moore have reported to Mr. Rule in the past.

For Mr. Moore the changes bring an expansion of responsibility to include public relations for the entire broadcasting division. In the past he has headed public relations for the TV network.

Continuing to report to Mr. Siegel, in addition to Mr. Rule, are Samuel H. Clark, group vice president in charge of ABC's nonbroadcasting operations; Everett H. Erlick, group vice president with responsibility for Washington operations, legal activities and similar matters affecting both broadcast and non-broadcast divisions, and Roland Tremble, financial vice president and treasurer. In addition to being president of the broadcast division, Mr. Rule retains his group vice presidency.

Later last week Mr. Duffy announced the promotion of three key executives within ABC-TV. James T. Shaw was designated as Mr. Duffy's successor as vice president in charge of sales for ABC-TV, while Frederick Pierce and Richard Zimbert were named to newly created posts of vice president in charge of planning and assistant to the president, and vice president in charge of



Mr. Rule



Mr. Pompadur



Mr. Duffy



Mr. Zimbert



Mr. Shaw



Mr. Pierce

administration, respectively.

Mr. Shaw formerly was vice president in charge of TV network sales for the central division. Mr. Pierce has been vice president, planning, ABC-TV since November 1968.

In addition to Mr. Zimbert and Mr. Pierce, executives who will report to Mr. Duffy are Richard L. Beesmyer, vice president in charge of affiliate relations; Donald Foley, vice president in charge of advertising and promotion, and Martin Stager, vice president in charge of programming.

Continuing to report to Mr. Pierce will be Marvin Antonowsky, vice president, research services, and Mark Cohen, vice president, business analysis and planning, and reporting to Mr. Zimbert are Donal Flynn, vice president, business analysis and planning; Herbert Jellinek, vice president, controller, and Raymond D. Weisbond, director of television contracts.

## Flemming now screener of FCC appointees

White House staff work on the selection of personnel for regulatory agencies has been turned over to Harry S. Flemming, a special assistant whose principal function has been to recruit and clear most other presidential appointments.

White House aide Peter Flanigan, who has been concerned with selecting personnel for the regulatory agencies, will continue to supervise White

House staff work dealing with policy and other nonpersonnel matters affecting those agencies.

A White House spokesman suggested that the shift in responsibilities was of little significance since "most jobs" have been filled since the Nixon administration came into office last year. However, he also said that Mr. Flanigan will provide an "input" in the selection of regulatory-agency personnel.

The White House is reported to be looking for a replacement for Democrat Kenneth A. Cox, whose term expires on June 30. A Republican replacement would provide the Republicans with a majority on the commission for the first time since 1961.

Mr. Flemming is the son of Arthur Flemming, who was secretary of health, education and welfare under President Eisenhower.

## Bribery-case examiner picked

FCC Chief Hearing Examiner Arthur A. Gladstone will serve as presiding officer at the commission's inquiry into alleged bribes of network employees or officers by licensees to influence the granting of network affiliations. The time and place of the hearing will be set at a later date. The investigation was reportedly prompted by a disclosure that ABC had accused one of its station-relationships men of accepting a bribe involving the award of an affiliation to WKTR-TV Dayton, Ohio (BROADCASTING, March 16, 2).



# New shackles planned for pay TV

Dingell bill, if approved, could discourage even modest of subscription ventures

The pay-television controversy entered a new phase last week. Representative John D. Dingell (D-Mich.), long-time leader of the fight to prohibit pay TV, came up with a new approach in a draft bill he circulated to members of the House Commerce Committee. His new bill would stop short of an outright ban, but it would impose such strict limitations on pay-TV operation that would-be entrepreneurs would begin with two strikes against them.

The bill goes well beyond the limitations set forth in FCC rules. For example:

- The commission ordered pay-TV stations to broadcast at least 28 hours of conventionally sponsored programming each week. The Dingell bill would prohibit all commercials on pay-TV stations. In other words, the station operator would have to make all his money from subscription fees.

- The commission prohibits subscription stations from devoting more than 90% of their air time to feature films and sports. Representative Dingell would cut that figure in half, to 45%. He also would add a new wrinkle: No more than 60% of prime time could be devoted to films and sports.

- The commission allows pay-TV stations to operate on either VHF or UHF. The Dingell bill does not address itself to this question directly; however, it would prohibit pay-TV operation on any station licensed by the FCC prior to enactment of the bill. This would have the practical effect of throwing all pay-TV operations onto the UHF band, since virtually all VHF allocations are presently filled (in the top-100 markets, every one is taken).

- Under the Dingell bill, no program "which is part of a regularly broadcast series of programs which are related in content" could be broadcast on pay TV, if more than one program in the series had been broadcast in the community on free television during the preceding five years. This provision is reportedly intended to clear up what some had regarded as an area of ambiguity in FCC rules. Those rules prohibit the broadcast on pay TV of series-type programs such as *Bonanza*, but some have wondered whether pay-TV operators could grab off programs such as *The Glen Campbell Show*, which are regularly broadcast but are not "series" in the standard sense. Representative Dingell's bill would effectively close that possi-

bility by placing a five-year embargo on programs that are "related in content."

- Commission rules prohibit pay-TV stations from broadcasting any sports event that has been shown on free television in the past two years. The Dingell bill would increase that time to five years. This provision has been proposed in the past, and prospective pay-TV operators have indicated they can live with it.

The draft bill adds one more proposal to those already before the Commerce Committee. Representative Bob Eckhardt (D-Tex.) wants to take a defunct House Communications Subcommittee resolution and transform it into a bill. The subcommittee passed a resolution endorsing the FCC rules and calling for a five-year ban on transfer of sports events from free to pay TV (such as Representative Dingell subsequently proposed). If enacted, the Eckhardt proposal would place the FCC rules into law. (The subcommittee's resolution was killed by the Commerce Committee earlier this month [BROAD-

CASTING, March 16].)

Also before the committee is a previous Dingell bill that would ban pay TV outright. The congressman originally introduced the bill early in the 91st Congress (H. R. 420.) Then when the courts upheld the FCC's right to authorize pay TV and the bill became buried in the Communications Subcommittee, he introduced an almost identical bill (H. R. 16418) for consideration by the full Commerce Committee.

However, opponents of pay-TV, including congressmen and the National Association of Theater Owners, are now playing down this approach and replacing it with the attempt to legislate strict limitations on pay TV ("Closed Circuit," March 23).

When the Commerce Committee resumes its deliberations soon after the Easter recess, its basic choice will be between a proposal to authorize pay TV with moderate limitations and a proposal to approve it only under very tough restrictions. The committee has already indicated that it favors some kind of definite congressional action.



Representative Dingell

## Senate group considers 3-year funding for CPB

The Senate Communications Subcommittee begins two days of hearings Wednesday (April 1) on a bill to provide funds for the Corp. for Public Broadcasting over a three-year period.

The bill (S. 3558) incorporates proposals submitted to Congress by President Nixon as part of a message on education reform (BROADCASTING, March 9). It calls for "such sums as may be necessary" for CPB from 1971 to 1973 (Congress will authorize a specific sum).

Under the administration bill, funds would be authorized in two stages. One would be a definite annual appropriation; the other would be an amount equal to the money contributed to CPB by non-federal sources.

Among those testifying at the hearings will be FCC Chairman Dean Burch; CPB President John W. Macy; Joan Ganz Cooney, producer of *Sesame Street*; William G. Harley, president of the National Association of Educational Broadcasters, and Fred Rogers, producer and star of the children's program *Misterogers' Neighborhood*.

## FCC keeps sharper eye on violators

**Report to Congress also shows drop in complaints, rise in broadcast outlets**

Broadcasters who felt that the FCC was cracking down on rule violators a little more frequently than usual in fiscal 1969 were right.

The commission's 35th annual report to Congress, out last week, notes that the commission initiated a record number of forfeiture actions—218—against broadcast licenses during the year.

It also ordered hearings involving 17 licensees or applicants because of questions of character or alleged violation of statutes, rules or commission policy; revoked or denied renewal of five licenses, and imposed short-term renewals in seven cases. Eight licenses were deleted because of failure to prosecute renewal applications.

Of the 17 hearings designated, 13 involved renewal applications—four of them for television stations: WCCO-TV Minneapolis, KRON-TV San Francisco and KRSD-TV Rapid City, and KDSJ-TV Lead, S.D.

The Minneapolis and San Francisco cases, which also involve the television outlets' radio affiliates, grew out of charges of concentration of control of media. The South Dakota stations, which are under common ownership, face charges of various rule violations and of inefficient management.

The 218 notices of apparent liability issued last year compared with 167 issued in 1968, 159 in 1967, 78 in 1966, 38 in 1965 and 23 in 1964. Amounts of apparent liability ranged from the maximum \$10,000 down to \$25 (for failure to file renewal applications on time).

All of this activity, however, came at a time when complaints about broadcasting were down. The commission classified 21,542 of the 58,000 pieces of mail it received on broadcasting as complaints. In fiscal 1968, more than 67,000 communications were received concerning broadcasting, 33,000 of them considered complaints.

The growing number of sanctions against broadcast licensees came in the midst of what the report noted was a continuing technological revolution in broadcasting—a revolution that was resulting in an increasingly crowded spectrum and consequent problems for broadcasters.

The report pointed out that in the past 10 years the number of authorized broadcast stations has increased 100%—from 5,405 in 1959 to 10,590. And during the same period, licensed sta-

tions in the safety and special radio services increased more than 340%, from 507,171 to 1,769,378; the number of licensed transmitters, 425%, from 1,726,000 to 7,370,139.

Included among the safety and special services category is land mobile radio, which in fiscal 1969 recorded a growth of 265,000 transmitters; a total of some 3.2 million. The report noted that the growth, "which is expected to continue," had contributed to the "serious pressure on the limited number" of frequencies available to land-mobile services.

The commission is scheduled to consider today (Monday) two long-pending proposals aimed at easing that pressure—at broadcasters' expense. One would permit land-mobile radio operators to operate on UHF channels 14 through 20 in the largest urban areas where they are not assigned; the other would transfer to land mobile 115 mc of spectrum, including the upper 14 UHF channels (70-83).

## Rights group opposes renewal of Mobile TV

Four civil-rights activists last week opposed the renewal of WKRQ-TV Mobile, Ala., charging that the station provides "inadequate and distorted coverage of events involving, and of concern to, the black community."

The letter of protest, a follow-up to a telegram sent to the commission last month by two of the leaders ("Closed Circuit," Feb. 16), was filed by Albert Kramer of the Washington-based Citizens Communications Center on behalf of James H. Finley, vice president of Neighborhood Organized Workers; Vincent Washington, president of the United Student Action Movement, and David Jacobs and Bill Rosser, both with the Mobile Education Project of the American Friends Service Committee.

Several instances of purported discrimination by WKRQ-TV in coverage of events of interest to the black community in Mobile were cited in the letter.

Most concerned attempts by black educational leaders to effect "meaningful" schools integration through busing and other means. The letter alleges that WKRQ-TV either ignored incidents of conflict regarding these attempts or else distorted the position of the blacks.

The leaders also contended that the station failed to adequately ascertain needs of the black community, which constitutes about 40% of Mobile's population.

## FCC's cable formula gets Pastore's name

**Aim is to keep regulation out of copyright bill and in hands of agency**

The FCC last week submitted to Senate Communications Subcommittee Chairman John O. Pastore (D-R. I.) a set of proposed legislative guidelines on CATV, and Senator Pastore promptly introduced them as a bill (S. 3635).

The proposals, which would amend the Communications Act, were billed as "general" guidelines and lived up fully to that description. They would certify that the FCC has the authority to regulate the "construction, technical characteristics and operation" of CATV; "to secure maximum diversity of programming" through a balance of broadcast and CATV services; to exempt smaller cable systems from regulation when appropriate; and to regulate the broadcast of sports events by cable systems.

The commission indicated earlier this month that it would prefer general guidelines to the kind of detailed provisions set forth in the copyright bill voted out by the Senate Copyright Subcommittee (S. 543). In a letter to Senator Pastore, FCC Chairman Dean Burch spoke for himself and five of the other commissioners in criticizing the copyright bill as too detailed and too concerned with matters of communications policy that are normally left to the FCC (BROADCASTING, March 16).

Last week, in a letter that accompanied the new legislative proposals, Chairman Burch suggested a possible reconciliation of S. 543 and the commission's proposals. "We raise the possibility," he said, "that a provision might be inserted into S. 543 which simply bestowed upon CATV systems a compulsory license for such signals as the commission, by rule or order, might authorize the system to carry. Other specifications of such a provision would, of course, go to such matters as the appropriate amounts to be paid and the mechanism of compulsory license (and any exemption for existing small systems)."

In introducing the bill last week, Senator Pastore said he hopes to hold hearings on it "in the very near future."

The first comment on the commission's proposals came from National Cable Association President Donald V. Taverner, who noted critically that the bill "does little more than codify the ruling of the U. S. Supreme Court in *Southwestern Cable Co. v. United States* [affirming the FCC's authority to regulate CATV]. . . . We hope the



## How 'Broadcasting' played post office

It was neither the rain, snow, sleet nor dark of night that bothered BROADCAST last week, but rather it was the post office itself. However, a bit of zip-trucking by the magazine and its printer enabled BROADCASTING to keep intact its record of being Monday-morning reading matter.

Within hours after post offices across the country began to bog down, trucks were put on stand-by at Monumental Printing Co. in Baltimore. Press production was accelerated and a special over-run of issues was dispatched to the magazine's offices in New York, Chicago and Los Angeles, the last two by air.

The New York shipments were delivered at BROADCASTING's Madison Avenue bureau by 5 a.m., Monday. More than 80 companies in the area arranged for pickup of copies later that day, particularly after seeing the photo (above)



in Monday's *New York Times*. Bulk shipments were delivered to networks, agencies and other large clusters of subscribers.

As another service during the strike, a special summary of the March 23 BROADCASTING was carried on AP and UPI over the March 21-23 weekend.

Congress will move ahead with realistic legislation which fairly provides for expanded CATV service to meet the demand of the American public. We believe that Section 111 of [the] omnibus copyright bill with certain modifications fulfills these requirements and simplifies the legislative process."

## Primer may prolong cases at the FCC

**Bartley, Johnson object to delay until local-survey proceeding is resolved**

To "conserve expenditure of funds, time and effort" by stations in preparing ascertainment-of-community-needs surveys, the FCC last week announced new interim procedures governing the studies, which must accompany applications for new stations and are sometimes required to meet certain issues in hearing proceedings.

Basically, the procedures would keep hearings involving the survey question and new station applications in limbo until final action is taken on the commission's "primer" proceeding involving the survey requirements.

Commissioners Robert T. Bartley and Nicholas Johnson dissented to the action, contending that the new policy amounted to a "virtual freeze" on all broadcast applications except renewals.

In the case of hearing proceedings which are remanded to the commission in connection with the survey issue, the

commission said the presiding hearing examiner shall decide whether the challenged applicant has made a "reasonable and good faith effort" to satisfy survey requirements in effect prior to release of a decision involving WCAM- (AM) Camden, N.J.

In that decision, the commission disapproved the sale of the station by the City of Camden to the McLendon Corp. because a "significant proportion" of McLendon's proposed programming was not "responsive to community needs as determined by the applicant" (BROADCASTING, June 16, 1969). (The commission at that time described what it expected of applicants in their preparation of community surveys.)

If the examiner is satisfied that the applicant has made an adequate showing in relation to the "Camden" criterion, the commission said, he will permit amendment of the survey section of the application to reflect whatever standards are finally laid down as a result of the commission's pending "primer" proceeding, in which comments were invited on a question-and-answer treatise issued by the commission on the survey requirements.

However, when the examiner decides that such an amendment is permissible, the commission added, it will be held in abeyance until the primer proceeding is concluded. At that time, the amendment will be considered in the hearing.

In open cases involving a determination of the survey issue, the commission directed the presiding examiner to stay proceedings involving the survey issue only, until the primer proceeding is

concluded. Then the applicant may file an amendment to his survey section to comply with the commission's determination regarding requirements.

In cases involving the survey issue where the record has been closed but no initial decision issued, the commission directed the examiner to stay his decision pending resolution of the primer proceeding. Similarly, in cases before the review board on exceptions to an initial decision involving the survey issue, the board will stay its final decision pending conclusion of the primer proceeding, the commission added.

The record in the above two cases may be reopened and held open until the primer proceeding is terminated, the commission said. At that time an applicant may amend his survey section to comply with the commission's announced requirements, provided he can demonstrate that he has made a "good faith and reasonable compliance" with requirements existing prior to the "Camden" decision.

Finally, the commission said new applicants for stations should, except where required to meet deadlines or to avoid cutoffs, refrain from filing until the commission has announced its final determination in the primer proceeding. In cases where such delays are not possible, the commission said, applicants should attempt to comply with the tentative standards contained in the primer, subject to amendment upon resolution of the primer proceeding.

In his dissent, Commissioner Bartley objected to the absence of guidelines for hearing examiners, the review

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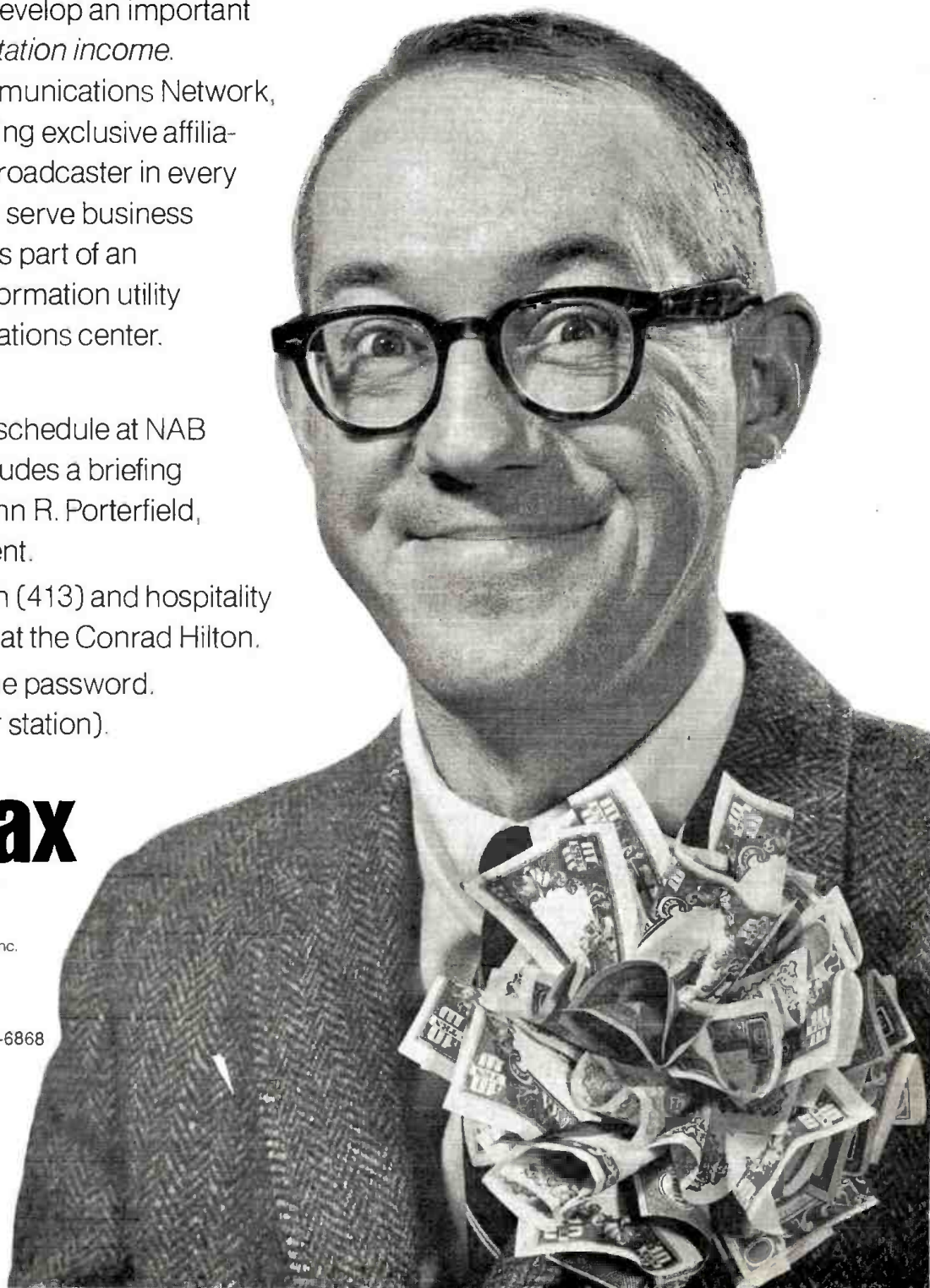
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board, applicants, or their counsel as to what the commission majority considered to be "survey requirements which existed prior to the release of our decision in Camden Broadcast Co. or how the majority believes that Camden changed those requirements."

Commissioner Johnson said there were a number of other alternatives available to the commission regarding the survey requirements which would not block the processing of cases currently in hearing or of new applications. Mr. Johnson suggested that one alternative might be judging surveys by "pre-Camden standards" until a conclusion is reached in the primer proceeding. "That would at least be preferable to complete inaction," the commission added.

## Bureau wants closer look at KNBC renewal issue

The FCC's Broadcast Bureau last week asked the commission to defer acting on NBC's petition for renewal of license for KNBC(TV) Los Angeles until it passes on the network's earlier petition for review of a "character" issue added to the comparative hearing in which Voice of Los Angeles Inc. had sought to supplant NBC as licensee of the sta-

tion.

Voice and NBC are seeking commission approval of an agreement whereby Voice would withdraw its application for the channel 4 facility in exchange for reimbursement of its expenses by NBC.

The Broadcast Bureau maintains that the character issue—involving alleged improprieties in connection with two game shows and one awards program—should be resolved before the commission acts on the proposed withdrawal agreement or on NBC's petition for license renewal. NBC has requested deletion of the issue, which was sought by Voice.

The bureau said NBC's defense of its conduct in connection with the programs, contained in the renewal petition (BROADCASTING, March 23), was devoted to "general security" and did not detail "specific facts" concerning the programs.

## Faberge balks at buying L.A. FM

Faberge Inc., New York, manufacturer of perfumes and beauty products, which two months ago announced plans to buy KCBH(FM) Los Angeles (BROADCASTING, Jan. 26), has pulled out of the

deal and has been replaced by two New York investors.

Louis Marx Jr. and Dan W. Lufkin, entrepreneurs who have holdings in oil and real estate and other businesses, will buy KCBH from Arthur A. and Jean E. Crawford for an aggregate \$1.6 million—\$1 million for the station and \$600,000 for certain real estate including land on which the station is located—subject to FCC approval.

According to a Faberge spokesman, the cosmetics firm dropped out of the transaction (which also was worth \$1.6 million) because some of its large stockholders would withdraw their investments in Faberge if the company diversified into other businesses outside of the cosmetics field. Reportedly, there were a number of blanks involved which—rather than continue with Faberge in expansion of its newly created communications division—would look elsewhere for what they considered to be a better investment in that field.

It was said that some stockholders regarded Faberge as a good investment in cosmetics, but less so in communications.

Another group prior to Faberge had also backed out of buying KCBH. The owners of WVNY-FM-TV Burlington, Vt., (Jack L. Siegal and others) reportedly pulled out of a deal to purchase the station because they needed the capital for the Burlington stations. WVNY-TV (ch. 22) went on the air in August 1968, and WVNY(FM) began operation in July 1969.

When Faberge announced in January it would buy KCBH, it also announced it had hired Mr. Siegal as president of its new communications division.

Mr. and Mrs. Crawford, the sole owners of KCBH, are applicants for the facilities of KRLA(AM) Pasadena, Calif., which is presently an interim operation.

KCBH is on 98.4 mc with 75 kw and an antenna height of 1,260 feet above average terrain.

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## Changing Hands

### Announced:

The following station sales were reported last week and will be subject to FCC approval.

■ WIRL-TV Peoria, Ill.: Sold by Burrell L. Small to Forward Communications Corp. Price was not disclosed but is believed to be about \$4 million (see page 63).

■ KCBH(FM) Los Angeles: Sold by Arthur A. and Jean E. Crawford to Louis Marx Jr. and Dan W. Lufkin for \$1.6 million (see above).

■ WCAM(AM) Camden, N. J.: Sold by

the city of Camden to Harrison M. Fuerst and others for \$1.35 million (see this page).

■ **WABY(AM)** Albany, N.Y.: Sold by Toni Brady and others to CCA Electronics Corp. Price was undisclosed but is understood to be in excess of \$500,000. CCA Electronics, Gloucester, N.J., broadcast-equipment manufacturer, owns QRK Electronic Products Inc. and Rek-O-Kut Co., both Fresno, Calif. WABY is full time on 1400 kc with 1 kw day and 250 w night.

■ **KBIL(AM)** Liberty, Mo.: Sold by George W. Bedinger and others to Mack Sanders, James C. Treat, M. Crawford Clark and others for \$250,000. Messrs. Sanders, Treat and Clark have interest in **KFRM(AM)** Salina, Kan., and are applicants for a new FM at Wichita, Kan. Messrs. Sanders and Treat have interest in a radio-TV production company and Mr. Sanders has interest in the applicant for a new AM at Shenandoah, Iowa. In addition, Messrs. Clark and Treat have interest in **KOOO(AM)** Omaha and in the applicant for a new FM there. KBIL is a daytimer on 1140 kc with 500 w.

■ **KZIX(AM)** and **KFMF(FM)**, Ft. Collins, Colo.: Sold by James R. Bellatti, Lewis Pearce, Clee Fitzgerald and Winfrey D. Houston to Dan Lacy III for \$215,000. Mr. Lacy is vice president of the Central National Bank in Oklahoma City. KZIX(AM) is a daytimer on 600 kc with 1 kw; KFMF(FM) is on 93.3 mc with 25 kw and an antenna height of 37 feet above average terrain. Broker: Chapman Associates.

■ **WCOU-AM-FM** Lewiston, Me.: Sold by John Libby and associates to Philip M. Greene for \$210,000. Mr. Greene is a former executive of Time Inc. WCOU(AM) is full time on 1240 kc with 1 kw day and 250 w night. WCOU-FM is on 93.9 mc with 13 kw and an antenna 267 feet above average terrain. Brokers: John H. Vondell Jr. and Lewis M. Marcey.

### Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 146).

■ **WJMS(AM)** and construction permit for FM (call letters not yet assigned), Ironwood, Mich.: Sold by William L. Johnson and others to Charles K. Heath and others for \$335,000. Mr. Heath is a former newscaster for NBC News in Chicago and is applicant for a construction permit for a new FM at Rhineland, Wis. WJMS is full time on 590 kc with 5 kw. The FM station has a CP for operation on 99.7 mc with 51 kw and an antenna height of 620 feet above average terrain.

## Peoria UHF sold for nearly \$4 million

The sale of **WIRL-TV** Peoria, Ill., to group-owner Forward Communications was announced last week by Mid America Media Inc. The price of the channel 19 ABC-TV affiliate was not disclosed, but it is estimated to be about \$4 million. The sale is subject to FCC approval.

In announcing the sale, Burrell L. Small, president of Mid America Media, said he contemplated another acquisition in the near future and added that Howard Frederick, vice president and general manager of **WIRL-TV**, would remain in the employ of Mid America Media. A spokesman for Mid America Media indicated last week that the company's proposed acquisition would be a radio or television station, but he would not elaborate further.

Mid America Media will retain its AM radio outlets—**WKAN** Kankakee, **WIRL** Peoria, **WQUA** Moline and **WRRR** Rockford, all Illinois; **WIRL** Indianapolis, and **KIOA** Des Moines, Iowa, as well as Kankakee TV Cable Co. Through a reorganization move last year, the Kankakee Daily Journal Co. realigned its broadcast and newspaper interests, resulting in Burrell Small owning the

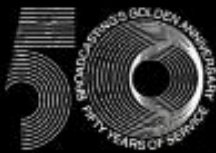
broadcast properties and Len H. Small, president of the Kankakee Daily Journal Co., owning the newspapers (BROADCASTING, Aug. 4, 1969).

Forward owns the *Marshfield* (Wis.) *News-Herald* and its stations include **WSAU-AM-TV** and **WIFC-FM** Wausau, **WMTV(TV)** Madison, and **WKAU(AM)** and **WVLE(FM)** Kaukauna, all Wisconsin; **KCAU-TV** Sioux City, Iowa; **WTRF-FM-TV** Wheeling, W. Va., and **KVGB(AM)** Great Bend, Kan. John C. Sturtevant is chairman of Forward and Richard Dudley is president.

## WCAM finds a buyer in third try at sale

After two unsuccessful attempts in four years to sell **WCAM(AM)** Camden, N.J., the city of Camden last week announced that another prospective buyer will try his luck. Group-broadcaster Harrison M. Fuerst will buy the station for \$1.35 million, if the FCC gives its approval.

Last year the FCC's decision to disapprove the sale of **WCAM** to group-owner Gordon McLendon for the same price was based on the buyer's programming proposals (BROADCASTING, June 16, 1969). The commission had set the assignment application for hear-



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ing on two issues—whether the McLendon Corp. had engaged in trafficking (the sale of 12 stations over a 22-year period) and whether its proposed programing was realistically designed to meet the needs of Camden or of the neighboring, and larger, city of Philadelphia. The examiner resolved both issues in favor of McLendon. And although both were aired in the oral argument, questions from the bench—particularly from Commissioners Kenneth A. Cox and Nicholas Johnson—focused principally on whether the station's service, under McLendon ownership, would be in tune with Camden's needs. Subsequently, the commission denied the transfer by a 5-to-1 vote with Commissioner Robert E. Lee the lone dissenter and Commissioner Robert T. Bartley absent.

In 1966 the city agreed to sell WCAM for \$1.35 million to L&P Broadcasting Corp., owned by Philip and the late Leonard Chess (WVON[AM] Cicero, Ill., and WSDM[FM] Chicago and WNOV[AM] Milwaukee). However, the commission designated the sale for hearing on the question of whether L&P's programing proposals were designed for the large Negro audience of Philadelphia. The parties dismissed the application. Mr. Fuerst is an attorney with the Cleveland firm of Fuerst, Fisher, Levy and Goulder. He and others own WSLR(AM) Akron, Ohio; WOKO(AM) Albany, N. Y.; KTLK(AM) Denver, and two weeks ago received FCC approval to purchase KBON(AM) Omaha for \$400,000 (BROADCASTING, March 23).

Joseph M. Nardi is the mayor of the city of Camden and WCAM is full time on 1310 kc with 1 kw and 250 w night.

## KRON-TV news bias charged in hearing

**Former employees declare owner's merger ignored; president denies slanting**

A parade of former and present employees last week assessed the news coverage of KRON-TV San Francisco in an FCC hearing in that city. And though most of their testimony was critical, Howard See, KRON-TV president, later testified that he did not think the station had been slanting the news.

Mr. See, who has been with the station since its beginning, testified at the FCC hearing on whether KRON-TV and its radio-station affiliate, KRON-FM, both owned by the San Francisco Chronicle Publishing Co., should have their licenses renewed.

The licenses, up for renewal in September 1968, have been held up by charges that the stations were not op-

erated in the public interest.

Mr. See spoke at length on the charge that KRON-TV did not carry any news of the impending merger of the *Chronicle* and the *San Francisco Examiner* prior to the official announcement Sept. 10, 1965.

Other San Francisco stations carried the news but Mr. See said he talked to Charles Thierot, president of the Chronicle Publishing Co., who refused comment. He said he told his station manager and news director to hold the story "until we get some facts."

"Did you permit the news department to get the facts?" asked Charles Cline Moore, attorney for those contesting the renewal.

"I didn't prohibit it," said Mr. See.

Prior to Mr. See's testimony, past and present KRON-TV employees talked about various accusations contained in the letters written to the FCC by former cameraman Albert Kihn. Complaints by Mr. Kihn and former *Chronicle* classified-advertising saleswoman Blanche Streeter prompted the hearing.

Mr. Kihn testified during the first three days of the continuing hearing, constantly referring to a diary he kept while working at KRON-TV from 1964 to 1968. *Chronicle* attorneys tried to get the diary put in evidence, but FCC hearing Examiner Chester F. Naumowicz Jr. ruled that it could come in only for identification and then under protection from public disclosure.

Ed Fleming, former KRON-TV newscaster, testified: "It was one of the biggest stories of the year and we did nothing to cover it. I took it as a personal insult to me as the person whose face was on the tube."

Former reporter Don Picken told how the station covered the dedication of a library in South San Francisco, Calif., because, he said, the mayor of that city was making the dedication and the *Chronicle* was interested in cable television there.

Terry J. Morrison, who is covering the present hearing for KRON-TV, came from behind his camera to tell how the station used two cameras and shot 3,600 feet of color film in covering "The Chicken's Ball," a San Carlos, Calif., civic function, in February 1968. The *Chronicle* was reported interested in cable TV in the area.

Rollin Post, a news reporter on KPX(TV) San Francisco, testified he was assigned to cover the *Chronicle-Examiner* merger story for the whole week before the official announcement. His station carried stories on the merger but KRON-TV did not, he said.

John W. Chambers, now a history professor at California State College at Hayward, said he was a news-writer in 1963 and was ordered to drop a story on the American Cancer Society's report saying that there was a link between smoking and cancer and

heart disease. Mr. Chambers said a cigarette commercial was scheduled for the same newscast and the news story was dropped.

Jerry Jensen, a newscaster at KGO-TV San Francisco, who was with KRON-TV from 1959 to 1967, said he was "one of many people who went to news director Bill Cothran and implored him to allow us" to put something about the newspaper merger on the air prior to the official announcement.

Ira Eisenberg, a documentary writer for KRON-TV, said he was warned against offending the city fathers of Eureka, Calif., because he said he was told the *Chronicle* might want to get a cable TV franchise there some day.

Alfred Berglund, another documentary writer for KRON-TV, said he had to take out of a film on venereal disease any mention of sexy radio and TV commercials.

John Bates, a KRON-TV reporter, testified to what he called his inability to get the news director to cover the *Chronicle-Examiner* merger.

## FM calls short renewal an 'arbitrary' ruling

The Jack Straw Memorial Foundation, licensee of KRAB(FM) Seattle, told the FCC last week that the commission's action in granting the listener-supported station a one-year renewal because it aired a program containing four-letter words was "an arbitrary and capricious decision that must be reversed by the commission."

KRAB received the short-term renewal last month because it partially broadcast a taped, 30-hour "autobiographical novel" by a Seattle minister which contained a number of four-letter words (BROADCASTING, Feb. 23).

The commission said it was imposing the sanction not because the programing involved violated the statue prohibiting the broadcast of obscene, profane or indecent language, but rather because it violated the station's own policy against airing material that is sensational "for its own sake."

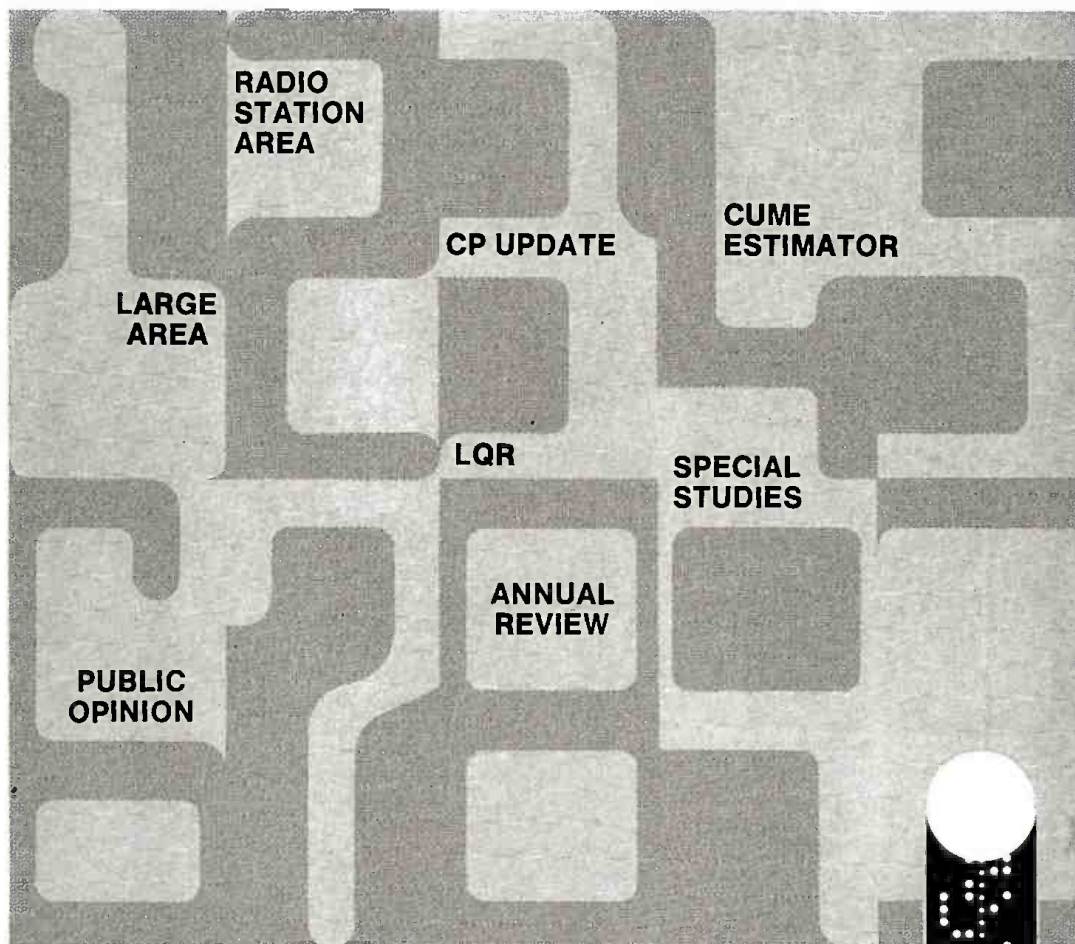
Requesting a full-term renewal grant, Jack Straw said the commission had ordered the short-term renewal "without any finding whatsoever that the licensee violated any commission rule, regulation or policy, proscription, commandment or viewpoint, whether stated or unstated, expressed or implied."

The licensee charged that the commission's "unprecedented" action violated constitutional free-speech guarantees, federal law and the commission's own rules and policies.

Disputing the commission's contention that the station violated its own procedures in airing the material in question, Jack Straw pointed out that its president had reviewed portions of

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the tape, finding it to be a "stimulating, worthwhile program." During the broadcast, after hearing some language which he considered objectionable, he first called and then went personally to the station to terminate the broadcast.

"The record . . . is crystal clear in that the management of the station was operating in full accordance with their stated policies," the licensee asserted.

Apparently referring to a dissent to the commission's action by Commissioner Kenneth A. Cox, who warned that the "highly arbitrary" decision was "likely to exert a chilling effect on licensees' freedom in programing," Jack Straw observed:

"There is no need to make esoteric arguments concerning the 'chilling' effect of reasonable governmental interference in the area of programing and free expression of ideas over broadcast facilities. Here a specific penalty was imposed upon a noncommercial, listener-supported, FM broadcast station with limited resources, solely because of its basic policy of broadcasting interesting, stimulating provocative material."

## Moves into Arkansas

Television Communications Corp., New York-based multiple CATV owner, has acquired majority interest in Nationwide Cable Television Corp. of Arkansas, which recently acquired franchises for Pine Bluff, Dumas and DeWitt, all Arkansas. Value of the cash transaction was not disclosed, but as part of the deal TVC has contracted to build a \$2 million CATV system in the Pine Bluff area.

Nationwide is a wholly-owned subsidiary of Cable Communications Corp. Parent company has other cable subsidiaries in Oklahoma and Texas.

TVC also owns WBNB-TV St. Thomas, V.I., and awaits FCC approval for purchase of KNWA(FM) Fayetteville, Ark.

## Crossownership figures

An FCC tabulation of radio and television stations owned by newspaper interests was released by the commission last week. Compiled from information

available as of Nov. 1, 1969, the report contains tables with data on such subjects as broadcast stations identified with daily newspaper ownership in the same city, stations identified with out-of-town newspapers, and acquisitions of radio and television stations by newspapers from Nov. 1, 1968, to Nov. 1, 1969.

The report identifies 256 daily newspapers which are jointly owned by licensees in the same city. It also notes that 68 communities have only one commercial radio station owned by the only daily newspaper, and that of 666 commercial television stations reporting, 160 of them had newspaper affiliations.

## WFBR is now a CBS outlet

WFBR(AM) Baltimore, an independent station, will become a CBS Radio affiliate effective April 1. The previous CBS affiliate in Baltimore was WAYE(AM). WFBR is owned by Baltimore Radio Show Inc. The station operates on 1300 kc with 5 kw.

## Programing

## Free pitch from Hill on drug perils

### House group offers tapes to radio stations using information gained during its probes

The House Select Committee on Crime has produced a 30-minute taped documentary, *Facts and Fables of Drug Abuse*, for free distribution to radio stations, beginning in April. The program is believed to be the first ever undertaken by a congressional committee.

The project grew out of the committee's hearings on drug abuse earlier this year. It is billed as an attempt to convey to the general public the range of facts, viewpoints and insights that emerged from those investigations.

Specifically, the program's primary targets are parents and young teenagers, and the style is geared accordingly. Extensive use of contemporary music, from pop trumpeter Herb Alpert to folksinger Phil Ochs, is combined with a series of short discussions of different aspects of the drug problem.

The emphasis is on uncovering the medical and social facts about drugs rather than on equal, blanket condemnation of all drugs.

Both sides of genuine areas of disagreement—for example, whether use of marijuana inevitably leads to hard

drugs—are explored.

However, the general thrust of the program is that drugs such as marijuana and LSD—whether or not they are actually "narcotics"—are dangerous. Some of those who appear on the documentary have used drugs themselves, but none of the guests are advocates of drug use. Featured as narrator is the pop singer Oliver, whose hit records over the past year include "Good Morning Starshine" and "Jean."

Among the other voices on the broadcast are:

- TV-radio personality Art Linkletter, whose daughter Diane died last year in a suicide believed to have been caused by the after-effects of LSD;

- Dr. Stanley M. Yolles, director of the National Institute of Mental Health, discussing the "facts and fables" of marijuana use;

- Claude Brown, author of a widely acclaimed book on growing up in Harlem, *Manchild in the Promised Land*;

- Dr. Lewis Yablonski, chairman of the sociology department at California's San Fernando Valley State College, discussing LSD experimentation;

- Three teen-age former narcotics

addicts, discussing marijuana, LSD and heroin.

The documentary was conceived and written entirely by committee staff members Steve Abrams and Mike Pettit. The committee members themselves appear at the end of the program for a round-table discussion of drug abuse.

Committee Chairman Claude Pepper (D-Fla.) said of the broadcast: "We hope that this program, which features prominent medical authorities as well as street-wise addicts, will help inform the young people of the nation about the real nature of drugs and their abuse. . . . At a time when the problem of drug abuse is beginning to receive widespread attention, we believe *Facts and Fables of Drug Abuse* can help participating stations perform a valuable public service as well as attract a concerned and interested audience."

The tape will be aired first by Metro-media Radio News Service stations and then made available to other stations on request.

## Welby leads Nielsen list

CBS-TV surged ahead in National Nielsen ratings for two weeks ended March 8 with a 20.6 average rating. NBC-TV was two points behind with an 18.6 rating, and ABC-TV had a 17.5 rating. ABC had the top-rated show, *Marcus Welby M.D.*

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## Crime-news access statement issued

### ABA, ASNE groups reflect continuing concern over prejudicial publicity

A statement of broad principles to govern state agreements on free press-fair trial was adopted in Chicago last Tuesday (March 24) by representatives of eight national organizations of the media, bar, judiciary and law-enforcement agencies.

The informal conference was called jointly by the American Bar Association's legal advisory committee on fair trial and free press and the American Society of Newspaper Editors' press-bar committee. It was a continuation of an earlier meeting of the ABA and ASNE committees held Oct. 22, 1969, in Chicago where it was decided other national groups should be asked to participate.

Others taking part in last week's session included the Radio-Television News Directors Association, National Association of Broadcasters, Associated Press Managing Editors Association, Conference of Chief Justices, National Conference of Trial Judges and the

National District Attorneys Association.

ASA said nearly all state bar associations and many local bar groups now have committees on fair trial and free press and in many of them discussions are underway looking toward drafting of guidance agreements for the protection of fair trial and crime-news access. New York and California recently adopted state agreements, ABA reported, and others having them include Arizona, Arkansas, Colorado, Hawaii, Kentucky, Louisiana, Massachusetts, Minnesota, Missouri, Nebraska, New Mexico, North Carolina, North Dakota, Oklahoma, Oregon, Utah, Washington and Wisconsin.

The text of the new joint policy statement follows:

"We respect the co-equal rights of a free press and a fair trial. The bar, press, judiciary and law-enforcement agencies affirm the right of the public to be informed about crime, law enforcement and the administration of justice. However, we recognize that prejudicial publicity about a criminal trial may result in unfairness to the defendant and the public interest, to the detriment of the judicial process.

"We urge the press, the bar and police agencies to work together in joint efforts on a state and local basis to exercise the highest degree of responsibility in the dissemination of information in connection with criminal proceedings. We support the formulation of voluntary agreements to encourage compliance with the following principles:

- An accused person is presumed innocent until proved guilty;

- Accused persons are entitled to be judged in an atmosphere free from passion, prejudice and sensationalism;

- The bar, the media, law-enforcement agencies and the judiciary share the responsibility to guard against the publication or broadcast of information which might jeopardize a fair trial.

"We recommend that joint committees, broadly representative of all of these groups, be established to formulate guidelines consistent with these principles, similar to those in existence in many states, and to serve as continuing agencies to encourage adherence to these agreements."

### Suit follows 'Knock'

CBS was named defendant in another copyright infringement suit that was filed March 20 in federal court in Memphis by Broadcast Music Inc. and East/Memphis Music Corp. The fourth in a series of such suits by BMI in association with BMI members, it charged infringement in performance of "Knock on Wood" on the *Ed Sullivan Show* on CBS-TV Feb. 15.

## Two cameras planned for Apollo mission

### Back-up coverage planned for two moon walks during April 11-21 flight

The National Aeronautics and Space Administration, remembering the breakdown of Apollo 12's color TV camera on the moon last November, isn't taking any chances with Apollo 13, scheduled for lift-off April 11.

This time, in addition to their color camera, the moonmen will carry a back-up black-and-white camera. Also expected to be aboard are a motion-picture camera and a lunar topographic camera.

ABC, CBS and NBC again plan extensive coverage of the mission of James A. Lovell Jr., Thomas K. Mattingly II and Fred W. Haise Jr.—from scheduled lift-off at 2:13 p.m. April 11 to planned return at 3:16 p.m. Tuesday, April 21. All times are EST.

Included will be live color reporting of the two moon walks by astronauts Lovell and Haise. The first moon walk is scheduled to begin at 2:13 a.m. Thursday, April 16. TV coverage is due to run from approximately 2 p.m. to 6 p.m. The second moon walk, slated for from 9:58 p.m. Thursday to 2 a.m. Friday, is expected to present a problem for TV coverage. On some of their planned trips outside their "Aquarius" lunar module the moonmen may be out of camera range.

But the cameras are expected to remain focused on the moon's surface. As Ray Lockhart, producer of NBC's Apollo coverage, commented last week, "We'll cover the story the best we can even if it's just audio. . . ."

Highlights of the first lunar walk will be repeated by CBS-TV on a special report April 16 at 4:30-5 p.m. and NBC has scheduled a one-hour pre-launch special children's show on the Apollo program and space exploration, beginning at 12:30 p.m. the day of launch.

Once again, too, extensive radio coverage of the blast-off, recovery and highlights of Apollo is planned.

As it did for other Apollo missions, Western Union International Inc. will provide live, color TV transmission of splashdown and recovery of Apollo 13's "Odyssey" moonship April 21. At least 16 earth stations are expected to carry the transmission to more than 1,000 TV stations for final transmissions around the world.

Anchormen for ABC will be science editor Jules Bergman and Frank Reynolds. For CBS it will be Walter Cronkite and for NBC, Frank McGee.

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## AP honors 4 stations for stories in 1969

Four radio stations were named last week by the Associated Press Radio-Television Association as winners of plaques for news cooperation with the Associated Press during the past year.

AM stations WGBS Miami; WDON Wheaton, Md.; WKMR Dearborn, Mich., and WCLE Cleveland, Tenn., were selected from nearly 75 entries, APRTA said. John Day, WHDH-AM-TV Boston, is chairman of the awards committee. Also named were 23 stations which received honorable mention certificates.

## Newsmen at 6 stations named for SDX awards

The 1969 distinguished service awards of Sigma Delta Chi were announced in Chicago Friday by the national journalistic society. Six broadcast stations and their staff members were among the mass media winners.

The winning stations included WCBS-AM New York, WHN-AM New York, WWDC-AM Washington, D.C., WCCO-TV Minneapolis, WDSU-TV New Orleans and KCPX-TV Salt Lake City.

Ed Joyce of WCBS was singled out in the SDX radio reporting award for his "Chappaquiddick" story. He covered every aspect of the event and his description of Senator Edward Kennedy's (D-Mass.) first appearance in court was termed "an exceptional job of reporting." Mr. Joyce now is with CBS.

WHN's award, for distinguished public service, cited its series of five-minute documentaries on truck hijacking. Michael Prelee, reporter-writer, was honored for demonstrating "an unusual amount of initiative, ingenuity and courage, providing the listener with a dramatic insight into this crime, so prevalent in New York City."

A two-week series of editorials by WWDC after the death of a man whose wife couldn't get an ambulance to take him to the hospital won the SDX radio editorializing award.

The series was termed "exemplary" and worthy of the "fullest recognition SDX can bestow." Subsequently legislation was passed to deal with such emergencies.

WCCO-TV took the TV reporting award "for bringing a dimension seldom seen in Vietnam war coverage. The cold camera eye, coupled with the candid expressions of hometown boys . . . provided a personal insight to the war." Allen Austin was the reporter and Gordon Bartusch was the photographer. Mr. Austin directed similar coverage earlier for WBW-TV Topeka, Kan., which earned the public service

award in 1968.

The 1969 TV public service award went to WDSU-TV for "an apparently successful attempt . . . to focus public attention on a single issue of crucial importance to a major American city. The project resisted obvious opportunities to delve into the innumerable ills of all American cities to effectively concentrate on the financial keys to New Orleans' future."

The TV editorializing award was won by KCPX-TV for its pictorial commentary on the junk car and garbage blight around Salt Lake City that compelled corrective action. The series "effectively combined skilled research, polished writing, excellent photography and editing and enticing music," the six judges said.

## Novak says media fail to tell much bad news

Syndicated columnist Robert Novak last week characterized as "a myth" the widely held idea that the news media too often emphasize the negative side of American life. He said the reverse may be true.

Mr. Novak, who appeared at the Everett McKinley Dirksen Republican Forum in Washington to discuss with other panelists the current problems of the news media, said that confidential reports given to officials in Washington confirm that much violence and unrest in this country goes unreported, and that conditions may be worse than the

media indicate.

"As you travel around this country," he said, "and read the local papers or look at the local stations, you don't get a sense of the real crisis in this country. The media aren't exaggerating so much as covering up."

Another panelist, William Monroe of NBC News, did not respond directly to Mr. Novak's comments, but he touched on a different aspect of the same question when he disputed the charge that television overplays the activities of militants. Figures show, he said, that "responsible" activists—such as Whitney Young of the Urban League—get far more coverage than real militants, but that the coverage is less widely noted.

A third panelist—conservative Ralph de Toledano, author of *One Man Alone: Richard Nixon*—showed that different individuals can reach the similar conclusions for very different reasons. Mr. de Toledano agreed, in a sense, with Mr. Novak's notion that the media "suppress" news—but in his view, they suppress conservative viewpoints.

## Shakespeare on liberal bias in the news media

Frank Shakespeare, director of the U.S. Information Agency, told a Sigma Delta Chi meeting in Washington last week that he agrees with Vice President Agnew that the conservative viewpoint has not gotten a fair shake in the news media, and that TV has been more

## Changing Formats

The following modifications in program schedules and formats were reported last week:

■ WLS-FM Chicago—ABC Inc., effective March 16, expanded its broadcast day to 24 hours. Previously silent from 1 to 6 a.m., the station now programs progressive rock from 5 a.m. to 7 p.m. via tapes from ABC's "Love" syndicated service. From 7 p.m. to 5 a.m., the variety of music increases, music director Randy Morrison said, from "progressive schlock" to free form, including classical, traditional folk, contemporary folk, ethnic, blues, and "whatever the disc jockey wants to play."

■ WAAF (FM) Worcester, Mass.—WAAB Inc., effective March 16, changed from automated middle-of-the-road to live progressive rock. General Manager Gordon Hastings said the 1.4-kw station, which serves a community made up largely of college students, found it could specialize and fill a niche not served by local stations.

■ WJIM (AM) Lansing, Mich.—Gross Telecasting Inc., effective April 1, will change from a top-40 rock format to an easy listening, "up-beat middle-of-the-road" format. Bryan S. Halter Jr., program director, said the sound will be "predominantly uptempo, featuring artists ranging from Frank Sinatra to The Fifth Dimension. Mr. Halter said the preferences of the community and competition necessitated either "a harder and tighter sound" or a "softer and more conversational policy." Mr. Halter added that, in the final analysis, the younger sector could be "sacrificed" more easily.

■ WNCQ (FM) Watertown, N. Y.—R.B.G. Productions, effective March 1, began programming separate from affiliate WOTR (AM) Watertown. Previously simulcasting the AM's rock format, WNCQ now programs country-and-western music from 9 a.m. to 3 p.m. and middle-of-the-road from 6 to 9 a.m. and from 3 to 7 p.m.



favorable to the liberal viewpoint than to the conservative. He said most newsmen in the national media seem to be on the liberal side. He said he believes the newsmen are not always fair—despite the fact that they try extremely hard to be fair.

But, he told the journalists in Washington, he would not want to be part of any attempt by government to control the media. And he said that despite his approval of some of the points made by Mr. Agnew, he did not know about the Vice President's Des Moines, Iowa, speech in advance and did not help him prepare his attacks on the media.

### NBC may tinker with 'Monitor' format

NBC Radio, recognizing the need for programing flexibility by its affiliates, is considering revamping its 15-year-old 16-hour weekend *Monitor* show.

"We're looking for additional ways to adapt to local programing needs," Arthur A. Watson, president, NBC Radio Division, explained last week. No decision has been made on any changes, he emphasized.

NBC Radio, according to Mr. Watson, has mailed questionnaires to its affiliates asking for suggestions concerning *Monitor*. He said the responses would be evaluated before any decision.

## It's summer-stock time on CBS-TV

### Three new shows, third movie night may go into between-seasons schedule

CBS-TV is considering three new series and a third night for movies to "freshen" its night-time schedule this summer.

The prooosed moves, CBS officials said last week, would have the obvious objective of providing new entertainment during a period normally devoted to what are mostly reruns. But what is less obvious, but essential in CBS's thinking, is continued use of the summer period as a tryout period for selected shows. Network executives likened this to the role of the "road show" in testing theater productions destined for Broadway.

The new series are a half-hour *Huddles* situation comedy produced in animation by Hanna-Barbera and centered on a pro-football player, his wife and family and a teammate and family who are their neighbors; the one-hour *Happy Days Are Here Again*, a camp variety show linking the nostalgia of the 1930's and 1940's with the present, and another one-hour show, *Rap*, a comedy-variety revue dealing with the contemporary

scene and using young writers and performers, such as comedian Robert Klein. Joe Cates, who produced the Anne Bancroft special on CBS-TV in February, is producer of *Rap*; Frank Peppiatt and John Aylesworth, who created *Hee Haw*, are the creators of *Happy Days*.

Two shows on next season's schedule, *Hee Haw* and *Glen Campbell Show*, initially were summer series and subsequently replacements at midseason.

While plans are not yet final, it was learned that CBS tentatively is thinking of the movies on Tuesday, 7:30-9:30, *Huddles* on Wednesday, 7:30-8, *Happy Days* on Thursday, 8-9, and *Rap* on Sunday, 9-10 p.m. All of these would be programed for 11 or 12 weeks, with the movies now being proposed for a June 30 or July 7 start.

CBS officials said the choice of movies (CBS plays movies also on Thursday and Friday at 9 p.m.) on a third evening in the summer would permit the network to "adjust the inventory of our picture packages."

### Tulchin will revive 'Name That Tune' show

Tulchin Productions Ltd., New York, has acquired rights to the *Name That Tune* game series, which was on CBS-TV from 1952-59, and plans to pro-

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duce a daily half-hour program for syndication, it was announced last week. The rights were obtained from the show's former producer, Harry Salter.

Hal Tulchin, president, said the company is now negotiating with the advertising agency for a major client which would place the series in a number of markets. Tulchin itself intends to syndicate *Name That Tune* in markets not covered by an advertiser or advertisers, which would offer the series free to stations in exchange for a specified number of commercial positions.

## NBC News to revisit CBS's migrant workers

Combining ecumenism with one-upmanship and perhaps a touch of political daring, NBC-TV last week scheduled a one-hour special as a follow-up to a CBS-TV award-winning documentary, *Harvest of Shame*, which focused on the plight of migrant workers.

In announcing the special, NBC News President Reuven Frank called the CBS-TV show of 10 years ago "one of the finest documentaries ever produced for television."

