



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

91st Congress could prove equally as trying. p25
Minorities claim slow going on Madison Avenue. p38
Goodman says better service will quiet critics. p48
Four-month extension granted on 50-50 rule. p60

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NOV 30 1968

145 TITLES

Metro - Goldwyn - Mayer is the leading name in motion pictures. The MGM/7 list includes 53 first-run titles plus 92 more that are first-run in syndication. There are 93 in color. They are all post-'48, of course, with more than half post '60. The 145 titles give a wide range of opportunity in programming for various audiences at different times of day or night... a unique flexibility in building prime audiences and serving local demographic interests.

Trends come and go, but movies survive them all. A single picture usually has more talent than any combination of talk-shows, more production and excitement than any series episode.

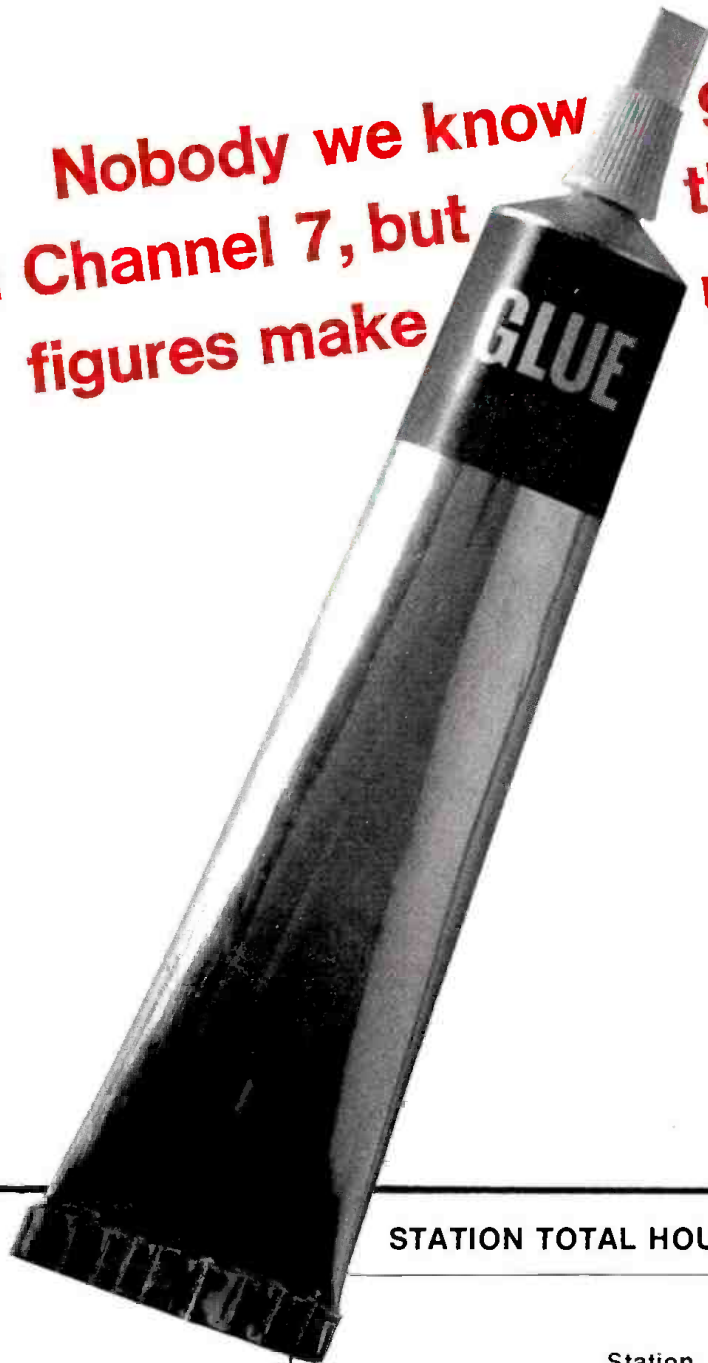
It's the titles and the stars that make movies great. It's the titles and the stars that make the big MGM/7 even better.



MGM/7

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

Nobody we know
 on Channel 7, but
 figures make
 GLUE
 glues their dial
 these audience
 us wonder.



STATION TOTAL HOUSEHOLDS • DAYTON AREA



Represented by Petry

Station	Station Circulation*	Sunday thru Saturday†	
		Eve. 7:30 PM 11 PM	Total Day 7 AM 1 AM
WHIO 7	42 counties	450,000	535,000
Station B	33 counties	384,000	432,000
WHIO-TV Advantage	+9 counties	+66,000	+103,000

†Source: NSI TV Weekly Cumulative Audiences—February-March 1968

*Source: ARB Circulation Study 1965

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



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

Our Finch Won't Eat Crow...

Finch is Houston's sly old bird. He programs KTRK-TV. And he's got plenty to crow about. Like our Late News which delivers 30% more homes than a year ago.

In the daytime, his "Dialing For Dollars" doubled the rating and share in the time period and increased Homes and Women more than 150%.

Now he's scheduled "Run For Your Life" in the afternoon at 4:00 PM. It inherits an 11 rating and a 36 share in the time period. Finch says it'll fly.

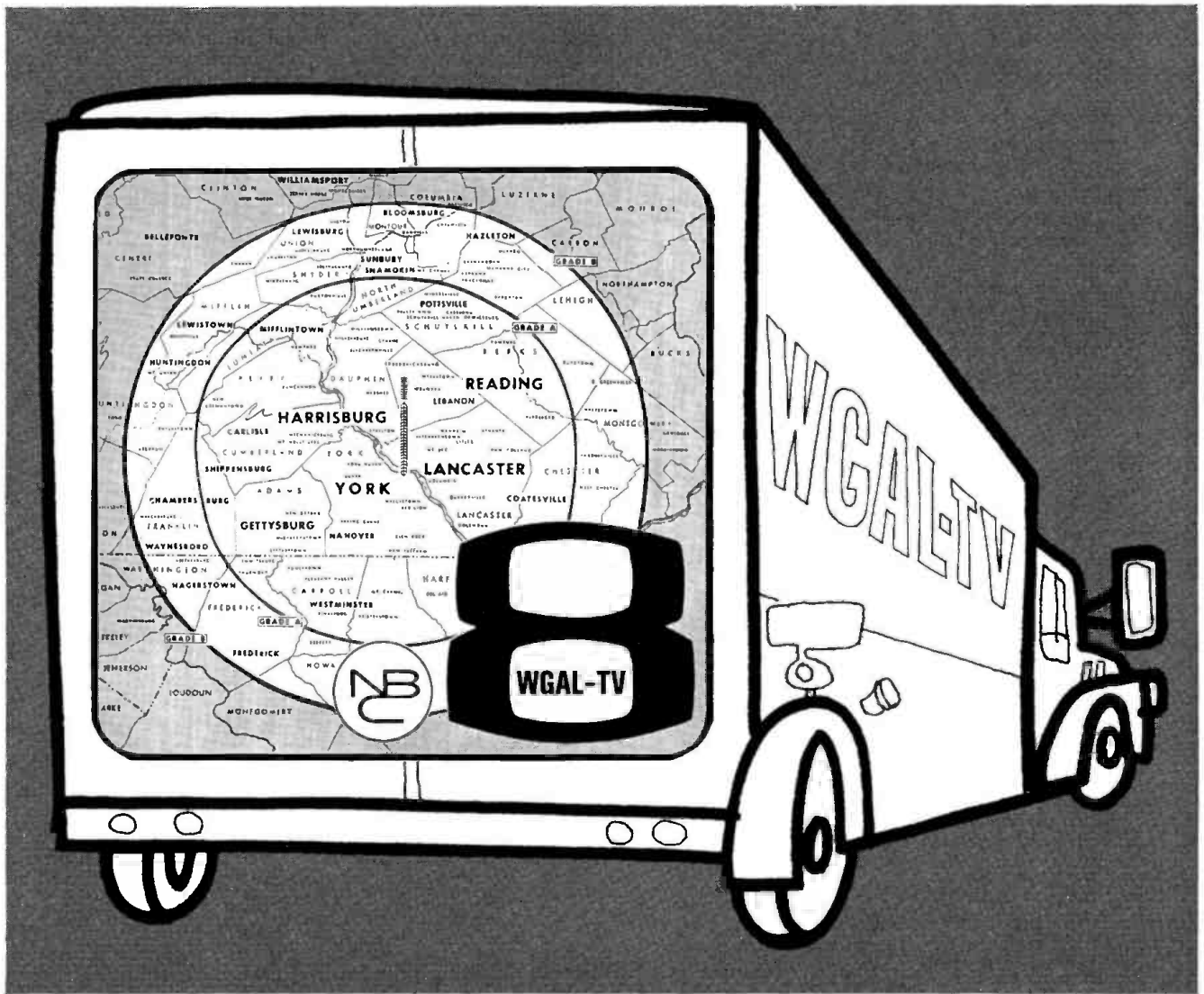
Check our movies. They fly too. Last spring our Friday Late Movie soared our rating in the time period 500% and our women 600%. That's not hard to swallow.

Howard. That's our Finch. And he doesn't lay eggs. If your nest needs feathering, call your Blair man.

KTRK-TV HOUSTON
CAPITAL CITIES BROADCASTING CORPORATION

Howard Finch

Source: Houston ARB.
Feb/March, 1967-1968



WGAL-TV: the one station that delivers Lancaster, Harrisburg, York, Lebanon, and many other communities

*Based on Feb.-March 1968 Nielsen estimates for both metro area and ADI; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

Not only does Channel 8 have multi-city reach, *it also has the highest share of audience throughout its market.* This leadership rests on bold pioneering, sensitive programming and 36% color penetration*. Buy one television station—WGAL-TV—and be sure of top audience-share in the cities, towns, and communities in this market.

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.

New Humphrey money

Word from television insiders is that there appears to have been reversal of roles and it's now Hubert Humphrey who seems to have plenty of broadcast money to spend, while Richard Nixon seems to be facing unaccustomed budget limitations. One tally sheet shows that based on appearances already made and firm orders placed. Messrs. Nixon and Humphrey will each have used three-and-a-half hours of prime network-TV time through Sunday, Nov. 3 (George Wallace: two hours). If election-eve orders (Nov. 4) are added in, totals go to six-and-a-half for Mr. Humphrey and five-and-a-half for Mr. Nixon (Mr. Wallace three-and-a-half). These figures are for programs of half-hour or more, do not count minutes and five-minute periods—and may be changed by orders placed between now and Nov. 4 (early story page 69).

Uncle is watching

FCC is making still another investigation of television news. With all three television networks under scrutiny for Chicago coverage during Democratic convention (see page 67) and CBS-owned WBBM-TV Chicago on griddle for "pot party" program, commission is now looking into *CBS Reports'* May 21 broadcast, "Hunger in America."

It's reported one complaint was filed at FCC by Representative Henry Gonzalez (D-Tex.) who filled *Congressional Record* with denunciation of CBS-TV show after it went on air. He has charged that extent of hunger in his district was distorted on program.

Retailers move to TV

F. W. Woolworth Co., New York, which for last two months has been testing spot TV for first time in New York, Philadelphia, Denver and Cleveland (*BROADCASTING*, Sept. 9) is obviously pleased with its maiden effort. Word is that Woolworth, which has been staunch newspaper advertiser for years, is set to make announcement within next few weeks on expanded spot-TV campaign. Agency is Frank B. Sawdon Inc., New York.

Woolworth isn't only retailer that likes experience of getting feet wet in TV. There've been reports that New York stores aren't keeping up with TV trend in retailing generally, but evidence now is to contrary. Spot check last week found at 15 New York retailers currently active in television, most with

sizable budgets, at least one with more budget than its first-choice station could accommodate. In addition to Sears—bellwether in nationwide retail TV surge—and Woolworth, group includes Macy's, Gimbles, Abraham & Straus, Alexander's, Barney's and Robert Hall clothing stores, Beck shoes, Allen carpet, Kaufman carpet and Sachs Quality furniture stores.

The UHF market

Negotiations for sale of channel 20 WDCB-TV Washington to Bishop Industries (Hazel Bishop cosmetics, etc.) understood to be nearing completion. Over-all consideration believed to be in neighborhood of \$3.5 million. WDCB-TV, built in 1966 by Washington broadcast personality Milton Grant and others, is independent. This would mark Bishop's first entry into station ownership.

Far futures

Not only are TV networks now developing projects for 1969-70 season at unusually fast clip, but they also are making deals for 1970-71, still two full years away. Maybe as many at 10 or more such long-range projects already are in works. Among them: *Chinook*, action-adventure hour being prepared by David Dortort, *Millicent Martin Show*, half-hour comedy about airline hostess to be filmed on location around world by Sheldon Leonard, both for NBC-TV; "Love—American Style," 90-minute feature-film-for-TV to be produced by Paramount TV for ABC-TV's 1969-70 "Movie of the Week" time slot, with feature serving as basis for romantic anthology series projected for 1970-71; "Panic in the Streets," suspense-drama from theatrical feature of same name to be produced by 20th Century-Fox TV as movie for CBS-TV, with possibility of series developing.

Short memories

Letting bygones be bygones, some of nation's top broadcasters (active Democrats) are supporting candidacy of LeRoy Collins, former president of National Association of Broadcasters (January 1961- August 1964) for U. S. senator from Florida, and are actively soliciting contributions among their colleagues. Mr. Collins, former governor, is running for seat being vacated by Senator George Smathers against incumbent GOP Congressman Edward Gurney (see page 25).

At outset of his NAB tenure, Governor Collins made good impression because of his charm as speaker, but he soon found himself navigating in hot water because of his advocacies of causes unpopular to broadcasters, with result that his contract was picked up about 18 months ahead of time.

Hot air

Question arises whether permissiveness prevailing in publishing field has sifted through to radio. In early morning of Oct. 25, KPFK(FM) Los Angeles broadcast comedy album of Murray Roman, "You Can't Beat People over the Head and Have Them Say I Love You." Included in broadcast was segment of record that describes sexual act. Also broadcast were three-letter and four-letter barracks-room words for sexual intercourse.

According to spokesman for Tetragrammation Records, company that produced Murray Roman album, cuts from album are being played by radio stations all over country, but with explicit words and graphic descriptions avoided. KPFK is owned by Pacifica Foundation, which also operates KPFA(FM) and KPFB(FM) both Berkeley, Calif. In 1965, Pacifica was given short-term renewals of station licenses because of complaints about program material and loose supervision (*BROADCASTING*, Dec. 20, 1965).

Pie in the sky

Importance attached to international satellite communications will be reflected in U.S. delegation to upcoming Intelsat conference. Chairman, Leonard H. Marks, retiring director of U.S. Information Agency, has already been announced (*BROADCASTING*, Oct. 7). Others will be named by Secretary of State Dean Rusk early next month. Intelsat conference, comprising 63 member nations, begins in Washington next Feb. 24.

Among delegates almost certain to be appointed are Rosel H. Hyde, FCC chairman; James D. O'Connell, director of telecommunications management; James McCormack, chairman of Comsat, and Frank E. Loy, deputy assistant secretary of state for transportation and telecommunications. Also high-ranking ambassador will be added to handle diplomatic assignments. Satellite apportionments are seen by some as new "legal tender" to be used in diplomatic negotiations in lieu of foreign aid.

Donald's got 'em!

**WNEW
KTTV
WKBS
WKBG
WWJ
KNEW
WKBF
WTTG
WIIC
KPLR
KDTV
WTTV
WBAL
KOMO
KHTV
WJRJ
WTIC
WCKT
KTXL
KMBC
KGW
WFLA
KETV
WOWE
XETV
WATU
WSWO
WBJA
KPHO**

Source: SRDS 1968

**New York
Los Angeles
Philadelphia
Boston
Detroit
San Francisco
Cleveland
Washington, D.C.
Pittsburgh
St. Louis
Dallas
Indianapolis
Baltimore
Seattle
Houston
Atlanta
Hartford
Miami
Sacramento
Kansas City
Portland, Ore.
Tampa
Denver
Albany
San Diego
Augusta, Ga.
Dayton-Springfield
Binghamton
Phoenix**

(And that's for openers!)

52 weeks with 46 weeks of 1st run—only 6 weeks of repeat.
90 minutes or 60 minutes! Never loses momentum!
More entertainment and more involvement!

the Donald  Commishow

MPC METROMEDIA PRODUCERS CORPORATION
(Formerly Wolper TV Sales)
485 Lexington Avenue, New York, N.Y. 10017, 682-9100

Broadcasters would be unwise to put any confidence in prospect of sweeping changes in political, regulatory complexion on Hill, according to state-by-state survey of key races for House and Senate seats next week. See . . .

It won't get better; could be worse . . . 25

The 90th Congress passes into history, but its legislative record on matters affecting broadcasting, and overall regulatory climate on Hill, portend of difficult times ahead in 91st session. See . . .

90th Congress: warm-up for 91st? . . . 36

American Association of Advertising Agencies spices its eastern conference by examining industry's position on integration, hears Negroes complain it's rough backing Anglo-Saxon tide, lonely in "goldfish bowl." See . . .

Minorities' slow going on Madison Ave. . . . 38

NBC's Julian Goodman tells annual NBC Radio network affiliates' convention in New York that broadcasters must strive for greatest excellence and deeper commitment to public service to stave off government criticism. See . . .

Better service will answer critics . . . 48

Douglas Anello, NAB general counsel, tells NAB Los Angeles regional broadcasters are "obligated" to hire minority applicant if difference between him and white applicant is not "substantial." See . . .

If it's close, choose minority . . . 50

FCC Commissioner Robert E. Lee warns network affiliates they can expect increased government intervention if they do not exercise greater control over programming they are fed by their networks. See . . .

Lee advises affiliates to censor . . . 63

Wolper Productions Inc. becomes Metromedia Producers Corp. with Metromedia-Transamerican merger, defection of founder David L. Wolper. New firm plans heavy schedule of TV documentary, entertainment specials. See . . .

Wolper Productions is no more . . . 66

More sophisticated computers, graphics, remotes are order of the day as three major network news groups make final preparations for what appears to be their toughest, most expensive vote-watching orgy yet. See . . .

Networks ready to count votes . . . 68

Even though George Wallace frees way for face-to-face debate between Richard Nixon and Hubert Humphrey, Mr. Nixon still demurs. But Republican presidential candidate accepts CBS 'Face the Nation' interview. See . . .

Nixon says no to Stanton offer . . . 69

ABC's Leonard Goldenson refuels controversy concerning ownership of proposed domestic communications satellite system with request that broadcasters not be left out in non-government-owned pilot program. See . . .

ABC speaks up on satellites . . . 76

Departments

AT DEADLINE	9
BROADCAST ADVERTISING	38
CLOSED CIRCUIT	5
DATEBOOK	12
EDITORIALS	98
EQUIPMENT & ENGINEERING	76
FATES & FORTUNES	83
FOCUS ON FINANCE	78
FOR THE RECORD	84
INTERNATIONAL	78
LEAD STORY	25
THE MEDIA	48
MONDAY MEMO	22
OPEN MIKE	20

PROGRAMING	60
PROMOTION	74
SPECIAL REPORT	25
WEEK'S HEADLINERS	10
WEEK'S PROFILE	97



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EXCITEMENT!

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Last April the LIN Broadcasting Corporation made things happen at WAVY-TV...and it's now beginning to show. 

Dynamic new leadership has provided new innovations to the local television scene. The people in Tidewater are aware (over 1,250,000 population)...the competition is certainly aware...and you surely should be aware of the NEW LOOK of the NEW WAVY-TV...and the great new profile of the Tidewater Virginia market.

Yes...there is a HAPPENING at WAVY-TV and you can get all the particulars from your AVCO Radio Television Sales Inc. representative. Call him today! 

WAVY-TV
101

NORFOLK

PORTSMOUTH

NEWPORT NEWS



Late news breaks on this page and overleaf.
Complete coverage of the week begins on page 25.

Equal time is stretched

Length of time in which political candidates can make use of equal broadcast time in some Section 315 cases has been stretched by ruling that FCC handed down on Friday (Oct. 25).

At issue, in case involving WOR-TV New York, was interpretation of rule providing that candidate must make equal time demand under Section 315 within seven days of "prior use" of station by opponent.

Commission held that in contests involving more than two opponents, candidate need make request within seven days only of last prior use of station by opponent, not within seven days of first use to be made of station.

Case involved request of Hedda Garza, Socialist Workers Party candidate for senator from New York, for equal time as result of broadcast on WOR-TV by John Emanuel, Socialist Labor Party candidate.

Mr. Emanuel had appeared on program for half-hour on Oct. 13 as result of Sept. 23 broadcast by Democratic candidate Paul O'Dwyer. Miss Garza had made her request, station said, "on Oct. 10 or 11."

Station had argued that "prior use" refers to Mr. O'Dwyer's broadcast, that "any other conclusion would make possible chain of 'equal-time' requests which would go on and on . . . and would negate completely the one-week cut-off which obviously is the underlying reason for the [the rule]."

Commission, however, said that to have "restrictive effect" urged by station, rule would have to be worded in terms of "the prior, first [or initiating] use."

Among other Section 315 rulings issued Friday was one in which staff held that five television stations in Pennsylvania, subject of single complaint, had fulfilled their obligations.

In that one, Frank W. Gaydosh, Constitutional Party candidate for senator from Pennsylvania filed complaints against stations in connection with their broadcasts of half-hour debates between Senator Joseph Clark (D-Pa.), and his Republican opponent, Representative Richard S. Schweiker.

Mr. Gaydosh said he had been turned down in his request for equal time.

Staff held that KDKA-TV Pittsburgh and KYW-TV Philadelphia met their obligations in offering third-party candidate 13½ minutes, exclusive of introductory remarks. Major party candi-

dates received a total of 27 minutes, according to stations.

WFIL-TV Philadelphia and WFBG-TV Altoona offered Mr. Gaydosh two 15-minute programs to be taped at his convenience. Staff said this appears to satisfy stations' equal-time obligations.

WPHL-TV Philadelphia said it had broadcast debate on July 27 but received no request for equal time until Sept. 12. Station denied request on basis of seven-day rule.

Commission, in separate action, told WISH-TV Indianapolis it had "substantially complied" with its equal-time obligation in broadcast of program taped elsewhere featuring Senator Birch Bayh (D-Ind.) that had some technical defects. Tape included two minutes and 50 seconds of Senator Bayh's closing remarks in which there was no video. During that period, in which audio was not affected, WISH-TV carried still picture of senator. Station had been requested by senator's aides to repeat closing remarks.

Has HHH given up debate?

Strange silence enveloped Humphrey camp Friday (Oct. 25) after George Wallace remove last roadblock impeding all-out push on Richard Nixon for TV debates. Mr. Wallace's withdrawal from free time offered by CBS (see page 69) undermined main line of Nixon camp's defense against Humphrey-Nixon debates—that Mr. Nixon would do nothing to give Mr. Wallace publicity.

Democratic National Chairman Lawrence F. O'Brien did issue statement saying "Wallace offer leaves Mr. Nixon no place to hide," but Vice President Humphrey on campaign trail in California didn't follow through on opening he'd sought for months.

Mr. O'Brien's statement received sketchy distribution; aide said wire services were supplied texts but other staff members seemed unaware of statement's whereabouts or existence. Aide in Washington headquarters suggested reason why Mr. Humphrey had not exploited opening was overcrowded agenda on candidate's western swing.

Meanwhile, Mr. Humphrey was reported saying his efforts to get Mr. Nixon on TV debate were finished.

Democratic candidate did accept offer of Houston Astrodome by Roy Hofheinz for debate on Nov. 3. Mr. Nixon was also invited. If Mr. Nixon declined, said Vice President, he would appear alone.

Both Messrs. Humphrey and Nixon plan extensive paid TV appearances in last days before election. President Johnson is also slated to make half-hour TV pitch for Mr. Humphrey on NBC Nov. 3. Estimated time and production costs for President's appearance are put at \$80,000.

NBC ahead in latest MNA

Specials and movies pushed past popular comedy series in Nielsen MNA ratings for week of Oct. 14-20. NBC-TV, with first four programs in top 20, two of them specials—had 19.5 rating, CBS-TV 18.5 and ABC-TV 16.4.

Top 20:

1. Bob Hope special (NBC)	33.9
2. Rowan & Martin (NBC)	30.3
3. Miltzi Gaynor special (NBC)	26.7
4. Julia (NBC)	26.3
5. Friday Movie "Goodbye Charlie" (CBS)	25.0
6. Sunday Movie "Assault on a Queen" (ABC)	24.1
7. F.B.I. (ABC)	23.4
8. Phyllis Diller (NBC)	23.0
9. Pat Paulsen special (CBS)	21.7
10. CBS Playhouse (CBS)	21.3
11. Bonanza (NBC)	21.2
11. Bewitched (ABC)	21.2
13. Saturday Movie "Hallelujah Trail" (NBC)	20.6
13. Red Skelton (CBS)	20.6
15. Dean Martin (NBC)	20.5
16. Petticoat Junction (CBS)	20.3
17. Here's Lucy (CBS)	20.2
18. Wednesday Movie "Nutty Professor" (ABC)	20.0
19. Thursday Movie "Youngblood Hawke" (CBS)	19.9
20. Jackie Gleason (CBS)	19.6

Humphrey, Wallace on ABC

ABC Friday (Oct. 25) lined up TV appearances of four of six major White House candidates for Sunday (Nov. 3), preceding election. Hubert Humphrey and running-mate Senator Edmund Muskie (D-Me.), and George Wallace and his running-mate, Curtis LeMay, are to appear on succeeding half-hour segments of *Issues and Answers* starting at 1 p.m. (EST).

ABC officials stressed that there "will not be any debate" between rival candidates. Offer of appearance also extended to Richard Nixon and running-mate Governor Spiro T. Agnew (Md.) was not accepted. ABC said that in addition to network TV, audio portion will be fed to all four of its radio networks. Show feed normally goes only to American Information Network.

CBS also reported Friday that sponsorship of its election night network television coverage is "virtually sold

Week's Headliners



Mr. McGredy



Mr. Shapiro



Mr. Bascom

Robert M. McGredy, Marvin L. Shapiro and Perry B. Bascom elected to new posts with Television Advertising Representatives (TVAR) and Radio Advertising Representatives (RAR), both New York, and both Westinghouse Broadcasting Co.-owned national sales rep organizations. Mr. McGredy, pres-

ident of TVAR, becomes board chairman. Mr. Shapiro, president and chief executive officer of RAR, succeeds Mr. McGredy as president of TVAR, and Mr. Bascom, VP, New York corporate staff of Westinghouse Broadcasting, succeeds Mr. Shapiro as RAR president.

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

out." ABC and NBC earlier sold their election broadcasts as package buys (see page 68). Major CBS sponsors will be Institute of Life Insurance, through J. Walter Thompson; Masonite Corp., through Buchen Advertising; Bristol Myers, through Doyle Dane Bernbach; Westinghouse Electric, through McCann-Erickson.

Also Friday, Mutual outlined plans for its election night radio broadcasts. Continuous coverage will begin at 7:35 p.m. When possible, regular five-minute news summaries will be maintained on hour and half-hour. Mutual will anchor broadcast from New York this year, rather than Washington, as in past. Charles Warren, Washington bureau chief, will be anchorman, with George Hamilton Combs and Whitney Bolten assisting with analysis in New York, and Fulton Lewis III in Washington. Network also will cut in affiliates for reports on key regional contests. MBS coverage is being sponsored by Philip Morris through Leo Burnett.

Young-VTM getting NTS

Another rep-firm acquisition was made known Friday (Oct. 25) with Adam Young-VTM Inc., New York, absorbing National Television Sales, also New York rep firm. Adam Young, president of company that represents both radio and TV stations, said final papers probably would be signed this week and details of merger then disclosed. NTS represents TV stations; radio division of Young-VTM is not affected in transaction.

Network presidents called

Three television network presidents have been called to testify on TV and violence in Washington early in December by National Commission on Causes and Prevention of Violence.

Resumption of three-day probe into subject (BROADCASTING, Oct. 21) was announced Friday (Oct. 25) by Dr. Milton Eisenhower, chairman of commission.

Others who have been asked to testify then are representatives of motion picture producers, presumably Jack Valenti, president of Motion Picture Association of America; comic book publishers and news organizations.

Dr. Eisenhower said task force on mass media will have completed survey of public's "actual experience with and attitudes toward" violence, being done by pollster Louis Harris; as well as special analysis of TV programming content, being done by Annenberg School of Communications at University of Pennsylvania.

Mass media task force is under co-directorship of Robert Baker, former Department of Justice attorney, and Dr. Sandra Ball, on leave from University of Alberta, Canada. Dr. Otto N. Larsen of University of Washington is special consultant to task force.

Although reason for resumption of TV and violence study was not given, there's speculation commission members were unhappy that network continuity executives who appeared three weeks ago were unable to discuss management and news policy questions.

'Bad' news isn't stressed

Panel of top NBC News correspondents and commentators fielded questions on wide range of subjects from audience Friday (Oct. 25) at final session of NBC Radio network affiliates convention in New York (see page 48).

Panelists Chet Huntley, David Brinkley, Edwin Newman and Bill Ryan contended in reply to one query that broadcast coverage does not lean consciously toward "bad news." Mr. Brinkley said that he had been conscious of this criticism and had made study of all news items emanating from his office in Washington in 1967 and found that 30%-40% of news could be termed "bad." Panelists seemed to agree that people remembered "bad" news more vividly than good.

At one point, Mr. Huntley said that letters he receives indicates public wants broadcasts to be more responsible but more provocative. He believes public wants commentators to broadcast ideas, but added that if these ideas could be construed as opinions, they should be labeled as such.

Pretrial news ban attacked

Ban on pretrial publicity about Sirhan Bishara Sirhan, accused of murder of Senator Robert F. Kennedy last June, has been attacked by Evelle J. Younger, Los Angeles district attorney. Mr. Younger asked U. S. Supreme Court to review what he calls "gag" imposed by state court.

Los Angeles county court imposed prohibition on statement by all attorneys and court officers regarding evidence, documents, exhibits, opinions, and witnesses. Mr. Younger asked higher state courts to overrule ban but was unsuccessful.

"The public has a right to be informed as to the process of criminal cases and the conduct of public officials," Mr. Younger said, contending that order violates freedom of speech and press constitutional guarantees.

Chuck Barris goes public

Chuck Barris Productions Inc., which turns out such shows as *Dating Game* and *Newlywed Game*, has joined money game. First public sale of production company has been completed, it was announced Friday (Oct. 25), with issue of 200,000 shares of common stock each at \$9.50 by Gregory and Sons reportedly over-subscribed within hours of offering. Company's outstanding capitalization now consists of 700,000 shares of common stock, which were quoted Oct. 24 on over-counter at \$13 bid. It also was announced that in quarter ending Aug. 31, company had net income of \$100,730 on revenues of \$768,459.

Warner Bros.-Seven Arts presents
THEMATIC STRIP PROGRAMMING
IN 396 OFF-NETWORK
DETECTIVE-ADVENTURE HOURS



77 SUNSET STRIP
(149 HOURS)



SURFSIDE 6 (74 HOURS)



HAWAIIAN EYE
(134 HOURS)



BOURBON STREET BEAT
(39 HOURS)

Miami, New Orleans, Los Angeles and Hawaii provide the glittering locales for the stars of these proven 396 hours of off-network detective-adventure entertainment.

The style and action in SURFSIDE 6, BOURBON STREET BEAT, 77 SUNSET STRIP and HAWAIIAN EYE makes this a natural and very commercial across-the-board combination.

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Your Blair Man Knows . . .

CENTRAL SEVEN! Elegant design and 20,000 bricks are "out front" inviting passersby into the brand new WTRF-TV and WTRF-FM communication center. This ultra-modern glass and brick structure now houses 24,000 square feet of studios, production facilities and the newest color TV and FM stereo equipment atop the underground parking garage. Sixty-one full time and talented employees are "about your business" at new CENTRAL SEVEN (and enthusiastically welcome the opportunity to handle more). Drop in to see CENTRAL SEVEN and help WTRF-TV celebrate its fifteenth anniversary of serving the Wheeling-Steubenville Market from the heart of downtown Wheeling, hub of the rich and busy industrial upper Ohio River Valley.

BLAIR TELEVISION

Representative for

WTRF-TV

Color Channel 7-NBC
Wheeling, West Virginia

(Advertisement)

Famous last words: "So go ahead and sue"

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

Datebook

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

■Indicates first or revised listing.

October

Oct. 28 — Chicago chapter luncheon, *The National Academy of Television Arts and Sciences*. Speaker: Steve Allen. Continental Plaza hotel, Chicago.

Oct. 29-30 — Annual meeting, *Mississippi CATV Association*, Heidelberg hotel, Jackson.

Oct. 31-Nov. 1 — Fall convention, *Ohio Association of Broadcasters*. Neil House, Columbus.

November

Nov. 1—Fifth annual FM Day of *Georgia Association of Broadcasters*. Regency Hyatt House, Atlanta.

Nov. 5-6 — Annual fall meeting, *Alabama Cable Television Association*. Guest House motor inn, Birmingham.

Nov. 7 — New deadline for comments on FCC's proposal to permit the use of field-strength measurements for determining coverage of FM and TV stations, and to establish a standard method of making such measurements. Previous deadline was Oct. 7.

■Nov. 7-9—Fall conference, *Oregon Association of Broadcasters*. Speakers include Richard Salant, president, CBS News; Grover Cobb, KVGB Great Bend, Kan., chairman of National Association of Broadcasters, and Paul Martin, national director advertising and promotion, Triangle Stations, Philadelphia. Sheraton motor inn, Portland.

Nov. 7-10—Meeting, board of directors, *American Women in Radio and Television*. Shamrock Hilton, Houston.

Nov. 8-9—Fall meeting, *Wisconsin AP Radio-TV Association*. Ramada Inn, Madison.

Nov. 6-8 — Northeast electronics research and engineering meeting, sponsored by *Institute of Electrical and Electronics Engineers Inc.* Sheraton-Boston hotel and War Memorial Auditorium, Boston.

Nov. 6-8—West Coast conference on broadcasting of *Institute of Electrical and Electronics Engineers*. Ambassador hotel, Los Angeles.

Nov. 8—Deadline for filing comments on FCC's proposed rulemaking to permit public inspection of network affiliation contracts.

Nov. 8—Deadline for filing reply comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations.

Nov. 8—Annual meeting, *Colorado CATV Association*, Antlers hotel, Colorado Springs.

Nov. 8-10 — Second district convention, *American Advertising Federation*. Speakers include Howard H. Bell, president of AAF, and William P. Grayson, executive vice president, Johnson Publishing Co., Pocono Manor, Pocono Manor, Pa.

Nov. 10-13—*California CATV Association* fall meeting. Del Coronado hotel, Coronado Island.

Nov. 10-15—*Society of Motion Picture and Television Engineers'* 104th technical conference. L'Enfant Plaza Communications Centre, Washington.

■Nov. 11-12—Fall regional conference, *National Association of Broadcasters*. Sheraton Gibson, Cincinnati.

Nov. 11-15—Fourteenth annual Holm seminar on electric contact phenomena, sponsored by *Illinois Institute of Technology* and *IIT Research Institute*. Sherman House, Chicago.

Nov. 12 — Radio commercials workshop, *International Radio and Television Society*. Waldorf-Astoria, New York.

■Nov. 13—Annual meeting, *Allied Artists Pictures Corp.* Demonico's hotel, New York.

■Nov. 14-15—Fall regional conference, *National Association of Broadcasters*. Dallas Hilton, Dallas.

Nov. 16—Deadline for filing comments on FCC's proposed rulemaking to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities.

■Nov. 17 — Thirteenth annual seminar, *Broadcasters Promotion Association*. Speakers include John Fisher, John Fisher Enterprises Ltd., Toronto, and Ivan Tors, Miami TV producer, Miami Beach, Fla.

Nov. 18—Oral argument before FCC on its proposed rulemaking to permit public inspection of network contracts.

■Nov. 18-19—Fall regional conference, *National Association of Broadcasters*. Atlanta Marriott, Atlanta.

Nov. 19 — Special stockholders meeting, *Corinthian Broadcasting Corp.* Bankers Trust Co., New York.

Nov. 19—Deadline for filing reply 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.

Nov. 19-21 — Annual meeting, *Television Bureau of Advertising*. Continental Plaza hotel, Chicago.

Nov. 19-22—Forty-fourth annual *National Association of Educational Broadcasters* convention. Speakers include Frank Pace Jr., chairman, Corp. for Public Broadcasting, and FCC Commissioner Nicholas Johnson. Sheraton-Park, Washington.

Nov. 19-23—National convention, *Radio and Television News Directors Association*. Beverly-Hilton, Beverly Hills, Calif.

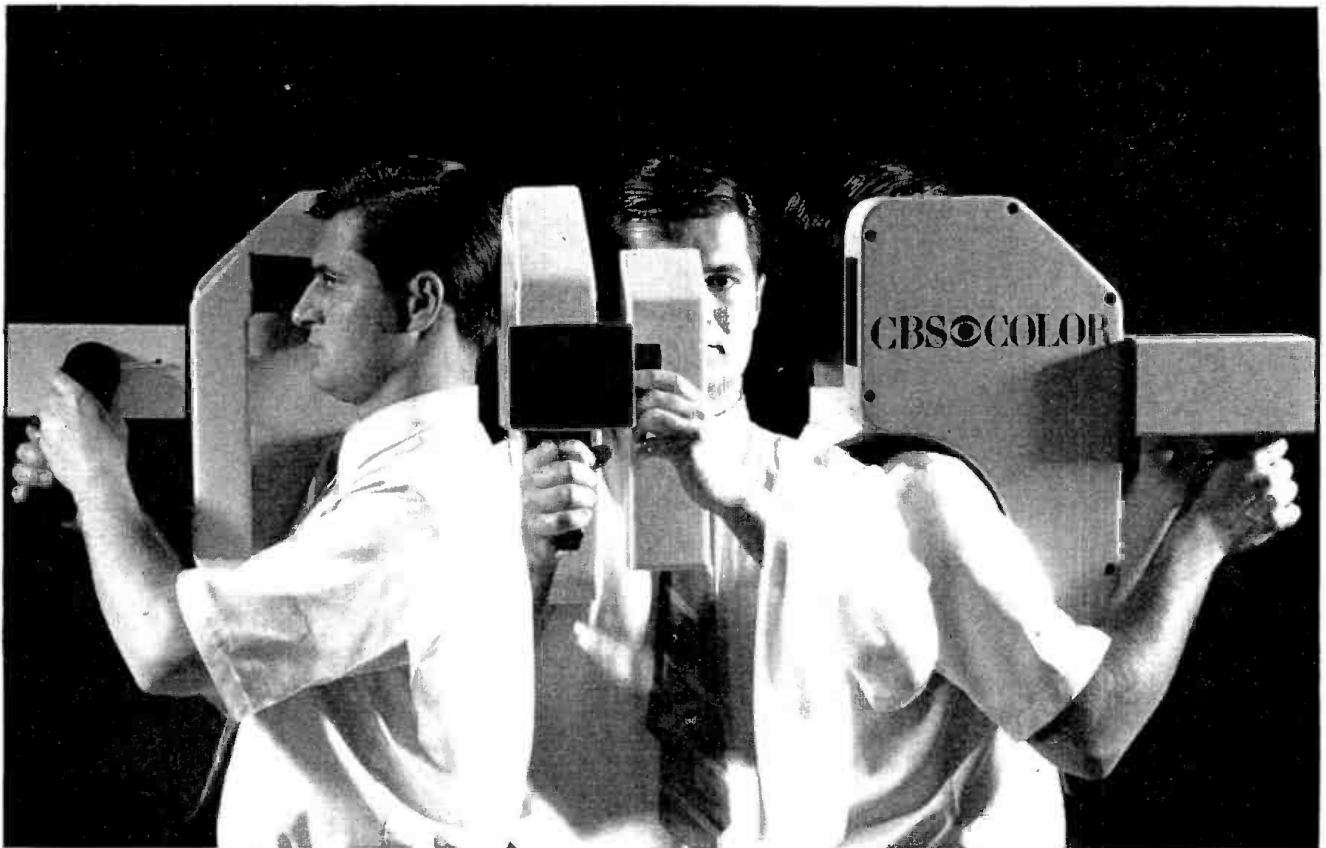
Nov. 20-23—Fifty-ninth anniversary meeting, *Sigma Delta Chi*. Speakers include Dr. Frank Stanton, president CBS Inc.; Roger Tatarian, UPI editor; Lou Harris, pollster, and Donald Shanor, *Chicago Daily News* European correspondent. Atlanta Marriott, Atlanta.

Nov. 21 — New deadline for reply comments on FCC's proposal to permit the use of field strength measurements for determining coverage of FM and TV stations, and to establish a standard method of making such measurements. Previous deadline was Oct. 21.

Nov. 21-23 — Sixth annual National Broadcast Editorial Conference sponsored by the *Radio-Television News Directors Association*. Beverly Hilton hotel, Beverly Hills, Calif.

Nov. 22—Autumn managers seminar, *Kansas Association of Radio Broadcasters*. Ramada Inn, Manhattan.

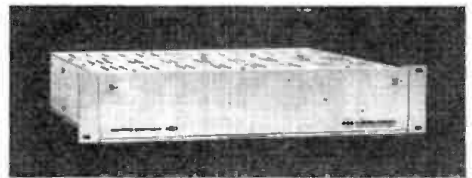
Nov. 26—Newsmaker luncheon, *International*



Minicam VI—a great new innovation that puts the world on the shoulders of a single cameraman!

Our Professional Products give you a better look at the world.

Proud new achievement in Professional Products from CBS Laboratories is the Minicam VI, a remarkable, portable television camera that gives you a closer look at the world. Minicam VI is a camera that can go anywhere: land, sea or air and bring you studio-quality color pictures live right from the scene of action. Captures fast-action sports events and fast-breaking news stories—when they happen. Minicam VI is just one more significant innovation from CBS Laboratories ... the organization which has researched, developed, produced and marketed such advances as the Masking Processor, the Image Enhancer and Mobile Television Vans. Look to CBS Laboratories for tomorrow's electronics today.



Masking Processor electronically corrects color distortion. Gives true color fidelity—automatically—without adding noise to the picture.

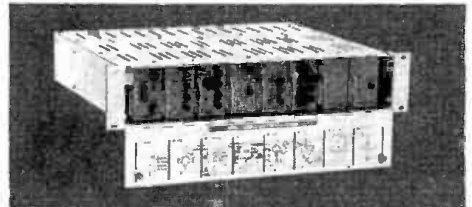


Image Enhancer "rides through" weaknesses and defects in home television receivers. Delivers amazing picture clarity ... both in color and black-and-white.



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Phone 617-826-2511

Southern Office —
P.O. Box 6537, Birmingham, Ala., 35217
Phone 205-841-1789

al Radio and Television Society, Waldorf-Astoria hotel, New York.

December

Dec. 6-8—Third annual radio programing conference, *Radio Program Conference Advisory Committee*, Riviera hotel, Las Vegas.

Dec. 9—New deadline for filing comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Oct. 8.

■Dec. 9-11—Twenty-fourth annual exhibition, *National Electronics Conference Inc.*, Conrad Hilton hotel, Chicago.

Dec. 16—Oral argument before FCC on its proposed rulemaking to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programing, and to limit their participation in syndication activities.

January 1969

Jan. 9—New deadline for filing reply comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Nov. 8.

Jan. 10 — Network newsmen newsmaker luncheon, *International Radio and Television Society*, Waldorf-Astoria hotel, New York.

Jan. 10-12—Midwinter conference, *Florida Association of Broadcasters*, Orlando.

Jan. 16-18—*Florida CATV Association* meeting, Marco Island.

Jan. 17—*Cable Television Association of New England* meeting, New Hampshire Highway motel, Concord, N. H.

Jan. 24-25—First annual convention, *Georgia Cable Television Association*, Macon.

Jan. 27—Annual midwinter meeting, *Idaho State Broadcasters Association*, Downtowner motel, Boise.

Jan. 28 — New deadline for filing reply comments on FCC's proposed rulemaking to limit station acquisitions to one full-time outlet per market. Previous deadline was Sept. 30.

February 1969

Feb. 5—Newsmaker luncheon, *International Radio and Television Society*, Waldorf-Astoria hotel, New York.

Feb. 6-9 — Meeting, board of directors, *American Women in Radio and Television*, Las Vegas.

Feb. 12-14 — Annual convention, *National Association of Television Program Executives*, Los Angeles.

Feb. 14-15 — Meeting, board of trustees, educational foundation, *American Women in Radio and Television*, Executive House, Scottsdale, Ariz.

■Feb. 17-19 — Eleventh annual midwinter conference on government affairs, *American Advertising Federation*, Statler-Hilton, Washington.

Feb. 25-28—1968 Conference, *Western Radio and Television Association and West Coast Instructional Television*, Olympic hotel, Seattle.

March 1969

March 13 — Annual anniversary banquet, *International Radio and Television Society*, Ed Sullivan will receive 10th annual Gold Medal Award, Waldorf-Astoria hotel, New York.

March 21 — *International Radio and Tele-*

■Indicates first or revised listing.

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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The New "WHAT'S MY LINE?"

4:30 to 5:00 P.M.



**PERRY
MASON**

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**5:00
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HOURS

**7:00
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**... OF GREAT, NEW
SELLING TIME
(MONDAY THRU FRIDAY)**

There's a whole new look to late afternoon and early evening on WSYR-TV this season.

Take a look at it. Coming out of NBC at 4:30 p.m. is the all-new "What's My Line?", followed from 5 to 6 p.m. by "Perry Mason." Then comes WSYR-TV's one hour perennial news blockbuster and at 7 p.m. "Hazel" moves into her new home in the schedule.

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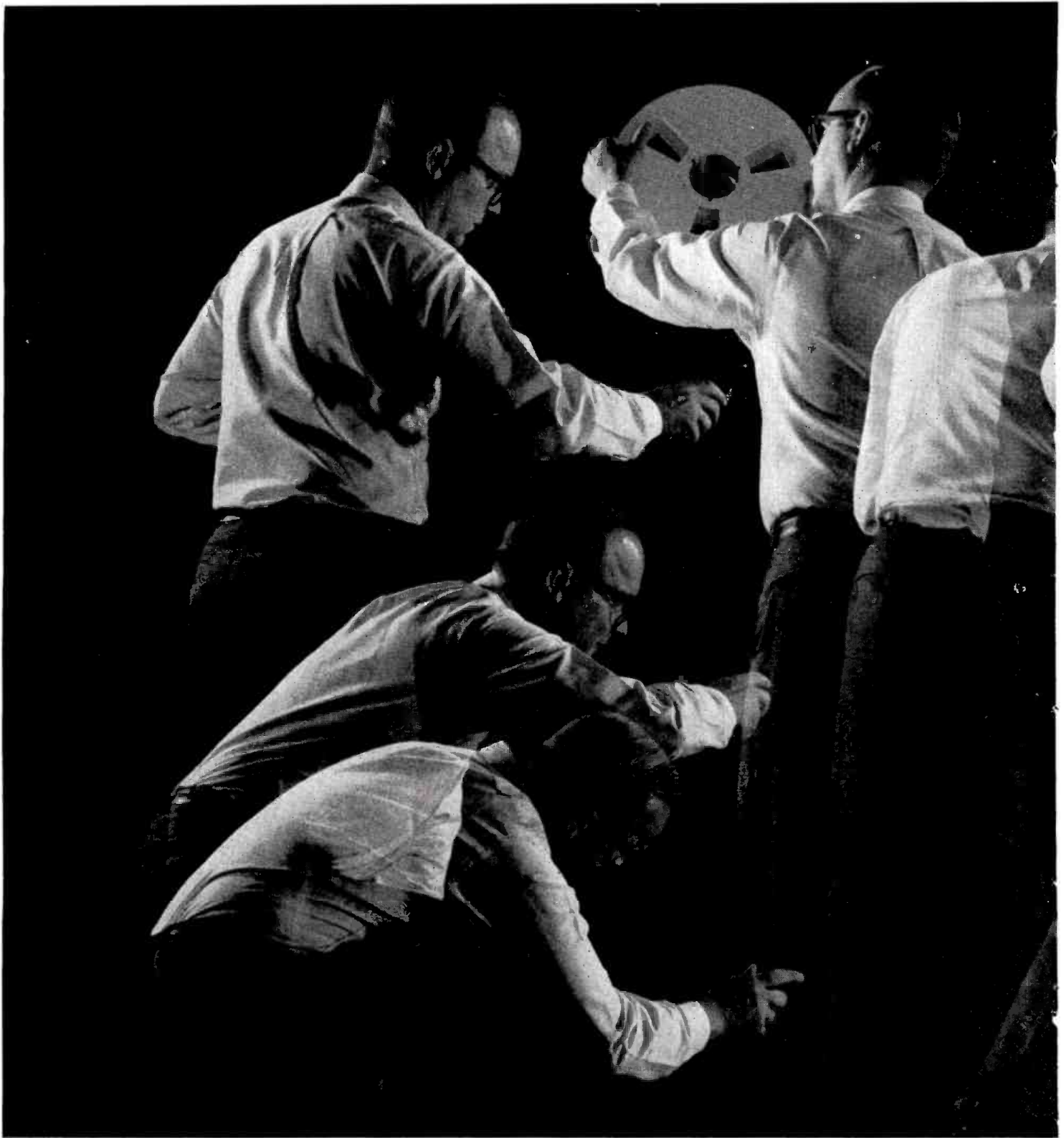
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Later, he'll make a second-rate tape.

But it's not his fault. Things have just got to go wrong when the controls for any given function are spread all over the recorder. Delays and retaping. Or make-goods. Or worse.

But a tape recorder doesn't have to be designed for the convenience of the manufacturer—from the inside out. At RCA it's got to be designed strictly for the convenience of the user—from the outside in—for absolute simplicity of operation and mainte-

nance. A simple truth . . . but we seem to be the only ones doing it that way.

Consider our TR-70 hi-band, hi-fi color tape recorder. It's intelligently laid out, throughout. Human engineered. Controls are grouped by function. Monitors are eye-level and ear-level. Everything is instantly accessible, convenient, efficient.

Operation is so straightforward we defy anyone to make a bad tape on it. Even its fourth-generation tapes are excellent by any standards.

