



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

CONCORDIA COLLEGE
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Radio-TV billings at top agencies rise \$116 million for year. p27
Cost-profit pinch pressures radio reps into economies, mergers. p54
Broadcasters open do-or-die fairness court test in Chicago. p59
Democratic congressmen query Hyde on personal-attack rules. p64

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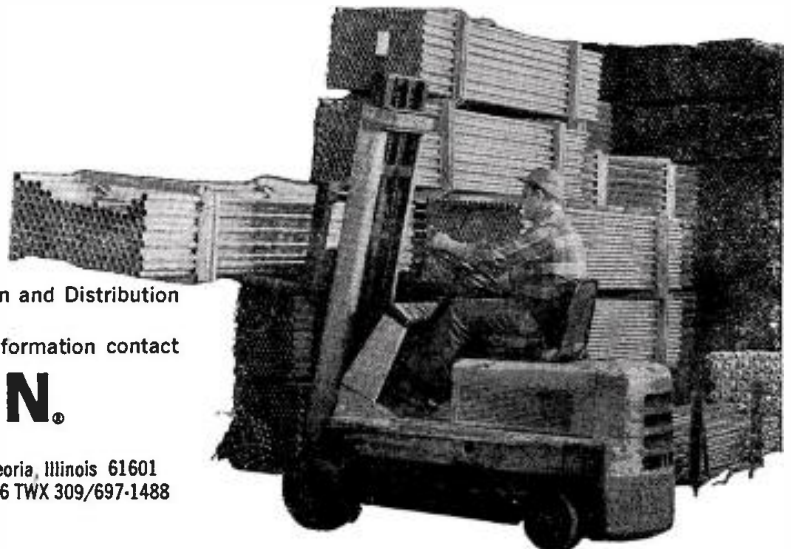
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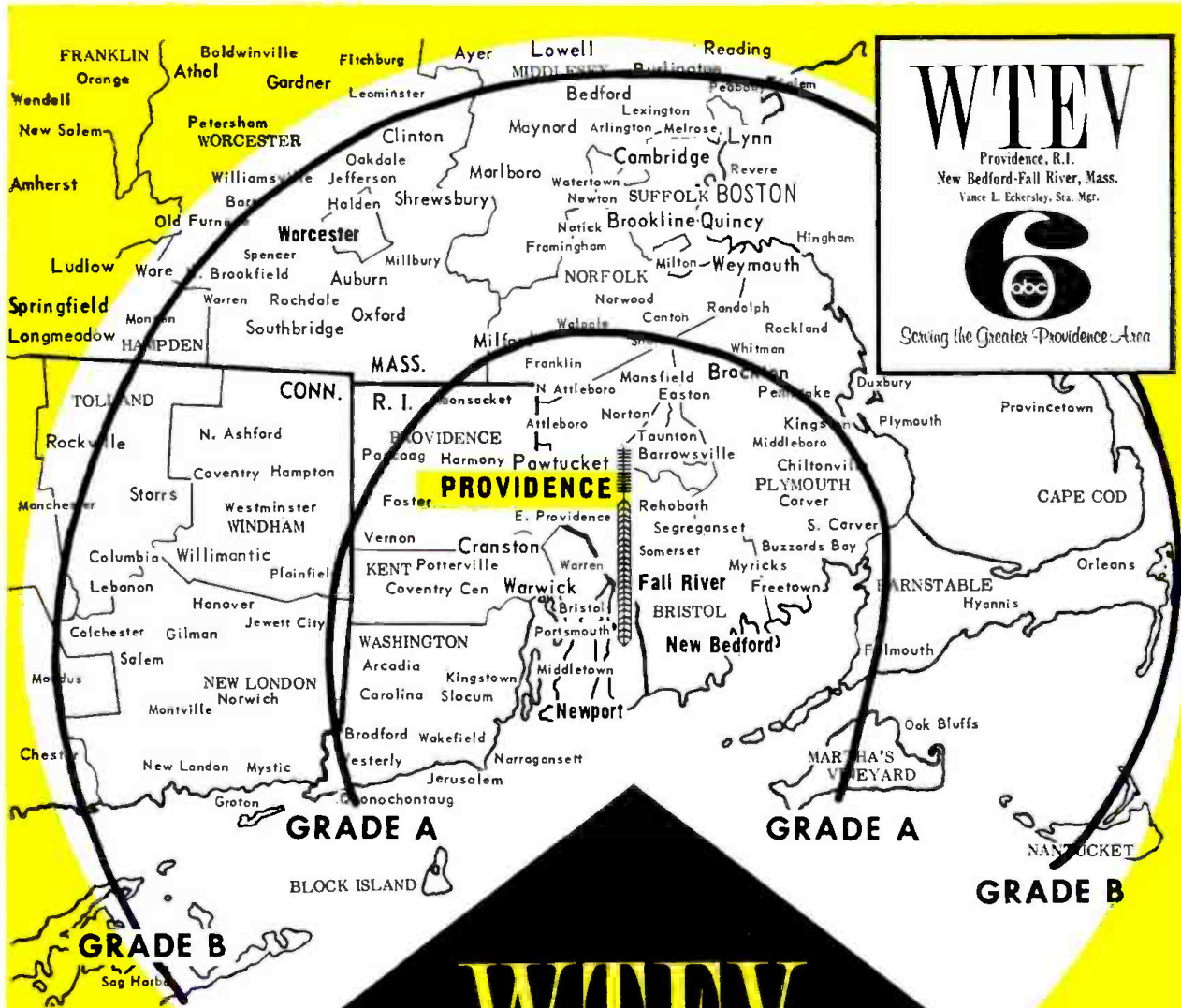


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Early starters

They're off and running in sweepstakes for FCC commissionership Lee Loevinger is expected to vacate next June 30. Since Commissioner Loevinger disclosed formally (BROADCASTING, Sept. 18) that he would not seek reappointment, names have popped up as possible successors. Among them, within FCC, are: Henry Geller, general counsel and senior staff member; Sol Schildhouse, chief of CATV Task Force, and Robert Cahill, legal assistant to FCC Chairman Rosel Hyde. Messrs. Schildhouse and Cahill have had outside broadcast experience, former having been identified with ownership of KOMA Oklahoma City, while Mr. Cahill was on legal staff of National Association of Broadcasters.

Judge Loevinger, former assistant attorney general in charge of antitrust, has not announced plans, but it's open secret that he would like to remain in Washington and that federal appellate judgeship would be particularly attractive to him. He sat on Minnesota Supreme Court, as did his father. But if judgeship isn't forthcoming, it's regarded as foregone certainty that he'll accept partnership in some Washington law firm or possibly join law school faculty of major university.

Expansion plan

West Germany, which hasn't figured in external broadcasting since World War II, is taking first step toward spreading its propaganda wings—on American continent. It has pending request for installation of 1,500,000 watt medium-wave (broadcast band) station in El Salvador to serve as inter-American outlet for "Voice of Germany." El Salvador broadcasters are up in arms and have protested to their own government as well as to U. S. State Department.

Interference range of 1.5 megawatt station would be inter-continental, according to engineering experts. Dionisio Vega, owner-head of three AM stations in El Salvador, has made formal protest on ground that establishment of station would lead to long-range political complications for his government as well as for other governments in coverage area.

Business builder

John Blair & Co., major station rep, is expected to announce soon creation of special department for TV

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spot-sales development. Move was prompted by concern over way spot business has been going—or not going—throughout most of 1967. New department will be headed by Melvin Goldberg, currently vice president, research and planning, who'll give up those responsibilities to work fulltime on new-business development with associates he's bringing in from outside.

Overmyer stalled

For second week in row, proposed transfer of 80% of each of five Overmyer Communications Co. construction permits for UHF stations ran into wall of talk at FCC last week. As result, matter, with related item of transfer of control of WPHL-TV (ch. 17) Philadelphia, is scheduled for further consideration this week. One aspect of proposed transfer—to AVC Corp. (formerly American Viscose Corp.)—said to be troubling some commissioners is provision for \$3 million loan to Overmyer and option to acquire remaining 20% of each of CP's. Loans are secured by mortgages on other Overmyer properties and payment by AVC for remaining 20% would be based on complicated formula that could provide Overmyer with up to \$3 million. Some commissioners are said to feel that arrangement would provide Overmyer with \$3 million profit over expenses.

Young blood

President Johnson may appoint number of young people with expertise in broadcasting and education to 15-man board of Corp. for Public Broadcasting. Formally appointed so far are Dr. Milton S. Eisenhower, recently retired president of Johns Hopkins University, and Dr. James R. Killian Jr., chairman, Massachusetts Institute of Technology and of Carnegie Commission which brought in CPB recommendations.

Whereas it had been expected that only retired broadcasters as well as educators and others prominent in cultural affairs would be named to first board, it's now indicated that active broadcasters wouldn't necessarily be precluded. Key administrative post will be that of CPB president,

to be selected by 15-man board. This post probably will pay better than going government wage—possibly as high as \$40,000.

Ups and downs

Cyclical pattern of Hollywood TV production puts Universal TV ahead coming out of first half of this season and MGM TV decidedly behind. This is reversal of pattern going into season, but MGM lost three of its five network hours (*Hondo*, *The Man from U.N.C.L.E.*, *Maya*), while Universal lost none of its four hours and already has added hour *Outsider* on NBC-TV and hour *It Takes a Thief* on ABC-TV for second season.

Brokers' prize

Newly created Lamb Communications Inc., spun off from Lamb Enterprises Inc., is looking for broadcast properties—both radio and TV. New entity, which is licensee of ch. 12 WICU-TV Erie, Pa., has no debt, according to Edward Lamb, and has assets in addition to television station in amount of \$1.5 million with loss carry-forward of \$3.5 million.

SNI specials

In step toward bigger crop of TV specials—not necessarily all in sports field—Sports Network Inc., New York, has eye on 1968 Olympic Games. Also under consideration is special TV close-up of famous track star for next year. Producer-syndicator of sports programs has two color TV specials set for this week: *Freedom's Finest Hour* (Dec. 1), one-hour independently produced documentary on Revolutionary War, narrated by Ronald Reagan, for Schick Safety Razor Co. on 100 stations; and *Orange Blossom* (Dec. 2), extra NCAA football game of Florida A&M vs. Grambling College, half-sponsored by Ballantine beer on five stations (WPIX-TV New York, WCAU-TV Philadelphia, WMAL-TV Washington, WAI-TV Atlanta and WGN-TV Chicago). Another SNI special, planned in first quarter of 1968, is *Stars on Ice* with Arthur Godfrey and national figure skating champions.



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WEEK IN BRIEF

Combined broadcast billings from top-50 ad agencies are up \$116.3 million from 1966, though those admen cite that progress is slower. Top-10 put \$1.45 billion in broadcast; J. Walter Thompson holds number one spot. See . . .

BILLINGS SET HIGHS . . . 27

Senator Robert Kennedy keeps telegraph wires hot with barrage of requests to TV networks, broadcast and cigarette industry, football leaders urging removal of cigarette spots from football telecasts. See . . .

NEW BLAST HITS ADS . . . 50

Shake-out in radio-station representation seen with more rep firm mergers on tap because of changes in way that radio is being sold, bought as national advertising vehicle. See . . .

RADIO REPS FEEL PINCH . . . 54

Broadcasters argue in Chicago federal appeals court that First Amendment guarantees them freedom of press and speech. RTNDA, eight licensees, CBS, NBC seek to blunt FCC's fairness doctrine rules. See . . .

FAIRNESS COURT TEST . . . 59

Five members of House Commerce Committee ask FCC Chairman Rosel Hyde for another reply to their questions about commission's personal-attack rules; propose FCC notify persons subject to attacks broadcast. See . . .

HYDE QUESTIONED . . . 64

Warner Brothers-Seven Arts announces setup of four major TV departments: international sales, domestic sales, TV-program development, station operations. Rich, Kotler, Mitchell, Hammer named to new departments. See . . .

W7 REALIGNS ITS TV . . . 68

Nine-week-old National Association of Broadcast Employes & Technicians strike against ABC appears over. New pact permits \$275 weekly maximum, other benefits; AFTRA fines against some of its members will stick. See . . .

DOVE IN ABC'S ROOM . . . 75

WHAS Louisville and KWKH Shreveport, La., return to CBS Radio network fold after eight-year absence. Both stations, now with ABC Radio, declined to affiliate with one of four services under new ABC concept. See . . .

BACK TO CBS . . . 79

Broadcasters divided on FCC's rulemaking dealing with presunrise operations by class-II stations. Those with something to gain urge liberalization of rules; clear-channel licensees take thus-far-no-farther stand. See . . .

RULE DRAWS RETORTS . . . 84

Laser technique producing three-dimensional color images for use in lensless photography developed in CBS Labs. Holography may have TV use by 1980, become home fixture by year 2000. See . . .

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Broadcasting

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Task Force chief is State Dept. lawyer

Alan R. Novak, 33-year-old lawyer, has been named executive director of President's Task Force on Telecommunications. Mr. Novak is special assistant to Eugene V. Rostow, Under Secretary of State for Political Affairs, who is chairman of task force.

Other appointments also announced Friday (Nov. 24): Frank E. Loy, Deputy Assistant Secretary of State for transportation and telecommunications, deputy director, and Leland Johnson, Rand Corp. telecommunications expert, director of research.

Mr. Novak, who has been directing staff as Mr. Rostow's assistant, is native of New York, received B.A. and LL.B. from Yale (1955 and 1963 respectively), and M.A. from Oxford University, England, in 1960. He was law clerk to Associate Justice Potter Stewart of U. S. Supreme Court, and legislative assistant to Senator Edward M. Kennedy (D-Mass.) before joining State Department in present job year ago. He served in Marine Corps from 1955 to 1958, leaving as captain.

Mr. Loy, who joined State Department in 1965 as transportation-telecommunications chief, is native of Los Angeles, was graduated from University of California in 1950, received law degree from Harvard in 1953. After private practice in Los Angeles, he became special assistant to administrator of Federal Aviation Agency, leaving in 1964.

Mr. Johnson is economist, who has been with Rand Corp. since receiving his Ph.D. from Yale in 1957. He was born in Oklahoma, received his B.A. from University of Oregon. He has specialized in telecommunications at Rand (did studies on telephone rate-making, use of satellites for underdeveloped countries among others) except for one year when he surveyed U. S. foreign aid program in Chile.

New formula for ghost voices

Screen Actors Guild and Animated TV Film Producers have agreed to new contract that calls for "substantial increases and improved conditions" for players employed as off-camera voices. Re-run formula also was raised from six to 10 on which residuals must be paid.

Network use of animated reruns now provide for jump in residuals from 165% to 225% of total applicable minimum, while residuals from syndication rerun use only increases from 145% to 205%.

White named senior VP, Ritter, Malone also upped

In realignment of H-R Television announced Friday (Nov. 24), Jack White, vice president and national TV sales manager, was elevated to senior vice president, effective Jan. 1.

In other changes announced by Edward P. Shurick, H-R president, Al Ritter, vice president and general sales manager of east and west television sales division, was appointed vice president-manager of New York sales office; Gene Malone, western division sales manager, was advanced to vice president-manager, national sales, with sales responsibility for firm's 11 regional offices, and John McCorkle, salesman in western division since 1965, was named to succeed Mr. Malone.

Mr. White has been with H-R since 1959 and has been vice president and national TV sales manager since 1962. In his new post he will concentrate in developmental area of client relations and services to stations represented by H-R Television.

Mr. Shurick said that Don Howe continues as vice president of Corinthian sales divisions, New York and Chicago, and noted that successor to Mr. McCorkle is still to be announced.

PBL editorial board's power is under review

Memorandum detailing role of Public Broadcast Laboratory's editorial policy board will be "finalized" this week, PBL Director Av Westin said Friday (Nov. 24).

Memorandum has been subject of "first-priority" negotiations between Mr. Westin and Columbia University Dean Edward W. Barrett, editorial board chairman, since PBL's Nov. 5 premiere, and its full-length (59-minute) presentation of Douglas Ward Turner's controversial off-Broadway play, "Day of Absence."

"Formalization of the board's editorial role has been planned for some time," Mr. Westin said, "but disagree-

ments over the play led to a reworking of priorities."

He denied reports of threatened resignations among both board and staff members, but said, "We are evolving a working relationship. Anybody who can't live with it will have to make his own decision."

Main thrust of memorandum, it's understood, will be toward continuation of board's "general editorial responsibility . . . to suggest ideas, and broad types of treatments," while Laboratory staff under Mr. Westin "decides on specific priorities, the form, shape, length, treatment, etc."

Lottery puzzle

Sticky problem of "legal" lotteries continues to plague FCC. New York attorney George Nims Raybin has asked commission to reconsider November rejection of his request to amend rules exempting lotteries conducted by state or political subdivision (BROADCASTING, Nov. 13, July 17).

Mr. Raybin noted that Representative James H. Scheuer (D-N. Y.) has bill pending that would exempt state-operated lotteries (now conducted in New York and New Hampshire) from liability under federal code.

Hill program probes back from West Coast

Field investigators of House Commerce's Investigations Subcommittee have been active on both coasts probing network control of prime-time programming. Subcommittee sources on Friday (Nov. 24) confirmed reports that two staff members, James Kelly and William Kane, have returned from Hollywood where network and owned-station officials as well as independent producers were quizzed on industry practices.

Investigators have also been active in New York, spokesman said, compiling "factual report" for Committee Chairman Harley O. Staggers (D-W. Va.). Probers are now back in Washington, working on other (nonbroadcast) matters, but may resume work on program procurement problems later.

Area is one of several broadcast matters subcommittee will admit it's interested in, in behalf of chairman, who, it's noted, "fields complaints and orders staff to get facts on both sides." Other subjects are trafficking in licenses and

WEEK'S HEADLINERS



Mr. Schneider

named vice chairman of board and continues as director of creative services. Mr. Schneider will continue as management supervisor on Mattel toy account, agency's biggest. He has been sharing duties of president with Mr. Carson since being named senior VP year ago. Mr. Schneider has been with C/R for 15 years and has been mem-

Cy Schneider, senior VP for Carson/Roberts/Inc., Los Angeles, named president. **Ralph Carson**, president, named chairman of board, and continues as chief executive officer. **Jack Roberts**, executive VP,



Mr. Corporon

ber of board for last eight years.

as public affairs programming for Metromedia division. Newly created post will be based in New York. Mr. Corporon joined Metromedia's WNEW-TV year ago after stints with WDSU-AM-TV New Orleans and with United Press International in same city.

John R. Corporon, news director for WNEW-TV New York, named VP and director of news and public affairs for Metromedia Television. Mr. Corporon will be in charge of all news operation facilities as well

For other personnel changes of the week see **FATES & FORTUNES**

fairness-doctrine problems.

Basic programming-development question, staff member says, it how existing practices affect station licensees—particularly those affiliated with networks—who are charged by law with final say on program content.

Subcommittee's chief counsel, Robert Lishman, wouldn't hazard guess on possibility of formal committee action in future. At this point, he added, probe "should be called study, not investigation."

Toledo CATV must defend Detroit-Windsor carriage

Buckeye Cablevision Inc., of Toledo, Ohio, will have to defend in FCC hearing its carriage of television signals of four Detroit and one Windsor, Ont., Canada stations.

Commission, in ordering hearing on petition of D. H. Overmyer Telecasting Co., permittee of WDHO-TV (ch. 24) Toledo, also imposed special restraint pending final disposition of proceeding. System will be limited to delivering Detroit-Windsor signals to areas where feeder cable is presently located.

Since Detroit and Windsor stations place Grade B signal over Toledo, case is not of usual distant-signal type, in which system must obtain special permission from commission.

However, commission rules state that agency will give consideration to cases in which two major markets fall

within each other's Grade B contour.

Cox Broadcasting owns 45% of Buckeye, and Toledo Blade owns 55%.

CBS-TV leading

CBS-TV was out in front again in 30-market Nielsen ratings issued Friday (Nov. 24). For week ended Nov. 19 (7:30-11 p.m.), they showed CBS-TV with average of 19.4: NBC-TV 17.4 and ABC-TV 16.8.

Network TV billings up for October, 10 months

Network TV billings in October gained 5.2% over record set same month of 1966, reaching all-time one-month high of \$163,653,700, Television Bureau of Advertising reported Friday (Nov. 24).

October figures, representing net time and program billings as compiled by Leading National Advertisers, brought network total for first 10 months of 1967 to \$1,191,493,100, up 6.3% from same period of 1966.

TVB also reported gains in October viewing, with number of homes using TV in average nighttime (7-11 p.m.) minute rising to 32.1 million, or 3.5% more than in October 1966. Average time spent with TV rose to 5 hours 42 minutes per TV home, as compared with previous-October high of 5 hours 40 minutes in 1964.

CBS-TV led October billings with

\$60,552,100, followed by NBC-TV with \$60,005,100 and ABC-TV with \$43,096,500.

Toy makers' TV pitch: play house, not war

Decrease in number of guns and war toys being advertised on television this season compared with last year is reflected in toy-game commercials approved by National Association of Broadcasters Code Authority.

Also noticeable by commercial absence this year are spots for James Bond—"Man from U.N.C.L.E." type toys.

Primary reason for cutback, according to toy makers, is to differences in public opinion over Vietnam war and because climate is not conducive to sale of military toys. What toymakers are promoting this year, code-approved commercials show, are girls' toys and games and creative games for both sexes.

As of end of week, 214 commercials for 26 manufacturers had been approved by code. At this time last year it had approved 266 spots for 34 advertisers.

KHAL deleted

Elton Broadcasting Co., Grove, Okla., has lost out in bid to assign license for its KHAL Homer, La., whose license expired June 1 and which has been off air since November 1966.

FCC, in action announced Friday (Nov. 24), dismissed Elton's application for license renewal, deleted station's call letters and dismissed as moot application for assignment of license.

Added attraction

Sale of WLOM(FM) Chattanooga by Dunlap Henry and associates to Rock City Gardens for \$91,500 subject to FCC approval was announced Friday (Nov. 24). Rock City Gardens, national scenic tourist attraction on Lookout Mountain, is principally owned by E. T. Chapin III. Buyers plan to increase station's programming and inaugurate stereo broadcasting. Station, founded in 1960, is on 106.5 mc with 33 kw.

Opens with 'Sharks'

ABC-TV is announcing today (Nov. 27) that "Sharks" will be opening episode in new *The Undersea World of Jacques-Yves Cousteau* and will be seen Monday, Jan. 8, 7:30-8:30 p.m., EST. First four programs and subsequent four repeats will be sponsored by B. F. Goodrich Co.

Nobody we know latches their dial
 at Channel 7, but these audience
 figures make us wonder.



TOTAL WEEKLY CIRCULATION



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	WHIO-TV	STATION B	WHIO-TV ADVANTAGE
TOTAL DAY	550,000	454,000	96,000
EARLY EVENING	365,000	316,000	49,000
PRIME TIME	444,000	378,000	66,000
LATE EVENING	157,000	126,000	31,000

Source: NSI-TV

Weekly Cumulative Audiences — February-March 1967

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.



Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC TV, Pittsburgh



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This 110 KW UHF transmitter, combined with the right RCA antenna, provides RCA's most powerful transmitter-antenna package, affording up to 5 million watts ERP.

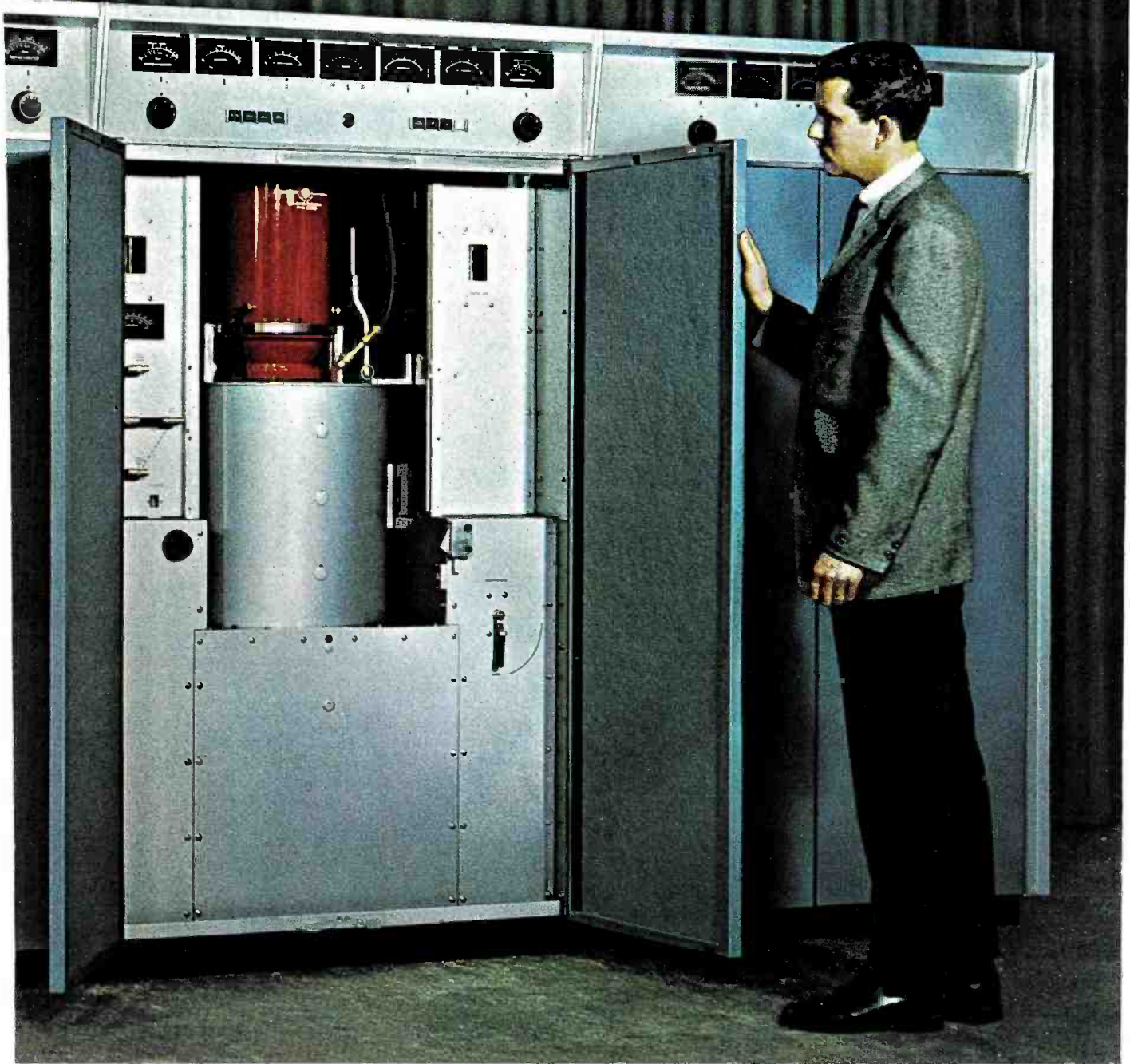
RELIABLE OPERATION. The diplexed visual power amplifiers assure the utmost in reliability. One amplifier is always ready to back up the other in case of emergency.

NEW TYPE KLYSTRONS. Unique, integral-cavity vapor-cooled klystrons are a high power development of those used in the proven RCA TTU-30A and TTU-50C Transmitters. Reliability and long life are major advantages, with faster warm-up time, less weight and retuning among other points of superiority.

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ANTENNA CHOICES. RCA offers you a choice of Pylon and Panel Antennas for use with this new Transmitter. You get the kind of Antenna that suits your needs—directional or non-directional—as well as your power requirements.

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DATEBOOK

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

■ Indicates first or revised listing.

Nov. 28—Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be Thomas P. F. Hoving, chairman of National Citizens Committee for Public Television. Waldorf-Astoria hotel, New York.

Nov. 28-29—Executive committee meeting, National Cable Television Association. Washington.

Nov. 28-Dec. 1—Media workshop sponsored by Advertising Age. Speakers include A. L. Plant, vice president-advertising, Block Drug Co.; Douglas K. Burch, media director, P. Lorillard Co.; John B. Hunter Jr., vice president-consumer products and marketing, B. F. Goodrich Co., and Leo Rosten, noted sociologist and humorist. Washington Hilton hotel, Washington.

Nov. 29—Testimonial dinner-dance of advertising and broadcasting industries division of Anti-Defamation League Appeal. Guest of honor will be Samuel Thurm, advertising vice president of Lever Brothers Co. Waldorf-Astoria hotel, New York.

Nov. 30—Deadline for reply comments on FCC's proposed rulemaking concerning the public value of presunrise operation by class II stations vis-a-vis co-channel U.S. I-A nighttime services, "which they would inevitably limit to some degree," and circumstances "under which such usages should be allowed and the degree of sky-wave interference protection to be afforded U.S. I-A stations, which at present derive their basic protection from the exclusivity of the I-A nighttime priority within the North American Region."

DECEMBER

Dec. 1—Opening date for entries in the fourth annual competition for the ANDY awards, given by the Advertising Club of New York for advertising creativity.

Dec. 1-2—AP Wisconsin meeting (newspaper and radio-television members). Pfister hotel, Milwaukee.

Dec. 4-8—Third annual engineering/management seminar of the National Association of Broadcasters. Purdue University, Lafayette, Ind.

Dec. 6—Testimonial dinner in honor of Casey Shawhan, retired publicity and public relations director, NBC, West Coast. Biltmore hotel, Los Angeles.

■Dec. 8—Annual winter meeting of Arizona Broadcasters Association. Speakers include FCC Commissioner Robert E. Lee; Rep. John Rhodes (R-Ariz.), Rep. Sam Steiger (R-Ariz.) and Rep. Morris Udall (D-Ariz.), Paul Waddell, Smock-Waddell, Los Angeles; Charles Stone, National Association of Broadcasters vice president for radio; Thom Winkler, NAB radio code manager. Camelback Inn, Scottsdale.

Dec. 8—Joint media workshop on state advertising taxation sponsored by American Advertising Federation. Monteleone hotel, New Orleans.

Dec. 8-9—National conference of radio and TV weathercasting sponsored by the American Meteorological Society. Causeway Inn, Tampa, Fla. For further information contact program chairman Ray Leep, WTVP(TV) Weather Service, Box 1198, Tampa 33601.

Dec. 12-13—Meeting of National Association of Broadcasters television code board. Ivanhoe hotel, Miami.

■Dec. 13—Annual stockholders meeting, Allied Artists Pictures Corp. to elect directors, etc. Biltmore hotel, New York.

■Dec. 13—Luncheon meeting of the Oregon

Advertising Club. Speaker will be Stephen Labunski, president, NBC Radio division. Benson hotel, Portland.

Dec. 14—Deadline for filing comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

■Dec. 14—Annual stockholders meeting, MGM Inc. to authorize among other things increasing common stock by 1 million shares and issuance of 1 million shares of cumulative preferred stock, elect directors, etc. Loew's Capitol Theatre, New York.

Dec. 19—Annual Christmas benefit luncheon and entertainment sponsored by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

Dec. 26—Deadline for comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit some telemetry signals by intermittent subsonic tones.

JANUARY 1968

Jan. 2—Deadline for filing responses to FCC's inquiry into operation and effect of present commission policies regarding carriage and program exclusivity on CATV systems.

Jan. 4—Newsmaker luncheon sponsored by the International Radio and Television Society. Speakers include newsmen Walter Cronkite, CBS; Chet Huntley, NBC; and Bob Young, ABC. Waldorf-Astoria hotel, New York.

Jan. 5—Deadline for reply comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit some telemetry signals by intermittent subsonic tones.

Jan. 5—Deadline for entries for the fourth annual competition for the ANDY awards, given by the Advertising Club of New York for advertising creativity.

Jan. 12-13—Annual meeting Rocky Mountain Cable Television Association. Holiday Inn, Albuquerque, N. M.

Jan. 14-26—Tenth annual seminar in marketing management and advertising sponsored by the American Advertising Federation. Harvard Business School, Boston.

Jan. 15—Deadline for receipt of entries in 25th Annual Television Newsfilm Competition jointly sponsored by National Press Photographers Association and school of journalism, University of Oklahoma. Competition open in six categories plus Newsfilm Station of the Year and Cameraman of the Year named during final judging March 1-3. Entries to be mailed to Bob Chaddock, coordinator of competition, University of Oklahoma, Norman, Okla. 73069.

Jan. 16—Deadline for filing reply comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

Jan. 16—Meeting of the Utah-Idaho AP Broadcasters Association. Boise, Idaho.

Jan. 21-23—Winter meeting of the Oklahoma Broadcasters Association, Habana motel, Oklahoma City.

Jan. 21-26—Winter board meeting of the National Association of Broadcasters. Far Horizons, Longboat Key, Sarasota, Fla.

Jan. 22-23—Executive committee meeting, National Cable Television Association. Washington.

Jan. 23-25—25th annual convention of the National Religious Broadcasters. Washington.

Jan. 24-27—Meeting of the board of di-

For years we've been offering a 30-day free trial, a full year's warranty on parts and labor, an increase in effective coverage, a guarantee of protection against overmodulation without distortion—but there are still a few of you who haven't tried AUDIMAX and VOLUMAX.

You sure are a tough audience!

Audimax reacts to any given program situation in exactly the same way as your best audio man would — only a lot faster and more efficiently. It eliminates distortion, thumping, pumping, audio "holes", and bridges through program pauses to eliminate the "swish-up" of background noise. It even returns the gain to normal during standby conditions. Big claims? You bet. But we're willing to back them up with a 30-day free trial in your own studio. After that, send us \$665 if you like it. If not, send it back — freight charges collect. What can you lose? By keeping average modulation up, everybody wins. Volumax for AM broadcasters costs the same as Aud-

imax and limits peaks without side effects. Its action may be gentle or microsecond fast. That depends on the program waveform but the end result of the Audimax-Volumax team is **always a more even and pleasant sounding program that may be transmitted safely at much higher effective power levels.** That's another big claim we'll back up with a free trial. We've even got a claim for FM and TV broadcasters. FM Volumax is absolutely guaranteed to prevent FM overmodulation and SCA crosstalk without distortion. This one costs \$695. Write and let us back these claims with a 30-day free trial. Or better yet—call us collect at (203) 327-2000.

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 **CBS LABORATORIES**
Stamford, Connecticut. A Division of
Columbia Broadcasting System, Inc.

TV MOVIES



ARE
THE
BIG
WINNERS

THIS SEASON



IN BIRMINGHAM
THE BIG LOCAL
MOVIES ARE ON
WAPI-TV

☆ Tuesday Night Movie
9:00 to 11:00 P.M.

☆ Friday Night Movie
9:00 to 11:00 P.M.

☆ The Early Movie
Weekdays 3:25 to 5:00 P.M.

Features carefully selected from Universal 102 and 123, Screen Gems Post 50 and 60, Key Volumes of 7 Arts, New Warner and MGM plus other top packages for avails ask Harrington, Righter & Parsons, Inc.

wapi-tv

CHANNEL 13 BIRMINGHAM, ALA.
Represented nationally by
Harrington, Righter & Parsons, Inc.

rectors of the American Women in Radio and Television. Shamrock Hilton hotel, Houston.

Jan. 26-27—The second annual color-television conference sponsored by the Detroit section of the Society of Motion Picture and Television Engineers. Rackham Memorial Building, Detroit. Anyone interested in presenting a paper at the conference should contact Mr. Roland Renaud, c/o Station WWJ, 622 West Lafayette, Detroit 48231. Registration information may be obtained through Wayne State University, Conference Department, Detroit.

FEBRUARY

Feb. 1—Deadline for submitting entries for the 20th annual George Polk Memorial Awards for outstanding achievement in journalism, sponsored by the department of journalism, Long Island University. Recognition is given mainly for foreign, national, metropolitan, interpretive, magazine, television and radio reporting as well as for community service, criticism, news photography and the television documentary. The application procedure follows: A brief background description, in the form of a letter sent along with the entry, is sufficient. Radio and television programs should take the form of sound-tape and be supplemented, when possible, by corresponding manuscripts. Photographs, suitably enlarged, must be mounted on strong backing. Entries should be filed with Prof. Jacob H. Jaffe, curator, George Polk Memorial Awards, Long Island U., Brooklyn, N. Y. 11201.

Feb. 1—Deadline for entries for the 36th annual Distinguished Service Awards of Sigma Delta Chi, professional journalism society. Entries must be submitted in the following categories: general reporting, editorial writing, Washington correspondence, foreign correspondence, news photography, editorial cartoon, magazine reporting, journalism research, radio and television reporting and editorializing, and public service by newspapers, magazines, radio stations or networks and television stations or networks. Entry blanks may be obtained from Sigma Delta Chi, 35 E. Wacker Dr., Chicago 60601.

Feb. 1—Deadline for entries for the 1967 Medical Journalism Awards of the American Medical Association. Awards are given for distinguished reporting on medicine or health on a U.S. radio or television station or network, and for distinguished editorial writing on a U.S. radio or television station or network. All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago 60610.

Feb. 5-7—Tenth annual conference on advertising/government relations sponsored by the American Advertising Federation. Washington Hilton hotel, Washington.

Feb. 8—Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be Vincent Wasilewski, president of the National Association of Broadcasters. Waldorf-Astoria hotel, New York.

Feb. 16-18—Meeting of the New England chapter of the American Women in Radio and Television. Statler Hilton hotel, Boston.

Feb. 27-28—Annual State Presidents Conference of the National Association of Broadcasters. Marriott Twin Bridges motel, Arlington, Va.

MARCH

March 14—Anniversary banquet of the International Radio and Television Society. Gold medals to be presented to presidents Elmer W. Lower, ABC News, Richard S. Salant, CBS News, and William R. McAndrew, NBC News. Waldorf-Astoria hotel, New York.

March 18-22—1968 International Convention and Exhibition of the Institute of Electrical and Electronics Engineers, New York Hilton hotel and the Coliseum, New York.

March 20-23—Annual West Coast meeting of Association of National Advertisers. Del Monte Lodge, Pebble Beach, Calif.

March 21-27—Fifth Hollywood Festival of World Television. Los Angeles.

March 22—Newsmaker luncheon sponsored by the International Radio and Television Society. Winners of the International Broadcasting Awards competition will be presented. Waldorf-Astoria hotel, New York.

March 24-26—Spring meeting, Southern CATV Association. Callaway gardens, Atlanta.

March 31-April 3—Annual convention of the National Association of Broadcasters. Conrad Hilton hotel, Chicago.

APRIL

April 1-2—Eighth annual Washington conference on business-government relations sponsored by The American University. Shoreham hotel, Washington. For further information write Robert W. Miller, director, business-government relations program, school of business administration, The American University, Massachusetts & Nebraska Avenues N.W., Washington 20016.

April 4—Awards presentation in the fourth annual competition for the ANDY awards, given by the Advertising Club of New York for advertising creativity. New York Hilton hotel, New York.

April 4-5—Region II conference of the National Association of Educational Broadcasters. Atlanta Cabana hotel/motel. Atlanta. Inquiries regarding the session should be sent to: Mr. Louis Peneguy, Georgia ETV Network, State Office Building, Atlanta 30334.

April 16—Newsmaker luncheon sponsored by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

April 16-19—18th annual broadcast industry conference sponsored by San Francisco State College. Broadcast media awards are voted to entries of unusual merit in both radio and television. Categories include local news, information and documentary programs, special events, station editorials, instructional programs and entertainment. Both commercial and educational stations are eligible in the competition. San Francisco State College, San Francisco. Inquiries about entry details should be addressed to Professor Benjamin Draper, radio-TV-film department, San Francisco State College, San Francisco 94132.

April 28-30—Meeting of the board of directors of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

MAY

May 1-5—Seventeenth annual convention of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

May 6-7—Meeting of the board of directors of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

May 14—Annual meeting and performer's award luncheon sponsored by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

May 14-17—1968 International Quantum Electronics Conference sponsored by the American Physical Society, the Optical Society of America, and the groups on electron devices and microwave theory and techniques of the Institute of Electrical and Electronics Engineers. Everglades hotel, Miami.

May 23-24—Spring convention of the Ohio Association of Broadcasters. Sheraton-Cleveland hotel, Cleveland.

May 26-28—Annual spring meeting of the Pennsylvania Association of Broadcasters. Host Farm motel, Lancaster.

■Indicates first or revised listing.



A handful of pills kept a truck driver awake long enough to kill himself.

George Barbour had seen accidents like this one before. As a newsman for KDKA Radio in Pittsburgh, he had covered a number of "accidental deaths."

Drugs, of one kind or another, were often to blame. But it was difficult to prove. So the people of Pittsburgh weren't aware of how serious the problem was.

George Barbour felt they should know. He went out into the field to get the facts.

The field was as big as Pittsburgh itself. There were junkies on skid row and pillheads in the wealthiest sections of town. George began meeting them.

In flop houses he learned how the addicts got started. In jails and rehabilitation centers he saw how they wound up.

He got statistics from police, advice from community leaders, reports from psychologists and most pitiful of all, hundreds of stories from the men and women who lived with the problem 24 hours a day.

It all went down on tape. Finally, after a year in the field, George Barbour took his findings and pro-

duced a documentary for KDKA Radio.

It wasn't the superficial kind of treatment that so often goes into a story about the problem of drugs in a community. It was filled with twelve months of facts dug out of every corner of the city. It said a lot. We think it did a lot. We know it created awareness.

Enough awareness for social and educational groups to ask the Pennsylvania Drug and Narcotics Bureau for instructional information.

Enough awareness for police officials, physicians and many listeners to thank KDKA for bringing the facts to light.

Creating awareness is the purpose of any documentary we do at Group W stations.

Sometimes the job only takes a few weeks. Sometimes it takes as long as this one did.

But the results are always worth it.



BOSTON WBZ - WBZ-TV
NEW YORK WINS
PHILADELPHIA KYW - KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KDKA - KDKA-TV
FORT WAYNE WOVO
CHICAGO WIND
SAN FRANCISCO KPX
LOS ANGELES KFWB

WESTINGHOUSE BROADCASTING COMPANY

**Woody
Woodbury**

**is
not
a
cartoon!!!**



Alive

He's very much ALIVE!
On the very LIVELY...
WOODY WOODBURY SHOW!
And hosting 90 star-studded
minutes of big-name entertainment
daily... IN COLOR



Day

Woody by Day
Chicago / WGN
Kansas City / KMBC
Indianapolis / WTTV
Denver / KWGN
Los Angeles / KTTV
Detroit / WWJ
Boston / WKBG-TV
Minneapolis / WTCN
Cincinnati / WKRC



Night

Woody by Night
New York / WNEW-TV
Philadelphia / WKBS-TV
Washington / WTTG
Miami / WCIX-TV
Salt Lake City / KSL
Early 1968 start:
Dallas / KDTV
St. Louis / KPLR



Ratings

Woody vs. The Network Guys
in New York

	Woody	Net A	Net B
8/28- 9/1	3*	4	6
9/18- 9/22	3	4	5
10/9 -10/13	3	2	7
10/16-10/20	3	5	6

premiere

Note: Woody's 3 rating is the
equivalent of 150,000 homes in
New York City.

Data are NSI audience estimates
or the periods specified, and are
subject to qualifications described
in said reports.



Exclusive

And here's what's different &
exclusive about THE WOODY
WOODBURY SHOW:

52 weeks of programming with
48 weeks of NEW shows, IN
COLOR, and available as a daily
90-minute or one-hour strip

The Personal Touch and Special
Features of Executive Producer
Ralph Edwards

The Total Commitment of
Metromedia

... AND WOODY HIMSELF!



Credits

THE WOODY WOODBURY
SHOW is produced in
HOLLYWOOD by Ralph
Edwards and Metromedia
Television
Distributed by:



WOLPER TELEVISION SALES
A Metromedia Company
485 Lexington Avenue
New York, New York 10017
(212) 682-9100

8544 Sunset Boulevard
Hollywood, California 90069
(213) 652-7075

Computer technology: the potential revolution in media buying

Just a few years ago if someone said he was a media buyer it conjured up a vision of Bob Cratchit hunched over a desk, rubberbands around his shirt sleeves and eye shade in place. A media buyer compiled endless reams of numbers in order to recommend which magazines should receive advertising.

In the era of radio the media buyer still had a great volume of numbers to deal with. And then came television. Now he was a programing expert as well. He not only had to deal with audience statistics but had to apply his own judgement of the appeal of the program and its values for specific clients.

A good media buyer, in the broadcast sense, knew the best programs, the best spot positions and how to buy them competitively.

With the advent of more research the pendulum swung again to reliance on "numbers." The broadcast buyer became a sought-after target. Spot representatives had to tell their story lest the buyer rely only on numbers. He became a specialist whose main function was to act quickly and decisively to get new availabilities, recommend them and purchase them. But the final status of broadcast buying is not yet in sight.

Technology ■ The computer that has had such a far-reaching effect on our daily lives will not be content to leave media buying alone. Some of the larger agencies today are trying to speed up some of the initial stages. They have made arrangements with leading rep firms to tie computers together via phone-lines. Each evening the agency computer queries the reps' computers for the latest availabilities in a given set of markets. Then, by tapes of ARB or Nielsen data, the agency computer can complete the rating and cost-per-thousand information the buyer requires. Each night a print-out is prepared and placed on the buyer's desk for immediate action the next morning.

Compared to the need to call each rep, wait for him to contact his station, receive the data and type it up, this method employing computers is virtually instantaneous.

Though at present this type of operation is only practical in the larger agencies and reps, eventually we should see this service offered by an industry-sponsored computer operation with tie lines to all agencies, which will pay a nominal fee to be hooked up. Let's not worry about how far this system will

go. Let us look to the future.

Why do we need a physical print out? Many brokerage houses have desk-top view screens that permit stock brokers to punch appropriate keys for the listings in which he is interested and see an immediate quotation. Obviously such a system would be practical for the broadcast buyer as well.

Let's assume the buyer has precoded cards that can fit into the telescreen or table-top console, much as today's pre-dialing phone systems. It automatically connects the view screen with the rep. By predetermined industry codes the buyer will then be able to select those areas in which he wishes to view availabilities. His computer, in conjunction with the rep's computer, places before him the latest data.

Fast Buys ■ At Expo 67, the Telephone Pavilion showed a system in which the housewife views merchandise from a department store and places an order by telephone. An appropriate notation is made for invoicing, with all transactions handled directly from the home. It is a system adaptable to spot-broadcast buying. The buyer would view his availabilities, make his selection, place his order by the desk-top console and billing would be made by computer-to-computer hookup.

It is also possible to have the buyer's desk-top console connect directly to the station. The station computer would be constantly aware of existing availabilities and flash the data to the buyer. The absence of any appreciable time lag would mean more profit to station and buyer alike. Availabilities would not be lost due to inability to receive them fast enough. The buyer would not waste time in ordering availabilities that no longer exist. The advertiser would bene-

fit because his buyer would be selecting from the latest availabilities. (Don't worry. The representative would not be eliminated. His job would be to sell the merits of the station—not its numbers.)

Let's take a step further. Our TV buyer is now interested in global availabilities. His desk-top console via his computer communicates with a satellite. Under the present system for international broadcast buying, delays are measured in days or even weeks. But by the marvels of electronics we may be able, someday, to make global spot buying an immediate operation.

Office Viewing ■ This could also have a dramatic affect upon program buying. The computer could store pilot films as electronic impulses. A buyer who wishes to see them could tap the right combination into his console and screen the pilot while still at his desk. He could view those programs in which he is most interested when he wants to see them and not when it is convenient to attend a screening. And suppose he wishes to see a program more than once: He merely has to repeat the combination.

The availability of show prints would not limit the screening to prospective buyers. Instead of having to bicycle prints around the country—as in the case of syndicated films—local film buyers or programing men could see the offering while still at their desks and at a much faster pace than is now possible.

The opportunities are virtually limitless. But are we wandering into the 21st century? These advances may not really be so far away because most of what we have discussed in this article is not only technologically possible now but is in use somewhere in the world today.



Malcolm B. Ochs is vice president and director of media and research at Campbell-Ewald/New York. He joined the agency in July 1966 after serving as manager of media at Papert, Koenig, Lois, New York; and previously, as associate media director at BBDO, that city. He also had been with Grey Advertising and Dancer-Fitzgerald-Sample, both New York. He is co-chairman of the media research group of the New York American Marketing Association.



The Cuban plot most Americans never heard of.

For years, Cubans in America had been trying to get their relatives out of Cuba. Nothing succeeded.

Then, without warning, Fidel Castro issued an order. Anyone who wanted to leave, could leave.

It meant giving up every possession but the clothing they wore. It meant waiting in refugee camps till their families could send a boat for them. It also meant freedom.

There was one problem. Castro's new policy hadn't changed American regulations. Planning to help an alien enter the U.S. was a plot to violate federal law.

Many Cubans in America were too desperate to be stopped by that law. In Boston, three families turned to WBZ Radio newsman Streeter Stuart for help.

Streeter had helped them before. With English lessons. With tax forms and automobile registration.

This time he accompanied the families to Miami in hopes of finding a boat.

Once there, they made a deal to rent a private

yacht. A price was set. \$400 a day. But as the day for departure grew nearer, the price got higher. \$500. \$550. In disgust, the Cubans called off the deal.

Next they tried to buy a boat. They looked for days. But most boats were too expensive. Those they could afford weren't worth buying.

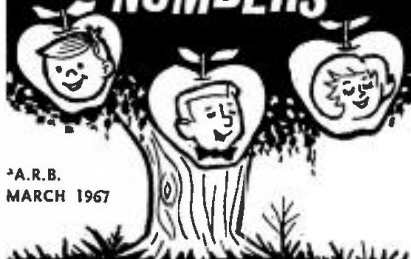
Finally, Streeter Stuart returned to Boston. With a story. His documentary "90 Miles to Freedom" was broadcast on WBZ Radio.

Audience reaction was immediate. Many Cubans in the Boston area cancelled their plans to go to Florida. They wrote to thank Streeter for having saved them from the frustrations he went through.

At WBZ Radio we believe a documentary should create awareness of problems that face the community. We realize our reporters may have to live with these problems themselves. But we know if they do, fewer people may have to.

WBZ RADIO GROUP
103
WESTINGHOUSE BROADCASTING COMPANY

Fabulous Films PRODUCES GREAT NUMBERS



*A.R.B.
MARCH 1967

In Every Category

SUNDAY—5-7 P.M.

HOMES — 31,400*
WOMEN — 24,400*
MEN — 25,400*
CHILDREN — 16,600*

TAKE YOUR PICK

WTPA-27

HARRISBURG, PA.
HARRINGTON, RICHTER & PARSONS

Wheelit Gets
You There
Easier and Faster



Jim Nickerson of WLBC-TV, Muncie, Ind. demonstrates how easily his Wheelit C-402 carries full load . . . anywhere . . . to and from car . . . folds into trunk with plenty of room to spare. Locks in stationary position. Durable . . . safe . . . nicely finished. Write for literature and nearest dealer's name

GRUBER PRODUCTS CO.
P.O. Box 5556 Toledo, Ohio 43613

OPEN MIKE®

'Commands regular reading'

EDITOR: . . . May I compliment you on your superb and comprehensive coverage of educational television events. BROADCASTING commands regular reading in our organization.—*Ronald C. Bornstein, associate director of television, University of Wisconsin, Madison.*

Thorough coverage

EDITOR: The Nov. 20 BROADCASTING offers a complete package of the "happenings" at the Television Bureau of Advertising's meeting in New York. Congratulations to all who had a hand in the coverage. It was really excellent.

Just for the record, there was one bit of title-twisting that we'd like to have you correct. In the account of the new TVB film, the title was reported to be "A Time to Remember." The actual film title is "The Time of Television." Of course, we do hope the some-1,000 people who saw the film that Thursday morning will recall the scene nostalgically!—*Norman E. Cash, president, Television Bureau of Advertising, New York.*

What the hike would mean

EDITOR: This is a note to clarify the AT&T proposal to increase the cost of program transmission (BROADCASTING, Oct. 30).

AT&T has proposed, but not yet filed, a tariff which would eliminate the distinction between color and black-and-white rates while increasing the charges for both.

The proposed rate increase as it applies to station connections is summarized below. These, however, are but a few of the components which they would increase. All the rate increases together would result in an annual increase for video transmission of approximately \$20 million and an annual increase for audio transmission of approximately \$4 million.

	AT&T connection charges			
	Monthly contract	Current	Proposed	Increase
Black & white	\$500	\$1,200	140%	
Color	950	1,200	26	
Occasional (per month)				
Black & white	\$200	\$500	150%	
plus per hour	10	25	150	
Color	450	500	11	
plus per hour	20	25	25	

—*M. H. Seiden, president, M. H. Seiden Associates, Washington.*

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TELECASTING® was introduced in 1946.

*Reg. U. S. Patent Office
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BROADCASTING, November 27, 1967



Pelican Films New York, Chicago, Detroit, Hollywood, London

The television commercial director.
Facing each new storyboard... unafraid.
Sometimes loved.
Sometimes hated.
Sometimes envied.
We would like you to watch his work which was created by
Adams Dana Silverstein.

