



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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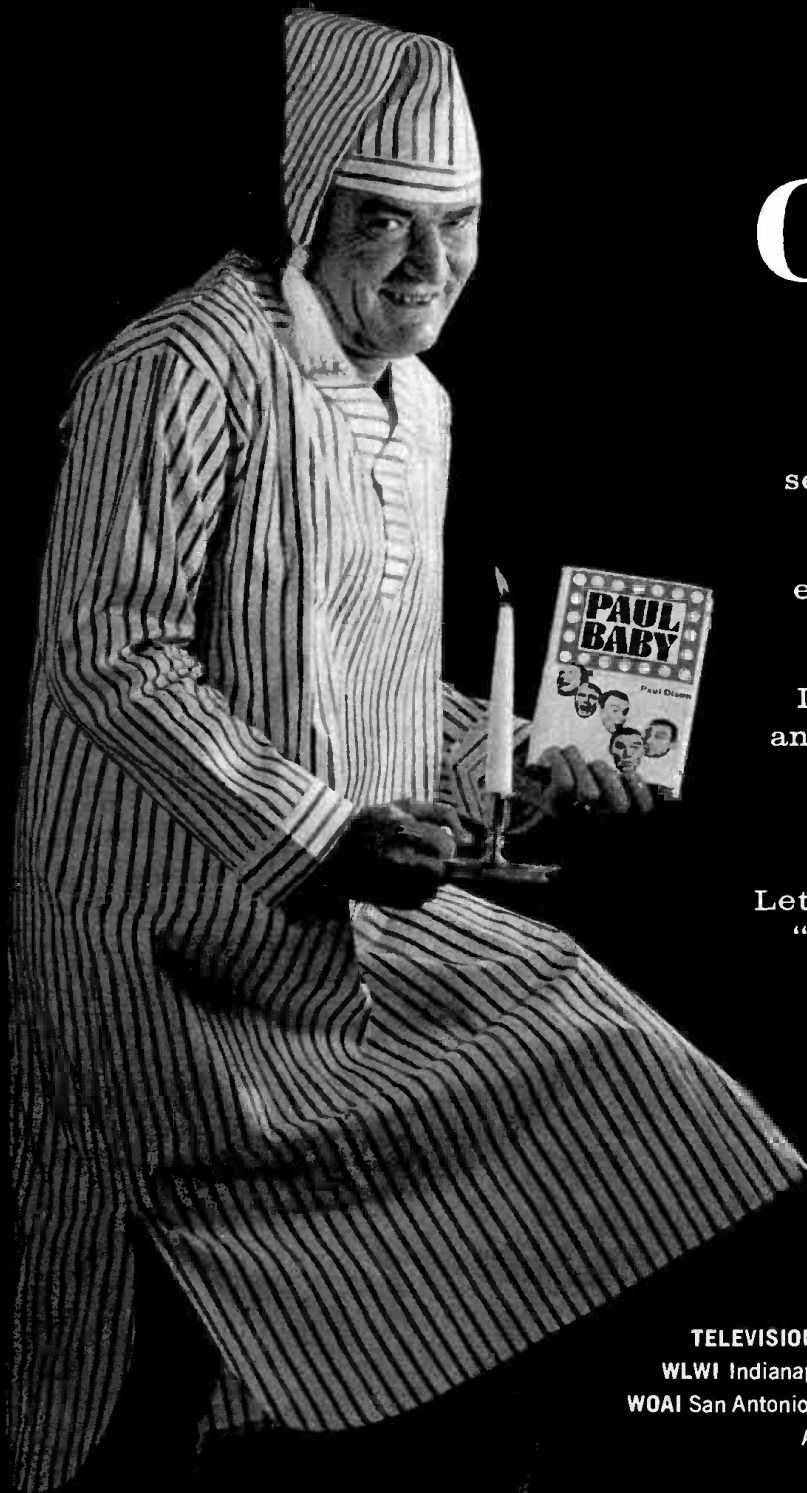
TV's news function becomes prime government target. p19
First Justice suit filed to separate newspapers, TV. p28
Nixon pulls broadcasters' plug at news conference. p40
ARB, reps, agencies hold talks on big computer coop. p46

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Why do you suppose **KTLA LOS ANGELES, WOR-TV NEW YORK, WSBK-TV BOSTON, WPHL-TV PHILADELPHIA, WXIX-TV CINCINNATI, WHNB-TV W. HARTFORD, KEMO-TV SAN FRANCISCO, WPGH-TV PITTSBURGH, WYTV YOUNGSTOWN**, and **WTVO ROCKFORD**, have bought Playboy After Dark?

Do you suppose it could be guest stars **Rowan and Martin, Morgana King, Don Rickles, Jack E. Leonard, Mort Sahl, Tony Bennett, Don Adams, Johnny Mathis, Tommy Smothers, Bob Newhart, Della Reese** and beautiful girls, beautiful girls and beautiful girls?

Meet Paul between the covers!



The covers of his new best selling book, "Paul Baby", that is. Already in its third printing, it's all about Paul Dixon's experiences on his ninety-minute daily TV show, which is also a "best seller" with the women of Dayton, Cincinnati, Indianapolis, and Columbus. And when it comes to effectively selling products to these women, Paul Dixon wrote the book on that, too.

Let Paul Dixon prove he can be your "best seller" in the Midwest. Call your Avco Radio Television Sales representative.



**BROADCASTING
CORPORATION**

TELEVISION: WLWT Cincinnati / WLWD Dayton / WLWC Columbus
WLWI Indianapolis / WOAI-TV San Antonio / **RADIO:** WLW Cincinnati
WOAI San Antonio / WWDC Washington, D.C. / KYA & KOIT San Francisco
Above represented by Avco Radio Television Sales, Inc.
WWDC-FM Washington, D.C. / Represented by QMI.

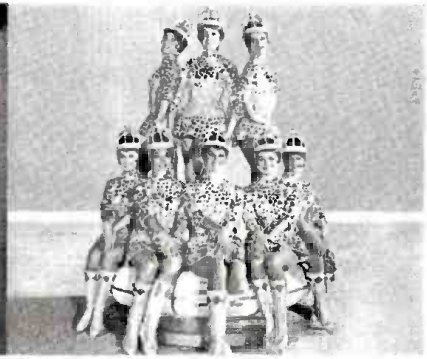
WHO'S MPC?



KILLY LE CHAMPION
(Story of Jean-Claude Killy)
Sponsor: Chevrolet
Jan. 13, 1969 ABC



THE UNDERSEA WORLD OF JACQUES COUSTEAU—TREASURE
Sponsor: Armstrong Cork
Jan. 13, 1969 ABC



HIGHLIGHTS OF ICE CAPADES 1969
Starring Jack Jones and Louis Nye.
Special Guest Star, Nancy Sinatra
Sponsor: American Gas Association
Feb. 16, 1969 NBC



NATIONAL GEOGRAPHIC SOCIETY SPECIAL—AUSTRALIA
Sponsors: Encyclopaedia Britannica and Hamilton Watch
Feb. 18, 1969 CBS



THE UNDERSEA WORLD OF JACQUES COUSTEAU
Sponsor: Armstrong Cork
March 4, 1969 ABC



WILLIAM HOLDEN IN UNCONQUERED WORLDS
Sponsor: Westinghouse
March 26, 1969 CBS



NATIONAL GEOGRAPHIC SPECIAL—POLYNESIA
Sponsors: Encyclopaedia Britannica and Hamilton Watch
April 14, 1969 CBS



THE UNDERSEA WORLD OF JACQUES COUSTEAU—SEALS
Sponsor: Armstrong Cork
April 17, 1969 ABC



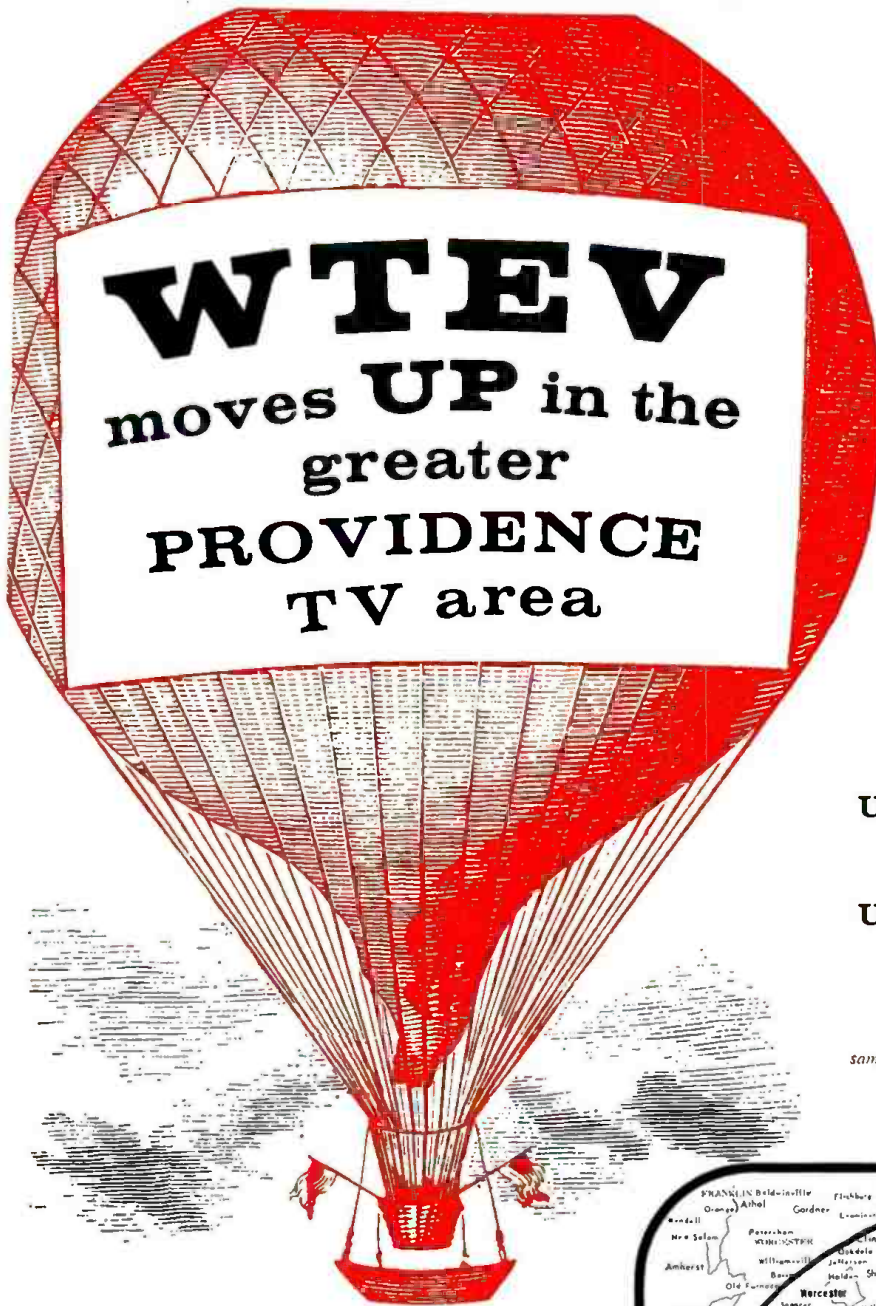
THE MAKING OF THE PRESIDENT 1968
Sponsor: Xerox
Fall 1969 CBS

The largest independent producers of network TV Specials.

THAT'S WHO.



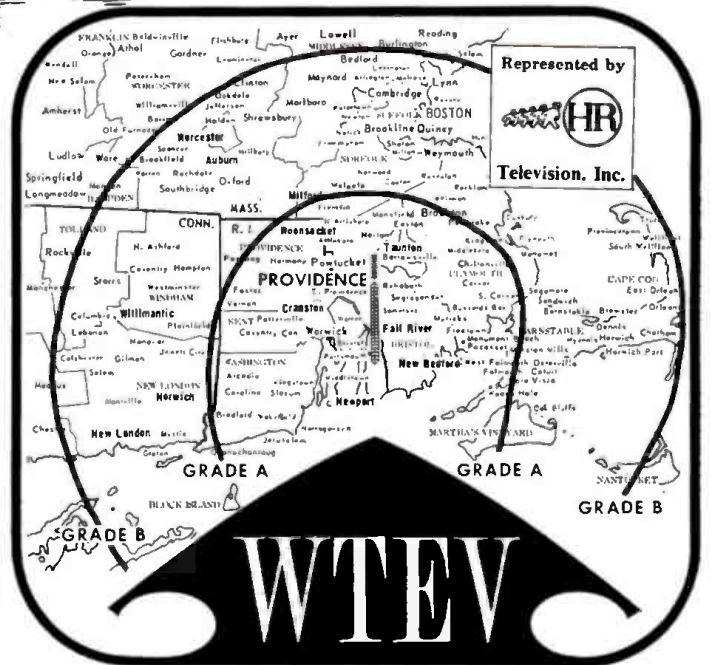
(MPC, FORMERLY WOLPER PRODUCTIONS, INC.)



**More TV reach
More TV penetration.**
The combination of the new WTEV 1,049-foot tower and programming specifically planned to increase listenership among all age groups is sharply increasing the station's ratings and audience share of the greater Providence market.

Continuing significant gains in average total homes reached*:
UP 41% Sunday through Saturday
 7:30 to 9:00 p.m.
UP 27% Sunday through Saturday
 7:30 to 11:00 p.m.

*Based on Oct. 1968 ARB estimates as compared with Oct. 1967 estimates; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.



WTEV
 Providence—New Bedford—Fall River
 Rhode Island—Massachusetts
 Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area

Channel
6
 abc

WTEV

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

Exodus

Corinthian Broadcasting has decided to split up national sales representation of its five TV stations, all housed at H-R Television since 1960. Though no announcement had been made, reports last week indicated WANE-TV Fort Wayne, Ind., KOTV(TV) Tulsa, Okla., and KHOU-TV Houston would be moved to Harrington. Righter & Parsons, with KXTV(TV) Sacramento, Calif., and WISH-TV Indianapolis going to Blair Television, effective first of year in most if not all cases. Negotiations between Blair and H-R regarding switchover of KXTV and WISH-TV were said unofficially to be still pending.

H-R, which has had entirely separate division handling Corinthian stations, was reported to be moving to take up slack through acquisition of—or some other arrangement with—another rep firm or firms. Widespread but unconfirmed reports said negotiations toward that end were in progress with Hollingbery Co. Other reports, also unconfirmed, had H-R working on possible tripartite deal with two other companies.

Together again ?

Joint ventures in program production and distribution have been explored by Howard Hughes, who bought Sports Network Inc. last September, and Thomas F. O'Neil, chairman of General Tire & Rubber, which owns RKO General station group. It's not first time these two have been together on television deal; in 1955 General Tire bought RKO Radio Pictures from Mr. Hughes for \$25 million (BROADCASTING, July 25, 1955).

It's widely assumed that Mr. Hughes, whose itch to get into television was demonstrated last summer when he made unsuccessful \$150-million tender offer to buy control of ABC (BROADCASTING, July 8), will not be content to let Sports Network confine itself to relatively small niche of sport specialties. It's also known RKO General is looking for expansion opportunities. RKO owns unaffiliated VHF stations in New York, Los Angeles and Windsor, Ont. (Detroit) and unaffiliated U in Hartford, Conn.

Facing it

FCC, some of whose members are anxious to arrive at agency position on CATV before end of year, is expected to hold special meeting soon, possibly this week, on restructuring CATV rules. Number of proposals are said

to have been prepared for commission consideration; commissioners themselves, as well as staff, are said to have contributed. Material is said to cover spectrum of CATV matters, and to include "a lot of new stuff."