In fact, with accessories, the TR-70 is really a com-



Right now, he's cutting the clincher off a commercial.

plete color teleproduction system. It automatically corrects those substandard outside tapes line-by-line, including drop-outs. It has push-button editing, automatic splicing, too.

If you're interested in numbers, it has the world's best specs in K factor, moire, differential phase, differential gain. And its performance is superb under the critical 20T pulse test.

But what we're really talking about here is the clearly visible, unquestionable superiority of tapes made on the TR-70.

If you don't believe the difference can be that obvious, you and your chief engineer owe yourselves a look at the TR-70.

To arrange it, call your RCA Field Man. Or write RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N. J. 08102.

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ARB, OCT. 1967 VS. OCT. 1966

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consistently delivers
more homes,
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30 Rockefeller Plaza
New York, N.Y.

See page 74

SPOTMASTER

The all solid state AD1A

AUDIO DISTRIBUTION AMPLIFIER



Meet the AD1A, a solid state audio distribution amplifier specifically designed for AM, FM and TV broadcast stations and recording studios. The AD1A distributes audio signals via five separate output channels (up to 25 with the addition of AD1A-X extenders), and incorporates a front-panel VU meter and monitor jack to permit visual and aural monitoring of the incoming signal at the output of the line amplifier. Response is essentially flat from 40 to 20,000 Hz, with low distortion and noise, 60 db channel isolation and 12 db peak factor. For further information, write or call today:

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vision Society luncheon for International broadcasting awards winners. Waldorf-Astoria hotel, New York.

March 23-25—Southern CATV Association meeting. Monteleone hotel, New Orleans.

March 23-26—Annual convention, National Association of Broadcasters. Shoreham and Sheraton-Park hotels, Washington.

April 1969

April 11—Radio day newsmaker luncheon, International Radio and Television Society. Waldorf-Astoria hotel, New York.

April 13-14 — Spring board meeting and broadcasting day, Florida Association of Broadcasters. University of Florida, Gainesville.

April 30-May 4—Eighteenth annual national convention of American Women in Radio and Television. Shamrock Hilton, Houston.

May 1969

■May 8-10—Spring meeting, Kansas Association of Radio Broadcasters. Statler-Hilton Inn, Salina.

■May 13—Annual meeting and performer's award luncheon. International Radio and Television Society. Waldorf-Astoria, New York.

■May 15-16—Annual spring convention. Ohio Association of Broadcasters. Imperial House South, Dayton.

■May 19-23—Annual international television symposium and technical exhibition. Information: Case-Box 97, 1820 Montreux, Switzerland.

■May 23-25—Spring meeting, Illinois News Broadcasters Association. Wagon Wheel Lodge, Rockton.

June 1969

■June 8-10—Annual convention, Florida Association of Broadcasters. Thunderbird motel, Arlington (Jacksonville).

■June 22-25—Annual convention, National Cable Television Association. San Francisco Hilton, San Francisco.

■June 26-July 2 — National convention, American Advertising Federation. Waldorf-Astoria hotel, New York.

December 1969

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

OpenMike

Tired of 'bleeding hearts'

EDITOR: According to the letter of Jay Murley (BROADCASTING, Oct. 14) Chicago is now the city of shame. Possibly the news hasn't yet filtered through the Los Angeles smog that there were no fatalities here during the Democratic convention, but Robert Kennedy has been dead for almost five months now and we all know where he was murdered.

Chicagoans are damn proud of Mayor Daly and our police department and we're tired of the bleeding hearts who continue their misinformed bleatings concerning a situation brought about mainly by punks who invaded our city to create chaos and wound up almost getting what they deserved. . . .

Chicago will eagerly welcome the

BROADCASTING PUBLICATIONS INC.

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Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

TELEVISION

Executive and publication headquarters: BROADCASTING-TELECASTING building, 1735 DeSales Street, N.W., Washington, D.C. 20036. Phone: 202-638-1022.

Sol Taishoff, *editor and publisher*, Lawrence B. Taishoff, *executive VP*.

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New York: 444 Madison Avenue, 10022. Phone: 212-755-0610. Rufus Crater, *editorial director*; David Berlyn, Rocco Famighetti, *senior editors*; Walter Troy Spencer, *associate editor*; Hazel Hardy, Caroline H. Meyer, Linda Miller, *staff writers*. Warren W. Middleton, *national sales manager*; Eleanor R. Manning, *institutional sales manager*; Greg Masefield, *Eastern sales manager*; Laura D. Grupinski, *advertising assistant*.

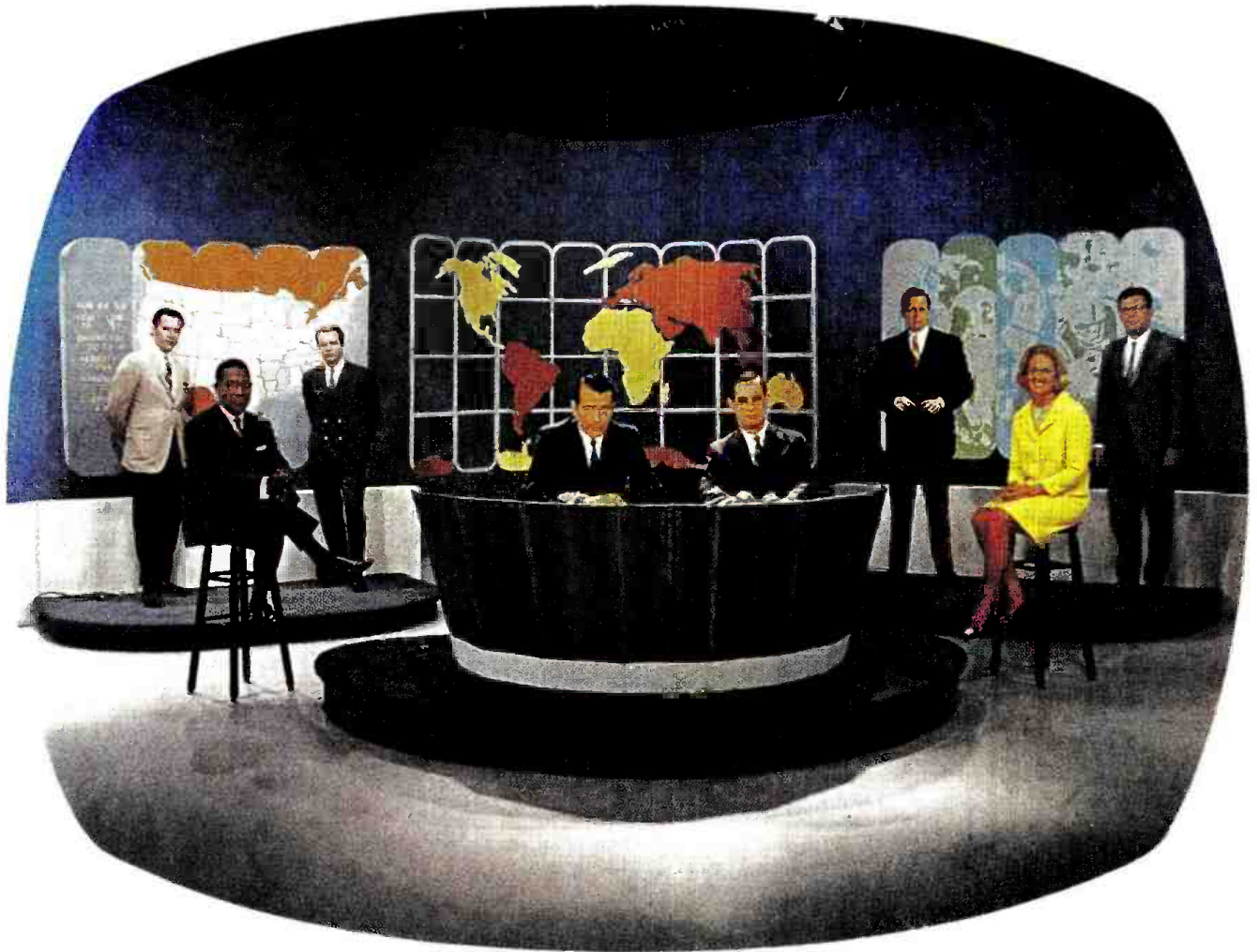
Chicago: 360 North Michigan Avenue, 60601. Phone: 312-236-4115. Lawrence Christopher, *senior editor*; David J. Bailey, *Midwest sales manager*; Rose Adragna, *assistant*.

Hollywood: 1680 North Vine Street, 90028. Phone: 213-463-3148. Morris Gelman, *senior editor*; Bill Merritt, *Western sales manager*.

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, Telecast* in 1953 and Television* in 1961. Broadcasting-Telecasting* was introduced in 1946.

*Reg. U.S. Patent Office.
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NEWSWATCH



A new "look" — and a new "sound"!

A television news leader for two decades, WMAR-TV is still ahead of the field with Maryland's only full color news report and Maryland's only television colorfilm laboratory. An augmented staff this season expands and intensifies Channel 2 news coverage of the Maryland scene.

In the above photograph
(left to right):

Richard Strader, Weather Man; Chuck Richards, News Reporter; Ron Meroney, Weather Man; George Rogers, News Director; Jack Bowden, News Reporter; Jack Dawson, Sports Director; Susan White, Special Feature Reporter; Perry Andrews, News Reporter.

*No Wonder... In Maryland
Most People Watch **COLOR-FULL***

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TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION

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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

YEARBOOK

Final deadline for
station advertising
Nov. 12, 1968

Write, or call collect
today to any
BROADCASTING
office

National Association of Broadcasters in 1970 with the same happy brand of hospitality that all broadcasters recall from past NAB conventions.—*Dennis McGuire, station manager, WKFM(FM) Chicago.*

Maria, not Monica

EDITOR: With reference to your story on page 38D of BROADCASTING, Oct. 14, KSEE [was listed] as being in Santa Monica, Calif. Let me hasten to say that we are very pleased to be the number-one-rated radio station in Santa Maria. Let someone else be number one

in Santa Monica.

Would you then please inform my friends, relations, and bill collectors that KSEE has not moved and we are open for business as usual in Southern California's fastest growing market—Santa Maria.—*Frank G. Macomber IV, president, KSEE Santa Maria, Calif.*

Likes the extras

EDITOR: The additional editorial features of the merged BROADCASTING-Television magazines perform a real service to the industry.—*Howard E. Stark, New York.*

BookNotes

"Tune in Tomorrow," or "How I Found 'The Right to Happiness' with 'Our Gal Sunday, Stella Dallas, John's Other Wife,' and other Sudsy Radio Serials," by *Mary Jane Higby, Cowles Education Corp., New York. 226 pp. \$5.95.*

As the book jacket says about radio soap opera—"it was melodramatic, it was hilarious, it was bone-tiring, it was the big time, it was the tranquilizer for millions of housewives, it was the stimulator that soared sales."

Mary Jane Higby's book is, if anything, nostalgic and anybody who cared about the peak program years of network radio, or wants to care about them, will find much to go by in *Tune in Tomorrow.*

Miss Higby was the leading lady for 18 years of *When a Girl Marries* and spoke, sang and "sometimes sputtered" her way through a number of shows including *Lux Radio Theater, Camel Caravan, Kraft Music Hall, Maxwell House Showboat, Silver Theater, Shell Chateau, We, the People* and a legion (52) of drama serials, which defy listing.

There's also some residual promise for those in the broadcast field: Miss Higby, who currently is cast in motion pictures and appears in radio and TV commercials, touches on such ongoing matters as "censorship" by program sponsors; the inevitable presence of advertising agency types, and the influence of program ratings.

"Television News," 1968, by *Irving E. Fang, Hastings House, Publishers Inc., New York. 285 pp. \$8.95.*

"The influence of television news on our lives may not be dismissed lightly. . . . Viewers believe what they see and, along with what they see, they believe what the newscaster tells them. No one in or out of the television industry should ignore this measure of public trust. . . ." How TV newsmen serve this "measure of public trust." as *Irving E. Fang, assistant manager*

of ABC News Political Unit, designates it, is a major focus in "Television News."

With an emphasis on network news practices and procedures, Mr. Fang touches all phases of TV news reporting and production including daily newscast preparation, TV news writing style, news camera technique and film editing. One instructive portion of the book is devoted to comparison between a three-hour segment of the AP broadcast wire, and the subsequent reporting of those events on the three network evening news programs.

"The CanniBals," by *Keefe Brasselle, Bartholomew House Ltd., distributed by Delacorte Press, New York. 510 pp. \$6.95.*

From first page to last the question that nags is how anyone with as little taste and talent as the author ever found a prominent place in television programming. For it's a matter of record that during the 1964-65 network season, Keefe Brasselle's Richelieu Productions ("Cardinal Productions" in the book) had three programs in prime time on CBS-TV, *The Reporter, Baileys of Balboa* and the *Cara Williams Show* (fictional counterparts: *Mr. Trouble, Barnaby's* and *Karen*). All three failed. But how did they get on the schedule in the first place?

"The CanniBals" tells how an untried producer with gangland connections placed three programs on television in a single season. This is the story told inside the larger one of the rise and fall of a would-be and almost emperor of broadcasting, to whom the producer is prime minister and chief assassin without portfolio. Page after page reeks of cut-throat intrigues and sex play of a network's executive suites.

No vulgarities are barred. Broadcasting has been smeared by the dirty-mindedness of this rather primitively written book.



They conquered everything, but time.

Ah those great old radio heroes. They're gone forever. Because today's radio heroes are living legends. The "good guys" are still fighting the foes—on a Vietnam combat tape. And the space sagas are now transmitted live from Cape Kennedy. Listeners today would rather hear today's exciting actual accounts of today's important happenings. Yesterday's imaginary heroes met every test. But time.

Edward Petry & Company.

INA looks forward to another good season

About three years ago, the Insurance Co. of North America developed new, very ambitious, long-range corporate objectives. To achieve these corporate goals, all INA operations, including marketing and advertising plans, were painstakingly reviewed.

After numerous discussions internally and with our INA associates, it was agreed that advertising's prime assignment was to accelerate a further development of favorable public acceptance of INA . . . and its agents. To implement this objective most effectively, the agency proposed the employment of a brand advertising strategy.

With these benchmarks established, Ayer promptly set sail on preparation of media and creative recommendations. With regard to the latter, INA's history reveals numerous and impressive firsts in the industry: the first American marine policy on an American ship; establishment of the independent insurance agency system; the first safe driver's merit rating; pioneered with the home owners' policy and precedent shattering coverages like those on the top secret "Manhattan project" during World War II and the protection on the reactor for the first nuclear submarine.

This remarkable record plus INA's future plans truly characterize the company as a pioneer . . . an innovator. To capitalize on this enviable profile the agency decided to identify INA as the imaginative insurance company—and to utilize policies, lines or service concepts which exemplify INA imagination.

In addition to the appropriateness of the word, imagination, the fact that the letters "INA" were in the middle of the word make it possible to graphically represent the word as "imagINATION." This tie-in offered a variety of strong, creative approaches.

We then addressed ourselves to the media segment of our assignment. In view of the creative strategy, and its implementation, television was singled out as the most desirable vehicle . . . provided the right programs could be purchased within the framework of the budget.

Sports television was obviously a very logical route to pursue. Its demographics accommodate our prime audience requirements—men, well educated,

and in the 20 to 45 age category. Additionally, we knew this type of TV programming would be highly merchandisable and promotable to another key segment of our audience—INA agents and brokers. A comprehensive search of availabilities ultimately led us to co-sponsorship of National Collegiate Athletic Association football in 1966 on ABC-TV.

To obtain an indication of the effectiveness of collegiate football activity, INA contracted with an independent research organization to check the depth and degree of consumer awareness of INA and other selected companies before and after the football season. The results were indeed impressive . . . and encouraging . . . for on an unaided basis favorable consumer identification of INA increased by 50%. In subsequent years, similar surveys also yielded substantial gains.

While the consumer has been a key target, we cannot forget the other vital segment of our audience—our agents and brokers. Here again research indicates extremely favorable reaction with receipt of many unsolicited letters endorsing the program. In addition, a survey conducted by INA among a sampling of its agents evoked similar reaction.

One of the key ingredients in the success of NCAA football sponsorship has been the sales promotion program. INA's sales promotion department developed a very comprehensive kit (ranging from NCAA schedules, and schedule holders, to football fact booklets, to counter cards, wall posters, newspaper mats, TV commercials) that was

sent to INA agents and brokers. This enables the agent to tie in locally with the football program and capitalize on sponsorship among his customers and prospects. ABC acknowledged this sales promotion program to be one of the most extensive it had even seen.

The over-all effectiveness of the INA advertising program has been advantageous not only to the Insurance Co. of North America but to the consumer as well. With the image of INA as one of aggressive imagination, the consumer has found that not all insurance is alike. This in turn has given the agent more to be proud of and even more to merchandise.

Jim Powell, advertising manager of INA, recently summarized results this way: "Response to the NCAA football program has been unequalled in INA's advertising history. It has achieved a dramatic increase in awareness of INA, as measured by several in-depth surveys. Because it's cohesive and simple in concept, it can be merchandised effectively to agents, the public and INA personnel."

As we said before, imagination marks not only INA's insurance program and history but also the company's advertising program. Our association with college football marks a significant breakthrough in insurance company advertising.

With this sort of evidence, there is no question we're on the right wicket to achieve our advertising objectives; 1968 marks the third consecutive year of NCAA football sponsorship . . . and we look forward to a continuation of this activity.



Paul E. Rowe, a graduate of Boston University, joined N. W. Ayer & Son, Philadelphia, in March 1954. He had a business background of 14 years with Lever Brothers. Mr. Rowe's first Ayer assignment was as a media planner in the automotive co-op section. From there he moved to account service in the agency's New York office for a year, then back to Philadelphia in plans and marketing, then to office account service in 1959 as an account supervisor. He became vice president in November 1967.

Spin a professional test record and check out your entire sound system!



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It's just one of *nine* in a series of professional test records we make at CBS Laboratories. Unique high-precision tools designed for a rapid evaluation of audio components, equipment and systems.

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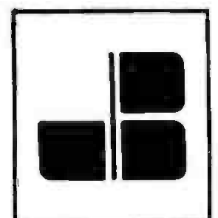
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BLAIR TELEVISION

It may not get better, could get worse

Elections promise no relief in next Congress as broadcast critics show up running strong

A state-by-state and district-by-district survey of campaign trends in key races for House and Senate seats of importance to the broadcasting industry suggests that broadcasters would be unwise to put any confidence on the possibility of sweeping changes in the political and regulatory complexion on Capitol Hill after next week's elections. A compilation of election predictions by political observers and newsmen on the scene where the campaigns are being fought (subject, of course, to the fallibilities of any attempts to call elections in advance, particularly this year) indicates that no reductions in congressional pressures for hard-line regulation of the industry are in sight.

To be sure, all three major candidates for the Presidency have gone on record as favoring a less-rigorous regulatory environment for broadcasters (BROADCASTING, Oct. 7), and direction from the top may moderate the increasingly tough line being taken by the FCC. But the FCC, according to the gospel as promulgated at the other end of Pennsylvania Avenue, is the creature of the Congress, and ought, by rights, to serve as an arm of the legislative branch, presidential power to appoint commissioners and adjust the commission's budget notwithstanding.

That broadcasters in general (always excepting home stations that are friendly) and the FCC in particular will be targets of opportunity in the 91st Congress, which is to assemble on Jan. 3, 1969, was made evident in the 90th Congress, particularly in the post-convention session, which met in the immediate aftermath of the Chicago coverage. The outpouring of antibroadcasting oratory, it should be noted, was bipartisan. It should also be noted that the concern expressed about broadcasting's power over public opinion and politics in the post-Chicago speechmaking only reflected what many of the members had been saying throughout the session.

Broadcasting legislation, of course, didn't keep pace with the oratory—it

seldom does (see page 36). But Congress works its will in a variety of ways, not the least of which is the telephone call that doesn't make the headlines (or even go reported). Other tried-and-true methods include the hearing, or investigation. Another is the "study."

The 90th Congress saw the full congressional armamentarium brought into play, with notable results on the FCC, which with no particularly observable shifts of ideology or membership managed to adopt an increasingly tough regulatory stance.

New rules aimed at tightening the commission's handling of transfers of construction permits are a case in point. The FCC's proposals are responsive to the smallest details of criticisms raised during the House Commerce Committee's probe into the transfer of UHF construction permits from D. H. Overmyer interests to U. S. Communications Corp.

Likewise, renewed emphasis on network program ownership was no doubt encouraged by favorable comment (and legislation waiting in the wings) from Hill partisans (including committee staff members). The issues of media concentration and economic power also led Hill critics to jump with both feet on the proposed ABC-International Telephone & Telegraph Co. merger. A senate-staff member later took credit for derailing the multi-billion-dollar deal.

The commission, called at the very least to comment on every issue raised on the Hill, and often summoned en banc to House and Senate hearing rooms for sessions that are seldom pleasant and always time-consuming, can be expected to hearken to the 91st Congress as it has the 90th, and those before it. The temper of the 91st, therefore, will largely determine the shape of the broadcasting industry's next few turbulent years in Washington.

As went the 90th, BROADCASTING's reading of the campaigns indicates, so will go the 91st, or even more so. The key House and Senate members in

broadcasting's future, are, of course, found in the respective Commerce Committees. Some Commerce Committee members cut more ice than others, because of seniority, positions on other committees, or because of the noise they make.

Because of fewer numbers, all Senate Commerce Committee members wield considerable importance over broadcasting matters. Most of the specialists on the Communications Subcommittee, however, are not up for re-election this year. Only Senators A. S. Mike Monroney (D-Okla.) and Russell Long (D-La.) had terms that expire with the 90th Congress. Senator Monroney presents the only immediate possibility of a change in personnel on the subcommittee; Senator Long is unopposed for re-election. (A shift in the Democratic-Republican balance in the Senate as a whole may also change the proportions of seats in the committees and subcommittees, resulting in shifts within and between committees.)

At least one new Republican face on the Senate Commerce Committee can be expected; the resignation of Senator Thruston Morton (R-Ky.) will assure at least one vacancy. Defeat of ranking minority member Norris Cotton (R-N.H.), which seems to be a real possibility, would produce another.

Mostly, however, the Senate Commerce Committee can be expected to be back in business at the same stand with most of the same senators.

In the House the picture differs only by showing even less possibility of change. Fewer House Commerce Committee members seem to be in trouble than Senate Commerce Committee members. Only Representative James Broyhill (R-N.C.), a victim of redistributing, seems to be in serious trouble. Four or five others, at the most, are facing challenges sufficient to cause observers to hedge their bets, and none of these have made any particular marks on broadcasting issues.

The outspoken critics of broadcast-

ing and the FCC seem destined to continue their campaigns: Committee Chairman Harley O. Staggers (D-W.Va.) on trafficking and news staging; John E. Moss (D-Calif.) on strengthening, not suspending, Section 315, and John Dingell (D-Mich.) on more spectrum space for land-mobile (and all three on the need for a hard-line FCC in general).

Some substantive action may be expected in the next Congress; Chairman Staggers has said he will examine Section 315 to seek a way to avoid periodic suspension attempts sought to permit televised presidential campaign debates.

In the Senate a wide-ranging hearing is contemplated on "the responsibilities of broadcasters and how they are meeting those responsibilities," a subject that could contain almost every broadcasting issue ever raised on the Hill.

It remains to be seen, however, just how wide-ranging the Senate hearing will actually be, and what results may issue from the effort either in the form of legislation or the more usual pressure. In the House the Staggers re-examination of Section 315 may not even come to pass.

The role of the Investigations Subcommittee also remains shrouded in mystery, with no one even willing to make a guess about what issues will emerge in 1969.

The very unpredictability of House action and directions of the Commerce Committee in the next Congress renders it advisable to watch all 29 Commerce Committee members who are opposed for re-election (two are unopposed and one is resigning, making a total of 33). The committee in the 90th Congress was also marked by a number of very close votes (pay TV, equal-time suspension) that will add to the importance of each change in committee make-up in the 91st.

Accordingly, BROADCASTING has looked at all the races in the Senate and the

House Commerce Committees and has reported on each member's prospects individually (see capsule summaries).

It should be noted that all broadcasting issues are not confined to the Commerce Committees, although they rule on the great bulk of broadcast-oriented bills. One issue that's destined to come to a head in the 91st Congress is copyright revision. The 90th struggled mightily with this issue, and its CATV complications, but passed the buck to the 91st.

In the Senate Judiciary Committee, which will lead in next year's effort at revision, no members of the Copyright Subcommittee are up for re-election. In the House, of course, they all are, but the leader of the revision attempt, full-committee Chairman Emanuel Celler (D-N.Y.), is expected to win by a wide margin.

Other candidates are of interest to broadcasters because of past or present connections with the broadcasting industry. In Kentucky Kathrine Peden, owner of WNNL Nicholasville, Ky., has the Democratic nomination for the Senate seat vacated by Senator Morton. Newsmen pick Republican Marlow Coals as winner.

And in Florida, former National Association of Broadcasters President LeRoy Collins is Democratic candidate for Senate, facing conservative Edward J. Gurney (Republican). Mr. Collins, who could be expected to air strong opinions about the broadcasting industry as a senator (as he did as NAB president), is not considered likely at this point to gain a Senate seat, but newsmen in the state say the race is too close to call for certain. The consensus is that Mr. Collins held an early lead but now is in trouble, facing a conservative tide in the electorate.

Among other broadcasters in congressional contests are Richard Smiley, president of KXXL Bozeman, Mont., challenging incumbent Representative

Arnold Olsen (D-Mont.), and Stelio Salmons, former newsman with WNBC-TV Hartford-New Haven, Conn., challenging incumbent Representative Robert Giaimo (D-Conn.).

In the House, 33 seats (19 Democrats, 14 Republicans) on the Commerce Committee are at stake. One member is retiring and two are unopposed for re-election, making 29 races that await the official stamp of the elections canvassing boards. Most of these don't seem to be in doubt. As the 91st Congress is organized, however, a shift in relative strengths between Republicans and Democrats may, if the Republicans gain over-all in strength, as is anticipated, result in a change in the within-committee party split.

The races as they shape up just before the election, according to BROADCASTING's survey:

Brock Adams (D-Wash.)

"Fair to bright" is the reading on re-election chances for Mr. Adams, 15th-ranking Democrat on the Commerce Committee. His opponent, Republican Robert Eberle of Seattle, is not well known, notes Jim Topping of KIRO-TV Seattle, but a large GOP swing vote



Representative Staggers



Senator Magnuson



Candidate Collins

and a large group of "no opinions" render predictions hazardous. Ted Bryant, on the news staff of KING-TV Seattle, says nevertheless the district should be safe for Mr. Adams. The congressman holds a seat on the Investigations Subcommittee and is seeking his third term.

Ray Blanton (D-Tenn.)

As 17th in seniority among the Commerce Committee's 19 Democratic members, Mr. Blanton is rated as the "probable winner" in his race against John T. Williams, Republican of Jackson, Tenn. Dave O'Brien, news director for WBBJ-TV Jackson, adds that an upset is possible, but not likely. Mr. Blanton, although a conservative Democrat, may have identification problems with the Johnson-Humphrey administration. A heavy Wallace vote, however, is seen as cutting into Mr. Williams's total. Mr. Blanton is seeking his second term.

Donald G. Brotzman (R-Colo.)

Challenged by a former occupant of the seat at issue, for Colorado's second district, Democrat Roy H. McVickers, Mr. Brotzman is running "pretty well against stiff competition." But Mr.

Broetzman seems to have the edge, reports Ron Voigt, newsman with KWGN-TV Denver. Other state political observers also give an edge to the Republican candidate, who gained the seat in 1963, lost it in the next election, regained it, and is now shooting for two in a row. Mr. Broetzman is 11th-ranking Republican on the Commerce Committee and is a member of both the Investigations Subcommittee and the Communications Subcommittee.

Clarence (Bud) Brown Jr. (R-Ohio)

Charles Voskuehler of the *Springfield* (Ohio) *News-Sun* says flatly that Mr. Brown "will win." Although a hard-hitting campaign is being waged against him, Mr. Brown is expected to benefit from a redrawing of the seventh congressional district, in which he runs. His opponent is Robert E. Cecile, a Democrat and political-science professor at Wright State University. Mr. Brown owns an FM station in Urbana, Ohio (WCOM-FM), and has refrained from voting on some broadcast-oriented measures in the 90th Congress. He holds seats on both the Communications and Investigations Subcommittees. He

ranks 12th among Republicans on the parent committee and is seeking his second full term.

James T. Broyhill (R-N. C.)

He may well turn up as a casualty in next week's balloting. Running in a redistricted territory, of which all but two counties are new to him, against a Democratic fixture of North Carolina politics, incumbent Representative Basil Whitener, Mr. Broyhill is seeking his fourth term. Mr. Whitener is seeking his seventh term. Political observers at WHKY-TV and WIRC Hickory, and WJRI Lenoir note that both men are well respected and well known in the new district; rate the race as a toss-up. However, Jim Hardin, news editor of the *Gastonia Gazette*, reports that partial results of a telephone poll taken in the newspaper's circulation area, which includes the main population centers in the district, shows Mr. Whitener with an almost three-to-one lead. Almost 25% of voters surveyed, however, indicated they were undecided. Mr. Broyhill is a member of the Communications Subcommittee and also holds a seat on Representative John Dingell's (D-Mich.) Small Business Subcommittee on Regulatory Agencies.

Tim Lee Carter (R-Ky.)

The ninth-ranking minority member on the committee, is running consistently ahead in all polls, according to John Brock, news director for WMIK Middlesboro. His main opponent, Democrat Thomas Jefferson Roberts, has not been doing much campaigning, it's noted. Mr. Carter is also facing an American Anti-Communist contender, Charles P. Peace, but observers in the district minimize the threat from this quarter. Mr. Carter is seeking his third term.

Glenn Cunningham (R-Neb.)

He has "fair to probable" chances for re-election, report newsmen in his eastern Nebraska district. Dick Smith of KETV(TV) Omaha says Mr. Cunningham should have no trouble, cites newspaper polls giving Mr. Cunningham a 17% edge (with 13% undecided), yet says "it's an odd race to feel out. There's no surge of interest in either candidate." The Democratic opposition is Maxine (Mrs. Frank B.) Morrison, wife of a former governor. Mr. Cunningham ranks fifth among the committee's 14 Republicans and is seeking his seventh term. He's a member of the broadcasting-oriented Investigations Subcommittee.

Samuel L. Devine (R-Ohio)

The second-ranking Republican on the committee, is rated by newsmen in his district as a sure winner of re-election. Tom Dorsey, news director for WBNS-TV Columbus, says Mr. Devine's opponent, Herbert J. Pfeifer, has been waging a very uneven campaign against



Senator Monroney



Senator Cotton



Representative Celler

what were uphill odds to start with. A flirtation with George Wallace has also cost Mr. Pffifer some labor support in the district, it's noted. Mr. Devine has been a strong vote-getter in the district, which is rated as conservative, and he may take this year's race by 100,000 votes. Mr. Devine is seeking his sixth term.

John Dingell (D-Mich.)

An outspoken House member on broadcasting matters, Mr. Dingell has a "safe" seat, according to Bob Lyle, political reporter for WWJ-TV Detroit. Mr. Dingell's opposition, Republican Monte R. Bona, is said to be making "very little waves" in the campaign. Mr. Dingell, sixth-ranking member of the Commerce Committee, is also chairman of the Select Committee on Small Business's Subcommittee on Activities of Regulatory Agencies. As such, Mr. Dingell has led the fight in the House for more spectrum space for land-mobile radio. He also holds a seat on the Commerce Committee's Investigations Subcommittee. He's seeking his seventh full term.

Samuel N. Friedel (D-Md.)

The second-ranking majority member

of the committee won his tough re-election fight in the primary, Baltimore newsmen note. Opposition in next week's general election offered by Republican candidate Arthur W. Downs, is termed "token." Mr. Friedel is chairman of the Commerce Committee's Subcommittee on Transportation and Aeronautics. He's seeking his ninth term.

James Harvey (R-Mich.)

The middle-seniority minority member of the House Commerce Committee (ranking seventh, of 14) is a "strong" candidate for what will be his fifth term, according to Don Hill, political observer and news coordinator for WKNX-TV Saginaw-Bay City-Flint. One sure sign, notes Mr. Hill, is that few voters seem to be able to call his opponent, Richard E. Davies, by name. Mr. Harvey is a member of both the Communications and Investigations Subcommittees, led the fight for a sense-of-committee resolution against pay TV in 1967 and for renewal this year.

John Jarman (D-Okla.)

The fourth-ranking Democrat on the committee should win re-election in a breeze, report newsmen from his district. His opponent, Bob Leeper, trails

Mr. Jarman in straw votes; margins are five to one or seven to one in favor of Mr. Jarman. Intramural fighting among central Oklahoma Republicans is also hurting Mr. Leeper's cause, it's noted. Mr. Jarman is chairman of the Commerce Committee's Public Health and Welfare Subcommittee. He's seeking his 10th term.

Hastings Keith (R-Mass.)

Waiting for the votes to be counted on election night will hold no terrors for the fourth-ranking Republican Commerce Committee member. He's running unopposed for the Massachusetts 12th district seat, which includes Cape Cod. Mr. Keith is a member of the Investigations Subcommittee and will be elected to his seventh term.

Horace R. Kornegay (D-N. C.)

Mr. Kornegay is not seeking re-election to the 91st Congress. His absence will insure at least one vacancy on the Commerce Committee, of which he was the eighth-ranking Democrat. He announced his retirement from the House last spring, saying he simply wanted to spend more time with his family. He also leaves a seat open on the Communications Subcommittee, but there may



Representative Moss



Representative Macdonald



Representative Dingell

also be others as members shift positions next year. Mr. Kornegay is a four-term member of the House.

Dan Kuykendall (R-Tenn.)

Ranking 13th among 14 Republicans on the committee in the last Congress, Mr. Kuykendall should have "no trouble" gaining re-election, according to Don Hickman, assistant news director for WMC-TV Memphis. Although the district has been nominally Democratic, Mr. Kuykendall broke the pattern with his election to Congress two years ago. His Democratic opponent, James E. Irwin, has jeopardized his support by leaning toward George Wallace, it's reported. The race has also been complicated by the write-in candidacy of a former mayor of Memphis and two splinter candidates, all of whom are expected to cut into Mr. Irwin's vote. Mr. Kuykendall is seeking his second term.

Peter N. Kyros (D-Me.)

Mr. Kyros's race is rated as a toss-up. He's running against Horace H. Hildreth Jr., whose father is a radio-TV group owner and former governor of the state. Larry Geraghty, news director of WCSH-AM-TV Portland, Me., says the

race just can't be called. Both men are driving strong, he notes, in a district of mixed Republican and Democratic registration. Mr. Kyros gained his seat on the Commerce Committee last year and remains the lowest ranking Democratic member. He's seeking his second term.

Torbert Macdonald (D-Mass.)

The third-ranking Democrat on the parent committee and chairman of the Communications Subcommittee has "bright" prospects for re-election, Bay State newsmen report. Mr. Macdonald, who has a reputation in his district as a "worry wart," at least as far as elections are concerned, is favored over William S. Abbott, Republican challenger and former White House fellow. Mr. Abbott is waging an active campaign, seemingly well backed financially, but observers suggest that the big push this year is being made with an eye on 1970. Mr. Macdonald's campaign has been marred by a broken shoulder, sustained during a family football game, but Art Smith, news director for WEEI-AM-FM Boston, says he nonetheless rates Mr. Macdonald's chances as "excellent." Mr. Macdonald is seeking his eighth term, also

serves on John E. Moss's (D-Calif.) Freedom-of-Information Subcommittee.

John E. Moss (D-Calif.)

The third-ranking Democrat on the Commerce Committee is picked to win his race for re-election against Republican Elmore J. Duffy and American Independent Party candidate James Tarleton Slaughter. Tom Capra, news director for KXTV-TV Sacramento, says it could be close, but "put it as a win for John." John Jervis, political editor for KCRA-TV Sacramento, thinks Mr. Moss will win. He has "an outstanding track record" in what is now a much smaller district, he observes. Both reporters agree that Mr. Slaughter poses no threat, but that Mr. Duffy, the Republican, is waging an active and well-funded campaign. Mr. Duffy, however, is comparatively unknown in the district, it's added. Mr. Moss is chairman of the Commerce Committee's Commerce and Finance Subcommittee and actively sought the chairmanship of the Communications Subcommittee last year. He is also chairman of the Freedom-of-Information Subcommittee of the Committee on Government Operations. He is seeking his ninth term.

John M. Murphy (D-N. Y.)

He is seen as the ultimate winner in what may turn out to be a "very close race," note newsmen in Mr. Murphy's Staten Island district. The threat comes from a heavy conservative trend in the district, which, if its strength holds up, will benefit Republican-Conservative challenger Frank J. Biondelille. The race is a rematch between Messrs. Murphy and Biondelille, who fought for the seat two years ago. Liberal candidate Joseph Kettler is seen as no factor in the contest. Mr. Murphy ranks 12th among the 19 Democrats on the House Commerce Committee and is seeking his fourth term.

Ancher Nelson (R-Minn.)

He faces almost no possibility of defeat, reports Phil Jones, political analyst for WCCO-TV Minneapolis-St. Paul. He'll win, is the word. "The only question is by how much." Mr. Nelson is third-ranking Republican member of the House Commerce Committee. He's seeking his sixth term.

Richard L. Ottinger (D-N. Y.)

Scott Witt, news director for WLNA-AM-FM Peekskill, N. Y., says he hears around the district that Mr. Ottinger has "a very good chance" for re-election. There have been no surveys, he notes, but a high-school straw vote turned up support for all other Republicans while backing Democrat Ottinger. His two opponents are Samuel Nakasian, Republican (with no local prominence, it's said), and Anthony J. DeVito, Conservative (who's been in the news a lot, reports Mr. Witt). The



Representative Van Deerlin



Representative Adams



Representative Springer

district is nominally Republican. Mr. Ottinger is a member of the Communications Subcommittee and is seeking his third term.

J. J. (Jake) Pickle (D-Tex.)

Mr. Pickle is favored to win, but is considered no shoo-in, in a race for re-election that has everyone taking sides. Newsmen at KHFI-TV Austin call the race a "toss-up," but note that the station has aired heavily critical material against Mr. Pickle's alleged involvement in government land sales. Newsmen at KTBC-TV Austin agree that Mr. Pickle is in a real race but point to influential Democratic support that favors him. His opposition is Ray Gabler, an Austin businessman. Mr. Pickle is a member of the Investigations Subcommittee, holds a middle-seniority position on the parent committee (10th of 19), and is seeking his third full term.

Paul G. Rogers (D-Fla.)

He will "unquestionably be re-elected," according to Doug Morgan, assignment editor for WEAT-TV West Palm Beach. Another broadcast newsman in the area, who chose to remain nameless, said he wasn't so sure, but if he "had to go out on a limb," he'd lean toward Mr. Rogers. His Republican opposition, Robert W. Rust, a freshman state legislator, is said to be waging an active campaign, but needs Democratic as well as Republican support to win. It's a conservative district, but Mr. Rogers is rated as a conservative congressman. Mr. Rogers is seventh-ranking majority member of the committee, holds a seat on the Investigations Subcommittee, and is seeking his seventh full term.

Daniel J. Ronan (D-Ill.)

He is termed by Chicago-area TV newsmen as "probably OK" for re-election. However, the possibility of a Republican sweep, aided by light turnout of the normally Democratic majorities may alter a number of Chicago-area races, it's noted. Mr. Ronan is

opposed by Gerald Dolezal, Republican of Cicero, Ill., where he's rated as quite well known. Mr. Ronan is seeking his third term. He is 14th ranking majority member of the committee (of 19).

Fred B. Rooney (D-Pa.)

He is expected to pile up a "healthy majority" in his race with Republican Paul E. Henderson, sheriff of Lehigh county. Mr. Rooney also faces two splinter-party opponents who aren't expected to affect final totals. Jim Gaffney of the *Bethlehem Globe-Times* notes that the Democrats have a heavy edge on registration in the district, allowing Mr. Rooney to win with "no trouble." Mr. Rooney is seeking his third full term, ranks 11th among Democrats on the committee. He is a member of the Communications Subcommittee.

David E. Satterfield (D-Va.)

Mr. Satterfield, who ranks 13th among the 19 Commerce Committee Democratic members, is given the edge for re-election in a close race, according to Doug Hill, news director for WRVA-TV Richmond. Strength at the top of the ticket for Republican Richard Nixon may pull votes for Mr. Satterfield's opponent, John S. Hansen, a former member of the state house of delegates. Mr. Satterfield is seeking his third term.

Joe Skubitz (R-Kan.)

Mr. Skubitz is reported leading all tickets in newspaper polls cited by newsmen at KOAM-TV Pittsburg. Latest figures gave Mr. Skubitz 72% of the vote, it's noted. His Democratic opposition is a Methodist minister, A. F. (Al) Bramble, a long-time Republican who switched registration in 1964 during the Goldwater campaign. Mr. Skubitz is seeking his fourth term but has only been on the Commerce Committee for one year.

William L. Springer (R-Ill.)

The ranking minority member of the House Commerce Committee and in

line for the chairmanship if the Republicans capture a majority of House seats, is facing a split opposition in a district that is considered safe for his re-election anyway. Paul Davis, with WCIA(TV) Champaign, notes that Mr. Springer's Democratic opponent, Carl Firley, was campaign manager for another candidate, who pulled out of the race to join the Peace and Freedom party. He's an instructor at the University of Illinois. Mr. Springer is ex-officio member of all Commerce Committee subcommittees, including the broadcasting-oriented Investigations and Communications Subcommittees. He's seeking his 10th term.

Harley O. Stagers (D-W. Va.)

The chairman of the House Commerce Committee is seen "certain of re-election—no likelihood whatsoever that he would lose," according to Tom Knight, news director of WCHS-TV Charleston, W. Va. His Republican opponent in a predominantly Democratic state is George L. Strader, who does not seem to be well known in the district. Another write-in candidacy has been launched against Mr. Stagers but its impact is discounted. Mr. Stagers, as chairman of the Commerce Committee, holds ex-officio seats on all subcommittees. He's seeking his 11th term.

W. S. (Bill) Stuckey (D-Ga.)

Another Commerce Committee member who is running unopposed. A newcomer to the committee last year, Mr. Stuckey ranks 18th among 19 Democrats on the panel. He will automatically be elected to his second term.

Lionel Van Deerlin (D-Calif.)

A heavily Democratic district makes "a pretty safe bet" that Mr. Van Deerlin, a former broadcast newsman, will be returned to Congress, notes Ray Wilson, news director for KFMB-TV San Diego. His opponent, Mike Schaefer, is a San Diego city councilman. Mr. Van Deerlin, who ranks ninth among 19 Democratic members on the Commerce Committee, holds seats on both the Investigations and Communications Subcommittees. He's seeking his fourth term. He led the fight in the House for the ill-fated Section 315 suspension that would have cleared the way for televised presidential debates this year had it not died in the Senate.

G. Robert Watkins (R-Pa.)

The 10th ranking Republican on the committee is rated as a sure winner by Taylor Buckley, political reporter for the *West Chester Local News*. Mr. Buckley reports that neither Mr. Watkins's Democratic opponent, Philip L. Harding, nor Constitution Party candidate William J. Schoble is expected to cut very far into Mr. Watkins's commanding lead. Mr. Watkins is seeking his third House term.

Humphrey, Nixon promise minimum federal secrecy

Presidential candidates Hubert H. Humphrey and Richard M. Nixon are agreed on at least one subject: If elected President, they say, they will adhere to a policy of making the fullest feasible disclosure of government information to the American public.

The views of Mr. Humphrey and Mr. Nixon, made public last week by the AP, were given in replies to questions by Sam Ragan of the *Raleigh (N. C.) News & Observer* and the *Raleigh Times*, who is chairman of the freedom and information committee of the American Society of Newspaper

Editors, and to Hu Blunk of the *Wenatchee (Wash.) Daily World*, who is chairman of the freedom of information committee of the Associated Press Managing Editors Association.

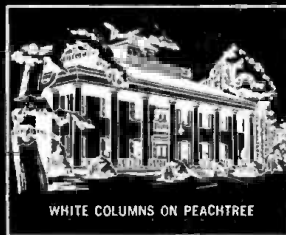
Mr. Humphrey, who conceded that a "communications gap" exists between the government and its citizens, said he would take this attitude: "Either there is valid reason for withholding—and the government has the burden of proving this—or the information will be made available."

Mr. Nixon's view was summed up this way: "I believe a President must, wherever he possibly can, make the decision for more knowledge rather than less. I do not believe in a 'right to lie.'"



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Albert W. Watson (R-S. C.)

He is picked to win his race for re-election against Frank K. Sloan, former Columbia, S. C., poverty-program director. Jim Welch, newsman with WIS-TV Columbia, says Mr. Sloan has been waging a vigorous campaign, but that Mr. Watson should win, "it's not going to be that close." Mr. Watson is eighteenth ranking Republican on the Commerce Committee. He was first elected to Congress in 1962 as a Democrat, but was stripped of seniority after supporting Republican Barry Goldwater in 1964. He was re-elected as a Republican in a special election in 1965 and is seeking his third full term.

Eight members of the Senate Commerce Committee (of 18 total) would normally be up for re-election this year. However, one is retiring from the Senate and one was defeated in a primary race, leaving at least two vacancies to be filled in the 91st Congress:

Daniel B. Brewster (D-Md.)

Newsmen at two Baltimore television stations agree that Senator Brewster's race against Republican Charles McC. Mathias, who resigned from the House to make the challenge for Senator Brewster's seat, is too close to call. The newsmen also agree that the situation is so touchy they prefer to remain off the record. Senator Brewster also faces opposition from George P. Mahoney, a perennial office-seeker in the state who lost his bid as a Democrat for the governorship two years ago against Spiro T. Agnew. Mr. Mahoney is making the Senate race as an independent. One news director thought Mr. Mathias had an early clear lead, but now isn't so sure. Senator Brewster is fighting a hard campaign with strong labor support, he notes. Senator Brewster may have taken the lead in the last several weeks but Mr. Mahoney could be a key factor, taking conservative votes from either major-party candidate. Senator Brewster is seeking his second term. He was ninth-ranking Democrat on the committee in the 90th Congress.

Norris Cotton (R-N.H.)

A race that could lead to the defeat of the ranking minority member of the Senate Commerce Committee is one of the more substantive contests for broadcasters to watch in next week's balloting. Straws in the wind indicate that Senator Cotton's defeat may well be imminent. At the least, notes Ed Williams, news director for WMUR-TV Manchester, Senator Cotton is up against perhaps the stiffest challenge of his Senate career. The senator's Democratic opponent is John W. King, three-term governor of New Hampshire and a proven vote-getter. Observers note that Governor King may be expected to carry the Democratic vote in Manchester, the state's population center, and that in his last race for governor, Mr. King polled more Republican votes statewide than he did Democratic votes. Senator Cotton was the early favorite, but as a hard-fought campaign moves toward election day more and more observers are predicting a King victory. If Senator Cotton is defeated, Senator Hugh Scott (R-Pa.), who is up for re-election in 1970, will become ranking minority member of the committee and in line for the chairmanship if Republicans capture control of the Senate. Senator Cotton is seeking his third full term.

Ernest F. Hollings (D-S.C.)

Seeking his first full term, Senator Hollings is engaged in a rematch with Marshall Parker, state legislator and Oconee county dairy farmer, who was defeated in a close race for an unexpired Senate term that Senator Hollings won two years ago. Newsmen at WIS-TV Columbia, S. C., suggest that the race this year may be even closer, but Graham Smith, news director for WCIV-TV Charleston, says that Senator Hollings will win, citing late August polls that showed the senator with a lead over Mr. Parker.

Frank J. Lausche (D-Ohio)

Senator Lausche was defeated as Democratic nominee for re-election in Ohio's May 7 primary. His defeat leaves a vacancy on the Commerce Committee

that may be filled by either a Republican or Democrat depending on the election. Senator Lausche was a member of the Communications Subcommittee.

Russell B. Long (D-La.)

Senator Long, also a Communications Subcommittee member and majority whip of the Senate, has been running unopposed since the Republican opposition in his state withdrew the day after the primary, in which Senator Long drew 85% of the vote. He'll be elected to his fourth full term.

Warren G. Magnuson (D-Wash.)

Defeat is unlikely for the chairman of the Senate Commerce Committee, newsmen in the state agree, but Ted Bryant of the KING-TV Seattle news staff notes that Senator Magnuson has been "running scared ever since the last election when his opponent came within 50,000 votes." Jim Topping, news manager for KIRO-TV Seattle, cites polls showing Senator Magnuson with a two-and-one-half to three-to-one lead over his opponent, Jack Metcalf, an "ultraconservative" Republican state senator. Senator Magnuson, as chairman, is ex-officio member of all subcommittees, including the Communications Subcommittee. He's also chairman of the Appropriations Subcommittee that passes on the FCC's funds. Senator Magnuson is seeking his fifth full-six-year term.

A. S. Mike Monroney (D-Okla.)

In a race that observers on the scene will only characterize as a "toss-up," Senator Monroney has found himself in a very tough fight for re-election. Politically oriented newsmen in Oklahoma City feel that Senator Monroney's opponent, former Governor Henry Bellmon, has the edge at the moment, but that Senator Monroney may overcome a belated start and pull into the lead. Mr. Bellmon was the first Republican to be elected governor of Oklahoma and has been running for Senator Monroney's Senate seat for the past year. One of Senator Monroney's Washington chores this year was going to bat for Oklahoma broadcasters during a dispute over an ad hoc investigation launched by minority Commissioners Kenneth Cox and Nicholas Johnson of the FCC. Senator Monroney is the third-ranking Democrat on the Commerce Committee and is on the Communications Subcommittee. He's seeking a fourth term.

Thruston B. Morton (R-Ky.)

The second-ranking Republican on the Commerce Committee in the 90th Congress is not running for re-election. When announcing his retirement from the Senate last year he said he was "just plain track-sore." He has completed his second term. Senator Morton's sister is chairman of the Norton Stations and his son is president of WAVE-AM-TV Louisville, Ky.

Avco seminars explain broadcast election rules

Broadcasters continue to meet two challenges in this election year—educating politicians on broadcasting regulations, and motivating citizens to vote.