The NBC program, slated for June, reportedly will show that migrant workers are living amid the same "poverty, disease and servitude" of 10 years ago. Chet Huntley will be the reporter. Pro-

ducer-director will be Martin Carr, producer of CBS-TV's 1968 award-winning documentary, *Hunger in America*.

*Harvest of Shame* was criticized by Southern legislators and became an international issue after the late Edward R. Murrow, who narrated the program, left CBS and became director of the United States Information Agency. Mr. Murrow attempted to dissuade the British Broadcasting Corp. from showing the film (BROADCASTING, March 27, 1961).

*Hunger in America* aroused intense congressional objection which led to an FCC investigation. The FCC finally cleared CBS News of charges of distortion (BROADCASTING, Oct. 20, 1969).

## Media veterans set up TV production firm

Plaza International Corp., New York, has been formed as a motion-picture and television production and distribution organization, it was announced last week by Sig Shore, president and chief executive officer.

Aaron Katz, a Philadelphia attorney who is a co-founder and a principal stockholder in U.S. Communications Inc., group station owner, is board chairman of the new company, and Hal Golden, currently president of Hal Golden Productions, is vice president

for television for Plaza.

Mr. Shore, who has had an extensive background in both theatrical and television production and distribution, said Plaza will develop, produce and distribute programs for TV, CATV and home-video use. Plaza already has entered into an agreement with producers Walter Manley and Ivan Reiner for them to produce three features for initial theatrical release by Plaza, according to Mr. Shore.

## Streamlining TV unit is Picard's MGM job

Complete reorganization of the television division of MGM will be the first task for Paul Picard, named vice president-television for MGM, according to James T. Aubrey Jr., MGM president and chief executive officer.

Mr. Picard, who was an executive producer for MGM and formerly served as vice president in charge of program development at ABC-TV, New York, will be responsible for all facets of MGM's TV operations involving both production and sales.

Aim of the reorganization, company officials said, is to streamline the operation "to make it more efficient and to reduce the duplication of personnel and their functions between Culver City, Calif., and New York."

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## NAB sessions reflect social issues

**Speakers and panels will touch on technology, space, environmental problems, minority needs**

Broadcasting's awareness of many of the toughest problems facing mankind and the nation today is emphasized in the programing planned for the 48th annual convention of the National Association of Broadcasters, and the associated 24th Broadcast Engineering Conference. The consequences of man's overcrowding and polluting his environment, the accelerating technology of an age in which electronic communications has played so much a part, the inevitably increasing demands from minority groups for participation in broadcasting, will be primary convention topics.

The annual conventions are primarily management-owner oriented, and workshops are presented from this point of view and designed to be informative and productive. Little actual NAB organizational work is done, with one session Wednesday (April 8) taken up largely with the important elections to the television board of directors. Problems facing the industry on the political and regulatory front, the copyright and CATV issues, cigarette advertising (still a sore point among NAB members)—and the new and radical actions of the FCC of last week in network regulation and threatened multimedia divestitures (see page 27)—are likely to be the hottest topics in caucuses, the halls and hospitality suites, but not expected to take much time on the floor, except in some formal speeches.

Of course the regulated nature of broadcasting in the U.S. will contribute heavily to session topics and speeches,

and Dean Burch, chairman of the FCC, will be making his first official appearance at an NAB convention in his new role. Mr. Burch will address the Wednesday (April 8) joint management-engineering luncheon. This, and most official convention sessions, will be in the Conrad Hilton as will virtually all of the equipment exhibits. However the delegates will be visiting many other hotels where brokers, reps, networks and station groups will be set up in hospitality and business suites. NAB officials are confident this year's convention again will break attendance records despite reports some groups were staying away. All convention space has been taken up for weeks.

The opening general assembly Monday (April 6) will be addressed by Vincent T. Wasilewski, president of NAB, who will present broadcasting's Distinguished Service Award to Rosel H. Hyde, former chairman of the FCC. Broadcasting's close association with the space age will be underlined by the appearance at the Monday management luncheon of Apollo 11 Astronaut Michael Collins, assistant secretary of state for public affairs. Mr. Collins will address the luncheon session and will accept NAB citations for himself and his Apollo 11 teammates, Neil Armstrong and Edwin Aldrin.

At the engineering luncheon Monday Dr. Dennis Gabor, inventor of holography, a three-dimensional photographic technique that holds promise for television, will speak. At the Monday afternoon television conference, in the

Pick Congress, Arthur Clarke, science-fiction author, amateur scientist and explorer, will be the speaker at a session on satellites. Mr. Clarke is credited with predicting the use of satellites for communications shortly after World War II.

The problem of man's soiling of his environment will be attacked by management and engineering speakers. Dr. Barry Commoner, ecology professor at Washington University, St. Louis, will speak to the joint session.

The engineering luncheon speaker Tuesday will be Dr. Edward Wenk Jr., prominent oceanographer and adviser to three Presidents (see page 92).

The concern of broadcasters for the problems of minority involvement in the industry will be shown in two panel discussions. At the management panel assembly Tuesday morning a discussion on black radio will be moderated by Sam H. Jones of the Indianapolis Urban League.

The theme of this year's convention is "broadcasting's golden anniversary" and will set the tone for the annual banquet of the Broadcast Pioneers Tuesday evening. Distinguished guests will be former Distinguished Service Award winner Lowell Thomas and long-time entertainer Dinah Shore.

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## On tap at the convention

*Official agenda for the 48th annual National Association of Broadcasters convention, April 5-8, at the Conrad Hilton hotel, Chicago, follows. Listed separately are unofficial and related meetings and activities (see opposite page). The engineering conference agenda begins on page 92 and equipment exhibits on page 104. All events take place in the Conrad Hilton unless otherwise noted.*

### Sunday, April 5

**Management Labor Clinic** 3-5 p.m. Conrad Hilton, Williford Room.

*Presiding:* Ron W. Irion, director of broadcast management, NAB.

*Jurisdictional Disputes in the Broadcast Industry:* Emanuel Dannett, attorney, New York.

*The Do's and Don'ts in Union Electioneering and Collective Bargaining:* Robert Haythorne, attorney, Chicago. **Secondary Market TV Committee Presentation** 3-5 p.m. Conrad Hilton, Waldorf Room.

*Presiding:* Dale G. Moore, KGVO-TV Missoula, Mont., chairman.

*Guests:* Jacob A. Evans, vice president, Television Bureau of Advertising; Robert Gillespie, director of local media, General Foods Corp.; Robert J. Kizer, administrative vice president, TV, Avery Knodel Inc.; FCC Commissioner Robert E. Lee; William N. Shafer, vice president, TV station sales, American Research Bureau.

*Committee Members:* Allan Land, WHIZ-TV Zanesville, Ohio; Marshall Pengra, KLTU-TV Tyler, Tex.; Stuart Martin, WCAX-TV Burlington, Vt.; Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va.; Robert Smith, WCYB-TV, Bristol, Va.

### Monday, April 6

**General Assembly** (Management and Engineering Conference) 10:30 a.m.-noon, Conrad Hilton, Grand Ballroom.

*Presiding:* James M. Caldwell, WAVE(AM) Louisville, Ky., convention co-chairman. *Music:* WGN Orchestra. *Invocation:* Dr. Paul Stevens, radio and television commission, Southern Baptist Convention. *Presentation of Colors:* Marine Corps color guard. *The National Anthem:* Marguerite Piazza.

*Introduction:* Willard E. Walbridge, KTRK-TV Houston, Tex., chairman, NAB board of directors, *Address:* Vincent T. Wasilewski, NAB president.

*Presentation of NAB Distinguished Service Award to:* Rosel H. Hyde, former FCC chairman, by Mr. Wasilewski. *Remarks:* Mr. Hyde.

**Management Conference Luncheon** 12:30-2 p.m. Conrad Hilton, International Ballroom.

*President:* Hamilton Shea, Gilmore Broadcasting Corp.,

convention cochairman. *Invocation:* the Rev. William F. Fore, Broadcasting and Film Commission, National Council of Churches. *Introduction:* Willard E. Walbridge, chairman, NAB board of directors. *Presentation of special NAB award to Apollo 11 astronauts.* *Remarks:* Michael Collins, assistant secretary of state for public affairs.

**Management Radio Assembly** 2:30-5 p.m. Conrad Hilton, Grand Ballroom.

*Presiding:* James M. Caldwell, WAVE(AM) Louisville, Ky., vice chairman NAB radio board.

*Annual RAB Presentation:* Miles David, president, Radio Advertising Bureau; Robert H. Alter, executive president; Carleton F. Loucks, vice president.

*Broadcasters Unite—Go Fourth for Freedom:* presentation by Lee Allan Smith, WKY(AM) Oklahoma City, Okla.

*Radio Programming for the '70s:* Moderator: Carl Fisher, KUGN(AM) Eugene, Ore. Panelists: Tom Campbell, KYA(AM) San Francisco; Gene Chenault, Drake/Chenault Productions, Los Angeles; Ted Randal, Ted Randal Enterprises, Hollywood; Grahame Richards, program consultant, Nashville; Jack Thayer, KXOA(AM) Sacramento, Calif.

**Television Conference** 2:15-5 p.m. Pick-Congress, Gold Room.

*Presiding:* Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va., vice chairman TV board of NAB.

*Presentation of station award and special citation by:* The National Academy of Television Arts and Sciences.

*Making presentation:* Dean Burch, chairman of the FCC.

*Conference on Satellites:* Moderator: Jules Bergman, science editor, ABC News. Speaker, Arthur C. Clarke, author, space prophet. Panelists: Dr. Joseph Charyk, president Comsat; George Fuchs, executive vice president of NBC, Dr. Coleman Raphael, vice president and general manager, Fairchild Hiller Corp.; Dr. Edward C. Welsh, former executive secretary, National Aeronautics and Space Council, Washington.

*Speeding up Payments from Agencies:* Television Bureau of Advertising panel. Moderator: Norman E. Cash, president TVB. Speakers: George Claffey, controller, WRoc-TV Rochester, N.Y.; Avram Butensky, vice president, Dancer-Fitzgerald-Sample; Archibald McG. Foster, president, Ted Bates & Co. Panel: Dr. Seymour Banks, vice president, research, Leo Burnett Co. Inc.; Justin T. Gerstle, sr. vice president, Ted Bates & Co. Inc.; James Jurist, vice president, John Blair & Co.; Albin B. Nelson, director of special services, TVB; Robert Small, director of business affairs, NBC owned-and-operated division; Mr. Butensky, Mr. Claffey and specialists on machines from NCR and IBM.

### Tuesday, April 7

**Early Bird Workshops** 7:45 a.m. to 9:15 a.m.

*License Renewals:* Conrad Hilton, Beverly Room. Moderator: John Summers, NAB chief counsel. Panelists: George Smith, chief, FCC Broadcast Bureau; Robert Rawson, chief, FCC Renewal & Transfer Division; Frank Fletcher, Fletcher, Heald, Rowell, Kennehan & Hildreth.

*Minority Group Personnel:* Conrad Hilton, Williford B Room. Moderator: Frederick S. Weaver, community relations counsel, NAB. Panelists: Leo Martin, Michigan State University; Steve Scott, WFBM Stations, Indianapolis; Duncan Whiteside, University of Mississippi.

*Training the Local Radio Salesman:* Conrad Hilton, Upper Towers. Speaker: Carleton Loucks, vice president, RAB.

*Radio Audience Measurement:* Conrad Hilton, Lower

Towers. Moderators: John Dimling, vice president for research, NAB, and Richard Montesano, vice president for research, RAB. Panelists: Frank Stisser, C. E. Hooper Inc.; William T. McClenaghan, ARB, and Laurence Roslow of The Pulse Inc.

*Good News Operation Starts at the Top:* Conrad Hilton, Williford A Room. Moderator, J. W. Roberts, president Radio-Television News Directors Association. Panelists: James M. Caldwell, WAVE(AM) Louisville, Ky.; Jack Hauser, WFAA-TV Dallas; Dick Petrik, Koel Oelwein, Iowa; Jack Thomsen, WOC-TV Davenport, Iowa.

*Programing Sources for Commercial Radio:* Conrad Hilton, Williford C Room. Moderator: Robert Mott, executive director, National Educational Radio, NAEB. Panelists: Dick Esteel, WKAR(AM) East Lansing, Mich.; Al Hulsen, Corp. for Public Broadcasting.

*Promoting Broadcasting's 50th Anniversary:* Conrad Hilton, private dinning room 415. Moderator: Don C. Dailey, KGBX(AM) Springfield, Mo. Panelists: Roy Benjamin, The Benjamin Co.; Joe Costantino, Avco Broadcasting Corp., past president Broadcasters Promotion Association; F. C. Strawn, president, BPA.

*Broadcast Financial Management:* Pick-Congress, Florentine Room. Moderator: Ron W. Irion, director of broadcast management, NAB. Panelists: John Hinkle, WISN(AM) Milwaukee, Wis.; Joseph Laskowski, Triangle Stations; Don Cripe, WFBM Stations, Indianapolis.

*What Computers Can Do for your Traffic and Sales Operation:* Pick-Congress, Lincoln Room. Moderator: Larry Graham, assistant director of broadcast management, NAB. Panelists: David Morris, KNUZ(AM) Houston; Jim Vinall, Broadcast Computer Services; Jim Zeigler, Data Communications Corp.

**Radio Assembly** 9:30 a.m.-noon. Conrad Hilton, Grand Ballroom.

*Presiding:* Richard W. Chapin, Stuart Broadcasting Co., Lincoln, Neb., chairman NAB radio board. Remarks by Mr. Chapin.

*Radio from the Catbird Seat,* Red Barber, Key Biscayne, Fla.

*Black Radio—A Positive Profile:* Moderator: Sam H. Jones, Urban League, Indianapolis. Panelists: Alvin Dixon, National Association of Television and Radio Announcers, Montgomery, Ala.; Stanley M. Gortikov, Capitol Industries Inc., Hollywood; Ken Knight, WOBS(AM) Jacksonville, Fla.; Gregory H. Moses Jr., James Brown Broadcasting Co., New York; Howard Sanders, Howard Sanders Advertising/Public Relations Ltd., New York.

**Management Luncheon** 12:30-2:30 p.m. Conrad Hilton, International Ballroom.

*Presiding:* James M. Caldwell, WAVE(AM) Louisville, convention co-chairman. *Invocation:* Rabbi David Graubart, presiding rabbi, Chicago Region of the Rabbinical Assembly.

*Introduction of speaker:* Vincent T. Wasilewski, president of NAB. *Address:* Herbert G. Klein, director of communications for Executive Branch.

*Annual Business Meeting.*

**No Afternoon Sessions** There is no program for this period so delegates may visit the exhibits and hospitality suites.

**50th Anniversary Banquet** 7:30 p.m. Conrad Hilton, Grand Ballroom. (Sponsored by Broadcast Pioneers in cooperation with NAB.)

*Presiding:* Roy Danish, director of Television Information Office and president of Broadcast Pioneers. *Speakers:* Lowell Thomas, Dinah Shore.

## Wednesday, April 8

**Early Bird Workshops** 7:45-9:15 a.m. Workshops repeat the Tuesday program at the same times and places with the exception of the session on audience measurement:

*Television Audience Measurement:* Conrad Hilton, Lower Towers. *Presiding:* John Dimling, NAB vice president for research. *Panelists:* William N. Shafer, ARB, William L. Miller, A. C. Nielsen Co.

**Television Assembly** 9:15 to 11:25 a.m. Conrad Hilton, Grand Ballroom.

*NAB TV board elections:* (polls remain open until 10:30 a.m.). *Presiding:* Harold Essex, WSJS-AM-FM-TV Winston-Salem, N.C., chairman of NAB TV board. *Broadcasters Unite—Go Fourth for Freedom,* Lee Allan Smith, WKY-TV Oklahoma City; *Elections; Realities of Broadcast Self-Regulation,* Stockton Helffrich, director, NAB Code Authority; *Here They Come Again,* Roy Danish, director, TIO; *Music Licensing Report,* Robert H. Smith, WCVB-TV Bristol, Va.; *Free Television News Bureau,* Phil Dean, Phil Dean Associates Election results.

**General Assembly** (Management and Engineering Conference) 11:30 a.m.-1 p.m. Conrad Hilton, Grand Ballroom.

*The Crisis of Our Deteriorating Environment: The Broadcasters Role:* Willard E. Walbridge, KTRK-TV Houston, chairman, NAB board of directors. *The Facts of Life:* Dr. Barry Commoner, director, center for the Biology of Natural Systems, Washington University, St. Louis.

**Joint Management and Engineering Luncheon** 1-3 p.m. Conrad Hilton, International Ballroom.

*Presiding:* Hamilton Shea, Gilmore Broadcasting Corp., convention co-chairman. *Invocation:* The Rev. Donald F. X. Connolly, National Catholic Office for Radio and Television. *Introduction:* Vincent T. Wasilewski, president of NAB. *Address:* Dean Burch, chairman FCC.

## Special convention meetings

(Not a part of the official NAB program.)

## Friday, April 3

9 a.m.-6 p.m.—**Metromedia Radio** executives, managers, program directors meeting. Astor Towers.

1-10 p.m.—**Intercollegiate Broadcasting System** registration. La Salle.

3:30 p.m.—**Intercollegiate Broadcasting System** information forum. La Salle.

5 p.m.—**National Association of FM Broadcasters** membership meeting. Palmer House, Adams Room.

6 p.m.—**National Association of FM Broadcasters**, reception, Palmer House, Monroe Room.

6-10 p.m.—**Association of Professional Broadcasting Education** board of directors dinner and meeting. Pick-Congress, Grant Park Room.

8 p.m.—**Intercollegiate Broadcasting System** keynote dinner. La Salle.

## Saturday, April 4

9 a.m.-5 p.m.—**Association for Professional Broadcasting Education** meetings and luncheon. Pick-Congress, Gold Room.

(Continued on overleaf)



(Continued from preceding page)

9 a.m.—**National Association of FM Broadcasters** sessions. Palmer House, Adams Room.  
9:30 a.m.-6 p.m.—**Metromedia Radio** executives, managers, program directors meeting. Astor Towers.  
10 a.m.-6 p.m.—**Radio Program Conference** advisory committee meeting. Sheraton Chicago.  
10:45 a.m.-noon—**Intercollegiate Broadcasting System** sessions and workshops. La Salle.  
12:30 p.m.—**National Association of FM Broadcasters** reception and luncheon. Palmer House, Grand Foyer and Monroe Room.  
1:45-3:15 p.m.—**Intercollegiate Broadcasting System** general caucus. La Salle.  
3 p.m.—**National Association of FM Broadcasters** session. Palmer House, Adams Room.  
3:45-5 p.m.—**Intercollegiate Broadcasting System** sessions and workshops. La Salle.  
6 p.m.—**National Association of FM Broadcasters** reception. Host: Alto Fonic Programming Inc. Palmer House, Grand Ballroom.  
7-9 p.m.—**Intercollegiate Broadcasting System** reception. La Salle.  
9 p.m.—**Intercollegiate Broadcasting System** meeting. La Salle.  
8-10 p.m.—**Association of Professional Broadcasting Education** workshops. Pick-Congress, Lincoln Room.

### Sunday, April 5

8 a.m.—**FM Broadcast Pioneer's** breakfast, Robert E. Lee, FCC commissioner, speaker. Palmer House, Parlor A.  
8:30 a.m.—**ABC Radio Affiliates** breakfast. The Drake, French Room.  
9 a.m.—**National Association of FM Broadcasters** session. Palmer House, Adams Room.  
9 a.m.-2:30 p.m.—**Broadcast Music Inc.** board meeting and luncheon. Conrad Hilton, Parlors 512-3.  
9 a.m.—**Association on Broadcasting Standards** technical committee meeting. Conrad Hilton, Parlor 412. Board meeting noon, Parlor 413.  
9:30 a.m.—**Association of Maximum Service Telecasters** technical committee meeting. Sheraton-Blackstone.  
9:30 a.m.-3 p.m.—**Radio Program Conference** advisory committee meeting. Sheraton-Chicago.  
10 a.m.-5 p.m.—**Metromedia Radio** sessions. Astor Towers.  
10 a.m.—**ABC Radio Affiliates** meeting. The Drake, Gold Coast Room.  
10-11:30 a.m.—**Association of Professional Broadcasting Education** meeting. Pick-Congress, Gold Room.  
10 a.m.-noon—**Daytime Broadcasters Association** membership meeting. Conrad Hilton, Williford C.  
10:45 a.m.-noon—**Intercollegiate Broadcasting System** sessions and workshops. La Salle.  
11 a.m.—**National Association of Broadcasters** convention Protestant worship service. Orchestra Hall, 216 South Michigan Avenue.  
12 noon—**ABC TV Affiliates** meeting. Ambassador, Guild Hall.  
12 noon-2:30 p.m.—**Association on Broadcasting Standards**, board of directors luncheon and meeting. Conrad Hilton, Parlors 412-3.  
12:15 p.m.—**National Association of FM Broadcasters** reception and luncheon. Palmer House, Grand Foyer and Monroe Room.  
2 p.m.-5 p.m.—**Association of Maximum Service Telecasters**

board of directors meeting. Conrad Hilton, Bel Air Room.  
2 p.m.—**Society of Broadcast Engineers** annual meeting. Conrad Hilton, Upper Tower.  
2 p.m.—**Young & Rubicam**, open house. Sheraton-Chicago, Tower Suite.  
2:15 p.m.—**National Association of FM Broadcasters** session. Palmer House, Adams Room.  
2:30-4 p.m.—**Association of Maximum Service Telecasters** board of directors meeting. Conrad Hilton, Bel Air Room.  
2:30-2:45 p.m.—**Election of All-Industry TV Station Music Licensing Committee**. Conrad Hilton, International Ballroom.  
3 p.m.—**ABC Radio Affiliates** reception. Conrad Hilton, Gold Coast Room.  
4 p.m.—**Association on Broadcasting Standards** membership meeting. The Drake, Boulevard Room.  
5 p.m.—**National Association of Broadcasters** convention Mass. Old St. Mary's Church, Wabash at Ninth Street.  
5:30-8:30 p.m.—**ABC Network** reception. Pick-Congress.  
6-9 p.m.—**NBC** reception (by invitation). Ambassador West, Guild Hall.

### Monday, April 6

9-10 a.m.—**TV Stations Inc.** annual breakfast and membership meeting. Sheraton-Blackstone, Crystal Ballroom.  
8 a.m.—**Mark Century Sales Corp.** breakfast and programming seminar. Conrad Hilton, Waldorf Room.  
11 a.m.-noon—**All Industry Music Licensing Committee** meeting. Conrad Hilton, Parlor 512.  
5 p.m.—**Harvard Business Seminar** smoker. Conrad Hilton, Bel Air Room.  
6 p.m.—**Atwood Richards Telescreen Inc.** reception. Conrad Hilton, Williford Room.

### Tuesday, April 7

8:30 a.m.-12:30 p.m.—**Association of Maximum Service Telecasters** breakfast and membership meeting. Conrad Hilton, Waldorf Room.  
9-11 a.m.—**All-Channel Television Society** breakfast for members and guests. Sheraton-Blackstone, Hubbard Room.

### Wednesday, April 8

7 p.m.—**Memorex Corp.** cocktail party, dinner for visiting European technicians, journalists. Prudential building, Mid-America Club.

### Thursday, April 9

9 a.m.-5 p.m.—**Visual Electronics Corp.** post-NAB technical seminar, reception to follow. Conrad Hilton, Upper Tower.

### Where, when to sign up

**Registration:** Saturday, April 4—9 a.m.-5 p.m.; Sunday, April 5—8 a.m.-6 p.m.; Monday, April 6—8 a.m.-6 p.m.; Tuesday, April 7—9 a.m.-5 p.m.; Wednesday, April 8—9 a.m.-5 p.m. Lower Lobby, Conrad Hilton.  
**Exhibit Hours:** Sunday, April 5—10 a.m.-7 p.m.; Monday, April 6—9 a.m. to 7 p.m.; Tuesday, April 7—9 a.m.-7 p.m.; Wednesday, April 8—9 a.m.-5 p.m. Continental Room, Normandie Lounge, East, North, West Exhibit Halls, Conrad Hilton.

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To get things off to a quick start, Monday nights we have two fast-paced new series. "The Young Lawyers," a taut courtroom and personal drama starring Lee J. Cobb. And "Silent Force," a band of highly trained specialists, led by Ed Nelson, out to combat organized crime.

Wednesday nights Burt Reynolds will be joining us as "Dan August," a hard-nosed homicide detective, in a new series produced by Quinn Martin.

Then on Thursdays Vince Edwards stars in the suspense-filled "Dial Hot Line," where the desperate and sometimes lonely young people of today can find help and hope. Chris George follows in "The Immortal," the story of a man who discovers the gift of endless life can be both a blessing and a curse.

On Saturdays George Maharis, Inger Stevens and Ralph Bellamy use brains, muscle and beauty to solve the world's most bizarre murders in a new thriller.

And Sundays Rick Ely will be leading "The Young Rebels," a trio of underground patriots fighting for American independence in 1777.

What does all this mean in the marketplace? It means adults under fifty. Our prime success. And your prime target. In short, it means we've designed our fall schedule to entertain this desirable audience and meet your advertising needs. If you're looking around for the best way to reach your prime customers, look to ABC... we're to be watched.

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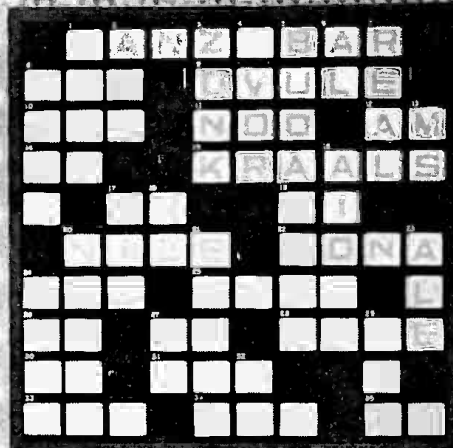
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# Chicago: opener for a big film sales year?

Syndicators head for convention with few new first-run offerings, but with a wealth of tried-and-successful shows

To most delegates at the National Association of Broadcasters convention, the first robin next week will be a sign of spring. To the Chicago-bound film syndicator, it also will be a harbinger of fall—a reminder that local TV stations have started to piece together next season's schedule.

The syndicators hope for 1970 sales 8%-10% above last year. That would amount to around \$280 million. Though the film salesmen proclaim "nobody ever sells anything at the convention," they do readily concede that much of the spadework for successfully reaching that \$280 million will have to be done in Chicago.

Though no exact figures for 1969 are available, the syndicators estimate that total 1969 sales were around \$255 million—\$170 million from domestic business and \$85 million from the expanding international market.

The syndicators are already enroute to Chicago armed with brochures and sample reels of feature-film libraries, off-network series, first-run product and re-run programming of all types that often is touted as "never seen before in many markets."

The same number of companies will be represented at the NAB convention this year as last year. A total of 43 syndicators again plan to have hospitality suites. Among the leading distributors passing up the convention this year are Warner Bros. and the Walter Reade Organization. However, Independent Television Corp. and United Artists Television, which were absent from last year's convention in Washington, will be present in Chicago, though UA-TV will not have a hospitality suite.

This is the second year that distributors will not stage Television Film Exhibit (TFE), which had been in existence since 1961. TFE was an informal confederation of many of the leading distributors, which arranged for exhibit space near one another and held a mammoth cocktail party.

A canvass by BROADCASTING last week of leading program syndicators indicates that there will be fewer new first-run series on the market in 1970, but the number of new off-network programs will exceed by a comfortable margin the total in 1969, which was rather nominal.

Obviously, there is no correlation necessarily between the release of fresh product and sales. In a year that promises to reflect a relative paucity of new programming material, the majors

of the industry (including Screen Gems, MCA, 20th Century-Fox, Independent Television Corp., United Artists Television, among others) will rely upon some new off-networks, their backlog of popular syndicated product, and, in some instances, on their movies released to TV.

One programming representative of a station group offered this critique of 1970: "It looks as if most stations have to depend on that old staple, feature films, plus off-networks, both new and old. There seems to be no discernible trend in new first-run product, the little there is around.

"It looks as if the syndicated talk show is on the decline. There are still some good ones around, but they're no longer the rage. In the specials area, there is still room for the entertainment-variety program and there seems to be a growing interest in certain types of documentaries that deal with current issues, such as race relations, ecology, health. But these will represent a relatively small portion, though a growing one, of the total syndication pie."

Among the off-network series definitely committed to syndication for this year are MCA TV's *Dragnet* (98 episodes) and *It Takes a Thief* (65); Screen Gems' *Flying Nun* (82) and *Here Come the Brides* (52); CBS Enterprises' *Petticoat Junction* (148), *Wild Wild West* (104); and *Gentle Ben* (56); ABC Films' *N.Y.P.D.* (49); Paramount Television's *You Don't Say* (186); 20th Century-Fox Television's *Daniel Boone* (165) and *Land of the Giants* (51); and MGM Television's *And Then Came Bronson* (26).

At this time, 12 off-network series are definitely being offered for syndication in contrast with nine at this time last year. And it is highly probable that others will be released later this spring or in the summer. Prime candidates are NBC Films' *Get Smart* ("Closed Circuit," March 23); ABC Films' *The Fugitive*, and Fox's *Ghost and Mrs. Muir* and *Lancer*. One sidelight is that the *Green Acres* series, produced by Filmways and on the CBS-TV schedule for this year and next fall, is being offered to stations for a fall 1971 start, if it is cancelled ("Closed Circuit," March 23).

The cyclical nature of television is underscored again by the scant number of first-run syndicated series that are planned for this year. In contrast with 1969, when 18 such series were heralded as entries during the NAB

convention, only eight new first-runs appear to be definitely in the marketplace. Series and distributors are CBS Enterprises' *Roger Williams Show* (music variety); Metromedia Program Sales' *Untamed World* (wildlife-travel), and *The Gathering* (talk-variety); Whitney Productions' *The Now Explosion* (top-40 record music); Rhodes Productions' *The Virginia Graham Show* (talk); Fox's *Famous Jury Trials* (courtroom drama) and *The Generation Gap* (panel discussion), and Broadcasters Television Systems Inc.'s *Sun Country* (country music). Both Screen Gems and Vikoa Entertainment Corp. (formerly KFI Films Inc.) are considering the production and distribution of daytime-drama serial strips.

"Producers and distributors are more cautious about first-run this year," one program buyer observed. "Many companies were burned last year by expensive pilots, production and distribution only to have shows cancelled after 13 weeks or less.

"With the larger number of off-network and new syndicated features as well as the older ones, fighting for time slots, it's not likely that many new first-runs are going to make it."

Television-program distributors are viewing with some interest and ambivalence a trend that began to emerge last year and is accelerating this year. It concerns advertiser sponsorship of syndicated series in specific markets at no cost to the station, but in exchange for a specified number of spots on each episode (BROADCASTING, Feb. 29, 1969, et seq.).

Syndicators who use this arrangement claim the stations benefit since they do not have to invest for programming, and in a typical half-hour show can sell four remaining spots. The syndicator has a ready-made sale in a number of markets and can concentrate on unsold markets, they add. The advertiser has the opportunity to pick the show and the markets that conform to his requirements.

However, other program distributors steer clear of this arrangement, warning that a station which accepts a program that is lack-luster because of the no-charge allure hurts not only the rating in that time period but in subsequent ones.

They added that since many heavy TV advertisers are moving in this direction, there often is an implied threat that if a station does not accept the offered programs, they may not



be considered for other spot-TV business that is headed for their markets.

Among the syndicated series on the advertiser-involved bandwagon during the past season are *The Galloping Gourmet* (American Can, Breck, Hunt-Wesson Foods); *The Joe Namath Show* (Bristol-Myers); *The Movie Game*, *The All American College Show* and *The Sewing Hour* (Colgate-Palmolive); *He Said, She Said* (American Home Products); *Skippy the Bush Kangaroo* (Kellogg), and *Can You Top This* (Procter & Gamble). Numerous syndicated TV specials have been sponsored during the year on this basis.

Major TV advertisers with a wide variety of products are obvious participants in barter arrangements. They may require a selected number of markets, permitting a series to get off the ground and enabling the syndicator to concentrate his sales efforts in markets that are not bought.

Syndicators reported last week that other advertiser-involved projects are in the stages of completion. Two weeks

ago Noxell, through SSC&B, and Vick Chemical (Clearasil), through Leo Burnett, began co-sponsorship of the one-hour *Scene Seventy* contemporary-music series in 60 markets, with starting dates staggered from March to June. It is known that Bristol-Myers is negotiating to place the new *Weight Watchers* series into a number of markets (BROADCASTING, March 16), but no decision has been announced.

One of the bright spots in syndication in the past two years has been the UHF market and the outlook for 1970 is even brighter. Some syndicators claim U's are fully competitive with V's in many areas of the country. "It's all television, whether it's a U or a V station," one distributor maintained.

Most distributors would acknowledge, nevertheless, that most U's are not competitive with most V's. Virtually all syndicators agree that U's are becoming more and more competitive, but they will concede that prices in most instances are not at the level that a V would pay. Though prices vary from

market to market and from program to program, U's generally pay 70% to 80% of the price a V normally would pay, but the gap is closing.

Prices for syndicated product, according to most distributors, is remaining at the 1969 level this year. Though prices often rise to accommodate the increasing cost of doing business, most distributors felt that they would hold the line. They point out that TV stations, like other segments of the economy are caught up in the profit squeeze and the vast array of programming available (both new and old) must be offered at equitable rates to be competitive.

Like other profit-minded entrepreneurs, some syndicators are seeking expansion through diversification. The two main routes are selling to educational outlets, such as schools and community organizations, and selling to cable-TV systems. Distributors acknowledge that these areas are still in the preliminary stages insofar as sales are concerned. But the growth potential is there—and everything helps.

## TV-program distributors and Chicago NAB locations

Major exhibitors are listed here with their suite location. Programs available are listed with number of episodes in parentheses. Radio program producers and syndicators follow the TV listings on page 90.

### ABC Films

#### Conrad Hilton, 1100

**Headquarters:** 1330 Avenue of the Americas, New York.

**Programs available:** *Adventures of Champion* (26), *Africa* (4), *Annie Oakley* (80), *Anniversary Game*, *Beany & Cecil* (7), *Ben Casey* (153), *Breaking Point* (30), *Buck Rogers and Flash Gordon*, *Buffalo Bill Jr.*, (40), *Combat* (152), *Congressional Investigator* (39), *Counterthrust* (13), *Cowboy in Africa* (26), *Douglas Fairbanks Presents* (39), *Echo I* (17), *Eighth Man* (52), *Fabulous Sixties* (10), *Fugitive* (12), *Garrison's Gorillas* (26), *George of the Jungle* (51), *Girl Talk*, *Harvey Cartoons* (170), *Herald Playhouse* (52), *High Road* (35), *Hurdy Gurdy* (26), *I'm Dickens, He's Fenster* (32), *King Kong* (78), *Lincoln's Last Day* (1), *Man with a Camera* (29), *New Breed* (36), *New Casper Cartoons* (26), *One Step Beyond* (94), *People's Choice* (104), *Prime I* (10), *Range Rider* (76), *Rebel* (76), *Rosey Grier Show*, *Safari* (130), *Songs for Christmas*, Vol. I and Vol. II, *Twenty Grand*, *Three Musketeers* (26), *Twenty-Six Men* (87), *Wendy and Me* (34), *You Can't Do That on Television*.

**Personnel:** Kevin O'Sullivan, Jerry Smith, Colin Campbell, Scott Moger, Bert Cohen, Douglas H. Shafner, Leonard Sherman, Charles T. Atkins,

Martin Callendar, Howard Lloyd, Jim Thompson, Jim Page, John Randall, Robert Dowd, Ray Russum.

### Allied Artists Television Corp.

#### Conrad Hilton, suite unassigned

**Headquarters:** 230 West 41st Street, New York.

**Programs available:** *The Golden Sixties* (9); *Cavalcade of the 60's—Group V* (25); *Cavalcade of the 60's—Group IV* (27); *Cavalcade of the 60's—Group III* (16); *Cavalcade of the 60's—Group II* (28); *Cavalcade of the 60's—Group I* (36); *Bob Hope Features* (7); *Post 50's* (12); *Post 45's* (6); *Dial "AA" for Action* (29); *Bowery Boys* (48); *Bomba* (13); *Charlie Chan* (11); *Special "22" Action* (22); *104 Headliners* (104); *Westerns* (145).

**Personnel:** Edward Morey, Andrew Jaeger, Leo Brody, Ken Weldon, Carl Miller.

### Atwood Richards Inc.

#### Conrad Hilton, 1923-24

**Headquarters:** 666 Fifth Avenue, New York.

**Program available:** diversified programming, features, cartoons.

**Personnel:** Stanley Grayson, Sid Honig, Charles Glashow, Laura Forrest, Ruth Denmark, Judie Paris, Betty Lamb, Sue Schulman.

### Avco Embassy Pictures Corp.

#### Conrad Hilton, 1500-1

**Headquarters:** 1301 Avenue of the Americas, New York.

**Programs available:** *Plus Twelve* (12), *28 for '68* (28), *Top Time* (47), *Sons of Hercules* (13), *Adventure 26*, *Kickoff Catalogue*, *Dodo* (78), *Country Hayride* (52), *Phil Donahue Show*, *Be Feminine*, *Death Driver*, *Two Wheels to Eternity*, *Appalachian Heritage*, *Scotland Yard* (39), *Invitation to Murder* (13).

**Personnel:** Joseph E. Levine, Leonard Lightstone, E. Jonny Graff, Charles Britt, Ed Scannell, Burton Rosenburgh, Larry Ayers, Walter Kennan, John Amato.

### Bing Crosby Productions Inc.

#### Sheraton Blackstone, 805

**Headquarters:** 410 North Michigan Avenue, Chicago.

**Programs available:** *Kup's Show* (weekly or daily), *Larry Kane Show* (weekly), *Paul Harvey Comments* (260), *Win with the Stars*, Alan Ludden (26), *A Night at the Factory*, *Probe*, Dr. Albert E. Burke, *Championship Bowling* (104), *Cisco Kid* (156), *Let's Go to the Races* (325), *Fun at the Races* (104), *It's Racing Time* (234), *Harness Racing Sweepstakes* (39), *Grand Prize Racing* (13), *Sports Special Sweepstakes* (13), *All Star Golf*

138 HALF HOURS IN COLOR\*

# GET SMART



THAT'S THE TITLE.....also a cogent suggestion

\*99 and 28/100 per cent in color, that is



30 ROCKEFELLER PLAZA, NEW YORK, N.Y. 10020



(142), *World Famous Hunting and Fishing* (52), *All Star Bowling* (156), *College Football's Greatest Games* (102), *Ski Breed* (26), *Championship Racing* (26), *Championship Bridge* (78), *Sports Package* (196).

**Personnel:** Howard Christensen, Bob Talamine, Jack Martin, Ed Broman, Al Goustin, Ed Simmel, Bob Thompson, Buzz Hassett, Al Shore, Gary Young, Bernie Crost, Irene Hellyer Rodgers.

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### **Broadcasters Television System Inc.**

**Conrad Hilton, 1935-36A**

**Headquarters:** 1010 Euclid Avenue, Cleveland.

**Programs available:** *Scene Seventy* (52), *Sun Country* (13).

**Personnel:** David A. Rodgers, John M. Kinscullagh, Kathe Weschler.

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### **CBS Enterprises Inc.**

**Conrad Hilton, 2325**

**Headquarters:** 51 West 52nd Street, New York 10019.

**Programs available:** *Petticoat Junction* (148), *Wild Wild West* (104), *Gentle Ben* (56), *The Dick Van Dyke Show* (158), *What's My Line* (400 and continuing), *Candid Camera* (130), *The Game Game* (190), *Perry Mason* (245), *I Love Lucy* (179), *Make Room for Daddy* (195), *The Twilight Zone* (151), *Rawhide* (144), *Mighty Mouse* (150), *Roger Ramjet* (156), *The Defenders* (78), *Password* (195), *The Roger Williams Show* (190).

**Personnel:** Ralph M. Baruch, Joseph B. Irwin, William C. Aden Jr., James Victory, Henry Gillespie, William Andrews, Robert Donnelly, Edward Hewitt, Robert Kolb, James McCormick, Robert McDonald, William Stynes, Donald Toye, Jack Waldrep, Willard Block, Norman Horowitz, Fred Gilson, Howard Kany, Benigno Nosti, William Weiss.

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### **Century Broadcast Communications Inc.**

**Ambassador East, suite unassigned**

**Headquarters:** 321 East 51 Street, New York 10022.

**Programs available:** *International Airport* (26), *Polka Varieties* (52), *Upbeat* (52), *The Singing Majority* (130), *The Real Tom Kennedy Show* (130).

**Personnel:** Dick Moore, Gene Malone, Bill Templeton, Ed Moore, Joe Lydon.

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### **Firestone Film Syndication Ltd.**

**Suite unassigned**

**Headquarters:** 477 Madison Avenue, New York.

**Programs available:** *To Tell the Truth*, *Password*, *The Addams Family*

(64), *Branded* (48), *The Steve Allen Show* (daily), *Popeye Cartoons* (225), *Beatles Cartoons* (52), *Blondie* (28).

**Personnel:** Len Firestone, Alton Whitehouse.

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### **Four Star Entertainment Corp.**

**Conrad Hilton, 504-5-7**

**Headquarters:** 555 Madison Avenue, New York.

**Programs available:** *Big Valley* (112), *Can You Top This* (195), *Here Come the Stars* (26), *Portrait of a Star* (12), *Something Special* (12), *Holiday Specials* (5), *Morey Amsterdam*, *Sajid*, *Seekers* (2), *Sport Specials* (2), *Trini Lopes*, *Seven Seas* (7), *Arthur and the Square Knights of the Round Table* (117), *Burkes Law* (81), *Fall of Berlin*, *Your Sign and My Sign* (195), *After Apollo* (195), *Detectives* (hour) (30), *Theatre One* (60), *Stagecoach West* (38), *Expose* (34), *The Westerners* (125), *Rifleman* (168), *McKeever and The Colonel* (32), *Tom Ewell* (32), *Zane Grey Theatre* (145), *Ensign O'Toole* (32), *Detectives*, half-hour (67), *The Law and Mr. Jones* (26), *Richard Diamond* (26), *Honey West* (30), *Over There*, *Spectacular Showcase* (15), *Desert Pictures* (6), *Super Spy* (11), *Sherlock Holmes* (12), *Wanger-reissues* (8), *Stromberg-reissues* (3), *City Without Men*, *New features* (5), *Della*.

**Personnel:** David B. Charnay, Anthony D. Thomopoulos, Richard Colbert, Alan J. Kraft, Madeleine de Ryke, Charlie Keys, Joseph J. Doyle, Harvey Reinstein, James R. Deitsch.

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### **Sandy Frank Program Sales Inc.**

**Conrad Hilton, 1405-1406**

**Headquarters:** 44 East 67th Street, New York.

**Programs available:** *Lassie* (259); *Lone Ranger* (cartoons) (78); *Golden Voyage* (78); *America!* (65); *My Little Margie* (126); *Comedy Capers* (92); *High and Wild* (52); *The Traveler* (130); *Our Gang* (78); *The American West* (78); *Colonel Bleep* (100).

**Personnel:** Sandy Frank, Burt Friedman, Jon Kaufman, Emily V. Hammond, Jeri Deans, Irene Frydler.

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### **Graham, Ruttenberg Music Company**

**Ascot House**

**Headquarters:** 29 East 61st Street, New York.

**Programs available:** *Logotronics '70* (TV ID package).

**Personnel:** Jerry Graham, Bernard Ruttenberg, Herbert Deutsch.

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### **Group W Productions & Program Sales Inc.**

**Continental Plaza, suite unassigned**

**Headquarters:** 240 West 44th Street,

New York.

**Programs available:** *The Mike Douglas Show*, *The David Frost Show*, *David Frost Presents*, *Sammy Davis Jr. in Europe*, *Time for Joy*, *Carry on* . . . (16); *Symphony of the New World*; *Getz*; *Ravel*, *Sauter*, *Wilder*, *Macero* and *all That Jazz*; *A Pride of Guitars*; *Last Summer We Played in the Alps*; *The Shame of Welfare*, *The Corrupt City*; *A Piece of the Action*; *The Hero City*; *Leningrad*; *The Doomed City*; *Berlin*; *The First City*; *London*.

**Personnel:** Chet Collier, David E. Henderson, Michael Gould, Ben Deausta, George Back, Donald Joannes, William Seiler, Jack Wartlieb, William Weyse, Jack Reilly, Ralph Cunningham, Ken Philo, Owen Simon, Robert Blake, Marc Levitt, Alan Morris, Robert Curtiss.

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### **Larry Harmon Pictures Corp.**

**Conrad Hilton 1122-1123A**

**Headquarters:** 649 North Bronson Ave., Hollywood.

**Programs available:** *Bozo's Big Top* (live), *Bozo's Big Top* (130), *Bozo's Adventures* (156).

**Personnel:** Larry Harmon, Maurie Gresham, Gus Nathan, Win Needles, Danny Cochrane, Bozo.

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### **Heller Corp.**

**Suite unassigned**

**Headquarters:** 1606 North Highland Avenue, Hollywood.

**Programs available:** *Station ID's*.

**Personnel:** Hugh Heller.

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### **Independent Television Corp.**

**Conrad Hilton, 2320**

**Headquarters:** 555 Madison Avenue, New York.

**Programs available:** *The Saint* (114), *The Champions* (30), *Man in a Suitcase* (28), *The Baron* (26), *The Prisoner* (17), *Secret Agent* (45), *Showtime* (12), *Spotlight* (9), *Fury* (114), *Captain Scarlet and the Mysterons* (32), *Thunderbirds* (64), *The Action* (6), *The Magnificent* (15), *The Deluxe* (20).

**Personnel:** Abe Mandell, Irv T. Klein, Ken Joseph, John Louis.

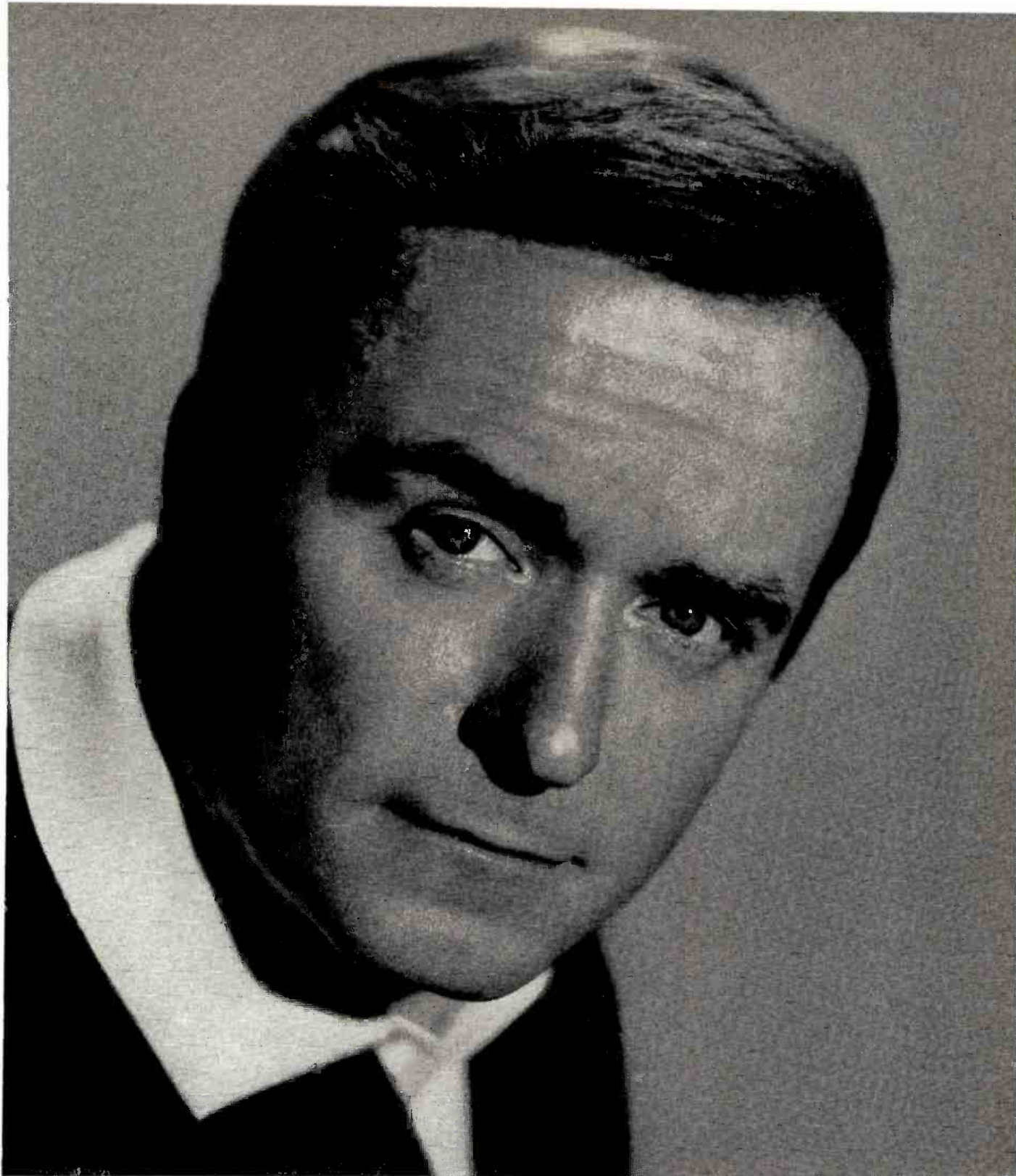
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### **KFI Films Inc.**

**Ambassador East, suite unassigned**

**Headquarters:** 250 West 57th Street, New York.

**Programs available:** *The Bickersons* (52), *Strange Paradise* (260), *Robin Hood* (52), *Spiderman* (52), *Marvel Super Heroes* (65), *Max, the 2,000 Year Old Mouse* (104), *The Weaker Sex* (?) (65), *Money Makers* (65),



**"I never met a media buyer, a station manager, or a station rep I didn't like!"**

Mike is like that. Even if you're an Account Supervisor who's recommending buying time opposite him, drop in and say hello. He'll like you too. Maybe a little less, but he'll like you.

Monday April 6th. The Buckingham Room in Chicago's Continental Plaza. 5 to 7.

GROUP **W** PRODUCTIONS GROUP **W** PROGRAM SALES  
WESTINGHOUSE BROADCASTING COMPANY

(Our suite's in the Continental Plaza too and will be open evenings from Saturday on.)



*Bingo at Home* (100), *Sports Hot Seat* (26), *Perry's Probe* (52), *Honor Bright*.

**Personnel:** Stephen Krantz, Marvin Grieve, Al Lanken, Arthur Gross, Jerry Corwin.

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### King Features

**Conrad Hilton, suite unassigned**

**Headquarters:** 235 East 45th Street, New York.

**Programs available:** *Beatles* cartoons (78 adventures, 38 sing-a-longs), *Pop-eye* (220), *Blondie* (28).

**Personnel:** Jerome Berger, Joe Dowling.

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### Mark Century Sales Corp.

**Conrad Hilton, 1722-24**

**Headquarters:** 1345 Avenue of the Americas, New York.

**Programs available:** commercials, openings, closing, IDs.

**Personnel:** Milton H. Herson, Frank C. Beck, Al Godwin, Bill Fultz, Harry Sanger, Marvin A. Kempner, Herb Berman, Fred Winton, Henry Onorati.

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### MCA TV

**Conrad Hilton, 2400**

**Headquarters:** 445 Park Avenue, New York.

**Programs available:** *Dragnet* (99), *Major Adams* (138), *Universal Star Time* (30), *Run For Your Life* (85), *Suspense Theatre* (53), *Wagon Train* (32), *Alfred Hitchcock Presents* (268), *McHale's Navy* (138), *The Munsters* (70), *Leave it to Beaver* (234), *Mr. Ed* (143), *Jack Benny Show* (104), *Universal Feature Films*, current releases, (40), (53), (50), mid-'60 releases (123), late-'50 releases, early '60's (102), *Paramount Feature Films*, pre-'48 releases (500).

**Personnel:** Lou Friedland, Keith Godfrey, DeArv Barton, Bob Greenberg, Layton Bailey, John von Herberg, Carl Russell, Dick Cool, Jack Robertson, Carl Runge, Phillip Conway, Dick Cignarelli, Robert Davis, Bert Herbert, Hal Cranton.

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### Metromedia Program Sales

**Conrad Hilton, 1600**

**Headquarters:** 485 Lexington Avenue, New York 10017.

**Programs available:** *Unnamed World* (52), *Pixanne, Truth or Consequences* (52), *My Favorite Martian* (107), *Rona Barrett, Dick Clark's Music Bag, Laurel & Hardy* (156), *Crusader Rabbit* (260), *The Santa Claus Lane Parade of Stars* (1), *Ray Conniff Christmas Show* (1), *The Mean Mr. Firecracker*

(1), *Big Cats, Little Cats* (1), *China: Roots of Madness* (1), *Do Blondes Have More Fun* (1), *It's A Dog's World* (1), *Jack Paar—And a Funny Thing Happened on the Way to Hollywood* (1), *Nation of Immigrants* (1), *The Really Big Family* (1), *The World of Horses* (1), *Wall Street: Where the Money Is* (1), *The Making of the President 1960, Part I & II* (1), *The Making of the President 1964, Part I & II* (1), *Pro-Football—Mayhem on a Sunday Afternoon* (1), *Let My People Go* (1), *D-Day* (1), *The Thin Blue Line* (1), *The Way Out Men* (1), *In Search of Man* (1), *Revolution in the Three R's* (1), *The Bold Men* (1), *The General* (1), *The Teenage Revolution* (1), *October Madness—The World Series* (1), *Hollywood—The Great Stars* (1), *Hollywood — The Fabulous Era* (1), *William Faulkner's Mississippi* (1), *The Rafer Johnson Story* (1), *The Biography of a Rookie* (1), *Escape to Freedom* (1), *The Epic of Flight* (1), *And Away We Go* (1), *The Search for Vengeance* (1), *The Class Of . . .* (1), *The Longs of Louisiana* (1), *7 Days in the Life of the President* (1), *Frontiers of the Mind* (1), *The Enterprise in Action* (1).

**Personnel:** Jack Foley, Jack Donahue, Jack Garrison, Bob Greenstein, Don Waterbury, Mort Slakoff.

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### MGM-TV

**Executive House, 3812**

**Headquarters:** 1350 Avenue of the Americas, New York.

**Programs available:** *Then Came Bronson* (26), *Flipper* (88), *Daktari* (89), *Man/Girl from U.N.C.L.E.* (128), *Dr. Kildare* (132), *Please Don't Eat the Daisies* (58), *The Lieutenant* (29), *Eleventh Hour* (62), *Cain's Hundred* (30), *Sam Benedict* (28), *Islanders* (24), *Forsythe's Saga* (26), *Northwest Passage* (26), *Asphalt Jungle* (13), *Thin Man* (72), *Zero One* (39), *National Velvet* (58), *MGM/4* (40), *MGM/5* (30), *Lion/70*, (70), *Continental Lion* (36), *MGM/7* (145), *MGM/6* (90), *MGM film classics library* (710), Short subjects.

**Personnel:** John B. Burns, Edward A. Montanus, Arthur P. Zeiger, Herman Keld, David Segal, Alfred Ordover, Ben Wickham, George Hankoff, Paul Hoffman, Bob Edison, Barrie Richardson, Charles Alsop, Donald Colapinto, Jack Swindell, Joseph Indelli, Roger Adams, Virgil Wolff, David Sifford, William Cooke.

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### National General Television Distribution Inc.

**Conrad Hilton, suite unassigned**

**Programs available:** *Tarzan* (57),

*Special of Month* (6), *In Concert* (6).

**Personnel:** Bill Wineberg, Ben Colman, Ken Israel.

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### NBC Films

**Executive House, suite unassigned**

**Headquarters:** 30 Rockefeller Plaza, New York.

**Programs available:** *It's Your Bet* (260), *I Spy* (82), *Divorce Court I* (130), *Divorce Court II* (130), *Divorce Court III* (130), *10 Greatest* (10), *Laredo* (56), *Laramie* (60).

**Personnel:** Jacques Liebhenguth, Charles Whipple.

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### Official Films Inc.

**Hotel unassigned**

**Headquarters:** 445 Park Avenue, New York.

**Programs available:** *Your Daily Horoscope* (365); *Let Us Entertain You, Swinging Scene of Ray Anthony, Movies for Swingers* (47); *Feature Group I* (9); "John Fitzgerald Kennedy," "Marilyn Monroe," "New Face of Israel," "Songs for Christmas," *Wire Service* (39); *Battle Line* (39); *Dateline Europe* (78); *Decoy* (39); *Biography* (65); *Colonel March of Scotland Yard* (26); *Du Pont Theatre* (42); *International Detective* (39); *Mr. Lucky* (34); *My Hero* (33); *Overseas Adventure* (39); *Peter Gunn* (114); *Police Station* (39); *Rocky Jones, Space Ranger* (12); *Robin Hood* (143); *Star Performance* (153); *Survival!* (38); *Sword of Freedom* (39); *Adventures of Sir Lancelot* (30); *Big Story* (39); *Buccaneers* (39); *The Hunter* (26); *Invisible Man* (28); *Star and the Story* (26); *What Are the Odds?* (39); *Yancy Derringer* (34); *Cartoons* (44); *Almanac Newsreel* (377); *Greatest Headlines of the Century* (260); *Sportsfolio* (260).