X marks the spot

New movie rating system of Motion Picture Association of America is beginning to stir confusion in broadcast advertising. One motion-picture company reports that both New York TV and radio stations owned by one network refused all advertising for film rated "X" (no one under 16 admitted). Other reports circulating in motion-picture advertising circles are of individual New York stations refusing to carry advertising before 9:30 p.m. for films rated either "X" or "R" (persons under 16 must be accompanied by parents or adult guardian).

National Association of Broadcasters Code Authority spokesman takes position that although authority is reviewing individual movie broadcast ads for conformity to normal code standards, "we won't rule against an ad simply because it's for an 'X' picture." He notes it is up to individual stations to formulate own policies on whether to carry acceptable ads for questionable films. However, he added "we have heard from a number of stations that won't accept ads for a feature film they don't like even though the advertising is in good taste."

More on pot

Public Broadcasting Laboratory is said to be source of second program featuring marijuana smoking that is being investigated for evidence of staging ("Closed Circuit," Dec. 2). Program, carried by NET network on April 28, is being checked into by House Investigations Subcommittee staffers, who earlier investigated WBBM-TV Chicago for evidence it staged pot-party program. FCC has also investigated PBL program in effort to determine whether staging was involved and, also, whether any laws were violated in connection with program. Commission's inquiry is not yet closed.

House investigators are understood to have been pointed in direction of PBL by CBS President Frank Stanton, who referred to April 28 program while testifying in House subcommittee's investigation of program aired by CBS's WBBM-TV (BROADCASTING, May 13). Among other things, investigators are said to be checking into manner in

which at least some of marijuana said to have been shown on program was obtained.

Appeal for funds

FCC, which is seeking 50% increase in its appropriation for fiscal 1970, apparently hasn't completely persuaded Bureau of Budget of need for extra funds. After first meetings with commission on budget request, Budget officials recommended \$24 million for agency—healthy \$4 million increase over present appropriation—for upcoming year. However, this is \$7 million less than commission requested ("Closed Circuit," Nov. 18), and agency is asking higher-ups in Budget to reconsider, citing its rapidly expanding responsibilities in booming communications industry. Of course, whatever President Johnson eventually recommends in budget message in January is subject to review not only by Congress but by President-elect Richard Nixon.

Next moves

Metromedia has set tentative date of Feb. 14 for meeting of stockholders who will be asked to approve merger with Transamerica Corp. (see page 34). But petitions seeking FCC approval of transfer of Metromedia's stations to new consolidated ownership will be filed earlier, probably in early January, if present timetable holds.

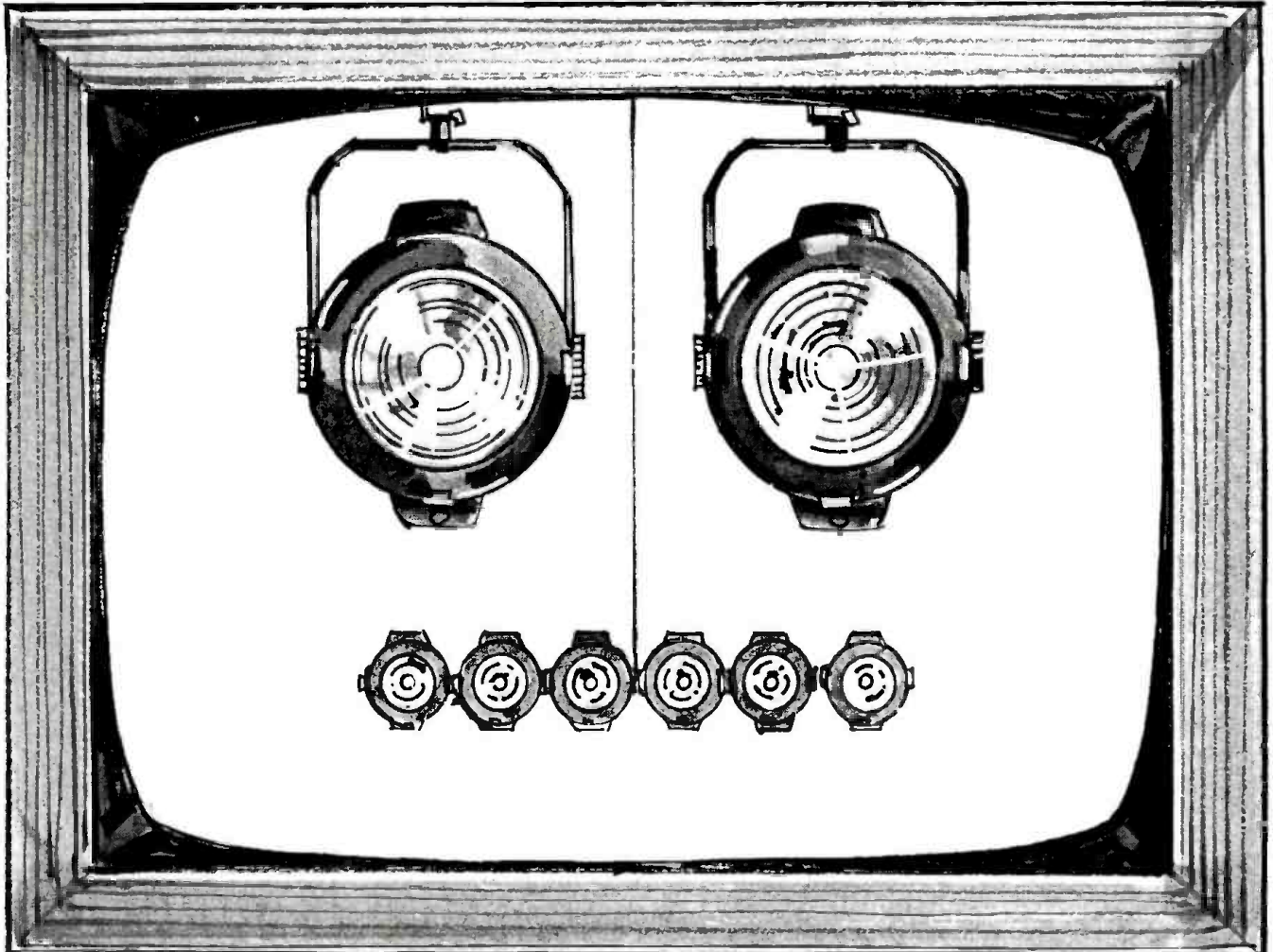
Breather

It will be peace on Washington's M Street, good will toward broadcasters, and common carriers, too, for that matter, over Christmas-New Year's holidays. FCC normally meets on Wednesday, but since holidays fall on that day, commission is, in effect, calling hiatus between Dec. 18 and Jan. 9. There will be one brief meeting, on Dec. 23, for "must" items.

Break for Hubbard

WGTO Cypress Gardens, Fla., owned by Stanley Hubbard, is believed to be in line for opportunity to get valuable new operating authority under U. S.-Mexican treaty on use of standard-radio band, scheduled to be signed this week (see page 9, also BROADCASTING, Dec. 2). WGTO is now daytime operating on Mexican clear channel 540 kc. Treaty is said to provide for station's going full time, directionalized at night to protect Mexican co-channel operations.

Thanks, Sylvania, for making your new Tungsten-Halogen lamps fit all those Kliegl luminaries



1. Take out the old
2. Put in the new

We at Kliegl are delighted to have in stock a large supply of the new Sylvania tungsten-halogen lamps. The new lamps can be installed directly into the Kliegl luminaries you now own; no adaptors required! You can retrofit to all the advantages offered by Quartz quickly, easily, and inexpensively.

Lamps are available with Mogul Bipost, Mogul Prefocus and Medium Prefocus bases. Wattages are 500, 750, 1000, 2000 and 5000. For complete details, send for Kliegl's data sheet.

lighting

KLIEGL BROS.

32-32 48 Avenue, Long Island City, New York 11101 (212) 786-7474

Subsidiary: Kliegl Bros. Western Corp., 4726 Melrose Avenue, Los Angeles, Calif. 90029 (213) 663-8124

Television journalism comes of age for regulatory notice it has received from FCC, committees of the House and Senate, Chicago federal grand jury, and for what it's about to receive in long, hot winter in Washington. See . . .

Winter of crisis for TV news . . . 19

"Rights in Conflict" report about so-called police riot at Chicago convention brings sparse formal reaction from congressmen, though Senator Vance Hartke wants to hold hearing on news media's role in those riots. See . . .

Hartke quick to ask for hearing . . . 25

Justice Department's get-tough policy in field of newspaper-broadcast cross-ownership claims another victim as Gannett Co. agrees to sell WREX-TV Rockford, Ill. to Gilmore Broadcasting Co. for \$6.85 million. See . . .

Antitrust issue spurs sale . . . 28

District of Columbia appellate court upholds FCC in limitations it has placed on the automatic hearings required in CATV cases involving the importation of distant signals. Case brought by WANE-TV Fort Wayne, Ind. See . . .

FCC sustained on import hearings . . . 32

KFDM-TV Beaumont, Tex., agrees to sell to broadcaster-newspaper owner A. H. Belo Corp., WFAA-TV Dallas, parent of *Dallas Morning News*, for \$5.5 million three months after another abortive sale attempt. See . . .

KFDM-TV back on sale block . . . 37

President-elect Nixon pulls plug on the broadcast press for the first time in his new capacity; orders cameras turned off near end of conference, leading newsmen to wonder whether this is preview of White House style. See . . .

Newsmen speculate on Nixon . . . 40

Dr. Peter Langhoff, president of American Research Bureau, reports plan to computerize timebuying process with agencies and reps sharing ownership of project under ARB parent company at cost of \$12 million. See . . .

Plan to automate spot buying . . . 46

Top-level meeting in Washington this week between representatives of major-media trade associations, one network and Iowa multimedia group regarding Iowa 3% advertising tax over what action groups should take. See . . .

Media assess Iowa ad tax . . . 49

Broadcasting stocks had month of sound success in November on strong over-all market with volatile CATV stocks bouncing back from 7.3% slump last month to lead way with spectacular 18.1% climb; ABC scores 15% rise. See . . .

Broadcast stocks surge on market . . . 54

Canadian Radio-Television Commission set to write policy statement on good taste in broadcasting but believes main responsibility for performance rests with radio and television station owners; shuns "censor" label. See . . .

CRTC may develop guidelines . . . 59

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Broadcasting

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If we helped just one youngster...

"Project Youth," a special telecast by the Fetzer station in Lincoln, was produced last summer to help Nebraska teen-agers learn from the admitted mistakes of others. It featured a panel of prison inmates who discussed their lives and the anguish resulting from their mistakes. If the program helped just one youngster, we think our efforts were well spent.



The Fetzer Stations

| | | | | |
|--------------------------|------------------------------------|-----------------------------|--------------------------------|-----------------------------|
| WKZO Kalamazoo | WKZO-TV Kalamazoo | KOLN-TV Lincoln | KGIN-TV Grand Island | WJEF Grand Rapids |
| WWTV Cadillac | WWUP-TV Sault Ste. Marie | WJFM Grand Rapids | WWTV-FM Cadillac | WWAM Cadillac |

Treaty signing this week

New U. S.-Mexican treaty governing two nations' use of standard radio band is scheduled for signing this week in Mexico City.

As late as Friday (Dec. 6), however, State Department officials could be no more definite on actual date than "Monday or Tuesday—maybe."

Ambassador to Mexico Fulton Freeman Jr. is scheduled to sign treaty for U. S. Washington officials had no word late last week as to who would sign for Mexico. FCC, which played major part in treaty negotiations stretching back over two years, will not have representatives at signing ceremony.

Treaty, which reportedly will be for five years but will continue in effect past expiration date unless denounced by either side, will not go into effect until ratified by each nation's senate.

Treaty is said to pave way for pre-sunrise operations by some 260 daytime stations operating on Mexican clear channel stations (BROADCASTING, Dec. 2).

New agreement replaces five-year pact that expired on June 9, 1966. Two special agreements since then have pledged two nations to abide by terms of old treaty.

All tied up

NBC-TV and CBS-TV were in dead heat in Nielsen MNA ratings of average audience for week of Nov. 25-Dec. 1. Their score was 19.8, and ABC-TV had 14.3. *Rowan and Martin's Laugh-in* on NBC placed first, and three feature films made top 10, along with specials *Ann-Margret* (CBS) and *Miss Teen-Age America* (CBS). Movies: "North by Northwest" (Friday CBS), "Charade" (Monday, NBC) and "Something for a Lonely Man" (Tuesday, NBC).

More pictures from space

Increased television relay equipment for Apollo 8 moonshot should provide home viewers with even more spectacular space pictures (see page 44) than October's Apollo 7 flight, but decision Thursday (Dec. 5) by space officials to land moon ship at night apparently will partially black out live recovery broadcast from South Pacific.

RCA is to announce today (Dec. 9) delivery of last of three new ground stations enabling relay of live TV pictures from space. Apollo 7 viewers were limited to brief periods when space craft

passed over area between scan converter installations at Corpus Christi, Tex., and Merritt Island, Fla. For Apollo 8, second scan converter is being installed at Merritt Island and others are at Goldstone, Calif., and Madrid, Spain. Madrid station will feed directly into Eurovision for broadcast there and relay to U. S.

Urge court to take case

Broadcasters called on Supreme Court Friday (Dec. 6) to grant petition of FCC and Justice Department for review of appeals court decision declaring commission's personal-attack rules unconstitutional.

CBS and Radio Television News Directors Association, in one memorandum, and NBC in another, also asked court to consider case along with pending one involving WGBH-AM-FM Red Lion, Pa. In that case, U. S. Court of Appeals for District of Columbia upheld constitutionality of policy which later formed basis for rules now under attack.

Two memoranda urged high court to keep case within relatively narrow focus. Commission and Justice department, in seeking review of decision by U.S. Court of Appeals for Seventh Circuit, said that opinion casts doubt on constitutionality of fairness doctrine and equal opportunities section of fairness doctrine.

CBS-RTDNA and NBC said court's only conclusion was that rules being challenged violate constitutional guarantee of free press.

BRC raps 'hypoing' acts

New move against "hypoing" of broadcast ratings has been taken by Broadcast Rating Council.

BRC disclosed that its standards for rating services, which already require that special promotional activities during rating periods be noted in rating reports, were being modified to include "nonpromotional" activities.

Council said three activities that might influence members of rating samples had come to its attention:

Locating members of samples and attempting to influence their viewing behavior or their reporting of that behavior.

"Don't say 'hello'" promotions, which seek to have audiences answer phone by saying they're tuned to certain station.

Appeals, broadcast or nonbroadcast, addressed to rating-sample members,

suggesting they return their diaries, etc.

BRC's move was revealed Friday (Dec. 6) with release of resolution Council adopted outlining position and also officially "deploring these practices."

Resolution said Council "feels that any activity by anyone (except, of course, rating service) which is addressed to, or influences, rating-sample members to a greater extent than members of the total population" operates against BRC objective of insuring that ratings reflect true audience size "as well as reasonably possible."

Pulitzer adds KOAT-TV

Pulitzer Publishing Co. (St. Louis *Post-Dispatch*, KSD-AM-TV St. Louis, KVOA-TV Tucson, Ariz.) has bought KOAT-TV Albuquerque, N. M., from Steinman station group for undisclosed price. Pulitzer had acquired KVOA-TV Tucson from Steinman in sale approved by FCC last July.

Steinman bought Tucson and Albuquerque stations in January 1963 for combined price of \$3,250,000. It sold Tucson property to Pulitzer for \$3 million. KOAT-TV (ch. 7) is ABC-TV affiliate.

Perry, NSMC into CATV

Entries of two companies into CATV system ownership were announced Friday (Dec. 6).

Perry Publications Inc., West Palm Beach, Fla., purchased 80% of Palm Beach Cable Television Co. from Burnup & Sims Inc., and obtained option to buy remaining 20%. Burnup & Sims is West Palm Beach CATV construction firm.