Avco Broadcasting Corp. has instituted an "effective citizens" campaign in which seminars are held by its five TV stations for all local political candidates and party officials. Avco uses the seminars to explain the rules with which broadcasters must comply, as well as to indicate what the political advertiser may or may not be able to do on TV.

The seminars have been held every year since 1964.

Avco also has run public service spots urging people to vote. Its Cincinnati outlet, WLWT-TV, recently editorialized on the "don't vote" theme, by saying: "Those of you who don't care enough to vote, probably aren't the kind of people we want to help us make important decisions, anyhow. So, if you're too lazy, too busy, too disinterested to vote, we thank you for at least exercising good judgment by staying out of a situation you apparently don't understand. . . . If you don't care, don't vote. We'll let you know what we decide on Nov. 5."

Sacramento-Stockton, 18th IN THE U.S. IN DRUG SALES

RANK	ADI* TV MARKET	DRUG SALES (\$000)
17.	Hartford-New Haven	131,579
18.	SACRAMENTO- STOCKTON	130,215
19.	Kansas City	124,494
20.	Miami	116,637
21.	Atlanta	115,801
22.	Houston	113,852
23.	Denver	102,797

KCRA-TV

**KELLY BROADCASTING CO.
SACRAMENTO, CALIFORNIA**

Serving the West's fourth largest TV market



* ARB: "AREA OF DOMINANT INFLUENCE" SOURCE: SRDS CONSUMER MARKET DATA BY ADI, JAN. 1, 1968.

EVERYTHING'S THE SAME

Same executives

M. J. "Bud" Rifkin
President

Walter Kingsley
Executive V.P.

Harvey Bernhard
Executive V.P. & Treas.

Same creative film makers

Alan Landsburg
Executive V.P.

Jack Haley, Jr.
Executive V.P.

Warren Bush
Wally Green
Jack Kaufman
Jeff Myrow
Larry Neiman
Larry Savadove
David Seltzer
Bud Wisner

Same award winning past

Movin' with Nancy/Emmy
China: Roots of Madness/Emmy

National Geographic Series/
George Foster Peabody
Hidden World/Ohio State
Alaska/Cine Golden Eagle Award

The Making of the President '64/
Thomas Alva Edison, Emmy,
Saturday Review

Let My People Go/Oscar Nomina-
tion, Monte Carlo TV Festival

A Thousand Days/San Francisco
International Film Festival

Hollywood and the Stars/
Venice Film Festival

Biography Series/
George Foster Peabody

And more than 60 other awards.

BUT THE NAME.

Same network plans

Whales (Jacques Cousteau)/
Nov. 15, 1968/ABC/
Sponsor: Armstrong Cork

Reptiles (National Geographic)/
Dec. 3, 1968/CBS
Sponsor: Encyclopaedia Britannica
& Hamilton Watch

"Le Superman" (Jean-Claude Killy)/
Jan. 13, 1969/ABC
Sponsor: Chevrolet

Ice Capades '69/Feb. 16, 1969/
NBC/Sponsor: American Gas
Association

Australia (National Geographic)/
Feb. 18, 1969/CBS/
Sponsor: Encyclopaedia Britannica
& Hamilton Watch

Adventures in the Jade Sea/(William
Holden)/Mar. 26, 1969/CBS/
Sponsor: Westinghouse

Same network successes

Jacques Cousteau Series/ABC
National Geographic Series/CBS
Ice Capades/NBC
Rise and Fall of the Third Reich/ABC
Herb Alpert: Tijuana Brass/CBS
Certain Honorable Men (Drama)/NBC
Big Cats, Little Cats/NBC
World of Dogs/NBC
World of Horses/NBC

Same addresses & phones

New York:
485 Lexington Ave.
(212) 682-9100

Los Angeles:
8544 Sunset Blvd.
(213) 652-7075

MPC
Metromedia
Producers
Corporation

(Formerly: Wolper Productions, Inc.)

90th Congress: warm-up for 91st?

After fitful forays into broadcast matters session ends with promises of deep probes

The 90th Congress left its mark on the world of broadcasting by the passage of only one substantial piece of legislation—the Public Broadcasting Act of 1967. But as with past Congresses, the place of the 90th Congress in the always-being-written history of basic communications law and policy will depend as much on what wasn't done as on actual accomplishments—and on whatever pressures can be applied on the regulatory agencies by individual congressmen or committees.

And the very climate of debate and floor speeches on matters concerning an industry of prime importance to practicing politicians is of constant concern to broadcasters. In the past two years the climate has been seldom sunny and the dark clouds that have been gathering on the Hill are seen by many observers as the most ominous ever for broadcasting.

But the Congress must pass legislation in order to make law, and on that score the productivity record of 90th Congress was about on a par with most of the others since 1934, when the nation's basic communications statute was written.

Indeed, the House Commerce Committee's effort to make law by passing committee resolutions, although effective in the past, this year faced an opposing stand by the FCC on the issue of pay television. And some committee members, despite the passage of yet another resolution urging delay by the commission in consideration of its pay-TV docket, applauded the commission's insistence that the law can only be changed by passing another law.

The committee's pay-TV resolution, however, should probably be listed as at least a partial accomplishment, at least until the commission demonstrates its intention to challenge the committee's position by action and not just by rhetoric. Historically, less than full-fledged actions by Congress have effectively stalled the commission for more than 14 years from considering a nationwide system of subscription television.

Actually, the 90th Congress saw two anti-pay-TV resolutions approved by the House committee: the first, passed last year, asked for a year's delay so that Congress could act. The second, passed last month (BROADCASTING, Sept. 16), asked for more delay because time had run out for definitive action. The second resolution promises more hear-

ings early next year. Hearings were held last year by the committee's Communications Subcommittee.

The Public Broadcasting Act, the only major communications legislation enacted by the 90th Congress, was hailed as landmark law comparable to the land-grant college act of more than a century ago. However, its slow-to-be-implemented impact on educational broadcasting (not to mention commercial broadcasting) remains to be established.

The organization it chartered—the Corp. for Public Broadcasting—was only this month appropriated its first federal funds, and still hasn't advanced to the point of naming an acting president.

The federal funds (\$5 million—of \$9 million authorized) were intended as a one-shot, temporary measure to provide seed money to get the CPB started while a plan for permanent financing was being readied. The permanent financing would also involve federal funds to subsidize, for the first time, noncommercial programming and station operation, but ways are being sought to avoid the annual appropriations process, thus minimizing the opportunities for political interference in ETV programming policies.

Front runner among plans for permanent financing has been a trust fund fed by proceeds from a manufacturers' excise on radio and TV set production, but it's thought that further appropriations may be necessary to establish a trust fund until a politically acceptable method can be studied and enacted.

Until the CPB can actually get started, its potential impact on viewing patterns and commercial broadcasting remains only a matter of speculation. And after actual programming goes on the air, it still remains to be seen if politicians can find a way to provide public money without attaching political strings. Commercial broadcasters, even without cash subsidies, have found their relationships with Congress to be touchy indeed. Whether noncommercial broadcasting can avoid an even-touzier relationship and still provide an impact commensurate with the avowed purposes of the Public Broadcasting Act remains for other years and later Congresses to determine.

The congressional power of the purse affects broadcasting mainly through appropriations for the FCC, and, to a lesser extent, for other regulatory agencies such as the Federal Trade Com-

mission. In addition, the 90th Congress reauthorized a program of facilities and equipment grants for noncommercial broadcasting. Actual appropriations, however, didn't keep pace with the authorizations.

The Congress approved \$10.5 million for fiscal 1968 for ETV facilities and equipment, and \$12.5 million for fiscal 1969. The fiscal 1968 authorization was skipped over entirely and only \$4 million was finally appropriated of the \$12.5 million authorized for fiscal 1969, now in progress.

The FCC's appropriations were, as usual, more than previously granted but less than asked. For the current fiscal year (1969) the commission was allowed \$19,750,000; \$21,271,000 had been budgeted. For the previous year (fiscal 1968), commission appropriations totaled \$19,170,000.

Besides the Public Broadcasting Act and appropriations, the 90th Congress enacted three other measures of direct or indirect interest to broadcasters. The FCC, after years of lobbying, was finally given authority to regulate the manufacture of devices, such as garage-door openers, that can interfere with other uses of the spectrum.

And Congress also passed two consumer-oriented measures, one of which gained impetus from the great color-TV X-ray scare of 1967. A radiation control bill, giving the secretary of health, education and welfare power to set and enforce radiation standards in consumer and industrial electronic equipment moved to final enactment during the closing days of the session.

The other measure provides federal regulation of consumer credit and advertising thereof. Proposed guidelines under the "truth in lending" bill, enacted in early summer of this year (BROADCASTING, June 3, May 20) are expected to rule out advertising copy like "only pennies a week." The law provides that if certain credit information is included in advertising copy, including broadcast (such as the size of an installment payment), other information must also be presented (such as the number, amount and period of each payment, as well as the finance charge, expressed as an annual percentage rate).

Undoubtedly the most spectacular failure on Capitol Hill during the past two years was the last-minute defeat of a Section 315 equal-time suspension

A woman's got a right to the news. The minute the kids get off to school.

When you have your hands full trying to feed the kids and get them off to school, you certainly don't have time to keep up with what's happening in the world.

Not until they're on their way, can you sit down and listen to what's happened to the world since you woke up. And what you can expect for the rest of the day.

At Group W we believe everyone has a right to the news. Whenever they want it.

And that's what people get on WINS, in New York, KFVB in Los Angeles. And KYW in Philadelphia.

Not the same news over and over. But *new* news. Constantly up-dated. And not just a handful of headlines. We give you commentary. Analysis. Editorials. So you can make some sense of this crazy world.

But the way we broadcast is only part of what makes us different.

It's also the way our audience listens. When you're talking about things

like Vietnam, crime, the weather, and the traffic... people pay attention. Even when the news stops and the commercial goes on.

And since the news keeps happening, they keep listening.

The way we see it, there's no reason why you shouldn't have news the minute you want it.

History doesn't wait for you.

You shouldn't have to wait for it.

News the minute you want it.



NEW YORK PHILADELPHIA LOS ANGELES
WINS KYW KFVB
ALL NEWS. ALL THE TIME.



WESTINGHOUSE BROADCASTING COMPANY

that would have removed legal obstacles to televised debates involving the major presidential candidates. The measure, similar to one enacted in 1960 for the Kennedy-Nixon debates, but amended by the House to include third-party candidate George Wallace, passed the House after a Democratic "lock-in," but was blocked in the Senate after a Republican "sit-out" (BROADCASTING, Oct. 14).

A legislative failure of perhaps more far-reaching consequences was the inability of either the House or the Senate to come to terms with the CATV copyright problem. The House passed a copyright-revision bill (which has been pending for more than a decade), but only after the bill's CATV section had been eliminated completely. Action on the measure was stalled in the Senate after Copyright Subcommittee Chairman John McClellan (D-Ark.) decided to postpone consideration of the revision

and the cable-television provisions until the next Congress. He has promised that the Senate will act first on copyright next year (the House led the way in the 90th Congress).

All sides agree that some degree of copyright liability will be attached to cable operations by the 91st Congress (or perhaps some future Congress), but negotiating positions shifted after the cablecasters won an unexpected Supreme Court victory in June (BROADCASTING, June 24).

The 90th Congress also saw its share of investigations, studies and hearings that produced no legislation. The Senate Commerce Committee finally released its massive study of the operation of the fairness doctrine and found that broadcasters were less than unanimous in opposition to the doctrine (BROADCASTING, May 13). Earlier, the Senate Commerce Committee studied problems in political broadcasting (BROADCAST-

ING, July 24, 1967), including impact of election-day predictions on voting where polls were still open, but no legislation emerged from the session.

The House Commerce Committee restaffed its Investigations Subcommittee and probed the fairness doctrine during panel discussions (BROADCASTING, March 11). The committee's conclusions, if any, are still to be released.

Reports are also pending on two other Investigations Subcommittee probes. The panel investigated charges of trafficking in construction permits in the sale by D. H. Overmyer of five UHF CP's to U. S. Communications Corp. (BROADCASTING, Dec. 18, 1967, et seq.). Charges of news-staging by CBS-owned WBBM-TV Chicago were also aired by the committee after presentation of films of a marijuana party. The pot-party incident is also under investigation by the FCC (BROADCASTING, Oct. 14).

Broadcast Advertising

Minorities find slow going on Madison Ave.

AAAA's eastern meeting hears from Negroes who find it rough bucking Anglo-Saxon tide

The American Association of Advertising Agencies spiced its 1968 eastern annual conference last week with controversy by examining the industry's position on two of contemporary society's most popular issues: integration and sexual permissiveness.

The AAAA recruited five Negroes working in advertising to "tell it like it is" from their viewpoint at the Tuesday (Oct. 22) afternoon session of the two-day conference in New York. The panelists, and other Negro speakers, told the some 1,000 delegates that although things may be somewhat better than they were for minority group members in advertising, most of them are still far from happy about conditions.

The Wednesday (Oct. 23) morning session was graced by illustrated discussions of "sex in advertising," both here and overseas. As might be expected, among the agency and publishing executives and one network executive who participated, there was less than a consensus on how much sex there is in advertising today, how desirable it is and how much can be expected in the future (see page 41).

Presiding at the seminar on "Closing

the Gap: Minority Groups in Advertising Agencies." John Elliott Jr., chairman of Ogilvy & Mather, said: "The most significant thing about this meeting is that it's being held at last."

Public officials considered the meeting significant enough that it was attended by New York City Human Rights Commissioner William Booth, his hearing officer, deputy commissioner of the department of purchase and New York State Human Rights Commissioner Robert J. Mangum.

Mr. Elliott called "training and employment of minority groups . . . the most urgent issue of the day," but warned that "good intentions aren't enough . . . it's up to management to enforce them." He said that although "the advertising agency business was slow to awake to the problem, it has awakened with a start."

There was agreement among the following speakers that the industry still has a long way to go in resolving the problem.

Richard Clarke, a Negro who is president of Richard Clarke Associates, New York firm specializing in minority-group personnel placement, said that of 37 Negroes he queried on their views

of job opportunities. "Madison Avenue was at the end of the list, just above Wall Street."

Mr. Clarke said that "what saddens and hurts most of us so deeply about discrimination on Madison Avenue is that you and your industry are the dream weavers . . . you have been able to create a climate of acceptance around the most mundane products; but the one product most sorely needed in this time of our lives has largely been absent—that product is believability."

Addressing himself to "what agencies are doing," David B. McCall, president of LaRoche, McCaffrey & McCall, said that while "there is a tremendous amount of experimentation going on . . . agencies do not feel that they have found a reliable set of answers to this challenge from the minorities."

Enumerating the gains made by agencies in minority relations, he said that "there is little evidence of flat-out discrimination . . . there is general agreement that being willing to hire minority group personnel is not enough . . . the black and Puerto Rican people who have been hired are working out far better than anyone expected."

Mr. McCall said a study at Benton

ABC LETS YOU DO YOUR OWN THING

(AND STILL BE A NETWORK AFFILIATE).

An independent station *should* take great pride in being an independent. You do your own thing, your own way and can point to the results with legitimate pride.

It used to be that one of the prices of being independent was a more limited national—international news and sports operation.

When ABC introduced its *modern* concept of network radio, we changed that forever...along with a lot of other old-fashioned ideas in

networking that hadn't kept pace with the growth of what makes a network possible...stations like yours.

Each of our networks has a *limited* inventory of programming, because we're designed to offer only what a network can do best...and no more!

When you talk about network radio with ABC, you'll find it's a whole new business.

Try it...you'll like the bottom line.



American
Information
Radio Network



american
contemporary
radio network



AMERICAN
ENTERTAINMENT
RADIO NETWORK



AMERICAN
FM RADIO
NETWORK

DIVISIONS OF THE ABC RADIO NETWORK

& Bowles showed that while white employees there received a salary increase on an average of every 10 months of 10.7%, nonwhite employees received salary increases on an average of every nine months of about 11%, and that while 29% of the white employees have been promoted at least once, 48% of the nonwhite employees have been promoted at least once.

Among problems facing agencies as they attempt to integrate, Mr. McCann said, are: "The smaller agencies are particularly slow to get moving in any substantial way . . . we pay very low starting salaries . . . entry into this business became widely possible just about at the same time that the agencies hit the first really serious profit squeeze of their lives. . . . The burden of finding the people, training the people and making successful career beginnings for the people lies on us. It is not enough—and never has been—to say that we are willing to hire without prejudice."

The black view from within the agencies was predominantly one of loneliness. For the panel discussion, on "How Is It Now," moderator Douglas Allgood said: "Within the limited amount of time available to us, we have decided that the most positive approach . . . is to examine the negative."

Edgar W. Hopper Jr., a former agency employe who is now a member of the corporate marketing at Ziff-Davis Publishing Co. said that a Negro at an agency "is in kind of a goldfish bowl . . . in a strange environment and feels a rarity: a black man working in a white man's world . . . not really a member of the guts agency team."

Carolyn Jones, a copywriter at J. Walter Thompson, said nonwhites don't get paid enough because "at a certain level, agencies don't have anybody around to gauge what I'm worth to them. Whether it's unconscious or not, they still need a guideline to help decide what to do."

Bernard Baskett, senior media buyer at Grey Advertising, supported Mrs. Jones's feeling. Agencies, he said, "tend to slot you in a position because they don't know what to do with you." He said that while a Negro may get "security and an office with corner windows," he does not have the opportunity to move up at the same rate as a white employe.

Mr. Hopper said agencies often are uncertain what to do with Negro employes because they do not know how white clients will react, and "our progress is going to be minimal until agencies get strong enough" not to worry about client reaction.

He also noted that Negroes not only face barriers to vertical advancement within their own agency, but find a



Taking part in the minority-group panel at the American Association of Advertising Agencies meeting were (l-r): Carolyn Jones, J. Walter Thompson; Doug-

lass Allgood, BBDO; Edgar Hopper, Ziff-Davis Publications; Harold Webber, Young & Rubicam; and Bernard Baskett, Grey Advertising.

"lack of mobility" within the industry because so much of the advancement in the industry depends on personal referrals and Negroes don't have "the friendships, the old school tie, the social club contacts that help people in the business move on."

Harry Webber, assistant art director at Young & Rubicam, said "black art directors today are hemmed in because they are afraid to do their thing." He said that the strength of successful white art directors has been their "guts to work out their own concepts and fight for them" but "most Negro cats you see on Madison Avenue are carbon copies of what they think the whites are like."

Wednesday's session on "Sex in Advertising" had wider disagreement, if less passion. Before the panel on sex in contemporary American advertising heated up, the audience was shown that things are even further along in European advertising, sex-wise.

To illustrate "the use of eroticism in European advertising," Armand de Malherbe, of Agence France de Propagande, Bates & Cie, S.A., Paris, displayed a series of European advertisements involving sex—or "eroticism" as most of the session's participants preferred to call it.

Mr. de Malherbe said that "geographically most countries in Europe are too small to be erotic. Spain and Italy are controlled, Sweden and Denmark say 'sex is part of life, advertising is made to sell' . . . Britain seems to apply Oscar Wilde's motto, 'the best way to get rid of temptation is to give in,' and, therefore, having got rid of temptation, Britain has no sex to speak of in advertising. Two countries remain—Germany and France."

With ads for everything from girdles to wrist watches, Mr. de Malherbe showed "the trend in Germany is towards cruder and cruder ads where you actually wonder if so-called 'erotica' is not taking so much space that there is very little left for poor little

pornography."

Taking up the situation on this side of the ocean, panel member Ernest Lee Jahncke Jr., vice president of standards and practices, NBC, said that "rather than a permissive society, I would submit society is getting more adult" and "TV is a mirror of our society."

Jerome F. Birn, creative director of Tatham-Laird & Kudner, said: "Of all the selling tools at our disposal, sex has to be the strongest human motivating factor." He said he is "not happy" with the way sex is being handled today—"it's double-entendre, the lewd leer, the coy smile, oh-you-kid kind of sex." But he predicted that "you can expect to see more sex in advertising and far better handling of it—contemporary, frank, with candor."

Chester L. Posey, vice chairman of McCann-Erickson, said: "We are in an era of sexual overkill. We are perhaps no longer shockable. Sex may be losing some of its communications impact. You should use sex to persuade rather than arouse or shock." He said he found "the phallic symbolism built into some cigarette and beer advertising very boring and, I think, not very effective."

The conference closed with a third, if less arousing, panel session on "The Future of the Advertising Agency Research Function."

Thomas H. Dunkerton, senior vice president and director of research at Compton Advertising, reported results of a study conducted by the AAAA research committee, in which 50 agencies were queried on what changes are expected in their research departments in the next 5 to 10 years.

Of the 39 agencies that replied, it was found that average research staff size has not changed much in the past five years, but most agencies expect the average staff to increase by 20%, from 30 people to 36, in the next five years.

In the past five years, the median research department payroll has more

than doubled, from \$95,000 a year to \$213,000, and it is expected to go up 75%, to \$375,000. by 1973.

Agencies with computers or computer time sharing have grown from five to 20 within the past five years, and eight more expect them five years from now. Greatest growth in research work has been in analysis performance using multisources for problem solution, followed by decision recommendations.

Also according to the survey, more agencies are now farming out field work, tabulation and copy research, and more agencies are doing evaluative research. Research directors said, however, that in the next five years they expect to do less evaluative and more developmental research.

They also expect to make more use of outside consultants for specialized knowledge. A 45% increase in billings for use of outside research services is expected in the next five years.

Wednesday morning was devoted to detailing of success stories in individual ad campaigns, including Gilbert Advertising's work for the Renault 10 automobile.

Agency President Richard L. Gilbert described how frank advertising admission of Renault's previous failings key-noted a campaign which helped turn around rapidly declining sales of the cars in the U. S. and gave Renault the best September sales month since 1963.

Richard W. Bowman, president of Marschalk Co., described the steps involved in developing the "Blizzard" campaign to sell Fresca as an experience more than simply as a new taste in soft drinks.

Constantine Karvonides and Lewis M. Smith Jr., vice presidents, Wunderman, Ricotta & Kline, described ad testing measures used in evaluating campaigns for *The National Observer*, Dow Jones' national weekly newspaper.

David M. Mixer, senior vice president, Ted Bates & Co. enumerated the steps involved in marketing Palmolive dishwashing liquid—from selecting the color of the product, through the shape of the packaging to testing the qualities to be stressed in advertising and settling upon a believable authority figure ("Madge the manicurist") to sell them in advertising.

Frederic B. Hirsch, Doyle Dane Bernbach, described how Heinz ketchup sales were revived by selecting a significant fact about the product (that it nourishes more slowly, and therefore is thicker and richer) and building an ad campaign around the demonstration of this. "The demonstration is still the strongest, most powerful form of advertising," he said.

The opening session of the conference on Tuesday morning was taken up with members-only meetings.

Sex censorship poses problem for panel

AAAA seminar debates topic of what group should have responsibility

When the talk turns to sex in broadcast advertising, can the question of a censor be far behind?

Ernest Lee Jahnke Jr., NBC's vice president for standards and practices, found himself surrounded by questioning fellow panelists when he participated in the "Sex in Advertising" seminar Wednesday (Oct. 23) during the American Association of Advertising Agencies' eastern annual conference in New York (see page 38).

Ad men on the panel with him were quick to try shifting talk from sex in advertising to who says how much is permissible.

"What group is responsible?" asked Stephen Baker, creative director of Griswold-Eshleman. "What group should be? It's not the code [National Association of Broadcasters Code Authority], because individual stations can still take off a commercial. Should it be agencies, censors, or old ladies in tennis shoes who write letters?"

Panel moderator Frederic Papert, board chairman of Papert, Koenig, Lois, jumped in, questioning "this role that's being thrust on us of being a censor."

He appealed for discussion of uniform standards of acceptability in broadcast advertising and resolution of "the question whether TV should lead or follow."

He noted that when "39 million people go see the movie, 'The Graduate,' in the first seven weeks, it must mean a lot of the public is sophisticated," but no one is willing to say what they can see on television today.

"We know 'The Graduate' will be shown on television two or three years from now," Mr. Papert argued.

Asked what he would do if "The Graduate" were purchased for television today, and "a big advertiser, say the Ford Motor Co., agreed to sponsor it," Mr. Jahnke replied: "I'd start bringing my job resume up to date."

Chester L. Posey, vice chairman of McCann-Erickson, noted, "censorship has become one of the most disliked words in our language. No one wants to be one, but everyone has to be. You can't criticize an individual radio or television station for deciding it can't give up its responsibility to refuse a commercial."

Jerome F. Birn, creative director of Tatham-Laird & Kudner, said to "worry about our responsibility to family viewing would be fine if you could keep the

family locked in the house all the time. Then I would have some qualms about sex in television ads. But with miniskirts, a teen-age boy can walk out on the street and see more things in five minutes than I did in years going to burlesque houses."

Mr. Jahnke said that "TV to perform its service should keep abreast of the times, but by its nature it always will be the most conservative of the media." He said "my personal standard in judging commercials is that there's a whole of a difference between allure and a leer."

Asked from the audience about resistance to television spots for the New York Urban League's "Give a Damn" campaign, Mr. Jahnke replied that he felt "they would have been better advised to leave the 'n' off 'damn'—do something in between."

An obviously frustrated Mr. Papert said, "there's the whole problem: that you've got to sell somewhere between . . . now we find out if we took the 'n' out of 'damn' it would make it acceptable. Who decides these things?"

Among general grumblings by the ad men about problems they've had with network censors, one said he had "a whole dossier on the problems we've had over a commercial with a girl on the beach in a bikini walking toward the camera. We didn't show her head, simply to save residuals. The censor said it was everything from evil to prurient. You know what their answer was? To show her head!"

Mr. Jahnke said he did not particularly like having to perform as a censor "but it beats unemployment."

Mr. Papert consoled him, saying, "of the three networks, you're the most lenient."

Double billing charged to two Georgia stations

The FCC has notified WPGA-AM-FM Perry, Ga., and WFPM Fort Valley, Ga., of apparent liability for \$7,500 and \$4,000, respectively. The stations are charged with double billing practices.

The commission noted that information obtained during an inquiry indicated that the stations' licensees had on several occasions issued affidavits of performance which misrepresented either the amount charged for advertising or "the nature, content or quantity of such advertising." Both practices are specifically prohibited under FCC rules.

The commission also said that the president-general manager and secretary of Rocket Radio Inc., licensee of WFPM, acknowledged issuance of false affidavits in a letter dated May 13.

The stations have 30 days to request reduction or remission or to pay the fine.

ANA talks about different images

TV usage by advertisers to promote role of community responsibility to be debated

Some 600 of the nation's leading advertisers and guests are expected to meet this week to consider their roles in a changing society, a changing business and changing agency-client relationships.

The occasion will be the annual meeting of the Association of National Advertisers, to be held Thursday through Saturday (Oct. 31-Nov. 2) at the Homestead, Hot Springs, Va.

Ways in which advertisers can use television to extend their roles as responsible community members in response to issues of the day will be the subject of a presentation by Norman E. Cash, president of the Television Bureau of Advertising, at the opening session.

Television itself—including such aspects as "control and regulation, integration, violence and measurement"—is to be the subject of a separate meeting Friday afternoon. And there'll be special showings of award-winning commercials Friday and Saturday morning.

TVB's President Cash is one of four speakers set for the Thursday-morning session on "Changes in Our Society and Their Impact on Marketing." Others are C. W. Cook, chairman of General Foods; Carolyn Shaw Bell, professor of economics, Wellesley College, and Clarence Walton, dean of general studies, Columbia University.

Four concurrent workshops are scheduled Thursday afternoon: "Using the Computer in Advertising" with Charles K. Ramond of Marketing Control Inc., Dudley M. Ruch of Pillsbury Co., and Dr. Benjamin Lipstein of Sullivan, Stauffer, Colwell & Bayles; "Coordinating the Corporate Communica-

tions Function" with William Bartel of Celanese Corp. and Manuel V. Nodar of Black & Decker; "Utilizing Research as a Management Tool" with Roy Campbell, author of a forthcoming ANA publication on "Measurement of Advertising Results," and Malcolm McNiven of Coca-Cola and Gilbert Miller of du Pont; "Strategies and Techniques for Effective Consumer Promotions" with Peter Thornton of the SCI Division of Communications Affiliates Inc., Stephens Dietz of Kenyon & Eckhardt, and Charles E. Wilson Jr., Nestle Co.

The advertisers and their agency and media guests on Friday morning will look at "The Advertising Agency in the Future," reviewing current trends in advertiser-agency relations and steps advertisers can take to improve agency service. Speakers will be Marvin Bower of McKinsey & Co., management consultants, on "Changes in the Marketing Structure," and Edward L. Bond Jr. of Young & Rubicam, who also is chairman of the American Association of Advertising Agencies on "The Future of the Agency Business."

The Friday-morning session will also hear three agency presidents and four advertiser executives exchange views on the future of the client-agency relationship. Agency participants are Richard C. Christian of Marsteller Inc., Richard L. Gilbert of Gilbert Advertising and Earle Ludgin of Earle Ludgin & Co. Advertiser representatives are Richard O. Kress of North American Philips, Paul W. Moseley of PepsiCo, H. Copland Robinson of Liggett & Myers, and Robert V. Cummins of P. R. Malory & Co.

The meeting on television is one of

four concurrent discussion sessions set for Friday afternoon. Others will deal with advertising's public and government relations, advertiser-agency relations and, repeating a Thursday-afternoon workshop, the use of research as a management tool.

Three agency executives will talk about advertising they like and how it was produced in Saturday's opening meeting. They are Jack Roberts of Carson/Roberts, Carl Ally of Carl Ally Inc. and Charles H. Brower of BBDO. A final business session will wind up the convention after this presentation.

New Nielsen sponsor service

A. C. Nielsen Co., Chicago, has introduced a new service for national advertisers called "Telematic," which will enable prospective customers to learn where to find a product in their areas and also will give a measure of media impact for the advertiser himself. The customer dials free the phone number (800) 553-9550 at the Nielsen clearing house in Clinton, Iowa, and learns where to buy brand X widgets. The computer system in turn records where the customer says he heard or saw the widgets advertised. This information is given daily to the subscribing sponsor. Nielsen calls Telematic the "final link between advertising exposure and the point of sale."

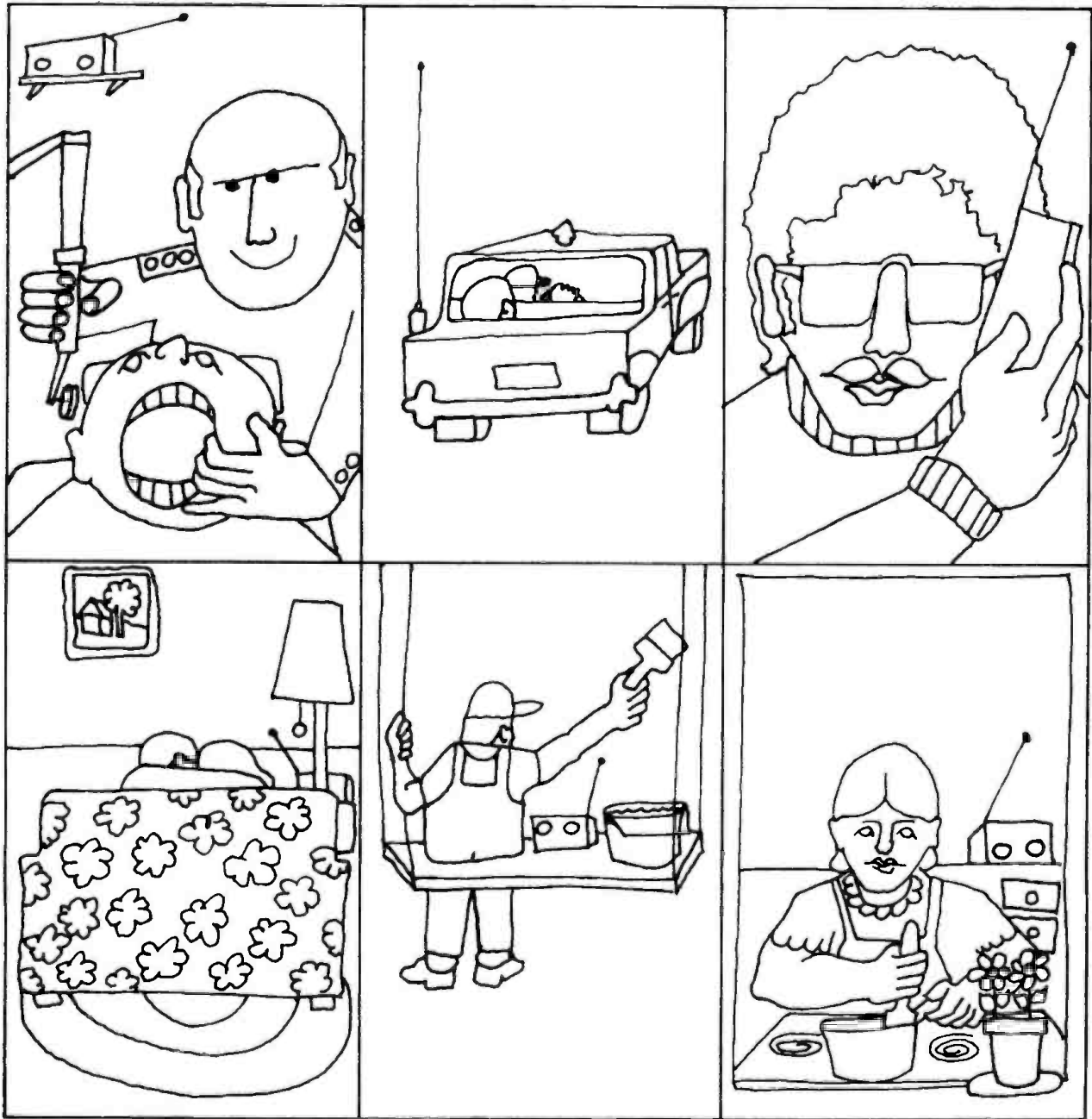
Dow moves cleaner to BBDO

Dow Chemical Co., Midland, Mich., last week selected BBDO New York to handle Dow bathroom cleaner and a group of new products. The cleaner account has been at MacManus, John & Adams, Bloomfield Hills, Mich. Dow cleaner billed about \$1.4 million in 1967 and almost \$1.8 million during the first six months of 1968. It is expected to bill about \$3 million for 1968, with \$1.3 million allocated to broadcast.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Oct. 13, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Oct. 13	Total dollars week ended Oct. 13	1968 total minutes	1968 total dollars
	Week ended Oct. 13	Cume Jan. 1-Oct. 13	Week ended Oct. 13	Cume Jan. 1-Oct. 13	Week ended Oct. 13	Cume Jan. 1-Oct. 13				
Monday-Friday Sign-on-10 a.m.	\$ ———	\$ 145.8	\$* 183.6	\$ 3,069.3	\$ 1336.0	\$ 13,560.4	99	\$ 519.6	2,959	\$ 16,775.5
Monday-Friday 10 a.m.-6 p.m.	1,425.6	46,912.0	2,834.6	111,043.5	6,644.0	91,564.4	879	10,904.2	36,105	249,519.9
Saturday-Sunday Sign-on-6 p.m.	1,709.7	39,546.5	2,088.0	37,458.4	711.8	25,118.0	318	4,509.5	10,063	102,122.9
Monday-Saturday 6 p.m.-7:30 p.m.	637.4	12,550.0	756.1	22,188.8*	723.0	23,261.1	100	2,116.5	3,653	157,999.9
Sunday 6 p.m.-7:30 p.m.	192.0	3,951.6	255.9	7,743.8*	249.3	7,095.7	20	697.2	806	18,791.1
Monday-Sunday 7:30-11 p.m.	5,147.2	186,237.7	7,325.6	229,462.3*	7,338.1	230,569.1	455	20,810.9	18,032	646,246.1
Monday-Sunday 11 p.m.-Sign-off	307.2	13,353.4	71.0	4,592.1	488.2	18,368.6	82	866.4	3,168	36,314.1
Total	\$10,419.1	\$302,697.0	\$13,514.8	\$415,558.2	\$16,490.4	\$409,537.3	1,953*	\$40,424.3	74,786**	\$1,127,792.5



With all the people we reach you'd think we were AM

For the past year WPRO-FM has been competing for adult listenership with the top 5 stations in Southern New England. What's more, we've been competing with the AM stations on their own terms and have been winning consistently.

We've done it by offering adult listeners what *they* want to hear... 13 minute segments of uninterrupted familiar, good music. plus classic little features like the Roxy Rothafel Ski reports. That's how WPRO-FM keeps its listeners happy 24 hours a day.

And we keep our advertisers happy, too. By bringing them the kind of results they expect from one of the top radio stations in the market. The kind of results that makes them forget we're FM. The only thing that reminds them is our cost efficiency. Call Blair for details.

cordially
WPRO-FM
92.3 mc

WPRO FM 92.3 mc 24 Mason Street, Providence, R. I. 02902 (401) 831-6363 A division of Capital Cities Broadcasting Corp. Inc.

TV dominant medium in auto advertising

The Television Bureau of Advertising reported last week that television is becoming the dominant medium for automobile advertising and indicated that the extensive color TV set circulation could be a strong factor.

Eldon Hazard, vice president, Detroit office, TVB, pointed out that color TV sets in use hit 18.2 million on Oct. 1, surpassing the circulation of each of the nation's top 10 magazines. He cited statistics showing that the percentage of advertising allocated to television by major auto manufacturers and their dealers grew substantially from 1966 to 1967 and said this trend has continued for the first half of 1968 versus the comparable period of 1967.

Color set 'circulation' vs. top 10 magazines' circulation

*Color television sets	18,200,000
**Reader's Digest	17,777,417
TV Guide	14,040,775
McCall's	8,542,403
Look	7,756,351
Better Homes & Gardens	7,412,669
Family Circle	7,396,700
Life	7,354,615
Woman's Day	7,225,073
Ladies' Home Journal	6,779,059
Good Housekeeping	5,618,738

*NBC, Oct. 1, 1968
**Magazine SRDS, Oct. 1968

% share of ad budget in television

General Motors	1967: 29%	1966: 24%
Ford Motor Co.	1967: 37%	1966: 31%
Chrysler Corp.	1967: 46%	1966: 40%
American Motors	1967: 49%	1966: 40%

Source: Figures include advertising expenditures of dealers and dealer associations. Percent share based on figures supplied by Bureau of Advertising, ANPA, Farm Publication Reports, American Business Press, Institute of Outdoor Advertising, Television Bureau of Advertising, Leading National Advertisers, Radio Advertising Bureau.

Expensive spots in faraway places

The skyrocketing costs of making TV commercials on location in exotic and expensive places merely to suit the whims of agency producers raise the question of whether creativity is becoming an expensive sacred cow.

It was the question raised Tuesday before the Des Moines (Iowa) Advertising Club by Draper Daniels, head of his own Chicago advertising agency. He noted TV commercial-production costs have gone up 72% in the last five years.

But Mr. Daniels didn't think the trend is all bad. He noted: "The so-called new breed may be careless with money, too often unaware of the need to have an idea before one starts to dress the window but it has brought a freshness, candor and warmth of person-to-person communication into advertising that is all to the good."

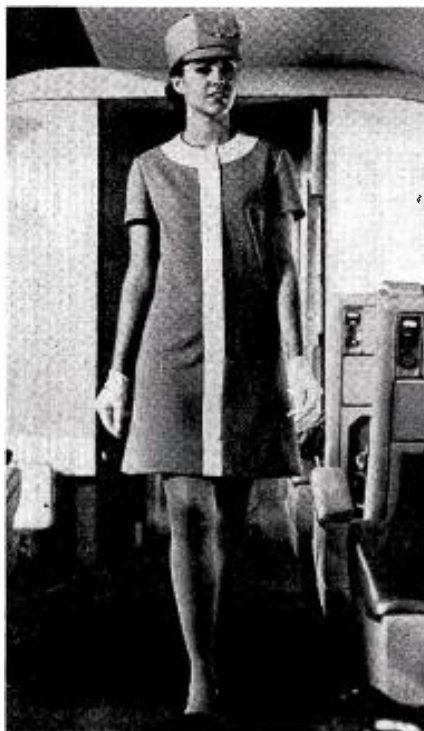
Would he like to go back to another

year? Hardly, he admitted, since "yesterday's so-called hard-sell advertising was just as often a waste of the advertiser's dollar as is today's no-sell beat filmed at the foot of a glacier in Greenland with four teeny boppers dancing barefoot in the snow to show the sheer ecstasy created by a change of shaving lotion."

Wool Bureau uses radio, TV spots to aid sales

The Wool Bureau, New York, will wrap up a quick campaign this week with one-minute prime-time and daytime spots in 29 markets promoting pure wool doubleknit fashions.

The commercial features a United Air Lines stewardess on duty in her



Jean Louis wool uniform and off duty in another wool garment. The second segment was filmed in 10 different versions to include fashions from 10 different manufacturers.

Wool Bureau also has purchased radio spots in five major markets to promote pure wool topcoats. The two-week campaign begins this week in Chicago, New York, Philadelphia, Boston and Washington. A.C. & R. Advertising Inc., New York, is the agency.

Tele-Rep will open offices in NY, Chicago

Tele-Rep Inc., New York, which starts operations as a new television station representative firm on Jan. 1, 1969, last week announced the establishment of offices in New York and Chicago. The firm, which will represent three TV outlets of Chris-Craft Industries

Inc. (KCOP-TV) Los Angeles KPTV-TV Portland, Ore., and WTCN-TV Minneapolis-St. Paul) and also KTNT-TV Seattle-Tacoma (BROADCASTING, Oct. 14) was established by Chris-Craft (BROADCASTING, Aug. 19).

Offices: 545 Madison Avenue, New York 10022, phone (212) 759-8787, and Prudential Plaza, Chicago, (312) 329-1515. The firm will open other offices in major advertising centers, according to Alfred M. Masini, Tele-Rep president.

Bower gets post of top consumer attorney

Paul G. Bower, a young Department of Justice lawyer who has specialized in the prevention and control of civil disorders, has been named the federal government's number-one consumer attorney.

Named as consumer counsel by Attorney General Ramsey Clark last week, Mr. Bower steps into a post that has been vacant for almost six months. Merle M. McCurdy, Cleveland attorney, who was chosen to be the first consumer counsel (BROADCASTING, April 1) died last May, three months after being appointed. The post was created by President Johnson earlier this year.

Since March Mr. Bower has been a special assistant to Deputy Attorney General Warren Christopher.

New commercial producer

Edward H. Gaines, former assistant program manager at WNEW-TV New York, has formed Edward H. Gaines Enterprises Inc., a TV commercial and industrial film production company. The firm will introduce an innovative training program to develop new talent in the commercial production field and will be predominantly staffed by Negroes. The firm is located at 155 West 68th Street, New York. Phone (212) 362-2617.

New snowmobile campaign

AMF Western Tool division of American Machine & Foundry Co., Des Moines, Iowa, turns to television again this fall to sell its family fun machine, the AMF Ski-Daddler snowmobile. Through North Advertising, Chicago, the company will use TV spots in 100 U. S. and Canadian snowbelt markets in its biggest campaign yet.

L&N opens Pacific division

Lennen & Newell has formed Lennen & Newell/Pacific, a new organizational structure for the New York-based agency. The reorganization will consolidate L&N's San Francisco, Seattle, Tacoma, Los Angeles and Honolulu offices into

• A NEW SWITCH ON REGIONAL NEWS: You'll find it in every AP bureau throughout the country: a new and exclusive electronic device that does a vital job for every AP member. Every time we switch it on, we switch you ahead of your competition with faster regional news.

When a regional bulletin reaches your Associated Press bureau, flip goes the switch and AP electronics is in action. It breaks into the national tape, then stores the incoming information. (Instead of letting it go by.) And when the regional item is over, the national tape picks up right where it left off. That way you get all

the news, fast. Without waiting for a regional split. And without missing a single item of national news.

So if you're an AP member (and there are now 3,000 of them in broadcasting) remember, just the flip of an AP switch gives you a regional competitive edge that no other news service can deliver. If you aren't an AP member, maybe you'd better pull a switch of your own. Contact your nearest Associated Press representative for further details. Or call Bob Eunson at AP headquarters: 50 Rockefeller Plaza, New York, New York 10020. (212) PL7-1111. **THE ASSOCIATED PRESS**

FOR AP MEMBERS ONLY:



stop
looking
and listen!



Who gets the 6-9 a.m. audience in Charlotte? TV? Look again. It's radio . . . WAYS Radio, to be exact. No other station in Charlotte—radio or TV—tops the morning audience of WAYS.*

And from 9 a.m. to 5 p.m., WAYS tops all of Charlotte's nine radio stations . . . and all but one of the four TV stations, even though the television ARB covers 35 counties more than the radio survey!*

When you're buying the Charlotte market, take another look. Buy WAYS Radio . . . and get more than meets the eye.

WAYS Radio

Contact your EAST-MAN...or call WAYS Radio, 704/392-6191 today!

*People 12 plus or total adults.

Source: ARB estimates. Radio: April-May 1968. TV: February-March 1968.
Total survey areas. Data subject to qualifications which WAYS Radio
will supply on request.

a Pacific division. George B. Richardson, senior vice president, West Coast, will continue to be based in San Francisco and will be chairman of a management committee made up of the heads of each Pacific area location. These offices, previously reporting individually to New York, now will report through Mr. Richardson.

Lawyer burned over cigarette editorials

Urges FCC to act against Time-Life Indiana stations for refusing rebuttal time

New York attorney John F. Banzhaf III last week called upon the FCC to discipline the Indiana stations owned by Time-Life Broadcast Inc. for airing pro-cigarette editorials and refusing to provide time for opposing views.

Mr. Banzhaf also recommended that the commission deny license renewal to Time-Life's KOGO-AM-FM-TV San Diego and KERO-TV Bakersfield, Calif., because of the Indiana editorials. The California stations are up for license

renewal Dec. 1.

Where broadcasters are concerned, Mr. Banzhaf has been a prime mover among the anticigarette forces for over a year. It was his complaint in June of 1967 which led the FCC to apply its fairness doctrine to cigarette advertising. He also filed the first complaint, under that extension, against WNBC-TV New York. Mr. Banzhaf is executive director of ASH (Action on Smoking and Health).

In his latest complaint, Mr. Banzhaf alleged that WFBM-AM-FM-TV Indianapolis presented 20 editorials on July 15 and 16 opposing the Federal Trade Commission's proposal that cigarette advertising be banned from radio and television, and that the stations refused to allow supporters of the ban to be heard. The complaint charged the stations with "deliberately placing their own financial interests above the rights of the people they are required by law to serve," and asked that both they and their corporate owner be punished for fairness-doctrine violations.

On Aug. 1, Mr. Banzhaf said, he wrote to the president of WFBM-AM-FM-TV, requesting time for ASH "or some other responsible spokesman" to answer

the editorials. According to Mr. Banzhaf, the stations responded five days later through their vice president, denying the request "upon the rather incredible grounds that the editorials composed by the station and designed to make their audience antagonistic to the FTC proposal 'pointed out both sides of the issue' by stating the FTC proposal and then presenting arguments against it."

Acceptance of the argument that a station has met its fairness-doctrine obligation when it states the opposing position would make the doctrine a "farce," Mr. Banzhaf said. "It is an elementary principle of American law and ordinary common sense that one side cannot be expected to present the arguments in support of his opponent's position," he said.

The commission itself has ruled, Mr. Banzhaf said, that a station's conduct with respect to the fairness doctrine must be examined with particular care whenever the station's own interests are directly involved. "Here is a classic example," Mr. Banzhaf said. "Cigarettes are the largest single advertised product on TV today and a major source of revenue to stations and their owners."

Business briefly:

Parker Brothers Inc., Salem, Mass., through Badger and Browning & Parcher, Boston, has bought 67 participation spots on CBS-TV and NBC-TV, in November and December to promote its toys and games. It is also using spot TV in 52 markets and over 3,000 radio spots in 26 markets. Programs on CBS-TV include *I Love Lucy*, *Dick Van Dyke* and *Andy of Mayberry*, all daytime and prime-time version of *Beverly Hillbillies*. The *Today* and *Tonight* shows will be used on NBC-TV.

Pacific Power & Light Co., through McCann-Erickson, both San Francisco, has purchased Independent Television Corp.'s *Spotlight on Stars* series of nine off-network musical variety shows for 11 markets in Oregon, Washington, Wyoming and Montana.

Union Oil Co. of California, through Smock-Waddell Inc., both Los Angeles, will sponsor the *Stardust Grand Prix*, a climatic event in the Canadian-American challenge cup series, in 40 markets. The race, to be filmed in Las Vegas Nov. 9 and 10 and syndicated by Triangle Stations, will be aired in the winter.

U. S. Time Corp., through Warwick & Legler Inc., both New York, will sponsor *TCB* (taking care of business) a special starring Diana Ross and the Supremes, on NBC-TV, Dec. 9, (8-9 p.m. NYT).

Kroger Co., Cincinnati-based grocery

chain will co-sponsor the "King Family Holiday Specials" in 11 Midwestern and Southern markets. The series was sold by North American Television Associates, Hollywood.

General Foods, White Plains, N. Y., will introduce Birds Eye Orange Plus, a frozen orange juice concentrate, in the Northeast states with television and print. Benton & Bowles, New York, is the agency.

Liggett & Myers, through J. Walter Thompson, both New York, has purchased sponsorship in NBC Radio's *Monitor* and *Monitor News on the Hour*.

Colgate-Palmolive, through Norman, Craig & Kummel, both New York, has bought time on CBS Radio's *News-On-The-Hour* and *Dimension*.

Singer Co., through J. Walter Thompson, both New York, will sponsor Elvis Presley's first television special on NBC-TV, Dec. 3, (9-10 p.m. NYT).

Radio City Music Hall, through MacManus, John & Adams, both New York, in its first suburban radio package buy, has purchased a scatter-plan schedule on the New York Radio Group (WFAS White Plains, WGBB Freeport, and WGSM Huntington, all New York and WTC New Brunswick, N. J.) to promote the theater's new film and stage show.