**Personnel:** Louis C. Lerner, Robert Marcella, George Shaps.

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### Olas Corp.

**Executive House, suite unassigned**

**Headquarters:** 52 Vanderbilt Avenue, New York.

**Programs available:** *Of Lands and Seas* (260).

**Personnel:** Robert S. Buchanan, Col. John D. Craig.

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### Paramount Television Sales Inc.

**Sheraton Blackstone, 307-10**

**Headquarters:** 5451 Marathon Street, Hollywood.

**Programs available:** *Portfolio I* (59), *Portfolio II* (50), *Portfolio III* (64),



*What is he really like?*

When he's off camera.  
Does he really say curious  
things like "it's such a joy"?  
Is he really as charming  
as Noel Coward insists?

Does he really have an  
Edwardian air of unstudied  
nonchalance which drives  
women mad?  
David would think

it a joy if you dropped  
by for cocktails.  
Really.  
We think you'll like  
what he's really like.

Tuesday April 7th. The Buckingham Room in Chicago's Continental Plaza. 5 to 7.

GROUP  
**W PRODUCTIONS** GROUP  
VESTINGHOUSE BROADCASTING COMPANY **W PROGRAM SALES**

(Our suite's in the Continental Plaza too and will be open evenings from Saturday on.)



*Star Trek* (79), *You Don't Say* (188), *Desilu Playhouse* (48), *Bill and Co* (special), *The Racers* (special), *Wonderful World of Wheels* (special).

**Personnel:** Robert M. Newgard, Emmet G. Lavery Jr., George Harper, Con Hartsock, Robert J. Horen, Larry Hutchings, Louis S. Israel, Michael F. Mullins, Robert F. Neece, Stanley DeCovnick, Charles F. Queenan.

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### Pepper & Tanner

Conrad Hilton, 700

**Headquarters:** 2076 Union Avenue, Memphis.

**Programs available:** *The Al Capp Television Show* (260).

**Personnel:** Wilson Northcross Jr.

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### Rhodes Productions

Conrad Hilton, suite unassigned

**Headquarters:** 250 East 55th Street, New York.

**Programs Available:** *Virginia Graham Show* (250).

**Personnel:** Jack E. Rhodes, John Davidson, Chris Remington, Will Tomlinson.

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### Romper Room Inc.

Sheraton Chicago, 2411, 2412, 2414

**Headquarters:** 660 Kenilworth Drive, Towson, Md.

**Programs available:** *Romper Room* (five a week), *Duckpins & Dollars* (weekly or five a week), *Pinbusters* (weekly), *Spare Time* (five a week).

**Personnel:** Bert Claster, Nancy Claster, Ken Gelbard, Jim McGarity, John Claster.

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### Schnur Appel Television Corp.

Suite unassigned

**Headquarters:** 625 Madison Avenue, New York.

**Programs available:** *Felix the Cat* (260), *The Mighty Hercules* (130), *Mack & Myer for Hire* (200), *Gigantor* (52), *Speed Racer* (52), *That Show* (260), *Wide, Wide World* (26), *Sportsman's Holiday* (25), "17" (film), *The Big Attack* (39), *Hollywood Guest Shot* (26), *Pick a Show* (live), *Murray the K in N.Y.* (special), *Christmas at F.A.O. Schwarz* (special).

**Personnel:** Mel Appel, Richard Carlton, Arthur L. Manheimer, Philip Beser, Joseph Schackner.

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### Screen Gems Inc.

Sheraton Blackstone, Regency Room

**Headquarters:** 711 Fifth Avenue, New York.

**Programs available:** *Flying Nun* (82), *Here Come the Brides* (52), *Playboy after Dark* (52), *Dennis the Menace* (146), *Farmer's Daughter* (101), *Father Knows Best* (191), *The Flintstones* (166), *Gidget* (32), *Hazel* (154), *The Perfect Match* (130), *Donna Reed* (175), *The Naked Truth* (260), *Route 66* (116), *Wackiest Ship in the Army* (29), *Batfink* (100), *Hanna-Barbera* (156), *Huckleberry Hound/Yogi Bear* (276), *Quick Draw McGraw* (135), *Ruff'n Reddy* (156), *Post 48* (275), *Post 50 I* (73), *Post 50 II* (60), *Post 60 I* (60), *Post 60 II* (60), *Post 60 III* (52), *Post 60 IV* (33), *The Three Stooges* (190), entertainment specials (14), "Christmas Time with Senator Everett McKinley Dirksen" (1).

**Personnel:** William S. Hart, Fred Stettner, Sid Weiner, Joseph Abruscato, Paul Weiss, Don Bryan, Matt J. Pouls, Dick Campbell, Herb Miller, Other Oliver, James Ricks, Jack Ellison, David Friedman, Bruce Ledger, Steve Bookstein, Marvin Korman, Jerry Kaufner, Jeff Rose, Dan Goodman.

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### Showcorporation

Conrad Hilton, 2305A

**Headquarters:** 10 East 49th Street, New York.

**Programs available:** *Movies Round the Clock* (80), *Firing Line with William F. Buckley* (52), *Garroway* (daily), *Della* (52), *Philbin's People* (52), *Hollywood Backstage* (39), *The Shirley Temple Storybook* (13), *Abbott & Costello* (156), *Surf's Up* (26), *Sing Along with Mitch* (6), *Bishop Pike: His Search for Truth* (1), *Meet Marcel Marceau* (1), *Performing Arts Collection* (3), *A Christmas Carol* (1).

**Personnel:** C. Robert Manby, Fred Schneider, Harris Rosenberg, Nathan Leipsiger, Cy Kaplan, William Morris, Henry Guzik, Paul Litt, Richard Loughrin.

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### Spangler Television Inc.

Suite unassigned

**Headquarters:** 155 East 55th Street, New York.

**Programs available:** *Car and Track* (54), *Wyeth, an American Family* (1), *Broadway Joe* (1), *The Kid (Billy)* (1), "Funny Girl" (1), "Oliver" (1), "Candy" (1), *Little Joe* (39), *Joe Namath Show* (weekly).

**Personnel:** Larry G. Spangler, John R. Pfeffer, John C. Ranck.

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### 20th Century-Fox Television

Conrad Hilton, 1606A

**Headquarters:** 444 West 56th Street, New York.

**Programs available:** *Batman* (120); *Beat the Clock* (260); *Broken Arrow* (72); *Dobie Gillis* (147); *The Felony Squad* (73); *The Green Hornet* (26); *My Friend Flicka* (39); *Peyton Place* (514); *Adventures in Paradise* (91); *Bus Stop* (25); *Five Fingers* (16); *Follow the Sun* (30); *Hong Kong* (26); *Judd for the Defense* (50); *Lost in Space* (83); *The Monroes* (26); *The Time Tunnel* (30); *12 O'Clock High* (78); *Voyage to the Bottom of the Sea* (110); *Anatomy of Crime* (1); "Jacqueline Susann and The Valley of The Dolls" (1); "Partners in Crime" (1); "The War To End All Wars" (1); "The Sound & the Scene" (1); *Century 5* (39); *Daniel Boone* (165); *Land of the Giants* (51); *The Special Gentry One* (1); *The Special Gentry Two* (1).

**Personnel:** William Self, Alan Silverbach, William Clark, Herbert Lazarus, Frank Murray, Howard Anderson, Joseph F. Greene, Tom Maples, John P. Rohrs, Bob Kline, Gerald Feifer, Joseph Fusco Jr.

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### Tele-Color Productions Inc.

Conrad Hilton, 722-23

**Headquarters:** 708 North West Street, Alexandria, Va.

**Programs available:** *Jhooon Rhee, Lorenzo*.

**Personnel:** Charles F. Riley, Harold L. Smullian, Ed Baruch, William Davis, Willis Webster.

---

### Time-Life Films Inc.

Executive House, 1622-23A

**Headquarters:** Rockefeller Center, New York.

**Personnel:** Peter Robeck, Wynn Nathan, Donald Hine, Dick O'Shea, John Grogan, Frank Miller.

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### Triangle Television

Conrad Hilton, 2300

**Headquarters:** 4100 City Line Avenue, Philadelphia.

**Programs available:** *Stump the Stars* (260), *Julia Meade* (260), *Exercise with Gloria* (130), *Doodletown Pipers* (6), *Why Not Quit?* anti-smoking (20), auto-racing specials (52), various sport specials (11), *Cowtown Rodeo* (26).

**Personnel:** George A. Koehler, William Mulvey, Charles Keller, John Norton Jr., Hardie Frieberg, Peter Engel.

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### United Artists Television Inc.

Conrad Hilton, 1800

**Headquarters:** 729 Seventh Avenue, New York.

**Programs available:** *Showcase I* (30);



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# SPECTRUM '70

**16**

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*Showcase II* (34); *Showcase III* (35); *Showcase V* (39); *Award Package* (67); *Box Office* (59); *Premier* (66); *Warner Bros. Features* (740); *RKO Features* (706); *Joe E. Brown Comedy Time* (19); *Warner & Popeye Cartoons* (561); *Mothers-In-Law* (56); *Gilligan's Island* (98); *Patty Duke* (104); *Sea Hunt* (155); *Rat Patrol* (58); *Cesar's World* (39); *Ultra Man* (39); *Outer Limits* (49); *Circus Parade* (140).

**Personnel:** Pierre Weis, Martin J. Robinson, Sully Ginsler, Joseph Ceslik.

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### **Western Video Industries (Hollywood Video Center)**

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#### **Pick-Congress, suite unassigned**

**Headquarters:** 1541 North Vine Street, Hollywood.

**Programs available:** *Wild World* (104); *Queen for a Day* (130); *King Family Specials* (12); *Alex Dreier* (130); & *Beautiful*, all-black variety special.

**Personnel:** Richard Dinsmore, John Braislín, David Graham.

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### **Whitney Productions Inc.**

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#### **Executive House, suite unassigned**

**Headquarters:** 225 South 15th Street, Philadelphia.

**Program available:** *The Now Explosion*.

**Personnel:** Robert V. Whitney, Joe Field.

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### **Winters/Rosen Distribution Corp.**

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#### **Conrad Hilton, suite unassigned**

**Headquarters:** 9110 Sunset Boulevard, Los Angeles.

**Programs available:** *Barbara McNair* (52); *Buck Owens TV Ranch Show* (78); *Masterpiece* (25); *Pocket Billiards Tournament of Champions* (13); *Roger Ramjet* (156); *Always Another Wave* (1); *Trails to Adventure* (13); *Mellotunes* (52); *Outdoor Sportsman* (208); *Spunky & Tadpole* (150); *Zandia's Zodiac* (365).

**Personnel:** Burton Rosen, Jerry Weisfeldt, Art Greenfield, Brad Marks, Murray Sweigman.

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### **Radio program syndicators**

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#### **Alto Fonic Programing Inc.**

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##### **Conrad Hilton, 1440A**

**Headquarters:** 6362 Hollywood Boulevard, Hollywood.

**Programs available:** six formats, 30 categories of programed music.

**Personnel:** Alan Clark, Robert Mayfield, Joe Otis, Lee Tate.

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### **American Independent Radio**

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#### **Conrad Hilton, 2235-36A**

**Headquarters:** 1901 Building, Century City, Los Angeles.

**Programs available:** *Hitparade '70*, *Solid Gold Rock & Roll*, FM programming; *The History of Rock & Roll*, 48-hour documentary; *Drake Jingles*, *The Top 100 of the '60s*.

**Personnel:** Alvin S. Milder, Jerry W. Moore, Ronald R. Nickell.

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### **Audio Producers Inc.**

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#### **Conrad Hilton, 1633-34A**

**Headquarters:** 1606 Cahuenga Boulevard, Hollywood.

**Programs available:** Radio station ID packages; *Radio One*, WKRC series, WHAM series, custom spots.

**Personnel:** Dick Drury, Bob Hays.

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### **Boston Symphony Transcription Service**

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#### **Conrad Hilton, 1819-20A**

**Headquarters:** P.O. Box 288, Boston.

**Programs available:** *Boston Symphony Concerts* (52), *Boston Pops* (234), *Music from Marlboro* (26), *Cleveland Orchestra* (52), *Cleveland Pops* (26).

**Personnel:** Richard L. Kaye, William C. French, Robert Conrad.

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### **Cine-Vox Productions Inc.**

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#### **Conrad Hilton, 905-6A**

**Headquarters:** 12 East 51st Street, N.Y.

**Programs available:** *Jerry Marshall Show* (daily), *The Ralph Emery Show* (daily), *The Michaels Thing* (daily), *Dick DeFreitas* (daily), *Buchwald On* (daily), *Mini People* (daily), *Big Mouths of 1970* (daily).

**Personnel:** Lawrence Jacobson, Ross Charles, Geraldine Goodstone, Stan Hamilton, Dick Hubbell, Lou Chiles.

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### **CoMedia Productions Ltd.**

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#### **Conrad Hilton, 906A**

**Headquarters:** 1159 National Press Building, Washington.

**Program available:** *Buchwald On*.

**Personnel:** Robert M. Johnson.

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### **Functional Media**

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#### **Conrad Hilton, 1235-1236A**

**Headquarters:** 100 East Ohio Street, Chicago.

**Programs available:** *The John Doremus Show* (2,000), *The Passing Parade*, (135), *You're The Driver* (260) *Everett Dirksen's Decisive Moments* (33), *I Am the Nation* (1).

**Personnel:** John Doremus, Al Bland, George Vajdik, Harold Grotjahn, Eliot Kallish, Dorothy Miller, Phylis Farley.

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### **Graham, Ruttenberg Music Co.**

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#### **Ascot House**

**Headquarters:** 29 East 61st Street, N.Y.

**Programs available:** Logotronics '70 (radio ID package).

**Personnel:** Jerry Graham, Bernard Ruttenberg, Herbert Deutsch.

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### **Hapbay Industries**

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#### **Executive House, suite unassigned**

**Headquarters:** 119 Pembroke Street, Boston.

**Programs available:** *Have A Happy Day*, radio programming and promotion package.

**Personnel:** Merrill Barr.

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### **Heller Corp.**

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#### **Suite unassigned**

**Headquarters:** 1606 North Highland Avenue, Hollywood.

**Programs available:** Station ID's.

**Personnel:** Hugh Heller.

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### **Info-Radio Corporation**

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#### **Sheraton-Blackstone, suite 19-19A**

**Headquarters:** 48 West 48th Street, N.Y.

**Programs available:** *Imagination Radio* (80).

**Personnel:** Ellis M. Agee, William R. Sheridan, Robert E. Elson.

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### **Mark Century Sales Corp.**

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#### **Conrad Hilton, 1722-24**

**Headquarters:** 1345 Avenue of the Americas, New York.

**Programs available:** sales and programming services.

**Personnel:** Milton H. Herson, Frank C. Beck, Al Godwin, Bill Fultz, Harry Sanger, Marvin A. Kempner, Herb Berman, Fred Winton, Henry Onorati.

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### **Charles Michelson Inc.**

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#### **Conrad Hilton, 2357A-2359A**

**Headquarters:** 45 West 45th Street, N.Y.

**Programs available:** *The Shadow* (52), *The Lone Ranger* (52), *Sherlock Holmes* (52), *Gangbusters* (52).

**Personnel:** Robert Michelson, Charles Michelson.

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### **Motherwell Bcstg. Systems Corp.**

**Headquarters:** 515 Madison Ave., New

**Palmer House, suite unassigned**



York.

**Program available:** To be announced.  
**Personnel:** Roger Coleman.

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#### Nightingale-Conant Corp.

**Essex Inn, 1502-4**

**Headquarters:** 6677 N. Lincoln Avenue, Chicago.

**Program available:** *The Earl Nightingale Program.*

**Personnel:** Donald C. Reaser, Bud Gillespie.

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#### Pepper & Tanner

**Conrad Hilton, 700**

**Headquarters:** 2076 Union Avenue, Memphis.

**Programs available:** *The Al Capp Show* (15), *Goldrush Package*, record hits of past (monthly shipments), *All Pro Reports* (15 per week), *Airplay International*, sales and station promos (20), production music, station ID's, radio libraries.

**Personnel:** Wilson Northcross Jr.

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#### SESAC Inc.

**Conrad Hilton, 900**

**Headquarters:** 10 Columbus Circle, N.Y.

**Programs available:** *Trilogy* (48), *Pacemakers*, (16), *Just a Minute* (19), *Drummers* (22), c & w (6).

**Personnel:** Alice H. Prager, Salvatore B. Candilora, W. F. Myers, Albert F. Ciancimino, Norman Odum, Sidney Guber, Charles Scully, Joe Talbot III, Ed Cooney, Harold Fitzgerald, Ken Ovenden, Glenn Ramsey, Vic Vickrey, Frank Watkins.

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#### Theme Productions

**Essex Inn, 1203**

**Headquarters:** 17596 Wyoming Avenue, Detroit.

**Programs available:** Station ID's.

**Personnel:** David Halpern, Carl Porter.

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#### The Programmers

**Suite unassigned**

**Headquarters:** 245 Fifth Avenue, N.Y.

**Programs available:** Middle-of-the-road music service, MODmor service.

**Personnel:** Ed Schmidt.

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#### TM Productions

**Conrad Hilton, 905-6**

**Headquarters:** 3103 Routh Street, Dallas.

**Products available:** Animated ID's and titles for television; spot film library, radio ID material.

**Personnel:** Jim Long, Mike Eisler, James R. West, Joe Levin, C. J. Jones, Al Picinni, Cliff Riggs.

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... sound fantastic?  
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# The spotlight's on engineering's advances

Technical sessions in Chicago will look at TV automation, new film processes; Whitney to receive annual award

The annual FCC/industry panel and a variety of technical papers on new film technology and color conversion methods will highlight next week's National Association of Broadcasters Broadcast Engineering Conference in Chicago. The 24th annual BEC will run concurrently with the NAB convention April 6-8.

The engineering and management delegates will meet in joint session Monday morning (April 6) and on Wednesday for a session on ecology and the address of FCC Chairman Dean Burch.

Between those sessions, more than 1,000 BEC registrants will listen to technical papers on color-monitor matching, digital integrated circuits, FM SCA subcarriers, digital automatic frequency control, studio lighting, the CBS Color Corrector, microwave economics and solving operational problems of live color cameras.

Luncheon speakers for the conference will be Dr. Dennis Gabor, staff scientist, CBS Laboratories, on Monday and Dr. Edward Wenk Jr., professor of engineering, University of Washington, Seattle, on Tuesday. Dr. Gabor is widely recognized as the inventor of holography. The system of photographing objects from their light-wave interference patterns, resulting in a three dimensional image. Dr. Wenk is a prominent oceanographer and former science adviser to Presidents Kennedy, Johnson and Nixon.

Conference delegates will be honoring Philip Whitney, general manager, WINC(AM) and WRFI(FM) Winchester, Va., with the annual engineering award. The presentation will be made during the Tuesday luncheon by George W. Bartlett, NAB vice president for engineering.

To allow delegates to visit the exhibit areas in the Conrad Hilton and the hospitality suites in a half dozen other hotels, no sessions are planned for Tuesday afternoon.

Chairman of the NAB Engineering Conference Committee is Lee R. Walenhaupt, WSJS-AM-FM-TV Winston-Salem, N.C. Committee members are: Albin R. Hillstrom, KOOL-AM-FM-TV Phoenix; Eldon Kanago, KICD(AM) Spencer, Iowa; Leslie S. Learned, MBS; Richard T. Moore, Westinghouse Broadcasting Co.; James D. Parker, CBS; Royce LaVerne Pointer, ABC; William H. Trevathen, NBC, all New York; Russell B. Pope, Golden Empire Broadcasting, Chico, Calif.; Roland W. Richardt, WSAU-AM-FM-TV Wausau,

Wis., and Philip Whitney, WINC(AM) Winchester, Va.

The BEC agenda:

*(All technical sessions will be held in the Pick-Congress hotel. All luncheons will be in the Williford Room of the Conrad Hilton hotel.)*

## Monday, April 6

**10:30 a.m.-noon—Joint session with management, Grand Ballroom, Conrad Hilton.**

**12:30-2 p.m.—Engineering luncheon, Williford Room.**

*Presiding:* Leslie S. Learned, vice president for engineering, MBS, New York. *Invocation:* Rabbi Harold L. Kudan, North Shore Congregation Israel, Glencoe, Ill.

*Speaker:* Dr. Dennis Gabor, staff scientist, CBS Laboratories, Stamford, Conn.

**2:30-5 p.m. — Engineering assembly, Great Hall, Pick-Congress.**

*Presiding:* Albin R. Hillstrom, chief engineer, KOOL-AM-FM-TV Phoenix. *Coordinator:* Richard T. Monroe, vice president - engineering, Westinghouse Broadcasting Co., New York.

**2:30-2:40 p.m.**

*Opening of the conference:* Vincent T. Wasilewski, NAB president.

**2:40-2:50 p.m.**

*NAB Engineering Advisory Committee Report:* Albert H. Chismark, director of engineering, Meredith Broadcasting Co., chairman.

Over the past several years, the NAB Engineering Advisory Committee, charged with recommending a course of action to be followed by the association in engineering matters, has been confronted with many technical problems of varying degrees of magnitude. The areas of concern have dealt with such diversified subjects as TV allocations, efficient use of the spectrum, operator licensing, and revisions to the FCC's technical rules and regulations. This report will cover the most important aspects of the committee's deliberations during the past year.

**2:50-3:15 p.m.**

*Where Do We Go From Here?:* Benjamin Wolfe, vice president for engineering, Post-Newsweek Stations, Wash-

ington.

Over the past several years, broadcast technology has moved ahead at an astonishing rate. Transistors, integrated circuits, micro-miniaturization, automation, and added uses of the frequencies presently allocated to broadcasting are having severe impact upon our industry. As our scheme of broadcasting gets more complex and new innovations unfold, the demands made upon technical personnel will increase accordingly. This paper will discuss the past, present and future trends in broadcast technology and the role broadcast engineering will be called upon to play.

**3:15-3:45 p.m.**

*A Look at the John Hancock Broadcasting Facilities:* L. Alva Pierce, director, TV technical operations, WBBM-TV, chairman, Chicago Broadcasters Antenna Committee. *Panelists:* Charles W. Alton, director of engineering, WSNS-TV; Alexis P. Young, director, television engineering WCFL-TV; William P. Kusack, vice president of engineering WFLD-TV; Woodrow R. Crane, chief engineer, WGN-AM-FM-TV; Fred W. Rodey, station engineer, WMAQ-TV; Orion M. Arnold, associate director, R. F. engineering, CBS-TV, all Chicago.

An outstanding television transmitting center has recently become operational in Chicago. Two masts, each reaching a height of 1,456 feet above ground and designed to accommodate all 10 of the Chicago television stations, are located on the new Hancock building. Responsibility for the coordination and planning of this facility rests with Chicago Broadcasters Antenna Committee (CBAC). Members of this Committee or their representatives will present short individual descriptions of station facilities in operation or in the planning stage and will extend an invitation to NAB members to visit the site from 7-9 p.m. that evening.

**3:45-4 p.m.**

*Planning for Emergency Broadcasting:* Raymond Butterfield, manager, WLOX(AM) Biloxi, Miss.

Natural disasters have plagued many sections of the U. S. With the advent of our modern communications system, broadcasting has been designated as the principal method by which the general public will be informed as to emergency preparations and conditions. With this added responsibility, broadcasters must take increased measures to not only as-

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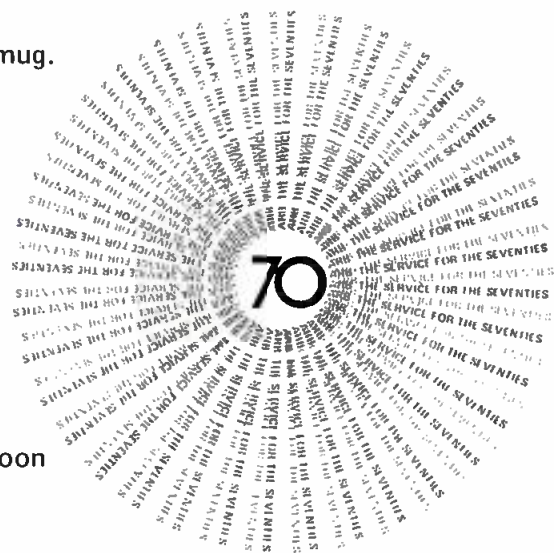
## SUITE HOURS:

Sunday, April 5 — 12:00 Noon to 6:00 P.M.

Monday, April 6 — 8:30 A.M. to 6:00 P.M.

Tuesday, April 7 — 8:30 A.M. to 6:00 P.M.

Wednesday, April 8 — 8:30 A.M. to 12:00 Noon



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Dr. Gabor  
CBS



Dr. Wenk  
Oceanographer



Mr. Learned  
Mutual



Mr. Wolfe  
Post-Newsweek



Mr. Chismark  
Meredith



Mr. Hillstrom  
KOOL



Mr. Monroe  
Westinghouse



Mr. Kanago  
KICD



Mr. Pierce  
WBBM-TV



Mr. L.V. Hedlund  
RCA



Mr. Jones  
Conrac



Mr. Wallenhaupt  
WSJS



Mr. Parker  
CBS-TV



Mr. Pointer  
ABC-TV



Mr. Richardt  
WSAU



Mr. Crowley  
WSAU-TV



Mr. Humphrey  
McMartin



Mr. Pope  
Golden Empire



Mr. Alton  
WSNS

sure a continuity of broadcasting under the most adverse conditions, but also see that communications between responsible public offices and officials be maintained. This paper will discuss the impact of hurricane Camille on our broadcast community and the steps that should be taken by the industry to fulfill our emergency-broadcasting requirements.

4-5 p.m.

**Color Monitor Matching:** Charles Abel, chief engineer, KFMB-TV San Diego. **Panelists:** Gideon Fiat, ABC, New York, J. G. Jones, Conrac Corp., Covina, Calif., Daan M. Zwick, Eastman Kodak Co., Rochester, N. Y., Edward P. Bertero, NBC, New York, Bill Pegler, Television Equipment Associates, Bayville, N. Y.

The matching of color signals from various sources has been of prime concern to the industry for some time. As more and more color signals become available, the general public has become more keenly aware and vitally conscious of color purity. This panel, consisting of a cross-section of equipment and broadcast station representatives, will discuss the problems associated with color-monitor matching and answer questions on this subject.

**Tuesday, April 7**

**9 a.m.-noon—Radio technical session, Gold Room, Pick-Congress.**

**Presiding:** Eldon Kanago, chief engineer, KICD(AM) Spencer, Iowa; **Coordinator:** Roland W. Richardt, chief engineer, WSAU-AM-FM-TV, Wausau, Wis.

9-9:25 a.m.

**Compatible Installation, Optimum Termination and Equalization and Debugging of Modern Stereo Phonographic Pickups:** John J. Bubbers, Stanton Magnetics, Inc., Plainview, N. Y.

Approximately 10 years after the introduction of the stereophonic disc, the question of compatible reproduction has again become the focus of attention. The technical community has now become occupied with this problem, especially since the term has come to mean one of several concepts over the decade of stereo. The two most prevalent implied meanings are the ability to play a stereo disc monophonically without a change in the musical balance. Now that virtually all discs are stereo recorded, this problem has had a severe impact upon the broadcasting industry. This paper will discuss the techniques associated with reproducing stereophonic records for monophonic broadcasting, including the termination, equalization and debugging of such a reproduction system.

9:25-9:50 a.m.

*Digital Integrated Circuits Are Easy:* Danny Coulthurst, vice-president for engineering, International Good Music Inc., Bellingham, Wash.

This paper deals with the ease of learning and maintaining digital electronics using integrated circuits. It takes the technician who has had no experience with digital electronics other than a switch or relay and attempts to coax him into experimenting with the basics of IC's, including bipolar gates, MSI, and MOS IC's as memories. These are things he will have to know in maintaining some of the newer equipment now coming on the market.

9:50-10:15 a.m.

*Static Electricity on AM Towers—Causes and Cures:* Robert A. Jones, consulting engineer, La Grange, Ill.

This paper will deal with the problems of static-electricity build-ups on AM towers—how this is accomplished and the kinds of weather conditions that contribute to it. Some case examples of the damage that can be caused, as well as the normal solutions will be discussed. In addition two special cases, WFMW-(AM) and WAIT(AM) will be highlighted.

10:15-10:40 a.m.

*Recommended Procedure for Stereo Proof of Performance:* Bernard Wise, president of CCA Electronics Corp., Gloucester City, N. J.

Transmission of stereo information is a relatively new activity for the FM broadcast industry. Thus, there exist many interpretations of the methods required to prove compliance with FCC stereo specifications. At the risk of adding additional turmoil to an already confused picture, CCA Electronics suggests a procedure described in this presentation. It is felt by CCA that the method described will result not only in conformance with FCC specifications, but also a technically strong stereo system. This description provides a detailed method of utilizing the modern FM stereo monitors for achieving the desired measurements.

10:40-11:05 a.m.

*Present and Future Utilization of FM SCA Subcarriers:* Leonard Hedlund and Thomas R. Humphrey, McMartin Industries Inc., Omaha.

Operating in cooperation with Victor Comptometer Corp. and the University of Wisconsin, McMartin Industries has developed a technique which permits the simultaneous transmission of Electrowriter control tones and a voice channel on a single SCA multiplex subcarrier used in conjunction with any FM broadcast transmitter. The control tones generated by the Electrowriter transmit unit fall within a frequency spectrum



Mr. Jones  
Consultant



Mr. Bonney  
EE of Calif.



Mr. Fiat  
ABC



Mr. Arnold  
CBS-TV



Mr. Crane  
WGN



Mr. Malang  
ABTO



Mr. Zwick  
Eastman Kodak



Mr. Young  
WCFL-TV



Mr. Rodey  
WMAQ-TV



Mr. Flemming  
NBC



Mr. Davidoff  
CBS-TV



Mr. Bertero  
NBC



Mr. Pegler  
TEA



Mr. Paganuzzi  
NBC



Mr. Wise  
CCA



Mr. Abel  
KFMB-TV



Mr. Coulthurst  
IGM



Mr. Sellmeyer  
Gates Radio



Mr. Bajak  
NBC News



Mr. Kusack  
WFLD-TV





Mr. Jordan  
General Electric



Mr. Berry  
ABC



Mr. Bott  
Gates Radio



Mr. Flanders  
WFBM



Mr. Anderson  
Ampex



Mr. Johnson  
FCC



Mr. Benson  
CBS-TV



Mr. Kassens  
FCC



Mr. Raney  
WREC



Mr. Smith  
FCC

below 3,000 cps. The tone frequencies required for the Electrowriter operation are those classically considered to be in the voice-frequency range. To accommodate the desired voice channel, an amplitude modulated 5,400 cps carrier is used. Appropriate filtering separates the Electrowriter control tones and the voice-channel information. The processed Electrowriter signals are fed through the appropriate filter directly to a summing amplifier. The voice-channel information is fed through the appropriate filter to amplitude modulate a 5,400 cps carrier. The output contains the 5,400 cps carrier and sidebands falling in the range from 3,400-7,400 cps. It is evident that the upper sideband may be eliminated by appropriate vestigial sideband filtering without loss of intelligibility.

#### 11:05-11:30 a.m.

*The WNBC Radio Installation:* O. S. Paganuzzi, project engineer, facilities design and construction, NBC, New York.

Today's modern radio plant must take into account many technical features beyond those normally required to assure that a program signal goes on the air. Much of the program material is pre-recorded, therefore requiring extensive dubbing facilities. Frequent use is made of a seven-second delay system which allows the deletion of uncontrolled program material (such as telephone calls) from being put on the air. Communication circuitry used by talent, production and technical personnel is particularly versatile and complete. Careful planning of the over-all system provides for pre-wiring of technical equipment interconnections thereby reducing installation costs.

#### 11:30-noon

*Digital Automatic Frequency Control for FM Transmitter:* Jack Sellmeyer, Gates Radio Co., Quincy, Ill.

This paper deals with the multiplicity of problems associated with the generation of FM signals. It includes not only a history of the various systems which have been proposed and utilized, but also defines the automatic frequency-control systems which have been adopted. The various advantages and disadvantages of phase modulation versus wide-band modulation systems will be discussed in depth, including the three systems of FM-signal generation. The paper concludes with a proposal regarding the optimum system for automatic frequency-control of FM transmitters.

**9 a.m.-noon—Television technical session, Great Hall, Pick-Congress.**

*Presiding:* James D. Parker, director of transmission engineering, CBS-TV, New York., *Coordinator:* Royce LaVerne

Pointer, director of broadcast engineering, ABC-TV New York.

#### 9-9:20 a.m.

*A Time and Control Code for Video Tape Editing:* R. B. Bonney, Electronic Engineering Co. of California, Santa Ana, Calif.

The Electronic Engineering Co. of California has undertaken the development of video-tape editing equipment utilizing a new time and control code. In the paper for this presentation the characteristics of the new code and the reasons behind its choice will be reviewed, and experience in applying the proposed coding system to operational hardware will be discussed. A computer analysis has been made to establish the suitability of the method proposed for code synchronization. The results of this analysis will be discussed briefly.

#### 9:20-9:40 a.m.

*The ABTO Color Film Process:* Albert W. Malang, ABTO Inc., New York.

The ABTO process is a technology whereby color images can be played back from black-and-white film processed by black-and-white chemistry. The novel optical principles, utilized in taking and projecting monochrome film while obtaining color pictures, will be described. The character of the alterations to the optical film camera and the telecine projector which permit them to function for standard color as well as the ABTO processes will also be described. The application of this technology to TV News will be discussed.

#### 9:40-10 a.m.

*Super 8mm for News Film: A Progress Report:* Sigmund Bajak, director, news-film, NBC News, New York.

The progress report will deal with the steps NBC News has taken to investigate the feasibility of a super 8 system for news. Feasibility studies began in early 1967. By the middle of 1969 satisfactory results were obtained separately in picture and in sound. With this knowledge, NBC News solicited motion-picture-equipment manufacturing firms to design and manufacture a professional-sound super 8 camera. Thus far, no manufacturer has come up with a prototype camera. However, there are indications that a prototype unit will be available at the end of 1970.

#### 10-10:20 a.m.

*TV Tape for Automation of Station Breaks:* L. V. Hedlund, RCA, Camden, N. J.

The concept of a TV tape cartridge recorder is described. It is shown how the automation of the tape handling and machine set-up adjustment makes possible a system for complete automation of station breaks if the user simply transfers all station-break material to



at the N.A.B.

# TIME LIFE FILMS

**We  
have reason  
to believe  
that your  
viewers are  
ready for us**

TIME-LIFE FILMS was born in December, 1969, but it has almost half a century of communications experience under its belt.

It lives in a house that publishes great magazines (one of them the most widely read publication in history) and fine books (nineteen million of them sold last year). It lives in a subtreasury of rich materials: the words, the research, the pictures that have nourished *Life*, *Time*, *Fortune* and *Sports Illustrated* over the years.

Only three months old, TIME-LIFE FILMS has an expertise in film-making that goes back thirty-five years to the first *March of Time*—an expertise that is seen today in the *Alcoa Hour* specials, which debuted in January with "Thirty Days to Survival" and return the first week in April with "Cowboy!" The beautiful TV series, *The World We Live In*, is now 26 films old and with no end in sight.

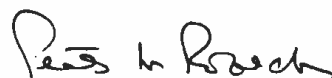
Then, too, TIME-LIFE FILMS distributes in this country the excellent film productions of the British Broadcasting Corporation—hundreds of them, with many more on the way each month—perhaps best exemplified by the magnificent thirteen-film series, Kenneth Clark's *Civilisation*.

There will be more *Alcoa Hours*, more *World We Live Ins*, more BBC-produced specials. We will be making films based on the colorful world of *Sports Illustrated*. And our plans go on and on.

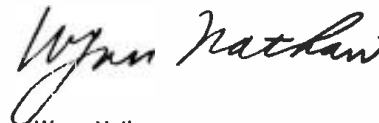
Based on the early critical and popular successes of our products, *we have reason to believe that your viewers are ready for the kind of television that is our specialty.*

*But we'd like you to tell us, during the N.A.B. Convention, how we can best serve you.* What can TIME-LIFE FILMS produce to make your own operation more popular and more profitable?

Come to Suite 1622A-23A at the Conrad Hilton, sign on for a gift that will help beautify your library, and tell us our job.



Peter Robeck  
Managing Director



Wynn Nathan  
Director of Sales and Marketing



## Slow it.



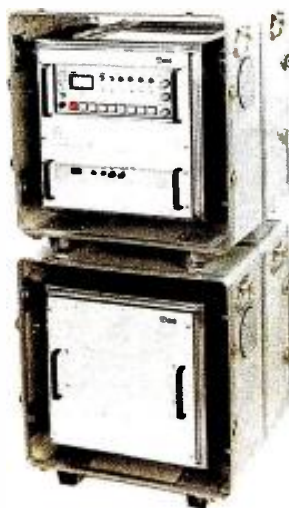
## Stop it.

With DMI's VIDEODISC-1000 — highband COLOR magnetic disc recorder — from the "stop action" and "instant replay" innovators.

Meet your practical programming and production needs at lower operating costs—at just about *one-half* the capital equipment investment.

Easy access from maintenance console to monitor critical signals which allows fast, thorough system check-out by operator without disturbing program operations. Simplified maintenance because of the single disc and two head design.

20 seconds of continuous recording with DMI's "joystick" operator console — all modes — stop/slow (variable); forward/reverse, record/playback.



DMI's CHROMALOK gives stable NTSC color to meet all FCC standards. The VIDEODISC-1000 is mobile for remote coverage or fixed for studio coverage depending on packaging options — transport or rack mounted.

Ask DMI — the Videodisc people — for more information. Write Data Memory Inc. 1400 Terra Bella, Mountain View, CA 94040. Phone (415) 961-9440 TWX 910-379-6474.



THE VIDEODISC PEOPLE





**Play it back.**



# congratulations to the winners of the BMI 1969



## achievement awards

the most performed rhythm and blues songs  
in the BMI repertoire for the period from  
July 1, 1968 to June 30, 1969.

**Baby baby don't cry**  
William Robinson, Jr.,  
Al Cleveland, Terry Johnson  
Jobete Music Co., Inc.

**Bring it on home to me**  
Sam Cooke  
Kags Music Corp.

**California soul**  
Nickolas Ashford,  
Valerie R. Simpson  
Jobete Music Co., Inc.

**The chokin' kind**  
Harlan Howard  
Wilderness Music Publishing  
Co., Inc.

**Cloud nine**  
Normon Whitfield,  
Barrett Strong  
Jobete Music Co., Inc.

**The composer**  
William Robinson, Jr.  
Jobete Music Co., Inc.

**(Sittin' on) the dock of the bay**  
Otis Redding, Steve Cropper  
East/Memphis Music Corp.  
Time Music Co., Inc.  
Redwol Music Co., Inc.

**Earth angel**  
Jesse Belvin  
Dootsie Williams, Inc.

**Everyday people**  
Sylvester Stewart  
Daly City Music

**Grazin' in the grass**  
Philemon Hou, Horry Elston  
Cherio Corp.

**Hi heel sneakers**  
Robert Higginbotham  
Medal Music, Inc.

**The horse**  
Jesse James  
Dandelion Music Co.  
Jonesboy Publishing

**I heard it through the  
grapevine**  
Barrett Strong,  
Norman Whitfield  
Jobete Music Co., Inc.

**I just can't stop dancing**  
Kenneth Gamble, Leon Huff  
Double Diamond Music Co.  
Downstairs Music Co.

**I'll never give you up**  
Kenneth Gamble, Leon Huff,  
Jerry Butler  
Parabut Music Corp.  
Double Diamond Music Co.  
Downstairs Music Co.

**I'm living in shame**  
R. Dean Taylor, Pam Sawyer,  
Berry Gordy, Jr., Frank E.  
Wilson, Henry Cosby  
Jobete Music Co., Inc.

**It's your thing**  
Rudolph Isley, Ronald Isley,  
O'Kelly Isley

**Love child**  
Frank E. Wilson, Deke  
Richards, Pam Sawyer,  
R. Dean Taylor  
Jobete Music Co., Inc.

**Love makes a woman**  
Eugene Record, Carl H. Davis,  
William Sanders  
Jalynne Music, Inc.  
BRC Music Corp.

**My whole world ended**  
Johnny Bristal, Harvey Fuquo,  
Pam Sawyer, Jimmy Roach  
Jobete Music Co., Inc.

**Only the strong survive**  
Kenneth Gamble, Leon Huff,  
Jerry Butler  
Parabut Music Corp.  
Double Diamond Music Co.  
Downstairs Music Co.

**Pickin' wild mountain berries**  
Clifton Thomas, Bob McRee,  
Edward Thomas, Jr.  
Crazy Cajun Music

**Runaway child running wild**  
Barrett Strong,  
Normon Whitfield  
Jobete Music Co., Inc.

**See saw**  
Don Covay, Steve Cropper  
East/Memphis Music Corp.  
Cotillion Music, Inc.

**Slip away**  
William Armstrong, Wilbur  
Terrell, Marcus Daniel  
Fame Publishing Co.

**The Snake**  
Oscar Brown, Jr.  
E. B. Marks Music Corp.

**Some things you never get  
used to**  
Nickolas Ashford,  
Valerie R. Simpson  
Jobete Music Co., Inc.

**Soul limbo**  
Al Jackson, Booker T. Jones,  
Steve Cropper, Donald Dunn  
East/Memphis Music Corp.

**Soulful strut**  
Eugene Record,  
William Sanders  
Dakar Productions, Inc.  
BRC Music Corp.

**Time is tight**  
Booker T. Jones  
East/Memphis Music Corp.

**Too busy thinking about my  
baby**  
Norman Whitfield,  
Janie Bradford  
Jobete Music Co., Inc.

**Too weak to fight**  
Rick Hall, George H. Jackson,  
Clarence Corter,  
John M. Keyes  
Fame Publishing Co.

**Twenty-five miles**  
Johnny Bristol, Horvey Fuquo,  
Edwin Starr  
Jobete Music Co., Inc.

**Who's making love**  
Homer Banks, Bettye Crutcher,  
Donald Davis,  
Raymond Jackson  
East/Memphis Music Corp.

**You keep me hangin' on**  
Brion Holland, Eddie Holland,  
Lomont Dozier  
Jobete Music Co., Inc.

**You're all I need to get by**  
Nickolas Ashford,  
Valerie R. Simpson  
Jobete Music Co., Inc.

All the worlds of music for all of today's audience

**BMI**  
BROADCAST MUSIC, INC.



individual tape cartridges. The effectiveness of such a system is compared to the man-machine complex required to perform similar operations with conventional nonautomated equipment.

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#### 10:20-10:40 a.m.

*IF Modulation as used in Solid-State VHF Television Transmitters:* A. Hans Bott, manager, TV section, Gates Radio Co., Quincy, Ill.

This paper will describe IF modulation techniques in the new line of FCC type accepted VHF TV transmitters available in power ranges from 1,300 w to 50 kw. Modulation in the visual transmitter, as well as sideband reduction, is accomplished at low level on a fixed-transmitter frequency. With this system, superior color performance is achieved due to the excellent linearity of the ring modulator, the low-level IF modulation system, and the use of extensive solid-state circuitry. In addition, a depth of modulation of 2% can be achieved. Specifications for visual performance are: differential phase  $\pm 3$  degrees or better; differential gain 0.5 db or better; frequency response versus brightness  $\pm .75$  db, and low-frequency linearity of 0.5 db. As a result of solid-state design, a minimum number of tubes are used in the new transmitter.

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#### 10:40-11 a.m.

*CBS Color Corrector for Encoded Video Signals:* Adrian B. Ettlinger, staff consultant, development, and Frank Davidoff, senior staff engineer, CBS-TV, New York.

A new device called a Color Corrector has been developed which can correct or modify the color balance, colorimetry and other chroma characteristics of an encoded color video signal. This device can be used to make all segments of complex programs appear uniform and homogeneous, regardless of whether color differences in the segments have been caused by uncontrollable scene conditions, improperly adjusted equipment or almost any other reason. A Color Corrector has been installed in the CBS Broadcast Center and has been found extremely useful in program operations. This paper discusses some of the applications for which this new equipment is suited and the principles which governed its design.

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#### 11-11:20 a.m.

*The Role of the Videotape Recorder in Automated and Computer-controlled Operations:* Charles E. Anderson, Ampex Corp., Redwood City, Calif.

More automation of television operations is being found in stations, production centers and networks throughout the world. A properly designed installation can allow fewer people to perform tasks more efficiently and freer from mistakes, and automation will, ac-

cordingly, spread in the coming years. To make the best use of automation's capabilities, engineers, owners, managers, and equipment manufacturers must adopt new outlooks and flexibility. Most equipment now in use was not designed for automated use, and systems engineers have been forced to design a variety of pieces of equipment to interface with computers. Newer designs must have a great deal of the interface built in. Because contact duplication of television tapes is bound to increase tape usage, it is very important that tape-recorder designers pay particular attention to automation. TV tape recorders have been interfaced quite successfully in several installations, and the requirements for such interfaces are examined in detail. The paper compares the present methods with those that might be designed into new equipment. Because the interface is only part of the requirement, other factors such as reliability, the ease of setup and maintenance, and stability are discussed and tentative solutions proposed.

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#### 11:20-11:45 a.m.

*An Engineering Approach to Studio Lighting:* Larry E. Nelson, national TV sales manager, Century-Strand Inc., Los Angeles.

One of the most mysterious areas of television is studio lighting. Very little has ever been written concerning the procedures to follow to insure a properly lighted set. What has been written has not been aimed at engineering personnel, even though, in many instances, engineering is responsible for the studio lighting. This paper takes an engineering approach to studio lighting, using basic geometry and mathematics. This approach can be used in the day-to-day lighting situations encountered in most broadcast stations. The various studio lighting fixtures and their application, as well as dimming and Kelvin temperature, are discussed in detail.

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#### 11:45-noon

*JCIC Ad Hoc Committee on Color Television—A Status Report:* K. Blair Benson, staff consultant, advanced technology, CBS-TV, New York, chairman. In September 1968, an Ad Hoc Committee was set up by the Joint Committee of Inter-Society Coordination (JCIC) to study the problem of variations in color observed on television pictures as viewed in the home. The member organizations of JCIC are the Electronic Industries Association, the Institute of Electrical and Electronics Engineers, the National Association of Broadcasters and the Society of Motion Picture and Television Engineers. Since the organization of the Ad Hoc Committee, investigations have been conducted into all phases of television broadcasting from the original scene

through camera, recording and reproduction equipment, transmitters and receivers. A review of the committee activities to date is presented.

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#### 12:30-2 p.m.—Engineering luncheon, Williford Room, Conrad Hilton.

*Presiding:* Lee R. Wallenhaupt, vice president - engineering, WSJS-AM-FM-TV Winston-Salem, N.C., chairman, conference committee. *Invocation:* The Reverend Kenneth Hildebrand, D.D., Minister of the Central Church of Chicago.

*Presentation of Engineering Award to:* Philip Whitney, general manager, WINC-AM and WRFL(FM) Winchester, Va., by George W. Bartlett, NAB vice president for engineering.

*Speaker:* Dr. Edward Wenk, Jr., professor of engineering and public affairs, University of Washington, Seattle.

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### Wednesday, April 8

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#### 8:45-11:30 a.m. — Engineering assembly, Great Hall, Pick-Congress.

*Presiding:* Russel B. Pope, Golden Empire Broadcasting Co., Chico, Calif. *Coordinator:* Frank L. Flemming, NBC-TV, New York.

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#### 8:45-9:10 a.m.

*Increasing TV Coverage through Precise Frequency Control:* Wilson Raney, WREC-AM-FM-TV Memphis, William Behrend, RCA, Meadow Lands, Pa., Glenn Brown, WBBM-TV Chicago.

Television-station coverage can be enhanced by varying several important parameters, namely, tower height and radiated power. In many instances, when varying these two factors produces no appreciable improvement in coverage, other means must be sought. Precision frequency control is one means of enhancing coverage and is now being utilized to minimize interference between co-channel stations, thereby improving the signal in many parts of the service area. This paper will describe the method employed by several stations in a cluster and the results derived by the use of precision frequency control equipment.

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#### 9:10-9:30 a.m.

*Solving the Operational Problems of Live Color Cameras:* Thomas M. Jordan Jr., General Electric Co., Syracuse, N. Y.

Today's remote telecasts often produce scenes that exceed some of the operating parameters of the modern color-television camera. How some of these problems can be overcome by operating techniques and how others can be improved upon by modern engineering is the current challenge to both the broadcaster and the camera manufacturer.

### The IVC-300 sets the pace

Here's the smoothest price/performance package on the broadcast circuit. It's a three Plumbicon\* color camera that's designed for both remote and studio use. It delivers the ultimate in sensitivity and picture quality and shows the way to competitive cameras costing half again as much.

The IVC-300 opens new approaches to programming and production flexibility. For example you can take a long shot with our new 18:1 zoom lens. Or lower your handicap with a minicable that is one-half the size of ordinary cable and weighs only 16 lbs. per hundred feet. Built-in cable compensation means you can go all the way with cable runs up to 2,000 feet. A new master gain control that multiplies the IVC-300's sensitivity in graduated steps of 3dB delivers excellent pictures at light levels down to 40 foot candles. The IVC-300 comes on as the lightest, most portable studio and remote camera in the business, weighs only 72 lbs. An absolutely unbeatable combination recognized by more and more broadcasters.

A companion film chain camera—the IVC-230—is also proving itself a winner, produces pictures comparable to higher priced cameras at substantially lower cost.

IVC has been making the tour as a company for just four years and for the last two years has served the broadcast industry with color cameras. Proof of our winning ways are the more than 60 multiple and single camera broadcast installations IVC has completed in those two years.

### The IVC-900 increases the lead

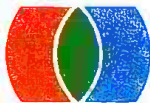
From the leader in 1-inch color VTR's... comes a recorder that talks the language of the broadcaster... the IVC-900. The new IVC-900 color videotape recorder meets all applicable FCC and EIA specifications for monochrome and color broadcast. Put it on the air with assurance that color picture quality will be outstanding—comparable to pictures from quad recorders costing three to five times as much to buy and more than five times as much to operate.

The IVC-900 records and plays back for 3¼ hours on a standard 12½" NAB reel. It offers IVC's unique Instant Video Confidence, an amazing feature that plays back your recording on a monitor as it is being recorded, always assuring a perfect copy.

Clean, sharp assemble and insert editing, built-in dropout compensator and processing amplifier are part of the package. Head replacement cost and frequency of replacement are reduced as much as 90% with a head life guarantee of at least 1,000 hours. Color or monochrome tapes are interchangeable with all other recorders using the IVC format.

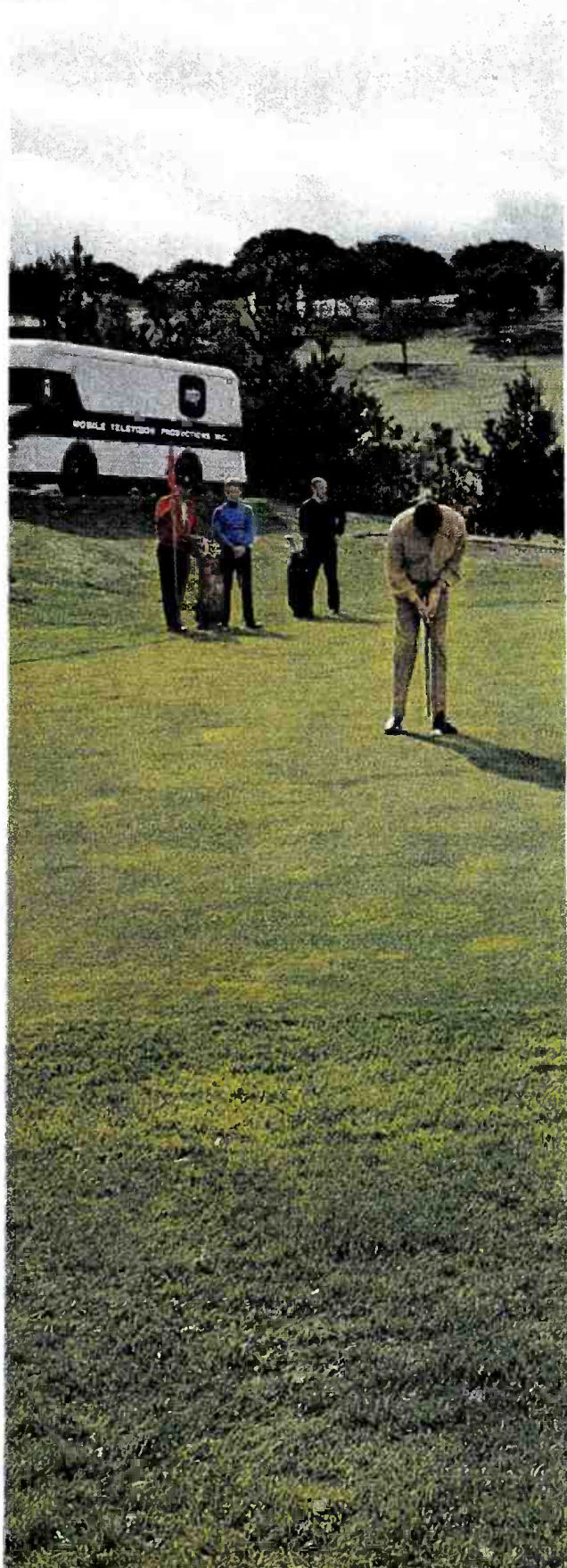
Network and major market broadcasters will find the IVC-900 invaluable for delay recording, dubbing, back up and significant savings in storage of program material. The IVC-900 is a first line recorder for smaller and medium sized stations. Stations of all sizes will find the IVC-900 useful for preproduction screening.

That's the IVC scorecard. IVC camera and recorder economics make sense. You can have both an IVC-300 camera and an IVC-900 recorder for less than the price of one of the other broadcast quality cameras and be sure of delivering a top quality show. With our cameras and VTR's you can do both—drive for show and putt for dough.



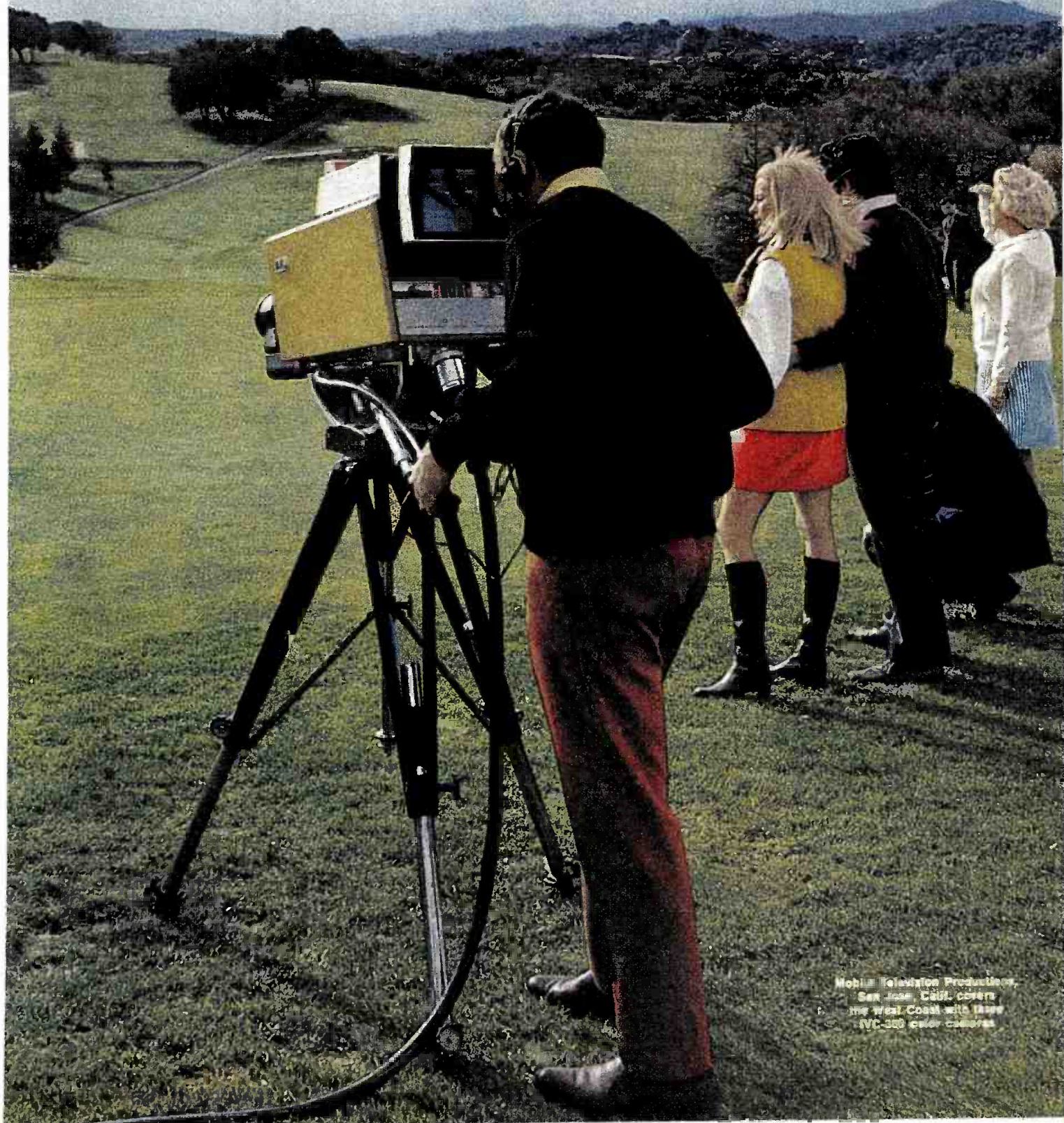
# IVC

International Video Corporation  
675 Almanor Avenue  
Sunnyvale, California 94086  
Phone (408) 738-3900





One for  
the money  
two for  
the show



Mobil Television Productions  
San Jose, Calif. covers  
the West Coast with three  
IVC-300 color cameras



This paper will review these problems and show broadcasters how some of them can now be solved.