1ST Annual All Star Celebrity Baseball Game
Tuesday, November 28
An NBC color special
8:00 PM EST, PST / 7:00 PM CST
sponsored by Aurora Plastics Corp.

ONLY THE ADVANCED VR-2000B has what everyone needs to do his color best. This latest version of our Emmy Award winning VR-2000 brings your studio the world's only complete teleproduction recorder, user-improved. It outmatches any competitor in: ① Superior picture quality, perfect color fidelity automatically controlled by Ampex-developed Amtec™, Colortec™, Auto-Chroma and

Velocity Compensator units. ② World's finest color dupe quality (demonstrated to ten generations) with exclusive Ampex Mark Ten rotary transformer head, K-Factor specified less than 1% compared to 1.5% in other VTR's. ③ Exclusive Editec™ programming of splices, animation, cues; instant "film style" creative freedom. ④ New audio system of master studio quality. ⑤ Man/machine

Your people will
outmatch everyone in sight
with the newest
of highband VTR's...
the VR-2000B

ADVERTISER

I want the most trustworthy color ① and best sharpness on the air. Not second best.

PRODUCER

With a VR-2000B we will stay tops in color even if the crew goes dub-crazy. ②

AUDIO ENGINEER

Listen. This one has a master quality sound track ④ to match the fidelity of the picture!

DIRECTOR

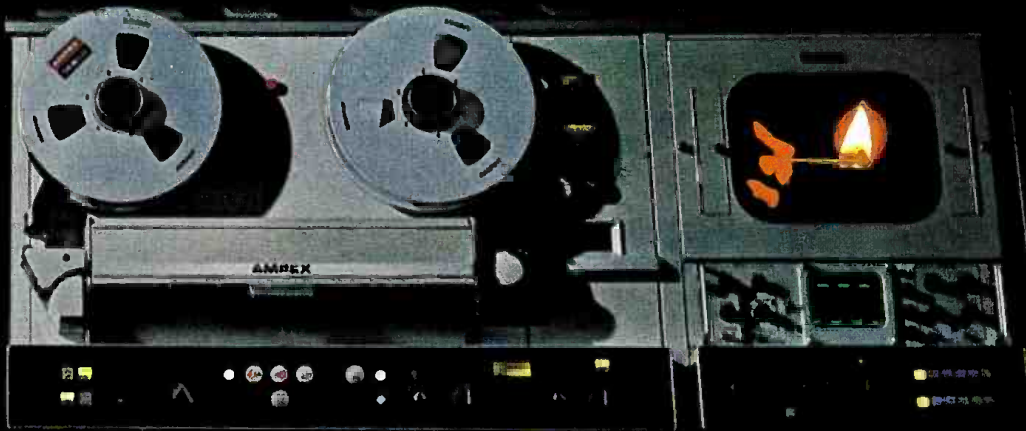
I say creative editing ③ is the game's name. Be sure it has an Editec unit.



designed. Primary controls logically placed waist-high. ⑥ Instantly interchangeable printed-circuit modules throughout; new system harness pre-wired to plug-in any accessory. ⑦ Ampex experience-proven necessities such as non-scratch erase head, removable tape path cover, exclusive "Record lock-out" to prevent erasure of master tapes, precision reel-centering hold-down knobs,

up-front indicating circuit-breakers, built-in monitor video DA; and switchable color, monochrome low- or high-band with instant plug-ins for all international standards. ⑧ An unmatched record of color performance in 1000 high-band recorders in stations, networks and studios throughout the world. For details, contact Ampex, Redwood City, CA.94063.

AMPEX
THE ONE OTHERS TRY TO MATCH

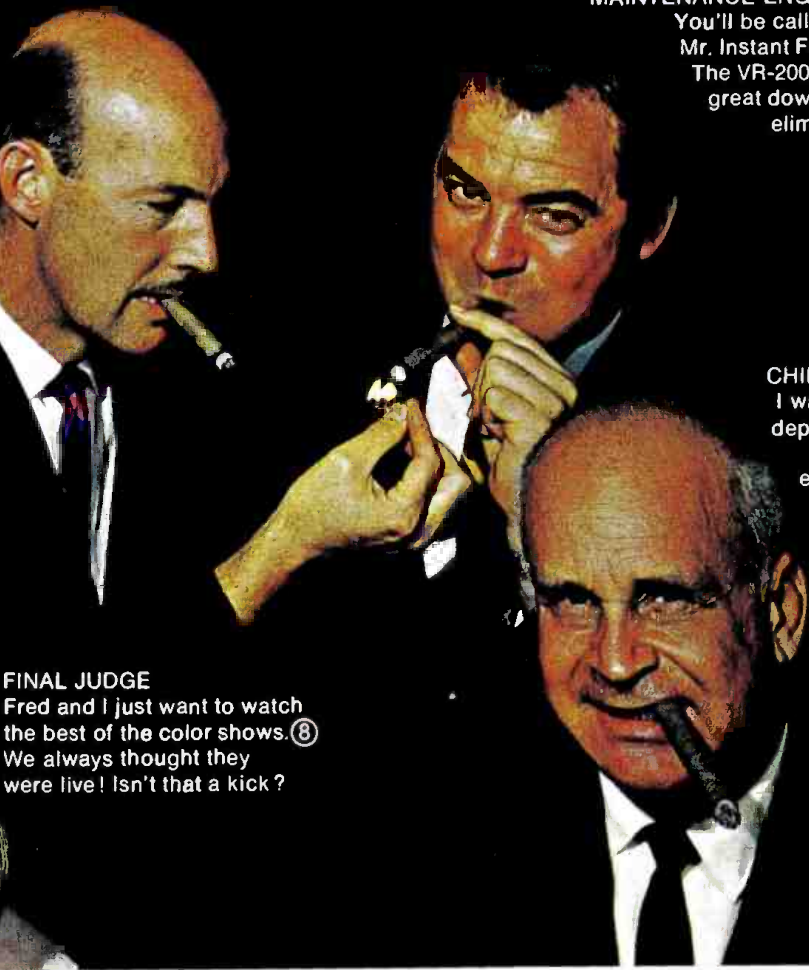


OPERATOR
I want a recorder that's easy-working and logical. ⑤ This one keeps everyone's hands off my settings.

MAINTENANCE ENGINEER
You'll be calling me Mr. Instant Fixit. ⑥ The VR-2000B is a great down-time eliminator.

CHIEF ENGINEER
I want equipment dependability that comes from experience. ⑦ It shows in little details of the Ampex VR-2000B.

FINAL JUDGE
Fred and I just want to watch the best of the color shows. ⑧ We always thought they were live! Isn't that a kick?



How to bag over \$370,000,000 in food sales*



**“Check Out” with CG and you’ll bring home the bacon in Indiana.
“Check In” with BLAIR today!**

*Sales Management, 1967 Survey of Buying Power

THE COMMUNICANA GROUP
INDIANA COMMUNICATORS



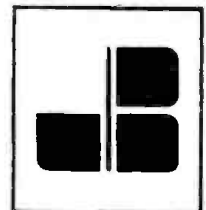
The Communicana Group

WSJV-TV
SOUTH BEND-
ELKHART **28** ABC

WKJG-TV
FORT WAYNE **33** NBC

Also: WKJG-AM and FM, Ft. Wayne; WTRC-AM and FM, Elkhart
The Elkhart Truth (Newspaper)

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP



BLAIR TELEVISION

Radio-TV billings set new highs

Total up \$116 million from 1966, but top-50 agencies say progress is slower; top 10 report \$1.45 billion spent in broadcasting; JWT is first

Combined broadcast billings from the leading 50 advertising agencies in TV and radio made 1967 another record-topping year.

Though the rate of acceleration was not comparable to earlier years, TV-radio's elite agency customers in the magic-50 circle nevertheless invested \$116.3 million more in the electronic media in 1967 than in 1966.

The top-10 agencies put an estimated \$1.45 billion into broadcast this year, a gain of approximately \$28 million over the TV-radio commitments of 1966's top 10.

For the tenth consecutive year J. Walter Thompson Co. emerged in the kingpin position in BROADCASTING's annual compilation of top broadcast agencies.

JWT spent a total of \$230 million in TV-radio in 1967, a gain of \$5 million over 1966. As an indication of the agency's thrust over the past decade, JWT seized the number one spot in 1958 with TV-radio billings of \$113.5 million and added to its investments substantially in ensuing years.

Newcomer ■ Exploding into the top-50 list with a bang was the fledgling Wells, Rich, Greene agency, which began operations on April 1, 1966, and catapulted into 17th place this year with estimated broadcast billings of \$52.4 million.

WRG spent about \$6.2 million in its nine months of operation in 1966, failing to make that year's top-50 roster. Its TV-radio gain of \$46.2 million this year tabs it as the agency with the biggest gain of the year.

Other agencies with sizeable broadcast-billing gains over 1966 are Leo Burnett Co., up \$29.6 million, largely resulting from its acquisition of D. P. Brother Co.; Grey Advertising, up \$16 million; Foote, Cone & Belding, up \$12.1 million; Ted Bates & Co., up \$10.3 million, and Dancer-Fitzgerald-Sample, up \$10 million.

Though 1967 was another record-setting year for broadcasting's best agency clients, its achievements did not

parallel those of former years. Reflecting the spotty advertising picture in all media in 1967, broadcast billing from the top-50 agencies rose less sharply over 1966, as compared with 1966 over 1965.

Last year the top-50 agencies spent \$309 million more on broadcast than in 1965, while this year the increase was lowered to \$116.3 million.

Another indicator of the slowed-down economy is this statistic: In 1966 seven agencies reported decreases in broadcast billings as compared with 1965, while this year 15 agencies slipped below their 1966 TV-radio levels.

The Losers ■ Among the agencies with the largest dips from 1966 broadcast levels were BBDO, down \$32.5 million; N. W. Ayer, down \$9.62 million, and Needham, Harper & Steers, down \$8.2 million.

The year has been described as "mixed" and "unpredictable" and billings reports and estimates confirm these descriptions. Information on the top-50 broadcast agencies shows, for example, that increases were registered in 1967 over 1966 in the categories of total radio-TV billing; total television;

network television and radio network. Decreases emerged in the categories of spot television, total radio and spot radio.

Combined network-spot TV billings exceeded the 1966 total by \$118.5 million.

Network television expenditures outpaced the 1966 figure by a little over \$140.3 million. Spot television declined by slightly more than \$21.8 million from 1966.

Total radio (network and spot) was off by slightly more than \$2.2 million from last year.

Network radio was shown to have advanced by slightly more than \$5.5 million over 1966. And spot radio, according to data from the top-50 broadcast agencies, slipped by slightly more than \$7.7 million from its 1966 performance.

An alphabetical listing of the first 50 broadcast-billing agencies follows:

N. W. Ayer & Son: Combined TV-radio billings \$46 million; \$40.25 million in TV (\$30.19 million in network, \$10.06 million in spot); \$5.75 million in radio (\$1.15 million in network, \$4.60 million in spot); TV-radio share of

These agencies led in these categories

In 1967	Agency	Billings
... Total broadcast billings	J. Walter Thompson	\$230 million
... Total television billings	J. Walter Thompson	\$211.5 million
... TV-network billings	J. Walter Thompson	\$153.5 million
... TV-spot billings	Leo Burnett	\$69.7 million
... Total radio billings	BBDO	\$30.5 million
... Radio network billings	Needham, Harper & Steers	\$6.5 million
... Radio spot billings	BBDO	\$27.0 million
... Biggest broadcast gain in the year	Wells, Rich, Greene	plus \$46.2 million

over-all billings: 40%.

A 21% dip in broadcast billings (down \$9.62 million from last year) hit heaviest in Ayer's radio spending—off \$8.37 million (\$6.82 million in spot). More notable than a slight \$1.25 million drop in TV was the dramatic shift to network TV (up \$11.69 million), while spot TV fell by \$12.95 million from 1966.

Network-TV gains came from Insurance Co. of North America (INA) in seven NBC-TV news specials (full or half sponsorship); NCAA college football on ABC; AT&T adding to its *Bell Telephone Hour* series on NBC, and a heavy residential extension phone campaign this month in nine CBS and ABC shows.

Both INA and AT&T join Atlantic-Richfield (heavy in sports) and Smith, Kline & French as spot-TV users. Active in spot radio are AT&T, Atlantic-Richfield and American Tobacco (Carlton and Montclair). Network radio participants are E. I. duPont and Nicholson File Co.

Ted Bates & Co.: Combined TV-radio billings \$154.3 million; \$152.6 million in television (\$86.8 million in network, \$65.8 million in spot); \$1.7 million in radio (\$400,000 in network, \$1.3 million in spot); TV-radio share of over-all billings: 82.4%.

While Bates' broadcast billings increased more than \$10 million (8%) during the year, its total radio billings declined nearly 64% from their \$6.6 million level in 1966. Spot and network TV increased 11% and 9% respectively.

Bates' major TV accounts are American Chicle, American Home Products, Brown & Williamson, Colgate-Palmolive and Standard Brands, in spot-TV network sponsorship and scatter plans, and Continental Baking in network sponsorship and spot.

Colgate and Standard Brands are active in network radio, and all these accounts, with the exception of American Chicle, are active in spot radio.

BBDO: Combined TV-radio billings \$146.5 million; \$116 million in TV (\$66 million in network, \$50 million in spot); \$30.5 million in radio (\$3.5 million in network, \$27 million in spot); TV-radio share of over-all billing: 57%.

BBDO reported a decline in TV-radio billings amounting to more than \$30 million during this year. A key factor undoubtedly was the loss of the \$17-million Lucky Strike account and the defections of such broadcast-oriented clients as Lever Brothers's Lifebuoy, A. E. Staley and Peter Hand Brewer's Meister Brau. More than \$27 million was lost in television.

Among its network TV spenders during the year were the 3M Co., General Electric, American Tobacco and Arm-

TOP-50 AGENCIES

All dollar figures are in millions

	Combined Broadcast Billing
1. J. Walter Thompson	\$230
2. Leo Burnett	183.3
3. Young and Rubicam	166.0
4. Ted Bates	154.3
5. BBDO	146.5
6. Dancer-Fitzgerald-Sample	130
7. Foote, Cone & Belding	126.3
8. McCann-Erickson	118.14
9. Grey Advertising	110
10. Benton & Bowles	109
11. Doyle Dane Bernbach	102.8
12. William Esty	97
13. Compton Advertising	76.9
14. Sullivan, Stauffer, Colwell & Bayles	74.4
15. Ogilvy & Mather	71.9
16. D'Arcy Advertising	62
17. Wells, Rich, Greene	52.4
18. Needham, Harper & Steers	51.3
19. Lennen & Newell	49.2
20. N. W. Ayer	46
21. Kenyon & Eckhardt	45
22. Campbell-Ewald	41.7
23. Campbell-Mithun	41.1
24. Norman, Craig & Kummel	39.4
25. Cunningham & Walsh (estimate)	34
26. Post-Keys-Gardner	32
27. Jack Tinker & Partners	29.12
28. Tatham-Laird & Kudner	27.2
29. Papert, Koenig, Lois	26
30. Gardner Advertising	24.5
31. Gumbinner-North	22.2
32. Marschalk	22.18
33. MacManus, John & Adams	20.9
34. Erwin Wasey	19.2
35. Arthur Meyerhoff & Associates	17.6
36. Honig-Cooper & Harrington	16
37. Richard K. Manoff	16
38. Ketchum, MacLeod & Grove	15.6
39. Geyer-Oswald	15.2
40. Parkson Advertising	15
41. Grant	14.06
42. LaRoche, McCaffrey & McCall	13.6
43. Carson/Roberts	13
44. Fuller & Smith & Ross	12.2
45. W. B. Doner	12
46. Clinton E. Frank	11
47. Street & Finney	10.8
48. Edward H. Weiss	10.65
49. Bozell & Jacobs	10.5
50. Warwick & Legler	9.5

..... AND THEIR 1967 RADIO-TV BILLINGS

Total TV	TV Network	TV Spot	Total Radio	Radio Network	Radio Spot	Broadcast Share of Agency's Total Billing	Broadcast Billing Change(\$) From 1966	Agency's Rank in 1966	
\$211.5	\$153.5	\$58.0	\$ 18.5	\$2	\$16.5	59%	+ 5	1	1
171.6	101.9	69.7	11.7	2	9.7	73%	+29.6	4	2
145.6	103.7	41.9	20.4	5.0	15.4	53.9%	+ 3.2	3	3
152.6	86.8	65.8	1.7	0.4	1.3	82.4%	+10.3	5	4
116	66	50	30.5	3.5	27	57%	-32.5	2	5
125	65	60	5	0.5	4.5	83%	+10	6	6
113.7	85.8	27.9	12.6	2.5	10.1	64%	+12.3	8	7
98.94	65	33.94	19.2	1.7	17.5	48%	- 1.86	6	8
103	60	43	7	1	6	69%	+13	10	9
104.7	75	29.7	4.3	1.4	2.9	77.3%	- 1	9	10
96	61	35	6.8	0.3	6.5	57.3%	+ 5.8	10	11
86	57	29	11	2	9	75%	+ 1	12	12
71.9	48.9	23	5	2.9	2.1	64%	+ 7.9	14	13
67.2	41.7	25.5	7.2	1.5	5.7	78.3%	- 0.4	13	14
63.3	25.6	37.7	8.6	0.9	7.7	72%	+12	15	15
53	24	29	9	3.5	5.5	53%	+ 4.8	17	16
50.4	31	19.4	2	0.3	1.7	83%	+46.2	*	17
38.4	22.2	16.2	12.9	6.5	6.4	65%	- 8.2	16	18
42.6	25	17.6	6.6	1.1	5.5	45.8%	- 6.2	19	19
40.25	30.19	10.06	5.75	1.15	4.6	40%	- 9.62	18	20
39.1	24.7	14.4	5.9	0.8	5.1	53%	+ 2.6	20	21
33.2	25	8.2	8.5	5	3.5	33%	+ 1.7	21	22
31.6	14.7	16.9	9.5	0.7	8.8	56%	+ 5.3	24	23
37.7	18.4	19.3	1.7	0.1	1.6	65.7%	+ 1.1	22	24
27	16	11	7	2	5	60%	- 2	23	25
28.9	18.7	10.2	3.1	0.2	2.9	73.2%	+ 2.3	26	26
28.98	16.1	12.88	0.14	0.125	0.015	77%	+ 1.02	28	27
26.4	16.8	9.6	0.8	0.1	0.7	57.9%	- 3.8	25	28
25	11.5	13.5	1	—	1	72%	+ 0.5	30	29
18.9	10	8.9	5.6	1.3	4.3	43.8%	- 4	27	30
20	13.2	6.8	2.2	0.2	2	51%	+ 3.6	31	31
21.63	4.43	17.2	0.55	0.4	0.15	43%	- 5.12	29	32
11.5	10	1.5	9.4	3.4	6	22%	+ 4.5	35	33
16	10	6	3.2	1.7	1.5	46%	- 1	33	34
13.2	0.2	13	4.4	1.4	3.0	88%	- 0.3	34	35
13.2	1	12.2	2.8	0.1	2.7	74%	+ 3	39	36
15	9.5	5.5	1	0.3	0.7	80%	+ 3.5	41	37
12.4	5	7.4	3.2	—	3.2	23%	+ 1.1	37	38
12.9	3.9	9	2.3	1.3	1	27%	+ 0.1	36**	39
15	14.5	0.5	—	—	—	95%	+ 1.9	38	40
9.25	2	7.25	4.81	1.8	3.01	38%	+ 1.56	41	41
13.38	10.03	3.35	.220	—	0.22	42.5%	*	*	42
11.7	7.5	4.2	1.3	—	1.3	62%	+ 0.8	44	43
10	8	2	2.2	—	2.2	19%	- 6	32	44
8	5	3	4	1	3	75%	- 1	39	45
10	4.5	5.5	1	0.2	0.8	33%	No change	45	46
9	4.8	4.2	1.8	1.5	0.3	71%	No change	46	47
10	6	4	0.65	—	0.65	46%	+ 0.5	47	48
9.5	6.7	2.8	1	0.6	0.4	33%	*	*	49
7.9	7.3	0.6	1.6	1.2	0.4	30.6%	- 2.72	43	50

*Not listed in 1966 top 50.
**Geyer-Morey-Ballard 1966 listing

10-year track record of 1967's top 10 agencies

Radio-TV billings in millions of dollars. Figures in parenthesis () indicate rank.

Agency	1967	1966	1965	1964	1963	1962	1961	1960	1959	1958
JWT	\$230 (1)	\$225 (1)	\$178 (1)	\$151 (1)	\$144 (1)	\$133 (1)	\$125 (1)	\$126 (1)	\$124.5 (1)	\$113.5 (1)
Burnett	183.3 (2)	153.7 (4)	131.6 (5)	111.3 (5)	90.2 (7)	98.5 (5)	75.6 (7)	65.6 (7)	58.6 (7)	54.3 (7)
Y&R	166.0 (3)	162.8 (3)	146 (2)	128.8 (2)	127.1 (2)	115 (2)	95.7 (4)	106 (2)	102.5 (3)	95.2 (3)
Bates	154.3 (4)	144 (5)	143 (3)	126.3 (3)	113.84 (3)	115 (2)	117.5 (2)	105 (3)	95 (4)	84 (5)
BBDO	146.5 (5)	179 (2)	132.2 (4)	123.3 (4)	104.5 (4)	100 (4)	100.8 (3)	91.5 (5)	88 (5)	88 (4)
D-F-S	130 (6)	120 (6)	100 (8)	92 (8)	80 (9)	75 (7)	69.4 (8)	62.4 (8)	58 (8)	48.7 (8)
FC&B	126.3 (7)	114 (8)	103.8 (7)	88.19 (9)	70.89 (11)	57.3 (13)	51.5 (13)	46 (13)	40.3 (14)	35.5 (14)
M-E	118.14 (8)	120 (6)	107 (6)	93.2 (7)	94.5 (5)	66.3 (10)	*91.9 (5)	*105 (3)	*108 (2)	*102 (2)
Grey	110 (9)	97 (10)	81 (11)	54 (15)	45 (15)	40 (16)	30.5 (17)	26.2 (19)	22.1 (18)	16.5 (22)
B&B	109 (10)	110 (9)	100 (8)	100 (6)	92 (6)	84 (6)	83 (6)	80.5 (6)	75.9 (6)	66.5 (6)

*Includes billing of McCann-Marschalk before 1962.

strong Cork. Spot-TV investors were 3M, American Tobacco, Gillette, Lever Bros. and Pepsico.

In radio, BBDO spent a hefty \$30.5 million. Among those active in network radio were American Tobacco, Dodge, du Pont and Campbell Soup. Substantial spot radio advertisers were du Pont, Campbell Soup, B. F. Goodrich, Schaefer Brewery and Pepsico.

Benton & Bowles: Combined TV-radio billing \$109 million; \$104.7 million in TV (\$75 million in network, \$29.7 million in spot); \$4.3 million in radio (\$1.4 million in network, \$2.9 million in spot); TV-radio share of over-all billing: 77.3%.

Broadcast spenders Procter & Gamble (Crest, Scope, Ivory Snow, Zest and Prell), General Foods (Birds Eye, Gravy Train, and Post) and American Motors Corp. helped raise B&B's radio-TV share of over-all billings by 3% over 1966, despite a \$1-million drop in over-all radio-TV billing.

The agency resigned three major accounts: \$12-million American Motors (\$8.4 million in radio-TV), \$4-million Canada Dry and GF's \$3-million Post Division (both \$2.6 million in radio-TV). To introduce its new mint-flavored Crest, P&G launched a heavy across-the-board spot and network TV campaign. Before dropping American Motors, B&B placed four CBS-TV specials as well CBS Radio participation for the account. Other TV participations were handled for Sterling Drug (ABC-TV), S. C. Johnson & Son (NBC-TV), Vick Chemical Co. (ABC-TV and NBC-TV and 42 spot-TV markets), and GF's Birds Eye and Toast'em Pop-Ups. Texaco committed \$2.5 million for participation in ABC-TV's 1968 Winter and Summer Olympics.

Radio spot advertisers were Texaco and Beech-Nut Life Savers. B&B this year acquired the Allied Chemical's Industrial Chemical and International Divisions.

Bozell & Jacobs: Combined TV-radio billing \$10.5 million; \$9.5 million in TV (\$6.7 million in network, \$2.8 million in spot); \$1 million in radio (\$600,000 in network, \$400,000 in spot); TV-radio share of over-all billing: 33%.

This Omaha-based agency, which last August acquired Emerson Foote Inc., New York, and its \$7.8 million in billings (43% broadcast), moves into the top-50 list with such clients as Mutual of Omaha Insurance (NBC-TV's fully sponsored *Wild Kingdom* series); and from Emerson Foote the Norcliff Labs' OraFix and Albolene Mist and Combe Chemical's Johnson's Foot Soap and Grecian Formula (both network and spot TV users) and WTS Pharmacraft (spot TV).

Leo Burnett: Combined TV-radio billing \$183.3 million; \$171.6 million in TV (\$101.9 million in network, \$69.7 million in spot); \$11.7 million in radio (\$2 million in network, \$9.7 million in spot); TV-radio share of over-all billing: 73%.

Burnett's rise from fourth to the second spot in the top-50 listing is by virtue of its acquisition in the spring of D. P. Brother & Co., Detroit (BROADCASTING, March 20, 1967), coupled with a continuing thrust in broadcast billing that by 1966 had made Leo Burnett Co. the fourth largest TV-radio billing agency.

D. P. Brother & Co., now a Burnett division, added its strong automotive accounts to Burnett's heavy business in consumer and package goods and foods. Combined billings were estimated in March at about \$265 million with two-thirds in broadcast. Burnett's broadcast increase over last year comes to nearly \$30 million.

Most of Burnett's TV billing comes from Allstate, Kellogg, Nestle, Philip Morris, Pillsbury, Procter & Gamble, Schlitz, United Air Lines and Vick Chemical (network participations and spot). All of these advertisers, with the exception of Philip Morris and Vick

Chemical, are in spot and radio, and Allstate and Kellogg also are in network radio.

D. P. Brother's broadcast-active automobiles include Oldsmobile, AC Spark Plug, General Motors Guardian Maintenance and Harrison Radiator Divisions, among others.

Campbell-Ewald: Combined TV-radio billings \$41.7 million; \$33.2 million in TV (\$25 million in network, \$8.2 million in spot); \$8.5 million in radio (\$5 million in network, \$3.5 million in spot); TV-radio share of over-all billings: 33%.

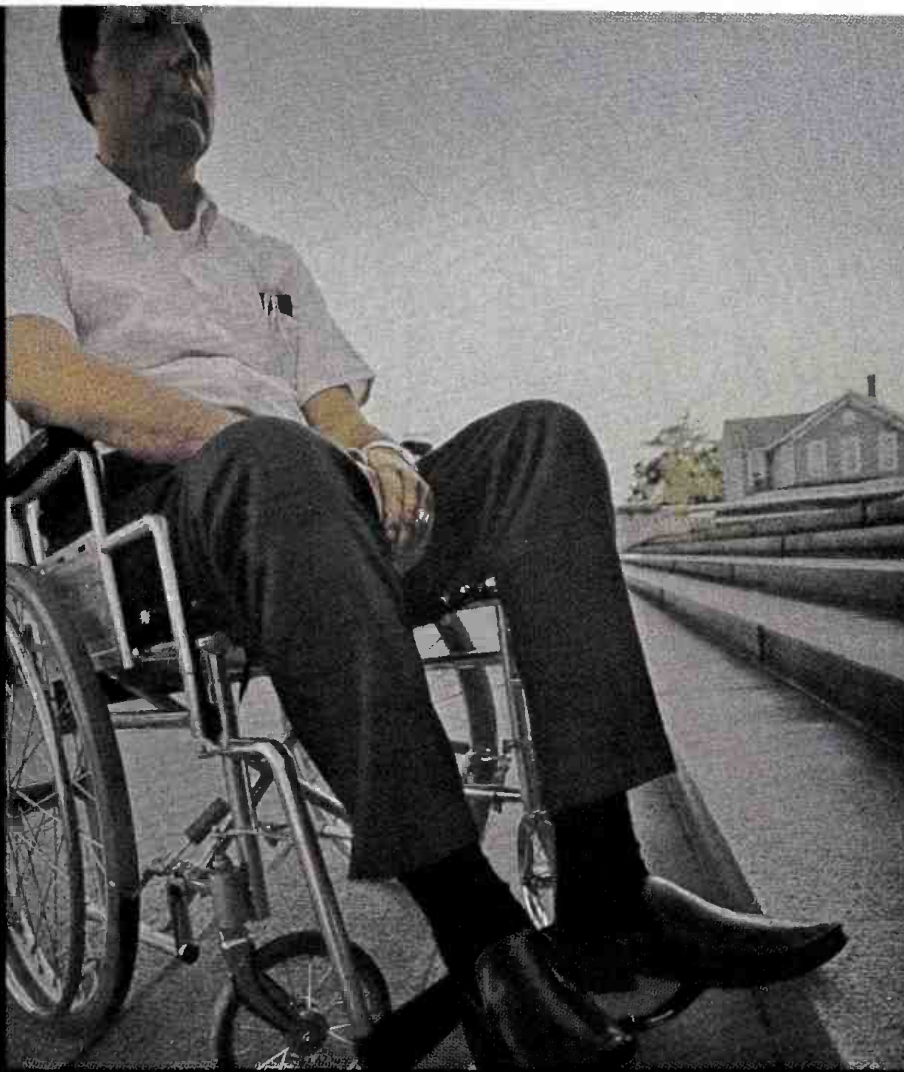
Campbell-Ewald's billing information traditionally has been a house secret. This year the agency is disclosing total billing but not any details. The revised total for 1967 will run close to \$35 million, including the Australian agency acquired last year, now Coudrey-Campbell-Ewald of Sydney and estimated to bill under \$10 million.

Revised domestic billing for Campbell-Ewald now is estimated at about \$125 million (1966 estimate was \$118 million) with one-third going into broadcast. TV continues to get the larger share but radio is improving. Basic billing comes from Chevrolet and other General Motors divisions including Delco, United Motors Service Division and GM Acceptance Corp.

Early in the year Campbell-Ewald acquired the Admiral Corp. account, then billing about \$10 million, but its activity since then has been considerably less and largely nonbroadcast. Dropped was Alberto-Culver Rinse Away rinse and shampoo plus other products.

Campbell-Mithun: Combined TV-radio billing \$41.1 million; \$31.6 million in TV (\$14.7 in network, \$16.9 in spot); \$9.5 million in radio (\$700,000 in network, \$8.8 million in spot); TV-radio share of over-all billing: 56%.

This year the agency, with headquarters in Minneapolis, added three accounts, Palmers Writers School, Wilson



In Fort Wayne 16,000 people can't eat where they want, worship where they want, or visit the public library.

There are no signs telling them to keep out. No angry men blocking doorways.

But the barrier is there. An Architectural Barrier.

That's the name Dick MacDonald, of WOWO Radio used to label the problem.

Dick was told of this barrier by a young paraplegic named Eugene Rugh. How flights of stairs, revolving doors and even high curbs kept him from performing the everyday functions most people take for granted. Eugene pointed out that this problem wasn't his alone. That it was shared by over 16,000 other handicapped people in the Fort Wayne area.

Dick MacDonald was concerned enough to investigate the situation. Not by thumbing through architectural blueprints, or by talking to the City Fathers. But by getting a wheelchair and spending an entire day following Eugene Rugh.

He found the stairs leading to City Hall and the Public Library insurmountable. The only way he could get into the Post Office was by the loading ramp.

He discovered he could easily visit almost any church in town. As long as there were two strong men to carry him in.

After Dick MacDonald saw the facts, he knew he had to wake up the community. He produced a half hour documentary for station WOWO Radio. He told the story the way he experienced it. The way he felt the frustration. The humiliation.

Fort Wayne responded. Slowly but surely, things began to happen. Plans for the new Public Library were changed to include ramps and wider doors.

All public buildings in the future would be designed for easy access by the handicapped.

Even private architects asked WOWO what they could do to help.

WOWO feels that creating awareness is the purpose of any good radio station. And no matter if a problem affects 16 or 16,000 we'll try to be the first to do something about it.

WOWO RADIO GROUP
1190 **W**
WESTINGHOUSE BROADCASTING COMPANY

RADIO-TV BILLINGS SET NEW HIGHS continued

Meat with Ideal dog food and Best Western motels; lost one, American Dairy Queen, a network TV user, and increased its billing \$5.3 million, with the greatest rise in TV.

Major spot-TV users include Pillsbury, Gold Seal, Hamm's Beer, Malt-O-Meal, Top Value Stamps and La Choy Chinese Food. Pillsbury, Gold Seal and Hamm's also use network TV. Spot-radio clients include Hamm's, La Choy, Pillsbury, Northwest Orient Airlines and A. E. Staley Co.

Carson/Roberts Inc.: Combined TV-radio billing \$13 million; \$11.7 million in TV (\$7.5 million in network, \$4.2 million in spot); \$1.3 million in radio (all in spot); TV-radio share of over-all billing: 62%.

Again Los Angeles-based agency's billings rose, this year by \$800,000—\$400,000 in TV and \$400,000 in radio. One client was added: Universal Pictures, a spot-TV and radio user. Four accounts were resigned: Packard Bell, in spot TV and radio; Rainier Beer, in network and spot TV and spot radio; McDonald's hamburger franchises, TV and radio advertiser, and Douglas Oil (spot radio). C/R's clients in network and spot TV are Mattel Toymakers and Max Factor; in spot TV and radio, Universal, Nalley's and Fred-Mart; in spot TV alone, Purex, and spot radio, Baskin-Robbins and Mission Pak.

Compton Advertising: Combined TV-radio billing \$76.9 million; \$71.9 million in TV (48.9 million in network, \$23 million in spot); \$5 million in radio (\$2.9 million in network, \$2.1 million in spot); TV-radio share of over-all billing: 64%.

Compton added almost \$8 million in broadcast billing during the year, reflecting a substantial increase in expenditures from L & M Filter cigarettes, which it acquired in the late spring of 1966, and new billing from Quaker Oats. Network TV was the single largest growing segment, increasing by more than \$6 million.

In network TV, Compton is the agency of record for *Green Acres* and *Smothers Brothers* on CBS. Other substantial network-TV spenders are Boyle-Midway, Consolidated Cigars, Norwich Pharmacal and the American Dairy Association. Spot-TV advertisers include L & M, P & G, Eversharp, Boyle-Midway and Norwich. Network radio was represented by L & M, American Dairy Association and Eversharp and spot radio by L & M and Norwich.

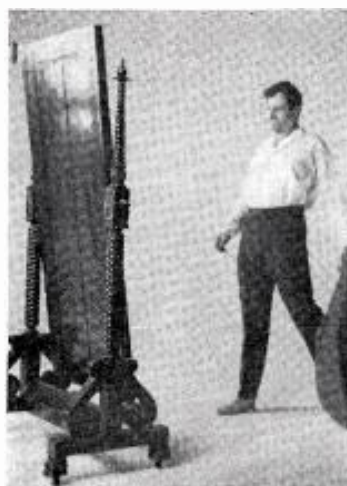
Cunningham & Walsh: Combined TV-radio billings: \$34 million; \$27 million in TV (\$16 million in network, \$11 million in spot); \$7 million in radio (\$2 million in network, \$5 million in

spot); TV-radio share of over-all billings: 60%.

C&W's major clients in TV are: Jergens, Folger's, Old Milwaukee Beer, American Home Products, Fireman's Fund (insurance), Sunshine Biscuit, AT&T, Sterling Drug, Connecticut General Life Insurance and Western Electric.

Major radio accounts are Geigy Chemicals, Qantas Airways, Connecticut General and the Yellow Pages.

Dancer-Fitzgerald-Sample: Combined TV-radio billing \$130 million; \$125 million in TV (\$65 million in network, \$60 million in spot); \$5 million in radio (\$500,000 in network, \$4.5 million in spot). TV-radio share of over-



Slacks get him panting

Against a background of Olé-like cheers of "Levi's! Levi's!", a bathrobed hombre with a receding hairline, takes a pair of Levi slacks out of a gift box, puts them on and play-acts the matador, in a new 60-second color TV spot to be aired in December.

This bull-ring fantasy was conceived by Honig-Cooper & Harrington, San Francisco and produced by EUE Screen Gems. The aim is to create a very exciting and fresh approach to the woman who buys men's slacks for gifts, says Bud Robinson, Levi's advertising manager.

Levi's commercial will appear on the following ABC-TV daytime programs: *Newlywed Game*, *Dream Girl*, *How's Your Mother-In-Law*, *Donna Reed Show*, *The Fugitive*, *General Hospital* and *Everybody's Talking*.

all billing: 83%.

D-F-S winds up the year with \$10 million more in broadcast billings and a gain of 3% in its broadcast share of over-all billings.

D-F-S accounts spending in TV and radio are Best Foods Division of Corn Products Co., Procter and Gamble, R. J. Reynolds Tobacco, General Mills Inc., Ralston Purina Co., Falstaff Beer and American Cyanamid.

D'Arcy Advertising: Combined TV-radio billing \$62 million; \$53 million in TV (\$24 million in network, \$29 million in spot); \$9 million in radio (\$3.5 million in network, \$5.5 million in spot); TV-radio share of over-all billing: 53%.

D'Arcy's TV-radio estimated expenditures climbed by almost \$5 million over 1966, attributable to a comfortable gain in over-all billing by the agency. Television jumped by almost \$4 million and radio by about \$1 million.

The agency's hefty spot-TV revenue accrues from such advertisers as General Tire & Rubber Co., Royal Crown Cola Co., Lufthansa German Airlines, Anheuser-Busch Inc. and Gerber Products. Major network-TV advertisers are Gerber, Anheuser-Busch, Bigelow-Sanford and American Oil Co.

W. B. Doner: Combined TV-radio billing \$12 million; \$8 million in TV (\$5 million in network, \$3 million in spot); \$4 million in radio (\$1 million in network, \$3 million in spot); TV-radio share of over-all billing: 75%.

Doner's broadcast billings declined \$1 million during 1967, all in spot TV. Network television billings increased \$1 million, spot radio \$500,000.

The reduction in spot-TV advertising apparently represented a reallocation of priorities. The agency resigned no major accounts during the year, and added the Roman Co.'s household products (bleaches, starches, etc.), which are major TV billers.

Doyle Dane Bernbach: Combined TV-radio billing \$102.8 million; \$96 million in TV (\$61 million in network; \$35 million in spot); \$6.8 million in radio (\$300,000 in network; \$6.5 million in spot); TV-radio share of over-all billing: 57.3%.

The radio-TV share at DDB this year grew from an estimated \$97 million last year to \$102.8 million for 1967. DDB placed \$10 million more in network TV in 1967 compared to 1966. In contrast, the agency spent only \$35 million in spot TV this year, compared to \$41 million in 1966.

DDB lost one major account—Rheingold Beer—but picked up three other companies billing substantial amounts in broadcasting: General Telephone and Electronics, Whirlpool Corp. and Gablinger's Beer. DDB's big TV spenders

are Avis, American Airlines, Lever Bros., Gillette Safety Razor Co., Polaroid Corp. and Volkswagen. Radio accounts are Lever, General Foods, Polaroid and American Airlines.

Erwin Wasey: Combined TV-radio billing \$19.2 million; \$16 million in TV (\$10 million in network, \$6 million in spot); \$3.2 million in radio (\$1.7 million in network, \$1.5 million in spot); TV-radio share of over-all billing: 46%.

Wasey in 1967 was assigned the Carnation Co. (Contadina foods) account from Marschalk, also an Interpublic subsidiary, and has increased its broadcast spending slightly. The agency now bills entirely out of Los Angeles where it relocated from New York in late 1966. Other broadcast-active accounts at Wasey have been Gulf Oil and Tampana balm.

William Esty Co.: Combined TV-radio billing \$97 million; \$86 million in TV (\$57 million in network, \$29 million in spot); \$11 million in radio (\$2 million in network, \$9 million in spot); TV-radio share of over-all billing: 75%.

Esty's total TV billings grew this year by \$2 million; the firm's billings in radio, however, dropped from \$12 million to \$11 million, with spot radio feeling the cutback.

Major network-TV advertisers were R. J. Reynolds, Union Carbide, Chesebrough-Ponds, Sun Oil Co., National Biscuit Co., Colgate-Palmolive and American Home Products. All the companies also placed spot TV.

Network radio advertisers include R. J. Reynolds Tobacco, Union Carbide, Colgate-Palmolive and American Home Products.

Esty in 1967 also picked up a number of major accounts. Among them were Bisodol, Ultra Brite toothpaste, Roman Products, Winston Super Kings, Salem Super Kings and Winston Menthol cigarettes.

Foote, Cone & Belding: Combined TV-radio billing \$126.3 million; \$113.7 million in TV (\$85.8 million in network, \$27.9 million in spot); \$12.6 million in radio (\$2.5 million in network, \$10.1 million in spot); TV-radio share of over-all billings: 64%.

FC&B's broadcast billings increased more than 10% during the year, with the addition of Merrill, Lynch, Pierce, Fenner & Smith, Falstaff Brewing and California Bank Card Association offsetting the loss of Sara Lee. Radio, particularly network radio, got a disproportionate share of the increase: Network radio went from \$1 million to \$2.5 million, spot from \$9 million to \$10.1 million.

Clinton E. Frank Inc.: Combined TV-radio billing \$11 million; \$10 million



Noncommercial commercials for savings and loans

Two cameramen from KSTP-TV St. Paul, Minn., were in a studio in New York's Harlem to produce a two-minute segment focusing on Bayard Rustin, a civil rights leader, and Harold W. Greenwood Jr., president of the Midwest Federal Savings and Loan Association, Minneapolis. The camera crew was not shooting a documentary on civil rights or a TV special for Minneapolis-St. Paul audiences but a commercial for the loan association that Mr. Greenwood calls a "noncommercial commercial."

The segment will be used under Midwest Federal's sponsorship on a two-minute break within NBC-TV's

Meet The Press program and is part of a weekly series called "Comment Capsule," in which Mr. Greenwood has held discussions with well-known figures. They have included Bishop Fulton J. Sheen, Dr. Billy Graham (see photo), and Senator Robert Kennedy (D-N.Y.). The only commercial identification comes at the beginning when Mr. Greenwood is introduced as president of the Midwest Federal Savings and Loan Association.

"We are pleased with the capsules," Mr. Greenwood remarked last week. "They have drawn quite a bit of fan mail."

in TV (\$4.5 million in network, \$5.5 million in spot); \$1 million in radio (\$200,000 in network, \$800,000 in spot); TV-radio share of over-all billing: 33%.

Frank's broadcast billing continues at about the same level although the agency itself has been expanding this past year. Frank acquired Rockmore, Garfield & Shaub of New York, billing about \$3 million, and the non-Shulton Inc. business of Wesley Advertising, also New York, representing about \$4 million.

Major spot-TV users are Continental Oil, Hamilton Beach, Curtiss Candy and Toni. Spot radio is used by Continental Oil and Wrigley among others. Reynolds Metal, Toni and Kemper Insurance use some network TV while Wurlitzer and Kohler are network radio users.

Fuller & Smith & Ross: Combined TV-radio billing \$12.2 million; \$10 million in TV (\$8 million in network, \$2 million in spot); \$2.2 million in radio (all

spot); TV-radio share of over-all billing: 19%.

A \$6-million drop in broadcast billing this year puts F&S&R back to its 1965 level. Radio-TV represented only a 19% share of total billings, compared to the 30% share in 1966. The agency during the year lost Air France and Helena Rubinstein, but acquired Alcoa, Olin Mathieson and Ciba Agrochemical Co. Its network-TV clients included Coats & Clark, Helena Rubinstein, True Temper, Alcoa and Skil. Heavy in spot TV were Transogram (148 markets), Mobil, Seabrook Farms and Helena Rubinstein. Using radio were Air France, CIT and Mobil.

Gardner Advertising: Combined TV-radio billing \$24.5 million; \$18.9 million in TV (\$10 million in network, \$8.9 million in spot); \$5.6 million in radio (\$1.3 million in network, \$4.3 million in spot); TV-radio share of over-all billing: 43.8%.

A marked shift in spending patterns among broadcast accounts brought con-

siderable change this year to Gardner's TV-radio figures. Clients put more in network television, less in spot television and several reduced their expenditures in spot TV. As a consequence, the share of over-all billing was off, and the total broadcast down (from \$28.8 million in 1966). Broadcast ac-

counts: Ralston-Purina; Pet Inc.; American Tobacco (cigar division, principally TV-active Roi-tan); Alitalia Air Line; Anheuser-Busch (Bush Bavarian beer); Bissell Inc.; A & P; Grove Division of Bristol-Myers; Sun-Ray DX oil; Southwestern Bell Telephone, and Joe Lowe (popsicles).

A New York accent in West Coast commercials

There's a ringer in the Hollywood film-commercial business. It's Pelican Films, a 13-year-old New York based company that has invaded the West Coast with Eastern production ideas. Pelican has set up a Hollywood office to savor what it considers the best of two possible worlds. For the film-production company likes that Southern California weather and the region's proximity to varied locations, but still wants to give its commercials that sharp, hard-hitting, New York-flavored graphic touch.

So Pelican's Hollywood staff—six people including Tom Anderson, vice president in charge—takes advantage of Southern California's weather, its locations, its supposedly more disciplined and better organized film crews, its longer nondouble-time work day (10 hours compared to New York's eight-hour day) and more cooperative civic authorities. But, all the Pelican film commercials,

produced for such clients as Pepsico, Plymouth Fury, Miles Laboratories' One-a-Day vitamin tablets and Falstaff Brewing have a New York touch.

Explains Tom Anderson, one-time producer for BBDO in New York: "Even though the commercials are produced here on the West Coast, they are being produced by New York people who understand the clients and their requirements." According to Mr. Anderson, the New York-oriented, Hollywood-produced commercials have a "more graphic, a more artistic look."

That look soon may spread throughout Europe. For Pelican has just formed an affiliation with Peter Simms Ltd., a London-based film maker. The new relationship allows Pelican to shoot anywhere on the continent through the availability of the English company's facilities.



Pelican's look is sharp and realistic. Missing is the pretty and soft Hollywood motion-picture-oriented approach. Pictured above is a shot from a commercial called "Construction." It was produced by

Pelican Films for Miles Laboratories' One-a-Day Brand Multiple Vitamins through Jack Tinker & Partners, which is a division of The Interpublic Group of Companies Inc.

Geyer-Oswald: Combined TV-radio billing \$15.2 million; \$12.9 million in TV (3.9 million in network, \$9 million in spot); \$2.3 million in radio (\$1.3 million in network, \$1 million in spot); TV-radio share of over-all billing: 27%.

While shedding its old name—Geyer, Morey, Ballard—the new Geyer-Oswald kept up last year's broadcast pace, showing a slight gain of \$100,000 in spot radio. The agency, however, fattened its over-all billings by \$3 million through its merger with Long Advertising Inc., San Jose, Calif. The prospect of Sinclair Refining's move of \$5 million out of Geyer next January was soothed by a carload of new accounts, including, among others, Bubble-Up, Interchemical, Whitehall Labs' Duplexin, Sunkist Growers, U. S. Envelope Corp., Mitey-Mix and Del Webb hotels.

Grant Advertising: Combined TV-radio billing \$14.06 million; \$9.25 million in TV (\$2 million in network, \$7.25 million in spot); \$4.8 million in radio (\$1.8 million in network, \$3 million in spot); TV-radio share of over-all billing: 38%.

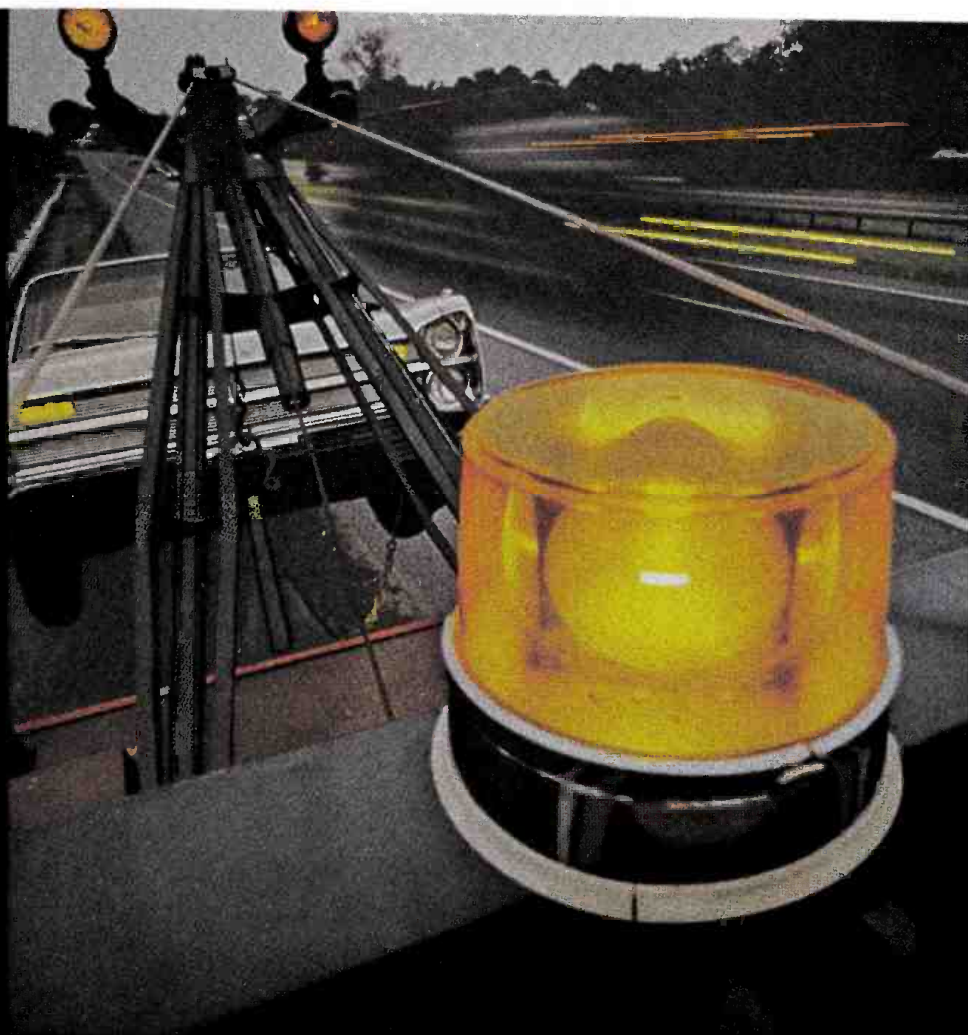
Grant is running about the same level in the broadcast media as before, but through revisions of estimates for this highly decentralized agency the figures show an increase in 1967 over 1966, largely in radio spot. Grant has many offices handling major regional or local accounts, including Dr. Pepper, that are traditional spot users.

Grey Advertising: Combined TV-radio billing \$110 million; \$103 million in television (\$60 million in network, \$43 million in spot); \$7 million in radio (\$1 million in network, \$6 million in spot); TV-radio share of over-all billing: 69%.

Grey Advertising projects a broadcast billing increase in 1967 of \$16 million over 1966's total of \$94 million (revised by the agency from the \$97 million originally submitted). Television accounted for \$14 million of the boost resulting from added business from its old clients and a rash of new accounts, including Canada Dry Corp., Post Division of General Foods, Rheingold Beer and Cities Services Oil Co.

Contributing to Grey's hefty \$49 million investment in spot TV and radio were Block Drug, Bristol-Myers, Cities Service, Ford Motor Co., General Foods, Greyhound Corp., P. Lorillard, Procter & Gamble and Revlon. Active in network radio were Block Drug, Bristol-Myers, Cities Service, Lorillard and Revlon.

Among the network-TV advertisers were Block Drug (*Lawrence Welk Show* on ABC and *Gunsmoke* and *Petticoat Junction* on CBS); Bristol-Myers on *Get Smart* on NBC and Ford Motor



If you break down on the Santa Ana Freeway, it could cost you a week's salary to get home.

Day and night, a number of tow trucks cruise the California highways just looking for people in trouble. The police call them roadrunners. The people they've rescued call them thieves.

One man, stalled on the Santa Ana Freeway, was towed 16 miles. The bill was \$117. And it could have been worse; another driver paid \$205 for a three mile tow.

Incidents like these led Charles Arlington, a reporter for Group W station KFWB, in Los Angeles, to begin an investigation.

First he spoke to the victims. They told him that no roadrunner ever sets a price till the job is done. Then he wants cash. On the spot. Or he'll tow your car back to his lot and add a daily storage charge till he collects.

Next Arlington talked to the police. And heard about a man who had a heart attack in his car. An ambulance took him away, and a roadrunner, with nobody's permission, took the car. Three months later, the widow was told where it was and how much she'd have to pay in towing and storage charges to get it back. If she didn't pay, they would sell the car and keep the money.

The police couldn't do a thing.

They admit they have little control over the roadrunners. No laws in California regulate tow truck rates.