3M Co., through MacManus, John & Adams, both St. Paul, and **United Air Lines**, through Leo Burnett, both Chi-

cago, will co-sponsor the 1968 Hawaiian International Open Golf Tournament on NBC-TV, Nov. 9-10.

Mem Co., Northvale, N. J., is beginning a fall-Christmas campaign for its English Leather toiletries, through Al Paul Lefton, New York. Commercials will be seen on CBS-TV's *Jackie Gleason*, *Ed Sullivan*, *Red Skelton*, Friday movie, and news shows with Roger Mudd and Walter Cronkite.

Agency appointments:

■ **Kelly, Nason Inc.**, New York, has been named to handle American Home Products' Aerowax and Old English furniture polish. The products bill about \$1.3 million, of which an estimated \$1.1 million is in broadcast. McCann-Erickson has been the agency for these two products as well as Easy-Off household cleanser, which has not yet been reassigned (BROADCASTING, Oct. 21).

■ **Masius, Wayne-Williams, Street & Finney Inc.**, New York, has been named to handle American and Canadian advertising and marketing programs for Weetabix Ltd., London (whole wheat breakfast biscuits and other products).

Rep appointments:

■ **WRFM(FM)** New York: Stone Representatives Inc., New York.

■ **WSOL** Tampa, Fla., and **KCAC** Phoenix: UBC Sales Inc., New York.

■ **WHBL** Sheboygan, Wis.: Burn-Smith Co., Chicago.

Better service will answer critics

Goodman calls on NBC Radio affiliates to meet challenges medium faces in unsettled times

Broadcasters were urged during the annual NBC Radio network affiliates' convention in New York last week to strive for a higher degree of excellence and a deeper commitment to public service in order to meet the challenge of growing criticism of the industry.

This theme was enunciated by NBC Inc. President Julian Goodman and echoed by NBC Radio President Stephen S. Labunski in speeches that heralded the 1968 achievements of radio as both a communications and an advertising force. But they also dwelt on the challenges that lie ahead for radio during this period of change and uncertainty in the U. S. and many parts of the world.

"I see broadcasting faced by a troubling and frustrating paradox," Mr. Goodman stated. "Our media of radio and television have become the most important sources of news and information to most of the public. Yet I can't remember a time when we have been under such critical attack or been viewed with such suspicion and distrust by so many who, on the merits of our case, should be our friends."

He tied in the mounting criticism against radio and television with the uncertainty and unrest that is pervading America, and added:

"Radio and television have reported the unrest and the uncertainty because it is our function to do so. Because the facts we report often are disturbing and threatening, we are too often accused of stimulating them or distorting them for some sinister purpose. The distinction between the medium and the message has, for many people, disappeared. And because opinions and commitments have become so firmly fixed on opposing sides, it is increasingly difficult to communicate."

Mr. Goodman pointed out that there are proposals that would impose tighter government regulations on broadcasting. He noted that he had no quarrel with the basic regulatory function of the government, adding that a license to operate a radio or TV station does not sanctify the broadcaster.

But he said he was concerned about proposals:

- "That could place increasing con-

trol over programs, particularly news programs, in the hands of nonprofessionals, no matter how well-meaning and skilled they may be as career officers in government and responsible public servants.

- "That could undermine our system of broadcasting by restricting media ownership, by forcing the separation of radio ownership from television ownership, and by separating AM stations from their FM counterparts.

- "That would upset the process, developed over a long period of trial and error in the market place, under which a television network plans and structures its program schedules."

"The situation places greater demands on us than we have ever faced. They affect us as an industry, and it is as individual broadcasters that we will meet them most effectively.

"Since its beginning, broadcasting has continuously improved and extended the quality and depth of its service. The real story of broadcasting is one of progress and a quest for excellence, and that is a story we must tell, at every opportunity and by every means available to us.

"But above all we should strive to operate in a fashion that is above reproach by even our narrowest and most demanding critics. This means reaching for a higher degree of excellence and deeper commitment to public service" to meet the demands placed on the industry. And he suggested that they maintain contact with their senators and

NBC Radio affiliates re-elect WSB's Ellis

Elmo Ellis, WSB Atlanta, was re-elected chairman of the NBC Radio network affiliates executive committee during the affiliates convention last week (see above).

Also re-elected were Reggie Martin, WSPD Toledo, Ohio, vice chairman, and Kenneth F. Small, WRUF Gainesville, Fla., secretary-treasurer.

Newly elected to the committee were Grover Cobb, KVG8 Great Bend, Kan.; Wilson Edwards, KOGO San Diego, and Herman Clark, WBAP Fort Worth.

congressmen to make them aware of the contributions that broadcasting makes daily in serving local communities.

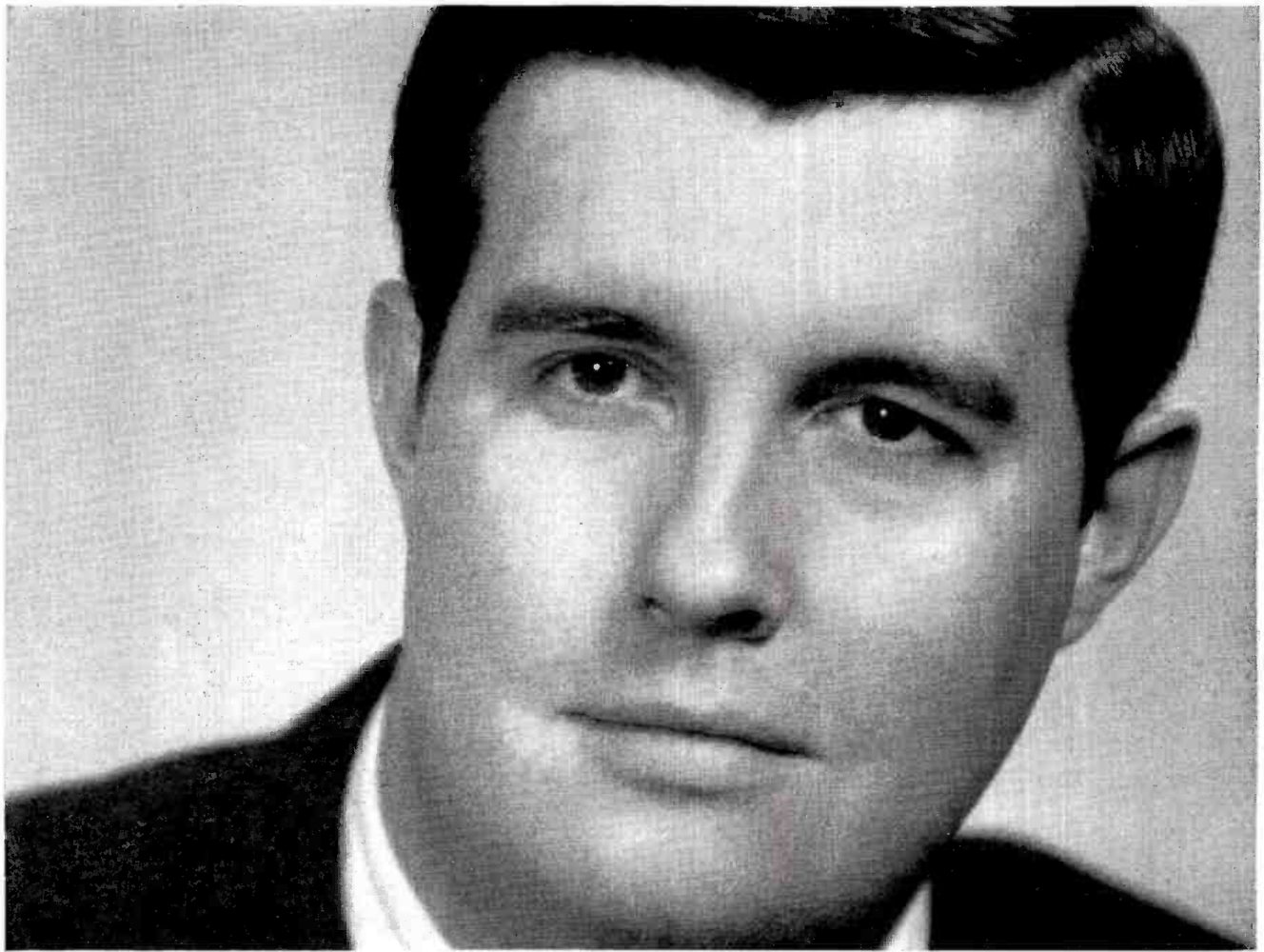
Mr. Labunski told the convention that networks and stations must work together to "strengthen our voice in communities . . . and to increase our joint contribution to a more sane and stable society." He said radio is reappearing in the spotlight and is entering a new phase of influence and prosperity at a time when the world is gripped in new crises.

To illustrate radio's new shape of influence, Mr. Labunski cited some of the medium's recent achievements as a communications force. He mentioned the clandestine radio broadcasts from Prague that the world depended upon for information during the recent Czechoslovakian crisis; Sindlinger surveys singling out radio as the outstanding source for news of both the Russian occupation of Czechoslovakia and the assassination of Senator Robert F. Kennedy, and Richard M. Nixon's recent statement that he favors radio as a means of reaching the American people.

Mr. Labunski said NBC Radio is sharing in the prosperity that is characterizing radio in 1968. He predicted that the year will be a record one in minutes of commercial time sold in the 1960's. Correspondingly, he said, compensation payments to stations are expected to be an all-time high for this decade.

Robert Wogan, vice president, programs, NBC Radio, served as chairman for a panel discussion on the integration of network programs into the schedules of affiliated stations. Panelists were Dean L. Osmundson, station manager, WMC Memphis; Earl Buncher, station manager of NBC-owned WJAS Pittsburgh; Bill Bengston, general manager, KOAM Pittsburg, Kan.; Elliott Nevins, program manager, WIOD Miami, and Bruce Buchanan, general manager, WFBC Greenville, S. C.

Mr. Wogan told affiliates that NBC Radio has available a large assortment of promotional announcements featuring network personalities and programs, but pointed out it is prepared to create custom-made jingles for the station. He



**A 'do-it-yourself'
newsman
does it
and reports it.**



WMAL-TV special-assignment newsman Steve Schatz zeroes in on the news, and joins the action. He knows what's happening, because he's there when it happens. During the Poor People's Campaign, Schatz moved into Resurrection City and lived in a plywood hut for two cold, rainy, muddy weeks. Eating. Sleeping. Working. Learning. Intensely aware of the plight of the nation's poor. From the shanty town, he broadcast over 60 reports, exactly as he saw it. Felt it. Lived it. Believed it. He was buffeted by Hurricane Doria; a member of the audience at the Patler trial for the murder of George Lincoln Rockwell; a walker-talker in the Peace March on the Pentagon.

Schatz, a graduate of the University of Missouri School of Journalism, has criss-crossed the country and twice traveled to Europe to produce news documentaries. As a member of WMAL-TV's news team, he is almost always on the move—gathering in-depth, on-the-scene reports.

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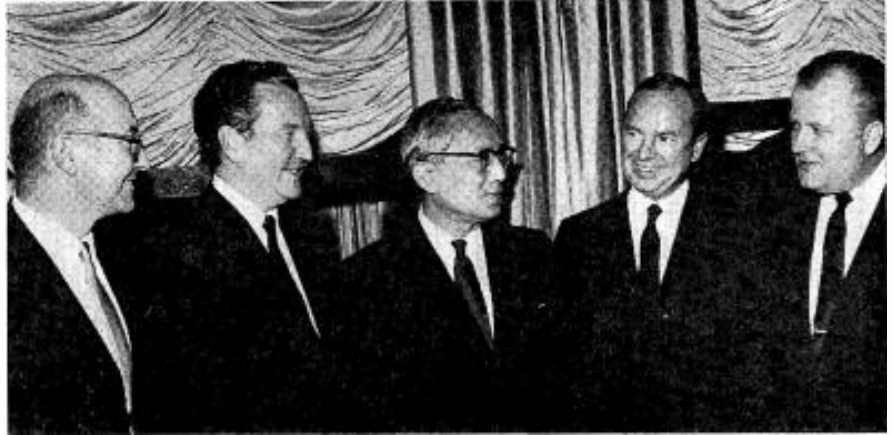
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added that the latter are produced at a minimal cost.

The affiliates unanimously passed a resolution commending NBC Radio and its staff for its efforts in meeting the needs of millions of listeners. It praised the network for the news director's monthly closed-circuit broadcasts and questionnaires to obtain a feedback of local needs; the restructuring of *Emphasis* broadcasts; the expansion and improvement of the national-local sales plan, and the increased production of customized promotional announcements for individual stations.

The convention opened on Thursday (Oct. 24) and was slated to wind up after further meetings Friday morning and a dinner Friday night (Oct. 25). Approximately 200 representatives of almost 150 NBC affiliated stations were on hand.



During a reception at the NBC Radio Affiliates convention, NBC executives met with U Thant, secretary general of the United Nations. (L-r): Donald J.

Mercer, vice president, station relations; Julian Goodman, president; U Thant; Walter D. Scott, chairman, and Stephen B. Labunski, president, NBC Radio.

If it's close, choose the minority

Anello interprets order on fair employment at NAB regional meeting in Los Angeles

Douglas A. Anello, plain-talking general counsel for the National Association of Broadcasters, last week laid the hard facts of the recent FCC order on Fair Employment Practices on the line for some 175 broadcasters on the West Coast. The thrust of what Mr. Anello had to say is that given two applicants of somewhat comparable qualifications for a job, a station should give the job opportunity to the minority applicant (Afro-Americans, Latin-Americans, Indians, Orientals) over the white applicant, even though the minority member's qualifications may not be as good.

Broadcasters, sometime along the line of the next few years, are "obligated" to hire the minority applicant if the difference between him and a white applicant is not "substantial," it was explained. According to Mr. Anello: "If he's inarticulate and can't pass a basic grammar test or his grade would be a 60, I don't mean you have to give him a break, but by and large if there's not a great difference between the two scores, perhaps you should try the minority applicant instead of the other applicant." He conceded that this would be described as "discrimination in reverse." But Mr. Anello would argue with this way of looking at it.

"The truth of the matter is," he said, "it's to be expected that because of background, because of environment . . . the white majority will probably come out ahead in a basic test."

But it's not the hiring nor the training of minority personnel nor the com-

plying with the letter of Fair Employment rules that causes Mr. Anello concern and raises his ire. What bothers him is the suggestion by the commission that every three years or at assignment time or maybe when a construction permit is granted, that the broadcaster may have proved he's innocent of discriminatory practices. "Now I just don't know how a station can say I have complied with the law other than by self-serving declarations," he pointed out, adding that it would only amount to more paper work. "It is in my mind comparable to proving you're innocent rather than having the burden on the government to prove that you're guilty."

A subsequent debate that Mr. Anello got into with FCC Commissioner Kenneth A. Cox on this subject was the highlight of the NAB's fall conference stop in Los Angeles last week (Oct. 21-22), second on this year's tour. Commissioner Cox, who earlier had delivered a state of the industry speech from the government's viewpoint to the broadcasters attending the program (see page 56), was participating in a panel discussion on the finding, hiring and training of minority group personnel when Mr. Anello made his remarks. Replying to them, the commissioner admitted that he did not know what action the FCC is going to take concerning the recommendation that at renewal time stations must show how they complied with the Fair Employment rule. He explained that there seems to be wide support for such a

requirement, particularly among church groups.

Giving indication of how he stands on the issue, Mr. Cox said: "I think that if the commission were to assume that everyone is complying, had been complying, with the law we'd expect to see more minority group employment than exists." Then he added: "I think what the commission has to consider is whether there is some fair and not too burdensome way of asking for a demonstration of results or efforts to attain results."

NAB Vice President Harold Niven, also on the same panel, discussed some of the ways broadcasters located or developed minority group people as employees. John M. Couric, NAB's vice president for public relations and still another member of the panel, summarized what material was available for broadcasters in their efforts to find, hire and train minority group people.

In another panel discussion held during the conference, Philip A. Rubin, an executive with the Aerospace Group, Hughes Aircraft Co., El Segundo, Calif., talked about television distribution by communications satellite and had some disquieting news for broadcasters.

"To the operator of the commercial satellite system," he said, "television is an inconvenience. In fact," he stressed, "it is more than an inconvenience, it is an irregularly occurring event that disrupts up to 300 voice channels of telephone." Then really socking it to the broadcasters he said: "And it is tele-

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WIBC-TV, Pittsburgh; KTVU San Francisco-Oakland.

Costume by Joseph Magnin

phone, ladies and gentlemen, that is the bread and butter of today's communications satellite systems and not television."

He was more optimistic, however, about television's role in space in the future. Direct broadcast satellites, he said, will not be feasible until the 1980's. The technical problems—some of which exist today still, but are not insurmountable—will be solved by then. What will remain to be solved are the economic, political, legal and social problems of direct broadcast satellites.

Throughout the two days of meetings, great emphasis was placed by the NAB on what broadcasters can do about the trouble the industry is in "along the banks of the Potomac." In a panel on how stations can build a basis for good congressional and legislative relationships, Ray Johnson, executive vice president and general manager of KMED-TV Medford, Ore., urged broadcasters to visit and talk to elected officials, cultivate their friendship and trust and to be more aware of activities at the FCC. "File your comments if you find the proposed rulemaking affects your station," he said. "File, darn ya, file."

James A. Murphy, president, Washington State Broadcasters Association, Seattle, said the ultimate political contact a broadcaster can make is at the

grass roots level with the individual legislator or congressman. Clayton Brace, vice president and general manager, KOGO-TV San Diego, criticized broadcasters for the "lousy job" they do in relations with national, regional and local leaders. He said that his station "starts to build the bridge" of contact with "that young, eager fellow that is tasting victory, hopefully, for the first time and who may very well be in a very, very important job that will affect you and me one of these days."

A panel on personnel policies and practices, moderated by William L. Walker, NAB director of broadcast management, included Manning Slater, president and general manager of KRAK Sacramento; Dale G. Moore, president, KGVO Missoula, Mont.; and Allan Land, group manager from WHIZ Zanesville, Ohio. Mr. Slater pointed out that one of the ways his station keeps employees from leaving is to reward them not with gifts or mementoes but only with cash. Mr. Moore suggested that broadcasters consider the training, treatment, upgrading and education of personnel a capital investment. Mr. Land said the secret of retaining people is to maintain "a never ending line of communication" with them. "The good word is the forerunner of good work," he observed.

Charles M. Stone, NAB's vice presi-

dent for radio, and Charles E. Gates, vice president and general manager of WGN Chicago, presided over the radio session of the fall conference in Los Angeles. Taking part in a two-pronged radio clinic on music programming and record selection and use were William P. Hessian Jr. of KOY Phoenix; Everett B. Cobb, general manager and chief engineer of KNEV(FM) Reno; Ken Mansfield, promotion director for Capitol Records, Los Angeles; Willard Mears, KOIN Portland, Ore., and J. C. Stallings KEEE, Nacogdoches, Tex. A sales presentation also was given during the radio session by Carleton F. Loucks, director of regional sales for the Radio Advertising Bureau, and James W. Ingraham, director of sales, western region, RAB.

Grover C. Cobb, chairman of the NAB board of directors and vice president and general manager of KVGB Great Bend, Kan., presided over the joint radio-TV sessions of the conference in Los Angeles. The NAB roadshow was scheduled to stop in Denver later last week.

Northwest CATV in \$7-million sales

Buy gives Nation Wide 32 franchises; 'L.A. Times', Vikoa in other CATV transfers

A home builder in the West who entered the CATV business in 1966 paid over \$7 million in cash last week for one of the Northwest's pioneer cable companies, Total Telecable Inc., Seattle.

Purchaser is Nation Wide Cablevision Inc., a subsidiary of Kaufman and Broad Inc., Los Angeles, which expects to do \$69 million worth of business in its housing division this year, according to Eli Broad, president of the company.

The purchase of Total Telecable, serving an estimated 20,000 customers, is subject to the approval of Kaufman and Broad directors, and banks. The sale was made from Richard Evanson and the Norton Clapp family.

Sandford N. Levine, president of Nation Wide (not to be confused with Nationwide Broadcasting Co., a subsidiary of Nationwide Insurance Co. of Columbus, Ohio), estimates that by the end of this year, his firm will be operating cable systems with 26,500 subscribers, having a potential of 60,000 homes, and with revenues reaching an annual rate of \$2 million. Total value to Nation Wide, Mr. Levine said, will exceed \$20 million by then.

The acquisition of the Total Telecable systems gives Nation Wide 32 fran-

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chises in the major Western markets of Los Angeles, San Francisco and Seattle, it was noted.

Also reported last week:

▪ The *Los Angeles Times* has agreed to acquire all of the outstanding stock of Co-Axial Systems Engineering Co., which operates four CATV systems serving 5,800 subscribers in Palos Verdes, Tustin, San Clemente and Aegean Hills, all California. Purchase price was undisclosed. Robert C. Hilliard, president of the selling group, is remaining as part of the management team of the CATV systems. Richard Watson, a vice president of the Times Mirror Co., is general manager of CATV operations for the newspaper which at one time owned KTTV(TV) Los Angeles. It sold the channel 11 station to Metromedia in 1963 for \$10.4 million.

▪ Vikoa Inc., Hoboken, N. J., CATV equipment manufacturer and multiple CATV owner, has agreed to buy Rockland Cablevision Inc., serving 1,200 subscribers in Haverstraw, N. Y. Payment will be 14,000 shares of Vikoa common, which closed on Oct. 24 at 30 3/4.

Vikoa already owns CATV systems in Lafayette, La.; Zanesville, Ohio; Oak Ridge, Tenn.; Rochester, Pa.; and Wilingsboro, N. J., and has minority interests in systems in New Castle, Pa., and East Liverpool, Ohio, serving 17,800 customers.

UA will not buy two U's with merger on horizon

United Artists last week dropped its proposed purchase of two UHF television stations from Springfield Television Broadcasting Co., announced two weeks ago (BROADCASTING, Oct. 21)—victim of the biggest merger deal between Transamerica Corp. and Metromedia Inc. Transamerica is UA's parent corporation.

In canceling the agreement to purchase Capital Communications Corp., licensee of WJZB-TV (ch. 14) Worcester, Mass., and holder of a grant for WENS-TV (ch. 22) Pittsburgh, John A. Serrao, vice president-general manager of United Artists Broadcasting Inc., said UA would forfeit the \$50,000 escrow. Capital Communications is a wholly owned subsidiary of multiple-TV-broadcaster Springfield Television.

Mr. Serrao said that the UA-Springfield agreement, signed Sept. 6 with formal agreement concluded Oct. 10, might jeopardize FCC action on the transfer of control of Metromedia to Transamerica.

UA was prepared to pay \$800,000 to acquire both stations. The Transamerica-Metromedia merger is estimated to be a \$300-million transaction, involving Metromedia's four VHF and one UHF

television stations and an option to acquire a second UHF outlet (WREP(TV) Boston). Transamerica, through UA, now owns WAUB(TV) (ch. 43) Lorain-Cleveland, and holds a permit for KAUB(TV) (ch. 20) Houston.

Since consolidation of these stations under one ownership would give Transamerica one UHF station over the FCC limit, it's anticipated that the ownership of one of the U's will be transferred before the merger application is filed for FCC approval. FCC duopoly rules forbid one entity from owning more than seven TV stations (with no more than five in the VHF band).

Eastman-Southern set for merger

Preliminary agreement on a merger of Robert E. Eastman & Co. national radio-station representative and owner of two radio stations, and Southern Broadcasting Co., a group-station owner, was announced last week by Robert E. Eastman and John G. Johnson, presidents of the respective firms ("Closed Circuit," Oct. 21).

The new company would pursue the operations of both firms under the joint management of Mr. Eastman as president and Mr. Johnson as chairman. Through the consolidation the company

would own the FCC-imposed limit of seven radio stations, plus one television station and a minority interest in a second.

Messrs. Eastman and Johnson said they had agreed in principle on the merger but that it was further subject to governmental and stockholder approvals and the customary accounting and legal reviews of the companies.

Financial details were not disclosed. In response to questions, authorities said each of the merging companies would have four representatives on the board of directors.

Southern Broadcasting owns KTHT Houston, KOY Phoenix, WSGN Birmingham, Ala., and WKIX Raleigh and WTOB Winston-Salem, both North Carolina, all of which are represented by the Eastman firm. Southern also owns WGHP-TV High Point-Greensboro-Winston-Salem and a minority interest in WBMG(TV) Birmingham. Eastman owns KAFY Bakersfield, Calif., and WTRX Flint, Mich.

Vikoa into syndication with Krantz acquisition

Vikoa Inc., Hoboken, N. J., has reached an agreement in principle to acquire the stock of Krantz Films Inc., New York, and its subsidiaries. Krantz Films, a distributor of TV programs

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The transaction will involve the issuance of 125,000 shares of Vikoa common shares initially and the possible issuance of an additional 125,000 shares based upon Krantz's earnings over the next five years. The initial payment represents about \$4 million, based on the current market value of Vikoa stock. Vikoa is a multiple CATV owner and manufacturer of cable TV equipment.

Krantz Films will operate as a separate division of Vikoa with Stephen Krantz continuing as president under a contract.

Krantz earned \$209,963 on sales of \$2,157,130 for the 10 months of this year; this included a special tax loss carry forward benefit of \$61,963. Vikoa reported a net income of \$558,777 on sales of \$9,538,692 for the first six months of this year. Theodore Baum is president of Vikoa.

Citizens get into act over station sales

Atlanta, Chicago groups file pleas with FCC, want voice in transfers

Evidence is beginning to accumulate of a determination on the part of the public to participate in FCC actions affecting the broadcasting stations that serve them.

Pleadings were filed with the FCC last week in behalf of citizens groups in Chicago and Atlanta that are continuing to press their efforts to block the sale of stations in their respective cities.

In Chicago, the station involved is WFMT(FM), whose sale to WGN Continental Broadcasting Co. was approved by the FCC in March. In Atlanta, the stations are WGKA-AM-FM, whose ownership was transferred to Strauss Broadcasting Co. with commission approval in August.

Efforts of both groups focused originally at least on concern about losing the classical music format of the stations. However, in view of WGN Continental's intention to broadcast classical music on the station, the Citizens Committee to Save WFMT-FM (sic) is now concentrating on the implications of concentration of control of mass media in the sale.

This trend toward greater citizen participation in matters before the FCC—if it is one—started with the successful effort of the United Church of Christ and several co-complainants to persuade a U.S. Court of Appeals in Washington two years ago to grant

them standing in a renewal proceeding involving WLBT(TV) Jackson, Miss., and to direct the commission to order a rehearing on the renewal application (BROADCASTING, March 28, 1966).

The WLBT case, which involves allegations that the station discriminated against Negroes in its programming and violated the commission's fairness doctrine, is back in the circuit court. The commission, following the court-ordered hearing, granted the station a full three-year renewal, and the complainants are seeking to have that decision overturned.

The Chicago citizens group succeeded last summer in persuading the same appeals court to reverse the commission on its grant of the application for the assignment of WFMT from Gale Broadcasting Co. The court held that the commission had failed to conform to procedural requirements in the case (BROADCASTING, Aug. 5). And the court has since rejected a request by Gale and WGN for a rehearing on the matter.

Last week the Chicago citizens committee urged the commission to deny a petition by Gale and WGN requesting it to reaffirm its grant of the assignment application. The committee also asked the commission to direct WGN to restore WFMT to Gale Broadcasting, and, if those parties want to continue prosecuting their application, to hold a hearing on it in Chicago.

Gale and WGN had said that the commission could cure the procedural defect the court found in the order granting the assignment by making explicit the public interest considerations that had led it approve the application (BROADCASTING, Oct. 7).

The citizens committee, however, said if the commission followed the Gale-WGN advice and granted the assignment application without a hearing, it would be violating the committee's right to due process, and would be operating contrary to the Communications Act and "controlling Federal court rulings."

The committee, in switching the target of its attack, said that the issue in the case is not the nature of the service rendered by WFMT. Rather, it is whether "any new broadcast license in the Chicago area" or elsewhere may be acquired by the parent Tribune Co. and "any of its 25 subsidiaries," in view of the interrelated broadcasting and newspaper holdings involved. The Tribune Co. owns eight stations, including WGN-AM-TV Chicago, and seven newspapers, including the *Chicago Tribune* and *Chicago's American*. The committee said the acquisition of any new station by such an organization is on its face contrary to the public interest, convenience and necessity, as set forth in the Com-

munications Act.

The Atlanta group, calling itself the "Citizens Committee to Preserve the Present Programming of the 'Voice of the Arts in Atlanta': WGKA-AM-FM," was formed after the commission overrode the objections of some 2,000 Atlantans and approved the sale by Glenkaren Associates Inc. (BROADCASTING, Sept. 2).

The commission, in making the grant, said it appreciated the concern, expressed in letters and informal petitions, about the replacement of a classical music format with one featuring popular favorites and Broadway show tunes. But it said it "cannot properly insist that the prior format . . . be retained."

Strauss, in proposing the new format, relied in part on a survey of 13 community leaders whose results supported the change—but the validity of that survey could become the central issue in the case.

The committee, in a pleading filed with the commission last week, said that it had interviewed "several" of those quoted by Strauss and that each "has related an entirely different account of their interview than that related by Strauss." Most of the six who provided the committee with affidavits indicated a preference for a retention of the classical music format.

The committee claims a membership of more than 2,000. However, it acknowledges that only 52 attended the first publicly announced meeting, which was held, in turn, three days after the committee filed its petition for reconsideration with commission.

The outpouring of letters and informal petitions opposing the sale of WGKA-AM-FM followed the publication of columns and editorials in the *Atlanta Journal* urging listeners to take some action to preserve the classical music format.

This in turn has led to the charge by Strauss that the opposition is being directed by Cox Broadcasting Corp., which has a corporate relationship to the *Journal* and which owns WSB-AM-FM-TV Atlanta, which compete with WGKA-AM-FM. The committee denies that the newspaper owner is playing a part in the campaign. It said the *Journal* "was merely reporting the facts."

Maypoles loses in try to delay renewal hearing

Clayton W. Maypoles, whose WEBY Milton, Fla., figured in a 1962 case that helped establish the FCC's beleaguered personal-attack principle, has lost a bid for stay of that station's license-renewal hearing. Mr. Maypoles, trading as Milton Broadcasting Co., had requested continuance until the U. S. Supreme Court decides the constitutionality of



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the fairness doctrine.

Mr. Maypoles's petition was filed Oct. 10 after a similar request had been denied at a prehearing conference. In dismissing the petition, the commission said that it was actually an appeal from the hearing examiner's adverse ruling, and should therefore have been filed with the FCC review board within five days after the ruling.

WEBY's application was designated for hearing on issues regarding misrepresentations or lack of candor, violations of the fairness doctrine, and violations of the program logging provisions of FCC rules.

Cox states diversity of media problems

Tells NAB industry must fulfill its responsibilities to the public more fully

Are broadcasters in radio and television fully discharging their responsibilities in this second half of the 20th century? FCC Commissioner Kenneth A. Cox thinks more people than ever before are asking this question.

In a luncheon speech delivered at the National Association of Broadcasters fall conference in Los Angeles (see page 50), Commissioner Cox, in his now familiar role as good-natured, gentle nagging conscience of the industry, took stock of the state of broadcasting from programming and violence through Section 315 and the fairness doctrine to cable television and allocations and the position of the government in all of these aspects. Over-all, he concluded that broadcasters face some difficult days ahead.

Summarizing his specific conclusions:

- Entertainment programming—More and more people are getting a little restless . . . they're watching on a much more selective basis . . . Movies largely have taken over the prime-time schedule.

- News and public affairs programming—"I think you have encountered a sort of crisis of confidence with the public . . ." After years of accepting without question what broadcast newsmen told them many people now have doubts.

- Local programming—Stations should devote a significant time to a fairly broad range of local programming . . . He hopes the Corp. for Public Broadcasting will continue to get adequate financing and that it stimulates a flow of improved programming to educational stations "but that will not reduce your license obligations one iota."

- Section 315 and fairness doctrine—

There should be permanent exception of the President and Vice President to provisions of Section 315 or even broader scale modification . . . While acknowledging Section 315 is certainly an obstacle he doesn't think it a complete excuse for not providing the public with more vital information about political candidates . . . The amendments to the section now in force allow much more leeway than the industry, including the networks, has taken advantage of . . . broadcasting's performance in the area of the fairness doctrine is subjected to increasing criticism . . . Most obvious criticism is involved with radio call-in programs . . . Such programs can be useful but only if they are carefully controlled . . . If the thrust of the decision of the U. S. Court of Appeals for the Seventh Circuit in Chicago that fairness rules are unconstitutional is carried out it "would spell the end of the fairness doctrine, Section 315, and with it any vestiges of commission concern over broadcast programs."

- Excessive violence on television—Full-scale study of violence has been too long delayed . . . Agrees with BROADCASTING magazine editorial that endorsed congressional suggestion that broadcasters finance a study of television influence on public action (BROADCASTING, Aug. 12).

- Cable television—CATV people are winning the propaganda battle with



H. Rex Lee, who was named to succeed Lee Loevinger as a member of the FCC, showed up for work in his new Washington office last week after winding up his affairs in his last job as assistant administrator of the Agency for International Development. He is scheduled to be sworn in today (Oct. 28) by FCC Chief Hearing Examiner James D. Cunningham. He spent a good part of last week interviewing applicants for positions on his office staff.

broadcasters . . . are winning friends and influencing people that they will do a better job on the local level . . . He doesn't think CATV will do better job because they're not going to have much incentive to do this job . . . Also thinks the expansion of CATV continues to be the most serious single problem the industry faces.

- Allocation of spectrum space—"I think you undercut your position with the FCC and Congress when you keep repeating generalized, undocumented statements that there is no land-mobile congestion and that no use of broadcast frequencies is to be tolerated."

Review board denies petition on Hughes

The specter of Howard Hughes, which appeared unexpectedly two months ago in the five-year-old contest for control of KRLA Pasadena, Calif., was banished last week by the FCC review board.

The board's action was in response to a petition to enlarge issues filed by four of the 11 applicants for KRLA, which has been operated on an interim basis for several years.

Crown City Broadcasting Co., Western Broadcasting Corp., Pasadena Broadcasting Co., and Storer Broadcasting Co. said that another applicant, Orange Radio Inc., numbered among its principals three close associates of Howard Hughes, billionaire owner of Hughes Tool Co. and Hughes Aircraft. According to the petitioners, Mr. Hughes's attempt in July to gain control of ABC would have resulted in "serious violations of law and the commission's rules and regulations." They argued that the possible relationship of Mr. Hughes to Orange Radio should be more carefully scrutinized, to determine whether Mr. Hughes was an unacknowledged party to the firm's application, whether the conduct of Orange principals in the ABC affair reflected adversely upon their qualifications as broadcasters, and whether the three stockholders are really independent of Mr. Hughes (BROADCASTING, Aug. 19). Storer Broadcasting Co. subsequently asked that its name be removed from the petition.

The FCC review board said in its denial that the petition was untimely filed, procedurally defective, and lacking in "factual specificity." The board said that Mr. Hughes recognized the commission's jurisdiction over his attempt to acquire ABC, that Hughes Tool Co., the official applicant for the network, was attempting to cooperate with the commission, and that there is no evidence that the firm's actions constituted "willful and deliberate disregard of the potential violations which may have occurred."

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CATV decision in N.Y. postponed until Nov. 7

Witnesses appear to argue against resolution that would allow local CATV origination

A decision on CATV program origination in New York City has been postponed until Nov. 7, to give the members of the board of estimate time to digest opinions gathered in a five-hour hearing last Thursday (Oct. 24).

More than 30 witnesses were on hand to argue against resolutions before the board which would allow the three CATV companies operating under experimental city franchises to begin their own programming. The speakers included 10 state senators and assemblymen, two city councilmen, a group of small businessmen, broadcasters, hotel operators and antenna manufacturers, a spokeswoman for Puerto Rican women, members of minority groups, and the New York theater owners, who brought petitions with 500,000 signatures gathered during the last two weeks (BROADCASTING, Oct. 21).

Manhattan Cable announced last week it would broadcast award-winning films, American symphony orchestra concerts, sports shows and informational programs starting yesterday (Oct. 27), but the presentations were contingent on the expected ruling last Thursday, and thus have been postponed.

Although Irving Kahn, president of Teleprompter, told the board CATV companies would not be able to compete with networks on such events as the World Series or Olympics, a Metro-media spokesman noted that independent stations could be hurt, because syndicated local programming does not cost millions of dollars.

The theater owners and small businessmen were primarily concerned with a possible neighborhood business decline, citing such figures as a 48% drop in the number of New York theaters when broadcasting began. Community groups and the various state legislators worried about the extra cost to their constituents, many of whom, they said, could not afford the subscription charge.

Court says Bell TV doesn't need franchise

Bell Television Inc. and its subsidiary, Comtel Inc., New York, will continue to operate CATV systems without a city franchise.

In a unanimous decision last week, the five judges of the appellate divi-

sion of the New York State Supreme Court upheld an April ruling of the state supreme court that refused to grant an injunction against Bell. The CATV company maintained a city franchise was not necessary because it leased existing telephone company lines instead of constructing its own under the city streets.

The appellate judges had no comments on the previous opinion of Justice Matthew M. Levy, who held that TV signals sent on telephone company cables does not "come within the jurisdiction of the board of estimate to franchise" (BROADCASTING, April 22).

Authorities said that for the city to appeal the case further, it would have to obtain "leave" of the court that just unanimously rejected the suit or get permission from a judge in the New York State Court of Appeals in Albany.

ACTS seeks check on independent VHF's

Claims CATV importation subverts commission's diversification policy

The All-Channel Television Society has asked the FCC to initiate an inquiry into the effect of CATV carriage of major-market independent stations "on the policy underlying the commission's multiple-ownership rules." Pending completion of the inquiry, ACTS said, the commission should also impose a freeze on carriage of such stations beyond their predicted grade B contours.

In a letter to FCC Chairman Rosel H. Hyde, ACTS contended that the commission's goal of diversification in broadcast control is threatened by CATV importation of independents' signals beyond their normal service areas, with a consequent increase in their influence and impact.

As an example, the UHF trade association enclosed with its letter a map showing the predicted grade B contours of New York's three independent TV stations, WNEW-TV, WOR-TV and WPIX-TV, and indicating areas in the Northeastern United States where CATV systems carry or propose to carry the three VHF stations. The increase in their service areas, ACTS said, is "far beyond that permitted under the allocations rules."

"The fact is," ACTS said, "that the commission is indirectly authorizing this unwarranted, unnecessary and unwanted (by the stations concerned) extension by not requiring CATV systems to make any showing as to the impact of their proposals on the commission's diversification policies." The commis-

sion would never directly approve the extension of independents' signals through the establishment of satellite or translator stations in areas where CATV systems presently carry them, the association said; therefore, it was held, the same logic should be applied to CATV carriage.

ACTS said the FCC should acknowledge that "CATV can, and does, endow a handful of independent television stations in a handful of major cities with a potential power and influence of previously inconceivable proportions; a power and influence neither desirable or desired by the stations involved."

NCCPB revamped, gets new name, expands board

The National Citizens Committee for Public Broadcasting last week announced a change in its name and an expansion of the board of trustees.

The name is now National Citizens Committee for Broadcasting, reflecting the group's increased concern with all broadcasting, while still advocating a strong public broadcasting system.

The new 25-member board of trustees will outline over-all policy and will meet quarterly. An executive committee of 10 trustees will meet monthly and make specific recommendations for action to chairman Thomas P. F. Hoving and executive director Ben Kubasik.

New members are Milton Bass, entertainment editor of *The Berkshire Eagle*, Pittsfield, Mass.; entertainer Harry Belafonte; television playwright William B. Branch; Richard M. Clurman, Time-Life News Service chief of correspondents; the Rev. Robert F. Drinan, S. J., dean of Boston College Law School; John D. Entenza, director of the Graham Foundation for Advanced Studies in the Fine Arts; John Kenneth Galbraith, Harvard professor of economics; *The New Yorker* drama critic Brendan Gill; Harvard urban sociologist Nathan Glazer; Robert Goodman, president of the Pacifica Foundation; Chicago attorney Marshall M. Holleb; author-critic Marya Mannes; producer-actor Robert Montgomery; Earle K. Moore, New York attorney and counsel to the committee, and Walker Sandbach, executive director of Consumers Union.

Present members who remain on the board are Shana Alexander of *Life*; Mrs. Moise W. Dennery, president of the Greater New Orleans Educational Television Foundation (WYES-TV); author Ralph Ellison; Minneapolis attorney Phillip Gainsley, Ralph Lowell, president of WGHV-TV Educational Foundation, Boston; Gerard Piel, president and publisher of *Scientific Amer-*

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And you can write your
biggest Christmas
business ever!**

Phone-Santa Service has always been a great *idea*. Your sponsors include a special number in their commercials. Kids dial it. And hear a Christmas greeting—straight from Santa Claus.

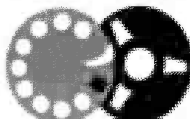
There's only been one problem.

Phone calls cost *money*. Which is something most parents don't appreciate. Especially when kids call the number again and again. (And let friends try.)

Today there's a new kind of Phone-Santa service that doesn't have this problem.

It's called the LISTFAX Phone-Santa service.

Anyone in the United States can dial it—*free*. Twenty-four hours a day, seven days a week. Thanksgiving through December 24.



LISTFAX

As a radio station, you can profit two ways. You can sell the service to your sponsors. (Or offer it free.) Or you can use it yourself to boost ratings in the vital pre-Christmas selling season.

The cost? *Less than any other service of this type now available!*

But this offer is limited. To protect users of the number, we're restricting rights to one station in each listening area.

For more information, call 800-243-1890. Free. And ask for operator 100.

But do it now. Before your competition reads this ad, too.

Ho ho ho.

Call free! 800-243-1890.

Ask for operator 100.

ica; Charles Siepmann, New York University professor; Mrs. David Skinner, Seattle patron of the arts; and June Wayne, director of the Tamarind Lithography Workshop, Los Angeles.

On the executive committee are Messrs. Hoving, Bass, Branch, Clurman, Gainsley, Gill, Montgomery, Siepmann and the Rev. Mr. Drinan.

Negro coverage question put on NAEB agenda

The National Association of Educational Broadcasters is going to put "soul" into deliberations at its annual convention to be held next month in Washington. A confrontation between spokesmen for the black community and educational broadcasters is seen as one of the highlights of the Nov. 19-22 meeting.

Scheduled for the last day is a panel of distinguished Negroes who will discuss "Soul: Does Public Broadcasting Have It?" Chairman of the general ses-

sion will be Dr. Kenneth H. Clark, professor of psychology at the City University of New York. Members of the panel will be Gregg Morris, star of *Mission: Impossible*; Jesse Jackson, executive director of "Operation Breadbasket," a project of the Southern Christian Leadership Conference; Dr. William Grier, co-author of "Black Rage," and Nathan Wright, national chairman, Black Power Conference.

Following the panel, examples of successful formats used by educational TV and radio stations to reach ghetto residents will be presented. The TV session will be under the direction of Edward L. Morris, director of programming of WTTW(TV) and WXXW(TV), both Chicago; the radio session, under William H. Siemering, general manager of WBFO(FM) Buffalo, N.Y.

Aside from the panel on the Negro question and the discussion of service to the ghetto, educational broadcasters will hear McGeorge Bundy, president of the

Ford Foundation; Frank Pace, chairman of the Corp. for Public Broadcasting, and FCC Commissioner Nicholas Johnson.

WSM plans new facility for Grand Ole Opry

WSM Inc., (WSM-AM-TV) Nashville, has retained Research Associates, Los Angeles, to do an economic feasibility study for Opryland, U.S.A., a complex for a new Grand Ole Opry House, amusement area, hotel and broadcasting facilities. Research Associates has done similar work for Disneyland and Sea World of San Diego.

The Opry, owned by WSM, has been housed in five different locations during its 43-year history. The Opry originated from the National Life and Accident Insurance building, WSM's parent company, and has been in the Ryman Auditorium since 1942.

Programming

Networks get more time on 50-50

FCC allows four-month extension in program-ownership proceeding

The FCC has granted CBS and NBC the four-month extension they requested for filing updated comments in the rule-making proceeding aimed at restricting network ownership or control of programming. The date of the oral argument to be held in the reopened proceeding has been moved back five months.

The networks said the additional time is needed to enable the Arthur D. Little Co., a Cambridge, Mass.-based research organization, to update the analysis of the commission proposal that it had submitted in March 1966. The networks also said they needed the extra time to develop other information concerning the proposal.

The commission last week set March 17, 1969, as the new deadline for comments; the deadline for replies is April 14. The oral argument, originally scheduled for Dec. 16, will be held on May 12.

The commission did not rule on a request of the networks that a staff analysis reportedly critical of the Little report be made public so that interested parties might comment on it. The commission is expected to rule on the request this week.

The networks had also asked for a clarification of the counterproposal that

had been offered by Westinghouse Broadcasting Co. and on which the commission, in reopening the proceeding, invited comments. The proposal would impose a limit on the amount of network programming that stations in top-50 markets with three or more stations could take in prime time.

In response to the classification request, the commission said simply that it does not intend "to confine its consideration of this important matter to any narrowly restricted course within the subject and issues involved." It said it might consider a number of variants of the proposal.

Although the proceeding is already three-and-a-half years old and grew out of an inquiry begun in 1959, the commission said it felt the four-month extension requested by the networks is justified. It is important "that the commission be fully and currently informed with regard to the several vital aspects of the nation's communications system which are involved," it said.

The so-called 50-50 proposal, one of the most controversial to come before the commission in years, is designed to loosen the networks' grip on programming. It would prohibit the networks from owning or controlling more than 50% of their nonnews prime-time

programming, bar them from acquiring subsidiary rights and interests in independently produced programs and permit them to distribute abroad only shows they produce themselves.

WBC challenges FCC on equal-time ruling

Westinghouse Broadcasting Co. has asked the FCC to reconsider its ruling that stations may not prohibit candidates who have been given equal reply time under Section 315 of the Communications Act from using that time in the company of others.

The commission issued that ruling last month in upholding a staff-written interpretation of the law in a matter having no direct impact on any of the 14 WBC broadcasting properties. However, the ruling applies to all stations.

The staff has said that WJHG-TV Panama City, Fla., was wrong in refusing to permit the Republican candidate for tax collector in Bay county, Fla., to bring several high school student and others with him before the cameras in a Section 315 appearance (BROADCASTING, Sept. 30).

The commission backed the staff's contention that the provision in the



92%*

of those who advertised
on Los Angeles
Radio Station KPOL in 1967
are again advertising
on KPOL in 1968.

Repeat business tells you
a lot about a radio station.

* (The other 8% will probably check in by the end of the year.)

KPOL

A Musical Oasis on Los Angeles Rad

equal-time law prohibiting stations from censoring the material of candidates barred WJHG-TV from preventing the Republican candidate from making use of the station's facilities as he had planned. The commission also held that the immunity of libel that stations enjoy in connection with the statements of a candidate extends to statements by supporters appearing with the candidate.

WBC, however, said the decision appears to modify or reverse an earlier ruling holding that Section 315 applies only to "regularly qualified candidates and does not apply to one speaking for or on behalf of the candidates." WBC also cited court cases in support of its contention that the equal-time law does not apply to others authorized by the candidate to speak on his behalf, even if they appear with the candidate on broadcast.

FCC says no to N.Y. senatorial hopeful

The FCC last week encountered one of those minor but vexing cases raised in an election year by Section 315 of the Communications Act. The commission resolved it by denying a review of a staff letter concerning requests for equal time from an alleged candidate for the U. S. Senate in New York.

Roy Anderson of New Rochelle, N. Y., requested in June that the commission rule on his right under Section 315 to appear on NBC's *Huntley-Brinkley Report*, in view of the network's refusal to grant him the time. A staff letter sent to Mr. Anderson on Sept. 18 informed him that news broadcasts such as the Huntley-Brinkley program are exempt from the equal-time requirements of Section 315, and said that the commission would give his request for equal time further consideration after it was informed that he had become a legally qualified candidate under the laws of New York. Enclosed with the letter was information from the secretary of the state of New York on the means for becoming a candidate in that state.

Mr. Anderson then filed a petition in the U. S. Court of Appeals for the Second Circuit, stating that he had been denied "recognition of his candidacy." But the commission informed him that his appeal could not be "perfected" until he had requested commission review of the staff letter. This he did, and the court agreed to postpone its consideration of the matter until Mr. Anderson's request for review had been answered.

The commission then decided last week that no determination had been made which could be properly subject to review. At the time the staff letter was written, it was noted, the commis-

sion had no knowledge of whether or not Mr. Anderson was a legally qualified candidate, and the letter simply provided general guidelines which "in no sense constituted a ruling . . . which in any way would be determinative of his Section 315 rights." Moreover, the commission said, Mr. Anderson never came forward with a complaint that any licensee had denied him equal time, and there was thus "no determination by any broadcast licensee" to be reviewed.

L.A. police chief pleads for balance

Refers to broadcast of Chicago riots as example of 'unbalanced' coverage

These are complicated times, frightening times, and the need for tolerant, understanding and well-informed people has never been greater. That's where broadcasters come in, Los Angeles Police Chief Thomas Reddin said last week. But when broadcasters come in, the law enforcement officer chided, they sometimes fail to bring an adequate balance to their coverage.

Addressing the National Association of Broadcasters fall conference, which was held in Los Angeles for two days (Oct. 21-22) as part of its annual roadshow tour of the country (see pages 50, 56), Chief Reddin cited the example of broadcast coverage of the street riots that took place in Chicago during the Democratic convention. "What we had was an unbalanced coverage of what actually took place in its totality," he said, while explaining that his opinion was based on the reports of a Los Angeles police department observer who was in Chicago during the time of the disturbances. According to Chief Reddin, the problem in achieving balanced news coverage is that too often "the sensational, the explosive, the wild things, the violence are the things that make news."

Los Angeles's chief officer went on to tell of the dilemma that faces law enforcement agencies when broadcasters do not achieve balanced coverage. He said wild, irresponsible, inflammatory charges get extensive coverage because they are sensational. Authorities are confronted with the problem of how to handle the situation.

"We must be responsible," Chief Reddin explained. "We cannot be emotional in our response. We cannot be inflammatory in what we say. We cannot say things that will further polarize the black and white communities. So we have to respond rather weakly because we're waiting for all the facts to

come in before we have the opportunity to really lay it out the way it is."