---

**9:30-9:50 a.m.**

**A Modular Digital Controlled Routing Switcher:** Max Berry, ABC, New York. This paper describes a three level audio/video/machine control switcher which meets the most stringent requirements for color transmission. The switcher is designed around a basic 10 x 10 module with 100 inputs and 60 outputs and capable of expansion to 200 inputs by 200 outputs. The paper shows how the switcher is organized into a destination orientated system with each control, crosspoint and amplifier card specifically associated with one destination only. The circuitry and mechanical design make unique use of integrated circuits, printed flexible wiring and modular assembly. Automatic control is provided through digital electronics. Isolation of a card failure among the approximately 9,000 circuit cards in the ultimate system can be readily determined by a simple control panel.

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**9:50-10:10 a.m.**

**Microwave Economics:** Albin R. Hillstrom, chief engineer, KOOL-AM-FM-TV

Phoenix.

This paper will look at the economics of a station owned intercity microwave system, describing the system, its installation costs, maintenance costs from five years of operating experience. It compares these costs with the old and new AT&T tariffs on television-program transmission services.

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**10:10-10:30 a.m.**

**A System for Low-Cost Front-Screen Background Projection:** John T. Crowley, program manager, WSAU-TV Wausau, Wis.; James W. Hulfish Jr., director of marketing, Spindler & Sauppe Inc., Glendale, Calif.

The high levels of studio lighting required in color-casting preclude the use of 2x2-inch slides in conventional rear-projection systems for big-screen background images. Facing this problem in converting from black-&-white, WSAU-TV successfully pioneered a completely new projection system for putting large-size pictures behind its news and sport-casters.

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**10:30-11:30 a.m.**

**FCC/Industry Technical Panel:** Moderator: Benjamin Wolfe, vice president for engineering, Post-Newsweek Stations, Washington. Panelists: Albert H.

Chismark, director of engineering, Meredith Broadcasting Co., Syracuse, N. Y.; Robert W. Flanders, director of engineering, WFBM-AM-FM-TV Indianapolis; Wallace E. Johnson, assistant chief, FCC Broadcast Bureau; Harold L. Kassens, chief, FCC rules & standards division; Robert E. Leach, U.S. Communications Corp., Philadelphia; Lloyd Smith, supervisory engineer, FCC TV branch.

A highlight of the Broadcast Engineering Conference has always been the exchange of ideas and information between the commission's staff and the conferees. To facilitate this exchange of information, a panel session consisting of three commission representatives and three broadcasters has been scheduled for presentation. The panel will attempt to answer all technical questions related to broadcasting and will also engage in a discussion of the fundamental philosophy from which the present FCC technical rules were adopted.

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**11:30-1 p.m.—Joint session with management, Grand Ballroom, Conrad Hilton.**

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**1-2:30 p.m.—Joint management and engineering luncheon, International Ballroom, Conrad Hilton.**

## Convention exhibits at NAB



Manufacturers of broadcast equipment will show their newest products along with established lines in the East, North and West Halls, the Continental Room and Normandie Lounge of the Conrad Hilton in Chicago. Following are descriptions of the principal products to be on display. Station representatives, networks, radio program syndicators, brokers and miscellaneous industry-service firms are listed on following pages, including personnel attending the convention, headquarters and suite numbers. These listings are based on information available as BROADCASTING went to press. A list of manufacturers who will have hospitality suites will be found in the *Where to Find It* directory starting on page 134.

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### **ABTO Inc.**

**214A West Hall**

**Headquarters:** 1926 Broadway, New York 10023.

A new process for TV color motion pictures, using standard black-and-white film stock will be demonstrated. The demonstration will include rear projection of the new films and use on standard color video equipment.

**Personnel:** Frank Marx, H. Charles Riker, Albert Malang and Edmund Bouche.

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### **Addressograph Multigraph Corp.**

**228 West Hall**

**Headquarters:** 1200 Babbitt Road,

Cleveland 44117.

Featured will be simultaneous two-color duplicating of promotion material on Multilith Offset 1870.

**Personnel:** J. Cullum, T. Orr, E. L. Goodwin, R. Blouin and F. X. Fenton.

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### **AEC/Veritas**

**401 North Hall**

**Headquarters:** 5464 South Shore Drive, Chicago 60615.

On display will be Documentor 210 disc recorder that runs at two rpm, records up to 24 hours of audio material on a single nine-inch vinyl disc. Features instant playback without interrupting record process. Also to be shown is Documentor 220, portable playback-only companion to model 210.

**Personnel:** John R. Malone, Max Kerr and R. K. Burns.

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### **Alford Manufacturing Co.**

**207 West Hall**

**Headquarters:** 120 Cross Street, Winchester, Mass.

On display will be FM and TV antennas, ITFS transmitting antennas, diplexers, coaxial switches, vestigial sideband filters and RF measuring equipment.

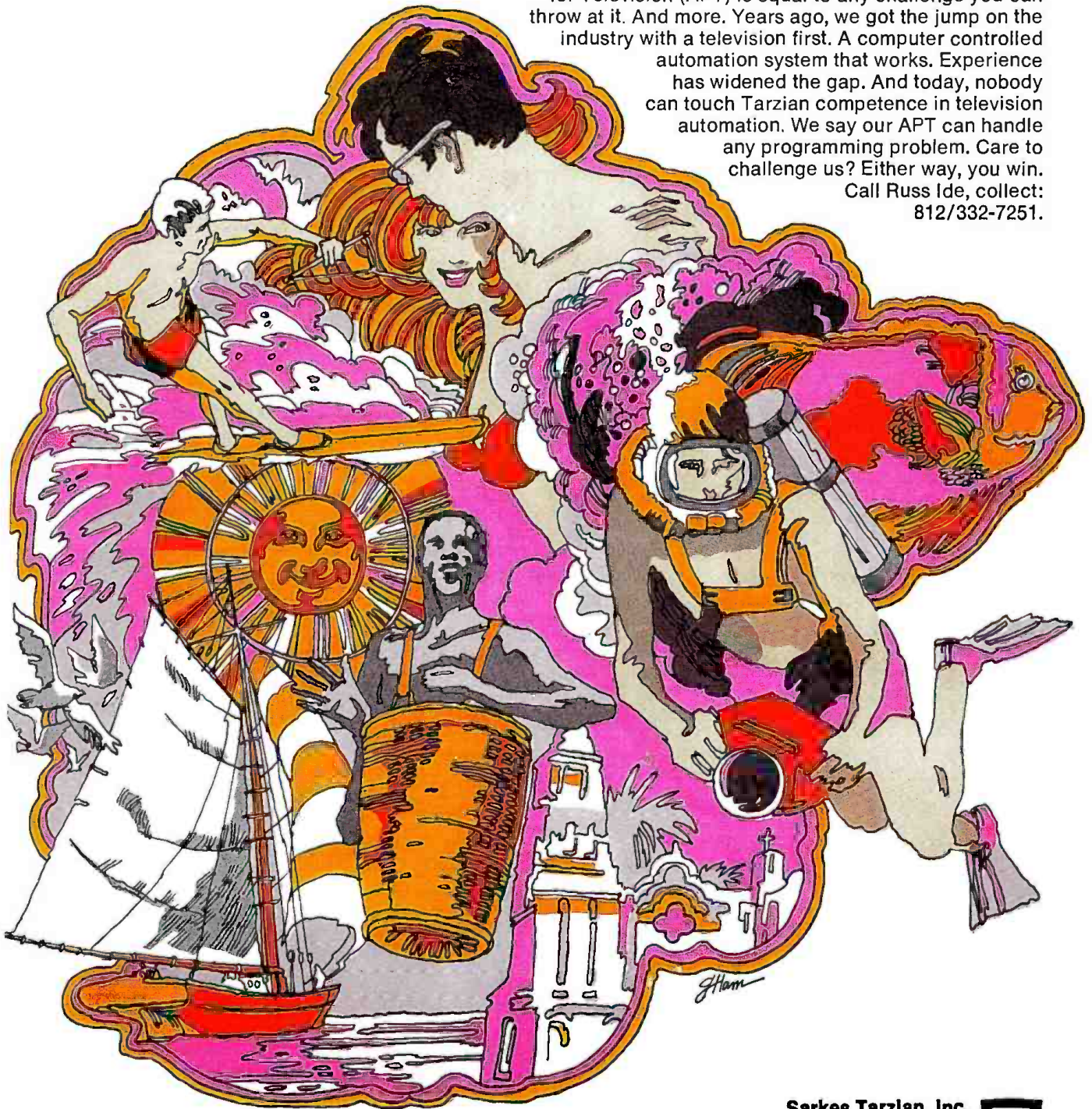
**Personnel:** Andrew Alford, Fred



# Challenge Us

**We'll pick up the tab for a weekend in the Caribbean.  
If our computer can't handle your stickiest television automation problems.**

Seriously. We're betting that our Automatic Programmer for Television (APT) is equal to any challenge you can throw at it. And more. Years ago, we got the jump on the industry with a television first. A computer controlled automation system that works. Experience has widened the gap. And today, nobody can touch Tarzian competence in television automation. We say our APT can handle any programming problem. Care to challenge us? Either way, you win. Call Russ Ide, collect: 812/332-7251.



**Sarkes Tarzian, Inc.**  
Bloomington, Ind  
47401



Abel and Harold H. Leach.

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### Alma Engineering Inc.

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#### 332 Continental Room

**Headquarters:** 7990 Dagget Street, San Diego 92111.

To be shown publicly for the first time is the Alma 7600SE-8 special effects generator. Also to be shown is the model 6531 video-production switcher.

**Personnel:** Robert L. Laughlin, Woodford R. Peebles, Manning R. Becker, H. M. Dyer and William G. Eagle.

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### American Electronic Labs Inc.

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#### 243 West Hall

**Headquarters:** Box 552 Lansdale, Pa. 19446.

Displayed will be the FM 3/5KB and 20KB transmitters. To be demonstrated will be AEL's exciter/stereo generator.

**Personnel:** Conrad J. Fowler, Irving A. Faye, R. Markowitz, Harold W. Anderson, Jesse Maxenchs, Wally W. Warren, Robert Jose, A. Masino, E. Bard and J. Quinn.

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### Ampex Corp.

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#### Normandie Lounge

**Headquarters:** 401 Broadway, Redwood City, Calif. 94063.

Featured will be Videotape TV recorders for color and monochrome broadcast as well as for closed-circuit use. Also to be shown are Ampex/Marconi color cameras for broadcast use, television disc recorders, audio recorders for studio, field and metering, and magnetic tape.

**Personnel:** Thomas E. Davis, Larry Weiland, Charles Ginsburg, Al Sroka, Don Kleffman, Tom Scholten, Don Smith, Dick Sirinsky, Russ Williams, Richard Larkin, Frank Thompson, Jack V. Miller, Dean A. Johnson, Bob Hecton, Leon Wortman, C. E. Ander-

son, B. M. Poole, Weldon Squyres, Richard Elkus Jr., Ed Dietrich, Ed Pessara, Bruce Bond, Richard Quaid, Howard Town, George Townsend, Rob Polster, Al Slater, Len Hase, Frank Benson, Frank Nault, Ken Herring. Following from Marconi: Tom Mayer, Gordon Williams, Norman Parker-Smith and John Leeson.

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### Ampex Corp.

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(Educational & Industrial Products Division).

#### 108 East Hall

**Headquarters:** 2201 Estes Avenue, Elk Grove Village, Ill. 60007.

Ampex video recorders, caneras and assorted equipment for closed-circuit use will be displayed.

**Personnel:** Richard Elkus Jr., Bruce Bond, Richard Quaid, Ed Dietrich, Ed Pessara.

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### Ampro Corp.

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#### 422 North Hall

**Headquarters:** One Limekiln Pike, Glenside, Pa. 19038.

Multi-cartridge tape players and semi-automation cartridge tape systems will be shown.

**Personnel:** Ralph Weinger, Ed Mullin and Robert Pabst.

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### Andersen Labs Inc.

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#### 112 East Hall

**Headquarters:** 1280 Blue Hills Avenue, Bloomfield, Conn. 06002.

Featured will be the Argonaut informational standards converter that permits overseas programs broadcast with 625 lines, 50 fields, to U.S. standards of 525 lines, 60 fields. Equipment is jointly manufactured and marketed by Andersen and Rank and costs approximately \$350,000. Also to be shown is the Borderline title-processing equipment, zero studio delay device to

process video continuity, and video-delay lines.

**Personnel:** Al Pahey, Dick McLean and Bob Fletcher.

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### Andrew Corp.

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#### 225 West Hall

**Headquarters:** 10500 W. 153d Street, Orland Park, Ill. 60462.

Shown will be three basic coaxial transfer switches, in 1½, 3½ and 6½-inch sizes and in four-port configuration. Also to be shown will be a variety of Helix air and foam dielectric coaxial cables for AM arrays.

**Personnel:** Victor J. Andrew, Robert C. Bickel, H. L. Woodbury, Ernest Weber, Robert Green, Lawrence Krahe, William Moore, Ernest Heitsch, James Jesk, Henry Miller, Bert LaBash, Tom Glab, William Stansfield.

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### Angenieux Corp.

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#### 218 West Hall

**Headquarters:** 440 Merrick Road, Oceanside, N. Y. 11572.

Exhibited will be the 18-by-27.5 zoom lens, with a combined focal length capability of 18mm to 1800mm, along with the Angenieux servo package. Also to be shown will be a diascope for camera registration and color balancing. For vidicons there will be shown the 10-by-15 T21 (15-150mm f/1.9) with simplified hand controls; for news, the new 10-by-12 AVB/BDA (12-120mm, f/2.2) automatic iris with 7½-inch viewfinder for nonreflex 16mm cameras.

**Personnel:** John Wallace, Paul Foote, Bern Levy, Walter David and Donna Perlman.

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### Arriflex Corp.

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#### 318 Continental Room

**Headquarters:** 25-20 Brooklyn-Queens Expressway West, Woodside, N.Y.

Featured will be the model 16BL, equipped with built-in exposure control—a high precision, behind-the-lens system available for the first time in a professional motion picture camera. Also to be displayed will be crystal controlled motors, a new 10-100mm, f/2.8 Zeiss zoom lens, single-system sound module and recording amplifier. Also to be shown are the Model 16S/B and 16M/B cameras.

**Personnel:** Paul Klíngenstein, Victor James, Glenn Elliott, Lou Polonec and L. C. Cobb.

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### Ball Brothers Research Corp.

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#### 213 West Hall

**Headquarters:** Box 2078 Boulder, Colo.

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You are invited to our Hospitality Suite  
Rooms 2109A-2112A

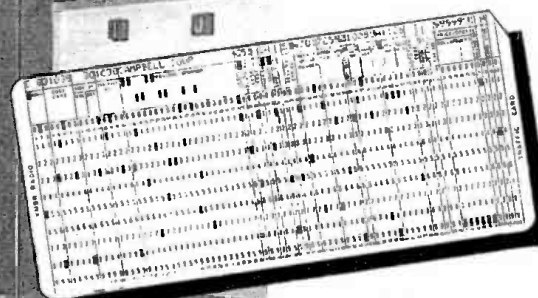
WA 2-4400

*Hogan-Feldmann, Inc.*

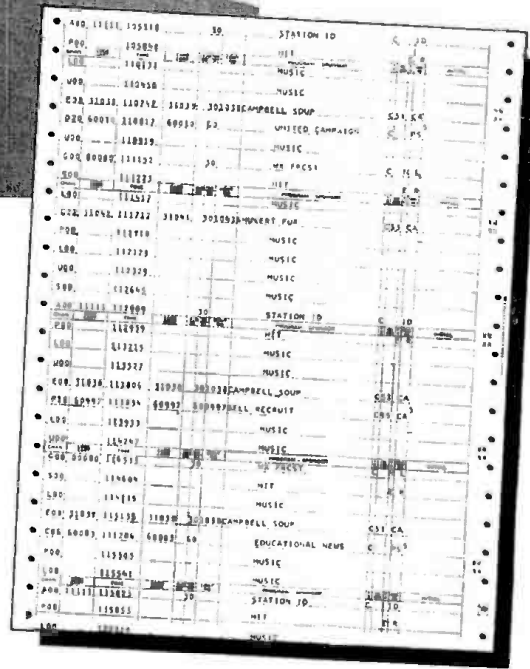
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A punched card  
for each event  
actuates control...



...automatically types the log, verified as aired

...and ties in with automated  
billing and bookkeeping.

## IGM 600 system automates control, logging and billing for KMBR-FM, Kansas City

Automation with an IGM 600 control system has meant an increase in broadcasting hours, a decrease in technical staff and economy in billing for Bonneville International Corporation's KMBR-FM, Kansas City, Mo.

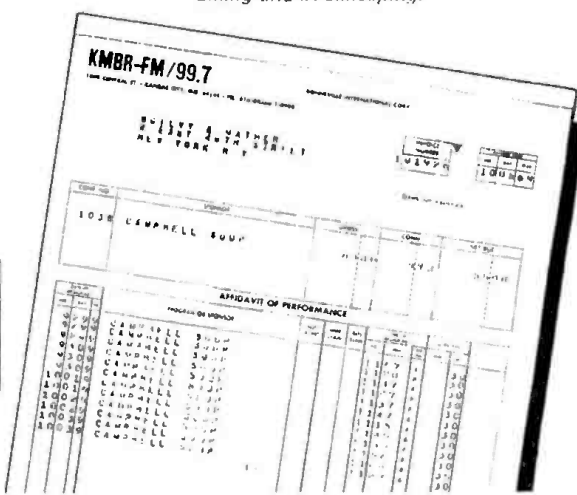
On-air hours were increased from 18 to 24. Spots continue to be played from cartridges without an announcer, but are now scheduled from punched cards and played automatically. Decks of punched cards are set up for each day's program events, with half of each card devoted to programming information, half to billing information on commercial spots. Logging is automatic and fully verified.

"We gain two ways," says Ken Norman, chief engineer. "One, we get complete flexibility, with a random succession of events, permitting the commercial load to be varied any way we want throughout the broadcast period. Two, the IGM 600 is really a card-actuated specialized computer which mates perfectly with our existing, card-actuated accounting system—a sorter, key punch and IBM 402 billing machine."

For "tomorrow's engineering today" in automation equipment, write or call International Good Music, P.O. Box 943, Bellingham, Wa. 98225. Tel. (206) 733-4567.



See IGM exhibit, Booth 248, at 1970 NAB



80302.

To be shown will be monochrome and color special effects generators (local and remote control), video-processing and AGC amplifiers, video/pulse distribution amplifiers, waveform monitors, video-signal multiplexers, monochrome and color-TV monitors for broadcast, educational, industrial and military use, high-resolution alpha-numeric information display equipment, and a new line of self-contained video switchers.

**Personnel:** W. A. Douglass, F. P. Dolder, W. S. Sadler, R. C. Mercure Jr., O. E. Bartoe, E. B. Hatch, R. J. Ryan, T. A. Olson, R. J. Jansen, L. R. Lemke and Mrs. S. Kimberlin.

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### **Bardwell & McAlister Inc.**

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#### **403 North Hall**

**Headquarters:** 12164 Sherman Avenue, North Hollywood, Calif.

On display will be the Slimline II; Brite-Eye 650; 1-kw, 2-kw and 5-kw quartz fresnels; PAR MAC, and dimming controls. The 1500-w CYC-strips, Mini-Mac 650 and 1000 and Slim-Set 1000 will also be shown.

**Personnel:** John L. Murray, Bob Cerny, Keith Covey, Arthur Florman and Stewart Martin.

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### **Belar Electronics Lab**

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#### **203 West Hall**

**Headquarters:** Delaware and Montrose Avenues, Upper Darby, Pa. 19084.

To be featured are the new TVM-1 TV modulation monitor and the AMM-1 modulation monitor including companion RF amplifiers. The systems are to be demonstrated using off-air broadcasts from Chicago stations.

**Personnel:** A. M. Meyer, C. E. Harper, C. Haubrich, Alan Beck, M. Krangle, A. Pilman.

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### **Berkey-Colortran Inc.**

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#### **123 East Hall**

**Headquarters:** 1015 Chestnut Street, Burbank, Calif.

ColorTran studio lighting systems, Porta-Studio, Lumiscope, high gain rear projection screen, folding Soft-Lite, Mini-Pro and Gelatran will be featured.

**Personnel:** Joseph Tawil, Marion Rimmer, Richard Glickman, Gerry Lee, Thomas Pincu, David Denver, David Allen, Ken Ponte, James Moody, Ned Walters, Jon Clayton, Ed Gallagher, Arie Landrum and Walter Brewer.

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### **Robert Bosch Corp.**

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#### **419 North Hall**

**Headquarters:** 2800 S. 25th Avenue,

Broadway, Ill. 60153.

Introduced will be the Fernseh KCU 40 camera, with three tubes, high-light sensitivity, high signal-to-noise ratio, light weight and tiltable viewer.

**Personnel:** Dr. O. R. Oechsner, H. R. Groll, H. H. Zschau, Lothar Amenda.

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### **Boston Insulated Wire & Cable Co.**

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#### **245 West Hall**

**Headquarters:** Bay Street, Boston 02125.

To be exhibited are TV-camera cables, connectors and terminated camera-cable assemblies, adaptors to permit color cameras to operate on any color-cable system, new miniature TV81N color camera cable, new miniature TV-85C connector, new 12-pair microphone assembly and automatic cable tester.

**Personnel:** Robert P. Fanning, Alfred Garshick, Eli Manchester Jr., John Hathaway, Alden Davis, Edward McCusker, Joseph C. Burley and Wilbur Neumeyer.

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### **Boxton-Beel Inc.**

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#### **425 North Hall**

**Headquarters:** 87-95 Richardson Street, Brooklyn, N.Y. 11211.

On display will be a new type of beam separator prism for color-TV cameras of both studio and chain types. Also to be shown will be various dichroic and neutral density filters.

**Personnel:** Robert B. Been, John E. Perazzo, W. K. Jacobi, G. Pincus and Ben Miller.

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### **Broadcast Computer Service**

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#### **430 North Hall**

**Headquarters:** Box 966, Colorado Springs 80901.

A computerized traffic / accounting system will be on display.

**Personnel:** Jim Vinall, Jack Finlayson, G. Beattie, B. Trenta and Tom Lawhorn.

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### **Broadcast Electronics Inc.**

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#### **307 Continental Room**

**Headquarters:** 8810 Brookville Road, Silver Spring, Md. 20910.

Introduced will be the Spotmaster Ten-70 line of tape cartridge machines. Also to be shown will be the Five Spot, 400-A and 500-C series of tape cartridge units, audio distribution amplifier, cartridge racks and tape cartridge winders.

**Personnel:** Jack Neff, Don Smith, Don Herman, John Andre, Marty Heckman, Cliff Ratliff, Jim Lundquist, Heinz

Fitchel, John Miller, Ross Beville, Ben Strouse, Wilfred Fisher, Sal Chiarello and Warren Hartwell.

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### **Broadcast Products Co.**

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#### **217 West Hall**

**Headquarters:** 12330 Wilkins Avenue, Rockville, Md. 20852.

Demonstrated will be the new AR-1000 series broadcast automation system, featuring a digital programmer capable of controlling 12 or more sources, with provision for automatic "real time" news network joining. Also to be shown is the new Mini-Mate automation system priced under \$6,000, the RS-500 random select unit, the BPC-101 integrated circuit, programmable digital clock and the Autocue Model S-25 automation production unit for recording 25-cycle cue tones with stereo program line filters.

**Personnel:** James C. Woodworth, John F. Bostwick and Howard S. Katz.

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### **Canon U. S. A. Inc.**

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#### **429 North Hall**

**Headquarters:** 64-10 Queens Boulevard, Woodside, N. Y. 11377.

The 10 times and 17 times zoom lens for regular Plumbicon cameras and the 6 times and 10 times zoom lens for 1-inch Plumbicons will be shown. A pattern projector for aligning cameras, a 16mm movie camera and the sound Scoopic 200 will also be on display.

**Personnel:** Harry Odagawa, Mark Miyaoka, Kerry Akashi, Dick Turchen and Paul Powers.

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### **CBS Laboratories**

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#### **304 Continental Room**

**Headquarters:** 227 High Ridge Road, Stamford, Conn. 06905.

TV products will include the new color corrector, the Mark II image enhancer, masking amplifiers, masking processors, joy-stick and paint controls and digital-display equipment. The audio line to be shown will include the new Audimax and Volumax loudness controller and loudness indicator, wide-range program-monitor and the new dynamic-presence equalizer.

**Personnel:** Robert J. Estony, James Leonard, Roy Holmes, Ted Lewandowski, Mark Simmons, Gerald Miller, Jerome Goldman, James Thomas, Philip Schiffin, Emil Torick, Richard Allen, Michael Davis, Langdon Cook, Thomas Hindle and Joseph Amalfitano.

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### **CCA Electronics Corp.**

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#### **233 West Hall**

**Headquarters:** 716 Jersey Avenue,



Gloucester City, N. J. 08030.

On display will be CCA's new 50-kw AM air-cooled broadcast transmitter, self-contained in three cabinets occupying 48 square feet of floor space. Also to be exhibited are a 25-kw FM broadcast transmitter, self-contained in two cabinets; a super-modulated 1-kw AM transmitter, a three-channel console for AM and stereo programming, and other monaural and stereo consoles.

**Personnel:** Bernard Wise, Juan Chibrando, Robert Sidwell, William Barry, Lawrence Behr, Fred Chassey, Carroll Cunningham, Edward De La Hunt, Gordon DuVall, Bruce Emonson, Claude Hill, Gerald Lainer, John McClamrock, John Miller, William Moats, John Ring, John Skowran, Edward Shively and William Greaves.

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### **Central Dynamics Corp.**

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#### **103 East Hall**

**Headquarters:** Box 116, Northvale, N.J. 07647.

The new 800 series production and master control switcher and a demonstration of automating and integrating a computer into station environment will be shown, as will a new line of electronic tape-editing equipment and transmitter remote control systems.

**Personnel:** Bob Hueffed, Peter Carey, Joe Ewansky, Don Adora, Bob Faulkner, Dave Hill, John Ross, Ken Davies, Bruce Prentice, Peter Mafarlane and Brian Tee.

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### **Century Strand Inc.**

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#### **331 Continental Room**

**Headquarters:** 3 Entin Road, Clifton, N. J. 07014.

TV lighting and lighting control systems will be on display.

**Personnel:** Larry Nelson, Larry Kellermann and Michael Pandzik.

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### **Chester Electronic Laboratories Inc.**

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#### **Sylvania Information Systems Group**

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#### **249 West Hall**

**Headquarters:** Winthrop Road, Chester, Conn. 06412.

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### **Chrono-Log Corp.**

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#### **115 East Hall**

**Headquarters:** 2583 West Chester Pike, Broomall, Pa. 19008.

To be featured will be an operating, all-day automation system for control of TV-switching operations and a new digital-clock system using existing monitors as clock displays.

**Personnel:** Arthur Freilich and Saul Meyer.

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## **Where to pick up credentials for balloting**

National Association of Broadcasters members authorized to vote in behalf of television stations at the NAB convention television business session and at the business session must pick up credentials at the certification desk in

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### **Cintel Corp. (formerly Houston-Fearless)**

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#### **114 East Hall**

**Headquarters:** 11801 W. Olympic Boulevard, Los Angeles 90064.

Featured will be the Colormaster film processor, two mini-Colormasters, one with the new CR-100 fast-processing chemistry. New lightweight TV supports (pedestals, tripods, dollies and cradle heads) will also be introduced.

**Personnel:** James E. Remmer, Wade Weaver, Derrill Macho, Ralph Winkler, Bob Stiles, Dave Mehall, Charles Dubeck and Mickey Slingluff.

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### **Cleveland Electronics Inc.**

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#### **121 East Hall**

**Headquarters:** 2000 Highland Road, Twinsburg, Ohio.

On Exhibit will be deflection and display components and test equipment.

**Personnel:** Charles Knowles, Steve Stevens, Jim Riffe and Richard Holmes.

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### **Cohu Electronics Inc.**

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#### **324 Continental Room**

**Headquarters:** Box 623, San Diego 92112.

To be displayed will be two 9300-series production video switchers, capable of handling 14 inputs and 7 outputs. Also to be shown is the 2600 series broadcast sync generator.

**Personnel:** E. T. Clare, K. F. Petersen, J. L. Kimball, R. M. Weil, H. E. Crow, R. H. Seim, R. S. Hiatt, J. W. Barnes, R. J. Schlicht, R. H. Boullo and J. R. Dean.

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### **Collins Radio Co.**

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#### **208 West Hall**

**Headquarters:** Dallas 75207.

On display will be two new stereo consoles, the 212L-1 and 212K-1 with more low-level stereo input channels and line and program output channels, as well as monaural reverse cue capabilities. Also to be featured will be the 831G-1 20-kw FM transmitter, as well as a complete line of AM and FM

the Conrad Hilton hotel. Also those members authorized to vote in behalf of radio stations at the NAB business session must have credentials, according to convention rules.

The certification desk is located adjacent to the NAB registration desk in the lower lobby of the hotel and is open from 9 a.m.-5 p.m. Saturday (April 4) to Wednesday (April 8).

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transmitters, audio controls, twintape system, frequency monitors and microwave radio-relay system.

**Personnel:** J. M. Haerle, C. R. Rollett, E. J. Gilbert, J. H. Speck, K. A. Blake, T. S. Butler, R. C. Evans, R. J. Henry, J. F. Knorr, L. H. Leggett, R. O. Looper, J. D. Miller, W. J. Monroe, T. E. Flynn, J. D. Whited, J. L. Smith, F. H. Damm, M. G. Richey, L. M. Fisher.

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### **Comfax Communications Corp.**

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#### **413 North Hall**

**Headquarters:** 770 Lexington Avenue, New York 10021.

Presenting a facsimile system that uses the principle of variable-velocity scanning using regular telephone lines that permits a double-spaced 8½-by-11-inch sheet to be transmitted in one minute. Also to be exhibited are methods of using this system to transmit microfilm. System is to be organized using a single broadcaster in each of the top-100 markets in the U.S. and abroad.

**Personnel:** John Porterfield, Ira Kamen, Charles McDevitt, Gerald Jacob, John Tregay, Malcolm Reader, Jack Poppele.

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### **Commercial Electronics Inc.**

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#### **317 Continental Room**

**Headquarters:** 880 Maude Avenue, Mountain View, Calif. 94040.

Featured will be the model 270/S TV color camera that operates at f/4 at 5 foot candles.

**Personnel:** Bill Porter, Rod Maddison, Bob Collins, Marc Broemmelsiek, Jim Fadely, Don Kline and John Landre.

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### **Computer Image Corp.**

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#### **417 North Hall**

**Headquarters:** 2162 South Jason Street, Denver 80223.

Switchers, programmers, sync generators, test generators and video monitors will be shown.

**Personnel:** Rudy Handel, Sam Kendrick, Jack Snyder, John Nutting, John Mitchell and Mark Griffard.

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**Conrac Division, Conrac Corp.**

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**107 East Hall**

**Headquarters:** 600 North Rimsdale Avenue, Covina, Calif. 91722.

On display will be monochrome, color and high-resolution monitors for educational, broadcast and industrial fields.

**Personnel:** W. J. Moreland, R. N. Vendeland, J. P. Stack, D. J. Griffin, J. G. Jones, W. A. Ems, C. H. Odom.

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**Continental Electronics Manufacturing Co.**

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**200 West Hall**

**Headquarters:** Box 17040, Dallas 75217.

The 317C 50-kw AM transmitter and a new solid-state 10-kw AM transmitter will be shown.

**Personnel:** J. O. Weldon, T. B. Moseley, M. W. Bullock, W. D. Mitchell, Vernon Collins, Dick Floyd, Ray Tucker, Joe Sainton, Robert Bennett, E. L. King, Art Rocke and Pat Balzano.

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**Data Memory Inc.**

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**404 North Hall**

**Headquarters:** 1400 Terra Bella Avenue, Mountain View, Calif.

Featured will be a slow/stop-motion video disc recorder for high-band color, instant replay and teleproduction.

**Personnel:** Ray S. Stewart, Jerome J. Dover, John R. North, David R. Stott Jr. and Irwin Roth.

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**Datatron Inc.**

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**423 North Hall**

**Headquarters:** Box 11427, Santa Ana, Calif. 92711.

On display will be the Vidicue 5000 automatic edit and control system that uses a time code recorded on the cue track to control the transport and edit functions of three machines.

**Personnel:** Clyde Davis, John Baumann, Jerry Childs, J. M. Landers and John Joyce.

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**Davis & Sanford Co.**

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**118 East Hall**

**Headquarters:** 24 Pleasant Street, New Rochelle, N. Y. 10802.

**Personnel:** Edward Reskand, H. E. Dunn.

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**Delta Electronics Inc.**

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**204 West Hall**

**Headquarters:** 4206 Wheeler Avenue, Alexandria, Va.

Featured products will include the

OIB-1 and OIB-2 operating impedance bridges, CPB-1 common-point impedance bridge, RG-1 receiver/generator, ISB-3 sideband adapter, MJ-50 in-line high-power meter jack and accessories.

**Personnel:** William H. Cottles.

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**Dynair Electronics Inc.**

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**210 West Hall**

**Headquarters:** 6360 Federal Boulevard, San Diego.

Featured will be a new RX-4B solid-state television demodulator and a new series of low-cost special effects switcher-faders for remote van and ETV.

**Personnel:** E. G. Gramman, Max Ellison, G. W. Bates, D. A. Keller, W. D. Killion, B. R. Duncan, G. H. Beeson, M. D. Bingham Sr., J. E. Hansen Sr.

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**Eastman Kodak Co.**

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**102 East Hall**

**Headquarters:** 343 State Street, Rochester, N.Y.

Outstanding station-produced films will be presented, along with a system for previewing film telecasts and products and services for local broadcasters' film systems.

**Personnel:** J. D. Agin, C. G. Arnold, A. E. Florack, R. G. Hufford, W. A. Koch, W. H. Low, E. Malec, K. M. Mason, T. R. McMurtray, J. A. Pistor, R. T. Scott, W. T. Vuillemot and R. S. Woolman.

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**Effective Communication Systems Inc.**

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**316 Continental Room**

**Headquarters:** Box 98, White Haven, Pa. 18661.

Information will be available on Effective's consulting service to commercial and educational broadcasters in the design of audio, video and RF systems.

**Personnel:** John P. Gallagher and William McFadden.

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**Electronics, Missiles and Communications Inc.**

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**309 Continental Room**

**Headquarters:** Box 116 White Haven, Pa. 18661.

On display will be the new 1-kw UHF television translator amplifier, model TOA-1000A, designed for distortion-free color operation and for remote unattended operation. Also to be shown is the new compact 2500-mHz converter for the ITFS service.

**Personnel:** Ross V. Swain, Ed Kadler, Steve Koppelman, John R. Shearer, Donald R. Meier and Jerry Langdon.

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**Enviroco**

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**402 North Hall**

**Headquarters:** Box 6098 Albuquerque.

Featured will be Envirazone II module, a laminar flow that provides dust-free, ultra-clean air at the tape-transport and head-wheel area of VTR equipment.

**Personnel:** Lou Sanders, Frank Sularz, Claude Marsh, Frank Jones, Fred Bell, Don Wichman, Howard Bateman, Fred Gerbig, Robert Scholler and Charles Schwab.

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**Fairchild Sound Equipment Corp.**

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**306 Continental Room**

**Headquarters:** 10-40 45th Avenue, Long Island City, N.Y. 11101.

New products to be shown will be the FPC-50 portable recording console with 16 inputs and eight outputs, the FPC-30 portable console with 12 inputs and two outputs, the 659 Reverbertron, and custom-console components.

**Personnel:** Sherman Fairchild, Edwin J. Everitt, George Aleandrovich, David Bain, Fred Wells, Corey Kerness.

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**Fixtune Solid State Electronics Inc.**

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**424 North Hall**

**Headquarters:** 1 West 30th Street, New York 10001.

To be shown is a line of fixed-frequency AM and FM receivers including SCA receivers, FM stereo, portable and table models, plus a series featuring the NAB's 50th anniversary insignia.

**Personnel:** Jack H. Bergman, Nathaniel J. Lee, Leonard Feldman, Tom Aye and Helen Paris.

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**Fort Worth Tower Co.**

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**315 Continental Room**

**Headquarters:** Box 8597, Fort Worth 76112.

To be shown will be exhibits of towers, reflectors and equipment buildings.

**Personnel:** T. W. Moore, A. C. Tilton.

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**Gates Radio Co.**

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**219 West Hall**

**Headquarters:** 123 Hampshire St., Quincy, Ill. 62301.

Demonstrated will be the BT-1300 television transmitter, as well as newly introduced color TV transmitters, and the VP-50 50-kw, BC-10H 10-kw and BC-1G 1-kw AM transmitters. Also to be displayed: AM monitors and new solid-state AM modulation monitor; FM-20H3 20-kw and FM 2H3 2-kw FM transmitters, all FM monitors; Dualux II, Gatesway II, President, Yard II and Stereo Statesman consoles; stereo producer recording mixer; CB-77 turn-



Are you still  
running a  
space-age operation  
with a Gay Nineties  
Traffic/Accounting  
System?



## Welcome to 1970.

BCS offers to broadcasters a completely computerized Radio/Television traffic system with attendant accounting and billing systems which carry daily station operations from confirmation of the sales order through preparation of the daily log to Billing. System by-products include Sales Projections, Availabilities, Facility Shortage Lists and log values, plus Receivables aging, Rep Reports, Sales Journals and many more.

### GUARANTEED SYSTEM

There are no keypunch cards to be sorted, stored, shuffled, filed or otherwise handled, once the input is made to the computer. It is not a tab system or one requiring extra personnel or space. Tailored to your station, the BCS system is completely flexible.

### MINIMUM INPUT

The program is designed so that specifically tailored input forms are prepared by station personnel upon arrival of the sales order. The only other entries needed are cash receipts and any deviations from the original order.

**SEE OUR SYSTEMS DEMONSTRATED  
AT OUR BOOTH, #430, NORTH  
HALL, CHICAGO HILTON ALL DURING  
THE NAB CONVENTION.**



BCS LOGS AND AVAILS, PROGRAMMED ON CONTROL DATA 6000 SERIES COMPUTERS, TAKE LESS THAN 30 SECONDS DAILY. MONTHLY BILLING — 120 SECONDS.

### SYSTEMS EXPANDABLE

Any BCS system can be expanded at any time to include General Ledger, P & L, Payroll, Film Inventory and many other features.

### SYSTEMS ARE NOW IN OPERATION FROM COAST TO COAST:

KOOL Television and Radio, Phoenix  
KFAB Radio, Omaha  
KJR Radio, Seattle  
WRVA Radio, Richmond  
KVOR Radio, Colorado Springs

**NEW!**

### INSTANT AVAILS!

#### IN JUST SECONDS GET:

- availability of any commercial break, program or time class
- instantaneous update of all avails as new orders or changes occur
- demographic breakout for specific avails or let the system select avails by demographics desired.

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**DEVELOPED BY BROADCASTERS-FOR BROADCASTERS**

table, and Criterion cartridge machines. Other features include an automated radio station with a teletype-logging page-printer and cartridge machines; five-rack program automation system featuring reel-to-reel program sources; automated programmer display of SP-10 and SP-40A systems, and the Viatron System 21, a CRT encoder for keeping print-out log of programing.

**Personnel:** L. J. Cervone, E. O. Edwards, E. S. Gagnon, Jim Bricoe, Steve Broomell, Joe Engle, Curtis Kring, Howard McClure, Robert Steiger, Raphael Acosta, Neil Arveschoug, Joe Cole, London England, Robert Corjance, Robert Hallenbeck, E. R. Lowder, Tom O'Hara, David Orienti, Ivey Raulerson, Dan Roberts, Tom Schoonover, Art Silver, Richard Spruill, Robert Switzer, Paul Timpe, Gary Weber, Stan Whitman, Urlin Whitman, Ed Wilder and Joe Woods.

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### **General Electric Co.**

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#### **101 North Hall**

**Headquarters:** Electronics Park, Syracuse, N.Y. 13201.

Featured will be the first showing of the new PE-400 live-color TV camera, as well as the new TE-201 live-color TV camera, the TV-115 color-TV encoder, broadcast automation-control system using the new TS-400 video program switcher and TS-301 video-distribution switcher; new studio electronic front-projection staging, using PJ-400 color-video projector; PE-240 color-TV film camera; PF-12 color optical TV multiplexer; entire line of VHF and UHF TV transmitters using solid-state drivers; batwing, helical and zig-zag TV transmitting antennas, and Quartzline and incandescent lamps for TV studio and remote applications.

**Personnel:** Harry E. Smith, Robert E. Lauterbach, O. A. Lively, M. Roy Duncan, Thomas F. Bost Jr., R. Donald Peterson, John Wall, Paul F. Schonewolf, James T. Tillman Jr., William F. Goetter, Richard E. Putnam, Allan P. Haase, William E. Good, Robert W. Cochran, Charles F. Ganter, Merle E. Arnold, James M. Comer Jr., Harry J. Craig, James H. Douglas, Paul H. Fletcher, George I. Hardy, Daniel E. Howes, Robert L. Manahan, H. W. More, Lewis F. Page, Earl H. Platt, Vernon H. Russell, Richard M. Smith, Anthony Terzano, Edwin O. Turner and John W. White.

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### **Gotham Audio Corp.**

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#### **237 West Hall**

**Headquarters:** 2 West 46th Street, New York 10036.

The EMT-156 computer-controlled limiter/compressor/expander, the Stud-

er 089 mixing console and the Studer A-62 servo-controlled tape recorder will be featured. Also to be shown are the Gotham OY bi-amplified monitor speaker system and the EMT-930 turntable, the new Neumann ultra-miniature condenser lavalier microphone KMA, the Neumann FET-80 condenser microphone line, the EMT-162b retrofit solid-state stereo amplifier for the EMT-140, linear motion faders, precision digital readout tape timer, light-beam VU meters, wow and flutter meters, a stereo fault alarm system and polarity and phase testers for mikes, speakers and lines.

**Personnel:** Stephen F. Temmer, Hugh S. Allen and Eli Passin.

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### **Granger Associates (including Bauer division)**

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#### **221 West Hall**

**Headquarters:** 1601 California Avenue, Palo Alto, Calif. 94304.

To be shown are FM transmitters, Model 602 2.5 kw, and Model 620 20 kw, using new stripline technique. Both use solid state direct FM exciters.

**Personnel:** Harry Wilcox, Joe Novik, Paul Gregg, Lew Denes and Don Richardson.

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### **Grass Valley Group Inc.**

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#### **113 East Hall**

**Headquarters:** Box 1114, Grass Valley, Calif. 95945.

To be shown are TV line and terminal equipment including production and routing switching systems, special-effects generators, chroma keyers, video-processing amplifiers, sync generators, pulse and video-distribution amplifiers.

**Personnel:** D. G. C. Hare, Hazel Hare, Steven Hare, William Rorden, Richard Lawrence, Vern Komsak, Robert Lunch, William Bockhacker, Rod Hunter, William Buford, Charles Abney, Robert Cobler, Merv Graham, Richard Stevens, Robert Johnson, Bruce Rayner, Jerry Sakai and William Barnhardt.

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### **Gray Research Div.**

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#### **227 West Hall**

**Headquarters:** 150 Park Avenue, East Hartford, Conn. 06108.

The new 1012-A professional turntable will be introduced.

**Personnel:** William E. Stacy, Hy Lehman, Alfred Markiewicz, R. F. Grant.

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### **Harwald Co.**

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#### **223 West Hall**

**Headquarters:** 1245 Chicago Avenue, Evanston, Ill. 60202.

The advanced Mark 10 and other automatic film inspection and editing equipment, plus film-editing accessories will be exhibited.

**Personnel:** Tom Boyle, Dick Wallace and Frank Cantaffio.

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### **Humphrey Electronics Inc.**

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#### **214 West Hall**

**Headquarters:** Box 10383, Raleigh, N.C. 27605.

On display will be series SM-1500 automatic transmitter data-logging system, and SC-1500 transmitter remote-control systems, Flashmeter for peak-level indications of modulation and volume, 12-cartridge tape system and HEI-time digital-display clock.

**Personnel:** A. L. Humphrey, R. W. Schmitzer, R. O. Rowland and M. O. Weaver.

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### **International Good Music Inc.**

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#### **248 West Hall**

**Headquarters:** Box 943, Bellingham, Wash. 98225.

To be shown will be the new Instacart and MOS random-select memory systems. The Instacart is a 48-cartridge, random-access playback. The MOS memory is a solid-state control unit with 200 steps controlling up to 336 separate cartridges. Also to be displayed will be the 500 and 600 automation systems.

**Personnel:** Rogan Jones Jr., Lee Facto, Irv Law, Bob Popke, Bill Kane, Joe Coons, Jerry Bassett, Dick Lamoreaux, Duncan Mounsey, Danny Coulthurst, Fred Harkness, N. Solberg and Cal Vandegrift.

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### **International Tapetronics Corp.**

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#### **420 North Hall**

**Headquarters:** 2425 South Main Street, Bloomington, Ill. 61701.

The Master cartridge tape recorder with a new meter-switch feature and a new three-deck cartridge reproducer will be shown.

**Personnel:** Jack Jenkins, Merle Wilson, Andy Rector, Elmo Franklin, John Burmaster and R. L. Wilson.

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### **International Video Corp.**

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#### **239 West Hall**

**Headquarters:** 675 Almanor Avenue, Sunnyvale, Calif. 94086.

Featured will be a demonstration of the IVC-300 three-tube Plumbicon color camera and its IVC-900 color video-tape recorder. The new IVC film chain will also be on display. Other products include the IVC-800 and IVC-



# Now Norelco re-invents color TV.

## Again.



With digital control, the  
PC-100 turns light, low-cost triax  
into color cable

When Philips Broadcast Equipment Corp. introduced the first 3-Plumbicon® color camera in the United States, color television was re-invented. The PC-70 became the standard of the industry.

Now, three years of intensive research and development by the world's foremost color camera scientists and engineers have culminated in the Norelco PC-100... the most reliable and operationally economical color camera ever built.

Savings in set-up time and cable costs alone make the PC-100 a sound investment.

And there's more... it's the only camera with the most advanced sensor in television. The new one-inch Plumbicon® tube with anti-comet-tail delivers life-like color through a wide dynamic range of lighting... the ultimate in low-light sensitivity and no highlight washouts.

**With the PC-100, color television becomes a whole new ballgame.**

The Innovators Introduce:

# “Son of PC-70”

The Norelco PC-70S-2







Now Philips re-invents the PC-70  
color camera to set a new  
broadcast standard  
for color control and  
color fidelity

Over 1,000 Philips 3-Plumbicon\* cameras have  
been delivered throughout the world,  
with more than 600 serving broadcasters  
and production companies in the  
United States. It is the standard other  
cameras try to match.

That was tough before. Now it's  
tougher. Because today the Inno-  
vators are introducing the PC-70S-2,  
with an important list of new features.

(And to prove you are always state-of-the-art  
with Norelco, they're available as  
field update kits for older PC-70 models.)

**Sharpest picture yet.** Our key innovation is the  
sharpest picture detail you have seen from a broad-  
cast camera. A new technique introduces the most  
basic attack yet on picture-degrading "noise" . . . level-  
dependent comb-filtered contour enhancement.

**Sharp in wider light range.** In low-light situations, too, the  
PC-70S-2 gives you a quieter picture. We've added 48-db signal-  
to-noise FET preamps. And at all light levels, separate-mesh  
Plumbicon\* tubes increase picture resolution and dynamic range. It all  
adds up to a snappier picture in every area from light to dark.

**More color control, convenience.** Now the PC-70S-2 is also available with  
non-linear matrixing to achieve an infinite range of tints and hues. You  
can color-match to any camera you own. Even those problem colors  
in packages and costumes snap into true-to-life color.  
But superb picture quality isn't the whole story. There are many conven-  
ience features to make your cameraman more expert, more productive.  
For instance, a built-in test signal generator that takes the guesswork  
out of set-up. An external filter wheel control at the cameraman's  
fingertips. The PC-70S-2 ranges far and free from the camera  
control unit . . . up to 3,000 feet with standard cable,

or 1,000 feet with mini-cable.

**And with over 1,000 cameras delivered,** you are  
assured of broadcaster-proved dependability. You  
know a Norelco camera will deliver performance, not  
headaches. You know Norelco delivers service  
. . . and updates to keep you abreast of innovations.

Ask us about details and prices now.



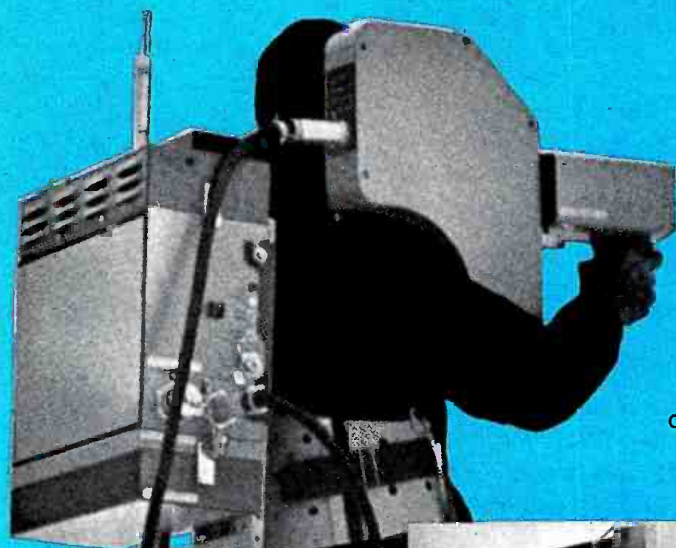
One Philips Parkway  
Montvale, New Jersey 07645 (201) 391-1000



\*Reg. T.M. N.V. Philips of Holland

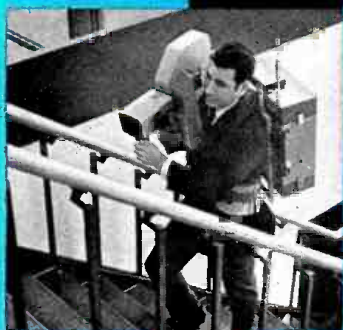


# The Portable PCP-90... direct-broadcast color from the backpack



Digitally-controlled Norelco  
"Minicam" sends a live  
color-composite signal  
by microwave or triax

The Norelco PCP-90 "Minicam" is in a class by itself as the most mobile of field cameras. It is the go-anywhere, do-anything portable for broadcast quality color television. Controls can be beamed from as far away as 30 miles. Signal processing is done in the backpack. You can broadcast live, or take along a portable recorder and tape the action for playback. Operating wireless or on small, cost-reducing triax, the PCP-90 with its 1" Plumbicon\* tubes brings total flexibility to color telecasting. Minicam is making the scene daily in an unprecedented variety of field, airborne and studio events. It's ready to make your scene now.



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

\*Reg. T.M. N.V. Philips of Holland





600 color video tape recorders, the IVC-200 studio and film chain color camera and the IVC/EMI studio cameras.

**Personnel:** Donald F. Eldridge, Ronald H. Fried, Richard J. Reilly, Eugene R. P. Leman, L. L. Pourciau, Carter G. Elliot, Herbert J. Van Driel, Coyle G. Dillon, Carl H. Rosekrans, Emil Adamyk, James L. Jensen, Richard O. Rex, Leo Gilbeau, Harold C. Blakeslec, Charles C. Snider, Victor G. Sampson, Jose M. Kohn and Dave Edmonds.

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#### **Jamieson Film Co.**

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##### **311 Continental Room**

**Headquarters:** 2817 Canton Street, Dallas 75226.

The new Mark V color processor that processes 8mm- and 16mm-Ektachrome film at 65 frames-per-minute will be on display, and the Mark IV color processor with a speed of 30 frames-per-minute will also be shown.

**Personnel:** Hugh V. Jamieson, Bill Brady and Scotty Grizzle.

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#### **Jampro Antenna Co.**

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##### **303 Continental Room**

**Headquarters:** 6939 Power Inn Road, Sacramento, Calif. 95828.

A new line of notch diplexers with 3 db couplers will be displayed and a live demonstration showing the VSWR and bandwidth characteristic for the circularly polarized FM antenna will also be featured. Also on display will be zig-zag antennas for UHF broadcasting, VHF batwing antennas and circularly polarized FM antennas.

**Personnel:** Peter Onnigian, H. E. (Bud) Blaksley, Jim Oliver, Bill Cunningham and George Groth.

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#### **Jerrold Electronics Corp.**

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##### **314 Continental Room**

**Headquarters:** 401 Walnut Street, Philadelphia 19105.

On display will be the Commander demodulator, Starline 20 push-pull distribution equipment, plus CATV test equipment and system accessories.

**Personnel:** Robert H. Beisswenger, Lee Zemnick, Jerry Hastings, C. David Batafsky, Samuel N. Blakeman, Leonard Ecker, Arthur May, Frank Martin, Walter McCleary, Howard Lomax, Al Micheli, R. Bruce Lane, Zea Grissinger, John Dieckman, Herman Simon, Anthony DeLoss, Robert Garner, Marty Moran, Mike Jeffers, Bert Wolf, Jim Nelson and James Forgey.

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#### **Johnson Electronics Inc.**

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##### **241 West Hall**

**Headquarters:** Box 7, Casselberry, Fla.

32707.

To be shown is equipment for the SCA operator, including solid-state multiplex receivers, tuners amplifiers, portable multiplex demonstrators, educational receivers, field-strength meter and antenna pre-amplifiers.

**Personnel:** Ralph L. Weber, Clyde Redwine, Robert Thomas, Melvin Kelch, Wayne Wainwright, Scott Ormsby, Jack Hyde, Bill Weller, Patricia Hamlett, Patricia Salt and Linda Simmons.

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#### **Kaiser CATV Corp.**

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##### **319 Continental Room**

**Headquarters:** Box 9728, Phoenix 85020.

CATV equipment will be shown and information on CATV turnkey construction, surveys and estimates and field-engineering assistance will be available.

**Personnel:** Robert W. Behringer, Walter Baxter, Preston Foster, James Taglia and Ray Davis.

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#### **Kliegl Bros. Universal Electric Stage Lighting Co.**

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##### **111 East Hall**

**Headquarters:** 32-32 48th Avenue, Long Island City, New York 11101.

An operating lighting and control system featuring multi-scene preset control console will be exhibited and available for operation by visitors. Other items featured will be the focusing quartz scoop, the 10-inch quartz fresnel, the solid-corner barn-door and projection apparatus.

**Personnel:** John H. Kliegl, Herbert R. More, Joel E. Rubin, Mrs. Herbert R. More, Mrs. Joel E. Rubin, George Howard, Wheeler Baird, Robert W. Bullock, Pat Byrne, Seth Galbraith, Tom Hayes, Bruce Kelley, Eugene Murphy, Ed Vaughn, Jose Sanchez, Alwin Lassiter and Rudy Eberhardt.

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#### **Lipsner-Smith Corp.**

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##### **120 East Hall**

**Headquarters:** 7334 N. Clark Street, Chicago 60626.

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#### **Listec Television Equipment Corp.**

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##### **313 Continental Room**

**Headquarters:** 35 Cain Drive, Plainview, N. Y. 11803.

On exhibit will be the new Vinten 526/2A powered version of the Falcon crane, Vinten's latest type 419 hydro-pneumatic extended range pedestal that makes low shots possible and the Vinten type 556 standard pneumatic pedestal.

## *Hospitality Suite at the NAB April 5th to 9th*

**Ambassador East Hotel**  
1300 North State Parkway  
Chicago, Illinois (312) SU 7-7200

#### **In Attendance:**

H. B. LaRue, Jerry Liddiard,  
Fred Vance, Edna Goldnick

We have 30 different station and CATV situations to discuss with you including:

#### **AM's**

**PACIFIC NORTHWEST**—fulltime grossing \$275,000, asking \$325,000 terms.

**FULLTIME**—cash flow \$500,000, priced \$4.5 million.

#### **CATV's**

Various parts of country, 1,000 to 20,000 connections.

#### **HONOLULU**

—attractive fulltime, excellent facility, priced for immediate sale.

#### **FM's**

Class B, top 10 markets.

#### **U's**

Top 10 markets.

#### **WEST**

—Fulltime C&W doing \$900,000 yearly . . . \$225,000 cash flow . . . \$2,000,000 terms.

#### **SOUTHEAST**

\$200,000 cash flow, \$2,000,000 terms . . . 2 properties involved.

#### **NORTHEAST**

Fulltime cash flow \$75,000, priced at \$600,000.

#### **2 SMALL MARKET TELEVISION STATIONS**

—each priced \$850,000 terms, excellent growth markets, billings moving up fast. One has \$850,000 in physical assets . . . boom areas.

#### **La Rue Media Brokers Inc.**

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
265-3430

estal. The new range of test equipment by Dynetech of Canada and the E.D.S. Caption Roller will also be featured.