Arlington went on to interview insurance men, legitimate towing companies and auto club representatives. Each of whom added a new angle to his story.

Finally he had enough information to go on the air. In a special KFWB documentary he told the public about the roadrunners. He warned motorists how to avoid them. And told them what to do when they needed towing.

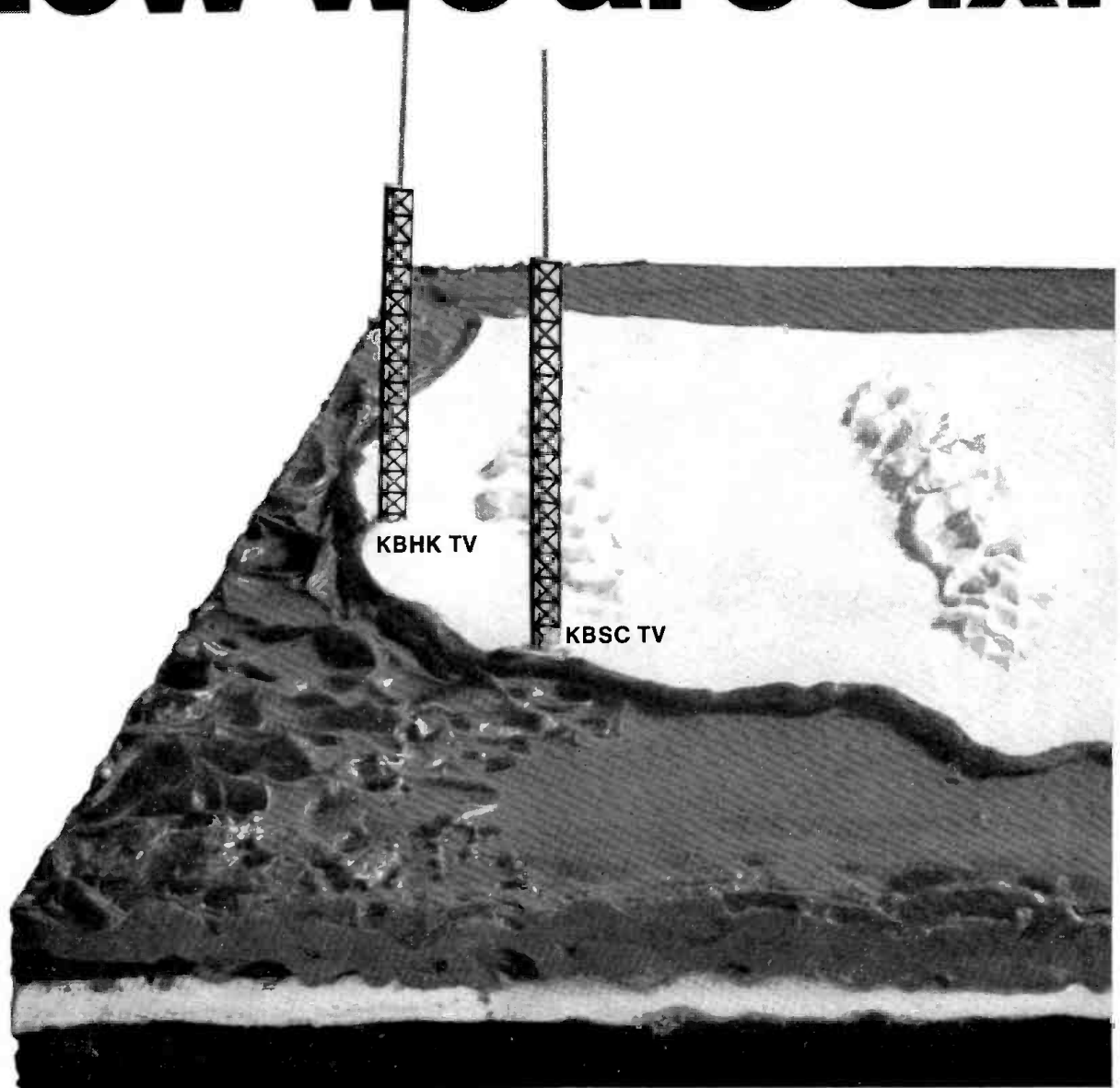
Arlington also called for action on the part of state and local legislators. He asked that maximum and minimum price regulations be set. And recommended establishment of a code of ethics.

Hopefully, the roadrunners will soon be run off the roads. Charles Arlington has gotten things started by creating awareness. Awareness that has already led to public indignation.

Awareness that we feel sure will lead to action.

GROUP
KFWB RADIO 98
WESTINGHOUSE BROADCASTING COMPANY

Now we are six!



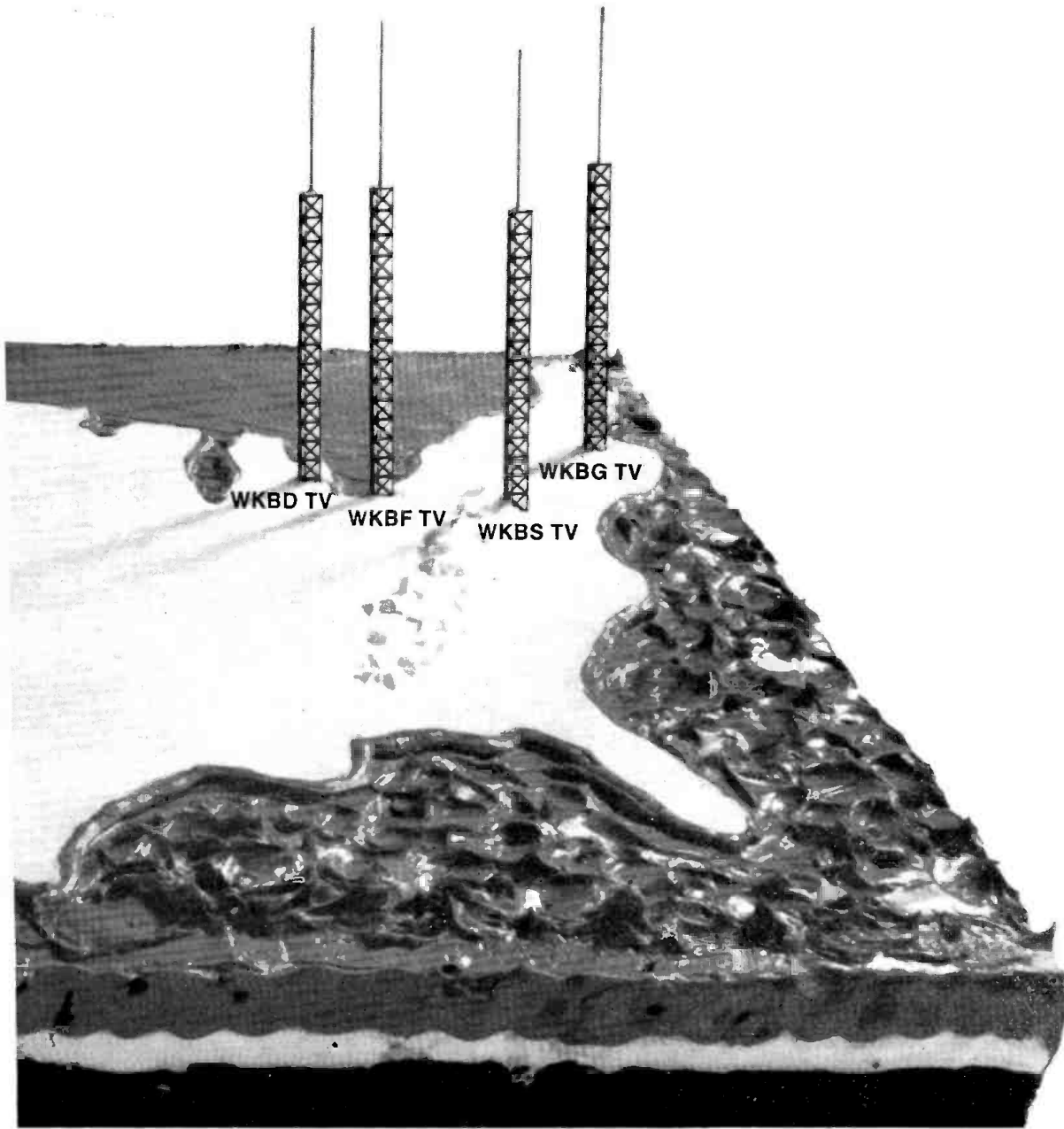
UHF PENETRATION		JANUARY 1968
	% of Total Homes	Total UHF Homes
PHILADELPHIA	72%	2,002,100
DETROIT	68	1,107,500
BOSTON	55	900,200
SAN FRANCISCO	55	831,700
LOS ANGELES	55	1,764,900
CLEVELAND	45	590,800

Source: AVCO Research Projections

ON JANUARY 2ND, KAISER BROADCASTING TV WILL BE IN SIX OF THE TOP EIGHT MARKETS.

The chart tells the story. Kaiser Broadcasting serves 7.1 million homes in six of the top eight markets—and with penetration growing every day.

What the chart *doesn't* tell is the big-time programming story that's been making the difference for Kaiser. Big-time local shows (it was on Kaiser's Lou Gordon program that Governor Romney made his celebrated "brainwashed" statement). Big-time sports like the Celtics, Warriors, Pistons, Flyers and Red Wings. Big-time syndicated series like "I Love



Lucy," "Flintstones," "Combat," and "Perry Mason."

What the chart *doesn't* tell is the way Kaiser stations are changing viewing habits. In Philadelphia, the February-March '67 ARB report showed that WKBS was the most-viewed UHF station in the country; in Detroit, WKBD, a UHF station, has seriously challenged its independent VHF competitor and proved that a fifth station can flourish in what had been a four-station market; in Boston, WKBG shows significant rating figures in less than a year of operation. And you can look for the same kind of performance when KBHK San Francisco and WKBF Cleveland go on the air January 2.

And what the chart *doesn't* tell are the even bigger *future* plans Kaiser Broadcasting has.

KAISER BROADCASTING

KAISER TELEVISION

KBHK TV serving San Francisco
 KBSC TV† serving Los Angeles
 WKBD TV serving Detroit
 WKBF TV** serving Cleveland
 WKBG TV* serving Boston
 WKBS TV serving Philadelphia

KAISER RADIO

KFOG serving San Francisco
 WCAS* serving Cambridge
 WJIB* serving Boston

*operated in partnership with the Boston Globe
 **operated in partnership with The Superior Broadcasting Corp.
 †application for change from KMTW TV pending

Data based on estimates provided by the sources indicated and are subject to the qualification of the service.

Co. for the *Mutiny on The Bounty* special on ABC-TV.

Gumbinner-North: Combined TV-radio billing \$22.2 million; \$20 million in TV (\$13.2 million in network, \$6.8 million in spot); \$2.2 million in radio (\$200,000 in network, \$2 million in spot); TV-radio share of over-all billing: 51%.

G-N's broadcast billing, which includes subsidiary North Advertising Inc., Chicago, moved up \$3.6 million over 1966, due in part to the newly added business of the Paper Mate Co., Hartz Mountain products, Thayer Labs, and Chock Full O'Nuts. During the year, the agency lost Remco Industries, Rheingold's Knickerbocker beer and Whitehall Labs' Heet. Active in TV and radio was the Toni Co., an alternate-week sponsor of *The Lucy Show* on CBS-TV. Clients using network and spot TV: Armour grocery product, Paper Mate, American Home Product, Phillips Van Husen Corp., and Thayer Labs. Paper Mate, Midas and Bercut-Richards Packing Co. were spot radio users.

Honig-Cooper & Harrington: Combined TV-radio billing \$16 million; \$13.2 million in TV (\$1 million in network, \$12.2 million in spot); \$2.8 million in radio (\$100,000 in network, \$2.7 million in spot); TV-radio share of over-

all billing: 74%.

Broadcast billings of this San Francisco-based agency increased by \$3 million over 1966 estimates, with the share of overall billings jumping from 62% to 74%. Boosts in network and spot TV and spot radio account for the increase in billings, while the network radio total remained the same. Spot TV was by far the most popular buy.

H-C&H's only client using network TV is Levi Strauss, which also uses spot radio, while Farmers Insurance is the only company to use network radio, in addition to spot TV and radio. Other users of spot TV and radio are C&H Sugar, Blitz-Weinhard Beer, United Vintners, Bell Brand Foods, Thrifty Drugs, Kal Kan Foods, DEP Corp. and First Charter Financial Corp. The Clorox Co. is in spot TV; Von's Grocery, State Savings & Loan and Angelus Furniture concentrate in spot radio.

Kenyon & Eckhardt: Combined TV-radio billing \$45 million; \$39.1 million in television (\$24.7 million in network, \$14.4 million in spot); \$5.9 million in radio (\$800,000 in network, \$5.1 million in spot); TV-radio share of over-all billing: 53%.

Kenyon & Eckhardt reported an increase in broadcast spending of almost \$2.5 million over 1966, although its over-all billing for 1966 declined from

V.I. moves to spot-TV

The U. S. Virgin Islands, which in the past placed all of its tourist advertising in print, is moving to spot television for the first time. The Lampert Agency, New York, which handles the islands' ad budget, said a tourist-promotion campaign that started yesterday (Nov. 26) on WRC-TV Washington was the kickoff in spot to be extended to the New York area in the spring and two or three other markets as they develop. The buy in Washington includes 60-second announcements and 20-second spots inserted in the early and late evening news, and within the format of the *Today* and *Tonight* programs.

last year by about \$7 million to \$8 million. Contributing factors in the dip were the strike at Ford that affected Lincoln-Mercury spending and budget cutbacks by several other advertisers. A bright spot is that in the last quarter of 1967 K&E has added new clients, including Air France and portions of Helena Rubenstein products.

Network-TV billing came from Lincoln-Mercury on *FBI* on ABC, pregame telecast of *NFL Football* on CBS and National Biscuit Co. on *The Ed Sullivan Show* on CBS. Spot-TV and spot-radio purchasers during the year were Lincoln-Mercury, Lehn & Fink, Magnavox, Beecham, R. T. French and William Underwood Co. Network radio sponsors were Lincoln-Mercury and Quaker State Oil.

Ketchum, MacLeod & Grove: Combined TV-radio billing \$15.6 million; \$12.4 million in TV (\$5 million in network, \$7.4 million in spot); \$3.2 million in radio (all spot); TV-radio share of over-all billing: 23%.

A slip from 1966's 30% share to a 23% broadcast-billing share did not prevent KM&G from pushing up its radio-TV by \$1.1 million this year. New clients added during 1967: ESB Inc., United Virginia Bank Shares, Cooper Bessemer, Awrey Bakery, United Engineering & Foundry Co. KM&G retired Alcoa (corporate), U. S. Army Recruiting and Allegheny Airlines.

The agency billed heavily in TV for Alcoa aluminum, Heinz, PPG Industries, Pittsburgh Brewing, Olivetti Underwood and Calgon Corp. (all network and spot); for Brioschi (all spot) and Rubbermaid (all network). Stouffer Foods, Braun baking, Westinghouse

Three more agencies bid accounts goodbye

The Madison Avenue version of checkers stepped up its tempo last week as Doyle Dane Bernbach and LaRoche McCaffrey & McCall resigned their Rheingold Breweries accounts, and Compton dropped its nearly \$3 million worth of American Home Products' Boyle-Midway Division business.

The new players joined Ted Bates, which the week before resigned \$20 million in American Home Products accounts (BROADCASTING, Nov. 20).

Rheingold's new, no-carbohydrate Gablinger's beer will follow Jan. 1 the Rheingold brand itself in its move last June from Doyle Dane Bernbach to Grey Advertising. DDB had conducted test-marketing and introduced the new brand in New York in June. "Two months later," according to the agency, "Gablinger's had gained a market share which exceeded the goal set by the client."

Under Expectations ■ Gablinger's was projected to bill an annual \$6 million, but according to industry sources "was running considerably short of that."

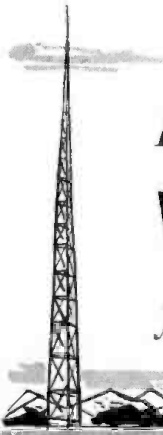
LaRoche's resignation of the approximately \$1.7-million (\$1.4 in broadcast) Ruppert-Knickerbocker account sent it back to Gumbinner-North, whence it had come July 18.

Rheingold Breweries announced two weeks ago the cancellation of all cancellable media "for seasonal reasons" after it reported a third-quarter loss of more than \$1 million because of "unfavorable weather" in its distribution area last summer, and because of "the advertising expense" of introducing Gablinger's.

Compton Advertising resigned its seven American Home products because of "apparently irreconcilable differences that exist between the two organizations (agency and client) on operating policies and philosophy."

The products involved were Snarol, Black Flag, Griffin shoe polish, 3-in-1 oil, Plastic Wood, Noxon, and Sani-Flush.

The other agencies for American Home Products' Boyle-Midway Division are Cunningham & Walsh, McCann-Erickson, and Gumbinner-North.



In Chattanooga, people have heard from...

WDEF's tall tower

Now we're hearing from them!

Late in 1966, WDEF-TV, Chattanooga, virtually doubled its tower height to become the "big stick" in this fast growing metropolis. Sure, we reach out further, but equally rewarding is the improved reception throughout the mountainous terrain served by the station. It means more viewers more of the time.



WJHL-TV JOHNSON CITY, TENN. The Tri-Cities in Eastern Tennessee is one of the fastest growing urban complexes in the country. And we cover it like a blanket. Represented by Hollingbery.

WNCT-TV GREENVILLE, N. C. Local-live color and complete production facilities keep this commercially oriented station the strong front runner from the capital to the coast. Represented by Hollingbery.

WTVR-TV RICHMOND, VA. Early evening audiences beat most of the prime time viewing on our competition. You get big reach, frequency. Represented by Blair.

WDEF-TV CHATTANOOGA, TENN. Our new tall tower is the beacon that beckons thousands of customers into this hub trading center. Represented by Hollingbery.



Park Broadcasting stations were pioneers in each of their markets and all are affiliated with television's top network—CBS.

Park

BROADCASTING, INC.

Rome, Georgia—"We get a very bright, clear picture on our color set, much brighter than before..."

Maryville, Tenn.—"We get real good reception... just rabbit ears..."

Fort Payne, Ala.—"It is very much better since you placed the new tall tower in operation..."

Dalton, Georgia—"I believe the tower has improved reception on my TV close to 100%..."

Harriman, Tenn.—"Now you're coming in strong and clear..."

Jasper, Tenn.—"Now getting perfect reception from Channel 12, unable to watch you before..."

Hayesville, N. C.—"Channel 12 now coming in real good..."

Huntsville, Ala.—"Our reception is much better..."

Topton, N. C.—"The new tall tower sure did help our TV..."

Etowah, Tenn.—"I know we are getting better reception here..."

Coalmont, Tenn.—"Now the picture is clear and good..."

Chatsworth, Ga.—"The new tower has improved our reception 100%..."

Scottsboro, Ala.—"To our absolute delight and amazement, your station comes in the best..."

Winchester, Tenn.—"People in our area are really enjoying Channel 12..."

Athens, Tenn.—"Now reception wonderful in Athens..."

THE
GOOD LIFE
IN
SOUTHERN
NEW ENGLAND

reflected by

WTIC  **TV3**



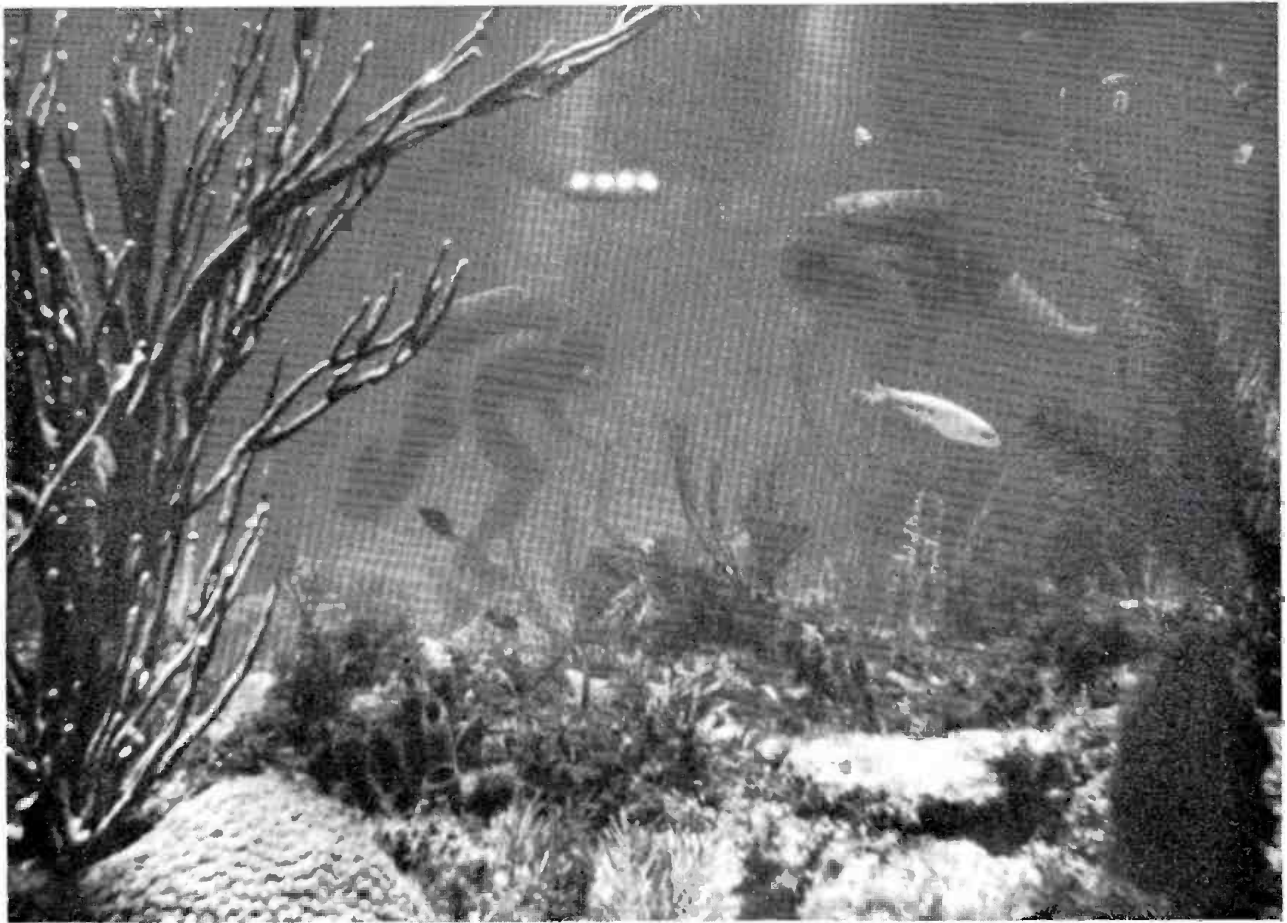
Ten years is a long life for a television program. Only a handful of network offerings have survived to such a ripe old age. Yet a program produced by Baker Advertising, Inc. of Hartford is now in its eleventh year on WTIC-TV.

“What in the World” presents interesting local people answering frequently difficult questions about places as far away as Nepal or as close by as the Berkshire Hills. Prizes of money are modest and all are donated to local charitable institutions.

We’re not sure why a relatively simple program has flourished for so long. Maybe it’s just personable people talking about things intelligently.

Intelligent talk has always been part of the good life in southern New England.

WTIC –TV
Broadcast House
3 Constitution Plaza
Hartford, Connecticut 06115
Represented nationally by Harrington, Righter & Parsons, Inc.



Available: 10,000,000 square miles...suitable for industries, cities, farms, mines...underwater

(The steels are ready, whenever you are)

In a world confronted with overpopulation and creeping starvation, man's very survival may depend on exploiting the tremendous wealth of the ocean depths.

This awesome, watery world is as alien to man as space itself.

Yet America's industrial and scientific technology will almost certainly permit man eventually to extract the mineral, animal, and vegetable wealth of these immense submerged plains. And to live and work there in comfort.

It should be possible for him to farm the very sea floor...mine countless minerals...feed and herd fish like cattle...dam the massive currents for electric power...tap known reserves of oil...capture undersea

springs of fresh water...suck up plankton with giant vacuum cleaners...even modify the weather by eliminating underwater causes of hurricanes.

Already, scores of America's scientists, engineers, and leading industries are accelerating undersea research and exploration. Right now, they are developing techniques to build the structures and equipment that man will use at the bottom of the sea.

Anticipating their needs, as we have in the past, Republic Steel Corporation, too, is deep in research and the production of ever stronger, lighter weight, corrosion-resistant, more dependable steels. Also,

Republic is now perfecting such advanced methods as electron beam welding for fabricating steel structures to be used underwater.

At this moment, the long reach of steel from Republic is probing into areas wherever man's imagination needs it - from the ocean depths to outer space, from the heartbeat of man to the drumbeat of defense. *Republic Steel Corporation, Cleveland, Ohio 44101.*

You Can Take the Pulse of Progress at

REPUBLIC STEEL

CLEVELAND OHIO 44101



Electric and Olivetti use spot radio.

LaRoche, McCaffrey & McCall: Combined TV-radio billing \$13.6 million; \$13.38 million in TV (\$10.03 million in network, \$3.35 million in spot); \$220,000 in radio (all in spot); TV-radio share of over-all billing: 42.5%.

This agency, which officially started in business in January 1966, joins BROADCASTING's top-50 list for the first time. Most of its broadcast billings are in TV. Network-TV users among its clients include Hartford Insurance Group, North American Phillips Co. (Norelco), Charles Pfizer & Co. and Quaker Oats Co., with the latter three also using some spot TV.

In addition, Pfizer uses spot radio to a small extent. Beech-nut Life Savers bills in spot radio and spot TV, while ABC uses spot radio alone.

Lennen & Newell: Combined TV-radio billing \$49.2 million; \$42.6 million in television (\$25 million in network, \$17.6 million in spot); \$6.6 million in radio (\$1.1 million in network, \$5.5 million in spot); TV-radio share of over-all billing: 45.8%.

Broadcast billing at Lennen & Newell tumbled by more than \$6 million from the 1966 levels, as the agency reduced the share of its spending in the air media while its overall billing remained constant. The largest cut reported was in network TV, which was shaved by \$4.6 million.

Among the larger spot-TV and spot-radio buyers at L&N during the year were Colgate-Palmolive, Consolidated Cigars, Corn Products, Florida Citrus Commission, P. Lorillard, Paramount Pictures, Reynolds Metals and Stokely Van Camp. Active network-TV spenders included Consolidated Cigars, Colgate-Palmolive, Corn Products, Lorillard and Reynolds Metals.

Richard K. Manoff: Combined TV-radio billing \$16 million; \$15 million in TV (\$9.5 million network, \$5.5 million spot); \$1 million in radio (\$300,000 in network, \$700,000 in spot); TV-radio share of over-all billings: 80%.

In its fourth year as a top-50 agency, Manoff increased its broadcast billings 20% (\$3.5 million) with the addition of American Tobacco, Champale and Chunky Corp. Both network and spot radio doubled, network TV increased 58%, but spot TV declined 8%.

Manoff's major network-TV accounts are American Tobacco, Lehn & Fink Products and Welch's Grape Juice. In addition to these accounts, Baker's Franchise, Bumble Bee Tuna, Durkee-Mower, Howard Johnson, Breakstone's, Old London and Ward Foods are significant spot-TV advertisers.

American Tobacco, Baker's Fran-

chise, Old London, Lehn & Fink and Ward Foods are spot radio advertisers. Champale and Lehn & Fink advertise on network radio.

MacManus, John & Adams: Combined TV-radio billing: \$20.9 million; \$11.5 million in TV (\$10 million in network, \$1.5 million in spot); \$9.4 million in radio (\$3.4 million in network, \$6 million in spot); TV-radio share of over-all billings: 22%.

MJ&A resigned the Hartz Mountain account in January, but the addition of the Leeming/Pacquin account (division of Charles Pfizer Co.) more than offset the loss, for a 25% increase (\$4.5 million) in broadcast billings for the year.

The increase for MJ&A in radio billings was 32%, nearly 40% (\$1.7 million) in spot radio alone. Network and spot TV were up nominally.

Marschalk: Combined TV-radio billing \$22.18 million; \$21.63 million in TV (\$4.43 million in network, \$17.2 million in spot); \$550,000 in radio (\$400,000 in network, \$150,000 in spot); TV-radio share of over-all billing: 43%.

Marschalk's biggest stake in broadcast is in spot billing, an area where the agency has altered strategy. In 1967, Marschalk moved more billings to spot TV (up \$1 million) and cut most of its spot radio activity. The drop in radio spending accounts for the estimated \$5-million decrease in total broadcast. Most volatile accounts at Marschalk in recent months have been Coca-Cola's Fresca soft drink and P. Lorillard's Century Great-Length cigarettes. During the year, Marschalk gave up Carnation business (Contadina foods, with about \$600,000 in broadcast) to another Interpublic subsidiary, Erwin Wasey.

McCann-Erickson: Combined TV-radio billing \$118.14 million; \$98.94 million in TV (\$65 million in network, \$33.94 million in spot); \$19.2 million in radio (\$1.7 million in network, \$17.5 million in spot); TV-radio share of over-all billing: 48%.

Broadcast continues to account for almost half of media billings at McCann-Erickson, despite the gathering clouds presaging profit problems of its parent Interpublic Group of Co.'s. Estimates show radio-TV to be slightly off, less than \$2 million, with television down and radio up.

During the year, McCann lost several smaller billing accounts including Miracle White Co., National Biscuit's frozen foods and Philip Morris (Alpine and Galaxy). Though it didn't gain any major accounts, the agency has had increased broadcast-billing activity for such existing accounts as Westinghouse Electric: Coca-Cola (specials on network TV in addition to spot activity in

La Rue Media Brokers Inc.

	RADIO	TV	CATV
	<u>SALES</u>		
TV: Portland, Maine			\$4,800,000
Radio: Tulsa, Oklahoma			\$500,000
CATV: Salamanca, New York			\$300,000
Radio: Palm Beach, Florida			\$400,000
Radio: Minneapolis-St. Paul			\$1,000,000
Radio: California			\$220,000
CATV: Pennsylvania			\$850,000
Radio/TV: El Paso, Texas			\$2,300,000
TV: Honolulu			\$2,800,000
CATV: Sebring, Florida			\$600,000
Radio: Cumberland, Maryland			\$250,000
Radio: Springfield, Massachusetts			\$260,000
TV: Honolulu			\$600,000
Radio: Richmond, Virginia			\$210,000
Radio: Manchester, N.H.			\$315,000

116 Central Park South
New York, N. Y. 10019

Area Code 212
265-3430

President
Hugh Ben LaRue

New York Los Angeles

radio and TV); International Coffee Organization ("think drink" spot campaign in TV) and Ronson.

Arthur Meyerhoff Associates: Combined TV-radio billings \$17.6 million; \$13.2 million in TV (\$200,000 in network, \$13 million in spot); \$4.4 million in radio (\$1.4 million in network, \$3 million in spot); TV-radio share of over-all billing: 88%.

This Chicago agency had a \$300,000 drop in broadcast billings, all in radio. This was caused by the resignation of the STP Division of Studebaker account, a big spot-radio user. Miracle White (division of Beatrice Foods) was added. William Wrigley Jr. (gum) contributes heavily to spot-TV billing at Meyerhoff, and also uses spot and network radio. E. J. Brach Co. uses both spot and network TV and radio to advertise its candy. Krim-Ko Co. concentrates in network TV.

Needham, Harper & Steers: Combined

TV-radio billings \$51.3 million; \$38.4 million in TV (\$22.2 million in network, \$16.2 million in spot); \$12.9 million in radio (\$6.5 million in network, \$6.4 million in spot); TV-radio share of over-all billing: 65%.

Despite the addition of Mead-Johnson, Craft Master, Armour and Bristol-Myers accounts, the resignation of the General Cigar account and other changes reduced NH&S' broadcast billings by 14% (\$8.2 million) during 1967.

The agency, which assumed a respectable ranking last year chiefly as the result of a merger of two companies (Needham, Louis & Brorby, Chicago, and Doherty, Clifford, Steers & Shenfield, New York), maintained the same approximate broadcast share of total billing—64.7% in 1966, 65% in 1967. Its broadcast reductions are across the board.

Norman, Craig & Kummel: Combined TV-radio billings \$39.4 million; \$37.7 million in TV (\$18.4 million in net-

work, \$19.3 million in spot); \$1.7 million in radio (\$100,000 in network, \$1.6 million in spot); TV-radio share of over-all billing: 65.7%.

TV spending at NC&K—up by \$1.1 million over 1966—reversed in favor of spot this year (up by \$3.2 million) with network TV down by \$2.1 million. Radio remained stable. Incoming accounts: Pharmaco Inc. (\$2 million), Chesebrough-Ponds and Trans World Airlines cargo service (both \$1.5 million) and the Diners Club (\$1 million).

The agency has begun packaging TV programs for its clients, the first being a Colgate-supported *Treasure Isle* daytime quiz series on ABC-TV. Other plans are underway for Clairol and Colgate [CLOSED CIRCUIT, Nov. 20].

Listed among network and spot TV users: American Tobacco, Chanel, Bourjois, Colgate, Maidenform, Clairol, Pharmaco, Fedders and Chesebrough-Pond's. Joining Chanel, Colgate and Pharmaco (all network radio) in spot radio are Arnold Bakers, Salada tea, Clairol and Pharmaco. Arnold and Salada also are in spot TV.

Ogilvy & Mather: Combined TV-radio billings \$71.9 million; \$63.3 million in TV (\$25.6 million in network, \$37.7 million in spot); \$8.6 million in radio (\$900,000 in network, \$7.7 million in spot); TV-radio share of over-all billing: 72%.

O&M's TV-radio billings, up 23% last year, increased still 20% more this year. Its largest gains were in spot TV (up \$8.4 million) and spot radio (up \$3.2 million). The broadcast share of total billings increased by 2.1%. New accounts added were Merrill Lynch Pierce, Fenner & Smith; IBM Recruitment Division, and Grove Labs' Ammens, No-Doz and test products.

Active spot-TV and spot-radio clients included Bristol-Myers; Campbell Soup's Pepperidge Farms bread; Drackett; General Foods; Lever Bros.; M&M/Mars candies; Schweppes; Sears, Roebuck & Co.; Shell Chemical; Shell Oil, and American Express, which also is a network radio user. Nationwide Insurance Co.'s bought network radio.

Network TV users are Bristol-Myers, General Foods, Lever Bros., M&M, Mead Johnson, Pepsi-Cola's Mountain Dew and Shell Chemical and Shell Oil. BTA, Mercedes Benz and Zippo were in spot TV only.

Papert, Koenig, Lois: Combined TV-radio billings \$26 million; \$25 million in TV (\$11.5 million in network, \$13.5 million in spot); \$1 million in radio (all spot); TV-radio share of over-all billing: 72%.

Spot TV is PKL's big riser in 1967, continuing its trend toward larger spot budgets noted last year. PKL's over-all billing for the first nine months of its

Commercials in production . . .

Listings include new commercials being made for national or large regional radio and television campaigns. Appearing in sequence are names of advertisers, product, number, length and type of commercials, production manager, agency with its account executive and producer.

Clef 10 Productions Inc., 421 West 54th Street, New York 10019.

Mellon National Bank, Pittsburgh (services); one 60, one 20 for TV, music score. Charles Barclay, production manager. Agency: Fuller & Smith & Ross, Pittsburgh. John Whited, agency producer.

Filmation Associates, 10635 Riverside Drive, North Hollywood, Calif. 91602.

Dodge Division, Chrysler Corp. (autos); three 60's for TV, live and animation on film, color. Norm Prescott, Lou Scheimer, production managers. Agency: BBDO, Detroit. Don Schwab, agency producer.

Pepper Sound Studios Inc., 2076 Union Avenue, Memphis 38104.

Big Daddy TV Rentals, Kansas City, Mo.; one 60 for radio, jingle. Joe D'Geralamo, production manager. Agency: Bernstein/Rein Advertising, Kansas City. Skip Rein, account executive.

WGN Continental Productions Co., 2501 Bradley Place, Chicago 60618.

Alexander Construction, Chicago (homes); one 60, one 20 for TV, on tape, color. Dale Juhlin, director. Agency: Weber & Cohn, Chicago. Ron Cohn, agency producer.

Jewel Co's., Melrose Park, Ill. (supermarkets); two 20's, one 30 for TV, on tape, color. Dale Juhlin, director. Agency: Earle Ludgin & Co., Chicago. Mirian Eshelman, agency producer.

Mercantile Trust Co., St. Louis (banking services); four 60's, four 20's for TV, on tape, color. Dale Juhlin, director. Agency: D'Arcy Advertising, St. Louis. Phil Donahue, agency producer.

National Concrete Masonry Association, Arlington, Va. (construction material); two 60's for TV, on tape, color. Dale Juhlin, director. Agency: Harpham Co., Chicago. Godfrey Herweg, agency producer.

Sears, Roebuck & Co., Chicago (slips); one 60 for TV, on tape, color. Dale Juhlin, director. Agency: Reach, McClinton & Co., Chicago. Jack Flatley, agency producer.

Sears, Roebuck & Co., New York (appliance sale); one 30 for TV, on tape, color. Dale Juhlin, director. Agency: Ogilvy & Mather, New York. Kirk Bouregard, agency producer.

Standard Oil Co., Chicago (NFL Super Pro); two 60's for TV, on tape, color. Dale Juhlin, director. Agency: D'Arcy Advertising, Chicago. Grant Atkinson, agency producer.

Illinois Power Co., Chicago (cost reduction-appliances); two 60's for TV, on tape, color. Dale Juhlin, director. Agency: Harpham Co., Chicago. Godfrey Herweg, agency producer.

WXYZ-TV Commercial Video Tape Division, 20777 West Ten Mile Road, Southfield, Mich.

Ohio Bell, Cleveland (telephone services); seven 20's for TV, on tape, color. Dorothy Henderson, production manager. Agency: Marschalk Co., Cleveland. Pete Kinsey, account executive. Ron Marks, agency producer. Approximate cost: \$10,000.

J. L. Hudson Co., Detroit (Shops of Europe); four 20's for TV, on tape, color. Agency: Reilly Bird Inc., Detroit. Robert Murphy, agency producer. Approximate cost: \$1,000.

Airlift, Vietnam. The untold story of the war.

We spent \$100,000 to put it on film. It won't cost you a cent to put it on TV.

The day-to-day twists and turns of battle are reported from Vietnam in greater detail than any other war in history. Yet one part of the war, possibly the most important one, has never been told.

Bob Considine went there to get that story.

He came back with a 26½-minute color documentary on the Military Airlift Command. And American Airlines is making it available, free, to any TV station with time to show it.

Fighting a war takes blood, weapons, serum—a bewildering amount of equipment and supplies. And military and civilian jets deliver that cargo at speeds just under the speed of sound. To men 9,000 miles from home whose lives depend on it.

What it takes to get it there is a story worth showing.

To get a print immediately, write Modern TV, 1212 Avenue of the Americas, New York City. Or call Pat Hall (collect) at 212 765-3100.

fiscal year rose slightly; BROADCASTING's projection for the year is for a continuation of the increase in PKL's fourth quarter.

PKL, which is publicly traded, reported \$19.6 million in broadcast for the nine months ended Aug. 31, 1967. Of this amount, \$19.6 million was in broadcast (\$18.8 million in television, network obtaining \$8.4 million and spot \$10.4 million). The projection for the full year follows this billing pattern.

PKL clients using television extensively are Procter & Gamble, Quaker Oats, Xerox and Warner-Lambert Phar-

maceutical Co. During the year, PKL picked up such major accounts as P&G's Dash and UniRoyal. It lost Clark Oil, Consolidated Cigar, National Sugar Refining and Hunt's Foods.

Parkson Advertising: Billing \$15 million, all in television (\$14.5 million in network, \$500,000 in spot); TV share of over-all billing: 95%.

Parkson's TV investment for the J. B. Williams Tobacco Co. increased \$1.9 million for 1967, all in network, in ABC-TV's *Lawrence Welk Show*, CBS-TV's *Amateur Hour*, and NBC-TV's

Huntley-Brinkley Report and various daytime programs.

Post-Keyes-Gardner: Combined TV-radio billing \$32 million; \$28.9 million in TV (\$18.7 million in network, \$10.2 million in spot); \$3.1 million in radio (\$200,000 in network, \$2.9 million in spot); TV-radio share of over-all billing 73.2%.

A \$2.3 million rise in broadcast billings reflects mainly increases in network TV; spot TV and network and spot radio changed little. PKG added one major client, Toni Division, Gillette, for new products, though no broadcast advertising is involved.

All of the agency's major clients, (American Cyanamid, Brown & Williamson, Continental Casualty, Field Enterprises, FTD, Maybelline and W. A. Sheaffer), use network-TV participations, and three use program sponsorships. American Cyanamid sponsors various daytime quarter-hours; Brown & Williamson, various nighttime half-hours on alternate weeks, and FTD, specials such as the Rose Bowl Parade.

All clients except Field Enterprises use spot TV as well as network. In addition, Continental Casualty and FTD use network radio, and American Cyanamid and FTD advertise in spot radio.

Street & Finney: Combined TV-radio billing \$10.8 million; \$9 million in TV (\$4.8 million in network, \$4.2 million the top-50 list, reports minor fluctuation in network, \$300,000 in spot); TV-radio share of over-all billing: 71%.

Street & Finney, in its third year in the top-50 list, reports minor fluctuations in individual accounts, but the same over-all totals as last year.

The agency bills in network and spot TV for Colgate-Palmolive products: Florient Aerosol air deodorant, Super Suds, Baggies, Colgate Instant Shave Cream and Handi-Wipes. Foster-Milburn Co., maker of Doan's pills and ointment, is another broadcast client, using spot TV and radio.

Sullivan, Stauffer, Colwell & Bayles: Combined TV-radio billing: \$74.4 million; \$67.2 million in TV (\$41.7 million in network, \$25.5 million in spot); \$7.2 million in radio (\$1.5 million in network, \$5.7 million in spot); TV-radio share of over-all billings: 78.3%.

While SSC&B's total broadcast billings declined slightly (\$400,000) during 1967, its TV billings increased more than \$1 million and its investment in network TV more than \$5 million. Spot TV declined more than 20% (\$4.1 million). Similarly, network radio increased 25%, while spot radio declined 24%.

During the year, SSC&B added the Miss Breck and Breck Hair Set Mist accounts, and resigned the American



YOU MAY NEVER SEE A ROSE TREE 40" THICK*—

BUT... Sales Can Be Rosy in the 39th Market with WKZO-TV!

A rose without a thorn—that's the Grand Rapids-Kalamazoo and Greater Western Michigan market served by WKZO-TV.

Already the nation's 39th television market, this area is still growing, still unfolding. In Kalamazoo

alone, for instance, four new plants have recently created 7,200 *new* industrial and service jobs. They brought over 18,000 *new* people to town and added *another* \$25,000,000 to retail sales. That's just Kalamazoo; the same sort of growth is taking place all over the market!

If you like the heady fragrance of climbing sales—now and later on—sow your selling seed via WKZO-TV. Your green-thumbed Avery-Knodel man can give you complete particulars on our rich soil and year-round "growing" season.

And if you want all the rest of upstate Michigan worth having, add *WWTV/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.*

*There's one at Tombstone, Arizona.
†ARB's 1965 Television Market Analysis.



AM-TV-FM
The Folger Stations
 WKZO
 WKZO GRAND RAPIDS/WHITE CREEK
 WWTV GRAND RAPIDS
 WWUP GRAND RAPIDS/KALAMAZOO
 WYTV-FM DEWITT
 TELEVISION
 WKZO-TV GRAND RAPIDS/KALAMAZOO
 WWTV GRAND RAPIDS/WHITE CREEK
 WWUP-TV GRAND RAPIDS/SULT STE. MARIE
 WYTV-FM DEWITT
 WYTV-TV GRAND RAPIDS
 WYTV-TV GRAND RAPIDS

WKZO-TV
 100,000 WATTS • CHANNEL 3 • 1000' TOWER
 Studios in Both Kalamazoo and Grand Rapids
 For Greater Western Michigan
 Avery-Knodel, Inc., Exclusive National Representatives



Husky Stadium/Seattle

IN SEATTLE and adjoining Tacoma, sales are bigger than Dallas, Milwaukee or Miami. Of course, you can't pin down this sales power unless you can reach both metropolitan areas. KVI helps advertisers reach the two without stretching...because KVI's transmitter is located on an island midway between Seattle and Tacoma. KVI's total reach is even bigger, embracing over two million people and nearly three and a half billion dollars in retail sales. It's a husky market in more ways than one. KVI's broadcasts of University of Washington football—the Huskies—often reach larger audiences than any other collegiate or pro game on the Coast. Put them together: big reach and big attractions, and KVI has what it takes to deliver your sales messages to bigger audiences in the Big Northwest.

KVI
CWB

Airlines account.

Tatham-Laird & Kudner: Combined TV-radio billing \$27.2 million; \$26.4 million in TV (\$16.8 million in network, \$9.6 million in spot); \$800,000 in radio (\$100,000 in network, \$700,000 in spot); TV-radio share of over-all billing: 57.9%.

Although the agency's broadcast billings are down \$3.8 million, the share of total billing is up almost 3%. The biggest loss was \$10 million in spot TV, which a \$7 million increase in network TV did not offset. Spot radio declined \$1 million, while network remained the same.

Client changes include the resignation of General Telephone & Electronics, sponsor of some CBS-TV specials, and the addition of American Tobacco, Quaker Oats and Sears, Roebuck.

Tatham-Laird's other major accounts are Procter & Gamble and Abbott Labs (network and spot TV and spot radio), Automatic Electric Co. and the Chicago, Burlington & Quincy Railroad in spot radio, Duncan Foods in spot TV and network and spot radio, and Kendall Co. and Libby, McNeill & Libby, both in network and spot TV.

J. Walter Thompson: Combined TV-radio billing \$230 million. \$211.5 mil-

lion in television (\$153.5 million in network, \$58 million in spot); \$18.5 million in radio (\$2 million in network, \$16.5 million in spot); TV-radio share of over-all billing: 59%.

J. Walter Thompson retained its number one spot as the largest agency in the world and as the top spender among TV-radio agencies. Its rate of growth was slowed, however, as JWT reported an addition of only \$5 million in broadcast billing over 1966.

Thompson has a list of approximately 50 clients that are active in TV-radio. Contributing to its \$230 million in broadcast billing during 1967 were such large spenders as Alberto-Culver, Kraft Foods, Quaker Oats, Eastman Kodak, Lever Bros., RCA, Standard Brands, Singer Co., Scott Paper, Ford Motor Co. and Liggett & Myers.

Among Thompson's many network-TV purchases were: Ford Motor Co. on *The FBI* on ABC; Eastman Kodak on *Walt Disney's Wonderful World of Color* on NBC; Kraft Foods on the *Kraft Music Hall* on NBC and the Singer Co. with various special programs on ABC.

Active spot-TV and spot-radio accounts included Chesebrough-Pond's, Ford, Institute of Life Insurance, Kraft, Lever Bros., Mennen Co., Pan American

World Airways, R. T. French, Singer, Standard Brands and Warner-Lambert. Network radio included Champion Spark Plug, Eastman Kodak, Ford, Libby, McNeill & Libby, Liggett & Myers and RCA.

Jack Tinker & Partners: Combined TV-radio billing \$29.12 million; \$28.98 million in TV (\$16.1 million in network, \$12.88 million in spot); \$140,000 in radio (\$125,000 in network, \$15,000 in spot); TV-radio share of over-all billing: 77%.

TV spending at Tinker last year moved up almost \$15 million in broadcast billing on the strength of its Miles Laboratories, Gillette and Toni Co. accounts as well as from a move to broadcast by Tootsie Rolls. All of these accounts figured in a more modest over-all advance this year, though Miles' One-A-Day vitamins (nearly \$6.5 million in TV) officially departs from Tinker to J. Walter Thompson next Jan. 1. In addition to Miles' vitamins and Alka-Seltzer, both of which are heavy broadcast users, Tootsie Rolls has been increasing its TV spending.

Warwick & Legler: Combined TV-radio billing \$9.5 million; \$7.9 million in TV (\$7.3 million in network, \$600,000 in spot); \$1.6 million in radio (\$1.2 million in network, \$400,000 in spot); TV-radio share of over-all billing: 30.6%.

An approximate 29% slump in radio-TV billings at W&L fell heaviest in network TV, down by \$2.09 million. Indicative of this was the loss of the \$4-million Mennen account, which left in February.

W&L's network-TV billing came from U. S. Time's Timex (full sponsor of TV specials), as well as Pharmaco's and Timex's network participations. Spot TV users are Whitehall Division of American Home Products, Bank of Commerce, Economic Lab's Electrasol, Indian Head Mills' Fruit of Loom hosiery and Pharmaco. The latter two join Dribeck Importers (Beck's Beer) and Helena Rubinstein in spot radio. Pharmaco also uses network radio.

Edward H. Weiss: Combined TV-radio billing \$10.65 million; \$10 million in TV (\$6 million in network, \$4 million in spot); \$650,000 in radio (all in spot); TV-radio share of over-all billing: 46%.

Weiss is beginning to improve its broadcast activity, recently made a number of changes in its media department. The agency handles TV and radio for several clients including Purex, Mobil, Mogen David, Helene Curtis, Orange Crush, Carling and Luzianne coffee. Total billing now is about \$23 million in all media.

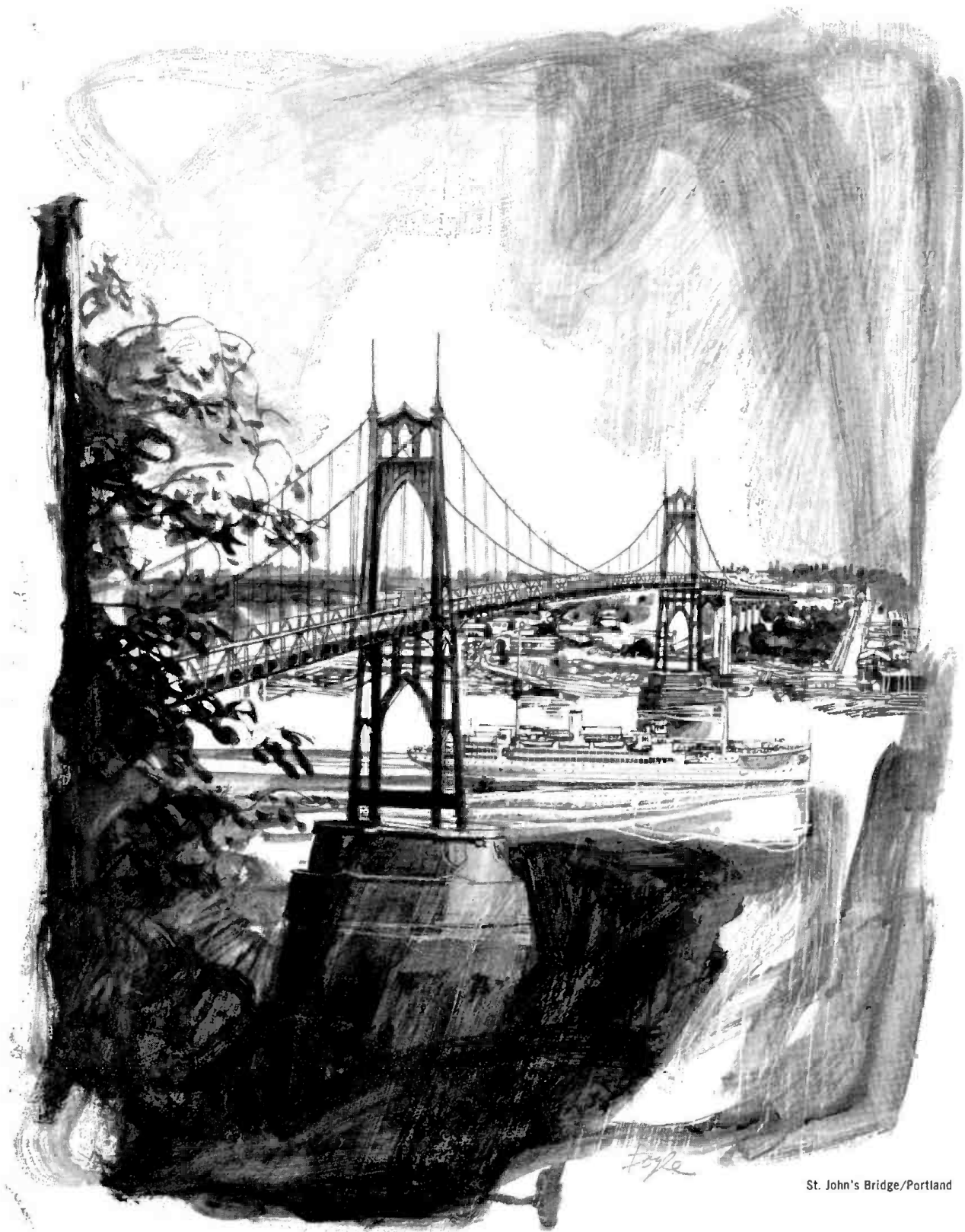
Wells, Rich, Greene: Combined TV-



Holding back the clock of determined death

Actor Ben Gazarra has stopped running for his life for a moment to help save other lives. He took time out from his starring role in NBC-TV's *Run For Your Life* series to film an appeal for the National Cystic Fibrosis Foundation's annual fund-raising campaign. The spot, filmed on location at Malibu Beach, is being broadcast nationally this fall. The little girl building a sand castle in the background, shared the

spot with Mr. Gazarra. She is six years old but is not expected to live more than maybe another 10 years because of cystic fibrosis, a major cause of death among children in this country. The spot was created, written and produced by Dancer-Fitzgerald-Sample offices in San Francisco and Los Angeles. Murakami Wolf Films, Hollywood, was the production company. All participants, including Mr. Gazarra, donated their services.