Additionally, he pointed out, authorities are restricted because they may be legally responsible in civil courts for some of the acts that took place and restricted in criminal situations by fear of prejudicing pending cases.

This results in authorities being "pretty well battered from pillar to post," he said. It creates a serious problem, he emphasized, because "the wildest individual who looks like something out of a bad dream can get extensive TV coverage and he answers to nobody for what he says on television. He goes back to his community and he's a bigger man for what he said."

Chief Reddin maintained that the challenge to news media is to somehow strike a balance between covering the sensational and presenting the responsible positions of those in authority. Saying he didn't have any answers, Mr. Reddin still suggested that broadcasters could achieve a better balance by broadcasting editorials and documentaries presenting the other side of questions, by engaging in undercover investigations of their own to get at the real truth of situations, and by establishing guidelines on such things as what language to avoid using and on how to describe certain situations.

Generally praising local relations between police and news media in Los Angeles, Chief Reddin concluded by saying: "I think we're lucky to be in positions of importance in a time such as this in the history of our country because if anybody ever had an opportunity to do something lasting for the welfare of the United States it's the news media and it's those of us in law enforcement."

Producers fall into employe camp in contract

Some of the highest paid executives in the world last week won the right to such basic worker benefits as pensions, health and welfare provisions and a guild shop when the Association of Motion Picture and Television Producers agreed to recognize the Producers Guild of America as collective bargaining agent for movie and TV executive producers, producers and associate producers. The agreement, under negotiation for a year, is for a 10-year term.

Under terms of the agreement, the more than 260 members of the PGA will be covered by the film industry health-and-welfare plan, and a pension plan to be set up by the guild and AMPTP. The agreement also calls for established of a guild shop, with producers becoming members of the PGA 30 days after their first employment as producers.

Lee advises affiliates to censor

Says licensees, not their networks, are responsible for what is broadcast

FCC Commissioner Robert E. Lee has warned network affiliates that they are heading for trouble—in the form of increased government intervention—if they do not exercise greater control over the programming they are fed by their networks.

No matter what a program consists of or where it may originate, it is the licensee that is solely responsible for what is broadcast on his station, the commissioner said in a speech at the National Association of Broadcasters fall conference in Denver last week.

And in the case of network programming, he said, a "station proceeds at its peril if it does not know what is coming down the line. The job of the station is to censor and if it is doing its job, it censors every day."

The commissioner said that if an affiliate doesn't like what the network is offering, "he can, and he must, do something about it." He stressed that it is the licensee not the network that is responsible for "the excessive sex, crime and violence," "the 'questionable' or 'dirty' movies," " 'overcommercialization' and 'loud commercials.'"

He noted that network affiliation contracts contain indemnification clauses relieving the affiliate of any financial obligation that might be caused by the broadcast of certain network programming. But, he added, that clause "does not extend to your station license."

Then he had this to say about the network-affiliate relationship: "Power without the right of dissent is corrupting and leads to more and more government intervention, an alternative devoutly not to be desired. Exercise your right of dissent and become, as many of you are, a vital voice in the program fare that benefits or corrupts your society."

Then, by way of underlining his view that the affiliate-network relationship cannot continue unchanged, he said: "There is a law of nature that where there is growth of an organism, there must also be changes in its organization."

The commissioner gave point to his concern by recalling that in a 1959 speech to an NBC affiliates meeting in New York he had said that he had heard "rumblings about payola, double billings and other sordid practices." He said the speech was intended as "a friendly hint" to the broadcasters to be careful but that he was criticized by the trade press for "threatening the industry."

There were "no apologies a year or so later," he continued, "when the boom"—in the form of legislation and

commission rules—"began to fall on these practices."

Commissioner Lee elaborated on two kinds of problems that disturb him in connection with the present network system. One involves "the sophistication of the movies" now being shown on the networks. The commissioner, who has frequently expressed concern about the availability of such movies to young TV viewers, said he realizes that networks frequently edit films before feeding them to affiliates. But he also said "many of our more responsible broadcasters" determine the content of programs and weed out those they feel will not serve the interests of their particular community.

The other is exemplified by the controversy surrounding the networks' coverage of the Democratic convention in Chicago. He noted that Mayor Richard Daley was turned down by the networks in his request for time to counter what he considered the unfair picture the networks had painted of him and the city's police in connection with the disorders that swirled around the convention. Yet, the commissioner noted, the judgment the networks made was one "for which only the licensee is responsible."

Writers Guild ratifies three-year contract

Members of the Writers Guild of America, West, last week voted overwhelmingly to approve a new contract with the three major radio and television networks, terms of which were finally settled earlier this month after a month of negotiations in New York (BROADCASTING, Oct. 7). The new agreement, covering live-TV, radio-free-lance, documentary-film, staff-news and continuity writers, was ratified by West Coast members of the WGA by a reported vote of 140-2. Earlier, membership of the Writers Guild of America, East, had approved the contract offer, ratification of which was recommended by the guild's leadership on both coasts, by a reported margin of two-to-one.

Under terms of the new three-year agreement, retroactive to Oct. 1, 1968, writers in live TV will receive a 20% wage increase over the term of the contract. Staff and news writers will get a \$15 weekly increase the first year; \$10 the second year; and \$15 the third year, adding up to a \$40 package. Other benefits gained by the guild cover general working conditions and increased health-and-welfare payments.

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more executives,
more managers,
more professional men,
more technical workers,
more proprietors,
and more clerks,
more salesmen,
more skilled laborers,
also more semi-skilled laborers,
which means more white *and* blue-collar workers,
who make more money,
buy more new cars,
drink more beer,
and take more airline trips,

than any other radio station in Chicago.

WGN
RADIO 720

Source: Pulse LQR.VI (1968)

Hoving claims legal leeway in 315

But, Jencks of CBS contends his network covers campaign as fully as law permits

Thomas P. F. Hoving, chairman of the freshly re-named National Citizens Committee for Broadcasting (see page 58), let loose another broadside at commercial broadcasters last week, using a legal opinion by the committee's counsel as the catapult.

The legal opinion purported to show that the equal-time requirements of Section 315 of the Communications Act give broadcasters "considerable latitude" in presenting political issues and candidates, including live or filmed appearances by candidates in documentaries.

CBS, to which Mr. Hoving sent the document, replied in a letter challenging the case that the committee's counsel had cited as authority for the conclusion that major-party candidates could be shown on documentaries without invoking equal-time requirements for lesser candidates. CBS also dismissed as "not feasible" a blackout plan the counsel had offered for getting around Section 315.

The CBS letter was sent by Richard W. Jencks, vice president and general counsel, to Earle K. Moore, newly appointed counsel to the committee. Mr. Moore's legal opinion was in the form of a letter to Mr. Hoving, who sent a copy to CBS President Frank Stanton because, he said, CBS News President Richard S. Salant had asked him for the legal authority behind his contention that Section 315 does not apply to news documentaries (BROADCASTING, Oct. 7).

Mr. Hoving's letter did not mention Dr. Stanton's call upon him to "present your evidence" for the Hoving charge that the networks and AT&T are in "collusion" to keep the public "uninformed" (BROADCASTING, Oct. 14). It did say that copies of Mr. Moore's legal opinion on Section 315 were also being sent to ABC President Leonard Goldenson and NBC President Julian Goodman "so that they, too, might share the committee's thoughts."

ABC and NBC spokesmen said they would have no comment.

Mr. Jencks's letter told Mr. Moore that aside from the two points on which "I am obliged to take exception," the committee counsel's legal opinion "generally describes with accuracy the ways in which broadcasters can provide coverage of political campaigns under existing law." But, he insisted, CBS has "vigorously pursued all means of presenting the campaign and the candidates [that Section 315] leaves open to us."

Much of Mr. Moore's opinion dealt with debates between the major-party candidates, an issue that seemed to ob-

servers to have little practical pertinence in view of Richard M. Nixon's refusal to engage in debates even after George C. Wallace said he would waive his Section 315 rights to participate in one between Mr. Nixon and Vice President Hubert H. Humphrey (see page 69).

Mr. Moore's opinion said the issues of the campaign could be covered "in bona fide news documentaries in which appearances of the candidates were incidental to the presentation of the issues."

Mr. Moore acknowledged that "the exact meaning of an incidental appearance is not clear," but said that the FCC "has ruled in at least one case that the subject of the documentary can be the political campaign itself, and that appearances by candidates can be included."

This was the first point on which Mr. Jencks took exception. He said the FCC ruling cited by Mr. Moore involved a totally different kind of program:

"That ruling involved a 1962 CBS News documentary entitled *50 Faces of '62* which included appearances by a multitude of candidates in that year's off-year congressional, senatorial and gubernatorial elections throughout the nation. No single candidate was on-camera for more than approximately two or three minutes and most were on for considerably less time.

"We consider that the FCC ruling with respect to this unusual broadcast, holding that any such appearance by a candidate was 'incidental' to a one-hour program which provided a nationwide over-view of the election process as exemplified in dozens of campaigns, is highly unlikely to be regarded as precedent for the type of program which you suggest, which would be confined to the views of a handful of candidates in a single campaign.

"A ruling which would permit the program you suggest would create an exception large enough to obliterate Section 315."

Film firm changes name

Alexander Cantwell Associates, New York, which produces TV programs, commercials, filmed and live business shows has changed its name to Cantwell-Miller Ltd. Alexander Cantwell, president, said the name change reflects the appointment to the staff of Byron Miller as a vice president. Mr. Miller has been active in investment banking. Mr. Cantwell was a vice president of BBDO until he formed his own company in 1966.

WAY-OUT!

LOST IN SPACE outrated all other programs in its time period in its *first* syndication rating!

MILWAUKEE

Sept. 23-27/4:30-5:30 PM

		Rating	Share
WISN-TV	LOST IN SPACE	9	30
WTMJ-TV	Various	6	20
WITI-TV	Mike Douglas	7	23
WMUS	Mousetails/ Mr. Rogers	1	4
WVTV	Batman/ Flintstones	7	23

Last report—July 1968

WISN-TV	Of Lands & Seas	4	18
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LOST in SPACE

Wolper Productions Inc. is no more

Name changed to Metromedia Producers Corp.
as result of Metromedia-Transamerica merger

Wolper Productions Inc., started 10 years ago as a one-man shop by a young and unknown television film salesman, last week severed the last link with its founder. The highly successful, highly acclaimed television production company took the new name of Metromedia Producers Corp.

In October 1964, Wolper Productions was acquired by Metromedia Inc. Earlier this month, Metromedia, as part of a proposed merger with Transamerica Corp., sold Wolper Pictures Ltd., its motion-picture producing subsidiary, to David L. Wolper (BROADCASTING, Oct. 14). As part of this transaction, Mr. Wolper, who as a 30-year-old film salesman started Wolper Productions in 1958, cut his last tie with Metromedia, creating the reason for last week's change of company name.

Announcing the change at a news conference in Hollywood, Maurice J. Rifkin, president and chief executive officer of the newly christened Metromedia Producers Corp., also revealed that the production company, despite the divestiture of its motion-picture wing, would start a new movie-making operation within the coming year. Television production, relatively inactive for the last two years while Mr. Wolper concentrated on movies, also will be accentuated, Mr. Rifkin disclosed. A heavy schedule of documentary and entertainment specials is planned.

Among other projects, Metromedia Producers Corp. will turn out its first weekly television series in the last three years. The projected series, to include 32 half-hour programs in color, is titled "Untamed World." Focusing on vanishing wild life and primitive peoples and cultures, the programs will be filmed throughout the world. The new series is being prepared for delivery next year and will be offered for network presentation.

MPC is currently filming three National Geographic specials and William Holden's *Adventure In Unconquered Worlds* special for CBS-TV, as well as four *Undersea World of Jacques Cousteau* specials and a special on French skier Jean-Claude Killy for ABC-TV. Also in production is *The Making Of The President; 1968*, scheduled to be shown next September as a 90-minute special. Mel Stuart, who is producing this special, will leave MPC upon its completion and join Mr. Wolper as vice president of Wolper Pictures Ltd.

Jerome M. Zeitman, in a sort of reciprocal trade, has resigned as execu-

tive vice president of Wolper Pictures and joins MPC as executive vice president in charge of developing properties for movie production.

There will be no other changes in the key management of the television operations of what used to be known as Wolper Productions. This includes the retaining of Alan Landsburg as executive vice president in charge of film and documentary production and programming; Jack Haley Jr. as executive vice president in charge of live and entertainment specials; Harvey Bernhard as executive vice president in charge of business affairs and treasurer; Warren Bush, as vice president, special projects; Barry Wood, as vice president, programming, East Coast; and Edith Hamlin, as head of development of literary properties, East Coast.

The sales division of MPC will continue to be based in New York intact under Walter Kingsley, executive vice president in charge of network, foreign and domestic sales. Wynn Nathan will continue as vice president in charge of the syndication department.

Cox says FCC should aid ABC

Argues against denying help to network in fight for primary affiliations

The FCC has finally wrapped up the issue touched off by ABC's request in March for protection against raids by NBC or ABC-TV affiliates in two-VHF station markets. The commission last month announced it was rejecting the plea (BROADCASTING, Sept. 9). But it wasn't until last week that the commission released its letter to ABC President Leonard Goldenson, along with a dissenting statement by Commissioner Kenneth A. Cox, in which Commissioner Nicholas Johnson joined.

The commission, in its letter to Mr. Goldenson, said that while it was concerned about "the lack of comparable facilities" in two-VHF-station markets, it did not feel the protection being sought was "appropriate." Mr. Goldenson had requested help after WSPD(TV) Toledo and WLWD(TV) Dayton, both Ohio, announced they were switching their primary affiliations from ABC to NBC, and after WSOC-TV Charlotte, N. C., which once cleared a majority of ABC's prime-time schedule, had

stopped such clearances and become a primary affiliate. All three stations are in two-VHF markets.

In his dissent, Commissioner Cox said the commission has the authority and obligation to provide some relief for ABC, which has always trailed CBS and NBC in the number of primary VHF affiliates in the top 19 two-VHF markets.

It is not that the government is obligated to "insure that all three networks equalize profits," he said. Rather, he thinks there is "agreement that it is an appropriate concern of government to provide the opportunity for equal access to the national audience which is a necessary prerequisite to free and equal network competition."

Commissioners Cox and Robert E. Lee had originally been approached by Mr. Goldenson for assistance. Together the two commissioners advanced a proposed rulemaking and inquiry that suggested three alternative means of equalizing the three networks' access to homes in the top 19 two-VHF markets (BROADCASTING, May 6). The alternatives would have provided for commission restrictions on the amount of programming stations could take from a network or on stations' freedom in changing or initially selecting a network affiliation. Any restriction would have been temporary; restrictions would have been lifted when UHF stations reached their full circulation as a result of full distribution of all-channel receivers.

Commissioner Cox said he was particularly interested in some form of market-sharing which would have resulted in all three networks having full affiliations with UHF stations in some of the 19 markets. He acknowledged this would have required changes in affiliation from NBC or CBS to ABC in some cases—a prospect that would not be "attractive" to the "dominant" networks of the VHF affiliates that would be affected.

Commissioner Lee ultimately turned against the proposal himself. But Commissioner Cox attached it to his dissent in order to give all parties an idea of what was at issue.

SNI sets up 100-station basketball network

Sports Network Inc. has signed over 100 stations for its 1969 college basketball season, which starts Jan. 4 with regional telecasts of the Big 10, Pacific 8, Atlantic Coast, Eastern Collegiate and Missouri Valley Conferences.

The "Game Of The Week" series will continue through March 1 in the ECAC and Atlantic Coast divisions and through March 8 in the others. A national telecast scheduled for Saturday

night, Dec. 7, will feature UCLA at Notre Dame in South Bend, Ind.

Two advertisers, Chrysler Motors (Young & Rubicam) and Reynolds Tobacco (Dancer-Fitzgerald-Sample), will sponsor the weekly games in all five conferences. Sun Oil Co. (William Esty) has bought time in the ECAC games, Atlantic Richfield (Hicks & Jorgenson) in the Pacific 8, and Pilot Life Insurance (Lavidge Davis & Newman) in the Atlantic Coast. Regional sponsors in the Big 10 and Missouri Valley were not firm last week.

NBC defends news objectivity

Concurs with ABC, CBS that Chicago coverage was balanced, not biased

NBC has made the three networks' response to the FCC concerning complaints about coverage of the Democratic national convention in Chicago in August unanimous. As CBS and ABC did in previous letters to the commission, (BROADCASTING, Oct. 21, 14), NBC last week said its coverage was balanced and fair, not biased.

And, as CBS did also, NBC urged the commission to reconsider the policy that caused it to request the networks to comment on the more than 1,200 complaints it had received about the Chicago coverage. NBC said the request raises "serious" free-speech questions.

NBC, in a 10-page letter signed by Howard Monderer, its assistant general attorney in Washington, went into considerable detail explaining the unusual physical difficulties under which it—and the other networks, too—labored in Chicago. It said the strike of communications workers prevented the installation of equipment that would have made possible the kind of instantaneous communication that was provided during previous national conventions. And the "security" arrangements insisted upon by the city of Chicago, it added, prevented the stationing of cameras in strategic locations outside the convention hall.

These problems could have been a significant causative factor in one of the major complaints directed against the networks that they failed to show the demonstrators' actions that "provoked" the Chicago police into actions that were frequently characterized as "brutal."

NBC said that, because of distances between fixed camera locations and the nighttime disturbances—about the length of a football field—cameras were un-

able to penetrate the darkness to the middle and rear ranks of the demonstrators "from where, it was later said, missiles were being thrown at police."

However, in response to one of three generalized complaints on which it commented—that it had been biased in its coverage of Chicago Mayor Richard Daley—NBC said it had covered demonstrators' activities, "including the throwing of missiles, the tearing down of an American flag and the taunting of police."

NBC also said, in response to the same charge, that in the weeks preceding the convention, it had reported the demonstrators' plans to force a confrontation with the police and the National Guard. And the network denied it had not offered Mayor Daley an opportunity to present his views; it cited a number of NBC News programs on which he had appeared, and listed several opportunities for expressing their views that he and Chicago officials declined.

NBC also denied it had been biased against administration Vietnam policy. It said it presented interviews with a number of persons who supported the administration on the war and provided coverage of the debate on the Vietnam platform plank. And NBC refuted claims it presented a distorted account of the convention proceedings, stimulated rumors, created controversy and gave undue coverage to minority views. In that connection it dealt with complaints it had "cut away unnecessarily from significant activity at the podium." NBC said it had covered the significant speeches but said many relevant activities—including the credentials fight, the unit rule and other controversial issues—occurred on the convention floor and elsewhere and required coverage.

In its request that the commission reconsider the policy that prompted it to ask the networks to comment on the complaints, NBC said that the simple transmission of a formal inquiry to a broadcaster by the commission implies that the commission may take some action if the response is unsatisfactory.

"Nothing could be more deleterious to the journalistic function of the broadcaster than to compel him to be guided, not by professional, experienced judgment of reporters, editors and news executives, but by an attempt to anticipate what would please the commission or those who might complain to the commission," NBC said.

It added: "Few spectres can be more frightening to a person concerned with the vitality of a free press than the vision of a television cameraman turning his camera to one aspect of a public event rather than another because of concern that a governmental agency might want him to do so, or fear of government sanction if he did not."

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WCKT-TV	John Gary Show	9	26
WLBW-TV	Football	13	37

Last report—May 1968

WTVJ	LOST IN SPACE	10	37
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LOST IN SPACE

Networks ready to count votes

NBC brings in 'brain trust,' ABC brings back Buckley-Vidal, CBS brings on circular set

With election night eight days off, the three major network news organizations are in the final throes of preparation for what appears to be their toughest, most expensive vote-watching orgy yet.

Faced with their first three-way presidential race and their first White House election in color, the TV networks are promising more of everything: bigger and more sophisticated computers; more, clearer visual display of information; more remote broadcasts and bigger cadres of precinct-watchers across the country.

In addition, two of the networks are calling in outside help for some of the punditry. NBC has assembled a brain trust of consultants to aid in explaining just what all the returns seem to mean in the expected tangle of balloting Nov. 5. The panel: Daniel P. Moynihan, urban affairs expert and director of the Massachusetts Institute of Technology-Harvard Joint Urban Studies Center, to analyze the vote in cities and ethnic groups; Charles V. Hamilton, professor of political science at Roosevelt University, Chicago, to cover the new left and peace movements; Roger Hilsman, Kennedy administration assistant secretary of state for far eastern affairs, now a Columbia University professor, to explain the election's impact on foreign policy; Donald R. Matthews, University of North Carolina professor and expert on Southern politics, to analyze the Southern vote; Bert M. Evans, agricultural economics professor at the University of Nebraska, on the farm vote; Paul A. Freund, Harvard Law School professor and expert in constitutional law, to serve as adviser on legal aspects of the electoral college and House of Representatives in case none of the three presidential candidates gets a clear electoral-vote majority; William E. Leuchtenburg, Columbia University history professor, to provide a historical viewpoint.

ABC earlier announced that it is calling back into service its Frick-and-Frack team of opinionated commentators, William F. Buckley Jr. and Gore Vidal, to do an election-night reprise of the acts they performed for the network at the two political conventions.

Going after a streamlined new look to its election coverage, CBS is relying heavily on visual impact, with an elaborate multilevel circular set, complete with cameras housed in plastic bubbles.

The set will surround an "election

round-table" team, anchored by Walter Cronkite, assisted by Eric Sevareid, with the country parcelled into sections for individual analysis by Mike Wallace (East), Roger Mudd (South), Dan Rather (Midwest) and Joseph Benti (West).

CBS also has installed a huge bank of IBM computers in its West 57th Street broadcast center in New York and will lean heavily on visual display systems hooked to the computers to instantly relay data.

NBC also has installed three new, more sophisticated RCA computers at its RCA Building headquarters in New York's Rockefeller Center, but both its election set and DIVCON display systems will look little different from those in the 1966 election.

NBC's reporting team will be the same as that used at the two conventions: Chet Huntley and David Brinkley as anchor men assisted by the four floor men from the conventions: John Chancellor on projection and analysis; Frank McGee handling the 21 gubernatorial races; Sander Vanocur the 34 Senate contests, and Edwin Newman the 435 House races.

NBC also is calling in two outside consultants to advise on election projections under Robert M. Scammon, former census director and long-time chief election consultant to the network. They are John Tukey, chairman of the department of statistics at Princeton University (who served also in the 1964 election coverage), and Milton Cummings, professor of political science at Johns Hopkins University. Under them will be a band of university statistical experts advising on various research data and projections.

ABC also will have an elaborately redesigned new election set at its West 66th Street broadcast center in New York. But because it is renting its computers from International Telephone & Telegraph Co., the network's broadcast team will be split, with the on-air men in the broadcast center and the decision and analysis desks going to ITT's computer center in Paramus, N. J.

ABC's on-camera faces also will be familiar to political broadcast watchers: Howard K. Smith as anchorman, assisted by political editor William H. Lawrence, *ABC Evening News* anchorman Frank Reynolds, and ABC News Atlanta bureau chief Tom Jarriel.

All three networks will have remote

units with each of the presidential and vice-presidential candidates; at the national headquarters of the political parties; with major political figures such as President Johnson and Barry Goldwater, and at the scenes of key regional races across the country. Estimates are for 30 or more remotes by each network.

ABC will begin its coverage at 7 p.m. EST Nov. 5, CBS at 6 p.m., and NBC with its 6:30 p.m. Huntley-Brinkley report going straight into continuous election coverage at 7 p.m.

ABC's television coverage will be sponsored by B. F. Goodrich Co., through BBDO, and by Sentry Insurance Co., through Grey Advertising.

NBC's coverage will be sponsored equally by Bulova Watch Co., through Young & Rubicam; Miracle White Co., division of Beatrice Foods, through Spot Sales Advertising Agency; Campbell Soup Co., through BBDO, and American Motors Corp. through Wells, Rich, Greene.

In radio coverage of the election, ABC will have one of the most complex jobs, as it attempts to provide separate programming for each of its four networks. Joseph F. Keating, executive producer for ABC Radio special events, said it will have "the largest radio news team deployed by any broadcast news organization to cover this presidential election."

There will be separate anchor teams for each network and a total of 20 different feeds will be made each hour, with 16 reports of returns in addition to regular hourly news programming. There will not be continuous coverage on any of the four subnetworks.

The hourly schedules, beginning at 7:05 p.m.:

American Entertainment Network: 7:10, 7:21, 7:42 and 7:52.

American Contemporary Network: 7:12, 7:25, 7:38 and 7:50.

American Information Network: 7:05 (a five-minute report replacing the second five minutes of news on the hour), 7:23, 7:36, 7:44 and 7:48.

American FM Network: 7:27, 7:40 and 7:46.

CBS Radio's election coverage will follow a correspondent assignment format similar to that of its television operation.

Robert Trout and Dallas Townsend will co-anchor the broadcast, with Alexander Kendrick at an analysis desk. Neil Strawser will cover returns

from the South, Bill Stout the West, Stuart Novins the East and Reid Collins the Midwest.

Continuous CBS Radio coverage will start at 6 p.m. It will be interrupted at seven minutes before the half-hour and seven minutes before the hour until midnight for insertion of local returns by affiliates. CBS Radio also plans two special morning-after reports, a 6:35-6:45 a.m. "Campaign '68: Post-Election Report—How the Voting Went" with Robert Trout and the four regional correspondents; and a 7:15-7:25 a.m. "Campaign '68: Post-Election Report—What the Voting Means" with Marvin Kalb and Alexander Kendrick analyzing the impact of the election on foreign and domestic policy.

NBC will use its battery of outside consultants on the radio network election results as well as television. Russ Ward and Peter Hackes will be anchor-men for NBC Radio coverage. Bill Ryan will be assigned to projection and analysis, Robert McCormick will cover the Senate and House races, and Dean Mell gubernatorial and other major regional contests.

NBC Radio election coverage will begin at 7 p.m. and be continuous.

Nixon says no to Stanton offer

Declines prime-time hour to debate HHH; Wallace offered separate time

It appeared late last week that only a dramatic turnabout could produce a face-to-face meeting on radio and TV between Richard Nixon and Hubert Humphrey before Nov. 5 election day.

Hope flickered Thursday (Oct. 24) that a confrontation between the Republican and Democratic presidential aspirants might be brought off, when third-party candidate George Wallace said he'd waive a CBS offer of free time. But a Nixon aide stated Thursday night that Mr. Nixon's stand on no-debate would not change.

A series of events was set in motion Wednesday (Oct. 23) by a wire sent to both candidates from CBS Inc. President Frank Stanton offering them a special edition of *Face the Nation* that was to have been telecast on CBS-TV Sunday (Oct. 27), 9-10 p.m. (EST). Dr. Stanton said Mr. Wallace had been invited to appear separately on another edition of the program that would be telecast Sunday, Nov. 3, 7:30-8 p.m., a proposal to which the candidate of the American Independent Party publicly agreed.

The final push on election eve

Candidates will use all three networks; Nixon telethon even to employ satellite

The television networks reported last week that the three major presidential candidates have ordered a total of five-and-a-half hours in prime time on election eve (Nov. 4), the purchases representing an investment of an estimated \$1 million.

The Humphrey forces purchased two-and-a-half hours (two on ABC-TV and a half-hour on CBS-TV), Nixon backers bought two hours on NBC-TV, and George Wallace's supporters reserved a half-hour each on ABC-TV and CBS-TV. In addition, Citizens for Humphrey-Muskie placed a half-hour in prime time on NBC-TV on Nov. 2. The cost for this segment was put at \$80,000 for time and production.

According to estimates of TV spending by the campaigners on election eve, Mr. Nixon's bill for time and production is \$500,000, which NBC called the largest single order of network TV time purchased for a political broadcast, and Wallace's is \$145,000 for time.

The program buys:

▪ ABC-TV—Campaign forces for Humphrey, Nov. 4, 8:30-10:30 p.m. (EST); for George Wallace, also Nov. 4, 10:30-11 p.m. (EST).

▪ CBS-TV—Citizens for Humphrey-Muskie, Nov. 4, 7:30-8 p.m. (EST); for Governor Wallace, Nov. 4, 9-9:30

p.m. (EST).

▪ NBC-TV—Nixon-Agnew Victory Committee, Nov. 4, 9-11 p.m. (EST); Citizens for Humphrey-Muskie, Nov. 2, 9-9:30 p.m. (EST).

CBS revised its scheduled election eve pre-empting *Gunsmoke*, regularly presented at 7:30-8:30, and moving *Mayberry R.F.D.* from its usual 9-9:30 period to 8-8:30 that night. NBC re-scheduled its Saturday night movie on Nov. 2 to 9:30-11:30. The election eve Nixon-Agnew presentation, *Ask Richard Nixon*, will occupy the Monday movie slot.

The Nixon telecast on NBC will originate live from NBC's Burbank, Calif., studios. Mr. Nixon will reply to questions telephoned to the studio by a nationwide audience, the telethon continuing for four hours to permit the program to be shown live on both coasts in the 9-11 period. In addition, the program will be relayed to Hawaii via satellite, marking what was said to be the first use of a communications satellite for a political broadcast.

Buy for Mr. Humphrey are placed through Lennen & Newell, New York, for Nixon via Fuller & Smith & Ross, New York, and for Wallace through Luckie & Forney Inc., Birmingham.

But later that night a Nixon aide indicated that the proposed Humphrey-Nixon confrontation would be unacceptable to the Republican candidate on grounds that Mr. Wallace would gain free time as a result of Mr. Nixon's appearance.

Mr. Wallace at first said that in his half-hour of free time he could "fix both of them," but on Thursday Mr. Wallace was reported as saying he would forgo the offer of free time, as that seemed to be the stumbling block, and would present his views on a paid political telecast.

Herbert Klein, Mr. Nixon's news secretary, told BROADCASTING late Thursday night that a Wallace withdrawal from the CBS offer of free time wouldn't change the chances for a joint confrontation between Messrs. Nixon and Humphrey. "We think it's just a gimmick," he said of the Wallace maneuver. "We're all scheduled now," he added. "Mr. Wallace can't waive (Section 315)," he noted, with equal-time complications with all the fringe candidates. "Congress didn't suspend it and that finished it as far as we're concerned."

A CBS spokesman held to the posi-

tion that the proposed *Face the Nation* program would be exempt under the 1949 amendments to the section. "We'd go to court on that," he said.

The CBS spokesman noted that Dr. Stanton's offer of a full hour to Messrs. Nixon and Humphrey remained as expressed in the telegrams, with a subsequent half-hour offered to Mr. Wallace. "It's up to the candidates now to argue it out," he said.

Though Mr. Nixon was reluctant to appear with another candidate, he did accept a long-standing CBS News invitation and was to appear on *Face the Nation* Sunday (Oct. 27, 6:30-7:30 p.m. EST on CBS-TV and CBS Radio).

The CBS News invitation for Mr. Nixon to appear on *Face the Nation* had been open for several months but until last week no word had been received from the Republican aspirant. Mr. Humphrey had appeared on an evening edition of the program Oct. 20 and Mr. Wallace on Sept. 22. (The evening edition is specially scheduled. In the earlier edition Sunday [Oct. 27], 12-12:30 p.m. [EST], General Curtis LeMay, Mr. Wallace's running mate, was to be interviewed by CBS reporters).

Dr. Stanton said in his wire last week

that "we earnestly believe that never in the history of American politics has there been a greater demand or need for face-to-face discussion on the vital issues of the campaign between the Republican and Democratic candidates."

WXUR answers FCC on renewal case

Contends commission lacked adequate evidence to render factual verdict

The FCC cannot assume, in the absence of evidence, that questions such as the loyalty of public officials, guaranteed annual income, and Communist influence on the news media are "controversial issues of public importance."

That contention turned up last week in proposed findings submitted to the commission by WXUR-AM-FM Media, Pa., which are owned by a theological seminary headed by fundamentalist preacher and syndicated radio personality Dr. Carl McIntire.

The filing sums up the stations' case for renewal of their licenses, and responds at length to proposed findings filed several weeks ago by the FCC's Broadcast Bureau. The bureau urged nonrenewal, alleging that owner Faith Theological Seminary had used the two stations as a one-sided platform for views congenial to Dr. McIntire's fundamentalist theology and right-wing political viewpoint. The seminary "misrepresented" its programming plans to the commission when it applied for transfer of control four years ago, the bureau said, and failed to live up to its "specific representations . . . indicating awareness of a licensee's responsibility" (BROADCASTING, Sept. 9).

In their response, the stations offered an extensive review of specific cases to demonstrate their compliance with commission requirements and fidelity to their own previous statements. Central to their argument, however, was the assertion that most of the individual cases need not be considered relevant in the final analysis, since the issues involved had not been demonstrated to be "controversial" and "of public importance," and were therefore not fair game under the fairness doctrine.

The Vietnam war, it was acknowledged, is important and controversial; however, the stations added, "there is no evidentiary predicate for the bureau's conclusory assumption that [other issues] were controversial [and] of public importance." That assumption is sometimes made by general agreement or acquiescence in nonadjudicatory proceedings, the stations said, but it

must be proved in a renewal hearing.

The charge that WXUR-AM-FM was transformed into a "platform" for Dr. McIntire and his ideological colleagues was acknowledged—and defended—in part, and partially denied. The commission was "explicitly told" when the seminary acquired the two stations, it was held, that they would broadcast programs preaching the tenets of Christian fundamentalism, which no other stations in the area would carry. However, the stations insisted, there was no mysterious alteration of programming designed to mislead the commission. The Broadcast Bureau noted changes in program titles and failed to recognize that the new ones maintained the balance of program categories initially proposed by WXUR-AM-FM, they said.

The stations also took exception to the charge that Dr. McIntire himself had "used" the station improperly, particularly as a fund-raising vehicle. The Broadcast Bureau said that Dr. McIntire had received preferential rates for his *20th Century Reformation Hour*. Actually, the stations countered, Dr. McIntire's admittedly lower rates were an entirely proper result of his multiple appearances. In response to the charge that Dr. McIntire had conducted fund-raising drives on the air, the stations said, in effect: What's wrong with that?

In another filing, the Greater Philadelphia Council of Churches, an intervenor in the case, supported the Broadcast Bureau's findings. The council said, however, that the bureau had "overlooked" numerous violations by WXUR-AM-FM, and offered a compilation of alleged on-the-air misdeeds.

FCC approves 1, denies 4 nonduplication waivers

The FCC has denied four requests for waiver of its nonduplication rules and granted one because of unusual circumstances. The rule prohibits FM's in cities of more than 100,000 from duplicating the programming of their AM affiliates more than 50% of the time.

WAVA-FM Arlington, Va. was granted a waiver through Oct. 31, 1969, the end of its current license term. The commission noted that the station's programming would exceed the nonduplication limit by only 7%; that its all-news and information format falls within the commission's programming exception to the rule, and that WAVA-FM is virtually a 24-hour station while WAVA is daytime only.

WLKW-FM Providence, R. I. and KNOK-FM Fort Worth were denied the requested waivers but were given until Nov. 30 to comply with the rule. In view of the pending application for assignment of the licenses of KVIL-AM-FM

from University Advertising Co. to Carla Broadcasting Inc., KVIL-FM was granted a temporary waiver until 30 days after commission approval or denial of the application. Its request for full waiver was also denied, however, as was that of WZIP-FM Cincinnati.

Global tour could be upcoming for RTNDA

This year, Paris; next year, Bangkok? The Thai capital may be but one stop on a proposed itinerary that may have members of the Radio-Television News Directors Association traveling half way or all the way around the globe in 1969.

That depends on what the RTNDA board of directors decides when the association meets for its national convention in Los Angeles Nov. 19-23.

The trip is proposed by Richard Krolik, Time-Life Broadcast Inc., who is chairman of the RTNDA special projects committee. It's the product of an exploratory meeting of Mr. Krolik and Sig Mickelson, Time-Life International, with representatives of the Asian Broadcasting Union (government-controlled broadcasting systems) and commercial Asian broadcasters, who are reportedly eager to arrange a conference with their U.S. and Canadian counterparts. Earlier this year RTNDA members held a conference in Paris with European TV news directors.

The Asian broadcasting representatives included Sir Charles Moses, secretary general of the ABU; Tadamas Hashimoto, of NHK, the Japanese national network; Ramy Diez, channel 5 Manila, and Chamnung Rangsikol, of Thai TV.

According to Mr. Krolik the Asians "would welcome" a round-table conference of TV news executives to exchange experiences, views and information about their respective countries. Bangkok was tentatively selected as a central site for such a meeting, with May 1969 as the tentative time.

What Mr. Krolik further proposes is that Bangkok become a focal point for either a news tour of the Far East or an RTNDA world news tour. A Far East tour, it is suggested, might include Tokyo, Osaka, Hong Kong, Bangkok and Saigon; a world tour would include these sites as well as a stopover in the Middle East, Moscow and Copenhagen. An estimated cost for either tour would be about \$2,000 per person.

Newsmen back at WBAL

WBAL-AM-FM-TV Baltimore newsmen and announcers resumed work last week after settlement of a month-old strike. The American Federation of Television

and Radio Artists picket lines had kept political candidates out of the studios but not much advertising business, the stations reported (BROADCASTING, Oct. 21). The Hearst-owned outlets lost no airtime as a result of the dispute, but AFTRA pickets stopped a day's editions of the *Baltimore News-American*. The settlement provides for an increase in minimum scale of \$35 a week, to a top minimum of \$225, it's reported. The union throughout the strike said job security was the key issue.

Are TV movies losing appeal?

Network program chiefs see features slipping against stronger series

The programing helmsmen at the TV networks last week noted a change in the wind in programing, advancing a belief that the audiences' appetite for movies is on the wane.

The men in charge—Vice Presidents Leonard Goldberg of ABC and Mort Werner of NBC and Senior Vice President Michael Dann of CBS—appeared on a panel at an International Radio and Television Society "newsmaker" luncheon in New York. Richard A. R. Pinkham, senior vice president in charge of media and programs, Ted Bates & Co., New York, was moderator. The panel members answered questions that had been submitted in advance.

Mr. Dann was the most outspoken on the question of interest in movies. He said there was a "decided shift" downward that he believed would be accelerated in "all movies." People are "just not responding," he said, and movie watching on TV has become "a highly selective process."

He said that motion-picture packagers had become aware of the changing trend and that prices of motion pictures for television had "stopped going up and started to go down." Viewers, he said, "are no longer attracted by the magic of the movie."

Mr. Goldberg said the levels may be down but that some movies are "still getting the ratings and the share" of audience. He noted the particular success this season of "Sex and the Single Girl" (on CBS) and "Cat Ballou" (on ABC). He said that while packages have "leveled off," with the more attractive movie titles spread over the season, "we won't see the fall-off" that occurred later in the season last year when biggest titles were played in the opening months.

Mr. Werner cited improved "type

of programing" in staple series now positioned against the movies as a factor in pulling the teeth of some movies' audience-getting ability.

NBC moves into first in latest NTI lists

NBC-TV edged out CBS-TV in the Nielsen Television Index ratings for the first time this season since new competitive programing began Sept. 21. For the week of Oct. 7-13, NBC led with a 19.1 rating, CBS was next with 18.5 and ABC followed with a 15.2. Season-to-date averages for the first three competitive weeks: 19.6 for CBS, 18.7 for NBC and 15.9 for ABC.

Two movies appeared in the Nielsen top-20 rankings by rating, but primarily the old situation comedies and ad-

venture shows outscored new shows and other formats. *Julia* was the only new series with a rating over 20.

The top 20 programs:

	Rating	Share
1. Rowan & Martin (NBC)	30.2	45
2. Mayberry RFD (CBS)	25.8	39
3. Gomer Pyle (CBS)	24.8	43
3. Julia (NBC)	24.8	39
5. Family Affair (CBS)	24.4	37
6. Bonanza (NBC)	24.2	37
7. Thursday Movie "Glass Bottom Boat" (CBS)	23.3	41
7. Here's Lucy (CBS)	23.3	33
9. Beverly Hillbillies (CBS)	22.4	36
10. Ironside (NBC)	22.3	36
11. Monday Movie "Rare Breed" (NBC)	22.2	36
12. Mission Impossible (CBS)	22.1	39
12. Ed Sullivan (CBS)	22.1	36
12. Gunsmoke (CBS)	22.1	36
15. Daniel Boone (NBC)	21.5	39
16. Carol Burnett (CBS)	21.2	37
16. Smothers Brothers (CBS)	21.2	33
18. Red Skelton (CBS)	21.0	34
19. Dean Martin (NBC)	20.9	38
20. Virginian (NBC)	20.9	36

Program notes:

More time ■ NBC-TV will not trim the filming of *Heidi* to 90 minutes as originally planned but will schedule the special as a two-hour show on Nov. 17 (7-9 p.m. NYT), preempting *Huck Finn*, Walt Disney and *Mothers-in-Law*. It'll be released to movie theaters in Europe later this fall. Timex through Warwick & Legler, both New York, is sponsoring the show.

New consultants ■ *Harper's Bazaar*, New York, has opened Harper's Bazaar Film Design Consultants for television commercials, industrial and promotion films, feature films and television programs. Chino Machado, fashion editor of Harper's, has been named director of the new division, which is located at 717 Fifth Avenue, New York.

Long-form special ■ Greg Garrison, producer of *The Dean Martin Show*, has sold NBC a 90-minute special, *Around the World with Orson Welles*. Mr. Welles is a partner of Mr. Garrison in the special.

New Year's Special ■ ABC Films, New York, is syndicating *New Year's Eve with Guy Lombardo* for the fourth year. The live 90-minute TV special will be fed from New York from 11:30 p.m. to 1 a.m. EST on Dec. 31.

Nonviolent aim ■ Jacom Inc., Tokyo, plans to produce a series of nonviolent TV cartoons for U. S. sales. Jacom also plans to produce a series of TV films for U. S. adult audiences.

New producer ■ A television production company, Himmel-Kneeland Productions, 233½ South Water Street, Kent, Ohio, has been formed by Russ Kneeland, former operations director for WAKR-TV Akron, Ohio, and Roger Himmel, a Cleveland businessman.

Spirited fare ■ Mel Bailey, New York producer, and Hans Holzer, described as "ESP expert and parapsychologist."

are collaborating on a second television special, *Invitation to a Seance*, which involves a scientific experiment with the psychic. Messrs. Bailey, Holzer and medium Sibil Leek, prepared *Ghost in the House*, for use on WNEW-TV New York Oct. 27, as a pre-Halloween presentation.

W7 plans scout series ■ Warner Bros.-Seven Arts will develop and produce a new half-hour dramatic color series, aimed at next season, centering around the activities of the Boy Scouts of America. W7 will have access to the voluminous literature of scouting, made available by the BSA. A pilot will go into production shortly for presentation to the TV networks.

'Image Builders' ■ Broadcast News Service, Boston, has announced publication of a new booklet entitled "Image Builders" which contains hints for local news stories and program features. It also provides "talk" items: fillers, kickers, conversation pieces. The booklet is priced at \$3.

New MBS show ■ Mutual is adding *Assignment Hollywood*, a celebrity interview show conducted by Fred Robbins starting Nov. 4. The program will be fed by the network, Monday-Friday 12:25-12:30 p.m. EST.

Syndication deal ■ Kristom Distributing Co., Hollywood, has been signed by Jerry Dexter Production Inc., Los Angeles, to handle domestic syndication of "Words and Music," a color TV special starring jazz artist Bobby Troup. The show already has played in Los Angeles, Minneapolis and Portland, Ore.

Medical series ■ Universal Television is preparing a medical series for prime time on NBC-TV for 1969-70. The projected series has a working title of *The New Medicine*, and will star Joseph Cotten.

Fewer interruptions in late night

**CBS-TV moves up Griffin start date;
plans 18 commercial minutes, half local**

CBS-TV announced last week that its entry into late-night programming, which will feature Merv Griffin, had been moved up from next fall to next Aug. 18. Affiliates meanwhile got the official word on how many commercials the show will carry, how they'll be divided between network and local sale and the basis on which the program is being offered them.

The stations were told in a telegram from William B. Lodge, vice president for affiliate relations and networking, that the 90-minute show will carry 18 commercial minutes in 10 program interruptions, and that the minutes will be divided equally between the network and the affiliates. Affiliates will not be paid conventional network compensation but may retain all revenues from their nine locally sold minutes and will not be charged a co-op fee.

The program will be carried at 11:30 p.m. to 1 a.m. New York time and Pacific Coast time, Monday through Friday. Mr. Lodge's wire said: "The program will be offered only in its entirety, all five days a week, and no tape delays will be accepted except in the mountain time zone."

The CBS commercial format gives affiliates the same number of minutes for local sale as NBC-TV and ABC-TV provide for their affiliates in their *Johnny Carson* and *Joey Bishop* late-night shows. However, NBC and ABC each provide two station-break positions for local sale, whereas CBS is limiting station identification to a two-second interval shortly after midnight, plus a station break at the end following credits, titles, and network cue.

The nine commercial minutes CBS is reserving for network sale compare with six for NBC and ABC in their respective late-night programs.

Mr. Lodge told the affiliates that the Griffin-show commercial format "is designed to minimize program interruptions." These, he said, will be "distributed through the 90-minute period with approximately equal spacing."

The sequence, he reported, will be as follows, starting after the titles and show-opening: one network minute, two network minutes, two local minutes, two more local minutes, two network minutes, one network minute, two local minutes, two network minutes, one network minute two local minutes and one local minute, followed by credits, titles, network cue and a station break.

This sequence suggests that at least one network minute will be in the final

half-hour of the program. Both NBC and ABC have all of their minutes in the first hour, with affiliates getting all that are formatted into the 12:30-1 a.m. period.

The two-second ID in the Griffin show will come shortly after midnight, during the fourth commercial interruption (adjacent to the second pair of local minutes).

CBS-TV sales officials said late last week that they were in the process of setting rates for the network minutes and expected to have a final decision shortly. NBC-TV says its minute rate in the Carson show is \$17,000, and ABC sources have indicated the Bishop show's is about \$7,100. Both programs are said to be sold out.

Mr. Lodge's telegram, dated Oct. 21, asked affiliates to indicate their decision to clear or not to clear the program within 10 days. He said last Thursday (Oct. 24) that initial reaction had been "good" with word already received from 15 to 20 affiliates, all indicating they would clear.

Mr. Griffin, host of the *Merv Griffin Show* produced by Group W Productions and carried on more than 140 stations, was signed to a six-year contract by CBS last summer (BROADCASTING, Aug. 12). His contract with Westinghouse Broadcasting's Group W was said to run to next August.

TV must guard against exposing demagogues

The emotional power of the broadcast media could wreak political havoc as well as success, Don P. Nathanson, president of North Advertising, Chicago, warned Thursday (Oct. 24) in a talk before the Chicago Advertising Club. He held that broadcasting can conceal as well as reveal the real candidate.

Broadcasting and agency officials must "work diligently to make sure that evil men do not rise to power on the power of a broadcast," he said, noting especially that given television exposure "a demagogue's words speak louder than his actions."

Mr. Nathanson did not disclose if he had any particular demagogue in mind as he spoke, however.

"He appeals to the emotions and prejudices to further his own selfish ends," Mr. Nathanson continued, "and any advertising man can tell you that you can sell more merchandise when you appeal to the emotions and not

to reason."

Mr. Nathanson recalled that in pre-broadcast days the demagogue had little chance to obtain effective exposure because the newspapers usually ignored him. Hitler and Mussolini, though, came to power through the emotion capacities of movies and radio, he said, and today with television the dangers are multiplied.

Mr. Nathanson was chairman of a committee of the American Association of Advertising Agencies which this year published a manual and code of ethics for agencies handling political candidates. North Advertising presently is agency for the advertising campaign of Illinois Governor Samuel Shapiro.

Apollo 7's big splash in color

**Conclusion of space trip
picked up by live TV
after 11-day coverage**

The three television networks wound up their coverage of Apollo 7's historic 11-day flight by scoring another first in space-shot coverage: live, color views of the return of the three astronauts and their capsule last week.

With a portable General Electric shipboard ground station on the U.S.S. Essex in the Atlantic, they made a pool feed through Western Union International via the ATS-3 communications satellite to a ground station at Etam, W. Va., and land line from there to network newsrooms in New York.

Coverage, pool-produced by NBC, began at 6:30 a.m. (EDT) Tuesday (Oct. 22)—42 minutes before splashdown. CBS and NBC carried it until 9 a.m. ABC cut in and out, although it carried most of the feed.

Through satellites, some 25 other countries were to receive the splashdown pictures, with a satellite relay to Goonhilly Downs, England, for Eurovision and relay to Intervision, the Soviet-bloc television federation, and by Lani Bird satellite relay to Japan and Australia.

Radio also covered the splashdown heavily. NBC Radio carried continuous coverage from 6:35 to 8:15 a.m. Tuesday, then resumed at 8:45 a.m. for a 10-minute broadcast of the President's call to the astronauts.

It also carried a 10-minute replay of taped highlights from the flight at 10:10 a.m. It carried another broadcast of flight highlights from 9:05-9:30 p.m. Tuesday.

NBC Radio counted a total of 153 progress reports on the flight.

CBS Radio broadcast continuously

on the Apollo return from 6:30 to 8:13 a.m. Tuesday. It too resumed coverage at 8:45 a.m. for the President's brief congratulatory telephone call to the astronauts.

ABC News also followed the splash-down with simultaneous broadcasts on its four radio networks.

Book provides teachers with TV program guide

Teachers Guides to Television, a service outlining educational material appearing on the three commercial television networks, published its first edition last week in cooperation with the Television Information Office.

The booklet, which will be issued twice each school year, describes programs selected by a panel of educators, librarians and school administrators and gives teaching suggestions for before and after the telecasts. Highlighted in the November-January issue are ABC-TV's *A Sense of Wonder*, *The Scientist*, *Gettysburg* and *The Secret of Michelangelo: Every Man's Dream*; CBS-TV's National Geographic Special on reptiles, *Saturday Adoption*, *The Nutcracker* and *Voyage to the Enchanted Isles*; NBC-TV's *Heidi*, *Pinocchio*, *Down to the Sea in Ships* and *White Paper: The Ordeal of the American City*; and all three networks' planned coverage of the presidential election and inauguration.

Subscriptions can be ordered from Teachers Guides to Television, P.O. Box 564, Lennox Hill Station, New York 10021.

Candidates' views presented

CBS-TV last week presented filmed and taped segments giving the major presidential candidates' views on specific issues, presenting an issue each weekday during the Walter Cronkite early-evening newscast. CBS News said Democrat Hubert Humphrey and American Independent George Wallace consented to interviews on the issues, which were filmed and edited for the telecasts. Republican Richard Nixon declined to be similarly interviewed, but made tapes available from some of his paid political programs that had already been telecast regionally.

Filmways' new subsidiary

Filmways Inc., Beverly Hills, Calif., has concluded a previously announced agreement to acquire Yorkshire Productions Ltd. Yorkshire, which will receive a substantial but undisclosed number of voting common shares of Filmways, will be operated as a subsidiary, functioning in TV program production (*Kraft Music Hall* and various TV specials) and moving into the feature film area.

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See page 18



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Promotion

Smokey gets the message across

Survey shows all age groups perceptive
to name and symbol due to TV spots

Holy smokes! Smokey's a veritable household word, much to the surprise of his creators. But with potent TV exposure, is it any wonder?

The peripatetic bear, who for 23 years has cautioned the nation's campers that "only you can prevent forest fires," was the subject of a recent 190-page study, the first one ever taken to measure the public image and attitudes toward the fire-prevention bear. What the study shows is what U. S. Forest Service personnel have learned in feedback from the public over the years—Smokey's a well-known and beloved symbol, thanks principally to his TV spot campaign.

The study was sponsored by the Co-operative Forest Fire Prevention Program—a joint venture of the 50 state foresters, the Advertising Council, and the U. S. Department of Agriculture Forest Service—and conducted by a research firm, Haug Associates of Los Angeles.

It delineates a copywriter's dream: virtually total recognition and correct identification of the Smokey symbol, compared to other ID's like the jolly green giant and the Quaker Oats man. Of the three major age groups sampled, 98% of children, grades 1 through 6, correctly associated the name and symbol, as did 95% of teen-agers, grades 7 through 12, and 89% of adults.

Of the latter two groups the primary source of awareness of Smokey was television—96% of the teen-agers, and 92% of the adults reported seeing Smokey on TV. The question was not asked of the child group.

Radio was a third-place source of awareness for teen-agers (45%), ranking behind signs and posters media, Radio placed fifth as a source, according to adults (9%), behind signs and posters, magazines, and newspapers.

Smokey apparently got across his message. According to Haug, 94% of the children correctly associated Smokey with forest fires; nearly 100% of the teen-agers and adults made a similar association.

And Smokey is apparently well-received. A rating of his performance as a symbol shows that 72% of the teen-agers felt Smokey was doing an "excellent" or "good" job in trying to prevent forest fires; 90% of adults registered a

similar reaction, causing Haug to note that "this level is the highest for any organization or individual [it] has tested."

And Haug notes of the adult group that "virtually all of those recalling advertising with Smokey in it considered the advertising to be as good as, or better than other advertising they had seen. While the fact that Smokey is not concerned with selling a product may have a favorable bias associated with it, there is certainly nothing here which would suggest any negative tendency toward the advertising of him."

Nor is there a negative feeling about the public response to the various Smokey the Bear commercial paraphenalia on the market by federal law since 1952. According to a Forest Service spokesman, public queries regarding Smokey dolls and Smokey hats had increased to the point where the service last week had to turn over retail referrals to Los Angeles-based Weston Merchandising Corp. That company will now represent Smokey in the licensing of all commercial items bearing his name. In retail parlance, Smokey is a "hot" item.

Graham, Ruttenberg open public relations company

Jerry Graham, former program and news director at WNEW New York, and Bernard Ruttenberg, former director of public relations, WNEW New York, have formed Graham-Ruttenberg Public Relations. Harry Albus, an account executive at McFadden, Strauss, Eddy & Erwin, New York, has joined the firm as a vice president.

This is the second company formed by Mr. Graham and Mr. Ruttenberg, who also run Graham-Ruttenberg Inc., management consultants to radio and television stations.

Address is 29 East 61st Street, New York, 10021.

TIO dossier provides variety of information

The Television Information Office has compiled a folder of more than 70 quotations and comments from 47 sources for its member stations, networks and groups to use in speeches and answers

to queries.

Topics were selected according to the greatest number of requests received by TIO. They include: television's role in society, its uses and effects, values of popular programing, impact of news and public affairs programing, television and children, television in education, television's religious values, importance of advertising and public attitude toward television as reported by Roper Research Associates.

Heart association makes annual awards

CBS Radio and WNBC-TV New York are the broadcast winners of the 1968 Howard Blakeslee Award from the American Heart Association.

CBS Radio was honored for five programs on cardio-vascular research in the *Dimension on Health* series with Charles Kuralt. WNBC-TV's award was for two programs in the *Research Project* series, "Gas Surgery: The New Hope for the Heart" on March 26 and "Computers and Your Heart" on Dec. 23, 1967, with Science Editor Frank Field as host.

The broadcast recipients along with winners in print media, will accept their citations and \$500 prizes at the American Heart Association's annual meeting in Bal Harbour, Fla., Nov. 25.

MBS sponsors contest for essayists

Mutual is running, through its affiliates, a nationwide essay contest "Solution to Our Problems" or STOP.

The promotion runs through Nov. 4, and invites listeners over the age of 16 to write their local stations, in 300 words or less, describing (1) what they feel is the country's biggest political problem, (2) what they would do about it as President and (3) what they can do about it as citizens.

Garvey Enterprises of Wichita, Kan., is offering over \$7,700 in savings bonds awards to 25 winners. Willard W. Garvey, of Garvey Enterprises, is also on the board of directors of MBS.

CARTA to honor two

The Catholic Apostolate of Radio, Television and Advertising will present its annual CARTA awards to Bishop Fulton J. Sheen and to Frank Blair, NBC personality, during the organization's communion dinner at the Waldorf-Astoria hotel in New York Nov. 6.

Drumbeats:

Pretty award ■ WSJS-AM-FM-TV Winston-Salem, N. C., was the only broadcast entity to receive one of 17 annual Landscape Awards from the American

Association of Nurserymen this year. The presentations, at the White House, Oct. 24, was made to Harrold Essex, president and general manager of the stations, by Mrs. Lyndon B. Johnson and Melville B. Grosvenor, editor-in-chief of *National Geographic*. The station's nursery and landscape expert received similar awards.

Secrest, Everts honored ■ James D. Secrest, executive vice president, Electronic Industries Association, Washington, awarded the association's annual Medal of Honor, for "outstanding contribution to the advancement of the electronic industry." William J. Everts,

retired engineer, General Electric Co., Utica N. Y., has received the association's Outstanding Accomplishment Award in recognition of work leading to industry transition from rubber to plastic insulated wire, and the adoption of new methods of color coding electronic hook-up wire using extruded plastic packets.

SMPTE recognition ■ Dr. Charles R. Fordyce, retired technical adviser to general manager, Kodak Park, Eastman Kodak Co., Rochester, N. Y., named recipient of The Society of Motion Picture and Television Engineers' 1968 Progress Medal Award.

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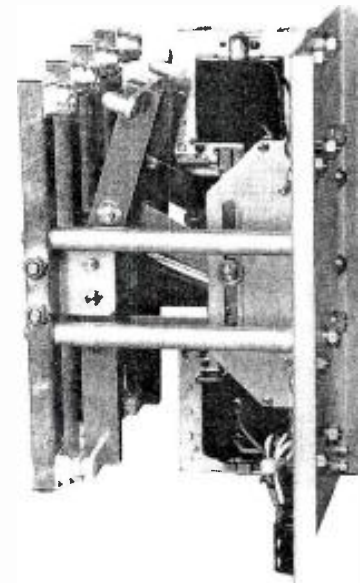
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ABC speaks up on satellites

Network says broadcasters should be given a share in the ownership of a domestic system

ABC revived the controversy concerning the ownership of a proposed domestic communications-satellite system with a request that broadcasters not be left out in the establishment of a nongovernment-owned pilot program.

ABC President Leonard H. Goldenson, in a letter to FCC Chairman Rosel H. Hyde, said the networks and other interested broadcasters should be permitted to participate in the ownership of such a system's ground stations and space portions. "Mere representation on some advisory group will not suffice," Mr. Goldenson said.

The letter was filed at a time when both the President's Task Force on Telecommunication Policy and the commission are believed to be nearing a decision in the consideration each has been giving to the matter of a domestic communications-satellite system. Such a system is only one of many telecommunications matters being studied by the task force, which is expected to make its report to the President early in November.

ABC kicked off the national debate about a domestic satellite system in 1965 with a request that the commission authorize it to operate a satellite that would feed programming to its affiliates. This mushroomed into a major commission inquiry into the question of who should own and operate a domestic system.

It was in this proceeding that the Ford Foundation proposed the establishment of a system that would be reserved exclusively for broadcasting but whose profits would be turned over to educational television.

However, a proposal of the Communications Satellite Corp., which owns the U. S. portion of the international system, that it be authorized to operate a "pilot" domestic system pending a resolution of all legal and technical issues appears to be the focus of attention of government planners. The proposed system would be multi-purpose—that is, dedicated to a variety of communications uses, not broadcasting alone.

Comsat has argued that under the Communications Satellite Act of 1962, which provided for the establishment of that company, it alone has the authority to own and operate a domestic

communications satellite system as well as the U. S. interest in a global system.

Mr. Goldenson, in an apparent reference to that argument, said that "Congress, in passing the 1962 act, did not redistribute domestic traffic, nor did it conclude that radio frequencies presently used for private and specialized purposes, without the intermediary of a common carrier," should be shunted to Comsat or to domestic carriers.

"Comsat should not be allowed to gain a pre-emptive position in the domestic satellite field," he said. "There is ample financing, know-how and skill in the electronics industry to conduct a pilot program, without entrusting the entire matter to Comsat."

Ford and ABC have suggested that, if any test program is undertaken, it be conducted by the National Aeronautics and Space Administration. And Mr. Goldenson held to that position last week. "For both legal and policy reasons," he said, "we believe that Comsat (in view of its monopoly position in the global satellite field) should not be accorded a corresponding monopoly in

Increase in TV set sales up 7.8% over '67 figure

TV set sales to dealers continued strong for the first eight months of the year, registering a 7.8% increase over the same period last year—with color TV sales up a healthy 14.4%.

Radio set sales registered an overall 7.2% increase for the period compared with the same 1967 period, with auto radio sales hitting a strong 21.5% increase, and FM sales a 4.1% jump. But auto FM sales hit a whopping 43.6% increase.

Distributor sales to dealers for the January-August period, as reported by the Electronic Industries Association last week:

	TELEVISION	
	1968	1967
Color	3,123,414	2,729,555
Monochrome	3,336,821	3,264,921
Total	6,460,235	5,994,476
	RADIO	
	1968	1967
Home (with FM)	6,767,604	7,014,371
Auto (with FM)	(2,413,972)	(2,318,564)
Total	6,400,008	5,269,279
Home (with FM)	(638,849)	(444,872)
Total (with FM)	13,167,612	12,283,650
	(3,052,821)	(2,763,436)

the domestic satellite field."

But if a pilot program "not under NASA auspices" is adopted, he said, "the networks and other interested broadcasters [should] be allowed to participate in the ownership of the ground environment and space portions." He also said they should "be granted a voice in the entity which operates any such projects."

The basis for his argument is the "major contribution expected from broadcasters to the viability of the venture." He noted that Ford has pointed out that, "for the foreseeable future, broadcast distribution will certainly constitute the largest use to be made of any projected domestic satellite system."

He recalled that it was the use that international common carriers were expected to make of an international communications satellite system that led to their being given an investment interest and voice in the management of Comsat. The carriers are entitled to own 50%. The remainder is reserved for ownership by individual investors.

Conelco announces internal stock shuffle

In something of an internal reshuffling of holdings, Consolidated Electronics Industries Corp. announced a preliminary agreement to buy North American Philips Co. for about \$150 million worth of stock.

It is being purchased from U. S. Philips trust, which, in turn, owns about 35% of Conelco common stock. Shareholders of Philips N. V., Netherlands, are beneficiaries of U. S. Philips trust.

Philips N. V. is the largest electronics manufacturer in Europe. Under the Norelco brand name, North American Philips manufactures and imports professional broadcasting equipment, such as widely used Plumbicon cameras, in addition to a wide variety of industrial and consumer goods, including tape recorders and electric razors.

Conelco is a large conglomerate of firms in the electronics manufacturing and chemical/pharmaceutical operations. Latter includes such things as majority interest in North American Philips Electronics. Conelco also owns companies ranging from Mercury Records to an antenna rotor firm.

It did more than \$300 million in business last year. North American Philips did more than \$126 million.

Concurrent with the merger, 4,162,500 shares of additional stock in Conel-

co will become outstanding in the exchange, providing a total of 8,625,200 shares, excluding those which may be issued upon conversion of debentures and exercise of stock options.

U. S. Philips trust will end up holding about 66% of common stock.

Supreme Court does not act on presunrise rule

The last hope of a group of broadcasters trying to overturn the FCC's new presunrise rules were dashed last week when the U. S. Supreme Court declined to review a lower-court ruling upholding the FCC.

In a brief order, without opinion, the high court denied petitions for review of a unanimous May 10 decision of the U. S. Court of Appeals for the Second Circuit (BROADCASTING, May 20).

The commission instituted its new presunrise rules in June 1967. The regulations permit daytime stations and others to begin broadcasting with daytime antenna patterns at 6 a.m. local time with reduced power. More than 30 broadcasters claimed they were being discriminated against since they were being given no chance to object to what they alleged was early morning interference.

Among those attacking the FCC's decision was the Association on Broadcasting Standards, representing full-time daytime stations claiming that the commission did not go far enough in permitting them to operate before sunup.

FCC says WJSW violated presunrise rules

The FCC has charged wjsw Maplewood, Minn. with violation of presunrise rules and subsequent falsification of operating logs. The station was notified by the commission of its apparent liability for \$5,000 because of the violations.

According to an FCC field inquiry, wjsw began broadcasting one hour prior to its authorized October sign-on time of 6:30 a.m. on 19 occasions during that month in 1967. The commission said evidence was also obtained that Armand J. Belli, then president of station licensee B & G Broadcasting Inc., and president of wjsw, ordered station personnel to fabricate transmitter operating logs to indicate for at least the 19 days that the station had operated in accordance with the terms of its license during that time.

Then, the FCC alleged, he "destroyed the original transmitter logs for those dates which showed the earlier, unauthorized sign-on time."

The licensee has 30 days to request reduction or remission or to pay the fine.

Hughes gets contract for Intelsat IV

Communications Satellite Corp. has signed a \$72 million contract with Hughes Aircraft Co. to build the Intelsat IV series of communications satellites.

The new, advanced satellite will be capable of handling more than 5,000 two-way voice circuits, or 12 TV channels. The spacecraft will be 8 feet in diameter and nearly 18 feet high. It will have a life span of seven years. The new satellite will carry two steerable dish antennas, permitting transmissions to be spotlight-beamed to heavily populated areas on earth where communications needs are greatest.

The contract calls for delivery of four spacecraft and one prototype in about two years.

Meanwhile, Cosmat is awaiting a "go" from the National Aeronautics and Space Administration for a second try in putting the Intelsat III series of synchronous communications satellites into orbit. Cosmat hopes that the next launch placing an Intelsat III satellite over the Atlantic will take place at Cape Kennedy before the end of the year. The first Intelsat launch last September failed when the rocket went off course and had to be destroyed.

Emergency alert sets pass FCC two-week test

The FCC has successfully tested a dozen specially designed emergency broadcast alerting receivers. Following their modification to overcome problems that showed up last January in the first test.

The receivers, made by Zenith Radio Co. under contract from the Office of Civilian Defense, were changed to use a resonant reed filter, instead of the resonant reed relay that gave trouble in the earlier sets (BROADCASTING, Feb. 5). The receivers are samples of a five-year development undertaken by a special committee of the National Industry Advisory Committee aiming at the creation of a radio set capable of automatically alerting the public in the event of a war or natural emergency.

All of the modified receivers that were tested over the last two weeks (the tests ended Oct. 21) checked out properly, according to the FCC's Office of Emergency Broadcasting. What pleased FCC staff men especially, it was learned, was that none of the sets gave a false response.

The receivers used in the latest tests were placed in Washington, Baltimore, New York and Winchester, Va. WTOP Washington (50 kw on 1500 kc) was used as the transmitting station.

The receivers are actuated when a special tone is broadcast. The tone is a

mixture of 853 cps and 960 cps, and is broadcast for a total of 22 seconds. Receivers "hearing" this subaudible twin tone reproduce it through the audio system of the set, resulting in a loud buzz—similar to a doorbell buzz—loud enough to attract the attention of anyone within hearing, including those who might be asleep.

During the latest tests WTOP broadcast the tone three times daily, in the morning, in the afternoon and at night.

Following an evaluation of the just-finished equipment tests by the NIAC committee, a full-scale system test is expected to be undertaken, using all of the 300 AM-FM receivers, the 50 TV receivers, properly modified, and the 30 signal generators now on hand.

OCD is understood to have spent over \$100,000 in the development work and the production of the prototype receivers.

'Quasi-Laser' system viewed by FCC members

Four FCC commissioners and a large complement of the commission's legal and engineering staff saw a demonstration of the "Quasi-Laser" over-the-air system last week.

The demonstration, utilizing two antenna dishes that transmitted 12 TV programs across the FCC's meeting room, was conducted by Dr. Joseph Vogelmann, vice president for electronic research of the Chromolloy American Corp., and Ira Kamen, president of Laser Link Corp. Chromolloy American Corp. now holds the rights to the Quasi-Laser system, developed by Laser Link.

The demonstration used four Washington TV signals, a live camera pickup, two video tape programs and five signal generator feeds. The link, utilizing the 10 gc band, was said to be capable of carrying 32 programs. The system is usable up to 10,000 gc, it was said.

The system was developed for use with CATV where cable laying would be a problem, such as in metropolitan cities, as well as for rural area pockets. Present at the demonstration were Commissioners Robert T. Bartley, Kenneth A. Cox, Nicholas Johnson and H. Rex Lee.

Technical briefs:

Color gear ■ RCA will supply WJY-TV (ch. 14) Jacksonville, Ill., with a \$1.5-million color broadcast system. The station plans to go on the air in February 1969 and will be a primary ABC-TV affiliate.

New amplifier ■ Gates Radio Co., Quincy, Ill., has developed a new limiting amplifier, the M-6543, with a three to five microsecond attack time.

Benn accuses BBC of power accumulation

Anthony Wedgwood Benn, Britain's minister of technology, has accused the British Broadcasting Corp. of—among other things—“triviality and sensationalism” in its handling of news and current affairs.

Mr. Benn, a former postmaster general as well as an experienced broadcaster himself, recalled that the BBC in its early days had won recognition for its objective treatment of the news, but that in recent years “this has been replaced by a growing tendency to personalize news presentation.”

“Broadcasting,” said Mr. Benn, “is really too important to be left to the broadcasters.” But he stressed that he was not proposing direct or indirect government control. Nevertheless, he felt the BBC had concentrated “an enormous accumulation of power” by its policy of restricting the function of broadcasting and the production of its current affairs programs to a few hundred broadcasters and executive producers. Mr. Benn would widen “access to broadcasting,” so that anyone who had anything to say would be given the

chance to say it.

Although Mr. Benn emphasized that his criticisms were an expression of his own personal views, there was every indication that they were a reflection of the antagonism in government circles over the BBC's handling of political and public affairs. Bad feelings originally flared at the Labor party conference in 1965 when Prime Minister Harold Wilson was infuriated at the handling he got from BBC interviewers, and relations have been smoldering ever since.

Nevertheless, Mr. Benn's remarks set off a spate of angry reactions in the country, including government circles. The prime minister was reportedly “furious” with Mr. Benn. The current attitude at the BBC, according to network sources, was that it would resist any change in its present handling of news and current affairs.

New TV series programs sold to foreign markets

Twentieth Century-Fox Television reports that its half-hour *Julia* series, on NBC-TV, has been sold in Argentina, Colombia, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Panama, Puerto Rico, Uruguay, Venezuela,

Holland, Japan, the Philippines, Singapore, Thailand and Canada.

Twentieth's new one-hour ABC-TV series, *Land of the Giants*, has been sold in more than 35 overseas markets: Argentina, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Gibraltar, Great Britain, Honduras, Mexico, Thailand, Uruguay, and Venezuela, and in various markets of Japan and Canada.

XTIM-TV opens facilities in Mexico City

A new network, Television Independente de Mexico, is scheduled to begin operations on Wednesday (Oct. 30) with the launching of XTIM-TV (ch. 8) in Mexico City. The network's other stations are XEMO-TV Monterrey, XHFM-TV Vera Cruz and XPUÉ-TV Puebla, which, already on the air, will be linked by microwave to Mexico City.

Aurelio Flores is general manager of the network which is 70% owned by the Cresta Blanca brewery of Mexico. The programming format will include U.S. network programs, Mexican-produced dramas, comedy series and news. The U.S. representative is Charles Michelson Inc., New York.

FocusOnFinance

CBS picks up strength in third-quarter report

An upbeat for the third quarter and an improving first nine months of the year was issued by CBS Inc. last week.

William S. Paley, CBS chairman, and Frank Stanton, president, noted “all three of our major groups picked up momentum in the third quarter that has carried into the fourth quarter. . . .”

They noted also that CBS/Broadcast Group sales for the first three quarters were ahead of the period last year and that additional strength in the group's sales was apparent in the fourth quarter. CBS-TV, Mr. Paley and Dr. Stanton said, enjoyed an “excellent” competitive position in night-time and daytime programming.

The CBS gain in the third quarter was achieved despite a late start of network programming this fall and heavy costs in news coverage in a year that has included the political conventions. The Television Bureau of Advertising in reporting network TV billings for the first nine months of 1968 had noted

that the introduction of new programs on the networks occurred later this year (BROADCASTING, Oct. 21). Thus little of the usual heavy fall-season billing appeared during the July-through-September period.

The CBS statement, after inclusion of the federal income surtax, reported consolidated net income for the third quarter ended Sept. 28 increased \$395,000.

For the first nine months consolidated net income was off \$185,000 from last year's period although net sales increased more than \$30 million.

Messrs. Paley and Stanton said that the CBS/Comtec Group would conduct public demonstrations of the Electronic Video Recording system (EVR) in the U.S. and Britain “later this fall.”

CBS/Columbia, the CBS executive said, is having an “excellent year,” with the CBS Records division expected to produce 225 million records in 1968, an increase of 30 million over last year, and CBS/Holt Group sales substantially greater than they were at

this point in 1967.

For the third quarter:

	1968	1967
Earned per share	\$0.43	\$0.42
Net sales	224,949,000	206,134,000
Income before taxes	22,367,000	18,492,000
Net income	10,846,000	10,451,000

For nine months:

	1968	1967
Earned per share	\$1.39	\$1.43
Net sales	672,979,000	640,593,000
Income before taxes	71,368,000	65,651,000
Net income	34,751,000	35,566,000

TSN expands, plans to enlarge holdings

Texas State Network Inc. is the latest broadcast group going public. The move will result from the merger of Computer Statistics Inc. and Community Management Services Inc. into TSN, scheduled to be completed by the end of next month.

In the last two weeks, stockholders of all three companies have approved the merger agreements.

All three companies are principally owned by Arnold Malkan. Stanley Wilson, president of TSN and presently a 10% stockholder, will remain as presi-

dent of the combined companies.

Computer Statistics Inc. and Community Managements Services Inc. already are publicly held companies; the former provides data processing services in Dallas, Houston, San Antonio, Tex., and Shreveport, La., and owns a computer leasing company. Community Management Services controls Community Life Insurance Co., Portland, Me., which is licensed in seven states, and a mutual casualty insurance company, also headquartered in Maine. The group also owns a chain of car-wash businesses in the Southeast.

TSN, based in Fort Worth, owns KFJZ-AM-FM Fort Worth, KEYS Corpus Christi, Tex., and WNOR-AM-FM Norfolk, Va., and has 95 radio-station affiliates to which it furnishes live news and sports; it also originates all radio broadcasts for the Dallas Cowboys of the National Football League.

At the present time, according to Arnold Malkan, TSN chairman, negotiations are underway to purchase a chain of nursing homes and another computer company. Mr. Malkan said last week that TSN hopes to expand its broadcast holdings also.

Sports CATV offering reported to H&B holders

After approving the acquisition of Jack Kent Cooke Inc. and Continental Cablevision Inc. last week, H&B American stockholders were told that contests of Mr. Cooke's sports teams would be available for showing on many of the existing CATV systems owned by the newly merged companies.

William M. Jennings, chairman of H&B American, and Mr. Cooke, who becomes a director and chairman of the executive committee, noted that the company is in the planning stage of originations and expects to begin showing professional sports events next year. No further details were given. Mr. Cooke owns the Los Angeles Lakers of the National Basketball Association, the Los Angeles Wolves of the North American Soccer League and the Los Angeles Kings of the National Hockey League, and has a 25% interest in the Washington Redskins in the National Football League. He also owns the Springfield Kings in the American Hockey League.

The transaction gives Mr. Cooke 1,600,000 shares of H&B stock, valued at over \$30 million, for his CATV properties. His companies operated 20 systems with about 81,000 subscribers. H&B American already operates 38 systems with approximately 129,000 subscribers.

William J. Bresnan, executive vice president of the Cooke companies, also becomes a director of H&B American.

The stockholders also approved a

proposal to increase the number of authorized shares from six million to 10 million for future acquisitions. The company has no definite purchases in mind, Mr. Jennings said, but it will continue to acquire CATV systems while keeping an open mind toward diversification.

The tentative merger was announced last July (BROADCASTING, July 15).

In advance of its special stockholder meeting, H&B American reported unaudited increases in both earnings and revenues although earnings per share remained constant for its fiscal year ended July 31:

	1968	1967*
Earned per share	\$0.29	\$0.29
Revenues	7,461,849	6,424,750
Pre-tax income	1,239,482	994,367
Net income	901,482	783,367
Average shares outstanding	3,323,123	2,689,968

*Restated on pooling of interest basis; includes also extraordinary credit of \$130,000 created by federal tax loss carryover from preceding year.

Gray reports \$48,150 net income figure

Gray Communications Systems Inc., Albany, Ga.-based group TV broadcaster and newspaper publisher, reported unaudited consolidated net income of \$48,150 (4 cents per share) on operating revenues of \$1,086,147 for the first quarter of the fiscal year ended Sept. 30.

Gray Communications management reported operating revenues are up over similar period last year, but acknowledged losses from CATV operation in Albany. Board of Gray Communications voted quarterly dividend of 7½ cents a share, payable Nov. 15 to stockholders of record Oct. 29.

Gray Communications, which went public early this year, owns WALB-TV Albany, WJHG-TV Panama City, Fla., and KTVE(TV) El Dorado, Ark.-Monroe, La., as well as *Albany Herald*. Gray Communications bought KTVE from Fuqua Industries last December for \$3,250,000.

Fuqua purchases three photofinishing firms

Fuqua Industries Inc., a diversified company with broadcast properties, has acquired three photofinishing firms. The photographic companies, with annual sales of \$5.5 million, are Rockford Photo Service, Rockford, Ill.; Chapel Photo Service, New Haven, Conn., and Star Photofinishing Co., Atlanta.

Fuqua said it bought the Rockford plant for \$4 million; the other two for an undisclosed cash price. The three companies will become part of Fuqua's Colorcraft Corp., bringing that subsidiary's annual sales volume to \$20 million, E. D. Kenna, Fuqua president, said.

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The Broadcasting stock index

A weekly summary of markets movement in the shares of 69 companies associated with broadcasting, compiled by Roth Gerard & Co.

	Stock symbol	Ex-change	Closing Oct. 24	Closing Oct. 17	Closing Oct. 10	High	Low	1968	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting										
ABC	ABC	N	68½	69½	71½	74	44		4,709	\$370,200
CBS	CBS	N	54½	56½	54½	61	44		23,665	1,269,000
Capital Cities	CCB	N	74	74	77½	78	43		2,811	203,100
Corinthian	CRB	N	36½	37	35½	41	23		3,384	119,700
Cox	COX	N	55½	57½	54½	65	44		2,879	153,700
Gross Telecasting	GST	O	36	38	33½	38	28		400	13,100
Metromedia	MET	N	52	51½	49½	53	34		4,862	224,300
Reeves Broadcasting	RBT	A	37½	39½	36½	48	10		1,825	63,600
Scripps-Howard	SHB	O	30½	31½	31	34	24		2,389	70,500
Sonderling	SDB	A	37½	37½	39½	48	24		930	37,800
Taft	TFB	N	42	41½	40	46	30		3,363	137,000
Wometco	WOM	N	31½	31½	31½	34	18		3,815	121,600
								Total	55,032	\$2,743,600
Broadcasting with other major interests										
Avco	AV	N	45	45½	44½	65	37		14,075	\$659,800
Bartell Media	BMC	A	15½	16½	15½	21	9		2,106	30,800
Boston Herald-Traveler	BHT	O	66	66	65	71	48		569	34,100
Chris-Craft	CCN	N	38½	37½	36½	45	27		1,153	40,500
Cowles Communications	CWL	N	15½	17½	16½	17	13		3,625	52,600
Fuqua	FQA	N	38½	40	38½	45	33		3,600	88,900
Gannett	O	O	40½	40½	39½	44	23		4,736	198,900
General Tire	GY	N	32	32½	32½	34	23		17,061	571,500
Gray Communications	O	O	12½	12½	12	15	9		475	5,900
LIN	O	O	27	28½	28½	31	16		1,550	46,500
Meredith	MDP	N	45	42½	41½	45	23		2,732	114,100
The Outlet Co.	OTU	N	30½	29½	28½	34	20		1,184	32,600
Rollins	ROL	N	75½	74½	73½	78	43		3,959	302,900
Rust Craft	RUS	A	46½	44½	45	52	29		779	37,800
Storer	SBK	N	52½	54½	56½	63	36		4,188	236,600
Time Inc.	TL	N	106½	105½	101½	109	86		7,018	722,900
								Total	68,810	\$3,176,400
CATV										
Ameco	ACO	A	15½	14½	14½	19	8		1,200	\$19,400
Entron	NRN	O	11	11	11½	11	4		607	6,100
H & B American	HBA	A	21	19½	20½	24	10		2,956	65,000
Teleprompter	TP	A	66½	69	70	78	24		994	70,100
Vikoa	VIK	A	30½	31½	29½	37	13		1,364	48,400
								Total	7,121	\$209,000
Programming										
Columbia Pictures	CPS	N	42½	42½	40½	44	23		4,701	\$185,100
Commonwealth United	CUC	A	19½	19½	19½	22	7		6,087	118,900
Disney	DIS	N	77½	78½	74½	82	42		4,230	313,000
Filmways	FWY	A	37	37½	36½	39	17		961	35,800
Four Star	O	O	7	7½	8½	10	5		666	4,700
Gulf & Western	GW	N	52	49½	46½	66	39		11,680	535,800
MCA	MCA	N	51	51½	51	53	43		7,764	391,100
MGM	MGM	N	49½	50	52½	55	36		5,759	301,600
Screen Gems	SGE	A	40½	41	39	42	23		4,048	150,800
Trans-Lux	TLX	A	71	71½	75½	84	22		753	60,800
20th Century-Fox	TF	N	35	35	36½	40	25		7,035	262,900
Walter Reade	O	O	15½	14½	14½	15	7		1,662	22,200
Warner-Seven Arts	WBS	A	47½	46½	46½	48	26		3,810	168,100
Wrather Corp.	O	O	14½	14½	14½	15	4		1,760	25,500
								Total	60,916	\$2,576,300
Service										
John Blair	BLA	O	40½	39½	38½	40	20		1,080	\$40,500
Comsat	CQ	N	55½	53½	50½	65	42		10,000	540,000
Doyte Dane Bernbach	O	O	32½	32½	33	41	31		2,104	63,100
Foot, Cone & Belding	FCB	N	15	15½	15	20	13		2,157	30,700
General Artists	O	O	14½	13	13½	26	10		610	9,200
Grey Advertising	O	O	14½	15½	15½	20	12		1,201	19,500
MPO Videotronics	MPO	A	15	16½	16½	18	11		517	8,900
Movielab	MOV	A	13	14½	12½	18	13		1,404	18,600
Nielsen	O	O	35½	35½	36	40	27		5,130	192,400
Ogilvy & Mather	O	O	19½	19½	18½	21	14		1,090	21,300
Papert, Koenig, Lois	PKL	A	6½	6½	7	10	5		791	5,300
								Total	26,084	\$949,500
Manufacturing										
Admiral	ADL	N	19½	20½	21	25	17		5,110	\$107,900
Ampex	APX	N	34½	37½	37	38	27		9,629	351,500
General Electric	GE	N	96½	94½	88½	100	80		91,068	7,763,500
Magnavox	MAG	N	58½	57½	55½	59	37		15,442	847,400
3M	MMM	N	108½	104½	105	120	81		53,793	5,554,100
Motorola	MOT	N	130½	131½	135	154	97		6,122	863,200
National Video	NVD	A	13½	13½	14½	25	12		2,782	36,500
RCA	RCA	N	47½	47½	50½	55	44		62,606	3,106,800
Reeves Industries	RSC	A	7½	7½	6½	9	5		3,240	23,100
Westinghouse	WX	N	73½	75½	76½	78	60		38,064	2,926,200
Zenith Radio	ZE	N	55½	57½	57½	66	51		18,860	1,096,200
								Total	306,716	\$22,676,400
								Grand total	524,679	\$32,311,200
Standard & Poor Industrial Average			113.43	113.58	112.75	113.58	95.05			

Shares outstanding and capitalization as of Sept. 30

N-New York Stock Exchange
A-America Stock Exchange
O-Over the counter

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ITT

Company reports:

Taft Broadcasting Co., Cincinnati-based group broadcaster, reported an 8.7% increase in net revenues, a 12.5% rise in pretax earnings, with net earnings about equal for the first half of fiscal 1968 ended Sept. 30:

	1968	1967
Earned per share	\$0.93	\$0.93*
Net revenues	18,569,654	17,082,079
Earnings before federal income tax	6,900,690	6,134,417
Net earnings after taxes	3,121,425	3,120,704

*Does not reflect extraordinary credit of \$1,575,000 or 47 cents per share from sale of WKYT-TV Lexington, Ky.

Foote, Cone & Belding's nine-month financial statement showed a slight increase in gross billings and operating income but a drop in net income and income per share for nine months ended Sept. 30:

	1968	1967
Earned per share	\$0.48	\$0.58
Gross billings	190,520,000	190,349,000
Commission and fee income	29,348,000	28,886,000
Net income	1,018,000	1,215,000

Capitol Cities Broadcasting Corp., New York, reported a 29% increase in earnings for the nine months ended Sept. 30:

	1968	1967
Earned per share	\$2.23	\$1.73
Net revenues	53,150,000	47,109,000
Net earnings	6,519,000	5,054,000

Transamerica Corp., San Francisco, diversified service organization and parent company of United Artists Corp., reported its earnings growth on target for the nine months of the current year. Consolidated net income is up almost \$16 million, or 22 cents per share, over the 1967 period. Earlier this month Transamerica announced plans to merge with Metromedia Inc. (BROADCASTING,

Oct. 14). For the nine months ended Sept. 30:

	1968	1967
Earned per share	\$2.30	\$2.08
Net income	68,500,000	52,800,000

Notes: Company did not release revenue figures. Adjusted on a pro forma basis including companies acquired during 1968, nine-month earnings in 1967 would be \$58.8 million or \$2 per share.

Signal Co.'s Inc., Los Angeles, formerly Signal Oil & Gas Co., reported slightly higher earnings for the nine-month period ended Sept. 30, not including a \$37.2 million nonrecurring gain from sale of a marketing and refining property. Last summer Signal purchased a 49.9% interest in Golden West Broadcasters Inc. for \$25 million cash (BROADCASTING, Aug. 5).

	1968	1967
Earned per share	\$1.72	\$1.70
Revenues	1,047,000,000	1,110,000,000
Net income	35,406,000	35,279,000
Shares outstanding	14,346,715	11,851,548

Notes: Per-share earnings are assuming full conversion of all outstanding convertible preferred; 1967 figures are restated to reflect acquisitions made on a pooling-of-interests basis.

Harris Intertype Corp., Cleveland, owner of Gates Radio Co., manufacturer of broadcast transmitters and other equipment, reported a 19% gain in per-share earnings and a 16% increase in sales for the first three months of the new fiscal year ended Sept. 30:

	1968	1967
Earned per share	\$0.70	\$0.59
Net sales	67,533,443	57,995,528
Earnings before taxes	8,057,261	6,042,940
Net earnings	3,902,885	3,230,647
Average shares outstanding	5,551,619	5,480,565

Communications Satellite Corp., Washington, reported an increase in net income of 21 cents per share for the

nine months ended Sept. 30:

	1968	1967
Earned per share	\$0.50	\$0.29
Operating revenues	21,821,000	12,187,000
Net operating income (unaudited)	795,000	(1,316,000)
Net income	5,054,000	2,898,000

Meredith Corp., De Moines, publishing company with multiple broadcast holdings, reported a 24% increase in earnings for the first three months of fiscal 1969 ended Sept. 30:

	1968	1967
Earned per share	\$0.97	\$0.79
Revenues	31,884,778	30,058,215
Net earnings	2,667,415	2,150,650

Cox Broadcasting Corp., Atlanta-based group broadcaster, reported a 14% increase in revenues but the same percentage loss in net income after capital loss of \$63,000 attributed to Cox's CATV holdings, for the nine months ended Sept. 30:

	1968	1967
Earned per share	\$1.66	\$1.96
Operating revenues	40,461,719	35,638,279
Operating income before taxes	11,196,646	10,676,288
Net operating income	4,846,646	5,000,288
Net income	4,783,646	5,538,663
Shares outstanding	2,878,550	2,826,600

Technicolor Inc., Hollywood, film processing firm, reported a sizeable increase in gross income but a decline in after-tax profit due to higher taxes for the 39 weeks ended Sept. 28:

	1968	1967
Earned per share	\$0.95	\$1.03
Revenues	87,363,493	71,599,434
Net earnings	3,339,295	3,518,135
Shares outstanding	3,528,120	3,415,906

Notes: extraordinary income of \$1,703,067 50 cents a share was reported in 1967. Proposed absorption of company by Memorex Corp., Santa Clara, Calif., is pending stockholder approval but regardless of the outcome Technicolor intends to distribute to shareholders certain of its nonphotographic business and assets which in current nine-month period contributed profit of \$310,000, or nine cents a share, to the net earnings above.

Who traded stock in September

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 September (all common stock unless otherwise indicated):

- Bartell Media Corp.—David Bartell sold 191,263 shares, leaving 30,000.
- Capital Cities Broadcasting Corp.—Daniel B. Burke and J. P. Dougherty each sold 500 shares, leaving 10,450 and 12,000, respectively.
- Commonwealth United—Peter Gettinger sold 500 shares, leaving 122,062.
- Cox Broadcasting Corp.—Frank Galther sold 1,000 shares, leaving 8,023.
- Doyle Dane Bernbach—William Bernbach sold 325 class A shares, leaving 93,239. Mrs. Bernbach sold 442 class A shares, leaving 141,111. Joseph R. Daly sold 241 class A shares, leaving 53,054 held personally, 11,515 held as custodian and 6,000 held as trustee. Maxwell Dane sold 445 class A shares, leaving 116,870 held personally, 320 held by wife and 1,425 held as foundation. Ned Doyle sold 767 class A shares, leaving 186,684.
- Entron Inc.—Edward P. Whitney sold 190 shares, leaving 10.
- Foote, Cone & Belding—Arthur W. Schultz sold 400 shares, leaving 29,151 held person-

- ally, 1,250 held by wife and 4,187 held in trusts.
- Fuqua Industries Inc.—Mrs. Harry H. Wise Jr. bought 100 shares, giving her a total of 100. Mr. Wise holds 200 shares.
- Gross Telecasting—David E. Simpson as trading account bought 520 shares and sold 461, giving him a total of 564 held as trading account and 100 shares held personally.
- Gulf & Western Industries—L. F. Johnson exercised option to buy 1,326 shares, giving him a total of 1,326.
- H & B American Corp.—W. M. Jennings, wife and children exchanged \$11,210 worth of 6% convertible subordinated debentures for 27,802 shares, giving them a total of 63,347.
- MCA Inc.—Edd Henry bought 350 shares and exercised option to buy 5,000 shares, giving him a total of 10,680.
- Movielab Inc.—Frank S. Berman and wife sold 300 shares, giving them a total of 206 held jointly and 4,091 held personally by Mr. Berman.
- Ogilvy & Mather International—A. A. Ross sold 500 shares, leaving 5,814.
- Outlet Co.—Ralph Buccl exercised option to buy 500 shares and sold 100 shares, giving him a total of 800. James E. Gleason exercised option to buy 1,200 shares, giving him a total of 1,500. K. Logewitz exercised option to buy 600 shares and sold 600 shares, leaving 4,600. D. J. Shurtleff exercised option to buy 250 shares, giving him a total of 2,000. M. A. Trowbridge exercised option to buy 400 shares and sold 200 shares, giving him a total of 1,100.
- Papert, Koenig, Lois Inc.—Norman Gru-

- lich sold 700 shares, leaving 40,863. Julian Koenig sold 6,800 shares, leaving 71,832. T. Levenson sold 500 shares, leaving 28,249 held personally and 500 shares held by wife.
- RCA—Theodore A. Smith sold 1,600 shares, leaving 34,885.
- Rollins Inc.—R. R. Rollins as co-trustee bought 100 shares, giving him a total of 24,100 held as co-trustee, 2,800 held as foundation, 32,193 held as custodian, 65,000 held personally and 1,037 held by wife. Henry B. Tipple as co-trustee bought 100 shares, giving him a total of 24,100 held as co-trustee, 35,188 held personally, 2,800 held as foundation and 12 held by wife as custodian.
- Sonderling Broadcasting—Richard Goodman sold 800 shares, leaving 137,700. Mason A. Loundy sold 3,800 shares, leaving 50,200.
- Storer Broadcasting—Roger W. LeGrand exercised option to buy 2,400 shares, giving him a total of 4,008. Reginald B. Martin sold 1,000 shares, leaving 5,200. Warren C. Zwicky exercised option to buy 100 shares, giving him a total of 100.
- Teleprompter Corp.—Herbert Krasnow sold 450 shares, leaving 50.
- Twentieth Century-Fox Film Corp.—David Brown bought 400 shares, giving him a total of 2,644. W. C. Michel sold 2,836 shares, leaving 500.
- Walt Disney Productions—O. B. Johnston sold 700 shares, leaving 275. Spencer C. Olin sold 400 shares, leaving 1,174. Donn B. Tatum exercised option to buy 1,802 shares, giving him a total of 2,832. F. Waldheim sold 400 shares, leaving 1,000.

Broadcast advertising



Mr. Cameron Mr. Lane

James D. Cameron Jr., and **William D. Lane**, management supervisors, Young & Rubicam, New York, named senior VP's.

Karl F. Vollmer, senior VP and deputy creative director, Young & Rubicam, New York, joins Daniel Starch and Staff Inc., Mamaroneck, N. Y., in newly created position of editor. **Richard C. Anderson**, VP in charge of media relations at Y&R, joins Starch as executive VP.

David Hodd, administrator; **John G. Nicholas**, executive television producer, and **John J. Sisk Jr.**, manager, network buying, J. Walter Thompson Co., New York, elected VP's.

Chaunce Skilling, executive producer, Compton Advertising, New York, elected VP.

John W. Cantwell, president and chief executive officer, Pritchard Wood Associates Inc., New York, joins Parkson Advertising Agency there in same capacity.

Stephen A. Novick, creative supervisor, Grey Advertising Inc., New York, elected VP.

Gerald Sneed, group head, Kenyon & Eckhardt, New York, joins Cunningham & Walsh there as VP and executive art director.

Lew Shaw, account executive, Meeker Radio Inc., New York, joins PRO Time Sales Inc. as eastern sales manager.

Melvin A. Brenner, VP, schedules and equipment utilization, American Airlines Inc., New York, named VP of new department of market planning and development.

Barry R. Lewis, account director, North Advertising, Chicago, named VP.

Kenneth C. Podalsky, VP and account director, Earle Ludgin & Co., Chicago, elected executive VP for administration.

Jack H. O'Dowd and **Robert Pingrey**,

account supervisors, named VP's.

Bruce Johnson, VP and office manager, Metro Radio Sales, Los Angeles, also named West Coast manager.

Gerald S. Schreiner, with Curtis Publishing Co., Cleveland, joins Television Advertising Inc., New York, as manager, special projects.

Senius J. Smith, sales manager, WYAE Baltimore, joins WTOW-AM-FM Towson, Md.-Baltimore in same capacity.

Harry Appel, manager of research and promotion, ABC Films Inc., New York, joins Avery-Knodel Inc. there as sales promotion manager.

Media

Harold Essex, president and general manager, WSJS-AM-FM-TV, Winston-Salem, N. C., elected president of North Carolina AP Broadcasters Association.



Mr. O'Reilly

Peter V. O'Reilly, general sales manager, WTOP Washington, named VP and general manager. He succeeds **Lloyd W. Dennis Jr.**, who retires.

Wes Bradley, with KSSS Colorado Springs, named general manager.

George Green, VP and general manager, Jefferson Carolina Corp., Greensboro, N. C., joins Continental CATV Inc., Hoboken, N. J., as president.

Robert A. Strauss, local sales manager of Strauss Broadcasting's KCEE-AM-FM Tucson, Ariz., elected corporate VP for Strauss group.



Mr. Lowenthal

Leon Lowenthal, general manager, Taft Broadcasting's WGR Buffalo, N. Y., named VP.

George Castrucci, chief accountant and business manager of Taft's WKRC-AM-FM-TV Cincinnati, named assistant to **John L. McClay**, executive VP of Taft.

Patricia R. Harris, professor of law, Howard University, Washington; **Edward A. Schrader**, principal, Goldman, Sachs & Co., New York, and **William H. Schuman**, president, Lincoln Center

for the Performing Arts, New York, elected to board of directors. National Educational Television, New York. **James Reston**, executive editor, *The New York Times*, resigns from board.

Jackson F. Lee, WFAI Fayetteville, N. C., elected president of North Carolina Association of Broadcasters. Others elected: **William A. Gietz**, WFMV-TV Greensboro, VP-TV; **Carl V. Venters Jr.**, WFAG Farmville, VP-radio; and **Frank Lambeth**, WMFR High Point, secretary-treasurer.

Edward D. Ramsey, classified advertising and promotion manager, *The Trentonian*, Trenton, N.J., joins WTM there as general manager.

Harry Kaplan, general manager, WMIN St. Paul, joins KANO Anoka, Minn., in

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Programing

Jane Cohen, with WPHL-TV Philadelphia, appointed program director.

John Morrow, production manager, KING Seattle, appointed program manager.

Brad Lacey, program director, WMYR Fort Myers, Fla., joins WBBH-TV there as program manager and director of public affairs. WBBH-TV is not on air yet.

Hugh Barr, operations director, WHAS-AM-FM-TV Louisville, Ky., named program director, WHAS.

Jerry Moore, operations manager, KHFI-AM-FM Austin, Tex., appointed program manager.

Gregory Stoner, program director, KHAR-TV Anchorage, joins WHCT(TV) Hartford, Conn. in same capacity.

News

William Cole, with CBS News, named correspondent and Moscow bureau chief. **George Syvertsen**, with CBS News in Vietnam, named correspondent and Tokyo bureau chief. **George Foster**, reporter-producer, named CBS Radio correspondent.

Ken Cosgrove, news editor, WOI-TV Ames, Iowa, appointed news director.

Joe Tierno, with WTLB Utica, N. Y., named news director.

Lee Starnes, news director, WAAT

Trenton, N. J., and **Marc Howard**, newscaster, WPRI-TV Providence, R. I., join WPIX(TV) New York, as investigative reporters.

Promotion



Miss Durkin

, named VP for promotion.

Arthur Perles, press chief, MGM Television, New York, retires Jan. 3, 1969. He will devote time to writing, special PR projects, travel and public service.

Mollie Cobb Durkin, director of radio and television, Gann-Dawson Inc., Scranton, Pa., joins WPHL-TV Philadelphia, as promotion director.

Sol Rosinsky, national promotion director, The Star Stations Inc., Omaha, named VP for promotion.

Allied fields

Richard M. Schmidt Jr., general counsel, United States Information Agency, resigns Nov. 1 to join Washington law office of Marcus Cohn. Mr. Schmidt was in private practice in Denver before joining USIA in 1965. **Leonard H. Marks**, director of USIA, is scheduled to rejoin what was law office of Cohn and Marks late this year (BROADCASTING, Oct. 7).

Norman S. Hecht, VP for advertiser and agency services, American Re-

search Bureau, Beltsville, Md., named VP for plans and analysis. He is succeeded by **Alain J. Tessier**, Midwest manager for advertiser and agency services.

Equipment & engineering

Charles R. Thompson, marketing manager, International Business Machines Corp., Armonk, N. Y., joins Telecommunication Consultants International Inc., Washington, as VP.



Mr. West

international sales department, commercial electronic systems division, RCA, Camden, N. J., named division VP. **Herman R. Henken**, with information systems division, Cherry Hill, N. J., joins commercial electronic systems division as manager, advertising and sales promotion.

John Wilner, VP for broadcast engineering of Hearst Corp. (multiple broadcast owner) resigns Dec. 31 to join Adams-Russell Corp., Boston, electronics equipment manufacturer. Mr. Wilner entered broadcasting in 1937 with CBS; joined Hearst in 1947.

Leonard G. West, field marketing engineer, Varian, Palo Alto, Calif., joins Corinthian Electronics Corp., Folcroft, Pa., as chief engineer for AM/FM transmitters.

Joseph P. Ulasewicz, manager, in-

ForTheRecord

As compiled by BROADCASTING, Oct. 16 through Oct. 23 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power.

kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Application

■ **Battle Creek, Mich.**—Channel 41 Inc. Seeks UHF ch. 41 (632-638 mc); ERP 498 kw vis., 99.6 kw aur.; Ant. height above average terrain 320 ft.; ant. height above ground 444 ft. P. O. address: 1609 Security National Bank Building, Battle Creek, Mich. 49016. Estimated construction cost \$722,500; first-year operating cost \$375,000; revenue \$300,000. Geographic coordinates 42° 19' 25" north lat.; 85° 22' 15" west long. Type trans. Ampex TA-15BT. Type ant. Jampro J22-4-C4B. Consulting engineer David L. Steel. Principals: John W. Lawrence, president (8%); James R. Searer, executive vice president-general manager (20%) et al. Mr. Lawrence owns 80% of envelope company and has other business interests. Mr. Searer owns moving and storage firm and has other business interests. Ann. Oct. 22.

Other actions

■ Review board in Anaheim, Calif., TV broadcast proceeding, Docs. 18295-18300, granted petitions filed Oct. 16 by Orange County Communications and Orange Empire Broadcasting Co., extended to Oct. 31 time within which to file responsive pleadings to petitions to enlarge issues filed by Golden Orange Broadcasting Co. Action Oct. 17.

■ Review board in Gainesville, Fla., TV broadcast proceeding, Docs. 17609-10, scheduled oral argument before panel of review

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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



board for Nov. 7, 10 a.m., FCC Washington. Action Oct. 18.

Rulemaking actions

- FCC amended TV table of assignments and reserved ch. 22 for educational use at Las Cruces, N. M. and substituted ch. 48 there for commercial use. Action Oct. 23.
- Joaquin Baez Jr., Anasco, P. R.—FCC denied request to amend rules as follows (all cities, Puerto Rico): Mayaguez from ch. *3, 5, 16 and 22 to ch. *3, 5, 13, 16 and 22. Arecibo-Aguadilla from ch. 12 to ch. 11. Caguas from ch. 11 and *58 to ch. 12 and *58. Fajardo from ch. 13 and ch. *40 to ch. *40. Action Oct. 2.

Existing TV stations

Final actions

- KMST(TV) Monterey, Calif. — Broadcast Bureau granted mod. of CP to change ERP to 443 kw vis., 88.6 kw aur.; redescribe trans. location as Baldy Peak, 6 miles South of Spreckels, Calif.; and studio location to 1321 Monterey-Salinas Highway, Monterey; ant. height 2530 ft. Action Oct. 17.
- WBBM-TV Chicago — Broadcast Bureau granted CP to install precise carrier frequency control system at main trans. Action Oct. 17.
- Review board granted applications by KMSP-TV, WTCN-TV and WCCO-TV, all Minneapolis, and KTCA-TV and KTCI-TV, both St. Paul, to move trans. to ant. farm. Three other TV's and some FM's will also share ant. farm; condition (Docs. 15841-3 and 16782-3). Ann. Oct. 17.

Call letter application

- WRVA-TV, Richmond Television Corp., Richmond, Va. Requests WWBT(TV).

Designated for hearing

- FCC designated for hearing renewal applications of KRSD-TV Rapid City and KDSJ-TV Lead, both South Dakota. Action Oct. 16.

New AM stations

Final action

- Reno—Circle L Inc. Review board granted 780 kc, 50 kw-U, DA-N. P. O. address: 200 Court St., Reno. Estimated construction cost \$242,621; first-year operating cost \$200,000; revenue \$215,000. Principals: E. L. Cord (90%) and Charles E. Cord (10%). Applicant owns KCRL-TV Reno. Ann. Oct. 18.

Other actions

- Review board in Boynton Beach, Fla., AM broadcast proceeding, Docs. 18310-13, granted petition filed Oct. 14 by Radio Voice of Naples, extended to Oct. 21 time within which to file responsive pleadings to motion to enlarge issues by Radio Naples Inc. Action Oct. 18.
- Review board in Bayamon, P. R., AM broadcast proceeding, Doc. 16891, scheduled oral argument before panel of review board for 10 a.m., Nov. 12 in room 650, 1919 M Street, N.W., Washington; Broadcast Bureau is authorized to file on or before Nov. 1 response to supplement to reply to Broadcast Bureau's exception and brief filed Sept. 13 by Augustine L. Cavallaro Jr. Action Oct. 21.

Actions on motions

- Hearing Examiner Millard F. French in Franklin, N. J. (Louis Vander Plate et al.), AM proceeding, by three separate actions granted petition by Arthur S. Steloff for leave to amend application to show amendment to programing portion of application; granted petition by Louis Vander Plate for leave to amend application to amend financial portion of application; and granted petition by Louis Vander Plate and waived provisions of Sec. 1.594 of rules (Docs. 18251-7). Action Oct. 16.
- Hearing Examiner Jay A. Kyle in Bellaire, Tex. (T. J. Shriner), AM proceeding, granted request by applicant and continued without date conference scheduled for Oct. 17 (Doc. 17635). Action Oct. 16.
- Hearing Examiner Chester F. Naumowicz Jr. in Springfield, Mo. and Ozark, Ark. (Babcom Inc. and Giant Broadcasting Co.), AM proceeding, denied request by Giant Broadcasting Co. to be permitted to offer oral testimony in lieu of reformed exhibit and dismissed alternative request for recon-

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sideration (Docs. 17921, 17923). Action Oct. 16.

Call letter action

■ Furniture City Broadcasters, Lenoir, N. C. Granted WKGX.

Existing AM stations

Applications

■ WINQ Tampa, Fla.—Seeks CP to change from 50 kw-D, DA to 50 kw-D, 10 kw-N, DA-2, U. Ann. Oct. 17.
■ WELF Tomahawk, Wis.—Seeks CP to change from 810 kc, 500 w-D to 810 kc, 1 kw-D, amended to increase daytime radiation from 175 to 190 mvn. Ann. Oct. 18.

Final actions

■ KEOS Flagstaff, Ariz.—Broadcast Bureau granted CP to replace expired permit for changes. Action Oct. 21.
■ KCUB Tucson, Ariz.—Broadcast Bureau granted CP to change trans. location to Rogers Road, .2 mile West of North Oracle Road, Tucson. Action Oct. 16.
■ KCHJ Delano, Calif.—Broadcast Bureau granted CP to install former main trans. at main trans. location for auxiliary purposes only. Action Oct. 16.
■ KARM Fresno, Calif.—Broadcast Bureau granted CP to replace expired permit for changes. Action Oct. 21.
■ KGW Stockton, Calif.—Broadcast Bureau granted application for remote control; condition. Action Oct. 16.
■ FCC denied petition asking reconsideration of short-term license renewals for KPIK-AM-FM Colorado Springs. Action Oct. 16.
■ WSAL Logansport, Ind.—Broadcast Bureau granted CP to replace expired permit for changes and mod. of CP to extend completion date to Dec. 18. Action Oct. 21.
■ WTOW Towson, Md.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 30. Action Oct. 21.
■ WCEN Mt. Pleasant, Mich.—Broadcast Bureau granted CP to make changes in ant. system. Action Oct. 16.
■ KANO Anoka, Minn.—Broadcast Bureau granted application for remote control; condition. Action Oct. 16.
■ WEBC Duluth, Minn.—Broadcast Bureau granted mod. of license covering change in studio location to 1001 E. 9th Street, Duluth; remote control permitted. Action Oct. 21.
■ WHEN Syracuse, N. Y.—Broadcast Bureau granted mod. of CP to add MEOV. Action Oct. 18.
■ WETC Wendell-Zebulon, N. C.—Broadcast Bureau granted license covering changes. Action Oct. 18.
■ WBZY New Castle, Pa.—Broadcast Bureau granted license covering new station; specify type trans. Action Oct. 18.
■ WYCR York-Hanover, Pa.—Broadcast Bureau granted license covering changes. Action Oct. 18.

Initial decision

■ Hearing Examiner Jay A. Kyle in initial decision proposed denial of application of WOBS Jacksonville, Fla. to operate nighttime with 5 kw-DA at another site. (Doc. 17474). Ann. Oct. 21.

Other actions

■ FCC denied request by KYAK Anchorage for expedited consideration of application to change from 630 kc, 5 kw-D to 650 kc, 25 kw-DA, U. Action Oct. 16.
■ FCC dismissed petition filed by Clayton W. Mapoles tr/as Milton Broadcasting Co. for stay of order released Aug. 1, 1967 designating for hearing license renewal application of WEBY on issues regarding misrepresentations or lack of candor, violations of fairness doctrine and violations of program logging provisions of rules. Action Oct. 23.

Action on motion

■ Hearing Examiner Isadore A. Honig in Mankato and Waseca, both Minnesota (Southern Minnesota Supply Company [KYSM] and Waseca-Owatonna Broadcasting Co.), AM proceeding, granted petition by Broadcast Bureau and extended time to Oct. 25 to file proposed findings of fact and conclusions; and on examiner's own motion extended time for filing replies to Nov. 13

(Docs. 18075, 18078). Action Oct. 18.

Fine

■ FCC notified WJSW Maplewood, Minn. of apparent liability for forfeiture of \$5,000 for violation of terms of license and Secs. 73.73, 73.11(c) and 73.113(a)(1) of rules. Licensee has 30 days to request reduction or remission or to pay forfeiture. Action Oct. 23.

Call letter actions

■ KPBM, Radio Carlsbad Inc., Carlsbad, N. M. Granted KBAD.
■ WWHG, Steuben Broadcasters Inc., Hornell, N. Y. Granted WHHO.
■ WIVI, Radio West Indies, Christiansted, St. Croix, V. I. Granted WSTX.

New FM stations

Applications

■ Wichita, Kan.—KAKE-TV and Radio Inc. Seeks 95.1 mc. ch. 236, 100 kw. Ant. height above average terrain 700 ft. P. O. address: c/o Harold Newby, 1500 North West Street, Wichita, Kan. 67201. Estimated construction cost \$78,071; first-year operating cost \$31,547; revenue \$36,500. Principals: Harold Newby, vice president, et al. Applicant owns KAKE-AM-TV Wichita and KUPK-AM-FM-TV Garden City, both Kansas. Ann. Oct. 18.
■ Chester, S. C.—Chester County Broadcasting Corp. Seeks 99.3 mc. ch. 257, 2 kw. Ant. height above average terrain 356 ft. P. O. address c/o Curtis Sigmon, Box 398, York, S. C. 29745. Estimated construction cost \$40,450; first-year operating cost \$28,000; revenue \$26,000. Principals: C. Curtis Sigmon, president-treasurer (51.8%) et al. Mr. Sigmon owns 54.96% of WYCL York, S. C. Ann. Oct. 17.

Final actions

■ Fresno, Calif.—Radio KYNO Inc. Review board granted 95.5 mc. ch. 238, 50 kw. Ant. height above average terrain 318 ft. P. O. address: 2125 North Barton, Fresno, Calif. Estimated construction cost \$84,658; first-year operating cost \$25,000; revenue \$30,000; Principal: L. E. Chenault, president. Applicant owns KYNO Fresno, Calif. In same action application of International Radio Inc. was dismissed with prejudice and proceeding terminated. Action Oct. 16.
■ *Wilmington, Del.—Board of Education of the Mount Pleasant Special School District. Broadcast Bureau granted 91.7 mc. ch. 219, 10 w. Ant. height above average terrain 74 ft. P. O. address: Washington Street extension and Marsh Road, Wilmington, Del. 19809. Estimated construction cost \$800; first-year operating cost \$200; revenue none. Principals: Board of Education of Mount Pleasant Special School District. Action Oct. 14.
■ Myrtle Beach, S. C.—Grand Strand Broadcasting Corp. FCC granted 101.7 mc. ch. 269, 3 kw. Ant. height above average terrain 122 ft. P. O. address: Box 2005, Myrtle Beach 29577. Estimated construction cost \$28,420.45; first-year operating cost \$15,000; revenue \$15,000. Principals: Isadore Kramer, president, J. M. Soles Jr., secretary-treasurer and Thomas J. Rogers, vice president (each 33 1/3%). Mr. Kramer is department store owner. Messrs. Soles and Kramer have interest in WTAB-AM-FM Tabor City, N. C. Mr. Rogers is general manager of WTGR Myrtle Beach, which is owned by Grand Strand. Action Oct. 23.

Other actions

■ Review board in New Orleans, FM broadcast proceeding, Docs. 17607-08, granted request filed Oct. 16 by American Broadcasting Corp., extended to Oct. 24 time within which to file exceptions to initial decision. Action Oct. 18.
■ Review board in Albuquerque, N. M., FM broadcast proceeding, Docs. 18213-14, denied motion for extension of time to file petition for approval filed Oct. 15 by R. Edward Cerles and Jack C. Hughes. Action Oct. 17.
■ Review board in Gahanna, Ohio, FM broadcast proceeding, Docs. 18308-09, granted request filed Oct. 16 by Christian Voice of Central Ohio, extended to Oct. 24 time within which to file response to motion to enlarge issues filed by Delaware-Marysville Broadcasting Service Inc. Action Oct. 17.
■ Review board in Gahanna, Ohio, FM broadcast proceeding, Docs. 18308-09, granted petition filed Oct. 15 by Broadcast Bureau, extended to Oct. 23 time within which to file responsive pleadings to petition to enlarge

issues filed by Christian Voice of Central Ohio. Action Oct. 17.

Actions on motions

■ Hearing Examiner Jay A. Kyle in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio, Delaware-Marysville Broadcasting Service Inc.), FM proceeding, granted request by applicants and rescheduled prehearing conference for Nov. 7 (Docs. 18308-09). Action Oct. 16.
■ Acting Chief Hearing Examiner Herbert Sharfman in San Clemente, Calif. (El Camino Broadcasting Corp. and South Coast Broadcasting Co.), FM proceeding, continued further prehearing conference to Nov. 22 subject to possible advancement of date (Docs. 17648-9). Action Oct. 15.
■ Acting Chief Hearing Examiner Herbert Sharfman in Reno (Brian E. Cobb), FM proceeding, granted request by applicant and rescheduled hearing from Oct. 23 to Nov. 25. Continuance shall in no way affect procedure on or disposition of Broadcast Bureau's petition to dismiss, and is without prejudice to possible setting of new procedural schedule (Doc. 18135). Action Oct. 17.

Rulemaking petitions

■ National Committee for Utilities Radio, Washington—Seeks amendment to petition for rulemaking to designate 37.60 mc as companion frequency to 37.84 mc instead of 37.64 mc as previously requested. Ann. Oct. 21.
■ WGNE Panama City Beach, Fla.—Requests amendment of rules to assign FM ch. 294 to Panama City, Fla. Ann. Oct. 21.
■ Don F. Price, Battle Creek, Mich.—Requests amendment of FM table of assignments by making changes in table based upon following alternative proposals (all cities, Michigan): Albion from ch. 244A and 285A to ch. 244A; Battle Creek from ch. 277 to ch. 277 and 285A; and Zeeland from ch. 285A to (none proposed). Albion from ch. 244 and 285A to ch. 244A; Battle Creek from ch. 277 to ch. 277 and 285A; and Zeeland from ch. 285A to ch. 285A. Albion from ch. 244A and 285A to ch. 244A; Battle Creek from ch. 277 to ch. 277 and 285A; Zeeland from ch. 285A to ch. 285A; and Fremont from ch. 257A to (none proposed). Ann. Oct. 21.
■ KDFN Doniphan, Mo.—Requests amendment of table of FM allocations to include ch. 249A, 97.7 mc. for Doniphan, Mo. Ann. Oct. 21.
■ Dwight W. Strahan, Robstown, Tex.—Seeks amendment to petition for rulemaking to allocate ch. 17 to Robstown, Tex. in place of ch. 16 as previously requested. Ann. Oct. 21.

Call letter application

■ Northern Arizona University, Flagstaff, Ariz. Requests *KAXR(FM).

Call letter actions

■ Jesse L. Koonce, Delano, Calif. Granted KDNO(FM).
■ Warman Broadcasting Inc., Unlontown, Pa. Granted WPQR-FM.
■ Comal Broadcasting Co., New Braunfels, Tex. Granted KNBT(FM).

Designated for hearing

■ FCC set for hearing mutually exclusive applications of Dixie Radio Inc. and Bluff City Broadcasting Co. for new FM station in Eufaula, Ala. Both propose to broadcast on ch. 224, 92.7 mc. with 3 kw; Dixie proposes ant. of 84 ft. and Bluff City ant. of 300 ft. Action Oct. 23.

Existing FM stations

Final actions

■ WELR-FM Roanoke, Ala.—Broadcast Bureau granted mod. of CP to change type ant.; operate with vert. ERP of 1.25 kw; remote control permitted. Action Oct. 17.
■ KGUS(FM) Hot Springs, Ark.—Broadcast Bureau granted mod. of CP to change type trans., type ant.; ERP 16 kw vert.; ant. height 480 ft.; remote control permitted. Action Oct. 18.
■ KGIW-FM Alamosa, Colo.—Broadcast Bureau granted CP to replace expired permit. Action Oct. 18.
■ WBYS-FM Canton, Ill.—Broadcast Bureau

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Summary of broadcasting

Compiled by BROADCASTING, Oct. 23, 1968

	Licensed	On Air CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,207 ¹	22	4,229 ¹	70	4,299 ¹
Commercial FM	1,847	66	1,913	195	2,108
Commercial TV-VHF	495 ²	10	505 ²	12	517 ²
Commercial TV-UHF	117 ²	45	161 ²	160	322 ²
Educational FM	343	12	355	30	385
Educational TV-VHF	70	4	74	3	77
Educational TV-UHF	64	29	93	18	111

Station boxscore

Compiled by FCC, Oct. 1, 1968

	Com'l A	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,201 ¹	1,840	612 ²	343	134
CP's on air (new stations)	25	59	54	12	33
Total on air	4,226 ¹	1,899	665 ²	355	167
CP's not on air (new stations)	72	209	173	29	21
Total authorized stations	4,298 ¹	2,108	839 ²	384	188
Licenses deleted	0	1	0	0	0
CP's deleted	0	1	0	0	0

¹ Includes two AM's operating with Special Temporary Authorization, and 25 educational AM's. Includes two VHF's operating with STA's, and one licensed UHF that is not on the air.

granted mod. of CP to change type trans. and type ant. Action Oct. 17.

■ WVCM(FM) Carrollton, Ky.—Broadcast Bureau granted CP to change ERP to 1.35 kw. Action Oct. 17.

■ WABD-FM Fort Campbell, Ky.—Broadcast Bureau granted license covering new station. Action Oct. 18.

■ KCBL-FM Shreveport, La.—Broadcast Bureau granted mod. of SCA to make change in subcarrier frequency. Action Oct. 16.

■ *WAIC(FM) Springfield, Mass.—Broadcast Bureau granted license covering change in ant. system. Action Oct. 18.

■ WORS-FM Detroit—Broadcast Bureau granted application for remote control. Action Oct. 16.

■ WZZM-FM Grand Rapids, Mich.—Broadcast Bureau granted application for second remote control. Action Oct. 18.

■ WTTM-FM Trenton, N. J.—Broadcast Bureau granted license covering installation of new type ant. Action Oct. 18.

■ WTOF(FM) Canton, Ohio—Broadcast Bureau granted CP to change trans. location to 0.2 mile north of Hand Road, 0.7 mile west of S.R. 44, Canton, redesignate studio and remote control location to 321 West Tuscarawas Street, Canton; install new type trans.; ERP 36 kw; ant. height 570 ft.; remote control permitted. Action Oct. 21.

■ WKBN-FM Youngstown, Ohio—Broadcast Bureau granted license covering changes. Action Oct. 18.

■ KWIL-FM Albany, Ore.—Broadcast Bureau granted mod. of CP to change type trans.; change type ant.; ERP 30 kw. Action Oct. 17.

■ WKAQ-FM San Juan, P. R.—Broadcast Bureau granted license covering changes; specify type trans. Action Oct. 18.

■ WLKW-FM Providence, R. I.—Broadcast Bureau granted license covering changes. Action Oct. 18.

■ *WUOT(FM) Knoxville, Tenn.—Broadcast Bureau granted license covering installation of new type ant.; change ERP and ant. height. Action Oct. 18.

■ KAYD(FM) Beaumont, Tex.—Broadcast Bureau granted license covering changes. Action Oct. 18.

■ KBLE-FM Seattle—Broadcast Bureau granted CP to install new type trans.; ERP 20 kw. Action Oct. 17.

■ *WRFW(FM) River Falls, Wis.—Broadcast Bureau granted mod. of CP to change ant. system, decrease ant. height, ERP 350 w. Action Oct. 18.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Albany, N. Y. (Regal Broadcasting Corp. [WHRL-FM], Functional Broadcasting Inc., WPOW Inc.), FM proceeding, set certain procedural dates, contained hearing from

Nov. 18 to Jan. 24, 1969 (Docs. 18210-2). Action Oct. 15.

■ Hearing Examiner Charles J. Frederick in Tulare, Calif. (Blue Ridge Broadcasters), revocation of license of KDFR(FM), by separate actions scheduled further prehearing conference for Oct. 16. Continued without date hearing scheduled for Nov. 4; scheduled further prehearing conference for Jan. 16, 1969 (Doc. 18240). Actions Oct. 15 and 16.

Fine

■ Broadcast Bureau notified WSVS-FM Crewe, Va. that it has incurred apparent forfeiture liability of \$200 for violation of Sec. 73.254(h) of rules. License has 30 days in which to pay or contest forfeiture. Action Oct. 22.

Rulemaking action

■ FCC denied waiver of 50% AM-FM non-duplication rule, Sec. 73.242(a), to WZIP-FM Cincinnati; WLKW-FM Providence, R. I.; KNOK-FM Fort Worth and KVIL-FM Highland Park, Texas. FCC granted waiver to WAVA-FM Arlington, Va. through Oct. 31, 1969, end of current license term. All FM's are affiliated with daytime-only AM's. Action Oct. 16.

Call letter actions

■ WTBO-FM Cumberland Valley Broadcasting Corp., Cumberland, Md. Granted WKGO(FM).

■ WNAT-FM, Old South Broadcasting Co., Natchez, Miss. Granted WQNZ(FM).

■ WWHG-FM, Steuben Broadcasters Inc., Hornell, N. Y. Granted WHHO-FM.

■ KEEE-FM, J. C. Stallings, Nacogdoches, Tex. Granted KEFM(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KDCE Espanola, N. M.; KFMK(FM) Houston; KINO Winslow, Ariz.; KLMX Clayton, KRSN-FM Los Alamos and KSPV Artesia, all New Mexico; KWIK Pocatello, Idaho; KVKY Farmington, N. M. Actions Oct. 17.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KCBN Reno; KTAL-FM Texarkana, Tex. and Shreveport, La.; KTAL-TV Texarkana, Tex.; KTLN Denver. Actions Oct. 21.

Translators

Actions

■ K78CK Monterey and Salinas, both California—Broadcast Bureau granted mod. of CP of UHF TV translator to extend comple-

tion date to April 16, 1969. Action Oct. 16.

■ K74AZ Gallup, N. M.—Broadcast Bureau granted license covering changes in UHF TV translator station; specify type trans. Action Oct. 16.

■ W10AJ Greenville north division, S. C.—Broadcast Bureau granted mod. of CP to change trans. location of VHF TV translator station to Paris Mountain, near Greenville; make changes in ant. system. Action Oct. 14.

■ Chief, Broadcast Bureau in Park Falls, Wis. (Karban Television Systems Inc.), VHF TV translator proceeding, set aside actions of Chief, Broadcast Bureau on Oct. 7 and Oct. 11 which granted applications for CPs for new TV translator stations. Action Oct. 18.

CATV

Other actions

■ FCC denied petition by Soundvision Inc., Dixon, Ill. for reconsideration of commission order designating for hearing proposal to carry distant signals into Rockford, Ill. TV market. Action Oct. 16.

■ Jackson Community Antenna Inc., Jackson, Tenn.—CATV task force dismissed by delegated authority petition to deny filed July 15. Action Oct. 17.

Actions on motions

■ Hearing Examiner Charles J. Frederick in Paducah, Ky. (Multi-Channel Cable Co.), CATV proceeding in Cape Girardeau, Mo., Paducah, Ky. and Harrisburg, Ill. TV market, on examiner's own motion set aside all established procedural dates; scheduled further prehearing conference for Jan. 7, 1969; dismissed motion by Multi-Channel Cable Co. to set aside orders of hearing examiner of June 18 (Doc. 18139). Action Oct. 15.

■ Hearing Examiner Jay A. Kyle in Longview, Texarkana, Marshall and Kilgore, all Texas (Lone Star Television Service Inc., Telecom Cable Company, Cypress Valley Cable Television Service Inc., Kilgore Video Inc.), CATV proceeding in Shreveport TV market, on examiner's own motion rescheduled prehearing conference for Nov. 4 (Docs. 18229-333). Action Oct. 16.

Ownership changes

Applications

■ KAOR Oroville, Calif.—Seeks assignment of license from James E. Wailey to Hill Radio Inc. for \$75,000. Principals: Duane E. Hill, president (32.5%), Jay E. Tabor, treasurer (31.25%) et al. Mr. Hill is account executive for WISM Madison, Wis. and Mr. Tabor is business manager of automobile dealership. Ann. Oct. 18.

■ KIQS Willows, Calif.—Seeks assignment of license from KIQS Inc. to Harry Lando for \$55,000. Seller: Robert C. Rose, president. Buyer: Harry Lando, sole owner. Mr. Lando is free-lance Washington news correspondent for newspapers, business publications and radio stations. Ann. Oct. 21.

■ KPUB Pueblo, Colo.—Seeks transfer of control of Reynoldt Broadcasting Co. from Donald W. Reynolds Jr. (100% before, none after) to L. W. Newcomb, Clifford H. Gardiner and Rex R. Miller (each none before, 33⅓% after). Principals: Mr. Newcomb owns 33.40% of company having motion picture theater, hotel and investment interests. Mr. Gardiner is owner of CATV systems contracting firm. Mr. Miller is former general manager KOMA Oklahoma City. Consideration: \$125,191.57. Ann. Oct. 17.

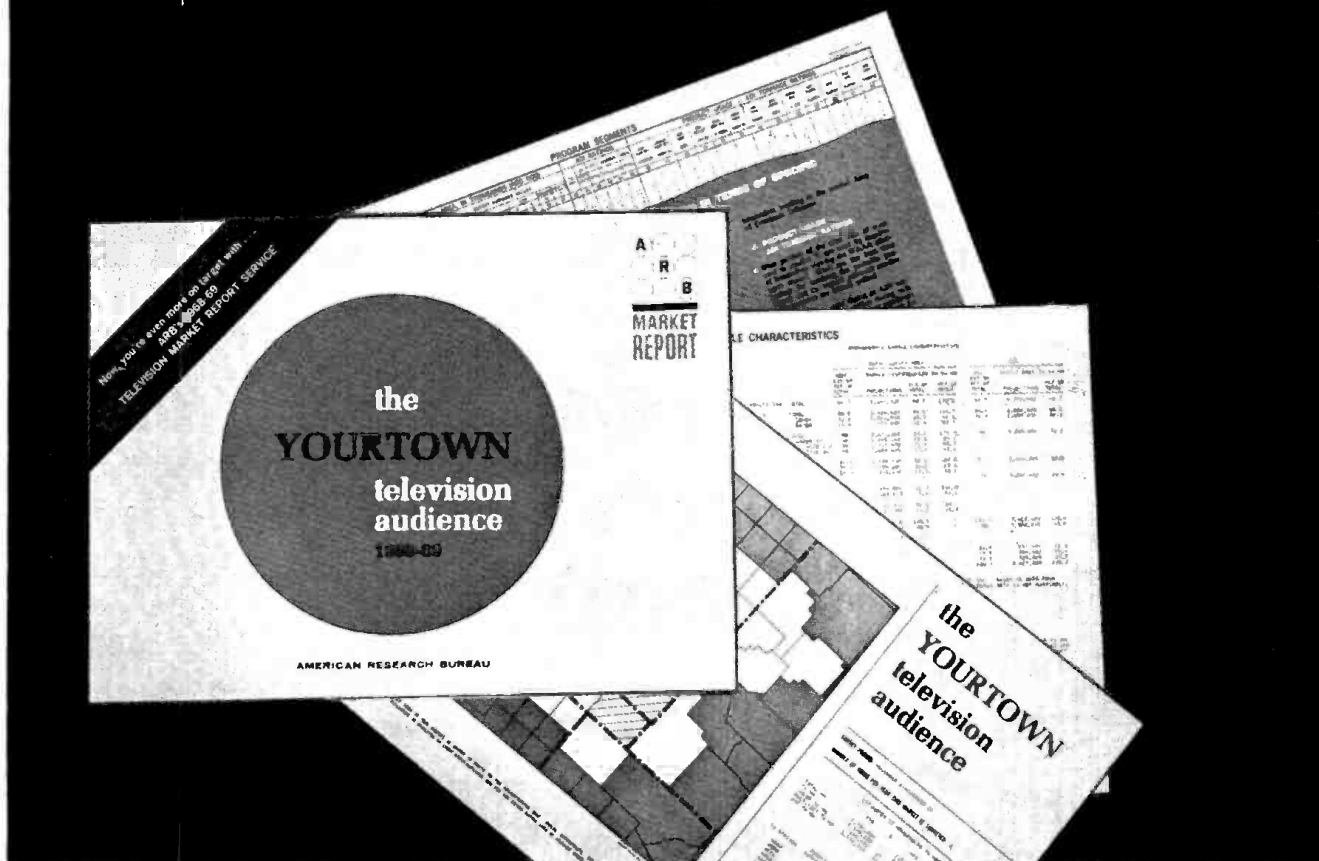
■ WQMA Quitman, Ga.—Seeks transfer of control of Quitman Broadcasting Co. (permlitee) from W. H. Polk and estate of Leonard E. Grimes (100% before, none after) to Deniz Barnes (none before, 100% after). Principal: Mr. Barnes is stock broker. Consideration: \$3,000. Ann. Oct. 17.

■ KONA Kealahou, Hawaii—Seeks assignment of license from Maunaloa Broadcasting Inc. to Richard T. Ishida, commissioner, in foreclosure action. No consideration involved. Principals of Maunaloa Broadcasting Inc.: H. A. Greenwell, president, V. L. Beach (as a group 100%) et al. Ann. Oct. 17.

■ WGSB Geneva, Ill.—Seeks transfer of control of Fox Valley Broadcasting Corp. from

(Continued on page 96)

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Situations Wanted 25¢ per word—\$2.00 minimum.

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Display ads \$25.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.

All other classifications 35¢ per word—\$4.00 minimum.

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Good manager who can sell, will earn part ownership of this station in major city in Oklahoma. Will take hard work. Box K-145, BROADCASTING.

Aggressive young California Broadcasters desire experienced successful manager for their AM Radio property. If you meet the following qualifications: 1 Currently employed; 2 Annual salary \$24,000 without bonus; 3 Experienced in sales, programming, and promotion; 4 Present station No. 1 in market; 5 Present station making good profit, then you may qualify to head AM Radio Station with percentage of profit and unlimited future. Apply to: Jon S. Kelly, Kelly Broadcasting Co., KCRA-TV, KCRA-AM, KCTC(FM), California Television Corporation, 310-10th Street, Sacramento, California 95814.

Branch studio manager, long established, midwest, excellent salary. Call V. Warren or R. Clark, 212-549-6672 or 219-356-1641.

Sales

3rd ticket-combo, board and sales position open with upstate New York, vacation heartland small market station. Opportunity to advance with group. Salary commensurate to experience, plus commission and fringes. Send audition, photo, resume and salary requirements to Box J-227, BROADCASTING.

Major league sports team seeking young man, 25-40 with broadcast experience for interesting sales promotion position. Must have feet on the ground and be willing to work. Send full resume to Box K-168, BROADCASTING.

Midwest most desired market for living and selling offers remarkable opportunity for young creative salesman with chance for management. Our salesmen are among the highest paid in the country. Box K-195, BROADCASTING.

Top station in America finest change has opportunity for unlimited growth from account executives into management. Fringe benefits second to none. Send full resume to Box K-256, BROADCASTING.

North Carolina single market needs salesman who can handle two hour early morning air shift. Worker should earn \$7500 first year on salary-commission basis. Rapid advancement for right man. Box K-262, BROADCASTING.

South Florida Cost—medium size market. 5 kw fulltime facility. The experienced sales person we are looking for is now employed at a northern radio station. Each year he dreams of making his present income and potentially more in Florida where he and his family can enjoy outdoor living year around. This is your golden opportunity. Compensation mutually set after we are in contact. Write Box K-271, BROADCASTING today with resume. Replies confidential.

Wisconsin—AM needs strong, local salesman. Tremendous opportunities. Sales management possible. Box 208, Durand, Wisconsin 54736.

Branch studio manager, long established, midwest, excellent salary. Call V. Warren or R. Clark, 212-549-6672 or 219-356-1641.

Announcers

Talk man—Experienced communicator for regular shift at one of nation's outstanding all-talk, two-way radio stations—with substantial experience. Must have first phone ticket, but will do no maintenance. Top station in a top market. Send resume, air check and references to Box H-3, 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.

Announcers—(cont'd)

Strong combination morning air-man and copywriter needed by MOR New England coastal medium station. Send tape, resume and salary to Box K-159, BROADCASTING.

Wanted . . . one ball of country music enthusiasm . . . job opening, January first, so we will take time to find the right man. Must know country music, inside and out, and be able to present it in an entertaining manner during afternoon drive time. Mid-Atlantic state, excellent facilities, good salary for right man. Must be of good reputation, non-drinker with A-1 credit references . . . we'll check closely. Tape, photo, resume, first letter. Box K-174, BROADCASTING.

Professional jock for professional top 40 with pride. Hard worker will be the next P.D. of this eastern 5 kw regional powerhouse. Tape, resume, picture. Box K-201, BROADCASTING.

Announcer/first phone for MOR morning shift. Production or news background asset, NW operation. Rush tape, picture and complete resume to Box K-216, BROADCASTING.

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Announcer with good knowledge of middle-music for Texas Gulf Coast station. No tape please. Box K-219, BROADCASTING.

Top talk man for major top 10 market station. Must be heavyweight competitor. Send short tape, letter and resume to Box K-221, BROADCASTING.

Soul Jock needed: send tape and resume to Box K-230, BROADCASTING.

Florida—\$150.00 per week to start. Bright young personality—today's music, experienced in contemporary music format. Send tape and resume to Box K-272, BROADCASTING.

Immediate opening for up-tempo MOR morning man. 1000 w. 24 hour midwest regional station, #1 in market. Chance for advancement. Many fringe benefits. Write Box K-281, BROADCASTING.

Mature announcer for MOR afternoon shift with Western Pennsylvania single-station market. Send tape, resume, photo and salary requirements first letter. Box K-255, BROADCASTING.

Soul D.J.'s needed by major market, black oriented radio station. Name your price but do not apply unless you are a professional and can communicate with your audience. Contact Box K-291, BROADCASTING.

Immediate opening, experienced announcer, program and morning man. Call or write Q. P. Coleman, KOLY-Mobridge, South Dakota. Tel. 845-327. Top salary.

Announcers—(cont'd)

Announcer-salesman Clinton, Iowa needs strong drive time announcer with some sales experience. Good opportunity to work on high salary plus commission. Contact Bernard Jacobsen, Manager, KROS, Clinton, Iowa. 1-319-242-1252.

Ohio 5000w-modern c/w #1 in eight county Marietta/Parkersburg Market. Unusual opportunity for versatile announcer with first phone. No maintenance. Tight format. Man we are searching for may now be rock jock or M.O.R., married, looking for that last move to congenial working and living conditions in beautiful college community. Group insurance, retirement plan. No income ceiling. Send picture, tape, resume or phone for appointment—614-373-0910. Carl Cook, WBRJ, Box 529, Marietta, Ohio.

Good opportunity for morning disc jockey. Modern music format. \$100 per week to start. Direct replies to: Monte Hale, WGNS Radio, Murfreesboro, Tennessee 37130.

Experienced combo—bright news/sports MOR, standard Salary \$150, first phone. WHMC, Gaithersburg, Maryland.

Immediate opening for announcer looking for permanent position. First class license an asset. Good pay. Send tape and resume to: Don Wealer, General Manager, Radio Station WMIX, Southern Illinois' Most Powerful Radio Voice, Mt. Vernon, Illinois.

Announcer—strong on production WPTH—Fort Wayne, Indiana. An interesting opportunity with a good future for right man.

MOR 5,000 watt station in southern Ohio needs good announcer-production man. Excellent working conditions and above average salary. Send resume and tape to: Larry Anderson, Station Manager, WMPO, Box 71, Middleport, Ohio 45760. Or Call: 614-992-5355.

WPEO—Peoria, Ill. needs an announcer to replace enlistee—3rd endorsed—immediate opening. Call 309-674-1029.

Announcer wanted for MOR adult-oriented station. Prefer first class license but will consider others. Ed Dameron, Manager, WSSC, Sumter, South Carolina.

Radio station WSTX, an equal opportunity station, has opening for two deejays. Station is modified rock format. Send tape resume and recent informal photo to Manager, P.O. Box 998, Christiansted, St. Croix, U.S. Virgin Islands.

Midwest modern country station has immediate opening for first phone, some air work, news. Permanent position for stable, knowledgeable modern-country-scund personality. Six day week. Salary negotiable, write Koch Broadcasting Corp. Box 436, Ypsilanti, Michigan.

5 kw Penna, top rated independent looking for man experienced in first class production as well as air shift on adult station. Be part of an established and growing operation near Phila. 215-384-2100.

Technical

Chief engineer needed for Ohio three stations at once. Must be experienced in maintenance and constructing AM and FM. Box J-27, BROADCASTING.

Chief engineer: Responsible position. Complete charge substantial AM/FM equipment plus personnel. Complete details to Box K-181, BROADCASTING.

Chief engineer . . . for AM directional. Possible minor air trick. NW vacation area. Send resume, references, tape, picture. Box K-217, BROADCASTING.

Radio engineer with excellent technical qualifications for Texas resort city. Box K-220, BROADCASTING.

New Jersey independent MOR station seeks announcers on the way up. Send tape and resume to Box K-261, BROADCASTING.

Technical—(cont'd)

Chief engineer needed now for 10 kw daytime DA-2 ABC affiliate. Should also be neat and orderly at work and cooperative. Station is well equipped and needs the right man to maintain equipment. Many fringe benefits—talent—salary open. Box K-248, BROADCASTING.

Chief engineer—upstate New York. Station in market of 100,000. Excellent growth potential. Box K-274, BROADCASTING.

Chief engineer with first class license to do maintenance and some announcing. Contact Ed Damron, Manager, WSSC, Sumter, South Carolina.

Chief engineer, first phone required, minimal announcing, maintenance prime asset. Expanding mid-west CGW, covering suburban Detroit, will pay salary commensurate with ability. Immediate permanent position, write Koch Broadcasting Corp. Box 436, Ypsilanti, Michigan.

Staff opening for professional Engineer, part field and part office engineering and management work. Vir James Associates, Consulting Radio Engineers, 345 Colorado Blvd., Denver, Colo. 80206. Tel. 303-333-5562.

NEWS

=1 Pulse rated in five station Eastern market wants a newsmen for afternoon news shift. Station is MOR, news oriented, and highly respected in the community. Box K-206, BROADCASTING.

Immediate opening for newsmen to gather, write and read news. Send resume and tape to Manager, KSYL, Alexandria, La.

Radio newsmen with authoritative voice, brisk delivery, and zest for news to join top rated medium-market radio TV news operation. Small station experience preferred, but will train promising beginner. Send short news tape, writing samples, and resume to Durham Caldwell, WHYN, Springfield, Mass. 01101. Or call 413-785-1911.

Aggressive young newsmen wanted for Cincinnati's number one news operation. Must be creative . . . imaginative . . . be experienced and have a good voice . . . tape resume and salary desired to Rod Williams, News Director, WSAI Radio, West 8th & Matson, Cincinnati, Ohio.

Immediate opening for newsmen to write and report local news for radio-TV. Send tape, resume and photo to Ed Huot, WTRC, Elkhart, Ind.

Northern Illinois-southern Wisconsin 5 kw fulltime radio station looking for assistant news editor. Should have news gathering, writing, typing and announcing experience or college journalism background. Great opportunity for young man seeking future promotion within station group. If you have sincere interest in news and like part time dj work, send resume and short newscast tape to P. O. Box 1108, Beloit, Wisconsin or phone (608) 365-6641.

Major Indiana market radio station wants experienced night newsmen. Contact News Director . . . 219-743-3443, Fort Wayne, Indiana.

Programing, Production, Others

Production director: Creative production ability and good air sound are necessary. Leading adult station in important Florida market. CBS affiliate. Send tape and resume to: Bill Taylor, Program Director, WDBO, Orlando, Florida 32802.

Good music suburban station needs quality announcer. Minimum 2 years production, programing a must. Rapid advancement to pd. Send resume and tape to WPVL, Painesville, Ohio.

Situations Wanted Management

After 12 years ownership of radio property looking for management-sales manager with large chain operation. Experience includes television. Married—age 39. Box K-81, BROADCASTING.

Seasoned sales manager seeks opportunity in larger market. Heavy radio experience, fiscal and physical, five years TV too. Westerner past 39 presently sales managing a western station. Communicate in confidence. Box K-210, BROADCASTING.

Want a manager with a record like this? 1962, \$22,500 loss, 1963, \$11,000 loss, 1964, \$2,500 profit, 1965, \$16,000 profit, 1966, \$23,000 profit, 1967, \$27,000 profit. He's available now. Midwest or west preferred. Box K-227, BROADCASTING.

Former station co-owner and manager with some experience in all phases with \$25,000.00 to \$40,000.00 investment capital desires to return to broadcasting after several years in business development in another industry. Would like to become part of group or associate with investor in purchase of station in small or medium market. Box K-234, BROADCASTING.

Management—(cont'd)

General Management position desired—experienced, stable, family, sales oriented, first phone, all-around radio man. A real credit to any organization. Box K-232, BROADCASTING.

Obviously, the first thing to do, is let you know I'm seeking the position, that I'm qualified in every phase of the business, from sales to engineering . . . the next thing is to get together and see if we jell. Box K-235, BROADCASTING.

Professional salesman, manager, public relations. Proven record & references. Large corporation trained, 10 years experience. Married, 31, Desire permanent position having good growth opportunities. \$12,500 minimum, available January. Box K-269, BROADCASTING.

Manager/Comm. manager, best references, small, medium markets. Full responsibility, 36 years old/civic leader. Experienced all phases. Box K-282, BROADCASTING.

Sales or programing executive position sought by USAF Captain completing service obligation December 2nd. Will organize and lead your team. Family. Community minded. Successful radio background. Write: Captain Rooney, Box 26, APO 96263

Illinois area. Manager or sales manager. Currently handling sales for one of midwest's most successful small market stations. Experienced in sales management programing. No hurry, want right move to small AM/AM-FM. First phone, family, 29, college. #5 Ross Drive, Bloomington, Illinois.

Sales

Want sales . . . available Jan 1st, experienced announcer-engineer with limited sales experience, currently handling engineering and programing for CGW station. Position must have future. Box K-218, BROADCASTING.

Young man, 22, 6 years announcing, with limited sales experience, seeks breakthrough into full-time sales. College, draft exempt, high Christian character, aggressive. Presently, Detroit FM. Box K-239, BROADCASTING.

Sales Management. Varied background in MOR, Ethnic, familiar with DC, Baltimore; some knowledge Philadelphia, New York. Write Box K-276, BROADCASTING.

Versatile Media background in print, electronic and direct mail. Presently in major eastern market, ethnic sales manager. Available November 15 at 15 plus. Call Noble at 301-434-2811.

Sales Manager available in 30 days. Successful in MOR medium market, Ethnic major market, sales and sales management. Earning above 15,000.00. Write R. V., 1832 Metzert Road, Apt. 31, Adelphi, Md. 20783.

Announcers

No cute gimmicks, just a plea for a job. Some experience, good voice and talent. For tape and resume, write Box J-212, BROADCASTING.

Play by play, all sports, 3rd endorsed, news, sales, married. Box K-28, BROADCASTING.

Outstanding all night personality desires permanent change—major markets only. Married, sober, reliable 15 yrs. experience in sixth largest city. Permit me to program own show and I'll give you a smooth, balanced, worthwhile program. Box K-144, BROADCASTING.

Negro announcer, broadcasting school graduate, third phone endorsed, beginner. Box K-149, BROADCASTING.

Young Negro disc jockey to work rhythm and blues or FM station that programs rock. If personality exceeds experience then I'm your man! Box K-170, BROADCASTING.

Experienced announcer—1st phone, tight board. MOR format. News . . . engineering . . . wishes relocate medium market, Florida, Puerto Rico or Islands. Box K-176, BROADCASTING.

DJ-announcer, 3rd endorsed, good production. New York area. Box K-180, BROADCASTING.

Recent West Coast broadcast school graduate, Top 5 of class, Black soul disc-jockey, Jazz, news and sales, 3rd phone. Draft exempt. Will relocate. Box K-199, BROADCASTING.

Top 20 morning man available. M.O.R. or Chicken Rock: A.M. ratings are hard to get and harder to keep. I can do the job. Married, 12 years in radio, top dollar more important than market. Box K-203, BROADCASTING.

Young, mature, responsible. Staff announcer New England. Now in midwest. Box K-207, BROADCASTING.

Announcers—(cont'd)

First Phone—mature radio professional strong in all play-by-play sports and in gathering, writing and airing news. Available by November fifteenth. Good fast board man with extensive CGW and MOR background which includes engineering, operations management—program directing—talk shows—remotes—farm directing. Seek permanent employment with midwest stable organization. \$150 minimum plus talent. Consider part time sales. Will answer promptly but no form letters please. Box K-205, BROADCASTING.

Broadcast school graduate, 1st phone, seeks position as announcer, prefer news. Some experience while attending school. Mature family man will relocate for right opportunity. Resume, tape upon request. Box K-208, BROADCASTING.

Creative blind announcer—seeks better position: 1½ years commercial experience, running tight board, 3rd. Phone, college, married. Box K-212, BROADCASTING.

Professional announcer, production and 1st phone, prefers west—\$850 minimum, Box K-214, BROADCASTING.

Announcer 6 years experience. Desires position with MOR station. Prefer West Coast. Production specialist. Box K-215, BROADCASTING.

Radio/TV sports director seeks sports-minded station with heavy play-by-play schedule. Experienced, 31, married, family, college graduate, 1st phone. Box K-228, BROADCASTING.

Unusually qualified amateur looking for first job as a pro. 1½ years of college radio, veteran with related Army experience, 3rd phone, top 40 or news. Prefer suburban Chicago area, but will relocate anywhere. Only news tape available. Box K-231, BROADCASTING.

Negro "jock" needs a break—dependable can work any station. Third endorsed. Box K-236, BROADCASTING.

Mature pro wants majors only—middle—conservative—classical formats thoroughly experienced—all phases staff. Dependable—no nonsense—want good contract. Box K-238, BROADCASTING.

Exper. ann./newsmen seeks position in New England market. Draft exempt, start immediately. \$125. Presently employed. Box K-241, BROADCASTING.

Third phone announcer seeking employment. Two years experience. Box K-244, BROADCASTING.

Female dj/announcer—radio or TV—religious, R&B, pop; AM/FM. Will travel. Reasonable salary. Third class endorsement. Box K-245, BROADCASTING.

You can afford us. Unusual, funny, satirical. Two man show. We both have varied musical knowledge. Background in all phases or radio, plus on camera TV., MOR preferred. Box K-247, BROADCASTING.

First phone—play-by-play sports and news director. Mature-married. Prefer midwest. Box K-250, BROADCASTING.

What do you look for in T-40? A pro: no. 1 show, 56-M, 6 to 10 p.m. Experienced: 3½ years, 1½ with present station—air work, production, promos. Stability: Married, completed service. Searching for several months for the right major or higher T-40-M. Want the right station: I move the music with personality. Ron Savage 413-739-6889. Box K-251, BROADCASTING.

Morning man, 1st phone, journalism degree, "tee-totaler", perfect health, 46, energy and enthusiasm of half that age. 10 years top rated in market of 250,000, south; seeking relocation by summer of '69 in similar MOR operation. Minimum 250 a week. Box K-252, BROADCASTING.

Experienced play-by-play announcer with excellent references desires west coast location, 26 years old, married, military complete. Box K-255, BROADCASTING.

Experienced beginner. Broadcast school graduate. 3rd endorsed. Good potential. College, sales, acting background. Prefer northeast. Box K-260, BROADCASTING.

Young Soul jock would like to do sales and part-time dj, will travel. Box K-265, BROADCASTING.

Moonlighter—basketball play-by-play—your price—high school—college—professional, eastern Penna. New Jersey—Maryland, tapes. Box K-267, BROADCASTING.

Dependable dj, tight board, third endorsed, versatile, relocate. Box K-273, BROADCASTING.

First phone—24—married—3A—currently music director market 300,000—country western—consider any location. Box K-278, BROADCASTING.

Situations Wanted

Announcers—(cont'd)

Want experienced play-by-play. . . . some news? Married college grad ready to move now. Box K-280, BROADCASTING.

Third phone announcer, two years experience seeks position. Box K-289, BROADCASTING.

Young progressive announcer, service fulfilled, desires position on staff of good CW operation. College experience, 3rd. Available immediately. Bob Melton, Rt. 1, Wright, Kansas. 316-225-4564.

3rd endorsed, young, married, draft exempt, stable, 6 mos. experience. Desire CW in southwest. 2404 Airline Hwy., Kenner, La.

Announcer dj experienced. Will relocate. Third phone endorsed. Salary open. Married. Draft exempt. Contact 559 Maple Street, Monticello, Indiana or phone area code 219-965-2766. D. A. Ressler.

First phone combo/announcer. Experienced, tight board, good voice, college. Would continue top 40 or MOR, but desire sports or any phase TV. Prefer east or midwest. After November 1st. Terry Kaye, 4 Hamilton Str., Saxonville, Mass.

Top 40 . . . experienced, looking for interesting challenge as dj/program director, 3rd class. (Specialize in new top 40 or changing to top 40 stations). 513-631-5428 after 5:30.

Dig it if you can, 3 months experience, rock, news anywhere, anytime, ex-music director, 6 proven production numbers. Arty Simon 212-JA 3-6562.

Available Immediately, recent broadcasting graduate. 3rd endorsed, creative, willing. Resume tape upon request. 233-2937 call after 6:30. Peter Ledwith, 60 Woodmere Rd., West Hartford, Conn.

Northeast . . . rocker worked Albany, N.Y. and Trenton, N.J. markets. Available immediately. Call 609-466-1867.

Technical

Opening for engineer with experience in broadcast technical equipment to work for company with maintenance contracts for radio stations. Box K-29, BROADCASTING.

Chief engineer, overseas television station, desires similar capacity also overseas. Available end of year. Resume upon request. Box K-249, BROADCASTING.

First phone man desires transmitter watch at hard roder. No MOR, maintenance, nor announcing. Military completed. \$130 start required. 412-521-6510. Box K-254, BROADCASTING.

Qualified engineer seeking position as group director or metro area chief with growing professional organization. Box K-264, BROADCASTING.

Experienced first phone transmitter engineer desires permanent position. Prefer mid-west. Box K-286, BROADCASTING.

NEWS

Experienced news director available for challenging new position. Hard working digger, knowledgeable all phases news operation. College graduate, married, draft-exempt. Tape and resume available. Box K-97, BROADCASTING.

Aggressive, energetic and imaginative newsmen, presently news director, seeks position major market. Five years in field. College grad, draft exempt, married. Box K-98, BROADCASTING.

Newsmen, Digger, Writer, Good Airman, Background both Media. Stable. Interested South Florida. Box K-200, BROADCASTING.

Experienced, award-winning newsmen seeking western radio/TV market. College graduate, excellent references. Prefer doing solid, in-depth news on local-state level. Gather write, air. Available January after Army discharge. Box K-266, BROADCASTING.

A young (draft free), but experienced news broadcaster would like to direct an intelligent, hard-hitting news department. Three years with a nationally recognized news operation in a major Southwestern market. Stable, married with one child. Minimum to start, \$800 month. Box K-283, BROADCASTING.

NYC radio news editor/reporter looking to direct thorough news operation. Have master's in journalism, ABC-TV, Westinghouse, voice, writing talent, and stamina. c/o Shipman, 340 E. 51st Street, NYC 10022.

Programing, Production, Others

P.D. Available in November, 13 year pro seeking program job at M.O.R. operation: on or off air. Knows music, has ideas, excellent references. Married, college degree: currently in top 20. Box K-204 BROADCASTING.

Program Director with 11 years experience & first phone, desires move to progressive operation. \$200 a week, minimum Box K-229, BROADCASTING.

Copy, production, news, consider account servicing. No dj. 32, single, degree, 3rd. No tape or car. Box K-279, BROADCASTING.

TELEVISION—Help Wanted

Management

Assistant station manager in charge of programing and production to produce ratings and profits. Fast moving, fast-growing station in top 10 market. Know how, experience, creativity, economy and vision. Box K-197, BROADCASTING.

Sales

Great opportunity to join the sales staff of the most progressive station in the Rockies. Need someone who knows television and has a desire to help the advertiser. Our best producers are people who have come to sales thru the ranks. Enjoy the climate and mountains. Sell in an area that is booming. Only hustler who will try hard need apply. Send complete resume plus picture. Two years of college required. Box K-213, BROADCASTING.

Technical

First phone engineer needed immediately in Major Midwest VHF. Ability maintain full color solid state including RCA-TK 27 and VR-2000. Over \$12,000, plus fringes. Send complete resume to Box K-288, BROADCASTING.

KAUS-AM-FM-TV Austin, Minnesota, has opening for studio maintenance supervisor. Recently remodeled studios, equipped with RCA and IGM solid state equipment. Contact Tony Mulder, Ch. Eng.

Excellent opportunity for an engineer with full color TV station. Many fringe benefits plus suburban living adjacent to metropolitan area. Call Chief Engineer (817) 773-6868 or write KCEN-TV, P.O. Box 188, Temple, Texas 76501.

First phone engineer for studio switching and transmitter operation. Permanent position. Contact Chief Engineer, WBJA-TV, Binghamton, N. Y. . . . 607-772-1122.

Orlando, Florida looking for one experienced color and video tape technician and one experienced transmitter technician. Please write: Chief Engineer, WDBO-TV, Box 1833, Orlando, Florida 32802.

WJET-TV in Erie, Penna.—full color ABC affiliate has openings for 1st phone technicians . . . will train beginners . . . contact: John Kanzius, C. E. 814-864-4902.

Chief engineer, new UHF under construction. Familiar with all phases of TV operation, WLXT-TV 17 South Stolo, Aurora, Illinois 60504. 312-897-0466.

Senior engineering position need engineer with diversified experience for responsible position, with full color two station ETV operation opportunity for advancement to supervisory position. Top salary, benefits. Apply Chief Engineer, WVMV-WMVT, 1015 North Sixth Street, Milwaukee, Wisconsin 53203.

Western Michigan—immediate openings for engineers strong on maintenance of studio equipment. Full color NBC affiliate. Excellent fringe benefits; good pay. Preference given licensed men with color experience. Phone collect, or write: Mr. Charles F. Robison, Chief Engineer, WOOD-TV, Grand Rapids, Michigan. 616-459-4125.

Tired of your dull routine? Are you familiar with Ampex tape including Editec? Can you handle maintenance on Marconi cameras? If you can, come on over. We have got two of the world's finest color mobile units plus a 60 x 90 foot production studio. You will do a bit of traveling. Color video tape production is our game. Want to play? Call Dallas Clark, Director of Engineering, National Teleproductions Corp. 317-257-6551.

Television engineer needed by state college in Chicago. Rapidly expanding operation, currently purchasing remote van. Applicant will be assistant to Chief Engineer, and will assume primary responsibility for maintenance. First Class phone license desired. Two years experience and two years formal training in electronics or equivalent schooling required. Salary to \$9,000.00. Contact Civil Service Personnel Office, Northeastern Illinois State College, Bryn Mawr Avenue at St. Louis Avenue, Chicago, Illinois 60625.

NEWS

Color CBS network affiliate in intermountain vacationland seeks qualified young aggressive newsmen capable of writing and airing radio news and television sports in addition to handling general assignment and feature work. College degree preferred but not required. Salary commensurate with experience and abilities. Position available immediately to fill key vacancy on nine man news and public affairs staff. Excellent working conditions and fringe benefits. Only qualified need apply. Box K-171, BROADCASTING.

We are an aggressive news oriented AM-FM-TV news operation. Our need is for an experienced television newsmen who may or may not have worked with a modern music station news operation. We offer an excellent pay plan, company retirement program, health and hospitalization and other fringes. Our community has fine schools and is in a great hunting and fishing and winter recreation area. Salary open, Box K-237, BROADCASTING.

Young, experienced reporter, anchorman for noon news, production experience. Small, but aggressive station. N.E. Send resume, picture, salary to Box K-257, BROADCASTING.

Reporter for TV-radio news department in major southeastern city. One year of experience desirable. Send resume and audio tape to Box K-275, BROADCASTING.

News photographer—aggressive, expanding. New England TV station needs photographer experienced in all phases. Call Bob Cooke at (203) 525-2611.

Programing, Production, Others

Art director for ETV station in Nashville, Tennessee. Experienced in graphic art (including layout, design and finished art for offset printing), set design, and staging. Excellent working conditions and liberal fringe benefits. Rush portfolio, resume and salary requirements to R. L. Shepherd, General Manager, WDCN-TV, 12555, Nashville, Tennessee 37212 (portfolios will be returned).

Producer/director—experienced: Heavy in creative local commercial development—both video tape and film. All replies given serious consideration. Contact Raymond A. Gilvard, Director of Operations, WGAN-TV, Portland, Maine C4111.

Film production asst. needed by State College in Chicago. Will assist film producer and will assume primary responsibility for sound recording and editing. Two years experience in film and sound editing, sync-sound film editing, and camera operation. Apply Personnel Office Northeastern Illinois State College, Bryn Mawr at St. Louis Ave., Chicago, Illinois, 60625.

TV—Situations Wanted

Management

TV/radio general manager, 18 years all phases TV, radio, advertising looking for challenge. Resume available. Box K-243, BROADCASTING.

Sales

Sales position wanted in good area to raise family. Well experienced, community minded, stable. Also announce and have first phone. Box K-233, BROADCASTING.

Announcers

Mature Announcer with 18 years experience seeks position in large market. Excellent references. Box K-259, BROADCASTING.

Technical

Chief Engineer with experience in all phases of color and recent UHF construction, desires change. Available in approximately 60 days. Box K-202, BROADCASTING.

Engineer 15 years experience; desires chief or assistant's position. Advanced Engineering training, construction, trouble shooting experience. Box K-268, BROADCASTING.

NEWS

Sportscaster—top 15 markets only—I offer enthusiasm plus 15 years experience (but limited play-by-play) good on-camera reporter, excellent writer, interviewer, etc., familiar with all major sports figures. Box K-160, BROADCASTING.

News and production . . . Vietnam news experience . . . anchor man directing experience . . . public relations . . . family man with four . . . 17 years in the news business . . . available Nov. 15. VTR available. Box K-209, BROADCASTING.

Metro news pro, ten years all phases including news directorships in majors. Now top 20 radio, seeks good TV challenge. P. O. Box 103, Milwaukee, Wis.

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.

Production supervisor/asst. director/asst. film manager. Exceptional young professional at network affil. in top 10 market desires producer-director or management position at progressive station in east or midwest. Box K-165, BROADCASTING.

Promotion: Top market #2 man ready to produce #1 results. Box K-189, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 KW & 10 KW AM and FM transmitters, No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 76040.

5 kw low band VHF transmitter. Prefer General Electric, TT-40. Phone 206-624-6000.

Ampex 450' for automation. Airmail details WYXI, Athens, Tennessee 37303.

FOR SALE—Equipment

Coaxial-cable—Heliex, Styroflex, Spiruline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list, S-W Elect., Box 4660, Oakland, Calif. 94623, phone 415-832-3527.

RCA TTU-18 UHF Transmitter. Some parts missing. Exciter alone worth the price. Dick Lange, WHUT, Box 151, Anderson, Indiana 46015.

ITA stereo generator \$500.00. Add stereo to mono FM transmitters. Box K-226, BROADCASTING.

Low mileage UHF transmitter—RCA TTU-18, 1 KW. Used only 4600 hours, \$10,000 or closest offer. Must go by December 1, Call Director of Engineering, 215-867-4677.

Best deals—Sportmasters, Scully, Crown, QRK, Russo and other top brands. Lease, trade, finance. Audiovox, Box 7067-55, Miami, Florida 33155.

Gates stereo limiter plus Gates stereo FM top level—both for \$600.00. Box K-224, BROADCASTING.

Gates FM5B transmitter, excellent condition, operating recently and like new MC5534 Exciter on 100.7. Exciter easily retuned. Also over 500 feet of 3 1/8" rigid transmission line for FM. Available immediately. Real good price. John R. Kreiger, KVET, 113 West 8th Street, Austin, Texas 78701. A.C. 512-GR 8-8521.

Ampex VR-660; camera CC-724; Samson Stand 7241; 2 Setchell Carlson 2100 TV screens. Leonard Cecil, 7909 Norfolk Ave., Bethesda, Maryland. 656-2333.

Used 380 ft.—7/8" Heliex. \$100 per foot. Box K-270, BROADCASTING.

FM mono monitor: Hewlett-Packard 335B frequency/modulation monitor, \$450.00. Box K-222, BROADCASTING.

We have for sale: One Crown Imperial 3-speed—7 1/2, 3 3/4, 15 IPS. 10 years old good condition, minimum price of \$250. 2 Gates tables, 16 inch—minus stands and pickup arms (operable) \$35 apiece. F.O.B. Baldwin. One W.E. mobile unit (BC06D1)—\$50. One W.E. base unit for mobile unit (BC06A) (priced with mobile unit). We want to buy two Altec, RCA or other good turntable pre-amps—used. Box K-287, BROADCASTING.

Harkins AGC auto-level amplifiers. Two for \$250.00. Box K-225, BROADCASTING.

Gates M5000 Regulated Power Suppl. PWR-3, Year old, unused. \$75. Box K-290, BROADCASTING.

Immediately available: Mint condition 3 camera 1 VTR mobile unit. Ready to shoot with no additional equipment required. A-1 4 1/2" cameras and studio quality viewfinder vidicons also immediately available. New waveform monitors at 1/2 original cost. Many other bargains in the finest used and surplus broadcast equipment. For details write, wire or phone ED RIES AND ASSOCIATES, 414 North Alfred Street, Los Angeles 90048—(213) 651-5080.

Three Gates cartridge 1 playbacks, and one Record Amplifier plus approximately 150 cartridges. \$750.00 or trade for Field Intensity Meter. KPXE, Liberty, Texas.

RCA FM antenna, 4 bays. Includes heaters. \$500.00. Box K-223, BROADCASTING.

MISCELLANEOUS

Deejays! 6000 classified gag lines. \$5.00. Comedy catalog free Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Top the competition! Use Newsbeat ideas for features, specials, editorials. Over 200 satisfied clients! Exclusive, 3 month trial. \$5. Newsfeatures Associates. Box 14183, St. Louis, Mo.

MISCELLANEOUS—(Cont'd)

35,000 professional comedy lines! Forty speakers' joke books plus current comedy, a topical humorous service period. Catalog free. Sample selection, \$5. John Rain Associates, Inc., 232 Madison Avenue, New York City 10016.

30 jingles, five voices, \$25. \$150 trade . . . 15 station frequency . . . and programing promos \$25, \$150 trade. Send \$5, for usable sample. Broadcasters Aids, 4125 Crain St., Memphis, Tennessee 38128.

INSTRUCTIONS

F.C.C. License Course available by correspondence. Combination correspondence-residence curriculum available for BSEE Degree, Grantham Schools, 1505 N. Western Ave., Hollywood, California 90027.

New Orleans now has Elkins' famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veterans' Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans' Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55426.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans' Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans' Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, newscasting, sportscasting, console operation, disk jockeying and all phases of Radio and TV Broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, Minneapolis or Los Angeles. Our seventeenth year of teaching FCC license courses. Bob Johnson Radio License Instruction, 1060D Durcan, Manhattan Beach, Calif. 90266.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Jan. 8, April 2. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st Class exams; New programed methods and earn while you learn job opportunities. Contact AT5 25 W 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combos, and Announcers.

Radio Engineering Incorporated Schools has the finest and fastest course available for the 1st class Radio Telephone License (famous 5 week course). Total tuition \$350. Classes begin at all R.E.I. Schools Nov. 11, Jan. 6, Feb. 10, Mar. 17. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota. The home office, 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922.

R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 609 Caroline St., Fredericksburg Va 22401. Call (703) 373-1441.

INSTRUCTIONS—(cont'd)

Why pay more? First phone license in four weeks. Tuition \$295.00 Results guaranteed, rooms \$8.00 weekly. Tennessee Institute of Broadcasting, 2106-A 8th Ave., South, Nashville, Tenn. Phone 297-8084.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class January 6. Most experienced personalized instruction and methods. Lowest costs finest accommodations available close-by. Call or write: Don Martin School, 1653 N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

RADIO

Help Wanted

NEW MEXICO IS A GOOD PLACE TO LIVE!

Jobs open in all categories and market sizes. Send resume and salary requirements to:
New Mexico Broadcasters Association
Box 1964, Santa Fe, New Mexico 87501

Sales

SALES MANAGER

Group No. 1 rated station in Top 20 Market. Applicants must have successful track record as sales manager in competitive market. Excellent salary, bonus, fringes. A once-in-a-lifetime opportunity. An equal opportunity employer.

Box K-240, Broadcasting.

Salesman-Sales Manager

Wonderful opportunity for hard hitting salesman, top rated Charlotte station under new and expanding group ownership for hardworking, know-how salesman, future unlimited. If you are a born salesman, this is an opportunity you should investigate. Send complete resume to:

General Manager
Radio Station WGIV

Box 10063, Charlotte, N. C. 28201

Announcers

Dee Jays:

Top market, major station, needs alicekost, sharpest Dee Jays in the U.S. Morning Drive, Early Evening, All Night, and Afternoon Drive. Five figure salaries. No matter what slot you now fill, send tape, and short resume to

Box K-277, Broadcasting.

KEY MAN

Inside position for leading contemporary/network affiliate in all-American city, Grand Junction, Colo. Close to famous skiing, hunting and fishing areas. Position requires a combo-d/news-production pro! Good starting salary with scheduled increases. Must be a stable, dedicated broadcaster.

Call Charlie Powers, 303-243-1230 or 303-242-5899. KEXO Radio, Grand Junction, Colorado.

Technical

Chief Engineer

wanted for West Virginia Metropolitan full time station. Will handle all maintenance and help reconstruct station. Excellent salary and opportunity for the right man. Must not be afraid of work. Send full resume including present salary in strict confidence to Director of Engineering,

Box K-211, Broadcasting.

Program, Production, Others

SALES PROMOTION

RADIO NETWORK

Radio network of top communications corporation has career opportunity for sales promotion specialist to develop sales promotion ideas and presentations.

The successful applicant must be a competent writer, have knowledge of research services and their applications to sales promotions, and understand audio-visual equipment.

New York City location. Salary to \$11,000. Send resume and a sample of your work in complete confidence to:

Box K-258, Broadcasting.

ENTERTAINER

Are you a great entertainer? If you are, you should be able to prove it to us and the audience in this Top Ten market. If you think you can astonish and amaze us with your talent, we know our offer will astonish and amaze you. Send a complete confidential resume and tape to

Box K-190, Broadcasting.
An Equal Opportunity Employer (M/F)

Situation Wanted—Announcer

Comedy DJ Team

Unusual, funny, satirical, two man show. Both have varied musical knowledge, background, in all phases of radio, plus TV on camera. MOR format preferred. Priced to fit your budget.

Box K-246, Broadcasting.

Announcers—(cont'd)

Air Personalities and Newsmen Available!

Call Nationwide for tapes and resumes of air personalities and newsmen for all size markets. Dial 312-337-5318 and ask for


Dick Werges today, or write Nationwide Broadcast Consultants, 645 N. Michigan Ave., Chicago, Illinois 60611

LOOKING FOR AN ANNOUNCER?

Let Dick Good help you.



Dick is Director of Job Placement Services at Columbia School of Broadcasting. With our 27 offices in the U. S. and Canada the chances are excellent that we have just the graduate you're looking for. Just tell him what you want and he'll send you a resume, photo and audition tape. Air Mail.

 **Columbia School of Broadcasting**
4444 Geary Blvd., San Francisco 94118
Telephone: (415) 387-3000
(Not affiliated with CBS, Inc. or any other institution)

Program, Production, Others

MAJOR

Underground Programmer

LOOKING

Box K-242, Broadcasting.

Prog., Prod., Others—(cont'd)

Minimum 200% Profit

Sounds Interesting! Month after month you will be provided with promotions packed with profit and proven audience appeal. Now you can promote and profit in one simple operation. Remember your minimum profit is 200%. For further details on increasing your billings write:

HYPEnterprises, 6725 Sunset Boulevard Suite 207, Hollywood, California 90028

TELEVISION—Help Wanted

Management

TV/RADIO OPENINGS

We need applicants in the following job categories only. Please send your typewritten resume immediately to be confidentially represented to our station clients. No fee to applicants.

CHECK AREA OF INTEREST
TV RADIO

- General Manager
- Program Director
- Sales Manager
- Salesman
- Broadcast Equipment Sales
- Chief Engineer
- Studio Maintenance
- Transmitter Maintenance
- Video Tape Technician
- Broadcast Equipment Design
- First Phone Announcer
- Continuity Director
- Art Director
- Sales Promotion Mgr.
- CATV System Manager
- CATV Chief Technician

Name
Address
Salary desired

NO PLACEMENT FEE!!!



Nationwide Broadcast Consultants

645 NORTH MICHIGAN AVENUE
CHICAGO 60611
312-337-5318

Announcers

ANNOUNCERS

Major mid-Atlantic Television station needs young, mature staff announcers. Require experienced and versatile personnel. Salaries commensurate with market size. Opportunities unlimited for persons willing to produce.

An Equal Opportunity Employer
Box K-293, Broadcasting.

Situations Wanted

MANY BROADCAST EXECUTIVES ARE 1-MAN EMPLOYMENT AGENCIES

WE THINK IT'S WRONG! Executives can spend their time more profitably training and encouraging their existing staff rather than waste time and money recruiting personnel. Besides, how many one-man operations do you know who are really successful?

Call 312-337-5318 for full details on our nationwide recruiting service.



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645 NORTH MICHIGAN AVENUE • CHICAGO, ILLINOIS 60611 • Tel. 312 337-5318
EXECUTIVE, ADMINISTRATIVE, PROGRAMING, SALES, AND ENGINEERING PLACEMENT

TELEVISION—Help Wanted

Announcers—(cont'd)

TV Newsmen

Midwest Television Station needs newsmen immediately. Starting salary \$175-\$200 per week.

Call Bill Ware, Nationwide Broadcast Consultants, 312-337-5318. No fee.

Technical

IMMEDIATE

Permanent openings for experienced television engineers at expanding midwest station originating Big Ten sports. Opportunity to advance to supervisory post. FCC First Phone license required. \$500 up depending on experience with VT, color, microwave, and transmitter maintenance. Send resume to

Box K-37, Broadcasting.

INSTRUCTIONS

LEARN RADIO SALES . . . The highest paying job in Radio.



P.O. Box

Jobs with salary of \$125 a week to \$9,200 a year plus commission and expenses. Next class begins Jan. 6th. Don't wait! Make next year worth more to you. No experience necessary. Write or Call: UNIVERSAL SCHOOL OF SALES 4203 / Greensboro, N.C. 27406 Phone (919) 274-8267

Employment Service

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

Miscellaneous

Where Is Willis Hurd?

Contact

Jack Wiedemann—WNEX-TV
124 West Tabb Street
Petersburg, Virginia
733-7876

FOR SALE—Stations—(cont'd)

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

WHY BUY AN FM?

Build your own!

Over 100,000 req. If you are not in broadcasting now and you have at least \$20,000 liquid strength, ask us about Franchised FM

Tape Networks, Inc. 12148 Victory Blvd.
No. Hollywood, Calif. 91606
(213) 980-4000

FOR SALE:

250 Watt Fulltime Texas AM Station. Three towns with population of over 16,000 within 10 miles of tower. Good rural population. Power increase to 1,000 watts now possible. Good potential. \$80,000. 29% down, terms.

Box K-284, Broadcasting.

THREE

Wisconsin radio stations for sale: 50,000 watt FM in top 100 market—\$175,000; 37,000 watt FM in 1300' above average terrain \$150,000; 1,000 watt AM day, 250 night \$175,000.

Paul A. Stewart, Broker
207 N. Pinckney St., Madison, Wisc.

EXPERIENCED TV TECHNICIANS

SPEND YOUR LEISURE HOURS BOATING ON THE FUN END OF A FISHING POLE NOT THE BUSINESS END OF A SNOW SHOVEL.

Need men experienced in TK-41, TK-43 and Ampex 2000 gear. Join South Florida's prime network program packager. Ground floor opportunities.

Send complete resume, references and photo to: MacArthur Productions, Colonnades Beach Hotel, Room 430, Riviera Beach, Flo. 33404.

NEWS

PHOTOGRAPHERS

Needed as additional staff members for major mid-Atlantic television station. Must be experienced in silent, S.O.F. equipment and editing techniques. Salary dependent on experience and background. An Equal Opportunity Employer.

Box K-291, Broadcasting.

BUSINESS OPPORTUNITY

INVESTORS!

Dedicated, knowledgeable, sales oriented broadcaster seeks to form radio group beginning with a single station. Proven track record—currently group vice president and general manager who wishes to make dollars for himself and other investors. Confidential replies to

Box K-263, Broadcasting.

FOR SALE—Stations

La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-3430

NEWSMEN

Additional staff members needed for major market mid-Atlantic television station. Must be experienced dig-out-and-deliver reporters who can write, deliver on the spot, on camera film reports, as well as on camera portions of live news casts. Salaries dependent on background. We are looking for professional career-minded personnel who want real opportunity and challenge, including possibility of anchorman on daily news cast. An Equal Opportunity Employer.

Box K-292, Broadcasting.

FOR SALE—Equipment

12 KW UHF

TV Transmitter to Highest Bidder—General Electric TT25A—inexpensive way for CP holder to go on air.

D. H. Smith
P.O. Box 10, Albany, N. Y.

Idaho	small	fulltime	\$ 65M	29%	Fla.	small	profitable	\$ 65M	29%
West	small	daytime	107M	25M	Wisc.	small	AM & FM	21CM	terms
Calif.	medium	daytime	170M	29%	Hawaii	medium	fulltime	120M	cash
M.W.	metro	FM	65M	nego	Ill.	metro	FM	135M	53%
Va.	major	daytime	182M	SOLD	N.E.	major	daytime	650M	29%



CHAPMAN ASSOCIATES

media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

(Continued from page 88)

A. R. Ellman (50% before, none after) to Dolph Hewitt and Associates Inc. (50% before, 100% after). Principals: Dolph Hewitt, president and John B. Brickhouse, treasurer (each 50%). Messrs. Hewitt and Brickhouse are producers, directors and talent for WGN Chicago. Mr. Hewitt owns 50% of WOLI-FM) Ottawa, Ill. Consideration: \$146,800. Ann. Oct. 22.

■ WKMI and WSEO-FM, both Kalamazoo, Michigan—Seek transfer of control of Steere Broadcasting Corp. from Howard D. Steere (88.42% before, none after) to Mrs. Pauline Steere and Jeremiah D. Berkey, co-executors of estate of Howard D. Steere, deceased (7.56% and 4.02%, respectively, before, 100% jointly after). Principals: Mrs. Steere is vice president of Steere Broadcasting Corp. and Mr. Berkey is secretary-treasurer. No consideration involved. Ann. Oct. 17.

■ WKOL Amsterdam, N. Y.—Seeks assignment of license from Tele-Measurements Inc. to Paul E. Carpenter for \$100,000. Seller: Jack R. Poppele, president. Buyer: Paul E. Carpenter, sole owner. Mr. Carpenter owns funeral business. Ann. Oct. 17.

■ WRNY Rome, N. Y.—Seeks assignment of license from Roman Radio Inc. to Phomedia Communications Inc. for \$128,000. Seller: David William Derby, president. Buyers: Carl Jules Eilenberg, president. Norma Sue Cohen Eilenberg, executive treasurer. Donald Peter Rich, executive vice president and Maria Pete Stalos Rich, executive secretary (each 25%). Mr. Eilenberg is announcer for WPAW Syracuse, N. Y. and for sports network and is free-lance radio-TV announcer. Mrs. Eilenberg has no other business interests indicated. Mr. Rich is sales manager for WFBL Syracuse, N. Y. and Mrs. Rich is administrative assistant for that station. Ann. Oct. 18.

■ WLKR-AM-FM Norwalk, WRWR-FM Port Clinton and WKTN-FM Kenton, all Ohio—Seeks transfer of control of Ohio Radio Inc. from Robert W. Reider (de jure) to Robert W. Reider (de facto) for purpose of corporate reorganization. No consideration involved. Principal: Mr. Reider, president, is largest single stockholder of Ohio Radio Inc. with 33.1%. Ann. Oct. 17.

■ WKBY Chatham, Va.—Seeks assignment of license from George G. Beasley to Pittsylvania County Broadcasters Inc. for purpose of incorporation. No consideration involved. Principal: George G. Beasley, sole owner. Mr. Beasley owns 60% of WFMC Goldsboro, N. C., 50% of WASC Spartanburg, S. C., 33 1/3% of WKYX-AM-FM Paducah, Ky. and has 35% interest in CP for new AM at Lenoir, N. C. Ann. Oct. 17.

■ KQOT Bellingham, Wash.—Seeks assignment of license from Topdial Inc. to Robert Burks, trustee in bankruptcy. No consideration involved. Principals of Topdial Inc.:

Joe E. Tyrrell, sole owner. Ann. Oct. 22.

Actions

■ WRMA Montgomery, Ala.—Broadcast Bureau granted transfer of control of WRMA Broadcasting Co. from OK Realty & Investment Co. (100% before, none after) to Stan Raymond, president and Zenas Sears, vice president (each none before, 50% each after). No consideration involved. Action Oct. 21.

■ KCAC Phoenix—Broadcast Bureau granted assignment of license from KCAC Broadcasting Inc. to E.S.H. Inc. for \$175,000. Principals of KCAC Broadcasting Inc.: Harold and Elta Lampel (jointly 100%). Principals of E.S.H. Inc.: Antony Evans, president, George W. Soderquist, vice president (each 8.97%) et al. Mr. Evans is former music and program director of KRIZ Phoenix and owns music firm in that city. Mr. Soderquist is former president and 10% owner of engineering firm, Action Oct. 16.

■ KTAR-AM-FM Phoenix, KTAR-TV Phoenix-Mesa and KYUM Yuma, all Arizona—Broadcast Bureau granted transfer of control of KTAR Broadcasting Co. from family of John J. Louis to Combined Communications Corp. Seller: John J. Louis Jr., Ray C. Smucker et al. Sellers own KYCA Prescott, Ariz. Buyers: Wait & Co. and John J. Louis Jr., co-executors of estate of John J. Louis, deceased (21.25%), John J. Louis Jr., chairman of board (20.87%), Karl Eller, president (19.69%) et al. Mr. Eller owns KBLU-AM-TV Yuma, Ariz. and Eller Outdoor Advertising Co. (which owns 80% of Phoenix Magazine Inc. and is sole owner of Myers-Leiber Sign Co. and Eller Indoor Advertising). Grant conditioned that Mr. Eller dispose of interest in KBLU-AM-TV before acquiring interest in Combined Communications Corp. KBLU will be donated to Arizona Western Junior College, Yuma, Ariz. Consideration: Stock transaction aggregating about \$15 million with KBLU-TV and Eller Outdoor Advertising Co. for purpose of consolidating all stations and businesses. Action Oct. 16.

■ KRML Carmel, Calif.—Broadcast Bureau granted transfer of control of KRML Inc. from Alan C. and Gordon T. Lisser, Cliff Gill, Lisle R. Sheldon, David S. Drubeck et al. (as group 100% before, none after) to Samuel and Deanna R. Salerno (none before, 100% after). Buyers: Mr. Salerno is general manager of KLAJ Las Vegas. Mrs. Salerno is CPA. Consideration: Difference between \$125,000 and amount of principal plus accrued interest at closing date of sale. Action Oct. 18.

■ KSLO-AM-FM Opelousas, La.—Broadcast Bureau granted assignment of license from William E. Jones tr/as KSLO Broadcasting Co. to K.S.L.O. Broadcasting Inc. for purpose of incorporation for \$83,000 plus assumption of \$9,000 in debts. Principals:

William E. Jones (89.9%), Wandell Allegood (10%) et al. Action Oct. 21.

■ KDNL-TV St. Louis—Broadcast Bureau granted assignment of license from Greater St. Louis Television Corp. to Evans Broadcasting Corp. for purpose of merging the two companies into TME Corp. TME Corp. will change name to Evans Broadcasting Corp. Principal: Thomas M. Evans, sole owner of all corporations. Mr. Evans owns investment company, 83% of underwriting and brokerage firm and has 67% and 16% interest in two manufacturing companies. Action Oct. 18.

■ KSEL-TV Lubbock, Tex.—Broadcast Bureau granted transfer of stock of McAlister Television Enterprises Inc. from McAlister Broadcasting Corp. (30% before, 17.5% after) to Dr. Joseph M. Lehman, J. E. Birdwell, David Newby and Fred E. West (each none before, 2.5% after); W. G. McMillan Construction Co. (none before, 5% after) and Giles C. McCrary (5% before, 7.5% after). Principals of McAlister Broadcasting Corp.: R. B. McAlister, chairman of the board (40%), Bill B. McAlister, president (35%) and Lewis D'Elia (5%). McAlister Broadcasting Corp. is licensee of KSEL-AM-FM Lubbock, Tex. Buyers have no other business interests indicated. Consideration: \$70,000. Action Oct. 16.

■ WFAD Middlebury, Vt.—Broadcast Bureau granted assignment of license from Frank Alvin Delle Jr. (70%) and Donald G. Fisher (30%) to Voice of Middlebury Inc. Principals: Mr. Delle, president (69%), Mr. Fisher, vice president-treasurer (29%), Elizabeth R. Delle and J. Debra Fisher (each 1%). Consideration: \$1. Action Oct. 18.

■ WRVA-TV Richmond, Va.—FCC granted transfer of control of Richmond Television Corp. from Larus Investing Co. (95.83% before, none after) and others (4.12% before, none after) to Jefferson Standard Broadcasting Co. (none before, 100% after). Buyer owns WBT-AM-FM and WBTW-TV Charlotte and WBIG Greensboro, all North Carolina. Consideration: \$5 million subject to adjustments. Action Oct. 16.

■ KEPR-AM-FM Pasco, Wash.—Broadcast Bureau granted assignment of license from Cascade Broadcasting Co. to Tri-Cities Communications Inc. for exchange of stock. Principals of both companies: Thomas C. Bostic, president (60%) and John H. Reber, vice president (15%) et al. Principals own KIMA-AM-FM Yakima, Wash. Action Oct. 18.

■ KIMA-AM-FM Yakima, Wash.—Broadcast Bureau granted assignment of license from Cascade Broadcasting Co. to Yakima Valley Communications Inc. for exchange of stock. Principals of both companies: Thomas C. Bostic, president (60%) and John H. Reber, vice president (15%) et al. Principals own KEPR-AM-FM Pasco, Wash. Action Oct. 18.

Cable-television activities

The following are activities in community antenna television reported to BROADCASTING through Oct. 23. Reports include applications or permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

- Oxnard, Calif.—Oxnard Cablevision Inc., Vumore Cablevision, San Leandro, and Storer CATV Inc. (multiple CATV owner), all California, have each applied for a non-exclusive 15-year franchise. Monthly fees would be \$5.50 for Storer and Oxnard firms.
- Duval county, Fla.—Sam Nevey & Associates has been granted a 30-year franchise.
- St. Petersburg, Fla.—Florida CATV Inc., Ormond Beach (multiple CATV owner), has applied for a franchise.
- Tavares, Fla.—Leesburg Cablevision Co., Leesburg, has applied for franchise for a 12-channel system. Installation and monthly fees would be \$10 and \$5, respectively.
- Willacoochee, Ga.—Willacoochee CATV Inc. (formerly Micaropy CATV Inc.) has been granted a franchise.
- East Peoria, Ill.—Illinois Valley Cable Co.

has applied for a franchise.

- Morton, Ill.—Illinois Valley Cable Co. has applied for a franchise. Installation and monthly fees would be \$20 and \$5, respectively.
- Pineville, Ky.—Cable Service Inc., Pineville, has purchased the franchise of Community TV and Appliance Co.
- Dover, N. H.—Davis Broadcasting Co., Beverly Hills, Calif., Coastal Cable and Antenna of Portland, Me., and Garrison TV of Dover have each applied for a franchise.
- Stratford, N. J.—Jerrold Corp., Philadelphia (multiple CATV owner), has been granted a franchise for a 13-channel system. City will receive 5% of gross annual revenues.
- The Bronx, N. Y.—CATV Enterprises Inc., The Bronx, has been granted a franchise.
- Cheektowaga, N. Y.—Cheektowaga Cablevision Inc., Lackawanna, has applied for a franchise.
- Little Valley, N. Y.—Salamanca CATV Inc., Salamanca, N. Y., has applied for a franchise for a 12-channel system. Installation and monthly fees would be \$9.95 and \$5.50, respectively.
- New York, N. Y.—Cypress Communications Corp., Stamford, Conn. (multiple CATV owner), has purchased Hardin Cable TV Co., Kenton, Ohio, Shardo Cablevision Inc., Wapakoneta, Ohio (multiple CATV owner), a subsidiary of Cypress, has purchased Reynolds Cable TV Corp., Lima,

Ohio (multiple CATV owner).

- Hendersonville, N. C.—Cablevision Co. of Hendersonville Inc., an affiliate of WHKP Hendersonville, has been granted a 25-year franchise for a 25-channel system. Installation will be free first year and \$10 thereafter. Monthly fees will be \$4.95.
- Norwalk, Ohio—Davis Broadcasting Co., Beverly Hills, Calif., has applied for a franchise.
- Bridgeville and Whitehall, Pa.—Centre Video Corp., State College, Pa. (multiple CATV owner), has applied for a non-exclusive franchise for an 8-channel system. Installation fee will be free with monthly fee of \$4.50. City will receive 3% of gross annual revenues.
- Churchill, Pa.—Valley Cable TV Co., Pittsburgh, has been granted a franchise.
- North Strabane, Pa.—Washington Channels Inc., Washington, and Edward Balsley, Canonsburg, both Pennsylvania, have each applied for a franchise.
- Philadelphia, Pa.—Jerrold Corp., Philadelphia (multiple CATV owner), has purchased controlling interest in Milaine Corp., which has a franchise for Kansas City, Kan.
- College Station, Tex.—Community Cablevision Corp. has applied for a franchise.
- Moorefield, W. Va.—Potomac Valley TV Co. Inc., Cumberland, Md. (multiple CATV owner), has been granted a franchise for a 5-channel-plus system. Installation and monthly fees will be \$5 each.

Radio in the classic commercial tradition could be one of the most effective means to awaken the Southern rural Negro to his inherent human capacities and to help educate and elevate him out of his plight of poverty. It would go far toward solving the urban ghetto problem at its source.

The view that the future of America's black man lies basically in the South and that radio is the economic and educational catalyst in that future is that of a Negro broadcaster, Andrew R. Carter, president-general manager of KPRS-AM-FM Kansas City, Mo.

He calls it his "dream." But based on his practical experience of many years as a pioneer in Negro programming and one of but a half-dozen Negro station owners in the U.S., it suggests more of substance than shadow to those who know and respect his professional accomplishments on the Kansas City scene.

Mr. Carter feels that if a pool of several million dollars could somehow be achieved to build or buy strategically located high-power stations in the South, a communication bridge could be built to the rural Negro. But the stations would have to be Negro-owned and programmed to assure credibility, he feels, and they must follow normal commercial formats to hold interest. A public noncommercial approach would fail, he believes.

"Commercial radio can educate as well as entertain," Mr. Carter says, citing the successes of KPRS over the years in both public service and advertising.

To those who say the dream is far too expensive, Mr. Carter replies that the cost of but one big-city riot would have paid for such a project.

Mr. Carter is an integrationist and supporter of "black power" but he stresses such power must be constructive and lawful. He thinks the militant separatists in the ghetto are threading a dangerous and fruitless course. His KPRS editorials over the past five years have been sympathetic to the Negro's problems but they do not tolerate violence.

He firmly tells Negro youth who fight the police they would do better to join the force as recruits and try to change things after gaining wider experience.

"Some of the young men think I'm just a bit square now," Mr. Carter says, recalling how "liberal" a tag he wore nearly 20 years ago trying to find financial backers for a Negro-owned radio station. An initial effort in Chicago failed before it ever became an FCC application. This was before his struggle in Kansas City to get KPRS back on the air there in late 1952 (KPRS under previous ownership had suspended operation at nearby Olathe, Kan.).

Radio could reach the rural South, Negro owner feels

Three years ago KPRS moved to its own modern building near the downtown area on Grand Avenue, Kansas City's "Agency Row." Mr. Carter says "any station must be a radio station first"—tuned to the whole community—"then put emphasis upon type of programing."

About the same time, he says, he decided if he was preaching integration KPRS must practice it. Today the staff of 24 people is "about 25% non-Negro," he explains. The programing—though still rhythm and blues or "soul"

appeals to a general youth market as well as the Negroes. KPRS-FM features light jazz and is sold separately.

Mr. Carter got his first FCC license as a radio amateur when he was in high school in Savannah, Ga. In 1946 he attended the RCA Institute in New York and was licensed by the FCC as a first class engineer.

But that "ticket" was no ticket to radio's magic land, he quickly learned, and for a while he worked for the phone company. Eventually he joined the engineering staff of WTIP Charleston, W. Va. After being told he had no talent for announcing, an area that soon intrigued him, he decided to lick that obstacle too. He returned to New York and went to announcing school.

Mr. Carter became a partner in a Chicago firm handling Negro radio programs and advertising and wrote an article for BROADCASTING in 1949 outlining the untapped potentials of this ethnic market. The story caught the eye of Alf Landon, then owner of KCLO Leavenworth, Kan., who challenged Mr. Carter to come to the Kansas City area and prove it on KCLO. He did.

Within two years the Negro program block on KCLO had grown as large as it could be so Mr. Carter looked for new opportunities in the field. KPRS resulted.

Mr. Carter's wife, Mildred, now program director of KPRS and a public accountant, drew on their combined experience a couple years ago to begin devising a custom-automated system of traffic, logging and billing using standard IBM machines such as the model 402 read-out printer. Now in full operation, the system gives rapid total availabilities for salesmen as well as management daily accounting controls and cumulative data for meeting FCC requirements.

The system is being installed at WVOX Chicago and WCHB Detroit with the assistance of KPRS.

The KPRS executive floor is decorated as a home might be, reflecting Mr. Carter's belief that a relaxed atmosphere builds morale and cuts mistakes due to pressures. Indeed it is "home" for the Carter family where son John is sales manager and daughter Marion is women's director. Another daughter, Mrs. Charles Burnett, works at KGFJ Los Angeles.

Radio itself is "home" to Mr. Carter, where the means of talking person to person can generate mutual respect and trust. As he editorialized on the assassination of a leader: "come walk with me down the path of understanding. Open your hearts. Examine your conscience . . . see and evaluate a man for what he is . . . together we can . . . capture Martin Luther King's dream, a land of freedom, not for one, but for all."

Week's Profile



Andrew Robinson Carter—president, general manager and principal stockholder, KPRS-AM-FM Kansas City; b. Oct. 23, 1919, Boston; reared in Savannah, Ga., where for three years he studied physics at Georgia State College; U. S. Army, 1940-45; RCA Institute, New York, 1946; engineer, WTIP Charleston, W. Va., 1947; partner, Kyle, Carter & Eubanks, Chicago specialists in Negro radio, 1948-49; KCLO Leavenworth, Kan., 1950-52; part owner KPRS in 1952, subsequently principal owner; chairman, Kansas City Model City Program; director—Kansas City Ad Club, Civic Council, National Assn. for the Advancement of Colored People and YMCA; m. Mildred Jones of Pine Bluff, Ark., July 3, 1960; hobbies—swimming, hunting and fishing.

Money and music

More than the question of fees is involved in the negotiations, soon to be resumed, for the new rates for radio stations' use of the music in the Broadcast Music Inc. catalogue. BMI says it must have more money; the All-Industry Radio Music License Committee, representing 1,000 or more radio stations in the negotiations, says BMI wants too much (BROADCASTING, Sept. 23). But what is at stake goes deeper, and we think the basic issues ought to be reviewed.

First, broadcasters need—as they now have—competitive sources of music. Oldtimers will recall the troubles of 1940-41, when the American Society of Composers, Authors and Publishers, then the dominant and virtually the only source, demanded rates that would have doubled its preceding year's radio revenues, and radio operated for 10 months with almost nothing but public-domain music.

BMI was organized to create an alternative source of supply. Nobody, least of all ASCAP, will deny that it has done just that. The Justice Department estimated a few years ago that ASCAP's share of the top songs on radio had dropped from 90% in 1948 to 43% in 1958, and BMI currently claims that its own tunes occupy 55% of all radio time devoted to music.

It is implicit in BMI's argument for higher rates that the extra money is needed to maintain its competitive position against ASCAP. We are in no position to judge the extent of that need, but anyone who has followed the music business knows that in recent years ASCAP has made determined efforts—not without success—to move into music fields that were developed by BMI exclusively.

Although radio stations use more BMI than ASCAP music, they pay BMI at rates one-third below ASCAP's. Logic is hard pressed to justify that ratio.

BMI has not said publicly what new rates it wants, but its demands as described by the all-industry committee are still below the ASCAP rate. In rejecting these demands, the committee noted that on a 6% annual growth rate in radio revenues, BMI's annual radio take would go from \$8 million to \$15 million in five years' time. It is not impertinent to point out, however, that since ASCAP's rate is higher and is also tied to station revenues, its dollar increase would be even greater.

The committee has said it offered BMI a 10% rate increase up to a certain point. The question, then, is not whether, but how much. It seems unmistakably clear, however, that a viable BMI is vital to all music users.

Abuse for what?

Action all around the world in full color (or in full word-pictures by radio).

Live coverage from outer-space of the Apollo 7 mission, from perfect blast-off to tense splash-down 11 days later.

Live and remarkably good color coverage by ABC-TV of the summer Olympics in Mexico City.

First the political conventions, warts and all, telling the oft-times ugly story as it was; now the political campaigns, mud-slinging, heckling, picketing, where ever the action is.

The exciting World Series on NBC a couple of weeks ago. Now football, professional and collegiate, on all three networks, plus regional and local coverage every weekend.

All these remarkable renditions—and more—and what do broadcasters get?

Abuse on the floors of Congress and in their politically motivated committees. Black eyes from the militant rights,

the militant lefts: from the aggressive blacks and the resisting whites; from busy-body do-gooder meetings almost everywhere. Slurs from the newspaper and magazine critics (with their eyes toward the front office).

When a person of the stature of FCC Commissioner James J. Wadsworth has something nice to say about programming (BROADCASTING, Oct. 21) you couldn't find newspaper coverage of it with a 20-power glass. But let Commissioner Nick Johnson blast programming and it's Page 1.

When a repudiated so-called citizens ETV group, headed by Thomas P. F. Hoving, changes its name (but not its aim of shooting down commercial broadcasting) it makes two-column heads in some of the leading newspapers.

What's really needed is some simple, consistent way of documenting broadcasting's affirmative case.

A start might be for all stations, without regard to competition or network affiliation, to air several times a day, as they do weather, a capsule summary of "Last Week in Broadcasting," listing both outstanding radio and television achievements in coverage. Thereby they would let their publics (meaning almost everybody) know what they're getting, for free, under the American plan of free-enterprise broadcasting. Newspapers wouldn't copy, but the politicians would be impressed if their constituents were.

Not all coming up roses

A good many broadcasters are beginning to look forward to Nov. 5 as a day of salvation. It is their expectation that the elections will transform Washington from a hostile camp to a sanctuary.

Forget it. Unless all the political observers consulted by BROADCASTING turn out to be wrong, the same old broadcasting-baiters will be back at the same old stands in the next Congress. So will some senior legislators who have been sympathetic, if not friendly, to broadcasting, but none of them has been heard from much during the waves of recent antibroadcasting talk that have swept the Hill.

Whoever wins the Presidency, Congress will retain the power to influence broadcast regulation. As things look now, the missionary job confronting broadcasters in Washington gives no signs of diminishing. Details appear in a special report elsewhere in this issue.



Drawn for BROADCASTING by Sid Hix
"The sponsor wants to know why they can't be smoking his cigarettes instead of that peace pipe?"

ONLY KSTP-TV DELIVERS

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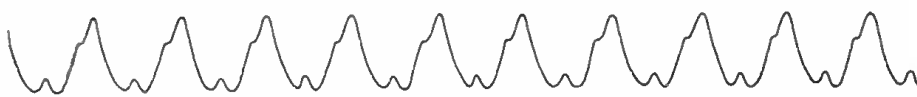
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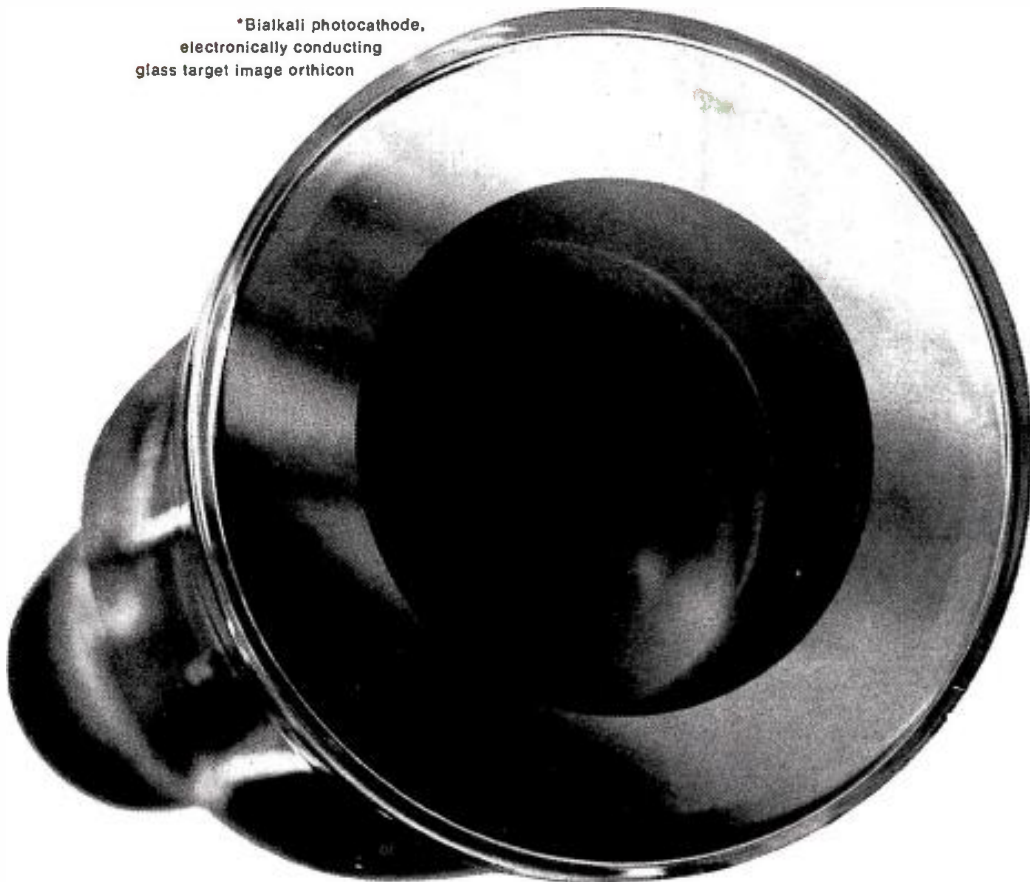
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