**Personnel:** Jack Littler, Mike Stechly, J. Camarda, Bill Vinten, John Kingsbury, Gordon Ballantyne, Peter McDonald, Hugh Mackin and Bryan Porter.

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#### **Macarta Inc.**

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##### **211 West Hall**

**Headquarters:** 709 Railroad Avenue, West Des Moines 50265.

A random-select programing system will be shown, as will automated programing complete with Carousels, record centers, playback units and time announcers. Also on display will be reel-to-reel playback equipment and related controls and accessories for cartridge broadcast equipment.

**Personnel:** G. D. Andrews, W. E. Moulic, Jon Housour, Ron Carr, Don Clark, Victor Blacketer, Pete Charlton, Joe Toher, Charles Campbell, W. F. Muller and H. A. Waugaman.

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#### **Marathon Broadcast Equipment Sales Corp.**

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##### **316 Continental Room**

**Headquarters:** 57 North Putnam, Danvers, Mass. 01923.

On display will be a full line of continuous-loop cartridges, plus such new accessories as a torque tester, strobe cartridges, head cleaning cartridges and a new duplex, 20-minute model 300 long-life delay cartridges.

**Personnel:** Richard Myers, Bill McFadden, Charles Rich and Pat Gallagher.

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#### **Marconi Instruments**

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##### **238 West Hall**

**Headquarters:** 111 Cedar Lane, Englewood, N.J. 07631.

Exhibits will include telecine equipment and TV test equipment.

**Personnel:** Keith Elkins, P. Presutto, T. Myer, G. Williams, N. Parker-Smith, J. Leeson and D. F. Bowers.

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#### **Marti Electronics**

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##### **234 West Hall**

**Headquarters:** Box 661, 105 Poindexter, Cleburne, Tex. 76031.

New products to be shown include a solid-state aural STL and intercity relay for AM and FM, operational automatic digital transmitter logging equipment, solid-state compressor/limiter and a subcarrier generator and subcarrier receiver. Radio and wire line remote control and telemetry equipment and improved radio remote pick-

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#### **BPI will be there**

BROADCASTING Magazine and the BROADCASTING Yearbook will be represented at the National Association of Broadcasters' convention in Chicago by 18 representatives. The editorial and advertising representatives of Broadcasting Publications Inc. will have their headquarters during the convention in Suite 706A of the Conrad Hilton hotel.

Representing BROADCASTING will be: Sol Taishoff, Ed James, Rufe Crater, Art King, Len Zeidenberg, Bill Loch, Earl Abrams, Larry Christopher, Norm Oshrin, Al Jarvis, Maury Long, Larry Taishoff, David Whitcombe, Warren Middleton, Greg Masefield, Byrne O'Donnell, Bill Merritt and Rose Adragna.

up and automatic-relay equipment will be on display; improved audio amplifiers and preamplifiers will also be shown.

**Personnel:** George W. Marti, M. E. McClanahan, Joe A. Hudgins, Roger I. Bast, Robert Ryter and Robert E. Richards.

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#### **McCurdy Radio Industries Inc.**

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##### **310 Continental Room**

**Headquarters:** 1051 Clinton Street, Buffalo, N. Y. 14206.

New products to be shown include the SS4388 eight-mixer single-channel audio console for desk mounting and the CS7000 TV intercom system utilizing a high-reliability reed-relay switching matrix.

**Personnel:** G. E. McCurdy, G. Fawcett, K. Poling, J. Visser and S. Maruno.

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#### **McMartin Industries Inc.**

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##### **231 West Hall**

**Headquarters:** 3104 Farnam Street, Omaha 68131.

Frequency and modulation monitors will be introduced and a new series of rack-mounted amplifiers of 10-w and 25-w ratings will be shown. Other products on display will include the B-103 SCA generator, B-200 headphone amplifier, TBM-2600 FM RF amplifier preselector, TBM-1000A series of FM and VHF-TV rebroadcast/monitor receivers, SCA multiplex receiving equipment and a full line of FM monitoring equipment including the TBM-3000A digital frequency monitor. In addition, demonstrations of simultaneous transmissions on a single SCA subcarrier and of the Electro-writer "Electronic

Blackboard" will also be featured.

**Personnel:** Ray McMartin, Leonard Hedlund, Tom Humphrey, Howard West, Gary Heimsoth, John Sachen, Don Jones, Del Black, Jack Shalinsky, Alex Andison, W. P. Watson, John Thompson, Jack Moore, Bob Champagne, Bill Keene, Bob Keene, Joel Joseph, Bernie Halpern, Jay Allen, Tom Creighton, Stan Sher, Morton Taub, Pat Quinn, Jim Parent, Frank Hooser, Sumner Selby, Jim Daughterty, Jim Gedney, Irv Wolter, Chuck Day, John Havercamp, Jack Carter, Dick Schnepf, Bruce Jacobs, Dave Grubbs, Berk Fontaine, Rod Larrabee, Lloyd Phillips and Bud Moulthrop.

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#### **Memorex Corp.**

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##### **322 Continental Room**

**Headquarters:** 1180 Shulman Avenue, Santa Clara, Calif. 95052.

Featured will be several demonstrations of the Memorex line of broadcast video tapes.

**Personnel:** J. Blount, R. Caswell, W. Fitts, D. Prather, J. Ringwood, S. Vinocur, K. Harrell, R. Proctor, J. Summers, R. Ehrhart, J. Hawtree, T. O'Connor, J. Battaglia and G. Lutat.

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#### **Metrotech Inc.**

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##### **408 North Hall**

**Headquarters:** 670 National Avenue, Mountain View, Calif. 94040.

Professional tape recorders, reproducers and slow-speed loggers will be exhibited.

**Personnel:** E. A. Feichtmeir, E. J. Peterman and A. G. Thompson.

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#### **Microwave Associates Inc.**

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##### **117 East Hall**

**Headquarters:** Northwest Industrial Park, Burlington, Mass. 01803.

Shown will be solid-state microwave communication equipment, including rack mounting; portable microwave equipment, and a special display showing police applications for air-to-ground communications.

**Personnel:** Dr. L. Gould, F. Connolly, L. Morris, S. Beecoff, W. Ramsdell, L. T. Corbell, E. Stromsted, J. Van, W. Shand, D. Smith, J. Toropovsky, D. McCarthy, C. Wixted, T. Spearen, P. Cass, M. Knold and W. Johnson.

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#### **Mole-Richardson Co.**

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##### **328 Continental Room**

**Headquarters:** 937 North Sycamore Avenue, Hollywood 90038.

Among items to be displayed will be new nine-light, and six-light dichroic



fixtures, quartz scoop, lightweight aluminium fresnel quartz baby, junior, senior and tener spots, 225-amp lightweight baby arc lamp, telescoping hanger, quartz, 1,000w bare bulb fixture.

**Personnel:** Howard R. Bell.

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### **Moseley Associates Inc.**

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#### **222 West Hall**

**Headquarters:** 111 Castilian Drive, Goleta, Calif. 93017.

Featured will be model PCL-303 and PCL-303C aural studio-transmitter link, model WRC-10T and RRC-10T and PBR-30 remote-control systems for AM-FM and TV, SCG-3T stereo generator, SCG-4T, an SCA subcarrier generator, model AMR-1 off-air AM modulation monitor, SCS-2 status-indicator system, ADP-220 automatic data printer for transmitter logging, PCL-404 aural studio-transmitter link, RPL-2 all solid-state remote pickup equipment for 160 MHz to 450 MHz and RPA-1 remote pickup amplifier.

**Personnel:** John A. Moseley, Howard M. Ham Jr., James L. Tonne, Isaac S. Wingfield, Karl F. Zimmerman II and John E. Leonard Jr.

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### **Nortronics Co.**

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#### **235 West Hall**

**Headquarters:** 6140 Wayzata Boulevard, Minneapolis 55416.

To be shown will be magnetic tape heads series 9000, 2000 and 5700, and related accessories.

**Personnel:** Roger Czerniak, Tom Johnson, Joe Dundovic, Bill Morin and Bob Barbour.

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### **Paillard Inc.**

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#### **426 North Hall**

**Headquarters:** 1900 Lower Road, Linden, N.J. 07036.

To be exhibited will be the Bolex 16 PRO and H-16 motion-picture equipment and complete line of accessories.

**Personnel:** Fred Onderka, Andrew Rush, Robert Katsch, Ernst Wildi and Walter Braun.

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### **Philips Broadcast Equipment Corp.**

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#### **327 Continental Room**

**Headquarters:** 1 Philips Parkway, Montvale, N.J. 07645.

To be displayed under the Norelco name will be the new PC-70S-2 studio and field color camera, PCP-90 Minicam portable color camera, LDH-1 compact color camera, PCF-701 color-film camera and the PTU-55-A 55-kw UHF transmitter with IF modulation.

Audio-mixing and signal-processing equipment, audio-tape recorders for studio, mastering, duplicating and logging, and origination equipment for cable TV will also be shown.

**Personnel:** J. S. Auld, R. Bass, R. N. Blair, H. Blom, J. de Boer, J. S. Botali, F. B. Bundesmann, L. L. Caput, R. T. Cavanagh, A. Chan, J. Collins, A. C. Cuomo, R. DiCuia, M. M. Dorenbosch, A. van Doorn, T. Dunn, A. T. Goldfarb, C. Golsen, R. F. Goodspeed, K. Gustafson, R. Johns, K. K. Kaylor, M. Koo, E. R. Levine, P. Loughran, J. Lynch, M. Mackin, J. P. Maloney, E. J. Manzo, F. W. Mason, L. L. Mason, S. B. McCollum, J. Morrison, G. Nappo, R. Natwick, C. B. van de Panne, A. R. Pignoni, D. J. Pounds, R. Protter, F. D. Ratigan, F. van Roessel, R. C. Rogers, J. Sapinski, H. Schneider, G. P. Schrager, K. Seur, G. Skiba, W. Smith, H. Soojian, H. R. Thurber, G. R. Tingley, J. Valetan, P. G. Vanzanten, P. C. Vink, J. L. Wilson, L. E. Wolff, W. Wolthers and S. Yoskowitz.

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### **Potomac Instruments Inc.**

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#### **205 West Hall**

**Headquarters:** 932 Philadelphia Avenue, Silver Spring, Md. 20910.

On display will be the new FIM-21 solid-state field-intensity meter, the AM-19 antenna monitor, the type 19 antenna monitoring system, Nems-Clarke's 112-phase monitor, 107-A test set-field intensity meter, PPM-101 precision phase monitor, 120-E field-intensity meter, Marelco's Type 924, 948B and 963B jack panels and video and RF patching equipment.

**Personnel:** William H. Casson, Clifford C. Hall and Robert H. Ellenberger.

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### **Power-Optics Inc.**

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#### **312 Continental Room**

**Headquarters:** Box 266, Fairview Village, Pa. 19409.

Servo-control systems for the film and TV industries will be shown, as will remote control of television cameras and auxiliary equipment.

**Personnel:** J. H. Askew, H. A. Chalinor, P. Sellers, T. N. Streeter, S. Sommer, R. Fordham and T. Morrissey.

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### **QRK/Rek-O-Kut**

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#### **412 North Hall**

**Headquarters:** 1568 North Sierra Vista, Fresno, Calif. 93703.

On display will be professional turntables, tone arms, cartridges, equalized preamplifiers, variable speed turntables, turntable furniture, and stereo-audio

broadcast consoles.

**Personnel:** Robert Brugh, Lois Whitehill, Bernard Wise, Eleanor Verdon and Neil Hearn.

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### **Q-TV Sales & Distributing Corp.**

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#### **116 East Hall**

**Headquarters:** 342 West 40th Street, New York 10018.

Featured products include Q-Prompting systems, title systems, Grafic Q-Typers, Duo-Crawls, 5/8-inch and 3/4-inch Q-Typers, credit crawls and Q-Lens-Line with direct eye-to-lens contact.

**Personnel:** Sam Monteforte, Hy Sheft, Al Eisenberg and Lou Rodriquez.

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### **Quick-Set Inc.**

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#### **206 West Hall**

**Headquarters:** 8121 Central Park Avenue, Skokie, Ill. 60076.

Equipment to be exhibited will be tripods, pedestals, dollies, wall and ceiling mounts, pan and tilt heads, cradle heads, cam-link heads and special-purpose mounts for capacities up to 500 pounds.

**Personnel:** A. J. Briglia and A. J. Weber.

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### **Rank Precision Industries Inc.**

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#### **220 West Hall**

**Headquarters:** 260 North Route 303, West Nyack, N.Y. 10994.

To be shown are the Taylor Hobson TV lenses, including the 10:1 and 16:1 zoom lenses.

**Personnel:** Charles R. McLendon, James F. Tennyson, Gus Dato, Morton Russin, Charles January, Neil Burtonshaw, John Keyes.

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### **Raytheon Co.**

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#### **106 East Hall**

**Headquarters:** 1415 Boston-Providence Turnpike, Norwood, Mass. 02062.

Products include complete turnkey microwave radio systems and the KTR line of microwave radios and systems for studio-to-transmitter links, intercity relays and educational-TV systems. Other services include system engineering, path surveys, plant hardware and installation and maintenance services.

**Personnel:** Hugh Bannon, John Cheval, George Hinckley, Richard Moutray, Ed Shulman, William Swanson, Daniel Tomacelli, Mark Whitty, Robert Keller, Gene Love and Chris Thomas.

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### **RCA**

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#### **100 East Hall**

**Headquarters:** Camden, N.J. 08102.

Featured will be a demonstration of TV-station automation utilizing a new TR-70C high-band TV tape recorder that uses an integrated circuit for its servo system as a program source, tied to a pre-production model TCR-100 video-tape cartridge system, newly improved to handle 22 cartridges. Also to be demonstrated will be the TK-44A (three-tube) color camera, the TK-27 color-film system and the TS-51 video switcher. On display also will be the TT-35FH, a new VHF transmitter, new FM transmitters and new audio equipment.

**Personnel:** I. K. Kessler, A. F. Inglis, T. J. Barlow, E. J. Dudley, A. L. Hamerschmidt, A. M. Miller, J. P. Taylor, E. C. Tracy, P. Bergquist, G. W. Bricker, B. E. Fincher, J. A. Gimbel, P. A. Greenmeyer, J. L. Grever, H. R. Henken, J. E. Hill, H. H. Klerx, E. N. Luddy, A. Mason, D. S. Newborg, J. L. Nickels, A. W. Power, D. Pratt, R. L. Rocamora, J. P. Shipley, M. A. Trainer, W. B. Varnum, R. M. Williams, D. P. Allen, I. Barton, O. G. Bjerke, J. Butts, W. K. Charles, M. Corbett, W. G. Eberhart, D. Forbes, E. J. Frost, D. Freeman, R. Giles, W. Happel, R. Harding, E. H. Hoff, F. Huffman, W. G. Kelley, C. Koriwchak, L. Laabs, G. M. Lewis, B. Lloyd, G. McClanathan, W. I. McCord, R. J. Newman, A. Nobo, W. Powers, C. E. Raasch, W. R. Ramsay, J. R. Sims, J. Smith, F. A. Timberlake, N. Traxler, R. Varda, O. E. Wagner, P. G. Walters Jr. and J. T. Ulasewicz.

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### **RCA Electronic Components**

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#### **119 East Hall**

**Headquarters:** 415 S. Fifth Street, Harrison, N. J. 07029.

To be shown will be camera tubes, power tubes and microphones.

**Personnel:** H. Bailey, R. M. Bowes, T. Bowles, E. A. Dymacek, G. C. Gahalla, J. Hillman, J. T. Houlihan, C. E. Keenan, R. J. Liska, G. E. Ryan, P. E. Remeta, W. H. Sachewicz, D. M. Branigan, L. P. DeBacker, W. T. Dyll, C. D. Elderkin, H. M. Hambleton, V. C. Houk, J. J. Kearney, J. J. Kelley, G. A. Lucian, J. C. Maidment, R. Samuel, L. J. Van Vlaardingen and F. Veith.

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### **Recortec Inc.**

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#### **427 North Hall**

**Headquarters:** 162 South Whisman Road, Mountain View, Calif. 94040.

The Recortec VTC-2, which rapidly cleans and winds video tapes, will be demonstrated.

**Personnel:** Dr. Lester H. Lee, El Don A. Corl and William A. Fink.

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### **RHG Electronics Laboratory Inc.**

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#### **418 North Hall**

**Headquarters:** 94 Milbar Boulevard, Farmingdale, N. Y. 11735.

On exhibit will be a new line of solid-state microwave TV relay equipment with emphasis on the portable system.

**Personnel:** Ronald B. Hirsch, Robert E. Gruber, Arnold X. Rubin, Peter D. Lubell, Theodore Stone and Sidney Wolin.

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### **Riker Video Industries Inc.**

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#### **202 West Hall**

**Headquarters:** 100 Parkway Drive South, Hauppauge, L.I., N.Y. 11787.

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### **Rohde & Schwarz Sales Co.**

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#### **240 West Hall**

**Headquarters:** Box 148, Passaic, N.J. 07055.

Products to be shown include a TV demodulator, DSB test modulator, group delay test set, differential phase and gain meter, video-test signal generator and video noise meter.

**Personnel:** R. Feldt, L. Feldt, G. Stoeppel, R. Goebel, L. F. Green, W. Warlin, S. Danko and W. Krainik.

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### **Rohn Communication Facilities Co.**

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#### **224 West Hall**

**Headquarters:** 6718 West Plank Road, Peoria, Ill. 61601.

A 1,000-foot TV tower and the Rigid-Angle tower line will be introduced. The standard line of towers, lighting equipment, reflectors and related tower accessories will also be featured.

**Personnel:** Dwight Rohn, R. A. Kleine, Donald Rohn, Richard Rohn, Grady Rooker, C. A. Wright, Michael Fleissner, Kenneth Cordrey, Al Repsumer, Gene Francis, Burt Evans, Marion Athans, Robert Kennedy and David Simo.

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### **Richmond Hill Laboratories Ltd.**

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#### **202 West Hall**

**Headquarters:** 1240 Ellesmere Road, Scarborough 732, Ont.

New equipment on display will be the STG-500 studio test-signal generator, SG-1500 master sync generator and SG-120 educational sync generator.

**Personnel:** Peter F. Hughes, Richard Gordon, Barry Garratt and R. A. Lehtonen.

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### **Rust Corp.**

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#### **232 West Hall**

**Headquarters:** 168 Tremont Street,

Everett, Mass. 02149.

A new remote control, automatic transmitter-logging print-out system will be demonstrated and a new push-button remote console will be featured. The ALD-1RA print-out Autolog logging/remote-control system, RC-1000 series of remote-control equipment, RMS series of video/audio-switching systems and the AL-402 Autolog will be demonstrated. In addition, the DCA-1 amplifier, 14C-3 AM and 15C-3 FM RF preamplifiers and a new concept for signal or music distribution via FM carrier current will be exhibited.

**Personnel:** Sal Fulchino, Joe Puchalski and Sal Marino.

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### **Scantlin Electronics Inc.**

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#### **122 East Hall**

**Headquarters:** 5454 Beethoven Street, Los Angeles 90066.

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### **Schafer Electronics**

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#### **209 West Hall**

**Headquarters:** 9119 DeSoto Avenue, Chatsworth, Calif. 91311.

To be shown are broadcast automation systems and computer-controlled systems and special random access spotter.

**Personnel:** Charles Hill, Paul Comstock, Steve Grayson, Larry Cortney, Robert Spence, Jim McGinn, Charles Vanderford, Bob Levinson and Pat Izanhour.

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### **Scully Recording Instruments Co.**

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#### **407 North Hall**

**Headquarters:** 480 Bunnell Street, Bridgeport, Conn. 06607.

The 280 recorder/reproducers and the 270 reproducers will be shown.

**Personnel:** H. Brosious, M. Faulkner, R. Berliner, D. Nicholls and J. Curtis.

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### **Seeburg Music Library Inc.**

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#### **242 West Hall**

**Headquarters:** 1500 North Dayton Street, Chicago 60622.

An automated background-music center for multiplexing and telephone line will be featured and a complete line of multiplex tuners and receivers will be shown.

**Personnel:** Joseph F. Hards, Dan Hart, Tom Stewart and Joe Ferrone.

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### **Semikron International Inc.**

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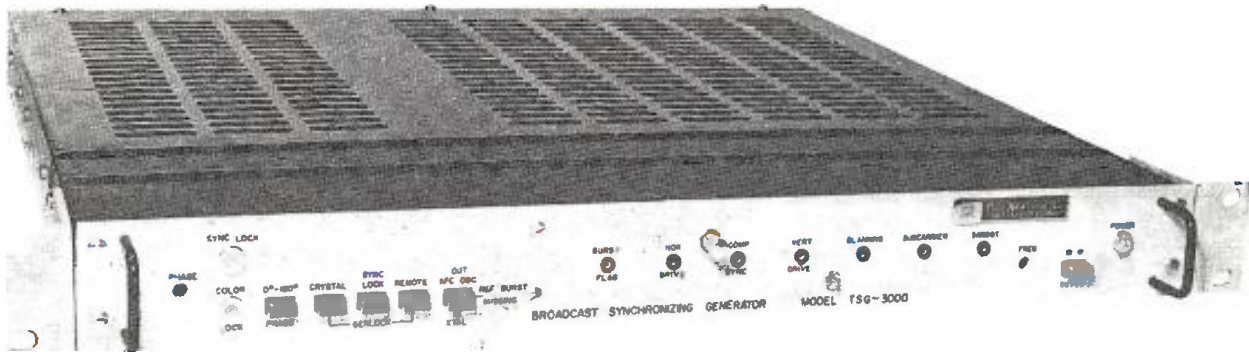
#### **409 North Hall**

**Headquarters:** Box 323, Scarsdale, N.Y. 10583.

Featured will be a high-voltage sili-



# TeleMation announces another industry exclusive



## **The new TSG-3000 all-digital broadcast color synchronizing generator with programmable pulse widths and digital genlock.**

In 1966 TeleMation introduced the TSG-2000 Series Broadcast Synchronizing Generators — the industry's first all-digital sync generator that offered near perfect time base stability.

Now, the **new** TSG-3000 with all-digital circuitry, the highest time base stability, lowest pulse jitter performance available. Plus, programmable pulse widths and *digital* genlock for *Crashlock* (next-field, operator-controlled lockup) or *Ratelock* (adds or subtracts one line per field until lockup is achieved).

It's another example of how TeleMation's advanced concepts in IC/MSI/LSI technology give you a better product. Find out more.

**Talk to TeleMation.**



**TELEMATION, INC.**

2275 South West Temple  
Salt Lake City, Utah 84115  
(801) 486-7564

**TALK TO US AT NAB BOOTH 416 NORTH HALL**



**Meet our new stars of the total TV scene, on the mezzanine.**

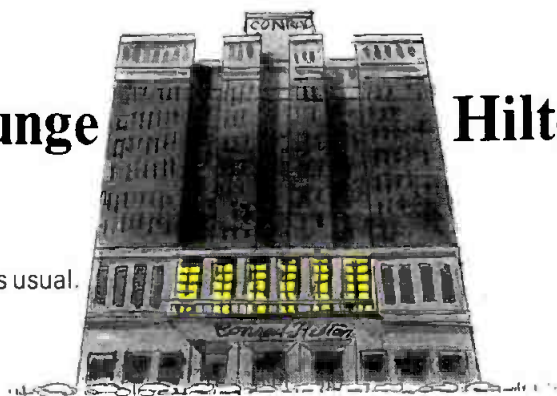




**Normandie Lounge**

**Hilton, Chicago. Apr. 5-8**

Above the competition as usual.



**AMPEX**



con rectifier stack assembly, a direct replacement for the 869B tube; solid state devices for direct replacement of the 872A, 8008, 866A and 816 tubes, and high-voltage, high-power silicon controlled rectifiers (thyristors) for power control.

**Personnel:** A. Knopp and K. Seidensticker.

---

### **Shibaden Corporation of America**

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#### **244 West Hall**

**Headquarters:** 58-25 Brooklyn-Queens Expressway, Woodside, N.Y. 11377.

On display will be complete closed-circuit TV systems.

**Personnel:** K. Kiyohara, J. Tosaka, D. Lindsey, J. Crane, J. Redding and J. Wagner.

---

### **Shure Brothers Inc.**

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#### **212 West Hall**

**Headquarters:** 222 Hartrey Avenue, Evanston, Ill. 60204.

Microphones, microphone mixers, disc reproducers and tone arms and accessories will be exhibited.

**Personnel:** R. W. Carr, K. R. Reichel, R. W. Ponto and H. I. Blumenthal.

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### **Skirpan Lighting Control Corp.**

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#### **320 Continental Room**

**Headquarters:** 41-43 24th Street, Long Island City, N.Y. 11101.

A new modular approach to the design and assembly of studio lighting control system will be introduced and new audio-visual systems controlling a sound, slide and light show will be displayed.

**Personnel:** Stephen J. Skirpan, Frank C. Weymouth and Carol V. Hoover.

---

### **Joseph M. Soll Inc.**

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#### **410 North Hall**

**Headquarters:** 311 East 72nd Street, New York 10021.

A photographic display with pictures and slides showing Soll broadcast installations will be featured and an RF switching system will be on display.

**Personnel:** J. M. Soll, R. Soll, S. Soll, S. Marshall and D. Lewis.

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### **SOS Photo-Cine-Optics Inc.**

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#### **421 North Hall**

**Headquarters:** 311 West 43d Street, New York 10036.

Exhibit items will include a 16-mm editing table, 16-mm motion-picture printer, guillotine tape splicers, 16-mm sound cameras, zoom lens motor drives

and camera tripods.

**Personnel:** D. J. Capano, D. Notto, W. Robbins, L. Hollender, R. Kaplan, D. Allen and A. Florman.

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### **Sparta Electronic Corp.**

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#### **303 Continental Room**

**Headquarters:** 5851 Florin - Perkins Road, Sacramento, Calif. 95828.

Featured will be Sparta - Mation broadcast automated systems; the new line of audio consoles, turntables and accessories, and tape cartridge systems. Complete audio control centers for production room and remote broadcasting will also be displayed.

**Personnel:** William J. Overhauser, Jack J. Lawson, John F. Spencer, Will Lindsay, Dave Evans, Jess Swicegood, Glenn Webster, David Veldsma, Herbert Arms and Phil Timberlake.

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### **Spindler & Sappe Inc.**

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#### **325 Continental Room**

**Headquarters:** 1329 Grand Central Avenue, Glendale, Calif. 91201.

A complete line of TV film chain Selectroslide slide projectors, including the Spectrum 32, will be on display. The new Ultralight front screen background projection system for color-TV studios with multi-speed dissolve capability will also be displayed.

**Personnel:** Norman Sappe, James Hulfish and Carroll Sager.

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### **Standard Electronics Corp.**

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#### **110 East Hall**

**Headquarters:** Box 677, Freehold, N.J. 07728.

The display will include a new fully transistorized 500 w-5 kw VHF-TV transmitter and the new 250 w Mini-FM transmitter.

**Personnel:** Betty Zillger, Bill Zillger, Al Wooldridge, Thord Waernoff, Mike Zullo, Bob Bythway and Pete Zillger.

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### **Stanton Magnetics Inc.**

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#### **215 West Hall**

**Headquarters:** 350 Jericho Turnpike, Jericho, N.Y. 11753.

To be shown will be record playback equipment, magnetic phono cartridges for disk reproduction (and calibration.)

**Personnel:** Walter O. Stanton, John J. Bubbers, Dan P. Collins, George Peteetin, C. Ray Bennett, Richard U. Meistrell, Robert Zupa and Jim Fox.

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### **Sylvania Electric Products Inc.**

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#### **249 West Hall**

**Headquarters:** 100 Endicott Street,

Danvers, Mass.

On display will be tungsten halogen studio, theater and lighting lamps for television.

**Personnel:** Cliff Durkee, Richard Mercier, Fred Freeman, Bob Shimer, Jim Davis and George Butterfield.

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### **Tape-Athon Corp.**

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#### **236 West Hall**

**Headquarters:** 502 South Isis, Box 814, Inglewood, Calif. 90307.

Shown will be the new model 1400, a 14-inch reel-to-reel tape transport. Other products on display will include the Programmer III automated background music system for SCA broadcast and the model 900 and model 1000 recorder/reproducer.

**Personnel:** George M. Anthony, David J. Anthony, H. J. Halvorson, Wally Rubin and Milt Rice.

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### **Tapecaster TCM Inc.**

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#### **216 West Hall**

**Headquarters:** 12326 Wilkins Avenue, Rockville, Md. 20851.

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### **Sarkes Tarzian Inc.**

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#### **104 East Hall**

**Headquarters:** East Hillside Drive, Bloomington, Ind. 47401.

On display will be a complete system concept for full-TV station automation. A new approach to TV production switching and special effects will be shown and a color camera will be displayed performing under varying operating conditions.

**Personnel:** S. Tarzian, B. Presti, R. Ide, R. Adamson, L. Anderson, J. Guthrie, A. Busch, R. Dougherty, V. Pearson, G. Peters, J. Morse, J. Roden, J. Ryan, H. Rabinowitz, M. Stoll, J. Schneider, W. McCain, J. Moneyhun, D. Link, N. Tkachenko, W. Tarr, H. Cookston, F. Bearsh, R. Petermichel, C. Anderson, J. Dunn, R. Langrebe, F. Manley, W. Ross, J. Lanier, J. Phillippi, D. Rush, W. Woods, C. Clapham, R. Bridwell, D. DeKoker, S. Carrell, R. Elkins, J. Cummings, J. Vidovic, E. Stalcup, J. Redding, N. Brown, R. Siikarla, J. Seider, G. Hendrix and J. Cloud.

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### **Tektronix Inc.**

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#### **109 East Hall**

**Headquarters:** Box 500, Beaverton, Ore. 97005.

New products on display will include the type 141A and 142 test signal generators, type 522 vectorscope, 75-ohm return loss bridge and Telequipment type D54 dual-trace oscilloscope. Also



# Spotmaster

## Introduces the incomparable

# Ten/70

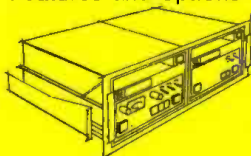


Your search is over. Here is the bold new standard in cartridge tape performance, versatility and ruggedness. Here is the equipment that has everything.

Five models of the magnificent Ten/70 are offered: mono record-play, mono play, mono delayed programming, stereo record-play, stereo play. All have identical dimensions. Any combination of two will fit in our sleek 19-inch roll-out rack panel, just 7 inches high.

And look at the "Human Engineered" versatility. Features and options include manual high-speed advance, exclusive Auto-Cue with automatic fast-forward, automatic self-cancelling record pre-set, front panel test of cue and bias levels, built-in mike and line level mixer, automatic pressure roller engagement and electrical cartridge release, color-coded design for easiest possible operation.

No-nonsense SPOTMASTER engineering dictates the inside story: a massive U.S.-made hysteresis synchronous "Direct Drive" motor, solid state logic switching, modular construction throughout, premium components, separate heads allowing A-B monitoring, full bias cue recording, transformer input and output, flip-top access to heads and capstan.



This new generation of SPOTMASTER equipment takes its place alongside our classic 500C Series, still offered. Performance and specification are second only to the Ten/70.

Please call or write for complete information.



## FREE

COMMEMORATIVE COIN

Saluting the Broadcast Industry on its 50th Anniversary

To honor the Golden Anniversary of broadcasting, Broadcast Electronics has commissioned the famed Franklin Mint to strike a special commemorative coin in limited edition.

A handsome collector's item, this cartwheel sized solid bronze coin is offered to NAB show participants on a first-come first-served basis. Each coin will be permanently registered in your name and is enclosed in an attractive presentation case.

It's just our way of thanking our friends in the broadcasting industry. Stop by, say hello, see the new SPOTMASTER Ten/70, and receive your commemorative coin souvenir.

**NAB SHOW**

Booth 307, Continental Room • Chicago, April 5-8

## BROADCAST ELECTRONICS, INC.

A Filmways Company

8810 Brookville Road, Silver Spring, Maryland 20910 • (301) 588-4983

on display will be the 7503 oscilloscope, type 520 NTSC vectorscope and type 521 PAL vectorscope, type 528 and 529 waveform monitors, type 140 NTSC test-signal generator and type 453 Mod 127C oscilloscope.

**Personnel:** Walt McAbel, Bill Lewis, Charles Rhodes.

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### **Tele-Cine Inc.**

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#### **414 North Hall**

**Headquarters:** 294 East Shore Drive, Massapequa, N. Y. 11758.

On display will be the Schneider-System TV-10 zoom lens; a demonstration of the Sondor OMA2 magnetic film recorder running in full interlock with a video-tape recorder and the Tele-Tec II automatic video-tape programing system. Also on display will be the model 5404 Tele-Tec video-tape editing programmer; a remote burst phase control for the Ampex 1200, 1200b and 2000A manufactured by B&M Electronics, and the entire Schneider vidicon lens line, including the new 18-to-90 mm vidicon format zoom lens.

**Personnel:** Don Collins, Frank Beemish, Hans Waeglein, Willie Hungerbuhler and Peter Holvedge.

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### **Telemation Inc.**

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#### **416 North Hall**

**Headquarters:** 2275 South West Temple, Salt Lake City 84115.

New products on display will include the TCG-225 electronic editing generator, TPS-12X4 video switcher, TSG-3000 sync generator, TVS-12X video switcher, TAS-12X audio switcher, and control systems. A method of transmitting data from the TCG-1440 character generator over FM SCA channels will be demonstrated and the TPS-8X2 video switcher, TMV-551 series video distribution switchers and TMT-100 series video test equipment will also be shown.

**Personnel:** Lyle O. Keys, Robert C. Bacon, Jack R. Daniels, Robert W. Kuhl, Kenneth D. Lawson, Barry L. Kenyon, Ten Anderson, Bob Crawford, Ken Schneider, Richard F. White, Charles Pipher, Robert Dressler, Vicki Durham and Betty Harris.

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### **Telemet**

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#### **247 West Hall**

**Headquarters:** 185 Dixon Avenue, Amityville, N.Y. 11701.

To be shown will be sync generators, video and pulse distribution amplifiers, test signal generators, processing amplifiers, special effects generators, chroma keyers, routing switchers and vertical interval switchers.

**Personnel:** A. Bolletino, D. Chapman,

B. Griffiths, S. Gunston, E. King, B. Riesehe and J. Robak.

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### **Telepro Industries Inc.**

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#### **124 East Hall**

**Headquarters:** Cherry Hill Industrial Center, Cherry Hill, N.J.

On display will be rear-screen and random-access slide projectors, Xenon movie projectors, lectern, prompting equipment continuous-loop tape cartridges.

**Personnel:** Joseph Goff and Roger Cappello.

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### **Telesync Corp.**

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#### **216 West Hall**

**Headquarters:** 20 Insley Street, Damarrest, N. J. 07627.

Displayed will be prompting equipment, horizontal and vertical crawl and a retro-reflective front screen projection system.

**Personnel:** Bob Swanson, Dave Turney, Ron Wilson and Bill Morrow.

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### **Television Equipment Associates**

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#### **105 East Hall**

**Headquarters:** Box 1391, Bayville, N.Y. 11709.

The World Video one-gun color monitor, Gardner Colorgard meters, BBC illuminant-D reference, IRT illuminant-D comparator, vertical interval in-coders and de-coders will be exhibited. Also on display will be the Tele-Pat IV-B color-camera test-pattern illuminator and precision test slides, Felten & Guilleaume line of color-camera cable and right-angle connectors, units for color separation optics by Barr & Stroud Ltd. Recortec Video Tape Conditioner and a line of cartridge audio tape players and recorders by Consolidated Electronics Pty. Ltd. A new digital clock, a line of microphones and a line of camera support equipment will also be shown.

**Personnel:** Bill Pegler, Jack Taylor, Tom Keane, Bob Webb, Rubin Medding, Bill Endres, Alexander Brandt, Case Hoffman, Bill Maylett, Al Levin.

---

### **Telex**

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#### **308 Continental Room**

**Headquarters:** 9600 Aldrich Avenue South, Minneapolis 55420.

New products will include the Announcers Earset and the 1320 communication series headsets. Other products to be displayed include Magnecord recorder/reproducer models 1028, 1022 and 1021 and the self-energized Ampli-twin stereo headphone.

**Personnel:** Paul Bunker, Richard

Turner, Peter Schwarz and James S. Arrington.

---

### **Thomson-CSF Electron Tubes Inc.**

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#### **229 West Hall**

**Headquarters:** 50 Rockefeller Plaza, New York.

UHF triodes and tetrodes ranging up to 25-kw output at 1000 MHz will be shown.

**Personnel:** Ernest L. Stern, D. Mailart, M. Turteltaub, D. Voit, Robert Hansel and Robert Forlaw.

---

### **3M Co.**

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#### **246 West Hall**

**Headquarters:** 3M Center, St. Paul 55101.

A full line of Scotch quadruplex and helical video tapes will be shown, including backtreated 400 and Guardsman series. Among the displays will be a new music mastering tape featuring a 3 db increase in over-all dynamic range, tougher binder formulation and special protective textured backing. Also to be shown is an improved two-inch plastic shipping and storage case, FBR-100 dropout profile recorder, color encoder, color dropout compensator, bridging video switcher.

**Personnel:** M. C. Hagdal, D. F. Denham, W. H. Madden, J. L. Leon, P. I. Anderson, C. L. Alden, J. P. Deasey, J. T. McCalla, V. A. Mohrland, N. C. Ritter, H. L. Marks, A. R. Thompson, J. Watson, J. Miller, R. Garrett, T. Welch, Fred Hodge, Scott Goff, Ralph Balclay, G. Nels Johnson, Art Barnes, Dick Dubbe and John Reeds.

---

### **Transface Process Co.**

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#### **333 Continental Room**

**Headquarters:** 480 Canal Street, New York 10013.

Office copiers and a line of Plasta Lucent masters will be on display.

**Personnel:** Don Bernstein and Bob Cantor.

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### **Trompeter Electronics Inc.**

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#### **329 Continental Room**

**Headquarters:** 8936 Comanche Avenue, Chatsworth, Calif. 91311.

On display will be patch panels and cords, jacks, looping plugs, power dividers, twinax and triax cables, RF connectors, switches and matrices.

**Personnel:** Ed Trompeter and Stan Adams.

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### **Utility Tower Co.**

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#### **230 West Hall**

**Headquarters:** Box 12027, Oklahoma City.

To be displayed will be towers for



TV, AM, FM, CATV, microwave and others.

**Personnel:** C. E. Nelson, V. G. Duval, J. J. Bennett, R. G. Nelson and M. N. Sholar.

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#### Varian Associates

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##### 330 Continental Room

**Headquarters:** 611 Hansen Way, Palo Alto, Calif. 94303.

On display will be power grid tubes, including triodes, tetrodes, pentodes and vapor phase cooling tubes; CW klystron amplifiers and traveling-wave tubes.

**Personnel:** H. Rastatter, R. Perkins, J. Driscoll, J. Quinn, E. Gilbert, W. Barkley, H. Breese, J. Pavetto, L. Hansen.

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#### Vega Electronics Corp.

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##### 303 Continental Room

**Headquarters:** 2115 De La Cruz Boulevard, Santa Clara, Calif. 95050.

On display will be the Vega Professional hi-band wireless microphone system, the S-10 condenser microphone and the Professional 800-2 Master Record/Reproduce tape transport.

**Personnel:** Phillip L. Gundy, John C. Beaman, Barry M. Kaufman and Jerry F. Trayler.

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#### Video Facilities

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##### 428 North Hall

(See Canon U.S.A. Inc.)

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#### Videometrics Inc.

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##### 103 East Hall

**Headquarters:** Cherry Hill Industrial Center, Cherry Hill, N.J. 08034.

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#### Vikoa Inc.

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##### 321 Continental Room

**Headquarters:** 400 Ninth Street, Hoboken, N. J. 07030.

Display items will include Vikoa's underground miniature stripline directional coupler.

**Personnel:** Allen Lipp, Gerald Mattison, John Russell, Ken Siegel.

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#### Visual Electronics Corp.

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##### 301, 302, 305 Continental Room

**Headquarters:** 356 West 40th Street, New York 10018.

Features include the VP3 studio color camera, the new Datavision display systems for TV titling, a new video-switching system, Favag master-clock systems, a 55-kw model VTU-55 UHF transmitter, a Rapid-Q cartridge tape unit, the

M1600 audio TV production console and a standard audio console, the V7000 digital television program control, high-band color video-tape recorders and a line of AM/FM transmitters.

**Personnel:** James Tharpe, Newland Smith, Charles Spicer, Phil Silberberg, Joe Trachtenberg, Murray Rafsky, Dick Koplitz, Janet Kopec, Mary Berthiaume, Gay Abraham, Page Tharpe, Sal Raia, Frank Newman, Don Skulte, Larry George, Earl Johnson, Dor Hesslegrave, Jack Burge, Bob McCormick, Bob Striker, Bob Bollen, Rocky Reale, Frank D'Ascenzo, Tony Mattia, Len Morreale, Al Schoenberg, J. Shumway, Leo Darigo, Dick Betts, Gary Mitchell, Norm Farr, Sid Stadig, Frank Haney, Al Dodds, Tim Engel, Dave Lee, Bud Rees, Pete Tyrrell, Ron DeBry, Lew Radford, Kutch Mayers, Cecil Wickham, Chet Siegrist, Ed Clammer, Carl Hayworth, Jim Howard, Bud Mills, A. W. Greeson, "P. D." Thompson, Felix Bonvouloir, Jim Billingsley, Bill Keiser, Kit Kittelson, Forest Eckhoff, Dick Daker, Wayne Marcy, Lin Hargreaves, Ted Overbey, Wayne Bradbury, Dallas Barnard, Keith Tindall, Chuck Martin, John Camarda, Carl Wenzinger, Oral Evans, Carl Hedges, Chuck Engle, Mel Packard, Cal Clarke, Glenn Southworth, Gene Leonard, Ken Himes, John Palcewski, Ed Padykula, Ken Anderson, C. Bixby, R. Terry, C. Curtis, E. Reich, W. Thornburgh, W. Frame, D. McClusky, A. Sterling, W. Emshwiller, E. Vereb, R. Eigenmann, R. Murray and D. Pecan.

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#### Vital Industries Inc.

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##### 323 Continental Room

**Headquarters:** 3614 Southwest Archer Road, Gainesville, Fla. 32601.

Equipment designed for preset broadcast programmer interfacing will be shown for the first time. Improved versions of the VIX-108 switching systems, video special effects, video processors and systems concepts will also be shown. The VIX-56 switching system will also be featured.

**Personnel:** Nubar Donoyan, Dale Buzan, Neff Cox Jr., Morrell Beavers, Mario Conti, Joe Lagana, Mike Baker and Robert Bachus.

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#### Ward Electronics Industries

---

##### 202 West Hall

**Headquarters:** 142 Central Avenue, Clark, N.J. 07066.

Products to be shown are video-switching systems, special effects, chroma keyer, processing amplifiers, clamping amplifiers, sync generators, uni-pulse distribution systems, video and pulse distribution amplifiers, video test equipment, transmitter phase equalizer,

**Here's what's new in  
Better Programming...  
an electronic device now  
permits broadcasters**



**to write  
...draw,**



**diagram  
over  
any  
TV  
image**

## **new TELESTRATOR**

*Successfully used by ABC to sketch Eclipse, Apollo 11 & 12 landing, Pro-bowling and other wide-world of Sports.*

A wonderful innovation! Now dramatize or emphasize what's happening on the screen with this remarkable Telestrator which permits the broadcaster to superimpose moving dotted, dashed, and continuous lines on images from slides, studio cards, live action, film, EVR or videotape. Saves production costs, too. Find out all the details at the NAB Convention. See us live with the action Telestrator.

**SEE THE  
TELESTRATOR**

*Demonstrated at the NAB Show—  
Come visit our booth.*

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TV transmitter demodulator, color bar generator, audio consoles, audio modules and intercom systems.

**Personnel:** Bob Rainey, Mervyn Davies, Fran Wagner, Bernie Munselle, Herb Didier, Al Powley, Vince Lyons, Harold Rainey, George Pires, John Baker, Barry Garratt, Bob Lehtonen, Richard Gordon and Frank Acquilino.

---

**Westinghouse Electric Corp.  
(Electron Tube Div.)**

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411 North Hall

**Headquarters:** P.O. Box 284, Elmira, N.Y. 14902.

On exhibit will be electron power and transmitter tubes.

**Personnel:** R. Zoller, S. Stefanski, W. Hayter, W. Curran, H. Tingey and R. Formack.

---

**Wilkinson Electronics Inc.**

---

201 West Hall

**Headquarters:** 1937 West MacDade Boulevard, Woodlyn, Pa. 19094.

To be shown will be FM stereo transmitters, AM transmitters, audio consoles, audio amplifiers, AM monitors, RF amplifiers, field intensity meters, line-surge protectors, silicon rectifiers.

**Personnel:** G. P. Wilkinson, C. C. Wilkinson, W. H. Johnson, R. B. Johnson and P. Moffitt.

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**Station reps**

---

**ABC-TV Spot Sales**

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Continental Plaza, Governor's Suite

**Personnel:** Richard N. Savage, Thomas H. Belviso, Ron Gleason, Mark S. Ellentuck, Arthur J. DeCoster, Philip Gore, Richard I. Hasbrook.

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**Avco Radio-TV Sales**

---

Continental Plaza, 700

**Personnel:** H. Peter Lasker, T. Comerford, F. Glazer, T. Nunan, Phyllis Seifer.

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**Avery Knodel Inc.**

---

Sheraton-Blackstone, 407-08-10

**Personnel:** J. W. Knodel, Roger O'Sullivan, Joe Paulin, Bob Patt, Fred Johnson, Bob Kizer.

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**Mort Bassett & Co.**

---

Essex, suite unassigned

**Personnel:** Mort Bassett.

---

**Charles Bernard Co.  
(Country Music Network)**

---

Hotel unassigned

**Personnel:** Charles Bernard.

---

**John Blair & Co.**

---

Sheraton-Blackstone, suite unassigned

**Personnel:** Francis Martin Jr., Jack Fritz, Thomas Harrison, James Theiss, Edward Whitley, Robert Hemm, Jack Kelley, John White, Briggs Palmer, Richard Driscoll, Harry Smart, Arthur Stringer, Stu Cochrane, Ray Muer, Dick Gideon, Don Richards, Dave Klemm, Peter Allen, Josef Rosenberg, James Jurist.

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**CBS Radio Spot Sales**

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Continental Plaza

**Personnel:** W. Russell Barry.

---

**CBS-TV National Sales**

---

Hotel unassigned

**Personnel:** Theodore W. O'Connell.

---

**Henry I. Christal Co.**

---

Conrad Hilton, 1306

**Personnel:** Philbin S. Flanagan, John M. Fouts, Pierre R. Megroz.

---

**Roger Coleman Inc.**

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Palmer House, suite unassigned

**Personnel:** Roger Coleman.

---

**Greener, Hiken, Sears**

---

Sheraton-Blackstone, suite unassigned

**Personnel:** Richard Greener, Andrew Hiken, Michael Sears.

---

**Herbert E. Groskin & Co.**

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Palmer House, Tower Suite

**Personnel:** Herbert Groskin, Dianna Groskin.

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**Harrington, Righter & Parsons**

---

Sheraton Blackstone, 808-809-810

**Personnel:** James Parsons Jr., John F. Dickinson, John J. Walters, Peter Ryan, Maurice Rashbaum.

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**Bernard Howard & Co.**

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Conrad Hilton, suite unassigned

**Personnel:** Bernard Howard, Jack Davis, Harry Wilbur, Robert Lazar.

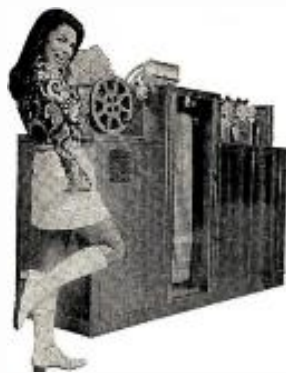
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**HR Television Inc.**

---

Continental Plaza Hotel,  
suite unassigned

**Personnel:** Dwight S. Reed, Edward



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April 5-8 • Chicago Hilton  
Booth No. 114  
Telephone 2631

## New Houston Fearless Mini-Color Processor costs less than \$10,000

"Mini" means small, or compact. And Mini-Color is all of that—in size and price. "Color" means it processes every type of Ektachrome color film including the new "Super 8" and 16 or 16/35 mm film. Mini-Color is a totally new dimension in compactness, rapid access, operational simplicity and rock-bottom cost.

Also available: **COLORMASTER TV NEWS COLOR FILM PROCESSOR.** Chosen for precision high-volume production by more than 90 TV stations coast to coast.

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WORLD'S LARGEST MANUFACTURER OF FILM PROCESSING EQUIPMENT AND TV BROADCAST EQUIPMENT

# THE **angénieux**

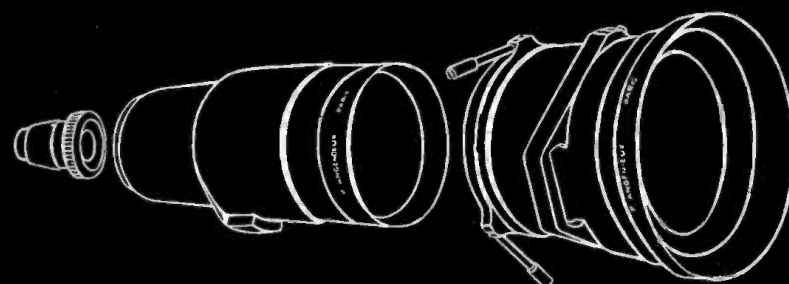
## 18x27.5 E11 ZOOM LENS

### WILL EXTEND **YOUR**

### VERSATILITY WITH A

### FOCAL LENGTH RANGE

### OF **18** TO **1800mm**



BASIC ZOOM LENS  
18x27.5 E11

27.5 |-----| 500mm f/2.0-3

LENS WITH  
RETROZOOM\*

**18** |-----| 330mm f/2.0-3

LENS WITH 3.6X  
RANGE EXTENDER\*\*

100 |-----| **1800mm** f/7.2-11

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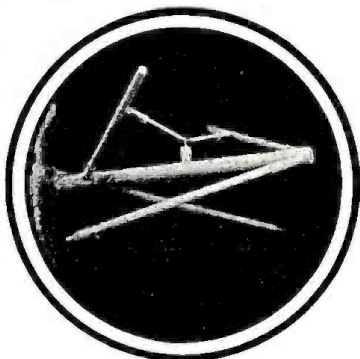


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P. Shurick, Harry Wise, Al Ritter, Phil Corper, Jim Alsbaugh, Peggy Stone, John Butler, Saul Frischling.

### Katz Agency

Executive House, 3803

**Personnel:** David Abbey, Sal Agovino, David Allen, John Amey, Jack Beauchamp, Oliver Blackwell, Daniel Denenholz, Kenneth Donnellon, James Greenwald, Geoffrey Hall, Eugene Katz, Frank McCann, Donald McCarty, Michael Membrado, Tod Moore, Walter Nilson, William Schrank, Gordon Zellner, Alan Axtell, Victor Ferrante, Joseph Hogan, Arne Ramberg, John Roberts, Tom Rice, Dick Epp.

### Major Market Radio

Sheraton-Chicago, suite unassigned

**Personnel:** Jerry Glynn, John Barry, Robert McCarthy.

### Jack Masla & Co.

Executive House, 3104

**Personnel:** Jack Masla, Allan Klammer, Bob Pierce, Bill Yonan, Bud Pearse, Scott McDuffee, Gene Gray, Lee O'Connell, Bill Jones.

### McGavren-Guild-PGW

Watertower Hyatt House,  
suite unassigned

**Personnel:** Ralph Guild, Dan McGavren, Edward Argow, Harvey Glor, Tony Durpetti, Jack Zimmanck, Gary Ahrens, Walter Lake, Tony Masano, Ralph Conner.

### The Meeker Co.

Conrad Hilton, 1700

**Personnel:** Robert L. Dudley, Charles Standard, Jack Hardingham, Thomas Saxton, Powell Ensign, Audrey Tanzer, Carl Jewett, Hugh McTernan, Bill Decker, Gene Gray.

### Metro Radio

Div. of Metromedia Inc.

Drake, suite unassigned

**Personnel:** H. D. Neuthwirth, John Brady, Harry Durando, Bob Williamson, Mickey Luckoff, Jim McMullin, Gene Werman, Dick Kvale.

### Metro TV Sales

Continental Plaza, suite unassigned

**Personnel:** Thomas J. Tilton, Gerald

J. McGavick, Martin Ozer, Richard Waller, Martin Mills.

### Peters, Griffin, Woodward

Sheraton-Blackstone, 604-05-06

**Personnel:** Lloyd Griffin, Bill Walters, Ted Van Erk, Rolin Collins, Lon King, Dr. John Thayer, James Siefert, John McGowan, Paul Wischmeyer.

### Edward Petry & Co.

Conrad Hilton, 1400

**Personnel:** Martin Nierman, Ben Holmes, Edward Page, Michael Corken, William Rohn, M. James, Arthur Scott, Roger LaReau, Mayer Levinton, Robert Coppinger, Tom Burchill, Mel Trauner, Richard Hughes, Richard Yoder, Tom Beauvais, L. Larimer, Thomas Dolan, Sam Hall, Kathi Bowers, Keith Lewis, William Steese, Robert Delehanty, Irwin Unger, Thomas Roche, John Carigan.

### Pro Time Sales Inc.

Conrad Hilton, 1518

**Personnel:** Sam Bronstein, Jim Smith.

### Radio Advertising Representatives

Water Tower Hyatt House, suite unassigned

**Personnel:** Dick Harris, Dennis Israel, Jim Aberle.

### RKO General Inc.

Continental Plaza, Crown Suite

**Personnel:** Thomas Judge, Jim Marino, Jerry Lawrence, James O'Grady, Victor E. Forker, Marvin Roslin, John Stella, Sy Gaip, James Barker, Doug Slye, Ed Lubin.

### Savalli/Gates

Conrad Hilton, 1300

**Personnel:** Joseph Savalli, Russ Walker, Bill Wilson.

### Tele-Rep

Watertower, 1100

**Personnel:** Al Masini, Jerry Mulderig, Bob Schneider, Richard Frank.

### Alan Torbet Associates

Conrad Hilton, 2100

**Personnel:** Alan Torbet, Brock Peterson, Herb Hahn, Bob Ward, Rick Cap-

nick, Len Sable, Dick Ziltz, David Carpenter.

---

**Adam Young Inc./VTM**

---

Conrad Hilton, 800

**Personnel:** Adam Young, Steve Rintoul, Roger O'Connor, Arthur Catalanello, Bruce Schneider, James Parker, William Buschgen, Fred France, John Riggs.

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**Station brokers**

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**Adams Broadcast Services Inc.**

---

Sheraton-Blackstone, suite unassigned

**Personnel:** Robert F. Adams.

---

**Bernstein Bros., De Marco & Martin**

---

Conrad Hilton, 2100

**Personnel:** Edwin A. Bernstein, Cathy Steadman.

---

**Blackburn & Co.**

---

Pick-Congress, 801-803

**Personnel:** James W. Blackburn, Jack V. Harvey, Joseph M. Sitrick, Frank Nowaczek, Hub Jackson, William B. Ryan, Eugene Carr, Wendell W. Doss, Clifford B. Marshall, Robert A. Marshall, Harold Walker, Colin M. Selph and Roy Rowan.

---

**Chapman Co.**

---

Pick-Congress, suite unassigned

**Personnel:** J. William Chapman, Bernie Whittaker, Paul Crowder, Keith Horton, Dick Kozacko, Bill Kepper, Charles O'Donnell and Bob McKendrick.

---

**Charles Cowling & Associates**

---

Conrad Hilton, suite unassigned

**Personnel:** Charles Cowling.

---

**R. C. Crisler & Co.**

---

Executive House

**Personnel:** Richard Crisler, Ted Hepburn, Ed Richter, Frank Kalil.

---

**Wilt Gunzendorfer & Associates**

---

Conrad Hilton, suite unassigned

**Personnel:** Wilt Gunzendorfer.

---

**Hamilton-Landis & Associates**

---

Pick-Congress, 1233

**Personnel:** G. W. Moore, Don C. Reeves, Richard A. Shaheen, Ray V. Hamilton and C. L. Richards.

---

**Hogan-Feldmann Inc.**

---

Conrad Hilton, 2109A-2112A

**Personnel:** Jack Feldmann and Arthur Hogan.

---

**Larson, Walker & Co.**

---

Pick-Congress, suite unassigned

**Personnel:** William Walker, G. Bennett Larson.

---

**LaRue Media Brokers Inc.**

---

Ambassador-East, suite unassigned

**Personnel:** Hugh LaRue, Jerry Lidiard, Edna Goldnick and Fred Vance.

---

**Malarkey, Taylor and Associates**

---

Ascot House, suite unassigned

**Personnel:** Archer S. Taylor.

---

**New York Securities Co.**

---

Ambassador-East, suite unassigned

**Personnel:** John Giannetti and John Palmer.

---

**Howard E. Stark**

---

Ambassador-East, suite unassigned

**Personnel:** Howard E. Stark.

---

**Jack L. Stoll & Associates**

---

Pick-Congress, suite unassigned

**Personnel:** Bruce Stoll.

---

**William T. Stubblefield Co.**

---

Water Tower Inn-Penthouse Suite

**Personnel:** William T. Stubblefield, Arthur Holt.

---

**Networks**

---

---

**ABC Inc.**

---

Conrad Hilton, 2306A

**Personnel:** Leonard H. Goldenson, Simon B. Siegel, Everett H. Erlick, James Hagerty, Robert Kaufman, Mark Roth, Alfred R. Schneider, Roland S.