Palm Beach Cable operates systems in North Palm Beach, Palm Beach Gardens and Lake Park, and has franchise for Palm Beach Shores, all Florida.

Perry Publications, headed by John H. Perry, publishes *Palm Beach Post-Times* and other newspapers in Florida and Bahamas. Company also operates printing plants, builds submarines, conducts oceanographic research.

National Student Marketing Corp., New York, has reached agreements to acquire controlling interest in two cable television companies near Sacramento, Calif., for undisclosed amounts of stock. Company officials said Friday (Dec. 6) buys would represent NSMC's first venture in CATV.

Multi View Systems Inc., franchise holder in Lodi, will become subsidiary of NSMC, subject to approval of city

Week's Headliners



Mr. Anderson



Mr. Epstein



Mr. Cohen



Mr. Monroe



Mr. Jordan



Mr. Letts



Mr. Bowman

Richard Anderson and **Mitchell Epstein**, senior VP's, Benton & Bowles, New York, elected members of agency's board of directors. Both are in B&B's creative department and join on board **Al Goldman**, executive VP and creative director of B&B.

Mark Cohen, VP in charge of sales planning for ABC-TV since August 1967, named to newly created post of VP in charge of planning for network. His responsibilities will include revenue and schedule analysis, pricing strategy, and business forecasts as they affect ABC-TV. Mr. Cohen has been with network since 1958 in various sales service and sales planning positions.

William B. Monroe Jr., director of news, Washington, for NBC News, named Washington editor of NBC-TV's *Today* show. **Frank J. Jordan**, director of election operations, NBC News, succeeds Mr. Monroe as director of news in Washington. Mr. Monroe, who had been news director for WDSU-TV New

Orleans, joined NBC in 1961 as manager of news in Washington, later becoming director. Mr. Jordan, with NBC News since 1956 in New York and in Chicago, organized coverage of both 1964 and 1966 elections for NBC, and became director of election operations in 1967.

Howard L. Letts, executive VP, finance, RCA, elected director of company. He fills vacancy on board created by death May 28 of Arthur L. Malcarney. Mr. Letts joined RCA corporate staff in 1959 after having served as VP of NBC-TV, and later as controller VP of network, VP of operations, and controller of RCA Victor record division. His association with RCA totals 39 years.

Richard W. Bowman, president and chief operating officer of The Marshchalk Co., New York, named senior VP of Interpublic Group of Co's., parent organization of agency. He is succeeded by **Paul J. Caravatt Jr.**, chairman of Marshchalk, who retains that title.

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

of Lodi. NSMC has also acquired option to purchase controlling interest in Multi View Systems of Woodland. Construction of Woodland system is expected to begin within six months. Combined

systems would have capacity of about 15,000 homes.

NSMC offers marketing services at colleges and high schools to national advertisers.

Wolfe to Post-Newsweek

Ben Wolfe, vice president-engineering at Westinghouse Broadcasting Co. for past 11 years, is to leave Jan. 1, 1969 to join Post-Newsweek Stations Inc., succeeding recently retired Clyde Hunt as vice president-engineering. **Richard Monroe**, national engineering manager of WBC, New York, has been named to succeed Mr. Wolfe.

Banzhaf to tutor citizenry

Anticigarette crusader **John F. Banzhaf III** told Federal Trade Commission last week that he plans to "schedule and conduct classes" to acquaint private consumer organizations with methods of filing fairness doctrine complaints with FCC.

Mr. Banzhaf, whose complaint led FCC last year to apply doctrine to cigarette advertising, said that Action on Smoking and Health—of which he is executive director—has found complaints to FCC "very effective method" for attacking consumer problems involving broadcasters, but that other organizations know too little about it to use it effectively. He said FTC could aid consumers by serving as clearinghouse for information.

Attorney's remarks came at end of statement in which he urged FTC to fight legislation that would restrict federal agencies in their battle against smoking. He also urged FTC to become party in opposition to court challenge of FCC's application of fairness doctrine to cigarette commercials. FCC was upheld by D. C. Court of Appeals (BROADCASTING, Nov. 25), but that decision is expected to be appealed to Supreme Court.

CPB comes up with cash

Corp. for Public Broadcasting has donated \$150,000 to National Educational Television for experimental monthly *Black Journal* series begun last June. Funds will pay for October, November and December programs already produced. CPB aid was earlier reported as forthcoming ("Closed Circuit," Nov. 4). *Black Journal* will continue next year for at least two months under Polaroid Corp. grant (BROADCASTING, Nov. 25).

Philips sets tape push

North American Philips Co., New York, is starting intensive spot TV campaign in unspecified number of major markets to promote sales of Norelco cassette tape recorder during pre-Christmas season. Campaign will run minimum of 30 spots in each of markets to be used, it was indicated. Agency is Laroche, McCaffrey & McCall, New York.

Our Team at the Olympics



Your Man in Dallas-Ft. Worth



On the scene in Mexico, WFAA-TV helped provide marathon coverage of the Olympic games for ABC. From its million dollar video cruiser, the WFAA-TV remote team relayed live and taped color telecasts to the network and the rest of the world . . . all, by the way, piped thru WFAA-TV's facilities in Dallas-Fort Worth. When one of the networks is scheduled for a big one, they remember WFAA-TV — always a winner.

On the scene, Ward Huey, General Sales Manager of WFAA-TV, can help you over the hurdles in this competitive Texas market. Call him for choice avails . . . in record time.

WFAA-TV DALLAS-FORT WORTH

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



"Letter Perfect"

Without overdoing the phrase, some 634,000 North Alabamians say this about WAPI as they listen day by day to the music, wit, controversy, news, sports and special events served by personalities with a flair.

Two of these are presented here . . . attractive, articulate radio professionals responsible for WAPI's key "drive-time" and "housewife" programming.

Charlie Davis
5:30 to 9:00 A.M.

Ron Carney
9:00 A.M. to Noon
3:00 to 6:00 P.M.

Any of the research figures you choose to use point-up their popularity. And, any Henry I. Christal office will enthusiastically tell you why WAPI is "LETTER PERFECT" for your advertising message.



1070

50,000 W

BIRMINGHAM

WAPI radio represented by
Henry I. Christal Company, Inc.

Datebook

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

■Indicates first or revised listing.

December

Dec. 9—Deadline for filing comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations.

Dec. 9—New deadline for reply comments on FCC's proposed rulemaking to permit the use of field strength measurements for determining the coverage of FM and TV stations, and to establish a standard method of making such measurements.

Dec. 9—*American Research Bureau* seminar for TV stations on use of ARB reports. San Francisco.

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

Dec. 9-12—*Electrical Insulation Conference* West Coast meeting. Technical papers and Golden Omega Award will be presented. Biltmore hotel, Los Angeles.

■Dec. 10-11—Plenary session, *Administrative Conference of the United States*. Interstate Commerce Commission, Hearing Room B, Washington.

Dec. 13—Celebrity luncheon, *New York Television Academy*. Speaker: Joan Crawford. El Morocco, New York.

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 programming, and to limit their participation in syndication activities.

Dec. 16—Special stockholders meeting, *Columbia Pictures Corp. and Screen Gems Inc.*, to vote on merger and to authorize increase of preferred stock from two million to five million and common stock from 10 million to 20 million, and other matters. 515 West 54th St., New York.

Dec. 19—Annual stockholders meeting, *Metro-Goldwyn-Mayer Inc.* Cinerama Theater, New York.

Dec. 30—Deadline for comments on FCC's proposed rulemaking that would require common carriers filing microwave applications for CATV service to notify the affected TV stations on or before the date of application. Rule would also require CATV system to file all necessary requests for distant-signal carriage or other special relief on or before date of microwave application.

January 1969

Jan. 3 — Deadline for comments on FCC's proposed rulemaking that would permit all CATV systems in a particular community to carry the distant signal of a TV station beyond that community's grade B contours, if one CATV in the area has already been authorized to carry that signal.

Jan. 9—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.

Jan. 9—*American Research Bureau* seminar for TV stations on use of ARB reports. Washington.

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

Jan. 10 — Deadline for entries for 29th annual *George Foster Peabody awards*. Submissions should be made to Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, Athens.

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

Jan. 13—Deadline for reply comments on FCC's proposed rulemaking that would permit all CATV systems in a particular community to carry the distant signal of a TV station beyond that community's grade B contours, if one CATV in the area has already been authorized to carry that signal.

Jan. 14—*American Research Bureau* seminar for TV stations on use of ARB reports. Boston.

Jan. 13-17—Annual winter meeting *National Association of Broadcasters* board of directors. Americana hotel, San Juan, P. R.

Jan. 16—*American Research Bureau* seminar for TV stations on use of ARB reports. Detroit.

Jan. 16-18—Meeting of *Florida CATV Association*. Marco Island.

Jan. 17—Deadline for reply comments on FCC's proposed rulemaking that would require common carriers filing microwave applications for CATV service to notify the affected TV stations on or before the date of application. Rule would also require CATV system to file all necessary requests for distant-signal carriage or other special relief on or before date of microwave application.

Jan. 17-19—Annual meeting, board of trustees, *The National Academy of Television Arts and Sciences*. Beverly Hills, Calif.

Jan. 19-22—Research seminar, *Association of National Advertisers*. Sterling Forest Conference Center, Tuxedo, N. Y.

Jan. 21—*American Research Bureau* seminar for TV stations on use of ARB reports. Atlanta.

Jan. 21-23—Twenty-fourth annual *Georgia Radio and Television Institute*. University of Georgia, Athens.

Jan. 23—*American Research Bureau* seminar for TV stations on use of ARB reports. Dallas.

■Jan. 24—Annual dinner dance, *Pacific Pioneer Broadcasters*. Beverly Hilton hotel, Beverly Hills, Calif.

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

Jan. 27-30—Twenty-sixth *National Religious Broadcasters* annual convention. Mayflower hotel, Washington.

Jan. 28—Deadline for filing reply comments on FCC's proposed rulemaking to limit station acquisitions to one full-time outlet per market.

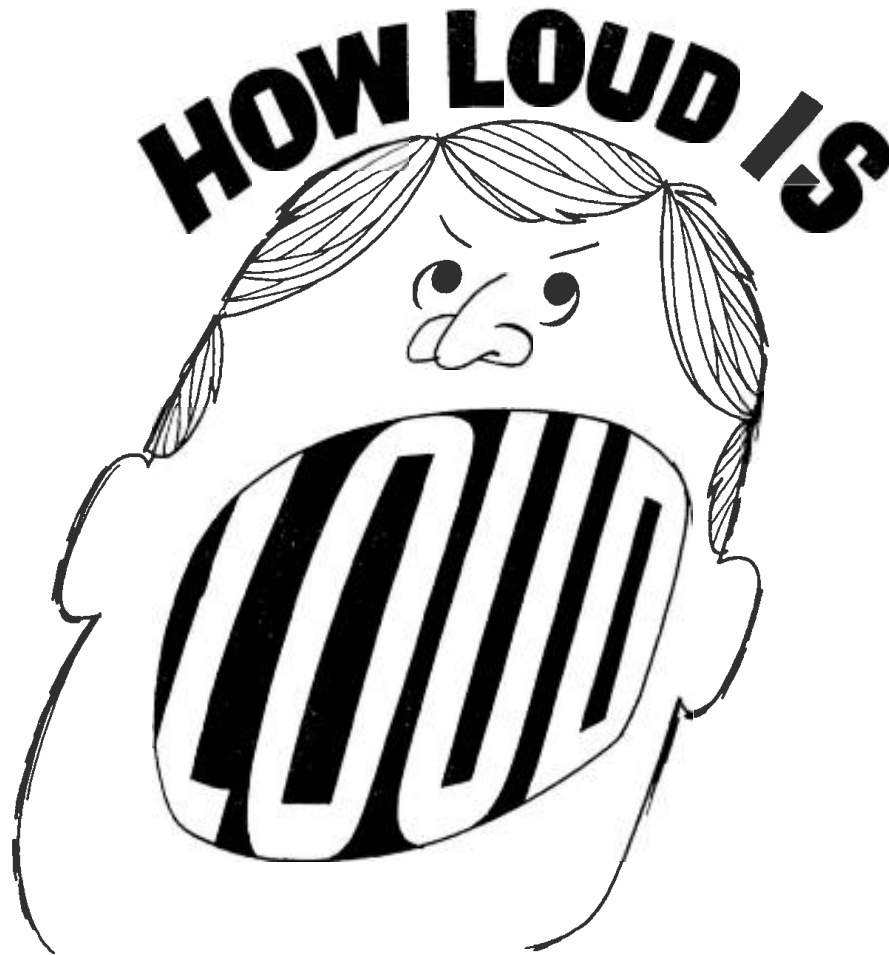
Jan. 28—*American Research Bureau* seminar for TV stations on use of ARB reports. Denver.

Jan. 30—*American Research Bureau* seminar for TV stations on use of ARB reports. Los Angeles.

Jan. 31—Deadline for receipt of entries in seventh annual Station Award for community service programming, *The National Academy of Television Arts and Sciences*.

February 1969

Feb. 3 — New deadline for comments on



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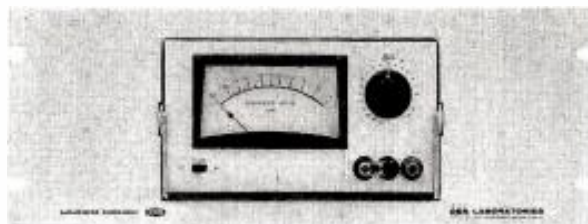
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nce upon a time there was a small but worthy communications engineering company (Multronics, by name) that had an rf contactor problem.

No matter where they turned or what they offered, they could NOT find an rf contactor they could count on.

Bad enough, they bemoaned, that an rf contactor should chance the pyrotechnics of recoil. Or the ineconomies of interrupted closure. Or the actual shaking loose of supposedly unloosable connections.

Bad enough, indeed, but worse when they arrived with broken connector arms (painful!) or ceramic-shattered insulators (messy!).

Why not, mused John Mullaney, enterprising entrepreneur and (as you may have guessed) President of Multronics, Inc., design a new rf contactor. Which is just what they did. Which is just why they bring you this exciting tale of the Multronics Model 160 Double Pole, Double Throw RF Contactor.

Yes, the Model 160 has proved the very "model" of efficiency. A 20 pound spring absorbs all recoil. (Known worldwide as the Multronics BREECH-LOCK Mechanism.) It features two heavy duty solenoids able to do their heavy duty even when voltage varies widely. Hang-up-proof contact sleeves. Shakeproof, self-locking hardware. Microswitch voltage control. Specially-treated Melamine instead of ceramics and mica. . . .

Oh, there wasn't a THING the Multronics engineers overlooked. The Model 160 a true gem in every respect . . . save one. It costs 58% percent more. Alas! "So be it," commented John Mullaney. "One must be willing to pay more for top quality. Furthermore, I'll wager there are innumerable rf contactor buyers willing to pay \$185 if they once learn the truth.

"Indeed, why not tell the anxious communications world about the Model 160 and its as-yet-unnamed-110-volt companion contactor. Tell people to contact me personally (nothing too good for the Model 160) at 5712 Frederick Avenue in Rockville, Maryland. Remind the few who might not know that our Zip Code is 20852, our telephone 427-4666, Area Code 301." "After all," he concluded, "news of this consequence demands immediate action."

FCC's proposed rulemaking on future use of 306-960 mc band, in which commission proposed to allocate space to common-carrier and land-mobile services. Previous deadline was Dec. 2.

Feb. 3 — New deadline for comments on FCC's proposed rulemaking that would re-allocate channels 14 through 20 to land-mobile services in the top 25 urban areas. Previous deadline was Dec. 2.

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. 7-8—Annual winter convention of *New Mexico Broadcasters Association*. Hilton hotel. Albuquerque.

Feb. 7-8—Twenty-first annual radio-television seminar, *Northwest Broadcast News Association*. School of Journalism, University of Minnesota, Minneapolis.