St. John's Bridge/Portland

IN PORTLAND, where annual retail sales add up to well over a billion and a half dollars, KEX wraps up the market with 50,000 watts of day-and-night power. This maximum thrust, backed by polished, adult programming, enables your sales story to saturate the Metropolitan Area plus another billion dollars worth of purchasing potential in other prosperous Oregon trade centers. In fact, KEX covers four-fifths of the homes in big, wide Oregon and an additional 100,000 families in neighboring Washington where Clark County is an important part of the Portland Metropolitan Area. All in all, KEX delivers a power package that performs like nothing else in Oregon...and a piece of Washington, too.

BROADCASTING, November 27, 1967

KEX
CWB

radio billings \$52.4 million; \$50.4 million in TV (\$31 million in network, \$19.4 million in spot); \$2 million in radio (\$300,000 in network, \$1.7 million in spot); TV-radio share of over-all billings: 83%.

During last year's top-50 agency survey, Wells, Rich, Greene was estimated to have billed \$6.2 million in broadcast from its formation in April to November, and to have been billing at a \$15 million annual rate. The same under-estimation of billing rate applies this year. While WRG has billed approximately \$52.4 million in 1967, it is billing at an estimated annual rate of \$58.3 million in radio-TV.

During the year, WRG added important TV accounts: American Motors, General Mills' Bugles, Whistles and Daisies, additional Phillip Morris products (a line of candy and an aerosol mouth freshener, Speakeasy), Rainier Brewing, and Bristol-Myer's Score hair-dressing. It resigned only the \$900,000 (total) La Rosa pasta-products account.

Young & Rubicam: Combined TV-radio billing \$166 million; \$145.6 million in television (\$103.7 million in network, \$41.9 million in spot); \$20.4 million in radio (\$5.0 million in network, \$15.4 million in spot); TV-radio share of over-all billing: 53.9%.

Y&R added more than \$3 million in TV-radio billing over 1966, though its broadcast share declined slightly. Agency acquired Yardley of London, U. S. Plywood-Champion Papers Inc. and E. and J. Gallo Wines during the current year.

Among Y&R's clients that were heavy in network TV were American Home Products, Bristol-Myers, Chrysler Corp., Johnson & Johnson, Breck, Goodyear, General Foods and General Electric.

Its long list of spot-TV spenders included American Home Products, Borden's, Chrysler, Bristol-Myers, Drake Bakeries, General Foods, General Electric, General Cigar, Gulf Oil and Keebler.

Among clients which were active in network and/or spot radio were Plymouth, Time Inc., Chrysler, Keebler, Gulf Oil and Breck.

Business briefly . . .

Revlon Inc., through Leber Katz Paccione Inc., both New York, will begin a pre-Christmas campaign Dec. 2 on network television and spot TV in major markets for its Intimate line of women's fragrances. Network plans call for prime-time commercials every night before the holiday, using NBC-TV and ABC-TV.

Parker Brothers Inc., Salem, Mass., through Badger and Browning & Parcher Inc., Boston, has placed a 60-

second radio commercial featuring a song called "Hey Ouija" on 60 stations in 26 major markets. Over-all, Parker Bros. has bought a total of 3,350 radio spots to promote its Ouija talking board product, as well as seven other games it makes.

Birds Eye division of General Foods Corp., White Plains, N. Y., is using TV to introduce a new line of eight frozen vegetables packaged in "cool corner" cooking pouches. The vegetables will be available in parts of New England, California, Pennsylvania and Ohio. Agency: Young & Rubicam, New York.

Alberto-Culver Co., Melrose Park, Ill., buys \$2-million campaign of participations on nine of the prime evening weekly programs on CBS-TV for January through March 1968. The buy is in addition to other daytime network TV schedules and spot TV. Agency: J. Walter Thompson, Chicago.

New blast hits cigarette ads

Kennedy asks industry, football leaders to ban cigarette spots from games

Senator Robert F. Kennedy (D-N.Y.) has fired off another barrage of telegrams in his continuing battle against cigarette commercials that reach young audiences, and although few replies have yet been forthcoming, one of them could signal the beginning of the end for cigarette spots on major college-football games.

Telegrams were sent, the senator's office said, to the three TV networks, the National Association of Broadcasters, the Tobacco Institute, the Cigarette Advertising Code, all coaches and owners of professional football teams and the National Collegiate Athletic Association. Although the telegrams went out, without announcement, almost a week before, by the middle of last week the senator's office reported receipt of only a few replies.

But one that was then enroute from the NCAA said that its television committee will discuss the subject of cigarette advertising at its next meeting, an NCAA spokesman in Kansas City, Mo., reported. The NCAA reply, sent by Walter Byers, NCAA executive director, noted that the current contract (with ABC) permits cigarette advertising.

Action Wanted ■ The Kennedy telegram cited professional, as well as

collegiate football, and urged the recipients to take whatever action necessary to get cigarette spots off football telecasts. The senator added that he recognized that young persons watching the events do not constitute 45% or more of the TV audience the limit deemed according to the tobacco industry's own code—unacceptable for tobacco advertising but he said their absolute numbers were nonetheless considerable.

Earle Clements, president of the Tobacco Institute, said he had not composed a reply to Senator Kennedy's telegram, and added that he was seeking to consult with members of the senator's staff before formulating an answer. He re-emphasized a statement he had made in a meeting with Senator Kennedy earlier in the month (BROADCASTING, Nov. 6) that sports and news programs generally had the smallest proportion of viewers under the age of 20.

He noted that a typical movie on television, even with the same percentage of viewers under 20, might have three times more young persons in the audience than a typical sports program with a smaller overall rating.

NAB's Answer ■ The NAB reply, sent by Vincent Wasilewski, president, explained that the "radio and television code standards and guidelines relate primarily to the content and treatment of such commercials." He said that the senator's suggestions would nevertheless be brought to the attention of the NAB membership and the NAB television code board.

(The code-board staff has several times advocated that the code board support more stringent rules for cigarette spots—such as a ban on on-camera smoking analagous to the no-quaffing rule for beer commercials—but has not gained code-board approval for its suggestions.)

Senator Kennedy's office said it had received only one reply, by midweek, from a tobacco company. That response, from the U. S. Tobacco Co., said the firm didn't advertise on television.

Five major tobacco companies are listed as sponsors of this fall's football schedule: American Tobacco Co., Liggett & Myers, P. Lorillard, Phillip Morris and R. J. Reynolds. Only R. J. Reynolds advertises on the regular weekly schedule of NCAA games.

Added Support ■ Senator Kennedy's anticigarette position also picked up support in the Senate last week. Senator Ralph Yarborough (D-Tex.) said in a speech on the Senate floor that he endorsed Senator Kennedy's bill that would empower the FCC to limit the time and placement of cigarette advertising on television. The Kennedy bill would also allow an over-all limit



The Firemen's Monument and the Church of SS. Peter and Paul/San Francisco

IN SAN FRANCISCO, one station not only gets the Bay Area's largest total radio audience, it tops all other stations in Pulse's measurements of audience quality. The 1967 LQR-V study shows that KSFO is first in nearly all of the quality categories. For example, KSFO reaches the greatest number of male listeners at the professional and executive level. KSFO is first in households with annual incomes exceeding \$10,000. In addition, KSFO is Number One in reaching employed women, people who are college educated, families with two or more automobiles, and people who make three or more airline trips a year. When Pulse asked women which station they would tune to during an emergency the largest number said "KSFO". If only one station could remain on the air, most men and women selected KSFO as the one they would prefer to remain in operation. In view of this pre-eminence, we suggest that advertisers who want the best as well as the biggest will turn to KSFO.

KSFO
QWB

All references to audiences are estimates only and are subject to the limitations cited in the report quoted.

to be set on the volume of cigarette advertising.

Senator Yarborough added that he supported a similar measure introduced by Senator Wayne Morse (D-Ore.) that would permit the same sort of sanctions against advertising for alcoholic beverages.

Interpublic realigns executive committee

Spokesmen for the Interpublic Group of Co.'s confirmed last week that Board Chairman Marion Harper Jr., would not be a member of a newly formed executive committee of the New York-based agency-marketing-communications complex.

Confirmation came in the wake of widespread reports of financial troubles at the company and followed an earlier announcement that Robert E. Healy had succeeded Mr. Harper as president and chief executive officer of Interpublic (BROADCASTING, Nov. 13). Mr. Healy was vice chairman of Interpublic, and was at one time chairman of McCann-Erickson, the company's chief subsidiary.

Spokesmen for Interpublic said Mr. Harper, who is the firm's largest stock-



Mr. Healy



Mr. Harper

holder, would continue to work with present clients and establish new business.

Serving on the executive committee with Mr. Healy are: David Williams, executive vice president of Interpublic S.A.; William S. Taggart, executive vice president, finance, Interpublic; J. Donald McNamara, senior vice president and general counsel, Interpublic; and Carl Spielvogel, president of Interpublic's Market Planning Corp.

McLendon alters rep plan; asks FCC okay

The McLendon Corp. a little more than a month ago created a new rep arm, McLendon 45, and said it would be exclusively an FM rep (BROADCASTING, Oct. 16). Now McLendon has

asked the FCC for a green light so the rep firm can take on non-McLendon FM's in markets where McLendon owns and represents an AM.

In asking for a declaratory ruling from the commission, McLendon said it now intends to represent its own AM's, but no one else's.

McLendon said it finds no commission rule barring the proposed practice but has asked for the ruling because of "some uncertainty" of FCC policies. McLendon said the "public interest" that might be derived from an FM sales rep "overrides" a potential conflict of interest that might result from an "indirect relationship" between separately owned AM's and FM's in the same market.

Sara Lee worried about its messages

The kitchens of Sara Lee, Chicago, producer of frozen bakery products and a heavy user of the broadcast media, is taking a new look at the "quality" of radio-TV today and wondering if the environment is good enough for its "quality" goodies.

That was the frank message given last week to the Broadcast Advertising Club of Chicago by Mandall Kaplan, Sara Lee president, just after he researched the luncheon guests and asked them if they like their dessert, a Sara Lee product. Virtually all had said yes.

Sara Lee agencies are Foote, Cone & Belding and Edward H. Weiss & Co., both Chicago.

Mr. Kaplan said that he feels it is getting harder and harder to tell Sara Lee's quality story over the air because "in the vast amount of communication going on, something important is being excommunicated. The integrity of the product is disappearing from TV screens and radio speakers. It is being replaced by mere technique, by sheer imagery, by a counterfeit form of communication that to many thinking members of the population is transparently phony."

Mr. Kaplan hastened to add "that the responsibility for allowing this to happen does not rest with the communications industry—which after all only provides the medium. It does rest with the makers of products who provide nothing much to communicate, who are not building into their products outstanding excellence or desirable innovation or meaningful value."

Reciting in great detail how much care Sara Lee takes to assure the quality of its wares, Mr. Kaplan contended that "large numbers of people, young and old, have stopped believing what

they see and hear from TV advertisers . . . and that certain types who might be attracted to our message have already been repelled by the programs on which it might appear."

Sara Lee wants "the right kind of atmosphere for our kind of message," he said, "and for our kind of money. With present programing we seriously doubt that we're getting our message across or our money's worth."

Mr. Kaplan invited everyone to visit the factory and see for themselves how much cheese he puts into the cheesecake they had just enjoyed so much.

Ad tax problem to be analyzed

Between 75 and 100 media representatives will be on hand in New Orleans Dec. 8 to take part in a forum on state taxation of advertising. The meeting, coordinated by the American Advertising Federation's Washington office, is being set up in conjunction with the National Association of Broadcasters, Magazine Publishers Association and National Newspaper Association.

Representatives of these groups will speak at the one-day session at the Hotel Monteleone. Attending the forum will be broadcasters, newspapermen and magazine publishers. Although not taking a formal part in the program, the American Newspaper Publishers Association is expected to have representatives on hand.

The session was conceived in September (CLOSED CIRCUIT, Sept. 25), as advertising media found themselves under increasing attack by state governments as a new source of tax revenue.

AAF has noted that media and advertisers "have been caught off guard repeatedly" by state tax moves this year and that "the continuing need for state revenue cannot be underestimated, nor can the industry's ability to respond effectively be overestimated, without harmful consequences."

Kenneth Laird, Tatham-Laird & Kudner, AAF chairman, has warned that "the idea of taxing advertising will not 'go away' if we ignore it, as some in our industry hope. We must assume it will be brought up in all legislatures which meet next year, because wherever it becomes law it represents a threat in all states."

Participants in the New Orleans meeting and their subjects:

David R. Roberts, St. Paul tax attorney, on "perspectives on advertising taxation"; Robert Maurer, chairman of the Pennsylvania Advertising Council and executive secretary of the Pennsylvania Association of Broadcasters;



Riverboat/Disneyland, Anaheim

IN LOS ANGELES, the metropolitan area with the world's greatest crush of automobile traffic, only KMPC owns enough ground and air equipment to offer full coverage of a twenty-five thousand mile maze of freeways and highways. Two helicopters, two fixed-wing airplanes and six street cruisers, bring listeners - in cars - and homes immediate knowledge of news events and traffic conditions. A recent survey conducted by the Automobile Club of Southern California revealed that of all the stations offering traffic coverage within the Greater Los Angeles Area, KMPC attracted the largest mobile audience. This service combined with the talents of the best-known personalities on Southern California radio, assures KMPC advertisers the greatest possible reach and frequency.

KMPC
QWB

George Bamberger, Tatham-Laird & Kudner, Chicago; Richard Darr, of Meredith Publishing, and Robert McAdams, Advertising Displays, Nashville, on the "ad tax struggles of 1967".

Douglas A. Anello, NAB general counsel, and Charles Ablard of the Magazine Publishers Association on "the case against ad taxation." Paul Comstock, NAB vice president

for government affairs on "who cares about ad taxes?"

Paul Conrad of the National Newspaper Association on "who knows about ad tax proposals ahead of time?"

Radio reps feel cost-profit pinch

Mounting competition and increasing expense

makes efficient operation a must; problems

have brought mergers already, with more expected

A shake-out in radio-station representation is underway and will probably lead to more mergers of some rep firms and disappearances of others. Most knowledgeable reps anticipate an accentuation of the trend toward consolidations in their business.

The changes in the structure of representation are caused by changes in the way that radio is being sold and bought as a national advertising vehicle. The rep engaged in selling national spot on radio faces intensifying competition from other spot salesmen, from network-radio salesmen and from representatives of other media, especially television.

In radio, station representation costs are rising faster than spot billings. The result is a cost-profit squeeze that can be suffocating. This condition has been aggravated by the recent softness of the general economy and the resulting slow down in the growth of all national advertising. The condition may be alleviated when, as is expected, radio volume resumes its growth, but it will not be eliminated.

"Overhead expenses have outpaced the growth of spot radio," a radio rep with close to 50 stations said last week. "We are finding it increasingly difficult to keep our costs down and maintain a fairly decent profit picture.

"In my estimation we must increase the number of stations we represent, probably through merger, or go out of business. In any case, there will be one less rep firm before the end of 1968."

Getting Together ■ Several rep company officials acknowledged that more mergers were inevitable. "Anyway you look at it," said one, "servicing radio stations is an expensive proposition; we have to merge to attain volume so that our costs are spread widely."

A spokesman for a firm representing about 100 radio stations agreed that costs were rising faster than radio business. "Selling radio time is a 'people' business, requiring men with good judgment," he said. "Good men are

increasingly hard to find, and when we do find them, we have to pay them very, very well, better than what we have to pay any of our television salesmen. Television is pretty much of a numbers game—there are only so many TV stations in a market. But radio sales, and radio advertising, require judgment, and consequently anything regarding sales is more difficult since there are so many variables. Such judgment costs money."

One station rep attributed a diminution in the number of radio reps to managerial mistakes made years ago: "When many of the radio rep firms were founded years ago, they were put together by one man, who, while he lived or worked, was really the whole company. Often, these pioneers made no provisions for middle-management. The shrewd ones did provide for a continuation of management, of course, but so many did not, and the companies they founded will be in trouble."

Network Push ■ Most independent stations reps indicated that an increased aggressiveness on the part of the radio networks' sales forces has cut into their business. They point to network radio's steady growth, bolstered by a strong use of the medium by large multiple-product advertisers. Although network radio for the first six months of 1967 was down more than 3% from 1966 figures, station reps cited a generally steady growth in network radio sales, which have increased from \$58.3 million in 1964 to \$71.8 million in 1966, according to Radio Advertising Bureau figures.

"Network radio sales are making our job tougher all the time—I'm even inclined to say they could kill smaller reps," said a station rep with about 40 radio outlets. "For one thing, the network sales forces are extremely aggressive, and when they make a pitch to an advertiser they have the resources of the network behind them."

One agency executive told BROADCASTING he "could see why radio reps

—especially smaller ones—are worried. Network radio is offering an extremely attractive cost-per-thousand, and we can't get the efficiency from spot buys that we can from purchases in network."

An independent rep acknowledged: "I hate to admit it, but the networks are offering a helluva good C-P-M. An advertiser can buy a line-up of 200 stations on any four of the nets for the same price he'll pay for two or three stations in the top markets."

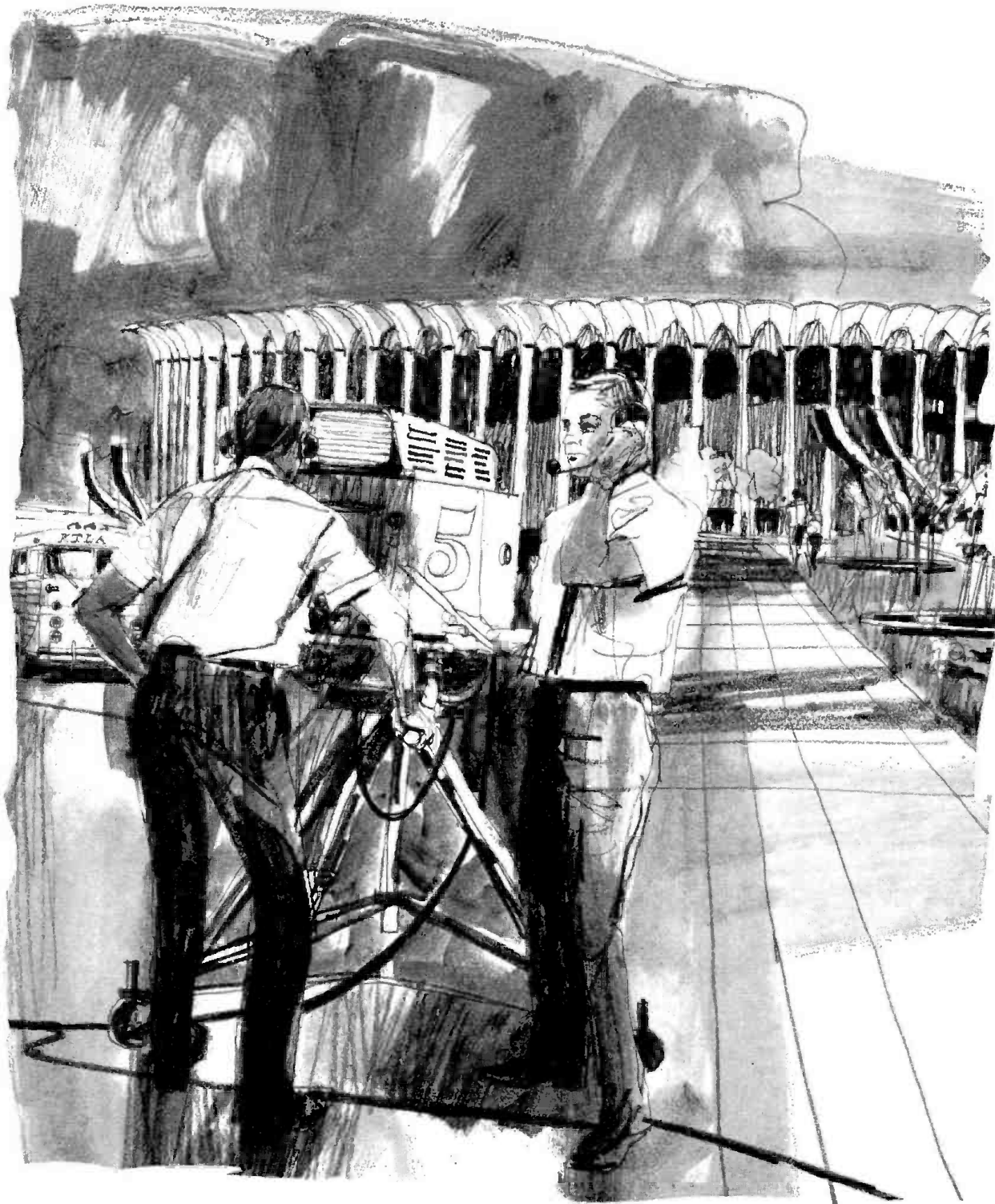
Spillover ■ Another rep said he felt an increasing trend on the part of advertisers to buy into network radio if they could not get into television. "If an advertiser finds he has some money left over after his TV buys, he purchases network radio, then he'll buy spot radio. Spot radio—the sales I handle—is the last to be bought."

Independent reps generally agreed that network radio wouldn't present such a problem if it were simply a matter of sales aggressiveness. "We can hustle just as much as the network salesmen can," said one rep. But what does place the independent rep at a disadvantage, in this view, is the sheer size of the network sales effort.

"The nets can mount a presentation to media buyers and agency execs that most small radio reps can't, and larger rep firms often don't," said one agency buyer. "When the network guys come in, they bring all the data we may possibly need; when some other salesmen come in, they often bring scant information on the stations they're trying to sell."

In fact, the ability to mount a comprehensive—and perforce, expensive—presentation backed by extensive data is considered by many reps and agency people to be one of the aspects of the business that may make or break a rep operation in the next few years. The sales back-up force is becoming increasingly important.

Said one agency executive: "We need



The Forum, home of the Los Angeles Lakers and Kings/Inglewood

IN LOS ANGELES the station with by far the greatest hold on the attention of sports fans is, without question, KTLA. The station's schedule of top sports events is the most impressive in the nation. On the collegiate side, KTLA is currently televising UCLA and Notre Dame football. Within a few weeks it will bring viewers the games of UCLA's NCAA championship basketball team plus key contests played by clubs of other outstanding western universities and, in 1968, the NCAA playoffs. KTLA's professional fare includes the Kings of the National Hockey League, basketball by the Los Angeles Lakers and National Football League highlights. In the spring, KTLA will again bring viewers major league baseball with the California Angels and the hotly competitive soccer of the Los Angeles Wolves. These and many other features give KTLA the largest sports audience in Southern California and, in fact, make KTLA the most-watched sports station in America.

KTLA
TELEVISION
CWB

Radio representation—a changing picture

Whatever happens next, 1967 has been a year of change in the radio rep field.

In January, Advertising Time Sales Inc., which grew from a company formed in 1936 and which represented five radio and seven TV stations, merged with H-R Television Inc. and H-R Representatives Inc. (BROADCASTING, Jan. 23).

July saw consolidation of the television division of Venard, Torbet & McConnell Inc. with Adam Young Inc. to form Adam Young-VTM Inc. In the move, the radio division of VTM was reconstituted as Alan Torbet Associates Inc. to represent radio stations only; Adam Young-VTM concentrated on TV only (BROADCASTING, July 3).

In August, Peters, Griffin, Woodward Inc., announced that it was transferring its list of radio stations to McGavren-Guild Co. to form

McGavren-Guild-PGW Radio Inc. PGW henceforth represented TV stations only; McGavren-Guild-PGW repped radio only (BROADCASTING, Aug. 21).

Last month, yet another pioneer station rep closed its doors to radio when the George P. Hollingbery Co. was sold by its founder and namesake to three company officials, who in turn transferred the firm's list of radio stations to the brand-new John C. Butler Co. The Hollingbery Co., as the new owners renamed the veteran organization, concentrates solely on TV; the Butler firm repped radio stations only (BROADCASTING, Oct. 9).

Also last month, NBC Radio Spot Sales announced it was going out of the radio station representation business and appointed three independent rep firms to handle its seven stations (BROADCASTING, Oct. 30).

more figures, more demographics. We no longer buy radio by the seat of our pants; our advertisers are too sophisticated for that; the brands are too numerous. We need information, and many of the small rep firms just don't have the facilities to provide us with it."

He denied the contention of several reps that buyers purchase on the basis of numbers. "That's still true to some extent," he said, "but radio is fractionalizing and many products can't be sold on stations with the highest numbers. The rep is only as good as he is able to tell us which outlet is best for our purposes, and for this we need data."

More, More ■ A spokesman for a large television-radio rep firm, representing more than 50 radio outlets, said agencies have been demanding more information. "We have to provide more data. What information the rep doesn't get from the station, he has to produce himself if he is going to ease his selling job. This means that a rep firm has to have a fairly sophisticated and extensive research department, and this, in turn, implies bigness. What a large rep doesn't get from the station, he can produce himself," he said.

One small, but successful, station representative firm in New York with about 15 stations, said it kept five file drawers full of information—demographics, rate cards, success stories, promotion material—on each station it represents.

"Most radio reps keep very little information on the stations they sell,

either because they can't afford to, or because the station can't give it to them. The days of the guy selling from material he can squeeze into his coat pocket are just about over," a company executive said.

A station rep's function as source of station information is further heightened by the noticeable increase, according to some reps, in what is called "closet buying," or a time purchase made by a buyer who simply looks at available information and makes his choice without listening to the rep's "pitch" or presentation. Buys made in this manner obviously depend on the quality and quantity of information available to the agency buyer.

Ironically, the increase in "closet buying" may result from the radio industry's own promotional efforts: For some time, industry promotion has been selling the medium's flexibility; its ability to handle an ad campaign on short notice. As it turns out, some agency executives have taken the medium's message to heart, and have been using radio for quick, "in-and-out" buys based solely on immediately available data. Quite often, buyers do not wait around for the station rep's pitch.

Hard Dollars ■ Station reps agreed that the demands of ad agencies were making the job of selling radio an increasingly tough chore. "They're caught in the same profit-cost squeeze we are," said one rep, "and they're looking more closely than ever at their radio dollar, making sure they get as much out of it as they can. If spot TV

is soft, spot radio is even softer, demanding an extensive pitch which costs a lot of money."

Moreover, several station reps said they detected a trend on the part of some advertisers and agencies to "short-circuit" rep firms by providing ad material and money to local dealers or distributors to place as they saw fit.

"I've found myself by-passed on a number of accounts," said one rep with a short station list. "Several times I've found that local beer, tire, or soft-drink distributors have bought time on local stations with national money. The money passes hands, but it's non-commissionable."

While no exact figures are available on the amount of money being placed locally at local rates, reps generally affirmed that their share of radio spot was lowered by the practice. "The number of categories of what is considered 'national' business is declining," said one rep executive with a long list.

Miles David, president of RAB, alluded to the trend during a recent NBC Radio affiliates meeting at which he said auto dollars were becoming more locally oriented, and that Sears, Roebuck & Co. had sent its local stores a manual on the use of radio (BROADCASTING, Nov. 6). One rep said that while such developments were fine for the local radio operator, "they sure don't help my profit picture any."

If the trend toward the "locally oriented radio dollar" spreads appreciably—and many reps and agency executives think it will—the narrowing profit picture of most radio reps could become even slimmer, a development that could force marginal operations out of business.

Other Side ■ Despite the future of consolidations and casualties forecast by many station reps, several indicated that the number of firms will stay more or less around the present number, which is estimated at slightly more than 150, including network and group operations.

"The average broadcaster doesn't like to be represented by a company that represents hundreds of other radio stations," said one rep who has a short list. "Psychologically, he gets a bad feeling, he wants personalized service. In any case, theories that the rep business is going to be in the hands of a small number of companies have been kicked around before this," he said.

Reps with long station lists say their clients get as much "personalized" attention as they would get if they were signed with a smaller broadcast rep. Large companies, it's known, have broken their station rosters into manageable portions and have assigned a certain number of stations to a salesman or sales team.

Observers who foresee a decline in



Husky Stadium/Seattle

IN SEATTLE and adjoining Tacoma, sales are bigger than Dallas, Milwaukee or Miami. Of course, you can't pin down this sales power unless you can reach both metropolitan areas. KVI helps advertisers reach the two without stretching...because KVI's transmitter is located on an island midway between Seattle and Tacoma. KVI's total reach is even bigger, embracing over two million people and nearly three and a half billion dollars in retail sales. It's a Husky market in more ways than one. KVI's broadcasts of University of Washington football—the Huskies—often reach larger audiences than any other collegiate or pro game on the Coast. Put them together, big reach and big attractions, and KVI has what it takes to deliver your sales messages to bigger audiences in the Big Northwest.

KVI
CWB



KEX Tower/Portland

IN PORTLAND, where annual retail sales add up to well over a billion and a half dollars, KEX wraps up the market with 50,000 watts of day-and-night power. This maximum thrust, backed by polished, adult programming, enables your sales story to saturate the Metropolitan Area plus another billion dollars worth of purchasing potential in other prosperous Oregon trade centers. In fact, KEX covers four-fifths of the homes in big, wide Oregon and an additional 100,000 families in neighboring Washington where Clark County is an important part of the Portland Metropolitan Area. All in all, KEX delivers a power package that performs like nothing else in Oregon...and a piece of Washington, too.

KEX
CWB

The Foreman's Monument and Mt. Diabolo at St. Peter and Paul/San Francisco

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KSFO
CWB

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West Coast/Disneyland, Anaheim

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KMPC
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Bill Kings/Los Angeles

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KTLA
TELEVISION
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GOLDEN WEST BROADCASTERS
Four great radio stations covering 87%
of the people on the rich Pacific Coast.

REPRESENTED BY MAJOR MARKET RADIO, INC.
And KTLA-TV, Los Angeles, serving 6 of
So. California's metropolitan areas.
REPRESENTED BY PETERS, GRIFFIN, WOODWARD INC.

the number of reps acknowledge that "psychology" has something to do with the choice of a rep. One said: "Especially among radio men—who are an emotional lot when it comes to their business—personal acquaintance means something, as does long association. But just as in every other business, there's a new breed coming into radio and they are more interested in whether a rep can deliver than if he can talk knowingly about the pioneer days of broadcasting."

Sponsor identification enforced by FCC order

Broadcasters who carry commercial announcements that bear no sponsor identification other than a reference to the product being sold are in danger of violating FCC rules requiring the identification of sponsors.

The commission made this clear last week in ordering WABI-TV Bangor, Maine, to pay a \$1,000 fine for "repeated violation of the sponsorship identification" rule.

The commission action resulted from the station's broadcast of the following announcement: "This is Milton Cross offering you the world's most beautiful art collection . . . Just

mail \$5.95 to 100 Paintings, WABI-TV Bangor, Maine . . ."

The station acknowledged that the announcement was scheduled a total of 195 times from Jan. 7 through Feb. 5, 1967, and that payment was made on a per-inquiry basis by the Homestead Division of R.T.V. Sales Inc.

The station had argued, however, that the term "100 Paintings" constituted sufficient sponsorship identification since that was the product offered and that mere reference to the product is all that is required in certain circumstances. The station also said that the wording of the announcement was not likely to create the impression that Milton Cross was the sponsor.

The commission, however, rejected the argument. "We find no substantial difference between the reference to '100 paintings' and references to 'flower seeds,' 'real estate,' or 'the record man,' all of which constitute inadequate sponsorship identification . . ."

The commission also noted that the station had logged the announcements as 'Homestead Art' rather than "100 paintings." "This indicates that for purposes of logging the licensee itself did not regard '100 paintings' as suitable," the commission said.

The commission vote was 6-to-1, with Chairman Rosel H. Hyde the lone dissenter.

14 go on code list, 31 others withdraw

A net loss of 17 stations was recorded by the National Association of Broadcasters radio code from Aug. 15 to Sept. 15. In that period the code gained 14 members and 31 stations withdrew. The TV code, in the same period, had one withdrawal, KIVA(TV) Yuma, Ariz.

Radio additions: KEAR(FM) San Francisco; KEBR(FM) Sacramento, Calif.; WMMW Meriden, Conn.; WGKR Perry, Fla.; WAYX Waycross, Ga.; WMCL McLeansboro, Ill.; WJFJ Webster City and KLEM-FM Le Mars, both Iowa; KANS Larned, Kan.; WKTJ Farmington, Me.; KTNC Falls City, Neb.; WPRB Princeton, N. J.; WGSU(FM) Geneseo, N. Y., noncommercial; KLME Laramie, Wyo.

Radio withdrawals: WAJM Montgomery, Ala.; KFSA Fort Smith, Ark.; WBAR Barstow and WIPC Lake Wales, both Florida; WERD Atlanta, WGIG-AM-FM Brunswick, WOGA Sylvestor, WVOH Hazelhurst and WXPQ Eatonton, all Georgia; KNIA Knoxville, Iowa; KNIC Winfield, Kan.; KREB(FM) Monroe, La.; WFST-AM-FM Caribou, Me.; KLPW-AM-FM Union and KSIS-AM-FM Sedalia, both Missouri; KGMT Fairbury and KLOL Lincoln, both Nebraska; WBCO-AM-FM Bucyrus, Ohio; KVLH Pauls Valley and KVSO Ardmore, both Oklahoma; WDSG Dyersburg, Tenn.; KBOX-AM-FM Dallas, KSTB Breckenridge and KZZN Littlefield, all Texas; KREN Renton, Wash.

Rep appointments . . .

- KISR Santa Barbara, Calif.: Edward Petry & Co., New York.
- KITT(FM) San Diego: McLendon 45.
- WCFR Springfield and WNHV White River Junction, both Vermont: Eckels & Queen Inc., Boston.

Also in advertising . . .

More TV commercials ▪ ECA Inc., New York, a producer of industrial films, has announced a new TV commercial production division headed by Timothy Sheehan, former senior producer at Doyle Dane Bernbach, New York.

On his own ▪ Joseph Harris, former vice president and director of media, Daniel and Charles, New York, has opened a sales promotion and public relations agency, Joseph A. Harris Advertising, with offices at 302 Route 70, Cherry Hill, N. J., and 24 West 40th Street, New York.

TOP SPOTS IN TULSA!

WAGON TRAIN

Sunday Night, from
10:30 p.m. to Midnight.
All Color

TUESDAY NITE AT THE MOVIES

6:30 to 10:00 p.m.
Top Prime Time Minutes Available
Weekly . . . first run . . . 7-Arts
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outstanding NBC movies.
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The top daytime buy!

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And 47th in the nation in both
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KVOO 2 TV
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Represented by  The Original Station Representative

Fairness court test opens in Chicago

Briefs argue that First Amendment guarantees broadcasters freedom of press and speech

Broadcasters opposing the FCC's fairness regulations have taken an all-or-nothing stance on the First Amendment in briefs filed in federal court last week. On the outcome of the litigation, no doubt due to be carried to the U. S. Supreme Court before it's over, may well turn the future of electronic journalism—free and unfettered or circumscribed by government-imposed limits.

This was the thrust of the briefs filed by the three major petitioners and by one friend of the court in the federal appeals court in Chicago.

Filing were the Radio Television News Directors Association, eight licensees, CBS and NBC. The amicus brief was submitted by King Broadcasting Corp. (KING-AM-FM-TV Seattle).

Under attack is the FCC's July order establishing as regulation the decades-old fairness policy as it applies to personal attack and editorializing. In August the commission amended the rules to exempt bona fide newscasts and on-the-spot coverage of news events.

Unanimity ■ All the briefs attacked the FCC's action as a violation of freedom of the press and of speech. All also contended that even if this argument does not prevail, the commission has no power under the Communications Act to impose its determination of fairness on licensees.

RTNDA, which was the first to appeal the commission's order (the CBS and NBC appeals were originally filed in the second circuit in New York but subsequently consolidated with the Chicago appeal) put it bluntly: The First Amendment precludes the commission from restricting the freedom of broadcasters to express controversial opinions on public issues.

Questioning the means the commission has selected to accomplish the goal of an informed electorate, RTNDA maintained that the First Amendment calls for public debate that should be "wide open and uninhibited" and should include biased and partisan speech.

"The commission cannot," RTNDA said, "substitute a different and con-

ficting standard in place of that selected by the First Amendment, even though it believes its own standard to be better."

Constraint ■ The FCC's fairness rules and doctrine in practice, RTNDA said, reduce the "vigor and scope" of public discussion on controversial issues by forcing broadcasters to be self censors and by imposing economic, administrative and other burdens on broadcasters.

Also, RTNDA contended, the rules permit the commission to enter day-to-day determination of individual fairness questions, leading to the scrutiny of particular programs.

In a sense, the rules tax the broad-

caster, RTNDA said, by forcing broadcasters to give away free time for replies. It is, the news directors commented "in effect a tax on controversial speech—the more controversial the broadcaster is, the higher his 'tax.'"

Since most so-called personal attacks are made on public officials or public figures, the commission's requirement that reply time must be proffered conflicts with the Supreme Court's own rulings in the *New York Times* and *Curtis Publishing* cases, RTNDA stated. Both cases held that public officials or figures could be attacked and even libeled, and that the publications could not be held for damages, unless maliciousness was proven.

Anticipating the commission's arguments, the RTNDA brief maintained:

■ Broadcasters may not be denied protection of the First Amendment on the alleged physical limitations on the number of stations that may operate in the spectrum. This cannot, the association added, "justify a constitutional distinction between broadcasting and print media." In fact, it went on, newspapers are "far more scarce" than broadcast stations.

■ Broadcasters may not be denied their rights under the First Amendment

**WUSN-TV
Ch. 2, the ABC
station in
Charleston, covering
the eastern half
of South Carolina
is represented
by Edward
Petry & Co.**

Traditional fairness argument countered

Both the Radio-Television News Directors Association and NBC bore down heavily in disputing the anticipated "scarcity" argument that is sure to be raised by the FCC in defense of its right to impose fairness requirements on broadcasters.

Citing the relationship between broadcast stations and daily newspapers, RTNDA offered a half-dozen examples, all cities in the Seventh Circuit where the appeals are to be heard: In 1966, Chicago, 13 newspapers, 86 stations of all kinds; Milwaukee, three newspapers, 32 stations; Indianapolis, nine newspapers, 29 stations, etc.

NBC pointed out that by 1965 the number of commercial broadcast stations had soared to a total of 5,681, while in the same period the number of daily newspapers markedly declined to 1,751. For that year, the network reported, there were 128 newspapers but 373 stations in California, 47 newspapers and 239 stations in Florida, 83 newspapers and 197 stations in Illinois, etc. In five major U. S. cities, NBC showed, New York has 21 newspapers and 79 broadcast stations, Chicago 13 and 79, Los Angeles-Long Beach, 21 and 76, Philadelphia 17 and 52 and Detroit, 5 and 41.

because they are licensed. The U. S. Supreme Court has said that government cannot abridge freedom of expression by placing conditions on a grant of a benefit or a privilege.

▪ The FCC cannot abridge the First Amendment protection of broadcasters "in order to promote an asserted public interest in balanced debate. . . ."

▪ The only time perhaps that the First Amendment may be abridged is

when there is "serious and imminent danger." There is no such danger now.

No Statutory Right ■ The FCC does not have the authority, RTNDA said, to impose the fairness requirement on broadcasters. Neither the Communications Act nor Congress has given the FCC this power. Even the 1959 amendment to Section 315 of the Communications Act, which calls on broadcasters to be mindful of their responsibility to be fair, is not "explicit" authority for this action, RTNDA said.

The RTNDA brief was filed by the Washington law firm of Pierson, Ball and Dowd. Also on the brief were Professor Archibald Cox, Harvard Law School and former Solicitor General of the U. S.; Professor Harry Kalven Jr., University of Chicago Law School, and Maurice Rosenfield, a Chicago attorney who is executive director of WAIT Chicago.

Joining RTNDA in the appeal were group broadcasters RKO General Inc., Time-Life Broadcast Inc., WDSU-AM-FM-TV New Orleans and WALA-TV Mobile, Ala.; WWJ-AM-FM-TV Detroit (*Detroit News*); and the Lester G. Spencer stations (WBAT Marion, WBW Bedford and WKBV-AM-FM Richmond, all Indiana).

Freedom ■ Calling the litigation perhaps the most important First Amendment issue yet raised in the broadcast medium, CBS said that the FCC rules are "fatally defective." The burdens imposed on the broadcasters by the personal-attack rule are if anything, CBS said, more severe than the burdens of the damage remedy for defamation held unconstitutional as applied to true or nonmalicious statements in the printed media.

CBS stressed the "practical burden" of arranging and clearing time on 400-odd affiliates for replies that may be required because of statements made by newsmen or commentators.

The FCC rules are vulnerable, CBS said, because the public interest they are meant to serve can be protected, and has been in the past, by "measures far less restrictive. . . ."

The personal-attack rules, CBS noted, seem to find undesirable any attack on honesty, character, integrity or other personal qualities. This is erroneous, CBS said. "Such attacks serve the public interest even though it may be and often is impracticable to grant the person or group affected an automatic right to a broadcast reply."

Moreover, CBS added, the automatic-reply requirement may destroy the very balance it seeks to achieve.

Arguing that Congress gave the FCC the authority to conduct an over-all review of programing at application or renewal times only, CBS noted that Congress "has rejected any suggestion that the commission should have power to control the content of individual programs, or to deprive the broadcaster of editorial discretion." In fact, it said, Congress has consistently refused to expand the equal-time provisions of the Communications Act that apply to candidates "into the very areas" sought to be covered by the new FCC fairness rules.

Cities Examples ■ In an exhibit to show the extent of the problem, CBS reprinted 31 out of 134 commentaries delivered by Eric Sevareid in the year ended Oct. 12. In the 31, some 50 statements are made concerning individuals or groups that would call into play the fairness rules, the network said. In a similar manner, CBS cited 34 *Face the Nation* programs out of 84 broadcast from March 1966 to October this year, which contain 75 statements that "arguably" may be considered to fall within the personal attack definition.

All three of the petitioners referred to the Red Lion case, where the District of Columbia appeals court upheld the legality of the FCC's fairness rules (BROADCASTING, June 19), but only CBS was bold. It said it thought the case was "wrongly decided." The Red Lion decision might have been different, CBS said, if the station, "while not permitting [the complainant] to broadcast in person, had fairly presented opposing views."

The CBS brief was filed by the Washington law firm of Wilmer, Cutler & Pickering, and was joined by Newton N. Minow, Chicago lawyer and former FCC chairman, and Professor Herbert Wechsler, Columbia Law School.

Part of Press ■ Broadcasting, said NBC, is part of the press and thus entitled to the protection of the First Amendment. Since broadcasting has become the prime news source for the public, the network added, "it is vital that this . . . protection not be diluted."

Attempts to justify more stringent



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regulation of broadcasting on the theory of a scarcity of facilities and public ownership of the airwaves does not withstand analysis, NBC pointed out. The number of broadcast stations, it related, has increased from 30 in 1922 to 5,681 in 1965; in the same period, the number of daily newspapers has decreased from 2,033 to 1,751.

The commission's rules, therefore, are "constitutionally impermissible," NBC stated. They discourage broadcasters from taking stands on public issues, require them to censor programs, muffle criticism of, or editorializing against, public figures, and "it places in the hands of the commission the power, by its day-to-day interpretations of a vaguely worded rule, to affect in more subtle ways the content of what is broadcast—to promote expression which it favors, and discourage expression of which it disapproves." NBC's brief was filed by the New York law firm of Cahill, Gordon, Sonnett, Reindel & Ohl.

The King Broadcasting amicus brief called the rules "unlawfully vague . . . incapable of being administered properly."

The rules, King said, will discourage use of the media to inform the public of broadcaster's views on political elections.

Withheld Rights ■ Because broadcasters are "clients" of the government, in that they require a license to operate, King said, they are at the mercy of the FCC in editorial decisions and thus are restrained in exercising their First Amendment rights.

King recounted its experiences in the recent Seattle city-council election, where it took an editorial position endorsing five of the nine candidates and offering the other four 20-second announcements to be broadcast six times over two days. One unendorsed candidate complained to the FCC, resulting in an FCC order to King to provide more exposure to that candidate. Failing to win a stay in the District of Columbia circuit court, King negotiated and gave the candidate one additional 20-second announcement (BROADCASTING, Nov. 20, 13). King also said that a similar situation occurred during the primary campaign for city council last September. In this case, an unendorsed candidate complained to the FCC that King's offer of one one-minute response to be run twice was too little. The commission agreed, and because the primary election was only a day away, King agreed to give the complaining candidate six 20-second announcements. In both cases, King's editorial endorsements ran several times daily over a period of a week.

The King brief was submitted by the Washington law firm of Haley, Bader & Potts.

BROADCASTING, November 27, 1967

Build up of CBS-TV news

Ideas exchanged at affiliates meeting; 'eye' use restricted

There'll be more news and information on CBS-TV in the future, but just when and in what form remain to be worked out.

That was the nub of a wide-ranging discussion between CBS-TV and CBS News officials and members of the CBS-TV Affiliates Advisory Board as reported last week by both network and affiliate sources.

One form the news expansion will not take—at least in the immediate future—is extension of CBS-TV's half-hour *Evening News with Walter Cronkite* to a full hour. Affiliates were said to have received this word from CBS officials with some relief, since such an expansion would inevitably be into what for most stations is lucrative local time.

Among the ideas advanced and talked

about in what participants described as a free-form discussion of long-range news possibilities were such departures as returning the 10:30-45 p.m. weekday period to stations for local news or other local programing, followed by a quarter hour or half hour of network news; network news feeds after 11 p.m. and whether they might eventually occupy as much as two hours of late-night time, and the possibilities of adding a Sunday counterpart to Saturday's early-evening news.

Not Definite ■ Network sources stressed that none of these—or any of the other ideas advanced—were put forth as "proposals," but rather were discussed primarily on a "what-would-happen-if?" basis in a general exploration of ways in which the network's news budget might be expanded over the long haul.

Affiliate sources confirmed the suppositive nature of the discussion and emphasized the absence of "any crash program" for any particular idea.

Station participants reported that there had been some "pretty violent" affiliate reaction to a recent CBS move to restrict affiliates' use of the CBS "eye," but said the network's agreement to "grandfather" the change—by allowing stations to use up stationery, slides, etc., on which the Eye is currently used in conflict with the new

**WHTN-TV
Huntington-
Charleston, W. Va.,
the station that
delivers more young
adults* per 100 homes
is now represented by
Edward Petry & Co.**

*FROM 9AM TO MIDNIGHT, AGES 18-49.

Johnson urges greater involvement in Negro, urban problems

Broadcasting's vast white land is a wall and not a bridge to better racial understanding. The rising tensions of the ghetto demand a higher commitment from radio-TV, especially at the local level. It is America's greatest single need.

Thus did FCC Commissioner Nicholas Johnson lay the race issue before a regional fall conference of the National Association of Broadcasters last Tuesday in Chicago. "Attitudes will have to change," he said, "you will have to go out of your way to effect change."

Example: Station owners personally should visit the ghetto and "stay there until you get sick enough to return to your office determined to do something about it."

The FCC official took special note of two other recent talks calling upon broadcasters to improve their Negro programming. One was that of the Department of Justice's Ben Holman, a former CBS-TV newsman, before the National Association of Educational Broadcasters in Denver (BROADCASTING, Nov. 13). The other was an address by Bill Monroe, director of news, NBC News, Washington (BROADCASTING, Oct. 16). Mr. Monroe's speech was appended to the Johnson text. Copies were freely available.

Examples ■ Commissioner Johnson punctuated his talk frequently with television-film and radio-tape excerpts from network and local programming he felt did a good job of

exploring the problems of the Negro.

"I didn't come here with solutions," he admitted, "but I did come with your films and tapes" and the hope of engaging in a dialogue with those present to look for some answers. The question period following, however, turned out to be brief. It consisted mostly of inquiries by college-student guests.

Commissioner Johnson also presented Howard B. Woods, editor in chief of the Sengstacke group of Negro newspapers and recently with the U. S. Information Agency, to the NAB meeting. Mr. Woods observed that even Negro-oriented stations today are white-owned and urged the hiring of Negroes for a better purpose than mere image.

Mr. Woods felt that too much of the present programming and commercials "lulls the audience into false security" about the ghetto plight. He mentioned the continuous parade of beautiful beer-selling scenes like skiing, picnics at the beach, etc. as contributing.

Slick Fielding ■ Mr. Woods drew the largest applause of the day when he replied to a student's question of how the campus radio station can escape putting on the "extreme right" to answer Dick Gregory if it gives coverage to Mr. Gregory.

Mr. Woods thought the station should give time for the conservative as well as other points of view, noting it was the extremes of the liberals that forced the conservatives

so far to the right. America's greatness, Mr. Woods explained, lies in "the right to be wrong."

Commissioner Johnson offered several proposals to broadcasters for helping to improve racial understanding:

■ **Employment**—"Without passing moral judgment on the fact, we can simply note that the broadcasting industry employs very few Negroes compared with other industries." Of broadcast employees, 3.4% are Negro compared to 10.8% industrial average.

■ **Programming** — "Report what's going on in the Negro community, the same things you report from the white community. Don't get it all from the police blotter and the rioters. Ask your new employees."

■ **Self-education** — "Take a field trip. Visit that foreign land that is your city's ghetto. That's right, you. Not someone from your staff . . . Negroes may not jump at the chance to work with you. They may hate you. They may even have reasons. So you'll have to keep trying."

■ **Coverage of demonstrations and disorders**—"You must give more attention to the impact of your coverage . . . As important as this subject is, however, it pales when compared with your capacity to program for better racial understanding and the avoidance of riots."

■ **The FCC** — "The commission must offer encouragement and aid in the effort to put the power of broad-

rules—had made the move easier to take.

The restrictions, CBS reported, were imposed at the insistence of trademark attorneys who feared that use of the eye has become so widespread that, unless controls were imposed, CBS might lose its exclusive rights to the trademark, as has happened to other companies on such names as cellophane, linoleum and escalator.

The restrictions were spelled out in an affiliation contract amendment distributed last month. In general, they do not permit an affiliate to display its own call letters or channel number within the eye, require the CBS identification to be carried within or near the eye when used to promote CBS-TV programs, forbid use of the eye to promote non-CBS programs but permit its use to identify the station as an affiliate provided the words "a CBS affiliate" are carried immediately underneath.

Other Areas Covered ■ Discussions at the meeting, held Nov. 13-16 at Key Largo, Fla., also ranged from programming and ratings to sales.

Network officials were said to have indicated "guarded optimism" about business prospects for the first quarter of 1968 but also asserted belief that CBS's leadership in the ratings this season puts it in a position to make the most of any upturn in the economy, whenever it comes.

In a session of its own, the affiliates board elected Thomas C. Bostic, KIMA-TV Yakima, Wash., as chairman. He succeeds Stuart T. Martin of WCAX-TV Burlington, Vt. Robert F. Wright, WTOK-TV Meridian, Miss., succeeded Mr. Bostic as secretary.

Affiliates denied reports that they planned to institute a new economic study relating to compensation paid affiliates by the network. They said compensation was not mentioned.

Stations cautioned on possible payola

The FCC has reminded broadcast licensees of their obligation to guard against situations in which employees might use station facilities to promote their own outside interests.

The reminder came in the publication of a letter, on Nov. 17, in which the commission notified WAME Miami it was withholding a decision on whether to renew the station's license.

The station's difficulties with the commission grew out of a complaint the agency received about a possible conflict of interest on the part of WAME disk jockeys. Following an investigation, the commission last June wrote the station asking it to outline the policies it would adopt to prevent such



casting at the service of urban America. Recently I recommended . . . an office of urban communication" at the FCC.

"In training your cameras on the day-to-day life of the ghetto," Mr. Johnson said, "it is vital that you let the people of the community and their conditions speak for themselves in their own idiom, not just through the 'filter' of a 'responsible' spokesman or reporter. Broadcasting from neighborhood studios, perhaps jointly financed and used by all the tele-

vision stations in a city, may be a useful concept to consider."

False News ■ Commissioner Johnson pointed out that alleged incidents of false coverage of riots or demonstrations are "a matter of great concern to the FCC as well as to all responsible broadcasters who are proud of their profession." He cited reports that certain TV newsmen encouraged demonstrators in Watts to throw rocks through windows in order to get better pictures. He also cited a report that TV newsmen sup-

plied protest signs to students at a Vietnam policy debate because they thought the students might not have signs of their own.

"Whatever America becomes next year, it will be in largest measure a nation of your own making," the FCC official said, "for it is you who tell me and 200 million other Americans what to think, what to buy, what is stylish, what my problems are, who to vote for—and who I am."

A riot, Mr. Johnson said in conclusion, is mostly misery, "but it is also a form of communication. A riot is somebody talking." Yet, he pointed out, "this is an expensive way of communicating," both in economic and social terms.

"There are other ways for the people of your city to talk to each other—cheaper ways, happier ways," Commissioner Johnson said, "and those ways involve your microphones, your television cameras, your transmitters. The people of this country have a lot of talking to do to each other. They are going to need your help."

Commissioner Johnson left the NAB meeting at noon to fly back to Washington. As his plane was rising over the city, hundreds of Negro students on the city's North side were pouring out into the streets, throwing rocks, smashing windows, looting. It was late that night before order was restored, some 80 arrested.

What triggered it? A false rumor a white gang had shoved a Negro onto the elevated tracks where he was run over.

conflicts.

The letter noted that the station's disk jockeys not only selected records being played on the air but were receiving compensation for participating in outside record hops at which record talent appeared, "sometimes . . . without monetary compensation."

The commission, in the November letter, said it had been unable to determine from the station's response to the earlier inquiry that management had fulfilled its obligation to exercise "special diligence to prevent improper use of its radio facilities when it has employees in a position to influence program content who are also engaged in outside activities which may create a conflict [of interest]."

Clarify Policy ■ The commission requested the station to submit a statement "as to your future policies" for effecting such insulation. The commission added that if complete insulation

will not be achieved, the station should outline the measures it will take to assure that no material is aired as a result of such situations.

In the meantime, the commission said, decision on whether the station's license should be renewed will be held in abeyance.

The commission, in rejecting the station's response as inadequate, noted that the station didn't indicate what steps were taken to prevent "collusion by employees" in preparing the play list.

The commission also pointed out that the station didn't state what was done to make sure that the records played are those that have been requested by listeners, although the management has said it believes that the audience should determine the play list.

The commission in addition pressed the station on what procedures management uses to check record-store sales—or enforce a policy against playing of

a record more than four times in a four-hour program.

In a separate action, the commission imposed a \$1,000 forfeiture on WAME for violation of the FCC's logging rules.

Church group hits WLBT(TV) findings

The United Church of Christ has attacked as "an incredible document" the decision of FCC Hearing Examiner Jay A. Kyle in the license renewal case of WLBT(TV) Jackson, Miss.

Last month Examiner Kyle issued an initial decision that would grant the station a full three-year renewal. In it he said the church and its co-complainants had "woefully" failed to support any of the serious programming

allegations made about the station (BROADCASTING, Oct. 23). WLBT had been accused of failing to abide by the fairness doctrine in civil-rights matters and of ignoring the programming needs of the large local Negro population.

While the church assailed the examiner's decision, the FCC's Broadcast Bureau called it a "well-reasoned, cogent and concise analysis."

The church cited six areas in which it disagreed with the examiner's decision. It alleged that:

- Mr. Kyle failed to conclude that WLBT should be denied license renewal because it failed to adequately serve the Negro community during the 1961-64 license period.

- The church's monitoring study of the station should have been given the same evidentiary weight as would an FCC "composite week."

- Mr. Kyle did not consider the station's obligation under the fairness doctrine.

- Mr. Kyle erroneously based most of his conclusions on the equal-time provision of the Communications Act.

- Mr. Kyle failed to conclude that "the vast majority" of evidence introduced to disprove the church's allegations was based on WLBT's programming in the period following the filing of the church's petition.

- No evidence by any witness, white or Negro, tended to disprove any of

the church's allegations.

The church also found fault with the Broadcast Bureau's role in last spring's 12-day hearing in Jackson. Out of 1,700 pages of transcript and more than 2,000 pages of exhibits, the church said, the Broadcast Bureau called none of its own witnesses and introduced only four one-page exhibits.

Hyde queried on fairness

Personal-attack rules trouble congressmen who feel FCC was arbitrary

Five members of the House Commerce Committee have asked FCC Chairman Rosel Hyde for another reply to questions the congressmen have raised about the commission's personal-attack rules promulgated last summer. And in the process, the congressmen propose that the FCC take over the chore of notifying persons subject to attacks broadcast on large numbers of stations.

The congressmen, John Dingell (D-Mich.), John E. Moss (D-Calif.), Richard L. Ottinger (D-N.Y.), Lionel Van Deerlin (D-Calif.) and Brock Adams (D-Wash.), say that Mr. Hyde's answer to an earlier letter does not "satisfactorily explain" the FCC action. They also note in a letter mailed to Chairman Hyde just before the Thanksgiving recess that his comments were "not entirely responsive to the points raised in our letter."

The congressmen had originally challenged the FCC's personal-attack rules promulgated in July and August as illegal under the Communications Act (BROADCASTING, July 10, Aug. 7). A letter to this effect was sent to Chairman Hyde on Aug. 15. It charged that the FCC action had abrogated the right of individuals to reply to personal attacks if the attacks took place on "bona fide newscasts" or during on-the-spot news coverage.

FCC Reply ■ Chairman Hyde, in his letter of Oct. 2 answering the congressmen, said these categories of programs were "two areas where the commission concluded that the broad requirements of the fairness doctrine, rather than the specifics of the personal-attack rule, are appropriate."

Last week's letter to Chairman Hyde said that "the elimination of the victim's right to reply to a given personal attack, based on the completely fortuitous circumstance that the attack is

carried over a newscast, is an arbitrary action by the commission that is incompatible with the public interest and does violence to private rights."

The congressmen also add that they find no authority in Section 315 of the Communications Act that permits the FCC to make a distinction between "hard" news programs and "'nonhard" or 'soft' news programs." Further, they say, victims of personal attacks have a court-upheld right to reply, and such a right is not to be withdrawn by FCC decisions to exempt certain types of programs.

Although Chairman Hyde's letter stressed that exemption from notification-of-attack requirements for hard news programs was not intended as a convenience for broadcasters, the congressmen's letter insists that the reverse is true.

Vast Response ■ The FCC chairman had noted that, in the case of a personal attack being incorporated in, say, wire-service copy used by thousands of radio stations, a victim would be inundated by separate notifications—tapes or transcripts—from each of the stations that used the item and find it impractical to negotiate separately with each of the stations for reply time.

In their letter, the congressmen suggest the FCC act as a clearinghouse for attack notifications. Stations carrying personal attacks on any program would notify the FCC with the specifics of the case; then the victim need only be notified by the FCC that one or more licensees have reported the broadcast of an attack. He could then "make orderly arrangements" for reply time.

"Such a procedure would not add materially to the commission's workload," the congressmen continue. "On the contrary, it would eliminate completely any future disputes between victim and licensee as to whether proper notice was given."

'Birthday House' goes to foreign markets

A daily, daytime children's program, *Birthday House*, which had completed a five-year cycle on WNBC-TV New York, is planned for overseas syndication by NBC International, with stations abroad supplied with formats and music and lyrics on a continuous basis.

The one-hour program, which spotlights actor-host Paul Tripp, will be assembled and sold on a basis similar to the highly successful *Romper Room* series, with local personalities trained to assume the role handled in New York by Mr. Tripp. An NBC International spokesman said last week that

LBJ's livelier image

An animated President Johnson—far more than customary at formal, televised news conferences hertofore—appeared before the nation's TV public on Nov. 17, and he's been receiving rave notices by national affairs pundits as well as by more mortal TV critics.

The President's new image, TV-wise, is attributed to his use of a lavalier microphone at the news conference. This permitted him to move away from the lectern. The over-the-neck mike permitted Mr. Johnson to take a few steps toward his questioners at the last news conference in the East Room of the White House. The resulting lack of constraint was noticeable: the President used his hands in gestures to a more marked degree than before; even more voice inflections were noted.

TV cameramen, covering the last conference, said they had no difficulty in framing the President as he moved about.

Goldenson rebuts charges against networks' feature-making

ABC Inc. President Leonard Goldenson bearded some apparent show-business opponents in their own den last week when he told The Foundation of the Motion Picture Pioneers that the film industry "should encourage, not oppose increased competition" in the movie business.

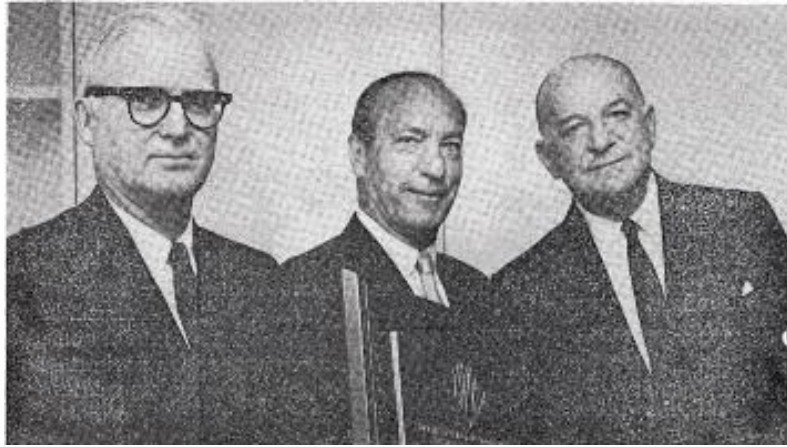
Mr. Goldenson's remarks were made at a New York dinner attended by representatives of the nation's feature film producers, some of whom have reportedly asked the Justice Department to investigate possible anti-trust aspects of ABC and CBS plans to produce feature films for theatrical release and subsequent use on their respective networks (BROADCASTING, Oct. 9).

Mr. Goldenson's support for ABC's—and by implication, CBS's—plans to produce full-length movies, followed his acceptance of the foundation's "Pioneer of the Year" award. Mr. Goldenson, associated with the film industry for 34 years, heads a corporation that controls more than 400 motion picture theaters, as well as radio and television stations and networks.

Sees No Violation ■ He said ABC's plans to produce about 12 feature films before 1969 were not in violation of a 1949 federal order forbidding film producers from owning theaters. Moreover, Mr. Goldenson branded as "ridiculous" charges that ABC was interested in making movies primarily for television. "We want to get the last dollar out of theatrical billings before we—like any other producing company—offer a movie to television," he said.

Mr. Goldenson also said the market for feature films is increasing each year, not only for use on television, but also for use in motion picture theaters, which he said grow at the rate of 350 houses per year, while feature film production has dropped 51% in 11 years.

"It is an incontestable fact that motion picture theaters throughout the nation still need more quality product," the ABC president said. "I simply cannot believe that increased competition and a larger supply of feature films can be monopolistic . . .



Mr. Goldenson (c) accepts the award from H. H. Martin (l), president of The Motion Picture Pio-

neers, and Simon H. Fabian, a director of the Pioneers, at the New York dinner.

I would think that a freer market, a more competitive market, would be as welcomed by the federal authorities as it has been by the exhibitors," Mr. Goldenson said.

Objections to the ABC and CBS plans, voiced by the Motion Picture Association on behalf of the giant movie makers, reportedly are based on a fear that the market for feature films will be depressed by network production of feature films; that talent and production costs will rise as a result of increased competition for such talent; and that there will be less of a television market for the films of the major movie producers as a result of the increased supply.

More pointedly, however, the Motion Picture Association has quietly asked the Justice Department to determine whether film production by ABC, CBS, and National General Corp., a large theater-chain owner that plans to produce films which will eventually end up on television, might be a violation of the 1949 federal consent judgment. This order forbade film producers from owning theaters and also separated Paramount Pictures from Paramount Theaters. The latter theater activity is now a subsidiary of ABC Inc.

Participated in '49 Case ■ Commenting on the alleged antitrust aspect of ABC's plans, Mr. Goldenson

said that in the 1949 federal consent decree, "our [ABC's] right to produce and distribute feature pictures was recognized. I know whereof I speak because I was the individual who participated in the negotiations with the federal authorities.

"Now we are exercising the right of production. And we have no doubt whatsoever of its validity. In order to avoid any possible controversy, particularly since we are large exhibitors, we do not intend to distribute. That will be done for most of our productions by the new Cinerama Releasing Corp., a wholly owned subsidiary of Cinerama Inc," Mr. Goldenson said.

Motion Picture Association President Jack Valenti, in a statement released after Mr. Goldenson's speech, said the ABC president "misses the vital issues. It is not a question of more or less production, it is a matter of fair or unfair competition," Mr. Valenti said.

Film companies do not oppose production by anybody, he said, but "we do oppose distribution by those who own or control large numbers of theaters and who control television networks, when motion picture companies are excluded from both. This kind of multiple control has been declared illegal by our government," Mr. Valenti said.

the first contract on *Birthday House* is expected to be signed shortly in Great Britain.

Mr. Tripp, who created the series in association with producer Alton Alexander, musical director Ray Carter and program packager Lester Lewis, commented last week that he "was naturally

pleased that the program will be shown overseas." But he said he is disappointed that for the first time in more than 15 years he is not conducting a children's TV program in the U. S. He noted that he had had earlier long runs with two other children's series, *Carousel* and *Mr. I-Magination*, both on

WCBS-TV New York.

He is keeping busy this fall and winter, he said, with personal appearances before children's organizations; writing lyrics for music records, and awaiting the theatrical presentation of his first full-length movie, "The Christmas That Almost Wasn't," that stars Rossano

Brazzi.

"But I feel there must be room on TV for a children's program that doesn't accentuate cartoons and still entertains and teaches youngsters in a fun manner," Mr. Tripp observed.

Special 'events' set on NBC-TV Dec. 1-16

NBC-TV has placed 15 color "events" in prime evening hours over a 16-day period starting Dec. 1. According to NBC, the schedule of "events", most of them specials, places two on Dec. 8 (*Rudolph the Red-Nosed Reindeer* at 7:30-8:30 p.m. and *American Profile: The Forgotten Peninsula* at 10-11 p.m.); two on Dec. 11 (*Movin' with Nancy* at 8-9 p.m. starring Nancy Sinatra, Frank Sinatra and Dean Martin, and "The Royal Follies of 1933" at 9-10 p.m. as a musical special in the *Danny Thomas Hour* series); two on Dec. 13 ("A Taste of Funny" with Groucho Marx in the regular *Kraft Music Hall* series at 9-10 p.m. and *The Andy Williams Christmas Show* at 10-11 p.m.); and two on Dec. 16 (*Mr. Magoo's Christmas Carol* at 7:30-

8:30 p.m., and a Lorne Greene Christmas show at 8:30-9 p.m.).

Also slated in the two-week period: NBC News documentary *Same Mud, Same Blood* on Dec. 1, 10-11 p.m.; *America and Americans* on Dec. 3, 10-11 p.m.; "Saint Joan" (*Hallmark Hall of Fame*) on Dec. 4, 9-11 p.m.; a Jack Paar special on Dec. 6, 9-10 p.m.; *Radio City Music Hall at Christmas Time* on Dec. 10, 8-10 p.m.; a Bob Hope special on Dec. 14, 8:30-9:30, and "Profile of Zubin Menta" as a special in the *Bell Telephone Hour* series on Dec. 15 at 10-11 p.m.

NBC said this would be the "greatest concentration of color specials in television history."

Three feature syndicates hit in antitrust case

The government has filed an antitrust suit against three newspaper-feature syndicates.

The suits, filed by the Department of Justice in the Second Circuit Court of Appeals in New York last week, are against Hearst Corp. (King Features), Field Enterprises Inc. (Publishers-Hall

Syndicate) and *Chicago Tribune-New York News Syndicate*. In each instance, the Justice Department contends, the size of the territory covered by the syndicates' exclusive sales of comic strips, political columns and features is "an arbitrary and unreasonably broad territory surrounding the contracting newspaper's city of publication." The complaints do not challenge the syndicates' rights to grant exclusive publication of their features.

Because of the size of the exclusive territory for each newspaper, the government suit said, other newspapers in surrounding areas cannot obtain the same features.

Scott, Goodman to meet with affiliates' board

The programming spectrum at NBC-TV and plans by NBC News for coverage of the political conventions next summer will concern the NBC-TV affiliates board of delegates and network executives in a semi-annual meeting next week (Dec. 4-5) at La Quinta hotel near Palm Springs, Calif.

Reports will be made on current nighttime and daytime programs including specials, along with a preview of programs now under development. Walter D. Scott and Julian Goodman, NBC's board chairman and president, respectively, will lead the NBC contingent, along with David C. Adams, executive vice president; Don Durgin, president of NBC-TV; William R. McAndrew, president of NBC News; Raymond W. Welpott, president of NBC Owned Television Stations Division, and Thomas W. Sarnoff, NBC staff executive vice president among others.

Plans for the meeting were announced last week by Donald J. Mercer, NBC vice president, station relations. Chairman of the delegates board is Harold Grams, general manager of KSD-TV St. Louis.

Radio series sales . . .

Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood Inc.): WGRP Greenville, Pa.; WJTO Bath, Me.; WIGS Gouverneur, N. Y., and KEYN Wichita, Kan.

John Doremus Show (E. C. Cotter & Associates): WHEL Louisville, Ky.; WJON St. Cloud, Minn.; KURL Billings, Mont.; WEJL-FM Scranton, Pa., and KFNE-FM Big Spring, Tex.

Dex Card Survey Show (Noyes, Moran & Co.): WKID Champaign and WJOL Joliet, both Illinois, and WJVA South Bend, Ind.

The eyes of Texas were not on them

More than 12,000 East Texans, jolted into action by KLTv(TV) Tyler, Tex., participated in a whirlwind campaign for video coverage of Thanksgiving's Texas-Texas A&M football game. But despite the station's best efforts to gain regional coverage of the event the game was played without benefit of any video coverage at all.

The station sought to bring pressure on the National Collegiate Athletic Association to waive its coverage rules. The game, traditionally of intense interest in the state, had long been sold out. Viewers were asked to petition for the waiver, using the station as a forwarding point for their efforts.

KLTv(TV)'s executive vice president, Marshall H. Pengra, displayed the results of the intensive three-day's mail drive on the air, but had to announce to viewers that lack of support from Texas A&M had undermined any chance for coverage.

NCAA later said it had received no requests for waivers under the rules from either school that would have even permitted the game to be shown by stations with local coverage of the teams' areas.



Mr. Pengra and part of the mail

Meanwhile, KLTv(TV) was still counting signatures. It reported that the number of pieces mailed to the station in support of the coverage drive exceeded 12,000; mail came from 80 towns in 33 counties, Mr. Pengra said.

General Electric adds 15 KW to their VHF transmitter line. That's important even if you need 30 KW output.

GE VHF Transmitters: 1 KW TT-49-A/B; 5 KW TT-50-A/B; 10 KW TT-510-A/B; 15 KW TT-515-A/B; 30 KW TT-530-A/B; A/B = Low Channel/High Channel
 Write General Electric Co., Visual Communication Products Department, Electronics Park, Syracuse, New York 13201 GE-52

The new GE 15 KW VHF transmitter, TT-515, takes up only 24 square feet of floor space. The TT-515 combines economical operating characteristics with no-fight maintenance, and quality performance.

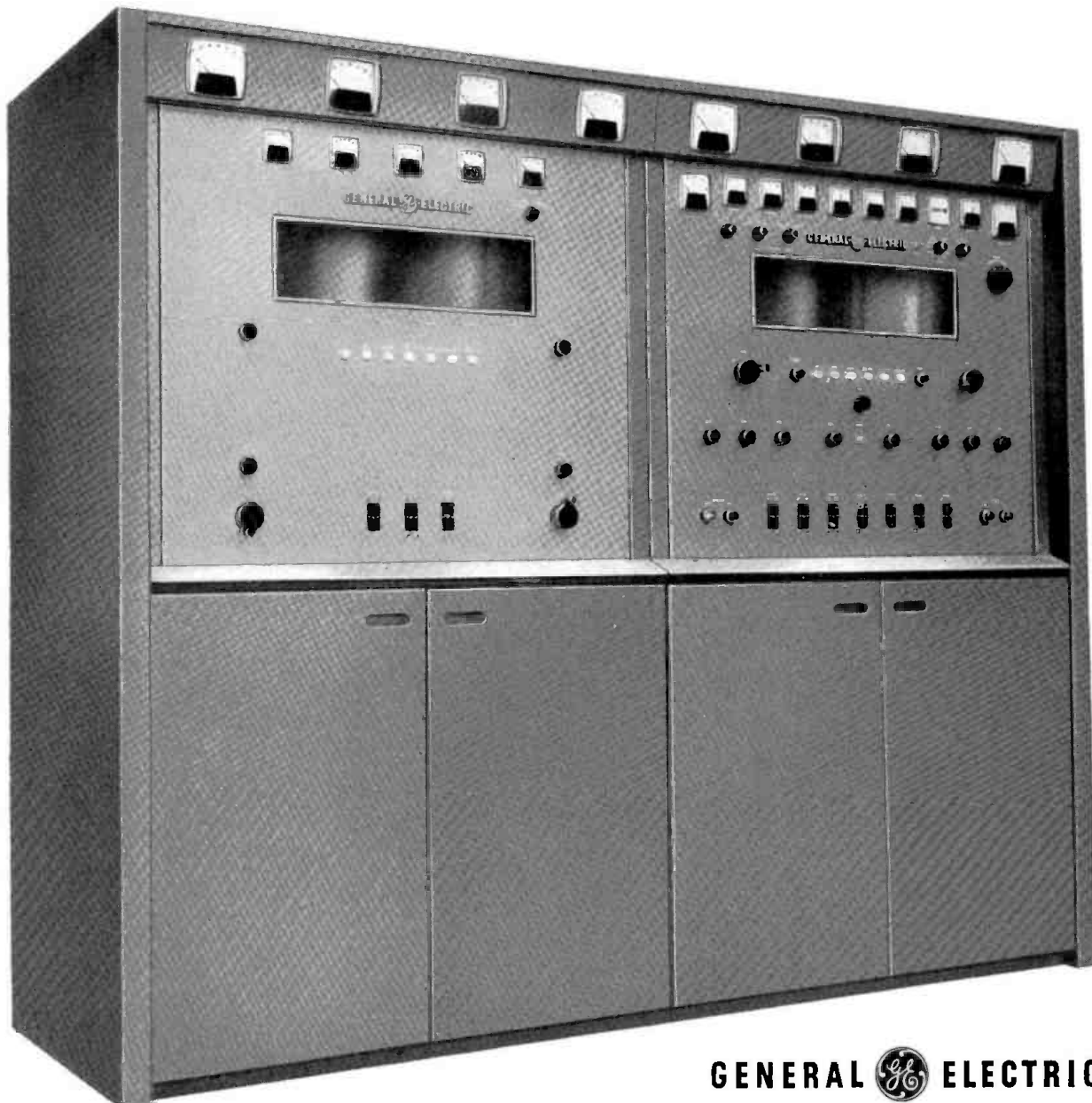
Need 30 KW output? Install two TT-515 transmitters in parallel operation. It's the ideal solution for power cut-back flexibility, lower operating costs, and minimum floor space.

The TT-515 has remote control capability via required external landline and/or microwave terminal equipment.

Motorized controls are provided within the transmitter for aural and visual power output.

TT-515 A/B (5-1) 15 KW

Frequency Range	-A Channels 2-6 (54-88 MC) -B Channels 7-13 (174-216 MC)
Visual Output	15 KW Sync Peak
Aural Output	3.3 KW Nominal
Output Impedance	50 Ohms
Power Consumption	208/230 Volts, 3 phase 50 or 60 cycles, at approximately 35.5 KW Average picture (0.9PF) 42.0 KW Black picture (0.9PF)
Convenience Outlets, and Cubicle Lights	117 Volts, single phase, 50 or 60 cycles, at approximately 500 watts.
Compliance	Complies with applicable FCC and EIA Specifications.
Dimensions	96" wide x 37" deep x 83" high



GENERAL  ELECTRIC

W7 realigns its TV division

Klauber names Rich, Kotler, Mitchell and Hammer to new departments under consolidation plan

The establishment of four major TV departments at the newly reorganized Warner Brothers-Seven Arts, including international sales, domestic sales, TV-program development and broadcast-station operations, is being announced today (Nov. 27) by Donald E. Klauber, executive vice president in charge of television activities for the company.

The announcement follows the appointment last week of Mr. Klauber to the top TV post at Warner Brothers-Seven Arts (BROADCASTING, Nov. 20) and is an outgrowth of the consolidation last summer of the long-established motion picture-TV company and Seven Arts.

Named as vice president, international television sales, was W. Robert Rich, who formerly was executive vice president and general manager of Seven Arts Television in charge of the company's production and distribution of series, cartoons and specials. In his new post, Mr. Rich will be responsible for all overseas TV sales of feature films,

specials, series and cartoons. He has been with Seven Arts since its formation in 1960.

Big Supply of Features ■ Mr. Rich and his staff will have available for international sales more than 2,000 features, including Seven Arts product as well as Warner Brothers, Allied Artists and 20th Century-Fox motion pictures. In addition his department will sell abroad all product formerly handled by Warner Brothers TV Division, including 17 off-network series and a number of cartoon properties.

Joseph Kotler, who has been vice president of Warner Brothers TV Division, has been named vice president, programing and network sales. He will be responsible for the acquisition of new program properties for worldwide distribution and the planning of new productions and program sales to the TV networks. It will be the main task of Mr. Kotler and his unit to expand Warner Brothers-Seven Arts' representation on the TV networks with new



Mr. Kotler

Mr. Rich



Mr. Hammer

Mr. Mitchell

series and specials.

Others Appointed ■ George Mitchell, who has been vice president, western division feature film sales, Seven Arts Associated since 1960, has been named vice president and general sales manager for Warner Brothers-Seven Arts. He will be responsible for all domestic TV sales, including



There is space . . .



Then, there is space . . .

Like our Studio A which is as big and colorful as all outdoors (almost) . . . with extensive production area and full color facilities for programs, commercials . . . room enough for a car lot, chorus or camp site. Call Jim Pratt, our space agent, for particulars.

feature films, specials, series and cartoons.

Leonard E. Hamner, who has been director of international sales for Seven Arts Associated, has been appointed executive vice president, Seven Arts Broadcasting Co. He will be responsible for the development of the company's new broadcasting operations, which will include the acquisition of radio and television stations. W7 had bought the construction permit for WGTI (ch. 23) in Philadelphia but the award is being contested by another applicant.

Warner Brothers-Seven Arts is emerging as a top entertainment complex, encompassing motion picture production and distribution for theaters and for television; a TV production-distribution organization on a worldwide basis; several record companies; a music publishing company, and a broadcast station division. The company maintains its own motion picture-TV production studios in Burbank, Calif.

Vietnam news injuries mount

Two NBC News film crewmen were injured during an action in South Vietnam Nov. 18. Their condition was reported to be good last week while recovering from shock and concussion

suffered from a rocket explosion near the spot they were filming. The injured men, Gary Moore, a cameraman, and Marvin White, a soundman, were with U. S. paratrooper units and were filming a North Vietnamese attack near Dakto. NBC scheduled showings of the film of the battle (near Hill 882) on its news programs last week.

One-time series winds up three times around

Can a small radio station afford to do its own Vietnam coverage? In the case of WEEF Highland Park, Ill., it has been a matter of earning extra money from such shows even though the original intent was merely a public service feature. WEEF is a 1-kw day-timer on 1430 kc.

Lyle Davis, WEEF manager who toured and taped the Vietnam battle scenes earlier this year, reported last week "we've made money in spite of ourselves." He said that as a result of popular demand WEEF is lining up sponsors for a third play of the 120 interview tapes and a second play of the 60 five-minute feature program series.

The material has been 100% sponsored on each previous airing, Mr. Davis said. The new run will be during

the holiday season. All sponsors are local merchants or services in the suburb north of Chicago.

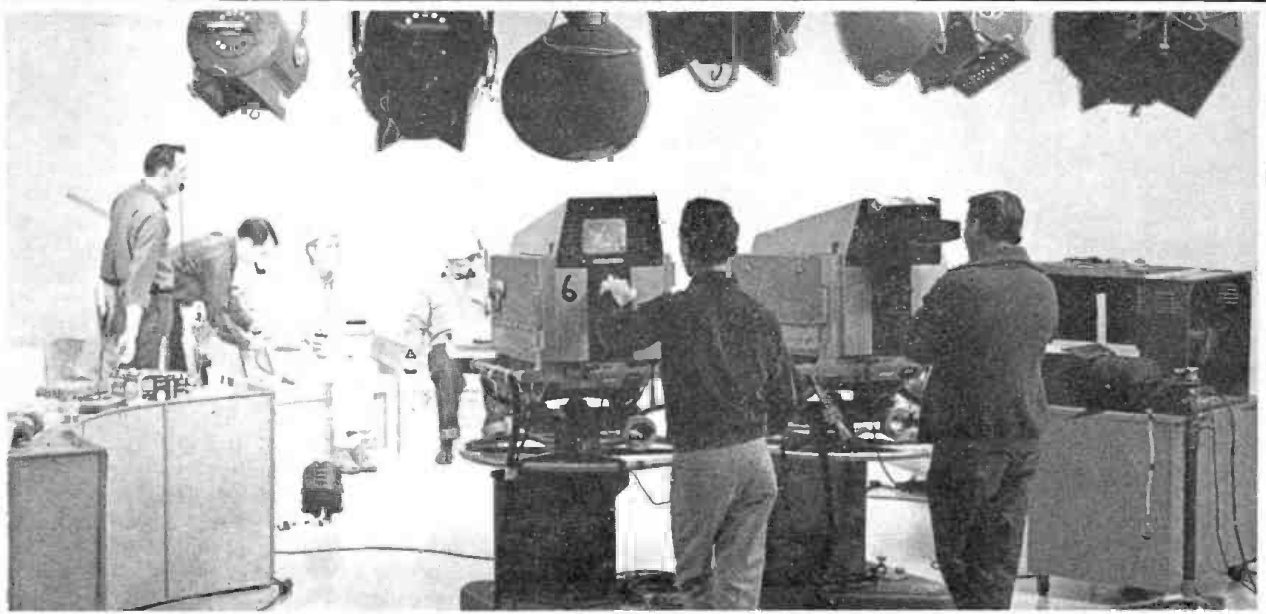
TV series sales . . .

The Mean Mr. Firecracker (Wolper TV Sales): WBKB-TV Chicago; WKBS-TV Burlington, N. J.-Philadelphia; WKBD-TV Detroit; WIRL-TV Peoria, Ill.; KTVT(TV) Fort Worth-Dallas; KPLR-TV St. Louis; WNYS-TV Syracuse, N. Y.; WEWS(TV) Cleveland; WALB-TV Albany, Ga.; WLBW-TV Miami; KIRO-TV Seattle; WTMJ-TV Milwaukee; WTCN-TV Columbus, Ohio; WCPO-TV Cincinnati; WNBC-TV New Haven, Conn., and KTRK-TV Houston.

The Ray Conniff Christmas Special (Wolper TV Sales): WFAA-TV Dallas-Fort Worth; WAVE-TV Louisville, Ky.; KMTV(TV) Omaha; KIRO-TV Seattle; KWTV(TV) Oklahoma City; WHYN-TV Springfield, Mass.; KHQ-TV Spokane, Wash.; WIRL-TV Peoria, Ill.; WALB-TV Albany, Ga., and WTOK-TV Meridian, Miss.

Mahalia Jackson Sings (Warner Bros.-Seven Arts): WBNB-TV Charlotte Amalie, V.I.

The Nutcracker (Warner Bros.-Seven Arts): WBNB-TV Charlotte Amalie, V.I. and WKAQ-TV San Juan, P.R.



the Quality touch

WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market
ABC, Channel 8, Communications Center
Broadcast Services of The Dallas Morning News
Represented by Edward Petry & Co., Inc.

Musical chairs in bowl games?

ABC-TV to Sugar Bowl,
NBC-TV to Gator Bowl,
seen for 1969-70 season

No one in New York's network alley is admitting anything, but all indications point to ABC-TV picking up the Sugar Bowl and NBC-TV switching to the Gator Bowl effective with the 1969-70 football season.

The Sugar Bowl has been a fixture on NBC since 1958 and the network is currently paying \$300,000 per game. It still has the Jan. 1, 1968, and Jan. 1, 1969 games under the current contract.

ABC, which gathered the Gator Bowl in 1964, has two more years to run under its contract at \$140,000 per game.

The unofficial word is that ABC has already signed a multiyear contract with the Sugar Bowl for about \$300,000 a year although executives at the network refuse to breath a public word. At NBC the only utterance is that it hasn't bid for a continuation of its Sugar Bowl contract.

The situation for the Gator Bowl is similar. ABC has shown no interest in continuing its association, while NBC wants the game and is expected to put in a strong \$200,000-plus bid to get it.

Why the Switches ■ This musical-

bowl game appears to have some logic. ABC, starting in 1968, is picking up the East-West game at \$350,000 per year, a long-time fixture on NBC. The Gator Bowl and East-West game are usually played on the Saturday between Christmas and New Year's. Although there is a three-hour time difference between the Gator Bowl (Jacksonville, Fla.) and the East-West game (San Francisco), ABC is said to feel there could be a conflict between them. In addition the Gator Bowl, although gaining in stature in recent years, has still been considered by many to be a lesser light among bowl contests.

From NBC's point of view it should gain, rather than lose, any viewers in the trade. The Sugar Bowl, played on Jan. 1, is always a head-to-head contest with the Cotton Bowl on CBS. Thus NBC pulls out of the direct confrontation, leaving ABC and CBS to fight it out, while still having sole possession of the football audience for the Jan. 1 Rose Bowl and Orange Bowl games.

At the same time it will pick up a Saturday game to replace the East-West game. And by increasing the Gator Bowl's price from the \$140,000 ABC is now paying, top teams may pay more attention to a bid from Jacksonville. Conceivably it could have the bowl game moved to Jan. 1, similar to its getting the Orange Bowl to shift to a night game two years ago.

The other argument being offered at NBC is that the Sugar Bowl's status has diminished in the past few years, in particular the paucity of eastern teams that play in the New Orleans game. The Gator Bowl, on the other hand, has made a point of going after eastern

It's still CBS-TV

CBS-TV maintained its rating lead in the Nielsen reports issued last week. In the fast weekly Nielsens for the week ended Nov. 12, out last Wednesday (Nov. 22), the average ratings covering 7:30-11 p.m. were: CBS-TV 20.2, NBC-TV 19.4 and ABC-TV 16.7. For two weeks ended Nov. 12: CBS 20.9, NBC 18.5, ABC 16.0.

schools, and the TV audience in the densely populated Northeast corridor is a juicy carrot to offer a mulish time buyer.

BFA expects to add TV news

Broadcasting Foundation of America, a nonprofit organization that as an intermediary agency provides U. S. and overseas stations with radio programs, may soon offer U.S. subscribers a series of five-minute TV news reports compiled by stringers in Europe.

Eugene H. King, newly appointed BFA vice president and executive director, said his agency hopefully expects to start the TV service early next year. BFA, he added, is also investigating possible radio coverage of the Mexican Olympic games next summer for U. S. and foreign stations.

The agency, organized in 1955 as an educational institution under a charter drawn up by the Board of Regents of the State of New York, has a two-fold purpose: (1) to encourage an international exchange of radio programing, and (2) to establish a "two-way conversation" among nations. In the U. S., Mr. King said, BFA provides news reports, reviews, features, and musical events (festivals from Salzburg, Vienna, Switzerland, etc.) to some 400 radio stations. Included in this total, he noted, are 250 commercial and 150 educational stations.

Some Commercials ■ Mr. King remarked that although most U. S. commercial stations use BFA programs as a public service, some do insert spot commercials into the shows so long as they "are not identified with the program." One exception, he indicated, is with BFA's musical festival shows, where commercials are not allowed in



Mr. King

Tucson media told not to report defendant's history

A Tucson, Ariz. judge last week served all broadcast and print news media in the area with a temporary restraining order enjoining them from broadcasting or publishing any background information about a defendant in a murder case now pending in the local criminal court. The restraining order also prohibits the sheriff, police chief and county attorney from making any comments, verbal or written, about the defendant's background.

The action was taken by Pima County Superior Court Judge Robert O. Royston. He acted on a motion of attorney Albert Morrow, who is handling the defense case for John William Yoder. Accused of beating and strangling his wife to death in their Tucson home, Mr. Yoder had a pre-

vious record in Wyoming, having been charged with murder there and sent to a state institution. He was released some six months later.

It was to prevent a rehash of Mr. Yoder's past life that his defense attorney pressed for a restraining order against news media and law officers. Judge Royston has ordered all those effected by the information ban to appear before him today (Nov. 27) to show cause why they should not be prohibited from making comments about the case.

The Tucson market is covered by three commercial and one noncommercial TV stations, about 12 radio stations and two daily newspapers. Previously news media in Phoenix were barred from a hearing concerned with a different murder case.

the body of the program.

Some 50 countries support BFA's operation with tapes and programs, he said. Its U. S. subscribers pay on a scale starting at \$2.50 for members (\$3 nonmembers) and pay 50 cents less per program than do nonsubscribers. Membership, he explained, for a commercial station cost \$125 each year and \$115 for educational outlets. The subscriber chooses between a half-hour program or two 15-minute shows, both received on a weekly basis at no cost to the station.

In half-hour programs, BFA offers *Overseas Assignment* (produced at the BBC), *International Almanac*, *Literary Report*, *Science Report* and *Panorama of the Lively Arts*. Its shows consist of news reviews, features and opinions.

Channing date slips again

A second rescheduling of ABC-TV's *Carol Channing and 101 Men*, which had been postponed from Nov. 16 to Nov. 30 because of the National Association of Broadcast Employees and Technicians strike against the network, was announced last week. ABC said the Channing show, sponsored by Monsanto Co., through Doyle Dane Bernbach, both New York, would be seen Thursday, Feb. 29, at 9-10 p.m. An ABC spokesman said the network would offer no explanation for the new change "but it is not related to the strike."

Program notes . . .

Series in syndication ■ Broadcast Sales Inc., New York, is syndicating 130 segments of a five-minute series, *Law of the Land*, in which outstanding lawyers and judges discuss every-day legal problems. The series is designed for use five times a week by stations. Another 13 weeks of the series will go into production next spring.

Profile GWTW producer ■ The late David O. Selznick, the man who produced "Gone With the Wind," will be the subject of an hour documentary out of Wolper Productions Inc. Entitled *David O. Selznick: Memo From a Producer*, the program will feature private film footage from the Selznick library and include reminiscences of some of the stars who worked for him. Air date and network for the special program are expected to be announced soon.


New Sullivan ■ CBS-TV will officially rename its studio 50 "The Ed Sullivan Theater," during the *Ed Sullivan Show* on Dec. 10. The studio, built in 1927 as the Hammerstein Theater, has been used for the production of the *Sullivan* show for 20 years.

Negro soldier study ■ NBC News will

BROADCASTING, November 27, 1967

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course) at 914 - 358-4450 or write Al-
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This weatherman's back is strictly his own

Weathercasters don't always have to show their backs or profiles as they doodle on their weather sets.

A new display used by David Compton, weatherman at WZZM-TV Grand Rapids, Mich., permits manual control of pertinent weather information as well as a constant eye contact with viewers. The display,

shaped like an open-faced prism, is seven feet long and four feet high with three double-faced magnetized oval panels that contain information and maps.

Daily weather data, temperatures and forecasts are shown on the panels by magnetized letters and numerals.

present *Same Mud, Same Blood*, a study of the Negro soldier in Vietnam, on NBC-TV Friday, Dec. 1 (10-11 p.m. EST). Correspondent Frank McGee will be reporter and writer, with Eliot Frankel as producer.

California news ■ A new audio news service to California radio stations will begin next month. Radio News West will operate full time and offer actualities either by telephone or leased lines. Radio News West will be associated with City News Service of Los Angeles. It will maintain a bureau in Sacramento and make use of City News Service's 26-man Los Angeles county staff to augment coverage.

Pirate radio issue ■ Radio New York Worldwide Inc., which produced a 30-minute documentary, *British Pirate Radio—Dead Issue?* is making the program available to other radio stations. The special deals with the history of British pirate radio, including the fight between government and commercial radio and the enactment of the Marine Broadcasting Act that silenced the pirate stations. Tape requests should be

made to Morgan Skinner, Radio New York news director.

Movie rights ■ Brad Marks Enterprises Ltd., New York, has acquired U. S. distribution rights to the recently released "Sweet Love, Bitter" movie starring Don Murray, Diane Varsi, Dick Gregory and Robert Hooks. After release to theaters, it will become part of Marks's TV movie package, which includes "The Great British Train Robbery" and "Mondo Cane."

Nontheatrical pact ■ Sterling Movies USA Inc., New York, will distribute for one year NBC News documentaries for nontheatrical showings. Prints of programs will be offered on a free-loan basis to schools, clubs and other educational, industrial and social groups.

Round and round ■ *Around the World with Mike Todd*, a one-hour special produced by Mike Todd Jr.-Saul Swimmer Productions Ltd. and narrated by Elizabeth Taylor, has been acquired by ABC-TV.

New radio series ■ Tactical Air Command's radio and television section,

Langley Air Force Base, Va., is offering a spot radio series entitled *Almanac*. The series features experimental era of flying during World War I including the first combat airplanes and the "daredevil aces" who flew them. Three more volumes will follow culminating with the jet and space age.

Production plans ■ Broadcast Sales Inc., New York, a TV syndication company, has formed an affiliate, Laureate Productions, to produce TV programming for network sale. George Lefferts, a director-producer-writer, has been named executive producer in charge of development and production. Three projects in development are *Poet's Journey*, a half-hour series of narrative poetry and music; *American Dreams*, a group of four one-hour specials; and *The Adventures of Huck Finn*, a half-hour adventure series for children.

Maryland history ■ The Maryland Educational-Cultural Broadcasting Commission plans a series of 20 to 30 half-hour television programs on Maryland history to begin production next year for presentation when the state ETV network goes on the air early in 1969. The commission last week appointed an advisory committee, headed by Rhoda M. Dorsey, Goucher College professor of history, to assist in planning the series, among the first productions wholly written and produced for the state network.

Series sold ■ Jack Douglas Productions, Hollywood, has finished the pilot film on a projected five-minute, daily color TV series that's also adaptable for use on radio. The series, *If I Were a Woman*, already has been optioned by KTLA(TV) Los Angeles, for presentation in that market. The Golden West Broadcasters-owned station also has first refusal locally on all future Douglas Productions programs. Distributor for the five-minute series has not yet been set.

F-I-R-E! ■ Before guards on the lot could do much about it, the western street set at Paramount Studios in Hollywood was ablaze. The fire broke out on the night of Nov. 11 and caused an estimated \$50,000 damage to the set. Two feature films were shooting there at the time. The set is also leased for NBC-TV's *Bonanza* and *High Chaparral* but, a studio spokesman said production on the two western series will not be affected by the fire.

Spanish FM ■ KCOR-FM San Antonio, Tex., inaugurated stereo operations on 101.9 mc at 9 a.m., Nov. 19. Entitled the "San Antonio Sound", the broadcasts present Latin music, with English announcing. The programming complements KCOR's Spanish-language format.

**The Nation Will Breathe Easier
Because You..The Broadcaster.
Are "Airing The Matter"
"A Matter Of Life And Breath"**



LEE MARVIN

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These stars have contributed their talent to make this public service material available to the broadcasting media.

LEE MARVIN, WALTER BRENNAN, ROBERT MORSE
(all available in 1-minute spots and
30-second variations, in color)
ELKE SOMMER (movie trailer)
TWO DOCUMENTARY SPOTS (1 minute, with
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PLUS SLIDES, TELOPS, FLIP CARDS AND POSTERS,
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BCW PRODUCTIONS at
METRO-GOLDWYN-MAYER STUDIOS, Culver City
EDWARD SMALL PRODUCTIONS at
SAMUEL GOLDWYN STUDIOS, Hollywood
EVERETT FREEMAN AND MARTY MELCHOR at
METRO-GOLDWYN-MAYER STUDIOS, Culver City

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15-minute transcribed programs starring:
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MICHELE LEE, VIKKI CARR, RAY CHARLES,
KATE SMITH, LEROY VAN DYKE,
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Special Christmas Seal Theme Song
featuring PERCY FAITH.

**Tuberculosis Is Still A Clear
And Present Danger.**

**Emphysema And Other Respiratory
Diseases Take A Deadly Toll Of
Lives Each Year.**

**Our Christmas Seal Campaign Is
Designed To Alert The Nation To
Causes, Symptoms, And Medical
Treatment.**

**The Recorded And Filmed Material
Is Produced With The Highest
Professional Standards. It Is
Fitted To The Holiday Season:
It Seeks To Alert The Viewer
And Listener Without Employing
Sensational Approaches, Morbid
Reflections Or Inducing Fear
Or Panic.**

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Circle 5-8000

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in your own community

Approved by Advertising Council of America



National Tuberculosis Association

Separate FM studios have been constructed at 111 Martinez Street.

JFK special ■ A three-hour radio special on eve of the fourth anniversary of John F. Kennedy's assassination was presented by WGY Schenectady, N. Y., Nov. 22 at 8 p.m. "J.F.K.—The Man"; "The Presidential Years"; "The Four Days"; and "Controversy and Reflection". Narrating voices include John F. Kennedy, Edward Kennedy, Adlai Stevenson, David Brinkley, Gregory Peck, Lee Oswald, Jack Ruby and assassination witnesses.

Adventure for syndication ■ Production is nearing completion on 39 half-hour color filmed episodes of *Trails to Adventure*, series about scenic areas in the U. S. Trails Productions Inc. has been formed in Hollywood to produce the program. Radio-TV personality Jack Smith and TV producer Don Flocker are the principals. Kristom Productions, Hollywood, will distribute the series, which should be available by January.

Understanding Asia ■ A weekly, 25-minute program designed to promote a better understanding by Americans of the Far East will begin on New York City-owned WNYC this week and will be offered to other stations by the Broadcasting Foundation of America,

52 Vanderbilt Avenue, New York. The series, *The Asia Society Presents*, will feature author and broadcaster Lee Graham in interviews with Asian affairs experts.

TV movie activity ■ Universal City Studios has announced two more "World Premiere" productions for NBC-TV. Burl Ives has been signed to star in one of the motion pictures for television and George Maharis has been signed for the other. The movie with Mr. Ives, called "The Adversaries," is now in production. The second movie, "Operation: Mindanao," will be shot in the Philippines, starting in January.

Closing down ■ Paramount Pictures Corp. is closing its Famous Studio cartoon division in New York, after completion of its present commitments. A spokesman noted that "increasingly high costs of production and distribution are no longer commensurate with film rentals." Paramount will continue in the theatrical distribution of cartoons.

Designing a TV logo ■ Pablo Ferro Filmmakers, New York, has received its first assignment to develop a television station identification logo from WKAQ-TV San Juan, P. R. The company has previously created product logo tags for use on television.

Buckley renewed ■ *Firing Line*, Wil-

liam F. Buckley Jr.'s talk show, has been renewed by RKO Pictures, New York, for another 13 weeks. Mr. Buckley began his TV interview shows April 9, 1966.

New editorial policy ■ KBRR Leadville, Colo., has discontinued mentioning any protest movements. The station, located near the ski resort of Aspen, which is sometimes associated with "hippie" activities, said it chose the new editorial policy because, "there is no correlation between heroic efforts (referring to the fact that protests were a basic reason for the original formation of this country) and the current craze of protest activities among a group of school boys and girls aided and abetted by a number of apparently retarded and unwashed pseudo-intellectuals." Jack East, president and general manager of KBRR said that the policy was "not intended to censor the news, but rather it is intended to bring current events into their proper perspective."

Sacred music album released ■ SESAC Recordings has released to broadcasters a three-LP album containing a new assortment of hymns, anthems and carols performed on the three-manual pipe organ of Christ Chapel, Riverside Church, New York. The "Trilogy" package was produced especially for programing during Christmas, Easter and other holidays, as well as for religious productions.

UNICOM devotes ■ United Communications Mission Inc., Orlando, Fla., is offering a new series of 60-second devotional spots to radio stations free of charge. Forrest Thompson, executive director, emphasizes that the series "is strictly a service of UNICOM and that there is no financial or denominational pitch." United Communications Mission Inc. is at Route 3, Box 399, Orlando 32811.

Hot fluff in cold Chicago

NBC-TV's Chicago air turned blue for an instant last week and some viewers promptly complained—but others found it refreshing—when the man who blew his line came through just a bit more like the Irishman they expected him to be. Len O'Connor, commentator for NBC-owned WMAQ-TV, had made repeated video tapes of his Tuesday 10 p.m. news-show insert trying to get it just right and finally let go with an exasperated "goddam." Somehow the fluff tape was used on the air. Later that evening during a break in the *Tonight* show an apology from WMAQ-TV Manager Robert Lemon was read, explaining how the tape was used mistakenly.

KIRO's editorials win consumers' rights

A federal court in Seattle has dismissed with prejudice a \$100,000 suite filed by the Meatcutters Union Local 81 against KIRO-AM-FM-TV Seattle. The court action gave the Bonneville International-owned stations (Mormon church) another battle won in a four-year running war to win for Seattle citizens the right to buy fresh meat any time stores are open just as they can do with any other food product. It's a fight that has been waged with primarily one weapon—the broadcast editorial (some 30 over the years).

The campaign began in 1963, when KIRO-AM determined to get a Seattle ordinance that prohibited the sale of fresh meat after 6 p.m. changed. On the strength of editorials on both radio and TV outlets, and with the help of the Junior Chamber of Commerce, the Seattle city council revised the ordinance in 1965. But the meatcutters got around this by signing a contract with local stores that included a clause prohibiting the evening sale of fresh meat.

The KIRO stations, taking up the cudgels for the tens of thousands of

employees of the Boeing Co. in the region who work shifts, countered the union move with a barrage of broadcast editorials whose tone strongly suggested that the ban on evening meat sales was arbitrary and discriminatory and amounted to a let-the-public-be-damned approach.

The editorials angered the meatcutters enough to cause the union to file a \$100,000 suit against the KIRO stations for what was charged as "an unlawful conspiracy in violation of the Sherman Antitrust Act" and for libel and slander. The Albertsons food stores of Seattle, which had distributed reprints of the stations' editorials, also were named in the antitrust part of the suit.

Since the case was filed—but not before it was thrown out of court—the meatcutters accepted a new contract with food stores calling for meat sales after 6 p.m. but not after 9 p.m., Mondays through Saturdays. Seattle citizens still are prevented from buying fresh meat on Sundays and holidays and after 9 p.m. on other days. In the most recent editorial on the subject, the KIRO stations pledged to continue the fight.

ABC and union finally agree

New pact with NABET permits \$275 weekly maximum and other benefits; AFTRA says fines will stick

Members of the National Association of Broadcast Employees and Technicians voted overwhelmingly last Wednesday (Nov. 22) to accept a four-year contract with ABC, ending their nine-week strike against the company. The tally was 906 to accept the pact and 206 to reject it.

A NABET official said that the technicians and other employees covered under the contract were to return to their jobs at 12:01 a.m. Saturday (Nov. 25). The strike against ABC began Sept. 22.

The results of the balloting were announced late Wednesday (Nov. 22) by union officials in New York. Members of NABET in New York, Los Angeles, Chicago, Washington and San Francisco had voted earlier in the day on a contract proposal that had been reached on Nov. 19 by negotiators who had met four days in Washington under the auspices of the Federal Mediation and Conciliation Service.

Under the terms of the contract, retroactive to last April 1, the weekly pay scale of most technicians will rise from \$218 under the expired pact to a maximum of \$275 in the last six months of the agreement. The contract calls for \$232 a week, effective last April 1, and \$5 weekly increases every six months until April 1, 1970, when a \$15 weekly boost becomes effective, and Oct. 1, 1970, when a \$3 weekly boost will be granted.

Shorter Week in '69 - In other areas the approximately 1,400 employees covered by the pact will work a 40-hour week until April 1, 1969, when the schedule will be reduced to 37½ hours and on April 1, 1970, to 36¼ hours. The union also was granted improvements in other fringe areas, including a paid lunch period, work scheduling and an additional paid holiday.

ABC had remained on the air throughout the strike by using supervisory and nonunion personnel as replacements.

In an action related to the strike, the American Federation of Television & Radio Artists, New York chapter, imposed another round of fines on members who were found to have violated a union ruling to respect the NABET picket lines. Those fined were Bruce Morrow, \$7,600; Cindy Adams, \$5,600; Anthony George, \$3,200; Roger

Sharpe \$2,600 and Milton Lewis, \$1,250. These latest fines, coupled with those lodged earlier, raises the total fines to more than \$200,000 on members throughout the country.

"And there are still other cases pending," Donald Conaway, national executive secretary of AFTRA, stated last week.

Methods of Appeal - Mr. Conaway said the union's "disciplinary action will stick," even if an ABC-NABET settlement is reached. He said those fined and censured have indicated they will use the union's administrative channels open to them: appeals before the local membership; appeals before the national executive board and appeals before the national convention of AFTRA next summer.

Mr. Conaway reported that ABC made an offer last week to drop a \$2-million law suit against AFTRA and a

charge of unfair labor practice against the talent union if, in return, AFTRA would agree to withdraw all of its fines and disciplinary actions.

"We rejected this proposal firmly," Mr. Conaway asserted.

An ABC spokesman said the company would have "no comment" on this report.

Rochester TV grant upheld by FCC

The FCC has denied as "totally without merit" petitions for reconsideration of its decision to grant channel 13 in Rochester, N. Y., to Flower City Television Corp. (BROADCASTING, Aug. 7). The petitions had been filed by seven of the nine applicants that had been competing for the facility since 1961.

The commission, in its Aug. 3, 1967, decision, favored Flower City principally on the ground that it would provide Rochester with "an entirely new viewpoint in broadcasting not associated with any existing station." The appli-

In
Sacramento
you can
see it's
Corinthian:

More women and more young women (18-49)
watch the MIKE DOUGLAS SHOW
on KXTV-10 than watch any other daytime program
in the Sacramento/Stockton market!

Source: NSI, ARB Feb./Mar. 1967 (M-F, Sign-on—5:30 P.M.) (Subject to qualifications described in said reports)



© KXTV, Sacramento KHOU-TV, Houston WISH-TV, Indianapolis WANE-TV, Fort Wayne KOTV, Tulsa

cant closest to Flower, in the commission's scale of judging, Federal Broadcasting System, owns WSAJ Rochester and WNIA Cheektowaga, N. Y.

Some of the petitioners had charged that there had been no valid initial decision in the case.

In finding these arguments to be without merit, the commission said that the "initial decision complies with all of the requirements of the Administrative Procedure Act and of our regulations since it included a statement of findings and conclusions, as well as the reasons or basis therefore, upon all issues of law and fact . . ."

The commission action was on a 4-to-2 vote, with Chairman Rosel H. Hyde and Commissioners Robert E. Lee, Lee Loevinger and James J. Wadsworth in the majority and Commissioners Robert T. Bartley and Nicholas Johnson dissenting.

Besides Federal, petitions for reconsideration had been filed by Genesee Valley Television Co., Community Broadcasting Inc., Heritage Radio and Television Co., Main Broadcast Co., Citizens Television Corp. and Rochester Telecasters Inc. The remaining applicant, Star Television Inc., has appealed the decision to the U. S. Court of Appeals in Washington.

G. Bennett Larson will be executive vice president and general manager of the new Rochester station.

New Jersey TV loses plea for site shift

New Jersey Television Broadcasting Corp., which was once heir to a construction permit for channel 23, Philadelphia, has lost its bid before the FCC to reassign the facility to Camden, N. J.

At issue is the CP held by permittee Bernard Rappaport since 1963. Mr. Rappaport filed for an assignment of the CP to New Jersey in 1963, though no action was taken. In 1966 he entered into an agreement to assign the permit to Seven Arts Broadcast Co., and the earlier application with New Jersey was dismissed.

In July 1967 the CP was assigned to Seven Arts and the permittee was given until Jan. 5, 1968 to construct the station. A petition by New Jersey opposing the grant was dismissed by the commission.

In denying New Jersey's latest request the commission noted that while occupancy of a channel would not necessarily preclude consideration of a channel reassignment, it was unable to find "on the facts of the case" that New Jersey had shown "sufficient warrant" for instituting a rulemaking reassigning the channel to Camden.

Sweetening the FCC pot

FCC commissioners will be among government employes taking home bigger paychecks if the government pay raise bill is enacted, as now seems likely.

Under the bill passed by the House and facing Senate debate this week, commissioners' annual salaries will be \$28,750 as against the \$27,000 they now receive. The chairman's pay, now \$28,500, will be upped to \$29,500.

Remaining close on their heels, in terms of annual pay, however, will be the top-rated government employes, those holding GS-18 ratings. They now receive \$25,890, but will get \$27,055 under the bill. The commission has four GS-18's—Chief Engineer Ralph J. Renton, General Counsel Henry Geller, Broadcast Bureau Chief George S. Smith and Common Carrier Chief Bernard Strassburg.

NLRB examiner backs union against WISN

A National Labor Relations Board trial examiner, in a recommended order, has asked WISN-AM-FM, Hearst Corp. stations in Milwaukee, to cease and desist from discouraging union activities among its employes.

Samuel Singer, the NLRB trial examiner in the case, told the stations to refrain from discouraging membership and activities in the Milwaukee local of the American Federation of Television and Radio Artists and to also refrain from urging employes to withdraw from union affiliation and activity.

A staff announcer, who the trial examiner said had been discharged in June in order to discourage union activities, was ordered to be reinstated by WISN. Hearst's WISN-TV Milwaukee is not involved in the dispute.

The examiner's order may be adopted or rejected by the NLRB.

Changing hands . . .

ANNOUNCED ■ *The following station sales were reported last week subject to FCC approval.*

■ WTVB and WANG(FM) Coldwater, Mich.: Sold by E. Harold Munn Sr. to ZARC Inc., a Michigan corporation, headed by Harold W. Shepard, for \$290,000. Mr. Shepard is senior vice president of Edward H. Weiss and Co., advertising agency, and is former manager of WJAS-AM-FM Pittsburgh. Buying group also includes Harry Wilber, vice

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274-8151

president of Bernard Howard Co., radio representatives, who was the commercial manager of WLS Chicago, and also managed WBEE Harvey, Ill. before joining the rep firm. WTVB operates fulltime on 1590 kc with 5 kw days, 1 kw nights. WANG operates on 98.5 mc with 50 kw. Broker: Hamilton-Landis & Associates.

▪ WPAS Zephyrhills, Fla.: Sold by Paul Lasobik of Toledo, Ohio, to Robert A. Artabasy for \$49,000. Mr. Artabasy is president of Art Advertising Co. Inc., Plymouth, Wis. WPAS operates fulltime on 1400 kc with 250 w. Broker: Hamilton-Landis & Associates.

APPROVED ▪ *The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 90).*

▪ KONO-TV San Antonio: Sold by Eugene J. Roth and family to the Outlet Co., Provident, R. I., multiple broadcaster and department store enterprise for \$10.5 million (see page 80).

▪ KHBC(TV) Denver: CP sold by Harcourt, Brace & World Inc. to *Denver Post* for \$12,000 (see page 80).

KLAC got caught in NABET-ABC squeeze

A radio station's sale of its time to a broadcast union striking against a broadcast network has given Southern California its most unusual ramification of the fairness doctrine. It began earlier this month when the striking National Association of Broadcast Employees and Technicians bought a schedule of 30- and 60-second spots on KLAC Los Angeles to call ABC "primitive" in its labor relations, among other things. The Metromedia-owned station accepted the business even though other stations in the market, such as KMPC and KFVB, reportedly turned it down. After running a week, the NABET spots were challenged by ABC. The network asked for and received free time to answer the union's charges.

In a 20-second spot, run six times on the station last week, the network pointed out that it was offering strikers substantial salary increases so its labor outlook couldn't be all that primitive. Joe Pyne, KLAC personality, got into the fray by suggesting on the air that he might be eligible for free time from ABC for all the unfavorable mentions the network has made of him.

The battle between NABET and ABC came to a close last Wednesday (Nov. 22) when the technicians voted overwhelmingly to accept a new contract and returned to work last Saturday. The strike began Sept. 22. (See story, page 75.)

BROADCASTING, November 27, 1967

University asks assignment of disputed CP

SAN DIEGO UHF SELLER WANTS ANOTHER BUYER

The case of the would-be construction-permit buyer has taken some strange twists in the past two weeks.

At issue is the effort of the United States International University of San Diego to acquire the permit of KJOG-TV (ch. 51) San Diego, now held by Jack O. Gross. The university earlier this month filed an application for assignment to it of the permit—but without the section normally completed by the seller. The consideration was listed as \$16,174, said to be Mr. Gross's out-of-pocket expenses (BROADCASTING, Nov. 13).

This unusual filing has now been followed by the submission of an agreement and an accompanying letter notifying the commission that Mr. Gross intends to assign the permit not to the university but to Broadmoor Corp. for \$18,000.

What's more, the agreement, dated Nov. 1, states that Broadmoor will honor an agreement Mr. Gross reached with the university on April 22, 1965, to grant it an option to acquire 50% of the permit. (If the university doesn't exercise its option, the agreement pro-

vides that Mr. Gross will be given an option to acquire 15% of the corporation.)

But the university made it clear last week it wasn't a party to that agreement. Benito Gaguine, counsel for the university, wrote the commission last week suggesting that it ask Mr. Gross "what motivates his attempted manipulation of the construction permit, and why he is refusing" to abide by the terms of the contract to assign 50% of the permit to the university.

Mr. Gaguine, in filing the assignment application without the assignor's section, told the commission that Mr. Gross had refused to cooperate in the matter. The attorney said it had been "ascertained" that Mr. Gross was seeking another buyer.

Mr. Gaguine also related that an April 1, 1967, letter of intent had been executed by Mr. Gross and the university providing for the university's acquisition of 100% of the permit for the amount of Mr. Gross's out-of-pocket expenses, subject to commission approval.

The terms of this letter, Mr. Gaguine

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Contact Richard A. Shaheen in our Chicago office.

EAST —Well established AM daytimer and FM that has been a good profit maker. Has strong dominant signal in market of 106,000 that generates retail sales of 135 million. Price \$170,000 including some real estate. Terms \$50,000 down, balance over reasonable period.

Contact John F. Meagher in our Washington, D. C. office.

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said, plus those of the earlier agreement providing for the option to acquire 50% of the permit, constitute an appropriate substitute for the assignor's portion of the assignment application.

Attorneys for Mr. Gross and Broadmoor, Norman E. Jorgensen and Paul Dobin, respectively, dispute this. In the letter accompanying the Gross-Broadmoor agreement, they say that "no valid agreement setting forth a meeting of the minds exists, and a letter of intent cannot substitute for one." They suggested that the application be returned.

Mr. Gaguine, however, in his letter to the commission last week, insisted "there is a valid contract between Gross and the university, which is undisputed by Gross, for the university to acquire 50% of the construction permit."

He said that instead of returning the application, the commission should approve it, after obtaining "such additional information as it feels may be required under the circumstances."

Mr. Gaguine said that Mr. Gross "is attempting to impose" on the university a new partner in the television-station undertaking. "Nor is any reason advanced why Broadmoor . . . may be required . . . to disgorge a 50% interest in accord with the agreement between

Gross and the university, while prior to an assignment to Broadmoor, Gross refuses to honor the same contract." He also said Mr. Gross's "efforts to avoid" contractual responsibilities raises the question as to whether Mr. Gross is "trafficking" in CP's or expects to be paid "in excess of the sums expended, and in violation of the commission's policy."

Broadmoor is now owned 50% each by Michael McKinnon and Clinton Dan McKinnon, brothers who own KSON and KSEA(FM) San Diego. With their father, Clinton D. McKinnon, a director of the San Diego stations, they control KIII-TV Corpus Christie, Tex.

KUHI-TV to CBS

CBS-TV last week announced that KUHI-TV Joplin, Mo., will affiliate with the network, effective Jan. 1. KUHI-TV (channel 16) is owned by Caldwell & Associates Inc., with Melvin B. Caldwell as president and general manager. Currently an independent station, KUHI-TV replaces CBS-TV's former affiliate, KODE-TV Joplin, which affiliated with ABC-TV on Oct. 1 (BROADCASTING, Oct. 9).

Churchmen reminded of communications needs

Churchmen last week received a prompting by Robert W. Sarnoff, RCA president, to participate more fully in modern communications in order to keep up with generations being brought up increasingly on electronic information.

Mr. Sarnoff, in an address before the Greater Philadelphia Council of Churches, urged the churches to use both commercial and public broadcasting and the technological systems of video tape and closed-circuit TV, all of which along with other communications developments "offer [in home entertainment centers] greater capabilities to reach the audience."

"In religion," he said, "the message transcends the medium, but without the medium, the message cannot be effectively disseminated or received. Today the medium is becoming totally comprehensive. It is essential that it be employed to its full potential."

Mr. Sarnoff was awarded a special radio-TV citation, the first granted by the council for "pioneering leadership in the field of communications."

A gray-flannel image for the FCC

The big corporations it regulates do it, so why not the FCC? Put out a kind of year-end report to stockholders, that is. The commission annually submits to Congress a report of its activities. But it is a forbidding document, in the number of its pages and in the opaqueness of its prose style.

Last week, the commission's chief of the office of information, Leonard Weinle, unveiled something new. It was entitled "The FCC in Fiscal 1967—A Summary of Activities."

It is only eight pages, in a 9-by-5½-inch booklet, done up in what, for a government document, was sprightly fashion—with the cover printed in white letters shading off into darker tones on a black background, the text printed in a sans serif type and a gray graphline running through the pages, presumably reflective of the degree of activities at the commission.

And the content, while merely a boiled-down version of what will be spread over some 200 gray pages within the next several weeks in the commission's official report to Con-

gress, has a tone reminiscent of corporate reports that are designed to encourage stockholders in the belief their money is invested in a dynamic company.

Impressive ■ "The vast expansion of communications facilities and the range of FCC regulatory responsibilities are best illustrated by cold statistics," the booklet begins, and proceeds to list them: "At the end of June 1967, there were 6,519 authorized and operating AM and FM radio, almost 1,000 television stations . . . more than 1.6-million stations and 6-million licensed transmitters in the Safety and Special Radio Services. . . ."

"By way of contrast," the reader is told, there were almost 3,000 fewer radio stations in 1957, a third less television stations, 1 million fewer Safety and Special Radio Services radios and 40 million less telephones.

The report notes also that the commission acted on AT&T interstate rates [it ordered reductions], issued a decision in the ABC-International Telephone & Telegraph

Corp. merger case [approved it, and was then taken to court by the Department of Justice in an effort to overturn that decision], set studies aimed at relieving the spectrum-shortage problem of land-mobile radio users, made policy decisions under the fairness doctrine [including the hotly controversial one holding that the doctrine applies to cigarette advertising], and provided testimony on numerous legislative matters, including the Public Broadcasting Act.

Despite the upbeat style, problems are evident. In CATV regulation, for instance, the report reflects the difficulty the commission has had in keeping up with petitions for waivers of the rules (BROADCASTING, Sept. 11). It notes that 276 requests for authority to bring in distant signals have been received—176 in the past fiscal year—and that 90 have been acted on. And of the 398 petitions it has received dealing with the carriage and nonduplication rules, the commission has acted on 176.

But on balance, the image is positive. Who said the FCC is dead—or even obsolete?

WHAS, KWKH back to CBS

End ABC Radio ties
Jan. 1 when network's
new format gets underway

The CBS Radio network on Jan. 1 will regain two 50-kw affiliates it lost more than eight years ago.



Mr. Sholis

The stations—WHAS Louisville, Ky., and KWKH Shreveport, La.,—are now ABC Radio affiliates. Both left CBS Radio on July 4, 1959, in disagreement with that network's move to eliminate dollar compensation of affiliates. Dol-

lar compensation has since been resumed by CBS Radio.

WHAS and KWKH have declined to affiliate with any of the four services ABC will provide under its new quadripartite networking concept (BROADCASTING, Aug. 28). All current affiliation contracts with one of ABC's four new radio services—the American personality/entertainment, information, contemporary, and FM networks—go into effect Jan. 1, the same day the new networks swing into operation.

Victor A. Sholis, WHAS president, told BROADCASTING that while his station's association with ABC Radio has been an extremely happy one, there are various aspects of the network's new plan that "do not fit in with our format." He noted that WHAS-TV, has been affiliated with the CBS-TV network for some time.

Others leaving ■ Absence of WHAS and KWKH from the ABC lineup on Jan. 1 brings to five the number of 50-kw radio stations which will allow their present ABC contracts to expire at year's end. WHAM Rochester, N. Y., WCKY Cincinnati, and WGAR Cleveland also confirmed reports they would not sign for any of the four services.

All three stations indicated they would operate independent of any network affiliation and would beef up their respective news operations.

A spokesman for a sixth 50-kw outlet—WWVA Wheeling, W. Va.—indicated that no decision has yet been reached on renegotiating that station's present affiliation with ABC.

ABC sources said failure of the five 50,000-watters to sign up does not auger

BROADCASTING, November 27, 1967



Parting is sweet sorrow for KVOR

Construction is about to begin on a new \$80,000 studio-business office for KVOR-AM-FM Colorado Springs.

Jim Vinall, president and general manager of Wolverine Broadcasting Corp., announced that the 3,000-square-foot building will be located at the present transmitter site at 600 East Brookside.

KVOR is moving from the Broadmoor hotel, reports Mr. Vinall, so

that the "Voice of the Rockies" will, after 47 years, have a permanent home.

Plans for the building include the separation of the broadcast-production facilities from the remainder of the operation.

Wolverine reported that its capital improvements will total \$150,000 since February 1964 when KVOR was purchased.

a mass "defection" from the new set-up. In fact, they say, a number of present ABC affiliates signing up for one of the four services has been encouraging.

So far, they say, about 300 stations have signed or are in various stages of negotiation for one of the four new services.

Media reports . . .

WQXR picks agency ■ Advertising and promotion for WQXR-AM-FM New York

is being handled by a newly formed agency, Kingen Feleppa O'Dell, New York.

FM publications ■ The National Association of FM Broadcasters, to keep members abreast of developments in FM, has begun a series of five monthly publications, including a *Washington Report*. The trade association is also publishing newsletters on management, engineering, promotion and programming. NAFMB headquarters are in New York.

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KONO-TV transfer to Outlet okayed

The \$10.5-million sale of KONO-TV San Antonio, Tex., to the Outlet Co., Providence, R. I., was approved last week by the FCC. The vote was 4 to 3.

The Outlet Co. is a diversified firm, owning broadcasting stations, retail department store enterprises and aviation interests. Outlet's broadcasting holdings are WJAR-TV Providence and WDBO-AM-FM-TV Orlando, Fla. It is also half-owner of Salt City Broadcasting Co., 2% owner of WNYS-TV Syracuse N. Y., which holds an option to acquire 18% more of the upstate New York channel 9 station. Earlier in the year, it formed a joint CATV venture with Blonder-Tongue Laboratories, Newark, N. J., under the name Com-Tel Inc. Com-Tel holds a franchise for the Groton-Stonington area in Connecticut, and during the summer bought a group of CATV systems in California (BROADCASTING, July 3).

The ABC-affiliated, channel-12 station in San Antonio is principally owned by Eugene J. Roth and family, who also own KONO there. The radio station is being retained by the Roths. KONO-TV began broadcasting in 1957 and is one of six TV stations in that city—three other VHF (one a noncommercial, educational outlet) and two UHF stations, one specializing in Spanish-language programs.

No Personnel Changes ■ Joseph S. Sinclair, president of the Outlet Co., said that James M. Brown will be retained as general manager of the San Antonio TV station and that no staff changes are contemplated.

Also approved by the FCC last week was the transfer of the construction permit for channel 20 in Denver (KHBC-TV) from Harcourt Brace & World Inc. to the *Denver Post* for \$12,320 considered the out-of-pocket sums expanded by Harcourt, Brace & World in securing the construction permit. The vote was also 4 to 3.

The *Denver Post* is 20% owned by S. I. Newhouse and family (Newhouse Newspapers—group broadcaster and

CATV operator).

Originally, Harcourt, Brace & World was selling 50% of the Denver permit to the *Post*. Last summer, however, William J. Jovanovich, president of the publishing firm, announced that the company was dropping all its applications for TV, and was amending the transfer application for Denver into an outright sale to the newspaper there. The CP for Denver was granted last December.

New York City renews 3 CATV franchises

It was renewal time for CATV franchises in New York City last week with Teleprompter and Manhattan Cable getting two-year extensions, but CATV Enterprises getting only a nine-month extension.

Under the original two-year franchises, granted in December 1965, Teleprompter has Manhattan north of 86th Street, Manhattan Cable has Manhattan south of 86th, and CATV Enterprises

FINANCIAL REPORTS

Multiple-CATV owners join in new firm

UNITED, COMMUNITY FORM CYPRESS COMMUNICATIONS

Formation of a new, giant-sized CATV combine, with a portion of its stock to be publicly owned, became known last week when Cypress Communications Corp., Stamford, Conn., filed a registration statement with the Securities and Exchange Commission in Washington.

Cypress, which is an amalgamation of United Cablevision Inc. and Community Cablecasting Corp., both multiple-CATV owners, proposes to offer 208,333 shares to the public at what is understood to be not more than \$14 per share to realize almost \$3 million. Management will hold 600,000 shares of common.

The offering will be handled by Hornblower & Weeks-Hemphill, Noyes, which is one of the stockholders of the new CATV company.

The new CATV firm will own cable systems in Florida, New Hampshire, Ohio, Pennsylvania, Vermont and Washington with a total subscriber list of 38,500. This is 58% of all homes along the total 750 miles of trunk coaxial cable, the prospectus said.

It will also own 60% of Garden State Microwave Inc., a common-carrier relay serving CATV systems in southern New Jersey with New York signals; and 70% of KTXL-TV (ch. 40) Sacramento, Calif., not yet on the air, if the FCC approves the transfer

application. The application was filed last year, with Community Cablecasting paying \$250,000 for the permit.

New CATV Interests ■ Cypress is also buying the 20,000-subscriber Altoona, Pa., cable system, paying almost \$4.4 million, the registration disclosed.

The new firm is capitalized at over \$9.5 million, with long-term debt set at almost \$6.5 million. Principal owners are Electronics Capital Corp., 41.6%; Hornblower firm, 16.2%; W. Randolph Tucker, 10.6% and Leon N. Papernow, 10.4%. ECC was the principal owner of Community Cablecasting, of which Mr. Papernow was president and a stockholder. The Hornblower firm was the principal of United Cablevision Inc., with Mr. Tucker as president and a stockholder. Charles E. Salik is president of ECC; Mr. Salik at one time was owner of KCBQ San Diego and held an option to buy 50% of KFSD-TV San Diego (now KOGO-TV).

Mr. Tucker will be chairman of Cypress; Mr. Papernow, president. Each will receive an annual salary of \$35,000 plus options on 16,062 shares of common stock.

Merger ■ Cypress acquired all the outstanding stock of Community Cablecasting for 312,090 shares of Cypress common, valued at \$1.60 per share. ECC received 249,673 shares; Mr. Papernow, 62,417. Cypress also sold

190,000 shares of preferred, convertible stock to ECC for \$1.9 million.

In addition to the Altoona cable system, Cypress has Berlin, N.H., with 4,550 subscribers; Brattleboro, Va., 2,950; Fort Walton Beach, 8,000 and Lake City, 1,100, both Florida; Delphos, 450, and Wapakoneta, 1,150, both Ohio; Renton, Wash., 700. Under construction are systems in St. Mary's, Ohio, and in the Rainier Beach section of Seattle and adjoining communities in King county.

Stockholders approve Jerrold-GI merger

The merger of Jerrold Corp., Philadelphia, into General Instrument Corp., Newark, N. J., was ratified by stockholders of both corporations last week.

Under the terms of the agreement (BROADCASTING, Sept. 4), General Instrument will issue seven-tenths of a share of its common stock for each of the 2,392,667 shares of Jerrold common presently outstanding. This will amount to 1,667,099 shares of GI. GI had as of last August 3,816,000 shares of common and 520,000 shares of preferred outstanding.

General Instrument is a diversified electronics company, which through subsidiaries manufactures VHF and UHF tuners and deflection yokes for TV receivers. Early this fall it acquired Universal Controls Inc., Towson, Md.

Jerrold is a major manufacturer of CATV equipment. It also owns and op-

has the Riverdale section of the Bronx.

The short-term extension for CATV Enterprises was to give the operation time to "prove" itself, according to Seymour Siegel of the mayor's CATV commission. That system has laid its cable, but has no subscribers.

All three systems were ordered to cut their initial installation fees from the present \$19.95 to \$9.95 to "induce more people to subscribe."

Feeling on the part of the city, but especially that of Morris Tarshis, director of the bureau of franchises, was said to be that "not enough people are being hooked up."

The city collects 5% of the operators' gross revenues (subscribers pay \$5 a month), but, according to Mr. Siegel, the fee cut was also motivated by "social considerations, and the whole concept of the wired city."

All three systems must also lay and "energize" substantial additional lengths of cable. Manhattan Cable must lay an additional 45 miles, CATV Enterprises eight miles, both by June 30, 1968, and Teleprompter must lay an additional 45 miles by July 1, 1969.

The requirement that the additional cable be "energized" is a new element in the franchise extensions.

"The obvious intent in all these extensions," Mr. Siegel said, "is to get more people on-line faster. And it should be pointed out that all these renewals are on a 'test' basis; they can be terminated at any time within the next two years."

An advisory report to the mayor, prepared by his communications task force, is due in March.

Palm Springs withdrawal sought by Hope firm

A broadcast entity, headed by entertainer Bob Hope, has asked the FCC to dismiss its construction permit application for channel 36, Palm Springs, Calif. In an affidavit signed by James L. Saphier, director of Oasis Broadcasting Corp., the broadcaster said it was interested in expediting local television service and it was "satisfied" that

competing applicant, Desert Empire Television Corp., would provide the community with "an excellent station."

Oasis is principally owned by Mr. Hope who also has a 40% interest in Mid-Ocean Broadcasting Corp. (WBMJ Rio Piedras, P. R.) and a 25% interest in Western Broadcast Corp., applicant for an AM station in Pasadena, Calif.

Mr. Saphier, in addition to 15% of Oasis, has a controlling interest in KVEC San Luis Obispo, Calif., plus interests in Mid-Ocean and Western.

Desert is owned by John and Sirpuhe Conte (70% jointly) and Charles David Farrell (30%). Mr. Farrell is a radio-TV actor and managing director of the Racquet Club of Palm Springs.

Oasis noted that since the two applications had been designated for hearing, principals of both groups had held discussions to resolve the proceeding. Talks included a proposed merger of the two entities on a 50-50 basis, the broadcaster said. And though such a merger was acceptable to Desert, Oasis claimed that a UHF station "would not be an economically feasible undertaking for a merged group."

erates 18 CATV systems and holds franchises in 25 additional communities in various parts of the country.

In announcing the agreement, it was said then that "it is contemplated" that Robert H. Beisswenger, president, and Paul A. Garrison, vice president—operations, of Jerrold would become directors of GI. Martin H. Benedek is chairman, and Moses Shapiro is president, of GI.

Amalgamation of the two companies will bring GI's annual sales over the \$250-million mark. In the fiscal year ended Feb. 28, its sales reached \$205 million; Jerrold's sales for the same fiscal year were \$50 million.

Debentures tendered to foreign investors

An offering of \$40 million in 5% guaranteed convertible sinking fund debentures is being made in Europe by the Twentieth Century-Fox International Corp.

The offering, made only to non-citizens and nonresidents of the U. S., is guaranteed by Twentieth Century-Fox Film Corp., parent of the international company.

Net proceeds from the international offering will be used in connection with foreign operations, production and distribution, for the purchase of distribution rights to feature films and for the construction of theaters and investment in overseas theater chains, Twentieth Century said.

Sandy Frank expects gross to double

An expansion in sales and its acquisition of new products will contribute toward the doubling, to the \$1 million mark, of the gross volume of Sandy Frank Program Sales Inc., New York, this year.

This bright picture was outlined last week by Sandy Frank, president, who noted that during the year his company had acquired the TV distribution rights to *America!* (65 half-hour episodes in color); *Comedy Capers* classic films of the silent era, and *Mischief Makers*, 70 episodes featuring the original "Our Gang Comedy" cast. These offerings bolstered Frank's six other packages. He added that he expects to announce additional new programming shortly.

Rollins reports rises across the board

Rollins Inc., Atlanta-based diversified company with group broadcast holdings, reported increases of 9% in revenues, 23% in earnings and 18% in cash flow for the six-month period ended Oct. 31.

The firm's second quarter earnings rose 38% to bring earnings per share to 47 cents, from 34 cents per share the previous year.

Rollins reported that the outlook for the second half of the fiscal year ap-

pears "excellent."

For the six months ended Oct. 31:

	1967	1966
Earned per share	\$1.03	\$0.85
Revenues	42,853,462	39,399,275
Cash flow	7,918,592	6,731,075
Net earnings	3,250,239	2,643,949

Ampex sets records in sales, earnings

The best sales and earnings for any second quarter and first six months in the company's history have been announced by Ampex Corp., Redwood City, Calif.

Sales for the second quarter ended Oct. 28 were up 8% from the corresponding figure a year ago. Net earnings for the period rose 17%. Sales for the first six months of fiscal 1968 were up 11% from a year earlier, while net earnings were up 14% over fiscal 1967's first half year performance.

For six months ended Oct. 28:

	1968	1967
Earnings per share	\$0.53	\$0.47
Sales	112,081,000	101,265,000
Net earnings	5,074,000	4,453,000

Financial notes . . .

■ Chris-Craft Industries Inc., Oakland, Calif., has declared a quarterly cash dividend of 25 cents a share. Both are payable Dec. 29 to stockholders of record Dec. 15.

■ Storer Broadcasting Co. has declared a regular quarterly dividend of 25 cents per share, payable Dec. 8 to stockholders of record Nov. 24.

Canadians split on commercials

A majority of Canadian viewers do not mind television commercials, as long as there are not too many of them on a single program. That was the conclusion reached in a Canadian Broadcasting Corp. survey conducted over a two-week period using 2,000 viewers of the CBC's English TV network.

Of the 1,700 who replied to the survey, 51% said they were not annoyed or bothered by TV commercials. The remaining 49% disliked them, but only 15% described themselves as "very annoyed and bothered" by the ads.

The survey found that only 1% of the viewers objected to commercials for toilet paper, false teeth and women's underwear. Thus viewers did not agree with the assumption in the survey that "there are certain products which, because of their personal and intimate nature, should not be advertised on radio or television." For many

years the CBC has rejected advertising for such products.

The survey concluded: "The viewing public seems to be barely conscious at all of commercials as a vehicle for excessively intimate subjects and hence as a source of personal embarrassment."

What did bother the watchers were too many interruptions in a single program (60%), too many repetitions of the same commercials (14%), and commercials that are misleading or dishonest (6%). It remains to be seen what, if any, effects the survey will have on CBC advertising policies.

Abroad in brief . . .

Gasoline account ■ Aral AG Bochum West German gasoline station chain, has named Doyle Dane Bernbach-Dusseldorf to handle its advertising. Estimated budget is \$1.5-million.

Down Mexico way ■ Television Independiente de Mexico, S.A., a new network with stations throughout Mexico, has named Charles Michelson Inc., New York as exclusive U. S. program purchasing representative and consultant.

Bamboo Curtain pierced by radio

Radio broadcasts penetrating the Bamboo Curtain are proving effective in reaching the people of China and North Korea. That was the message from Dr. You Chan Yang, ambassador-at-large from the Republic of Korea, last week.

At a special meeting in Washington of the Radio Free Asia directors and advisers, Dr. Yang said that ROFA has "increased its broadcasting schedule four-fold from four hours to more than 16 hours per week."

At the meeting a new communications advisory committee was selected. Members are Sig Mickelson, vice president, Time-Life Broadcast Inc.; Lowell Thomas, veteran news broadcaster; Mark Evans, vice president and director of public affairs, Metromedia Inc.; Vincent T. Wasilewski, president, National Association of Broadcasters; William G. Harley, president, National Association of Broadcasters.

Mexican color-TV market seems slight

Manufacturers of color television sets in Mexico aren't too optimistic over a significant market or even the growth of public interest in their product, although Telesistema Mexicano S. A., a major Mexican television network, has been broadcasting with the U. S. color system since last spring (BROADCASTING, Feb. 27).

A Telesistema executive said that the market for color receivers could possibly reach 20,000 sets for all manufacturers by the end of 1968. However, manufacturers failed to forecast any major shift in sales from black-and-white receivers due to the high cost of color sets, inferior local color programming and the current slow penetration of black-and-white sets throughout Mexico.

Although over 280,000 black-and-white receivers were sold in the country last year, only three of the 32 stations—all in Mexico City—broadcast in color. Future plans call for furnishing Monterrey and Guadalajara with color equipment but only after all such needs in Mexico City have been satisfied.

Mexican television networks still consider American manufacturers a prime source of supply for color

equipment, but Telesistema is finding favorable credit terms in England. Telesistema is now operating with seven Marconi color cameras, RCA transmitters and two color-film projectors.

The government guidelines for manufacture of color sets in Mexico (to protect local industry) include a Dec. 1 deadline for a 58% Mexican-produced makeup. Dec. 1, 1968, is the target date for a Mexican color receiver containing 96% Mexican parts, including the picture tube.

Quality Control ■ However, manufacturers fear that the quality of Mexican-made parts may hinder the market until local producers learn, with assistance of American manufacturing branches, how to control quality that is now considered lower than minimum standards required for a color set.

There are an estimated 10,000 color receivers in Mexico today, most of them imported—legally or illegally—from the U. S. Many are in use in the border areas where U. S. color signals can be readily received.

One manufacturer estimated it would cost \$2 million to install a

complete picture-tube operation in Mexico and that profits wouldn't be realized for 20 years. Others have said that the Mexican parts law was unrealistic because of the small market potential.

Mexican television began live color transmissions with the president's state of the union message Sept. 1. The Mexico City channels colorcast 12 American film series and hope to raise the total to 20 by the end of the year.

Telesistema occasionally airs American programs live and in color, bringing in the signals from Texas via telephone lines. All National Football League games will be aired live and in color through an agreement with CBS. The 1967 World Series was carried in color. The 1968 Summer Olympics, to be held in Mexico City, will be aired worldwide in color in October 1968 through a pool of ABC, Eurovision, NHK (Japan) and possibly Telesistema, with ABC, Eurovision and NHK providing the bulk of equipment and satellite links. However, rights for color transmission in Mexico have not yet been sold by the Olympic committee.

tion of Educational Broadcasters, and Krin Holzhauser, president, American Women in Radio and Television.

ROFA broadcasts from a 500 kw transmitter in Seoul, Korea. It was estimated that broadcasts in Chinese and Korean are beamed at six-million radios in Asia. ROFA is a project of the Korean Cultural and Freedom Foundation in Washington.

International film sales . . .

Meet the Press (NBC International): British Broadcasting Corp.; WDR, Cologne, West Germany; Swedish Television Network.

The Egyptians (Fremantle International): Canadian Broadcasting Corp. French Network.

Wide Wide World (Fremantle International): Canadian Broadcasting Corp. English Network.

Homicide (Fremantle International): CJON-TV St. John's, Nfld.; CHCH-TV Hamilton, Ont.

Consider Your Verdict (Fremantle International): CKCW-TV Moncton, N.B.

It's Fun to Be Fooled (Fremantle International): CJOH-TV Ottawa.

Flying Doctor (Fremantle International): CFTO-TV Toronto.

Magic Boomerang (Fremantle International): CHCT-TV Calgary, Alberta.

Auto Racing Specials (Triangle Publications Inc.): TV Ltd., London.

The Six-Day War (Warner Bros.-Seven Arts): Continental Tele S.A. Argentina; TV Globo Brazil; CHCT-TV Calgary, Alberta, CBNT-TV St. Johns, Nfld., and CBHT-TV Halifax, N. S.

Gentle Ben (CBS Films): Redifusion Television, London; Tokyo Broadcasting System; Telerama, S.R.L.; Argentina; Teleonce, S.A., Guatemala; Televisora Hondurena; Corporacion Panamena de Radio, S.A.; Bego Television, S.A., Peru; Producciones Venezolanas de Television; Corporacion Costarricense de Television; Catesa, Uruguay; Refinacoes de Milho, Brasil Ltd.; Avazeh Advertising, Iran; ABC, the Philippines; Degeto-Film GmbH, Munich, Germany.

Custer (20th Century-Fox Television): Redifusion Television Ltd., London.

Perry Mason, I Love Lucy (CBS

Films): Sudan Television Service, Omdurman.

Wanted—Dead or Alive (CBS Films): Radiodiffusion Television Tunisienne, Tunis.

He & She (CBS Films): BBC, London.

The Mothers-in-Law (United Artists Television International): BBC, London.

The Professionals (Warner Bros.-Seven Arts): CKX-TV Brandon and CSM-TV Thompson, both Manitoba; CKOS-TV Yorkton, Sask.; Channel 11 Lima, Peru, and K. Fujita Associates Inc., Japan and Okinawa.

Marine Boy (Warner Bros.-Seven Arts): CHCK-TV Regina, Sask.; Channel 11, Lima, Peru, and Rhodesia Television Ltd., Rhodesia.

Boston Symphony Orchestra Series I and II (Warner Bros.-Seven Arts): TV Luxembourg; Channel 10, Lagos, Nigeria; Radiodiffusion Television, Marocaine, Morocco; Telerama, Argentina; United Arab Republic TV, Cairo, Egypt; Redifusion, Hong Kong; T.I.E., Trinidad; Channel 11, Lima, Peru, and Channel 8, Mexico.

Night Train (Warner Bros.-Seven Arts): Liberian Broadcasting Corp., Liberia; Channel 10, Lagos, Nigeria; Radiodiffusion Television, Marocaine, Morocco; Uganda Broadcasting Corp., Kampala, Uganda; United Arab Republic TV, Cairo, Egypt; Channel 11, Lima, Peru; Ocora, Africa, and Channel 8, Mexico.

Bonsoir (Warner Bros.-Seven Arts): Channel 8, Mexico.

Man in Space (Warner Bros.-Seven Arts): Rhodesia Television Ltd., Rhodesia; Radio Television Italiana, Rome; CFCN-TV Calgary, Alberta; CKCW-TV Moncton, N. B.; CFTK-TV Terrace, B. C., and Channel 8, Mexico.

Behind the Scenes at the Royal Ballet (Warner Bros.-Seven Arts): NXBC-TV New Zealand; Sveriges Radio, Sweden.

Big Night Out (Warner Bros.-Seven Arts): CFCN-TV North Bay, Ont., and CFTK-TV Terrace, B. C.

Dylan Thomas (Warner Bros.-Seven Arts): Redifusion International, Malta.

Johnny Cypher in Dimension Zero (Warner Bros.-Seven Arts): Channel 11, Lima, Peru and Television Organization Professional, Mexico.

Popeye and Warner Bros. Cartoons (Warner Bros.-Seven Arts): CHLT-TV Sherbrooke, CJPM-TV Chicoutimi, CFCM-TV Quebec City and CFCF-TV Montreal, all Quebec.

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Presunrise rule draws retorts

Clear-channel stations oppose further softening of rules governing class-II morning operations

The FCC's further rulemaking dealing with presunrise operations by class-II stations has drawn an expected response—those broadcasters with something to gain have urged further liberalization of the new rules, while clear-channel-station licensees took a thus-far-and-no-farther stand.

At issue in the rulemaking is the early-morning operations of class-II stations operating on I-A clear channels. The commission in June, in permitting class-II and class-III stations to begin operating at 6 a.m. standard time with 500 w, left open the question as to whether class-II stations to the west of class-I-A stations should be limited to 500 w before sunrise. These class II's begin operating at 6 a.m. standard time or sunrise at the dominant station, whichever is later.

A second question is whether class-II daytimers which are located to the east of a co-channel I-A station should be eligible to begin operations at 6 a.m. local standard time—or before the sun rises over the dominant station. The rules, adopted in June, would prohibit such early morning operations, on the ground they would interfere with the nighttime skywave service of the I-A station. But the commission in October reopened the issue after determining that the rule would affect the operations of only two stations: WHCU Ithaca, N. Y., which is licensed to Cornell University, and WHLO Akron, Ohio.

Some half-dozen licensees filed comments last week. But the deadline for comments had been extended on Nov. 17 from Nov. 20 until Dec. 4, so additional views are expected. The deadline for reply comments was extended from Nov. 30 until Dec. 14.

Network News ■ CBS, with four clear-channel I-A stations (WCBS New York, WCAU Philadelphia, WBBM Chicago, and KMOX St. Louis) and NBC with three (WNBC New York, WKYC Cleveland, and WMAQ Chicago), urged the commission to limit presunrise power of class II's to the west of co-channel I-A stations to 500 w. (CBS would restrict presunrise authorizations to class II's already providing it.) And they said that no presunrise authorization should be granted to class-II stations to the east of a co-channel.

They both said class-II stations west or east of their clear-channel stations

would cause serious interference to them. But "it is most clear," NBC said, that no presunrise operation should be permitted class II's to the east of a co-channel I-A. Any such general authorization, CBS said, would be inconsistent with the commission's allocations goal for clear-channel stations.

The two stations whose plight moved the commission to reopen the question of eastern class II's asked for modifications of the new rule that would at the least help their respective causes.

WHCU had long been operating presunrise under the terms of an agreement with the co-channel I-A to the west of it, WWL New Orleans, and Cornell said the commission should either waive the rule to permit WHCU's continued presunrise operation or else amend the rule to permit continued presunrise operations by stations like WHCU which "will not affect" the dominant stations unlimited-time skywave service. Cornell said WHCU is relatively close, longitudinally, to WWL, and that its presunrise operations fall within the period when WWL's skywave service is rapidly diminishing.

Past Service ■ WHLO urged the commission to adopt a rule under which it could consider granting presunrise authorizations to class-II stations to the east of co-channel I-A stations if they had been providing presunrise service in the past. The class-II station would have to meet two other conditions, under WHLO's proposal—that it operate presunrise with 500 w or less and not cause interference to the dominant domestic station to foreign stations whose service is protected by treaty.

WKY Evansville, Ind., a class-II station on a clear channel (820 kc) located to the east of a co-channel I-A station, said there were so few stations in its situation—29—that a broad-brush disposal of the issue would have only a slight impact on the nation's clear-channel service. Furthermore, WKY said, the class II's would be on the air only a limited time during the dominant station's nighttime operation—for up to an hour during midwinter.

One vote of confidence in the commission's actions to date came from the William Rust stations, which includes both a I-A clear channel outlet, WHAM Rochester, N. Y., and two class-II's that have presunrise authorizations from

the commission, WNOW York (a daytimer) and WAEB Allentown (a full-timer with different operating facilities day and night), both Pennsylvania. The Rust stations also include WRAW Reading, Pa., and WPTR Albany, N. Y.

Rust said the decision to permit operations at 6 a.m. local standard time by class II's with 500 w presents a practical compromise between the needs of the stations involved, and would extend the 500 w limitation to the class II's operating to the west of the dominant's stations. Rust took no position on the question of class II's to the east of co-channel I-A's.

KIEV Glendale, Calif., a class II of a co-channel I-A, said there is no need for a 500-w power limitation on its operations. The class-II station on a class I-A clear channel represents a unique station, KIEV said. It added that the kind and number of interference problems present in the general presunrise rulemaking are not present in the current proceeding.

FCC adjusts for presunrise stay

The FCC has announced the procedure it will follow in issuing temporary presunrise authorizations to full-time stations to meet the terms of a U. S. Court of Appeals stay order issued on Nov. 13 in an appeal from the commission's order adopting the presunrise rules. The stay meets in part a request of the Association on Broadcast Standards, which represents some 75 regional full-time stations, and directs the commission to authorize full-time operation at 6 a.m. with full power, provided no interference to Canadian stations would result (BROADCASTING, Nov. 20). The stay is in effect while the appeal is pending.

The commission's new rules permit presunrise operation at 6 a.m. with 500-w limit by class III daytimers and full-timers operating with different day and night facilities, and by certain class II daytimers, limited-time and full-time outlets.

The commission said that full-time class II and class III stations which already have presunrise authorizations from the commission, or have applied for them, may request temporary authority to use daytime facilities with more than 500-w power if they can show that no interference will result to foreign co-channel stations. The additional power may be used only after

6 a.m. local standard time.

Full-time class II's and III's which have not applied for presunrise authorizations may apply for temporary authority to use their daytime power and facilities or whatever lesser power is required to meet foreign protection requirements starting at 6 a.m. local standard time.

930-kc Situation ■ The commission also said that full-time stations on 930 kc requesting temporary authority must show that their proposed operations would not cause increased interference to WBen Buffalo, N. Y. That station also has appealed the commission's presunrise order, and has won a stay of the order from the same court—the second circuit, in New York as the order applies to its operations.

Additional restrictions were imposed on the fulltimer presunrise operations to correspond to the limitations that had been contained in the "permissive" rule the across-the-board order replaced. Under the old rule, stations could operate presunrise with day-time facilities unless the dominant station on the channel objected.

The commission said: full-time stations on foreign 1-A channels will not be permitted presunrise use of day-time facilities. Other fulltimers will be permitted to use daytime facilities before sunrise only to the extent they can protect co-channel class I stations or where the class I station is to the east (such operation may start at sunrise at the dominant station); and the temporary authorizations for class II stations will be limited to facilities authorized for hours immediately after sunrise and before sunset ("critical hours") or whatever lesser power is required for foreign protection.

The commission noted that the presunrise rules and the presunrise authorizations arrangements for daytime-only and limited-time stations remain in effect since they are not referred to in the court order.

EIA on imports: both radio, TV up 24%

Imports of TV receivers into the U.S. climbed 24% for the first eight months of the year, reaching \$73.3 million, the Marketing Services Department of the Electronics Industries Association reported last week.

Radio imports also were up 24.2%, at \$110 million. Both TV and radio figures were part of a selected consumer electronic products survey of imports that totaled \$231 million, up 26.5% from the \$182 million for the same period last year.

Overall, electronic imports were up 18.4% to reach \$490 million.

Exports by U. S. manufacturers of

consumer electronics amounted to \$27.4 million in the January-August period, up 6.6% from exports of \$25.7 million in the same 1966 period. This was part of total U.S. exports of selected electronic products totaling \$1.1 billion, up 28.9% from the \$884 million exported in the 1966 eight-month period.

New holographs from CBS Labs

Laser technique produces 3-D color images for use in lensless photography

A holographic technique said to produce three-dimensional color images with "unlimited depth to give small or large structures life-size appearance" has been developed by CBS Labs, officials reported last week.

The announcement made no references to TV uses, but Dr. Peter C. Goldmark, president and research director of CBS Labs, suggested in an interview two weeks ago that three-dimensional TV may be available on special channels or by closed circuit by 1980 and almost certainly will be a home fixture by the year 2000 (BROADCASTING, Nov. 20).

Details of the new holographic technique were revealed by Dr. Dennis Gabor, CBS Labs staff scientist credited with inventing holography in 1948, at

a St. Louis meeting of the Council for the Advancement of Science Writing on Nov. 17.

He said the new system, called "panoramic holography," is expected to open up several areas in the expanding field of "lensless" photography.

Applications ■ CBS Labs authorities said it is expected, for instance, that architects and designers of automobiles, planes and ships will be able to build small models that, when looked at through panoramic (or picture-window) holograms, will appear to be the actual size of the completed product. The system's first uses, according to CBS Labs, may be best suited for industrial uses such as these, but officials thought it might also become the basis for "a new art form to extend painting and sculpture."

Holography employs lasers in combination with a special lens. Since the coherence length of lasers is only a few feet and their intensity is too small for illuminating a whole landscape with laser light, small specially designed models are used.

In the case of a landscape, for example, Dr. Gabor said a model a foot high and a few feet deep may be used. A photographic plate is used to record a hologram of the model through a special lens, which is designed to make the landscape appear to extend to infinity. Simultaneously, the photographic plate is illuminated directly by a fraction of the laser light from the opposite side through a point of focus, resulting in a "reflecting" type of hologram in natural colors.

When the hologram is developed and illuminated by a white-point source (a small incandescent lamp) from the point previously occupied by the point of

Color-TV sets sales blossom in September

Sale of color-television sets by distributors to dealers zoomed up to its highest peak this year in September, almost doubling August's sales and 33% above September last year. In units, 818,850 color-TV sets were sold in September. Black-and-white-TV sales also moved upward to 630,685, also its peak for the year, but almost 200,000 below the 815,420 sold in the same month in 1966.

For the nine months to Sept. 30, color-TV sales were up 14.4% over the same period last year, but total TV sales were off by 11.5%.

FM radio sets continued an upward swing. For September sets with FM capability increased 36.3% over the same month last year, with the

year-to-date figure up 28.5% over the same nine months of 1966. FM auto radios moved up by 37.7% in September over the same month last year, and are running 29.8% ahead of 1966 for the first nine months of this year.

Distributor sales as reported by Electronic Industries Association last week:

Period	Television		
	Color	Monochrome	Total
Jan.-Sept. 1967	3,548,405	3,895,606	7,444,011
Jan.-Sept. 1966	3,103,043	5,306,485	8,409,528
Period	Radio		
	Home (with FM)*	Auto	Total
Jan.-Sept. 1967	8,423,904	2,770,801	6,269,806
Jan.-Sept. 1966	9,677,815	2,593,358	6,749,539

* Excludes auto radios with FM.

focus, Dr. Gabor said, the viewer sees exactly the same scene the plate picked up through the lens—extending to infinity.

Technical topics . . .

Audio replacement ■ Ampex Corp. has put out an advanced version of its 600 series of portable audio tape recorders. The new generation units include a two-speed transport, a new cooling system, and an improved clutch assembly. Also, a three-digit counter has been added. The new 600 series will be available in December at prices ranging from \$660 to \$1,010.

Portable processor ■ Houston Fearless Corp., Los Angeles, has developed a new portable film processor, the 79PP, that incorporates design improvements in a 110-pound unit. The processor will accommodate roll film in widths of 70mm, five inches, seven inches and nine inches, and lengths of from five to 500 feet.

New tape recorders ■ TEAC Corp. of America, Santa Monica, Calif., has introduced the R-310 series of tape recorders, with retail prices of \$1,275 for monaural and \$1,575 for stereo, and the A-4020 stereo tape recorder and portable case, with a retail price of \$599.50.

Versatile screen splitter ■ Telemation Inc., Salt Lake City, is offering a special effects generator designed primarily for ETV, CATV and industrial television systems. The TSE-100 Screen Splitter mats pictures from two synchronous sources into a single video image.

New tape office ■ Memorex Corp., the Santa Clara, Calif.-based manufacturer of magnetic tape, has opened a new regional office in Minneapolis to serve Minnesota, North and South Dakota and portions of Iowa and Wisconsin. Lary L. Lindsey, with the Memorex's Chicago office, has been named to head the new office.

FANFARE

CATV runs telethon for Community Fund

An old broadcasting standby—the telethon—has found its way into CATV.

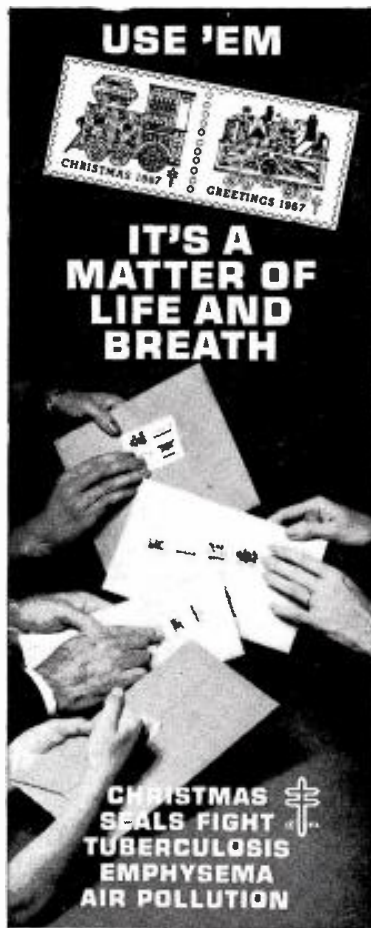
High Fidelity Cable Television Inc., serving the Massachusetts towns of Great Barrington, Stockbridge, Lee and Lenox, presented a three-hour telethon that netted \$1,830 from the system's 2,100 customers for the Community Fund. The program featured local en-

tertainment including three bands, folk and semiclassical singers, folk dances and singalongs.

The system, which began operations only six months ago, originates about 4 hours and 15 minutes of local programming weekly, including a nightly 10-minute news wrap-up and a video-taped weekend program featuring local news and interviews. The cable firm also plans by next month to telecast a children's program, a women's program and a news panel show featuring local newsmen interviewing local personalities.

According to the National Cable Television Association, approximately 180 CATV systems of the 1,800 systems throughout the country are now originating their own programs—an increase of 120 over last year.

Promotion for "Latinos" ■ KMEX-TV Los Angeles, a Spanish-language UHF station, is sponsoring what it thinks will be the "biggest and most spectacular" Latin-American community show and exhibition ever staged in this country. Called "Festival Latino," it will be held at the Great Western Exhibit Center in Los Angeles for three days next month (Dec. 8-10). The event is designed to recognize contributions of the 1.5 million Latin-American community to Southern California. KMEX-TV is backing the promotion with more than 100 announcements over its own facilities and with saturation schedules on Spanish-language radio stations in the market.



Space contributed by publisher as a public service

Drumbeats . . .

Hill telethon ■ WTTG(TV) Washington will turn over five hours of prime time to a telethon sponsored by a group of Capitol Hill wives, headed by Mrs. Robert Kennedy. On Feb. 17, 1968, from 8 p.m. to 1 a.m., the group is expected to answer calls for donations for the benefit of Junior Village and Laurel Children's Center, 2,200 family-less Washington children, orphans, abandons, delinquents and mentally retarded youngsters. Jack Paar will be master of ceremonies and the guest list will range from senators and congressmen to top names in radio, television and the theater.

A year in sound ■ Associated Press will mail in early December a long-playing record reviewing the news highlights of the year. Entitled "The World in Sound—1967," it is narrated by Morgan Beatty, who retired last September as NBC commentator. Records will be sent to member broadcast stations, which in turn can make them available to listeners, by sale or by distribution as a promotion.

CINE's Golden Eagles awarded in Washington

American nonfeature films that appeared in film festivals abroad—many of them made for or shown on television—have received Golden Eagle awards presented by the Council on International Nontheatrical Events (CINE). The awards were made at CINE's 10th anniversary program, held in Washington.

A film that captured the largest number of foreign awards, "Skaterdater," coproduced by Marshal Backlar and Noel Black, was shown last spring by ABC. The film took four overseas awards.

Among television documentaries cited were "The Hidden World," produced by the National Geographic Society in association with Wolper Productions "The Face of Genius," produced by WBZ-TV Boston, Westinghouse Broadcasting Co.; "Ralph, Jerry and Jim," produced and distributed by WCBS-TV New York; "The Island Called Ellis," by NBC, and "The Kennedy Wit," ABC.

FATES & FORTUNES

BROADCAST ADVERTISING

John F. Held, Milton M. Schwartz, William Suchman, all New York; **Robert G. Pride**, Chicago, and **Jack Kuper**, Toronto, creative staff members of Kenyon & Eckhardt, elected VP's.

Kay Jorgensen, manager, production and traffic, Hixson & Jorgensen Inc., Los Angeles, named to newly created post, VP, internal operations.



Mr. Kenyon



Mr. Ronai

Victor G. Kenyon, associate creative supervisor, and **Fred G. Ronai**, account supervisor, with J. Walter Thompson Co., New York, elected VP's.

John V. Quackenbush, president and board chairman of Strauchen & McKim Inc., Cincinnati, re-elected chairman of board. **Thomas G. Lohre**, VP of Strauchen & McKim, Cincinnati, elected president. Mr. Quackenbush continues as agency's chief executive officer.

Dennis Altman, senior VP in charge of creative strategy, and **Dr. Donald Bratrude**, VP and account management supervisor, with Earle Ludgin & Co., Chicago, form new advertising agency called Altman, Bratrude & Soforth Inc. at 35 E. Wacker Drive, Chicago.

Wayne H. Ross, senior VP of Galvin/Lane/Farris, Kansas City, Mo., recognized for his contributions to agency in change of firm's name to Galvin/Farris/Ross.

F. William Lacey Jr., with McCann-Erickson, Chicago, rejoins Young & Rubicam there as VP and creative director.

Emil M. Cohen, executive art director of Geyer-Oswald Inc., Chicago, elected VP.

Robert L. Eskridge, VP of marketing for Van Camp Sea Food division of Ralston Purina Co., Long Beach, Calif., named VP and director of marketing for General Milk Co., international division of Carnation Co., Los Angeles.

Corey Allen, account executive with CBS-TV network sales department, New York, appointed to newly created post of director of sales-eastern division. **Irv Wilson**, television packaging agent for General Artists Corp., New York, named account executive in CBS-TV network sales department, that city.

Charles W. Collier, director of Amer-

ican Advertising Federation western region, retires, effective next year. Successor has not been chosen.

John A. Privett, principal in Atherton-Privett Inc., Los Angeles, agency recently acquired by MacManus, John & Adams, named general manager of merged operation's Los Angeles office.

Windsor A. Mallett, art director of BBDO, Boston, named head art director.

William C. Stakenburg, with The Griswold-Eshleman Co., Cleveland, joins N. W. Ayer & Son, Philadelphia, as head of new international media section.

Lewis R. Angelos, manager of sales promotion, Sinclair Refining Co., New York, named director of advertising and sales promotion. He succeeds **James J. Delaney**, who retires Dec. 1.

James F. Calvano, general sales manager of branch division of Olivetti Underwood Corp., New York, appointed director of marketing services division. Mr. Calvano will direct and coordinate marketing activities, including advertising, publicity and sales promotion.

Lawrence E. March and **Peter B. Turk**, media supervisors with Ketcham, MacLeod & Grove, New York, appointed associate media directors.

James A. Tandy, sales engineer with magnetic projects division, Minnesota Mining & Manufacturing Co., Kansas City, Mo., joins KMOX-TV St. Louis as national sales service manager.

James L. Stirton, VP-sales, central division, MCA-TV, since 1954, joins WFLD(TV) Chicago as sales manager-sports. **Arthur H. Barnes**, with WBBM Chicago, joins WFLD as advertising and sales promotion manager.

Louise Weir, in media department at Hixson & Jorgensen, Los Angeles, named media supervisor for MacManus, John & Adams, same city.

Phillips Fewsmith, account executive with Ted Bates & Co., New York, joins Borden Co. there as publicity supervisor.

Robert H. Spencer, with Wells, Rich, Greene, New York, joins Ogilvy & Mather there as senior account executive.

Larry Gershman, account executive, WCBS-TV New York, appointed to similar post at NBC Television Spot Sales, that city.

John F. Fenwick, account executive with NBC Spot Sales, New York, joins Harrington, Righter & Parsons there as account executive.

Joseph Milsop, with WRNL Richmond, Va., named regional sales man-

ager for Laurel Radio Group (WMAJ State College, WDAD Indiana, WCPA Clearfield, all Pennsylvania).

James Austin, account executive at WFUN South Miami, Fla., appointed local sales manager.

Sid Feltenstein named account supervisor at Knox Reeves Advertising, Minneapolis.

Richard Kelly joins Bauer-Tripp-Hening & Bressler, Philadelphia, as account executive.

Leonard Allen Goldman, with sales department of WFIL Philadelphia, named television account executive for WFIL-TV.

James E. Olerich, account executive for KPRO Riverside, Calif., appointed account executive for KNX Los Angeles.

Charles Cell, with KFRC San Francisco, joins KRST St. Louis Park, Minn., as account executive.

James R. O'Riley named executive producer in creative department of Needham, Harper & Steers, Chicago.

John Bennewitz, veteran film producer most recently with U. S. Information Agency in Vietnam, joins New York staff of Wilding Inc., as executive producer.



Mr. Hawkins

Norman Hawkins, general sales manager of WDCA-TV Washington, appointed general sales manager of WIBF-TV Philadelphia.

Kenneth Pletz, account executive with WDCA-TV Washington, named local sales

manager.

Michael R. Cooper, with EUE/Screen Gems, New York, joins Elektra Film Productions there as director.

Richard F. McGeary, general sales manager, KNX Los Angeles, joins Edward Petry & Co.'s TV sales department, San Francisco. **Ralph M. McDermid Jr.**, with NBC Spot Sales, New York, joins Petry's New York radio division as account executive.

James A. Johnson joins Los Angeles sales staff of Katz Radio, replacing **Edward Boyd**, who resigns.

Sidney Carter, salesman, Peters, Griffin, Woodward, Chicago, replaces **John Laske**, who has resigned from Katz Television's east/south sales staff, Chicago.

MEDIA

William F. MacCrystal, station manager for KHVH Honolulu, named VP and general manager for sister station, KHVH-TV. **William O. Paine**, president

and general manager for KGU Honolulu, named VP and general manager of KHVH, replacing Mr. MacCrystal.

William A. Stewart, with KTSA San Antonio, Tex., appointed general manager.

Harry Kaplan, account executive with WMIN St. Paul, appointed station manager.

PROGRAMING

Robert F. Lewine, VP in charge of production for Warner Bros.-Seven Arts, Burbank, Calif., separated from company. WB-7, with only one co-produced series on networks, had de-emphasized TV production ever since two companies merged. Mr. Lewine was programing VP for all three networks and VP for Creative Management Associates Ltd. before joining Warner Bros.

Lennart Ringquist, with Samuel Goldwyn Productions, New York, joins General Artists Corp., that city, as VP of TV division.

Herbert Gordon, VP in charge of West Coast operations for United Artists TV, resigns. No future plans announced. **Joseph Ende**, VP and member of board of directors of United Artists Corp., New York, elected treasurer. **Sidney P. Landau**, assistant treasurer, United Artists, New York, elected VP, and **Vincent S. Giovinco**, assistant controller, elected controller. **Fred Mound**, assistant branch manager for UA in Dallas, appointed regional sales manager.

Robert Hamner, writer for *Run For Your Life* series, named producer of NBC-TV-Universal-TV-Public Arts Inc. show. He replaces **Jo Swerling Jr.**, who becomes supervising producer of series.

Barry Wood, for eight years executive producer of NBC-TV's *Bell Telephone Hour*, named VP of Wolper Productions subsidiary of Metromedia Inc.

Herbert F. Solow, VP in charge of programing for Paramount TV Productions, Hollywood, resigns, effective when this season's production plans and pilot projects are completed. Mr. Solow was VP in charge of production for Desilu Productions Inc., when company was acquired by Gulf & Western Industries, and merged with Paramount TV Productions, previous G&W acquisition.

Jackie Barnett, writer, producer, director of specials, signed to long-term production development contract with Screen Gems, Hollywood.

Joseph J. M. Saleh, assistant director of office of social research for CBS, New York, named director of research for Columbia Pictures Corp., that city.

Ed Perlstein, director of business affairs for Paramount TV, Hollywood,

joins business affairs department of Universal TV, North Hollywood, Calif. **Marvin S. Katz**, attorney in legal department of 20th Century-Fox, named to replace Mr. Perlstein at Paramount.

Martin J. Neeb Jr. appointed executive director of Lutheran Television Productions, St. Louis.

Arturo Velazquez, news director of KIFN Phoenix, named program director, succeeding **Pepe Acosta**, who transfers to KGBT Harlingen, Tex.

Derk Zimmerman, formerly with KPX(TV) San Francisco and KDKA-TV Pittsburgh, appointed program manager of WLWT(TV) Cincinnati. **William H. Spiegel**, production manager of WLWT, named to newly created post of assistant program director. **Tom Storey** appointed film and syndication director of WLWT, and **Warren Baker** named station's production manager.

Bill Baist, acting program manager of KGU Honolulu, named program manager.

Thomas L. Brown, producer-director at KDKA Pittsburgh, appointed assistant program manager at wowo Fort Wayne, Ind.

Curran Wade, production manager, WTVO(TV) Rockford, Ill., joins Trend Broadcasting Inc., which has permit for WNYP(TV) Jamestown, N. Y., as operations manager. **Ed Walker**, with WLWT(TV) Cincinnati, joins WNYP as film director.

Jim Critchfield, head writer for *The Woody Woodbury* syndicated series, named producer.

Don Bethmann appointed sports director for WWTV(TV) Cadillac-Traverse City, Mich.

Leonard Schechter, sports reporter, newspaper columnist and magazine writer, joins Westinghouse Broadcasting Co., New York, as sports commentator on Westinghouse radio stations.

NEWS

John C. Eddy, with KOMO-TV Seattle, named director of news.

Robert C. Gatty of UPI bureau in Harrisburg, Pa., named bureau manager in Trenton, N. J., succeeding **Martin Sikora**, who joins financial staff of *Philadelphia Inquirer*.

Ed Deverill, news director for KCBQ San Diego, joins news staff of KOGO-AM-FM-TV San Diego.

Steve Brooks, director of operations for WPRW-AM-FM Manassas, Va., named morning news editor for WEAM Arlington, Va.

Paul Cunningham takes leave of absence from NBC-TV's *Today* show to

join NBC News bureau in Saigon for six months. He will return to *Today* in May 1968.



Mr. Dull

Don Miles, WNAB Bridgeport, treasurer, and **Chris Kelly**, WICC Bridgeport, executive secretary.

Julian Goodman, president of NBC, and **Eugene C. Pulliam**, one of nine founders of Sigma Delta Chi, president of Phoenix and Indianapolis newspapers, and former station owner, named Sigma Delta Chi fellows for outstanding service to journalism.

FANFARE

Jason L. Levine, news editor for American Automobile Association in Washington, appointed manager of press information for CBS News election unit and CBS News convention unit.

Rudy Bergman, with corporate affairs staff of CBS Inc., New York, appointed manager of press relations for WCBS-TV, that city.

Bob Connolly, promotion manager, WSM-AM-TV Nashville, named to similar position at KFRE-AM-FM-TV Fresno, Calif.

Kathleen O'Brien, with WBBM Chicago, joins WFLD(TV) there as director of press information.

Don E. Whiteley, formerly with KTVI(TV) St. Louis, and noncommercial KUHT(TV) Houston, appointed director of promotion for WGMA Hollywood, Fla.

Dana J. Cooke, with WFLN Philadelphia, named creative director. He will work in areas of audience and sales promotion, and public relations.

Louise Hexter, director of corporate and financial public relations, Papert, Koenig, Lois Inc., New York, assumes account executive post with Lida Livingston Inc., PR firm, that city.

Taylor G. Cushmore, production associate and assistant director at WCAU-TV Philadelphia, appointed assistant to director of public information for non-commercial WHY-TV Wilmington, Del.

Arthur J. Singer, with Boston University, named assistant director of development for noncommercial WETA-TV Washington.

Arch L. Madsen, president of Bonneville International Corp. (group own-

er), Salt Lake City, elected trustee of Freedoms Foundation at Valley Forge.

EQUIPMENT & ENGINEERING



Mr. Coddling

William J. Coddling, chief engineer of non-commercial WETA-TV Washington, named chief engineer of WEAT - AM - TV West Palm Beach, Fla. **King Harrison**, with ABC News, Washington, joins WETA-TV there

as chief engineer.

Edgar L. Simpler, regional sales manager for Ampex Corp., Arlington, Va., named eastern regional manager for company's magnetic tape division. Other magnetic tape division appointments: **Donald C. Creswell**, regional sales manager at Dayton, Ohio, named Midwest regional manager in Elk Grove Village, Ill.; **Robert W. Beene**, regional sales manager at Albuquerque, N. M., named southern regional manager in Dallas; and **Robert C. Kane**, with Ampex at Culver City, Calif., named manager of western sales region at Los Angeles. **William D. Collins**, at Ampex's Arlington office, named international sales liaison manager.

Donald N. Bowdish, with Cohu Electronics, San Diego, named head of new office of Jack A. Rickel Associates Inc., Washington-based communications consultant firm, at 7969 Engineer Road, San Diego.

ALLIED FIELDS

Robert L. Owens, midwestern manager of American Research Bureau, Chicago, named VP-television station sales, succeeding **C. A. Kellner**. **Warren G. Nelson**, manager, midwest station services for ARB, Chicago, succeeds Mr. Owens as midwestern manager.

Henry G. Fischer, Washington attorney, received one of three authorship awards by Federal Bar Association for "his contribution to the field of radio regulations," represented by Pike and Fischer Radio Regulation service.

INTERNATIONAL

Rev. Peter Meggs, former regional broadcasting director for Canadian Broadcasting Corp., appointed director of new communications division of Anglican Church, Toronto.

Peter Pawsey, sales manager in United Kingdom for Screen Gems Inc., London, appointed European sales manager of United Artists Television International, that city.

Richard Thiele, who has done research in color television, appointed head of television department at Munich

BROADCASTING, November 27, 1967

MEMO TO MARKETERS OF BROADCAST MEDIA

TIMING...

is one of the problems confronting your sales representatives. Here, they need all the help you can give them.

Through consistent tradepaper advertising you can expose your sales message to prospects during every stage of planning and buying. In the earliest stages...when buyers aren't revealing any interest in your medium! In the middle stages...when they're discussing their plans but your reps might be listening elsewhere! In the final stages...when availabilities dominate the scene and station switches are faster than the fastest salesman!

Through consistent tradepaper advertising you can help your reps solve this critical problem of timing. You can make sure buyers have your **FACTS** and **FIGURES** when they have an interest in them...have a need for them...are prepared to do something with them.

Through consistent tradepaper advertising you can give your representatives an edge in timing...help them get more business by avoiding "being considered for the next campaign."

By advertising in **MEDIA/SCOPE**...you can assure consideration at all stages...no matter what media is under consideration!

Tom W. Carr, Publisher

Media/scope

Published by Standard Rate & Data Service, Inc.
750 Third Ave., New York, N.Y. 5201 Old Orchard Rd., Skokie, Ill.
The Robert W. Walker Company
2411 W. Eighth St., Los Angeles, Calif. 57 Post St., San Francisco, Calif.

Film and Television College in Munich, Germany. Other college appointments: **Otto B. Roegele**, Munich professor of journalism, named head of department of communications and studium generale; and **Dr. Clemens Munster**, television director and artistic director of Bavarian Radio Station, named head of artistic television programs department.

DEATHS

Charles L. Miller, 66, advertising consultant who in 1958 merged his C. L. Miller Co., New York, into Lennen & Newell, that city, died Nov. 14 of heart

attack at his home in Greenwich, Conn. He was serving as consultant of L&N until his death. Surviving are his wife, Anne, and two sons.

Ben Hersh, 63, production manager for CBS Theatrical Films Inc., North Hollywood, Calif., died at his home in Los Angeles Nov. 12. Mr. Hersh had worked in film industry for some 40 years. He is survived by his wife, Alicia, and son.

Tom Sweet, 34, actor who appeared in Ajax TV commercial as "White Knight," died Nov. 21 in crash of private plane in California's Sierra Ne-

vada mountains. His 10-year-old daughter died in same crash and his wife and another daughter were injured. Plane hit 7,000-foot peak en route from Bishop to Van Nuys, Calif.

Diana Pickett, broadcaster at WIUC (FM) Winchester, Ind., died in car-truck crash Nov. 15 in Deerfield, Ind.

George M. Koganowsky, 63, radio script writer in German-language service of Voice of America, died Nov. 15 at Georgetown University hospital in Washington after heart attack. Surviving are his wife, Vinzenzia, and daughter.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Nov. 16 through Nov. 21, and based on filings, authorizations and other actions of the FCC.

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. 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

Frank G. Kear and **Robert E. L. Kennedy** d/b as **Kear and Kennedy**—Seek CP for new experimental television to use various frequencies in Minneapolis area. Ann. Nov. 16.

Marquette, Mich.—Northland Television Inc. Seeks VHF ch. 13 (210-216 mc); ERP 316 kw vis., 31.6 kw aur. Ant. height above average terrain 1,327 ft.; ant. height above ground 1,200 ft. To operate as satellite of WAEO-TV Rhinelander, Wis. P. O. address: Box 558, Rhinelander Wis. 54501. Estimated construction cost \$332,552.61; first-year operating cost \$40,000; revenue \$100,000. Geographic coordinates 46° 31' 47" north lat.; 87° 56' 42" west long. Type trans. RCA TT25 BH-LA. Type ant. RCA TW-18A 13R. Legal counsel Fletcher, Heald, Rowell, Kenehan & Hildreth, consulting engineer John F. Creutz, both Washington. Principals: Alvin E. O'Konski, president. Mr. O'Konski is Wisconsin congressman, and is 68% stockholder of WAEO-TV Rhinelander. Ann. Nov. 21.

Williston, N. D.—Williston Enterprises Inc. Seeks VHF ch. 11 (198-204 mc); ERP 130 kw vis., 13.0 kw aur. Ant. height above average terrain 979 ft.; ant. height above ground 840 ft. P. O. address: KXMC-TV Building, Minot, N. D. 58701. Estimated construction cost \$105,185; first-year operating cost \$72,300; revenue \$108,000. Geographic coordinates 103° 53' 06" north lat.; 48° 08' 22" west long. Type trans. Standard Elec. AH-634-2. Type ant. RCA TF-6-AH. Legal counsel Prince & Paul, Washington, consulting engineer Lloyd R. Amoo, Fort Hueneme, Calif. Principals: Chester Reiten, president (40%) is also 40% owner of KXMC-TV Inc. of Minot, N. D. and 40% owner of KCJB-AM-FM Minot. William L. Hurley, vice president (30%) is 30% owner of KXMC-TV Inc. and 30% owner of KCJB-AM-FM and owns radio-TV representative firm in Minneapolis. Lloyd R. Amoo is also 30% owner of each above stations. Ann. Nov. 20.

FINAL ACTIONS

Akron, Ohio—Cathedral of Tomorrow Inc. Review board granted UHF ch. 55 (716-722 mc); ERP 220 kw vis., 44 kw aur. Ant. height above average terrain 511 ft.; ant. height above ground 542 ft. P. O. address:

2700 State Road, Cuyahoga Falls, Ohio 44223. Estimated construction cost \$344,700; first-year operating cost \$144,000; revenue \$150,000. Geographic coordinates 41° 08' 42" north lat.; 81° 30' 38" west long. Type trans. RCA TTU-10A. Type ant. RCA TPU-30J. Legal counsel Fisher, Wayland, Duvall and Southmayd, consulting engineer Commercial Radio and Equipment Co., both Washington. Principals: Rex E. Humbard, president, et al. Mr. Humbard is pastor. Action Nov. 17.

Memphis—Victor Muscat, Cliff B. Ford and Edward W. Cook db/as Memphis Broadcasting Associates. Review board granted UHF channel 24 (530-536 mc); ERP 639.7 kw vis., 127.9 kw aur. Ant. height above average terrain 980 ft., above ground 1,005 ft. P. O. address: c/o Cliff B. Ford, 4015 W. Capitol, Little Rock, Ark. Estimated construction cost \$846,760; first-year operating cost \$400,000; revenue \$300,000. Studio and trans. both to be located in Memphis. Geographic coordinates 35° 12' 31" north lat., 89° 49' 31" west long. Type trans. RCA TTU-50B; type ant. RCA TPU-30J. Legal counsel Fly, Shuebruk, Blume and Gaguine, consulting engineer Silliman, Moffet and Kowalski, both Washington. Principals: Victor Muscat (50%), Cliff B. Ford (10%) and Edward W. Cook (40%). Mr. Cook is in cotton, grain and insurance business. Victor Muscat Stations are KIKS-TV (CP) Lake Charles and KIKS-AM-FM Sulpher, both Louisiana; KMFO-AM-FM-TV (CP) Little Rock, Ark.; WTUV (TV) New Haven, Conn., and (new) Tulsa (ch. 28) and (new) Memphis (ch. 24). Action Nov. 17.

OTHER ACTION

Review board in Medford, Ore., TV broadcast proceeding, Docs. 17680-82, granted petition for extension of time filed Nov. 14, by Liberty Television, joint venture comprised of Liberty Television Inc. and Siskiyou Broadcasters Inc., and extended to Dec. 4, time within which to file reply to the responsive pleadings to their petition to enlarge issues filed Sept. 27. Board member Nelson absent. Action Nov. 17.

ACTIONS ON MOTIONS

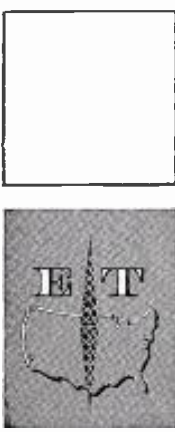
Hearing Examiner James D. Cunningham on Nov. 16 in Seattle (King's Garden Inc.) TV proceeding, granted petition by King's Garden for leave to amend its application with reference to financial assets and total net worth, and retained in hearing status amended application (Doc. 17659).

Hearing Examiner Thomas H. Donahue on Nov. 15 in Rochester, N. Y. (Malrite Inc. and Philip Y. Hahn Jr.) TV ch. 31 proceeding, approved stipulation submitted by applicants and Broadcast Bureau covering future procedural steps and dates except for suggested hearing date; and continued hearing from Dec. 1 to Jan. 15, 1968 (Docs. 17706-7).

Hearing Examiner Forest L. McClenning on Nov. 15 in Palm Springs, Calif. (Desert Empire Television Corp. and Oasis Broadcasting Corp.) TV proceeding, granted motion by Oasis and dismissed its application (Doc. 17374; BPCT-3877), and retained in hearing status application of Desert Empire (Doc. 17373; BPCT-3848). On Nov. 16 in Palm Springs, Calif. (Desert Empire Television Corp.) TV proceeding, granted motion by Desert Empire and admitted into evidence its exhibit No. 1, and closed record (Doc. 17373). On Nov. 16 in Irons Mountain, Md.-Mt. Cacapon, W. Va. (Potomac Valley Telecasting Corp. et al.) denied petition for reconsideration and for clarification of issues (Docs. 17510-16, 17531-2).

RULEMAKING ACTIONS

Tar Heel Television Inc. denied reconsideration of commission refusal to assign additional commercial channel to Raleigh, N. C. Commission has denied request by Tar Heel for reconsideration of its Aug. 24, action denying Tar Heel's petition for rulemaking (RM-1103) to assign ch. 50 to Raleigh. Tar Heel had proposed to establish five-station TV network in North Carolina and asked for additional assignment in Raleigh because there were three competing applicants for only remaining commercial channel in Raleigh-Durham market, and it



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did not want to become involved in a "two or three year hearing." Commission in its action of Aug. 24 denied requested assignment on grounds that adding an assignment at Raleigh would not guarantee there would be no hearing and it was more in public interest to press for early inauguration of TV service already authorized before attempting to decide whether an additional assignment was justified. In denying petition for reconsideration, commission stated that experience has shown that more fair and equitable apportionment of channels is likely to result if commission proceeds cautiously in making additional assignments so that developing needs can be met. It stated that ultimately, supply of available channels may be exhausted but it would be "irresponsible to speed that day by thoughtlessly adding new assignments to places where channels are already assigned but not in use." Action by commission Nov. 15, by memorandum opinion and order. Commissioners Hyde (chairman), Cox, Loevinger and Wadsworth, with Commissioner Johnson not participating.

■ Commission has terminated its rulemaking proposal to assign new educational channels in Virginia. Advisory Council on Educational Television of Commonwealth of Virginia had requested in petition (RM-866) that commission institute rulemaking to assign new educational channels at Wytheville, Williamsburg and Manassas, all Virginia. Action by commission Nov. 15, by report and order (Doc. 17184). Commissioners Hyde (chairman), Cox, Loevinger, Wadsworth and Johnson.

CALL LETTER APPLICATIONS

■ Comet Television Corp., Denver. Requests KMZL-TV.

■ Augusta Telecasters Inc., Augusta, Ga. Requests WATU-TV.

■ WBLG-TV Inc., Lexington, Ky. Requests WBLG-TV.

CALL LETTER ACTION

■ Charles W. Dowdy, Gulfport, Miss. Requests WROA-TV.

Existing TV stations

FINAL ACTION

■ WNCI-TV Columbus, Ohio—Broadcast Bureau granted mod. of CP to change name to Nationwide Communications Inc. Action Nov. 15.

New AM stations

APPLICATIONS

■ Prattville, Ala. Prattville Radio Inc.—Seeks amendment to CP for new AM to change officers, directors, stockholders and stockholdings. Request waiver of sec. 1.571(j)(2) of rules. Ann. Nov. 21.

■ Monticello, Miss.—James Ernest Clinton Seeks 1270 kc, 500 w-D. P. O. address: 1006 Arlington, Clinton 39056. Estimated construction cost \$12,354.50; first-year operating cost \$16,896; revenue \$16,896. Principals: Mr. Clinton is marketing services officer. Ann. Nov. 16.

■ Spray, N. C. Ray A. Childers—Seeks amendment to CP for new AM to change station designation to Eden, N. C. Requests

waiver of Sec. 1.571(j)(2) of rules. Ann. Nov. 21.

FINAL ACTIONS

■ De Witt, Ark. Dewitt Broadcasting Inc.—Broadcast Bureau granted mod. of CP for new AM to change ant.-trans. and studio location to state route 152, on southwest edge of De Witt, and change type trans. Action Nov. 17.

■ Commission by review board granted application of Paul L. Cashion and J. B. Wilson Jr., as Wilkes County Radio for new class TV-AM in Wilkesboro, N. C. (Doc. 16311; BP-16556). New station will operate on 1240 kHz, 100 w, unlimited time. Application was originally designated for comparative hearing with mutually exclusive application of Fletcher R. and Marge P. Smith, d/b as Wilkesboro Broadcasting Co. Wilkes Broadcasting Co. (WKBC-AM-FM), North Wilkesboro, N. C., was made party to proceeding. By action of June 22, 1966, review board approved agreement between Wilkesboro Broadcasting Co. and Wilkes County Radio whereby Wilkes reimbursed Wilkesboro for expenses incurred in return for withdrawal of its application (Doc. 16310; BP-16466). Issues left to be determined included areas and population to be served, and whether Wilkes County's proposal would provide principal city nighttime coverage required by Sec. 73.188(a)(1) of rules, and if not whether waiver of rules was warranted. Hearing Examiner in his initial decision (released June 27) concluded that waiver of Sec. 73.188(a)(1) was warranted and proposed that Wilkes County's application should be granted. (Sec. 73.188(a)(1) provides that transmitter be located to serve adequately center of population in which studio is located and to give maximum coverage to adjacent areas.) Grant was made subject to engineering conditions and without prejudice to action resulting from final determination in *Benton v. Cashion* proceeding, Doc. No. 1781, now pending in Superior Court of Yadkin County, N. C. Action Ann. Nov. 16.

■ Del Rio, Tex.—Don Renault tr/as Green Valley Radio Broadcast Bureau granted 810 kc, 1 kw-D. P. O. address: P. O. Box 897, McCamey, Tex. 79752. Estimated construction cost \$21,300; first-year operating cost \$15,400, revenue \$47,000. Don Renault owns 100% of Green Valley. Mr. Renault is 100% owner of KAMY McCamey (pending assignment of license to George Fox), and KBLT Big Lake, both Texas. He is also owner of communications and broadcast engineering company. Action Nov. 15.

OTHER ACTION

■ Review board in New Castle, Pa., AM broadcast proceeding, Docs. 17178-80, granted joint request for approval of agreement, filed June 12, by Lawrence County Broadcasting Corp., Brownsville Radio Inc., and Shawnee Broadcasting Co.; agreement submitted therewith is approved; application of Shawnee Broadcasting Co. and pending amendments are separated from this proceeding and returned to processing line; that applications of Lawrence County Broadcasting Corp. and Brownsville Radio Inc. are granted subject to condition stated; and that this proceeding is terminated. Board member Berkemeyer issuing additional statement. Board member Nelson absent. Action Nov. 17.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on Nov. 14 in Southington, Conn. (Southington Broadcasters) AM proceeding, granted petitions by Southington for leave to amend filed Oct. 23 and Nov. 13 (Doc. 15871). On Nov. 15 in Sallisaw, Okla.—Booneville, Ark. (Big Basin Radio and Booneville Broadcasting Corp.) AM proceeding, scheduled certain procedural dates; and ordered hearing date of Jan. 10, 1968, to remain as scheduled (Docs. 17775-6).

■ Hearing Examiner Isadore A. Honig Nov. 13 in Lima-Henrietta-Geneseo-Warsaw, N. Y. (Elim Bible Institute Inc. et al.) AM proceeding, denied in all respects pleading "petition to set aside acceptance of Oxbow and Weeks applications and to return them to applicants under Sec. 1.569, and petition for reconsideration under Sec. 1.111, as to Oxbow and Weeks" filed by What the Bible Says Inc. on Oct. 16 (Docs. 17570-3). On Nov. 16 in Lima-Henrietta-Geneseo-Warsaw, N. Y. (Elim Bible Institute Inc., What the Bible Says Inc., Oxbow Broadcasting Corp. and John B. Weeks) AM proceeding, granted renewed petition filed by What the Bible Says Inc. for leave to amend its application to reflect receipt of contribution of \$10,000 (Docs. 17570-3). By separate action, granted request by What the Bible Says Inc. and accepted its publication of notice of hearing. On Nov. 17 in Elmhurst and Wheaton, Ill. (DuPage County Broadcasting Inc. and Central DuPage County Broadcasting Co.) AM proceeding, granted Nov. 14 letter request by Central DuPage County Broadcasting Co. and received in evidence its exhibit 9 offered as proof of FAA clearance of Central DuPage current transmitter proposal (Docs. 16965-6).

■ Hearing Examiner Forest L. McClenning on Nov. 14 in Sioux Falls, S. D. (Sioux Empire Broadcasting Co. and John L. Breece) AM proceeding, granted request by Broadcast Bureau and extended from Nov. 15 to Dec. 6 time to file proposed findings (Docs. 17174, 17636).

CALL LETTER APPLICATION

■ Michael S. Rice, St. Charles, Mo. Requests KIRL.

CALL LETTER ACTION

■ Johnson County Broadcasting Co., Mountain City, Tenn. Granted WMCT.

Existing AM stations

APPLICATIONS

■ KNET Palestine, Tex.—Seeks CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Nov. 16.

■ KTF5 Texarkana, Tex.—Seeks CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Nov. 20.

INITIAL DECISION

■ KQXI Arvada, Colo., daytime only station, has been granted CP to operate at night on same frequency and power it uses in daytime in initial decision by Hearing Examiner Elizabeth C. Smith (Doc. 14817). Initial decision becomes final unless it is appealed by any of parties or unless commission reviews matter on its own motion. Action Nov. 17.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on Nov. 20 in Norristown, Pa. (Norristown Broadcasting Inc. [WNAR]) AM proceeding. Received in evidence WNAR exhibits 17, 17A, and 18A through 18F; closed hearing record. Ordered proposed findings to be filed Dec. 18 (Doc. 14952).

■ Hearing Examiner Jay A. Kyle on Nov. 14 in Jacksonville, Fla. (Mel-Lin Inc., WOBS) AM proceeding, granted petition by WRHC Inc., respondent, and continued date of exchange of rebuttal exhibits to Nov. 27 and notification of witnesses to Dec. 4. Further ordered that hearing is rescheduled from Nov. 20 to Dec. 11 (Doc. 17474). On Nov. 20 in Jacksonville, Fla. (Mel-Lin Inc. [WOBS]) AM proceeding. Ordered oral argument on Post-Newsweek Stations, Florida Inc. (WJXT) motion to vacate and for stay and contingent petition for reconsideration at further hearing scheduled for Dec. 11 at 10 a.m. (Doc. 17474).

■ Hearing Examiner Forest L. McClenning on Nov. 13 in Lemoore, Calif. (Braun Broadcasting Inc. KOAD) AM proceeding, granted request by Braun Broadcasting Co. and continued hearing scheduled for Nov. 14 to date to be subsequently specified (Doc. 17433).

■ Hearing Examiner Chester F. Naumowicz Jr. on Nov. 17 in Canton, N. C. (Western North Carolina Broadcasters Inc.) license renewal proceeding for station WWIT: ordered hearing to resume at 9 a.m. on Dec. 12 (Doc. 17050).

■ Hearing Examiner Elizabeth C. Smith on Nov. 15 in Arvada, Colo. (KQXI pro-

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Nov. 16

	ON AIR		NOT ON AIR	Total Authorized
	Lic.	CP's	CP's	
Commercial AM	4,146*	11	90	4,249
Commercial FM	1,714	46	248	2,008
Commercial TV-VHF	493*	8	13	517
Commercial TV-UHF	116*	24	161	303
Educational FM	320	5	31	356
Educational TV-VHF	67	4	5	76
Educational TV-UHF	52	18	40	110

STATION BOXSCORE

Compiled by FCC, Oct. 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,145 ¹	1,712	608*	319	118
CP's on air (new stations)	9	41	33	6	23
CP's not on air (new stations)	93	251	172	31	45
Total authorized stations	4,249	2,004	818	356	186
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	2	0	0

¹ In addition, two AM's operate with Special Temporary Authorization.

* In addition, three VHF's operate with STA's, and two licensed UHF's are not on the air.

ceeding, denied requests by any party for official notice not made during course of hearing (Doc. 14817).

FINE

■ Commission has ordered Belen Broadcasting Inc., licensee of KARS Belen, N. M., to pay forfeiture of \$200. On Oct. 18, 1966, during inspection of station, it was revealed licensee had not made equipment performance measurements at yearly intervals as required by Sec. 73.47 of rules. Last available measurements were dated June 18, 1965. Commission notified KARS on March 29, of its apparent liability. In response to notice, licensee stated radio engineer who regularly made measurements gave assurance that measurements would be made as soon as possible but prior commitments delayed completion; that inquiry had been made to find another engineer but none was available; and also that inquiry had been whether extension of time for making measurements could be obtained in future if an engineer were not available. Licensee requested admonishment but that no forfeiture be levied citing economic difficulties of a 250-watt daytime only station located close to large city. Action by commission Nov. 15, by memorandum opinion and order. Commissioners Hyde (chairman), Cox, Loevinger, Wadsworth and Johnson.

PRESUNRISE AUTHORITY

■ FCC will issue temporary presunrise operating authorities to fulltime stations to meet terms of U.S. Court of Appeals stay order issued in an appeal of commission's presunrise rules. New rules became effective Oct. 29 and provide generally for presunrise operation from 6 a.m. at power not exceeding 500 w for class III daytime only stations and fulltime stations operating with different facilities day and night, and certain day-

time only, limited time and unlimited class II stations. Such operation may be conducted only under specific Presunrise Service Authority (PSA) issued by commission. Action by commission Nov. 16, by order. Commissioners Hyde (chairman), Cox, Loevinger and Wadsworth.

■ Commission, on Nov. 17, extended time for filing comments to Dec. 4, and time for filing reply comments to Dec. 14, in proceeding on presunrise operation by class II stations under presunrise service authorization on U. S. I-A clear channels. An extension of filing dates had been requested Nov. 15 in joint motion filed by Town & Farm Co., KFAB Broadcasting Co. and Argonaut Broadcasting Co. (Doc. 17562). Action Nov. 21.

New FM stations

APPLICATIONS

Cathedral City, Calif. Glen Barnett — Amendment (regarding request for CP for new FM) to change frequency from 98.3 mcs, ch. 252 to 103.1 mcs, ch. 276, operate with vertical ERP to 3 kw, change type trans. (Standard Electronics 2012); change TPO to 2.64 kw; and install dual polarized ant. Ann. Nov. 16.

Blountstown, Fla.—Robert L. Maupin tr/as Maupin Broadcasting Co. Seeks 102.3 mc, ch. 272, 3 kw. Ant. height above average terrain 146 ft. P.O. address: Box 297, Blountstown 32424. Estimated construction cost \$16,691.75; first-year operating cost \$9,260; revenue \$12,000. Principal: Robert L. Maupin, owner. Applicant is owner and operator of WKMK Blountstown. Ann. Nov. 16.

*Mansfield, Pa.—Mansfield State College Mansfield State College Campus Broadcasters. Seeks 89.5 mc, ch. 208, 0.010 kw. Ant. height above average terrain minus

320.4 ft. P. O. address: Academy and Elmira Streets, Mansfield 16933. Estimated construction cost \$2,226.55; first-year operating cost \$800; revenue none. Principals: Fred E. Bryan, M.S.C. president and Bruce Davis, technical advisor. Ann. Nov. 16.

Lewisburg, Tenn.—Louis D. Lingner, owner. Seeks 94.3 mc, ch. 232, 3 kw. Ant. height above average terrain 112.7 ft. P. O. address: 344 East Church Street, Lewisburg 37091. Estimated construction cost \$18,390; first-year operating cost \$3,600; revenue \$7,000. Principals: Mr. Lingner is retailer of paints, wallpaper, glass, sundries and phonograph records with wife, and is owner-manager of WJIM Lewisburg. Ann. Nov. 16.

FINAL ACTIONS

Ottumwa, Iowa—Kleeco Radio Inc. Broadcast Bureau granted 97.7 mc, ch. 249, 3 kw. Ant. height above average terrain 170 ft. P.O. address: 120 South Court, Ottumwa 52501. Estimated construction cost \$16,256.98; first-year operating cost \$10,000; revenue \$18,000. Principals: Thomas L. Davis, president and Ray Freedman, secretary-treasurer (each 50%). Mr. Davis is vice president and station manager of WCUI-TV Chicago; president and 50% owner of KLEE Ottumwa and applicant for new TV (ch. 38) in Chicago. Mr. Freedman is vice president of Stern, Walters & Simmons Inc., Chicago-based advertising agency, and secretary-treasurer and 50% owner of KLEE Ottumwa. Action Nov. 8.

Archbold, Ohio—Nobco Inc. FCC granted 95.9 mc, ch. 240, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 303½ North Defiance Street, Archbold 43502. Estimated construction cost \$44,990.65; first-year operating cost \$40,600; revenue \$45,000. Principals: Max E. Smith Sr., president. O. Roger Taylor, treasurer (each 26%), et al. Mr. Smith founded Impact Advertising Agency and formed partnership with Mr. Taylor to purchase *Farmland News*. Mr. Taylor is also clerk of German township. Opposing petition filed by Williams County Broadcasting System Inc. (WBNO-AM-FM Bryan, Ohio) was denied. Action Nov. 15 by order. Commissioners Hyde (chairman), Cox, Loevinger and Wadsworth.

Hayward, Wis.—Pine-aire Broadcasting Corp. Broadcast Bureau granted 92.1 mc, ch. 221, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 180 Bay Street, Hayward 54843. Estimated construction cost \$27,780; first-year operating cost \$42,000; revenue \$50,000. Principals: Walter West, president, Robert Allan Anderson, vice president (each 1/13%) et al. Mr. West owns dairy company. Mr. Anderson is partner in funeral home. Action Nov. 8.

OTHER ACTION

■ Review board in Athens, Tenn., FM broadcast proceeding, Docs. 17617-18, denied petition to enlarge issues filed Aug. 28 by 3 J's Broadcasting Co. Board member Kessler dissenting with statement. Board member Nelson absent. Action Nov. 17.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on Nov. 14 in San Clemente, Calif. (El Camino Broadcasting Corp. and South Coast Broadcasting Co.) FM proceeding. Continued evidentiary hearing from Nov. 20 to Feb. 27, 1968 (Docs. 17648-9).

■ Chief Hearing Examiner James D. Cunningham on Nov. 14 in Fort Smith, Ark. (American Television Inc.) FM proceeding, designated Examiner Charles J. Frederick to serve as presiding officer; and scheduled prehearing conference for Dec. 7, in Washington, and hearing for Feb. 1, 1968, in Fort Smith, Ark. (Doc. 17849).

■ Hearing Examiner Isadore A. Honig on Nov. 16 in New Orleans (Americana Broadcasting Corp. and Loyola University) FM proceeding, granted nunc pro tunc motion by applicants and extended from Nov. 14 to Nov. 27 date for exchange of applicants' proposed exhibits; postponed hearing scheduled for Nov. 28 to date to be determined at further prehearing conference; scheduled further prehearing conference for Nov. 28 at which time new notification and hearing dates will be fixed; and on examiner's own motion, postponed scheduled notification date of Nov. 21 to new date to be fixed at further prehearing conference (Docs. 17607-8). On Nov. 20 in Baton Rouge, La. (Miss Lou Broadcasting Corp.-Romac Baton Rouge Corp.) FM proceeding, granted request filed Nov. 17 by Miss Lou Broadcasting Corp. for extension of exhibit exchange date and extended date of Nov. 20 for exchange of exhibits indefinitely (Docs. 17517-8).

■ Hearing Examiner Jay A. Kyle on Nov. 11 in Gate City, Va.-Kingsport, Tenn. (Tri-Cities Broadcasting Corp. and Palmer-Dykes Broadcasting Co.) FM proceeding, granted petition by Palmer-Dykes for leave to

Continued on page 99

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- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

RADIO

Help Wanted Management

Manager—Sales ability, small radio market, New York State. Good salary. Box K-280, BROADCASTING.

Eastcoast daytime radio station needs an aggressive Station-Salesmanager combination. Unlimited opportunities . . . leading to stock ownership. Salary open. Reply. Box L-91, BROADCASTING.

Excellent opportunity for commercial manager of kilowatt daytimer in one of the Carolinas' fastest growing medium markets. Top ratings and fantastic coverage. Plenty of money to be made if you can sell ideas and don't mind working for a living. Send success stories, full resume to Box L-108, BROADCASTING.

Branch studio manager-sales, announcing, copy, news, possibly sports, etc. Excellent salary, established Indiana AM-FM. Details plus phone number. Box L-219, BROADCASTING.

Sales Manager—Dynamic, self-starter, able to direct, motivate and control sales force. New England's 5,000 rock giant. 6th oldest station in America. Successful chain operation. Many fringe benefits. Call now, Mr. Karp 617-677-9477.

Manager to take over fulltime radio station. Small town. Salary & percent of gross. Write Warren G. Gilpin, P. O. Box 3, Monroe, Ga. No phone calls.

Manager new FM station Ocean County, New Jersey. Grow with us. Submit resume; appointment with Mr. Lane, 231 Main Street, Lakewood. 201-364-4095.

Station manager to build a two-year curriculum in television and radio. Educational TV, incorporating on-campus studio facilities with existing community cable system. Central Wyoming College, P.O. Box BD, Riverton, Wyoming 82501.

Sales

Immediate opening for salesman-announcer for small market. Box K-276, BROADCASTING.

Executive type salesman. Draw against 25%. #1 contemporary station, Florida. Must be idea man. No phone calls. Box L-164, BROADCASTING.

Detroit, Michigan—Salesman with track record. Capable of managing. Top opportunity. Unique situation. Multiple group. Box L-181, BROADCASTING.

Self starter.—thick skin—Can sell MOR FM? We have a good paying start, unlimited potential. Mid-south 100 kw stereo. Pros only please! Box L-212, BROADCASTING.

Opportunity for management. Indiana well-established AM-FM branch studio. Need educated, hard-working, family man-community minded. Sales, announcing, all around man. Details plus phone number. Box L-220, BROADCASTING.

Central California contemporary format. Local sales. Guarantee plus commissions. Send resume. Sam Schwan, KIRV Radio, P.O. Box 2373, Fresno, California.

Young, aggressive, professional salesman with ability and desire. Opportunity with top station in Georgia's second city. Send complete information including experience and billing record to: Bernie Barker, WDAK, Columbus, Georgia.

Philadelphia—Building a sales team. Need self starters anxious to cash in on highest commission rate in the market. Contact Norm Hawkins WBF-TV, Benson-East, Jenkintown, Penna. 19046.

Sales—(Cont'd)

Central Florida, unlimited AM & FM, good opportunity for low-pressure hard working salesman. . . . Salary and commission also announcing if experienced. . . . WSEB, Sebring, Florida.

Part-time or full-time "Independent Agent." Up to \$500 per week selling exclusive promotion package to Cable TV industry! 25% straight commission. Nothing else like it! Travel necessary. Radio production, promotion and sales know-how required. P. O. Box 17391 Memphis, Tennessee 38117.

Announcers

Restaffing station in suburban New York metro market. Need 1 combo man with first phone. No maintenance. 2 air personalities with 3rd endorsed MOR. Top pay. Top opportunity Send resume and tapes to Box L-83, BROADCASTING.

Announcer wanted: I need a stable adult announcer for MOR format CBS, Net AM for sunny south Florida. Salary open. Snow birds need not apply. Program Director, Box L-148, BROADCASTING.

Fabulous south Florida 5 kw full-time major market middle-of-road format station offers golden opportunity for top personality. Must be experienced in competitive major market radio. Requires strong production, first or third phone. Enclose recent photo with resume, references and 30 minute air check. No tapes returned. Box L-168, BROADCASTING.

Combo-announcer-engineer; 1st class license preferred, Chicago. Complete experience and requirements first letter. Audition tape: all audition tapes will be returned. Box L-215, BROADCASTING.

Want to be branch studio manager at AM-FM Indiana well-established station? Sales ability announce and hopefully do sports, etc., hard worker, educated, family man needed. Details plus phone number. Box L-221, BROADCASTING.

Dependable announcer wanted for long established radio-TV station. Night shift is now open. Chance for some TV if you qualify. Retirement benefits, group insurance. Send audition tape, complete resume and picture, 1st letter, to Will Shaner, KFBC Radio-TV, Cheyenne, Wyoming.

Announcer with endorsed third for MOR small market station. Experience preferred. No top forty or swingers. Send resume, tape and references in first letter by air mail, to KMVI, Box 550 Wailuku, Hawaii 96793.

KOB Albuquerque needs happy, friendly personality for MOR. Go with a winner. Tape resume to Tom Dunn, Operations Manager.

MOR announcer, able to write copy, do production. Peaceful spot to live, near Sequoia National Park. Tape and resume required. KONG AM & FM, Visalia, California.

Mild winters-cool summers. Wanted: Play-by-play sportscaster-staff announcer. Excellent AM and FM stereo facilities. ABC Network. Most beautiful community in the west. Send tape and full details air mail to radio station KRSN, Los Alamos, New Mexico.

Immediate opening for experienced, mature professional announcer with good news background—MOR. First ticket. Call WABJ, Adrian, Michigan, 313-265-7123.

Announcers—(Cont'd)

Announcer/salesman, college town, immediate opening. 2 hour A.M. DJ show then take over active account list. Salary, mileage, plus commission. Write General Manager, WCHE, West Chester, Pennsylvania.

Mature announcer wanted for night shift on adult MOR Radio. Also chance for some TV work. \$115 for 40-hour week to start. Send tape, resume and picture to WCOV, Box 2505, Montgomery, Alabama.

First phone announcer—Experience in early morning program helpful. Mature voice. Good pay and fringe benefits. Call or write Robert F. Wolfe, Radio WFRO, Fremont, Ohio.

New Jersey metropolitan area station needs experienced announcer/newsman. Good pay for person seeking permanent position at good music adult station. Interview required. WHTG Eatontown, N. J.

Wanted: Staff announcer for one of mid-west's finest radio and television stations. Great opportunity for young man with smaller market radio and television experience. Send complete resume and/or air check to: Peter A. Kizer, Program Director, Time-Life Inc., WOOD-TV, 120 College S.E., Grand Rapids, Michigan 49502.

A stone's throw from N.Y.C. Immediate opening for experienced first phone announcer for evening shift, above average pay. WRAN, 201-366-1510.

Immediate opening due to staff expansion for 1 newsman and 1 staff announcer. Experienced only. Very pleasant working conditions in tightly formatted good music station. Send tape and resume to WRCH, Box 910, Hartford, Connecticut.

Announcer for successful newspaper owned MOR AM-FM stations in Indiana's Lake region. Emphasis on commercial announcements, newscasts. FM outlet soon to be 100,000 watts stereo. First phone necessary. Call collect, 219-267-3111 or mail tape, resume to WRSW, Warsaw, Indiana.

Better than average salary. Immediate opening. MOR. Good boardman. 5 day week. Send tape, picture, complete story to Hal Barton, WTAD, Quincy, Illinois.

Announcer—With first class license, MOR, good pay and working conditions. WWHG AM-FM, Hornell, New York. Telephone 607-324-2000.

Wanted immediately. . . . Announcer for Missouri AM & FM. Better pay if you can do play-by-play. Phone 314-967-3353, Manager. No collect calls.

Technical

Wanted: Chief engineer for medium market AM/FM station, Northeast U. S. No announcing. Market leader. \$130/wk. Box L-113, BROADCASTING.

Chief Engineer. East of the Mississippi. Directional. \$200 to start with scheduled increases. Box L-248, BROADCASTING.

Man qualified for studio maintenance and transmitter shift in northeast capital city. Large group operation provides opportunity for advancement. Box L-254, BROADCASTING.

Massachusetts 1 kw station has opening for chief engineer. No announcing. Take full charge of technical operations. Contact manager, WALE, Fall River, Mass. 1-617-674-3535.

First phone man for transmitter. Will train beginner. WAMD, Aberdeen Maryland.

Technical—(cont'd)

Maintenance engineer: AM-FM-MX, announcing not required. All details and requirements first letter: WEAW, Evanston, Illinois 60202.

Engineer, 1st phone, maintenance AM. No air work. Starting salary \$125.00. Immediate opening. Call Bob Olson 906-932-2413. WJMS, Ironwood, Michigan.

Immediate opening for a Radio Studio Engineer. Applicants should be experienced in maintenance and operation of studio equipment. FCC license required. Opportunity to enroll in University courses. Starting salary dependent on education and experience. Liberal fringes. Send resumes to Personnel Office, The University of Michigan, 1020 Administration Building, Ann Arbor, Michigan. An Equal Opportunity Employer.

NEWS

We are looking for two exceptional radio newsmen. These two men would have to do everything well. Very well. Each would have to have at least six years of good heavy pure news experience. They must consider the tape recorder indispensable. They must know how to use tape effectively. We want men who have covered all kinds of news . . . responsibly. We want men who can go to the scene of a story and take their listeners with them. We want two brainy newsmen who can put their own honest stamp on everything they deliver. They would work for a large radio news organization. They would work very hard but would be paid very well, minimum of \$300 per week. Send background and audition tape including newscast and sample of on-scene reporting or adlib. Send to Box K-273, BROADCASTING.

News director—major radio station in top east coast market. Self-starting, take charge man. Some air work. Salary open. Send tape & resume. Box L-194, BROADCASTING.

Aggressive 5 kw AM FM metro area MOR operation wants man for award-winning regional news operation. Good voice, writing, maturity a must. All facilities, good pay, benefits, advancement. This is a permanent, immediate opening. Send complete resume including salary needs, news tape (air check preferred). No beginners or floaters. Box L-218, BROADCASTING.

Production—Programming, Others

Program director—operations manager: Complete responsibility for air operations. 1st class license required. Complete details and salary requirements. Must be able to take full responsibility. Box L-179, BROADCASTING.

Top MOR in prosperous eastern market needs program director capable of doing some announcing. Mature, solid radio man preferred. Call Ned Skaff, or write WCHS, Charleston, West Virginia.

Immediate need for program director, announcers—1st phone, sales manager, new MOR station Florida east coast.—WJTS—Box 1246, Jupiter, Florida.

P.D. male or female with announcing, copywriting, production experience for central Florida unlimited AM & FM. WSEB, Sebring, Florida.

RADIO

Situations Wanted Management

Take charge programmer available. Analytical level. \$12,000. Determined, low rated plant preferred. Box L-157, BROADCASTING.

Wish management-ownership opportunity. Some capital, degree, experience. S.E. Box L-173, BROADCASTING.

Experienced general manager. 7 years radio. 1st phone. Available first of year. Box L-189, BROADCASTING.

Presently network announcer, 38. Ready for move to programming or management position. Stable, permanent. Box L-202, BROADCASTING.

Desire complete management medium market Rocky Mountain, west coast. Interested acquiring percentage ownership out of earnings. Currently Gen. Sales Manager one of top three markets. Seventeen years radio background. Top salesman, programmer, organizer. 40, family man. A-1 character. Box L-206, BROADCASTING.

Management—(cont'd)

Assistant manager seeks manager position. Experienced all phases. Young, family, aggressive. Prefer midwest or mid-eastern states. Box L-211, BROADCASTING.

Manager—sales manager—Young, aggressive, with heavy sales experience and solid knowledge of business, programming and engineering. Will work long and hard for responsible owner in market of 100,000 or over. Box L-216, BROADCASTING.

Manager in 100,000 market (and a good salesman) wants to move up to larger market. Will start in sales to do it. Brains enough to do it my way or yours, whichever you prefer. Box L-217, BROADCASTING.

Age 41, non-drinking, family man, 12 years radio sales. Sales manager, general manager, in large Rocky Mountain location. Successful experience in making sick station well. Spearheaded drive of local stations in raising rates, despite low ratings. Have reached top of ladder, must move to better myself. Interested in large market, management and part ownership. Can furnish nationally known references. Box L-235, BROADCASTING.

35 year old professional salesman with lots of sales background seeks sales manager position in small or medium market. Want position with a future, \$15,000, minimum. Box L-251, BROADCASTING.

Sales

Have capital—will invest in radio station. Experienced sales pro looking for last stop. Box L-139, BROADCASTING.

Fifteen years experience, all phases, college degree, first phone, thirty-five, good announcer. Prefer major market sales in West. Anywhere OK. Box L-214, BROADCASTING.

Announcers

Sportscaster. 5 years experience. Some TV. College graduate. First phone. Box L-52, BROADCASTING.

Third phone DJ, tight board, solid news, commercials. Box L-79, BROADCASTING.

Announcer, DJ, Bright swinging sound. Experienced; sales; wants to settle—Authoritative newscaster ready. Box L-117, BROADCASTING.

Announcer D. J. Experience, Sales, third class endorsement. Bright swinging sound. Want to settle. Not a floater. Box L-133, BROADCASTING.

DJ announcer, bright swinging sound experienced, 3rd class, married, want to settle, authoritative newscaster, personable not a floater or prima donna. Box L-160, BROADCASTING.

Broadcast school graduate, 19½ 3rd endorsed, bright, willing to learn. Box L-170, BROADCASTING.

7 years experienced MOR adult announcer. Qualified, dependable, married, 1st ticket. Good references. Available January 1. Resume on request. Stable organizations only. Box L-190, BROADCASTING.

MOR announcer with 3rd endorsed; over one year experience, broadcast school graduate, two years college. Box L-210, BROADCASTING.

What do I want, Compoz? Maybe, but I'd rather join a Top-40 station with personality and professional atmosphere. 4 years experience, married, college education. No little gentle blue pill. Box L-213, BROADCASTING.

Looking for professional consistency? I will skillfully and successfully take charge of your top 40 station's internal operations. Ratings will zoom with my tight more music policy and audience building contests. I do a swingin' air show. I am adept at writing and producing commercials and promos. I work well with people and know how to take as well as give orders. For a dedicated hardworker, a fully qualified programmer with a first class license, contact Box L-227, BROADCASTING.

Announcer—DJ—Sales—Presently employed, but would like to relocate. Seven (7) years of commercial radio experience. Cut all shows. Available in December. Excellent references including present employer. Box L-223, BROADCASTING.

Announcers—(Cont'd)

On the outskirts of the number 1 market, I'm successful. Have Pulse, Hooper to prove it. I'm beating the 50 thousand watters. If you're interested in other than time, temperature man, if you want to entertain, if you want a stable, married, college degree, experienced 34 year old success, if you're major market, and if you're not top 40 Box L-225, BROADCASTING.

Announcer, Negro. Modern approach. Some experience. Tape available. Box L-226, BROADCASTING.

Professional sounding beginner. Top broadcasting school student. 3rd class endorsed. Seeks southern California station experience. Box L-229, BROADCASTING.

Qualified Top 40 Program Director deserves big break. Box L-230, BROADCASTING.

NFL and college football; college basketball, hockey and golf 'AA' baseball. TV and radio studio and interview shows. College grad, family man, excellent references. Box L-233, BROADCASTING.

Top 40 swinger with first class license and first class skills. Box L-234, BROADCASTING.

1st phone, experienced engineering and production, draft exempt, top-40 preferred. Box L-239, BROADCASTING.

First phone R & B DJ, Negro. Fast pace, news, production, college, draft exempt. Three years experience. Box L-242, BROADCASTING.

Announcing graduate, 28, some experience, capable DJ, sales, TV. Box L-244, BROADCASTING.

Negro dj. Good voice, needs break, willing worker, 3rd endorsed. Box L-245, BROADCASTING.

Authoritative newscaster DJ, announcer. Reads well. Family man. No floater. Box L-246, BROADCASTING.

Great Top 40 jock ready for big break. Box L-258, BROADCASTING.

Female DJ 3rd phone endorsed, announcer, copywriter with office skills, trained in New York City. Will relocate, Box L-259, BROADCASTING.

R'n B, jazz specialist, 3rd endorsed, College and broadcast school grad., beginner, unequalled knowledge of music, witty, articulate, well read and intelligent. Want to relocate. Prefer south. Vaughn C. Blanding, 10 Lynacres, Fayetteville, N. Y. 13066. (315-446-1535).

Former ABC news staffer Chicago, desires position with all talk or MOR music station. Prefer late afternoon or evening talk show. 13 years in Radio-TV. Age 32. Family. East or midwest. Bruce Brown, 6948 Harper, Chicago, 60619 or Area 312-374-8416.

First phone, married. Straight jock, five years experience. Medium, metro, market only. Excellent references. Call Bill. 218-722-8886. or 741-2251.

1st phone personality. Broadcast-engr. school grad. (family man). Strong voice—mature—4 years moxie all phases including technical. Want MOR, county TV job Wis. and west. 218-525-2715.

Lively, young beginner—Will do tape show for any rock or C&W station. Have good equipment and records. Write—Mickey Mulcher, 1151 Gravelly Lake Dr., Tacoma, WA. 98499.

Top graduate of N. Y. broadcasting school, 24, mature, draft deferred. College grad. 3rd phone, broadcast endorsed. Prefer MOR or classical. Strong on news. Ed Martin. 212-IL-7-0522 after 6.

Technical

1st phone available January. Box L-191, BROADCASTING.

First phone engineer, experienced in production—Now in top 10 market—Prefer Top-40. Box L-243, BROADCASTING.

NEWS

Professional radio newsmen seeking position with good established MOR station. College, six-years radio-news experience. \$9500. Write Box L-150 BROADCASTING.

Production—Programing, Others

Production supervisor medium market—or Producer-Director top market. All phases television production since 1951. Strong supervisory background. Age-mid-forty-mth. salary \$10,000. Box L-182. BROADCASTING.

Medium market personality. Loves programing duties too. Ability and desire awaiting you. Box L-209, BROADCASTING.

TELEVISION—Help Wanted

Management

Top flight manager for profitable well-equipped Mid-Atlantic VHF station small (100+) multiple station market. A very fine opportunity for creative sales oriented manager. Experienced in all administrative phases of small market operation. Prefer man under 40; salary \$18,000 plus. Ideal living area. Reply in confidence. Must have excellent references for future check with your okay. Box L-238, BROADCASTING.

Sales

Wanted, aggressive local salesman WDAF-TV, Kansas City, Missouri. Contact Earl Beall, No calls.

Announcers

If you're a young radio announcer with a good voice and a pleasing appearance, here's your chance to get into television. Group owned VHF in midwest has opening for TV staff announcer. Send resume, photo, and audio tape to Box L-203, BROADCASTING.

Experienced commercial announcer, some news for rapidly-expanding vacationland VHF. Resumes or tapes to Production Manager, KIFT-TV, Idaho Falls, Idaho. Will consider radio background.

Wanted: Staff announcer for one of mid-west's finest radio and television stations. Great opportunity for young man with smaller market radio and television experience. Send complete resume and/or air check to: Peter A. Kizer, Program Director, Time-Life Inc., WOOD-TV, 120 College S.E., Grand Rapids, Michigan 49502.

Puerto Rico Cablevision needs two announcers. Let's hear about you. Write: George Goldtrap, #55 San Juan Bautista Ave., Puerta de Tierra, San Juan, Puerto Rico 00901.

Technical

First phone engineer for television station. No announcing. Location-Northern lower Michigan. Box L-59, BROADCASTING.

Immediate opening for TV transmitter engineer with fast growing concern in south Texas. Write Box L-88, BROADCASTING.

Southern VHF network affiliate with expanded facilities, needs two qualified engineers. VTR, color film operation, maintenance experience helpful, but will train. Top pay and liberal fringe benefits. Send full details to Chief Engineer, Box L-144, BROADCASTING.

First class staff engineer wanted for operations & light maintenance . . . Excellent color station, great midwestern city, union scale, two weeks paid vacation after one year . . . Other benefits. Send complete resume to Box L-149, BROADCASTING.

Four television broadcast technicians needed, strong on maintenance, four years experience, midwest top 20 markets, union shop, equal opportunity employer. Box L-228, BROADCASTING.

First class engineer for TV-radio operation in medium size North Central market. One year experience preferred, but will train new man. Ability and attitude more important than experience. Latest RCA equipment. Good salary and fringe benefits. Please send photograph and resume to Box L-247, BROADCASTING.

Technical—(cont'd)

Wisconsin television station has excellent opportunity for three trainees, first phone, maintenance ability required. No announcing. Good salary. Fringe benefits. Box L-236, BROADCASTING.

Maintenance man to take full charge of studio maintenance including VTR & Color cameras. Winter in Florida with good pay. Box L-256, BROADCASTING.

Transmitter supervisor for VHF station in Southeast. Pay commensurate with experience and background. This is not an operator's job. Box L-257, BROADCASTING.

New England NBC affiliate. Chief engineer. Excellent salary. Call WATR-TV, 203-333-5551 collect.

Opportunity for engineer with black and white television experience to learn color in a medium sized market using new plumbicon cameras and high band VTR's. Call Chief Engineer collect today. 313-239-6811.

Television studio engineers wanted for expanding color and mono-chrome campus facilities. Should be experienced in operation and maintenance. Starting salary dependent on education and experience. Liberal fringes. Send resumes to Personnel Office, University of Michigan, 1020 Administration Bldg., Ann Arbor, Michigan. An equal opportunity employer.

TV engineer—Studio maintenance engineer for south Pacific ETV system. Good living conditions, liberal benefits. Send resume to N.A.E.B., R and D office, 1346 Connecticut Avenue, Washington, D. C. 20036

NEWS

Qualified newsmen with sports knowledge. Immediate position. Send resume or tape to Bob Davies, KOOL-TV, Phoenix, Arizona.

Production—Programing, Others

We have a brand new million dollar color facility in one of the top 50 markets and need—Young creative people to join with us in all phases of operation. If you are looking for a good future and a good income with a growing broadcasting organization, send complete resume to Box L-185, BROADCASTING.

Film supervisor—Produce motion pictures, video tape features and news. Must be strong script writer. Salary \$8,676. Call Personnel Office, University of Maryland, College Park, Maryland or phone Mrs. Claget, 301-454-3131.

Radio/TV coordinator — Produce university public service programing for Washington, Baltimore stations. Coordinate on-campus news with local and network outlets. Salary is \$7,000 a year. University of Maryland, College Park, Maryland, or phone Mrs. Claget—301-454-3131.

TV Situations Wanted

Management

Trouble shooter—8 years television experience—including sales and general manager of small ABC affiliate. Unique ability to recover lost business, improve community relations and station image. Box L-135, BROADCASTING.

Due to expiration of a television consulting contract our station manager becomes available in January. His valuable years of television experience in design, construction, and operation of both VHF and UHF properties can be an asset to any new or established television facility. He has been completely responsible for all management, sales, programing, production, and personnel training. For complete resume, references, and personal interview write Box L-231, BROADCASTING.

Television program manager available soon. Experienced in programing, production, and film buying. Box L-232, BROADCASTING.

Technical

Chief engineer seeks employment near Sarasota, Florida. Five years TV experience, A.A.S. Electronics Degree. Available for interview December 11th through 29th. Box L-237, BROADCASTING.

Technical—(cont'd)

Looking for a young technician who is a RCA-TV school grad? Has a 3rd with endorsement, some network experience in NYC, is willing to learn, and is draft exempt and will relocate. Then write to me. Box L-253, BROADCASTING.

NEWS

Newsmen—solid, experienced professional on air and as reporter. Change needed January. Box L-222, BROADCASTING.

Production—Programing, Others

Broadcasting degree. Seeking challenging position as producer/director. Available December. Box L-205, BROADCASTING.

TV production or documentary film work, sought by aspiring June B.F.A. candidate. Age . . . 25, 2 years experience TV production with network O&O and ETV. Box L-252, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: Used FM broadcast equipment. No junk. Box L-207, BROADCASTING.

I used 5000 watt transmitter in good condition. Specify make, model and dimensions. Chuck Delperdang, Chief Engineer, KOLY, Moberge, S. D. 57601.

Wanted to buy: Used UHF Channel 21 antenna. Also For Sale: UHF RCA Channel 62 antenna. Contact WANC-TV, 75 Scenic Highway, Asheville, N. C.

Wanted Gates AM frequency monitor extension meter model M-4270 for use with M-2890 frequency monitor. Arnold Lerner, WLLH, Lowell, Mass.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofund, 440 Columbus Ave., N.Y.C.

Co-axial switch-3 1/4" Andrews #6720, 50 ohm 4 pole pressurized, motorized. Two second automatic switching. Unused \$400.00 each. Sierra Western, Box 4668, Oakland, Cal. 94623. Phone 415-832-3527.

Equipment—Top brands, buy, sell, trade. Special offers. Audiovox, Box 7067-55, Miami, Florida 33155.

One RCA TK-41C, used less than six months, in excellent condition. Box L-141, BROADCASTING.

2-RCA color camera chains. TK-40A's in working order and ready to go! Here is your opportunity to be color competitive for \$25,000. Inspection invited, Call area 813-253-0447 or write P.O. Box 18151, Tampa, Florida 33609.

Complete Motorola two-way system. Base, station, base mike, antenna, (two) two-way car units. Base 15 watts, frequency 170.15. Also includes 200 feet copper cable. Was purchased new in 1964, in excellent condition. Total price-cash \$500.00. Write: KLBS Radio, P.O. Box 872, Los Banos, California.

Spotmaster, Ruscco, QRK. Get the best deal from Audiovox, Box 7067-55, Miami, Florida, 33155.

RCA TT-5A, Channel 5 transmitter with sideband filter, WM-12, WM-13 visual modulation converters and power supply. No control console. R. E. Oldfield, Southern Colorado State College, Pueblo, Colorado 81005.

2-RCA TK-41C color camera chains one year old, \$35,000.00 each. Box L-204, BROADCASTING.

Ampex 300 C recorder, excellent condition. First \$795.00. The Maze Corporation, P. O. Box 6636, Birmingham, Alabama.

For sale—at clearance prices. Ampex VR-1000 A & B component units. Perfect condition. Write for list, Chief Engineer, WRVA-TV, P. O. Box 2370, Richmond, Virginia 23218.

FOR SALE—Equipment

Continued

Ampex 300, 350, 352, 400, 450 users, for greater S/N ratio replace first playback stage 12SJ7 with our plug-in transistor preamp. For specifications write, VIF International, P. O. Box 1555, Mtn. View, Cal. 94040.

Recording studio complete. Ampex recorders, 8 channel console. All pro. Bought new studio-liquidating. \$8,500.00 FOB. Contact The Maze Corporation, Box 6636, Birmingham, Ala.

Andrew 8-bay Multi-V antenna, 103.7 but will tune any frequency \$1,500. 15 20-foot sections Andrew rigid 3/8 coax, statite insulators, cleaned, \$60 section or \$775 for 15. 10% discount above if bought together. Bendix Station Guardian Model SG33-46 like new \$95. Directional coupler for above, Model 44259, handles 20 kw, like new \$140. Concertone Model 20/20, 7 1/2-15, good condition \$175. Ken Freeman, CE, WBBQ, Box 1443, Augusta, Ga. 30903. 803-824-5441.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines. \$5. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Instant humor. Throw away that jokebook. Professional humor secrets revealed to give you a sparkling ad lib personality. Simple techniques, no memory work. Guaranteed. Details free. Innovations Through Research Inc. Dept. 4Y, PO Box 1111, Lake Grove, Oregon 97034.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St., Brooklyn, N. Y. 11299.

Composite week log analysis and complete preparation of Section IV-A for license renewal; also between-renewal log analysis for management control of programing percentages. Reasonably priced, completely accurate. Noyes, Moran & Company, Inc. Box 806, Downers Grove, Ill. 60515 (312) 969-5553.

"365 Days of laughs"—daily radio gag service—may be available in your market. Sample a month! \$3.00. Box 3736, Merchandise Mart Sta., Chicago, 60654.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses: resident classes. Schools located in Hollywood, Calif., and Washington, D. C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veterans Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully G1 approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

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Announcers—(Cont'd)

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Continued from page 93

amend its application in certain respects including an affidavit by Messrs. Palmer and Dykes agreeing to endorse any bank loans made to applicant; submission of financial statements by both Palmer and Dykes; letter from Collins Radio Corp. containing certain financial commitments to applicant; revisions to certain portions of application to reflect use of equipment contained in Collins proposal and clarifying nature of tower contemplated; and statement from Clarence Hensen, applicant's engineering consultant, relating to certain proposed equipment (Docs. 17575-6). By separate action of Nov. 15, rescheduled Nov. 27 prehearing conference from 9 a.m. to 10 a.m. On Nov. 16 in Gate City, Va.-Kingsport, Tenn. (Tri-Cities Broadcasting Corp. and Palmer-Dykes Broadcasting Co.) FM proceeding cancelled and set aside order of examiner released Nov. 15 granting Palmer-Dykes leave to amend its application; and ordered oral argument on petition for Nov. 27 (Docs. 17575-6).

■ Hearing Examiner Forest L. McClenning on Nov. 16 in Waukegan-Des Plaines, Ill. (News-Sun Broadcasting Co., Edward Walter Piszczek and Jerome K. Westerfield, and Maine Township FM, Inc.) FM proceeding, granted motions by News-Sun Broadcasting Co. and Piszczek and Westerfield to quash notice to take deposition; and further ordered that the hearing shall resume on Jan. 15, 1968 (Docs. 13292, 13940, 17242).

CALL LETTER APPLICATIONS

- KATQ Radio Inc., Texarkana, Tex. Requests KADO(FM).
- Lee Enterprises Inc., Moline, Ill. Requests WMDR(FM).
- Bushland Radio Specialties, Chippewa Falls, Wis. Requests WCFW(FM).

CALL LETTER ACTIONS

- *St. Olaf College, Northfield, Minn. Granted WCAL-FM.
- Shurtleff-Schorr Broadcasting Corp., Lincoln, Neb. Granted KLIN-FM.
- Jones T. Sudbury, Martin, Tenn. Granted WCMT-FM.
- Smith Broadcasting Inc., New Richmond, Wis. Granted WIKK-FM.

DESIGNATED FOR HEARING

Thomasville, Ga. Triple C Broadcasting Corp.—Broadcast Bureau designated for consolidated hearing applications for new FM stations to operate on ch. 296 (107.1 mc); Triple C Broadcasting Co. with ERP of 1.55 kw, ant. height 389.57 ft.; Collins Broadcasting Co. with ERP of 3 kw, ant. height 300 ft. Action Nov. 8.

Existing FM stations

FINAL ACTIONS

- KWPM-FM West Plains, Mo. — Broadcast Bureau granted license covering use of former main trans. at former main trans. location as auxiliary trans. Action Nov. 17.
- WIGS-FM Gouverneur, N. Y.—Broadcast Bureau granted mod. of CP to make changes in trans. equipment. Action Nov. 17.
- KPOJ-FM Portland, Ore.—Broadcast Bureau granted CP to install new type trans., dual-polarized type ant., change ERP to 100 kw. Action Nov. 8.

ACTION ON MOTION

■ Hearing Examiner Isadore A. Honig on Nov. 20 in Albany, Ore. (KNND and KRKT and Albany Radio Corp.) FM proceeding, denied nunc pro tunc Nov. 16 motion by Albany Radio Corp. for extension of time to respond to petition of KNND and KRKT for leave to amend application, and on examiner's own motion, extended from Nov. 16 to Dec. 7 date for filing response by Albany to KNND-KRKT petition to amend. In separate action, granted motion by KNND and KRKT and continued further proceedings to Jan. 15, 1968 (Docs. 17472-3).

CALL LETTER APPLICATIONS

- WREK(FM), Angelo Joseph Salvi, Woodstock, Ill. Requests WSTK(FM).
- WLWM(FM), WSM Inc., Nashville. Requests WSM-FM.

CALL LETTER ACTION

- WIBM-FM, Booth American Co., Jackson, Mich. Granted WBBC(FM).

RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for following VHF TV translators: K09BO, K11BW and K13EX, all Antimony, K04BL Escalante, K02BQ, K04BO and K05BH, all Marysville and K09FX, K11FZ and K13EK, all Circleville. all Utah. Action Nov. 14.

■ Broadcast Bureau granted renewal of licenses for following stations and copend-

ing auxiliaries: KARK Little Rock, Ark.; KTDL Farmerville, and KKKW Lafayette, both Louisiana, and WBLV-AM-FM Springfield, Ohio. Action Nov. 16.

CATV

APPLICATIONS

Jepko Community System—Requests distant signals from WPIX(TV) New York to Mt. Carmel, Pa. (Wilkes-Barre-Scranton, Pa.—ARB 69). Ann. Nov. 16.

Southeastern Trans-Video Inc.—Requests distant signals from WJRW-TV Atlanta and WCOV-TV, Montgomery, Ala. to West Point, Ga., and Lanett, Plant City, Shawmut, Langdale and Fairfax, all Alabama (Columbus, Ga.—ARB 81). Ann. Nov. 18.

KOTA Cable TV Co. — Requests distant signals from KMSP-TV and WTCN-TV, both Minneapolis, and KWCM-TV Appleton, Minn., to Brookings, S. D. (Sioux Falls, S. D.—ARB 93). Ann. Nov. 20.

Marcus Theatres CATV Systems Inc. — Requests distant signals from WSAU-TV Wausau and WAEO-TV Rhinelander, both Wisconsin; WLUC-TV Marquette, WPBN-TV Traverse City and WWTW(TV) Cadillac, all Michigan to Marinette and Peshigo, Wis. (Green Bay, Wis.—ARB 70). Ann. Nov. 20.

Rocky Mount Television System Inc. — Requests distant signals from WUNC-TV Chapel Hill and WNBE-TV New Bern, both North Carolina, and WTAR-TV Norfolk, Va., to Rocky Mount, N. C. (Raleigh-Durham, N. C.—ARB 52; Greenville-Washington-New Bern, N. C.—ARB 86). Ann. Nov. 20

OTHER ACTIONS

■ Commission, by chief, office of opinions and review, on Nov. 16, extended to Nov. 30, time for filing replies to exceptions in proceeding on cease and desist order to be directed against Willmar Video Inc., operator of CATV system at Willmar, Minn. (Doc. 17604). Action Nov. 20.

■ Kilgore, Tex. (Kilgore Video Inc.), CATV system authorized to begin operation carrying signals of specified stations; petitions concerning carriage of distant signals granted in part. Commission has authorized Kilgore Video Inc. to begin operation of its CATV system at Kilgore, Tex., carrying local signals of KRAL-TV, KTBS-TV and KSLA-TV, all Shreveport, La. Kilgore Video has required special relief (SR-4711) under Sec. 74.1109 for waiver of hearing requirements of Sec. 74.1107 of rules, to permit carriage of distant signals of Dallas, Fort Worth and Lufkin, all Texas, television stations. Kilgore is within predicted grade A contour of KSLA-TV and within predicted grade B contours of KRAL-TV and KTBS-TV. Commission granted in part petitions filed by KTBS Inc. (KTBS-TV) and KSLA-TV Inc. (KSLA-TV), both Shreveport, and by Radio Longview Inc., permittee of ch. 16, Longview, Tex., which had requested that Kilgore Video proposal be designated for hearing. Petitioners opposed carriage of distant signals of KRLD(TV) and WFAA(TV), both Dallas, KTVT(TV), WBAP(TV), both Fort Worth, and KTRE(TV) Lufkin, all Texas. Action by commission, Nov. 15, by memorandum, opinion and order (SR-4711). Commissioners Hyde (chairman), Cox, Wadsworth and Johnson, with Commissioner Loevinger concurring in result.

■ Commission has reaffirmed its memorandum, opinion and order to show cause released Sept. 14, in which it ordered Bluefield Cable Corp., Bluefield, W. Va., to show cause why it should not carry grade B signal of Appalachian Broadcasting Corp., WCYB-TV Bristol, Va., and to cease and desist from further violation of distribution requirements of rule Sec. 74.1103. Action by commission Nov. 15, by memorandum, opinion and order in Doc. 17469. Commissioners Hyde (chairman), Wadsworth and Johnson with Commissioner Cox concurring and issuing statement; Commissioner Loevinger dissenting.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Nov. 14 in Mayfield and Paducah, Ky.; Cape Girardeau, Mo. (Meredith-Avco Inc., Hirsch Broadcasting Co. and Paducah Newspapers Inc.) CATV proceeding, corrected in various respects transcript of record of Oct. 9 prehearing conference (Doc. 17721).

■ Hearing Examiner Isadore A. Honig on Nov. 14 in Somerset-Punxsutawney-Brockport, Pa. (Laurel Cablevision Co., Punxsutawney TV Cable Inc., and New York-Pennnamicrowave Corp.), CATV proceeding, pending commission disposition of petition for reconsideration by Punxsutawney TV Cable examiner, on his motion, postponed further prehearing conference from Nov. 17 to Nov. 30 (Docs. 17538-40).

■ Hearing Examiner David I. Kraushaar

on Nov. 14 in Buckhannon, W. Va. (Better-
vision Systems Inc.), CATV proceeding, re-
scheduled Nov. 15 prehearing conference to
Dec. 6, and cancelled Dec. 8 hearing date
(Doc. 17834).

■ Hearing Examiner Jay A. Kyle on Nov. 15
in Kalamazoo, Mich. (Fetzer Cable
Vision), CATV proceeding, granted request
by Gerity Broadcasting Co. and dismissed,
but with prejudice, its participation as party
in proceeding (Docs. 17200 et al.).

■ Hearing Examiner Herbert Sharfman on
Nov. 16 in Darlington, S. C. (Cosmos Cable-
vision Corp.), CATV proceeding, scheduled
certain procedural dates and rescheduled
hearing from Dec. 13 to Feb. 1, 1968 (Doc.
17817). On Nov. 20 in Rockford, Illinois-
Beloit, Wis. (CATV of Rockford Inc. et al.),
CATV proceeding. On request of Total TV
Inc., Janesville, Wis., scheduled further pre-
hearing conference at 9 a.m. on Nov. 22
(Docs. 17234-17241).

Ownership changes

APPLICATIONS

KXO-AM-TV (CP) El Centro, Calif. —
Seeks transfer of control from Marco
Hanan, to Mozelle Y. Hanan, administratrix
of estate of Marco Hanan, deceased. Ann.
Nov. 16.

KQCY Quincy, Calif.—Seeks assignment of
license from A. E. Miller, trustee in bank-
ruptcy, to Al H. Endicott (Mr. Miller is
trustee in bankruptcy for original assignee
John H. Boyd and is under duty of law to
liquidate all assets of bankrupt estate), for
\$15,000. Principals: Mr. Endicott, Betty J.
Neil and Edward L. Neil (each 33⅓%). Ann.
Nov. 16.

KACL Santa Barbara, Calif.—Seeks trans-
fer of control from Herman Properties Inc.
to Herman Properties, partnership consisting
of Sophia B., Leon H. and Ralph J. Herman
and Rosalie J. Bier. Change of organization
from corporation to partnership. Ann. Nov.
16.

WTHD Milford, Del.—Seeks transfer of
control from Edwin L. Fisher and Raymond
W. Masten, to Thomas H. Draper (49.2% be-
fore, 74.6% after) and Edward S. Shaw
(25.4% before, 25.4% after). Mr. Draper's
obligation under stock purchase options
totals slightly under \$2,500 during first year
and similar amount during each ensuing
four years. Ann. Nov. 16.

WDWS-AM-FM Champaign, Ill. — Seeks
transfer of control of estate of Helen M.
Stevick, to Marajen Stevick Chintgo, execu-
trix. Ann. Nov. 16.

WOLI(FM) Ottawa, Ill.—Seeks assignment
of license from Ottawa Broadcasting Co. to
WOLI Broadcasting Corp. for \$50,000 and

\$48,250 for land and improvements, \$1 for
lease. Principals: Dolph Hewitt and Norbert
A. Drake (each 48%) et al. Mr. Hewitt is
under contract with WGN Chicago as pro-
ducer, director and talent. Mr. Drake is
attorney, college administrator, director of
WIXN-AM-FM Dixon, Ill., and secretary-
director of Dolph Hewitt and Associates
Inc. Messrs. Hewitt and Drake have interest
in WGSB Geneva, Ill. Ann. Nov. 16.

WXTA-FM Greencastle and WNON-FM
Lebanon, both Indiana—Seeks assignment of
license from Banks and Freeland Broad-
casters to Charles R. Banks (50% before,
100% after) for \$23,000. Ann. Nov. 16.

KJCF Festus, Mo.—Seeks assignment of
license from Donald M. Donze to United
Broadcasting Inc. for \$175,000. Principals:
G. J. Rice, president (½%), M. C. Dunsford,
third vice president and treasurer (20%)
et al. Mr. Rice is founder and 51% owner
of KTUI Sullivan, Mo. Mr. Dunsford is
plant manager of Ramsey Corp. Ann. Nov.
16.

WIBQ-FM Utica, N. Y.—Seeks transfer of
control from John T. Dowdell, Ralph C.
Allinger, William J. Heiderich and Everett
A. Radley to WIBX Inc. Principals: Mar-
garet Bowen Shepard, president and treas-
urer (38.1%), Frederic C. Bowen, vice pre-
sident (7.73%) et al. WIBX Inc. will, in effect,
become 100% stockholder of permittee cor-
poration, Mohawk Valley F. M. Inc. Con-
sideration \$1,600. Ann. Nov. 16.

ACTIONS

WACT-AM-FM Tuscaloosa, Ala.—Broad-
cast Bureau granted transfer of control from
Frank E. Holladay and Joseph W. Carson to
Clyde W. Price (48% before, 100% after).
Mr. Price served as director, vice president
and manager since 1961. Consideration: \$95,-
000 plus \$3,571.60 on indebtedness. Action
Nov. 16.

■ Commission granted assignment of li-
censes of KHON-TV Honolulu, and its satel-
lites, KAI-TV Wailuku and KHAH-TV Hilo,
both Hawaii; WAI-TV Atlanta, and licenses
of WSAI and WJBI(FM) Cincinnati, to
Jupiter Broadcasting of Georgia Inc. Also
granted was transfer of control of Jupiter
Broadcasting of Georgia Inc., licensee of
WQXI Atlanta, and WXXI-FM Smyrna,
both Georgia, from Fox, Wells and Rogers,
a partnership, which owns 97.3% of the li-
censee's stock, to DeSales Harrison Jr., his
wife, Paulette B. Harrison, and Arthur H.
McCoy. The Harrisons and McCoy are major
stockholders in licensee of Hawaiian stations.
Assignments and Transfer involve exchange
of securities in merging corporations for
new securities in Jupiter Broadcasting of
Georgia Inc., except in two instances. All
of stock of WIBC Inc. will be purchased
for \$12,892,000. Richard Fairbanks, president
of WIBC, will receive \$4,750,000 for his

stock. He wishes to retain ownership of
WIBC-AM-FM. Upon surrender of WIBC
shares, Jupiter will receive in distribution
WIBC assets relating to WAI-TV Atlanta.
Action by commission Nov. 15. Commission-
ers Hyde (chairman), Loevinger and Wads-
worth, with Commissioner Cox abstaining.
(See BROADCASTING, Nov. 20).

WMLO Beverly, Mass.—Broadcast Bureau
granted assignment of license from United
Broadcasting Inc. to Algonquin Broad-
casting Inc. for \$180,000. Principals: Richard
Harding Hallett, president and director,
Frank Thome, treasurer and director (each
12.5%) and others. Mr. Hallett is 50% owner
of real estate and building firms. Mr. Thome
has no other business interests indicated.
Action Nov. 17.

KMMJ Grand Island, Neb.—FCC granted
assignment of license from Town & Farm
Inc. to United Communications Inc. for
\$450,000. Principals: Rex Lathen, president
(65%), has been associated with KMMJ and
is currently with H-R Representatives radio
representative firm in Chicago. He will be-
come general manager. Willard Morton
(13.75%) will remain on KMMJ staff and
will assume vice presidency. Action by
commission Nov. 8. Commissioners Hyde
(chairman), Lee, Loevinger and Wadsworth,
with Commissioner Cox dissenting and is-
suing statement, and Commissioner John-
son dissenting.

KNCY Nebraska City, Neb.—Broadcast
Bureau granted assignment of license from
Sam M. Arnold, Samuel A. Burk and Edwin
D. Hundley d/b as Oteo Broadcasting Co. to
The KNCY Radio Corp. for \$110,000. Princi-
pals: Carl M. Adams, president (67.5%) and
William E. Wickens (22.5%), secretary-
treasurer and Robert A. Clark, vice presi-
dent of operations. Mr. Adams is in land
development, Great Lakes Broadcasting Co.
(formed to seek CATV franchises), is direc-
tor of bank, country club, sheet piling dis-
tribution company and vice president of
newspaper publishing company. Mr. Wickens
is attorney and has diversified interests. Mr.
Clark is salesman for KNCY. Action Nov.
17.

KNDC Hettinger, N. D.—Broadcast Bu-
reau granted transfer of control from
Sturgis Radio Inc. to Allen R. McIntyre. Mr.
McIntyre, general manager and 16% owner
of KNDC, proposes to issue ten shares of
stock to his wife and father, thus all three
serving as directors of licensee Hettinger
Broadcasting Co. Kaye McIntyre is nurse;
William V. McIntyre is announcer with
KNDC. Consideration \$25,000. Action Nov.
17.

WBER Moncks Corner, S. C.—Broadcast
Bureau granted assignment of license from
Lord Berkely Broadcasting Inc. to Berkely
Broadcasting Corp. for \$110,000. Principals:
Vincent M. French, president (60%) et al.
Mr. French owns 95% of background music
system service. Action Nov. 17.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in com-
munity antenna television reported to
BROADCASTING, through Nov. 21. Re-
ports include applications for permission
to install and operate CATV's, grants
of CATV franchises and sales of exist-
ing installations.

■ Indicates franchise has been granted.

Sonoma, Calif.—Temelec CATV of San
Francisco has applied for a franchise.
Monthly service charge would run \$5 and
city would receive \$1,200 annually.

Greeley, Colo.—Greeley Video Inc., sub-
sidiary of Vumore Co. (multiple CATV
owner), has applied for a franchise. Instal-
lation and monthly rates would be \$9.95
and \$4.75, respectively. The city would re-
ceive 5% of revenue up to \$100,000 in gross
receipts; rate would be thereafter graduated
up to 10% of revenue over \$500,000. In addi-
tion firm would guarantee the city \$10,000
during first, \$7,500 the third year, and
\$10,000 thereafter.

Loveland, Colo.—At application deadline,
Loveland Video was only bidder. Installation
and monthly rates would be \$9 and
\$4.75, respectively. City would be prepaid
5% of first \$100,000 gross, 6.5% of second
\$100,000, 7.5% of third \$100,000, 8.5% of
fourth \$100,000, 9.5% of fifth \$100,000, and
10% thereafter. Firm has also applied for
franchises in Fort Collins, Greeley and

Longmont. Bill Daniels of Denver is presi-
dent of Loveland Video.

Manitou Springs, Colo.—Vumore Video of
Colorado Inc. (multiple CATV owner) has
merged with Able Cable of Manitou Springs
(Bill Daniels, owner). Able Cable has 418
subscribers in Manitou Springs and 251 in
Ute Pass. Colorado Springs system has
August-1968 target date.

Plano, Ill.—Telesis Corp. of Chicago (mul-
tiple CATV owner) and South Kane-Kendall
Broadcasting Corp. have each applied for a
franchise.

Yorkville, Ill.—Telesis Corp. of Chicago
(multiple CATV owner) and South Kane-
Kendall Broadcasting Corp. have each ap-
plied for a franchise.

Braintree, Mass.—Cablevision Corp. of
America, Boston (multiple CATV owner),
has applied for a franchise.

Mansfield, Mass.—Cablevision Corp. of
America and National Cablevision Inc.,
both Boston (and both multiple CATV
owners), have each applied for a franchise.

Albuquerque, N. M.—American Television
Relay Inc. has applied for a franchise.

Holloman A.F.B., N.M.—TV Cable of
Space City Inc. has been granted a franchise
to extend Alamogordo system into Holloman
A.F.B. Firm will offer weather, music, three
FM and eight TV channels.

Dunn, N. C.—Cablevision Inc., subsidiary
of Jefferson-Carolina (multiple CATV
owner), has begun service.

Mandan, N. D.—Don Hertz, Mandan Post-
master; Ted Renner, co-owner of R&K
Electronics, and William Ekberg of Meyer
Broadcasting (group broadcaster) have
formed Mandan Cable TV Inc.

Nyssa, Oregon—Treasure Valley Tele-

cable and joint interest involving KBOI-TV
and KTVB(TV), both Boise, Idaho have ap-
plied for a franchise.

Ontario, Ore.—Treasure Valley Telecable
of Ontario and joint interest involving
KBOI-TV and KTVB(TV), both Boise,
Idaho, have applied for a franchise.

Coudersport, Pa.—Bernard McManus of
Sweden Valley has purchased Coudersport
TV Cable Co. Renovation of old system in-
cludes aluminum cable and transistorized
circuits. Monthly rates will increase from
\$3.75 to \$4.50; \$5.50 if microwave license is
obtained. Installation charge will be \$18.50.

■ Athens, Tex.—Ray Barnes of Palestine
has been granted a franchise.

Amarillo, Tex.—Amarillo Home Elec-
tronics Co., Plains TV Cable Co., and com-
bine of three local interests with Vumore
Video Co. (multiple CATV owner) have
each applied for a franchise. Amarillo Home
Electronics would guarantee city 3% of
gross; installation and monthly rates would
be \$10 and \$8, respectively. Plains TV
Cable would guarantee the city 4% of gross;
installation and monthly rates would be \$10
and \$6, respectively. The Vumore concern's
guarantee would be based on sliding scale
determined by number of subscribers; free
installation and \$5-monthly rate. Each firm
would offer a 12-channel system.

Mesquite, Tex.—Hill Tower Inc. of Dallas
and David C. Cole of Mesquite have each
applied for a franchise.

Fond du Lac, Wis.—Valley Community
Antenna Inc. of Fond du Lac; Better TV
Inc., subsidiary of Television Wisconsin Inc.;
Universal Telephone Inc. of Milwaukee, and
Telesis Inc. of Chicago (multiple CATV
owner) have each applied for a franchise.

COME on words, get warm and loose. This is a challenging guy you have to describe. He's an original, a throw-back to a time when a man was a man for his pith of sense, pride of worth, independent mind and who, by honest, two-fisted toil, could rise above the tinsel stamp of rank and education.

How do you give full dimension to this big-bear personality? How do you report the pell-mell way he tells of tough and tumble days without diluting the flavor? He brought to the gray-flannel business of corporate public relations the open, friendliness of the saloon hangout on newspaper row.

Remember the time Casey had been warm and generous with a new reporter in town? His hospitality had somewhat dispelled the visitor's initial wariness, a reaction brought on by Casey's resemblance to a long line of intimidating city editors. The goodbyes had been said and the visitor already was in the lobby of NBC's Burbank offices when down the hall charged Casey.

"What do you drink?" he asked. "Scotch," was the confused reply. Off hurried Casey, only to reappear with a manila envelope that obviously contained a bottle.

The reporter didn't know whether to say thank you, or no, thank you, or to be angry because it might be a compromising offering. Finally, he recognized that it was the way of a man used to doing things without sham or shame—he just wanted to make a stranger feel welcome.

Grass Roots ■ Casey picked up his nickname in Watertown, S. D.

That's just a blizzard away from Dawson, the town of less than 1,000 in the southeast corner of Nebraska where he was born. He went to grade school in North Dakota, where his father owned a grain farm. Then one day he passed the state exams to go to high school, which was in a town called Ellendale, six miles away. He had to ride a pony to get there, remembers one night coming home when it was 46 degrees below zero.

His grandparents were from Bourbon county in Kentucky and there's a little Shawhan crossroads where they make the King of Nelson brand whiskey. Down the road apiece is Fleming county and grandfather Shawhan married a Fleming so the child of the marriage became Ralph Fleming Shawhan.

Then some years later, the youngster got into a scuffle in a basketball game in Watertown. The next day a kid from school said to him: "God, you got a temper as bad as those Caseys." There was a big family named Casey in town and they were railroaders, always getting into battles. So the Casey stuck.

After high school Casey went on the railroad to earn some money for col-

A Casey who struck it big through honesty

lege. He worked as a fireman, saving enough to go to Iowa State University in Ames. He started in engineering, switched to forestry, before finding himself broke one day. He and a friend bummed their way to California, where Casey caught on as campus stringer for the *Los Angeles Herald* while attending the University of Southern California. He quit school to go full time with the paper as a reporter earning \$25 a week.

Starting in the sports department, he soon switched to cityside because the

WEEK'S PROFILE



Ralph Fleming (Casey) Shawhan—director of press relations, NBC, West Coast; b. Dawson, Neb., Dec. 17, 1902; engineering and forestry courses, Iowa State University, 1921-24; University of Southern California, 1925-26; sports and city-side reporter, "Los Angeles Herald," 1926-33; general assignment reporter, "Los Angeles Examiner," 1933-38; general assignment reporter, "Los Angeles Times," 1938-43; press agent for David Selznick Productions, 1943; press relations for 20th Century-Fox, 1943-48; city editor, "Los Angeles Mirror," 1948-54; head of publicity and press relations, NBC, West Coast, 1954-66; director, press relations, West Coast, 1966-current; m. Helen Hibbs of Bloomington, Ill., Jan. 30, 1926; children: Jerry, 31; Linda (Mrs. Stephen Shewak), 27; member—Tuberculosis Health Association of Los Angeles County; Los Angeles County Heart Association; Greater Los Angeles Press Club; Burbank Community Chest Board; Hollywood Museum; public relations advisory board for Burbank's St. Joseph Hospital; Burbank Chamber of Commerce; hobbies—golf, fishing, bowling, gardening, history buff.

new assignment included a \$10 weekly raise. From the *Herald* he went on to the *Los Angeles Examiner* and then to the *Los Angeles Times*. After a five-year stint in movie publicity for David Selznick and then 20th Century-Fox, he wound up back in the *Times* family, as city editor of the new *Los Angeles Mirror*.

As a reporter, he was mostly on general assignment and covered many of the town's big criminal trials. "We had a lot of stuff going," Casey recalls. "LA was a raucous bang town, full of bootleggers and shootings. The North side was Italian—the East side was Jewish. And all the gangs were fighting."

He has been 14 years at NBC, in charge of publicity on the West Coast. But before that there had been more than 20 hard, but action-packed, proud years as a newspaper reporter and editor. He's still largely printer's ink all the way. It was difficult for him to make the switch from one side of the street to the other. Yet the thing that helped him most was knowing how newspapermen worked.

Unresponsive ■ When Casey came to work at NBC, the network had an indefinite image on the West Coast. There was a thing about NBC—people there seldom returned calls.

Casey gathered his publicity staff and laid down a few simple commandments. "When newspapermen call, you must call them back." If you don't have the information, say I'm trying to find it, but call them back and let them know. And if something comes up and it's really tough to answer, say I just can't make any comment. But don't lie to them." The last was a rule never to be broken.

"I found out early," he explains, "that newspapermen and columnists are looking for good, honest news and they don't want it exaggerated. I tell the boys we're just a great big news machine, turning out this copy. Hold down the adjectives and don't fake news. It isn't necessary."

He got to know cops and judges and movie stars and studio grips during his years on the news and publicity beats. "People are really the greatest things in the world," he says. "I think if you stay with people long enough you'll find something about them you'll like."

And people have found many things about Casey to like and respect. They'll be gathered Dec. 6 at a testimonial dinner for him at the Biltmore hotel in Los Angeles. Casey Shawhan, after 41 years in the harness, is retiring. It's doubtful that the broadcast industry—any industry—can afford to give up so sound and colorful an original without being poorer for the loss.

The new LBJ-TV

PRESIDENT Johnson has found the key to success on television. It was no trick at all. It was just being himself.

The President's prescheduled news conference 10 days ago deservedly won widespread acclaim—even rave notices in some GOP newspapers. Mr. Johnson's performance, rather than the substance of his remarks, made the page-one news, with pictures.

This is not the first time the President has returned to what comes naturally to him, because he is basically a free swinger with exhaustive knowledge, whose persuasive force during three decades in Congress is legendary. Two years ago, after some vexing experimentation, he initiated a wide-open televised news conference. He had never shown to a better advantage. But later he shied away from that format until his innovation of 10 days ago.

The burdens of the Presidency were never greater. Mr. Johnson knows that a slip of the tongue might bring global repercussions. Mr. Johnson has shown, however, that he at all times is in full command.

The President is said to be at his best in dealing with people in small groups—preferably one at a time. On TV, with no script and with a lavalier mike to give him roving room, he has demonstrated that he can talk with millions of Americans—one at a time.

We hope the President sticks to his wide-open format. It is LBJ at his TV best.

Branded

ADVERTISERS, agencies and their trade associations have made a persuasive case against the Federal Trade Commission's proposed adoption of trade rules governing the advertising of pain-relief remedies (BROADCASTING, Nov. 20). These rules could be the forerunners of others.

If the FTC is to adopt general rules restricting the advertising of various pain relievers, on the assumption that differences among them are slight, what is to stop it from doing the same to restrict advertising for detergents, soaps, canned peas or any other class of products? In that direction lies the suppression of all advertising and of the private incentive to produce new products and improve old ones. What that would mean would be destruction of the American marketplace. Or is that exactly what some civil servants have in mind?

Creative calls

WHEN radio salesmen take agency buyers to lunch, are they buying lunch for the wrong people?

Richard J. Mercer of BBDO, whose gifts as a public speaker make him a popular man on the rubber-chicken luncheon circuit, doesn't go that far. But he does feel, and has been telling radio gatherings for some time, that radio salesmen ought to pay more attention to agency creative people. His message is simple: Let the creative types know about radio, get them excited about it, and they'll create better commercials and swing more money into radio.

There is a great deal of merit in this reasoning, of course. But Mr. Mercer has to be exaggerating—exercising creative license, no doubt—when he leaves the impression that radio treats creative people like a race of pariahs. The Radio Advertising Bureau, for one, makes creative presentations to creative people regularly and also, among other things, distributes a "creative newsletter," including

recordings of radio commercials, to some 2,000 creative types 10 times a year. Earlier this month, for another example, the International Radio and Television Society held its third annual radio commercials workshop in New York with some 400 creative people on hand.

As one measure of the communications gulf between radio salesmen and agency creative people Mr. Mercer cites a BBDO survey. He told the Southern California Broadcasters Association about it in a speech a couple of weeks ago (BROADCASTING, Nov. 20). He said the agency asked its key creative people—of whom Mr. Mercer has to be one, being vice president and associate creative director—how many media representatives they knew. In response, he reported, 287 magazine reps were listed—and only seven radio salesmen. That's pretty frightening stuff. But it becomes just a little less startling when it is recalled that Mr. Mercer cited the very same figures, apparently from the very same survey, in support of the very same argument in another speech more than two years ago (BROADCASTING, Sept. 20, 1965).

It is good, obviously, to have a man of Mr. Mercer's talents and stature worrying about radio and, hopefully, goading it into better performance. No doubt radio would gain if its salesmen called on agency creative people more often. But we keep wondering about that survey and whether it really shouldn't be updated. By this time Mr. Mercer alone must know more than seven radio salesmen—even if you count only the program chairmen at meetings he's addressed since 1965.

Bench strength

NEITHER side really wins a strike that goes on as long as the National Association of Broadcast Employees and Technicians' against ABC. It can, however, be firmly stated that ABC would have lost if it had not had the forethought to train nonunion personnel in technical operations.

So far as can be determined the network lost little revenue and few programs in the two months that its regular technicians were on the picket lines. The company was able to continue service with little dislocation discernible to the audience.

The lesson is clear for all employers in broadcasting. If a union can shut down a broadcast operation by strike, it has a weapon of decisive power, and in such circumstances bargaining becomes meaningless. At the ABC-NABET negotiating table the weight was not all on one side.



Drawn for BROADCASTING by Sid Hix
"What's this . . . another one of those monster shows!"



KSTP OFFERS NEW IN-STORE MERCHANDISING SERVICES

For more than 12 years, KSTP TV and Radio have provided their FEATURE MERCHANDISING SERVICE to thousands of advertisers. Now this successful service has been improved to do an even more effective merchandising job for grocery product advertisers where it counts . . . in the store.

In the 5-county metropolitan Twin Cities area (where more than *half* of all retail food sales in Minnesota are made) KSTP offers a variety of services in 200 top-volume chain and independent supermarkets to help sell *your* product. Here's what it offers:

- 72 days of guaranteed special end-of-aisle dump or bin displays set up, checked and photographed (for proof of performance) by the KSTP staff.
- A KSTP Merchandising Hostess to sample or display your product for 12 days during a 13-week cycle. The product may also be couponed at no service cost to you.
- Promotion of your product to key personnel at store level in 75 stores during a 13-week cycle.
- Pre-survey reports for your product to determine the most effective merchandising services.
- As always, FEATURE MERCHANDISING continues to check prices, facings, levels, competitive information, floor displays, label deals and other pertinent information, providing you with a check-sheet report every 6½ weeks.

You may use 100% of *one* of the above services, or a percentage of *each* of the above services as suits you best during any period in which you qualify for this outstanding merchandising program. Also, couponing, shelf-talkers, channel strips and other activities are still a part of this FEATURE MERCHANDISING plan designed to add impact to your advertising on KSTP Radio and Color TV.

For further details or testimonials call Juanita Johnson or Promotion Manager Bill Davey at 645-2724, Minneapolis-St. Paul.



TELEVISION 5
RADIO 15

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The RCA-4536 Image Orthicon in the luminance channel of your TK-42 and TK-43 color cameras is the perfect companion tube for the RCA-4493, -4494 and -4495 Vidicons... designed specifically for RCA cameras and carefully quality-tested in the actual camera components.

The RCA-4536 gives a signal-to-noise-ratio 25% greater than the previous standard, 4492 Image Orthicon. The electronically-conducting glass target assures non-stick and anti-burn operation over a long operating life.

Improved over the 4492, the RCA-4536 Image Orthicon assures the best color... the best in-studio service. Ask your RCA Broadcast Tube Representative for full details about the RCA 4½" Image Orthicon that's "tailored" for your TK-42 and TK-43 cameras. Available from your RCA Broadcast Tube Distributor

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