Tremble, James Riddell, Elton H. Rule, Marvin Antonowsky, David App, Roone Arledge, Richard L. Beesmyer, Mary Blaney, Garrett Blowers, Milton Carney, Mark Cohen, Richard Connelly, Joseph Cook, Symon Cowles, Mario Cucinotta, Warren Denker, Barry Diller, James E. Duffy, Bob Einhorn, Mike Engel, William Firman, Don Foley, Gordon Fulcher, Joseph Giaquinto, Mark Greenberg, Bruce Hagerty, Ell Henry, Bob Hingel, Harvey Jacobson, Herbert Jellinek, Marshall Karp, Tim Kearney, Jim Keeley, Greg Keltz, Gene Klimek, Dick Kozak, Jo Ann Longshore, Guy Mango, Arnold Marfoglia, Arnie Markowitz, Ellis Moore, Joe Niedzwiecki, Carmine Patti, Frederick Pierce, I. Martin Pompadur, Bob Reich, Ron Rosenberg, Ken Schofield, Barbara Shank, Paul Sonkin, Martin Starger, Chuck Swilling, Bill Sythes, Stu Ullman, Edwin Vane, Richard Zimbert, Pete Zobel, Walter A. Schwartz, Frank Atkinson, Edward Bishoff, Frank Boehn, Ted Brew, Leo Collins, Kent Coughlin, Harry Curtis, George Davies, Carol Davis, Dick Dressel, Nick George, William Gilmore, Dave Grimm, Peter Katz, Joseph Keating, Joseph Kelly, Steve Lindberg, Bill MacCallum, Robert Mahlman, Jack Mahoney, Josh Mayberry, Thomas O'Brien, George T. Phillips, Mark Richards, Gary Seslar, Alex Smallens, Art Sulzburgh, Jeffrey Sprung, Wally Westphal, Elmer W. Lower, Sam Antar, Don Coe, Harvey Gersin, James Madigan, George Merlis, James Reina, Bob Rodwin, Martin Rubenstein, William Sheehan, William Stone, Avram Westin, Thomas Wolf, Kevin O'Sullivan, Charles Atkins, Scott Moger, John Randall, Douglas H. Shafner, Jerry Smith, James T. Larkin, Jack Singer, Harold L. Neal, Andrew Erish, Mike Hauptman, Robert Henabery, Robert Holmgren, Y. Thomas Kirby, Allen Shaw, George Yahraes, Richard A. O'Leary, Walter Stein, Charles Debare, Dean McCarthy, Seymour Horowitz, George Rodman, Richard Hogue, Joseph Rowan, John Severino, Kenneth McQueen, Donald Keck, John McMahon, Donald Curran, Harrison Mulford, Warren Tomassene, John Ruby, Lionel Schaen, James Osborne, Richard N. Savage, Thomas Belviso, Mark S. Ellentuck, Ron Gleason, Grant Norlin, Arthur Decoster, Philip Gore, Richard Hasbrook.

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**CBS Inc., CBS/Broadcast Group, CBS-TV, CBS Radio**

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Conrad Hilton, Royal Skyway Suite, Cairo Suite 1806

**Personnel:** Frank Stanton, John A. Schneider, Robert Evans, Theodore Koop, Richard W. Jencks, Robert D. Wood, John P. Cowden, Charles S. Steinberg, James J. Kane, Harry J. Fee-

ney, Frank Smith, Robert F. Stolfi, William M. Materne, Carl Tillmanns, Robert Jamieson, George Zurich, William H. Tankersley, William Lodge, Carl Ward, Gordon Hayes, Robert Wood, Donald Clancy, Edward E. Scovill, David R. Williams, E. E. Hall, Leonard Denooyer, Charles E. Cadley, Robert Norvet, Eliot Bliss, Drew Brinckerhoff, Robert Hammer, Charles Chester, James Heslen, William Copeland, Joseph B. Flaherty, David L. White, Edward Davis, Richard O'Brien, J. D. Parker, Clark B. George, Sam Cook Digges, George J. Arkedis, John Callaway, Sherril Taylor, Maurie Webster, Joseph T. Dembo, William C. O'Donnell, George Nicholaw, John O. Downey, Donald J. Trageser, Robert F. Hyland, Neil E. Derrough, Cornelius Knox, Eric Salline, George Hartford, Harfield Weedon, Norman S. Ginsberg, Arthur Peck, Ralph E. Green, W. Russell Barry, Ron Kempff, Robert Cole, James R. McQuade, John E. Baker, John DeWitt, Herbert W. McCord, Thomas Cosgrove.

### Hughes Sports Network

Pick-Congress, 700

**Personnel:** Richard E. Bailey Sr., Roy Sharp, Jack Tobin, William Hyland, Thomas Calhoun, John Kou-shouris, Ralph MacFarland, Robert Martin, J. Moran, Gordon Bridge, Charles Voso, Phil Valastro, Charles Shellenberger, Richard Bailey Jr., Horace Lee, Robert Toski.

### Keystone Broadcasting System

Conrad Hilton, 805-6

**Personnel:** Sidney Wolfe, Noel Rhys, Charles Hammarstrom, Harry Albrecht, Guy Capper, Kay Constan.

### Market 1 Network

Essex Inn, 203

**Personnel:** Sidney Halpern, David

Halpern, Jack Isaac.

### Mutual Broadcasting System

Conrad Hilton, 1806A

**Personnel:** Victor Diehm, Charles Godwin, Charles King, Stephen McCormick, Dudley Cox, Leslie Learnad, G. Frederick Mulen, Eugene Alnwick, Del Raycee, William Wexelblatt.

### NBC Inc., NBC Radio, NBC-TV

Sheraton-Blackstone, Presidential Suite

**Personnel:** Walter Scott, Julian Goodman, Thomas Ervin, George Fuchs, Robert Kasmire, Don Durgin, William Trevarthen, Stephen Flynn, Arthur Johnson, Mortimer Dillon, Sherman Atwood, Edward Bertero, Robert Butler, Charles Corcoran, John Frishette, Robert Galvin, Fred Himmelfarb, Jack Kennedy, Oden Paganuzzi, Thomas Phelan, Robert Post, John Rogers, Richard Welsch, Frank Flemming, Erik Bennorth, Leo Brac, John Ladrido, James O'Brien, W. C. Prather, Curtis Pierce, Arthur A. Watson, Marion Stephenson, Ludwig Simmel, Robert Wogan, Jacques Liebguth, Charles Whipple, Reuven Frank, Donald Mercer, Raymond O'Connell, Joseph Berhalter, Thomas Berresford, Anthony Cervini, Raymond Diaz, William Kelley, Malcom Laing, Pierson Mapes, Paul Rittenhouse, Thomas White, Sidney Eiges, Michael Laurence, Josh Kane.

### Research services

#### American Research Bureau

Conrad Hilton, 500

**Personnel:** Dr. Peter Langhoff, Robert L. Owens, William Shafer, William McClenaghan, Norman Hecht, Alain Tessier, Mrs. Avery Davis, James Mocariski, Phil Mazur, Clay Braun,

James Mulla, Warren Nelson, Jack Fawcett, Doug Grimm, John Power, Neal Wein, Ron Laufer, George McAneny, Paul Kelly, Richard Glaspell, Sherm Brodey, Jim Davis.

### Broadcast Advertisers Reports

Sheraton-Blackstone, suite unassigned

**Personnel:** Robert Morris.

### Home Testing Institute (TVQ)

Conrad Hilton, suite unassigned

**Personnel:** John V. Miller, Francis X. Brady, Arthur Leibowitz, Andrew Georgi.

### C. E. Hooper Inc.

Executive House, suite unassigned

**Personnel:** Frank Stisser, Bob Atkinson, Barry Geoghegan.

### Mediastat

Conrad Hilton, 2139A-2140A

**Personnel:** James Seiler, Thomas Church, Pamela Robertson, George Arnold.

### A. C. Nielsen Co.

Conrad Hilton, 1000

**Personnel:** George Blechta, William Hamill, David Traylor, Paul Beard, Mahlon Edmonson, Gene Woolpert, William Ryan, Christopher Dann, Bernard Wilson, Eugene McClure, William Miller, George Baillie, Dennis McColly, Elmer Swanson, James Shoemaker, Carroll Carter, Joseph Matthew, George Ralph.

### The Pulse Inc.

Conrad Hilton, 2200-01

**Personnel:** Laurence Roslow, George Sternberg, Richard Roslow, Paul Gillett, Ken Gross.

### Miscellaneous

#### All-Channel Television Society

Conrad Hilton, 1922-24A

**Personnel:** W. Robert McKinsey, Martin E. Firestone, Patricia Anderson.

### Associated Press

Sheraton Blackstone, Sheraton Room

**Personnel:** Wes Gallagher, Robert

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### Atwood-Richards Telescreen

Conrad Hilton, suite 1923

Personnel: Stanley Grayson, Ruth Denmark, Laura Forrest, Clifford Hunter, Betty Lamb, Sue Schulman, Judie Paris, Sidney Hoenig, Charles Glasnow.

### Broadcast Information Bureau

Conrad Hilton, suite unassigned

Personnel: Avra Flegleman.

### Community Club Awards Inc.

Pick Congress, suite unassigned

Personnel: John C. Gilmore, Bess Gilmore, Phil Peterson, Mark Fabre, Ed Beakey, Andy Grauer, Joe Davis, Paul Cowley.

### Promotional Services Inc.

Essex Inn, 1203

Personnel: Sidney Halpern, David Halpern, Jack Isaac.

### Radio Advertising Bureau

Conrad Hilton, 1704-5-6A

Personnel: Miles David, Robert H. Alter, Carleton F. Loucks, Richard J. Montesano, Keith Andre, Edward Hearn, Edward A. Whitney Jr., Peter Romanov, Allen Hundley, Joseph Vincent, Jack Ackerman, Charles Sinclair.

### The Softness Group

Executive House, suite unassigned

Personnel: Don Softness.

### Television Bureau of Advertising

Pick-Congress, suite unassigned

Personnel: Norman E. Cash, Al Nelson, Jacob Evans.

### Television Information Office

Conrad Hilton, 705-706

Personnel: Roy Danish, Henry Levinson, Carl Burkland.

### TV Stations Inc.

Sheraton, 608

Personnel: Herb Jacobs, Don Menchel, Larry Lynch, Harvey Seslowsky, Bob Payton, Grace Jacobs.

### United Press International

Suite unassigned

Personnel: Peter Willett, Bill Ferguson, John Pelletreau, Thomas McGann, Dale Johns, Tom Cunningham.

## Where to find it



All exhibitor booths are in the Conrad Hilton hotel in the following locations: 100 series, East Hall; 200 series, West Hall; 300 series, Continental Room; 400 series, North Hall, and 500 series is in lower lobby.

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Wilkinson Electronics Inc.....	201

#### NAB convention offices

(All NAB convention and staff offices are located on the third floor of the Conrad Hilton hotel unless otherwise designated.)

Convention Manager.....	Room 1
Everett E. Revercomb, secretary-treasurer	
Convention Program.....	Room 5
Harold Niven, vice president, planning and development	
Engineering Conference.....	Room 1
George W. Bartlett, vice president	
Convention	
Exhibits.....	Exhibit Office, Lower Level
Edward L. Gayou, exhibit director	
George E. Gayou, exhibit consultant	
Registration Desk.....	Lower Lobby
Donald B. Pearce, assistant treasurer	
Convention News and Public Relations.....	Room 3
John M. Couric, vice president	
Milton Magruder, director of publications	

#### NAB staff offices

Radio.....	Room 2
Charles M. Stone, vice president	
Television.....	Room 2
William Carlisle, vice president	
Station Relations.....	Lower Lobby
Alvin M. King, director; Spencer Denison, Oliver W. Henry, James McNight, Lynne W. Rennie, Ernest C. Sanders, Daniel M. Valentine, Hamilton Woodle, regional managers	
Broadcast Management.....	Room 4
Ron Irlon, director	
Government Affairs.....	Room 2
Paul B. Comstock, vice president and general counsel	
Legal.....	Room 2
John B. Summers, chief counsel	
Research.....	Room 2
John A. Dimling, vice president	
Code Authority.....	Room 4
Stockton Helffrich, director	
Jerome Lansner, assistant director	
Richard K. Burch, manager, TV code	
Thom R. Winkler, manager, radio code	

#### Program services

ABC Films Inc.....	1100
Allied Artists TV.....	unassigned
Alto Fonic Programming Inc.....	1439A-40A
American Independent Radio.....	2235-36A
American International Television Inc.....	unassigned
Atwood Richards Telescreen Inc.....	1923-24
Audio Producers Inc.....	1633-34A
Avco Embassy Pictures.....	1500-01
Broadcasters Television System Inc.....	1935-36A
Boston Symphony Transcription Trust.....	1819-20A
CBS Enterprises Inc.....	2325
Cine-Vox Productions Inc.....	905A-06A
Columbia Special Productions.....	unassigned
CoMedia Productions Ltd.....	906A
Bing Crosby Productions Inc.....	Sheraton Blackstone, 805
Eastern Video Production Services Inc.....	Pick Congress
Firestone Film Syndication.....	1407
Four Star Entertainment Inc.....	504-06
Sandy Frank Program Sales Inc.....	1405-06
Functional Media Inc.....	1235A-36A
Graham, Rutenberg Music Co.....	Ascot House
Group W Productions & Program Sales Inc.....	Continental Plaza
Hapbay Industries.....	Executive House
Larry Harmon Pictures.....	122A-23A
Heller Corp.....	unassigned
Independent Television Corp.....	2320
Info-Radio Corp.....	Sheraton Blackstone, 19-19A
King Features.....	unassigned
KFI Films Inc.....	Ambassador East
Mark Century Corp.....	1722-23-24
MCA-TV.....	2400
Metromedia Program Sales.....	1600
MGM-TV.....	Executive House, 3812
Charles Michelson Inc.....	2357A-59A
Motherwell Broadcasting Systems Corp.....	Palmer House
NBC Films.....	Executive House
National General Television Distribution Inc.....	unassigned

Nightingale-Comant Corp.....	Essex Inn, 1502-4
Official Films Inc.....	unassigned
Olas Corp.....	Executive House
Pams Inc.....	918A-19A
Paramount TV.....	Sheraton Blackstone, 307-10
Pepper & Tanner Inc.....	700
R Associates Inc.....	1422A-23A
RCA.....	South Imperial
Walter Reade Organization Inc.....	unassigned
RTV International Inc.....	unassigned
Rhodes Productions.....	unassigned
Romper Room Inc.....	

Sheraton Chicago, 2411, 2412, 2414  
Schnur Appel Television Corp.....2422-23A  
Screen Gems

Sheraton Blackstone, Regency Room	
Seeburg Music Library Inc.....	2435A-36A
SESAC Inc.....	900
Showcorporation.....	2305A
Spangler Television Inc.....	unassigned
Tele-Cine Inc.....	unassigned
Tele-Color Productions Inc.....	722-23
TeleMation Inc.....	2535A-36A
Television Presentations Inc.....	unassigned
Theme Productions.....	Essex Inn, 1203
The Programers.....	unassigned
Time-Life Films Inc.....	

Executive House 1622A-23A	
TM Productions Inc.....	905-06
Transmedia International Corp.....	2239A-40A
Triangle TV.....	2300
TV Stations Inc.....	Sheraton Blackstone
20th Century-Fox Television.....	1604A-06A
United Artists Television Inc.....	1800
Western Video Industries.....	Pick Congress
Whitney Productions Inc.....	Executive House
Winters/Rosen Distributing Corp.....	1514

#### Station representatives

ABC-TV Spot Sales	
Continental Plaza, Governors Suite	
Avco Radio TV Sales..Continental Plaza, 700	
Avery-Knodel, Sheraton Blackstone, 407-08-10	
Mort Bassett & Co.....	Essex Inn

## NOTICE:

# This year at the NAB Show . . .

MaCarTa Inc. will show the ONLY low cost, Reversible Random/Random Programming System. Stop in—listen to your station, totally automated.

**Booth #211**

# MaCarTa, Inc.

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Charles Bernard Co. (Country Music Network).....unassigned  
John Blair & Co.....Sheraton Blackstone  
Busby, Finch & Woods Inc.....unassigned  
CBS Radio Spot Sales.....Continental Plaza  
CBS-TV National Sales.....unassigned  
Henry I. Christal Co.....1305-06  
Roger Coleman Inc.....Palmer House  
Greener, Hiken, Seras...Sheraton Blackstone  
Herbert E. Groskin & Co.

Palmer House, Tower Suite  
Harrington, Righter & Parsons  
Shearton Blackstone, 808-09-10  
Bernard Howard & Co.....unassigned  
HR Television Inc.....Continental Plaza  
Katz Agency Enterprises

Executive House, 3803  
Major Market Radio Inc...Sheraton Chicago  
Jack Masla & Co.....Executive House, 3104  
McGavren-Guild-PGW

Radio.....Watertower Hyatt House  
The Meeker Co.....1700  
Metro Radio,

div. of Metromedia Inc.....Drake  
Metro TV Sales.....Continental Plaza  
Peters, Griffin, Woodward

Sheraton Blackstone, 504-05-05  
Edward Petry & Co.....1400  
Pro Time Sales.....1518A-19A

Quality Media Inc.....Palmer House  
Radio Advertising Representatives  
Watertower Hyatt House

RKO General  
Inc.....Continental Plaza, Crown Suite  
Savalli/Gates.....1300  
Supermarket Broadcasting

Network Inc.....unassigned  
Tele-Rep.....Watertower, 1100  
Alan Torbet Associates Inc.....2100

Grant Webb & Co.....2000  
Adam Young Inc. VTM.....800

#### Station brokers

Adams Broadcast Services  
Inc.....Sheraton Blackstone

Bernstein Bros., De Marco & Martin.....2100  
Blackburn & Co.....Pick Congress, 801-03  
Chapman Co.....Pick Congress  
Charles Cowling & Associates.....unassigned  
R. C. Crisler & Co.....Executive House  
Wilt Gunzendorfer & Associates...unassigned  
Hamilton-Landis & Associates

Pick Congress, 1233  
Hogan-Feldmann.....2109A-2112A  
Larson, Walker & Co.....Pick Congress  
LaRue Media Brokers Inc...Ambassador East  
Malarkey, Taylor & Associates..Ascot House  
New York Securities Co.....Ambassador East  
Howard E. Stark.....Ambassador East  
Jack L. Stoll & Associates....Pick Congress  
William T. Stubblefield  
Co.....Water Tower Inn, Penthouse Suite

#### Networks

ABC Inc.....2306A  
CBS Inc., CBS Broadcast Group

CBS-TV, CBS Radio.Royal Skyway Suite,  
Cairo Suite, 1806

Hughes Sports-Network..Pick Congress, 700  
Keystone Broadcasting System.....805-06  
Market 1 Network.....Essex Inn, 203

Mutual Broadcasting System.....1806A  
NBC Inc., NBC Radio, NBC-TV  
Sheraton Blackstone, Presidential Suite

#### Research organizations

American Research Bureau.....500  
Audits & Surveys Inc.....unassigned  
Ball Brothers Research Corp.....833A-34A

Broadcast Advertisers Reports  
Sheraton Blackstone

Gray Research Division.....unassigned  
Home Testing Institute/TVQ Inc...2033A-34A

C. E. Hooper Inc.....Executive House  
Kahn Research Laboratories Inc...unassigned

Marketing & Research Counselors  
Inc.....unassigned  
Media Statistics Inc. (Mediastat)..2139A-40A  
Media Survey Inc.....unassigned  
A. C. Nielsen Co.....1000  
Standard Rate & Data  
Service Inc.....unassigned  
The Pulse Inc.....2200-01

#### Miscellaneous

All-Channel Television Society.....1922-24A  
Associated Press

Sheraton Blackston Sheraton Room  
Broadcast Information Bureau...unassigned  
Community Club Awards Inc...Pick Congress

Promotional Services Inc.....Essex Inn, 1203  
Radio Advertising Bureau.....1704-05-06A

The Softness Group.....Executive House  
Television Bureau of  
Advertising.....Pick-Congress

Television Information Office.....705-06  
TV Stations Inc.....Sheraton, 608

United Press International.....unassigned

#### Hospitality suites

ABTO Inc.....Pick Congress

Alma Engineering.....1722A  
American Electronic Labs Inc.....1239

Ampex Corp.....604A  
Angenieux Corp. of America..Pick Congress

Ball Brothers Research Corp.....833A  
Broadcast Computer Service.....1139

Broadcast Electronics Inc.....635A  
Canon U. S. A. Inc.....1833A

CCA Electronics Corp.....1133A  
Central Dynamics Corp.....822A

Chester Electronic Labs (Sylvania).....2439  
Cintel Corp. (Houston-Fearless).....Essex

Cohu Electronics.....2539  
Collins Radio Co.....1022A

Comfax Communications Network.....1539  
Commercial Electronics Inc...Pick Congress

Continental Electronics Mfg. Co.....2139  
Data Memory Inc.....2533A

Datatron Inc.....2239  
Dynair Electronics.....2122A

Eastman Kodak Co.....1233A  
Electronics, Missiles &

Communications.....2539A  
Gates Radio Co.....1406A

General Electric.....North Imperial  
Grass Valley Group.....1035A

IGM.....Essex  
International Video Corp.....1522A

Jerrold Electronics Corp.....2022  
Johnson Electronics Inc.....Essex

Kaiser CATV.....1733A  
Listec Television Equipment Corp.....1222

Macarta Inc.....939A  
McMartin Industries Inc.....1205A

Memorex Corp.....1119A  
Microwave Associates Inc.....1222A

3M Co.....Essex  
North American Philips Corp.....604

Nortronics Co.....Essex  
Philips Broadcast Equipment Corp.....604

Potomac Instruments Inc.....2339A  
Power-Optics Inc.....2335A

Quick-Set Inc.....Pick Congress  
RCA Corp.....South Imperial

Rank Precision Industries Inc.....1933A  
Raytheon Co.....1835A

Recortec Inc.....2035A  
Rohn Communication Facilities Co.....919

Rust Corp.....1900  
Sarkes Tarzian Inc.....1205

Scantlin Electronics Inc.....Sheraton  
Schafer Electronics.....1905

Scully Recording Instruments Co.....1518  
Seeburg Music Library.....2435A

Shibaden Corp. of America.....2135A  
Skirpan Lighting Control Corp..Pick Congress

Standard Electronics Corp.....1635A  
Stanton Magnetics Inc.....2222

Telemet Inc.....2535A  
Telemet.....922

Utility Tower Co.....Pick Congress  
Visual Electronics Corp.....1200

Vital Industries Inc.....1319A  
Ward Electronic Industries.....Essex

Wilkinson Electronics Inc.....633A

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"POWERLINE is a professionally produced radio program. Its music is contemporary, well selected in the current vernacular of young America. Commentary avoids exhortation -- appeals to youthful concerns by relating to the lyrics of hit records. I consider POWERLINE a significant contribution to radio's need for meaningful religious programming."

--Bill Gavin



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# NAFMB ponders formats in Chicago

Group will mark broadcasting's anniversary  
by holding breakfast for FM's pioneers

With emphasis on the problems and trends of programing and a theme of "New Dimensions in a New Decade," the National Association of FM Broadcasters will hold its annual convention April 3-5 at the Palmer House, Chicago.

New to the program this year, in keeping with the spirit of broadcasting's 50th anniversary, will be the first get-together of the FM industry's pioneers. It will be at an 8 a.m. breakfast Sunday (April 5). A feature of the convention again this year will be the presentation of the Major Armstrong Awards at a 1 p.m. luncheon Saturday in the Palmer House's Monroe Room.

The extensive workshop schedule of NAFMB begins Saturday and in two days many facets of radio programing will be covered in depth. John L. Richer, station manager of WFIL-FM Philadelphia and convention chairman, said the plan is to cover all formats that will find a place on the FM side of radio in the seventies. The sixties are recognized as having been years of growth in FM. The workshops are planned to ex-

amine formats, from middle of the road to contemporary, fine arts to underground, beautiful music to black radio, all expected to find a place in programing for this decade. People who have made the formats a success in the past decade will offer their views and predictions.

MOR radio will be discussed by Dave Klemm, marketing director of Blair Radio, and Peter Taylor, general manager FM division of Kaiser Broadcasting. Underground and progressive radio will be the topics for Alan Shaw, director of FM special-projects group, ABC-owned stations, and George Duncan, vice president and general manager of WNEW-FM New York. Fine-arts radio will be discussed by Harry Ward, program director of WGMS-AM-FM Bethesda, Md.-Washington, C. K. Patrick, general manager, WCLV(FM) Cleveland and James Wilke, operations manager, KING-FM Seattle.

A workshop treatment of modern country radio will be provided by Chuck Renwick, regional program manager, WDDE-AM-FM Detroit; Don Nelson, general manager, WIRE(AM) Indianapolis and Dan McKinnon, president and general manager of KSON(AM) San Diego. Allen Kelson, editor of WFMT(FM)'s *Guide*, Chicago, and Tom Bird, manager of sales and program development for WNCN(FM) New York, will participate in a workshop on the production of FM program guides.

Beautiful music radio will be the province of a panel composed of Tom Churchill, general manager of KRPM(FM) Phoenix, Robert Howe, general manager of WRTH(AM) Wood River, Ill. and James Schulke, president of Stereo Radio Productions Ltd., New York. Programing for black radio will be discussed by Lucky Cordell, assistant general manager of WVON(AM) Chicago, Bill Summers III, vice president, WLOU(AM) Louisville, Ky., and Harry Wilber, vice president of Bernard How-

ard & Co., Chicago.

James Hilliard, WNAP(FM) Indianapolis, will lead a discussion on contemporary-top 40 radio. A discussion of news and editorials as vital elements for successful broadcasting will follow talks by Thomas O'Brian, vice president and director of radio news, ABC Radio, New York; Daniel Kops, president of Kops-Monahan Communications, New Haven, Conn., and John Kilgo, news director of WAYS(AM) Charlotte, N.C.

The dollars-and-cents issues of FM broadcasting will come in for examination in two workshops. Financial management will be the topic for Edward Devine, vice president of Group One Broadcasting, Akron, Ohio and Edward Bendeckey, Niles & Niles, Canton, Ohio. Herb Neu, sales manager of WLS-FM Chicago, and Larry Roslow, vice president, The Pulse Inc., New York, will speak on audience measurements and methods.

Engineering prognostications for the seventies will be provided by Alfred Antlitz Jr., vice president, WFMT(FM) Chicago and Jim Gabbert, general manager of KIOI(FM) San Francisco.

Two members of the FCC will be featured speakers at NAFMB events, Robert E. Lee at the FM Broadcast Pioneers' breakfast and Robert Wells at the Sunday luncheon.

The Armstrong Memorial Research Foundation was organized by friends and association of the late Major Edwin H. Armstrong, whose revolutionary inventions included the FM system.

This year \$4,000 in cash prizes will be divided among eight winners. Commercial and non-commercial broadcasters are invited to submit entries for the awards monitored by the foundation.

Four awards of \$500 each are to be presented to commercial entrants in music, news, public or community service on education. Four awards in the same categories are to be given non-commercial broadcasters.

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NAB

PETER GOELET

NATIONAL  
AUDIENCE  
BOARD



FCC's Lee



Mr. Duncan



Mr. Howe



FCC's Wells



# Counterprogramming the NAB in Chicago

**'Journalism Review' backs citizens' conference starring Nicholas Johnson**

A hastily arranged "public version" of the National Association of Broadcasters' convention will be held April 4-5 at Chicago's Sheraton Blackstone hotel, opposite the Conrad Hilton where the NAB meets April 5-9, it was learned last week.

Public promotion of the event was to start over the March 28-29 weekend. It is billed as a forum "for people on both sides of the tube," to determine the "directions broadcasting should go."

To be sponsored by the *Chicago Journalism Review*, a monthly commentary on the mass media published by the Association of Working Press Inc., the Blackstone meeting will open with a Saturday luncheon featuring FCC Commissioner Nicholas Johnson. Robert Bennett, Northwestern University law-school professor and former FCC aide to Mr. Johnson, will head a workshop panel on community involvement with the media. Mr. Bennett was counsel to the Chicago citizens' committee whose protests against the sale of WFMT(FM) Chicago to WGN Continental Broadcasting led eventually to WGN's gift of the station to local non-

commercial broadcasting interests. Appearing on the panel with Mr. Bennett will be Sidney W. Dean Jr., New York cable-TV consultant.

Focus of the Bennett-Dean panel, according to Ron Dorfman, program chairman and editor of the *Review*, "will be what rights citizens have with respect to their airwaves, how they can go about influencing programming, how they can go about taking over the media if that is what they decide they want to do and what are the alternatives to the present structure of broadcasting."

Another panel on advertising, he said, will be headed by Mimi Rommel, account executive at Foote, Cone & Belding. "Some representative of the Women's Liberation Movement also will take part," he said, and the panel will discuss what people in agencies can do "to make advertising itself and television commercial policies more socially responsible, in particular what can be done about the consumerization of the American woman that goes on in advertising and programming."

A third panel will consider "doing things differently" in news programming. Mr. Dorfman explained, covering both commercial and educational TV systems. This panel will include Joe Russin of noncommercial KQED(TV) San Francisco and Stanhope Gould, field producer for CBS-TV's evening news.

How did the conference idea evolve? "We were just sitting around in a bar one night a couple of months ago

and someone said: 'Hey, the NAB is going to be here,'" Mr. Dorfman related, declining to give the identities of those present. "I never really did any actual planning until a couple of weeks ago," he continued, "and Mr. Johnson was confirmed about a week or so ago when I was in Washington."

Dr. Dorfman said the idea "is at least to begin some discussion by people on both sides of the tube about what directions broadcasting should go in. In that sense we are in line with the NAB in purpose here. We want to include in the discussion the working staffs in the media and the citizens who are concerned about media."

Registration fee will be \$12 including the Johnson luncheon. The *Review* has asked "a source" for funds to help underwrite expenses, Mr. Dorfman said.

## Station award

FCC Chairman Dean Burch will present the 1969-70 station award and special citation of the National Academy of Television Arts and Sciences. The presentations will be made at the annual convention of the National Association of Broadcasters on April 6. The station award was established in 1963 to encourage local television stations to produce programs in the interest of their communities. The special citation commends outstanding programming which serves the interests of disadvantaged youth or helps to avert civil unrest.

## International

### USIA picks NBC special for overseas audiences

United States Information Agency has selected a one-hour TV entertainment documentary focusing on American spirit and ingenuity, *It Couldn't Be Done*, for exhibition abroad in 140 countries, it was announced last Friday.

Frank Shakespeare, director of the USIA, said that the program is "one that emphasizes the vision and daring that have made the U.S.A. great." He voiced the view that the special, sponsored by the long-lines division of the Bell System, will encourage other advertisers to underwrite the production of other programs that can be shown abroad.

The program, which will be telecast on NBC-TV on Thursday (April 2) from 7:30-8:30 p.m., will be shown abroad at various locations to be selected by the USIA. The company offered to eliminate the commercials but Mr. Shakespeare was said by Bell

spokesmen to have "insisted" that they remain since they contained a minimum of "sell" and were integrated into the program's theme. The special spotlights "the impossible projects" completed by Americans, including the Mount Rushmore memorial, the Golden Gate bridge, the Panama canal and

the Holland tunnel, and presents Lee Marvin as narrator and *The Fifth Dimension*.

NBC-TV holds the television rights to *It Couldn't Be Done*. A spokesman for NBC International said it is considering offering this program for sale in overseas TV markets.

**G. Bennett Larson and William L. Walker**

(formerly Director of Broadcast Management, NAB)

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## Netherlands 'pirate' in dutch with British

Britain is now preparing to do battle—with the legal artillery at hand—with Radio North Sea International, a new pirate radio stations that dropped anchor last week just outside territorial waters off Claxton, 75 miles east of London. The station is aboard the psychedelic-colored, 600-ton former Dutch coastal vessel, Mebo II.

The pirate station has been broadcasting continuous pop music for several weeks as it made its way across the North Sea from the Netherlands.

Two years ago the government thought it had put an end to illegal offshore broadcasts. It was in the summer of 1968 that police located—and closed down—a pirate radio station operating from an apartment near the BBC's TV center in Shepherd's Bush, London. The station, Radio Free London, had been operating practically under the nose of the BBC (BROADCASTING, Sept. 2, 1968).

## H. Rex Lee around the world

FCC Commissioner H. Rex Lee embarked last week on travels to the Philippines, Singapore, Malaysia, Thailand and India, at the expense of the U.S. State Department.

According to an FCC announcement, Mr. Lee will meet with government and business leaders and media specialists who have expressed interest in the educational-television project established by Mr. Lee when he was governor of Samoa. Mr. Lee, who is traveling with his wife, will also meet with educational, governmental and media representatives in England and Ireland at the conclusion of the trip, which is sponsored by the State Department's Bureau of Educational and Cultural Affairs.

## Abroad in brief:

**Orders for Marconi** ■ The German Democratic Republic has placed a new series of orders for color TV equipment with Marconi Communications Systems Ltd., Chelmsford, Essex, England, its prime supplier of TV equipment. New materials have been ordered to provide full color coverage of the 20th anniversary of the German Democratic Republic Oct. 7.

**Latest in Vancouver** ■ Vancouver, B.C., Canada is the site of Western Productions Ltd., a newly formed subsidiary of Radio N W Ltd. A production company, Western initially will be involved in production for radio, but will move into the field of television in the future. Address: 815 McBride Plaza, New Westminster, B.C.

## Promotion

## NAB plots hearings on public relations

**Subcommittees will deal  
with structure, research,  
procedures, and media use**

The National Association of Broadcasters' committee to evaluate industry public relations, and its own role in this effort, adopted tentative plans to hold a series of hearings with individuals invited to testify, as expected (BROADCASTING, March 9), at its first meeting last week in Washington.

The committee set up four subcommittees, one of which will study and make recommendations on the hearing procedures. Willard E. Walbridge, chairman of the NAB board of directors, who agreed to remain as temporary chairman of the ad hoc general committee, said: "It was agreed that representative broadcasters from all

segments of the industry be asked, along with members of allied industry groups, to present their views."

The other subcommittees were assigned special areas of activity. A research subcommittee was formed to study the availability of existing material to give the committee guidance to public and governmental attitudes toward the industry.

A structure subcommittee was set up to delineate the total public relations effort of the industry as it now exists, in and out of NAB, and to examine in detail the present public relations activities of NAB and allied efforts and to study the public relations operations of other similar organizations.

A committee to study the use of all media to meet broadcasting's objectives with special concentration use of its own air to improve public relations was the third group formed.

The need for the committee was outlined by NAB President Vincent T. Wasilewski, who had asked that it be set up at the board of directors meeting

in Hawaii in January (BROADCASTING, Jan. 26). The committee will meet again the last week in April with the subcommittees meeting the previous week to prepare their report. A permanent chairman may be elected at the April meeting.

The make-up of the subcommittees follows: Hearings — Richard Dudley, Forward Communications Inc., Wausau, Wis., chairman; James M. Caldwell, WAVE(AM) Louisville, Ky.; Tom Harrell, WSTP(AM) Salisbury, N.C., and Hamilton Shea, Gilmore Broadcasting Group, Harrisonburg, Va.

Research—John F. Dille Jr., Communicana Group, Elkhart, Ind., chairman; Clair R. McCollough, Steinman Stations, Lancaster, Pa., both past NAB board chairmen and Richard W. Chapin, chairman of NAB radio board, of Stuart Enterprises, Lincoln, Neb.

Structure—Grover C. Cobb, Gannett Co. Inc., Rochester, N.Y., chairman; Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., both past chairmen of the NAB board; Don C. Dailey, KGBX(AM) Springfield, Mo.; A. Louis Read, WDSU-TV New Orleans.

Use of Media—Mark Evans, Metro-media, Washington, chairman; Harold Essex, WSJS-AM-FM-TV, Winston-Salem, N.C., NAB television board chairman; Peter Kenney, NBC, Washington, and Robert Thomas, WJAG(AM) Norfolk, Neb.

## Headliner awards go to NBC, 8 stations, NAB

NBC and eight stations were among the recipients of the annual Headliner Awards of the National Headliners Club announced March 20 in Atlantic City.

TV awards were voted to WWJ-TV Detroit for outstanding TV newscasting by a major-market station; WSIX-TV Nashville for outstanding local TV coverage of news events in cities under a 500,000 population, and WSB-TV Atlanta for outstanding TV editorials. Two public service awards were announced: one to NBC for *Who Killed Lake Erie?* and WGAN-TV Portland, Me., for its effort in retaining a training facility scheduled to be closed at the state hospital.

In radio, WMCA(AM) New York was honored for outstanding news broadcasting by a major-market station and KOOL(AM) Phoenix won the award for local coverage of news events. KFWB(AM) Los Angeles was judged best in radio editorials and WAYS(AM) Charlotte, N.C., was presented with the public-service award for its expose of the practice of jailing mental patients unable to afford a hospital.

Special awards are to be presented

to National Association of Broadcasters, representing the broadcasting industry, and American Newspaper Publishers Association for the combined coverage of Apollo 11.

## Networks win 4 awards of Overseas Press Club

Among the Overseas Press Club awards announced in New York were four in the broadcasting field.

Steve Bell of ABC was cited for his coverage of President Nixon's trip in the radio reporting from abroad category, and Alexander Kendrick of CBS won for radio interpretation of foreign affairs.

In television, Don Baker of ABC received a prize for reports from Vietnam, and NBC News was given the television interpretation award for *Russia in the Mediterranean*.

The Overseas Press Club prizes will be presented at an awards dinner April 3.

## Programs on poverty receive RFK awards

Two networks, a group broadcaster, three local TV stations and two local radio stations were honored March 20 in Washington with Robert F. Kennedy Journalism Awards. The recognitions are given annually for newspaper, magazine and broadcast coverage of the problems of poverty and discrimination.

Awards were presented, in the national television category, to ABC News for *Black Fiddler: Prejudice and the Negro*; NBC News for *Between Two Rivers*; and Group W received an honorable mention for *The Shame of Welfare*.

For a local television presentation WRC-TV Washington was honored for *Perspective: New Set of Eyes*; and honorable mentions were given to WCKT-TV Miami for *Migrant Workers* and

KNXT-TV Los Angeles for *The Siesta is Over (Revisited)*.

The award in radio went to WJR(AM) Detroit for *I Am Not Alone* and WAKY(AM) Louisville, Ky., was honorably mentioned for *Soul Searching*.

## Promotion tips:

**Lunch with Bogey** ■ The client lunch has added a dimension—film—at RKO Television Representatives. The first showing will be April 15, when RTVR and its Hartford, Conn. station, WHCT-TV, will screen *Casablanca* for media personnel at Benton & Bowles.

**Educational gift** ■ WHIO-AM-FM-TV Dayton, Ohio, has presented the University of Dayton with a fully equipped black-and-white mobile television unit. The presentation, made by Stanley G. Mouse, WHIO vice president and general manager, to Father Raymond A. Roesch, president of university, consists of a van-type truck, audio system, four black and white cameras, three camera chains, two generators, monitoring system, power supply, video switcher, two amplifiers, two tripods plus assorted cable and gear. Station said original investment for the equipment totaled approximately \$250,000.

**Safety first** ■ National Safety Council, Chicago, last week announced it is accepting entries for its annual competitive awards in accident prevention. Radio-TV are included. Entry deadline is May 15.

**A noble prize** ■ FCC General Counsel Henry Geller will be honored for outstanding federal service at the Career Service Awards Banquet, sponsored by the National Civil Service League May 8 at the Washington Hilton hotel. Mr. Geller is one of 10 federal employees named to receive the NCSL 1970 Career Service Award, sometimes referred to as the "government Nobel Prize." Mr. Geller has served as general counsel under FCC chairmen Newton N. Minow, E. William Henry, Rosel H. Hyde and Dean Burch.



## Covers The TV Film Front

See Editor Avra Leah Fliegelman at the NAB Convention

TV Film Source Books—Facts, Figures & Film

Broadcast Information Bureau, 51 East 42nd St., N. Y., N. Y. 10017



*The Lives of William Benton: Sidney Hyman. University of Chicago Press, Chicago. 625 pp. \$10.*

William Benton, co-founder and former president of Benton & Bowles, New York, was a man "unafraid of anything . . . anything, that is, but his mother's frown, while longing for her approving smile, which he never got." A full exploration of what makes a creative and public man tick is tackled in this illustrated biography.

Described as an advertising genius, an innovator in education, a publishing giant, and a deeply committed statesman in national government, William Benton is shown in this book as a man who preferred to look ahead, always busy with new projects, rather than to look back on his life. But it was the early pressures put on him by his mother and the fascination he had for his free-wheeling grandfather, Senator

Daniel Webster Hixson, that forged the ambition that led him to be chairman of the board of *Encyclopaedia Britannica*, senator from Connecticut, author of two political books, U.S. ambassador to UNESCO, vice president of the University of Chicago, and assistant secretary of state. He also was involved in setting up the legislative basis for the Voice of America. In telling the story of Mr. Benton's involvements, Sidney Hyman recreates other major events and personalities of recent history, including the dramatic fight between Mr. Benton and Senator Joseph McCarthy, Mr. Benton's personal success with Muzak and others.

*AM/FM Broadcast Station Planning Guide: Harry A. Etkin. Tab Books, Blue Ridge Summit, Pa. 191 pp. \$12.95.*

Another in the Tab series of "how-to" books, this one deals with planning,

building or remodeling an AM or FM radio station. Sections include the basics of broadcast facility design; frequency searches and channel allocations; basic floor plans; studio and control-room wiring and layout, and sections on equipment and engineering.

*Promotion: An Introductory Analysis: Jerome B. Kernan/William P. Dommeruth/Montrose S. Summers. McGraw-Hill, New York. 367 pp. \$9.95.*

This co-authored textbook attempts to develop promotional strategy and management on the foundations of behavioral psychology, one of the more popular approaches to the study of the human mind. After placing this science in the perspective of promotion, the book seeks to place promotion in the larger context of society to avoid treating the subject as singular and isolated.

## **Fates&Fortunes®**

### **Broadcast advertising**



*Mr. Steers*

**William Steers**, chairman of policy committee of Needham, Harper & Steers, New York, and one-time chairman of board of agency, retires. Board of directors has elected Mr. Steers honorary director.

**Martin R. Lieberman**, former associate creative director, MacManus, John & Adams, Bloomfield Hills, Mich., joins Victor Video, Highland Park, Mich., as executive VP in charge of creative and production activities. Company is engaged in broadcast production and specializes in retail-oriented TV commercial creation and production.

**David L. McDonald**, account supervisor, Campbell-Ewald, New York, named senior VP.

**David Smith**, senior VP and head of client services, NCK/Europe, operation of Norman, Craig & Kummel, London, returns to NCK's New York office to supervise agency's Colgate-Palmolive account for NCK here and NCK/Western hemisphere.

**Richard L. Buck** and **Donald H. Cady**,

account supervisors with New York division of Needham, Harper & Steers, named VP's.

**Jaime Ibran**, executive VP, Movierecord, New York production house, joins N. Lee Lacy/Associates as VP and general manager of Los Angeles office. **Ed Kleban**, formerly producer with Wylde Films, New York, joins N. Lee Lacy as producer/production head of Lacy's New York office. **Newell Alexander**, former senior art director, Tracy-Locke, Dallas agency, joins Lacy operation in Dallas as creative director-producer.

**Chesley Plemmons**, in account management with international division of Wells, Rich, Greene, New York, joins Dodge & Delano there as VP and account supervisor.

**Dale Gish**, former VP with Kerr, West, and Gish, Nashville agency, joins Bill Hudson and Associates, advertising and PR agency there, as VP and creative director. **Betty Clark**, formerly with Culbertson-King Advertising, Nashville, joins Bill Hudson and Associates there as media director.

**Marshall Hawks**, VP with Emery Advertising Corp., Baltimore, joins Robert Goodman Agency there. His responsibilities include account management, creative work and media buying.

**Ralph A. Stanley**, sales manager, WHNT-TV Huntsville, Ala., named VP and gen-

eral sales manager.

**Hal Weinstein**, with Leo Burnett Co., Chicago, named executive creative director.



*Mr. McFadden*

**Howard L. McFadden**, general sales manager, WNBC - AM - FM New York, joins group owner Avco Broadcasting, radio division, Cincinnati, in newly created position of national marketing director.

**Jack McCarthy**, director of daytime sales service and sports sales service, ABC-TV, New York, appointed to newly created position of director of sports sales administration and sports sales proposals.

**Mike Borkowski**, account executive and assistant general manager, WJLB(AM) Detroit, joins WMD(AM) Garden City, Mich., as general sales manager.

**Marlin D. Schlottman**, general sales manager WKYC-AM-FM Cleveland, joins KRST-AM-FM St. Louis Park, Minn., in same capacity.

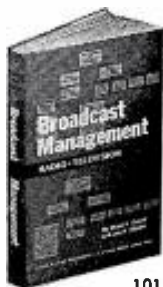
**Ed Zachary**, with WOW-AM-FM-TV Omaha, appointed national sales manager of WOW-TV.

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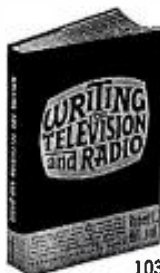
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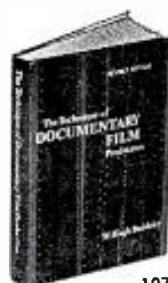
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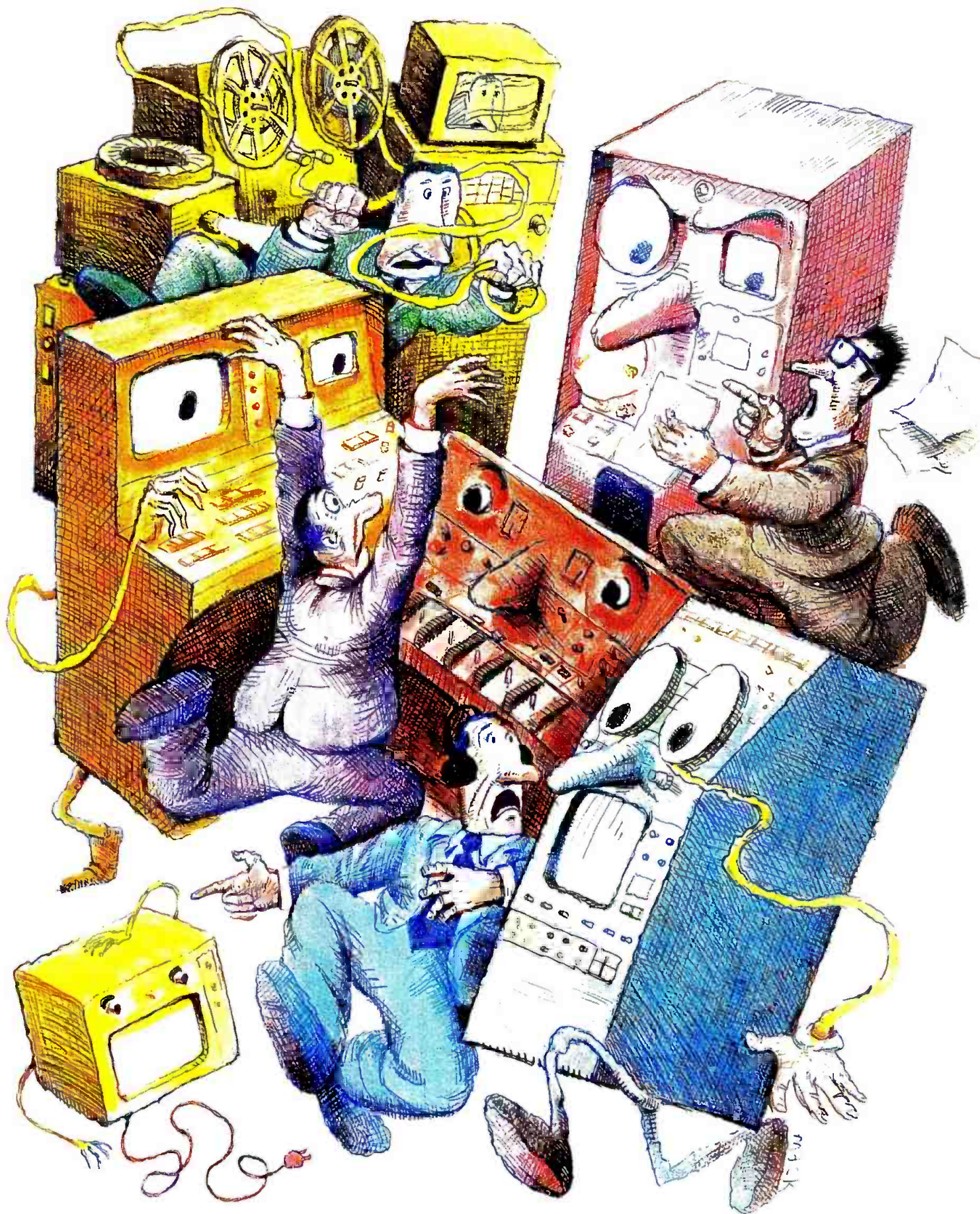
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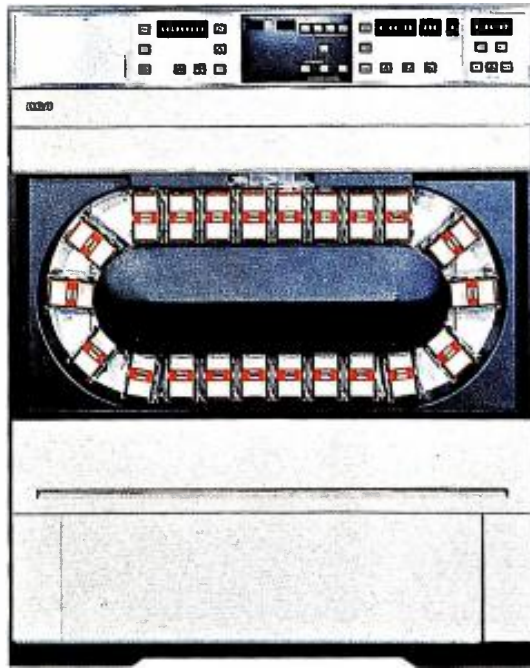


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**Earl Schoborg**, with sales staff of KGLO-AM-TV Mason City, Iowa, appointed national sales manager, radio, for KGLO-AM) and WTAD-AM-FM Quincy, Ill. All are Lee Enterprises stations. He succeeds the late **Wayne Cribb**.

**John S. Toomey**, with WDEE-AM-FM Detroit, appointed local sales manager.

**Dick Grimm**, general sales manager, KHON-TV Honolulu, joins KHVH-TV there as TV sales manager.

**Robert McCready**, assistant advertising manager on instant coffee and new products, Hills Bros. Coffee, San Francisco, joins Hoefer, Dieterich & Brown there, as account manager.

**Art Glenn**, with KTAR-TV Phoenix-Mesa, appointed sales manager.

**H. Minot Pitman Jr.**, formerly writer with J. Walter Thompson Co., New York, joins Pace Advertising Agency there as copy chief.

**Roger Levinsohn**, copy supervisor. William Esty Co., New York, joins Warwick & Legler there as member of creative staff.

## Media

**Tom M. Percer**, VP and general manager, WHNT-TV Huntsville, Ala., named executive VP.

**Wayne Hudson**, sales manager, WMPS-AM-FM Memphis, named VP and general manager effective April 20, succeeding **Allan Avery**, who retires.

**Dr. Thomas Skinner**, assistant general manager, noncommercial WITF-TV Hershey, Pa., joins noncommercial WQED-TV) and noncommercial WQEX-TV), Pittsburgh, as VP and head of community services, development, PR and special program projects departments. **Jay Rayvid**, executive director of broadcast operations for WQED/WQEX, also named VP. **Sam Francis**, director of business affairs for WQED, appointed to newly created position of controller and assistant secretary to station's board of directors.

**Robert Morris**, general manager, WRUN-AM-FM Utica, N.Y., named VP.

**Byron D. Jarvis**, former president of National Trans-Video Inc., Dallas, multiple-CATV system owner, and more recently president of Delta P Inc., Dallas, manufacturer of air and noise pollution-control devices, named VP for finance and administration of Centre Video Inc., multiple-CATV system owner, and affiliated C-COR Inc., electronic manufacturing firm, both of State College, Pa.

**James G. Saunders**, director of radio-television school, Ohio University, Athens, joins Kaiser Broadcasting, Oakland Calif., group owner, in newly cre-

## FCC appoints Kehoe

**William A. Kehoe Jr.**, trial attorney in FCC hearing division, Washington, appointed chief of renewal branch, Broadcast Bureau there. **Leo George**, FCC attorney for seven years, resigns to enter private communications law practice. Office will be located at 1341 G Street, N.W., Washington.

ated position of director of corporate planning and administration.

**Don Schiller**, former general manager, KKOQ-TV Ventura, Calif., joins Clarity TV Inc., Simi, Calif., CATV operator, as general manager. Clarity is division of H&B American Cablevision Corp., CATV group owner.

**Robert D. Goodale**, with WCGC(AM) Belmont, N.C., joins WFCM(AM) Winston-Salem, N.C., as general manager.

**Parker M. Humes**, with KCRS(AM) Midland, Tex., appointed manager of KVIC-AM) Victoria, Tex. He succeeds **Dale Drake**, appointed to sales staff of KXOL-AM) and KCWM(FM) Fort Worth. All are Wendell Mayes stations.

**Donald Fleeger**, formerly news and sports director, WBCI(AM) Williamsburg, Va., joins WKEX(AM) Blacksburg, Va., as manager.

**John P. Gillis**, general manager, KUIK-AM) Hillsboro, Ore., joins KSWB(AM) Seaside, Ore., as station manager. **Steve McNally**, with KLIQ-AM-FM Portland, Ore., joins KUIK as assistant manager, programming and operations.

**Fred Allen**, director of training services, RTV International, New York, production firm, joins National Association of FM Broadcasters there as director of development.

**Lee Simpson**, director of quality control in broadcast division and administrative assistant to senior executive VP, Rollins Inc., Atlanta, diversified service organization which includes group of radio and TV stations, appointed director of operations for Rollins' broadcasting division. He will be in corporate headquarters in Atlanta.

**J. Paul Wilson**, formerly with Lybrand, Ross Bros. & Montgomery, Miami certified public accountants, joins Storer Broadcasting Co., group owners based there, as manager of internal audit.

**Jeff Woodruff**, research director, KQV-AM-FM Pittsburgh, appointed to same capacity with WLS-AM-FM Chicago. Both are ABC-owned stations.

## Programing

**Richard A. Harper**, VP-administration, Warner Brothers-7 Television, New York, appointed VP and general officer of Showcorporation, New York fea-

ture film and syndicated film-series distributor.

**Ted Leonard**, executive production manager, Paramount Television, Los Angeles, also named VP in charge of facilities division of Paramount Studios. **W. L. Baumes**, manager of tape and film development, Paramount Television, Hollywood, appointed director of daytime and live programming.

**Charles Cady**, national sales manager, West Coast, Triangle Television, Los Angeles, appointed to head syndication and sales development on West Coast.

**Herbert Horton**, head of New York office, Advetel, joins Tele-Tape Productions Inc. there as director of post-production data services.

**Bud Connell**, formerly program director KXOK(AM) St. Louis, joins staff of Programming db, Los Angeles, as assistant to president.

**Dick Herzog**, operations manager, KFMB-TV San Diego, appointed program director. **Ralph Hodges**, production manager, appointed production and program manager.

**Robert F. Doty**, general manager, WPHL-TV Philadelphia, joins WFTV-TV) Orlando, Fla., as program director.

**John W. Fearey**, program director of KING-TV Seattle, appointed director of Seattle Center. Seattle Center occupies grounds of city's 1962 World's Fair. Mr. Fearey will be responsible for coordinating center's activities and will supervise and seek new types of events.

**Peter C. Cavanaugh**, with WTAC(AM) Flint, Mich., appointed program director and music director.

**Peter H. Engel**, director of special projects, Triangle Broadcasting, Los Angeles, joins Metromedia Producers Corp., Hollywood, in similar capacity.

**Walter Meyer**, assistant to director of operations, KHJ-TV Los Angeles, appointed to newly created position of broadcast standard continuity acceptance director.

**Bob Turner**, production manager, WFAA-TV Dallas-Fort Worth, also appointed operations manager. WFAA production department has been removed from programming department following move of **George Milner**, program director and film buyer for WFAA-TV, to station manager at KFDM-TV Beaumont, Tex. (BROADCASTING, March 16).

## News

**James W. Kitchell**, executive producer on Apollo launches and head of space unit, NBC News, New York, appointed to newly created position of general manager, news services for NBC News. He will be responsible for planning, coordination and expedition of NBC News



broadcast facilities and coverage. **Steve Delaney**, city-hall reporter, NBC News bureau, Cleveland, appointed general assignment reporter. **Peter Burns**, with KNBC(TV) Los Angeles, appointed Vietnam correspondent for NBC Radio News.

**Frank Stearns**, for 27 years regional membership executive for AP, retires. His territory included District of Columbia, Maryland, Virginia and West Virginia.

**Jack Morris**, news director, KTUL-TV Tulsa, Okla., joins KVOO-TV there as news director and newscaster.

**William Oltman**, reporter and newscaster, KBON(AM) Omaha, appointed news director.

**Carl Shell**, with WKFD(AM) Wickford, R.I., appointed news director.

**Howard Jordan**, program director, WSIZ(AM) Ocilla, Ga., also appointed news director.

**Dick Graham**, with WPBS(FM) Philadelphia, appointed director of public affairs.

**Douglas D. Davenport**, associate news producer/editor, WNEW-TV New York, joins WPIX(TV) there in newly created position of news editor. **Lawrence Homer**, former correspondent and newscaster, ABC-TV, New York, joins WPIX(TV) there as newsman/newscaster.

**Dan Gingold**, executive producer with KNXT(TV) Los Angeles, appointed to newly created position of executive producer in charge of special projects.

**Floyd McKay**, reporter for *Salem* (Ore.) *Statesman*, joins KGW(TV) Portland, Ore., as news analyst and political reporter.

**John Drury**, newscaster, WGN-AM-TV Chicago, resigns to pursue other broadcast interests. He is succeeded by **Jack Taylor**, member of news staff.

**Kenneth Keller**, assignment editor and reporter, WOAI-TV San Antonio, Tex., joins KMOX-TV St. Louis as news writer-editor.

**A. W. Geiselman Jr.**, reporter with *Evening Sun*, Baltimore, joins WBAL-TV there as investigative reporter.

**Gene Osborn**, former sportscaster with WWJ-TV Detroit, joins KDKA-AM-FM-TV Pittsburgh as sportscaster for Pittsburgh Pirates professional baseball games.

**Steven B. Somers**, with KABL(AM) Oakland, Calif. and public address announcer for San Francisco Warriors, professional basketball team, named sports reporter, KPIX(TV) San Francisco.

## Promotion

**Louis L. Heil**, formerly with news bureau of Goodyear Tire & Rubber Co., Akron, Ohio joins Coleman Todd Associates, PR and advertising firm there, as VP and head of PR services.

**Charlotte Berliant**, with advertising department of ABC-TV, New York, appointed advance promotion-services editor. She will oversee preparation of advertising copy, program information and on-air copy supplied to ABC affiliate stations.

**Bart McLendon**, president of Syndikon Corp., New York-based radio syndication company, joins The McLendon Corp., Dallas, as corporate director of PR and publicity. He is son of **Gordon McLendon**, president of company, group-station owner who also has interests in theaters, oil and real estate.

**William Crawford**, director of promotion and public affairs, WLEX-TV Lexington, Ky., joins WLWC(TV) Columbus, Ohio, as promotion manager.

**Skip Brodhun**, assistant promotion director, WTOP-TV Washington, joins WAST(TV) Albany, N.Y., as promotion director.

**Joseph R. Dawson**, director of promotion for Cosmos Broadcasting Corp., group owner, and Cosmos's wis-TV Columbia, S.C., appointed to head newly opened Columbia office of Fred Bernstein & Associates, advertising and PR firm, Charleston, S.C.

## Equipment & engineering

**Michael C. H. Chan**, consultant and custom instrument designer in San Francisco area, joins Video Logic Corp., Mountain View, Calif., as VP of engineering. Initially, he will supervise product engineering for company's slow-motion instant-replay video-tape system.

**Charles Hartman**, former engineer with WCAU-TV Philadelphia, joins KMHV-AM-FM-TV Honolulu as chief engineer.

**William M. Christman**, chief engineer, WNBE(TV) New Bern, N.C., joins non-commercial WTVI(TV) Charlotte, N.C., as chief engineer.

**Paul Temple**, with WKFD(AM) Wickford, R.I., appointed chief engineer.

**Ciro Torchia**, with CBS Radio, New York, appointed technical supervisor, WCBS-FM there.

**Leonard Elkins**, sales engineer for New England area, distributor sales division, Jerrold Electronics Corp., Philadelphia, appointed eastern regional sales manager for division.

**Joseph S. Cuchiare**, assistant to supervisor, 8mm department, Technicolor, Hollywood, joins Deluxe General Inc., New York, in charge of technical operations of industrial and educational division's 8mm department.

**Jim Mills**, head of own production company in Hollywood and Chicago, joins Califone-Roberts division of Rheem Manufacturing Co., Los Angeles, equipment manufacturers, as sales promotion manager.

**Bernard S. Bernard**, VP-marketing, United Technology Corp., Dallas, joins American Electronic Laboratories, Colmar, Pa., diversified communications and electronics manufacturer, in same capacity.

## International

**Donald H. Hartford**, VP and general manager of CFRB(AM) and CKFM(FM) Toronto, named president and general manager.

**Bill Cheevers**, managing director of Westward Television, London, joins Granada Television there as director of engineering.

**George Alch**, formerly in production with FilmFair, Hollywood, joins London office of N. Lee Lacy/Associates, film-production company, as head of production.

## Allied fields

**Theodore Baron**, Washington communications lawyer, becomes partner on April 1 in law firm of Wilkinson, Cragun & Barker also Washington. Former FCC Chairman Rosel H. Hyde earlier became of counsel to same firm (BROADCASTING, March 9).

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**Ezra C. Levine**, formerly attorney for FCC, Washington, joins Washington offices of Wyman, Bautzer, Finell, Rothman & Kuchel, Los Angeles-based law firm.

## Deaths



**Mr. Schule**

**James R. Schule**, 50, executive VP of BBDO, New York, in charge of general operations and corporate affairs, and TV programming, PR and legal departments, died March 22 while driving automobile on parkway on Long Island. Mr. Schule joined BBDO in 1957 as VP and assistant to president after serving nine years with law firm of Boal, McQuade and Fitzpatrick, New York, of which he was partner. He was prominent Catholic layman and in 1961 he was made Knight of Malta by Pope John XXIII. He is survived by his wife,

Dorothea, two daughters and one son.

**Sidney Towne**, 61, associate professor in journalism department, New York University, New York, and former news writer for WOR-AM-FM-TV there, died March 19 at home in Rockville Centre, N.Y., of heart attack. He is survived by his wife, Ada.

**William Beaudine Sr.**, 78, oldest active member of Screen Directors Guild, died March 18 from complications of euremic poisoning at West Hills hospital, Canoga Park, Calif. Mr. Beaudine directed over 90 episodes of *Lassie*, for CBS-TV, and several segments of *Wonderful World of Disney*. Other shows he directed for television included *Wild Bill Hickok*, *Racket Squad*, *Naked City* and *Rin Tin Tin*. Mr. Beaudine began his directing career with D. W. Griffith at Biograph Studios, Fort Lee, N.J., in 1909. He is survived by his wife, Marguerite, three daughters and one son, producer William Beaudine Jr.

**Bill Irvin**, 64, television columnist for *Chicago Today*, died March 21 at his home in Evanston, Ill., from complications following recent heart attack and

stroke. He is survived by his wife, Doris, and son.



**Mr. Pyne**

**Joe Pyne**, 45, controversial talk-show host, died March 23 at Cedars of Lebanon hospital, Los Angeles, of cancer. Mr. Pyne, who was associated with Metromedia in Los Angeles, last appeared on Metromedia's KLAC(AM) and KTTV-TV there. He was forced to give up his nightly TV talk show in late November because of illness. At one time he had syndicated radio shows in 450 markets and TV series, *Joe Pyne Show*, airing in 83 cities. His TV show had been syndicated in U.S. and Canada for seven years. His broadcasting career began 25 years ago in Lumberton, N.C., where he moderated early two-way radio talk show. He is survived by his wife, Swedish actress Britt Larsen Pyne, one son and two daughters.

## ForTheRecord

As compiled by BROADCASTING, March 17 through March 24 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

■ **\*Peoria, Ill.**—Illinois Valley Public Telecommunications Corp. Seeks UHF ch. 47; ERP 558 kw vis. 111.6 kw aur. Ant. height above average terrain 337 ft; ant. height above ground 352 ft. P.O. address: c/o Philip Weinber. 1501 West Bradley Avenue, Peoria 61606. Estimated construction cost \$455,000; first-year operating cost \$85,200; revenue none. Geographic coordinates 40° 41' 56" north lat.; 89° 37' 00" west long. Type trans. GE TT57-A. Type ant. Bogner DR-28. Legal counsel Wilner, Scheiner & Greeley, Washington; consulting engineer Markely & Jones, Mapleton, Ill. Principals: Philip Weinberg, president of board, et al. Ann. March 16.

### Actions on motions

■ **Hearing Examiner Millard F. French** in Anaheim, Calif. (Orange County Broadcasting Co., et al.). TV proceeding, granted request by Dana Communications Corp. and dismissed with prejudice application and further ordered petition for leave to amend dismissed as moot; granted petition by Orange Empire Broadcasting Co. for leave to amend application to supply new mailing address for limited partnership; granted petition by Voice of Orange Empire Ltd. for leave to amend application to provide information on ascertainment of community needs in Orange county, Calif., and further ordered no comparative advantage to applicant shall result from amendment (Docs. 18295, 18297-300). Actions March 17.

■ **Hearing Examiner Herbert Sharfman** in Orlando, Fla. (Mid-Florida Television Corp. et al.). TV proceeding, granted petition by Florida Heartland Television Inc. for leave to amend application to reflect death of former president and 11% stockholder, and passage of stock to Sara S. Butt, executrix (Docs. 11083, 17339, 17341-42, 17344). Action March 11.

### Other actions

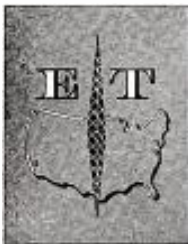
■ **Chief, Broadcast Bureau** on request by Screen Gems Broadcasting of Utah Inc., licensee of KCPX-TV Salt Lake City, extended through March 23 time to file responses to petition for rulemaking filed by Board of Education of Ogden City, licensee of \*KOET(TV) Ogden, Utah, and Utah Television Corp. in matter of amendment of TV table of assignments (Ogden). Action March 17.

■ **Review board** in Nampa, Idaho, TV proceeding, Docs. 18379-80, granted petition for leave to amend, filed March 4 by Idaho Television Corp. Action March 19.

■ **Review board** in Terre Haute, Ind., TV proceeding, Docs. 18321-22, scheduled oral argument before review board for April 21 in Washington. Action March 24.

■ **Review board** in Boston, TV proceeding, Docs. 18759-61, granted request for additional

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**EDWIN TORNBERG  
& COMPANY, INC.**

**Hospitality Suite  
PICK-CONGRESS HOTEL**

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time to reply to RKO General Inc. opposition to petition to enlarge issues, filed March 19 by Community Broadcasting of Boston Inc. Action March 20.

■ Review board in Boston, TV proceeding, Docs. 18759-61, granted Broadcast Bureau's petition for extension of time, filed March 19. Action March 23.

■ Review board in Newark, N.J., TV proceeding, Docs. 18403 & 18448, granted joint request for approval of agreement, filed Nov. 28, 1969, as mod. by addendum, filed Feb. 25; agreement approved subject to submission of copy of amendment; petition for leave to amend, filed Dec. 1, 1969, granted; granted petition for immediate grant without hearing, filed Dec. 1, 1969; application of Ultra-Casting Inc. dismissed with prejudice; amended application of Atlantic Video Corp. granted. Action March 19.

■ Review board in Lynchburg, Va., TV proceeding, Doc. 18405, granted request for extension of time to reply to motion to remand proceeding, filed March 19 by Roanoke Telecasting Corp. Action March 23.

## Existing TV stations

### Final actions

■ \*KQEC(TV) San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 18. Action March 18.

■ \*WETX(TV) Washington—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 18. Action March 18.

■ WBZ-TV Boston—Broadcast Bureau granted license covering permit for changes; granted license covering permit which authorized changes in existing station and covering use of equipment as auxiliary in case of emergency; granted CP to change type trans. Action March 16.

■ \*WEDB-TV Berlin, N.H.—Broadcast Bureau granted license covering permit authorizing new station. Action March 18.

■ WBJA-TV Binghamton, N.Y.—FCC granted short term renewal and notified apparent liability forfeiture of \$3,000 for violation of rules including failure to maintain carrier frequency of vis. trans. within 1000 cycles of authorized frequency, and to maintain center frequency of aur. trans. within tolerance. Action March 18.

■ WSBA-TV York, Pa.—Broadcast Bureau granted CP to change ERP to 1000 kw vis., 100 kw aur.; change type trans. and make changes in ant. structure; ant. height 530 ft.; condition. Action March 12.

■ WBBJ-TV Jackson, Tenn.—Broadcast Bureau granted CP to change ERP to 316 kw vis., 31.6 kw aur.; trans. location to 6 miles east of Jackson; change type trans. and ant.; ant. height 1060 ft.; condition. Action March 17.

■ KIRO-TV Seattle—Broadcast Bureau granted CP to install former main driver as auxiliary trans. at main trans. location; granted CP to replace driver; condition. Action March 17.

### Action on motion

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLL Inc. [KTLE(TV)] and Eastern Idaho Television Corp.), TV proceeding, granted petition by Eastern Idaho Television Corp. for leave to amend application to provide record with updated information with regard to certain activities of Utah Television Corp. (in which company principals of petitioner are also principals) (Docs. 18401-2). Action March 16.

### Designated for hearing

■ WHCT(TV) Hartford, Conn.—FCC designated for hearing application of RKO General Inc. for CP to increase power and ant.

height to determine whether grant would create undue concentration of control over mass-communications media. Action March 18.

### Call letter actions

■ WLBW-TV, Post-Newsweek Stations, Miami. Granted WPLG-TV.

■ WITA-TV San Juan, WITB-TV Mayaguez and WITP-TV Ponce, all Puerto Rico, El Imparcial Broadcasting Corp. Granted WUHT-TV, WUHM-TV and WUIP-TV respectively.

### 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.

■ KMBC-TV Kansas City, Mo. (Metromedia Inc.). Contract dated Feb. 26, 1970; effective Sept. 28, 1969, to Oct. 1, 1970. First call right. Programs delivered to main control board. Network rate \$1,550; compensation paid at 30% prime time.

■ WAST(TV) Albany, N.Y. (Van Currier Broadcasting Corp.). Contract dated June 4, 1969, replaces one dated July 6, 1967; effective July 2, 1969, to Oct. 1, 1970. First call right. Programs delivered to main control board. Network rate \$1,050; compensation paid at 30% prime time.

■ WSIX-TV Nashville (General Electric Broadcasting Co.). Contract dated Oct. 17, 1969, replaces one dated Aug. 8, 1967; effective July 30, 1969, to Oct. 31, 1970. First call right. Programs delivered to main control board. Network rate \$950; compensation paid at 30% prime time.

#### CBS

■ Formula: Same as ABC.

■ WINK-TV Fort Myers, Fla. (Fort Myers Broadcasting Co.). Contract dated Nov. 1, 1966; effective Nov. 1, 1966, to Oct. 30, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate \$187; compensation paid at 32% prime time. Deduction is equal to 60% network rate.

■ WHDH-TV Boston (WHDH Inc.). Contract dated Nov. 28, 1966; effective Sept. 11, 1966, to Sept. 10, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate \$3,132; compensation paid at 32% prime time.

#### NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ WAAY-TV Huntsville, Ala. (Rocket City Television Inc.). Contract dated Feb. 27, 1970, replaces one dated Dec. 15, 1967; effective March 1, 1970, to Sept. 2, 1971. First call right. Programs picked up from WRCB-TV Chattanooga and delivered to WAAY-TV at its expense. NBC will pay station \$3,394 monthly to share interconnection cost. Network rate \$351; compensation paid at 30% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ WTWO(TV) Terre Haute, Ind. (Illiana Telecasting Corp.). Contract dated Dec. 15, 1967, replaces one dated Feb. 17, 1965; effective Dec. 15, 1967, to Sept. 1, 1969, and self-renewable for two-year periods thereafter. First call right. Programs picked up from WFBM-TV Indianapolis and delivered to WTWO at its expense. NBC will pay station \$3,365 monthly to share interconnection cost. Network rate \$632; compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly, multiplied by prime-time

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## Summary of broadcasting

Compiled by FCC, March 1, 1970

	On Air			Total On Air	Not On Air	
	Licensed	STA*	CP's		On Air CP's	Total Authorized
Commercial AM	4,258	2	19	4,279	70	4,349 <sup>1</sup>
Commercial FM	2,039	0	60	2,099	125	2,224
Commercial TV-VHF	493	2	15	509	15	524
Commercial TV-UHF	131	0	50	181	122 <sup>2</sup>	303
Total commercial TV	624	2	65	690	137	827
Educational FM	379	0	24	403	46	449
Educational TV-VHF	74	0	5	79	7	86
Educational TV-UHF	94	0	13	107	12	119
Total educational TV	168	0	18	186	19	205

\* Special Temporary Authorization

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Includes two licensed UHF's that are not on the air.

rate.

■ **KTVO(TV)** Ottumwa, Iowa (KTVO Inc.). Contract dated April 10, 1968, replaces one dated May 11, 1965; effective April 1, 1968, for two years. No first call right. Programs picked up from WHO-TV Des Moines, Iowa, and delivered to KTVO at its expense. Network rate \$500; compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

■ **KOAM-TV** Pittsburg, Kan. (Mid-Continent Telecasting Inc.). Contract dated Dec. 1, 1967, replaces one dated Jan. 5, 1962; effective Feb. 1, 1968, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate \$468; compensation paid at 30% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ **WBRZ-TV** Baton Rouge (Louisiana Television Broadcasting Corp.). Contract dated Dec. 1, 1967, replaces one dated Oct. 27, 1954; effective Jan. 1, 1968, to April 14, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate \$819; compensation paid at 33 1/4% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ **WSJS-TV** Winston-Salem-Greensboro, N.C. (Triangle Broadcasting Corp.). Amendment dated Nov. 26, 1969, amends current contract to reduce network rate to \$935 as of March 1, 1970.

■ **WDAZ-TV** Devils Lake, N.D. (WDAY Inc.). Contract dated Nov. 30, 1967, replaces one dated Sept. 6, 1966; effective Dec. 1, 1967, for two years and self-renewable for two-year periods thereafter. First call right. Programs picked up from WDAY-TV Fargo, N.D., and delivered to WDAZ-TV at its expense. Network rate \$144; compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

■ **WDAY-TV** Fargo, N.D. (WDAY Inc.). Contract dated Dec. 15, 1967, replaces one dated Oct. 18, 1962; effective Dec. 15, 1967, to Sept. 26, 1968, and self-renewable for two-year periods thereafter. First call right. Programs picked up from KSTP-TV St. Paul-Minneapolis and delivered to WDAY-TV at its expense. Network rate \$468; compensation paid at 33 1/4% of all equivalent hours, multiplied by prime-time rate.

■ **KVAL-TV** Eugene, Ore. (Eugene Television Inc.). Contract dated Dec. 1, 1967, replaces one dated Jan. 21, 1954; effective March 15, 1968, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station and rebroadcast over KPIC(TV) Roseburg and KCBY-TV Coos Bay, both Oregon. Network rate \$375 (\$374 as of May 1, 1970); compensation paid at 30% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ **WHIS-TV** Bluefield, W.Va. (Daily Telegraph Printing Co.). Amendment dated Feb. 26, 1970, amends current contract to specify compensation as 30% of all equivalent hours, multiplied by prime-time rate, and state that NBC will share cost of interconnection by paying station \$750 monthly.

■ **WAEO-TV** Rhinelander, Wis. (Northland Television Inc.). Contract dated Dec. 15, 1967, replaces one dated Aug. 25, 1965; effective Dec. 15, 1967, to Oct. 20, 1968, and self-renewable for two-year periods thereafter. First call right. Programs picked up from WFRV-TV Green Bay, Wis., and delivered to WAEO-TV at its expense. Network rate, \$225; compensation paid at 27%

of all equivalent hours, multiplied by prime-time rate.

## New AM stations

### Starts authorized

■ **WCBR** Richmond, Ky.—Authorized program operation on 1100 kc, 250 w-D. Action March 5.

■ **WELA** Elizabeth, N.J.—Authorized program operation on 1530 kc, 500 w-D. Action March 10.

### Application

■ **Denver**—Radio Colorado Corp. Seeks 1090 kc, 50 kw-DA-D. P.O. address: c/o John H. Gayer, 383 Valley Forge, Pa. 19451. Estimated construction cost \$187,347.20, first-year operating cost \$107,500; revenue \$350,000. Principals: Alexander Englander, chairman, John H. Gayer, president (each 50%). Mr. Gayer owns communications consulting firm and is chairman and owns more than 25% of Gering National Bank, Gering, Neb. Mr. Englander owns more than 25% of investment and finance firm, steel manufacturing firms, building supplier and steel warehouse. Ann. March 11.

### Actions on motions

■ **Hearing Examiner Basil P. Cooper** in Alexander City and Clanton, both Alabama (Martin Lake Broadcasting Co. and Clanton Broadcasting Corp.). AM proceeding, continued evidentiary hearing to date specified <sup>1</sup> further prehearing conference May 1 (Docs. 18782-3). Action March 19.

■ **Hearing Examiner Basil P. Cooper** in Blacksburg, Va. (Broadcasting Service of Carolina Inc.). AM proceeding, continued evidentiary hearing to date specified at April 17 further prehearing conference (Doc. 18445). Action March 16.

■ **Hearing Examiner Charles J. Frederick** in Louisville, Ky. (Lawrence County Broadcasting Corp. and Two Rivers Broadcasting Inc.). AM proceeding, granted petition by Two Rivers Broadcasting Co. for leave to amend application to reflect change in broadcast interests of stockholders (Docs. 18235-6). Action March 12.

■ **Hearing Examiner Millard F. French** in Natick, Mass. (Home Service Broadcasting Corp. and Natick Broadcast Associates Inc.). AM proceeding, granted petition by Natick Broadcast Associates Inc. for leave to amend application to reflect current employment of officer, director and stockholder (Docs. 18640-1). Action March 18.

■ **Hearing Examiner Millard F. French** in Franklin and Hackettstown, both New Jersey (Louis Vander Plate and Radio New Jersey). AM proceeding, granted petition for acceptance of further amendment to application of Radio New Jersey for leave to show additional efforts made to meet suburban issue (Docs. 18251-2). Action March 13.

■ **Chief Hearing Examiner Arthur A. Gladstone** in Stirling and Freehold, both New Jersey (K & M Broadcasters Inc. and Molly Pitcher Broadcasting Inc.). AM proceeding, reopened record; cancelled filing of proposed findings of fact and conclusions and filing of replies on March 30 and April 13 respectively; stayed further proceedings pending announcement of final determination in respect to notice of inquiry (Doc. 18774); further ordered Molly Pitcher Broadcasting within ten days after public announcement of determination of Doc. 18774 to serve and file written statement indicating either desire to rest upon record

already made, or to indicate desire and intention promptly to prepare and submit appropriate amendment to application purporting to comply with determination of in respect to Doc. 18774. (Docs. 18292, 18593). Action March 19.

■ **Hearing Examiner Isadore A. Honig** in Elmhurst and Wheaton, both Illinois (Dupage County Broadcasting Inc. and Central Dupage County Broadcasting Co.). AM proceeding, granted motion by DuPage County Broadcasting Inc. and extended to March 30 time to respond to interrogatories of Central DuPage County Broadcasting Company (Docs. 16965-6). Action March 17.

■ **Hearing Examiner Ernest Nash** in Mt. Pleasant and Chariton, both Iowa (Pleasant Broadcasting Co. et al.). AM proceeding, reopened record to implement instructions regarding handling of suburban programming issues pending final action on primer of applications forms concerning ascertainment of community problems and broadcast matter to deal with those problems, subject of notice of inquiry released Dec. 19, 1969; postponed date for filing Reply Findings scheduled for March 20; scheduled further prehearing conference for March 26 (Doc. 18594-6). Action March 19.

■ **Hearing Examiner Herbert Sharfman** in Globe, Ariz. (Mace Broadcasting Co.). AM proceeding, granted petition for reconsideration of presiding examiner's order released Feb. 27, filed by Broadcast Bureau to extent bureau's petition filed March 10 requests reconsideration, but in all other respects denied; scheduled oral argument for March 16 (Doc. 182225). Action March 11.

### Other actions

■ **Review board** in Alexander City, Ala.. AM proceeding, Docs. 18782-83, granted motion for extension of time, filed March 17 by Clanton Broadcasting Corp. Action March 19.

■ **Review board** in Las Cruces, N. M.. AM proceeding, Doc. 18714, granted to extent indicated and denied in all other respects petition to enlarge issues, filed Nov. 28, and supplemental petition to enlarge issues filed Dec. 17, 1969, by Las Cruces Broadcasting Co. Action March 19.

■ **Review board** in Cedar City, Utah, AM proceeding, Docs. 18458-59, denied appeal from adverse ruling of hearing examiner and petition to enlarge issues, filed July 3, 1969, by Broadcast Bureau; granted petition for leave to file additional pleading, filed Dec. 31, 1969, by Southern Utah Broadcasting Co.; granted to extent indicated, petition for severance and grant, filed June 12, 1969, by Southern Utah Broadcasting Co.; already severed application of Southern Utah for renewal of license of KSUB granted. Action March 20.

### Call letter application

■ **Grayling Broadcasting Co.**, Grayling, Mich. Requests WGRY.

### Call letter actions

■ **Regional Broadcasting Co.**, Berea, Ky. Granted WSW.

■ **Quinn Broadcasting**, Warsaw, N.C. Granted WTRQ.

## Existing AM stations

### Final actions

■ **KGMR** Jacksonville, Ark.—Broadcast Bureau granted license covering changes; studio location same as trans.; delete remote control. Action March 18.

■ **KLOC** Ceres, Calif. — Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 2842 Iowa Ave., Modesto, Calif.; conditions. Action March 18.

■ **KFAX** San Francisco—Broadcast Bureau granted license covering changes. Action March 18.

■ **WEZY** Cocoa, Fla. — Broadcast Bureau granted license to use former main trans. as auxiliary trans. Action March 17.

■ **WQIK** Jacksonville, Fla.—Broadcast Bureau granted CP to install new trans. for auxiliary use on 1 kw: DA-2. Action March 17.

■ **KNEI** Waukon, Iowa—Broadcast Bureau granted license covering changes; change type trans. Action March 18.

■ **KAVE** Carlsbad, N. M.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action March 18.

■ **WTHE** Mineola, N. Y.—Broadcast Bureau granted license covering changes; condition. Action March 18.

■ **WNEW** New York — Broadcast Bureau



granted mod. of CP to install new auxiliary antenna for daytime operation only. Action March 17.

■ WADR Remson, N. Y.—Broadcast Bureau granted license covering use of former main trans. as auxiliary. Action March 18.

■ WTNS Coshocton, Ohio—Broadcast Bureau granted license covering use of former alternate-main trans. as main trans. Action March 18.

■ WHYZ Greenville, S. C.—Broadcast Bureau granted mod. of license to change name to Media Inc. Action March 18.

■ WPDR Portage, Wis.—Broadcast Bureau granted license covering changes. Action March 18.

■ WELF Tomahawk, Wis.—Broadcast Bureau granted CP to increase daytime power to 1 kw; remote control permitted. Action March 12.

### Actions on motions

■ Hearing Examiner Charles J. Frederick in Thurmont, Md. (Leisner Broadcasting Corp. [WTHU]), AM proceeding, set certain procedural dates and rescheduled hearing for April 16 (Doc. 18780). Action March 19.

■ Hearing Examiner Charles J. Frederick in Carthage and Jackson, both Mississippi (Meredith Colon Johnston [WECP] and Ford Broadcasting Co.), AM proceeding, reopened record and ordered it held open until further conference following formal pronouncement or issuance of new and conclusive primer delineating absolute standards for meeting suburban issue; further ordered no additional activity be required of parties at this time. (Docs. 18487-8). Action March 19.

■ Chief Hearing Examiner Arthur A. Gladstone in Smyrna, Ga. (Laurence N. Polk Jr. [transferor] and Times Journal Inc. and M. W. Kinney Jr. [transferees]), transfer of control of WYNX, extended to March 19 time to file oppositions to petition to move hearing to Smyrna, (Doc. 18784). Action March 16.

■ Chief Hearing Examiner Arthur A. Gladstone in Selinsgrove, Pa. (B & K Broadcasting Co. [WSEW]), AM proceeding, designated Hearing Examiner Charles J. Frederick as presiding officer; scheduled prehearing conference for April 28 and hearing for May 26 (Doc. 18810). Action March 13.

### Fines

■ KTLK Denver—FCC notified of apparent liability forfeiture of \$1,000 for violation of logging requirements and was admonished for another complaint allegedly running a hoax, based upon pretended mysterious disappearance of KTLK disk jockey whom station management had sent away in order to engage in promotional stunt by offering \$2,000 for information as to his whereabouts. Action March 18.

■ KULP El Campo, Tex.—FCC notified of apparent liability forfeiture of \$1,500 for failing to observe provisions of rules by issuing affidavits of performance which misrepresented amounts charged for advertising. Action March 18.

### Designated for hearing

■ KTRG Honolulu — FCC designated for hearing application of Hawaiian Paradise Park Corp. for license renewal of KTRG as result of numerous complaints accusing KTRG and employees of using facilities in violation of commission's personal attack rules and fairness doctrine; using station to promote political ambitions of corporation's president; closing down station for four days in order to get listeners to write to FCC urging quick renewal of KTRG's license; and using airwaves to obtain money from some members of public with threats of character defamation. Action March 18.

### Call letter application

■ WMRI, WMRI Inc., Marion, Ind. Requests WGOM.

## New FM stations

### Starts authorized

■ WGSY(FM) Peru, Ill.—Authorized program operation on 100.9 mc. ERP 3 kw. ant. height above average terrain 145 ft. Action March 5.

■ WVJP-FM Caguas, P.R.—Authorized program operation on 103.3 mc. FRP 5 kw. ant. height above average terrain minus 370 ft. Action March 9.

■ \*KICC(FM) International Falls, Minn.—Authorized program operation on 91.5 mc.

ERP 10 w. Action March 18.

### Applications

■ \*Greenville, Pa.—Thiel College Seeks 89.5 mc, 10 w. ant. height above average terrain 49 ft. P.O. address College Avenue, Greenville, 16125. Estimated construction cost \$20,150; first-year operating cost \$2,500; revenue none. Principals: Dr. Fred W. Okie, chairman, board of trustees, et al.

■ Scottsdale, Pa.—Quality Radio Inc. Seeks 103.9 mc, 560 w. ant. height above average terrain 620 ft. P.O. address 4 Gateway Center, Suite 222, Pittsburgh 15222. Estimated construction cost \$28,000 first-year operating cost \$12,000; revenue \$12,000. Principals: Thomas Finley Price (20%) and Phillip F. Roy (80%). Mr. Price is employee of financial estate planning firm. Mr. Roy owns stock exchange seat and financial estate planning firm. Ann. March 17.

■ Sun Prairie, Wis.—Jerry J. Collins Seeks 92.1 mc, 2.7 kw. ant. height above average terrain 300 ft. P.O. address Route 1, Box 67, Larsen, Wis. 54947. Estimated construction cost \$28,895.50; first-year operating cost \$20,000; revenue \$30,000. Principals: Jerry J. Collins, sole owner. Mr. Collins owns WNRN(FM) Neenah-Mehasha, applicant for new AM at Onalaska, 51% each of WLKE-(AM) Waupun and WQTC-AM-FM Two Rivers, all Wisconsin. Ann. March 17.

### Final actions

■ Tucson, Ariz.—Graham Broadcasting Co. Broadcast Bureau granted 94.9 mc, 49.896 kw. Ant. height above average terrain minus 125 ft. P.O. address 10 Wayne Street, Hudson, N.H. 03051. Estimated construction cost \$2,450; first-year operating cost \$16,335; revenue \$25,375. Principals: Norman J. and Eva E. Graham (each 50%). Principals own outdoor advertising and public-relations firm. Mr. Graham is on technical staff of WBZ-AM-FM Boston. Action March 17.

■ Miami, Fla.—Miami Bible College, Broadcast Bureau granted 89.7 mc, 3 kw. Ant. height above average terrain 880 ft. P.O. address: 2300 NW 135th Street, Miami 33167. Estimated construction cost \$105,869; first-year operating cost \$18,240; revenue none. Principals: L. W. Poland, is president of college, non profit corporation. Action March 18.

■ \*Morristown, N.J.—Morristown Board of Education, Broadcast Bureau granted 90.5 mc, 10 w. ant. height above average terrain 80 ft. P.O. address 40 Mills Street, Morristown 07960. Estimated construction cost \$450 first-year operating cost \$750-\$1,000; revenue none. Principals: Dr. Harry Wewner, chairman of board, et al. Action March 4.

■ Waverly, Ohio—Alfred Dienert and Walter F. Bennett, Broadcast Bureau granted 100.9 mc, 920 w. ant. height above average terrain 500 ft. P.O. address: 1634 Spruce Street, Philadelphia 19103. Estimated construction cost \$24,476.02; first-year operating cost \$15,000; revenue \$20,000. Principals: Alfred Dienert and Walter F. Bennett (each 50%). Messrs. Dienert and Bennett are partners in radio and TV advertising agency and own WPKO-(AM) Waverly. Mr. Dienert is member board of directors of WFGW(AM) and WMIT(FM) both Black Mountain, N.C., and KAIM-AM-FM Honolulu. Action March 2.

### Actions on motions

■ Hearing Examiner Frederick W. Denniston in Birmingham, Ala. (Voice of Dixie Inc. and First Security and Exchange Co.), FM proceeding, set certain procedural dates and scheduled further hearing for April 3 (Docs. 18664 and 18666). Action March 18.

■ Hearing Examiner Charles J. Frederick in Raytown, Mo. (Brinsfield Broadcasting Co.), FM proceeding, set procedural date and scheduled hearing for May 21 (Doc. 18529). Action March 12.

■ Hearing Examiner Millard F. French in Huntington, W. Va., and Catlettsburg, Ky. (Christian Broadcasting Association Inc. and K & M Broadcasting Co.), FM proceeding, granted in part motion of K & M Broadcasting and severed application; reserved ruling as to further proceedings with respect to application (Docs. 18439-40). Action March 13.

■ Hearing Examiner Millard F. French in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, granted petition by Three States Broadcasting and ordered transcript corrected (Action March 17); granted request by Three States Broadcasting and extended to March 30 time to file replies to proposed findings (Docs. 18456-7). Action March 18.

■ Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both New York (Rochester Radio Co. et al.), FM proceeding, postponed certain procedural dates and rescheduled hearing for April 28 (Docs. 18673-6). Action March 13.

■ Hearing Examiner Jay A. Kyle in Sacramento, Calif. (Town and Country Broadcasters Inc.), FM proceeding, denied request by applicant for continuance of evidentiary hearing now scheduled to commence April 20, in Sacramento (Doc. 18773). Action March 19.

■ Hearing Examiner Ernest Nash in Wichita, Kan. (Jaco Inc. and KAKE-TV and Radio Inc.), FM proceeding, denied petition by Jaco Inc. for leave to amend application by furnishing certain financial data except insofar as petition is intended as notification to meet requirements of rules (Docs. 18515-6). Action March 18.

■ Hearing Examiner Ernest Nash in Wichita, Kan. (Jaco Inc. and KAKE-TV and Radio Inc.), FM proceeding, reopened record to implement instructions regarding handling of suburban programming issues pending final action on primer of applications forms concerning ascertainment of community problems and broadcast matter to deal with those problems, subject of notice of inquiry, released Dec. 19, 1969; postponed date for filing reply findings scheduled for March 23; scheduled further prehearing conference for March 25 (Docs. 18515-6). Action March 19.

■ Hearing Examiner Herbert Sharfman in Flora and Salem, both Illinois (Flora Broadcasting Co. and Salem Broadcasting Co.), FM proceeding, rescheduled hearing for April 23. (Docs. 18288, 18290). Action March 19.

### Other actions

■ Review board in San Clemente, Calif., FM proceeding, Doc. 17648, scheduled oral argument before review board for April 14 in Washington. Action March 24.

■ Review board in Corydon, Ind., FM proceeding, Docs. 18636-38, denied motion for enlargement of issues, filed Jan. 19 by Harrison Radio Inc. Action March 20.

■ Review board in Las Vegas, FM proceeding, Docs. 18437-38, denied joint petition filed Oct. 28, 1969, by James B. Francis and Quality Broadcasting Corp. Action March 23.

■ Review board in North Syracuse, N.Y., FM proceeding, Docs. 18667-68, action on petition for approval of agreement and dismissal of application held in abeyance for ten days from release date of order to allow parties to file necessary documentation in support of agreement. Action March 20.

■ Review board in Rochester, N.Y., FM proceeding, Docs. 18673-76, denied appeal from hearing examiner's ruling, filed Dec. 22, 1969, and petition to enlarge issues, filed Feb. 12 by Auburn Publishing Co. Dismissed requests for official notice, filed Jan. 16, Feb. 5 and Feb. 11 by Monroe County Broadcasting Inc. and Jan. 27 and Feb. 12, by Auburn Publishing Co. Action March 19.

■ Review board in Gahanna, Ohio, FM proceeding, Docs. 18308 and 18793, granted Broadcast Bureau's petition for extension of time, filed March 20. Action March 23.

### Rulemaking petition

■ Agana, Guam—FCC in notice of proposed rulemaking proposed assignment of ch. \*4 and ch. 12 as reserved assignments, deletion of ch. \*3, deletion of reservation on ch. \*10. Action March 18.

### Call letter applications

■ Bennett Broadcasting Co., Waverly, Ohio. Requests WIBO(FM).

■ Bowie County Broadcasting Co., New Boston, Tex. Requests KNBO-FM.

### Call letter actions

■ Western Inspirational Broadcasting Inc., Carson City, Nev. Granted KNIS(FM).

■ Colgate University, Hamilton, N.Y. Granted \*WRCU-FM.

## Existing FM stations

### Final actions

■ \*KFCA(FM) Phoenix — Broadcast Bureau granted license covering changes; ERP 3.1 kw; ant. height minus 26 ft. Action March 19.

■ KBBI(FM) Los Angeles—Broadcast Bu-

(Continued on page 155)



# 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.  
Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum.  
Display ads \$40.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.  
All other classifications 35¢ per word—\$4.00 minimum.  
No charge for blind box number.  
Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

## RADIO

### Help Wanted Management

Manager for east coast AM station, good salary for salesman-administrator. Send resume to Box C-314, BROADCASTING.

Want young aggressive station manager to work in two-bit small town radio station. Owner tells the truth and will talk to anyone that has the guts to answer this ad. Box C-333, BROADCASTING.

Manager with sales ability for small market, New York State. Immediate opening. Box C-339, BROADCASTING.

One of America's largest radio groups is looking for the right man to step into a corporate management position. The man we are seeking ideally would have some programming and some small or medium market management experience in his background, and should be ready to move into an important job with an important company. Send full information with first letter. An in-person interview will be arranged either at our Company Headquarters or in Chicago at the NAB. All replies treated confidentially, of course. Box C-413, BROADCASTING.

Manager for Oklahoma daytimer. Prefer man with first phone but sales oriented. No engineering or board work. \$700 per month plus car plus percentage. Stock ownership possible. Contact John Morris, Daily Free-Lance, Henryetta, Oklahoma.

Attention alumni of KNCM and KWIX, Moberly, Mo. Get in touch with us soon. We're making plans for our 20th Anniversary, and need your address. Box 619, Moberly, Mo. 65270.

Live in the hub of northern Michigan and enjoy life in a bustling resort town. Ideal for manager who likes sales, hunting and fishing. Stock available for working-managing ownership. Call 517-482-9695 or send resume to Box 1292, Lansing, Michigan.

## Sales

Experienced salesman ready for management, salary plus commission, many fringe benefits, car, leading area station, call General Manager (717) 286-5838 or write Box C-92, BROADCASTING.

Unrest, air-pollution, heavy traffic, school problems, cold weather, rating rat-race, the eternal middle-man-agency. Not in this sunny south Florida small metro market where the living is great and the folks are friendly. Dominant AM-FM facility. \$300 week against 20% draw to the experienced hard driving sales pro with minimum of 5 years sales experience. Management opportunity AM-FM. Send resume to Box C-307, BROADCASTING. All replies strictly confidential.

Opportunity—head up sales operation for single station market in Western New York. Excellent salary, plus commission, plus medical plan. Box C-400, BROADCASTING.

St. Louis salesman with track record. Managing now or capable of. Top opportunity. Unique situation. Good starting salary. Box C-403, BROADCASTING.

We'll look til we find the right man for our expanding Sales Department. Dale Low, KLSS/KSMN, Mason City, Iowa.

We are a small market station looking for a salesman who is really interested in radio and knows how to sell it. The salary is up to you. Air work if you want it. Contact Donald Fisher, WFAD, Middlebury, Vermont 05753.

James Rivers Stations has opening for experienced salesman. Potential unlimited for a dynamic up & comer. WMJM, Cordele, Georgia.

Salesman wanted for station WSTX, St. Croix. Young, single, aggressive. Salary potential ten to twelve thousand yearly. Send complete resume and picture. An equal opportunity station. Reply to general manager, Box 423, Christiansted, St. Croix.

## Announcers

Wanted: Bright, happy morning personality for top rated midwest station. Aircheck, resume, and a picture a must. Box B-221, BROADCASTING.

Experienced DJ-announcer. Contemporary format. Play-by-play football, basketball necessary. Good pay, hospitalization, other benefits. Virginia City. Tape with disc show, news, play-by-play. Box C-266, BROADCASTING.

Good morning man—must be pro, good production and creative, easy personality. Excellent market, top rating station, today's MOR, northeast. Money and future, right man. Call 609-921-9494 or write Box C-312, BROADCASTING.

We need a radio journalist . . . good voice, mature, community minded, and sales oriented. This is a dynamic station located in an area where the listeners are accustomed to hard hitting, responsible news casting. Good starting salary. Send air check and resume to Box C-362, BROADCASTING.

Good opportunity for board man strong in production . . . 10,000 watt station . . . medium market. Rush tape, photo, resume. Box C-407, BROADCASTING.

Major market rocker seeks full voiced first phone jock. No maintenance. Expanding chain with exceptional opportunity to move up into management. Box C-424, BROADCASTING.

Florida calling: Ready to bring your first ticket South to retire, or just to enjoy the good life? If you're a seasoned pro, don't fail to investigate the unusual deal on our regional network powerhouse. Best conditions anywhere and you'll leave snow, slush, pollution and congestion behind if you qualify. Box C-426, BROADCASTING.

Announcer—fast pace, Modern country. Professional sound. Permanent with advancement. Write Box C-435, BROADCASTING.

Mature DJ wanted . . . must be good . . . we pay good, plus opportunity to move up with progressive group in growing Southeast market. Need man who can handle adult Top 40. Screamers need not apply. Should be thoroughly rounded in broadcast capabilities . . . Send tape and resume now! Box C-436, BROADCASTING.

One of the country's foremost major market rockers is searching for mature professional for excellent time slot. Great opportunity for dedicated individual. Must be experienced and good. Send current tape, resume and pic to Box C-440, BROADCASTING.

Experienced MOR personality for major southern market. No beginners please. An equal opportunity employer. Box C-452, BROADCASTING.

Announcer/salesman. 1st class preferred. KLIZ AM-FM, Brainerd, Minnesota.

Attention announcing school graduate. An unusual opportunity exists at KSVP AM/KSVP FM stereo. If you have completed your announcing school course and desire to pursue announcing as a career, write: Dave Buffon, Mgr., Radio Station KSVP, 317 West Quay, Artesia, New Mexico 88210. No phone calls please.

Announcer-operator. Kilowatt daytimer adding FM. Prefer family man who can do local sports and top 100. Bill Bigley, KVMA, Magnolia, Arkansas.

Bright morning man who can hold ratings in 3 station market. Come and bring your ideas with you! KVOC, Box 2090, Casper, Wyoming.

Accepting applications. Upbeat MOR format. First ticket preferred. No maintenance. Send tape, resume, photo, salary, and references. An equal opportunity employer. KXEL and KXEL-FM, Waterloo, Iowa 50705.

Colorado has opening for 1st phone jock. Must be up and bright but not a screamer, for a tightly formatted top forty operation. \$125 to \$130 a week to start. Send tape and resume to Gary Whitman, KYSN, P.O.B. 1715, Colorado Springs, Colorado.

## Announcers continued

Experienced morning man—sales pro for MOR one-station market. Short air trick, sell rest of day. Minimum salary-commission \$140, then sky's the limit for go-getter! Rush tape, resume to John Alden, WATH Radio, Athens, Ohio 45701.

Experienced announcer, strong news, sports, production. Good pay, fringe benefits. Send tape, resume, present salary. WCSB, Amsterdam, N.Y.

Immediate opening for experienced announcer. Contemporary music format. Contact Jerdan Bul-lard, WKUL, Cullman, Alabama.

Immediate opening—announcer. First phone, WMIC, AM/FM, Sandusky, Michigan.

First phone . . . combo with production and technical competence and good newscast voice needed for 5 kw directional. Write Manager, WOIO, Canton, Ohio 44708 with tape, photo, resume.

Summer replacement. Come spend the summer at New England's finest rock n' roll station. First ticket—heavy voice essential. Tapes to R. Hunter, WSAR, P.O. Box 927, Fall River, Mass. 02722. No calls.

Immediate opening for mature announcer with first phone. Contact WSYB, Rutland, Vermont.

Splitting our AM-FM stereo operation. Need four mature announcers with experience to program FM-Stereo with modern, up-tempo, good music sound. Excellent living conditions in this beautifully historic, college town. All new equipment and new studios. Paid vacation, hospitalization, insurance. Send tape, resume, picture and salary requirements to Don Bentley, P.O. Box 180, Williamsburg, Virginia 23185.

## Technical

Los Angeles FM seeks capable chief engineer. Give full details, requirements. Box C-365, BROADCASTING.

Resuming search for 1st ticket Chief Engineer. Limited air work but must have professional sound. Maintenance and repair all phases a must. Group insurance. Profit sharing. Good wage. Four station group and growing. If you can relate to a good job send resume, air check and salary requirements to KCSR Radio, Box 931, Chadron, Nebraska.

Chief engineer needed, experienced AM/FM stereo directional. References required. Box C-408, BROADCASTING.

Skilled first class for chief. Take charge type. Interested maintenance, equipment installation. Qualified perform easy going air shift. We want 100% participation man who believes in results, air and sound. Interview necessary. Daytime station short drive from Washington. Full information to Box C-442, BROADCASTING.

Wisconsin AM/FM full time station seeking transmitter and studio engineer. Prefer some announcing experience. Send complete resume and references to General Manager, WSWW, P.O.B. 1, Platteville, Wis. 53818.

Immediate opening for chief engineer. Limited air work. WSYB, Rutland, Vermont.

Chief engineer's position available immediately. 5kw, DA-N. Grow with young, aggressive company. Good starting salary and fringe benefits. Station 1½ years old. Contact G.M., (207) 582-3303. New Englander preferred.

Chief Engineer needed for new AM directional station. Waynesboro, Pennsylvania. Salary open. Good future for right man. Call Jack O'Lantern, (717) 243-4918 or 243-1741.

## NEWS

KOB radio, Albuquerque, needs experienced newsman for AM shift. Fine opportunity now! Tape and details first letter to News Director.

Experienced news and air-man needed. Night music is Broadway and show type. Send tape and resume to WALE, P.O. Box 208, Fall River, Mass. 02722.

## NEWS continued

An aggressive, experienced, enterprising news director is needed now. Must be able to assign work and direct people well plus handling his share of the night work. He will be called upon to write news specials, documentaries and also assist management in the preparation of editorials. Sounds challenging and is. Station management is dedicated to news. Top salary for this 60,000 population market. Many fringe benefits. Looking for a man who will dedicate himself to this community and looking for a place to raise his family in a wholesome upper Mid-west area. Please, professionals only. Send picture, tape, resume, or call Jack Gennaro, WFHR, Wisconsin Rapids, Wisconsin.

Major Central Pennsylvania station needs really great local newsmen. Must be able to gather, write and report local news over a huge, 8-county, 2-state area. Numerous company benefits, ideal working conditions. If you have at least 2 years professional experience and are ready to move into a major market, call Bob Shipley, Susquehanna Broadcasting Co., 717-845-5626 or send letter, resume, and tape to 140 E. Market St., York, Pennsylvania 17401.

## Programing, Production, Others

Free lance writers with experience on environmental-problem scripts preferred, though not necessary. State background and availability. Good rates. Box C-401, BROADCASTING.

Program director/announcer—big voice—experienced—news oriented. Tape/resume. Dick Ryall, KTFI, Box 65, Twin Falls, Idaho.

Radio-TV production instructor sought by San Joaquin Delta College in California for the fall of 1970. Experience, M.A. desirable as position may lead to head of department. Salary \$10,000 to \$13,000. Contact Charles M. Guss, Dean of Instruction, 3301 Kensington Way, Stockton, Calif. 95204.

## Situations Wanted Management

South Florida or bust. What a man to make you money? Management, sales problems? 17 years experience. Sales to GM, 3 stations only. Let's get together. Sell best face to face. Married. Box C-342, BROADCASTING.

Eighteen years experience, all phases. News director, program manager, now in management. First ticket. Seeking position in Florida. Currently making five figures. Box C-364, BROADCASTING.

Hard working manager. First phone, college degree plus broadcast knowhow. Box C-399, BROADCASTING.

General manager interested in locating in Ohio, Michigan or Indiana. Experienced in all areas of radio. Box C-410, BROADCASTING.

Been managing, but called PD. Ready for title, too 16 years experience. Finest references. \$20,000. Box C-419, BROADCASTING.

General sales manager, 33 years old, married with two children. College degree, 8½ years experience in all phases, with same chain of radio stations. Desires change. Prefers south Florida or south-east. Box C-433, BROADCASTING.

Program director position wanted. Major market announcer desires to return to management. Former manager and program director. Degree, married, excellent references. Box C-439, BROADCASTING.

Manager, 30 years in broadcasting, seeks challenging Executive/Administrative opportunity with station operators who want their broadcast property ably directed, intelligently programed, skillfully "sold" to advertisers and community-responsive in news and public affairs. Mature family man, experienced all phases radio. Active civic affairs Will relocate for right offer. (305) 238-7620. Box C-444, BROADCASTING.

General manager, excellent record, all phases, prefer Maryland/Virginia, however all areas considered. Box C-446, BROADCASTING.

## Sales

Southwest Sales. Community minded, hard worker, college, experience, 1st phone. Air shift fine. Permanent. Box C-367, BROADCASTING.

## Announcers

Experienced baseball play-by-play announcer, public relations director desires 1970 connection. Tape, photo available. Box C-260, BROADCASTING.

Active announcer wants job. Can't you give me one? Marginal success in five markets. Box C-346, BROADCASTING.

## Announcers continued

College DJ graduating in June. Some experience, third endorsed. Box C-328, BROADCASTING.

Do you want ambitious black DJ, 29 years old, draft exempt, experienced, 3rd endorsed? Box C-359, BROADCASTING.

Professionally trained announcer, 3rd, married, 5 years, ad agency experience. Will relocate. Box C-366, BROADCASTING.

Personality, first phone, looking for top 40 or FM rocker. Box C-369, BROADCASTING.

Professionally trained, DJ team, tight board, both with third phone, draft OK, prefer California. Box C-398, BROADCASTING.

Play-by-play all sports. Thorough knowledge. Let's get a talk show going. College graduate. Married, family, 11 years experience. Box C-405, BROADCASTING.

Good top 40 screamer! Fast paced, experienced personality. Third. Box C-411, BROADCASTING.

Ambitious young man with first phone seeks first position with rock or upbeat MOR. Draft exempt. Box C-414, BROADCASTING.

Experienced newscaster, DJ, Commercials, 3rd, full time. Will purchase stock in company. Box C-416, BROADCASTING.

Progressive rock succeeds in medium market! Program director wishes to relocate to promising situation. Box C-417, BROADCASTING.

WNEW-FM is not the best. Yours' will be under my gentle hand. Box C-418, BROADCASTING.

Straight announcer, 15 years experience. Absolutely all phases. First phone \$12,500 min. Box C-420, BROADCASTING.

Heavy Sound! Music and production is my game. 26, ten years experience in s/e, family, first phone, reliable and honest. Professional in approach and delivery. Box C-428, BROADCASTING.

Third phone announcer, some college, three years experience. Box C-431, BROADCASTING.

First phone pro—large to good medium market. Thirteen years making adults happy. Thirties, married. All offers considered. No floater. Box C-447, BROADCASTING.

Negro announcer needs start. Work any type station. Mature, third endorsed. Experienced. Box C-449, BROADCASTING.

First phone beginner. Single. Ready to go where the jobs are Bill Wade School Graduate. Chuck Hughes, phone (213) 785-3423, or Box C-449, BROADCASTING.

Beginner—3rd phone—Broadcast school training with play-by-play experience. Michael Lundgren, 521 West First St., Thief River Falls, Minn. 56701. 218-681-3243.

Student—3rd phone, broadcast school trained seeking employment. Assistant Director. A.V.S., Thief River Falls, Minnesota 56701. 218-691-5424.

Southern California only—college, experienced, all formats, married, military completed. Bob Melton, 12886 Fremont, Yucaipa, California. 714-797-7666.

1st phone, Broadcasting school graduate. Willing to relocate, desires up-tempo MOR, rock format. Military obligation completed. Jim Darrach, 6232 Danbury Way, San Diego, California. 714-286-8194.

Negro, first phone, 5 years experience in announcing, some sales experience. 504-343-9047.

1st phone, tight board, DJ, Broadcasting School graduate, 22, single, military complete. Available immediately. Richard D. Upton, 1841 E. Westinghouse St., San Diego, Calif. 92111.

Detroit area part-time or weekend work. 3rd, endorsed, some experience, broadcasting school graduate. For more information contact John Murray, Jr., 15717 Chatham, Detroit, Mich. 48223.

12 years radio. Mature but adaptable and imaginative. Dependable. Cooperative. 1st phone. Reasonable salary. Smith (712) 758-3122.

Young, inventive, witty DJ, available immediately for top 40 or MOR; knows and loves business. 212-472-6274.

First phone, Broadcast school graduate, good voice MOR, military complete, single. Contact Mike Stewart, 3275 Idlewild Way, San Diego, California 92117. (714) 273-3711.

## Announcers continued

Broadway MOR jockey, vast knowledge of show music. 3rd ticket. 212-881-5644 or 212-BU 8-3673.

First phone, experienced. George Davenport, Conde, South Dakota. Phone 605-382-3183.

First phone announcer available immediately. Experienced in MOR, CGW, news, sports and play-by-play. Would like to try rock but will consider any offer, anywhere. Write or wire Bob Hogan, 920 Leahy, Pawhuska, Oklahoma 74056.

Ambitious young staff announcer seeks employment at station with opportunity for advancement. Currently employed at 5,000 watt station. Married and draft exempt. Phone 1-301-287-8993.

Desire position in southwest U.S. radio preferably rock. Experienced, have first phone. Contact Bruce Greer, 115 West Vine, Enid, Okla. 405-233-1539.

## Technical

First phone, recent grad., good former maintenance and repair background with blue chip company and military. Box C-344, BROADCASTING.

Persistent maintenance engineer, extensive experience. Have tools, test equipment, proof-package, manuals. Need healthful air, shop. \$200.00. Box C-404, BROADCASTING.

First phone, AM & TV, Eastern transmitter duty preferred. Box C-415, BROADCASTING.

Director of engineering, chief engineer wants position with station or group. 27 years all phases of engineering, experienced, FCC consulting, construction, operation and maintenance. Liaison design engineer with major manufacturer. Immediate interview, NAB, P.O. Box 196, Richmond, Ind. 47374.

## News

Creative newsmen available. Experienced. Looking for larger market and more challenging duties. Have degree in broadcast news. Good writer. Have done extensive documentary work. Adequate newscaster. Excellent interviewer. Tape and resume upon request. Box C-402, BROADCASTING.

Attention Southern California! Midwest medium market news director wants to relocate. Can dig, write and deliver. Mature, authoritative newscasts! Also do excellent play-by-play. College, 1st phone, 28, married, family. Will pay own moving expenses for opportunity. Box C-421, BROADCASTING.

Major market radio newsmen for ten years seeks immediate change. Heavy experience includes "all news" format 50 kw operation. Authoritative airwork. Former network staff announcer in Washington. Top references. Available now. Box C-450, BROADCASTING.

## Program, Production, Others

Promotion/public relations . . . 4 years experience major market radio, host two public affairs programs, 1 year experience as director of publicity for agency, master of education degree, author of trade articles, absolute top references, salary open, will relocate. Box C-275, BROADCASTING.

Young radio pro seeks challenge as P.D., operations or asst. mgr. 10 years experience—news, program director. Top notch air and production ability plus a solid background in sales and administration. Box C-375, BROADCASTING.

Here's a seasoned pro of eleven years, still young enough at 29 to have ideals and ideas, stable enough as a married man with three kids to stick with it until the job is done. Four years of unqualified success as program director in small markets makes me think I'm good. Give me five figures or better and I'll break my back to make you happy. Available August 1. Box C-427, BROADCASTING.

## Television

### Help Wanted Management

Sales manager for southeastern VHF network affiliate. If you feel you have the ability to organize and lead a sales department of a first-class station we would like to talk with you in confidence. Our people are good. We want someone to show them how they can be better. You must have good knowledge of local, regional and national sales, and the ability to work smoothly with all departments. If you think you can handle the job, drop a brief note and tell us why. Box C-379, BROADCASTING.

Management opportunity for TV sales manager ready to move up. Top midwest market. \$35,000.00 salary and bonus on profit. We are not a group, but, have ownership possibilities. Send resume to Box C-392, BROADCASTING for confidential consideration.

## Television Help Wanted

### Announcers

Illinois CBS affiliate needs strong, mature, on-camera commercial announcer. Must have better than average knowledge and interest in sports for daily sports show. Right radio man might also have a chance for this slot. Resume, VTR, photo, salary requirements to Box C-437, BROADCASTING.

### Technical

Chief engineer—1st phone. Creative man with maintenance and production experience. Interested in good opportunity. 2500 mc transmission and production in N.Y.C. area school system. Salary dependent on qualification and experience. Box C-397, BROADCASTING.

Immediate: Radio-television chief engineer. Should have administrative ability as well as technical competency with live, film and hiband VTRs color equipment; UHF translators; full power VHF transmitter; and high power AM and FM broadcast equipment. Finest facilities, working conditions, and location in the Southwest. Send resume to General Manager, Box C-434, BROADCASTING.

Maintenance engineer—video tape. Experience required Ampex 1002. Expanding UHF. Contact chief engineer, KCTV, P.O. Box 1941, San Angelo, Texas 76901, or phone 915-655-7383.

New York-Binghamton. Dependable person with first class license to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call chief engineer, WBJA-TV, or program director, WBJA-TV, Binghamton, New York. 772-1122.

Wanted engineers with FCC first class license. Only experienced need apply. Fully colorized station operation. Ampex, GE and Norelco color equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C.E., WNHG, 135 College Street, New Haven, Connecticut 06510.

Permanent position for maintenance technician for full color Chicago ETV station. Contact chief engineer, WTTW, 5400 N. St. Louis Ave., Chicago, Illinois 60625. Tel: 312-583-5000.

Summer relief positions for technicians available now for full color Chicago ETV station. Contact Chief Engineer, WTTW, 5400 N. St. Louis Ave., Chicago, Illinois 60625. Tel: 312-583-5000.

Tired of the rat-race? Interested in University life? The University of Michigan seeks high band VTR and NTSC camera experienced technical director to design, install, and supervise the technical operations of a new first class color system in the Dental School. Salary regionally competitive with full fringe benefits and opportunities to further education. Resumes to: Stewart White, Executive Producer in Television Communications, University of Michigan School of Dentistry, Ann Arbor, Michigan 48104. An equal opportunity employer.

Video and microwave maintenance engineers for medical center telecommunications, to build and operate point-to-point microwave, closed circuit television and video recording facilities. Positions are open at various experience levels. Send full particulars to T. Brask, University Communications engineer, 75 Howe Street, New Haven, Connecticut 06511.

Carolina—Chief video engineer. Tape, cameras, recorders, supervision. Degree, experience. \$10,000-\$16,000. Rush resumes. Dunhill, 327 N. Main St., High Point, N.C.

Atlanta southeast area broadcast equipment salesman. Sales experience desirable but not necessary. A strong technical background in television broadcasting is essential. Call or write the Grass Valley Group, c/o Gravo Sales Incorporated, Station Plaza East, Great Neck, N.Y., phone 516-487-1311 or see us at the NAB. All replies confidential.

### NEWS

Experienced female general assignment TV reporter for 8th market, group owned UHF. Must know film and ability to put filmed story together. Send full resume, VTR, or filmed stories done in field, salary desired. Equal opportunity employer. Box C-292, BROADCASTING.

Boxed in? Spread your wings—CBS TV Affiliate, pleasant southwestern university city has good opportunity for news photographer well versed in silent, SOF, and writing. On the air helpful, but not essential. Good salary commensurate with ability and experience. Opening immediate, air-check helpful. Full resume to Box C-432, BROADCASTING.

Experienced documentary writer/researcher for WCKT, Miami. Must have journalism degree or comparable background. Contact Gene Strul, Plaza 1-6692. An equal opportunity employer.

## Programing, Production, Others

Wanted: Responsible reporter-producer to assume newly created position of weekend news editor. Will supervise weekend crew and produce four major shows. One year TV experience necessary. Send scripts, resume and salary requirements to: Jim Marshall, manager, News Operations, WBAY TV, Green Bay, Wisconsin. Phone 1-414-432-3331.

### Situations Wanted Management

General Manager—Small to medium market. Success oriented. Strong background in small to major independent and net VHF's. Box C-319, BROADCASTING.

Program or operations manager. Successful background, small to large markets, net and independent. Heavy local programming. Best references Box C-372, BROADCASTING.

Manager-sales manager. Over fifteen years various executive positions. Complete background sales, programming, promotion, administration, individual station and group. University graduate, enthusiastic, reliable. Employed but seek better potential with progressive company. Excellent references. Box C-453, BROADCASTING.

### Announcers

One year experience in Chicago market. Draft exempt. Authoritative news delivery. Convincing commercial style. Interested in job with future potential. Will consider radio or TV staff. Prefer midwest. Box C-441, BROADCASTING.

### NEWS

Now producing and anchoring #1 rated news show in major market. Will head news operation and anchor newscasts. Experienced. Top references. Box C-391, BROADCASTING.

General manager—Outstanding track record—local, regional and national—administrative and sales, plus overall management. Exceptional business, agency, rep., and network contacts and references. Small or medium markets. East, south or midwest preferred. Box C-422, BROADCASTING.

Anchoring night news on small U. Looking for reporter's assignment near a journalism grad school. Ten years in R-TV, PR, Young (27), married, former Army PIO (captain). Available June 1. Box C-430, BROADCASTING.

Award-winning reporter, writer, 28, broadcast experience, wants to quit print for television news. Top news judgment. Strong camera appearance. Thayer Walker, 3007 Jackson St., San Francisco, Calif. 94115. (415) 921-6122.

Competent young newsman seeks TV news or sports writer/reporter, announcer/producer. Major market. 3 years radio in #2 market, TV journalism masters. Contact 201-664-3692

## Programing, Production, Others

Operations/Program director. Need shirt-sleeve management that can back up decisions with first-hand television experience? Then contact me: Presently employed with UHF station in top 10 market, proven background in production, organization and administration. Ready for a move up or a group on the move. Box C-142, BROADCASTING.

Film/production manager: Qualified dependable worker. Two years in present position. Ready to move to larger VHF market. Know job and that of subordinates. Photography, edit, booking, manpower, traffic—working knowledge of all programming facets. Thrive on responsibility: 30, married, veteran. Resume on request. Box C-406, BROADCASTING.

Children's or Teen show host or production. Experienced. Box C-412, BROADCASTING.

Director . . . seeks position with fast paced Production Department. 4 years TV production experience: News, commercials, variety, documentaries. Total 7 years varied TV experience. Resume and references. Box C-438, BROADCASTING.

Writer-research, copy, promotion. Ten years experience TV, film-documentary, general, children's. Box C-443, BROADCASTING.

Provident DJ wants TV 1st class license. college grad., 27, family. Consider learning floor, film, switching, any entree into cool medium. Seeking stable, creative career. 303-421-0056.

69 Jr. College grad. (R-TV) desires TV production work anywhere—east coast. Interested in sports also. Single, FCC 3rd endorsed. Robert Stein, R.D. #2, Boyertown, Pa. 19512, telephone (215) 689-5523.

## Programing, Production, Others

### continued

Documentary film team, script to screen, 17 years experience. Husband, producer-cameraman-editor. Wife, director-writer. Own equipment. Permanent employment or freelance assignments. Bill Smith, 2222 Holly Hill Drive, Decatur, Georgia 30032. 404-288-2922.

Production oriented engineer, B.A. in Communications, seeks production work in Arizona, Nevada, Colorado. One year experience in major market television. Photographic and writing ability. Veteran and family man. Jerry Gordon, 9316 Cherry Hill Rd., College Park, Maryland 20740.

### WANTED TO BUY Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irburde St., Laredo, Texas 78040.

Would like to purchase a mobile unit to be used for remote radio broadcasts. Prefer van or truck completely equipped. Send full details. Box C-264, BROADCASTING.

Want used RCA low-band 25 kw aural power amplifier. Is yours idle now that FCC prohibits 50% aural power? Box C-271, BROADCASTING.

Need 500 to 800 foot guyed tower adequate to support five-ton television antenna. Box C-270, BROADCASTING.

Needed: Transmitter, power between 500 milliwatts and 5 watts. Will make offer. Mike Foti, WPNP, 17 Hancock Ave., Medford, Mass. 02155.

Zoom lens minimum 15-inch for use on RCA TK111 camera. Microwave system solid-state TV pickup including transmitter, receiver, dishes, cables, etc., preferably waterproof. WSAV-TV, Savannah, Georgia.

### FOR SALE Equipment

Coaxial-cable—Helix, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

RCA BC6 audio console, TV37 camera cable, 4-500 ft. reels with connectors, can be used with dual cable PC 70's. 3-Marconi MK IV 4 1/2 camera. The above equipment is used but in good condition. Priced for quick sale. Box C-11, BROADCASTING.

12 kw UHF television transmitter. General Electric, type TT-25-A. Just removed from service. Al Ruch, Chief Engineer, KBAK-TV, Bakersfield, Calif. 805-327-7955.

Raytheon parts for transmitters, phasors and all audio equipment. Consists of Daven attenuators, transformers, chokes, coils, meters, resistors, switches, mica and oil capacitors, tuning motors, crystals, sockets, tubes, relays, hardware, wire and instruction manuals. For any part or information, write C. A. Service, 14 Lewis St., Springfield, Vt. 05156, Att: Raytheon Service-Parts.

RCA TK-60 camera chains with ortho. standard lens complement, cradle pan head, waveform and video monitors & 50" camera head. \$7,000 each, FOB Boston. Inquire: W. H. Hauser, WBZ-TV, Boston, Mass. 02135.

RCA TRT-1B VTR. two air bearing headwheels, BGW, good appearance and performance. \$3500 plus moving. Rudy Huhs, WCSC-TV, Charleston, S.C.

Used 200' galvanized Truscon tower complete with insulators and associated hardware. Excellent condition. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Fla. 32301.

Black and white television remote mobile unit, custom built on 1965 Ford F-500 truck chassis, 154" wheel base. Complete with 3 RCA cameras (TK-111), TC-2 Sync generator, TS-5 switcher, audio facilities, storage facilities, power driven cable reels and monitoring. Truck driven less than 3000 miles. Complete and in good condition. Price negotiable. J. Rex Horton, Technical Director, WBIR-TV, P.O. Box 3487, Knoxville, Tenn. 37917. AC 615-525-8101.

G.E. transmitter type TT-42-A, modified; for Ch. 2 used by WBBM-TV as its main transmitter until October 1, 1969. Equipment still installed at 33 N. LaSalle, Chicago. To be sold as is, buyer to remove. \$25,000. RCA transmitter type TT-5, water cooled; for Ch. 2, used as a spare at the above location until October 1, 1969. Equipment still installed, to be sold as is, buyer to remove. \$10,000. 25kw dummy load, defective, extent of trouble not fully investigated. \$250. Monoscope, RCA, model TK1A Indian head tube, poor condition. \$500. L. A. Pierce, WBBM-TV, 630 N. McClurg Court, Chicago, 60611.



## FOR SALE Equipment

### continued

Browning model BR-3A-67 and BT-3A-67. Background music SCA receivers—67kc. Some require service. As is \$35.00 each. House of Sound, Inc., 714 2nd Ave., S., Minneapolis, Minnesota 55402. C.O.D. orders only.

## MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Games, gimmicks, intros, breaks, one liners. brain storming, all in one package! Monthly. \$2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

Get your "ticket!" Memorize, study—Commands "1970 Tests—Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348, San Francisco 94126.

Voice Drop-ins. Comedy "Wild Tracks" from movies, programs. Tape of 100 only \$7.50. Running in major markets. Command, Box 26348, San Francisco 94126.

D.J. one liners! Write for "free" samples. Command, Box 26348, San Francisco 94126.

Aircheck tapes . . . California's top stations. "Free" brochures, Command, Box 26348, San Francisco 94126.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, 312-944-3700.

Voice Drop-ins. "Cornpone Comedy" (Hee-Haw!) They're corny, but good. Tape of 100 only \$15.00 outright buy. Hayden Huddleston Productions, 305 Shenandoah Building, Roanoke, Virginia 24011.

Five voice station i.d.'s of d.j. jingles. Drum roll. \$10.00. Send check or m.o. to Mid-America Promotion, P.O. Box 2812, Muncie, Indiana 47302.

Current Comedy—65—70 original, topical one-liners, each issue, twice a month, for entertainers, deejays, broadcasters. Send for free sample: Current Comedy, 300 New Jersey Ave., S.E., Washington, D.C. 20003.

Attention contemporary jocks: Tired of re-written corny comedy? Want fresh up-to-the-minute hip one liners? Hundreds of new lines every month! Sample and brochure free! Write to: Contemporary Comedy, 726 Chestnut St., Suite B, Phila., Pa. 19106.

Newcomer to radio? Book of tips 50¢. Radio Press Enterprises, Box 7223, Salt Lake City, Utah 84107.

National Dee Jay Register. Wild! Send your complete resume plus glossy wallet photo for a 1/4 page on you, man, you! Published in May. Box 4164, Waterbury, Conn. 06714.

## INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the Masters in the nation's largest network of schools train you. Approved for veterans and accredited member National Association of Trade and Technical Schools. Write or phone the location most convenient to you. Elkins Institute in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

Elkins in California, 160 South Van Ness, San Francisco, California 94103. Phone 415-626-6757.

Elkins in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311.

Elkins in Florida, 283 South Krome Avenue. Homestead, Florida 33030. Phone 305-247-1135.

Elkins in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844.

Elkins in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210.

Elkins in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-525-2910.

Elkins in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-722-2726.

Elkins in Tennessee, 66 Monroe, Memphis, Tennessee 38103. Phone 901-274-7120.

## INSTRUCTIONS continued

Elkins in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084.

Elkins in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637.

Elkins in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848.

Elkins in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921.

Announcing, programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own broadcast station. Approved for veterans and accredited member of NATTS. Write or phone the location most convenient to you. Dallas—Atlanta—Chicago—Houston—Memphis—Minneapolis—Nashville—New Orleans—San Francisco.

Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for April 15, July 8. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Columbia School of Broadcasting. 33 offices and enrollment studios in U.S. and Canada. Home school: 4444 Geary Boulevard, San Francisco 94118. Not affiliated with CBS, Inc. or any other institution. Free catalog.

## RADIO

### Help Wanted Management

#### Wanted—General Manager

Top 20 Market  
NBC Affiliate  
Member Top Radio-TV Group.  
Salary and % of operating profit.  
Box C-423, Broadcasting.

## Sales

### RADIO SALES

Intelligent, willing to work salesman with good character. This is an opportunity to sell entire station properties on a straight commission basis. Training in brokerage furnished. Write:

CHAPMAN COMPANY, INC.  
2045 Peachtree Rd., N.E.  
Atlanta, Georgia 30309

### FLORIDA RADIO STATION

needs young, aggressive salesman who wants sales manager position. Salary plus commission. Many extra benefits. \$15,000 to \$18,000 1st year. Send resume to:

Box C-451, Broadcasting.  
Confidential

## NEWS

### Ohio Radio Operation

has excellent opportunity for an editorial-minded broadcaster with conservative political beliefs, who would like to speak out for the "silent majority". Must be mature, have college and a news background. The right person could become a powerful voice and enjoy a fine association. Salary open. Send all information and tape. Strictly confidential.

Box C-320, Broadcasting.

## INSTRUCTIONS continued

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course) Total tuition \$360. Classes begin at all R.E.I. Schools April 20. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office. 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.

R.E.I. in Fascinating K.C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444. Fully approved for Veterans Training.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

No: Tuition, rent! Memorize, study—Command's "1970 Tests—Answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348-R, San Francisco 94126.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Detroit, Washington, San Francisco, Seattle or Los Angeles. Our nineteenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

San Francisco, Seattle, Salt Lake City, Spokane, just 5 weeks to F.C.C. First Class License with Ron Bailie School of Broadcast. Make reservations for April 7, and June 15, starting dates. For information on all locations including Portland and Sacramento, phone 206-682-3696 or write 170 Denny Way, Seattle, Wash. 98109.

American Institute of Radio offers the nation's finest quality course for your first class license in three to four weeks. Individual instruction. Classes start every Monday. Tuition \$300.00.

A.I.R. in Tennessee, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

A.I.R. in Florida, Koger Building, Boulevard Center, 3986 Beach Boulevard, P.O. Box 16652, Jacksonville, Florida.

See our display ad under instruction on page 154. Don Martin School of Radio & TV, 1633 No. Cherokee, Hollywood, California. HO 3-3281.

## Situations Wanted

### Programing, Production, Others

Honorable Sirs: (Station Owners and/or Managers, NO TICKET-NO WASHEE !!! Together we establish a time limit and a goal (either a share of audience or a market position). You pay nothing for my programming direction other than out of pocket expenses, if the agreed upon goal is not attained within the time limit. I'll be at the Conrad Hilton during the NAB or you may contact me at 312 Jefferson St., Nashville, Tenn. 37208 Ph. 615-244-7904

GRAHAME RICHARDS

P.S. Top 25 markets only. Thank you.

## Television

### Help Wanted News

#### TWO NEWS POSITIONS OPEN

Seeking seasoned newsmen with good desk experience for News Producer—Assignments Editor. Should have good production ability and be able to run assignments, duties. Also need an experienced reporter, male or female. Contact:

Mr. Strickland—WISN-TV  
Milwaukee

## TELEVISION

### Help Wanted

### Management

## CATV MANAGER

Ideally, the man we want can supervise advertising sales in a multiple organization operation. We need a self-starter—preferably lean, hungry, and with a knowledge of major market CATV. Send resume in confidence.

Attn:

Bill McDonald  
Box 50089  
Birmingham, Alabama  
35209

### Technical

## BROADCAST FIELD ENGINEERS RCA

If you have experience in the maintenance of UHF transmitters, television tape or color studio equipment, we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, nine paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. Tomkiewicz, RCA Service Company, Building 204-2, Cherry Hill, New Jersey. We are an equal opportunity employer.

**RCA**

### Programing, Production, Others

## MASS COMMUNICATIONS LATIN AMERICA

Position in New York to establish Information, Education and Communication Campaign in Family Planning for Latin America utilizing all media. Travel for on-site material evaluation and counseling to local organizations. Spanish essential. Working knowledge of either communications, advertising, marketing, editing, media selection, printing, visual aids, cinema, radio and television.

Send detailed resume to:

Communications Campaign, IPPF  
111 Fourth Avenue  
New York, N.Y. 10003

## Employment Service

527 Madison Ave., New York, N.Y. 10022

# B

BROADCAST PERSONNEL AGENCY  
Sherlee Barish, Director

### Instructions

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- EDUCATION •
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### Finest Instructors

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1653 No. Cherokee, Hollywood, Cal.  
HO 2-3281

## INSTRUCTIONS continued

# REI

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TOTAL TUITION \$360  
ROOMS and APTS. \$15-\$20  
PER WEEK

## ATTEND SCHOOL IN

Glendale, Calif.  
Fredericksburg, Va.  
Kansas City, Mo.

OR

1336 Main St.  
Sarasota, Fla. 33577  
Call 813-955-6922

### CATV

## BUSINESS OPPORTUNITY

### CATV Financing

Immediate financing to build CATV systems; \$500,000 and up. To suit principals. Reply in confidence.

Box C-300, Broadcasting.

### Cable Company For Sale

9,000 subscribers. Over 50,000 potential. Eastern state. Will consider AAA stock company.

Box C-429, Broadcasting.

## UHF GROUP

### 3 IN TOP 15 MARKETS

1. Operating station (2½ yrs.). Steady sales growth. Unduplicated coverage of major West Coast market.
2. CP. Ready to go. Can be operative in 120 days. Best transmitter site in major Midwest market.
3. CP. Another major Midwest market. By owners.

Box C-395, Broadcasting.

Ga.	small	daytime	110M	29%	Calif.	small	daytime	135M	nego
N.Y.	small	daytime	150M	29%	Ohio	medium	daytime	325M	cash
Iowa	medium	fulltime	550M	145M	N.H.	medium	fulltime	90M	29%
West	medium	TV	265M	terms	S.E.	medium	TV	600M	cash
Neb.	metro	FM	205M	nego	Mich.	metro	daytime	150M	cash

NAB: PICK CONGRESS HOTEL



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## FOR SALE Stations

continued

### ATTENTION

#### RADIO AND TV STATION OWNERS

We will be in the Executive House during the convention. We would like to do an "instant appraisal" for you with no obligation. Find out what your property is worth in today's market. We can also show you instantly how your market ranks in terms of dollar revenue when compared to other markets, and you can find out the growth statistics for your market as well. See Richard Crisler, Ted Hepburn, Frank Kalil or Ed Richter at the Executive House. Ask for

The R. C. Crisler & Company suite.

### T.V. STATION

available. VHF, profitable. 100-200 market. Cash or stock. State finances. Principals only.

Box C-341, Broadcasting.

### SMALL GEORGIA DAYTIMER

\$68,500.00. Ideal owner-operator. Principals only.

Box C-409, Broadcasting.

### N. A. B. CONVENTION

Let's discuss . . .  
... station availabilities  
... your selling plans  
Drop by our suite. We'll be at the  
**PICK CONGRESS**

**Jack L. Stoll  
and ASSOCIATES**

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Los Angeles, California 90028  
Area Code 213-464-7279

### FOR SALE

Outstanding, profitable North Carolina Station. Eight times cash flow. By owner to responsible party with 29% down-terms.

Box C-445, Broadcasting.

### Wanted To Buy

#### Stations

### GROUP OF BROADCASTERS WANT TO BUY

a radio station in the midwest . . .  
one-station market preferred. Send  
call letters and price to:

Box C-425, Broadcasting.

(Continued from page 149)

reau granted license covering changes; change type trans. Action March 19.

■ **\*KUSC(FM)** Los Angeles—Broadcast Bureau granted license covering changes; ERP 29.5 kw; ant. height 140 ft. Action March 19.

■ **\*KPCS(FM)** Pasadena, Calif.—Broadcast Bureau granted license covering changes. Action March 19.

■ **\*KEWB(FM)** Redding, Calif.—Broadcast Bureau granted mod. of license covering change in studio and remote control location to 1133 Hartnell Ave., Enterprise area, Redding, Calif.; waived provisions of rules to extent of permitting relocation of main studio beyond corporate limits of Redding; Redding station identification continued. Action March 16.

■ **\*KRSA-FM** Salinas, Calif.—Broadcast Bureau granted license covering changes; ERP 720 w; ant. height 2370 ft. Action March 19.

■ **\*WAUR(FM)** Aurora, Ill.—Broadcast Bureau granted request for SCA on 67 kc. Action March 16.

■ **\*WMDR(FM)** Moline, Ill.—Broadcast Bureau accepted data submitted in accordance with commission 1st report and order in Doc. 18125, adopted July 17 to mod. permit to extend completion date to Sept. 14 (Doc. 18125). Action March 16.

■ **\*WICN(FM)** Worcester, Mass.—Broadcast Bureau granted license covering new educational FM. Action March 19.

■ **\*WQMV(FM)** Vicksburg, Miss.—Broadcast Bureau granted request for SCA on 67 kc. Action March 16.

■ **\*WKBR-FM** Manchester, N. H.—Broadcast Bureau granted request for SCA on 67 kc. Action March 16.

■ **\*WFME(FM)** Newark, N. J.—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; ERP 36 kw; ant. height 570 ft.; remote control permitted. Action March 16.

■ **\*WAMC(FM)** Albany, N. Y.—Broadcast Bureau granted mod. of SCA to make changes in programing. Action March 16.

■ **\*WRHO(FM)** Oneonta, N. Y.—Broadcast Bureau granted license covering new educational FM. Action March 19.

■ **\*KINB(FM)** Poteau, Okla.—Broadcast Bureau granted license covering new FM. Action March 19.

■ **\*KXYZ-FM** Houston — Broadcast Bureau granted mod. of license covering change in name of licensee to KXYZ Inc. Action March 16.

■ **\*WTAR-FM** Norfolk, Va.—Broadcast Bureau granted license covering auxiliary trans. Action March 19.

■ **\*WPVR(FM)** Roanoke, Va.—Broadcast Bureau granted mod. of CP to change trans.; ERP 50 kw; ant. height 1910 ft. Action March 19.

■ **\*KISW(FM)** Seattle — Broadcast Bureau granted CP to change type trans. and ant.; ERP 70 kw; ant. height 360 ft.; remote control permitted. Action March 18.

### Call letter applications

■ **\*WMMM-FM** Westport Broadcasting Co., Westport, Conn. Requests **WDJF(FM)**.

■ **\*WRVC(FM)** Brinsfield Broadcasting Co., Norfolk, Va. Requests **WVOR-FM**.

### Call letter actions

■ **\*WVKS(FM)** Western Illinois University, Macomb, Ill. Granted **\*WUIM(FM)**.

■ **\*KWPC-FM** Muscatine Broadcasting Inc., Muscatine, Iowa. Granted **KFMH(FM)**.

■ **\*KACO(FM)** Apollo Radio Corp., St. Louis. Granted **KGRV(FM)**.

### Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: **KXOA** Sacramento, Calif., to Sept. 1; **KHAI** Honolulu to Aug. 26; **WLOM** Pittsfield, Mass., to Aug. 26; **WKFR** Battle Creek, Mich., to June 1; **KXLW** Clayton, Mo., to May 1; **KIRL** St. Charles, Mo., to June 1; **WCHQ** Camuy, P.R., to July 30; **WRAI** San Juan, P.R., to Aug. 20; **WQIZ** St. George, S. C., to July 24; **WHER** Memphis, to July 23; **KWTX-FM** Waco, Tex., to July 18; **\*WUNK-TV** Greenville, N. C., to Sept. 16; **\*WIPR-TV** San Juan, P.R., to Sept. 16; **\*WUNJ-TV** Wilmington, N. C., to Sept. 16; **\*WBBM-TV** Chicago, to Sept. 16; **\*WJCT-TV** Jacksonville, Fla., to Sept. 16; **KTVU-TV** Oakland, Calif., to Sept. 16. Action March 16.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: **WBNB** Charlotte Amalie, V. I., to Sept. 3; **KAWL-FM** York, Neb., to Sept. 1; **WPJB-FM** Providence, R. I., to June 1; **WSOR-FM** Fort Myers, Fla., to June 30; **KMWX-FM** Yakima, Wash., to Aug. 1. Action March 17.

### Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-owning auxiliaries: **WBAG-AM-FM** Burlington-Graham, N. C.; **WCHQ(FM)** Camuy, P.R.; **\*WCKS(FM)** Cocoa Beach, Fla.; **WEEI-AM-FM** Boston; **WELC** Welch, W. Va.; **WEZY** Cocoa, Fla.; **WIVI-FM** Christiansburg, V. I.; **WPNF** Brevard, N. C. Actions March 17.

■ Broadcast Bureau granted renewal of licenses for following: **KLIP** Fowler, Calif.; **WDVH** Gainesville, Fla.; **WFNL** North Augusta, S. C.; **WJCM** Sebring, Fla.; **WPAZ** Pottstown, Pennsylvania; **WSRF** Fort Lauderdale, Fla. Actions Feb. 27.

■ Hearing Examiner Ernest Nash in Inglewood, Calif. (Trans America Broadcasting Corp.), renewal of licenses of **KTYM-AM-FM**, ordered proposed findings filed within 20 days after date commission releases order disposing of petition to add forfeiture issue and reply findings filed 14 days after proposed findings are to be filed (Doc. 18616). Action March 18.

### Other actions, all services

■ FCC released comprehensive listing of radio and television stations owned by newspaper interests. Copies may be obtained from FCC's Information Office, Washington, Ann. March 24.

■ **KBEA** Mission, Kan., and **KBEY(FM)** Kansas City, Mo.—FCC denied request by King Louie International Inc. for waiver of interim policy in Doc. 18110 (one-to-a-market) to permit assignment of licenses of **KBEA** and **KBEY(FM)** from King Louie International Inc. to Intermedia Inc. Action March 18.

### Translator actions

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: **K08CX**, **K10DL** and **K12CX**, all To-nasket, Wash.; **K09HK**, **K11HM** and **K13HQ** all Bonners Ferry and Naples, Idaho; **K13HW** Camas Valley, **K02CY** and **K04CT** both Oakridge, **K74BE** Hood River, **K76AM** and **K79AE** Tillamook, **K77AP** rural area near Pendleton, all Oregon. Actions March 20.

■ Prescott, Ariz.—FCC designated for hearing applications of Prescott T.V. Booster Club Inc. for new VHF translator and for increase in power of translator **K06AE**. Prescott in consolidated proceeding, **H & B Communications Corp.** and Chief, Broadcast Bureau, have been made parties to proceeding. Action March 18.

■ Slater Butte Translator Co., Happy Camp, Calif.—Broadcast Bureau granted CP for new VHF translator to serve Happy Camp on ch. 7 by rebroadcasting **KMED-TV** Medford, Ore. Action March 13.

### CATV

#### Applications

■ Montezuma Cable TV Inc.—Requests distant signals of **WQXI-TV**, **WSB-TV**, **WAGA-TV**, **WJRJ-TV** and **WATL-TV** all Atlanta, to Montezuma, Ga. (Columbus, Ga. ARB 81). Ann. March 20.

■ Oglethorpe Cable TV Inc.—Requests distant signals of **WQXI-TV**, **WSB-TV**, **WAGA-TV**, **WJRJ-TV** and **WATL-TV** all Atlanta, to Oglethorpe, Ga. (Columbus, Ga. ARB 81). Ann. March 20.

■ Dixon Cable TV Inc.—Requests distant signals of **WTTW-TV** and **WXXW-TV** both Chicago; **WHA-TV**, Madison, Wis., and **WILL-TV**, Urbana-Champaign, Ill., to Dixon, Ill. (Rockford, Ill. ARB 97). Ann. March 20.

■ Community TV Corp.—Requests distant signals of **WBZ-TV**, **WNAC-TV** and **WHDH-TV**, all Boston, to Tilton and Northfield, both N.H. (Manchester, N.H. ARB 54). Ann. March 20.

### Initial decisions

■ Paris, Ill.—Hearing Examiner Herbert Sharfman discharged in initial decision order to show cause directed against Cardinal Telecable Corp., CATV system, and terminated proceeding. Action March 24.



■ Moravia and Locke, both New York—Hearing Examiner David I. Kraushaar in initial decision ordered Ray S. Dyer Jr., owner of CATV system, to cease and desist from further violation and specifically, from failing to carry signals of WCNY-TV Syracuse, N.Y. (Doc. 18693). Action March 24.

## Final action

■ Pittsfield and Dalton, both Massachusetts—FCC denied petition by Pittsfield-Dalton TV Cable, CATV systems, asking reconsideration of commission's order denying Pittsfield-Dalton's request for waiver of carriage requirement of rules with respect to WWLP-TV Springfield, Mass. Commission dismissed Pittsfield-Dalton's petition for stay order. Action March 18.

## Actions on motions

■ Hearing Examiner Isadore A. Honig in Williamsport, Pa. (Citizens Cable Inc. and Williamsport TV Cable Co.), CATV proceeding, granted joint request by Taft Broadcasting Co. and Newhouse Broadcasting Corp. for approval of agreement where Newhouse withdraws objection to provision of program exclusivity for Taft's WNEP-TV Scranton, Pa. on CATV system in Williamsport in return for Taft's commitment not to seek from ABC exclusive right to rebroadcast programs in Williamsport area over Taft's Williamsport translator, W78AL, as against any translator rebroadcasting Newhouse's WTPA-TV Harrisburg; granted petitions by WBRE-TV Inc. and Scranton Broadcasters for issuance of cease and desist order and termination for hearing and ordered Citizens Cable Inc. and Williamsport TV Cable Co. to cease and desist from violation of rules by failing to afford program exclusivity to WBRE-TV Wilkes-Barre/Scranton, WDAU-TV Scranton, and WNEP-TV Scranton, on Williamsport, Pa., cable system; dismissed as moot request by Citizens Cable Inc. and Williamsport TV Cable Co. for late acceptance of waiver of hearing; terminated proceeding (Doc. 18581). Action March 23.

■ Hearing Examiner David I. Kraushaar in Lafayette, La. (All Channels Cable TV Inc.), CATV proceeding, continued March 24 hearing, pending release by commission of ruling on joint petition for termination of order to show cause and for dismissal of other pending matters and pleadings filed by private parties, now pending (Doc. 18779). Action March 17.

■ Hearing Examiner Herbert Sharfman in Paris, Ill. (Cardinal Telecast Corp.), CATV proceeding, closed record (Doc. 18694). Action March 13.

## Ownership changes

### Applications

■ KCBH(FM) Los Angeles—Seeks assignment of license from A. A. Crawford to Able Communications of California Inc. for \$1,600,000. Sellers: Arthur A. Crawford, sole owner. Mr. and Mrs. Crawford jointly own applicant for former facilities of KRLA(AM) Pasadena, Calif. Buyers: Able Communications Inc., 100% (owned 100% by Noel Fund Inc.). Principals of Noel Fund: Louis Marx Jr., president, and Dan W. Lufkin, vice president (each 50%). Messrs. Marx and Lufkin, among other businesses, own oil and investment interests. Ann. March 19.

■ KLRO(FM) San Diego—Seeks transfer of control of Multi Casting Corp. from E. F. Weerts (51% before, none after) and A. L. Herzog (49% before, none after) to J. C. Gates & Co. Inc. (none before, 100% after). Consideration: \$150,000. Principal of J. C. Gates Inc.: James C. Gates, sole owner. Mr. Gates owns 51% of Savall/Gates West Inc., sales representatives for broadcast stations, and owns other sales rep for stations. Ann. March 13.

■ WSUX(AM) Seaford, Del.—Seeks assignment of license from Elizabeth and W. Courtney Evans to International Air Inc. for \$100,000. Sellers: Elizabeth and W. Courtney Evans (jointly, 100%). Buyers: International Underwriters, 100%. Stock voted by Andrew Foltz Jr., 24.44% owner of Underwriters. Ann. March 9.

■ KCII(AM) Washington, Iowa—Seeks assignment of license from Washington Home and Farm Radio Inc. to Washington Radio Inc. for \$125,000. Sellers: George Volger, president, Ralph J. Blitzer, Sam Burke, et al. (as a group, 100%). Mr. Volger owns 49.7% of KWPC-AM-FM Muscatine, Iowa. Mr. Blitzer owns 20% of KTRG-AM-FM Columbia, Mo. Mr. Burke owns 50% of KIRX-AM-FM Kirksville, Mo. Buyers: Alver G. Leighton, president (68%), Donald Schlei, vice president, H. D. Shanklin (each 8%) et al. Messrs. Leighton and Shanklin own

68% and 8%, respectively, of KOUR(AM) Independence, Iowa. Messrs. Leighton and Schlei own 40% and 20%, respectively, of KLGR(AM) Redwood Falls, Minn. Mr. Leighton owns KDLM(AM) Detroit Lakes, Minn. Ann. March 17.

■ KSEK(AM) Pittsburg, Kan.—Seeks assignment of license from KSEK Broadcasting Inc. to Great Plains Broadcasting Co. for \$152,000. Sellers: Stauffer Publications Inc., 100%. Stauffer owns KGFF(AM) Shawnee, Okla. KSOK(AM) Arkansas City and WIBW-AM-FM-TV Topeka, both Kansas, and KGNC-AM-FM-TV Amarillo, Tex. Buyers: William S. Morgan, president (51%), and Robert G. Barry, secretary-treasurer (49%). Messrs. Morgan and Barry are 25% owner and salesman-announcer, respectively, of KNOR(AM) Norman, Okla. Ann. March 9.

■ KBIL(AM) Liberty, Mo.—Seeks assignment of license from Clay Broadcasters Inc. to S & M Investments Inc. for \$250,000. Sellers: George W. Bedinger, president (jointly with wife, 52.6%), et al. Buyers: Mack Sanders, president, James C. Treat (each 20.5%), M. Crawford Clark, executive vice president-treasurer (49%), et al. Messrs. Sanders, Clark and Treat own 49% and 25.5% each of KFRM(AM) Salina, Kan., applicant for FM at Wichita, Kan. Messrs. Sanders and Treat own majority and 10%, respectively, of radio-TV and entertainment shows production company. Mr. Sanders owns 70% of applicant for AM at Shenandoah, Iowa. Messrs. Clark and Treat each own 10% of KOOO(AM) and applicant for FM, both at Omaha. Ann. March 19.

■ WGOO(AM) Salamanca, N.Y.—Seeks assignment of license from James Broadcasting Inc. to Salamanca Broadcasting Inc. for \$50,000. Sellers: Simon Goldman, president-majority stockholder et al. Sellers own WJTN-AM-FM Jamestown and WDOE(AM) Dunkirk, both N.Y., WWYN(AM) and WWFM(FM) Erie, Pa., and majority of WVMT(AM) Burlington, Vt. Buyers: Alpha Computer Service Corp., 100%. Principals of Alpha: George Vajda, chairman, Don C. Brennan, president, Marvin M. David, secretary (each 30%), et al. Ann. March 17.

■ WMTR(AM) Morristown, N.J.—Seeks assignment of license from Morristown Broadcasting Corp. to Drexel Hill Associates Inc. for \$1,350,000. Sellers: George & Kenneth A. Croy & family (as a group, 100%). Buyers: Peter L. Arnov, president (64.56%), et al. Buyers own WDHA-FM Dover, N.J., and 49% of background-music firm. Mr. Arnov owns 25% of real estate development firm. Ann. March 17.

■ WQAL(FM) Philadelphia—Seeks assignment of license from George Voron Co. to United Artists Broadcasting Inc. for \$950,000. Sellers: George and Abe Voron (jointly 100%). Buyers: United Artists Broadcasting, UAB owns WUAB-TV Lorain (Cleveland), Ohio, and WRIK-TV Ponce, P.R., and is buying WJMY-TV Allen Park (Detroit), Mich., subject to FCC approval. UAB is owned by United Artists Corp., which is primarily engaged in motion picture distribution for theaters and TV and which is a wholly owned subsidiary of publicly held and widely diversified Transamerica Corp.

## Actions

■ KSRM(AM) Soldotna, Alaska—Broadcast Bureau granted assignment of license from Solid Rock Ministries Inc. to KSRM Inc. for \$124,513. Sellers: Donna J. Schultz, secretary-treasurer, et al. Buyers: Walter H. Stephan, president, David Goodwin, vice president, Robert L. Clay, treasurer (each 30%), and John C. Davis, secretary (10%). Mr. Stephan owns investments, 50% of landscaping and excavating firm and is real-estate salesman. Mr. Goodwin is fence contractor. 25% owner of steel-fabrication firm and is individual investor. Mr. Clay owns investments and 25% of steel-fabrication firm. Mr. Davis is general manager of KSRM. Action March 11.

■ KWKY(AM) Des Moines—Broadcast Bureau granted transfer of control of Norseman Broadcasting Corp. from Nicholas Tedesco (20.00% before, none after), Victor J. Tedesco (18.06% before, none after) to Cover Corp. (none before, 38.09% after). Consideration \$266,686. Principals of Cover: Edward Paul, president (25%), Harold E. Shanks (15.3%), Richard J. McBride, vice president (12.8%), David McBride, secretary-treasurer (12.5%), et al. Mr. Paul is general manager and owns .2% of WERE-AM-FM Cleveland. Mr. R. McBride is a manager of Ayco Corp. Mr. D. McBride is treasurer of Tower Antennas Inc. CATV systems, Coshocton, Ohio. Mr. Shanks is sales rep for book publisher. Mr. Dixon is president-treasurer and majority stockholder of WSOM-AM-FM Salem, Ohio. Action Dec. 31.

■ WJMS(AM) and NEW FM both Ironwood,

Mich.—Broadcast Bureau granted 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. Action March 19.

■ KBON(AM) Omaha—FCC granted assignment of license from Blaustein Industries Inc. to Paxton Radio Inc. for \$400,000. Sellers: Jacob Blaustein, et al. Buyers: Harrison M. Furst, president (19.7%), et al. Buyers own WSLR(AM) Akron, Ohio; WOKO(AM) Albany, N.Y., and KTLK(AM) Denver. Action March 18.

■ WGNs(AM) Murfreesboro, Tenn.—Broadcast Bureau granted assignment of license from Regional Broadcasting Corp. to Vogel Hale Corp. for \$300,001. Sellers: William R. Vogel Sr. (65.7% before, 62.9% after), William H. Farnham (22.6% before, 2% after), and Jack R. Caldwell (11.6% before, 1% after). Interest of Darrell Chambers, who owns 0.1%, will not change. Buyers: Monte Hale (none before, 32% after) and William R. Vogel Jr. (none before, 2% after). Action March 13.

## Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through March 24. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants are shown in *italics*.

■ *Pine Bluff, Ark.*—Nationwide Cable Television Corp., Oklahoma City (multiple-CATV owner) has been awarded a nonexclusive 20-year franchise. Nationwide will pay the municipality \$10,000 as a guarantee on 2% of 1970's gross receipts, and has agreed on an increasing tax rate each year—3% for 1971; 4% for 1972; and 5% for 1973 and each year thereafter. Installation will be \$10, and monthly service \$5.

■ *Orlando, Fla.*—Orange Cablevision Inc., a subsidiary of American Television and Communications Corp., Denver (multiple-CATV owner), has been awarded a franchise.

■ *Ottumwa, Iowa*—Three firms have applied for a franchise: General Communications Inc., Iola, Kan. (multiple-CATV owner); Ottumwa TV FM Inc., and KTVO Cablevision, both Ottumwa.

■ *Greentown, Ind.*—Booth American Co., Detroit (multiple-CATV owner) has applied for a franchise. Proposed cost would be \$4.75 a month for four outlets with no installation fee for the first two years.

■ *Kittery, N.H.*—Continental Cablevision Inc., Fostoria, Ohio (multiple-CATV owner), has applied for a franchise. Monthly charge will be \$5.35, of which 36 cents will go to the municipality.

■ *High Bridge, N.J.*—Washington Cable Co., Washington, N.J., has applied for a franchise. Installation will cost \$10 with a monthly charge of \$5 per single dwelling unit. The gross receipts tax would average \$3 per year per home.

■ *Mt. Kisco, N.Y.*—Saw Mill River Cablevision Corp. has reapplied for a franchise challenging franchise granted Mt. Kisco Communications Inc. (BROADCASTING Jan. 19).

■ *Hobart, Okla.*—Hobart CATV Inc. has applied for a franchise. The company proposes charging \$5.80 as the monthly charge and paying the municipality 5% of its gross annual receipts.

■ *Tulsa, Okla.*—Three firms have applied for a franchise: Cablecom-General Inc., Colorado Springs (multiple-CATV owner); Telecast Corp., Norfolk, Va. (multiple-CATV owner), and Tulsa Cable Television.

■ *Kitsap county, Wash.*—Electronic Systems Unlimited, Puyallup, Wash., has applied for a franchise on Bainbridge Island, also Wash. The company will pay the county 4% of its gross receipts.

■ *Appleton, Wis.*—Two firms have applied for a franchise: Telecast Corp., Norfolk, Va. (multiple-CATV owner), and Marcus Theatre Management Co. Inc., Milwaukee.

"I've no yearning to be a creative film producer or anything like that. You have to be creative enough around here every day just to hang in."

That's the way John Wilson explains the competitive jungle of automotive advertising in Detroit. As senior vice president of BBDO and general manager of the agency's regional office in Detroit, he should know something about it. For a decade at BBDO he has been involved intimately in the daily advertising activities of the Dodge Division of Chrysler Corp., a major TV user, and his agency just a fortnight ago won the Chrysler corporate account as well, also heavy in TV. Earlier he had been involved with Dodge at Grant Advertising for several years.

The new Dodge television commercials that feature the car's "safety sheriff," Joe Higgins, who spoofs a southern highway patrolman, have captured considerable attention in recent weeks as a result of complaints from sheriffs' groups in Wisconsin and Ohio. That certain print media have overplayed the criticism has not escaped Mr. Wilson's attention. In fact it has rather raised his Irish.

These stories have focused on the few instances of protest and neglected the long list of honors the commercial figure is acquiring, Mr. Wilson notes, not to mention the heavy schedule of personal appearances at schools for safety programs and similar local events.

Mr. Wilson can't fathom why the sheriffs would object, especially since southern sheriff groups like the Dodge character best. The younger generation, which needs the driving guidance most, has virtually made Joe Higgins a folk hero, he adds, a degree of empathy for law officers all the money in the world couldn't buy.

Interestingly enough, Mr. Wilson recalls, Dodge originally made only one commercial with Joe Higgins but the exposure triggered such instant acceptance the spot was turned into a series. Dodge is not dropping the commercial, he says, although later spots will show the character in a bit more friendly circumstances.

But then Dodge commercial characters seem to have a tradition of breaking all records and being the center of attention, Mr. Wilson relates. He remembers that Pam Austin as the Dodge rebellion girl for two years running several years ago set a new high in brand awareness for any Detroit product. It also was the first time, he believes, any Detroit car used the same basic campaign theme more than one year. Then, he continues, Joan Parker did it all over again for two years running as the Dodge fever girl, the campaign winning still higher awareness

## How John Wilson caught Dodge fever a dozen years ago

scores, with sales following suit.

The 1970 campaign got off just as well last fall, Mr. Wilson says, using the new "Dodge material" theme with Cheryl Miller and Don Knotts as the principal personalities in Dodge car and truck commercials and in newspaper and magazine ads. Then the single sheriff spot with Joe Higgins suddenly captured top notice and a third personality was soon added.

"Historically speaking, compared proportionally to other cars, Dodge has spent more on TV than anybody," Mr.

Wilson says, even though the total Dodge budget is somewhat less than some other bigger Detroit auto makes. This acceptance of TV is high at the dealer level too, he adds, a fact he can verify since he made the first BBDO presentation to a dealer group that became the classic "Dodge good guys" dealer theme, a theme other cars tried to copy and failed. Later the dealer theme evolved into the "white hats" promotion and still works at the local level.

"There isn't any doubt about it; television is such a definite necessity at launch time for new car models," Mr. Wilson feels, "because it's the only way you are going to get new-car awareness and saturation that fast. There isn't any other way to do it."

The son of a fireman, Mr. Wilson grew up roaming about the northeastern tip of the Bronx with his police dog when there were still lots of open spaces there. One of his first jobs was porter and mail handler at Grand Central Station, a job he continued at night long after he got a mailroom job at Ruthrauff & Ryan in 1947. "I'd work all day with the boys from Yale and then at five change into my overalls and work all evening in the melting pot," he relates, proud of the human understanding he gained.

He joined the agency at \$25 a week instead of insurance at \$68 because he had read one could earn more faster that way even though starting lower. "I wanted to make it while I was still young enough to enjoy it," Mr. Wilson jokes.

The mailroom job at Ruthrauff soon evolved into market research and extensive travel. Subsequently he also headed the agency's first media statistical department, becoming saturated with ratings, market data and media profiles. In 1952 Mr. Wilson joined Ogilvy, Benson & Mather in New York, initially as space buyer but soon involved in media contact and work with client sales staffs in the field. He became deeply involved in timebuying and local program production in 1955 at Grant Advertising, New York, for Dodge dealer accounts. Two years later Grant moved him to Detroit in charge of coordinating all dealer group advertising. Dodge moved to BBDO in 1960 and he followed.

Mr. Wilson has four TV's at home, two color. A collector of rifles and shot guns, especially rare foreign models, he enjoys hunting and has a collection of duck decoys on his wall. A few days ago he bagged a 185-pound boar on Catalina Island, off Southern California. The mounted head will soon join the ducks.

"There's no secret to success," he believes, "all you have to do is work hard." He does.

### Week's Profile



*John Henry Wilson Jr.—senior vice president and general manager, BBDO, Detroit; B. Feb. 20, 1925, New York; BA degree, 1946, Iona College, New Rochelle, N. Y.; market research and media, Ruthrauff & Ryan, New York, 1947-52; space buyer and account executive, Ogilvy, Benson & Mather (now Ogilvy & Mather), New York, 1953-55; Grant Advertising, New York, vice president in charge of retail marketing all domestic offices plus director of merchandising and sales promotion, 1955-56; Grant's Detroit office, supervisor, Dodge dealer advertising groups, 1957-60; joined BBDO, Detroit, as account executive on Dodge account, subsequently becoming vice president, account supervisor and in 1967 office manager; elected to BBDO board March 1969 and made senior vice president of New York, June 15, 1957; children—Karen, 10 and Lisa, 7; March 1970; M. Jean Burns*



## A realistic approach

Some interests are criticizing the FCC for its action last week in inviting applications for domestic satellite-communications system while coincidentally asking for advice on the rules under which such systems may operate. According to this view, the FCC simply put off for an uncertain time a decision it has already been postponing for four years or so.

It strikes us, however, that there is something to be said for Chairman Dean Burch's explanation of the new course the FCC has taken. Until now, he pointed out, the agency has been dealing with theoretical proposals which none of their authors will be obliged to test. Now anyone who applies must do so with the intention of going into the satellite business. Harder facts are more apt to be produced when applicants must put money as well as plans on the line. We reserve the right to withdraw this endorsement if the FCC drags its feet after applications are in.

## Open and shut

An editorial in BROADCASTING's issue of Feb. 24, 1969, suggested that FCC Commissioner Nicholas Johnson had become disqualified to vote in cases involving any of a score of licensees, most of them large groups. These were licensees that Mr. Johnson had explicitly reviled in public utterances as "media barons" or other imagined horrors. The point of the editorial was that if Mr. Johnson were unqualified to participate in matters affecting many of the FCC's most important licensees, which he had already judged to be undesirable, his eligibility to go on drawing \$38,000 a year as a full-time member of the FCC was open to serious question.

That point has been given new pertinence by a decision returned on March 20 by the U.S. Court of Appeals in Washington. The decision reversed a Federal Trade Commission ruling, but its principles apply equally to the FCC.

In the FTC case the appellate court, using language of uncommon harshness, rebuked Paul Rand Dixon, then chairman, now a member, for refusing to refrain from voting in a case to which he had made only an indirect allusion in a public speech. The court said Mr. Dixon had used "questionable discretion and very poor judgment indeed." The court found it "hard to believe that former Chairman Dixon is so indifferent to the dictates of the courts of appeals that he has chosen once again to put his personal determination of what the law requires ahead of what the courts have time and again told him the law requires."

And what is the law? To begin with, the court said, commissioners have no "license to prejudice cases or to make speeches which give the appearance that the case has been prejudged." Not only that, said the court, citing an earlier decision: "Litigants are entitled to an impartial tribunal whether it consists of one man or 20, and there is no way which we know of whereby the influence of one upon the others can be quantitatively measured."

It is interesting to compare Mr. Dixon's remarks in the one speech that the court held to be cause for reversal and the uncountable mouthings of Nicholas Johnson in magazine articles, speeches, interviews and, now, an aggressively promoted book.

Mr. Dixon, addressing a group of newspaper executives, suggested that they could tighten their standards of ad-

vertising acceptance, and he cited general types of questionable advertising without mentioning any names or details. At the time a case was pending against Cinderella Career College and Finishing Schools for false advertising and deceptive trade practices. Here are the references—in toto—from Mr. Dixon's speech that the court of appeals held were grounds for reversal: "... ads that offer college educations in five weeks . . . or becoming an airline's hostess by attending a charm school . . ."

If Mr. Dixon, on the strength of references as vague as those, should have stayed out of the Cinderella case, Mr. Johnson has rendered the FCC vulnerable to reversal on almost any case of consequence that he votes on. Mr. Johnson has repeatedly named names, questioned motives and maligned practices.

If he votes, his mere act of voting puts a decision in jeopardy. If he abstains, he is depriving the commission of the seventh member it needs to function according to federal law. It is too much to expect a man whose insensitivity has been demonstrated time after time to do the graceful thing now and quit. There must be a way to make that choice for him.

## It's the show that counts

Last week's demonstration of the color version of CBS Labs' electronic video recording (EVR), widely regarded as a color-TV counterpart of the home phonograph record, impressed those who saw it, as is reported elsewhere in this issue. But its long-range implications—and those of similar home-TV players under development by RCA and others—may be even more stunning.

Assuming such players can be produced at prices that will permit them to become true consumer items, they could have a vast impact on all forms of entertainment as well as the businesses of all entertainment media.

The arrival of new sources of competition is nothing new in this business, and home-TV players are not apt to be the last we will see. But, as always, their success—and equally that of the older modes in countering their threat—will depend on the quality, excitement and diversity of the programming from which the public may choose, and on that basis the public will of course be the ultimate beneficiary.



Drawn for BROADCASTING by Sid Hix

"If you two care to update your birds-and-bees routine, there's a sex-education film on the ETV channel."





## ***Film of triplets just what the doctor ordered***

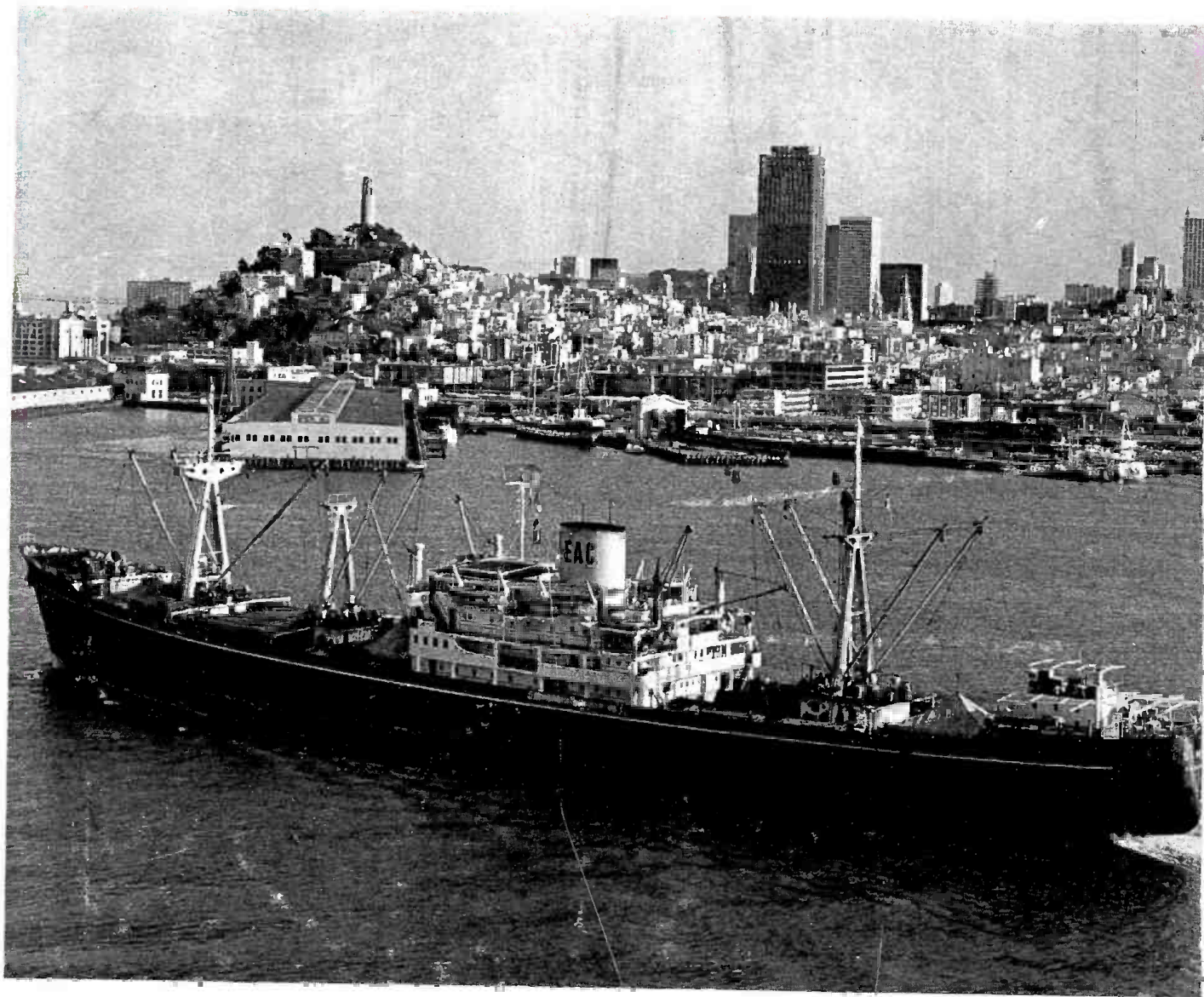
When the staff of Traverse City Osteopathic Hospital became aware of the fact that triplets were due, the suggestion was made to document this rare event on film. The hospital naturally turned to the Fetzer television station in Cadillac for help. Staff photographers filmed the event and edited it into a training film for use by the obstetrics department of the hospital. Here's one film that was never televised — but received top ratings from an audience of dedicated viewers. Community communications involve more than large audiences—sometimes they work to serve all by advancing the knowledge of a few.



## *The Fetzer Stations*

<b>WKZO</b> Kalamazoo	<b>WKZO-TV</b> Kalamazoo	<b>KOLN-TV</b> Lincoln	<b>KGIN-TV</b> Grand Island	<b>WJEF</b> Grand Rapids
<b>WWTV</b> Cadillac	<b>WWUP-TV</b> Sault Ste. Marie	<b>WJFM</b> Grand Rapids	<b>WWTV-FM</b> Cadillac	<b>WWAM</b> Cadillac
				<b>KMEG-TV</b> Sioux City

*If you lived in San Francisco...*



*...you'd be sold on KRON-TV*

M5360/226