Feb. 8—First annual convention, *Georgia Cable Television Association*. Demsey hotel, Macon.

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—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 13-18—Meeting of *National Federation of Advertising Agencies*. Boca Raton hotel, Boca Raton, Fla.

March 19-22—Western meeting of *Association of National Advertisers*. Hotel Del Coronado, San Diego, Calif.

March 21—*International Radio and Television Society* luncheon for international broadcasting awards winners. Waldorf-Astoria hotel, New York.

March 21-23—Spring national convention, *Intercollegiate Broadcasting System*. Washington Hilton hotel, Washington.

March 21-23—Annual convention of *National Association of FM Broadcasters*. Washington Hilton. Washington.

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

March 30-April 2—*Southern CATV Association* meeting. Monteleone hotel, New Orleans.

March 30-April 3—Annual meeting of *Toilet Goods Association*. Boca Raton hotel. Boca Raton, Fla.

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 16-25—Nineteenth annual meeting of the *International Film, TV film and Documentary Market*. MIFED is an international center where feature, TV and documentary films are traded on a worldwide scale. Milan, Italy.

April 22—Marketing conference, *Premium Advertising Association of America*. Hotel Americana. New York.

April 24-25—Annual meeting of *American Association of Advertising Agencies*. The Greenbrier, White Sulphur Springs, W. Va.

April 29-May 2—Twenty-sixth annual national convention, *Alpha Epsilon Rho*. Speakers include Gordon McLendon, president, The McLendon Stations; Harold Niven, vice president-planning and development, National Association of Broadcasters; Clark George, president, CBS Radio; Miles David, president, Radio Advertising Bureau, and Marcus Cohn, Washington attorney. Statler Hilton hotel, Detroit.

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

OpenMike

In full accord

EDITOR: I am heartily in accord with your comments (BROADCASTING, Nov. 25) concerning Commissioners Johnson and Cox, particularly Mr. Johnson. It seems that he has but one thought in mind as far as broadcasting is concerned and that is to find something he can do to us, not for us.

Government control of programming is not necessary and should not be allowed in any form. The best control of programming, or the entire broadcasting situation, is the tuning dial or the on-off switch. No responsible broadcaster should fear a rate cutter or a fast-buck guy or any of the other off-color individuals who get into the industry. The good product will eventually throw the other out because the latter has nothing substantial to stand on. It

can't and won't last.

A responsible broadcaster cannot live with all of the regulations and insinuations that are continually thrown into the picture and do a good job . . . such as being told that he must run anti-smoking announcements if he runs cigarette ads. It naturally follows that he will soon be told that he must run cigarette ads if he runs antismoking announcements.

Just keep on saying the things you say, but also start reminding these radicals who the government actually is and just exactly who they are working for.—William P. White, manager, KFJB Marshalltown, Iowa.

A precise picture

EDITOR: Congratulations on your truly excellent "Week's Profile" on Gary Gielow (BROADCASTING, Nov. 25). You

caught the essence of the man perfectly and he and Jim Gabbert are two of the typical reasons why my work with the National Association of FM Broadcasters has been so personally rewarding.—Abe J. Voron, president, National Association of FM Broadcasters, New York.

Difference of definition

EDITOR: It was with considerable dismay that I read the article, "CPB faces credibility gap" on page 28 of the Dec. 2 issue. The charges made therein, as should be apparent even to the lay reader, are without foundation.

The Corp. for Public Broadcasting facing a credibility crisis? What nonsense. Credibility gap implies a lack of credibility, which implies disbelief, which in turn implies that the person or persons causing others to disbelieve are, essentially, liars, if only part of the time.

Your reporter also apparently failed to attend the last general session of the convention of the National Association of Educational Broadcasters; he notes that the Rev. Jesse Jackson appeared during that meeting, when in fact he did not. Mr. Jackson was ill and sent a replacement.—John E. Lennon, Washington.

(Mr. Lennon construes "credibility gap" more narrowly than BROADCASTING did. What the story was intended to point out was that a good many noncommercial broadcasters have reservations about the ultimate usefulness of CPB. As to the absence of Mr. Jackson, the reporter arrived after introductions of participants had been made and wrongly assumed that Mr. Jackson's substitute was Mr. Jackson.)

The other side of the coin

EDITOR: Granted that the situation in Clinton, Tenn. (BROADCASTING, Nov. 25) is preposterous, although I feel there are other methods of coping with it than having Mayor Stair withdraw as a candidate for re-election.

But there is another side of the coin. If Section 315 is repealed, what guarantee would Mayor Stair's opponent have that he would get any time on the radio station—free or paid for—to rebut the mayor's arguments for his reelection as aired on the station he manages?

So long as not everyone can own a radio station, or have access to one—and the laws of nature make this impossible—Section 315 is about the best safeguard we have to guarantee freedom of speech to all citizens.—Walter Grimes, W. B. Grimes & Co., Washington.

(It is not freedom of speech that is at stake but freedom of the press, as Mr. Grimes, a broker specializing in newspaper transactions, ought to know. Does any of Mr. Grimes's clients open his pages to every citizen who wants to make a speech?)

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in market
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In Seattle-Tacoma

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ARB: OCT. 1967 VS. OCT. 1966

"Divorce Court"
consistently delivers
more homes,
more women.



30 Rockefeller Plaza
New York, N.Y.

See page 60

(Advertisement)

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Closing the gap in minority careers in TV-radio, advertising

Not too long ago many advertisers believed it was bad business to use minority-group performers, particularly Negroes, in commercials and print ads.

If you portrayed blacks in other than subservient roles, southern whites would be offended; if you constantly portrayed them in such roles, blacks would be offended. So it was thought and so it was solved—avoid use of minority talent as much as possible.

Hearings held earlier this year by the New York City Commission on Human Rights revealed that while Negroes and Puerto Ricans make up 28% of the New York City area population, only 5.1% of the people in advertising were from these two groups. Further, most of these, in the 40 agencies the commission surveyed, were in lower echelon jobs.

In the last few months, however, we have seen some very dramatic changes taking place in advertising. The industry has departed from the old-line beliefs. We see evidence of this every day in TV, on radio and in print media in the marked increase in the use of non-white talent.

Also, after taking a hard look at the statistics reported by the human rights commission, a number of New York agencies as well as the American Association of Advertising Agencies have initiated meaningful steps to increase and upgrade nonwhite employment. For some these efforts include a great deal of experimentation.

It is most interesting to note that these changes are taking place within a national society where, according to a recent Harris survey, 67% of white Americans feel that black Americans are asking for more than they are ready for, 63% believe blacks have less native intelligence than whites and 24% feel that blacks are inferior to whites.

Oddly enough the latest Harris findings indicate that white American attitudes toward blacks have not changed significantly in recent years. If this is so, why the sudden flurry of activity in advertising?

The explanations might be argued all day. But if we really want to tell it like it is, we will have to admit that the only reason that matters is that it is good business to use minority-group talent in advertising today.

Unfortunately there is a feeling

among many whites that blacks with the qualifications for advertising jobs are hard to find. Many of these same whites also believe that the nature of advertising calls for a diversity of business background and education that is more commonly found among whites than blacks.

This may have been true once. But today things have changed. There are young black people in college all across the land. Another good source for agency talent is among the ranks of young blacks and Puerto Rican men and women who are planning to enter teaching and government. Minority-group people know there are few racial barriers in teaching and civil service. But they are not aware of the opportunities in advertising.

The general misconception of what a job consists of in advertising is a real credibility gap. According to Richard Clarke, head of his own employment and recruiting firm that specializes in nonwhite personnel: "Black people mistrust the advertising industry." He also notes that they consistently rank advertising at the bottom of their list of career preferences.

The advertising business exists on talent. The only way we can keep our business advancing is to make it attractive to new sources of talent, despite the ingrained suspicions of Puerto Ricans, Indians, Chinese and black Americans.

Recognizing this early this year a few of us currently employed in advertising got together to discuss what we as black people could do to help solve this problem affecting all Americans.

We thought about an ad club at first, but then we got the idea of forming a group specifically designed to help the industry solve the problems of minority employment.

We sent letters to other black people we knew in agencies and a meeting was called to present the ideas to them. To everyone's surprise about 80 black men and women turned up. Frankly we had no idea there were that many of us in advertising in New York.

This group became the charter members of the newest association, GAP—Group for Advertising Progress. Its primary purpose is "the advancement of social, ethnic, and economic minority-group persons in the field of advertising, radio, TV and communications arts."

GAP is an independent group although the 4A's provided space for our monthly meetings. Although GAP was to be an all-black organization, membership is open to all who are in accord with its purposes.

GAP is not, nor do we intend to become, an employment agency. Our desire is to help put people in touch. We are more educational than employment advisers. We try to inform those interested in advertising jobs what these jobs will entail—but once they go through the door to the personnel office they are on their own. One of our many projects is a TV-production workshop to be set up by a major agency.

GAP leads in a direction that is the opposite of separatism. Cleveland's Mayor Carl Stokes gave us our byword: "For God's sake, let us get together."



Douglass L. Alligood, with BBDO since early 1962, is account executive of F&M Schaefer Brewing Co. and is primary client contact for Schaefer beer's \$10-million regional advertising in 14 states and Puerto Rico. He also is responsible for coordination of media scheduling, development of creative materials, promotion projects and budget control. Mr. Alligood's earlier work at BBDO included TV-radio buying. From 1959-62 he worked at WCHD(FM) Detroit in sales and merchandising.



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We've thanked you silently
364 days throughout the
year. On this special holiday,
we would like to thank
you publicly.*

*Season's Greetings,
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Winter of crisis for television news

Freedom of the broadcast press at stake as rash of governmental hearings takes shape

Television journalism, which for years struggled to establish its identity as something more than an appendage to an entertainment-dominated medium, has at last won its hand—in spades. If the impact of television programming may be measured by the governmental reaction that it stimulates—and such a criterion, however perverse, is not entirely undependable—news is now by all odds the number-one program form.

It is likely to retain that position through what promises to be a long, hot winter in Washington and lesser seats of government. Suddenly television journalism is the object of attacks by the FCC, committees of the House and Senate and a federal grand jury in Chicago, to mention only those sites of action that have so far been identified.

The principal cause of the confrontations between the political establishments and the broadcast journalists was, of course, the coverage of the Democratic national convention in Chicago. But the fuse was burning for a long time before that—probably since the trauma of Watts, in the summer of 1965. Some TV newsmen say their business, like everything else, has been caught up in the social turmoil that has gripped the country—racial disturbances and urban unrest, antiwar demonstrations and revolutionary talk by dissident young intellectuals, the soaring use of drugs and an apparent collapse of conventional values. They feel the public is simply blaming them for the unpleasantness it sees on its screens.

“To blame television or television news for significant political developments in the U. S. is fair enough,” says one network news executive. “But what is unfair is to imply that we planned it this way.”

However, one station news director, in comments that seem to apply with equal force to station and network operations, says that television must bear

a significant part of the responsibility for its present difficulties. He says the public has lost confidence in local coverage, and dates the erosion of confidence from the Watts riots, when the public began to doubt that “we’re really telling it like it is about urban problems.” For a long time, he points out, the public had been watching television and seeing that all was well with life in America. “Then suddenly we show them Watts and other riot-torn situations. Radio and television news begins reflecting reality more, and the public and politicians have gotten angry at the



purveyor of all this bad news.”

But nothing matched the furor aroused by the coverage of the great bloodletting in Chicago, in August—the Democratic convention, which revealed the deep splits within a dispirited party and which was accompanied by wild disorders that reminded a restless, dispirited people at home of aspects of American life they abhor and presented in an unfavorable light the one element they looked to for stability and order—the police.

Critics in and out of Congress, including Democrats fearful that the coverage would hurt their party's chances of holding onto the White House—as it probably did—accused the networks of playing fast and loose with the truth, of maligning Mayor Richard Daley and his police, of presenting in an unnecessarily sympathetic light the hippies

and other demonstrators protesting against the Vietnam war and the administration, and of paying too much attention to antiadministration Democrats inside the hall. In addition, a federal grand jury began investigating aspects of the broadcast coverage (including the bugging of the platform committee room by an employe of NBC) in a wide-ranging inquiry into the disorders; and the FCC required the networks to respond to the hundreds of complaints (the number eventually reached more than 1,500) it received about their performance in Chicago.

Some of the sting has been taken out of the complaints concerning network coverage of police actions by the report of a special task force of the National Commission on the Causes and Prevention of Violence, released last week (see page 25). It documents the malicious and mindless brutality of the police in beating not only peaceful demonstrators but innocent bystanders and broadcast and print reporters, and says the attacks can only be characterized as “a police riot.” However, one of the major accusations against the networks is that they failed to show the provocation, and the report makes clear that provocation was intense. The report also cites two instances in which unidentified camera crews staged violence and fake injuries.

Thus, it is beginning to appear that broadcast news's best, if not last, hope for protection against restrictions on its operations is a Supreme Court decision upholding the finding of a lower court that the commission's fairness-doctrine rules are unconstitutional. That decision not only struck down the rules; it suggested that broadcast news has the same constitutional right to untrammelled freedom as newspapers and magazines. Armed with a Supreme Court decision supporting that view, government lawyers recognize, broadcast newsmen could thumb their

noses at government regulators, something they are not, at the moment, doing.

Network officials are, instead, defending the work of their newsmen in Chicago and warning that the assaults being directed against them can weaken the basic freedom of the press that the First Amendment was designed to guarantee. But no one seems to be listening.

Certainly Congress isn't. House Investigations Subcommittee investigators, unleashed by Chairman Harley O. Staggers (D-W. Va.), have been collecting material bearing on network coverage of the Chicago disaster, in apparent preparation for hearings on network news coverage. (Among other activities, the investigators have screened the unaired tapes and films of CBS's and NBC's coverage of the convention in a search for evidence of editing designed to slant the news. ABC, which carried 90-minute nightly summaries during the convention instead of providing gavel-to-gavel coverage, was asked only for the material it broadcast. The investigators are also known to be checking into the networks' coverage of the disturbances in Newark, N. J., in the summer of 1967.) And the Senate Communications Subcom-

mittee is almost certain to get into the Chicago matter in hearings it has long planned, but not yet scheduled, on the fairness doctrine and on the relationship between television and crime and violence in American life. Indeed, last week, subcommittee member Vance Hartke (D-Ind.) said the unit should undertake a special inquiry into the role the media played in the Chicago disorders (see page 25).

Certainly the public isn't listening, either. The thousands of complaints viewers have lodged with the commission, with the networks themselves and with congressional committees leads to the suspicion that if hearings were held there would be elements of the public that would cheer them on, much as French Reign of Terror mobs cheered as tumbrels carried their cargo of royalty to the guillotine. One of George Wallace's sure-fire applause grabbers during the campaign was his denunciation of all news media.

What is probably another, if not final, discomfoting straw for the networks is the attitude of affiliates and station newsmen. At least some affiliates are known to have expressed the same kind of complaints about the coverage in Chicago as came from many of the public. And a sampling of

opinion at last month's Radio Television News Directors Association meeting in Los Angeles reflected an inclination on the part of local newsmen to disassociate themselves from network news operations.

If confidence has been lost in radio-TV news, they agreed, it's on the network, not the local, level. The station newsmen say they have a firm and sure finger on the pulse of their communities and, with one exception (the newsman worried over television's failure to prepare the public for the kind of bad news it began getting a few years ago) reject any thought that the public has lost confidence in them. One station man, in a typical comment, says there is "a cleavage" between national and local coverage and that his audience looks to the station to explain what the network left unclear. "What do I care what Chet Huntley is saying," he added. "We identify with the local people."

The possibility that the public has lost confidence in the news media has been suggested by FCC Commissioner Kenneth A. Cox. He notes that there are complaints that newscasts unduly emphasize violence, that newsmen can affect events by the act of reporting them, that they mix commentary with



Representative Staggers



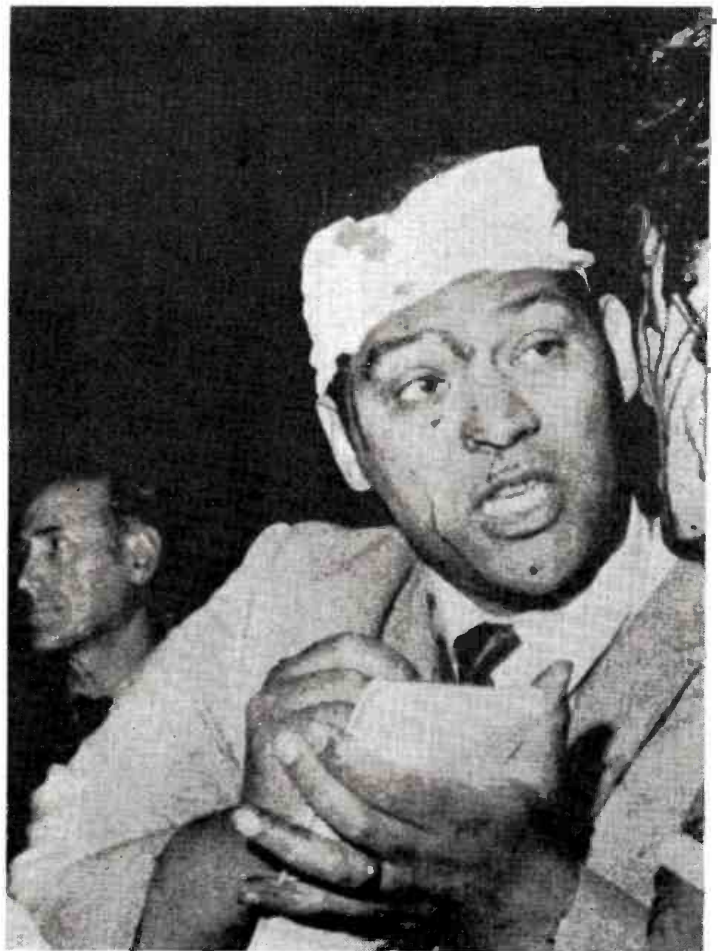
Representative Dingell



Representative Van Deerlin



Senator Hartke



news and fail to understand and report accurately the crisis of the cities, and concludes: Newsmen have encountered "a crisis of confidence." He feels "it could be tragic," as he said in a speech at the National Association of Broadcasters regional conference in Los Angeles in October, "if the public generally lost faith in the main body of the press and turned to the vendors of suspicion and easy answers."

To call it a "crisis of confidence" seems extreme to most broadcast newsmen. Network news executives such as ABC's Elmer Lower, CBS's Gordon Manning and NBC's Reuven Frank find no hard evidence of any crisis, although their mail has told them that some members of their audiences are disturbed. All three, in answer to questioning about a crisis, said that ratings of broadcast news programs are as high as ever, if not higher. The public is not turning away from television news, even though it finds the news unsettling.

Signs of public reaction may be read in the mail (after Chicago NBC alone got more than 6,000 letters, not counting those addressed personally to correspondents) and in at least one survey. As the report to the President's Commission on Violence points out, 63 newsmen were physically attacked by

police, and in 13 of those instances photographic or recording equipment was intentionally damaged. Many of these incidents were reported on in detail at the time, yet there was no public outcry. On the contrary, a Sindlinger and Co. survey of audience reaction on probably the convention's bloodiest night, Wednesday, showed that of some 90 million adults who watched the television coverage, only 21.3% thought police and the National Guard used excessive force while 56.8% thought they did not. The remainder had no opinion. A substantial majority, 71.4%, furthermore, thought that security measures at the convention were justified; only 13.4% disagreed (BROADCASTING, Sept. 2).

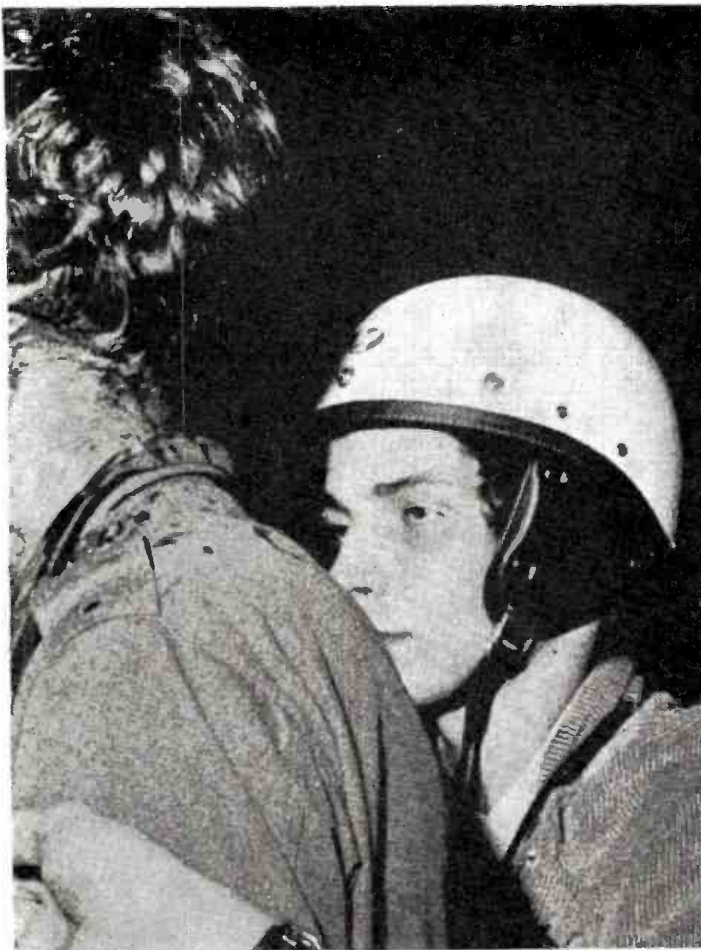
Richard S. Salant, CBS News president, who with CBS Inc. President Frank Stanton has been among the network officials most vocal in expressing concern about the danger they feel any government inquiry poses to freedom of the broadcast press, has indicated his own uneasiness about the present climate of opinion. In a speech last month he noted that although news media have known criticism before, "this is the first time during the maturity of electronic journalism that we have moved into an antipress cycle.

And so this is the first time when our freedoms are being put to the test of a swelling antipress emotion."

Walter Cronkite, who anchored the CBS coverage of the convention, as he has through many past ones and whose roots in journalism go back to his days with the *Houston Post* in the 1930's, regards the public reaction as depressing. "The public," he said recently, "doesn't understand that freedom of the press is something that affects them." It is not, he added, "as much a license for us to report as it is for them to hear all the facts. This business of freedom of press seems self-serving, but it's not—it's their freedom.

"This depresses me. There are men in government and people who support them who think a little bit of control is a good thing. There is no such thing as a little bit of control."

He believes the only purpose a congressional investigation would serve is "intimidation." To suspect that a conspiracy exists among the various and competing news personnel involved in the coverage, he said, is "hogwash." And to attempt to "adjudicate" the news judgments that were made—another ostensible purpose for a hearing—would be the "height of folly," since "no two editors in the world can agree



Mr. Lower



Mr. Salant



Mr. Frank

on the way a story can be handled," let alone nonprofessionals.

For all the concern expressed by Mr. Cronkite and his network bosses, there is some surprise in Washington that CBS cooperated to the extent that it did in surrendering outtakes of its Chicago coverage to the Investigations Subcommittee. The network was extremely reluctant to turn the material over—but it did, even though Mr. Salant decried the outtakes as "a reporter's confidential notes" (BROADCASTING, Nov. 2). He refuses to defend the news judgments involved on the ground that such arguments with government officials "raise great issues of freedom of the press." However, some Washington observers feel the surrender of the outtakes raise the same issues.

Among those on Capitol Hill contemplating hearings there is much talk of a concern for a need to assure "fairness." Representative Staggers, who heads the Commerce Committee as well as its investigations subcommittee, indicates that the panel would be guided in its decision of whether to hold a hearing by the kind of evidence turned up by subcommittee investigators. The decision is expected next month.

He does not want to "prejudge the facts" concerning the convention coverage, he said recently. He wants to be "fair" and believes that "most of the congressmen want to be fair," but allows that "some congressmen want headlines." It comes down to a question, he said, of whether there is an indication that broadcasters were "unfair" in their coverage.

If a hearing is held, it would not necessarily be designed to produce legislation, he said. The subcommittee staff is known to be considering the kind of hearing the panel held in January on the fairness doctrine, one in which newsmen, FCC officials and, possibly, academicians could participate in a seminar-type discussion of broadcast news coverage in general.

However, the January hearing was more than a simple brainstorming exercise. It generated thoughts and views on which the subcommittee staff has based legislative recommendations for writing the commission's personal-attack rules (which are an extension of the fairness doctrine) into law, and proposals for urging the FCC to require a greater diversity of station ownership as a means of assuring the public a diversity of views (BROADCASTING, Nov. 25).

Subcommittee member John Dingell (D-Mich.), who is one of the bitterest critics on Capitol Hill of network coverage of the convention ("The most charitable thing I can say about the convention coverage is that it was handled

very poorly. Either it was biased or it was handled with such extraordinary incompetence to give that impression") feels a hearing would be "salubrious."

He would not tell "the networks what to put on," Representative Dingell said. "I just want them to be fair."

He wants to strengthen the fairness doctrine rules—to make requirements more explicit and to reduce some of the discretion now granted broadcasters in according fairness. He feels it unreasonable that broadcasters who present one side of a controversial issue should be allowed to choose whomever they wish to take the other side. He feels that, whatever the fate of the rules now under court review, rules drawn with greater precision could withstand a court test.

Almost deliberately, it seems, Representative Dingell is casting himself in the role of the networks' chief bogymen, expressing as he does sentiments they regard as most horrendous. Asserting that "everybody believes what they see on television [a statement open to question in view of the widespread reaction on the part of the public that television was not presenting the Chicago story truthfully], he says, "We have to protect the public from this kind of abuse by broadcasters," in a reference to the Chicago coverage. Then he adds: "I believe you can have regulations in which broadcasters can operate with contentment."

He disputes the notion that broadcasters have the same freedom as print media—"the courts have not extended freedom of the press to them," he says—then moves fearlessly into the thicket that surrounds the question of news judgment. "Equating the Yippies and hippies outside the hall with what's going on inside doesn't make any sense," he says. "Any fair-minded man will agree with that." He also thought it made no sense for television to cover "malcontents whose credentials as Democrats are dubious" rather than such party stalwarts as Representative Hale Boggs (D-La.), who was chairman of the platform committee.

Representative Dingell, incidentally, has used the leverage already available to him through the fairness doctrine and his seat in Congress, to seek fairness from a broadcaster on an issue of importance to him. The object of his concern was a documentary on gun-control legislation on which NBC News was nearing completion two years ago. The congressman, a member of the National Rifle Association since he was 13, wrote the network a warning that if the program advocated a particular kind of legislation and did not give full expression to the views of those opposing gun laws he would bring the matter to the attention of the commis-

sion and the chairman of the House Commerce Committee, which oversees broadcasting matters.

Former NBC correspondent Robert MacNeil, who worked on the program with producer Fred Freed and who writes of the incident in his book, *The People Machine*, describes the letter as "intimidation" and says NBC revised the last part of the program, which had already been screened by network executives, to tone down a pro-gun-law slant. (Mr. MacNeil notes, correctly, that the congressman was wrong in suggesting that the fairness doctrine requires the airing of all sides of a controversial issue within a single program.)

Representative Dingell, in discussing the matter recently, said he does not think it "improper for the holder of public office to ask that they [NBC] behave properly." He also said he was "delighted" that the network made changes in the documentary. However, Reuven Frank, who moved into the presidency of NBC News following the death of William McAndrew, says Mr. MacNeil is wrong on his facts. He said Mr. McAndrew ordered the change "irrespective" of the congressman's letter. Mr. McAndrew, he said, thought that the pieces, as originally done, needed more balance.

There is at least one member of the Investigations Subcommittee for whom a hearing on network news coverage would provide a dilemma—Representative Lionel Van Deerlin (D-Calif.), a former newspaperman and TV news director (he was with what is now KOGO-TV San Diego from 1954 to 1959 and XETV-TV Tijuana, Mexico-San Diego, from 1959 until his election to Congress in 1962). "I feel queasy about it [a hearing]," he said recently. "I resented anyone, including management, looking over my shoulder when I was responsible for broadcast news," he said. And he said he recognizes the danger involved in a government agency checking into a broadcaster's news judgments.

But he feels an inquiry is necessary to determine how the fairness doctrine is being applied. "I don't know of anybody who doesn't concede that there was a lack of balance [in the coverage of Chicago]—that television didn't show actions that produced the inevitable result," he said.

Network newsmen, not surprisingly, do not share that view. They feel they did a good job in spite of unprecedented difficulties—a communications workers strike and stringent security arrangements, which prevented them from doing live programming outside the convention hall, and restrictive convention arrangements, insisted on by party officials, which hobbled all

Nobody we know
at Channel 7, but
figures make

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

newsmen in their efforts to cover developments in the hall.

Bill Small, head of CBS's Washington news bureau, concedes that "some aspects of the reporting may not be as accurate as they might have been. Even in daily reporting, where you have more time, there are differences of opinion as to what happened." But he regards the Chicago convention as "television's finest hour . . . We covered a tough story and covered it well."

In New York, executives of the network news operations have a similar view. Mr. Frank, for NBC, Mr. Manning, CBS News executive vice president and director, and Mr. Lower, president of ABC News, all say they reviewed their departments' performances at Chicago and are at the least satisfied that their crews did a good, professional job. Mr. Manning, in fact, says that on second viewing he was more favorably impressed with the work of CBS than he was at the time he left Chicago.

David Brinkley is another who is satisfied. "If we had to go back to Chicago, I wouldn't change one thing we did," he said recently, "not one shot, not one word. I would do everything exactly the same." And, unlike some others in his business, he would be "glad" to appear at a congressional hearing on the convention coverage if he were called to testify. "But I don't intend to offer any confessions," he said.

But for all this self-congratulation, there seems to be a feeling on the part of some network officials that they might have done a better, more-rounded job—might, that is, have put the entire story in better perspective by showing more of the activities leading to the bloody confrontations. And their failure to do more they do not attribute entirely to the technical difficulties which they faced in covering the areas outside the hall. An excess

of caution in making what were difficult news judgments apparently played a role.

Mr. Frank, CBS's Bill Leonard and Mr. Lower, in a panel discussion at the RTNDA meeting, indicated two major problems. First, they said that while their networks did air the "provocation" that was available to them, there is a difficulty in objectively determining a valid provocation; as Mr. Leonard said, "a provocation only gets to be news after someone gets provoked into doing something that makes news." More important, judgments on what activity of that sort to cover were made against a background of long-standing criticisms that the networks already had devoted too much attention to the disturbers of the peace.

Mr. Frank recalled that this was a complaint he heard from the staff and members of the President's National Advisory Commission on Civil Disorders during a meeting he and other media representatives had with them in Poughkeepsie, N. Y., a year ago. The committee was then preparing its report. He said he disputed the contention the media had been overplaying the unrest in the country, but, "on the other hand, I told our guys [in Chicago] to take it easy."

Mr. Leonard, who is CBS News vice president and director of news programming, put the problem more explicitly in a speech last month before a dinner of the National Conference of Christians and Jews in, of all places, Chicago. "I think we underplayed the most important part of the story," he said. And, besides the technical difficulties, he said the reason grew out of the "dread" with which CBS had looked forward to what it feared would be an explosion that would "dwarf the tragedies we had reported in the past." (He said CBS and police sources warned of "traffic blockage at the least, sniping and arson and water-supply fouling at

the worst.")

"We were keenly aware of our responsibilities not to further foment trouble or trouble makers. We had been criticized in the past for giving air time to those 'radical, Commie-inspired trouble makers' who represent a tiny minority . . . but after Chicago we were assailed for not 'showing up' the provocateurs, not telling enough of what they planned to do, and how they planned to do it."

Thus, one lesson newsmen might have learned from Chicago is that there is no such thing as playing it safe in the coverage of a controversial story. Have the networks learned this lesson, or is there an inclination on their part, in the wake of the furor caused by their coverage of the convention, to exercise a greater degree of self-restraint?

Some news executives regard this as a real danger—a danger that is heightened, they say, by the FCC's practice of relaying complaints from viewers and requesting comments, as it did in connection with the complaints about the convention coverage. This "creates an atmosphere of self-censorship at its simplest," said Mr. Frank, when the question came up during the RTNDA panel discussion. "An editor might make a negative decision [on a story] because 'who needs that kind of trouble.' There's always other material to fill a show with."

Mr. Leonard doesn't worry about commission mail until it impinges on "the consciousness" of the working newsman. At that point, he said, "there may be that slight tendency to say, 'Oh God, if we do that, you know what's going to happen? We're going to be spending the next three months answering letters.' It shouldn't be crossing our mind. The dangerous thing about it is that the crossing of the mind has already accomplished a fraction, and perhaps a large fraction, of what was intended in the first place, when the letter to the FCC was sent."

However, there is no evidence as yet that the commission's letters or the general uproar have caused the networks to change their approach, or any editor to kill a troublesome story at birth. Executives at the three networks say no new instructions have been issued to their news staffs. Mr. Manning points to a series of documentaries and special reports that CBS has done since Chicago on controversial subjects—on Students for a Democratic Society, on the police, on the wisdom of present laws regarding marijuana, on the ferment in the Catholic church among others—as proof CBS has not been intimidated. Robert Northshield, executive producer of the *Huntley-*

The case for access is taken overseas

ABC News President Elmer W. Lower would permit radio and television access to all national legislative bodies and would have the U. S. House of Representatives set a policy authorizing each committee to set its own TV ground rules at the outset of the next session of Congress.

Mr. Lower's open-to-broadcasting-coverage policy was to be expounded Friday (Dec. 6) in Geneva at the second annual symposium of the International Center for Parliamentary Documentation. The symposium was con-

sidering how parliaments relate to public opinion through means of radio, television and the press.

Mr. Lower also recommended that debates in the House and Senate in the U. S. be opened to broadcast coverage, and that networks and stations be permitted to decide which debates would be of "wide enough public interest" for broadcast. Said Mr. Lower, in part: "The more information . . . made available by all parliaments—unfiltered—to the body politic, the better decisions the people will make at the voting booth, and the better parliamentarians we will have at all levels of government."

Brinkley Report, doubts that any network news producer would be reluctant to suggest a piece on a controversial subject, and sees no need for a change in NBC procedures: "Our standards are already pretty tough." And while Mr. Huntley says: "The prospect of congressional hearings and investigations makes any journalist a little nervous," Mr. Brinkley says, "If you start folding like a reed every time there's a little bit of pressure, maybe you ought to go into the greeting-card business."

The kind of cold nerve suggested by the Brinkley remark is probably the best short-term answer to the problem that broadcast news faces in the form of FCC letters, public criticism and possible congressional hearings. But for the long run something more may be needed.

The station news director who felt that television news had short-changed its viewers on what life in America is really like may have his finger on a piece of the answer. Jack Jurey, general manager for news for WTOP-AM-FM-TV Washington, would appear to

agree. He feels the lesson driven home by Chicago is the obligation of all newsmen to do more and better in-depth reporting. "Journalism as a whole has to do more thinking and reporting in depth," he said recently, "to understand better and to convey a better understanding of what is happening in our society. This is an obligation we can't escape if we are going to call ourselves professionals."

For CBS's Bill Leonard, Chicago offered another, and complementary, lesson, which he related in his speech at the NCCJ dinner. It "underscores for us again the enormous responsibilities we bear . . . in a world of passion to remain dispassionate; in a medium that often rewards being slick and easy, to be true and tough; in a profession where sensation is a honey sure to attract the bees, to show and tell it simply, just as it is, whether popularity follows or not."

(Writer and principal reporter of the foregoing article was Leonard Zeidenberg, senior editor, Washington. Additional reporting was done by Morris Gelman, senior editor, Hollywood.)

Hartke quick to ask for hearing

But Hill is generally slow to react to Walker report on coverage of the Democratic convention

"Rights in Conflict," the report compiled under the direction of Chicago executive and attorney Daniel Walker that set about to tell the story of the disturbances during the Democratic national convention in August and in the process painted an over-all picture remarkably similar to the broad strokes provided by television news coverage of events in Chicago outside the convention hall—settled few arguments on Capitol Hill and started some new ones elsewhere.

Formal reaction by congressmen and senators to the report was sparse, especially compared to the outpourings of commendations of network coverage that rang in the halls of Congress the week after the convention (BROADCASTING, Sept. 9). But the report was sure to figure in the arguments still to come on broadcasters' coverage of the battle of Chicago in particular and problems of news coverage in general.

All was not officially silent in Washington—Senator Vance Hartke (D-Ind.) called for hearings by the Senate Communications Subcommittee, of which he is a member, on the role of the news media in the riots during the convention. Senator Hartke said he has no criticism of the news media, but in a statement announcing his request for

hearings the senator noted that the Walker report said there was "some evidence that cameramen staged and faked violence." (The report cited two incidents of reported staging. [BROADCASTING, Dec. 2].)

Senator Hartke also said he favored hearings only if they might be expected to produce information beyond that contained in the Walker report. But a study "in depth" would be in order, he added. "The newsmen have been criticized for their actions in many past riots and disorders. And I think that it is time we attempt to give the public a clear understanding of just what effect, if any, the news media have on these unfortunate events," he explained.

Senator Gale McGee (D-Wyo.), who testified to one of the alleged staging incidents mentioned in the report, said on a televised interview that there were more problems involved in the Chicago disturbances than the summary of the report would indicate. One of these problems, he suggested, involved criticism aired by the networks before the convention about the steadily worsening difficulties they encountered in preparing for the convention coverage. Another was preconvention tension, which

"set the stage" for the later street coverage.

In the House, one of the few members to comment publicly on the report was Representative Roman Pucinski (D-Ill.), the Chicago-area congressman who led a highly critical speechmaking session on the House floor the week after the convention. He called the report "a disgrace."

In Chicago, comment was both for and against the report—mainly against—with Chicago Mayor Richard Daley managing to take both positions.

Mayor Daley at first commended the report as "excellent," and urged a wide distribution. He said, however, that the report's summary was misleading and urged that readers consider the full text of the document. Later, reflecting criticisms made by police spokesmen, he agreed that the report's term, "police riot," was misleading. Chicago Police Superintendent James B. Conlisk said "the world knows who the rioters were."

The American Civil Liberties Union praised the efforts of the Walker team, as did several rebellious aldermen. Representatives of the Chicago police department held contrary opinions and patrolmen were reported by the *Chicago Tribune* to be of the general opinion that the report "appeared to have been written by members of the U.S. Supreme Court or Communists."

The most substantial criticism came from William J. Campbell, chief judge of Chicago's U.S. District Court who had previously empaneled a grand jury to investigate all aspects of the convention-week disturbances. Judge Campbell questioned the timing of the release of the Walker report while the grand jury was still only half-way through its investigation and said the release raised questions of motivation. He also said that the grand jury may want to consider a contempt citation against Mr. Walker for releasing the report. (An interim grand-jury report was said to be in preparation for mid-December completion.)

Mr. Walker replied that the National Commission on the Causes and Prevention of Violence, which had commissioned his study, had voted to release the material because of strong public interest. He said he had met his mid-November deadline for completion of the report. (The Chicago Crime Commission, of which Mr. Walker is president, later in the week added its moral support by unanimously re-electing Mr. Walker to another term as the commission's head.)

Lack of more voluminous comment on Capitol Hill was variously ascribed to absence of congressmen from Washington and a scarcity of complete copies of the report. A spot check among House Commerce Committee members turned up none who had obtained

copies. Another explanation offered was that the lack of comment on the report in this case proved that silence implies dissent.

And at least one staff member of the House Investigations Subcommittee, which has been making its own study of the Chicago coverage, refused to back off from the position that the networks had journalistically erred by underplaying the provocations to police offered by many of the demonstrators, even if—as the Walker report suggested—the coverage of the results of those provocations squared with actual occurrences.

In his news conference on the release of the report, however, Mr. Walker noted that the one fact the provocations didn't explain were the police attacks on news-media personnel.

A chapter in the report, "The Police and the Press," details media difficulties during preparations for the convention and subsequent violent confrontations between police and newsmen during the convention itself.

"Out of 300 newsmen assigned to cover the parks and streets of Chicago during convention week," the report says in summary, "more than 60 (about 20%) were involved in incidents resulting in injury to themselves, damage to their equipment, or their arrest." The report adds that "63 newsmen were physically attacked by police." Some, it noted, were intimidated verbally. One photographer said he just stopped shooting because of vigorous and obscene threats by police.

The report also gives the police viewpoint: "Camera crews on at least two occasions did stage violence and fake injuries. Demonstrators did sometimes step up their activities for the benefit of TV cameras [but in another section the report also notes that on at least one occasion the presence of TV cameras reduced violence, at least among the police, who stopped belaboring demonstrators when the cameras hove into range]. Newsmen and photographers' blinding lights did get in the way of police. . . . Newsmen did, on occasion, disobey legitimate police orders to 'move' or 'clear the streets.' News reporting of events did seem to the police to be anti-Chicago and anti-police."

Repeated attempts by police administrators to insure fair handling of newsmen by police were noted to have had a mitigating effect on police-media incidents after the first two nights of the convention. Instructions to cooperate with newsmen were read at all police roll-calls during the week.

But the report knocks down one excuse offered for police violence against newsmen: that reporters were often indistinguishable from the demonstrators. "In over 40 instances," it's noted, "the newsmen involved was

clearly identifiable as such. . . . In only four situations do the facts indicate that the newsmen were so mixed in with the crowd that the police could have hit them under the mistaken apprehension that they were demonstrators."

The report says 10 antimedia incidents took place on Saturday or Sunday; the greatest number—25—occurred on Monday of convention week. Tuesday (after some tough riot-act reading during the roll-calls) there was none (not counting an incident involving CBS's Dan Rather on the convention floor). Wednesday, however, saw 14 more incidents.

Networks give report big play

They're cagey in comments about Walker work but cover it at length

Network news executives obviously viewed the Walker report as a vindication for their coverage of the Chicago convention clashes.

William Sheehan, vice president and director of television news, ABC, filling in for vacationing network news president Elmer Lower, said: "We feel that it was a fine piece of work and that it indicates the situation was as reported at the time. If anything, it shows we underplayed incidents preceding Wednesday night. It demolishes the charge we exaggerated the confrontation, and shows we exercised more restraint in underplaying the incidents of Saturday, Sunday and Monday."

While heads of the other two network news organizations were reluctant to comment directly on the report, on-air coverage clearly indicated the importance they ascribed to it.

Richard Salant, president, CBS News, said: "Everything we had to say about the report we said on the air. It would be a mistake to crow. You should take what we said on the air and compare it with the report and see how they track."

CBS broadcast a half-hour special on the report from 11:30 p.m. to midnight (EST) Sunday (Dec. 1), the day the report was released. Roger Mudd was anchorman of the broadcast, which used extensive film footage of the August clashes, as well as interviews filmed at the time by correspondents Ike Pappas, Bert Quint and David Schoumacher with demonstration leaders Rennie Davis and Tom Hayden, Chicago Police Chief John T. Kelly and injured demonstrators. Also included was one of the CBS employes injured covering the disturbances, cameraman Dell Hall.

New footage shot for the report special, titled *That Week in Chicago*, included comments from members of the President's Commission on Violence and reaction to the report from Chicago Mayor Richard J. Daley and Joseph LeFavour, president of the Fraternal Order of Policemen. Also included, of course, were summations of the report's major conclusions.

Although it is obvious that CBS had been waiting for this sort of an opportunity, network sources say that work did not start until "we found out about the report late Saturday afternoon."

Monday, on both the Walter Cronkite show and 11 o'clock news, CBS carried coverage of Mr. Walker's news conference that day.

NBC also carried a half-hour special from 11:30 to midnight Sunday. But it was entirely produced by the NBC-owned Chicago station, WMAQ-TV, and consisted only of two WMAQ-TV staffers, Jim Ruddle and Charles McCuen, alternately reading sections of the report.

An NBC spokesman said: "We learned on Saturday afternoon that the report would be released. We had a copy by early Sunday morning. The Chicago affiliate already had decided to do a local show, so we carried it."

He also said: "We felt we didn't want to jump in too big because of our special interest—we were involved." He said NBC did not use any footage shot in Chicago at the time of the convention because "we felt that what happened in Chicago was not current news; people knew what had happened. The news was the report itself."

However, on the Monday (Dec. 2) Huntley-Brinkley broadcast, NBC did use Chicago footage. Also, on the Monday-morning *Today* show, Hugh Downs flew to Washington and did a live half-hour interview with Senators Gale McGee (D-Wyo.) and Abraham Ribicoff (D-Conn.) on their reaction.

Reuven Frank, president NBC News, said: "Quite apart from my role as a citizen, father, taxpayer, etc., in my job I have kept as close as possible to how we did the job and away from value judgments. By and large—although not entirely—our news staff has not said the report was good or bad. It's an official report, officially issued. Because of this, it is an important event. It would be wrong for me to express any opinion on how Mr. Walker and his staff did their job."

ABC did not carry any special programming on the report. However, on its Sunday 11 p.m. news it did carry both riot footage and Mayor Daley's news conference reaction to the report. On the Monday *Evening News with Frank Reynolds* and on the 11 o'clock news, it carried footage of the Walker news conference and filmed reaction from some Chicago policemen.

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WESTINGHOUSE BROADCASTING COMPANY

Antitrust issue spurs WREX-TV sale

Gannett sells to Gilmore for \$6,850,000
after Justice applies court pressure

The Justice Department's get-tough policy in the field of newspaper-television cross-ownership claimed another victim last week, as the Gannett Co. agreed to sell WREX-TV (ch. 13) Rockford, Ill., because of antitrust questions raised by the department.

But the "victim," made a rapid recovery. Sale of the station to Gilmore Broadcasting Co. for \$6,850,000—\$3,250,000 more than Gannett paid for it five years ago—was announced on the same day that the Justice Department filed suit to break up the Rockford combination.

The department's action, filed in the U. S. District Court in Chicago, constituted the first suit challenging the merger of television and newspaper interests. Accompanying it was a consent judgment in which the Gannett Co., which owns 30 newspapers in five states and eight other television and radio stations, agreed to sell either the two Rockford newspapers, which it acquired in April 1967, or the station.

But the suit wasn't the first department move against newspaper-television cross-ownership in a market. Earlier this year Justice succeeded in blocking the sale of KFDM-TV Beaumont, Tex., to the Enterprise Co., publisher of the only two daily newspapers in Beaumont, by petitioning the FCC not to act on the transfer application without a hearing. The parties abandoned the sale in Au-

gust. However, a new purchaser of the station was announced last week—the A. H. Belo Corp., which owns the *Dallas Morning News* and WFAA-AM-FM-TV Dallas (see page 37).

In both cases, the department cited Section 7 of the Clayton Act, which prohibits acquisitions that lessen competition or tend to create a monopoly.

The department has also urged the commission to consider a rule breaking up newspaper-broadcasting and multiple-station combinations in the same markets (BROADCASTING, Aug. 5). The recommendation was made in a rule-making proceeding in which the commission has proposed barring the owner of one full-time station from acquiring another in the same market.

The impending change in administrations next month raises a question as to the long-range significance of the department's position. However, the actions thus far taken provide guidance if the attorney general to be appointed by President-elect Richard Nixon and his antitrust chief choose to follow along the same path.

Statistics compiled by the commission for the Senate Antitrust and Monopoly Subcommittee in April reveal some 260 cases in which a broadcasting station is identified with the ownership of the local newspaper; television stations are involved in 94 of those situations.

The newspapers involved in the Rock-

ford, Ill., case are the *Rockford Morning Star* and *Register-Republic*. Shortly after Gannett bought them, Justice began checking into the possibility of antitrust-law violations.

The morning paper is the only one in Rockford, and the afternoon paper is the larger of two circulating in the city. The television station is the only VHF in a three-station market, which is also served by four radio outlets. Each of the television stations has a primary network affiliation.

The department, in its suit aimed at breaking up the merger, said the acquisition of the newspapers violated Section 7 of the Clayton Act by eliminating competition between the Rockford newspapers and WREX-TV, and by substantially lessening competition, while increasing concentration, in the sale of advertising and the dissemination of news and advertising in the Rockford area of Illinois.

The department claimed that the Gannett newspapers have about 95% of all revenues from the sale of space in daily papers in the Rockford metropolitan area, which has a population of more than 210,000, and almost 50% of all time sales by area television stations. The combined revenues of WREX-TV and the Gannett newspapers are said to constitute about 75% of the total advertising income of all the mass media in the Rockford area.

This would appear to involve a greater concentration of advertising revenues than was said to be present in the Beaumont case. In a memorandum it filed with the commission in opposing the KFDM-TV sale to the Enterprise Co., the department said the company's newspapers in 1966 accounted for 31% of the advertising revenues earned in the Beaumont metropolitan area, which has a population of some 306,000. KFDM-TV, the dominant station in the three-station market, was said to have accounted for 12% of the total (BROADCASTING, May 13).

The consent judgment to which Gannett agreed does not contain any findings of fact, and the company does not admit any violations of law. The decree, which is to become final in 30 days, gave the company 18 months in

WEBR asks court help on Buffalo UHF grant

WEBR Inc., Buffalo, N. Y., is seeking court reversal of an FCC decision affirming the grant of a construction permit to Ultravision Broadcasting Co. for a television station on channel 29, in Buffalo. WEBR was the losing applicant in a comparative hearing.

WEBR's notice of appeal, filed with the U. S. Court Appeals for the District of Columbia, is directed at a commission order denying WEBR's petition for review of review board decision granting Ultravision's application.

WEBR is licensee of WEBR-AM-FM Buffalo and is owned by the *Buffalo Courier-Express*, which owns *Courier*

Cable Co., a Buffalo CATV. And WEBR's relationship to these other communications media was a major factor in the review board decision, handed down last Jan. 23, (BROADCASTING, Jan. 29).

One of two primary objectives of the comparative process that the board said Ultravision met was the maximum diffusion of control of mass communications media. The other was a best practicable service to the public—with a preference accorded to local residence and broadcast experience.

Ultravision is a partnership of Florian R. Burczynski (45%), Stanley J. Jasinski (45%) and Roger K. Lund (10%), all of Buffalo. Mr. Jasinski owns 52.6% of WMMJ Lancaster, N. Y.

which to dispose of either the station or the newspapers.

Gannett President Paul Miller, in a statement on Wednesday announcing the company's agreement to the consent decree, said Gannett would retain the newspaper properties. He said that because of the small size of WREX-TV in relation to Gannett's total operations, the sale would have no material effect on the company's total earnings.

He said that the question of possible antitrust-law violations involved in the newspaper acquisition had been discussed with representatives of the department's antitrust division since mid-1967. He also said that agreement on a consent decree avoids long and costly litigation.

On Thursday, the sale of WREX-TV was announced. Besides the approval of the FCC, the sale to Gilmore, under the terms of the consent decree, must be approved by Justice or if it objects to the sale, by the court. The broker in the sale was Blackburn & Co.

Gilmore, formed in 1962, owns KODE-AM-TV Joplin, Mo.; WSVA-AM-FM-TV Harrisonburg, Va., and WEHT(TV) Evansville, Ind. In July Gilmore sold KGUN-TV Tucson, Ariz., to May Broadcasting for \$2.9 million.

Gannett, whose headquarters are in Rochester, N. Y., owns WHEC-AM-TV Rochester and WINR-AM-TV Binghamton, both New York; WDAN-AM-FM Danville, Ill., and WEZY-AM-FM Cocoa, Fla.

Mr. Miller, in his statement, said that until its purchase of the newspapers, Gannett knew of no question having been raised as to the propriety of single ownerships of newspapers and television stations in a market.

He also said that under Gannett, the newspapers and the television station were separate operations. There was no combination advertising or structure, or any other form of combined operations, he said.

WHMC faces \$10,000 fine if license is approved

The FCC last week designated for hearing the license-renewal application of WHMC Gaithersburg, Md. The order is also a notice of apparent liability for forfeiture of up to \$10,000—if the hearing examiner decides to renew the station's license.

The commission said that an inspection of the station in August revealed 10 apparent violations of FCC rules, one of which was subsequently cleared as the result of a reply letter received from the licensee, Nick J. Chaconas. The remaining alleged violations will be considered at the hearing. Among these are charges of misrepresentation to the commission; alleged false entries in the station's operating logs; a ques-

tion whether certain of WHMC's engineering personnel were licensed in accordance with commission requirements; and whether station management was generally so negligent, or exhibited such disregard for the rules, that the renewal would not serve the public interest.

NCTA head foresees a wired country

Beisswenger forecasts more interest in CATV by established broadcasters

Continued rapid expansion of cable television with increased investments in the industry by "established broadcasters" in 1969 is forecast by Robert H. Beisswenger in his annual prognostication on the state of the industry issued today (Dec. 9).

Mr. Beisswenger, who is president of Jerrold Corp., CATV manufacturer and multiple CATV owner, and chairman of the National Cable Television Association, predicts that CATV's growth in the coming year "will considerably exceed the 900,000 new homes being linked to the cable during 1968." "Given freedom from major governmental restraints, and expected advances in cable technology," he says "fully-90% of the homes in this country will be wired for cable television 10 years from now."

According to Mr. Beisswenger there are approximately 2,200 CATV systems operating in 50 states and the Virgin Islands, reaching about 4.4 million homes or 14.5 viewers. An additional 500 systems are under construction with 1,300 permits issued for other communities and almost 1,900 applications for CATV franchises awaiting disposition by local governing bodies. New applications are filed each month for CATV franchises in about 50 new communities, he claims.

"CATV stands at the threshold of an era of truly widespread growth," Mr. Beisswenger contends, because of this year's U. S. Supreme Court decisions involving CATV copyright liability and FCC jurisdiction over the cable industry, and the commission's so-called 214 decision that constrained what controls telephone companies had over CATV plant.

"The tempo of CATV systems construction, home connections and new system permits will increase substantially in the coming year," he predicts, "along with an increase in revenues from subscriptions." Hookup and monthly service fees earned CATV operators an estimated \$237 million in

revenues for 1968, he says; 1969 revenues should rise to about \$300 million by the end of 1969.

Another trend foreseen by Mr. Beisswenger is increased participation by "established broadcasters" in CATV systems, and cooperation between broadcasters and CATV operators. About 30% of all cable systems now in operation, he reports, are controlled by broadcasters. In 1966, Mr. Beisswenger cites that out of a total 256 systems started, 46% were owned either by radio or television stations.

Besides more broadcasters in the CATV industry Mr. Beisswenger predicts that cable technology will make 12- and 20-channel capacity commonplace on many systems, which will, in turn, spur an increase in local program origination to fill those empty channels. "The operators are finding that such programing via the cable serves a definite local need, and at the same time, the viewers are finding that CATV offers a range of informational and other services not available via telecasting, he reports.

WPXI given renewal; WCFV fails in bid for appeal

WPXI Roanoke, Va., whose licensee corporation is being administered by a trustee in bankruptcy, has been granted a license renewal by the FCC to permit the sale of the station. The commission action was taken in an order granting the trustee, H. Clyde Pearson, reconsideration of an order designating the station's license renewal application for hearing.

But in the same order, the commission denied a companion petition for reconsideration filed by WCFV Clifton Forge, Va. Majority stockholders of each station are the same. The commission last January designated the stations' license-renewal applications for hearing on issues including misrepresentations to the commission.

The new owner of WPXI is T & H Broadcasting Inc., which paid \$115,000 for the property. The commission approved the assignment of license from Impact Radio Inc. to Mr. Pearson, then from him to the new owner. Principals of the new licensee are Constance T. Hausman, president, Phillip Trompeter, vice president; Steven Andrew Trompeter (each 24%), and Samuel Albert Trompeter, secretary-treasurer (28%). They own a real estate rental and investment company.

In requesting reconsideration of the hearing order, Mr. Pearson said that renewal of the WPXI license and its assignment to the new owner would benefit innocent creditors but not those "chargeable with malfeasance"; he said they had lost their investment.



076UPR

EDITORS:

WE NOW ARE RECEIVING ADDITIONAL DETAILS FROM THE UPI CORRESPONDENT AT YORK TOWN ON THE SURRENDER OF THE BRITISH ARMY. A COMPLETE SUB WILL MOVE SHORTLY.

HR 5PES

077UPR

(SUB SURRENDER)

BULLETIN

(YORK TOWN, VIRGINIA)---AN OFFICIAL SPOKESMAN FOR GEORGE WASHINGTON'S COMMAND ANNOUNCES THAT THE BRITISH NORTH AMERICAN FORCE UNDER LORD CORNWALLIS HAS SURRENDERED. THE SURRENDER CAME AFTER A 20-DAY SIEGE BY AMERICAN AND FRENCH FORCES AT YORK TOWN.

(MORE) HR503PES

078UPR

MORE SURRENDER BULLETIN X X X YORK TOWN.

THE SURRENDER CAME AFTER SIX YEARS OF WAR BETWEEN THE BRITISH AND THEIR REBEL COLONIES IN THE NEW WORLD.

HR50 5PES

079UPR

(SUB SURRENDER)

(YORK TOWN, VIRGINIA)---THE BRITISH EMPIRE GAVE UP A VAST TERRITORY OF THE NEW WORLD TODAY.

THE TRAPPED ARMY OF LORD CORNWALLIS PUT DOWN ITS ARMS AND SURRENDERED TO ALLIED FORCES UNDER GENERAL GEORGE WASHINGTON.

THE SURRENDER LACKED THE CLASS OF THE REDCOATS AND CAME AFTER A 20-DAY SIEGE BY AMERICAN AND FRENCH FORCES. THAT SIEGE LEFT THE BRITISH FORCE WITH ONLY TWO MAIN BASES AT NEW YORK ... AND CHARLES TOWN, SOUTH CAROLINA. THE DEFEAT FOR THE BRITISH CAME AFTER SIX YEARS OF WAR AGAINST THE REBELS...WHO BEGAN WITH LEXINGTON AND CONCORD...AND BUNKER HILL.

THE AMERICAN COMMANDER-IN-CHIEF--GEORGE WASHINGTON--TOOK THE VICTORY CALMLY AND CORRECTLY...AND SO DID HIS 16-THOUSAND MAN FORCE. THE EIGHT-THOUSAND-AND-87 BRITISH TROOPERS AND GERMAN HESSIAN MERCENARIES TOOK IT WITH ILL GRACE.

THE 42-YEAR-OLD LORD CORNWALLIS HAD BEEN DRIVEN INTO A CORNER BY THE GROUND TROOPS OF WASHINGTON...AND HAD BEEN BLOCKED AT THE SEA BY THE FRENCH FLEET. HE REFUSED TO ATTEND THE SURRENDER CEREMONY...PLEADING "ILLNESS."

BUT AT PRECISELY 2 P-M THE CEREMONY BEGAN...AND ANGRY AND SULLEN BRITISH AND HESSIAN TROOPS MARCHED OUT TO LAY DOWN THEIR ARMS.

THE 55-HUNDRED CONTINENTAL ARMY REGULARS AND 35-HUNDRED MILITIAMEN MARCHED UP THE RIGHT SIDE OF HAMPTON ROAD...FIFES AND DRUMS TOOTLING AND THUMPING. THE SEVEN-THOUSAND FRENCH LINED THE OPPOSITE SIDE OF THE ROAD.

AND AT THE HEAD OF THE AMERICAN LINE SAT THE 49-YEAR-OLD GEORGE WASHINGTON. HE WAS TRIM...ERECT...IN A BLUE AND BUFF UNIFORM.

THE SOUND OF DRUMS ROLLED OUT FROM THE BATTERED BRITISH REDOUBTS. THEN, SITTING WELL TO HORSE, CAME BRIGADIER GENERAL CHARLES O'HARA... REPRESENTING CORNWALLIS.

THE RANKS STIFFENED. O'HARA TRIED TO GIVE HIS SWORD TO THE FRENCH COMMANDER. HE WAS WAVED AWAY. HE MOVED ON TO WASHINGTON... BUT THE AMERICAN WAS NOT ABOUT TO ACCEPT THE SURRENDER SWORD FROM AN OFFICER OF LESSER RANK. AT WASHINGTON'S SIDE WAS GENERAL BENJAMIN LINCOLN. HE CURTLY PUSHED THE SWORD BACK. AT THIS MOMENT...SYMBOLIC OFFERING WAS ENOUGH.

AND A BRITISH REGIMENTAL BAND BROUGHT GRINS TO THE REBELS---"THE WORLD TURNED UPSIDE DOWN."

HR 525PES

080UPR

MORE THIRD AUDIO ROUNDUP

- 42. :38 A-BRITISH GENERAL O'HARA OFFERS HIS SWORD. (XXX I'M SORRY).
- 43. :41 V (BILL GREENWOOD AT YORK TOWN) BRITISH SULLEN.
- 44. :15 --BRITISH REGIMENTAL BAND PLAYS AS TROOPS MAKE SURRENDER WALK.

HR 530PES

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FCC sustained on import hearings

D.C. court backs commission decision involving CATV in Fort Wayne, Ind.

The U. S. Court of Appeals for the District of Columbia has upheld the FCC in the limitations it has placed on the automatic hearings required in CATV cases involving the importation of distant signals.

The court, in a unanimous decision, sustained the rule in a decision in which it affirmed a commission order involving WANE-TV (ch. 15) Fort Wayne, Ind., one of three UHF stations operating in a market where only UHF channels—five of them—have been allocated.

The commission's order had denied WANE-TV's request for an evidentiary hearing on proposals by two CATV systems located between the station's grade A and grade B contours to import distant signals. The systems are GT&E Communications Inc., in Angola, Ind., and Shardco Cablevision Inc., in Delphos, Ohio.

The court, in its decision, appeared to be reminding broadcasters and CATV systems alike that the commission is the proper forum for determining whether evidentiary hearings are to be held in such cases. It said it was aware of "the problems the burgeoning CATV industry is presenting for television broadcasting, and the burdens incidental to full-scale evidentiary hearings in a constantly increasing number of CATV applications, but it is primarily for the commission to make the adjustment."

The court said it is not a question of what it might be inclined to do, "but whether what the commission has done accords well with entrenched standards by which administrative action is tested judicially."

Judge Spottswood W. Robinson III wrote the decision in which Judges Charles Fahy and Warren E. Burger joined.

The rule under review provides for an automatic hearing only in cases in which a CATV system located within the grade A contour of any television station in any of the top-20 markets proposes to import distant signals. Fort Wayne is the 96th largest market, but none of its stations puts a grade A signal over the systems involved.

Other rules provide for hearings in cases that do not fit the criteria of the distant-signal regulation if the station makes a sufficiently strong showing of potential harm to UHF. The commission had held that WANE-TV failed to make such a showing, and the court

agreed.

However, WANE-TV, in appealing the commission's order, said the case should be treated as though its grade A signal reached the CATV systems' communities. It said that if a VHF were operating with full power in Fort Wayne, the systems would be within grade A.

The commission had rejected that argument, on the ground that it was, in effect, an effort to employ a fixed mileage standard in top-100 cases. The court endorsed this conclusion, and then went on to discuss, approvingly, the "twin elements comprising the distinguishing criterion" for requiring hearings in distant-signal cases.

The court noted that the grade A contour was chosen because stations in a given market tend toward approximation in their grade A service areas. Furthermore, it is said, the grade A contour covers the area in which UHF stations are likely to operate, "and possesses the advantages of definiteness and ease of administration."

The top-100 markets, the court continued, embraces about 90% of the nation's television homes and are, therefore, "critically important localities wherein both UHF and CATV are most likely to flourish." The court said the problems in the other markets are different, and require different procedures.

"Finding, then, as we do, a reasonable basis for the commission's standard, we sustain its distant-signal rule and limitations with which it surrounds automatic hearings," the court said. It added that "it is not incumbent upon the commission to re-examine individual case *de novo* [anew] to determine whether a lawful administrative standard should be applied."

The court also rejected the argument that the commission, in refusing to consider WANE-TV's contentions, regarding likely CATV impact, in an evidentiary hearing, had deviated unreasonably from past policies designed to foster UHF broadcasting. WANE-TV had referred to actions in which the commission barred or set for hearing proposals for initiating VHF service in all-UHF areas.

The court noted that the rules provide for hearings in cases outside the reach of the distant-signal rule. Moreover, it said, "when the threat of CATV arose," the commission initiated a full-scale rulemaking proceeding, in which "the problem was refined, and standards were established against which charges

of injurious CATV intrusion could be measured." The court said these considerations "justify the relatively small differences to which one might point between the present procedures and those of the past."

The main thrust of WANE-TV's argument concerning the potential economic impact on UHF in the market was in predictions as to the cumulative effect of growing CATV service on future UHF broadcasting in Fort Wayne.

This failed to persuade the court as it had the commission. The court noted that the station had listed "CATV activity" in six communities, all outside the WANE-TV grade A contour, with a combined population of 36,134—less than 7% of the population in the station's service area. The station had not supplied information on the number of homes served by CATV, nor on the extent to which CATV franchises were granted or pending, the court said.

Furthermore, repercussions from these systems in actual operation would be reduced by commission rules requiring them to carry, and refrain from duplicating, the signals of the Fort Wayne stations, the court said, adding: "We think that in these circumstances the commission could properly conclude that petitioner [WANE-TV] had not shown such a threat from a CATV pattern larger than the two involved proposals as would merit inquiry in the context of an evidentiary hearing."

ITT selling bulk of Comsat stock

Carrier will give up seats on Comsat board in policy disagreement

International Telephone & Telegraph announced last Thursday (Dec. 5) that it is selling 400,000 shares of its common stock in the Communications Satellite Corp. through a general public offering because of its "basic disagreement" with Comsat's role in the international communications field.

Comsat closed Thursday at 57½, down 3½, placing the market value of ITT's shares at \$23 million.

The offering will be made through a nationwide group of underwriters headed by Kuhn, Loeb & Co. and Lar-

zard Freres & Co., both New York. ITT will retain 100,000 shares in Comsat.

ITT issued the following statement in connection with its offer: "It has become increasingly clear that Comsat will continue to pursue a policy designed to extend its role in the international communications field beyond that which we believe was originally contemplated when Comsat was established as the U. S. 'carrier's carrier' for the global satellite system.

"We are in basic disagreement with this policy. Therefore, we have made the decision to substantially eliminate our holdings and to give up our representation on the Comsat board."

Asked if ITT's action was related to the upcoming report of the President's Task Force on Telecommunications, a company spokesman said that "we are not going beyond our statement at the present time."

DuBridge, Loomis named Nixon aides

Chairman of KCET(TV) and ex-VOA director become top advisers

Two men with broadcasting backgrounds are among those appointed to President-elect Richard Nixon's top-level staff. Dr. Lee A. DuBridge, 67, who has been active in educational broadcasting, was named science adviser to the President. Henry Loomis, a former director of the Voice of America, is executive director of the Nixon task-force operations.

The naming of Dr. DuBridge as science adviser is considered a major policy-position appointment. As science adviser he may be involved in policy decisions indirectly affecting broadcasting in areas such as reservation of spectrum segments for radio astronomy. But basically, his area of operation—fundamental research policy—is not expected to impinge directly on broadcasting matters.

As a voice close to the President's ear, however, Dr. DuBridge's interest in noncommercial broadcasting may occasionally have policy impact. Dr. DuBridge was instrumental in forming an organization that gained a noncommercial television license for the Los Angeles area. Later, Dr. DuBridge became chairman of the board of Community Television of Southern California, licensee of noncommercial KCET (TV) Los Angeles.

Dr. DuBridge also served on the Carnegie Commission on Educational Television, which recommended ideas embodied in the Public Broadcasting

NAB membership totals 4,188

Membership in the National Association of Broadcasters reached a record 4,188 total this year, according to figures released by the association last week.

Of the 4,188 members 3,391 are radio stations, 537 are television stations, 253 are associates in addition to the four radio and three TV networks—a total gain of 152 members over 1967. Forty-nine new AM station members were added this year for a total 2,209; 67 new FM station members, for a total 1,182; 21 new TV station members, for a total 537, and 15 new associate members, for a total 253.

Act of 1967 and in the Corp. for Public Broadcasting, which the act established. He observed at the time the Carnegie Commission's report was released that the then-proposed public-television corporation would "open new vistas in programing" and that diverse audiences deserve an opportunity to see diverse programing.

Dr. DuBridge was also president of the California Institute of Technology until he resigned last week to take the Nixon position. He is also expected to resign from the chairmanship of the community television corporation.

He is a physicist, noted for his work on the development of wartime radar during and before World War II.

Mr. Loomis is directing 10 task forces on domestic issues during the transition of the Presidency from President Johnson to President-elect Nixon. He was director of the Voice of America during 1958-1965.

Two of the 10 task forces are probing areas of possible consequence to broadcasting. A task force on science is headed by H. Guyford Stever, president of Carnegie-Mellon University in Pittsburgh. The other is a task force on space headed by Charles Townes, professor of physic at the University of California at Berkeley.

RCA records move under NBC umbrella

Record division sales purported to be about \$100 million annually

RCA last week announced that its record division is being transferred on Jan. 1 to NBC. The division's top executive, Norman Racusin, will continue to operate the RCA record division as a separate entity, but he will report to Julian Goodman, NBC's president.

Robert W. Sarnoff, RCA's president, explained the move as a "logical" placement in one organization of all of

RCA's activities in the "leisure time and entertainment fields."

In the structure of NBC, which is an RCA subsidiary, heads of the NBC-TV network, the NBC Radio division, NBC News, NBC Enterprises and NBC Owned Television Stations division all report to Mr. Goodman. NBC's activity in CATV is part of owned-TV stations, and the international operations are part of NBC Enterprises. The latter unit also has domestic operations, including NBC investments in such entertainment areas as theatrical productions, and the international area encompasses sales and management services.

The RCA record division, which includes the RCA Record Club and a music publishing firm (Sunbury/Dunbar Music Inc., New York) among its operations, is said to bring in annual sales in the neighborhood of \$100 million.

The division has extensive recording-studio and record-producing plants in the U. S. and abroad. Recording studios are in New York, Nashville, Chicago, and Hollywood and abroad in Argentina, Brazil, Canada, Chile, Mexico and Italy (it has one of the largest studios in Rome). Record-producing plants are in Hollywood, Indianapolis and Rockaway, N. J., and overseas in Argentina, Australia, Brazil, Canada, Chile and Mexico.

A way out of double-pay deals?

Joint arbitration may set precedent in rival-union cases

A federal district court in New York last week granted a bid by CBS for consolidated arbitration of a dispute in which it is involved with two unions. The requirement of multilateral arbitration was regarded as significant because, in the past, separate arbitrations for broadcasters caught in similar labor cross-fires have reportedly resulted in some of them paying twice for the same work.

Last week's decision specifically noted that "the possibility of conflicting awards" would be avoided by combining the disputes in one arbitration.

The CBS case grew out of a dispute between the American Recording and Broadcasting Association and Local 1212 of the International Brotherhood of Electrical Workers over the work assignment for approximately 100 recording engineers at Columbia Records.

The decision, by Judge Lloyd F. MacMahon of U. S. Southern District Court, said that in December 1965 Local 1212, representing both the re-



Another step toward merger

John W. Kluge, president and chairman of Metromedia Inc. (r), and John R. Beckett, chairman and chief executive officer of Transamerica Corp., last week signed a definitive agreement to merge their respective companies. The boards of directors of the two corporations have approved the agree-

ment, a stock transaction estimated at \$300 million (BROADCASTING, Oct. 14), but the merger must now be voted upon by Metromedia stockholders. Under the agreement, which also awaits FCC and Internal Revenue Service approval, Metromedia would operate under its present management as an autonomous, wholly owned subsidiary of Transamerica.

recording engineers and about 700 broadcast technicians, signed with CBS a three-year contract containing "a broad arbitration provision for all disputes." But the recording engineers "became disenchanted" with Local 1212 and subsequently ARBA was certified as their exclusive bargaining agent and signed with CBS in a contract that also had a broad arbitration provision.

"Since then," Judge MacMahon wrote, "the association [ARBA], Local 1212 and CBS have engaged in a running battle with one another because both contracts contain expansively written work-assignment provisions."

CBS went to court to compel joint arbitration. Local 1212 was agreeable, but ARBA opposed the move. Upholding CBS's position and denying ARBA's, Judge MacMahon wrote: "Compelling all three parties to the dispute to submit their grievances to the same arbitration is practicable, economical and convenient for the parties and the arbitrator. It is sound because it not only avoids duplication of effort but the possibility of conflicting awards."

Emanuel Dannett and Jacob Silverman represented CBS in the case.

Pay raises urged for federal employes

FCC commissioners, others recommended for increases in Kappel report

FCC commissioners are among some 2,200 federal officials, from President down to subcabinet and commission level, expected to receive substantial pay raises early next year.

President Johnson is reported preparing to recommend the pay raises in the budget message he will submit to Congress on Jan. 18, 1969. Unless specifically rejected by Congress, the raises will automatically go into effect 30 days later.

The pay raise proposals will be based on recommendations of a nine-member commission, which is headed by Frederick Kappel, retired chairman of AT&T. However, there is speculation that President Johnson will scale down the recommendations before submitting

them to Congress.

The Kappel commission, whose report has not yet been made public, is said to have recommended that chairmen of major boards and commissions, such as the FCC, receive \$45,000 annually. They now earn \$29,000.

The commission recommended that members of such agencies, who now earn \$28,750, be boosted in pay to \$42,000.

Such pay raises would pave the way to increases for career civil servants in the top three pay grades. Their maximum salary is currently \$28,000 annually and, by law, cannot be raised until executive pay levels are increased. Among the civil service employes who would benefit are 17 commission staffers. These include four in the highest grade—18—General Counsel Henry Geller, Broadcast Bureau Chief George Smith and Chief Engineer William Watkins. They would be boosted in pay to \$30,239.

In addition, more than one million federal employes are expected to receive salary increases of 8% to 9% next July under a law requiring the government to pay its employes salaries comparable to those paid by industry. For employes in the top grades, that will mean another raise of more than \$2,000.

Las Vegas AM gets approval for 720 kc

An FCC review board decision has cost WGN Chicago its exclusive night-time use of clear-channel 720 kc. In a decision made public last week, the board awarded an AM construction permit to Radio Nevada for a new Class II-A station at Las Vegas.

The ruling upheld an initial decision in which FCC Hearing Examiner Isadore A. Honig proposed approval of the application, along with a similar grant to Circle L Inc. for a II-A station on 780 kc in Reno (BROADCASTING, June 3). The Circle L application, which had been included along with Radio Nevada in a joint hearing, was subsequently severed from the hearing and granted separately by the board.

The review board approved Radio Nevada's application over the objections of WGN Continental Broadcasting Co. WGN claimed that the hearing examiner had erred in finding the grant to be consistent with the commission's clear-channel allocation policies. Since the service would be provided to a "virtually uninhabited area," WGN said, it would be a wasteful use of the frequency.

The board rejected this argument, however, and commented that the commission's clear-channel policy calls for just such an extension of service to

Sacramento-Stockton,

FOURTH IN THE WEST IN AUTOS

ADI MARKET*

1. Los Angeles
2. San Francisco
3. Seattle-Tacoma
4. SACRAMENTO-STOCKTON
5. Portland
6. Denver
7. San Diego
8. Phoenix
9. Salt Lake City

PASSENGER CAR REGISTRATIONS†

- | | |
|------------------------|-----------|
| 1. Los Angeles | 4,659,880 |
| 2. San Francisco | 1,888,720 |
| 3. Seattle-Tacoma | 963,290 |
| 4. SACRAMENTO-STOCKTON | 834,740 |
| 5. Portland | 739,700 |
| 6. Denver | 665,810 |
| 7. San Diego | 520,380 |
| 8. Phoenix | 500,920 |
| 9. Salt Lake City | 475,510 |



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KELLY BROADCASTING CO.
SACRAMENTO, CALIFORNIA
 Serving the West's fourth largest TV market

*ARB's "Area of Dominant Influence"
 †SRDS Consumer Market Data by ADI Jan. 1, 1968

residents of less densely populated regions "which are beyond the effective reach of interference-free nighttime service from other classes of stations." Additionally, the review board upheld Examiner Honig's contention that the area of proposed service in Nevada cannot be considered "virtually uninhabited."

Class II-A stations such as the one proposed by Radio Nevada were provided for in a 1961 commission order that broke down 12 clear channels in areas at considerable distance from the dominant station. The order reserved judgment on future use of the other 13 clear channels in recognition of "the potential for widespread improvement in skywave service." The purpose, the commission said at that time, was to maintain balance "between immediate objectives and possible future goals."

Changing Hands

Announced:

The following station sales were reported last week, subject to FCC approval:

- WREX-TV Rockford, Ill.: Sold by the Gannett Co. to Gilmore Broadcasting Co. for \$6,850,000 (see page 28).
- KFDM-TV Beaumont, Tex.: Sold by

D. A. Cannan Sr. and family, C. B. Locke and others to *Dallas Morning News* (WFAA-AM-FM-TV) for approximately \$5.5 million (see page 37).

▪ WONS and WBGW(FM) Tallahassee, Fla.: Sold by Donald C. Price to Publishers Broadcasting Corp., a subsidiary of Publishers Co., Washington, for \$225,000 cash, \$125,000 in Publishers Co. stock, an undetermined amount of Publishers Broadcasting Co. stock, and assumption of about \$49,000 in liabilities. Publishers Co. is a holding company with interests in printing plants, magazines and computer firms (BROADCASTING, Nov. 18). Mr. Price, who will become president of Publishers Broadcasting Corp., bought the Tallahassee stations in 1963. WONS is a 5 kw daytime station on 1410 kc; WBGW(FM) operates on 98.9 mc with 27 kw.

▪ KZIX and KFMM-FM, both Fort Collins, Colo.: Sold by Lewis A. Pearce and others to Thomas M. Karavakis, Ben A. Laird and others for \$205,000. Buyers own WDUZ-AM-FM Green Bay and WDUX-AM-FM Waupaca, both Wisconsin. KZIX is a daytimer on 600 kc with 1 kw. KFMM-FM is on 93.3 with 25 kw. Broker: Hamilton-Landis & Associates.

▪ WEBO Owego, N. