



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Chicago conflict may have lasting effect on media. p17  
Congress returns to consider 315, pay TV, CPB. p39  
Change in sunrise rules affects 1,400 stations. p48  
New Blair network stresses marketing flexibility. p50

CARL B. YLVISAKER  
LIBRARY  
9/2  
COMPLETE INDEX PAGE 7

CONCORDIA COLLEGE  
C B YLVISAKER LIB  
MOORHEAD MN  
HJ EXP12/ 9  
56560

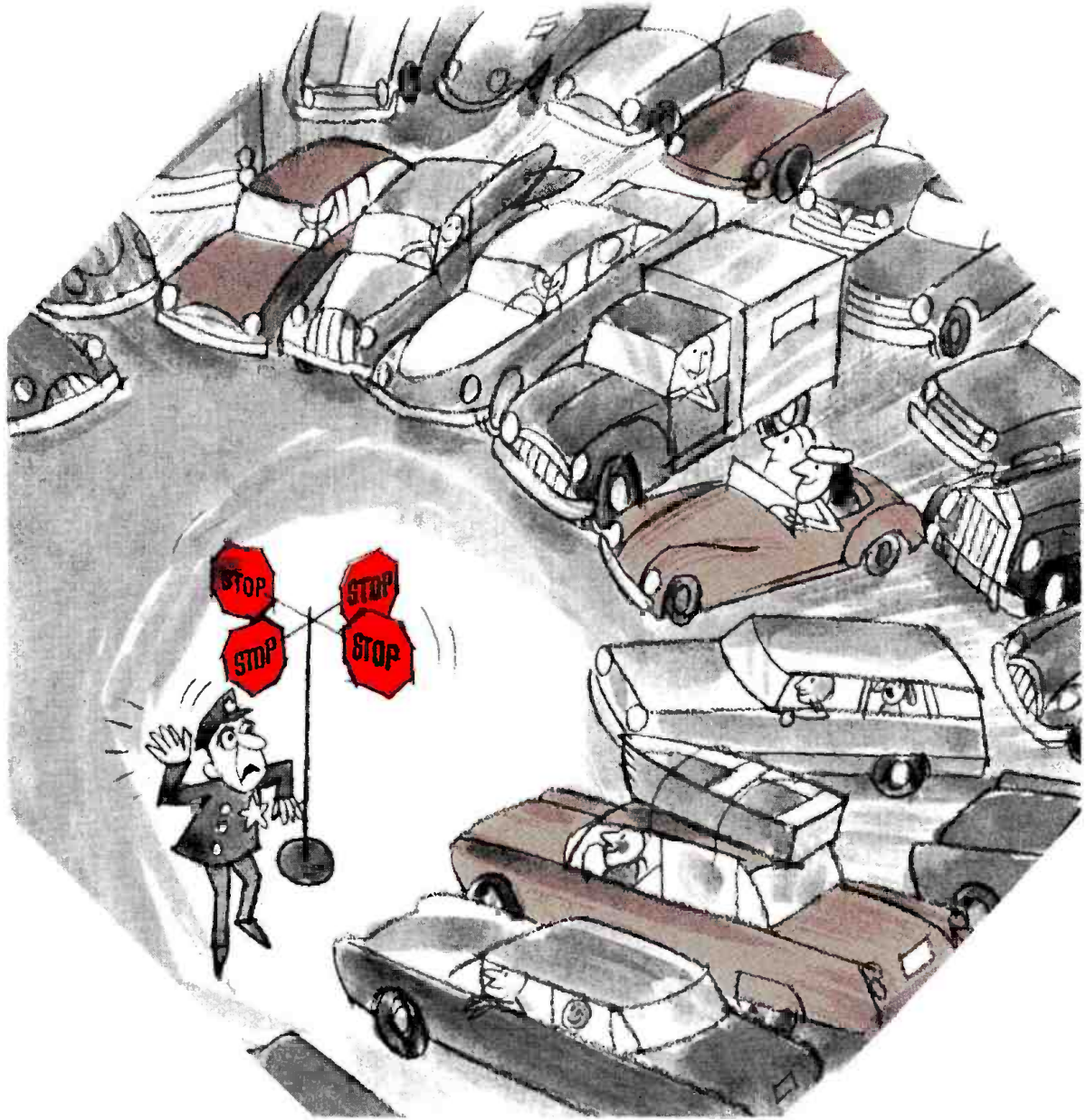
## *A New Broadcast Center serves the Duluth-Superior Market*



This summer KDAL dedicated one of America's finest radio and television facilities. The new offices and studios are equipped with the most advanced tools of broadcasting to strengthen KDAL's leadership in serving this important market... northern Minnesota, Wisconsin and Michigan.

**KDAL**<sup>INC.</sup>  
TELEVISION 3 / 610 RADIO

WGN Continental Group Stations



## Beeline<sup>®</sup> Country...awfully big in Automobiles

... and BEELINE RADIO KFBK is a proven way to reach an important part of this market.

Beeline Radio KFBK's rich Sacramento Valley area has an automotive market of over \$489 million. That says a lot for the transportation business in this 18-county, \$4.4 billion market boasting a population of more than one and a half million people.

And transportation sales are just one portion of over \$2.59 billion worth of retail sales.

So, take your sales for a smooth ride to new highs in the Sacramento Valley area, put your message on Beeline KFBK. And remember, KFBK is just one of four Beeline stations covering California's prosperous Inland Valley area and Western Nevada.

Data Source: Sales Management's Survey of Buying Power — June 1968

# McClatchy Broadcasting

KATZ RADIO • NATIONAL REPRESENTATIVE



# Oscar Gets An Award... That's News!

Oscar Garvin Berry is KTRK-TV's probing newsman, political pundit and civic gadfly. We're proud of Oscar's "Oscar." It could be called 'Best Performance By a Reporter in an Investigative Role.'

KTRK-TV News is performing too. Check the facts. More people are watching us than ever before. Our Late News (Mon-Fri, 10-10:30 PM) has enjoyed a 30% increase in homes delivered in the last year alone."

Oscar Garvin Berry is one part of the KTRK-TV news story. For the rest of it, ask your Blair man. Or ask Oscar's colleagues: they're shooting for an Emmy.

**KTRK-TV HOUSTON**  
CAPITAL CITIES BROADCASTING CORPORATION



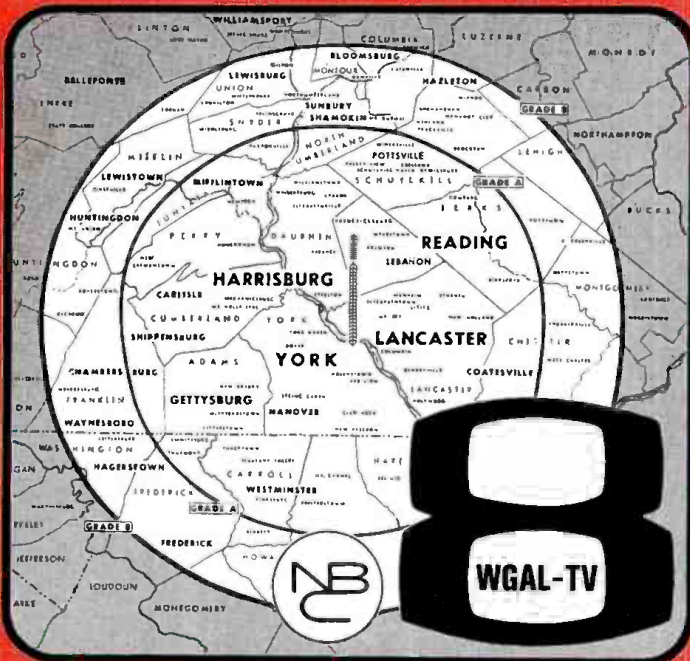
NEWS MEDIA AWARD  
OF  
THE HOUSTON BAR ASSOCIATION  
1968 - 1969  
TELEVISION STATION  
KTRK - TV, CHANNEL 13  
THE TELEVISION STATION  
MAKING THE MOST  
CONSTRUCTIVE CONTRIBUTION  
TO THE SCIENCE OF JURISPRUDENCE  
AND ADVANCEMENT OF  
THE ADMINISTRATION OF JUSTICE  
IN THE GREATER HOUSTON AREA

\*Source: Houston ARB, Feb/March, 1967-1968

# The Lancaster-Harrisburg-York-Lebanon WGAL-TV market: Vital in your selling plans

Recently released figures from ARB Survey Reports\* indicate that the Channel 8 market ranks 9th in dish-washings and wash-loads per week. Definitely one of America's greats! A market that is too important to be overlooked.

\*Compilation from ARB Local Market Reports based on total survey area including overlap from adjacent total survey areas, Nov. 1967. All ARB estimates are subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.



| Product                           | Rank | Usage        |
|-----------------------------------|------|--------------|
| Cigarette packs per week          | 11th | 10,379,000   |
| Gasoline expenditures per week    | 10th | \$11,742,000 |
| New car purchases in last 3 years | 11th | 946,000      |
| Airline trips per year            | 17th | 1,530,000    |
| Dog-food servings per week        | 13th | 4,836,000    |

## WGAL-TV Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.  
New York • Chicago • Los Angeles • San Francisco

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

## Reprisals?

Television networks may have bred grave political trouble for themselves in their unblinking coverage of Chicago last week. In highest levels of Democratic organization there's conviction that networks overemphasized discord in party convention and on city streets. Major figures in government are talking bitterly of ways to curb TV's journalistic power.

## Where it could start

House Investigations Subcommittee may take lead in putting heat on TV for Chicago broadcasts. Subcommittee Chairman Harley O. Staggers (D-W. Va.), member of his state's delegation to Democratic convention, said Friday after returning home that he might make announcement of probe this week.

*Subcommittee staff has been active all year behind closed doors processing complaints on news bias in broadcast reports and effect of TV's presence on making and shaping news. Staff puts stress on examining matter edited out of newscasts, comparing outtakes with what went on air. Chicago coverage could provide bumper harvest for investigative mill: NBC alone estimates it has more than 800 hours of coverage of convention and surrounding events on video tape.*

## Succession

Four major areas that were Thomas W. Moore's bailiwick as ABC group vice president until his departure last week (BROADCASTING, Aug. 26) are due to be reassigned shortly, and word is that new chain of command will go like this: Elton Rule, who succeeded Mr. Moore as ABC-TV network president last January, will report directly to ABC President Leonard H. Goldenson and Executive Vice President Simon B. Siegel—as he reportedly has done to great extent all along. Roone Arledge, president of ABC Sports, will now report to Mr. Rule. And Don Coyle, president of ABC International, and Hal Golden, president of ABC Films, will report once more to ABC group vice president, Ted Shaker, as they did before Mr. Moore was moved up from TV network presidency.

## Creative selling

Charlottesville, Va., radio station decided to go counter-programming one better by trying its hand at counter-

# CLOSED CIRCUIT®

advertising for ABC Entertainment network's coverage of Democratic national convention last week. Network's five-minute hourly wrap-ups were sponsored on WCHV Charlottesville by local Republican campaign committee. Theme of commercials was if listener was sickened by reports about Democrats and demonstrations in Chicago, he should vote Republican, since opposition party would set things right in Washington and restore law and order. "This is the year of change," messages said. "Vote Nixon."

## Same for all

Concerned with activities of outside media purchasing agents that promise—and apparently deliver—spot-TV and radio campaigns at reduced rates (BROADCASTING, July 15). Young & Rubicam, New York, has sent letters to TV stations throughout country asking for report on "all outlets through which you may be selling time," requested detail on preferential rates. It is contention of Y&R that its clients are entitled to any preferential rates that are accorded to any other advertiser placing business on stations, whether through conventional agencies or through media specialists working on their behalf.

## Warm-up

FCC staffers are bracing for what they expect will be heavy load of complaints about television network coverage of Democratic convention. Expectation is based on complaints alleging unfairness that are already trickling in, plus statements of politicians blasting coverage. Taste of what's to come has already been given networks in connection with their coverage of relatively mild Republican get-together in Miami Beach last month. Commission has relayed to networks—and asked for comment on—complaint that their cameras, in shifting from speaker to scenes of sleeping or bored delegates in hall, distracted viewers and created "visual impression of complete apathy."

*Letter was from John A. Jeffries, of Columbus, Ohio, who signs himself, "a very concerned citizen." But despite complaint about "irresponsible coverage," Mr. Jeffries says it would be more dangerous to democratic way of life "to have strict government control and censorship."*

## Expensive rerun

ABC paid license fee of \$10,000 per day, five days per week, for full year for right to rebroadcast episodes of *The Fugitive* series on daytime schedule. Intriguing cost revelations such as these are contained in counter suit QM productions and producer, Quinn Martin have filed against network for breach of contract (BROADCASTING, Aug. 26).

*Still lot of fireworks to explode in this sudden legal confrontation of QM and ABC. Depositions are scheduled to be taken from such ABC executives as Leonard H. Goldenson, Thomas W. Moore (who resigned week ago), Simon B. Siegel, Everett H. Erlick, Leonard Goldberg, Barry Diller, Robert Kaufman and Richard Zimbert in New York, starting in mid-September.*

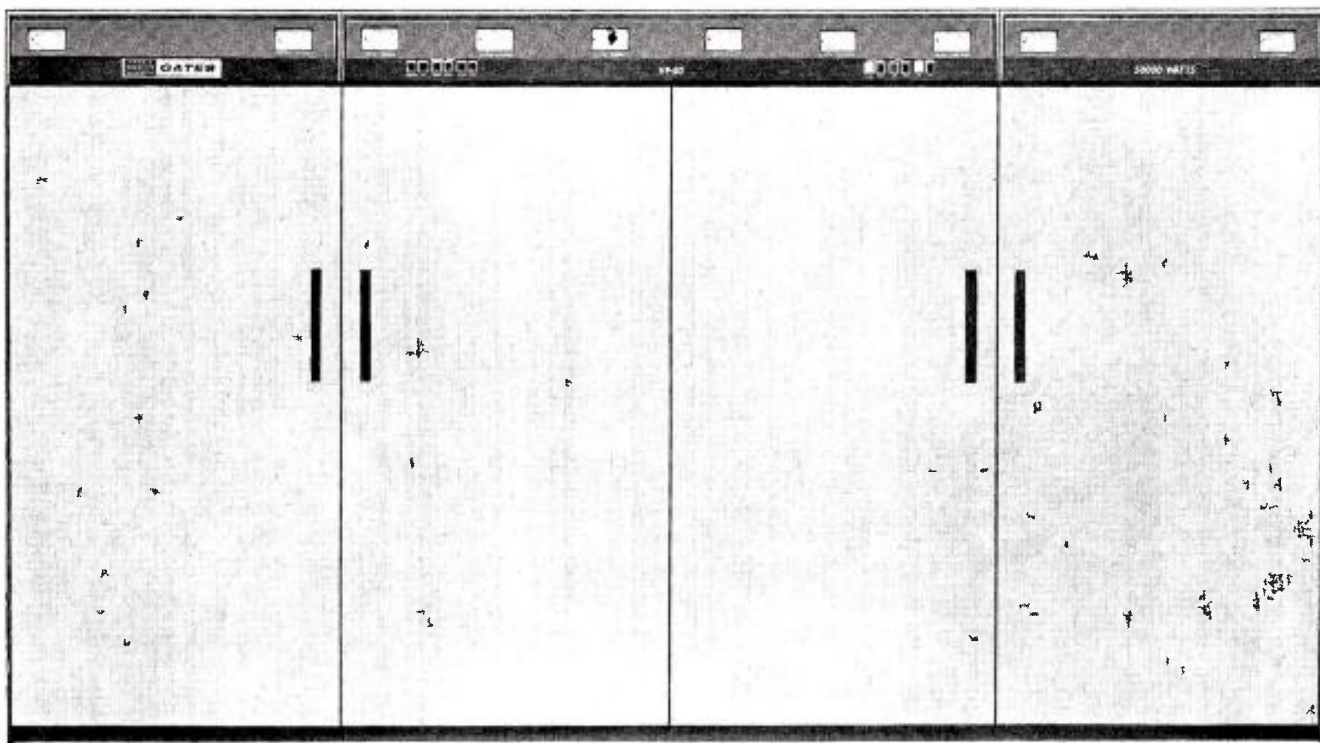
## Halt to profit on paper

As expected, FCC last week approved notice of proposed rulemaking designed to preclude trafficking or speculating in construction permits (CLOSED CIRCUIT, Aug. 26). Proposal, which would codify existing policy and precedent, would require hearing in case where party selling CP would receive more than out-of-pocket expenses. Hearing would also be called for if seller retained minority interest under agreement that would permit him to sell for profit at later date. Rulemaking notice is expected to be released this week for comment. Issuance was held up to permit editorial changes in text.

## Tangle of wire

CATV continues to upset traditional broadcaster alignments. Take, for example, Greensboro, N. C., cable firm that is originating seven-and-a-half hours of programs daily and selling them too (see page 49). That system is owned by Jefferson-Carolina Corp., joint venture of Jefferson-Pilot Corp. (WBTV[TV] Charlotte, N. C.) and Carolina Telephone Co. President of Jefferson-Pilot is Charles H. Crutchfield, who is member of executive committee of Association of Maximum Service Telecasters—organization that has been in forefront of broadcasters' attack on CATV, particularly and violently opposed to cable origination and sponsorship.

**First in its class...  
a vapor-cooled, high-efficiency  
50,000-watt AM transmitter  
by Gates**



Inside and out – the VP-50 is the first really new 50,000-watt transmitter in years . . . a breakthrough in engineering design utilizing vapor cooling.

Superb fidelity is combined with operating economy in the VP-50 transmitter.

Lowest power consumption with only 80 kW at 0% modulation.

Lowest tube cost of any 50 kW model.

Newest solid-state design with all-transistor circuits up to RF driver.

Quietest operating transmitter in its class with no large blowers.

FCC-type accepted.

Want more information and complete specifications? Write or call (217) 222-8200 for complete information.



**GATES**

GATES RADIO COMPANY  
QUINCY, ILLINOIS 62301, U.S.A.  
A subsidiary of Harris-Intertype Corporation

# WEEK IN BRIEF

Broadcasting's eyes and ears bring convention manipulations into homes of America, spark irate denunciations by party officials. New format for future conventions anticipated. See . . .

## IT'LL NEVER BE THE SAME . . . 17

Cracked heads badge of Chicago convention coverage as police and party officials put blocks in way of newsmen inside and outside amphitheater. Both trade angry charges. See . . .

## BATTLE OF CHICAGO . . . 20

Call for FCC to help eliminate TV 'violence' part of Democratic platform changed at last minute. Plank is rewritten to deplore violence in all media; reference to FCC is deleted. See . . .

## KICK IN TEETH—ALMOST . . . 26

WBC offering one-a-week specials in TV syndication package for new season. News, entertainment and variety shows featured. Special children's holiday special for Nov. 25 is included. See . . .

## ABUNDANCE OF SPECIALS . . . 30

Equal-time suspension tops broadcast agenda as Congress returns to tackle unfinished business. Other issues: pay TV, money for CPB, consumer legislation. See . . .

## WAITING FOR CONGRESS . . . 39

Sale of Atlanta station is approved despite protests by public, spearheaded by newspaper, over proposed change in format. Classical music vs. MOR isn't pivotal question in transfers, FCC says. See . . .

## ART AND COMMERCE . . . 40

Goldenson to be keynote speaker, Lawrence and Pace to be featured at annual management meeting of TVSI in New York next month. Panels set on image, programming, government, marketing. See . . .

## MANAGEMENT MEETING . . . 44

Daytimers and others get gift from FCC; it deletes reference to 'standard' time in presunrise rules, permitting stations to begin operating at 6 a.m. local time. See . . .

## SUN SHINES . . . 48

Greensboro CATV has full channel of local programs and 13 sponsors, raising again question of commercials. FCC dismisses petition from objecting UHF there, suggesting general proceeding. See . . .

## CATV AND COMMERCIALS . . . 49

Blair Represented Network comes into being, offering list of clients ranging from over 100 to over 1,000 stations as noninterconnected radio network. Agreement with Key-stone. See . . .

## NEW RADIO 'NETWORK' . . . 50

### DEPARTMENTS

|                              |    |                         |    |
|------------------------------|----|-------------------------|----|
| AT DEADLINE .....            | 9  | OPEN MIKE .....         | 13 |
| BROADCAST ADVERTISING .....  | 50 | PROGRAMING .....        | 17 |
| CHANGING HANDS .....         | 42 | WEEK'S HEADLINERS ..... | 10 |
| CLOSED CIRCUIT .....         | 5  | WEEK'S PROFILE .....    | 73 |
| DATEBOOK .....               | 12 |                         |    |
| EDITORIAL PAGE .....         | 74 |                         |    |
| EQUIPMENT & ENGINEERING .... | 56 |                         |    |
| FATES & FORTUNES .....       | 58 |                         |    |
| FINANCIAL REPORTS .....      | 54 |                         |    |
| FOR THE RECORD .....         | 60 |                         |    |
| INTERNATIONAL .....          | 52 |                         |    |
| LEAD STORY .....             | 17 |                         |    |
| THE MEDIA .....              | 39 |                         |    |
| MONDAY MEMO .....            | 14 |                         |    |



## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$10.00. Annual subscription including Yearbook \$20.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. BROADCASTING Yearbook, published every January, \$10.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

*The most important words  
in the script . . .*

## Satisfaction guaranteed by The Homestead

**Five simple words.** But what a wealth of meaning they convey. For you, the station — and for your audience.

**Here is an ironclad warranty of dependability.** Backed by RTV Sales, the pace-setting pioneer in broadcast mail-order advertising. Not a Johnny-come-lately, but the original, with over seven years of consistently reliable performance in television.

**The guarantee means exactly what it says.** Your viewers must be completely delighted with their purchase — or they may return it for money back. Promptly and without question.

**This is unconditional assurance.** Year after year, it has prompted many millions to take advantage of RTV Sales' offers. The millions, for example, who have purchased our tremendously popular record album, 50 GREATMUSIC TREASURES. And our Great Art book, 100 OF THE WORLD'S MOST BEAUTIFUL PAINTINGS. Both Great Music and Great Art are successfully promoted with top quality TV shows

featuring top-talent personalities: Richard Boone, Don Defore, Dale Robertson, Robert Taylor, John Reed King, Don Ameche, Dennis James and Sebastian Cabot.



**Now, a further assurance of complete satisfaction.** New, efficient systems have been recently instituted to speed order fulfillment. The Homestead is now fully computerized, with highly sophisticated procedures to handle all station-generated mail activity the very same day it is received, regardless of volume. A brand new plant in Nashville, Tenn. is now in operation. Shipment from centrally located Nashville means faster and more unified delivery times to all sections of the country. Computer-printed acknowledgement cards are mailed immediately upon receipt of orders.

**Satisfaction guaranteed by The Homestead.** Look for these five important words in the script. They attest to mail-order advertising fully worthy of your station's reputation. Advertising you can always present with absolute confidence. Advertising you can trust.

# The HOMESTEAD

RTV Sales • Divisions of the **LIN** BROADCASTING CORPORATION

477 Madison Avenue • New York, N. Y. 10022 • (212) 758-4545



### Ill. asks CBS, NBC to keep tapes, films

Possible move by Illinois attorney general against alleged biased reporting was seen in request, received early Friday (Aug. 30) by CBS and NBC, that broadcasters "preserve and safe-keep" all film, audio and video tape portraying "episodes of public disorder" in Chicago during convention week.

Explanations were not forthcoming from Attorney General William G. Clark, who wouldn't even admit sending telegrams. Other possible uses might be to aid investigation of security and police forces' behavior, or identification of rioters.

Apparently other broadcasters and press escaped Mr. Clark's request. ABC by late Friday had not received telegram, and spot check of groups and wire services turned up no other copies. NBC said "we have [the request] under consideration." CBS spokesman said "we've only had it a short time and are still studying it."

Illinois executive wants all recordings kept "until further notice from me or until you are further or otherwise directed by legal process. . . ."

### Ratings pattern held to end of coverage

NBC-TV continued in first place in national Arbitron ratings for Thursday night (Aug. 29) session of Democratic convention, and outrated CBS-TV by 1.8 and ABC-TV by 1.9 for whole convention period. ABC-TV was pleased with its results, tripling its convention audience over 1964.

#### National Arbitrons—Thursday:

|           | ABC  |    | CBS  |    | NBC  |    |
|-----------|------|----|------|----|------|----|
|           | R    | S  | R    | S  | R    | S  |
| 7:30-9:30 | 14.2 | 28 | 12.7 | 27 | 16.9 | 35 |
| 9:30-11   | 10.1 | 19 | 17.5 | 33 | 19.9 | 37 |
| 7:30-11   | 12.4 | 24 | 14.8 | 29 | 18.2 | 36 |

#### National Arbitrons—four days, prime time:

|           |      |    |      |    |      |    |
|-----------|------|----|------|----|------|----|
| 7:30-9:30 | 14.3 | 31 | 11.7 | 26 | 13.5 | 29 |
| 9:30-11   | 10.3 | 20 | 14.5 | 29 | 17.1 | 34 |
| 7:30-11   | 12.6 | 26 | 12.9 | 27 | 15.0 | 31 |

National Arbitrons—total coverage 20½ hours  
11.1 26 11.2 27 13.0 31

Sindlinger & Co. meanwhile reported late Friday (Aug. 30) that nationwide survey conducted that day and Thursday indicated 77.3% of U.S. voting-age adults, or total of 90,155,000, watched some part of Wednesday night session

on TV and 52.5%, or 61,275,000, watched during balloting on Mr. Humphrey's nomination. Of latter, Sindlinger reported, 40.8% said they watched on NBC, 36.6% on CBS, 16.9% on ABC and rest on two or more networks.

Sindlinger also said 71.3% saw riot coverage on TV Wednesday night and 93.2% were aware of it through TV, radio or other media. Of these, 21.3% thought police and national guard used excessive force, 56.8% did not think so, 21.9% had no opinion. Security measures in effect at convention were supported by 71.4%, considered unjustified by 13.4% (rest had no opinion).

### Radio networks, O&O's show loss in 1967

Revenues of radio networks went down last year according to figures released by FCC Friday (Aug. 30).

Four networks and 19 owned stations had revenues of \$77.1 million in 1967, commission reported, down 2.9%

### ABC urging debates, suspension of 315

ABC said Friday (Aug. 30) that President Leonard H. Goldenson had sent wire to Hubert H. Humphrey shortly after he won Democratic presidential nomination, inviting him to meet his Republican opponent, Richard M. Nixon, in "a series of debates" on network TV. Next step, Mr. Goldenson said, should be meetings to determine time, place, format.

ABC spokesman said invitation—

from previous year. Networks and owned stations incurred loss of \$2 million last year, compared with pretax profits in 1966 of \$3.6 million.

1967 figures are preliminary to issuance of industry-wide report later.

Broadcast Financial Data of 4 National Radio Networks and Their 19 Owned and Operated Stations, 1967 (In thousands of dollars)

| Item   | Total   |                             | Networks |                             | 19 O&O Stations |                             |
|--|---------|-----------------------------|----------|-----------------------------|-----------------|-----------------------------|
|  | Amount  | % Change from previous year | Amount   | % Change from previous year | Amount          | % Change from previous year |
| A. Revenues from the sale of time:   |         |                             |          |                             |                 |                             |
| 1. Network time sales to advertisers   |         |                             | 45,042   | 2.7                         |                 |                             |
| 2. Deductions from network revenue from sale of time to advertisers                        |         |                             |          |                             |                 |                             |
| a. Paid to owned and operated stations   |         |                             | 1,218    | (11.2)                      |                 |                             |
| b. Paid to affiliated stations   |         |                             | 7,794    | 1.0                         |                 |                             |
| Total participation by others (excluding commissions) in revenue from sale of network time |         |                             | 9,012    | (.8)                        |                 |                             |
| 3. Total retentions from sale of network time  | 37,248  | 3.1                         | 36,030   | 3.7                         | 1,218           | (11.2)                      |
| 4. Non-network time sales:   |         |                             |          |                             |                 |                             |
| a. National and regional advertisers   | 27,489  | (12.9)                      |          |                             | 27,489          | (12.9)                      |
| b. Local advertisers   | 13,354  | (3.0)                       |          |                             | 13,354          | (3.0)                       |
| Total non-network time sales   | 40,843  | (9.9)                       |          |                             | 40,843          | (9.9)                       |
| 5. Total time sales  | 78,091  | (3.8)                       | 36,030   | 3.7                         | 42,061          | (10.0)                      |
| 6. Deduct - Commissions to agencies, representatives, etc.                                 | 14,103  | (5.7)                       | 6,652    | 3.2                         | 7,451           | (12.5)                      |
| 7. Net time sales  | 63,988  | (3.8)                       | 29,378   | 3.8                         | 34,610          | (9.4)                       |
| B. Revenues from incidental broadcast activities:  |         |                             |          |                             |                 |                             |
| a. Talent and programs   | 11,418  | 4.3                         | 9,449    | .5                          | 1,969           | 27.5                        |
| b. Sundry broadcast revenues   | 1,721   | (14.8)                      | 1,625    | 2.1                         | 96              | (77.7)                      |
| Total from incidental broadcast activities   | 13,139  | 1.3                         | 11,074   | .8                          | 2,065           | 4.6                         |
| C. TOTAL BROADCAST REVENUES  | 77,127  | (2.9)                       | 40,452   | 3.0                         | 36,675          | (8.7)                       |
| D. TOTAL BROADCAST EXPENSES  | 79,158  | 4.4                         | 4,724    | 1.7                         | 37,434          | 7.5                         |
| E. BROADCAST INCOME (before federal income tax)  | (2,031) | <sup>a</sup>                | (1,272)  | <sup>b</sup>                | (759)           | <sup>c</sup>                |

<sup>a</sup> Income of \$3,624,000 in 1966

<sup>b</sup> Loss of \$1,733,000 in 1966

<sup>c</sup> Income of \$5,357,000 in 1966

## WEEK'S HEADLINERS



Mr. Cummings

**William A. Cummings**, assistant director of sales for news and specials. ABC-TV, New York, joins Mutual Broadcasting System there as VP and national director of sales. Prior to joining ABC-TV, Mr.

Cummings was account executive, ABC Radio and *This Week* magazine. He al-

so was with photolamp division, *Sylvania Electric Products Inc.*

**Forrest L. (Woody) Frazer**, independent program packager in New York for past two years, elected to newly created post of VP, programing. RKO Television. As independent producer. Mr. Frazer developed *Dick Cavett Show* for ABC-TV. Earlier Mr. Frazer was general manager. Program and talent development for WBC Productions: executive producer of *Mike Douglas Show*, and from 1957 to 1961, producer-director for NBC-TV.

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

which also offered TV debate facilities to vice presidential nominees—was extended on assumption all three TV networks would carry. Similar invitation was extended to Mr. Nixon shortly after his nomination but ABC sources said he had not replied. Like invitations sent out last week by CBS and NBC (see page 27). ABC's was conditioned on suspension of Section 315's equal-time requirements.

Also up in air is role of third party candidate George C. Wallace, who said Friday that as "a candidate on ballots in nearly 50 states," he should be included in any TV debates.

### Union Oil going to Burnett

Leo Burnett Co., Chicago, which for many years has handled Pure Oil account, gets parent Union Oil Co. account, too. Both are heavy TV-radio users. Until now Union has been handled by Smock-Waddell Inc., Los Angeles.

### AI-TV gets SEC films— 83 'Avengers' episodes

American International Television Inc. has acquired for TV distribution all properties of Screen Entertainment Corp., Los Angeles, according to announcement to be made this week by Stanley E. Dudelson, first vice president AI-TV.

Transaction with SEC, which continues as production firm, covers three feature-film packages, including *Blockbuster*, *Quality Package* and *Project Action*. In addition, AI-TV will distribute six "Mr. Magoo" cartoon features, 130 "Mr. Magoo" cartoons, 130 *Dick Tracy* cartoons and 77 UPA cartoons.

Mr. Dudelson also announced that AI-TV has acquired from Associated British Pathe 83 one-hour programs in *The Avengers* series for future syndication. AI-TV will open its second national sales meeting Tuesday (Sept. 3).

### Banzhaf renews attack on WNBC-TV's license

Anticigarette crusader John F. Banzhaf pressed his demand for license revocation of WNBC-TV New York in petition released by FCC Friday (Aug. 30), contending that "vague references to 'good faith and reasonable judgment'" as criteria in carrying anti-smoking messages were pale substitutes for critical examination of record.

Mr. Banzhaf, whose complaint against WNBC-TV New York on behalf of ASH (Action on Smoking and Health) led commission to apply its fairness doctrine to cigarette advertising last year, said that NBC's two responses to his complaint misrepresented his motives, facts of case, and reasonable interpretation.

Facts show, he said, that WNBC-TV broadcast large majority of antismoking messages in daytime hours when relatively few people were watching, as opposed to prime-time airing of most cigarette advertisements. He added network's claim that commercial billboards aren't really commercials won't wash, since criterion is effect on viewer, not understanding of sponsors and stations.

In response to NBC claim that Mr. Banzhaf's action was an attempt to "harass licensees," Mr. Banzhaf—who on an earlier occasion acknowledged that his complaint was "show of force"—said only purpose was to get broadcasters to meet their obligations.

## CBS assured of role in pot-party hearing

FCC has granted request of CBS to participate as party in inquiry into allegedly rigged pot party that was subject of report aired by CBS-owned WBBM-TV Chicago.

Commission, in order issued Friday (Aug. 30), also announced it was dropping plans for opening inquiry in Chicago on Sept. 12. Instead, prehearing conference will be held on that date in Washington, with CBS taking part.

At issue are charges that CBS-owned station staged or induced others to arrange for marijuana-smoking party that was filmed for broadcast on Nov. 1 and 2, 1967. Station and network officials and newsmen have denied charges.

Chief Hearing Examiner James D. Cunningham, who is to preside, had originally denied CBS's request to participate in proceeding.

Commission, in granting CBS's petition for reconsideration (see page 31), said that, "to assure that a full and complete record is developed," it is appropriate to permit CBS to "appear and cross-examine witnesses, tender objections, produce witnesses and documents, and comment on the testimony."

Commission also changed its mind about having examiner certify record directly to commission. Since possible conflicts in testimony might develop, commission said it would be helpful if presiding officer, "who will have the opportunity to observe the demeanor of the witnesses," resolved such conflicts. He was directed to present report on findings of fact.

Commission also directed chief hearing examiner to rule at prehearing conference on CBS requests for information "which are in the nature of discovery." Date for start of inquiry will be set at conference.

Commission, which originally ordered inquiry on March 22, postponed its start twice while House Investigations Subcommittee conducted its own investigation of charges.

### CCF will start making movies for CBS-TV use

CBS Inc.'s theatrical-film production branch, Cinema Center Films, Hollywood, will help fill feature gap on network, facing movie shortage with forthcoming twice-weekly schedule, by entering field of features production for TV.

Films will be full-scale pictures, not pilots, two hours long, budgeted at \$800,000 to \$900,000 each, but made for inclusion in network schedules.

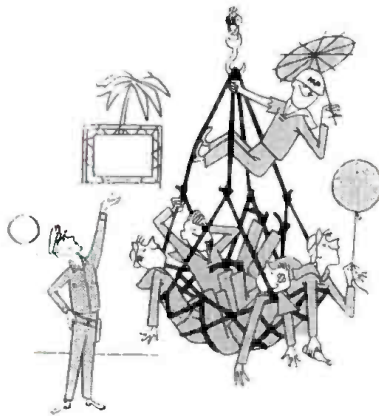
Warner Bros.-Seven Arts presents  
**THEMATIC STRIP PROGRAMMING**  
**IN 129 OFF-NETWORK**  
**HIT COMEDY HALF-HOURS**

## F TROOP



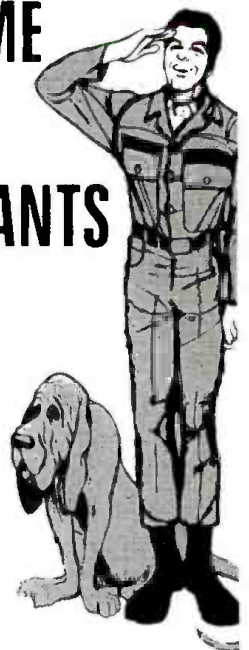
65 HALF-HOURS

## MISTER ROBERTS



30 HALF-HOURS

## NO TIME FOR SERGEANTS



34 HALF-HOURS

The Army, Navy and Air Force provide the theme for these proven 129 half-hours of off-network comedy entertainment. MISTER ROBERTS and NO TIME FOR SERGEANTS, based on the Broadway and motion picture boxoffice hits, join the hilarious antics of television's own smash success, F TROOP, for a winning across-the-board programming combination.



NOW AVAILABLE IN SELECTED MARKETS  
**WARNER BROS.-SEVEN ARTS**

NEW YORK: 200 Park Avenue • (212) 986-1717

CHICAGO: 550 West Jackson Blvd. • (312) 372-8089

DALLAS: 508 Park Avenue • (214) 747-9925

LOS ANGELES: 291 S. La Cienega Blvd., Beverly Hills • (213) 657-1771

TORONTO, ONTARIO: 11 Adelaide St. West • (416) 364-7193

LONDON • SYDNEY • TOKYO • MEXICO CITY • NASSAU

**BROADCASTING PUBLICATIONS INC.**

**PRESIDENT** ..... SOL TAISHOFF  
**EXECUTIVE VICE PRESIDENT AND SECRETARY** ..... LAWRENCE B. TAISHOFF  
**VICE PRESIDENT** ..... MAURY LONG  
**VICE PRESIDENT** ..... EDWIN H. JAMES  
**TREASURER** ..... B. T. TAISHOFF  
**COMPTROLLER** ..... IRVING C. MILLER  
**ASST. TREASURER** ..... JOANNE T. COWAN



Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales Street, N. W., Washington, D. C. 20036. Telephone: (202) 638-1022

**EDITOR AND PUBLISHER**  
Sol Taishoff

**EXECUTIVE VICE PRESIDENT**  
Lawrence B. Taishoff

**Editorial**

**VICE PRESIDENT AND EXECUTIVE EDITOR**  
Edwin H. James

**EDITORIAL DIRECTOR (New York)**  
Rufus Crater

**MANAGING EDITOR**  
Art King

**SENIOR EDITORS:** Frederick M. Fitzgerald, Earl B. Abrams, Lawrence Christopher (Chicago), Leonard Zeldenberg, David Berlyn (New York), Rocco Famighetti (New York), Morris Gelman (Hollywood), Sherm Brodey; **ASSOCIATE EDITORS:** Joseph A. Esser, F. Martin Kuhn, Robert A. Malone; **STAFF WRITERS:** Bill Chancior, Alan Steele Jarvis, Steve Millard, Sue M. Tropin; **EDITORIAL ASSISTANTS:** Richard L. Arkin, Timothy M. McLean, Marcia Sanford; **SECRETARY TO THE PUBLISHER:** Gladys L. Hall.

**Business**

**VICE PRESIDENT AND GENERAL MANAGER**  
Maury Long

**NATIONAL SALES MANAGER**  
Warren W. Middleton (New York)

**ADVERTISING DIRECTOR**  
Ed Sellers

**INSTITUTIONAL SALES MANAGER**  
Eleanor Manning

**PRODUCTION MANAGER:** George L. Dant; **TRAFFIC MANAGER:** Harry Stevens; **ASSISTANT PRODUCTION-TRAFFIC MANAGER:** Bob Sandor; **CLASSIFIED ADVERTISING:** Margaret E. Montague; **ADVERTISING ASSISTANT:** Dorothy Coll; **SECRETARY TO THE GENERAL MANAGER:** Glenda Robinson.

**COMPTROLLER:** Irving C. Miller; **ASSISTANT AUDITOR:** Eunice Weston, Sheila Thacker.

**Circulation**

**CIRCULATION DIRECTOR**  
David N. Whitcombe

**SUBSCRIPTION MANAGER**  
Richard B. Kinsey

William Criger, Kwentin Keenan, Stanley Palczewski Jr., Jean Powers, Katherine Tucker.

**Bureaus**

**New York:** 444 Madison Avenue, 10022. Telephone: (212) 755-0610.

**EDITORIAL DIRECTOR:** Rufus Crater; **SENIOR EDITORS:** David Berlyn, Rocco Famighetti; **STAFF WRITERS:** Hazel Hardy, Linda Miller; **NATIONAL SALES MANAGER:** Warren W. Middleton; **INSTITUTIONAL SALES MANAGER:** Eleanor R. Manning; **EASTERN SALES MANAGER:** Greg Masfeld; **ADVERTISING ASSISTANT:** Laura D. Gereau.

**Chicago:** 360 North Michigan Avenue, 60601. Telephone: (312) 236-4115.

**SENIOR EDITOR:** Lawrence Christopher; **MIDWEST SALES MANAGER:** David J. Bailey; **ASSISTANT:** Rose Adragna.

**Hollywood:** 1680 North Vine Street, 90028. Telephone: (213) 463-3148.

**SENIOR EDITOR:** Morris Gelman; **WESTERN SALES MANAGER:** Bill Merritt.

BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING®—The News Magazine of the Fifth Estate. Broadcasting Advertising® was acquired in 1932, Broadcast Reporter in 1933 and Telecast® in 1953. BROADCASTING-TELECASTING® was introduced in 1946.

\*Reg. U. S. Patent Office  
Copyright 1968, Broadcasting Publications Inc.

**DATEBOOK**

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

■Indicates first or revised listing.

**SEPTEMBER**

■Sept. 6-9—Third annual management conference, Intermarket Association of Advertising Agencies. Empress hotel, Victoria, B.C.

Sept. 8-13—Acoustics and Noise Control Seminar sponsored by The Pennsylvania State University College of Engineering, University Park, Pa. Information: Howard F. Kingsbury, 101 Engineering A, University Park, 16802. (814) 865-7551.

Sept. 9—Deadline for comments on FCC's proposed rulemaking that would require broadcast licensees to show nondiscrimination in their employment practices.

Sept. 9—Deadline for filing comments on FCC's proposed rulemaking that would amend present rules on requirements for identification of broadcast stations.

Sept. 9-11—Electronics and Aerospace Systems Convention (EASCON), sponsored by Group on Aerospace and Electronic Systems, Institute of Electrical and Electronics Engineers. Sheraton-Park hotel, Washington.

Sept. 9-13—International Broadcasting Convention, sponsored by Electronic Engineering Association; Institute of Electrical and Electronics Engineers; Institution of Electronic and Radio Engineers; Royal Television Society, and Society of Motion Picture and Television Engineers. Registration forms: International Broadcasting Convention, 1968, Savoy Place, Victoria Embankment, London, W. C. 2.

Sept. 10—Meeting of Minnesota Broadcast Technical Society. Minnesota Mining Center, St. Paul.

■Sept. 10-11—Legal seminar sponsored by National Cable TV Association. Speakers: Barbara Ringer, assistant register of copyrights, and Sol Schildhouse, FCC chief of CATV Task Force. Hotel America, Washington.

Sept. 12-14—Meeting of Louisiana Association of Broadcasters. Speakers: Abe J. Voron, president, National Association FM Broadcasters; Douglas Anello, NAB general counsel; Robert Alter, executive VP, Radio Advertising Bureau; and W. Theodore Pierson, Washington attorney. Down Towner Motor Inn, New Orleans.

Sept. 12-14—Tenth district American Advertising Federation annual convention. Speakers: Peter W. Allport, president, Association of National Advertisers; H. D. Neuwirth, president, Metro Radio Sales; and Howard Bell, president, AAF. El Tropicano hotel, Austin, Tex.

Sept. 12-14—Meeting of Louisiana Association of Broadcasters. Down Towner Motor Inn, New Orleans.

Sept. 13-15—Meeting of the Maine Association of Broadcasters. Speakers include Douglas Anello, National Association of Broadcasters general counsel. Sebasco Estates, Bath.

Sept. 15-17—International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators (IATSE) of U.S. and Canada, convention, Kansas City, Mo.

Sept. 15-17 — Meeting of the Nebraska Broadcasters Association. Cornhusker hotel, Lincoln.

Sept. 15-17—Annual meeting Nevada Broadcasters Association. Speaker: NAB counsel Douglas Anello. Sahara Tahoe hotel, Lake Tahoe.

Sept. 16—New deadline for filing reply comments on FCC's proposed rulemaking to specify, in lieu of existing MEOV concept, a standard method for calculating ra-

**RAB MANAGEMENT CONFERENCE**

Sept. 12-13—Atlanta Hilton, Atlanta.

Sept. 16-17—White Plains hotel, White Plains, N. Y.

Sept. 19-20—Carrousel Inn, Cincinnati.

Sept. 30-Oct. 1—Chicago Marriott, Chicago.

Oct. 14-15—Dallas Marriott, Dallas.

Oct. 10-11—Burlingame Hyatt House, San Francisco.

diation for use in evaluating interference, coverage and overlap of mutually prohibited contours in standard broadcast service. Previous deadline was July 16.

Sept. 16-17—Fall convention of eastern and southeastern chapters, National Religious Broadcasters. Speaker: Robert E. Lee, FCC Commissioner. Marriott twin bridges motel, Washington.

Sept. 17—Annual advertising conference sponsored by Premium Advertising Association of America. Navy Pier, Chicago.

■Sept. 17-18—Board and general membership meeting. All-Channel TV Society (ACTS). New York.

Sept. 17-19—Eighth annual conference of the Institute of Broadcasting Financial Management. Doral Country Club and hotel, Miami.

Sept. 18—FCC newsmaker luncheon sponsored by International Radio and Television Society. Speaker: Rosel Hyde, FCC chairman, Waldorf-Astoria hotel, New York.

Sept. 18-20—Meeting of Tennessee Association of Broadcasters. Speaker: Elmer Lower, VP, ABC News. Ramada Inn, Nashville.

Sept. 19—Public relations luncheon-symposium sponsored by Wagner International Photos, James C. Hagerty, ABC VP, corporate relations, is moderator. Panel includes Tom Dunn of CBS News, John Nebel of WNBC New York, Harrison Salisbury, assistant managing editor of the New York Times, Robert Shanks, producer of Merv Griffin Show and Barbara Walters of NBC-TV's Today Show. Waldorf-Astoria, New York.

■Sept. 19—General meeting, Committee for the Development of All-Channel Broadcasting (CAB). Overseas Press Club, New York.

Sept. 19-21—Fall broadcast symposium of Institute of Electrical and Electronics Engineers. Mayflower hotel, Washington.

Sept. 20—Deadline for comments on FCC's proposed rulemaking that would permit stations licensed in the community antenna relay service to transmit program material originated by CATV systems.

Sept. 20-23 — Southwest area conference, American Women in Radio and Television. Menger hotel, San Antonio, Tex.

Sept. 20-22—East Central area conference, American Women in Radio and Television. Christopher Inn, Columbus, Ohio.

Sept. 23 — Deadline for filing comments on FCC's proposed rulemaking that would provide simplified procedures for class IV AM power increases, and promote for those stations stricter compliance with minimum separation rules.

■Sept. 24—Meeting of National Association of Broadcasters Radio code board. Berkshire hotel, New York.

Sept. 24—Deadline for filing reply comments on FCC's proposed rulemaking that would amend present rules on requirements

for identification of broadcast stations.

Sept. 24-25—"Production '89: A Shirtsleeve Workshop in Television Techniques" workshop in video-tape production sponsored by Ampex Corp., Memorex Corp., 3M Co., Philips Broadcast Equipment Corp., RCA and Reeves Sound Studios. Hotel Roosevelt, New York. Information: Grey Hodges, marketing director, Reeves Sound Studios.

Sept. 25-26—Annual CBS Radio Affiliates Association convention. New York Hilton. New York.

■Sept. 25-27—Fall conference, Minnesota Broadcasters Association. Speaker: Vincent Wasilewski, president NAB. Hotel Leamington, Minneapolis.

■Indicates first or revised listing.

## OPEN MIKE®

### Management standards

EDITOR: As you are well aware, the insurance industry has established the coveted designation CLU (certified life underwriter). I propose that broadcasting create a CBM (certified broadcast manager) that would be available only to those who qualify by professional and academic training.

This would have many benefits. It could lead to the structuring of seminars as an expansion of those already held at Harvard University under the aegis of the National Association of Broadcasters. It would provide motivation benefits for the entire industry. It would provide professional credentials for management personnel.

I propose that the NAB set up a committee to establish guidelines for the CBM.—*Irvine B. Hill, executive vice president, WCMS-AM-FM Norfolk, Va.*

### Another version

EDITOR: Your articles on [FCC] Commissioner [Nicholas] Johnson's appearance at the McCall forum on "violence" deeply disturb us because of the misquoting of the remarks of a public official from a platform we provided and the inaccurate reporting of the overall format and reasons for the conference.

The forum was devoted to an examination of all of the aspects of violence which is one of the most pressing problems facing the United States today. The speakers, including Attorney General Ramsey Clark, discussed the deeper elements of the problem, education, psychobiology, poverty, crime control and a host of other subjects.

What is most surprising about your reporting was the repetition of obvious hearsay commentary, for you did not have a reporter present and did not check with us to verify the substance of your reports. As the transcript of the conference bears out, neither the commissioner's remarks nor the remainder of the session could be considered a "venomous anti-broadcasting session," as you have labeled it.

Your suggestion that the ex parte rules were violated because we have applied for an exclusive channel on the Comsat satellite is clearly off base. This innuendo of illegality assumes the rules were applicable and that there was dis-

cussion of the application, neither of which is true. If BROADCASTING's suggestion were valid, logic would indicate that no commissioner could ever appear on television, for surely each network must have some application before the commission at almost any given time.

McCall Corp., as a leader in the field of mass media, deeply felt its obligation to make some effort to start to study and solve this massive problem and we are proud of our efforts. We are sorry that BROADCASTING Magazine for reasons best known to itself misinterpreted and distorted for its reading public the content of the commissioner's statements and the scope of the conference itself.—*Henry E. Bowes, president, McCall Corp., New York.*

(Several persons who attended the McCall forum still say they heard what they told BROADCASTING they heard, as reported in the July 29 issue. A second story, published Aug. 12, quoted from a letter to key members of the Congress from Mrs. Dorothy Lewis, of the American Mothers Committee, who was present at the conference and who asserted that BROADCASTING's original story correctly reflected Mr. Johnson's remarks. In his letter to the editor, Mr. Bowes also refers to an editorial that appeared in the Aug. 5 issue.)

### Radio rates as news medium

EDITOR: In your editorial, "A matter of choice" (BROADCASTING, Aug. 19) . . . you make the flat statement: "Television is the number-one news medium."

As a radio man, I would like to point out to you the following figures from a recent Trendex survey:

- 70.3% said radio was their first news source upon awakening.
- 69.1% named radio as main news source from 6 a.m. til noon.
- Radio's lead over all other media continued until 6 p.m.

If you were referring to prime time when you said "Television is the number-one news medium" that would make a difference. But, it is inaccurate to make the statement without qualifying it according to time of day. Radio definitely is the number-one news medium all day, until prime evening hours.—*Charles Guy, sales manager, WQMR/WGAY(FM) Silver Spring, Md.-Washington.*

(BROADCASTING based its statement on several surveys conducted for the Television Information Office by Elmo Roper showing that television outscores all other media when people are asked where they get most of their information on what is going on.)

# R-E-A-C-H for the BIG SPENDERS!

use  
**WDBJ**  
radio

WDBJ leads all other Roanoke area radio stations in adult listenership in its 25-county coverage area\*. WDBJ's complete staff, with award winning news department, CBS affiliation, quality programming and simultaneous AM/FM broadcasting are the reasons. Strong merchandising support is a bonus!

\*Source: Mediastat, Jan. — Mar. 1968

**WDBJ** CBS Radio — Roanoke, Va.  
AM — 960Kc • 5000W  
FM — 94.9Mc • 14,500W  
Times-World Corporation  
M. GAYREN • GUILD • P. G. W. RADIO, INC.



WATCH THE MAILS FOR THE  
GREATEST MAIL ORDER OFFER  
IN RADIO-TV HISTORY!

The 1969

## PRESIDENTIAL CALENDAR BOOK

FEATURING OUR NEW  
**PRESIDENT**  
AND  
**VICE-PRESIDENT**

HEATHER ENTERPRISES, INC.  
3285 SOUTH WADSWORTH BLVD.  
DENVER, COLORADO 80227

START ADVERTISING IT  
THE DAY AFTER ELECTION  
FOR UNBELIEVABLE FAST PROFITS

## The art of selecting a specialist

As a group, Geyer's Los Angeles people have very definite views about your business. We have our own standard concerning the balance that has to be drawn between creativity and the absolute requirement of such creativity that it produce results for the advertiser. Nice, tangible results . . . measurable in sales and profits.

It is incredible for us to understand the reasoning of certain self-anointed high priests of creativity when they proclaim, by way of print, that commercial requirements should not be permitted to influence their esthetic brain-children.

What in the world do they think the word "commercial" means? They scream "soft sell" but you can't push a cash register key with a feather. Too often, *their* idea of soft sell turns out to be either non-sell or anti-sell.

**Noncommercial Comedy** ■ It does not require any creative genius to come up with 60-second comedy routines that may entertain—the first time around, anyway—but which fail to identify the product, let alone sell it.

But it most certainly does require true creativity to take extremely difficult marketing problems, including one that was absolutely impossible to approach on radio, and come up with spots that meet those problems head-on, solve them in good taste, and in the end produce record-breaking sales results. What I'm talking about is our creative pitch on behalf of the Sahara hotel in Las Vegas.

With rare perspicacity, we stood before the Sahara's executive staff and told them their number-one product was gambling. How's that for winging it? Then, when we said we had an idea for a radio commercial to sell that product, federal and station rules notwithstanding, we were just a station break away from being tossed out . . . until we played it.

I doubt very much if many people knew they were listening to the first radio commercial that sold gambling without somebody protesting or refusing to run it, or without a single cease and desist. It was also the first attempt to sell a Vegas hotel with humor.

Oh, by the way—we didn't write it. Humor being treacherous, we wanted the best, so we called in Klein/Barzman (Los Angeles-based creative and production company). They are very creative people indeed, but there are many differences between the Klein/Barzmans of our business and those self-anointed

geniuses I mentioned earlier. In the first place, Bob Klein and Alan Barzman are not self-anointed. People like us will take care of that. But, more important, these characters actually want to know the marketing problems, they dig the problems, and they actually seem to enjoy working with us in shaping and re-shaping a spot to bring it completely on target.

This alone is enough to have them blackballed forever by the Creative Genius Club.

And, by the way, do you realize I just committed an advertising agency blasphemy by admitting that a Geyer employe did not write that spot?

I'm not supposed to say things like that. The unwritten law of many agencies says that they call in people like Klein/Barzman only when they're in deep trouble with the client. Then, an agency guy meets them in some neutral place like Paris, slips money under the table, and makes them sign a blood oath to remain forever anonymous unless the client insists upon meeting the writers. In that case, they're supposed to drop everything, rush over to the agency, take off their jackets, and occupy an office long enough to be introduced as the agency's radio specialists. Let them tell you how far-fetched that is.

We have turned out a rather respectable number of radio commercials in the past two years. Many were written by our own people. But, we sincerely believe we understand how to use radio, and part of that understanding comes in knowing when to call for specialized help from the outside, and whom to call. The rest of it comes in knowing how to buy radio creatively.

It is strange that so many agency people brag about hiring high-priced talent to write a jingle for them, but would

rather die than admit that they went to another kind of specialist for a non-musical spot. Once that wall is broken down—which means the agency is willing to spell out the facts of life to its clients—then radio will reach a new peak of effectiveness. Because if people like these can come out of the dark alleys, sit down with agency and client, discuss the problems openly, and work creatively toward their solution, radio will be carrying more sales-producing commercials than at any time this side of Jimmy Wallington. The medium no longer will run spots that were created in a marketing vacuum.

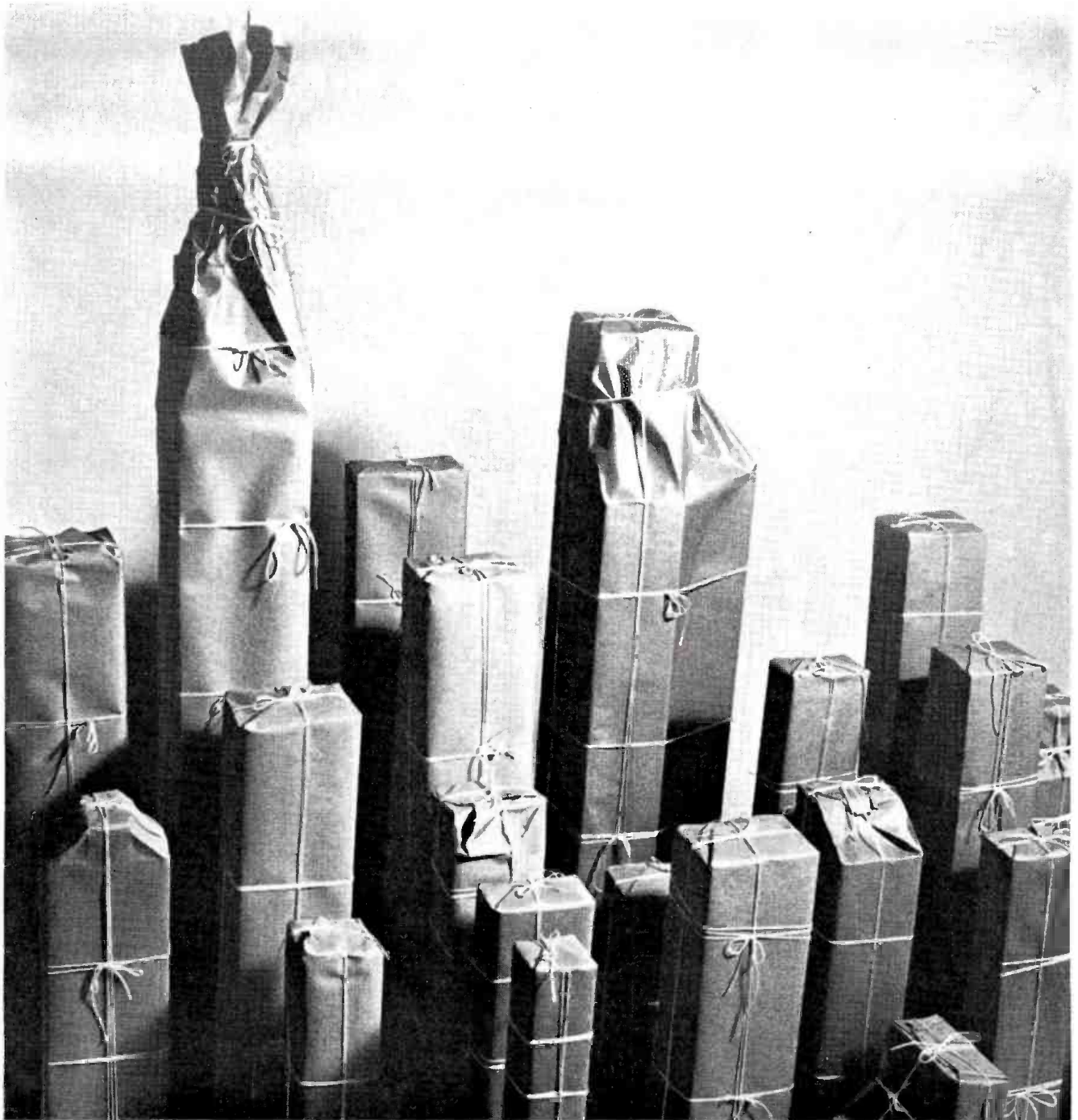
**Candor and Clients** ■ What I am really saying, I guess, is that agency people have only themselves to blame for the existence of certain high priests of independent creativity by refusing to admit to their clients that they do not have this kind of specialist on their payrolls, but try to do the job internally, anyhow.

And this is idiotic! These people are recognized specialists, and few agencies could afford to hire them on a permanent, exclusive basis. There wouldn't be that many assignments that call for their type of talent. For the same reason, agencies cannot afford to hire highly specialized photographers or illustrators. A good agency is the general practitioner to its patient, calling in the specialist when needed, and being respected for its ability to know when and whom to call.

However . . . we will call in no specialist who chooses to ignore our diagnosis, refuses to consult with us or the client, grandly assumes he knows more about the client's business than the client himself, and insists on handing over his magic cure on a take-it-or-leave-it basis.



J. Robert Conroy joined Geyer in 1964, and was put in charge of the agency's three West Coast offices in 1966, with headquarters in Los Angeles. A former newspaper editor and wire service bureau chief in New Jersey, he entered the agency in Detroit in the late 1940's and has been closely identified with automotive accounts throughout his career. He was a vice president for Grant Advertising, Detroit, before moving to Los Angeles in 1960 as an account supervisor for N. W. Ayer.



## We've wrapped up New York.

And KABC-TV Los Angeles, KGO-TV San Francisco and WXYZ-TV Detroit, too!

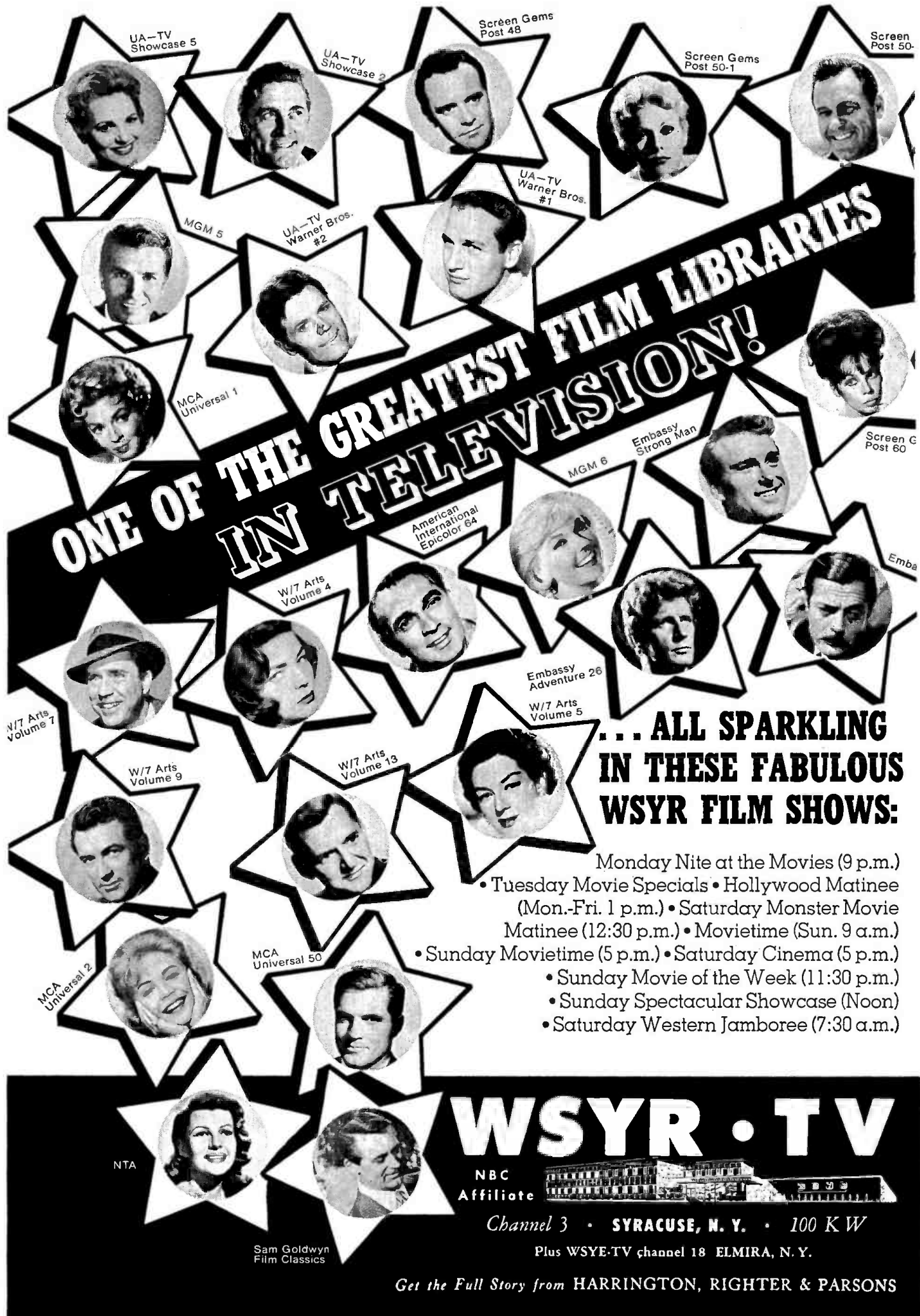
They, along with WFIL-TV Philadelphia, WCPO-TV Cincinnati, WAST Albany, WISN-TV Milwaukee, WNEM-TV Bay City-Saginaw, WBAY-TV Green Bay, WLOS-TV Asheville, KGMB-TV Honolulu, WFLA-TV Tampa, WSJV-TV South Bend-Elkhart, WNHC-TV New Haven, KFRE-TV Fresno, KCPX-

TV Salt Lake City, WFTV Orlando, WOC-TV Davenport, WTVJ Miami and WQXI

Atlanta have licensed the newly-released Screen Gems Post 1960 features, including "Advise and Consent," "The Bedford Incident," "Barabbas," "Ship of Fools," "Under The Yum Yum Tree," "Diamond Head" and "Major Dundee." **Screen Gems**



Note: In New York it's WABC-TV.



**ONE OF THE GREATEST FILM LIBRARIES IN TELEVISION!**

**... ALL SPARKLING IN THESE FABULOUS WSYR FILM SHOWS:**

- Monday Nite at the Movies (9 p.m.)
- Tuesday Movie Specials • Hollywood Matinee (Mon.-Fri. 1 p.m.) • Saturday Monster Movie Matinee (12:30 p.m.) • Movietime (Sun. 9 a.m.)
- Sunday Movietime (5 p.m.) • Saturday Cinema (5 p.m.)
- Sunday Movie of the Week (11:30 p.m.)
- Sunday Spectacular Showcase (Noon)
- Saturday Western Jamboree (7:30 a.m.)

**WSYR • TV**

NBC Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 KW

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

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

Sam Goldwyn Film Classics

NTA





## How deep the scars of Chicago?

A wild week of broadcast coverage of the Democrats leaves unanswered the question of future news plans

After the most spectacular reflection of a national political convention ever provided by radio and television it is possible that relations between broadcasters and national political organizations have been permanently altered.

A pattern of conflict between parties and media—especially television—over the course of the last four national conventions indicates restriction and manipulation of television coverage of the political meetings increases in proportion to the conflicts besetting a party in a given year.

Last week's unprecedented sequence of events in Chicago showed the extreme end of the scale—extreme con-

flikt in the Democratic party and apparently extreme measures to curtail its exposure met by extreme on-air commentary, all damaging to the Democrats on public view.

The outspoken bitterness on all sides may have taught broadcasters and political parties alike that the establishment of standard format and procedures vis a vis TV-radio may be preferable, no matter what the political situation, to the broad public exposure of manipulated coverage. Before the week was over politicians had called for reform of convention formats to bring them into the television age without making prime-time television exposure their

chief objective.

One of these was John Pastore (D-R. I.), Senate Communications Subcommittee chairman, who proposed that conventions of the future have their formal business conducted during the day, when delegates would not be half asleep as a result of scheduling calculated to get happy business into class A time and rough business into the weedy sleepy hours of morning (see page 28).

**Macy's Window** ■ If Chicago was a garrison city last week—most would agree that it was—it was a garrison city in a fish bowl. And it was television that put it there. Despite extraordinary efforts to control just what reflection of the city and political proceedings the nation would receive, the message was getting out. Over and over again it was a message of attempted partisan control of the political process itself and of control of media operations inside and outside the convention amphitheater.

Night after night, TV and radio com-



Newsmen hustled, newsmen bloodied and defiant and newsmen punched in the stomach. As CBS's Dan Rather, shown below taking a right to the stomach, said: "It's all in a day's work." The man delivering the blow had not been named last week but anchorman Walter Cronkite and correspondent Rather both opined on the air that he was employed by the convention. At left: CBS's Mike Wallace escorted from the hall and NBC's John Evans, head bandaged after police attack, interviews another first aid candidate.

mentators used their nationwide electronic platforms to expound on aspects of control by force and hidden control that they felt to be hindering their coverage efforts. Instead of leaving the public with an image of law and order inside and outside the amphitheater and a democratic choosing of a national candidate, the impression given was that of a police state with TV reporters slugged and pushed inside the hall and defiant young demonstrators and attendant reporters being indiscriminately clubbed by police in other parts of the city.

The fact that broadcasters felt cheated of a proper chance to cover the trouble in the parks and streets clearly heightened their on-air outrage as they narrated films of the police clubbing the demonstrators. With each new restriction imposed by the city or the convention's arrangements committee, commentators reacted angrily on the air. Each new grievance was an immediate call to camera or microphone.

**Unlike** ■ The memory of this wild week will last, and the conventions of 1972 will bring the political parties and the media together considerably more wary of each other's activities, format changes or no format changes.

The two political conclaves of 1968 demonstrate the differences in media-party relations that will result from the inherent political situation. When the Republicans met in Miami Beach this year the explosive potential between

broadcasters and the GOP was enormous (BROADCASTING, Aug. 12), but the fuse was never lit. The broadcasters did have troubles with the arrangements committee there, but the disagreements never broke out into public hostility, perhaps because the men running the convention never lost control of the show, as happened on several occasions in Chicago last week. In Miami broadcasters credited Republican national chairman, Ray Bliss, with running a fine convention. There was a partial restriction set to be imposed on floor cameras there, but by the end of that convention week, with no violent party split in evidence, no bitter fights over challenged delegates, no bitter fights over contested planks in the party platform and no dissident screams of unfair political maneuvering, broadcasters roamed the floor in sufficient numbers and with a sufficient complement of mobile cameras to satisfy their news hunger.

But it should be remembered that broadcast news executives held an unpleasant preconvention session there with Donald Ross, vice chairman of the Republican National Committee, the man in charge of GOP convention arrangements. He told news executives they had no right to be in the convention hall except through the friendly offices of the Republicans who had rented the hall. He was "downright nasty," a broadcaster said later. Things could very easily have gone harder on

radio-TV in Miami than they did.

**Changes in Sight** ■ When a party is badly split and political emotion runs high, as in Chicago last week, those in charge of running the conventions will do their best to see that if their seamy side is showing, it isn't showing nationwide. If political tensions are low in 1972, it may be business as usual at the conventions, and the business of covering them as usual. But there are bound to be new attitudes in force.

So the broadcasters, who have been struggling with their consciences over how to squeeze the news and just the news out of the conventions, found themselves in the middle of an exciting one last week and were struggling to keep from being squeezed out of the story.

From the start they were irked by the controls placed on them by Mayor Richard Daley's Chicago police force, and as the week wore on confrontations between the media and convention and city officials became more frequent. As they did, television and radio continued to be their own public advocates for reforming their treatment, and sympathetic delegates, generally those opposed to Vice President Humphrey, supported their position in recurrent mentions of "police-state tactics" they felt were being used to run the city and the political meeting.

The involvement of television in the political conventions has increased over the years, but it reached such awesome

proportions last week that the politicians involved must be genuinely scared by it. Time and again it was TV reporters talking to delegates talking about TV. In the main this meant talking about restrictions on television insofar as they were felt to be keeping minority opinion at the convention from reaching the public. When it wasn't this, or coverage of podium or delegate activity, it was television talking about its troubles with the city or with authorities running the convention.

It was the nation's mass medium in conflict with the nation's power politics, and if Mayor Daley's police force was leading in the cracked-head count, television was very likely leading in the influenced-head count.

**The Clashes** ■ For the broadcasters it was a fantastic week of protests, calls for federal investigations, actual federal investigations and countercharges and calls for investigations by aggrieved political figures who thought television was way out of line in its outspoken editorializing.

Among the addressees of the radio-TV grievances were Mayor Daley, party

chairman John Bailey, and convention executive director John Criswell. Requests for aid in redress of grievances even went to the presidential nominee, Vice President Humphrey, and to President Johnson.

CBS News President Richard Salant said he thought the convention week comprised "the most flagrant and comprehensive efforts at news manipulation that we've ever met."

He had no advice as to how the Democratic party ought to arrange its convention formats in the future. "I wouldn't dream of telling them how to reform their convention," he said. "They could take it 90 miles out to sea and we'd still try to cover it. We're not going to tell them how to run their convention, and we wish they'd do the same for us."

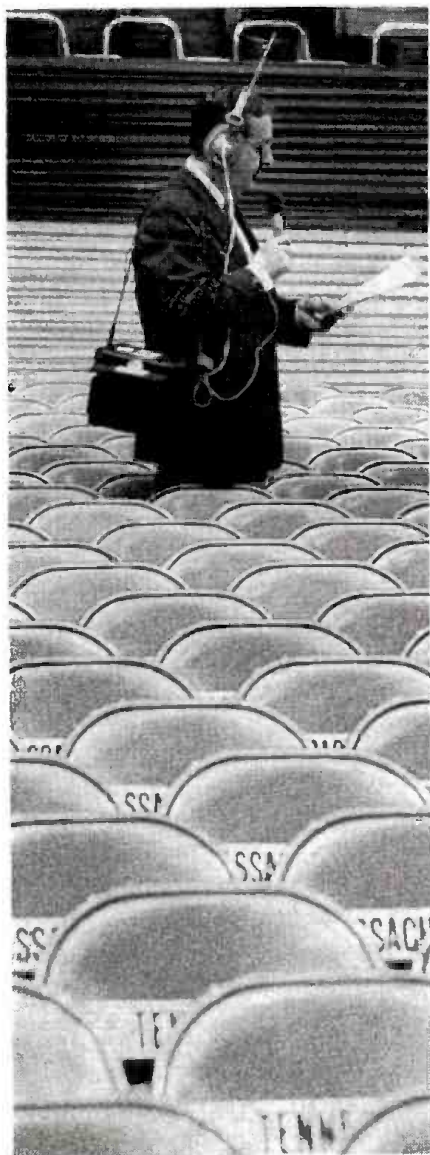
But there was no doubt in his mind that television had been misused by the incumbent establishment of the party to suit its own ends. "There's too much of a pattern here," he said. Running down the list, Mr. Salant mentioned the choice of Chicago for the convention in the first place, "a ridiculous choice, but a politically controlled city," the "odd

moratorium which barred live coverage everywhere except in the auditorium and at the airport if President Johnson had arrived," the "effort to bar television vans in the streets," and "attacks on newsmen and cameramen."

**Bad Start** ■ All three television-network news presidents denounced the 11th-hour announcement of the arrangements committee's decision to limit them to one mobile camera each on the floor of the convention. This was a gut issue as far as the networks were concerned, but its effects were softened—although most didn't recognize it right away, not even the arrangements committee itself. In its original restrictive measure the committee, through convention executive director John Criswell, explained that ABC, CBS and NBC would get seven floor passes each and be allowed one camera each. That, said Mr. Criswell, was a compromise, because there was a feeling in the committee that floor cameras ought to be eliminated completely (CLOSED CIRCUIT, Aug. 12). Mr. Criswell originally prescribed two TV floor reporters only, but that restriction soon fell by the wayside. Program director J. Leonard Reinsch and Mr. Criswell actually gave each of the networks an additional six floor passes designated for messengers and they were soon pressed into use by more floor reporters. "The most expensive messengers I've ever seen," CBS's Salant remarked later. The extra passes apparently went unnoticed by the arrangements committee.

So camera restrictions, which had seemed to be the most urgent problem to the networks as the convention started, were far outweighed by interference with reportorial activities as the week progressed.

How the networks plan for the 1972 conventions will again be determined by a complex mix of news judgments, competitive pressures, political pres-



They look lonely here, but there was no scarcity of action at the Democratic convention in Chicago last week. In the most spectacular week of television involvement in a national convention in history, commentators carried the fight back to the politicians whom they felt were attempting news management on an unprecedented scale. At left John Chancellor, NBC correspondent reads a report as a basket camera above the hall gets the picture. And Walter Cronkite surveys events below from the glassed-in CBS anchor booth.



There wasn't any doubt that a visitor to Chicago last week was in Daley country. The mayor's name was prominently displayed on billboards all over town. A CBS News film cameraman works below one of them. There weren't any live TV cameras operating except in the convention hall, apparently because of an electrical workers strike. Below: WBBM Chicago newsman Alan Crane interviews the mayor, who kept a determined hand on the controls of convention machinery. Mayor Daley's bitter feelings about the comments of network anchormen came to cusp Thursday night as he engaged in debate with Walter Cronkite in the CBS anchor booth.

tures and financial pressures. It seems that what changes do occur will more likely be a result of party convention-format overhaul than of new approaches by the networks.

ABC News President Elmer Lower has no doubt that his network will continue to cover the political meetings on a selective basis. "We've found the key," he said last week. "Our job now is to keep on doing it and keep on refining it. I hope the others don't do it. I've got no competition in my field now."

CBS's Salant wouldn't venture what coverage plan he might take to the political conclaves four years hence, but in the heat of controversy over the arrangements committee's broadcast restrictions in Chicago it was reported that he had indicated to convention officials that the networks couldn't afford the kind of preparations they had planned unless they had assurances in the future that their coverage was not going to be curtailed by last-minute regulations imposed at the whim of the party.

But when 1972 rolls around it is likely that CBS will again be ready to run against the competition at full throttle.

NBC News President Reuven Frank takes a similar position to Mr. Salant's. As to 1972, he said: "We've got the same kind of doubt you'd always have about what to do in four years."

Of the chance of the parties' reform of conventions he says: "I guess they'll review what the convention format ought to be for the age of TV, but it's not for us to ask for. It's for them to do."

## At the front in Daley City

**Despite arrests, beatings and technical obstructions, broadcasting gets the story**

Covering the pandemonium in Chicago last week—political and public—shook even the most hardened professionals among broadcast journalists.

The story of how television and radio reported the street disorders and the spectacle of the Democratic party tearing at itself in the International Amphitheater—despite technical hurdles, continuous police or security harassment, taxi and bus strikes and a long telephone strike—soon became lost within the bizarre events.

By Thursday the media, especially TV and radio, had become part of the story itself. Some public and party officials charged that news distortion had created damaging and worldwide effect.

Some 4,000 broadcast newsmen, engineers, executives and other workers, most of whom still were attempting to refresh themselves after a comparatively dull but arduous Republican convention in Miami Beach (BROADCASTING, Aug. 12), quickly found in Chicago a story breaking so furiously they had no time to fret over problems that confronted them upon arrival.

Day-and-night, cliff-hanger struggles

of the advance crews had the amphitheater facilities operational by the weekend before the opening of the convention last Monday. But the long telephone strike that blocked live remote coverage outside the convention hall only added to the strains of personal assaults and official obstruction that the electronic newsmen suffered or risked in their endeavors to tell the tragedies of the street demonstrations by tape and film instead.

By late Thursday the story's hard-news center had moved well outside the convention hall to the battles of police and demonstrators and to the future plans of the political candidates and other minority position leaders who had lost their wars within the hall. TV and radio newsmen battled too, sometimes, to tell these stories as they also were counted among the mounting lists of the week's arrests and casualties.

**At the Front** ■ The arrests of reporters and photographers, almost a dozen by early Thursday evening for all media, may have been brief in most cases. But the hurts of head and body and the stings of tear gas and mace lingered on for some of those who found themselves entangled with police.

Early in the week, before demonstration turned to combat, the standoffs between police and the network TV cameramen taping scenes in front of the Hilton hotel produced some bizarre exchanges, as when a member of a CBS camera crew yelled to his leader: "Hey, we got a picture of the cop taking pictures of our guys taking pictures." It all seemed a little ridiculous until the tension turned to violence.

The physical encounters were not

limited to "uptown" happenings as home viewers and listeners of the formal convention program observed. More than one correspondent of the major networks was felled on the convention floor or otherwise roughed up by security people or guards.

CBS-TV's Mike Wallace was arrested on the convention floor Wednesday night during an altercation with police, but the affair was soon "forgotten" after a quick meeting of top officials including Chicago's Mayor Richard J. Daley.

On Thursday, however, Mayor Daley publicly criticized the media along with the protestors. He was well aware of the poor image he, his city and his party were exposing to the world, including television's candid display of his honor's own obvious displeasure over the way events and speeches unfolded during the convention on sensi-

tive issues. He suffered blistering attacks on a "police state" city and on "ward politics" control of the convention, not only by newsmen of all media in their reports but by some of his own party's delegates. He frequently was booed during the proceedings.

Reading from a prepared statement and giving no chance for questions, Mayor Daley laid much of the blame for the street disorders on the news media. He said the media set the stage for the disruptions by detailing the advance plans of the demonstrators. He also claimed the efforts of law-enforcement agencies were "distorted and twisted" in news accounts and charged television was a "tool" used in plans for "calculated disruption and rioting."

**Police View** ■ The same day the top information officer of the Chicago police department attacked the news me-

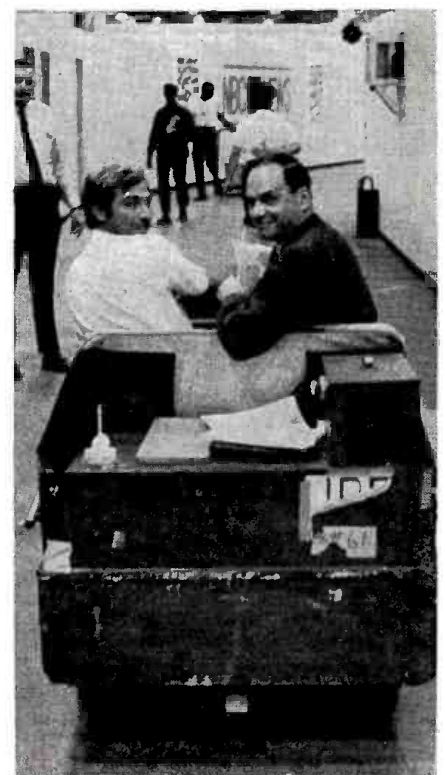
dia, naming names, especially NBC-TV's Huntley-Brinkley team and CBS-TV's Walter Cronkite, Roger Mudd and Eric Sevareid, charging bias and poor news judgment in the airing of views critical of police.

Police information officer Frank Sullivan said the demonstration leaders were Communist revolutionaries "bent on destruction of the government of the U. S. They are a pitiful handful. They have almost no support. But, by golly, they get the cooperation of the news media. They are built into something really big. . . . Let's get the thing into perspective."

CBS News President Richard Salant answered officer Sullivan late Thursday: "The pictures and sound of the Chicago police department in action speak for themselves—louder than any



Left: ABC Radio's Steve Bell, ear-phones in place, takes to the floor for his reporting turn. Individual station newsmen had a tougher time than Bell and his network ilk. Some 1,100 of them had to take turns with 45 floor passes. Below left: J. Leonard Reinsch, convention program director, points out hall's broadcast facilities to CBS President Frank Station on Friday before it all began. Below: NBC commentator Ed Newman rides home from work through the halls behind the convention floor.



words of ours or any attempts by them to find a scapegoat."

The police had been the objects of emotional reaction all week from many quarters, being charged with excessive brutality in handling the anti-Vietnam and other protestors. Emotion also ran high defending the police. Some commentators pointed to the extremes of provocation the police faced from the demonstrators and the long duty hours. The on-air reports also reflected both sides of the controversy over tight security at the convention hall and the hotels, some defending the need for protection although disagreeing with methods of enforcement.

**Obstacles** ■ Broadcast newsmen were severely handicapped by security measures that went well beyond those experienced earlier at Miami. The greatest hurdle was access to the convention floor itself, the area where delegates could be ferreted out to learn some

new facet of the real story of the moment apart from the packaged presentation from the podium.

The floor-pass problem provided grist for network and station protests to Democratic officials on a continuing basis all week long. Gallery seating problems, especially for the independent station reporters, also was acute at times because of gallery packing.

Some reporters from smaller stations had hardships with limited use of the passes (usually 45 minute tricks were allowed) to the floor. Some said they were able to find and interview home-area delegates well enough to fill their needs. Others complained of waits of up to 90 minutes or more to get their turn.

About 1,100 reporters from station groups and individual stations had to share 45 floor passes. J. W. (Bill) Roberts, of Time-Life Broadcast, chairman of the freedom of information commit-

tee of the Radio TV News Directors Association, who sent a formal complaint about the restrictions to party chairman John Bailey, President Johnson and Vice President Humphrey, said it had been "pretty well proved that the congestion problem on the floor of the convention is caused by passes being given out to friends through political connections," that newsmen were not to blame.

**Casualty List** ■ By Thursday night it was hard to find an accurate count of how many broadcast newsmen had been injured or roughed up in attempting to cover the Democratic convention and the street disorders. The best guesses appeared to be about three dozen, including the incidents on the convention hall floor which were observed on the air.

The situation prompted repeated and strong protests by network executives to public and Democratic party officials during the week. Top party officials admitted the situation was "deplorable" but some replies from others in authority were not much more than blanket indictments of the news media—particularly television—as contributing to the problem.

Mayor Daley in an appearance on CBS-TV Thursday evening challenged the television medium to cover the more positive side of the police-demonstrator story rather than merely the violent aftermath of each incident. He contended the cameras never show the police reasoning with the marchers, showing them where they can move freely or safely. Nor does TV ever tell about the policemen who are hurt, he said.

"I'd like them to show the 51 policemen injured, some of them severely," he said. "I've never seen on television a picture of a wounded policeman lying on the street, seeing them badly hurt. Is this the kind of color of the news we should get?"

Mayor Daley also complained that some newsmen look so much like protestors the police cannot tell them apart. "The police have been given instructions," he said, "but one must realize that in many instances—and we have pictures of them—they never identify themselves. They're in the crowd and many of them are hippies themselves in television and radio and everything else. They are a part of the movement and some of them are revolutionaries and they want these things to happen."

The tension between the broadcasters and the authorities began building the previous Friday when Chicago police ordered all remote taping or film vans not to park on the public streets near the Conrad Hilton and Sheraton Blackstone hotels, the principal centers of candidate and delegate activities. The units were moved onto private parking lots, and cables were run to camera po-

ABC Radio's Bruce Brown (r) goes over a floor access problem with an attendant at one of the check points set up around the amphitheater. When cards such as the one hanging from Mr. Brown's neck were inserted in electronic boxes at the gates, red or green lights went on indicating the authenticity of the card for access at that point. Frequently the system didn't work. Below: The multiple screens of a control booth area are reflected in the image of NBC President Julian Goodman (l) in this shot of him and NBC News President Reuven Frank taken through another window.



# NOW...IN PITTSBURGH

## "INSTANT CUME" ANALYSIS CAN HELP YOU AVOID TV SPOT BUYS THAT DELIVER LIMITED REACH, INEFFICIENT COVERAGE, INADEQUATE FREQUENCY, AND INEFFECTIVE IMPACT!

TO HELP YOU SELECT SPOT PURCHASES THAT WILL PROVIDE THE BROADEST AND MOST EFFECTIVE REACH OF THE PITTSBURGH TELEVISION AUDIENCE, WIIC-TV HAS OBTAINED COMPLETE INFORMATION ON 250 DIFFERENT SPOT POSITIONS.

THIS COMPUTERIZED INFORMATION INCLUDES DETAILED DATA ON TOTAL REACH, UNDUPLICATED HOMES AND FREQUENCY OF REACH FOR ANY COMBINATION OF SPOTS DESIRED. WE CALL IT "INSTANT CUME" ANALYSIS AND IT'S AVAILABLE FOR YOUR USE NOW.

FOR SOME EYE-OPENING FACTS ON EFFECTIVELY REACHING PITTSBURGHERS, CONTACT WIIC-TV'S GENERAL SALES MANAGER TONY RENDA OR YOUR BLAIR TELEVISION MAN.

"Instant Cume" analysis is based upon information derived from ARB.



**FULL COLOR WIIC-TV 11**  
**FOR EFFECTIVE TV BUYS IN PITTSBURGH**

Basic NBC Television Affiliate

sitions on the sidewalks near the hotel entrances and just inside the hotels.

As the weekend progressed the police ordered the cameras off the sidewalks, threatening to take them apart "piece by piece" if they were not moved. The networks protested loudly—they already had been forced to go to tape and film because of the telephone strike—and subsequent meetings with the police officials resulted in a compromise and agreements on certain fixed positions.

Meanwhile several cables running back to the taping vans were cut twice during this period. The phone union denied any complicity.

**Early Victims** ■ Two NBC newsmen were among the first casualties of the week from alleged police brutality. Cameraman James Strickland early Monday evening was struck by a policeman and received injuries in the back and face while filming a roundup of demonstrators near Clark and LaSalle streets. He received hospital treatment. Later that same evening reporter John Evans was hit twice on the head by a policeman in the Lincoln Park area where Mr. Evans was attempting to help a still photographer under police attack. He too received hospital treatment. NBC immediately protested to Mayor Daley and Superintendent of Police James Conlisk.

On Monday also CBS news camera-

man Delos Hall was clubbed and cut by police as he was covering a hippie demonstration near Lincoln Park. He was treated in the hospital. CBS reporter John Laurence said Mr. Hall was clubbed repeatedly. He said Mr. Hall was not with the demonstrators but behind police lines, down on one knee, bracing himself, when a policeman seized him from behind and without warning struck him with his nightstick full in the face.

Mr. Laurence said that as Mr. Hall got up at least three other police officers cracked him across the head and mid-section. "They didn't even give me a warning," Mr. Hall said later. CBS filed strong protests immediately.

ABC news also had two men at Lincoln Park Monday and both also were involved in unprovoked attacks from the police. Cameraman Chuck Pharris got off only with a smashed (but expensive) camera lens, but soundman Walter James was hit from behind. ABC telegraphed Mayor Daley.

**On the Floor** ■ The first major floor incident took place Tuesday evening and involved CBS news correspondent Dan Rather as he attempted to learn why a Georgia delegate was being evicted from the floor. Manhandled and struck in the stomach by unidentified "security" men, Mr. Rather was able to keep contact with anchorman Walter

Cronkite in full view of the camera.

Richard Salant, CBS News president, promptly demanded of J. Leonard Reinsch, convention program director, that the convention chairman immediately call on all security forces in the hall to refrain from physical attacks on newsmen. Mr. Reinsch branded the roughing up of Mr. Rather as "inexcusable" and very soon convention director John Criswell sought out Mr. Rather on the floor and apologized to him.

But that did not stop the rough stuff. The next night during an uproar involving the removal of a New York delegate, Alex Rosenberg, over a credentials identification argument, both NBC and CBS people were involved and Mike Wallace of CBS was arrested.

The Wallace incident came about after Chicago police told Mr. Wallace and other newsmen to clear an area where Mr. Rosenberg was being held. A police commander and Mr. Wallace exchanged blows (CBS says Mr. Wallace only made a misunderstood gesture initially) and the newsman was arrested and taken to the police headquarters adjacent to Democratic party headquarters behind the podium.

There police officials, Mr. Salant, Mayor Daley and others met, and after a short period Mr. Wallace and the police officer shook hands. They agreed to forget the affair.

The network newsmen working the convention floor during the week also appeared to be harassed in more subtle ways from time to time. They were shadowed at the rear by men who appeared intent on keeping track of every conversation, including cue calls with their control rooms.

**Protest** ■ The situation became so serious that CBS President Frank Stanton on Wednesday sent a telegram to John M. Bailey, chairman of the Democratic National Committee, observing that "public confidence in our basic political processes is wholly dependent on full disclosure of all events surrounding them. Newsmen of all media must be free of threat, harrassment and assault in carrying out their duty to inform the American people. This has not been the case during the Democratic national convention."

Dr. Stanton said the treatment of news personnel was disgraceful. "Strong-arm tactics totally alien to American tradition and law have been used repeatedly to prevent reporters from doing their job. All manner of obstacles have been put in the way of getting newsworthy information on the air and in print—developments and events the American people have a right to see and hear and read about."

The CBS president also said "the nation is being shortchanged at home and abroad; it is being deprived of news

|  |  |
|--|--|
| <p>in Law ...</p>  <p>it's Blackstone</p> | <p>in TV and Radio ...</p> <p><b>IT'S<br/>BROADCASTING<br/>YEARBOOK!</b></p> |
|--|--|

A lawyer without his copy of Blackstone is a little like a trombone player without a trombone. For Sir William Blackstone's famous "Commentaries on the Laws of England" has been the standard legal reference and textbook in its field for generations. Radio and TV are much newer than jurisprudence—but in their field, too, a recognized authority has emerged as the standard source of information. **BROADCASTING YEARBOOK** is read each year (and saved all year) by thou-

sands of people whose jobs in broadcast advertising demand a ready, accurate source of TV-radio facts. The 1969 **BROADCASTING YEARBOOK**—out in December—will give some 20,000 of them the most comprehensive round-up on the dimensions of today's broadcast media. If you have something to tell the decision-makers, **BROADCASTING YEARBOOK** is the place to testify on your own behalf. Witness the deadlines: Oct. 1 for proofs; Oct. 15, final. Call or wire collect to reserve space!

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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



and our country is being victimized by an ugly picture of our democracy at work."

Neither did news coverage conditions outside the convention hall improve much, despite an order Tuesday night by Police Superintendent Conlisk to all commanding officers concerning the situation. Tear gassing, mace and beatings or roughing-ups were part of the job for some other broadcast reporters as they attempted to cover the street demonstrations around the Conrad Hilton hotel and the parks.

Superintendent Conlisk cautioned commanders that any policeman who removed his badge or name plate on duty would be disciplined. He also requested that officers of the rank of lieutenant serve as field press officers.

"The primary function of the press officer will be to assure that the news media representatives move freely to accomplish their assignments without interfering with police operations," the order read. "News media representatives at the same time are not permitted to violate any law," it continued, and said "safeguards should be established and coordinated by the press officer to accomplish both objectives without conflict."


The police order concluded that "no member of this department shall call upon any representative of the news media to give up any photographic or recording equipment, including films and tape recordings, without due process of law."

On Thursday evening police department spokesmen said only two French photographers ever got so far as jail after arrest and those two apparently got there by mistake. Others were promptly released after arrival at the station or upon identification in the field. Only a few arrests were known.

Cher Huntley summarized the subject Wednesday morning on an NBC Radio commentary: "We in the calling of journalism have hesitated to talk about our problems here in Chicago, with the conviction that you and others have problems of your own. But the hostility toward newsmen, the hostility toward others not part of the city establishment, the hostility toward any sort of criticism, and the fear of telling it how it is have become too much and it becomes our duty to speak out."

Citing the number of injuries and beatings or harassments, Mr. Huntley said "the significant part of all this is the undeniable manner in which Chicago police are now going out of their way to injure newsmen and prevent them filming or gathering information on what is going on. The news profession in this city is now under assault by the Chicago police."

The NBC correspondent charged that a variety of impediments against the



# FORGET ABOUT TAME PUSSYCATS

Think tiger when you think Rockies.  
**KWGN Television is the tiger of the Rockies.**  
 When you think cost per thousand and quality audience, think of our tiger.

Really roaring these days.

MAY - 1968 NIELSEN  
 DENVER METRO DAY - PART SHARE OF AUDIENCE

|                   |                   |     |
|-------------------|-------------------|-----|
| Monday - Friday   | 4:00 - 6:30 p.m.  | 30% |
| Sunday - Saturday | 6:30 - 10:00 p.m. | 13% |
| Sunday - Saturday | 9:00 a.m. - Mid.  | 15% |

*It's time for tiger talk in the Rockies*

**CHANNEL 2**  
**KWGN**  
**TELEVISION**

**DENVER**  
 A WGN Continental  
 Group Station

free flow of news had been installed here in Mayor Richard Daley's city. His control has extended even to the Democratic convention where all sorts of annoying and petty restrictions have been applied. In view of all this it is little wonder that young insurrectionists of our society have come here by the thousands to taunt and harrass the city administration. It is such 'fair game'."

**The Strike** ■ The basic difficulties of Chicago coverage began weeks ago when a strike of the telephone local of the International Brotherhood of Electrical Workers against Illinois Bell Telephone Co. held up most advance work in preparing the convention hall facilities. The hall was the vital control and origination center for the networks, and normally a minimum of 10 weeks are required to put in the complex cable systems, including microwave relay links for live remote coverage at the key hotels and elsewhere. The impasse almost forced the convention to Miami.

Finally a moratorium was reached and the job was done in a month. The moratorium allowed the IBEW volunteers to wire the amphitheater only. This still blocked virtually all live coverage elsewhere.

Workers rushed 18 hours a day to ready the hall for the vans of electronic gear being trucked from Miami. When the hardware arrived in Chicago the week before the Democratic opening, a sequence of interunion jurisdictional disputes and other labor problems (a film editors strike for a time, for example) almost prevented readiness.

**Recovery** ■ Almost every technical and production administrator last week agreed the amphitheater installation was nothing short of a miracle. It worked—and better than most had hoped.

Ironically a break in the telephone strike came Wednesday. A settlement was to be voted upon by union members over the weekend.

Overall the technical and studio configurations of the networks and station groups in Chicago matched those in Miami as the same basic plans and vans of gear were used.

ABC and NBC radio and TV operations, which included studios, controls and offices, were constructed from the ground up within the amphitheater. So were those of MBS. But CBS, both radio and TV, built studios and used 22 vans for its sophisticated unitized technical operations. CBS also used a fleet of trailers for offices.

Both NBC-TV and CBS-TV had their anchor booths in the convention hall. ABC-TV, because of its shortened coverage format didn't have a booth.

CBS-TV managed the TV pool facilities in Chicago while Mutual handled the extensive broadcast and convention hall audio pool. Mutual's engineering

vice president, Leslie Learned, was conspicuous on the podium at his control seat next to the communication command post manned for the party by J. Leonard Reinsch of Cox Broadcasting Corp. and John Criswell, Democratic treasurer.

The ABC radio networks, CBS, Radio and UPI Audio used the frequent feed format for routine coverage plus extended coverage of key events. NBC Radio provided continuous coverage. Mutual offered affiliates both daytime feeds and full evening coverage.

Metromedia news fielded a team of two dozen newsmen in Chicago and operated its own complete "station" on the amphitheater floor to service a dozen stations including its own. Other station groups operated extensive trailer setups there too.

Westinghouse Broadcasting Co. had its operations base in the back-of-the-hall trailer complex too. From there Westinghouse fielded both radio and TV film teams from its owned stations and Washington bureau.

Westinghouse's trailer neighbor was the RKO General group. RKO General had a team of 15 radio men in Chicago. As did others they relied heavily upon the Motorola walkie-talkie sets to beam live reports back to the trailer for taping or feeding.

**EBU Center** ■ In the same area was the trailer complex of the European Broadcasting Union. EBU regularly beamed color TV coverage to England, Europe, Australia, and Japan and other countries via satellite and was buzzing continuously with a variety of foreign newsmen waiting their turn on the "bird."

The EBU facility was comprised of the color remote van of CFTO-TV Toronto and other technical gear from ABC and CBS. Manpower came from CFTO-TV and CBS for engineering while production personnel were supplied by the British Broadcasting Corp. It was a center not noticed by most domestic broadcasters there but it was telling the world the Chicago story almost as quickly and dramatically as it was appearing on the screen in America's homes.

The world was hearing of the convention continuously and live on the Voice of America, which had studio facilities in a small compact area on the second floor just off the main hall. Here dozens of other major station groups and individual stations also had working space. VOA was using eight newsmen in Chicago, four telling it like it was in English, and one each telling it in Spanish, Portuguese, Russian and Arabic. Foreign radio reporters also used the VOA facility for their own work.

Radio's exhaustive and flexible coverage of the convention had become

such an accepted industry success story long ago that its Chicago and Miami achievements appeared overshadowed by television's presence. But it was quite obvious radio was doing its job with but a tiny fraction of the people and gear necessary for the visual medium.

Not all of radio told the story the same way, even in the sensitive area of possibly encouraging young people to go downtown to join the action. After Grant Park opposite the Conrad Hilton was ruled okay for demonstrator sleeping late Wednesday night, one major Chicago station at 1 a.m. reported the fact but warned listeners repeatedly to stay home. A second major station's announcer at the same time though joked that if the listener were in the mood, "take a sleeping bag and go on down."

## A close call in Chicago

### TV indictment, headed off at last minute, in platform urging regulatory reform

The Democratic party platform adopted in Chicago points with pride at America's communications system, points with alarm at "all too frequent exploitation of violence as entertainment," offers a helping hand to the Corp. for Public Broadcasting and concludes that "the entire federal regulatory system dealing with telecommunication should be thoroughly reappraised."

The telecommunications-regulation language, committing the party to a continuation of the review instituted by the administration and being conducted by the President's Task Force on Telecommunications (CLOSED CIRCUIT, Aug. 19), was approved by the platform committee and the convention without discussion or dissent. But the clause on violence, which originally singled out television and called for the FCC to use its license-revocation and renewal powers to pacify the airwaves, was the object of a successful last-minute revision effort led by the chairman of the platform committee, Representative Hale Boggs (D-La.).

The more-restrictive original clause, urged by Senator Claiborne Pell (D-R. I.), was approved by a platform-drafting subcommittee by a near-unanimous voice vote on Saturday (Aug. 24), ratified without significant objection by the full drafting committee the next day and sent to the full platform committee Sunday night (Aug. 25) for

final approval. (Senator Pell had earlier spoken out against violence on television and urged the industry to greater self-regulation [BROADCASTING, Aug. 5].)

**Objections** ■ After extensive platform-committee discussion on controversial Vietnam and law-and-order issues, pro forma approval was expected for the remaining planks, including the communications plank, as the committee session extended past midnight and into early Monday morning, when Chairman Boggs unexpectedly told the panel that he had two points of opposition to the anti-television-violence clause.

First, he said, the statement was discriminatory against television in not mentioning other media. Second, he noted, the platform-committee counsel, Charles W. Davis, Washington attorney, had advised that the language was fraught with serious First Amendment complications and was probably unconstitutional.

It's understood that the committee, meeting behind closed doors, at that point yielded tacit approval, at least, to Mr. Boggs to revise the clause. Early duplicated copies, however, given limited distribution to delegates and news media, still carried the Pell language: "We deplore the all-too-frequent practice of exploiting violence in television programing and urge the FCC, through the use of its power to revoke and renew broadcast licenses, to end this practice."

By Tuesday night (Aug. 27) a few copies of the printed version, containing the Boggs revision, were in the hands of a few delegates, but copies with the revised text did not generally reach newsmen until Wednesday afternoon.

**Off the Hook** ■ The revised clause dropped all mention of television, deploring instead the exploitation of violence in all media, and the phrase urging application of the commission's licensing power to the problem was omitted entirely.

Senator Pell later observed that the "teeth in my amendment were dropped," but agreed that his clause "went too far, because it talked about licenses." A supporter, Senator Wayne Morse (D-Ore.), confirmed the role of Chairman Boggs in revising the language and suggested that consideration of the plank after a long, hot session left few in the mood to dispute Chairman Boggs' contentions. "No one gave it enough thought," he said. "It is one of the things we slipped up on."

Broadcasting-industry representatives were understandably reticent about any role in getting the violence clause revised, but Senator Pell, questioned about the source of opposition to his plank, indicated that radio-TV interests were influential if not determining factors in the change. The revision seemed

to be the only change in any plank between the platform as drafted and as later adopted by the full convention.

**CPB Plug** ■ The communications plank (see text below) also pledged party support for "prompt enactment" of a still-unformulated long-range financing plan for programing and operating-expense subsidies for noncommercial broadcasters. Development of global satellite communications was praised and continuing development of the educational potential of a global system for underdeveloped nations was pledged.

No mention was made, however, of suspension or repeal of Section 315 and associated political broadcasting reforms urged by CBS President Frank Stanton during the platform hearings (BROADCASTING, Aug. 26).

Elsewhere in the platform the Democrats called for provision of consumer access to federally compiled consumer-product information, urged establishment of an Office of Consumer Affairs and supported deceptive-sales-practices legislation that has broadcast-advertising implications.

The consumer-affairs office would consolidate consumer functions now dispersed among various agencies and "represent consumer interests within the government and before courts and regulatory agencies."

**Smoke Signals** ■ And an effort should be made, the platform suggests, to rationalize policy toward the tobacco industry. The federal government has been criticized for opposing smoking through actions of some agencies (Public Health Service, Federal Trade Commission, and the FCC, in extending the fairness doctrine to cigarette advertising) while encouraging production in others (Department of Agriculture, through acreage allotments, price supports and marketing assistance).

"We recommend a cooperative effort," the platform says, "in health and tobacco research by government, industry and qualified scientific bodies, to ascertain relationships between human health and tobacco growth, curing, storage and manufacturing techniques, as well as specific medical aspects of tobacco smoke constituents."

**The Language** ■ Here is the text of the plank on communications:

"America has the most efficient and comprehensive communications system in the world. But a healthy society depends more on the quality of what is communicated than on either the volume or form of communication.

"Public broadcasting has already proven that it can be a valuable supplement to formal education and a direct medium for non-formal education. We pledge our continuing support for the prompt enactment of a long-range financing plan that will help insure the

vigor and independence of this potentially vital but still underdeveloped new force in American life.

"We deplore the all-too-frequent exploitation of violence as entertainment in all media.

"In 1962 the Democratic party sensed the great potential of space communication and quickly translated this awareness into the Communications Satellite Act. In a creative partnership between government and business, this revolutionary idea soon became a living reality. Six years later we helped establish a consortium of 61 nations devoted to the development of a global satellite network.

"We will continue to develop new technology and utilize communications to promote world-wide understanding as an essential pre-condition of world peace. But, in view of rapidly changing technology, the entire federal regulatory system dealing with telecommunication should be thoroughly reappraised."

## Humphrey is urged to debate Nixon

CBS and NBC moved in quickly last week with offers of broadcast time for a series of discussions between presidential nominees Hubert H. Humphrey and Richard M. Nixon. The offers were conditioned on a suspension of Section 315, the political broadcasting law.

Shortly after Mr. Humphrey was nominated Wednesday night, a letter from Dr. Frank Stanton, CBS president, was delivered to the Democratic nominee. Dr. Stanton said that CBS, either unilaterally or in conjunction with the other nationwide networks, would make available necessary facilities and prime time.

He noted that a similar invitation was sent to Mr. Nixon at the time of his nomination and that the Republican nominee agreed to debate with his Democratic opponent (BROADCASTING, Aug. 12). Dr. Stanton added that an invitation also had been sent to Spiro Agnew, the Republican nominee for Vice President, and said a similar invitation would go to the Democratic nominee.

Earlier this year Mr. Humphrey said that in 1960 he supported and voted for suspension of the equal-time law, Section 315 of the Communications Act, for the presidential and vice-presidential nominees and said he would favor passage of similar legislation this year. Such legislation is essential if such confrontations are to be held.

NBC President Julian Goodman sent identical telegrams to Mr. Humphrey and Mr. Nixon immediately after Mr. Humphrey's nomination. He suggested

they engage in a two-hour joint appearance on NBC-TV on Nov. 3 (9-11 p.m.) and also proposed that they meet for two one-hour face-to-face discussions in prime time on earlier dates to be determined.

**Public Interest** ■ Both Dr. Stanton and Mr. Goodman stressed that the joint appearances would be in the public interest. They also pointed out that their ability to schedule the face-to-face discussions will depend on Section 315's suspension, which has been approved by the Senate but still must be acted on by the House.

The networks had received no replies to their invitations Thursday night (Aug. 29).

CBS took its "suspend 315" campaign to the people last week with full-page newspaper ads in New York and Chicago.

The ads noted that Richard Nixon, the Republican presidential nominee, had accepted invitations to meet the Democratic nominee in TV debates and that all major Democratic candidates had endorsed the idea, but that the debates could never happen unless the equal-time requirement of Section 315 of the Communications Act is suspended. The Senate already has approved suspension, but the House still must act.

"We are sure that a vast majority of the people join us in urging prompt and affirmative action by the House when it convenes next week," the ad asserted. "The only valid question is what is most helpful to the people in the first business of democracy—the informed choice of its leadership."

The ads appeared in the *New York Times*, *Chicago Tribune* and *Chicago Daily News* on Wednesday (Aug. 28), before the Democratic convention in Chicago that night nominated Vice President Hubert Humphrey to oppose Mr. Nixon.

## Democrats lead GOP in ratings race

Through Wednesday night, when Vice President Hubert Humphrey won the nomination for President, the Democratic convention was averaging 14% more viewers than the Republican convention did.

And in Chicago, as at Miami Beach, ABC-TV's regular entertainment programming in the early evening edged out CBS-TV's and NBC-TV's convention coverage in the ratings and audience shares on the first two nights.

On Wednesday night entertainment still outdrew the convention on CBS but was nosed out by NBC's political coverage. From 9:30-11, when all three networks were covering the convention,

NBC was generally ahead, CBS generally second and ABC generally third.

For the entire 7:30-11 period, entertainment eased ABC into second place behind NBC on the first two nights and made it a close third on Wednesday.

|                  | National Arbitron Ratings |    | ABC-TV |    | CBS-TV |    | NBC-TV |    |
|------------------|---------------------------|----|--------|----|--------|----|--------|----|
|                  | Share                     |    | Share  |    | Share  |    | Share  |    |
| <b>Monday</b>    |                           |    |        |    |        |    |        |    |
| *7:30-9:30       | 13.5                      | 29 | 11.5   | 25 | 11.5   | 25 | 14.0   | 30 |
| 9:30-11          | 9.7                       | 21 | 12.1   | 26 | 14.0   | 30 |        |    |
| 7:30-11          | 11.9                      | 26 | 11.8   | 25 | 12.5   | 27 |        |    |
| <b>Tuesday</b>   |                           |    |        |    |        |    |        |    |
| *7:30-9:30       | 15.2                      | 33 | 11.2   | 25 | 12.7   | 28 | 14.7   | 31 |
| 9:30-11          | 10.7                      | 23 | 12.7   | 23 | 14.7   | 31 |        |    |
| 7:30-11          | 13.3                      | 28 | 11.9   | 26 | 13.5   | 29 |        |    |
| <b>Wednesday</b> |                           |    |        |    |        |    |        |    |
| *7:30-9:30       | 14.2                      | 29 | 11.7   | 25 | 13.9   | 30 | 19.8   | 37 |
| 9:30-11          | 10.6                      | 20 | 16.1   | 30 | 19.8   | 37 |        |    |
| 7:30-11          | 12.7                      | 25 | 13.6   | 27 | 16.4   | 33 |        |    |

\*ABC-TV's entertainment programming during the 7:30-9:30 p.m. period consisted of: Monday: 7:30-8:30, COWBOY IN AFRICA, 8:30-9, RAT PATROL, 9-9:30, FELONY SQUAD; Tuesday: 7:30-8:30, GARRISON'S GORILLAS, 8:30-9:30, IT TAKES A THIEF; Wednesday: 7:30-9:30, Movie "Blue Hawaii."

## Daytime sessions urged by Pastore

Senator John O. Pastore (D-R. I.), who as a key member of the Senate Commerce Committee is an influential figure in broadcasting affairs, thinks political conventions should be held in daytime, not in television's prime time.

In an interview with John Chancellor of NBC News, carried by NBC-TV last Wednesday afternoon (Aug. 28), Senator Pastore, chairman of the Senate Communications Subcommittee, said that having the big sessions at night meant that "the essential things are being discussed" at times when delegates are tired and don't have "the same clarity of mind that they need on these important questions."

He suggested that the "important sessions be "conducted between 10 and 5, during the day." That way, he said, the people who are interested and have access to TV could watch the live coverage, and "those very salient parts that should be repeated in the evening for the people who did not have the time and the convenience of viewing it during the day."

Senator Pastore also thought the sessions run too long. Asked by Mr. Chancellor whether the credentials hearings, for example, ought to be held a week or two before the convention, he replied:

"Well, I don't know how far you can go in separating that. But I think that you ought to give it a little longer time. And then I think it ought to be worked out in a more expeditious way, and it can be done.

"We [have] had motion after motion,

minority report after minority report, where we had a record vote. And I tell you very frankly some of those issues were absolutely hopeless. There ought to be some way of accommodating the patience and the endurance of the people at this convention so that they will have their best strength for the important issues."

## A heavy record of political coverage

The three television networks devoted a total of approximately 78 hours to coverage of the Democratic national convention last week in Chicago, taking into account planned coverage through 11 p.m. Thursday. The radio networks were no less ubiquitous.

ABC-TV's nine-and-one-half hours consisted of nightly one-and-one-half hour reports, 9:30-11 p.m., plus a two-hour special on the California caucus Tuesday afternoon and live coverage of the balloting early Thursday morning from 12:05 to 1:30 a.m. All but a half-hour of this time was commercial pre-emptions. ABC-TV's sponsor for the convention was B. F. Goodrich.

CBS-TV spent 34 hours with the Democrats, of which 21½ were pre-emptions. The network's full coverage lasted from 7:30 p.m. to 3:48 a.m. Monday-Tuesday, 7 p.m. to 2:45 a.m. Tuesday-Wednesday, 12:30-6 p.m. Wednesday and 7 p.m.-2:08 a.m. Wednesday-Thursday, with the final session Thursday scheduled to start at 7:30 p.m. CBS also reported on the California caucus for two hours Tuesday afternoon. Humble Oil, the Masonite Corp., Bristol-Myers and other participating advertisers sponsored the CBS-TV coverage.

NBC-TV totaled 34½ hours of coverage, with 26 of those pre-emptions. The network was on the air from 7:30 p.m. Monday until 4 a.m. Tuesday, 7 p.m. until 2:45 a.m. Wednesday, 12:30 to 6 p.m. and 7 p.m. until 2 a.m. Thursday. The final session was scheduled for 7:30 p.m. Sponsor Gulf Oil was helping to defray the cost of lost commercial time.

**On AM** ■ The radio networks also devoted large chunks of time to the Democratic convention.

ABC radio estimated that all four of its network services together spent about 50 minutes out of every hour on the convention in short reports. ABC went to uninterrupted coverage on the balloting Wednesday night. The radio coverage was not sold, according to a spokesman.

CBS Radio used selective, 10-minute reports every half-hour during the sessions, expanding them at various times

as events warranted. Full coverage started at 10:40 p.m. Monday night, ending at 3:46 a.m. Tuesday, and again from 8:20-9:30 p.m., 9-50-10:30 p.m. Tuesday, 11:50 p.m. Tuesday to 2:24 a.m. Wednesday, 1:10-5:30 Wednesday afternoon and 9:20 p.m.-1:30 a.m. that night for the balloting. Shell Oil, Bristol-Myers, the Association of American Railroads and *Woman's Day* Magazine participated in CBS Radio's sponsorship.

Mutual broadcast continuous coverage of each session, going on the air a half-hour before each meeting and signing off about 15 minutes after adjournment, for approximately 26 hours of reporting. Marlboro Cigarettes sponsored the convention broadcasts. In addition, Mutual inserted about 40 five-minute reports during the week.

NBC Radio, with Gulf Oil as a sponsor, was on the air about 27½ hours during the convention. Coverage began at 8:05 p.m. Monday and ran 7-hours, 40-minutes, Tuesday's session began at 6:45 p.m. and also ran 7-hours, 40-minutes, while Wednesday's starting time was 12:45 p.m., continuing to 1:13 a.m. Thursday with a short break at 6:45 p.m.

UPI Audio's estimate of 30¾ hours included eight-and-one-half hours Monday, nine-and-one-half hours Tuesday,

nine-and-three-quarter hours Wednesday and a projected three hours Thursday. Peter Willett, general manager, protested Monday when UPI Audio was not granted a single floor pass, although the service is classified as a network.

UPI also was hampered by police action taken against several of its newsmen.

None of the networks with sponsors reported any difficulty satisfying their backers with the number of commercials run.

## TV features next in Wolper's sights

Wolper Productions, Hollywood, which completes its first network dramatic TV program in New York this week, intends to capitalize on its background in documentaries, theatrical feature films and entertainment programming by venturing into the area of producing feature films especially for TV.

This expansion move was disclosed last week by Alan Landsburg, the company's executive vice president, who was in New York to oversee the production of Wolper's first TV dramatic program, "Certain Honorable Men."

The 90-minute drama will be carried on NBC-TV on Sept. 12 (9:30-11 p.m. EDT) as part of the Prudential Insurance Co.'s *On Stage* series.

"We have more than a dozen properties we are looking at," he remarked, "and we hope to start shooting on our first feature for television sometime next spring. As with our theater features, our documentaries and our first dramatic TV program, our approach in our movies for TV will be to stress realism, vital issues, involvement with ideas."

Mr. Landsburg noted that "Certain Honorable Men" which deals with the clash between a veteran congressman (Van Heflin) and a young involved state committeeman from the same party (Peter Fonda) was shot partly on location in Washington and in Trenton, N.J., and at the NBC studio in Brooklyn, N.Y. The final shooting is set for Tuesday (Sept. 3).

"I think this marks the first time that a network drama program was shot partly in Trenton," he observed. "The reason is that part of the action takes place in the chambers of the U.S. House of Representatives, but House rules prohibit shooting there. The chambers of the State Assembly in Trenton closely resemble those of the House. We've had wonderful cooperation from New Jersey officials."

# We're running our contest again. Wanna make something out of it?

TWA's 31st Annual Writing and Photography Competition for coverage of commercial aviation and air travel.

The Categories: Newspaper, magazine, television-radio and photographic.

The Prizes: Cash and commemorative awards.

Eligibility: Material published or broadcast between September 15, 1967 and September 15, 1968. Postmarked by October 15, 1968. For details, write to Gordon Gilmore, Vice President, Public Relations, Trans World Airlines, Inc., 605 Third Avenue, New York, New York 10016.

up up and away 

\*Service mark owned exclusively by Trans World Airlines, Inc.



# WBC's plethora of TV specials

Plans average one-a-week release for full year of all types of programs

Westinghouse Broadcasting Co. will put into syndication a wide variety of TV specials encompassing both entertainment and information programming designed for prime-time scheduling beginning the week of Oct. 7, Chet Collier, vice president for programing and production, is announcing this week.

The package, *Spectrum 52*, will contain 52 programs, an average of one a week for a year (BROADCASTING, May 27). All of the programs will be carried by WBC's five TV stations and most will be offered to other stations. The majority of those offered are one-hour shows.

The group will include WBC news and public-affairs productions described as being in the mold of WBC's three-and-a-half-hour *One Nation, Indivisible* examination of the racial crisis last spring (BROADCASTING, May 6, et seq.), cultural programs, and entertainment features by David Frost, Mike Douglas

and Merv Griffin.

Mr. Frost's specials include a variety show, set for the week of Oct. 7, featuring English comic Frankie Howard, and *The Best of the London Theater* (Nov. 18), starring Laurence Olivier and Alec Guinness, among others, with featured appearances by Vanessa Redgrave and Noel Coward.

A children's holiday special is included, available the week of Nov. 25, and cultural programs include explorations of the music and attitudes of American Negro musicians featuring the Modern Jazz Quartet and the Symphony of the New World, introduction by saxophonist Stan Getz of several of his compositions with the Philadelphia Chamber Symphony and an essay on architect Frank Lloyd Wright in narrative, music and dance.

The package includes about a dozen imports that have strong track records with viewers abroad, WBC officials reported.

At an open house for national sales representatives in New York last week, President Jerome R. Reeves of WBC Productions and Program Sales announced that a weekly *Best of Merv Griffin* show, selected from outstanding tapes of WBC's regular *Merv Griffin Show*, will be scheduled on Westinghouse stations on weekends starting this fall and also will be put into syndication.

Mr. Reeves also emphasized, in notifying stations that Mr. Griffin would

be leaving in a year to conduct a late-night series on CBS-TV, that WBC Productions would be offering a successor show in syndication.

## FCC refuses to rule on Wallace coverage

The FCC is not going to rule on whether broadcast coverage of a speech by George C. Wallace at a convention of his American Independent Party is exempt from the equal-time requirement of the Communications Act until it is sure such a convention will be held. As of now, the commission isn't sure.

This was the commission's response last week to CBS's request for a declaratory ruling as to whether coverage of the third-party presidential candidate's speech would subject the network to equal time demands from "the more than a dozen" other presidential hopefuls (BROADCASTING, Aug. 26). Bona fide news events, such as political conventions, are exempt.

The commission, in a telegram to CBS, said that "it is uncertain whether a national convention will be held, and if held, what activities would be conducted." The commission's wire cited a telegram from Cecil Jackson, national director of the Wallace campaign, which indicated that no firm decision to hold a convention had been made. There have also been press reports quoting Mr. Wallace as saying a convention will not be held.

CBS, in its request for a declaratory ruling, had said it understood the convention was to be held next month in any one of several cities.

But until the Wallace party discloses its plans, if any, for a convention, the commission said in its telegram to CBS, there are no facts on which to make a determination as to whether a convention would be "a bona fide news event" and thus exempt from the equal opportunities provision of the law.

## Cox Broadcasting offers stations computer football

Cox Broadcasting's computerized football predictions feature, aired last year by Cox outlets, will be offered in syndication this season by the Walter Schwimmer division of Bing Crosby Enterprises, subsidiary of the Cox Broadcasting Corp., Atlanta. The Cox computer, programed with updated statistics on more than 150 college teams, will provide weekly predictions in computer print-out form or on film to participating stations.

Audience interest in the Computer Football Forecast, Cox notes, lies partly in the challenge presented to viewers



It was sale time in New York's Little Theater last week as comedians Dayton Allen (r) and Rip Taylor conducted an auction of "historic props" for the benefit of the Salvation Army. The Little Theater is used

by Westinghouse Broadcasting Co. for its 'Merv Griffin Show' and the occasion was a WBC Productions and Program Sales party for TV reps to acquaint them with the new specials to be syndicated by WBC.

and listeners to try to outwit the machine. "The computer anticipates what should *logically* happen on the football field," a Cox programmer says. "But, being a machine, the computer can't predict upsets. This vulnerability entices listeners and viewers to consider the computer a fair foe."

The Cox system this year is aiming at an accuracy rate of 80%, compared to 70%-75% achieved, on average, by well-informed sportscasters and sportswriters.

## Cine-Vox aims bulk of budget at radio

Cine-Vox Productions Inc., New York, which was formed in June, plans to invest more than \$500,000 over the next 12 months in radio and television production, with the overwhelming percentage allocated to radio.

Lawrence S. Jacobson, president, said last week that the immediate syndicated radio programs are *The Jerry Marshall Show*, two hours daily of music and talk with the New York personality formerly associated with WNEW, WNBC and WCBS, and the two-hour daily *Ralph Emery Show*, featuring the host of a country program over WSM Nashville. Mr. Jacobson noted that Mr. Marshall's program is designed for middle-of-the-road stations and Mr. Emery's for country outlets. They are structured so that they can be promoted and merchandised as local-station personalities.

Both programs have been sold in a total of 50 markets, according to Mr. Jacobson, and are scheduled to go on the air in late September. Cine-Vox is now attempting to line up regional and national sponsorship for the shows, he added.

Cine-Vox is now located in temporary headquarters in the Pan American building but will move in January 1969 to a new structure which will house its own recording studios.

Mr. Jacobson said that later this fall the company plans to introduce at least two additional two-hour, daily personality programs, one for contemporary and the other for talk stations. Cine-Vox has given the name, Custom Radio, to its service.

## NBC newsmen arrested in Czechoslovakia

NBC News correspondent Frank Bourgholtzer and a two-man film crew were arrested at gunpoint last Tuesday in Prague and, after several hours, were released by Russian soldiers. Film taken by the crew was confiscated but camera

gear was returned.

NBC News assigned its West Coast news director, Bob Mulholland, to Czechoslovakia last week to coordinate its coverage there. He was assigned to Europe to the NBC News bureau in London, which was shifted to Prague when the Russians invaded Czechoslovakia.

An unusual sidelight to the Czechoslovak coverage was that WCBS New York helped *New York Times* correspondent Tad Szulc to file a dispatch from Prague to his newspaper. Mr. Szulc had been unable to file his copy because the telex system between London and Prague had broken down. He worked out an arrangement over the telephone with WCBS tape editor Ted Furey in New York, under which the station taped and relayed Mr. Szulc's story to the *New York Times*, and in return, WCBS was given permission to use the material in a special broadcast.

## CBS wants bigger role in pot-party hearing

CBS has revived its request to the FCC for "procedural safeguards"—a fully public hearing, greater access to records and witnesses, and a generally larger role for the network—in connection with the commission's upcoming hearing on charges that CBS-owned WBBM-TV Chicago staged or otherwise misrepresented a filmed marijuana party aired last November.

The hearing, to be held in Chicago on Sept. 12, is to be an investigatory rather than an adjudicatory proceeding. On this basis, and because CBS was not considered to be a party to the hearing, the commission denied the network's April 26 request for similar safeguards.

In its latest petition, CBS insisted that its interests "are directly and significantly involved" and asked to be given a prominent role in the proceeding. First among the network's requests was that the inquiry be "a full-fledged public hearing"; otherwise, CBS said, it would continue to be "at the mercy of rumor," since the identities of complainants and the nature of their complaints remain unknown.

Additionally CBS asked for copies of all transcripts, affidavits, witness statements and similar documents; the right to cross-examine and to call witnesses, and permission to submit its own documentary evidence. The network also requested that the prehearing conference originally scheduled for April be reconvened.

The commission hearing, originally scheduled for May 14, was postponed twice so that the House Investigations

Subcommittee could fully investigate the matter. The hearing is scheduled to be public, but any or all parts may be closed at the discretion of Chief Hearing Examiner James D. Cunningham, who will conduct the proceeding. And, as it now stands, CBS would only be able to challenge questions directed at its own witnesses, and only on grounds of irrelevance or incompetence.

## NBC's Hagan leaves to start own firm

Chet Hagan, who has produced more than 450 television specials for NBC News, is announcing this week his plan to leave NBC to set up his own TV production company and apply his documentary expertise to entertainment programming (CLOSED CIRCUIT, Aug. 19).



Mr. Hagan

Mr. Hagan, who developed and produced the "instant news specials" largely sponsored by Gulf, said the move had been delayed for several years by his "nagging reluctance to leave NBC News," but that now he felt he would "be denying the realities of the present-day television industry" if he continued to delay.

"The overwhelming trend in TV today is toward independent production," he said. "There is no question that there is a diminution in network-produced documentaries, and that was taken into consideration in making my decision. Further, I have always wanted to apply my documentary experience to the entertainment side of television, and I believe I can do this more effectively by forming my own production organization.

"I believe, too, that the syndication field is a fertile field for original programming and that, within a short time, CATV will provide a ready market for professionally done, independently produced television programs. This might well include documentaries on the American scene."

His company, The Colin Group Inc., is incorporated in New Jersey to produce TV programs, motion pictures and film and tape commercials and to present concerts and stage presentations. "Its primary function, however, is the production of television programs of quality," Mr. Hagan said.

The company is named for Mr. Hagan's son, Colin, a junior at the vet-

## Broadway musical comedy is theme of ABC's 'That's Life'

ABC-TV's stab at introducing a new programming for this fall will be *That's Life*, an hour comedy series with original and standard music, guest stars playing not themselves but integrated series roles, two continuing stars, with everything—humor, book, music, choreography—following a natural course as the plot unfolds. In essence, what it hopes to be is a Broadway musical-comedy every week, with a continuing story line.

Even before going on the air, the series already is different. It was placed on the network and sold to advertisers perhaps like no other series before it.

For *That's Life* is a 10-year dream come true for Marvin Marx. A leading comedy writer in both radio and television and for 17 years the head writer for Jackie Gleason, Mr. Marx long believed that television was capable of doing, and should do, a series of musical comedies. Earlier this year he sold the concept to Thomas W. Moore, then president of the ABC-TV network (who has since resigned as vice president of ABC Broadcast Group), without a star or pilot, but merely on the basis of a first script.

When the network urgently requested a sales presentation film so that the program could be offered to advertisers, Mr. Marx balked. He had by that time, after overcoming

the indifference of various talent agents, secured the services of Robert Morse as his musical comedy star, but he still didn't have a leading lady. There was no presentation film available or possible to be made.

Instead, Mr. Marx, a one-time \$12.50-a-week performer in radio (he used to do baby cries), flew around the country and personally pitched the merits of the show to such advertising decision-makers as Robert J. (Bud) Stefan, vice president and director of TV programming for BBDO. As a result, the *That's Life* hour is fully sold, one of the first ABC-TV new shows to achieve such commercial acceptance.

**Live Audience** ■ The new series is meant to have the look of a Broadway show on television. It actually will be taped before an invited audience in a Broadway theater, the Teletape Studio on Broadway and 81st Street in New York. The theater, which has a thrust stage, is being redecorated at a cost of \$750,000. The first three shows in the series, however, are in the process of being taped at ABC Hollywood. This is to accommodate E. J. Peaker, the blonde actress-dancer-singer, who was finally chosen as the leading lady of the continuing musical comedy. Miss Peaker is currently filming a featured role in Hollywood for the film version of "Hello, Dolly!"

*That's Life* will be pegged to the

everyday story of married life. "We want the audience to identify with it," explains Mr. Marx, who is executive producer, as well as creator of the series. "We hope to make it funny, honest, believable."

The show will tell of the life of a young couple—from courtship to marriage, to domesticity—through song and dance. Such guests as Shelley Berman, George Burns, Alan King, Sid Caesar, Tim Conway, Kay Medford, Tony Randall, Jackie Vernon, Michele Lee, Paul Lynde—an average of three a show—will play one-shot character parts. "Everybody will have a chance to do their own thing but a little different," Mr. Marx assures.

Ideally, three original songs will be written for each show and they will be performed along with three standard tunes. Again, the idea is to offer the new but also allow for audience identification.

The production staff of *That's Life*, which has its premiere on Tuesday, Sept. 24, 10-11 p.m., has a decidedly Broadway, legitimate-theater, background. Elliot Lawrence, Tony-award winning musical director; Robert T. Randolph, a prolific set and lighting designer; and Tony Mordente, noted Broadway choreographer, all will contribute to the television series. The weekly hour shows will operate on a budget of \$165,000.

erinary college at Iowa State University, who is also a stockholder and a vice president but will not be active in the company during its first two years. His mother, Dorothy Mary, is secretary-treasurer. All of the stock is held initially by members of the Hagan family. Headquarters is at 106 Wyoming St., Westfield, N.J. 07090; telephone (201) 233-5048.

Mr. Hagan, with NBC for 18 years, has concentrated in the last two years on filmed documentaries, most of a feature or entertainment nature, including *Music from the Land*, *Feeding the Billions*, *The Good Ship Hope*, *Thoroughbred* and *Our Endangered Wildlife*. He leaves NBC Friday (Sept. 5) when his contract expires.

### Quaal hits 'sickness' as programing theme

The charge that television has somehow fueled the rise of crime and violence in America should instead be di-

rected to the pattern of permissiveness which has led to an "erosion of individual responsibility," the president of WGN Continental Broadcasting said last week.

Ward L. Quaal reminded his audience at the national convention of Delta Tau Delta fraternity in New York that violence as a factor in American society predates the development of television, radio and motion pictures. Where television and other responsible segments of society have erred, he said, is in the overemphasis of "areas of 'sickness' to the detriment of those that are normal, positive and wonderful." A new approach is both possible and desirable, Mr. Quaal said, "... we have the right to demand that our society be measured by its achievements, not its shortcomings."

"Visibility is a popular word these days," Mr. Quaal noted, "but isn't it unfortunate that the more visible our various minorities become, the more invisible the great, middle-of-the-road masses get? They go about their business quietly, conscientiously and with-

out trying to attract attention to themselves." This attitude, he said, should provide a constructive focus for the efforts of television and the nation as a whole: not "revolution or insurrection or a whole new code of behavior," but rather the reaffirmation of classic American moral and ethical standards.

### Union-recognition issue sparks UBC walkout

Announcers at United Broadcasting Co.'s WOOK and WFAN-TV Washington walked off the job early Thursday morning (Aug. 29) over refusal by the station to recognize the American Federation of Radio and Television Artists as the announcers' bargaining unit, according to a spokesman for AFTRA's Washington-Baltimore local.

The spokesman said that another major factor in the strike was the firing of WOOK radio personality Ronnie Jay (Hyman Jones), a Negro. AFTRA said that 15 to 20 announcers had



struck and that pickets were marching in front of the studios.

WOOK programing is 100% Negro, while WFAN-TV devotes a portion of its programing to Negro and Spanish-speaking minorities. No word was available on whether announcers at UBC's 100% Spanish-language WFAN-FM planned to strike, or whether engineers at the stations, who are not unionized, would cross picket lines.

The predominately Negro WOOK and WFAN-TV bargaining unit was organized about a month ago. AFTRA has recently expressed interest in organizing Negro station employes, and sent representatives to the (Negro) National Association of Television and Radio Announcers convention held in Miami recently to carry on informal conversations with NATRA members on a possible merger or alliance between the two groups (BROADCASTING, Aug. 12).

UBC officials refused to comment on the strike.

### Program notes . . .

**Subject: Olympics** ■ National Educational Television's contributions to the Olympic year will consist of a film produced by Leni Riefenstahl on the 1936 Olympic games in Berlin, shown by NET in four parts, starting this week (Sept. 1), and two half-hour programs on the children's show *What's New*, telling the story of the games and preparations in Mexico City from a child's viewpoint. Each of the four parts of *Olympiad 1936* will contain commentaries by film critic Andrew Sarris and author Dick Schaap.

**Weightwatchers' waltz** ■ Women will be able to drop their avoirdupois with an oom-pah-pah by watching—and following along with—*Debby Drake's Dancercize*, now being taped by National Teleproductions Corp., Indianapolis, for syndication by Midwest Broadcasting Corp., that city. The 130 half-hour programs, which will show the ladies how to Cha-Cha, Jerk and Charleston their way to a more slim, trim, shape, are being sold to stations for the fall to be run five days a week for 26 weeks.

**In development** ■ Filmways Television reports it has signed director Arthur Lubin to develop a new half-hour comedy series, *I Married A Beast*, aimed for the 1969-70 season. The series is based upon a story concept by writer Hal Hackett.

**Gap documentary** ■ Beckwith Productions, New York, which was formed earlier this year, will make its network TV debut with a half-hour comic-documentary program, *What Gap???* to be carried on ABC-TV on Sept. 9. The program will be sponsored by Liggett & Myers (L & M Cigarettes),

through Compton Advertising, New York. Aaron Beckwith is executive producer and David Yarnell producer of the program, which stars comedian Wally Cox as host.

**Television magic** ■ Mel Bailly Productions, New York, reports it is preparing a weekly half-hour TV series, *Now You See It*, in association with the Magicians Guild of America. The series is aimed for the 1969-70 season. Each episode will spotlight two members of the 30-year-old Magicians Guild.

**Second time around** ■ 20th Century Fox reports it is re-releasing for worldwide syndication a one-hour documen-

tary, *The War to End All Wars*, coincident with the 50th anniversary of the end of World War I. The film is narrated by Quentin Reynolds.

**Ghetto telecast** ■ KHJ-TV Los Angeles last week telecast 90 minutes of the Greater Los Angeles Urban League's first "Ghetto Freedom Awards." The two-hour event was held at the Hollywood Palladium. The awards, in the form of 11 trophies, are designed to honor those who have lead the way in improving life in ghetto areas.

**Twang** ■ Broadcasters Television System Inc., Cleveland program packaging company, is offering a half-hour coun-

## Who's Who in Des Moines Television?

# WHO TV

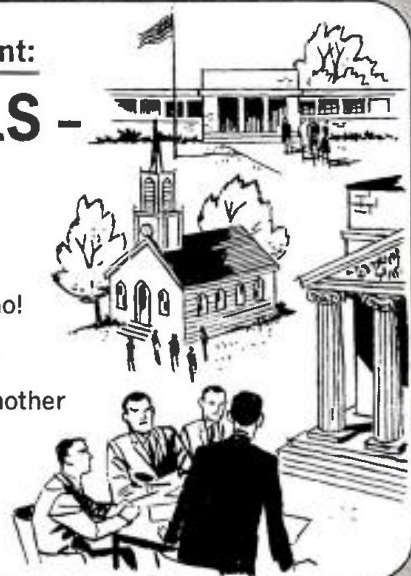
... that's who!

Community Involvement:

## EDITORIALS -

### IN DES MOINES, A WHO-TV EXCLUSIVE!

Who cares what people think? WHO-TV, that's who! That's why we're the only Des Moines TV station to editorialize. Editorials: another reason we're Number One in community involvement.



# WHO TV

Color 13 - DES MOINES, IOWA

try music variety series, *Rebtown, USA*. Produced in Charlotte, N. C. for distribution beginning in September, *Rebtown* is offered on a cooperative, cost-free basis, with BTS retaining two of the six commercial spots for network sales to recoup its production costs. The show is available in high or low band color or in black and white. BTS also created the teen-oriented music and dance show *Upbeat*.

**On ice** ■ NBC-TV will colorcast *The Highlights of the Ice Capades of 1969* in prime time early in February. The special, a Wolper production, features many of the world's outstanding skaters and a corps de ballet. The program will be taped late this month when the 29th edition of the Ice Capades is unveiled in Atlantic City's Convention Hall. Jack Haley Jr. is executive producer.

**C&W acquisition** ■ Worldwide television distribution rights to the *Buck Owens TV Ranch Show* have been acquired by TV Cinema Sales Corp., Beverly Hills, Calif. The 78 half-hour color taped shows are for scheduling during the 1968-69 season.

**Miss America** ■ Resort Radio Productions, Atlantic City, will originate the Miss America Pageant for the 10th year for a national network, Sept. 2-8. Len Antell of WFIL Philadelphia will announce the broadcast from Atlantic City for WFIL, WRRR Rockford, Ill., KUMA Pendleton, Ore., WHFR Wisconsin Rapids, Wis., and WIBW Topeka, Kan.

**Radio rights** ■ Lordhouse Recording & Publishing Co., Fort Lauderdale, Fla., has appointed Signal Productions, Hollywood, to handle domestic and foreign syndication of the Nelson Boswell *Challenge and Response* daily five-minute radio series. The radio series is designed to offer practical evaluation of the challenges in current events.

**Pied-piper** ■ Mel Bailey Productions, New York, has signed Diane Wolkstein for a children's TV series. Miss Wolkstein is New York City's "official storyteller," and performs each week at various schools, hospitals and recreational areas.

**Tapes available** ■ Over 200 stations will broadcast WLIB New York's public service series on the urban crisis entitled *What Must Be Done*. The figure includes approximately 170 stations of the National Educational Radio Network and other educational, Negro and general-market stations.

**Opening game special** ■ Preceding NBC-TV's opening game of the American Football League season Friday, Sept. 6, will be a half-hour special, *Pro-*

*Football '68: Destination Super Bowl*, analyzing both AFL and NFL teams and their chances to play in the Super Bowl. Curt Gowdy will be the host, aided by Kyle Rote and Al DeRogatis. Texaco, through Benton & Bowles, has signed as a sponsor, with the rest of the time still available.

**Submarine disaster** ■ Westinghouse Broadcasting Co. will present a TV special, *H.M.S. Thetis*, based on the real-life sinking of the Triton class British submarine that went down in Liverpool Bay, June 1, 1939, with the loss of 99 lives. It is scheduled for showing Sunday, Sept. 8, on all WBC TV stations: WBZ-TV Boston, KYW-TV Philadelphia, KDKA-TV Pittsburgh, WJZ-TV Baltimore and KPX(TV) San Francisco.

**Nobel Prize Programs** ■ ICA Programmes Ltd., London and New York, has entered into a co-production agreement with Telcor SRL-Lionello Santi of Rome under which three of six TV specials on Nobel prize winners to be produced by ICA Programmes will be made in association with Telcor. ICA, headed by Geoffrey Selden, said the three will recount the stories of Pierre and Marie Curie of France, Guglielmo Marconi of Italy and Gerhard Domagk of Germany.

**New understanding** ■ King Screen Productions, Seattle, is preparing a TV series, *Understanding Human Sexuality*. It will cover sex education, sex in marriage, contraception, wanted and unwanted pregnancy, abortion, single parents, homosexuality, venereal disease, masturbation and other intimate aspects of human behavior.

**Rosko Availability** ■ WNEW-FM New York, evening personality, Rosko, will be heard outside New York in early September, when a two-hour segment of his *Mind Excursion*, will be available for syndication. Three stations have purchased it so far: KMET(FM) Los Angeles, WHK-FM Cleveland, and WHDH-FM Boston.

**Public apathy** ■ 20th Century-Fox Television acquired *Partners in Crime*, a one-hour documentary, for worldwide syndication. Originally produced by WCKT(TV) Miami, it presents a display of public apathy toward crime in documented examples ranging from purse-snatching to kidnapping.

## Delay not sanctioned for AM-FM divorce

Four owners of AM-FM combinations were turned down by the FCC last week in requests for further extensions of the commission's AM-FM non-

duplication rule.

The owners and the FM's involved are McLendon Corp's WNUS-FM Chicago, King Louie Broadcasting Corp.'s KBEY(FM) Kansas City, Mo., Plough Broadcasting Inc.'s WJJD-FM Chicago, and Rollins Inc.'s WGEE-FM Indianapolis.

The rule, which originally became effective for 337 stations on Oct. 15, 1965, but was extended for 146 that requested exemptions, prohibits FM's in cities of more than 100,000 population from duplicating the programming of commonly owned AM's in the same area more than 50% of the time.

Those broadcasters whose requests were turned down last week pleaded economic hardship. They were given until Sept. 30 to comply with the rule.

In the case of another waiver request, the commission granted Tribune Publishing Inc.'s KTNT-FM Tacoma, Wash., until Feb. 1, 1969, when its license expires, to comply. It pleaded economic hardship also.

## AP now offering Beatty, sports, women's shows

The AP service for broadcasters, AP VoiceFeatures was scheduled to start Sunday (Sept. 1). Officials said the number of station subscribers would be given later.

VoiceFeatures provides five commentaries each week by former NBC commentator Morgan Beatty, plus five sports shows, five women's programs and five miscellaneous features. Each program has three-and-a-half minutes of editorial copy, permitting one-and-one-half minutes for commercials.

Delivery is on tape, by first-class mail, one delivery per week. The Beatty and sports programs are mounted on one seven-inch reel, and the women's and miscellaneous programs on another. To aid in programming, all shows for a given week are delivered by the preceding Friday.

## 'MGM/7' package sold to N.Y., Chicago stations

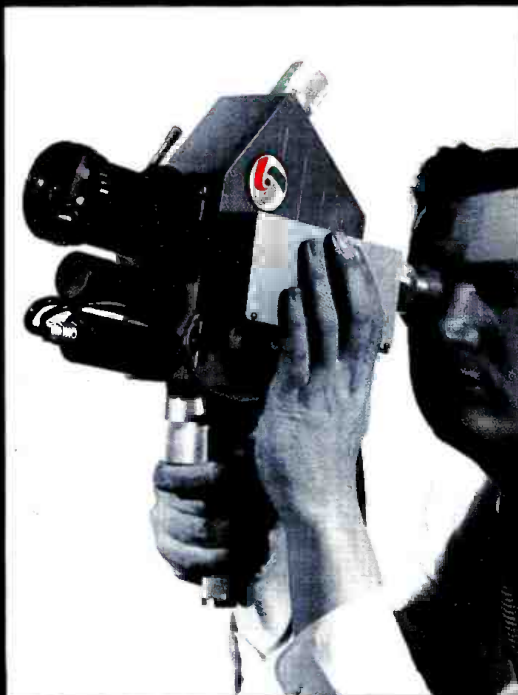
Initial sales on *MGM/7* package of feature films have been made to WNBC-TV and WOR-TV New York and to WGN-TV Chicago, according to an announcement today (Sept. 2) by Edward Montanus, MGM-TV director of syndicated sales.

The package consists of 145 feature films and in New York the list was split between WNBC-TV and WOR-TV. It includes 43 first-run films, plus 92 that have been on the networks and are now offered for the first time in syndication.

# The Innovators will strike again. Soon.

First, it was the Norelco® 3-Plumbicon\* tube color camera which since 1965 has become the world's most-accepted, most-imitated camera.

At the 1968 NAB show, it was this tiny blockbuster, a color camera 6½ pounds light.



New developments on their way to you from Philips Broadcast are even more exciting. But for now...

\*Trade mark for television camera tubes.

# Here's Total Station Capability from the Innovators at Norelco

(The people who re-invented  
color television.)

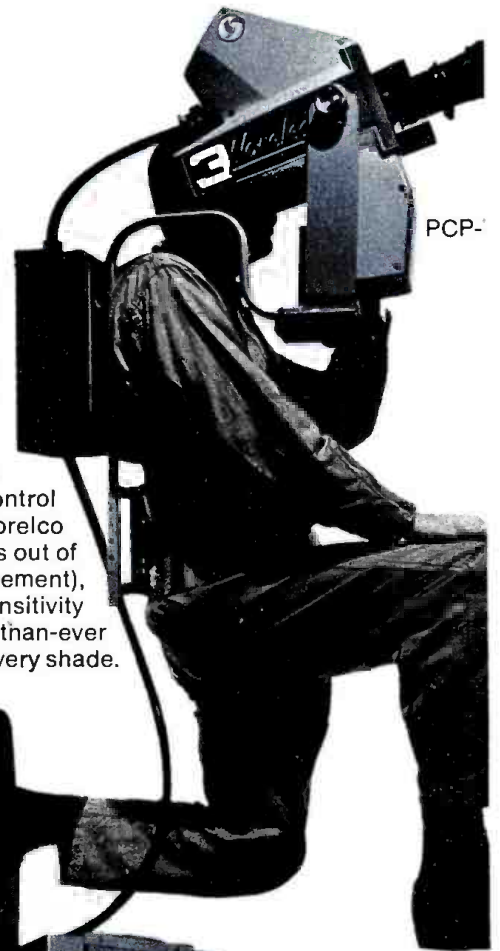
Philips Broadcast Equipment Corp. now offers you complete, turnkey service in television broadcast and production facilities. From systems engineering through installation and including financing, the quality and reliability that have made our Norelco color equipment the industry's standard of excellence is available for full system development.

Color pictures of the highest attainable quality start with the Norelco family of Plumbicon cameras. First, the PC-70 studio and field camera. Now used by all three major networks, numerous groups and more than one hundred independents, it has become in less than four years the undisputed world's champion.

And for extra mobility: Choose the PCP-70 portable, the "Little Shaver." Its picture matches that of the PC-70 precisely.

Finally, there's the PCB-701 special purpose color camera—the "Robot." Put it anywhere. It can pan, tilt and focus by remote control.

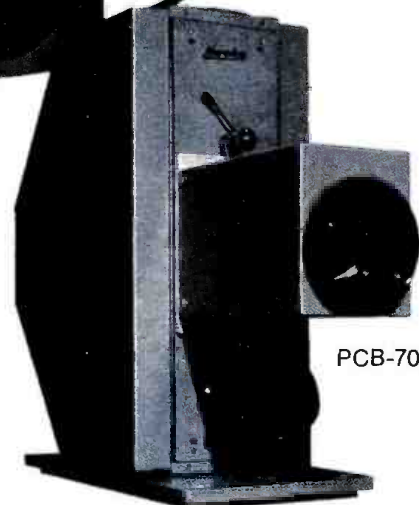
All are compatible with the PC-70 camera control unit. And the new-generation Norelco cameras, in addition to Contours out of green (electronic edge enhancement), have extended red sensitivity Plumbicon tubes for truer-than-ever reds of every shade.



PCP-70



PC-70



PCB-701

The heart of your film island—the Norelco PCF-701 film camera—provides for the first time, the advantages of the Plumbicon tube, establishing a new and heretofore impossible standard of color performance. Automatic light control is built into the camera's common light path. The eye-level monitor rotates for easy viewing, and side-mounted waveform monitor and drawer-mounted registration & operation panels facilitate signal checking and set-up. Norelco's PCM-800 multiplexer is designed specifically for the PCF-701 film camera. Slides can be supered over film on the same film island for the first time in color TV.

PCM-800



PCF-701



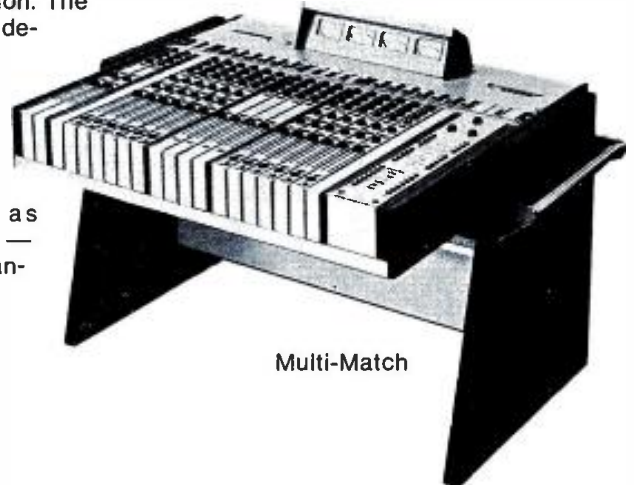
See your brilliant Plumbicon picture on 19" and 25" monitors fed by Norelco's new silicon solid-state distribution amplifier. Monitors work from either composite or non-composite video, with separate test signal input, and are easily switched from composite color signal to separate R-G-B inputs from front control panels. Bonded implosion-proof faceplates have anti-reflective coatings, and cabinet design allows close stacking without impairing ventilation.



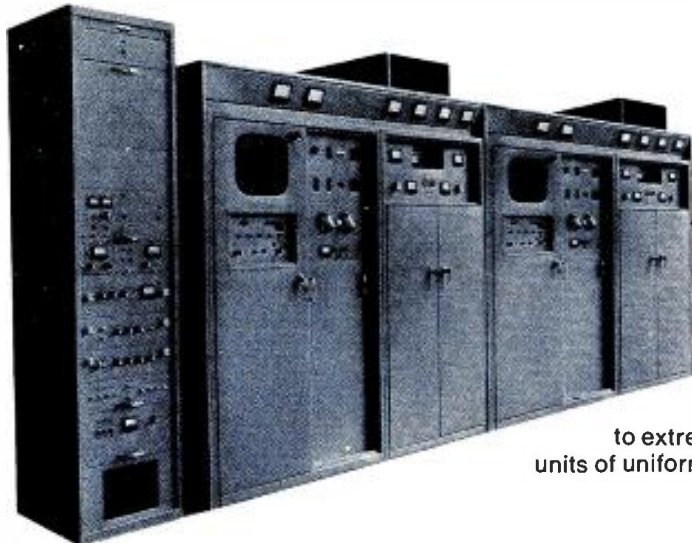
Distribution amplifier's modular plug-in printed circuit boards and other features allow connections on passive connector to determine performance for individual units. Eight amplifiers, each providing six outputs, are contained in a rack 5 1/4" high.

Norelco Multi-Match audio mixing desks provide superb performance and complete flexibility in units of modular, expandable construction. The Range 70 portable 12-channel system is designed for the 1970's and reflects the needs of the Sound Director. It is suitable for studio and field. For small studios, there's a Norelco 8-channel solid-state mixer, and — particularly for remotes and as auxiliary studio equipment — there's the light, compact 4-channel mixing unit that may be battery-operated.

Range 70



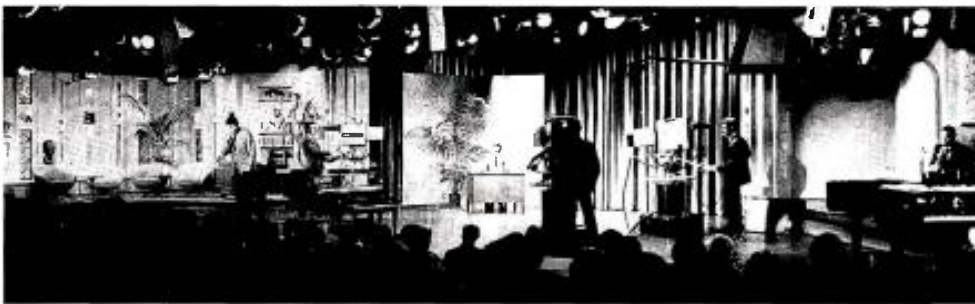
Multi-Match



Norelco UHF transmitters, with outputs of 10, 30 and 55 kW, feature high-reliability klystron visual and aural amplifiers, silicon solid-state circuits and power supply units, and provision for parallel operation of two transmitters with automatic phase control for visual and aural carriers. Minor component variations have little effect on overall performance, thanks to extreme stabilization of circuitry. Modular units of uniform styling are joined to form in-line arrangement.

# Here's Norelco Total System Capability at Work:

## Hollywood Video Center—a modern, turnkey studio and mobile facility by Philips Broadcast



Hollywood Video Center studios have four Norelco color cameras, as does the mobile unit. All cameras and control units are interchangeable, and provide total flexibility of equipment.



Van has four cameras with provisions for six. CCU's are on wheels, allowing transfer between studio and van.

Custom video switching systems in studio and van are identical. Studio also has Norelco PCF-701 3-Plumbicon film camera.



Hollywood Video Center President Rounsevelle Schaum, left, and John S. Auld, vice president and general manager of Philips Broadcast Equipment Corp. Gold key symbolizes completion of HVC mobile unit and studios.

*Awarded to Philips for Outstanding Achievement in Engineering for the Development of the Plumbicon Tube*



N.A.T.A.S. © 1949

*Norelco*

**PHILIPS BROADCAST EQUIPMENT CORP.**

299 Route 17, Paramus, N.J. 07652 • 201/262-7300

## Sec. 315, pay TV, CPB on tap

Congress returning to work with plenty of broadcast matters to keep it busy

Congress returns to Capitol Hill this week to focus on a pile of unfinished business that includes several issues of importance to broadcasters—including a resolution to suspend Section 315 permitting televised debates between the presidential nominees.

Other issues include pay TV, money for noncommercial broadcasting, pending consumer legislation that could affect broadcast advertising and House hearings on a newspaper joint-operating-agreements bill that can have more than a passing interest to broadcasters.

The only issue thus far firmly scheduled for consideration on a specific date is the Senate-passed equal-time suspension resolution (S. J. Res. 175) for presidential debates. The House Commerce Committee, which has spent several closed-door sessions on the measure, voted before the convention recess to postpone consideration until Wednesday of next week (Sept. 11).

**Editorials Ban** ■ The suspension resolution, as left pending by the House panel, contains a clause added by Representative John E. Moss (D-Calif.) that would ban all broadcast editorials for or against candidates, but the Moss amendment has not been brought to a vote (BROADCASTING, July 29). Chances for passage of at least the original resolution were believed to have been aided by Republican nominee Richard M. Nixon's agreement to debate his Democratic rival, Vice President Hubert H. Humphrey, if the equal-time law could be suspended (BROADCASTING, Aug. 12).

Vice President Humphrey is on record as favoring a suspension.

The pay-television issue is also pending before the House Commerce Committee; a sense-of-the-committee resolution offered by Representative James Harvey (R-Mich.), with Committee Chairman Harley O. Staggers's (D-W. Va.) reported blessing, was under consideration by the panel when Congress recessed.

As pending business, the Harvey measure has first priority for committee attention when it resumes its executive sessions. The first such meeting may come this week, perhaps as early as Thursday (Sept. 5). Congress returns Wednesday (Sept. 4). The resolution asks another year's delay by the FCC in the commission's consideration of its subscription-television docket. The com-

mission would not be legally bound by the resolution but it is in fact honoring a similar resolution, passed last year by the House group, that expires in November—one year from the day it was passed (BROADCASTING, Nov. 20, 1967).

**ETV Funds** ■ Chances for a \$6-million "seed money" appropriation for the Corp. for Public Broadcasting were seen as enhanced by the Democratic platform plank urging support for educational television (see page 26). The CPB funds were ignored in the House-passed health, education and labor appropriations bill, but the Senate Appropriations Committee voted to include the \$6 million (of \$9 million authorized) in the bill. Senate floor action was imminent before the recess and may be the first congressional action on a broadcasting matter to be taken in the postconvention session.

The money is intended to fund the CPB's first-year's programming operations while a permanent financing plan is developed, as urged in the platform plank. The appropriation, if voted as expected by the Senate, would need later approval by House members of a conference committee and House floor approval of the conference report.

**Equipment, Too** ■ Other, less controversial, ETV money is also in the bill. Renewed funding for HEW's equipment and facilities grants program (\$4 million, of \$12.5 million authorized) passed the House (BROADCASTING, July 1) and has been approved by the Senate Appropriations Committee without change.

A bill (S. 3065) giving the Federal Trade Commission power to stop by court order what it considers unfair business practices—including broadcast advertising—before it has issued complaints or held hearings has passed the Senate and is now pending before the House Commerce Committee. Chairman Staggers has indicated that he would hold hearings on the measure as soon as possible after Congress reconvenes.

A part of the President's consumer-legislation package, the bill's chances were also seen as helped by the platform's strong consumerism plank. The provision is contained in the administration's "Deceptive Sales Bill" (H.R. 15354, introduced by Mr. Staggers).

**House's Turn** ■ The "Failing Newspaper Act," subject of exhaustive and

still inconclusive hearings in the Senate (BROADCASTING, July 17, 1967 et seq.), has been promised an airing by the House Judiciary Committee under Chairman Emanuel Celler (D-N. Y.). In the House bill the title has been changed to "Newspaper Preservation Act." Under its terms, joint operating and advertising-sales agreements between papers, which have been threatened by Justice Department and court actions, would be permitted as exemptions to existing antitrust statutes if one or more of the newspapers was "failing." The newspaper industry is split on the measure.

One of the arguments advanced against the bill is that the measure takes no notice of the profitability of newspapers' other business investments, especially television and radio properties. The Senate hearings probed newspaper ownership and interlocks with broadcasting outlets and investigated concentrations of media power, regionally and nationally. Difficulties of smaller or newer papers obtaining wire and syndicate services was also investigated.

## Hughes reported to be eyeing SNI

Billionaire Howard Hughes, who failed in his recent attempt to gain control of ABC, was reported last week to have started negotiations toward acquiring Sports Network Inc., New York.

Some reports indicated that Mr. Hughes was prepared to spend as much as \$18 million to buy SNI but other sources indicated that this price tag was too high. Spokesmen for Mr. Hughes could not be reached for comment, and Richard Bailey, president of SNI, would neither confirm nor deny that he was involved in discussions with Mr. Hughes or his associates.

SNI has had substantial success in the past 14 years in telecasting sports events on a local, regional and national basis. Asked if his company was up for sale, Mr. Bailey replied:

"I would say any company can be bought for a price. I would consider \$18 million for Sports Network Inc."

Mr. Bailey said that he and his family own about 97% of SNI, a privately held company.

There was speculation that Mr. Hughes's interest in acquiring SNI went beyond the buying of an organization that had future potential growth and profitability. Some sources reasoned that Mr. Hughes, rebuffed in his bid to wrest control of ABC, was aiming to develop

## TV said to appeal to all income levels

Who says television appeals primarily to the lower income brackets?

Information gathered from 1964 to 1967 by the Brand Rating Index, New York, indicates that not only is TV a mass medium appealing to all income groups about equally, but it is attracting upper-income adults at a faster rate than lower-income adults.

The BRI data, circulated last week by the NBC research department, covered the period from December 1964 to December 1967. Its conclusions were based on information on the percentages of adults in different income brackets in the audience of the average evening program.

These were key findings:

In December 1967 the middle income groups (\$5,000 to \$7,999 and \$8,000 to \$9,999) were slightly above average in viewing level, while both lower and upper income brackets were slightly below average: viewing of the average evening program by adults with incomes of \$10,000 and more climbed 15% between 1964 and 1967, while viewing by adults with incomes under \$5,000 edged up by only 4%; between December 1966 and December 1967, the most striking growth occurred among viewers with incomes of \$15,000 and more, amounting to a 10% gain.

a force competitive with ABC-TV's active and profitable sports division.

SNI is known to have placed bids in the past with the three TV networks for the rights to major sports events, but, in many instances, it lacked sufficient financial resources to match the offers of the networks.

## WGKA-AM-FM sale approved

Commission avoids being  
partial to any format in  
approving Atlanta transfer

The FCC, in an action indicating it has no wish to be forced into a position of choosing between Beethoven and Broadway, last week approved the sale of WGKA-AM-FM Atlanta to Strauss Broadcasting Co. of that city.

The sale is one of the more controversial to have come before the commission, principally because of columns and editorials in the *Atlanta Journal* protesting the purchaser's proposal to switch the stations' format from classical to middle-of-the-road music. Readers were urged to complain to the commission (BROADCASTING, June 10, May 20).

And they did. Some 2,100 Atlantans wrote letters or cards or signed petitions urging the commission to prohibit the change in format.

As a result, the commission staff presented the matter to the commission as a policy question. If it feels a substantial question has been raised by listeners protesting a change in format that will deny them the kind of programming

they enjoy, the commission was told, it should set the matter for hearing.

**Relies on Survey** ■ However, the commission elected to rely on the representations of the purchaser. An order approving the transfer was being put in final form late last week. But officials noted privately that Strauss had made a survey of community needs and presented a programming format designed to serve the public interest.

They also said that the kind of entertainment proposed is not crucial in a transfer case where the buyer is required to survey community needs. The commission's application forms asking information on programming proposals do not call for data on the kind of entertainment to be provided.

The commission vote was 3-10-1, with Chairman Rosel H. Hyde and Commissioners Robert T. Bartley and Robert E. Lee in the majority. Commissioner Kenneth A. Cox dissented and Commissioner Nicholas Johnson abstained. Commissioner James J. Wadsworth was absent.

The commission received no formal petition requesting a hearing on the transfer application. But in disposing of the informal protests and approving the sale by formal order, the commission was hoping to avoid the difficulty it encountered in connection with the approval last March of the sale of WFMT-(FM) Chicago to WGN Continental Broadcasting Co.

The U.S. Court of Appeals in Washington overturned that action on the ground that the commission, in the face of protests from Chicago residents, had approved the sale without a hearing and without articulating any reasons as to why the sale would be in the public interest. WGN and Gale Broadcasting Inc., the seller, have asked the court for a rehearing in the case (BROADCASTING, Aug. 18).

**Consideration** ■ Present owner of WGKA-AM-FM is Glenkaren Associates, Inc., whose principals are Locke E. Glenn, Barton C. Isbell Jr. and William L. Jones. Glenkaren, which has operated the stations with classical music formats for 11 years, will receive \$300,000, less debts expected to amount to \$150,000, for the station. In addition, the principals will receive payments totalling \$171,115.

Strauss is a partnership composed of Strauss Broadcasting Co. (66⅓%), a Dallas-based company, and Jere W. Thompson (33⅓%), a Dallas businessman. Strauss now owns KIXL-AM-FM Dallas and KCEE-AM-FM Tucson, Ariz., both middle-of-the-road operations.

Strauss says it developed its format for the Atlanta stations on the basis of its experience in Dallas and Tucson and after interviewing 13 community leaders in Atlanta. The format calls for "a pleasant blending of popular favorites, Broadway hits, musical standards, and light classical music."

The Atlantans writing to the commission, however, protested what they said would be the passing of the only all-classical-music format on radio in their city. Their letters and cards began streaming in after Dick Gray, a professional musician and TV and radio editor of the *Journal*, urged readers to "get behind a movement to keep at least one Atlanta station broadcasting classical music. . ."

However, the *Journal* and the *Atlanta Constitution* have a corporate relationship to competitors of WGKA-AM-FM—WSB-AM-FM-TV Atlanta, owned by the Cox Broadcasting Corp. And commission officials noted that there is no record as to why Mr. Gray has not urged an *Atlanta Journal*-related station to carry classical music.

## Top forfeitures ordered for AM's

The FCC last week levied its maximum fine of \$10,000 on one AM station and notified another of its apparent liability for the same amount.

KLWN Lawrence, Kan., was ordered by the commission to pay the maximum forfeiture for three repeated violations: fraudulent billing practices, failure to file copy of a contract covering service of a part-time first-class operator, and broadcast of advertisements for promotions that constituted lottery.

In its response to a notice of apparent liability issued on June 26, KLWN admitted the violations, but requested reduction of the forfeiture. It said that the fine was oppressive because of the station's financial situation; that the fraudulent billing was done to help ad-





Electricity helps you see the light.

Go in soon and cool it with the air conditioning.

Electric helpers make the work electric light.

Electric buffer makes the shoes shine.

# electric chair

Even to a guy relaxing at "the best time of the day," it's an electric world.

Electricity keeps inspiring better ways to get things done,

to give people time to take it easy. That's value.

Fact is, in 1968 a dollar buys an American family about twice as much electricity, on an aver-

age, as a dollar did back in 1938.

Pretty great—when you think of how the price of almost everything else has gone way up.

**The people at your Investor-Owned Electric Light and Power Companies\***

\*For names of sponsoring companies, write to: Power Companies, 1271 Avenue of the Americas, New York, N. Y. 10020

vertisers, with no monetary gain to the station, and that it was unaware that a lottery was involved.

The commission said it found no basis for reduction of the fine since the violations were serious and extensive. The licensee admitted them, and there were apparently no extraordinary circumstances which would warrant reduction.

The commission also notified WACA Camden, S. C., of its apparent liability for \$10,000 for repeated operation prior to the sunrise time specified in the station's license. It appeared, the commission said, that violations had occurred from Feb. 17 through Mar. 31, and again on or about May 1 through July 22. Any further violation will result in the issuance of an order to show cause why the station's license should not be revoked. The commission said.

## Philadelphia UHF seeks importation protection

The issue of CATV carriage of New York signals in the Philadelphia market—already ticketed for FCC investigation in a massive consolidated hearing—was raised again in a petition filed last week.

U. S. Communications of Philadelphia, licensee of UHF station WPHL-TV, that city, asked the commission to prohibit carriage of nine New York signals by Teleprompter Corp. on its proposed 19-channel system in neighboring Trenton, N. J.

According to U. S. Communications, the Teleprompter proposal would, if implemented, seriously fragment the UHF audience in Trenton, which is the second largest city in the Philadelphia market. Moreover, U. S. Communications said, the proposed system would not have a similarly negative effect on VHF stations, and would therefore aggravate the existing disparity between UHF and VHF audiences in the area.

The reason, it's held, is that network-affiliated VHF's would receive same-day nonduplication protection, which rarely helps independent UHF's, since they seldom duplicate each other's programming.

**V's Problems** ■ This situation, the firm implied, affects both the actual health and the image of UHF television. "Philadelphia UHF's will not fully succeed," the firm said, "until the advertising community accepts them as equal competitors of Philadelphia VHF's."

The issues raised by U. S. Commu-

nications are among those to be considered in a consolidated hearing involving separate proposals by 24 CATV systems to bring New York signals or to import distant signals into the Philadelphia market area (BROADCASTING, April 22). That hearing will examine in detail the question of what effect such signals would have on the development of UHF; in the interim the commission halted further CATV development in the area pending outcome of the hearing. According to U. S. Communications, that prohibition should also apply to Teleprompter's proposed system.

## Carol Music files suit against law firm

A civil suit for \$530,000 in damages has been filed in federal court in Washington against the estate of the late William A. Roberts and Charles B. McInnis, principals of the former Washington law firm of Roberts and McInnis.

The complaint, alleging breach of contract and negligence, is by Carol Music Inc., former licensee of WCLM (FM) Chicago. The license of WCLM was revoked by the FCC in 1964 on charges that the station was being used by gamblers. The station's appeal to the federal appeals court was dismissed, and a petition to the U.S. Supreme Court denied.

The dismissal of its appeal, Carol Music said, was due to its counsel's failure to comply with the rules of the court and to answer the court's show-cause order. The station was represented at that time by Roberts and McInnis.

Carol Music said it spent \$30,000 to hire another lawyer who attempted to get the case reinstated in the U.S. Court of Appeals for the District of Columbia, and for its petition for review to the Supreme Court. It also said the station was worth \$500,000.

## Changing hands . . .

**ANNOUNCED** ■ *The following station sales were reported last week subject to FCC approval. (For other FCC activities see FOR THE RECORD, page 60).*

■ WEIR Weirton, W. Va.: Sold by Harry B. Chalfant and associates to 1430 Corp. for \$350,000. 1430 Corp. is principally owned by Mone Anthan Jr. and Robert P. Anthan, local businessmen. WEIR is fulltime on 1430 kc with 1 kw, and is affiliated with NBC.

■ WELW Willoughby, Ohio: Sold by Kenneth Mapes and associates to Radio 1330 Inc. for \$275,000. Radio 1330 is headed by Laurence Goldstein, a

## Outstanding Values in Radio-TV Properties

### MID-ATLANTIC \$250,000

Fulltimer in prosperous community. Only daily advertising medium in county. Operating profitably, but with minimum sales effort. Station owns land and attractive well equipped studio and office building. Good terms to qualified buyer.

### UPPER-MIDWEST \$175,000

Perfect for owner-operator. Daytime AM with FM. Serves a basic market in excess of 10,000. College town, stable economy, growth potential. 29% down, balance over eight years at 6% interest.

## BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

#### WASHINGTON, D.C. CHICAGO

James W. Blackburn  
Jack V. Harvey  
Joseph M. Sitrick  
RCA Building  
1725 K St. N.W.  
333-9270

H. W. Cossill  
William B. Ryan  
Hub Jackson  
Eugene Carr  
333 N. Michigan Ave.  
346-6460

#### ATLANTA

Clifford B. Marshall  
Robert A. Marshall  
Harold Walker  
MONY Building  
1625 Peachtree Rd. N.E.  
873-5626

#### BEVERLY HILLS

Colin M. Selph  
Bank of America Bldg.  
9465 Wilshire Blvd.  
274-8151

68-3

Cleveland advertising executive. WELW is daytime only on 1330 kc with 500 w. Broker: Hamilton-Landis.

▪ WUNN Mason, Mich.: Sold by Mel H. Wirth to Family Radio Inc. for \$100,000. Family Radio is headed by Warren Bolthouse, of Jackson, Mich. WUNN is a daytimer on 1110 kc with 250 w. Broker: Hamilton-Landis and Associates.

▪ WLEH Lehigh Acres, Fla.: Sold by Manuel Riskin, Lee Ratner, Gerald Gould and Edward Shapiro to Roger Clipp for \$37,300. Mr. Clipp recently retired as vice president for broadcasting of group broadcaster Triangle Publications Inc. and has a 12% interest in WSER Elkton, Md. WLEH is full time on 1440 kc with 5 kw days, 1 kw nights.

**APPROVED** ▪ *The following transfers of station interests were approved by the FCC last week.*

▪ WWAY(TV) Wilmington, N. C.: Sold by William G. Broadfoot, Charles B. Britt and associates to Clay Broadcasting Corp. for \$1,335,573. Clay Broadcasting is a subsidiary of the Charleston Mail Association, publisher of the *Charleston (W. Va.) Daily Mail*. Lyell B. Clay and Buckner Clay and their families are principals of the newspaper firm. Mr. Britt is 75% owner of WIRY Plattsburgh, N. Y. WWAY is on channel 3 and is affiliated with ABC.

▪ KMEO-AM-FM Phoenix: Sold by William Freeman to Joel W. and Bertram Harnett and Martin Kenneth Cowan and associates for \$205,000. Messrs. Harnett are part owners of WGNV Newburgh, N. Y.: Mr. Cowan is an executive with WOR-TV New York. KMEO is a daytimer on 740 kc with 1 kw; KMEO-FM is on 96.9 mc with 4.8 kw.

## ARB reorganizes sales department

American Research Bureau has renamed and reorganized its sales department to make it more marketing oriented, and some of its executives have received new titles in the process.

The sales department, under Dr. Mark Munn, has been realigned by naming Dr. Munn vice president, marketing. The old departmental name of Network, Agency, Film and Advertiser Service (NAFA) has been dropped and changed to Agency and Advertiser Services.

The reorganized department will continue to report to Norman S. Hecht, vice president, agency and advertiser services, in New York, and film companies will still be handled by Mr. Hecht's department. Networks, however,

will now be serviced by Robert L. Owens, vice president, television station sales.

Under the new setup William N. Shafer, for several years vice president, western sales, in Los Angeles, moves to New York in the newly created position of vice president, sales offices. He will be responsible for the administration of sales offices in Los Angeles, San Francisco, Atlanta and Chicago with Dr. Munn directing the New York office.

At ARB's Beltsville, Md., headquarters Richard J. Glaspell has been appointed assistant to the president for client relations. He will continue to service client visits and client relations but now will also work on special projects for Dr. Peter Langhoff, ARB's president.

## CBS Radio affiliates to hear von Braun

The luncheon speaker on the second day of the 15th annual CBS Radio Affiliates Association convention in New York on Sept. 25-26 will be Dr. Wernher von Braun, director of the George C. Marshall Space Flight Center of the National Aeronautics and Space Administration, Huntsville, Ala.

In announcing the talk by Mr. von Braun, CBS Radio said its affiliates association had extended the invitation

to the noted space expert as a means of broadening its collective perspective on space developments and particularly their technical and sociological influences on broadcasting. Dr. von Braun will speak on the subject of "Space—the New Ocean."

The association in the past has had such major figures as former Vice President Richard M. Nixon (1967) and Vice President Hubert H. Humphrey (1966) as guest speakers.

Dr. von Braun has been in space work since 1930. He came to the U.S. in 1945 under contract to the U.S. Army. In 1955 he and some 80 associates and their families received American citizenship in Huntsville. At the conclusion of his address to the CBS Radio Affiliates Association convention he is expected to reply to questions from the audience.

## 900 hooked in to ABC Radio

Total stations affiliated with ABC Radio has reached 900 with signing of WYST, Buffalo, N. Y. to American Contemporary network, effective Sept 1, as that network service's 179th affiliate. Other ABC Radio networks and their total affiliates: American Information, 317; American Entertainment, 240, and American FM, 164.

### EXCLUSIVE LISTINGS!

**NEW YORK STATE**—Two CATV Systems comprising 940 subscribers. Gross nearly \$70,000 annually. 2,000 potential for additional subscribers. A third franchise located in resort area, not built, but also part of package. Price \$250,000.

*Contact C. L. "Lud" Richards in our Washington office.*

**NORTHWEST** —This is a fulltimer, 1 kw. day, 250 watts night, non-directional. Located in irrigated agricultural area. Population in excess of 21,000 with retail sales of \$51,000,000—plus. Operation profitable. Billings in excess of \$90,000. Price \$135,000, 29 per cent down, balance on terms to be negotiated.

*Contact Don C. Reeves in our San Francisco office.*

*Hamilton-Landis*  
AND ASSOCIATES, INC.

Brokers of Radio, TV, CATV & Newspaper Properties  
Appraisals and Financing

AMERICA'S MOST EXPERIENCED MEDIA BROKERS

WASHINGTON, D.C.  
1100 Connecticut Ave., N.W.  
20036 282/393-3456

CHICAGO  
1507 Tribune Tower 60611  
312/337-2754

DALLAS  
1234 Fidelity Union Life Bldg.  
75201  
214/748-0345

SAN FRANCISCO  
111 Sutter St. 94104  
415/392-5671

# TVSI management session set

Keynote to be by ABC's Goldenson; William Lawrence,

CPB's Frank Pace at luncheons; six panels arranged

The third annual management seminar of TV Stations Inc. will be held on Oct. 14 and 15 at the New York Hilton hotel with a large number of government and industry leaders participating in six panel sessions.

Herb Jacobs, president of TVSI, said the theme of the seminar this year will be "the challenges of change." Each of the panels, he added, will focus on the "stresses that have been tugging at the TV industry as well as society as a whole."

Leonard Goldenson, ABC president, will deliver the keynote address at the opening day of the seminar. Luncheon speakers will be William Lawrence, ABC political correspondent, on Monday (Oct. 14) and Frank Pace Jr., chairman of the Corp. for Public Broadcasting, on Tuesday (Oct. 15).

A panel on "station image" will be moderated by Thomas Murphy, chairman, Capital Cities Broadcasting Corp. Participants will be John T. Murphy, president, Avco Broadcasting; Mike Shapiro, general manager, WFAA-TV Dallas-Fort Worth; David Sacks, vice president, KGO-TV San Francisco, and Robert Ferguson, president, WTRF-TV Wheeling, W. Va.

**Programing** ■ Lawrence Laurent, TV editor, *Washington Post*, will moderate the session on programing. Panelists will be Jackie Cooper, vice president, Screen Gems; Jerome (Tad) Reeves, president, Westinghouse Broadcasting Co. Productions; Gene Accas, vice president, Leo Burnett Co., and Herman Rush, executive vice president, Creative Management Associates.

Sol Taishoff, editor-publisher of BROADCASTING, will be moderator for the panel on "communications on delivery." Speakers will be Rosel Hyde,

FCC chairman; Bill Michaels, president, Storer Broadcasting; Alfred Stern, president, Television Communications Corp., and G. Richard Shafto, chairman, Cosmos Broadcasting.

The panel on "marketing and sales development" will consist of Bern Kanner, senior vice president, Benton & Bowles; Dana Redman, vice president, Kenyon & Eckhardt, and Robert Kizer, vice president, Avery-Knodel. Mel Goldberg, vice president, Blair Television, will serve as moderator.

Frederick W. Houwink, vice president, Evening Star Broadcasting, Washington, will be moderator for the session on "the government and business." Panelists will be announced at a later date. The panel on "the broadcaster and the community" will be moderated by the Rev. John Culkin, S. J., director, Center for Communications, Fordham University. Panelists will be announced at a later date.

**For the Record** ■ Mr. Jacobs reported that more than 300 executives attended the TVSI seminar last year. Each attendee receives a transcript of the complete seminar.

TV Stations Inc. was founded 15 years ago as a program-buying consultancy organization for stations. It now serves more than 130 TV outlets. A. Louis Read, president of WDSU-TV New Orleans, is the present board chairman of TVSI.

Serving on the board of directors are Charles A. Batson, president, Cosmos Broadcasting; Thomas C. Bostic, president, KIMA-TV Yakima, Wash.; Joseph L. Floyd, president, KELO-TV Sioux Falls, S. D.; James J. Gerity Jr., president, WNEM-TV Bay City, Mich.; Jack Harris, president, KPRC-TV Houston; Carl E. Lee, executive vice presi-

dent, Fetzter Broadcasting; Douglas L. Manship, president, WBRZ-TV Baton Rouge, La.; Arthur H. McCoy, president, Pacific & Southern Broadcasting; Hamilton Shea, executive vice president, Gilmore Broadcasting; William B. Smullin, president, KTVM(TV) Medford, Ore., and Mr. Jacobs.

## TV as a backdrop in the ghetto home

The ghetto kid watches television a lot; everybody knows that. But it took two trained sociologists to come up with some precise facts on the "disadvantaged" child and his viewing environment.

Using information from 56 slum families, most of whom keep their sets running six hours or more most weekdays, Mrs. Gladys Engel Lang and Ronald C. Fox report that "most of the [second-grade] children, when they are home, live with television as a constant backdrop to activity, even more so—it appears—than in most American homes."

The paper—the first in a series—was delivered at the annual meeting of the American Sociological Association last week in Boston.

Some findings:

- There is heavier use of TV among English-speaking parents; Spanish-speaking families are not as likely to have the TV set on in the morning when their young school children are not home.

- In a good proportion of these homes there is more than one TV set in working order. Two-thirds of the English-speaking families have more than one working set; 16.7% have more than two. About one-third of the Spanish-speaking families have more than one set.

- Those that have color TV sets—16.7% of the English speaking families and 6.2% of the Spanish-speaking families—consider it a valued possession. In one family with a color set, the children are restricted to use of the black and white set for ordinary viewing.

- In Latin homes, Spanish-language programs apparently are not particularly watched by second-graders; no mother mentioned Spanish-language programs as her child's favorite program or one that the child watched most regularly or one that holds the child's attention most.

- And as to watching the educational TV station, almost 40% of the parents answered yes (45.8% of the English-speaking parents, and 34.4% of the Spanish group).

- Children usually watch TV in clus-



Mr. Goldenson



Mr. Lawrence



Mr. Pace

ters, with their brothers and sisters and/or friends, and the room in which they view, usually the living room, is a "beehive" of activity, including fighting, talking, playing, reading, studying. Almost 9% listen to the radio while the TV set is on.

▪ TV helps the children, particularly where a program is recommended by their teacher. It also, parents say, helps in improving vocabulary, learning to count, learning the alphabet, to make things, songs. And, 58.5% of the parents, given a choice between reading a book or watching TV, chose to read the book—"a choice reflecting the high value most of these parents with children in the ghetto schools do put upon 'print' and learning."

▪ Parents feel there is too much violence on the screen, but they do little about it particularly where there is only one set in the house; those families with more than one set are apt to be stricter in screening the programs their youngsters watch.

▪ Second graders are the disadvantaged among the disadvantaged in watching TV; generally the programs are chosen by their older brothers and sisters. The parents usually concur, since this keeps more of the children happy.

## AFTRA passes equal employment resolution

The American Federation of Television and Radio Artists has started a drive to open "new doors" of employment for black and Mexican-American performers at radio and television networks and stations and at advertising agencies and independent producers.

A resolution adopted at the national convention of the union, held in New Orleans in July, called for special committees to meet with representatives of such employer organizations as the American Association of Advertising Agencies and the National Association of Broadcasters, as well as all owners and managers of local stations across the country, to "effectuate equal employment opportunities for nonwhite performing artists." The resolution noted that the FCC "has now announced a policy involving strict enforcement of nondiscrimination in the hiring and broadcasting practices of all radio and television stations in its jurisdiction to the degree that licenses will be withheld or revoked where this policy is violated."

Regular reports from the AFTRA locals to the national office of the union "as to what specifically has been done to effectuate this resolution and the results therefrom" are required by the provisions of the resolution.

## 'Profit challenge' RAB session theme

Radio Advertising Bureau's 1968 series of management conferences, tied to the overall theme of "The Profit Challenge," will open in Atlanta on Sept. 12.

Miles David, RAB president, said that 1968 registration is 20% ahead of last year when more than 600 station executives attended the six meetings. Attendance is limited to the top management of radio stations.

The sessions this year again will be split by market size, with material programmed for either large or small market stations. Speakers will explore various facets of station operations, including programming, promotion, sales and community services.

Mr. David said a group of distinguished advertiser and agency officials will address luncheon sessions of the two-day closed meetings, with speakers conducting informal two-way dialogues

with broadcasters on buying and selling radio.

During informal sessions of the conferences, RAB officials will present ideas in slide and tape form, based on an extensive survey of stations across the country. Presentations will be given by Mr. David; Robert M. Alter, RAB executive vice president; Carleton Loucks, director of regional sales, and Edward Whitney, director of the small markets division.

Dr. Sidney Roslow, president of The Pulse Inc., and Dr. Peter Langhoff, president of the American Research Bureau, will be at each meeting to discuss research methodology and to field questions from broadcasters. Mr. David noted there also will be a special section on FM trends.

Dates and locations of the 1968 RAB management conferences are: Sept. 12-13, Atlanta, Hilton Inn; Sept. 16-17, New York City area, White Plains (N.Y.) Hotel; Sept. 19-20, Cincinnati, Carrousel Inn; Sept. 30-Oct. 1, Chicago, Mariott Motor Hotel; Oct. 10-11, San Francisco, Hyatt House and Oct. 14-15, Dallas, Marriott Motor Hotel.



## WKBG-TV in \$2.25-million expansion move

Kaiser-Globe Broadcasting Corp., owned by Kaiser Broadcasting Corp. and the *Boston Globe*, has announced plans for a substantial expansion of its Boston area independent UHF, WKBG-TV, including a new \$2.25-million studio-office building, new transmitting facilities and tower, and a significant enlargement of its news operation.

The new building is being built for March 1969 occupancy as a producing facility and will be located on Morrissey Boulevard adjacent to the *Globe*. The 40,000-square-foot two-level building will house a reception area, conference rooms, 60 offices and two studios. The station is purchasing new RCA color equipment, including five cameras, three film chains, four high-band tape recorders, and a \$500,000 remote unit.

WKBG-TV, which has a construc-

tion permit to increase its power to 727 kw, has purchased a new RCA 1,000 kw transmitter, and has leased space for its antenna on a new tower being built by Stainless Inc., North Wales, Pa. The antenna will be 1,186 feet above terrain. Completion is set for early October for the tower, which will also carry WREP (TV) Boston when that new station goes on the air.

Also in the works is an expansion of WKBG-TV's news department to a 24-man operation that will begin full operation in January. It will be housed in the first level of the new building with new color news processing facilities.

Kaiser Broadcasting has completed negotiations to purchase an additional 40% of the *Globe's* 50% holdings pending FCC approval (BROADCASTING, Aug. 19).

Richard Nixon has accepted invitations to meet the Democratic nominee in a series of face-to-face television debates on the issues.

Vice President Humphrey has indicated his willingness to engage in debates.

Those debates can happen only...

If

Late last Wednesday night in Chicago the Democratic National Convention nominated Hubert H. Humphrey as the party's candidate for the Presidency of the United States. Just three weeks earlier in Miami Beach Richard Nixon drew the nomination of the G.O.P. The arena is now opened for the final climactic period of this whole extraordinary election year.

In the nine weeks that lie between now and November

5, the quadrennial drama of a Presidential campaign will be played out again across the nation in the jet-age equivalent of the whistle stop, in monster rallies, on television and radio, in newspapers and magazines.

And the most important aspect of a free and informed society choosing the man for its highest office could be lost in all the hurly burly and the hoopla.

The issues involved in the 1968 Presidential election

are the most significant and critical of any in this century. They involve war and peace, civil violence and civil rights, and the very nature of our government.

It was never more imperative that the American people understand the issues and where the principal candidates stand on them.

In this critical year radio and television could render the American people a service of the highest order—by bringing together the leading contenders for the highest office in the land in face-to-face discussion of the issues and their positions on those issues.

The candidates agree. Richard Nixon has already accepted invitations to participate in such nation-wide confrontations on the air. Vice President Humphrey has, on several occasions, indicated his willingness to engage in debates.

The way should be clear.

Except for one thing: Section 315 of the Communications Act, the anachronistic equal-time provision which has the practical effect of outlawing the broadcast of such face-to-face meetings.

Section 315 requires that the same amount of time be given to the candidates of all parties, significant and crackpot alike. It is estimated that between 20 and 30 candidates will be running for the Presidency this year. In 1960, the standardbearers of 24 parties would have qualified, including the American Beat Consensus, the American Vegetarian and the Greenback. This year broadcasters would face demands for equal time from such single-issue groups as the Prohibition Party, the Theocratic Party and the National Hamiltonian Party. Such a meaningless flood, as a practical matter, would be impossible to present in any broadcast schedule.

Eight years ago, for the first time in history, the two

major candidates for the Presidency—John F. Kennedy and Richard M. Nixon—faced each other in public discussion and gave the entire nation the opportunity to size them up at first hand on radio and television.

The four "Great Debates" of 1960 aroused enormous interest. Nearly 115,000,000 Americans saw and heard one or more of them. An average of 71,303,000 people watched each debate. And a greater percentage of eligible voters went to the polls that November than ever before in our history.

The 1960 Great Debates were called the "pivotal feature of the campaign" and "a revolution in the American political process."

They were possible only because Congress temporarily suspended the equal-time law. Suspended it for that Presidential campaign only—as an experiment in enlightened self-government in the 20th Century.

Broadcasters are working for a similar suspension in 1968, when the issues involved in the election are incalculably more important.

The United States Senate has acted unanimously to approve a suspension. Hence, only the action of the House of Representatives is necessary to revive prospects of Great Debates this fall.

We are sure that a vast majority of the people join us in urging prompt and affirmative action by the House when it reconvenes next week.

For it is not a question of what is in the best interests of the candidates, or in the best interests of the broadcasters, or of any other group. The only valid question is what is most helpful to the people in the first business of democracy—the informed choice of its leadership.

The CBS logo, consisting of the letters "CBS" in a large, bold, serif font.

# Earlier sign-ons given daytimers

## FCC modifies its rule to let stations set their clocks ahead with daylight time

By dropping a single word from its rules FCC last week gave some 1,400 radio stations something to cheer about.

The dropped word is "standard," and had appeared in the rules restricting the presunrise operations of daytime and some fulltime stations on regional and clear channels, to "6 a.m. local standard time."

The change became effective Sunday (Sept. 1). As the days grow shorter, it will mean that an increasing number of stations in daylight saving time areas will begin operating with daytime facilities up to an hour earlier than would have otherwise been allowed by the rules.

The commission emphasized, however, that the sign-on adjustment affects only those stations holding supplemental presunrise service authority and does not change the nonadvanced "sun" times specified in station licenses.

**Mostly Daytimers** ■ Most of the 1,400 stations affected are daytimers on regional channels. However, some 300 full-time class III stations are also involved, as are a handful of daytime and full-time outlets on Class 1-B clear channels.

Specifically excluded from the amendment are Class II stations on I-A clear channels. The commission said a decision on these stations will be issued soon. A separate proceeding involving the question of the power with which those secondary stations should operate presunrise is pending.

The change in the presunrise rule was made possible by Canadian concurrence in changes in the U.S.-Canada agreement that had cleared the way for adoption of the original presunrise rule in June 1967 (Broadcasting, July 3, 1967).

That agreement, required because of a treaty provision barring presunrise operations by American stations, referred to a 6 a.m. "local standard time" sign-on by the stations involved.

**Contingent Action** ■ The commission, whose staff had begun negotiating a change in that agreement even before it issued the rulemaking to amend the presunrise rule, on February 14 (Broadcasting, Feb. 19), actually adopted the amendment two weeks ago. But the

order was to become effective only on receipt of clearance from Canada, which was received last week.

Voting for the order were Chairman Rosel H. Hyde and Commissioners Robert T. Bartley and Robert E. Lee. Commissioner Kenneth A. Cox concurred as to the change to local time but abstained from voting on the remaining issues. Commissioner Nicholas Johnson concurred in the result.

The commission said the amendment is required because of the virtual universality of daylight saving time in the U.S. resulting from enactment of the Uniform Time Act of 1966. This has resulted in 6 a.m. standard time becoming 7 a.m. local time from late April until late October.

The commission noted that, since stations can use their licensed daytime facilities after local sunrise, the reference to standard time in the rules posed no serious problem in May, June and July, when sunrise is often 5 a.m. standard time or earlier.

"But it becomes a substantial problem in August and September and, for the great majority of daytime-only stations, it delays sign-on until 7 a.m. for most of October," the commission added.

**Complaints Received** ■ Giving point to that observation are the scores of complaints the commission has received from daytime-only stations, and their friends in Congress, since Aug. 1. The stations protested that because of the commission's delay in adopting the proposed amendment, they were being forced to cut back in their broadcast operations.

The commission, in initiating the rulemaking, had hoped to wind up the proceedings before the end of April, so that stations affected would be able to benefit from the amendment during the early part of the daylight-saving time period.

It was in fact the reference to standard time in the original rule that provided some of the basis for daytimer opposition to the original rule.

The commission said last week that until the Uniform Time Act daylight saving time had been a matter of state or local option. As a result, the com-

mission said, commission rules were in terms of "local standard time." This was also the explanation given for the reference to standard time in the agreement with Canada.

The June 1967 presunrise rule both made uniform and tightened up presunrise operations. Besides restricting such operations to 6 a.m. standard time, it barred use of more than 500 w in the hours before daylight. Full-time regional stations, many of which are required to directionalize their antenna at night, were given the option of operating with 500 w with daytime antenna 6 a.m. standard time or maintaining their licensed nighttime operations.

**Forced Rule** ■ Previously daytimers and regional fulltimers had been permitted to begin broadcasting as early as 4 a.m. with full power—subject, however, to termination of the presunrise operations on complaint of interference by a fulltime station.

The presunrise rule adopted last year is being challenged in the courts, principally by a group of full-time stations that claim presunrise operations by daytimers interferes with their operations and thus modifies their licenses without a hearing. They also object to the requirement that they limit their presunrise power to 500 w if they operate daytime facilities. The U.S. Circuit Court of Appeals in New York in May upheld the commission, but the broadcasters last month asked the Supreme Court to review that decision (Broadcasting, Aug. 12).

The commission last week, as in the order adopting the original presunrise rule, acknowledged that some interference would result. But it said the gains from the resulting service would outweigh any detriments from interference.

In discussing the regional daytimers involved, the commission said "there appears . . . to be a substantial need" for the information they can provide their audiences in the presunrise hours. The commission referred to agricultural material, news, road and traffic conditions, and to "informational announcements" helpful to listeners before they leave for work or school.

The commission held that full-time regional stations should have the same option they do now of switching to daytime facilities with 500 w, even though they may operate with nighttime power in the presunrise hours. The commission said that option would afford the full-time stations some protection against daytime interference during the presunrise period. The commission also noted in that connection that "only a minority of full-time regional stations are likely to engage in PSA operations rather than use nighttime facilities."



# Origination problem has FCC on the spot

## Commission must decide if commercials are OK on Jefferson-Carolina's system in Greensboro

A new benchmark CATV case may be building up in Greensboro, N. C., where a cable system is furnishing commercially sponsored locally originated programs to its subscribers.

The issue was joined last week when the FCC dismissed a protest from a local UHF station on the ground that the objection did not spell out the seriousness of the alleged impact, and held that the subject would be better settled through rulemaking or a general proceeding.

A court test of this action is considered almost a certainty.

Early in August, following unanimous approval by the city council, the CATV system in Greensboro, owned by Jefferson-Carolina Corp., began local programming on one of its 12 channels. As of last week, according to George Green, manager of Cablevision of Greensboro, there were 13 sponsors for the seven-and-a-half hours of news, interviews, cartoons, institutional films and bingo games.

If all goes well, Mr. Green said, he's going to start giving his 6,100 customers a second local channel—this one with a "baby-sitting" format, all cartoons. And he plans to sell time on that one too.

**Objection** ■ No sooner did the Greensboro CATV begin originating, than WUBC-TV there (on channel 48) protested to the FCC, claiming that the activities of the cable company would have an adverse impact on its economic health. The CATV origination not only fractionizes the audience, WUBC said, but the sale of advertising cuts into its own potential for selling local advertising.

WUBC asked the commission not only to set the case for a hearing, but also to issue an immediate stay prohibiting the cable company from originating or selling advertising pending the outcome of a hearing.

And, in a subsequent move to cover its other flank, WUBC asked the federal appeals court in Washington to require the commission to take immediate action on its petition.

**Not Now** ■ The commission last week turned down the UHF request, stating that the station had not made a sufficiently strong case on the seriousness of

the alleged impact. It was noted also that only the day before the WUBC petition was filed, the Greensboro city council had authorized the cable company to expand its origination and to sell advertising. The Greensboro franchise originally had limited originations to time-weather-news, and had barred paid commercials.

The commission said that the questions raised by the UHF station would better be examined in a special rulemaking or a general CATV rules-revision proceeding. The FCC's action successfully mooted the mandamus proceedings that the UHF had brought in the appeals court. Some FCC observers feel that the commission acted too quickly on the petition because of the request to the court, although the same sources question the timing of the mandamus requests since the petition had been before the FCC for only three weeks, relatively an eye-blink in the life of government agencies.

The commission's action also is seen in some quarters as indicating that the FCC is not automatically going to be partial to TV broadcasters seeking to stop CATV originations, with or without commercials.

Some observers see an even more acute question being raised by the commission's action last week. Only last June, the FCC, in deciding the now famous San Diego case, ruled that CATV systems could originate programs, but could not sell advertising. And, pending before the commission since a month ago are various proposals by its staff for new CATV rules, all prohibiting paid advertising.

**Year Old** ■ The Greensboro cable system began operating early last summer. It carries five TV stations off the air, and provides its subscribers also with time and weather, news printer, stock market tape, as well as the local origination channel. It carries WUBC; WFMY-TV Greensboro, WGHP-TV High Point, WSJS-TV Winston-Salem, all VHF; as well as noncommercial, educational WUNC-TV Chapel Hill. It operates over lines leased from the Carolina Telephone Co., one of its parents. Jefferson-Carolina has varying interests in 16 CATV systems in the mid-Atlantic

region. Jefferson-Pilot Corp., the other half of Jefferson-Carolina owns WBT-AM-FM and WBT(TV) Charlotte, N. C.

The Greensboro cable firm spent \$70,000 for studio equipment, including two black-and-white vidicon cameras. It is spending about \$12,000 a month on programming, Mr. Green said. He stressed that the income from advertising is put back into programming operations, and expressed the hope that some day origination would pay for itself. "We're not trying to make money on the sale of advertising," he commented.

The CATV system charges subscribers \$15 for installation, and \$5 a month for service. It pays the city 3% of its gross revenues on a yearly basis.

## USIA's career upgrading

Legislation granting permanent career status for U.S. Information Agency officials in foreign service has been signed into law by President Johnson. The reform, long sought by USIA and the U.S. Advisory Commission on Information, headed by CBS Inc. President Frank Stanton (BROADCASTING, April 1), is expected to provide means for development of a career service comparable in quality to that offered in the Department of State's foreign service.

## The Roanoke Lynchburg Television Market

\$358 MILLION\*

Food Sales

\$57 MILLION\*

Drug Sales

\$2.4 BILLION\*

E. B. I.

314,800

Television Homes\*

WDBJ-TV  Roanoke

\*Sales Management's Survey TV Mkts. 9-68

## Blair sets up radio 'network'

Offers advertisers lists covering some 1,000 stations; hopes to get expenditures allocated to other media

John Blair & Co., a leading station representative firm, has formed the Blair Represented Network with the avowed purpose of garnering expenditures earmarked for ABC, CBS, Mutual and NBC (CLOSED CIRCUIT, Aug. 5).

Thomas Harrison, president of Blair Radio, a division of John Blair & Co., announced last week the establishment of BRN, which will offer advertisers lists covering from 105 stations up to 1,058 stations. The Blair radio list of 60 will be supplemented, through a sales agreement with the Keystone Network, with Keystone stations throughout the country.

Last Tuesday in New York, Mr. Harrison and Bob Dwyer, vice president of Blair Radio and operating head of BRN, respectively, explained how BRN would be better for advertisers than the conventional or wired networks. (BRN is not interconnected: it makes use of the local programming of its affiliates and commercials are mailed to the stations.)

Among the plusses they cited were: 1,058 affiliates vs. 256 or fewer for a wired network; local programming geared to community needs; representation in all of the top 100 or 200 markets compared to a maximum of 88 in the top 100, and 133 in the top 200 for wired networks; continuous clearance in the 6-10 a.m. period vs. limited clearance for conventional radio networks; copy flexibility by markets; time period selection by individual market; spot flexibility by individual market, and potential weekly availabilities of 1,890 compared to less than 300 for wired networks.

**Ultimate in Flexibility** ■ Mr. Harrison stressed that BRN provides "the ultimate" in radio marketing flexibility through an "A" list which covers 105 stations and gives complete representation in the top 100 markets, a "B" list which covers 95 stations and in combination with the "A" list gives coverage of the top 200 markets and a C and D list of 1,058 stations.

In reviewing several problems that confront the advertiser in allocating his broadcast dollar, Mr. Harrison observed:

"We know, for example, that different size markets with different competitive problems require different commercial weight. The BRN provides an ideal solution. For example, a base

schedule of 30 Blair network spots per week could run in the top 25 markets; 24 spots per week could run in markets 26-50; 18 spots per week in markets 51-100 and 13 or six announcements per week in the remainder."

Mr. Harrison pointed out that in some marketing situations, spots should



Reviewing the Blair Represented Network presentation are (l-r): Bob Dwyer, vice president of Blair Radio and

head of BRN; Frank Martin, president of John Blair & Co., and Thomas Harrison, president of Blair Radio.

be scheduled at different time periods. On BRN, he said, spots can run from 6 to 10 a.m. in one market, from 10 a.m. to 3 p.m. in another and from 3 to 7 p.m. in a third.

Mr. Dwyer suggested another option available on BRN, related to varying the length of the commercial message. He explained that an advertiser might run minutes in one market, 30-second spots in another and a combination of both in others.

**Reduces Cost** ■ He estimated that a

buy on the BRN network of the top 200 markets, equivalent to a purchase on a conventional network, would cost from 50% to 75% more than on ABC, CBS, NBC or Mutual. But he hastened to say that the sponsorship would be proportionally more effective on BRN.

Mr. Harrison said that approximately 22 BRN affiliates are also affiliated with the wired networks, but indicated this did not pose a problem. He explained that BRN could represent them for time periods when they did not take conventional network service.

Mr. Harrison said that BRN already has garnered its first client, Philip

Triangle Stations has signed sponsors for two automobile races to be syndicated to around 180 markets later this year. Robert Bosch Corp., Broadview, Ill., automobile equipment manufacturer, will sponsor half-hour Road America Can-Am sports car classic

### Triangle gets 2 sponsors

**BROADCASTING, September 2, 1968**

from Elkhart Lake, Wis. National Hot Rod Association's drag nationals will be part of half-hour documentary bought by Fram Corp., Providence, R. I., for its oil filters. Both buys were placed directly.

## TV commercial service formed in New York

Goldeneye Inc., a television commercial directors service for agencies and production houses, has been formed by two former VPI vice presidents, Jack Goodford and Alessio Depaola.

The directors said Goldeneye will produce through several houses to match the specific job to the best-suited production house, instead of maintaining internal facilities. They termed their service "expensive and geared to clients looking for creativity and quality rather than price."

Mr. Goodford was in charge of animation at Elektra and UPA before working for VPI. Mr. Depaola was a fashion photographer, and has just completed directing a feature film with Cher of Sonny and Cher.

Lynda Kay Woodworth, formerly a producer at Grey Advertising, will handle administration and representation for the company. Goldeneye is located at 210 East 47th Street, New York 10017.

## 18% sales increase shown by ABC-TV O&O's

The five ABC-owned TV stations had an 18% increase in sales for the second quarter of 1968, John Campbell, president of the station group, said last week.

In addition, total sales for the first half of the year reached an all-time high with an 11% increase over the same 1967 period. Each of the five stations recorded sales increases with WXYZ-TV Detroit showing a 34% growth. The other stations are WABC-TV New York; WBKB-TV Chicago; KABC-TV Los Angeles and KGO-TV San Francisco.

## Plymouth makes big NBC buy

NBC Radio has closed 52-week deal with Plymouth Division of Chrysler Corp. for five-minute Monday-Friday show to go on full network Sept. 9. Program, called *Now*, will be slotted in afternoon drive time. It'll feature Rosko, WNEW-FM New York disc jockey. Format will contain music and interviews. To accommodate buy, NBC is reclaiming time from affiliates. Young & Rubicam, New York, handled purchase.

## C-P leads list of network radio sponsors

Network radio billings in July totaled \$6,029,100, with Colgate-Palmolive leading the way with an investment of \$788,300, Leading National Advertisers Inc. reported last week.

The July figure represented a \$133,100 gain over June radio-network billings.

American Motors joined the ranks of automotive advertisers using network radio with a July campaign totaling \$155,800 on CBS and NBC. LNA reported. This outlay put

American Motors in ninth place in LNA's listing of top-10 radio network advertisers for the month.

The top 10:

|                         |           |
|-------------------------|-----------|
| 1. Colgate-Palmolive    | \$788,300 |
| 2. P. Lorillard         | 477,500   |
| 3. General Motors       | 463,000   |
| 4. R. J. Reynolds       | 333,600   |
| 5. Sterling Drug        | 305,700   |
| 6. Mennen Co.           | 222,200   |
| 7. Quaker State Oil     | 172,000   |
| 8. State Farm Insurance | 159,600   |
| 9. American Motors      | 155,800   |
| 10. Plough Inc.         | 151,000   |

## Rep appointments . . .

- KETV(TV) Omaha: Peters, Griffin, Woodward, New York.
- KDTV(TV) Dallas: Avco Radio Television Sales, New York.
- WQXI-AM-FM Atlanta, and WSAI and WJBI(FM) Cincinnati: Metro Radio Sales, New York.
- KWK St. Louis: Edward Petry & Co., New York.
- WHFB-AM-FM Benton Harbor-St. Joseph, Mich., and KGGF Coffeyville, Kan.: Grant Wehh & Co., New York.
- KEEN San Jose, Calif.: Bernard Howard & Co., San Francisco.

▪ WEBH(FM) Chicago, WVEM(FM) Springfield, WIVC(FM) Peoria, WLRW(FM) Champaign, all Illinois: Gert Bunchez & Associates, St. Louis.

## Agency appointments . . .

▪ Stroh Brewing Co., Detroit, has appointed Doyle Dane Bernbach, New York, effective Jan. 1, 1969. Account, which bills about \$5.7 million, \$3.5 million in TV-radio, has been handled by Zimmer, Keller & Calvert, Detroit, for about 40 years.

▪ Chalk, Nissen, Hanft, New York, has been appointed agency for intimate apparel division of Kaiser Roth Corp., that city. Broadcast and print advertising will begin in January 1969.

▪ Fairmont Foods Co., Omaha, has appointed Bozell & Jacobs, New York, for its dairy products advertising effective Nov. 15. The agency already handles Fairmont's snack foods advertising and financial corporate public relations. The previous agency for the dairy products was Bauer-Tripp-Hening & Bresler, Philadelphia. Bozell & Jacobs estimated the new billings at slightly over \$1 million, with the majority of the budget in spot television and radio.

▪ Helitzer Advertising Inc., New York,

has been appointed by The Heeter Corp., St. Louis, to handle advertising for its "Ride-A-Roo Kangaroo Ball." A \$100,000 budget will be spent primarily in television, starting on children's shows on WNEW-TV and WPIX(TV) New York Sept. 1 and expanding to Los Angeles and Chicago. The campaign will run until Christmas.

▪ British West Indian Airways, New York, will move its account from Compton Advertising to LaRoche, McCaffrey and McCall, both New York,

**WEATHER™ INSTRUMENTS**



FOR  
TV  
CATV  
RADIO

(Colorful dials for color TV)



**Manufacturers of Precision  
Meteorological Instruments  
In Use Around the World**

TEXAS ELECTRONICS, INC.  
P. O. Box 7151  
5529 Redfield Street Dallas, Texas

# BAR network TV-billing report for week ended Aug. 18

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Aug. 18, 1968 (net time and talent charges in thousands of dollars)

| Day parts                        | ABC                |                     | CBS                |                     | NBC                |                     | Total minutes week ended Aug. 18 | Total dollars week ended Aug. 18 | 1968 total minutes | 1968 total dollars |
|----------------------------------|--------------------|---------------------|--------------------|---------------------|--------------------|---------------------|----------------------------------|----------------------------------|--------------------|--------------------|
|                                  | Week ended Aug. 18 | Cume Jan. 1-Aug. 18 | Week ended Aug. 18 | Cume Jan. 1-Aug. 18 | Week ended Aug. 18 | Cume Jan. 1-Aug. 18 |                                  |                                  |                    |                    |
| Monday-Friday Sign-on-10 a.m.    | \$ .....           | \$ 145.8            | \$ 36.8            | \$ 2,240.0          | \$ 349.5           | \$ 10,863.4         | 73                               | \$ 386.3                         | 2,275              | \$ 13,249.2        |
| Monday-Friday 10 a.m.-6 p.m.     | 1,000.7            | 37,509.2            | 2,202.6            | 91,652.9            | 1,684.4            | 68,842.5            | 809                              | 4,887.7                          | 29,279             | 198,004.6          |
| Saturday-Sunday Sign-on-6 p.m.   | 458.3              | 30,579.1            | 357.9              | 26,314.5            | 527.3              | 15,057.4            | 216                              | 1,343.5                          | 7,637              | 71,951.0           |
| Monday-Saturday 6 p.m.-7:30 p.m. | 158.2              | 9,571.5             | 382.3              | 17,762.0            | 433.7              | 18,616.2            | 80                               | 974.2                            | 2,884              | 45,949.7           |
| Sunday 6 p.m.-7:30 p.m.          | 32.0               | 3,370.9             | 117.6              | 6,220.1             | 49.0               | 5,679.4             | 14                               | 198.6                            | 662                | 15,270.4           |
| Monday-Sunday 7:30 p.m.-11 p.m.  | 3,506.3            | 149,594.2           | 4,251.6            | 186,668.5           | 4,403.8            | 183,322.4           | 466                              | 12,161.7                         | 14,370             | 519,585.1          |
| Monday-Sunday 11 p.m.-Sign-off   | 408.4              | 10,887.2            | 27.0               | 1,993.1             | 367.2              | 13,947.8            | 78                               | 802.6                            | 2,460              | 26,828.1           |
| Total                            | \$5,563.9          | \$241,657.9         | \$7,375.8          | \$332,851.1         | \$7,814.9          | \$316,329.1         | 1,736                            | \$20,754.6                       | 59,567             | \$890,838.1        |

effective Dec. 1. The airline has not used broadcast media previously, but is considering it under a new budget of \$1 million. Previous billings were \$200,000.

## Business briefly . . .

**Aluminum Co. of America**, through Ketchum, MacLeod & Grove Inc., both Pittsburgh, will be part sponsor of NBC-TV's *The World Series of Golf*, Saturday (Sept. 7, 5-6:30 p.m. NYT) and Sunday (Sept. 8, 5-6:30 p.m. NYT). Other sponsors are **United Air Lines**, through Leo Burnett Co., both Chicago; **Anheuser-Busch Inc.**, through D'Arcy Advertising, both St. Louis; **The Hartford Insurance Group**, Hartford, Conn., through LaRoche, McCaffrey & McCall, New York; **Dr. Pepper Co.**, through Grant Advertising, both Dallas; **Brown & Williamson**, Louisville, Kentucky, through Post-Keys-Gardner Inc., Chicago; **Schick Safety Razor Co.**, through Compton

Advertising Inc., both Los Angeles; and **Piper Aircraft Corp.**, Lock Haven, Pa., through Davis, Parsons & Strohmeier Inc., New York.

**Viking Carpets Inc.**, through David Singer & Associates, both New York, is beginning a campaign over CBS Radio, starting today (Sept. 2), featuring Arthur Godfrey commercials, and running for four months. Highlight of the campaign will be a half-hour animated special based on Babar the elephant from the children's book series, on NBC-TV, 7:30 p.m., Oct. 21.

**Kellogg Cereals**, Battle Creek, Mich., through Leo Burnett Co., Chicago, will sponsor an introductory special *Kellogg Presents the Banana Splits Adventure Hour* on NBC-TV Friday, Sept. 6 (7:30-8 p.m. NYT) in addition to its sponsorship of a series of the same name, which starts the following day (Sept. 7) on NBC-TV (10:30-11:30 a.m. NYT).

**Timex Watches**, through Warwick & Legler, both New York, will sponsor NBC-TV's *The Fabulous Shorts*, a combined live action-animation one-hour special, Thursday, Oct. 17 (7:30-8:30 p.m. NYT), pre-empting *Daniel Boone*.

**Monsanto Co.**, textiles division, through Doyle Dane Bernbach, both New York, purchased full sponsorship of NBC-TV's music-variety special featuring Perry Como, Sunday Dec. 1 (10-11 p.m. NYT, pre-empting *The Beautiful Phyllis Diller Show*).

Four advertisers will sponsor *Macy's Thanksgiving Day Parade* on NBC-TV Thursday Nov. 28 (10 a.m.-12 noon NYT). They are **Campbell Soup Co.**, Camden, N. J., through BBDO, New York; **McDonald Corp.**, through D'Arcy Advertising, both Chicago; **National Biscuit Co.**, through McCann-Erickson, both New York; and **Vick Chemical Co.**, through Leo Burnett Co., both New York.

## INTERNATIONAL

### Pirate radio silent but not dead in U.K.

The first anniversary of Britain's anti-pirate radio law, which went into effect on Aug. 15, 1967, was marked by an abortive pirate broadcast.

Radio Free London, operated from an apartment near the British Broadcasting Corp.'s TV center in Shepherds Bush, London, went on the air with a program of pop music until silenced by police acting on a tip from BBC men,

who spotted an aerial strung from the operators' apartment to the fire escape of a nearby BBC building. Police and postal officials entered the apartment after duly noting the instructions on the door: "Madeleine, Carolyn, Trudy—ring once," and warned the occupants, eight young people, that they would be reported under the Wireless Telegraphy Act. Radio Free London's transmitter, which was capable of uttering its bleat of protest over a range of 80 miles in ideal conditions, and which was reportedly built by a postal engineer, was confiscated.

Meanwhile, the Free Radio Associa-

tion, which claims 97,000 members in Britain, said that it was organizing legal demonstrations, with a rally in London's Trafalgar Square and a silent vigil outside postal headquarters to mark a year of silent free radio. Other protests planned will take the form of the "body of free radio" being carried in a coffin and a wreath being cast in the Thames.

The demonstrations are intended to show the public's wide support for commercial free radio. Sir Ian Magtaggart, president of the Free Radio Association, claims the backing of the Conservative party but stresses that the association has no political leanings.

## Canadian broadcasters show larger profit

Operating profits for the privately owned sector of the broadcasting industry in Canada rose to \$27.5 million last year from \$25.4 million in 1966, according to the Dominion Bureau of Statistics.

The bureau said Canadian Broadcasting Corp. profits and losses were not reported because any unexpended balance of Parliament's appropriations is treated as an account due to the federal government.

Total operating expenses in the broadcasting industry in Canada, including the CBC, increased from \$285.1 million in 1966 to \$332.5 million in 1967. But operating revenue exceeded expenses in the privately owned part of the industry to leave an operating profit of \$27.5 million.

The radio and TV broadcasting industry as a whole, which includes the CBC, had revenues totalling \$199.7 million in 1967, compared with \$180.4 million in the previous year. Total operating revenue rose to \$214.2 million from \$192.4 million in 1966.

## Audio Productions opens offices in Amsterdam

As part of an expansion move, Audio Productions of New York and California has opened a European operations center in Amsterdam, the Netherlands, for the production and processing of TV commercials there, it was announced last week.

Peter J. Mooney, president of Audio, reported that David Frost has been appointed managing director of the Amsterdam office. Previously he was an agency producer of commercials in London, United Kingdom sales manager for Screen Gems and a representative of the Overseas Rediffusion station group.

## Bates's German, Canadian offices get new accounts

Ted Bates & Co., New York, has recently received new assignments in Germany and Canada. The agency's Frankfurt office, Ted Bates Werbe-gesellschaft GmbH, has been assigned the advertising account of Standard Electric Lorenz, German subsidiary of International Telephone & Telegraph, for its consumer products.

At the same time Spitzer, Mills & Bates Ltd., with offices in Toronto and

Montreal, has been selected by Ocean Spray Cranberries, Inc., Hanson, Mass., to handle its Cranberry Juice Cocktail. Bates handles the product in the United States.

## Abroad in brief . . .

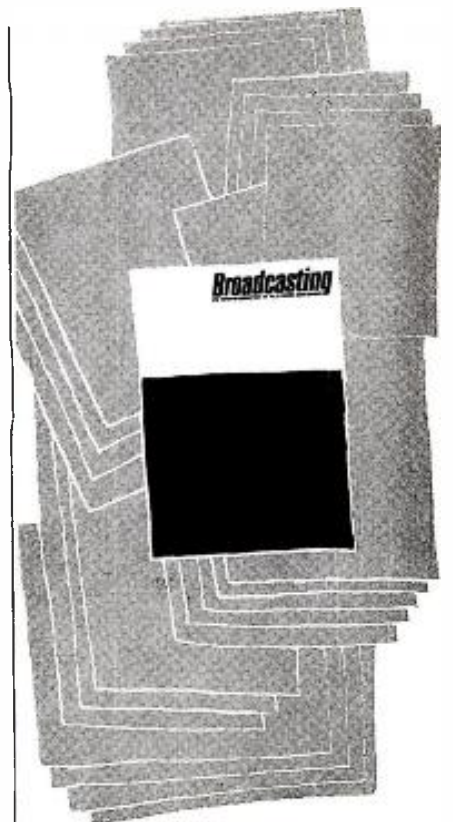
**Raising agency profits** ■ One of the main topics at the third-annual management conference of the Intermarket Association of Advertising Agencies in Victoria, B. C. Sept. 6-9 will be how to increase agency profit margins. Other topics to be discussed include modern accounting procedures, newest trends in media research, new business solicitation, creativity in copy and art, and in-depth review of successful market research programs.

**New BMI office** ■ BMI Canada Ltd. is opening a new office in Vancouver, B. C. at 1462 West Pender St. The operation will be under the management of H. G. (Len) Hopkins, who has been music director of CKNW New Westminster, B. C., for the past 13 years.

**Mattel's European marketing** ■ A new advertising agency, Crawford/Carson/Roberts, has been formed in London to handle advertising and promotion for European marketing of U.S.-based companies. The new company, a limited partnership between Carson/Roberts/Inc., Los Angeles, and W. S. Crawford Ltd., London, was specifically formed to serve Mattel Inc., Hawthorne, Calif. The toy advertiser, which spends some \$2 million on advertising in Europe, has been a client of Carson/Roberts for the last 15 years. Crawford/Carson/Roberts will initially operate as a European coordinating center for Mattel advertising and promotion, but plans to provide a similar service for other C/R clients in the future.

**'Julia' In Canada** ■ 20th Century-Fox Televisions' new series, *Julia*, starring Diahann Carroll and Lloyd Nolan, has been sold in 27 Canadian markets prior to its U. S. debut on NBC-TV this fall. The half-hour series has been bought by the Canadian Broadcasting Corp. for its owned-and-operated TV stations and by United Program Purchase Ltd. on a multi-market basis.

**International deliveries** ■ Ampex Corp. has begun deliveries of its portable broadcast video tape recorder/camera system to international customers. The VR-3000 back-pack color videotape recorder and companion BC-300 monochrome camera combination has been delivered to the Canadian Broadcasting Corp. and Italy's RAI. In addition, the ORTF network in France purchased a VR-3000 recorder for use with its own camera.



## Broadcasting is for business people

. . . too busy to plow through a stack of business papers each week.

BROADCASTING is the one journal that reports the complete business week of broadcasting . . . edited and departmentalized for readers who need to know . . . but fast.

|   |             |           |
|---|-------------|-----------|
| <b>Broadcasting</b>                                       |             | 9-2-68    |
| 1735 DeSales St., Washington, DC 20036                    |             |           |
| Here's my \$10.00 for the next 52 issues to be addressed: |             |           |
| Name _____  |             |           |
| Company Name _____  |             |           |
| Position/Title _____                                      |             |           |
| Street _____  |             |           |
| City _____  | State _____ | Zip _____ |

## MCA to vote Oct. 7 on merger proposal

A special meeting of MCA Inc. stockholders has been called for Oct. 7 in Chicago to vote on the proposed merger of MCA into Westinghouse Electric Corp. (BROADCASTING, Aug. 5).

The meeting will be held at 10:30 a.m. CDT in the Sheraton Blackstone hotel. Stockholders of record Sept. 6 will be eligible to participate.

MCA, one of the biggest producers and distributors of movies and television programs as well as owner of a major Hollywood studio (Universal City), a record company (Decca) and real-estate and banking interests, would become a subsidiary of Westinghouse under the merger plan.

The price, to be paid through an exchange of stock, was estimated at \$360 million based on stock prices shortly after the proposal was made public.

MCA stockholder approval is one of several conditions that must be met before the merger can become a fact. Others include a favorable tax ruling and clearance of the move by the Justice Department, which began studying it for possible antitrust implications almost immediately after the plan was announced a little over a month ago.

## Rollins hits new highs in 1st fiscal quarter

All-time high in revenues and earnings for the first quarter was reported by Rollins Inc., Atlanta-based diversified company that owns TV and radio stations. Revenues were up 10% and

earnings, 9%, for the first three months of Rollins's fiscal year over the same period in 1967. Pretax earnings rose by 20%.

O. Wayne Rollins, chairman, said he expected new highs in revenues and earnings for the current fiscal year.

A regular quarterly dividend of 7½ cents a common share, payable Oct. 25 to stockholders of record on Sept. 25, was voted by the Rollins board.

At the annual stockholders meeting in Atlanta last Tuesday, Mr. Rollins, John W. Rollins and Henry B. Tippe were re-elected, and R. Randall Rollins, Earl F. Geiger and Martin Fenton, elected to the board.

Three months ended July 31:

|                            | 1968       | 1967       |
|----------------------------|------------|------------|
| Earned per share           | \$0.50     | \$0.46     |
| Revenues                   | 26,882,645 | 24,522,552 |
| Operating profit           | 4,678,534  | 4,236,101  |
| Net earnings               | 2,004,691  | 1,844,302  |
| Average shares outstanding | 3,960,627  | 3,937,707  |

## Shareholders vote on Cooke acquisition

Shareholders of H&B American Corp., Beverly Hills, Calif., will be asked to approve the company's proposed acquisition of Jack Kent Cooke's community antenna television holdings at a special meeting to be held in New York on Oct. 10. H&B American has approved in principle to pay 1.6 million shares of its common stock, traded on the American Stock Exchange, for Jack Kent Cooke Inc. and Continental Cablevision Inc. If the acquisition is approved, the two companies would add 20 CATV systems serving some 81,000 subscribers to the 38 systems and 132,000 subscribers H&B American currently owns and serves (BROADCASTING, July 15).

Preparatory to the special meeting, H&B American has arranged to borrow up to \$9.5 million. The company has entered into a new \$6-million bank revolving credit agreement. It also has executed loan agreements with two unidentified insurance companies. The agreements provide for the purchase by the insurance companies of \$3.5-million principal amount of H&B's 15-year promissory notes. The proceeds of insurance companies and bank agreements are to be primarily used to repay H&B's existing bank debt of about \$2.6 million and for the construction, extension and acquisition of additional CATV systems.

At the same time, it was announced jointly that negotiations by H&B for the acquisition of the business and assets of General Television Inc. has been terminated. H&B was proposing to acquire General Television in exchange for 220,000 shares of its common stock. William M. Jennings, chairman and president of H&B, and Frederick J. Warren, president of General Television, said that both companies had determined to call off negotiations because of their inability to settle unspecified questions concerning the proposed acquisition.

General Television is a multiple CATV owner serving about 12,000 customers in Georgetown, Milford, Seaford and Rehoboth Beach, all Delaware, and in Salisbury, Md.

## Company reports . . .

LIN Broadcasting Corp., Nashville-based communications complex, had sales up 111% and earnings up 24.5% over same period in 1967 for first six months of this year, ended June 30:

|                  | 1968      | 1967      |
|------------------|-----------|-----------|
| Earned per share | \$0.13    | \$0.10    |
| Net sales        | 9,395,000 | 4,445,000 |
| Net income       | 198,000   | 159,000   |

Note: 1967 figures restated to reflect pooling of interest on acquisitions.

Communications Satellite Corp. has reported 37% increase in net earnings over same period last year for first half of calendar year ended June 30:

|                                       | 1968       | 1967      |
|---------------------------------------|------------|-----------|
| Earned per share                      | \$0.33     | \$0.21    |
| Operating revenues                    | 14,252,000 | 6,963,000 |
| Net operating income (loss)           | 558,000    | (756,000) |
| Interest income, net of federal taxes | 2,746,000  | 2,844,000 |
| Net income                            | 3,304,000  | 2,088,000 |

Trans-Beacon Corp., Beverly Hills, Calif., motion picture theater operator and merchandising-licensing organization, reported slightly lower sales and profits for the first six months of the year. Financial statement was released amid reports that the company's proposed merger with General Artists Corp.-Creative Management Associates

9-2-68

Please send

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

**SUBSCRIBER SERVICE**

1 year \$10

2 years \$17

3 years \$25

Canada Add \$2 Per Year  
Foreign Add \$4 Per Year

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Business Address  
 Home Address

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Payment enclosed  
 Bill me

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

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

## SEC's July report of transactions

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

**ABC**—Martin Brown exercised option to buy 765 shares, giving him a total of 1,957 shares. Herbert R. Hahn sold 500 shares, leaving 182 shares. Jack Hausman sold 1,500 shares held with holding company, leaving 3,000 shares personally held.

**Avco Corp.**—F. W. P. Jones sold 1,500 shares, leaving none and 62 shares held with wife, leaving one share. Herman H. Kahn sold 500 shares held with family, leaving none. Kendrick R. Wilson Jr. sold 16,000 shares, leaving 8,800 shares. Richard W. Yantis sold 2,000 shares, leaving 2,000 and sold 15,586 shares held with holding company, leaving 15,589. F. W. P. Jones sold 750 convertible preferred shares held personally and 32 held with wife, leaving 1,500 shares held personally, and 62 held with wife. Herman H. Kahn, personally holding 2,692 convertible preferred shares, bought 250 convertible preferred shares, giving members of Kahn family 500 convertible preferred shares. Kendrick R. Wilson Jr. bought 6,250 convertible preferred shares, giving him a total of 6,250 convertible preferred shares. Richard W. Yantis bought 1,000 convertible preferred shares, giving him a total of 1,000 and through holding company bought 7,793 convertible

shares, giving a total of 7,793.

**Chris Craft Industries**—Lawrence R. Barnett bought 35,899 convertible preferred shares, giving him a total of 35,899. David F. Linowes bought 16,566 convertible preferred shares, giving him a total of 16,566.

**Cohu Electronics Inc.**—Edward T. Clare sold 900 shares, leaving 400. Paul E. MacCreedy Jr. sold 6,100 shares, leaving 39,571.

**Collins Radio Co.**—J. G. Flynn sold 300 shares, leaving 1,664. Robert D. Johnson sold 210 shares held personally, leaving 100 shares, and sold 105 shares held in trust, leaving none. Donald L. Martin sold 312 shares held personally, leaving 250 shares and sold 250 shares, held as custodian, leaving none.

**CBS Inc.**—John F. Dembeck sold 129 shares, leaving none. Richard S. Salant sold 400 shares, leaving 16,197, plus 781 shares held with wife and children.

**Columbia Pictures Corp.**—Stanley Schneider sold \$20,000 in 4.75% convertible subordinate debentures, leaving none.

**Grey Advertising Inc.**—Robert L. Humphreys sold 1,286 shares, leaving 13,500.

**Gross Telecasting**—David E. Simpson bought 927 shares on trading account, and sold 1,005 shares, leaving 398.

**Gulf and Western Industries**—Joel Dolkart exercised option to buy 8,113 shares, giving him a total of 17,294. Frank V. Rogers sold 1,200 shares, leaving 3,831. James J. Shaw bought 200 shares, giving him a total of 924 shares.

**Lamb Communications**—J. Eugene Farber holding 2,644 shares with family, bought 1,500 shares, giving total of 4,194 shares held with family.

**LIN Broadcasting Corp.**—Alan J. Patricof sold 500 shares, leaving 500 held personally and sold 50 shares held with wife, leaving none.

**MCA Inc.**—Taft B. Schreiber sold 9,000 shares, giving him a total of 173,505 shares. Charles B. Thornton bought 225 shares, giving total of 675. Frederick E. Witt exercised option to buy 2,000 shares, giving him a total of 2,100 shares and 150 shares held with wife. Charles B. Thornton sold 300 preferred shares, leaving none.

**Ogilvy & Mather**—James Benson sold 1,000 shares, leaving 4,515 held personally and 2,750 held with wife. Stanley Pigott sold 500 shares, leaving 2,000. Alan N. Sidman sold 9,000 shares, leaving 16,093.

**Rollins Inc.**—G. Russell Chambers sold 1,000 shares, leaving 31,087.

**Sonderling Broadcasting**—Richard Goodman sold 1,300 shares, leaving 145,700. Mason A. Loundy sold 2,200 shares, leaving 54,000. A. Harry Becker sold 2,000 shares, leaving 10,000. E. Sonderling sold 100 shares, leaving 10,000.

**Storer Broadcasting**—Glenn G. Boudy sold 700 shares, leaving 8,000 and 1,200 held with wife. Merrill B. Johns Jr. sold 2,000 shares, leaving 1,000. Ewald Kockritz sold 500 shares, leaving 7,003 shares. Perry H. Lee sold 1,000 shares, leaving 11,200 shares and 100 held with wife. William E. Rine sold 5,000 shares, leaving 16,300. James P. Storer sold 500 shares, leaving 27,350 shares and 600 shares held with wife. Peter Storer sold 400 shares, leaving 27,900 shares. Keith T. McKenney exercised option to buy 700 shares, giving him a total of 2,400 shares.

**Teleprompter Corp.**—M. E. Livingston sold 500 shares, leaving none. Jay J. Merkle sold 500 shares, leaving 1,100. Eugene Weinrich exercised option to buy 100 shares, giving total of 700 shares. J. D. Wrather Jr. sold 5,000 shares, leaving 86,026.

**Wrather Corp.**—John J. Loeb inherited 132,304 shares and sold 3,000 shares held with wife, leaving 65,681 shares.

(BROADCASTING, June 24) would be called off. Trans-Beacon, formerly Television Industries Inc., once was heavily engaged in TV distribution of movies.

For the first six months of 1968 ended June 30:

|                    | 1968      | 1967      |
|--------------------|-----------|-----------|
| Earned per share   | \$0.11    | \$0.11    |
| Revenues           | 4,789,674 | 4,846,774 |
| Net earnings       | 200,177   | 214,765   |
| Shares outstanding | 1,895,137 | 1,868,637 |

**Visual Electronics Corp.**, New York, reported a drop in net sales and net income for the first quarter, ended June 30:

|                                      | 1968      | 1967      |
|--------------------------------------|-----------|-----------|
| Earned per share                     | \$0.25    | \$0.34    |
| Net sales                            | 5,450,000 | 6,975,000 |
| Net income before taxes              | 590,000   | 700,000   |
| Net income after taxes               | 300,000   | 385,000   |
| Average number of shares outstanding | 1,217,000 | 1,138,000 |

## Rochester firm forms to obtain properties

Two Rochester, N.Y., radio and TV personalities, and local businessmen and professionals, are organizing a public company to acquire TV and radio stations and CATV systems. The two principals are John Woods and Edward H. Meath. The company is John Woods Communication Corp.

In a registration statement filed with the Securities and Exchange Commis-

sion in Washington, the firm said it was planning to offer 300,000 shares of common stock (5 cents par value each) to the public at a maximum price of \$5 per share), to realize a total of \$1.5 million.

This sum, minus any brokerage fees, would be used, the proposed prospectus said, to "acquire and operate existing radio, television and CATV facilities, subject to FCC authorization," or to seek licenses for new broadcast facilities from the FCC.

After the offering, and if all the stock is sold, the public will own 64% of the company; the founders 36%.

Mr. Woods is president and treasurer

and is the principal stockholder at present. Mr. Meath is vice president, and John F. Forsyth, a Rochester lawyer, is secretary.

The firm said that if less than 70,000 shares were sold, they would refund the investments and cancel the offering.

Mr. Woods is a 25-year veteran of broadcasting, having worked for WAAB and WTAG, both Worcester, Mass., and for WHAM and WHEC, both Rochester. Prior to organizing John Woods Communication Corp., he was a consultant to Eastman Kodak, Xerox, Ritter Dental Corp., among others. He is presently president of the Rochester Ad. Club.

*More than a decade of Constructive Service  
to Broadcasters and the Broadcasting Industry*

**HOWARD E. STARK**

*Brokers—Consultants*

50 EAST 58TH STREET

NEW YORK, N. Y.

(212) 355-0405

# Mobile units are big business

Remote facilities seem to be in constant demand by networks and stations

Ever wonder about those brightly colored trailer trucks and vans that show up at sporting and other public events, from whose innards run long spaghettis of coaxial cable to TV cameras and tape machines?

Most of them carry esoteric names, mostly with the words "Television" or "Production" in them. None identify with TV networks or stations.

They're the latest example of a new service that has grown up in television because of the tremendous demand for TV gear, particularly for remote cov-

erage of events. So great is this need for cameras, tape recorders and control equipment that the three TV networks and the more than 650 operating TV stations are unable to meet this requirement and more and more are hiring this equipment from the dozen or so independent television facilities and production companies.

Take the political conventions. In both Miami Beach and again in Chicago last week, the network pool pickup of events on the convention floors were carried through the facilities of RME Color Broadcasting. This is a Columbus, Ohio, facilities production firm that provided about \$850,000 worth of equipment in one 40-foot trailer truck and a smaller van.

**Full Facilities** ■ The facilities furnished to the network pool—NBC was responsible for the Republican coverage; CBS, for the Democratic convention—consisted of five Norelco PC-70 color cameras, two Ampex VR-2000 high band video-tape units, and a complete control room complex including its own generator.

This equipment was used by the network pools to cover on a sustained basis events taking place in and around the rostrum and the main convention hall at both presidential nominating conventions. The networks provided a basic 21-man crew to operate the RME units. The cost to the networks for the RME facilities: over \$100,000 for the two conventions.

RME (for Richard Mann Enterprises) was established in 1967. Mr. Mann, former CBS standards and practices executive and later an independent producer of TV programs, is president. During RME's first year of operation it provided facilities for CBS for the National Football League games, for NBC for American Football League, golf matches, skiing; for ABC for bowling and that network's *Wide World of Sports*. It also provided services to Sports Network Inc. and to the Videotape Center of New York, Taft Broadcasting, Avco Broadcasting, General Motors, Bing Crosby Productions, Christian Broadcasting Network, even CKLW-TV Windsor, Ont.-Detroit.

Early this month, RME will provide facilities for the golf matches at Sutton, Mass. for SNI. Later this fall it will provide facilities for CBS's NFL games, and for ABC's National Collegiate Athletic Association games.

## TV enters the space age next time up

Just what do astronauts do when they are hundreds of miles high circling the earth? In October, if all goes well, the American televiewing public will be able to see with their own eyes, for there'll be a TV camera in the command capsule, aimed at the three astronauts.

The camera's viewing will be transmitted to one of two ground stations in the U.S. and from there the signals will be sent to the TV networks for broadcast to the public.

The first view will probably be mid-morning on the day after the 14-day Apollo VII launch, now scheduled for Oct. 11 from Cape Kennedy. It is the next in a series of tests in preparation for the voyage to the moon in 1969 or 1970.

Fixed inside the spacecraft will be a 4½-pound, RCA designed and built vidicon TV camera pointed at the astronauts as they go about their duties. It will operate in slow-scan, 10 frames-per-second, mode and will be transmitted along with voice and telemetry signals to two of the earth stations equipped with TV converters operated by the National Aeronautics and Space Administration. These will be at Merritt Island, near Cape Kennedy, and at Corpus Christi, Tex. After conversion of the TV signals to commercial TV

standards, the telepictures will be sent via land lines to Houston manned flight control headquarters for transfer to the TV networks. The converters also were made by RCA.

The camera will be stowed in the capsule during ascent. When the spacecraft reaches orbit, it will be taken out and attached to brackets. It will also probably be used by an astronaut so that pictures of the earth and stars as seen through the spacecraft's portholes may also be seen by televiewing earthlings.

The camera contains two lenses, one wide-angle, the other a zoom telephoto covering 20 mm to 80 mm. Its resolution is 320 lines. Built with integrated circuits, it operates on less than 6 w of power, compared to the 500 w required for commercial cameras.

The first TV pickup is scheduled to take place on the space ship's 16th orbit, which would, if the launch goes as planned at 10 a.m. Oct. 11, mean that TV viewers in the U.S. will see the inside of the capsule about that time the next day. Each orbit is calculated to take about 90 minutes to circumnavigate the earth. At present it's planned to make only one TV pickup per day during the fortnight.

## Visual names 4 distributors

Visual Electronics Corp., New York, announced last week appointment of four CATV/CCTV distributors for the company's expanding information systems line: Lake Systems Corp., Newton, Mass.; Visual Systems, New York; K and M Electronics Corp., Minneapolis; and Taft Broadcasting, Houston. Included in the Visual line are data TV storage and retrieval devices, video switching and distribution equipment.

## Technical topics . . .

**Move made** ■ Central Dynamics Corp., leading maker of video terminal and switching equipment, has moved from Cambridge, Mass. to larger quarters in Cherry Hill, N. J. New address: Cherry Hill Industrial Park, 08034.

**Operational amplifier** ■ RCA Electronic Components, Somerville, N. J., announced price decreases up to 40% on 18 types of operational amplifier integrated circuits, effective immediately.

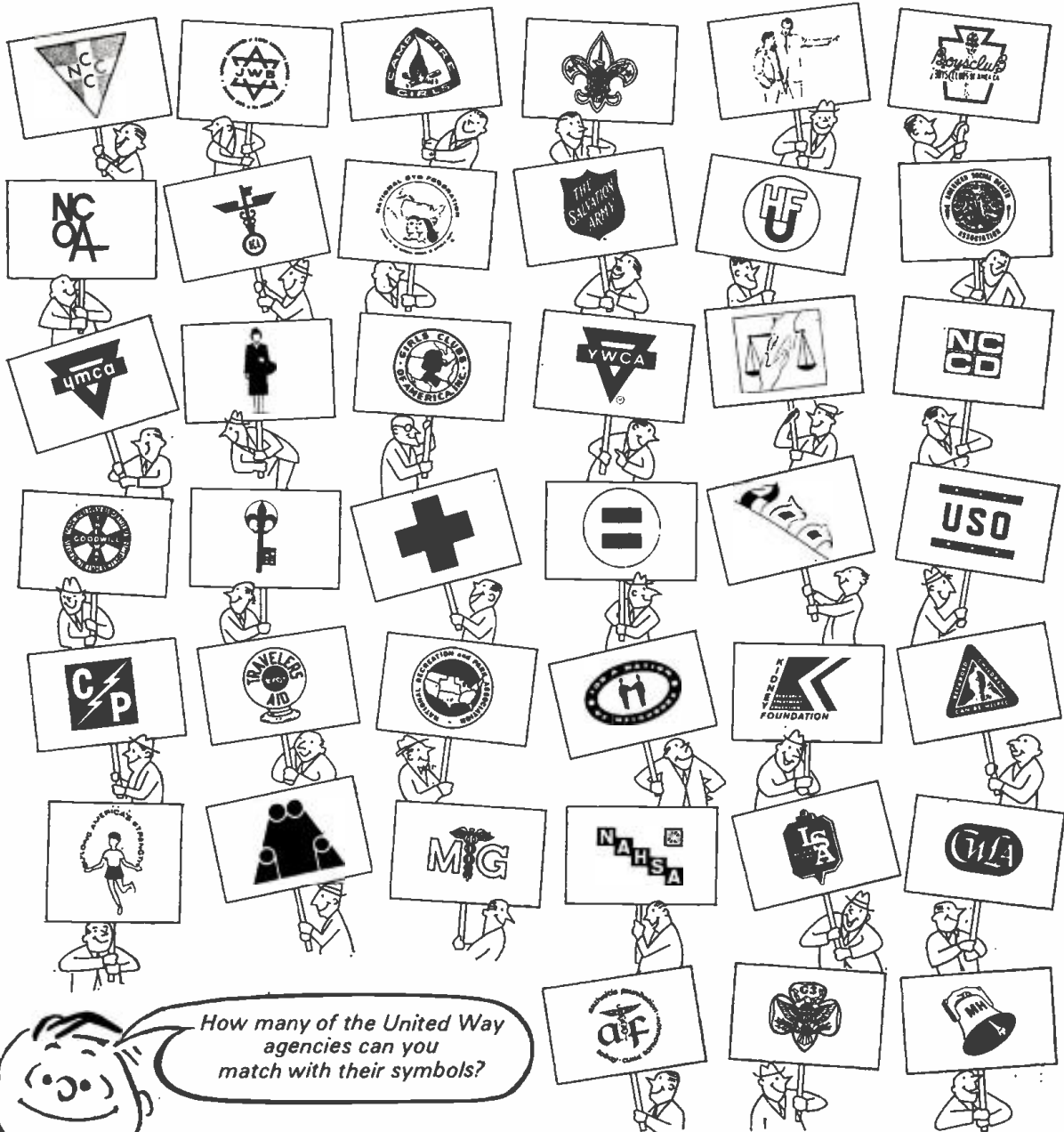
**Slide projectors** ■ Spindler & Sapppe Inc., Glendale, Calif., has introduced two new 2x2 slide projectors. The SLD-TV has a dual-magazine, 96-slide capacity with a three-fourths-second slide change time. The SL-TV has a single-magazine 48-slide capacity with a one-second slide change time.



# A demonstration for unity for a better community

Give the United Way — give to your United Fund or Community Chest — and you give to all these wonderful agencies that do so much to help you, your neighbors and your community.

Give the United Way and your gift works many wonders — bringing hope to the handicapped, the disadvantaged, the young and ill, the old and lonely, the young men in the Armed Forces, everyone in need. Give the United Way and your one gift serves all year long.



How many of the United Way agencies can you match with their symbols?

American Red Cross.  
 American Social Health Association  
 The Arthritis Foundation  
 Big Brothers of America  
 Boy Scouts of America  
 Boys' Clubs  
 Camp Fire Girls  
 Catholic Charities  
 Child Welfare League of America  
 Florence Crittenton Association of America  
 Family Service  
 Girl Scouts  
 Girls Clubs  
 Goodwill Industries.  
 Jewish Community Centers

Leukemia Society  
 Myasthenia Gravis Foundation  
 National Association of Hearing & Speech Agencies  
 National Association for Mental Health  
 National Association for Retarded Children, inc.  
 National Council on the Aging  
 National Council on Alcoholism  
 National Council of Catholic Youth  
 National Council on Crime and Delinquency  
 National Federation of Settlements and Neighborhood Centers  
 National Foundation for Neuromuscular Diseases

National Kidney Foundation  
 National Legal Aid and Defender Association  
 National Recreation and Park Association  
 National Urban League  
 The Salvation Army Association of America  
 Travelers Aid  
 United Cerebral Palsy  
 United Health Foundations  
 United Seamen's Service  
 United Service Organizations  
 Visiting Nurse Services  
 Young Men's Christian Association  
 Young Women's Christian Association

Your fair share gift works many wonders **THE UNITED WAY**



## BROADCAST ADVERTISING



Mr. Lee

**J. R. Lee**, account supervisor, N. W. Ayer & Son, Chicago, elected VP.

**Daniel D. Kinley**, group VP, Interpublic Group of Companies, New York, joins Jack Tinker & Partners Inc., that city, member of Interpublic Group, as principal.

**William E. Overmyer**, VP and director of media, Reach, McClinton & Co., New York, joins J. M. Mathes Inc., that city, in same capacity.



Mr. Judd

**Eugene C. Judd**, formerly with Ted Bates & Co. and Doyle Dane Bernbach, both New York, joins Weston Merchandising Corp., that city, as VP, marketing.

**Warren Deasy**, with John Urie & Associates, Los Angeles, joins Spungbuggy Works Inc. (commercial producer), that city, as VP and executive producer.

**Robert Levine**, with Sudler & Hennessey, New York, named VP and senior copy chief.

**John H. Collins**, VP and account supervisor, Smith/Greenland Co., New York, joins Warwick & Legler, that city, in same capacity.

**Roger W. Kiley**, general manager, WUBE and WCXL(FM) Cincinnati, joins Kiley & Nichols Advertising Agency, Indianapolis, as VP.

**Harvey Herman**, with de Garmo, McCaffrey Inc., New York, joins Smith/Greenland Inc., New York, as VP, account services.

**Thomas W. Doades**, staff producer, Keitz & Herndon Inc., Dallas, named VP-creative. **Don Lusby**, sales manager with picture production studio, named VP-sales.

**Ken Ancell** and **Larry Richardson**, creative supervisors, Clinton E. Frank Inc., Chicago, appointed associate copy directors. **Chet Sailor**, art director with agency, appointed associate executive art director. **Richard C. Treat**, formerly with N. W. Ayer & Son, Philadelphia, and Young & Rubicam, Chicago, joins agency there as account supervisor.

**Thomas B. McFadden**, VP-marketing, Trans World Airlines, New York, joins Eastern Air Lines, that city, in same capacity, succeeding **George S. Gordon**, who resigns.

**Alfred B. Rosman**, senior merchandising account executive, Grey Advertising, New York, joins BBDO there as director of merchandising and sales promotion.

**Phyllis Abboud**, sales supervisor, WTTW Recording Services, Chicago, joins Acme Film & Videotape Laboratories as account supervisor and head of newly opened Chicago office.

**John Auwaerter**, controller, Richard K. Manoff Inc., New York agency, joins Carson/Roberts/Inc., Los Angeles, as assistant controller.

**Tom Cronk**, special projects manager, Radio Advertising Representatives, New York, joins KXOK St. Louis as national sales manager.

**Frederick J. Erwin**, on sales staff, WATR Waterbury, Conn., appointed sales manager.

**Tom Conrad**, formerly with United Air Lines and Bethlehem Steel, joins WFBG Altoona, Pa., as sales manager.

**Willard L. Dougherty**, national account executive, Radio Advertising Bureau, New York, appointed eastern sales manager.

**Stuart L. Leslie**, sales manager KHBV (TV) Henderson, Nev., joins KSHO-TV Las Vegas, as general sales manager.

**William Ellis** appointed sales manager KLNI-TV Lafayette, La.

**Jim Smith**, assistant sales manager, WSAI Cincinnati, appointed retail sales manager.

**Ross Newby** appointed local sales manager, KGNC-TV Amarillo, Tex.

**Mary Lou Sloan**, **Michael Reid** and **Harry Sweeney** appointed creative group heads, The Shaller-Rubin Co., New York.

**Rochelle Eskin**, account supervisor, Schwerin Research Corp., New York, joins Post-Keyes-Gardner Inc., Chicago, as associate director of research.

**Inge Jacobson**, assistant to associate director, The Pulse Inc., New York, joins Avery-Knodel, that city, as manager of radio research.

## MEDIA

**Homer Odom**, VP, McLendon Corp., New York, joins WMEX Boston as general manager.

**Cliff Craig**, national sales manager, KGNC-AM-FM Amarillo, Tex., also appointed station manager. **Bill Clark**, national sales manager, KGNC-TV, also appointed station manager.

**Bruce E. Webb**, assistant station manager, WOKB Orlando, Fla., appointed station manager.



Mr. Hanly

**John I. Hanly**, president and general manager, Television Cable Co., Chevy Chase, Md., joins American Finance Management Corp., Silver Spring, Md., as director of CATV.

**Preston Bridges**, KGKO Benton, elected president, Arkansas Broadcasters Association. Others elected were: **Bill Cate**, KRLW Walnut Ridge, first VP; **Bill Johnson**, KCON Conway, second VP; **W. J. Wheeler**, KHOZ Harrison, secretary-treasurer.

**Bill Bivens**, with WSOC-FM Charlotte, N. C., joins WSVA-FM Harrisonburg, Va., as station and sales manager.

**Fred Barton**, general manager, WIL St. Louis, joins KICM Golden, Colo., in same capacity.

## PROGRAMING



Mr. Quinn

**Dominic R. Quinn**, VP, network programs, CBS Radio, New York, joins WNEW, that city, as program director.

**Colin Campbell**, with ABC Films, London, appointed director of foreign sales, ABC Films, New York.

**Chase Mellen**, story editor for NBC-TV's *Run for Your Life* series, appointed assistant to director of network television feature film production for ABC-TV.

**Don Kopaloff**, West Coast motion picture department, Creative Management Associates, Los Angeles, joins Avco Embassy Pictures, that city, as director of West Coast operations and production executive.

**Dale A. Tucker**, with WRKO-FM Boston, joins KOA-AM-FM Denver as program director.

**Paul H. Chamberlain Jr.**, production director, WATR Waterbury, Conn., appointed program director.

**Kenneth C. Ladage**, production manager, WICD(TV) Danville, Ill., appointed program manager.

**David Smart Jr.**, executive producer, WHIO-TV Dayton, Ohio, appointed program director.

**George C. Patterson**, program manager, WAVE-TV Louisville, Ky., appointed program coordinator for Norton Stations (WAVE-AM-TV; WFIE-TV Evansville, Ind.; WFRV(TV) Green Bay, Wis.; and WMT-AM-FM-TV Cedar Rapids-Wa-

terloo, Iowa). **Frank Miller**, production manager, WMT-TV, appointed operations director, WAVE-TV.

**Gerald Liddiard**, national sales manager, Trans-Lux Television Corp., New York, resigns.

**David McKinsey**, national director of programming, McLendon Stations, San Francisco, joins WWSW Pittsburgh, as director of programming operations.

**John O. Burke**, air personality, WFSO Pinellas Park, Fla., appointed program director.

**William B. Wild**, sales representative, WOOD-FM Grand Rapids, Mich., appointed production manager, WOOD-AM-FM-TV.

## NEWS

**Bob Young**, who was recently anchorman of early evening news on ABC-TV, is joining WCBS-TV New York as anchorman for station's Mon.-Fri., 11-11:30 p.m. news show, beginning Sept. 16.

**Mel J. Kampmann**, news director, KRON-TV San Francisco, joins KOA-AM-FM-TV Denver as manager, news.

**Bernard J. Fionte**, newsman, WNEF-AM-FM-TV Binghamton, N. Y., appointed news director.

**Tomas Regalado** joins WCKT-TV Miami as Latin American affairs editor.

**Carl E. Sanders**, director of Corp. for Public Broadcasting and former governor of Georgia, joins WQXI-TV Atlanta, as political analyst.

## FANFARE



Mr. Brown

**Robert M. Brown**, director, PR department, Ketchum, MacLeod & Grove Inc., New York, elected senior VP.

**Lee McCafferty**, with public relations division, Waldie and Briggs Inc., Chicago agency, elected VP.

**Nicholas G. Biro**, account executive, Martin E. Janis & Co., Chicago PR firm, elected VP.

**James D. McClintock**, VP, Lorie-Lotito Inc., Denver agency, joins KOA-AM-FM-TV there as manager of promotion.

**Enid Moore**, public information director, National Citizens Committee for Public Broadcasting, named New York press representative for Paramount Television.

## EQUIPMENT & ENGINEERING

**Morton E. David**, board chairman, Bell Television Inc., New York, named

president. He is succeeded by **John Mosler**, president of First Caribbean Mainland Capital Co.



Mr. Klein

**Charles Klein**, national sales manager, educational products, Califone/Roberts division, Rheem Manufacturing Co., Los Angeles, named VP, marketing.

**Ernie J. Hillebrand**, factory manager, Zenith Radio Corp. of Iowa, Sioux City, elected VP, operations. **Robert F. Weinig**, VP and director Zenith, Iowa, retires.

**Alan M. Jaffrey**, on corporate management staff of Gulf & Western Industries, New York, joins electronics division, Vikoa Inc., Hoboken, N. J., as manager.

**Eugene Burger**, assistant chief engineer, WHIO-TV Dayton, Ohio, appointed chief engineer.

**C. Leon Lasley**, manager of radio engineering, WSJS-AM-FM Winston-Salem, N. C., appointed assistant director of engineering, WSJS-AM-FM-TV.

**William G. Laffer Jr.**, president and treasurer, Air General Inc., Boston joins Raytheon Co., Lexington, Mass., as manager of business development.

**Thomas L. Pincu**, western marketing manager, Berkey-ColorTran Inc., Burbank, Calif., appointed sales administration manager.

**Norman L. Higgs** appointed regional sales manager, video products, tape products division, Bell & Howell Co., Chicago.

**George F. Crowder Jr.**, systems engineer in charge of sales and service, Video Electronic Systems, Albuquerque, N. M., joins ELSCO-Electronic Sales Corp., that city, as head of sales and engineering. TV equipment and systems for New Mexico and Texas, succeeding **David T. Nicholls**.

**Robert D. Coonley**, advertising manager, Ashland Chemical Co., Columbus, Ohio, joins E. F. Johnson Co., Waseca, Minn., in same capacity.

**Thomas F. Carberry**, senior engineer, space and information systems division, Raytheon Co., Sudbury, Mass., appointed to newly formed satellite telecommunications engineering committee, Electronic Industries Association, Washington.

## INTERNATIONAL

**Lieutenant Colonel Arthur A. Jones**, officer in charge, American Forces Network, Vietnam, becomes officer in charge, AFN, Europe, succeeding Lieu-

tenant **Colonel Gerald H. Buchanan**.

**John B. Gravel**, with J. Walter Thompson, Toronto, appointed management supervisor.

**J. M. Wilson**, general manager, radio division, Standard Telephone and Cables Ltd., London, joins Cossor Electronics Ltd., that city, as managing director.

## ALLIED FIELDS

**James H. Burgess**, former manager, KFRE-AM-FM-TV Fresno, Calif., and before that VP and general manager, WLWT-TV Cincinnati, named executive VP, Forward Franchise Corp., Fresno, which represents nationally franchised businesses developed by Franchises International.

**Edmund Burke**, former executive VP, Needham, Harper & Steers, New York, named VP, marketing, Speedata Inc., New York, data reporting service.

**Walter Gerson** and **David Snyder**, principals, Walter Gerson and Associates, form new marketing research department at Resource Management Corp., Bethesda, Md.

**Barry V. Conforte**, formerly with

(Advertisement)

## “Let the punishment fit the crime”

Ah, that it were so. But in cases of libel, slander, piracy, plagiarism, invasion of privacy or copyright violations it just may not happen that way. As a matter of fact, juries sometimes decide in favor of the underdog simply because he is the underdog. You don't have to be a “top dog” to be hit with a damage suit, you just have to be part of the communications industry. Solution? An Employers Special Excess Insurance Policy. Decide what you can afford in case of a judgment against you, and we'll cover any excess. For details and rates, write to: Dept. D, EMPLOYERS REINSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta, 34 Peachtree, N.E.

WJW Cleveland, WRFM(FM) New York and noncommercial WNDT(TV) Newark, N. J.—New York, appointed radio and TV director for The Arthritis Foundation, New York.

Donald L. Mischer, producer-director, U.S. Information Agency, Wash-

ington, joins Vice President Humphrey's presidential campaign as producer and director of film documentaries and telecasts.

## DEATH

Edward E. Simmons, 59, television su-

pervisor, Tatham, Laird & Kuder, Hollywood, died Aug. 25 of heart attack. Mr. Simmons was original producer of *The Quiz Kids*, creator and producer of *Alec Templeton Time*, and directed *National Barn Dance*. He is survived by his wife, Ida Lee and three sons.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Aug. 21 through Aug. 28 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. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

#### New TV Stations

##### APPLICATION

San Jose, Calif. — California Enterprises Inc. Seeks ch. 48 (874-680 mc); ERP 2700 kw vis., 534 kw aur. Ant. height above average terrain 2388 ft.; ant. height above ground 494 ft. P. O. address: 288 Turk St., San Francisco 94102. Estimated construction cost \$1,074,815; first-year operating cost \$450,000; revenue \$470,000. Geographic coordinates 37° 29' 56" north lat.; 121° 52' 12" west long. Type trans. RCA TTU-60A. Type ant. RCA Zee Panel custom built. Legal counsel Ragan and Mason, Washington; consulting engineer Lohnes and Culver, Washington. Principals: Raymond J. Syufy, president (33 1/3%); Joseph L. Alioto (33 1/3%); Elmo E. Ferrari, vice president (16 2/3%); et al. Mr. Syufy owns a real estate investment company, drive-in theaters and has numerous other business interests. Mr. Alioto is San Francisco mayor, attorney, owns 50% of a real estate investment company and has numerous other business interests. Mr. Ferrari owns a warehousing and stevedoring company and a steamship company. Ann. Aug. 23.

##### FINAL ACTION

Patchogue, N. Y.—Granik Broadcasting Co. Broadcast Bureau granted UHF ch. 67 (788-794 mc); ERP 276 kw vis., 55.2 kw aur. Ant. height above average terrain 436 ft. P. O. address: 750 Park Avenue, New York. Estimated construction cost \$340,075; first-year operating cost \$415,000; revenue \$475,000. Geographic coordinates 40° 47' 45" north

lat.; 72° 59' 32" west long. Type trans. GE TT56A. Type ant. GE TY25-F. Legal counsel Samuel Miller; consulting engineer Edward P. Lorentz, both Washington. Principals: Theodore Granik, president (40%); Michael Rosen, secretary-treasurer (15%); Robert I. Bergmann (10%). Mr. Granik also is permittee of WGSP-TV Washington, has 25% interest in Granik Enterprises Inc., 20% interest in Educating Inc., and 25% interest in Granik Broadcasting Network. Mr. Rosen is partner in a CPA firm and in a real estate company. Mr. Granik and Mr. Rosen are sole owners of CATV Enterprises Inc. and hold a CATV franchise for the Riverdale section of Bronx, N.Y.C. Mr. Bergmann is president of Filmex Inc., Filmex West Inc., Filmexpress Inc. and Tapex Inc., all TV film production and distribution firm. Application of Long Island Video Inc. was dismissed with prejudice. Action Aug. 20.

##### ACTION ON MOTION

■ Hearing Examiner Jay A. Kyle in Jacksonville and Miami, Fla. and Asheville, N. C. (Florida-Georgia Television Co., Community First Corp., The New Horizons Television Co., Florida Gateway Television Co., Wometco Enterprises Inc., and Wometco Skyway Broadcasting Co.), TV proceeding, granted motion by Wometco Enterprises Inc. and Wometco Skyway Broadcasting Co. and extended to Sept. 4 time to file responsive pleading to "Answers and Objections of Antwin Theaters Inc. to Written Interrogatories of Wometco Enterprises Inc." (Docs. 10834, 17582-4, 18185-6). Action Aug. 21.

##### CALL LETTER APPLICATION

■ Broadcasting-Telecasting Services Inc., Ft. Myers, Fla. Requests WBBH-TV.

##### CALL LETTER ACTION

■ King's Garden Inc., Seattle. Granted KTLF(TV).

##### DESIGNATED FOR HEARING

■ FCC has designated for hearing six mutually exclusive applications for TV station on ch. 56, Anaheim, Calif. Applicants are Orange County Broadcasting Co.; Orange County Communications; The Voice of the Orange Empire Inc. Ltd. licensee of KWIZ-AM-FM Santa Ana, Calif.; Orange Empire Broadcasting Co.; Dana Communications Corp.; and Golden Orange Broadcasting Co. Action Aug. 21.

#### Existing TV Stations

##### FINAL ACTIONS

KECC-TV El Centro, Calif.—Broadcast

Bureau granted mod. of CP to extend completion date to Feb. 23, 1969. Action Aug. 23. \*KEET(TV) Eureka, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 22, 1969, specify studio location as 333 Sixth St., Eureka. Action Aug. 22.

WCWB-TV Macon, Ga.—Broadcast Bureau granted mod. of CP to change ERP to 760 kw vis., 152 kw aur.; change type trans., type ant., ant. height 790 ft. Action Aug. 26.

WVUE(TV) New Orleans—Broadcast Bureau granted CP to install auxiliary ant. at main trans. and ant. site; condition. Action Aug. 23.

KDNL-TV St. Louis — Broadcast Bureau granted mod. of CP to change ERP to 1255 kw vis., 251 kw aur., change studio and trans. location to 1215 Cole St., St. Louis, change type trans., type ant., ant. structure and increase ant. height to 540 ft., and mod. of CP to extend completion date to Feb. 20, 1969. Action Aug. 20.

\*KRNE-TV Merriman, Neb. — Broadcast Bureau granted mod. of CP to change type trans., type ant.; change ERP to 182 kw vis., 18.2 kw aur. Action Aug. 26.

WNED-TV Buffalo, N. Y.—Broadcast Bureau granted mod. of CP to change type trans., type ant.; change ERP to 910 kw vis., 91 kw aur. Action Aug. 26.

WJAN(TV) Canton, Ohio—Broadcast Bureau granted CP to change ERP to 230 kw vis., 42 kw aur.; specify type trans. Action Aug. 26.

##### OTHER ACTION

■ FCC notified WNDT-TV New York that licensees are responsible for maintaining control of programing at all times, that if loss of control occurs or appears imminent licensees should immediately substitute other programing over which it has control or discontinue all programing until control is regained. Action Aug. 21.

##### RULEMAKING PETITION

National Association of Broadcasters, Washington.—Requests institution of rulemaking proceeding to amend commission's rules with respect to remote control operation of the VHF TV to establish reliability of existing VHF TV equipment; ability of automatic devices to detect malfunctions; adequacy of alarms to alert operating personnel; and capability of TV station personnel to promptly take all necessary corrective action from remote control point. Ann. Aug. 26.

##### CALL LETTER APPLICATION

■ WBKB-TV, American Broadcasting Co., Chicago. Requests WLS-TV.

##### DESIGNATED FOR HEARING

■ FCC has designated for hearing application of Bay Video Inc. for extension of time to complete construction of authorized facilities of WBVI-TV Panama City, Fla. Action Aug. 21.

#### New AM Stations

##### APPLICATIONS

Buffalo, Minn.—Wright Broadcasting Co. Seeks 1360 kc, 500 w. P. O. address: 110 Algoma Boulevard, Oshkosh, Wis. 54901. Estimated construction cost \$44,950; first-year operating cost \$40,000; revenue \$42,000. Principal: W. H. Blatner Sr., sole owner. Mr. Blatner owns 40% of a grading contractor firm and owns 25% of KASM Albany, Minn. Ann. Aug. 21.

Wagener, S. C. — Wagener Broadcasting Co. Seeks 1540 kc, 1 kw. P. O. address: 500 Security Federal Building, 1231 Washington Street, Columbia, S. C. 29201. Estimated construction cost \$7,645; first-year operating cost \$14,820; revenue \$28,800. Principals: George McCarthy Jr., president (33 1/3%); William M. Martin, vice president-treasurer

# EDWIN TORNBERG

## & COMPANY, INC.

**Negotiators For The Purchase And Sale Of  
Radio And TV Stations • CATV  
Appraisers • Financial Advisors**

**New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242  
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531**



(33 1/3%) et al. Mr. McCartha is radio-TV repairman. Mr. Martin is owner of radio-TV repair business. Ann. Aug. 21.

#### OTHER ACTIONS

■ Review board in Elmhurst, Ill., AM broadcast proceeding, Docs. 18965-86, granted petition for extension of time filed Aug. 20 by Central Du Page County Broadcasting Co., extended to Sept. 18 time within which to file exceptions to initial decision. Action Aug. 22.

■ Review board in Springfield, Mo., AM broadcast proceeding, Docs. 17921-23, denied Broadcast Bureau's petition for review of adverse ruling filed July 10, granted joint request for approval of agreement filed June 20 by Upshur Broadcasting Co. and Giant Broadcasting Co.; agreement approved; applications of Babcom Inc. and Giant Broadcasting Co. are retained in hearing status. Action Aug. 22.

■ Review board in Franklin, N. J., AM broadcast proceeding, Docs. 18251-57, granted petition for extension of time filed Aug. 19 by Lake-River Broadcasting Corp., extended to Sept. 3 time within which to file responsive pleadings to petition to enlarge issues filed by Mid-State Broadcasting Co. Action Aug. 21.

■ Review board in Franklin, N. J., AM broadcast proceeding, Docs. 18251-57, granted motion for extension of time filed Aug. 21 by Arthur S. Steloff, extended to Aug. 30 time within which to file responsive pleadings to motion to enlarge issues filed by Somerset Valley Broadcasting Co. Action Aug. 23.

■ FCC denied relief to Frank Donald Hall, applicant for new daytime AM on 1000 kc in Albuquerque, N. M. Mr. Hall had petitioned for prompt resolution of his case and had requested reconsideration of Commission action of Dec. 16, 1986 placing application in inactive status pending resolution of matter involving KOB Albuquerque, N. M. and WABC New York. (Docs. 6584, 14225). Action Aug. 21.

■ Review board in Bowling Green, Ohio, AM broadcast proceeding, Docs. 16920-21, denied appeal from examiner's adverse ruling filed July 11 by Ohio Radio Inc. Action Aug. 22.

■ Review board in Collinsville, Va., AM broadcast proceeding, Docs. 18245-46, granted petition for extension of time filed Aug. 19 by Broadcast Bureau, extended to Aug. 28 time within which to file responsive pleadings to petition to enlarge issues filed by 1530 Radio. Action Aug. 21.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper in Lebanon, Tenn. (Vernon Broadcasting Co.), AM proceeding, granted petition by Broadcast Bureau, and extended time to Aug. 26 in which to file responses to petition for leave to amend filed by Vernon Broadcasting Co. (Doc. 18178). Action Aug. 22.

■ Hearing Examiner Millard F. French in Sallisaw, Okla. (Little Dixie Radio Inc.), AM proceeding, granted petition and supplement by Little Dixie Radio Inc. for leave to amend application to show additional information concerning one of its principals (Doc. 17918). Action Aug. 23.

■ Hearing Examiner Millard F. French in Clarkston, Wash. (Clarkston Broadcasters), AM proceeding, by separate actions granted request by Clarkston Broadcasters for waiver of provisions of Sec. 1.594 of rules and accepted its late notice of publication; and dismissed pleadings by Lewis-Clark Broadcasting Co., KRLC Inc., and by Clarkston Broadcasters (Doc. 18124). Action Aug. 23.

■ Hearing Examiner Isadore A. Honig in Henrietta, Geneseo and Warsaw, all New York ("What The Bible Says Inc.," Oxbow Broadcasting Corp. and John B. Weeks), AM proceeding, granted motion by "What The Bible Says Inc." and extended time to Sept. 16 in which to file reply findings and conclusions (Docs. 17571-3). Action Aug. 20.

■ Hearing Examiner Chester F. Naumowicz Jr. in Springfield, Mo. and Ozark, Ark. (Babcom Inc. and Giant Broadcasting Co.), AM proceeding, scheduled hearing conference for Aug. 26 for discussion of request by Giant Broadcasting Co. for continuance of procedural dates (Docs. 17921, 17923). Action Aug. 22.

#### CALL LETTER APPLICATION

■ Radio Prattville Inc., Prattville, Ala. Requests WPXC.

#### Existing AM Stations

##### APPLICATIONS

KEXO Grand Junction, Colo.—Seeks CP

BROADCASTING, September 2, 1968

# WE SELL ONE

## AM or FM Broadcast Transmitter A DAY

### JUST LUCKY?

If so, very lucky, because, at 6, we're the youngest of the major broadcast equipment manufacturers, with over one hundred and fifty domestic broadcasters and approximately 500 international and government users and gaining rapidly. That kind of growth suggests vitality, at least. New broadcasters say what attracts them to us is our reputation for reliable products, unexcelled services, and realistic prices.

**Reliable products** like zero bias triodes in FM Broadcast Transmitters that just don't wear out! (Some of these tubes have been in service for 20,000 hours and are still going strong.) The reliability and stability are just unsurpassed. We've simplified the circuits such that there just aren't any parts to drift. Our AM Transmitters don't contain marketing gimmicks but simple conventional circuits that even a 3rd class license holder would understand. They sound like a million dollars and just go on and on.

**Services** like having CCA technicians supervise your installation when required *at no cost*. Having replacement parts *shipped prepaid* and *always* being available for assistance. Modification Kits constantly being supplied to update and maintain the reliability of your transmitter.

**Prices** that are consistent with our costs and which have kept the "Big Boys" from gouging the little broadcaster. It's pretty apparent CCA products provide much more for considerably less cost.

We're proud of our rapid growth, sure. But let us show you how we can apply our services and products to bear on *your* equipment requirements.

**Your AM and FM Equipment Performance is our Business.**



CCA

### CCA Electronics Corporation

716 Jersey Avenue

Gloucester City, New Jersey 08030

Telephone: (609) 456-1716

WHY PAY MORE AND GET LESS

## SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Au. 28, 1968

|                    | ON AIR             |      | TOTAL ON AIR       | NOT ON AIR CP'S | TOTAL Authorized   |
|--------------------|--------------------|------|--------------------|-----------------|--------------------|
|                    | Licensed           | CP's |                    |                 |                    |
| Commercial AM      | 4,187 <sup>1</sup> | 31   | 4,218 <sup>1</sup> | 73              | 4,291 <sup>1</sup> |
| Commercial FM      | 1,827              | 52   | 1,879              | 233             | 2,112              |
| Commercial TV-VHF  | 497 <sup>2</sup>   | 9    | 506 <sup>2</sup>   | 12              | 518 <sup>2</sup>   |
| Commercial TV-UHF  | 113 <sup>2</sup>   | 37   | 149 <sup>2</sup>   | 162             | 312 <sup>2</sup>   |
| Educational FM     | 341                | 13   | 354                | 32              | 386                |
| Educational TV-VHF | 68                 | 6    | 74                 | 3               | 77                 |
| Educational TV-UHF | 55                 | 28   | 83                 | 28              | 111                |

## STATION BOXSCORE

Compiled by FCC, Aug. 1, 1968

|                                | COM'L AM           | COM'L FM | COM'L TV         | EDUC FM | EDUC TV |
|--------------------------------|--------------------|----------|------------------|---------|---------|
| Licensed (all on air)          | 4,187 <sup>2</sup> | 1,821    | 610 <sup>2</sup> | 335     | 123     |
| CP's on air (new stations)     | 26                 | 41       | 45               | 13      | 33      |
| Total on air                   | 4,213 <sup>1</sup> | 1,862    | 654 <sup>2</sup> | 348     | 156     |
| CP's not on air (new stations) | 78                 | 241      | 175              | 31      | 32      |
| Total authorized stations      | 4,291 <sup>1</sup> | 2,103    | 830 <sup>2</sup> | 379     | 188     |
| Licenses deleted               | 1                  | 0        | 0                | 1       | 0       |
| CP'S deleted                   | 0                  | 0        | 0                | 0       | 0       |

<sup>1</sup> Includes two AM's operating with Special Temporary Authorization.

<sup>2</sup> Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

to change ant.-trans. location 0.2 mi. north of 2560 'F' Road, Grand Junction. Colo. Ann. Aug. 21.

KSGT Jackson, Wyo.—Seeks CP to change from 1340 kc, 250 w-U to 1340 kc, 1 kw-U. (Seeks petition for waiver of AM freeze). Ann. Aug. 21.

### FINAL ACTIONS

KVON Napa, Calif.—Broadcast Bureau granted mod. of CP to increase night power from 500 w to 1 kw, make changes in DA system; condition. Action Aug. 23.

WDBC Escanaba, Mich.—Broadcast Bureau granted CP to change auxiliary trans. and ant. from DA-D to nondirectional ant. Action Aug. 27.

WBZY New Castle, Pa.—Broadcast Bureau granted mod. of CP to increase MEOV, change studio location to First National Bank Building, New Castle; conditions. Action Aug. 21.

WRAI San Juan, P. R.—Broadcast Bureau granted mod. of CP to change trans. location to S. end of Pina Sur St., Bayamon P. R., change studio to 74 Mayaguez St., San Juan. Action Aug. 27.

### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham in Mobile, Ala. (Azalea Corp., WGOK Inc. [WGOK], People's Progressive Radio Inc., and Mobile Broadcast Service Inc.), AM proceeding, on chief hearing examiner's motion continued further hearing scheduled for Aug. 27 to date to be specified by subsequent order (Docs. 17555-8). Action Aug. 23.

■ Chief Hearing Examiner James D. Cunningham in Sunbury, Pa. and Stirling and Watchung, N. J. (Sunbury Broadcasting Corp. [WKOK], Herbert P. Michels and Kel Broadcasting Co.), AM proceeding, designated Hearing Examiner H. Gifford Irion to serve as presiding officer, scheduled pre-hearing conference for Sept. 27 and hearing for Nov. 14 (Docs. 18291-3). Action Aug. 19.

### FINE

■ FCC notified WACA Camden, S. C. of its apparent liability for forfeiture of \$10,000 for violation of terms of its license. Action Aug. 28.

### DESIGNATED FOR HEARING

■ FCC has designated for hearing application for assignment of license of WCAM Camden, N. J., from City of Camden to McLendon Corp. Action Aug. 21.

### PRESUNRISE SERVICE AUTHORITY

■ FCC amended rules governing PSA for AM stations to substitute "6 a.m. local time" for "6 a.m. local standard time." effective Sept. 1. Action Aug. 21.

### New FM Stations

#### APPLICATIONS

\*Wallingford, Conn.—The Choate School Foundation Inc. Seeks 90.1 mc, ch. 211, 10 kw. P. O. address: Christian Street, Wallingford, Conn. 06492. Estimated construction cost \$6,599; first-year operating cost \$800; revenue none. Principals: Craig D. Munson, Rev. Seymour St. John, Dr. F. Tremaine Billings Jr., et al, all members of board of trustees. Mr. Munson is retired executive. Rev. St. John is educator. Dr. Billings is doctor-educator. Ann. Aug. 27.

Gainesville, Fla.—Gerler Broadcasting Co. Seeks 105.5 mc, ch. 288-A, 3 kw. Ant. height above average terrain 300 ft. P. O. address: c/o E. A. Silmak, Box 12647, University Station, Gainesville, Fla. 32601. Estimated construction cost \$5,350; first-year operating cost \$17,500; revenue \$36,000. Principals: Irving Uram, Sarah Uram, Gertrude Koppel, limited partnership (80% as group), et al. Irving Uram is engineer at WRUF-AM-FM U. of Fla., Gainesville, Fla. and is manager of motel. Sarah Uram and Gertrude Koppel are teachers. Ann. Aug. 27.

Du Quoin, Ill.—Lankford Broadcasting Co. Seeks 95.9 mc, ch. 240 A, 3 kw. Ant. height above average terrain 194 ft. P. O. address: Box 190, Du Quoin, Ill. 62832. Estimated construction cost \$1,600 balance; first-year operating cost \$3,500; revenue \$5,000. Principals: M. R. Lankford, general partner (75%), Gene Showalter, general partner (12½%). Mr. Lankford is sole owner of WRAY-AM-FM Princeton, Ind., WDNQ Du Quoin, Ill., has 62½% interest in WREY New Albany, Ind., and has other business interests. Mr. Showalter has no other business interests indicated. Ann. Aug. 23.

Huntington, W. Va.—Christian Broadcasting Association Inc. Seeks 107.9 mc, ch. 300, 50 kw. Ant. height above average terrain 500 ft. P. O. address: Peoples-Merchants Trust Building, Canton, Ohio 44702. Estimated construction cost \$50,200; first-year operating cost \$30,000; revenue \$40,000. Principals: Dr. E. M. Mortenson, president. Dr. Mortenson is licensee of WTOF Canton, Ohio and is proposed assignee for WKKY Erlanger, Ky. Ann. Aug. 27.

### FINAL ACTIONS

Mena, Ark.—Jack R. Reeves, Earl M. Jones and William A. Reeves, d/b as Mena Broadcasting Co. Broadcast Bureau granted 101.7 mc, ch. 269, 3 kw. Ant. height above average terrain 62.25 ft. P. O. address: Box 150, Mena 71953. Estimated construction cost \$13,478; first-year operating cost \$6,000; revenue \$6,000. Principals: Earl M. Jones, Jack R. Reeves and William A. Reeves. Mr. Jones is partner in department store. Mr. William A. Reeves is farmer and cattleman. Mr. Jack Reeves has no other business interests indicated. Action Aug. 26.

Dunnellon, Fla.—Rainbow Communication Service Inc. Broadcast Bureau granted CP for new FM station on ch. 272 (102.3 mc). ERP 3 kw, ant. height 300 ft. Action Aug. 23.

Saginaw, Mich.—Clark Broadcasting Co. Broadcast Bureau granted CP for new FM on ch. 296 (107.1 mc), ERP 3 kw, ant. height 300 ft., remote control permitted. Action Aug. 22.

Hannibal, Mo.—Great River Communications Inc. Broadcast Bureau granted 92.9 mc, ch. 225, 96.8 kw. Ant. height above average terrain 500 ft. P. O. address: 3 Theresa Court, Quincy, Ill. 62301. Estimated construction cost \$63,794; first-year operating cost \$80,000; revenue \$90,000. Principals: Frank E. Laughlin and Melvin L. Elzea, joint tenants with right of survivorship. Mr. Laughlin is president and holds 22.08% jointly with Mr. Elzea and 12% jointly with Lois V. C. Laughlin. Application of Mark Twain Broadcasting Co. was dismissed. Action Aug. 26.

■ FCC denied petition by WOW-TV Omaha, for reconsideration of local educational FM award and for grant of another FM channel without hearing. Action Aug. 21.

■ Review board in Bellefontaine, Ohio. FM broadcast proceeding, granted CP for ch. 252 to Charles H. Chamberlain. Decision affirms initial decision issued March 19. Condition. Ann. Aug. 23.

### INITIAL DECISION

■ Hearing Examiner Thomas H. Donahue in initial decision granted CP to Athens Broadcasting Co., Athens, Ga. (licensee of WLAR, that city) for ch. 252. Unless appealed or reviewed by commission it becomes effective in 50 days. Application of J's Broadcasting Co. of Athens (licensee of WYXI, that city) was denied. Ann. Aug. 23.

### OTHER ACTIONS

■ Review board in San Clemente, Calif. FM broadcast proceeding, Docs. 17648-49, granted to extent indicated, denied in all other respects petition to enlarge issues based upon newly discovered evidence, filed July 25 by El Camino Broadcasting Corp. Action Aug. 22.

■ Review board in Port Jervis, N. Y., FM broadcast proceeding, Docs. 18267-68, granted motion for extension of time filed Aug. 21 by Murray Hill Associates, extended to Sept. 10 time within which to file oppositions to petition to enlarge issues filed by Port Jervis Broadcasting Co. Action Aug. 23.

■ FCC amended its rules (Sec. 73.202) to show assignments made to communities in Indiana, Maryland, Missouri and New Jersey. The new assignments are: Knox, Ind., ch. 257A; New Castle, Ind., ch. 232A; Williamsport, Md., ch. 240A; Lexington, Mo., ch. 292A, and Blairstown, N. J., ch. 292A. In same action commission denied petition by WSOQ North Syracuse, N. Y. for assignment of ch. 269A to North Syracuse. Action Aug. 28.

### ACTION ON MOTION

■ Hearing Examiner Jay A. Kyle in London, Ky. (H. & C. Broadcasting Co. and London Broadcasting Co.), FM proceeding, granted petition by H. & C. Broadcasting Co. and waived provisions of Sec. 1.594 of rules relating to publication of notice of designation of its application for hearing (Docs. 18200-1). Action Aug. 21.

### RULEMAKING ACTION

■ FCC denied rulemaking petition of Warren L. Authement, Thibodaux, La., for institution of rulemaking proceeding to reassign ch. 285A from Donaldsonville to Thibodaux, La. Action Aug. 14.

### CALL LETTER APPLICATIONS

■ \*University of Maine, Bangor, Me. Requests WMEH-FM.

■ Mid-Ohio Communications Inc., Westerville, Ohio. Requests WBEY(FM).

### CALL LETTER ACTIONS

■ KPOF Radio, Roseville, Calif. Granted KPOF-FM.

■ Southeastern Broadcasting System Inc., Cordele, Ga. Granted WMJM-FM.

# PROFESSIONAL CARDS

**JANSKY & BAILEY**  
Consulting Engineers  
1812 K St., N.W.  
Wash., D.C. 20006 296-6400  
Member AFOCE

**JAMES C. McNARY**  
Consulting Engineer  
National Press Bldg.  
Wash., D. C. 20004  
Telephone District 7-1205  
Member AFOCE

—Established 1926—  
**PAUL GODLEY CO.**  
CONSULTING ENGINEERS  
Box 798, Upper Montclair, N.J. 07043  
Phone: (201) 746-3000  
Member AFOCE

**GEORGE C. DAVIS**  
CONSULTING ENGINEERS  
RADIO & TELEVISION  
527 Munsey Bldg.  
783-0111  
Washington, D. C. 20004  
Member AFOCE

**COMMERCIAL RADIO  
EQUIPMENT CO.**  
Everett L. Dillard, Gen. Mgr.  
Edward F. Lorentz, Chief Engr.  
PRUDENTIAL BLDG.  
347-1319  
WASHINGTON, D. C. 20005  
Member AFOCE

**A. D. Ring & Associates**  
42 Years' Experience in Radio  
Engineering  
1710 H St., N.W. 298-6850  
WASHINGTON, D. C. 20006  
Member AFOCE

**GAUTNEY & JONES**  
CONSULTING RADIO ENGINEERS  
930 Warner Bldg. National 8-7757  
Washington, D. C. 20004  
Member AFOCE

**Lohnes & Culver**  
Munsey Building District 7-8215  
Washington, D. C. 20005  
Member AFOCE

**KEAR & KENNEDY**  
1302 18th St., N.W. Hudson 3-9000  
WASHINGTON, D. C. 20006  
Member AFOCE

**A. EARL CULLUM, JR.**  
CONSULTING ENGINEERS  
INWOOD POST OFFICE  
DALLAS, TEXAS 75209  
(214) 631-8360  
Member AFOCE

**GUY C. HUTCHESON**  
817-261-8721  
P. O. Box 808  
1100 W. Abram  
Arlington, Texas 76010

**SILLIMAN, MOFFET  
& KOWALSKI**  
711 14th St., N.W.  
Republic 7-6646  
Washington, D. C. 20005  
Member AFOCE

**GEO. P. ADAIR ENG. CO.**  
CONSULTING ENGINEERS  
Radio-Television  
Communications-Electronics  
2029 K St., N.W., 4th Floor  
Washington, D. C. 20006  
Telephone: (202) 223-4664  
Member AFOCE

**KEAN, SKLOM & STEPHENS**  
CONSULTING RADIO ENGINEERS  
19 E. Quincy Street  
Riverside, Illinois 60546  
(A Chicago Suburb)  
Phone 312-447-2401  
Member AFOCE

**HAMMETT & EDISON**  
CONSULTING ENGINEERS  
Radio & Television  
Box 68, International Airport  
San Francisco, California 94128  
(415) 342-5208  
Member AFOCE

**JOHN B. HEFFELFINGER**  
9208 Wyoming Pl. Hiland 4-7010  
KANSAS CITY, MISSOURI 64114

**JULES COHEN  
& ASSOCIATES**  
Suite 716, Associations Bldg.  
1145 19th St., N.W., 659-3707  
Washington, D. C. 20036  
Member AFOCE

**CARL E. SMITH**  
CONSULTING RADIO ENGINEERS  
8200 Snowville Road  
Cleveland, Ohio 44141  
Phone: 216-526-4386  
Member AFOCE

**VIR N. JAMES**  
CONSULTING RADIO ENGINEERS  
Application and Field Engineering  
345 Colorado Blvd.—80206  
Phone: (Area Code 303) 333-5562  
TWX 910-931-0514  
**DENVER, COLORADO**  
Member AFOCE

**A. E. Towne Assocs., Inc.**  
TELEVISION and RADIO  
ENGINEERING CONSULTANTS  
727 Industrial Road  
San Carlos, California 94070  
(415) 592-1394

**FETE JOHNSON  
& Associates**  
CONSULTING am-fm-tv ENGINEERS  
P.O. Box 4318 304-925-6281  
Charleston, West Virginia

**MERL SAXON**  
CONSULTING RADIO ENGINEER  
622 Hoskins Street  
Lufkin, Texas 75901  
634-9558 632-2821

**WILLIAM B. CARR**  
CONSULTING ENGINEERS  
Walker Bldg., 4028 Daley  
Fort Worth, Texas  
AT 4-9311  
Member AFOCE

**RAYMOND E. ROHRER**  
Consulting Radio Engineers  
317 Wyatt Bldg.  
Washington, D. C. 20005  
Phone: 347-9061  
Member AFOCE

**E. HAROLD MUNN, JR.**  
BROADCAST ENGINEERING  
CONSULTANT  
Box 220  
Coldwater, Michigan—49036  
Phone: 517-278-6733

**JOHN H. MULLANEY  
and ASSOCIATES**  
Suite 71,  
1150 Connecticut Ave., N.W.  
Washington, D. C. 20036  
Phone 202-223-1180  
Member AFOCE

**ROSNER TELEVISION  
SYSTEMS**  
ENGINEERS  
120 E. 56 St.  
New York  
N. Y. 10022  
CONTRACTORS  
29 South Mall  
Plainview  
N. Y. 11803

Serving The SOUTHEAST  
**FREDERICK A. SMITH, P.E.**  
Consulting Engineer  
5 Exchange St.  
Charleston, S. C. 29401  
A/C 803 723-4775

## Service Directory

**FRANK A. ZOELLER**  
TELEVISION SYSTEMS  
CONSULTANT  
20 Years Experience  
Box 366 • San Carlos, Cal. 94070  
(415) 593-1751

**TERRELL W. KIRKSEY**  
Consulting Engineer  
5210 Avenue F  
Austin, Texas 78751  
(512) 454-7014

**COMMERCIAL RADIO  
MONITORING CO.**  
PRECISION FREQUENCY  
MEASUREMENTS  
AM-FM-TV  
103 S. Market St.  
Lee's Summit, Mo.  
Phone Kansas City, Laclade 4-3777

**CAMBRIDGE CRYSTALS  
PRECISION FREQUENCY  
MEASURING SERVICE**  
SPECIALISTS FOR AM-FM-TV  
445 Concord Ave.  
Cambridge, Mass. 02138  
Phone (617) 876-2810

**PAUL DEAN FORD**  
Broadcast Engineering Consultant  
R. R. 2, Box 50  
West Terre Haute, Indiana 47885  
(812) 533-1661

Telecommunication Consultants  
International, Inc. (TCI)  
Offers Consulting Services  
in Telecommunications  
Gerald C. Gross, President  
1028 Connecticut Avenue, N.W.  
Suite 1024-1030 Wash., D.C. 20036  
Phone: (202) 659-1155

■ Tri-County Broadcasting Co., Hawkinsville, Ga. Granted WCEH-FM.  
■ WCYN Radio Inc., Cynthiana, Ky. Granted WCYN-FM.  
■ James D. Brownyard, North East, Pa. Granted WHYP-FM.  
■ KWTX Broadcasting Co., Waco, Tex. Granted KWTX-FM.

## Existing FM Stations

### FINAL ACTIONS

WRAG-FM Carrollton, Ala.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 31. Action Aug. 23.

WRAG-FM Carrollton, Ala.—Broadcast Bureau granted mod. of CP to change type trans., type ant., make changes in ant. system—ERP 31 kw, ant. height 360 ft.; condition. Action Aug. 26.

\*WREK(FM) Atlanta—Broadcast Bureau granted CP to make changes in trans. equipment—ERP 600 w, ant. height 99 ft.; condition. Action Aug. 26.

WKKD-FM Aurora, Ill.—Broadcast Bureau granted CP to install new type trans., circular polarized type ant.; condition. Action Aug. 27.

WVTS(FM) Terre Haute, Ind.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Action Aug. 27.

WKRX(FM) Louisville, Ky.—Broadcast Bureau granted CP to change ver. ERP to 25 kw. Action Aug. 23.

WJIB(FM) Boston—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Action Aug. 27.

WMBC-FM Columbus, Miss.—Broadcast Bureau granted mod. of CP to change ant. trans. and studio location to 0.05 mile SE of intersection of Bell Avenue and 24th Street, Columbus; change type ant.; make changes in ant. system, ant. height 265 ft., ERP 3 kw. Action Aug. 26.

WRKB-FM Kannapolis, N. C.—Broadcast Bureau granted CP to install new type trans.; new circular polarized type ant.; make change in ant. system, change ERP to 10 kw, ant. height 320 ft.; remote control permitted; condition. Action Aug. 23.

WFMA(FM) Rocky Mount, N. C.—Broadcast Bureau granted mod. of SCA to make changes in programing and add 41 kc. Action Aug. 27.

\*WOUB-FM Athens, Ohio—Broadcast Bureau granted mod. of CP to add circular polarization, change type ant., remote control permitted; condition. Action Aug. 27.

WLBG-FM Laurens, S. C.—Broadcast Bureau granted mod. of SCA to make changes in equipment and programing. Action Aug. 27.

KOKE-FM Austin, Tex.—Broadcast Bureau granted CP to change ant.-trans. location to West Lake Drive near Bee Caves Road; change studio location to 1112 S. Lamar Street, Austin; install new type trans. and new type ant., make changes in ant. system, ERP 10 kw, ant. height 265 ft.; remote control permitted; condition. Action Aug. 26.

KLEF(FM) Houston—Broadcast Bureau granted CP to install new type trans., type ant., ERP 100 kw. Action Aug. 27.

### OTHER ACTION

■ Review board in Albany, N. Y., FM broadcast proceeding, Docs. 18210-12, granted petition for extension of time filed Aug. 20 by Broadcast Bureau, extended to Aug. 27 time within which to file responsive pleadings to motion to enlarge issues filed by WPOW Inc. Action Aug. 22.

### RULEMAKINGS PETITIONS

Charles K. Heath, Northfield, Ill.—Requests amendment of rules so that FM ch. 248 be deleted from Duluth, Minn., that FM ch. 268 be allocated to Duluth, Minn., and that FM ch. 248 be allocated to Rhinelander, Wis. Ann. Aug. 26.

Bottineau Broadcasting Corp., Bottineau, N. D.—Requests amendment of rules to allocate ch. 270, 101.9 mc to Bottineau, N. D. Ann. Aug. 26.

### CALL LETTER APPLICATION

■ WEWO-FM, Curtis and Associates Inc., Laurinburg, N. C. Requests WSTS(FM).

### RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of license for following station and co-pending auxiliaries: WPKO Waverly, Ohio. Conditions. Action Aug. 23.

■ FCC granted applications for license renewals for WFMJ Youngstown, WHHH Warren and WLEC Sandusky, all Ohio, and denied petitions to deny renewal applications filed by Local 880 of the Retail Store Employees Union. Commission deferred action on renewal application of WREO Ashtabula, Ohio and on Local 880's petition to deny the grant, until commission makes further inquiries. Action Aug. 21.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KSOX Raymondville, KVET Austin, WACC and WACO-FM Waco, all Texas, and WGWR and WGWR-FM Ashboro, N. C. Actions Aug. 27.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: KCTV(TV) San Angelo, KJAC-TV Port Arthur, both Texas; KMMF-FM Muskogee, Okla.; KOYL and KOYL-FM Odessa, KURV Edinburg, both Texas; WBRC Birmingham, Ala.; WLEC-FM Sandusky, Ohio. Actions Aug. 22.

## Translators

### ACTIONS

■ Broadcast Bureau granted licenses covering following new VHF TV translator stations: K09HX Atascadero, Calif.; K05DJ Jack's Cabin, K10CC Towaco, K13IH Wilson Creek and Oil Camp, all Colorado; W04AX Whitesburg, Ky.; K11IL Bitterroot, Camas Prairie, Hot Springs and Niarada, K08GE Jackson and rural area NW of Jackson, K11IM K09II, K13IN Sweetgrass, West Butte, Sunburst and Border Field, all Montana; W12AS Ellerslie, Md. and Hyndman, Pa.; K05DK Cora, Pinedale area, Daniel and Green River Beaver Ridge, all Wyoming. Actions Aug. 26.

■ FCC has waived Sec. 74.732(e)(2) of rules and granted application by Central Coast Television for a 1-w VHF TV translator station to serve Morro Bay, Calif. Translator will rebroadcast KCOY-TV, Santa Maria, Calif. Condition. Action Aug. 21.

■ Broadcast Bureau granted licenses covering following new UHF translator stations: K71CC Shandon, Syncline Hill and Pozo, all California; K75CF, K71CB, K73BV, Baca County and Springfield, K79BQ, K81BG, K83BP, Baca County, Deora and rural area, all Colorado; K79BR Hakalau, Hawaii; K82-BL Phillips County, Mont.; K76CP Mina and Luning, both Nevada. Actions Aug. 26.

■ Broadcast Bureau granted licenses covering changes in following VHF TV translator stations: K07DH, K09DH Lamar, Colo.; K05AH Hot Springs and rural area E. of Hot Springs in Saunders County, K10AU North Fork, Lodgepole Creek and Steve's Fork Creek Community, all Montana; and K03CC Cortez, Colo. Actions Aug. 26.

\*Crookston, Minn., North Central Educational Television Inc.—Broadcast Bureau granted CP for new VHF TV translator station to serve Crookston, Red Lake area, Fisher area, Angus and Euclid areas, all Minnesota, on ch. 2 by rebroadcasting KFME(TV), ch. 13, Fargo, N. D. Action Aug. 20.

K12GL Center, Neb.—Broadcast Bureau granted license covering changes and specify type trans. for VHF TV translator station, Action Aug. 26.

\*Fairbury, Neb. Nebraska Educational Television Commission—Broadcast Bureau granted CP for new UHF TV translator station to serve Fairbury on ch. 78 by rebroadcasting KUDN-TV, ch. 12, Lincoln, Neb. Action Aug. 21.

W08BE Lafollette, Tenn.—Broadcast Bureau granted license covering new VHF TV translator station and specify name as Multimedia Inc. Action Aug. 26.

## CATV

### APPLICATIONS

Grenada, Miss., Grenada Video Inc.—Requests mod. of CP to make changes in ant. system and license to cover CP. Ann. Aug. 23.

Sea Isle City and Avalon, both New Jersey, Garden State TV Cable Corp.—Requests mod. of CP for extension of time to complete construction to Dec. 15. Ann. Aug. 23.

Capitol Cablevision Systems Inc.—Requests distant signals from WPIX(TV), WOR-TV and WNEW-TV, all New York to Albany and Menands, both New York (Albany-Schenectady-Troy, N. Y.-ARB 42). Ann. Aug. 23.

### FINAL ACTIONS

Gulf Communicators Inc., Cape Coral, Fla.—CATV task force granted mod. of CP to add 12775-12800 mc., 1.5 w trans. for community antenna relay station; granted mod. of CP to add 12775-12800 mc., 1.5 w trans. for community antenna relay station; granted mod. of CP to add 12850-12875 mc., 1.5 w trans. for community antenna relay station; granted mod. of CP to add 12775-12800 mc., 1.5 w trans. for community antenna relay station, and granted mod. of CP to add 12850-12875 mc., 1.5 w trans. for community antenna relay station. Actions Aug. 21.

Dorate Interstate Co., Clayton, N. M.—CATV task force granted license covering

new community antenna station. Action Aug. 21.

Boise City CATV, Inc., Boise City, Okla.—CATV task force granted license covering new community antenna relay station. Action Aug. 21.

■ FCC denied joint petition by Teleprompter Corp. and Manhattan TV Cable Services, New York City CATV operators for additional relief and mod. of partial stay on certification requirement for telephone CATV channel service. Action Aug. 28.

### OTHER ACTION

■ Review board in Upper Darby Township, Pa., CATV proceeding, Docs. 19140-66, 18227-28, granted petition for extension of time filed by Westinghouse Broadcasting Co., extended to Sept. 10 time within which to file responsive pleadings to petition to change issues and shift burden of proof filed by Lower Bucks Cablevision Inc. Action Aug. 23.

### ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper in Philadelphia TV market, Delaware County Cable Television Co., et al. CATV proceeding, (Docs. 18140-66, 18227-8) granted motion to intervene by copyright owners and petition for intervention by Westinghouse Broadcasting Co. (KYW-TV, ch. 3, Philadelphia) and made copyright owners and Westinghouse Broadcasting Co. parties to proceeding involving Lower Bucks Cablevision Inc. (Docs. 18227-8). Action Aug. 22.

■ Chief Hearing Examiner James D. Cunningham in Birmingham, Ala. TV market, Clear Vision TV Co. of Bessemer, Televue Cable Alabama Inc., and Jefferson Cablevision Corp., CATV proceeding, dismissed petition by applicants for continuance; extended certain procedural dates, and continued hearing for Sept. 17 to Nov. 19 (Docs. 18064-6). Action Aug. 23.

## Ownership Changes

### APPLICATIONS

KTCS-AM-FM Fort Smith, Ark.—Seeks transfer of control from Lovelle Morris "Jack" Beasley (25% before, none after) and Omer Carl Thompson (30% before, none after) db/as Big Chief Broadcasting Co. to Bill Harper (none before, 80% after). Consideration: \$150,000. Mr. Harper already holds 25% of KTCS-AM-FM and owns 15% of KFAY Fayetteville, Ark. and 10% of KTOW Sand Springs, Okla. Messrs. Beasley and Thompson also have interest in KFAY and KTOW. Ann. Aug. 21.

WLEH Lehigh Acres, Fla.—Seeks transfer of control of Southern Radio and Television Co. from Manuel Riskin, Lee Ratner, Gerald Gould and Edward Shapiro (100% as a group before, none after) to Roger Clipp (none before, 100% after). Principal: Roger Clipp, sole owner. Mr. Clipp has 12% interest in WSER Elkton, Md. Consideration \$37,300. Ann. Aug. 27.

KOUR Independence, Iowa—Seeks assignment of license from Plains Broadcasting Corp. to Leighton Enterprises Inc. for \$100,000. Sellers: Jeanne P. Donald, treasurer, Ray G. Gruetzmacher, president, and Sherwood Lorenz. Jeanne Donald is sole owner of WTCH-AM-FM Shawano, Wis. and 33 1/3% owner of CP for WISS Berlin, Wis. Mr. Gruetzmacher has the same interest in WISS and is secretary of Shawano County Publishing Co., licensee of WTCH. Mr. Lorenz also owns 33 1/3% of the CP for WISS. Buyers: Alver Leighton, president, (68%) et al. Ann. Aug. 27.

WJIV(FM) Cherry Valley township, WOIV Deruyter township, WEIV Ithaca, WMIV South Bristol township, and WBIV Wethersfield township, all New York—Seeks assignment of license from C & U Broadcasting Corp. to The Christian Broadcasting Network Inc. as gift. Donor is subsidiary of Continental Telephone Corp. (group CATV owner). Recipient, Christian Broadcasting Network, is nonprofit corporation headed by M. B. Robertson, president, and is licensee of WKRI(FM) Norfolk and WYAH-TV Portsmouth, both Virginia. Ann. Aug. 23.

WRKL New City, N. Y.—Seeks assignment of license from Keith Connes and Albert Spiro db/as Rockland Broadcasters to Betty Spiro, executrix of estate of Albert Spiro, deceased. No consideration involved. Ann. Aug. 27.

WMCR Oneida, N. Y.—Seeks assignment of license from C & U Broadcasting Corp. to Warren Broadcasting Co. for \$120,000. Sellers: C & U Broadcasting Corp., wholly owned by C & U Communications Corp., which is wholly owned by Continental Telephone Corp. (group CATV owner). Officers

(Continued on page 72)



Payable in advance. Checks & Money Order only.

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum.
- APPLICANTS: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—\$2.00 minimum.

DEADLINE: Monday Preceding Publication Date

- DISPLAY ads \$25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

### RADIO—Help Wanted—Management

Successful midwest group is expanding. We're looking for strong sales-minded, community-minded manager and sales manager. Excellent salary, bonuses, incentives. Send complete resume in strict confidence, of course. Box J-7, BROADCASTING.

Selling manager for small midwest market. Here's the break for a man who can sell and be part of community. Replies confidential. Box J-48, BROADCASTING.

### Sales

We are a multi-million dollar link in a very big chain. We have an opening for an account executive. If you are sharp, we want to hear from you. P.S. We do like men from small markets. Golden Opportunity. Drop a brief note to Box H-230, BROADCASTING.

Salesman, New Jersey community minded FM station. Radio background helpful. Lucrative potential. Easy listening format. Salary, draw plus commission. Send details and references. Box H-259, BROADCASTING.

Radio broadcast time salesman, top position available, active account list, sales experience preferred, but broadcast background other than sales considered. Top pay, fringes, retirement benefits, immediate opening. Contact Ken Soderberg, KAUS Radio, Austin, Minnesota.

Ground floor opportunity for salesman or experienced radioman wishing sales. Complete resume required. No phone calls. Please. Dale Low, KLSS/KSMN, Mason City, Iowa.

Experienced salesman middlewest large market. Good account list. References required and good sales record a must. Send resume to: Jim Lowenberg, KRCC, Council Bluffs, Iowa 51501.

Personable, self-starter who likes people, can become involved in community. Pleasant announcing voice helpful for brief board shifts, heavy selling. Air mail resume to KSEW, Box 258 Sitka, Alaska 99835.

Grand Rapids, Michigan: WAFT (Formerly WMAX) is looking for an experienced advertising salesman. A newspaper or yellow pages background will receive equal consideration along with people with broadcast experience. We pay 15% commission—draw is open. Age is very important... mental age, that is, because we are looking for a young aggressive hustler who likes money in large quantities. Call me if the above describes you. Gar Meadowcroft (616) 453-6397.

Area salesman needed. Salary, commission. Outstanding possibility, fine account list, northern Illinois. Contact Jim Marray, WCSJ, Morris, Ill.

WGRT, Chicago—Dynamic Negro daytimer needs energetic, self-starting, experienced direct retail radio salesman. Perfer man now working in the Chicago area who's willing to knock on any door for money. Potential, \$20,000—plus. Send selling resume today to Sales Manager, WGRT, 221 N. LaSalle, Chicago, Ill. 60601.

Sales manager, with proven radio sales and sales promotion experience, for excellent opportunity in new suburban Boston 10,000 watt non-directional daytimer, featuring adult programming. Must be aggressive, imaginative, community minded and an effective closer. Send resume in confidence Charles Bell, WNTN, 6 Cornell Rd., Framingham, Mass. 01701.

### Sales—(cont'd)

Sell for the station with highest average daytime county wide share of audience in state. Established accounts. Also opportunity to do play-by-play sports. WSMI, Litchfield, Illinois.

Aggressive salesman or salesgirl. Swinging station, delightful market. Good pay. Write or phone Lou Skelly, WWOW, Conneaut, Ohio.

10,000 watt C&W station in one of the 10 top markets in the N.E. needs announcers. First ticket preferred. Also needed 3 experienced account executives. Call collect 516-742-1542 and ask for General Manager.

Are you 25 and enthusiastic? Call 313-588-8605.

Major California market wants salesman who has had experience, good sales record selling retail, wants to move up to major market retail selling. Send resume, picture and reference. Potential for right man. Salary, commission and company benefits. Reply Box 631, Santa Clara, California.

Are you 26 and enthusiastic? Call 313-588-8605.

## IMITATION IS THE SINCEREST FORM

... and are we being flattered!

Would you believe our classified users are receiving more responses than ever before, including "sales talk" from other publications? Evidently, BROADCASTING'S expanding readership is paying off and making BROADCASTING THE marketplace for everything and everybody in broadcasting. When you have something to buy or sell, fill a vacancy, or want a better job let BROADCASTING'S classified section help you.

Are you 27 and enthusiastic? Call 313-588-8605.

Are you 28 and enthusiastic? Call 313-588-8605.

Salesman needed, Indiana, salary plus commission based on ability, community minded. 219-563-4111.

Are you 29 and enthusiastic? Call 313-588-8605.

Are you 30 or over and enthusiastic? Call 313-588-8605.

### Announcers

Wanted: Morning disc jockey, possible program director duties, good music format mixed with top 40, Middle Tennessee market. Write Box H-242, BROADCASTING. Salary commensurate with ability.

### Announcers—(Cont'd)

New Jersey AM-FM seeks experienced staff announcer who can gather and write news. Send tape and resume to Box H-250, BROADCASTING.

If you want to grow—grow with our chain. Immediate opening for announcer with 1st ticket. No maintenance, 6 to midnight shift at MOR on the east's beautiful DelMarVa peninsula. Send tape, resume and references to Box H-283, BROADCASTING.

Morning man—with first class phone for More music top 40—excellent pay for good radio man. Top ten market east. Send resume, tape and photo to Box J-23, BROADCASTING.

Top ten market—more music top 40 jock—good on production and news—good pay. Send tape—resume to Box J-24, BROADCASTING.

Excellent opportunity—One of the top stations in the south is looking for an unusual individual who is interested in a permanent position with a great opportunity to advance in the near future. If you're a hippie or a cool daddy, we don't want you, We're looking for a young, yet mature person who believes the raises and benefits come after you earn them and not before. You also must be willing to run our format the way we want it. We are not drake or boss, but we do play Top 40 music and plenty of it, and we are a dominant number One. If you are not the type person who thinks you know everything, if you'd like to start at a decent salary and get raises as you earn them, if you'd like a good job with good security in a beautiful place to live, then rush your tape and resume to Box J-25, BROADCASTING. More money if you have a first ticket.

Personality for contemporary radio format. Some news and sports. Send resume and tape to Box J-51, BROADCASTING.

Experienced MOR announcer with sales opportunity is desired by Arkansas full-timer. Need resume, photo, salary requirements and tape, Box J-57, BROADCASTING.

Immediate opening announcer 3rd class endorsement, country music station, Capital city, Choice hours, excellent opportunity, KBMR, Phone 701-255-1234 or write Mr. Anderson, Box 1233, Bismark, N. Dakota.

Announcer, salesman with FCC 1st needed now at KEYD, Oakes, N.D.

KEYN Radio in Wichita, Kansas wants "top 40" announcer with first class license, no screamers. Please send tape and resume to Greg Dean, KEYN.

5 kw daytimer needs male continuity director-announcer. KOLY, Mobridge, S.D.

Small station with MOR format, local orientation, good equipment, want self-starter who enjoys being creative. Airmail resume to: KSEW, Box 258, Sitka, Alaska 99835.

#1 soul station in Houston needs swinging, modern sounding soul jock. Send tape and resume first mailing to Dick Oppenheimer, KYOK, 613 Preston, Houston, Texas 77002.

If you have what it takes to swing with a tight formatted, more music, top 40, here's the opportunity of the month. Contact Bill Adams, KYSN, Colorado Springs.

Wis. MOR top metro feeder needs experienced combo board man. Professionals move up to big city positions. Midwest background preferred. Mr. Kraychee, WBKV, POB 60, West Bend, Wisconsin.

## Announcers—(Cont'd)

Announcer for nite-shift at 500 watt small market MOR operation. Can you read well? Send resume, tape: WBTA, Batavia, N. Y.

Immediate opening for sports announcer who can handle play-by-play on high school and junior college games. WBYS AM and FM, Canton, Illinois.

Combo man with first phone. Maintenance and short air shift. Small market. Good working conditions in the "Land of Pleasant Living." Good starting pay with fringe benefits. Daytime station. Send tape and resume to WDMV, Box 825, Salisbury, Maryland.

First job opportunity for bright interested announcer with 3rd endorsed and some board and announcing ability. Night shift (6 to 10 p.m.) afternoon training and briefing. Start \$65 per 40 hour week. WFTR, Front Royal, Virginia. 68 miles west of Washington D.C. Contact Ken Gordon, Manager, 703-635-4121. No collect calls.

Immediate opening for full time announcer at a strong mid-Atlantic FM. Looking for talent in MOR, semi-classical area. Fine working conditions, attractive compensation and future for someone willing to work. Conscientious applicants only—service obligation or discharge necessary. Tape, resume, photo first letter to Operations Manager, WCH-FM, 711 Boush Street, Norfolk, Virginia 23510.

First phone-announcer-beginner considered, but must be able to read well. Program director advancement to right man—play by play sports opportunity. Send tape, resume and starting salary to: WHGR, Houghton Lake, Michigan 48629 or call Norm Pike at 517-366-5364.

Experienced, professional announcer for MOR station Permanent job with a future. Excellent working conditions. Send tape, resume to WJIC, Salem, New Jersey or call 609-935-1510.

Immediate opening for mature morning man for MOR ABC affiliate. 1st phone is necessary, but no maintenance. We are looking for a bright sound for wake up show. We are part of a growing 3 station chain. Good salary, vacation, insurance and promotion possibilities. Send tape and resume to Ken Coe, General Manager, WJOR, South Haven, Michigan 49090. 616-637-1138.

Outstanding opportunity for a professional sounding radio announcer seeking permanent position with one of the nation's finest, WKZO Radio-TV, pioneer of the Fetzer Stations. Our working conditions, fringe benefits, and advancement possibilities are tops in outstanding community. Send tape, resume and salary requirements to WKZO Radio, 590 West Maple Street, Kalamazoo, Michigan 49001.

Announcer, first phone, in suburban Boston. If in N. E. call collect (617) 744-7000 or write to WMLO, Box 344, Beverly, Mass.

First class combo position open at WORX, Madison, Indiana. Contact General Manager.

Get in on the ground floor. Expanding corporation has opening for energetic first-phone announcer in southern Maryland, the land of pleasant living. Send tape and resume to: WPTX, Lexington Park, Md. 20653.

Wanted! Rock 'n' roll dj with some experience. Copywriting background helpful. Contact WSAC Radio, Box 70, Fort Knox. 502-351-3121.

Atlantic City area MOR needs 1st class ticket announcer. No maintenance, will consider man with limited experience. Possibility to move into programing. Send tape or call Larry Keene, WSLT, Ocean City, N.J. 609-399-1555.

First ticket combo man, accent on announcing. Excellent opportunity and benefits. Member of the fast growing Rahall chain. Send tape and resume to WWRN, Beckley, West Virginia.

Help . . . need first phone top 40 combo, 5000 watt fulltimer, multiple station market, growth, attractive opening, airmail tape etc., call P.D. 912-436-7233.

10,000 watt C&W station in one of the 10 top markets in the N.E. needs announcers. First ticket preferred. Also needed 3 experienced account executives. Call collect 516-742-1542 and ask for General Manager.

## Announcers—(Cont'd)

Announcer for play by play high school sports. Excellent AM-FM stereo station. Dominant in area. Also work in announcing, sales, copy or programing. If you want to grow join this expanding group. If you live in Colo., N.M. or adjoining states call Darrel Burns, 505-662-6082 after 6 P.M.

Need immediately! First phone announcer. No maintenance. Good top-40 man with good news delivery. Work for number one station. Music and news. Send tape and resume. Salary open. Box 1725, Lake Charles, Louisiana 70601.

Program director/announcer fluent talker, think and re-act quickly. MOR with some country and top 40. Must write some copy and do intelligent news. \$100 week. WFTR, Front Royal, Va. Ken Gordon, Manager, 703-635-4121. No collect calls.

Immediate need for announcer with 1st. Good salary & hours. Call 417-967-3353. Manager

First phone announcers. Up-tempo MOR format. If you have first we'll train you. Rush tape and resume; Ron Kight, Drawer D, Excelsior Springs, Missouri, 64024.

## Technical

Coastal South Carolina, daytimer seeking engineer-announcer. Send tape, resume, and salary requirements to Box H-278, BROADCASTING.

Technical director needed for Ohio three stations at once. Must be experienced in maintenance and construction AM and FM. Box J-27, BROADCASTING.

Assistant chief engineer. Eastern metro area. Some shift work, other time spent helping upgrade engineering department of one of country's top R&R operation. Opportunity to learn D&A. Send resume, references and recent picture. Box J-64, BROADCASTING.

Chief engineer. Some announcing. Emphasis on engineering. Contemporary MOR. Start \$500-plus monthly. KHAS-Radio, Hastings, Nebraska.

Combo man with first phone. Maintenance and short air shift. Small market. Good working conditions in the "land of pleasant living." Good starting pay with fringe benefits. Daytime station. Send tape and resume to WDMV, Box 825, Salisbury, Maryland.

Chief engineer wanted. Must have knowledge of AM operations plus automated FM equipment. Permanent position. Salary to be negotiated. Could be retired or semi-retired individual. Must drive car. Will work six days a week. Three weeks vacation, hospitalization and life insurance. Top station in attractive small city. Living conditions excellent. Will consider partial payment of moving expenses. Harry M. Thayer, WGHQ, Kingston, N. Y.

First class engineering position open at WORX, Madison, Indiana. Contact General Manager.

Chief engineer, full charge, for WZIP AM & FM, Cincinnati, Ohio. No air work. Immediate opening. Complete details to General Manager, WZIP, Cincinnati, Ohio 45219. Telephone 513-221-5100.

Immediate opening—experienced chief engineer for well established, well equipped 5,000 watt group owned AM station. Good working conditions and fringe benefits. Salary commensurate with experience. Write A. H. Smith, P.O.B. 3677, Wilmington, Delaware 19807. Or phone 302-654-8881.

## NEWS

Mid-Michigan top rated independent AM-FM radio station has immediate openings for experienced news director and newsman. Must be aggressive and experienced in news and editorial writing. Send tape, resume and photo to Box H-196, BROADCASTING.

News editor—major opportunity with Washington radio news organization. You should be able to write distinctively, edit imaginatively and be capable of producing unscheduled and scheduled "live" coverage. Send resume, writing samples and current salary information to Box J-16, BROADCASTING. An equal opportunity employer (M/F).

## News—(cont'd)

Excellent opportunity in expanding news department. Ability to deliver sportscast required. Audition tape with resume only. Ralph Weber. KLSS/KSMN, Mason City, Iowa.

News director—must be able to gather, write, and deliver MOR format. Contact George Droelle, WCLI, AM & FM, Corning, N.Y. 14830.

A major market adult radio station needs an adult sounding, on the air newsman; and needs him now. He must be oriented in the use of the telephone for digging for news items and actualities, and use of the typewriter. The income is open for the right man. Send resume, tape and picture to Ken Hildebrand, WHK Radio, Cleveland, Ohio.

Florida coastal station—offers experienced newsman opportunity to become part of small community as "Mr. News", along with delightful living. As news director of WIRA, leading M.O.R. station, this man can advance with the Airmedia group. Must be hard worker, ready to keep WIRA leading in local news. Send resume and tape to Hudson Millar, P. O. Box 3032, Ft. Pierce, Florida 33450.

WIRL—Peoria, Illinois' second largest market needs on the air newsman for key morning shift. Voice, experience writing ability important. This is a great opportunity for a move from a smaller market to a news operation recognized as "Big City" all the way. Send tape and resume to Ralph Smith, News Director, WIRL Radio, Peoria, Illinois 61602.

Need immediately—newsman who's good with cops and courts, who won't tolerate a closed door and won't accept no from any news source. A real digger. Live in the country's most beautiful capital city. Plenty to do; lots to cover. A real challenge for a real newsman who won't let the community rest. Join Wisconsin's number one radio news department!! Tape and resume now to P. K. Powers, News Director, WISM, Box 2058, Madison, Wisconsin!!! Now!

Newsman to gather, write and deliver local news. Play-by-play ability helpful. WSMI, Litchfield, Illinois.

## Programing,—Production, Others

Farm director—experienced midwest farm broadcaster who is also capable of work in other programing areas or in sales. Send tape, resume, and photo to Operations Manager, KFOR, Lincoln, Nebraska.

Program and production director needed. Good pay for hard worker. Adult AM/FM. First phone desired. Contact Charles Stewart, WSAF, Sarasota, Florida.

Program director. Adult self-starting detail man. Assume full department head status with accompanying authority and responsibility. Preference given to man with talk show and/or play by play experience. Must believe in talk/MOR music format and community participation. 1 kw in city of 100,000. Call manager, 617-674-3535.

## Situations Wanted

### Management

Station Mgr., GSM. Excellent broadcasting background as Nat'l. sales Mgr./VP, top 10, medium markets, AM-TV. Administration, program promo, research, marketing skills. Built, trained effective sales staffs. Top agency, client, industry contacts nationally. Now employed. Will relocate for promising opportunity, Box H-15, BROADCASTING.

A transition from programing to management? Somewhere there is a radio station operator; one who believes that a hard working well trained program director with savvy, can make the segue from programing to management. Have provided the essential back-up to sales. In so doing, contributed to the aura and metamorphosis of the success of the other. Experience exceeds 11 years. Well-seasoned, top 40-modern format specialist. Good track record. Number one ratings. On-the-air personality. For the purposeful business of forging ahead, respond to Box H-125, BROADCASTING.

Local sales manager, 20 years experience in sales both radio-TV, doing daily newscast and presently engaged in selling and directing local sales. What do you have to offer? Box J-5, BROADCASTING.

## Management—(cont'd)

Grand old man of radio with or without pipe. 15 years experience—all chairs. Wants position managing station. New York employed. Box J-9, BROADCASTING.

Seeking managership in small southern market. Fully qualified. Excellent references. Box J-18, BROADCASTING.

General manager—almost unparalleled success in small market. Company reorganization makes it desirable to seek new position in small or medium size midwestern or eastern market. Ten years experience. Family man. Let me show you the way to respected community involvement, larger billings and higher profits. Box J-40, BROADCASTING.

## Sales

FM owners major markets—successful businessman age 30 desires return to FM as partner after 5 year hiatus. Outstanding record local FM sales major market. Has investment capital plus knowledge and confidence to guarantee minimum \$50,000.00 first year personal performance. Full details first letter please. Box J-22, BROADCASTING.

Ten years successful metro radio sales experience. Male, single, college degree. Wants career opportunity in sales or management. Box J-37, BROADCASTING.

## Announcers

Upbeat vibrant personality. Draft exempt. Beginner. 21. 3rd. Box H-224, BROADCASTING.

Young disc jockey seeking position with rhythm and blues station. Salary second to opportunity. Box H-232, BROADCASTING.

First phone beginner wants in radio. No maintenance. Medium or major market rock station only. Anywhere. Will accept, learn any position except sales. Veteran, reliable. Minimum \$110 weekly start required. No tape. 412-521-6510. Box H-235, BROADCASTING.

Talk man available. Experienced midwest conversation personality seeks medium or large markets only. 27 married, 3rd. Will relocate. Box H-239, BROADCASTING.

Play-by-play 15 years experience football, basketball, baseball. Box H-260, BROADCASTING.

1st phone top 40 jock, aggressive newsmen, super tight board, 3 yrs under my belt, every aspect of radio experienced in drake as well as non-drake format. College grad. No maintenance. Draft free. Available now. Like to settle down with a growing rocker in Florida, NY or Conn. Box H-287, BROADCASTING.

Versatile dj-announcer, newscaster. 3rd ticket, married, draft exempt. New York area Box H-292, BROADCASTING

Disc jockey-announcer-newscaster. Experience, tight board, third endorsed, versatile. Box J-1, BROADCASTING.

Recent grad, ATS-NYC. 3r endorsed, some college, clean cut, veteran. 27, will relocate. C&W, top 40 or MOR programing; thorough knowledge sports. Box J-2, BROADCASTING.

Major league sportscaster: Baseball, basketball, football. Want to move. Prefer radio. Tape, pics, resume on request. Box J-4, BROADCASTING.

Veteran announcer—15 years local radio—average voice—dependable—cooperative—family—3rd—good references—want permanent job—reasonable salary—prefer congenial personnel. Bob Allen. Box J-8, BROADCASTING.

DJ/announcer, newscaster, salesman. Negro, experienced, versatile, creative. 3rd endorsed, tight board, authoritative news any format. Mature. Box J-11, BROADCASTING.

Experienced. 2½ years. 3rd endorsed—radio announcer. Married. 26. Looking for good staffed, good managed, permanent position with top 40. Box J-12, BROADCASTING.

Two years experience, some college, third, good voice. Box J-17, BROADCASTING.

## Announcers—(Cont'd)

Announcer/disc jockey, soul brother. Degree, tight board, sales, third endorsed. Any format. Box J-19, BROADCASTING.

Voice, audience, format, tape, continuity for audition, first reply, contract a must. Box J-20, BROADCASTING.

Dependable, experienced play by play man and MOR dj would like to relocate. Also have four years experience in radio sales. Presently employed. Married. Military obligation finished. Box J-26, BROADCASTING.

Devoted to sports, seeks sports minded station; strong play-by-play, all sports. Tapes available, first phone. Location, market irrelevant. Box J-30, BROADCASTING.

1st phone, combo experience, tight production, good air sell, no drinker, good references. Dakotas, Iowa, Minnesota, Wisconsin. Box J-32, BROADCASTING.

New York City area announcer with a good voice interested in locating a good position with a solid company with incentive in a major market. In broadcasting field since 1960. Can write news. Box J-38 BROADCASTING.

Is \$450 per month too much to pay for a permanent 6-12 midnight C&W dj? If not, I'm interested. Box J-39, BROADCASTING.

Third, some college, good voice, two years experience. Box J-44, BROADCASTING.

Some experience, great potential for talk show. Informed, rational, good references. Box J-46, BROADCASTING.

Announcer, service commitment completed. Did network mid-morning show with AFN-Europe. Production, 3rd endorsed. MOR. Box J-49, BROADCASTING.

Beginner seeks position. Hard worker. Area no problem. Have car, 3rd ticket endorsement. Box J-58, BROADCASTING.

Intelligent announcer with a good voice and newswriting ability interested in major market broadcasting. Background in markets including Philadelphia, Scranton, and the New York City metropolitan area. Robert Francis Curley, 233 Thomas St., Woodbridge, New Jersey. 201-634-5024.

Top 40 pro—gotta have competition. Tape, resume. Available any large market. Harold Dodd, 208 1st St. Sw., Fort Payne, Ala. 205-845-4158.

Massachusetts is mine between 6-10 p.m. Looking for higher top 40 real estate. Call 1-413-739-6889.

Versatile, creative, professional airman available immediately. 12 years background. Presently employed NBC station, but desire relocation to larger market, with possibility for advancement. Interested in MOR and/or talk. Contact Jack Wiley after 5 pm at 309-682-1380. Home address, 211 West Corrington, Peoria, Illinois. Tape upon request.

Broadcasting school graduate. 35, desires position as DJ or news announcer. For tape write Jack Cronin, 525 Las Vegas Blvd. South, Las Vegas, Nevada 89101.

Top-40 dj-PD, personality/drake, well experienced, 3rd class, now! 513-631-5428 after 5:30 pm.

Radio announcer enthusiastic, witty, able to do sales, 3rd endorsed, limited experience. Contact Leonard Fasciana, 2174 Bailey Avenue, Buffalo, New York 14211.

Modern country, MOR, 1st phone, 8 years experience including PD. Ray Robbins, 6023 LaVista, Dallas, Texas 214-826-3620.

First phone, 22, veteran, prefer top 40, will relocate. Ron Miller 407 S. 5th St. Miamisburg, Ohio 45342. 513-866-4095.

## Technical

Major market chief engineer. At home with high budget operations. Familiar with all phases of construction, maintenance, operations, labor relations and power to 50 kw. Box H-241, BROADCASTING.

First phone, light maintenance seeks no car transmitter position. Box J-28, BROADCASTING.

## Technical—(Cont'd)

Young consulting engineer, 10 years experience, forced out because of freeze, seeking technical director position, prefer west. Box J-54, BROADCASTING.

## NEWS

Competent experienced western Pennsylvania newsmen seeks move to major northeast market. College graduate—Vietnam veteran. Tape available upon request. Box H-49, BROADCASTING.

Veteran Washington-based news director/newsmen seeks meaningful change. Both MOR/rock oriented. All replies, New England, to Florida weighed. Box J-56, BROADCASTING.

## Programing,—Production, Others

Top top 40 jock personality—program director, too. Well seasoned pro with wide, varied background. Over 10 years experience on-the-air, in programing, production, ad infinitum . . . with group and independent operations. Proven track record. Number one ratings. Youthful, but mature. Attuned to what's happening. Agreeable personality on and off the air. If you're building with people, this could be where it's at for openers. Box H-185, BROADCASTING.

Looking for production man? Age 29, single, 6 years experience, hard worker, experience in radio production & straight copy writing, also TV copy writing. No floater or drifter, air work, some news experience also. Works for perfection. Available now. Personal interview required. Call Carl Briggs . . . area code 301-957-2849 please! ! !

## TV—Help Wanted—Management

Executive secretary seeking career in broadcasting needed for west coast network station. Excellent opportunity for the person who has ability to organize and help with administrative details. Good typing and shorthand skills required. Top salary. Please send complete background, references to Box H-276, BROADCASTING.

## Announcers

Have immediate opening for on-camera announcer to do sports and weather. Contact Howard H. Frederick, General Manager, WIRL-TV, Peoria, Ill. Immediately.

Need experienced announcer with ability to "sell" on the air, on and off camera. Good news and/or weather background preferable. Write or call James Tighe, General Manager WJHG-TV, Panama City, Florida. Box 2349, 904-763-7651.

Host male/female with colorful personality for afternoon talk show in Boston. Send tape, photo, resume to Gibson Carothers, Executive Producer, WKBG-TV, 1050 Commonwealth Ave., Boston, Mass. 02215.

## Technical

Choice positions for two outstanding men. New midwestern major market UHF grantee needs chief engineer particularly strong on planning and installation supervision. Permanent position with well financed multiple-owner. Large west coast parochial school system needs chief engineer for planned area-wide instructional TV system. Requires knowledge of mono and color studio equipment installation and operation plus ability to learn essentials of ITFS and in-school distribution systems. Permanent position in excellent locale. For either position send resume, and salary requirements to Box H-173, BROADCASTING.

Major New York film sound studio completing new installation. Seeks chief engineer experienced all phases audio. Excellent opportunity. Box H-299, BROADCASTING.

Film sound technician with solid background in electronics and film sound techniques wanted by major east coast TV film syndication, production unit. Box J-35, BROADCASTING.

Engineering position available to work with PC-70's, VR-2000's and TK-27's, in outstanding metropolitan VHF operation. First class license required. Write Box J-61, BROADCASTING.

## Technical—(Cont'd)

First phone engineer for studio switching and transmitter operation. Permanent position. Contact Chief Engineer, WBJA-TV, Binghamton, N. Y. . . . 607-772-1122.

Need immediately—Three first class licensed engineers for TV control room—transmitter operation. Prefer experience but will consider training beginners. Submit full details in first letter to P. B. Witt, Chief Engineer, WCOV-AM-TV, P. O. Box 2505, Montgomery, Ala. 36105.

Need two qualified first phone trainees—good salary—benefits—equipment and experience—contact Chief Engineer, WKBT, La Crosse, Wisconsin.

Western Michigan. Immediate openings for experienced television engineers. Excellent fringe benefits; good pay; NBC affiliate; full color facilities. Preference given license holders with color experience. Phone collect, or write: Mr. Charles F. Robinson, Chief Engineer, WOOD-TV, Grand Rapids, Michigan, 616-459-4125.

Fetzer TV needs engineers with first class license for WWUP-TV in Michigan's Upper Peninsula. Experience desirable but not essential. Good pay and many company benefits. Excellent hunting and fishing area. Write P. O. Box 627, Cadillac, Michigan or phone 616-775-3478, collect.

Engineers wanted for total color operation. Must have first class license. Excellent working conditions. Opportunity for advancement. Call Harold Rogers, area code 318; 233-1515; Lafayette, Louisiana.

Television technician. Excellent opportunity for a responsible TV engineer. Experience in educational or commercial studio practices. Will work w/Orth, and Vidicon cameras, high band, low band, helical VTR's, color equipment and remote van. Salary open—liberal fringe benefits. If you qualify, write or call Univ. of Michigan, Personnel Office, 1020 L S & A Building, Ann Arbor, Michigan. Phone 313-764-7280.

Wanted: Engineer with first-class operator's license to work at TV transmitter. No experience necessary. Call Harvey Mason at 946-3131 or 946-3542 Washington, North Carolina, or write P. O. Box 468, Washington, N. C.

Video engineer: Christian Broadcasting Network, Inc., needs man experienced in live color, tape, film. Unusual challenge with expanding network. Salary open. Send resume, P. O. Box 111, Portsmouth, Virginia.

Experienced studio maintenance engineers for broadcast television installation in South Pacific. First class license and relevant experience required. Two-year assignment open now. Pleasant family living conditions in the tropics. Send resume to NAEB, R&D Office, 1346 Conn. Ave., N.W., Washington, D. C. 20036.

## NEWS

TV news reporter. 25 to 35 years old, college degree in journalism, capable of: Rewriting wire copy, scripts for SFL, SOF interviews, on air newscasts. Send tape, photograph and resume with example of writing to Box J-34, BROADCASTING.

TV newsman ready to become news director for midwest VHF. TV only operation need strong air man who can supervise and train small staff. Send photo, resume, and salary requirements to Box J-52, BROADCASTING.

WAAY television in Huntsville, Ala., 3rd largest city in Alabama is looking for an experienced newsman to serve as news director. Must be experienced in all phases of news production including 16mm film shooting sound on film interviews and on the air delivery. Send resume, photograph and either sound on film sample or videotape. Salary open. You may call collect. M. D. Smith, WAAY Television, 1000 Monte Sano Boulevard S.E., Huntsville, Ala. Phone 539-1783.

Immediate opening for working, on-air news anchorman. Send VTR air check and resume to NEWS, WCIX-TV, Miami, Florida.

## Programing,—Production, Others

TV floorman-director—need some experience on floor, but will train in directing. Good chance for your man to grow, good midwest market, all color station, lots of production going on. Send full information to Box H-297, BROADCASTING. Or call Erv, 319-364-4194.

## Prog.—Production, Others—(Cont'd)

Writer/producer/director for major east coast TV film syndication production unit. Must be creative film-maker with rating ability. Box J-36, BROADCASTING.

Operations manager—medium market west coast VHF television station. Maximum power full color. Aggressive organization. Box J-55, BROADCASTING.

Producer/director in major eastern market. Position requires thorough experience in all phases of TV production. Special emphasis on talk and news shows. Excellent salary and benefits for right person. An equal opportunity employer. Box J-60, BROADCASTING.

Continuity Supervisor with writing talent and ability to handle three person department for AM FM and TV. Call Cal Mahlock WKJG-TV Fort Wayne, Ind.

Chief commercial photographer needed to head-up entire commercial filming department of leading CBS affiliate in northern Michigan market. Must have full working knowledge of 16mm color equipment and editing technique. Excellent starting salary and opportunity for the right man. Send resume and film sample to Local Sales Manager, Fetzer Television Inc., Cadillac, Michigan 49601.

## TELEVISION—Situations Wanted

### Management

Chief engineer with complete experience in all areas of television engineering. (Administrative duties, design, construction, installation and operations.) I feel you will be more than impressed with my credentials. Box J-31, BROADCASTING.

GM with proven track record in every area of major market AM-TV and UHF. Resume upon request. Available immediately. Box J-50, BROADCASTING.

Program director. Prefer new independent UHF. P. O. Box 7116, Atlanta, Ga. 30309.

### Announcers

Currently employed staff announcer seeks new opportunity and market advancement. Married, stable, and needing at least \$175/week plus talent. Have also done news, weather and sports, plus copy writing. Box H-288, BROADCASTING.

Announcer in top 10 market wishes to relocate—booth, weather, commercials. Box J-15, BROADCASTING.

### Technical

One year VHF TV maintenance plus transmitter construction. First phone. Married, 23, Military complete. Experience in two way radio repair. DJ ability. Nine western states, relocation pay elsewhere. Collect (206) 376-2911.

## NEWS

Newsfilm cameraman, film editor, writer and reporter seeks position. Major market experience. Box H-257, BROADCASTING.

Newsman-photographer . . . five years broadcasting experience. Single, draft free, dependable, creative and hard worker seeks radio or TV post . . . will accept second or third market . . . have third ticket . . . TV news films. Box J-13, BROADCASTING.

Navy information officer completing far east tour and obligated service desires position in television news or public affairs programming. R-TV degree, University of Illinois. Commercial and educational R-TV experience prior to service. Married. Locate anywhere, midwest preferred. Available October. Write: Lt. Roy L. Karon, Staff, Commander Service Group Three, Fleet Post Office, San Francisco, California 96601.

## Programing,—Production, Others

Sports director—aggressive, creative, organizational. Want daily competitive market with station commitment to "specials." Ambitious local sports minded stations only. Box H-255, BROADCASTING.

## Prog.—Production, Others—(Cont'd)

Versatile Los Angeles radio pro who believes in showmanship and shirt sleeves desires entry into television in dual capacities: 1/as interview-host or member of on-air news team, preferably sports; 2/as your needs dictate use of successful, adaptable background and knowledge of promotion, production, merchandising and public service campaigns. This is not a "tape and resume available" solicitation and I'll prove it by traveling to your city at my expense for a personal interview. Please, only major markets or secondaries offering major market rewards. Box H-251, BROADCASTING.

Program Executive—Successful—Qualified—Experienced in all phases of station operation, program syndication, closed circuit-tape, live, and film production. Has supervised and coordinated news, promotion, sales and merchandising departments in top markets. Familiar with labor negotiations, administration, and personal training. Seeking challenge and growth with dynamic management interested in all phases of broadcasting. Box J-33, BROADCASTING.

Summary—Unusual, multi-faceted TV producer/host; creative visual flair, top-drawer air work—women's talk, magazine, interview, community shows. Sophisticated, literate-solid TV production, writing, radio, international TV, M.A. in TV. Producer-personality with tremendous drive, know-how, showmanship. 33, married, VTR, resume, photos, press bio—Now. Objective:—Intent on joining "with-it" metro market organization where non-run-of-the-mill prestige background may be utilized to full—Now. Box J-42, BROADCASTING.

Programing position desired; creative producer-director, top market experience, ready for move to management in medium size market. Box J-53, BROADCASTING.

Art director—promotion manager. P. O. Box 7116, Atlanta, Ga. 30309.

Opportunity is knocking . . . both sides of the door! Your side-my side. My credentials . . . six months T. V. production . . . radio staff announcer. (First phone) Looking for opportunity in TV production, engineering. Ed Clark, 2822 South 35th Street, Omaha, Nebraska.

Midwest TV performer: 30, producer of own children's show "Captain Rado Program" and all station commercials . . . plus 10th marker radio personality . . . plus BA . . . plus theatre arts training . . . plus production and program director . . . plus 1st phone now seeks vibrant job with aggressive TV operation where duties include both on and off air work with eventual move into management. Currently with Aquarius Productions, producers of the Broadway smash "Hair", Ted Rado, 64 10th Street, Hoboken, New Jersey. 07030.

## WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk. Guaranteed Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

We need a good used 1000/250 watt transmitter, Call or write, KXRB-Radio, P.O. Box 1101, Sioux Falls, South Dakota 605-743-2290.

5 kw low band VHF transmitter. Prefer General Electric, TT-40. Phone 206-624-6000.

Wanted to buy—660B Ampex. Box J-10, BROADCASTING.

Black and white remote unit, 2 to 5 cameras. State price and condition first letter. Box J-41, BROADCASTING.

## FOR SALE—Equipment

Coaxial-cable—heliex, styroflex, spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

General Electric type TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCASTING.

Three towers—300 foot, 40 pound—\$4,000.00 with guys, no lights or insulators. Swager Tower Corporation, Fremont, Indiana 219-495-6165.

Guyed towers—200 to 500 foot used one year by government; big savings; we finance. Box H-215, BROADCASTING.



**Programing,—Production, Others**

**ARE YOU READY?**

Major market comer needs Program Director with guts, imagination and ideas. He will finish the job of building an outstanding operation for leading group broadcaster. Present P.D. being promoted within company. Salary open, with outstanding fringe benefits and opportunity to advance with growing communications group. Send full details in a letter to:

Box J-6, Broadcasting.

**EMPLOYMENT AGENCY COUNSELOR**

Chicago employment agency needs experienced broadcaster to place TV and Radio personnel. Draw against commissions with opportunity to earn \$15,000 first year. Send resume to:

Box J-3, Broadcasting.

**Situations Wanted**

**Management**

**MR. OWNER**

Currently employed manager will take 25% income reduction in return for an OPPORTUNITY to manage your trouble station. Anxious to make move into greater growth potential. East coast

Box J-59, Broadcasting.

**Situations Wanted**

**NEWS**

**ATT: Station Managers**

*Ice Hockey TV/RADIO Sportscaster*

One of America's name sportscasters is available to do ice hockey this season. 8 years major league experience.

Box J-63, Broadcasting.

**Situations Wanted**

**Use Our 5,000 Resumes To Find Your Man**

24,960 MAN HOURS were required to recruit and screen these applicants. Now you can use this large resume library to find your man without spending the same amount of time and money.

Call 312-337-5318 for service charges in your size market.



**Nationwide Broadcast Consultants**

645 NORTH MICHIGAN AVENUE • CHICAGO, ILLINOIS 60611 • Tel. 312 337-5318  
EXECUTIVE, ADMINISTRATIVE, PROGRAMING, SALES, AND ENGINEERING PLACEMENT

**Situations Wanted**

**Announcers**

**LOOKING FOR AN ANNOUNCER?**

Then write Jerry Berman a letter.



Jerry's Job Placement Director at Columbia School of Broadcasting—with 26 offices coast to coast the chances are that we have a graduate near you. Just tell Jerry what you want and he'll send you a resume, photograph and audition tape of just the one you're looking for. Air mail.



**Columbia School of Broadcasting**

4444 Geary Boulevard/San Francisco 94118  
(Not affiliated with CBS, Inc)

**TELEVISION—Help Wanted**

**Sales**

**CHICAGO BASED TV PROGRAM SALESMAN**

Travel midwest for established syndicator. Complete line includes new across-the-board color tape series, specials, cartoons, features. Aggressive, personable, self-starter. Salary and expenses plus commission. Some TV industry experience required. Write full details first letter.

Box J-62, Broadcasting.

**TELEVISION—Help Wanted**

**Technical**

**Experienced Studio Technicians**

Union scale—fringe benefits—building new studio facilities—permanent position—send resume to:

Engineering Department  
WNAC-TV 21 Brookline Ave.  
Boston, Massachusetts

**CATV Antenna Engineer**

We are looking for a professionally qualified engineer with a thorough knowledge of antenna and receiving technology. Salary commensurate with ability, experience and training. All replies held in strictest confidence. Please send detailed resume to:

Malarkey, Taylor and Associates  
1225 Connecticut Avenue, N.W.  
Washington, D.C. 20036

**NEWS**

**TV NEWS DIRECTOR**

Immediate opening for an experienced, imaginative broadcast journalist and cost-conscious administrator to manage a large top-rated Radio-TV news operation. Midwest location with starting salary in mid-teens and one of the broadcast industry's finest fringe benefits programs. Candidates must have record of success in broadcast management. Send a detailed, confidential resume of your education, experience, salary history and career objectives to

Box J-45, Broadcasting.

An Equal Opportunity Employer (M/F)

**FOR SALE—Equipment**

**RCA TJ-56 TV Mobile Unit**

Completely equipped to originate three-camera monochrome remotes. Includes large assortment of lenses and 1800 ft. camera cable. Truck and equipment in good operating condition.

ENGINEERING DEPT. WHDH-TV  
50 Morrissey Blvd., Boston, Mass. 02125



Lease your equipment from  
**Specialists in Broadcasting**

We know and understand your problems—radio, television, CATV, background music. Our ability to appraise the MARKET VALUE of broadcast properties enables us to go beyond the balance sheet net worth when evaluating a lease application. Call us collect.

**Broadcast Equipment Leasing Co.**

Division of Anchor Leasing Corp.  
1218 Plaza Bldg., Pittsburgh, Pa. 15219  
Area Code 412—Phone 281-3768

**FOR SALE—Equipment—(Cont'd)**

**TRAFFIC WATCH  
AIRPLANE FOR SALE**

Cessna 172 Skyhawk specially equipped for airborne traffic reporting. Complete communications equipment and special navigational aids for maximum safety. Less than 500 hours. Will paint to suit. Ready to go.

Box H-171, Broadcasting.  
Price: \$19,500

**Employment Service**

527 Madison Ave., New York, N.Y. 10022



**BROADCAST PERSONNEL AGENCY**  
Sherlee Barish, Director

**THE AMPS AGENCY**

BY BROADCASTERS • FOR BROADCASTERS

Join the list of stations and applicants who have been pleased with our services. Backed by 25 years of experience in Broadcasting we have successfully filled all job categories of this industry and allied fields, throughout the country—Management, Sales Promotion, Publicity, Engineering, Secretarial, Traffic, Bookkeeping, Programming, and Announcing. Employers and applicants send us your request or resume in confidence.

★ THE AMPS AGENCY ★

All Media Placement Service  
3924 Wilshire Blvd., Los Angeles, Calif. 90005  
Telephone 213-388-3116

**INSTRUCTIONS**

**Prepare Yourself  
Properly for a  
Career in TV-Radio**

**Central Wyoming College  
offers a Broadcasting  
Career Program**

*Not a Quickie Course*

Two-year college program gives you:

- First-class license
- Practical course in all phases of broadcasting
- Opportunity to specialize
- On-the-air experience
- Lifelong job placement program
- College transfer credit
- Associate of Arts degree
- Announcing, Engineering, Sales, Management, Traffic, Secretarial, Programming, News, Sports, etc.

For details write to:

Dept. of Radio-TV  
Central Wyoming College  
Riverton, Wyoming

Classes begin Sept. 23, Feb. 3.

**INSTRUCTIONS**

Continued

**LEARN RADIO SALES . . . The highest paying job in Radio.**



If you're not making enough money in announcing or engineering or in your present job . . . we will train and place you. No experience necessary. Write or Call:  
**UNIVERSAL SCHOOL OF SALES**  
P.O. Box 4203 / Greensboro, N.C. 27406  
Phone (919) 274-8287

Obtain  
**YOUR FCC 1ST CLASS LICENSE  
IN 6 WEEKS**  
at the

**DON MARTIN SCHOOL  
OF RADIO & TV**  
(America's Foremost School of  
Broadcasting) est. 1937

- Individualized Instruction
- Most Comprehensive Methods
- Utilization of Visual Aids
- Highly qualified Instructors
- One Low cost until completion
- Inexpensive accommodation nearby

Next Class Scheduled to Start  
October 14th

Register Now—Classes Limited  
For additional information call or write:

**DON MARTIN SCHOOL  
OF RADIO & TELEVISION  
ARTS & SCIENCES**

1653 N. Cherokee HO 2-3281  
Hollywood, Calif. 90028

**BUSINESS  
OPPORTUNITY**

**NEWSPAPER GROUP**

Available in South Illinois. Weeklies and shopper. Excellent potential. Owner pulled out \$42,000 last year. \$220,000 with terms. Write fully to:

J. N. WELLS & COMPANY  
543 W. Roosevelt Rd., Wheaton, Ill.

**MISCELLANEOUS**

**Attention All AM's and FM's**

Play-by-play of Army Football available coast to coast with entire package yours to sell locally. We pay for line charges. Army-Navy grid classic at no increase in price.

**Empire Sports Productions**  
P.O. Box 30, Keeseville, N.Y.  
518-834-9805

|      |       |          |        |       |         |       |            |        |       |
|------|-------|----------|--------|-------|---------|-------|------------|--------|-------|
| Ida. | small | fulltime | \$ 65M | terms | Florida | small | fulltime   | \$100M | nego. |
| Ga.  | small | daytime  | 65M    | 29%   | Wash.   | small | fulltime   | 75M    | 17M   |
| Pa.  | small | fulltime | 225M   | 100M  | West    | med.  | profitable | 125M   | 29%   |
| Ala. | med.  | fulltime | 150M   | 29%   | S.E.    | metro | daytime    | 100M   | 29%   |
| M.W. | metro | daytime  | 370M   | 29%   | M.W.    | major | FM         | 135M   | 50%   |



**CHAPMAN ASSOCIATES**

media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

**NEED HELP ?**

Your ad here . . .

gives you an international audience

For Rates See Page 65.

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

**WANTED TO BUY—Stations**

**STATION WANTED**

Financially strong independent non-broadcast group seeks AM-FM-TV properties in Tampa, St. Petersburg, Clearwater, Orlando, Miami, Jacksonville, Florida markets. Principals please furnish details to be held in confidence.

Box J-43, Broadcasting.

**WANTED**

Full time radio station in New England area. Willing to pay \$1,000,000-\$3,000,000 for right property. Please reply in strictest confidence to:

Box J-14, Broadcasting.

**FOR SALE—Stations**

**La Rue Media Brokers Inc.**

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
265-3430

**Confidential Listings  
RADIO—TV—CATV  
N.E. — S.E. — S.W. — N.W.**

**G. BENNETT LARSON, INC.**  
R.C.A. Building, 6363 Sunset Blvd., Suite 701  
Hollywood, California 90028 • 213/469-1171  
**BROKERS-CONSULTANTS**

**FOR SALE**

39% stock in Carolina station. Single market. Two other stockholders. one active in operation. \$23,000.

Box J-21, Broadcasting.

(Continued from page 64)

of C & U Broadcasting Corp.: William S. Kingman, chairman of the board and chief executive officer; James Skidmore, executive vice president; Hale S. Coughlin, Jr., vice president; Clark F. Metzgar, assistant secretary and treasurer. Buyers: William J. Warren, president-treasurer; and Vivian Warren, vice president-secretary (100% jointly). Mr. and Mrs. Warren are sole owners of WHLT Huntington, Ind. Ann. Aug. 23.

WAPO Chattanooga, Tenn.—Seeks assignment of license from Martin Theatres of Georgia Inc. to Turner Advertising Co. for \$305,500. Sellers: C. L. Patrick, executive vice president, et al. Martin Theatres is licensee of WTVM(TV) Columbus, Ga. and WTVG(TV) Chattanooga, Tenn. Buyers: James C. Roddey, executive vice president. et al. Ann. Aug. 27.

KEPR-AM-FM Pasco, Wash.—Seeks assignment of license from Cascade Broadcasting Co. to Tri-Cities Communications Inc. for exchange of stock. Principals: Thomas C. Bostic, president (60%) and John H. Reber, vice president (15%) et al. Cascade Broadcasting is licensee of KIMA-AM-FM Yakima, Wash. Ann. Aug. 27.

KIMA-AM-FM Yakima, Wash.—Seeks assignment of license from Cascade Broadcasting Co. to Yakima Valley Communications Inc. for exchange of stock. Principals: Thomas C. Bostic, president (60%) and John H. Reber, vice president (15%) et al. Cascade Broadcasting is licensee of KEPR-AM-FM Pasco, Wash. Ann. Aug. 27.

WEIR Weirton, W. Va.—Seeks assignment of license from Tri-State Broadcasting Co. to 1430 Corp. for \$350,000. Sellers: Harry B. Chalfant, president. Tri-State Broadcasting is licensee of WEDO McKeesport, Pa. Buyers: Mone Anathan Jr., president (25%); Robert P. Anathan, secretary-treasurer (50%) et al. Mr. Mone Anathan Jr. has 50% interest in a department store, 33 1/2% interest in a business machine rental company and has other business interests. Mr. Robert Anathan owns 50% of a department store and a parking facility, and has other business interests. Ann. Aug. 23.

WHAW Weston, W. Va.—Seeks transfer of control of Central West Virginia Service Corp. from Ruth McKinnon Andrew, executrix of estate of Francis E. Andrew, deceased, to Ruth McKinnon Andrew, beneficiary. No consideration involved. Ann. Aug. 27.

#### ACTIONS

KEMO-AM-FM Phoenix—Broadcast Bureau granted assignment of licenses from Radio Station KUEQ Inc. to KEMO Associates for \$205,000. Principals of Radio Station KUEQ Inc.: William N. Freeman, president and majority stockholder and Charles J. Sanders. Mr. Sanders owns KCLS Flagstaff, Ariz. and KUPI Idaho Falls, Idaho. He also holds CP for KVLS(TV) Flagstaff. Principals of KEMO Associates: Joel W. and Bertram Harnett, chairman of board and Martin Kenneth Cowan, president (each 33.3%). Mr. Bertram Harnett is 12.5% owner of WGNV Newburgh, N. Y., and Joel W. Harnett is 25% owner of WGNV. Mr. Cowan is director of creative service and sales development of WOR-TV New York. Mr. Cowan was also vice president of *Television Magazine* from 1961 to 1964. Action Aug. 23.

WDRN(FM) Norwalk, Conn.—Broadcast Bureau granted acquisition of positive control of licensee corporation by James Stolcz (49% before, 59% after) through purchase of stock from George Steiner (49% before, 39% after) for \$5,000. Messrs. Stolcz and Steiner are each 49% owners of WBUX Doylestown, Pa. and WDRN Norwalk, Conn. Action Aug. 26.

WACK Austell, Ga.—Broadcast Bureau granted assignment of license from M. L. Lamar tr/as South Cobb Broadcasting to South Cobb Broadcasting Co. for purpose of incorporation and to sell 15% of stock to W. G. Brown for \$3,750. Principals: M. L. Lamar (85%) and W. G. Brown (15%). Action Aug. 23.

WFOM Marietta, Ga.—Broadcast Bureau granted transfer of control from Albert L. Jones (100% before, none after) to W. L. Bost, executor of estate of Albert L. Jones (none before, 100% after). Action Aug. 23.

KYND Burlington, Iowa—Broadcast Bureau granted assignment of license from Des Moines County Broadcasters Inc. to Sudbrink Enterprises Inc. for exchange of stock. No consideration involved. Principals: Robert W. Sudbrink, president, treasurer and director (93% before, 85% after) and Margaret S. Sudbrink, vice president and director (7% before, 15% after). Mr. and Mrs. Sudbrink jointly own 50% of WRMS Beardstown, Ill. and are sole owners of WRTH Wood River, Ill. Action Aug. 23.

KYLT, KD-6057, KOL-405 Missoula, Mont.—Broadcast Bureau granted assignment of licenses from W. L. Holter (75% before, 87 1/2% after) and Leo A. McLachlan (25% before, none after) db/as Scottie Broadcasting Co. to W. L. Holter and Stephen A. Schoen (none before, 12 1/2% after) tr/as Scottie Broadcasting Co. Consideration: \$15,000. Action Aug. 23.

WGWR-AM-FM Asheboro, N. C.—Broadcast Bureau granted transfer of control from Roy Cox Sr. to Edna C. Cox, executrix of estate of Roy Cox Sr. No consideration. Action Aug. 28.

WCDJ Edenton, N. C.—Broadcast Bureau granted transfer of control from Robert G. Currin (30% before, none after) to James Flanagan (35% before, 51% after) and William T. Watkins (35% before, 49% after). Consideration: \$3,000. Action Aug. 23.

WPKO Waverly, Ohio—Broadcast Bureau

granted assignment of license from Ohio Quests Inc. to Alfred Dienert and Walter F. Bennett for \$21,000. Principals: Alfred Dienert and Walter F. Bennett (each 50%). Messrs. Dienert and Bennett are 50% partners in Walter F. Bennett and Co., radio and television advertising agency. Mr. Dienert is director of WFGW and WMIT(FM), both Black Mountain, N. C. and KAIM-AM-FM, Honolulu. Action Aug. 23.

WJES Johnston, S. C.—Broadcast Bureau granted assignment of license from Edgefield-Saluda Radio Co. to Edgefield-Saluda Radio Inc. for purpose of incorporation. No monetary consideration involved. Action Aug. 23.

WWIS Black River Falls, Wis.—Broadcast Bureau granted assignment of license from Robert E. Smith to WWIS Radio Inc. for purpose of incorporation only. Action Aug. 23.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Aug. 28. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

Jackson, Ala.—The franchise of Multi-Channel Cable Co. (Fred L. Huggins and Earl Manning) has been renewed for a second three-year period.

Casa Grande, Ariz.—KPIN Casa Grande has applied for a franchise. There are two other applicants.

Contra Costa county, Calif.—TeleVents of California has applied for a franchise for the east county area, including cities of Brentwood, Oakley, Byron and Bethel Island. Installation and monthly fees will be \$25 (\$37.50 underground) and \$5.95, respectively.

Lodi, Calif.—Activation of the 10-channel system of Multi-View Systems Inc. took place Aug. 12 for the southwest section of the city. Initial monthly fee will be \$4.50, with no installation charge, but installation and monthly fees are expected to rise to \$15.50 and \$5.50, respectively, when the system is fully constructed.

Newport Beach, Calif.—Anaconda Electronics Co., Anaheim, Calif., has started construction on a 120-140 mile system for Newport Cablevision Inc. (owned by Foote, Cone and Belding). First phase of the 50 miles is expected to become operational Nov. 21. System will provide 20 channels, will be completely underground using solid-state equipment. Contract is valued at approximately \$1.2 million. Foote, Cone and Belding also holds CATV franchise for Seal Beach, Calif.

Duval county, Fla.—Sam Newey and Associates Inc., Jacksonville, Fla., has been awarded an exclusive 30-year franchise. Company will charge \$4.50 monthly, and guarantees county 10% of gross revenues or \$20,000 minimum annually for first five years, up to \$20,000 minimum annually through 26th to 30th year. Other applicants were Florida Publishing Co. (*Florida Times-Union* and *Jacksonville Journal*), Teleprompter Corp. (multiple CATV owner), Empire Cablevision, General Cablevision of Duval and Complete Channel TV Inc.

Americus, Ga.—Cabevision Co., Americus, has been granted a franchise for a 10-channel system.

Payette, Idaho—Boise Valley Broadcasters Inc. (KBOI-TV and KTVB[TV] Boise); Boise and Treasure Valley Cable TV, Ontario, both Idaho, have each applied for a franchise.

Medicine Lodge, Kans.—Medicine Lodge CATV Inc. has awarded an \$80,000 construction contract to Ameco Cable TV Co., Phoenix. Construction is to start within 30 days and be completed 60 days after.

Pulaski county, Ky.—Clyde P. House, Manchester, Ky., president of Television Reception Corp., operators of a system in Somerset, Ky., has applied for a 20-year franchise for the county, which surrounds Somerset. Ownership of the Somerset franchise is currently in litigation between Television Reception and Commonwealth Cable Co.

Lafayette, La.—All Channels Cable TV Inc. has been sold to Vikoa Inc., Hoboken, N. J. (multiple CATV owner), for an undisclosed sum. The nine channel system has been in operation for three years. Broker: Daniels & Associates, Denver.

Woburn, Mass.—Colonial Cablevision has been granted a franchise. Monthly fee will be \$4.95 with a refundable installation deposit of \$15. Other applicants were National Cablevision Inc., Cablevision Corp. of America, both Boston (multiple CATV owners), and Patriot Cablevision Co.

Nuevo Laredo, Tamaulipas, Mexico—Cable-Vision Inc., Dallas (multiple CATV owner) has applied for a franchise. Signals would be relayed across the river from Laredo, Tex., where Vumore holds the franchise. Cable-Vision also holds franchises in Eagle Pass and Del Rio, both Texas, and Piedras Negras and Ciudad Acuna, both Coahuila, Mexico.

California, Mo.—Missouri CATV Systems Inc. has applied for a franchise for a 12-channel system that would also serve the nearby towns of Tipton, Versailles and Eldon. Installation and monthly fees would be \$12.95 and \$5.95, respectively.

Springfield, Mo.—Springfield CATV Inc. has applied for a franchise. There are five other applicants.

Smithtown, N. Y.—Construction has begun on the system—to be completely underground—of Suffolk Cable Corp., a subsidiary of the Cornelia Corp. (multiple CATV owner), recently granted a 25-year franchise. Installation and monthly fees will be \$30 and \$5, respectively. Cornelia operates a system on Shelter Island, and is currently building systems for Brookhaven and Southampton, all New York.

Health, Ohio—Continental CATV, Hoboken, N. J. (multiple CATV owner), a subsidiary of Vikoa, Inc., has applied for a franchise. Other applicant is Tower Antennas, Inc., Coshocton, Ohio (multiple CATV owner).

Newark, Ohio—Continental CATV has applied for a franchise (see above).

Eminton, Pa.—The franchise of Troy Cable Co. (J. F. Troy) has been transferred to Telesonic Associates Inc., Brookville, Pa. The two companies are in the process of sale-purchase negotiations.

Winner, S. D.—Activation of the 9-channel system operated by Midcontinent Broadcasting Co., Sioux Falls, S. D., has been slated for Sept. 15. Installation and monthly fees will be \$25 and \$6, respectively. Engineering and construction is being done by Jerrold Electronics Corp., Philadelphia.

Red Bank, Tenn.—The franchise of Red Bank Cable TV Co. has been canceled at request of the franchise holder who said that FCC rulings made the project no longer feasible.

Canyon, Tex.—Troy Martin, publisher of the weekly *Canyon News*, has been granted a 20-year franchise. Randall County Broadcasters Inc. was a previous applicant.

Falfurrias, Tex.—Sutwest CATV Inc., Harlingen, Tex. (multiple CATV owner), has been granted a 20-year franchise. Monthly fee will be \$4.95 with free installation. City will receive annual payment of \$1,000 or 4% of annual gross receipts, whichever is greater.

Smithville, Tex.—Electronic Association Inc. has been granted a 25-year franchise. St. Albans, Vt.—Manchester TV Corp. has applied for a franchise.

South Hill, Va.—Peninsula Broadcasting Corp. (multiple CATV owner and owner of WVEC-AM-FM-TV Hampton-Norfolk, Va.), has been granted a franchise. Installation and monthly fees will be \$9.95 and \$4.95, respectively, with additional charges for extra connections. Other applicant was Clear-View Cable Television Co., Martinsville, Va. (multiple CATV owner).

Marinette, Wis.—Marcus Theaters CATV Inc., Milwaukee (multiple CATV owner), has been granted a second one-year franchise extension. Activation of the system has been blocked by a series of lawsuits.



**D**OUGLAS Schoolfield Cramer II, 37 and exuding the vigor and confidence of a career that is still going uphill, was talking about style in the television business. Bill Dozier, Hubbell Robinson, Pat Weaver, he made clear, all have shown that intangible yet indelible something—that grace of bearing; that projection of compelling yet intelligent and genteel enthusiasm; that overtone of taste, sophistication above an outlook that recognizes, too, the hard and realistic; that quality of appearing as a man of a special season and still relating to all seasons. Doug Cramer felt sure there was another television name that belonged. He thought about it for a time, groped, but couldn't remember. May a suggestion be made? Add Doug Cramer to the list.

Paramount Television, it would seem, agrees. More than anything else a man of elan, ideas, style was needed to make the company go. Doug Cramer was installed as executive vice president in charge of production last June.

He doesn't have an easy job. In the television league, Paramount is a cellar dweller. It's not a question of how the mighty have fallen. Instead, Paramount Television never has seemed prepared to meet the demands—or fend off the competitive challenges—of the marketplace.

**Acquired for TV** • The company has three top-notch hours going for it in the coming season—*Mission: Impossible*, *Star Trek*, *Mannix*. But they are inherited properties, the legacy acquired when Gulf & Western Industries also absorbed Desilu Productions.

And that's the way Paramount operated in television throughout the years: The company tried to acquire what it didn't have the resources and know-how to originate. Thus both Herbert Brodtkin's Plautus Productions and David Susskind's Talent Associates were at one time purchased as appendages and asked to generate television profits for Paramount. It was like a baseball club owner buying a pair of respectable hitters and saying, "now let's see you hit some home runs for me." But there were far more strikeouts than hits and Paramount remained a distant also-ran among film production companies.

Doug Cramer has to get Paramount Television going. He's essentially a new programing specialist, an idea man. His entire approach to life, all of his career, has been devoted to diversity, to adding a new twist to old routines.

At 20th Century-Fox TV, where he spent two years as vice president in charge of program development, Doug Cramer was directly responsible for the outgrowth of *Peyton Place*, *Batman* and the upcoming season's *The Ghost and Mrs. Muir*. Whether they are good or bad programs is not pertinent. What is important is that each of the programs

## Paramount TV: The man who's to get it going

is a variation of a basic entertainment form—the radio serial adapted to nighttime network television, the comic book superhero played in camp style, the motion-picture fantasy-romance done as a situation comedy.

Doug Cramer went to Paramount some eight weeks ago and immediately began screening the company's film properties to see what variations are possible. He knows television programming to be a two-year business—from 18 to 24 months are needed to get a project into development. Paramount, he decided, had its best shot at cracking the season after the next one, in 1970-71.

Still, he wanted to take a running try at the 1969-70 season. Doug Cramer has strong facial features. They indicate

### WEEK'S PROFILE



Douglas Schoolfield Cramer — executive VP in charge of production for Paramount Television, Hollywood; b. Aug. 22, 1931, Louisville, Ky.; with MGM script department, New York, 1952-53; managing director of Cincinnati Summer Playhouse, 1953-54; taught English and theater at Carnegie Institute of Technology, Pittsburgh, 1954-55; TV supervisor for Procter & Gamble Co., Cincinnati 1956-59; broadcast supervisor on Lever Bros. and General Foods accounts at Ogilvy, Benson and Mather (now Ogilvy & Mather), New York, 1959-62; VP of program development for ABC-TV New York, 1962-66; VP of program development for 20th Century-Fox TV, Los Angeles, 1966-68; named executive VP in charge of production for Paramount Television, June, 1968; m. syndicated Hollywood columnist Joyce Haber of Manhattan, Sept. 25, 1966; children—Douglas Schoolfield Cramer III, 1; hobbies—art collector, swimming, looking at movies, painting.

a guy who knows what the hell he wants and isn't used to being denied. He's put this determination to work at making Paramount Television a quick and prominent part of the TV film production business.

The result is that currently Paramount has some 23 coproduction deals pending with the three networks. The company will make four pilots for the 1969-70 season. That's more than it ever turned out in a pre-season campaign before.

Most notable among the coproduction deals and pilots are *Barefoot in the Park*, to be done as a half-hour comedy for CBS-TV; *The Bradley Bunch*, written and produced by Sherwood Schwartz, and *Holly Golightly*, based on Truman Capote's "Breakfast at Tiffany's," both half-hour comedies for ABC-TV; and a dramatic series with a medical background for NBC-TV. Doug Cramer sees half-hour programs back in vogue. Of the Paramount projects in development, 14 are half-hour shows. He also sees a return of medical series and the renewed need for pilots instead of presentation films to meet network and sponsor requirements.

For Doug Cramer figures television programing as strictly a cyclical process. The trick is in knowing how the pendulum swings and figuring out when it comes up 12 again.

**Studio Status** • He's exactly where he always wanted to be—the head of production of a major Hollywood studio (Mr. Cramer reports to John T. Reynolds, president of Paramount Television). It took him 10 years to get there. A neighbor in Cincinnati, where he spent his formative years, was Albert Halverstadt, now advertising vice president of Procter & Gamble, and then radio-TV director for that massive advertiser. Young Cramer thought of P&G people as guys who wear shoe laces when they went to work. Still, when he tried to get a job in television, he was told that P&G was where to pick up savvy.

So he turned in his loafers and was stuck in an open bullpen at P&G, where he watched and reported on daytime serials for three years. From there he touched most of the bases, agency, network, production company. He was a broadcast supervisor at Ogilvy, Benson and Mather, and program development executive for both ABC-TV and 20th Century-Fox TV.

Doug Cramer is married to Joyce Haber, Hollywood columnist for the *Los Angeles Times* and about 30 other newspapers. Apparently he doesn't have to worry about newspaper space. His mother is Polly Cramer, whose nationally syndicated column, "Polly's Pointers," appears in more than 400 newspapers across the country.

## Anybody for survival?

**T**HE Democrats last week accorded recognition in their platform to the idea that the federal system of communications regulation needs reappraisal. It is an idea that is attracting wider and wider support, and broadcasters ought to be preparing now for the possibility that the idea will jell into legislative consideration.

Even though the Republican platform adopted earlier last month contained no like reference to communications regulation, there is at least an even chance that the next Congress will go into the subject, no matter which party wins in November. The idea of reform has been too widely accepted to be dropped unless everybody now in office is swept out.

So far most of the talk is concerned with the mechanics of regulation, whether one or more new agencies ought to be created to replace the FCC and the executive-department office of telecommunications. Nobody is saying much about the larger question of the nature of the regulation that a new apparatus may be administering. Yet that question, it seems to us, deserves priority.

There is a compelling need, for example, for a revision of the Communications Act to define the limits of the power of whatever agency eventually winds up regulating broadcasting. The broad standards of the existing act have been an invitation for activists on the FCC to extend the agency's authority at every opportunity.

Lately the Justice Department has also discovered the utility of the Communications Act. Through intervention at the FCC under the "public interest" standard it has been able to frustrate an ABC-ITT merger that it admitted was perfectly legal under the antitrust laws. It is now asking the FCC to invoke the same standard to break up multimedia holdings within the same community. In short, Justice is using the Communications Act as an antitrust weapon that the antitrust laws do not supply.

As long as the basic communications law confers such wide discretion, moderation in its application depends entirely upon the quality of appointees to the agency administering the law. Under this system it is too easy for political accidents to happen.

So there must be a revision of the Communications Act. But who is to draft it? Well, who knows more about it than the broadcasters and the legal specialists that they employ?

The drafting of a new act is by itself a major enterprise, but a still larger task confronts the broadcasters, if they wish to be a factor in any consideration of reform. That is the job of political action—energetic, organized, persistent work among the members of the Congress.

The organization of both projects ought to be begun at once. As the trend of regulation is now running, broadcasters face more and more intrusion into their business judgments. Any broadcaster who tries to read the future in this month's P&L statement is committing slow suicide.

## It looks reasonable

**T**HE agreement on a new formula governing the fees to be paid by television stations for their use of ASCAP music, reported in detail in this magazine a week ago, must come as a relief, certainly in the purely physical sense. It has been a long grind for both sides: representatives of the All-Industry TV Stations Music License Committee on one hand and the American Society of Composers, Authors and Publishers on the other. For almost seven years they have

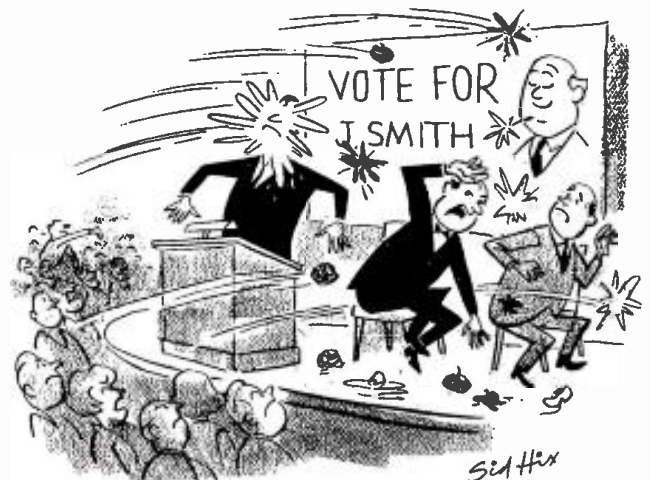
alternately bickered in court and dickered in private in an effort to arrive at "reasonable" fees.

Just how much financial relief the agreement will provide remains to be seen, but on the surface—if an arrangement of such complexity can be judged so quickly—it seems to hold considerable promise. At the risk of oversimplifying, the nub of it may be said to be that where stations have been paying ASCAP commercial fees equal to 2.05% of their net revenues (after specified deductions), in the future they would pay 2% up to a certain level and 1% of all over that. The base on which the 2% applies would be the average of 1964 and 1965 net revenues. In addition the ASCAP sustaining fee, which normally amounts to about one-sixth of the commercial fee, would be cut by 30%.

Obviously, the dollar saving will depend on the extent to which revenue levels in any given year exceed the 1964-65 average. If they should fail to exceed that base, the commercial-fee saving would be only the difference between 2.05% and 2%. But TV revenues have been rising consistently—if sometimes unevenly—and there is no reason to expect that the trend will not continue. Charles Tower of Corinthian Broadcasting, chairman of the all-industry committee, estimates that with a 6% annual revenue growth stations would save \$48 million over the 10-year term of the contract—aside from some \$5 million in credits they would receive on fees already paid—so that by 1977 the effective ASCAP commercial rate would be about 1.5%, which is one-fourth or more below the present 2.05%.

The next big decision—once the negotiators have agreed on language, which may take some time—will be up to individual stations. Some 385 have supported the Tower committee, but each of them, and each non-committee station as well, must decide for itself whether to accept or reject. Historically they have tended to go along with whatever deal committees like this have worked out, guided no doubt by the thought that both the committees and ASCAP have done their best and that, realistically, the only choice left for dissatisfied stations is to start afresh on their own lawsuits or negotiations—or both.

The new agreement does have an escape hatch down the road. Either side may terminate the contract at the end of six years. Otherwise it's a 10-year deal, and that by itself is a pretty attractive feature, considering the turbulent history of ASCAP-broadcaster relationships. If analysis shows the agreement to be as promising as it looks on first inspection, it deserves to last the full route.



Drawn for BROADCASTING by Sid Hix  
*"I wish he'd save those controversial issues for his television speeches!"*

The first  
increase in early-  
evening information  
programming in  
the Twin Cities...

**KSTP NEWS**

# 5 O'CLOCK REPORT

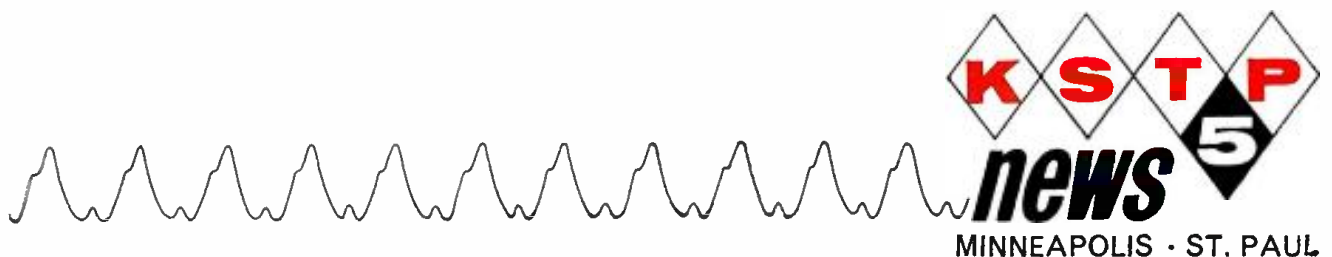
This flexible half-hour is a new communications concept, live and in color, Monday through Friday on Channel 5.

Anchored by veteran newsman Bob Ryan, the KSTP NEWS 5 O'CLOCK REPORT presents brief summaries of late news developments but concentrates on coverage in depth of "special interest" areas: agriculture, arts, law, medicine, religion, science, education and more—the Twin Cities' first regular television coverage of these areas.

The entire, award-winning KSTP NEWS staff participates with the specialist in each field reporting in his area.

The KSTP NEWS 6, 10 and Midnight REPORTS remain as scheduled.

*Represented Nationally by Edward Petry & Co.*



MINNEAPOLIS • ST. PAUL

# The Performance Picture Looks Great with **BIALKON Orthicons**

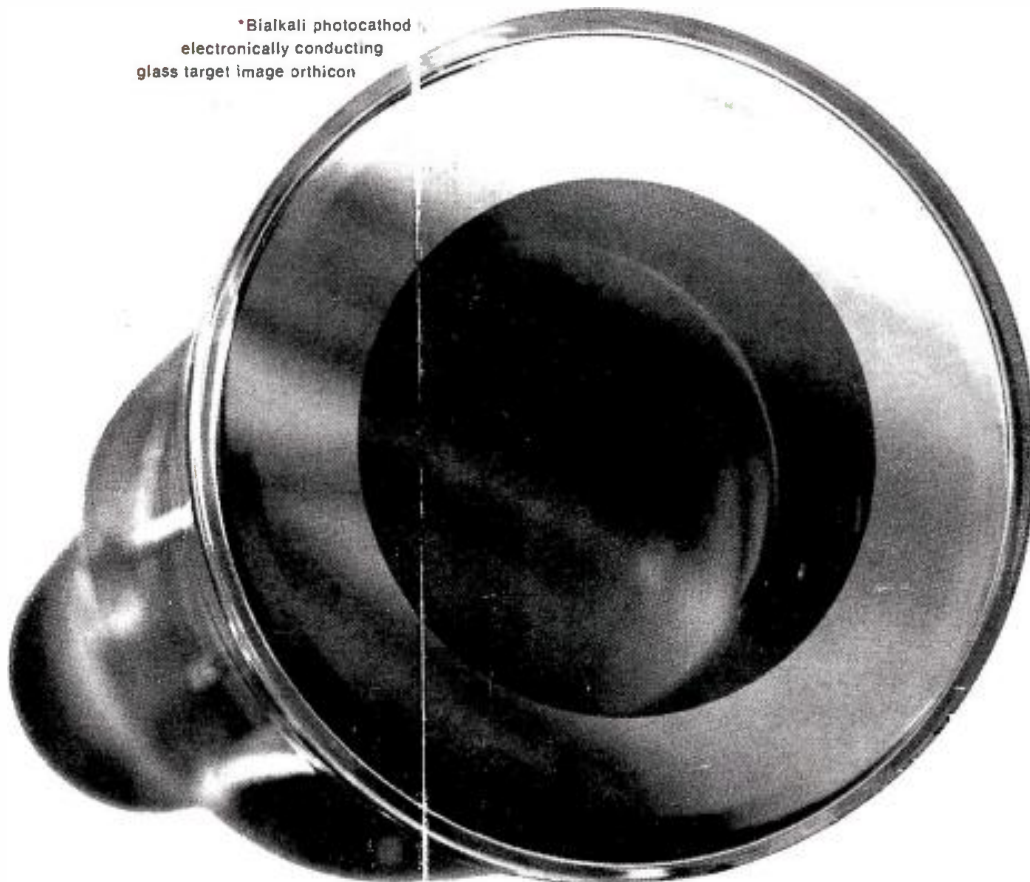
- New warranty—now extended to 1800 hours
- New non-stick capabilities mean long, long life
- No linear decline in sensitivity
- Five BIALKON camera tube types\* now can replace 80 industry types

You get more with RCA BIALKON orthicons—in initial performance, hours on-air per your dollar, and in-camera stability.

See your RCA Field Engineer for full information about the five BIALKON camera tube types, now available from your RCA Broadcast Tube Distributor.

RCA Electronic Components, Harrison, N.J. 07029.

\*Bialkali photocathode,  
electronically conducting  
glass target image orthicon



**RCA**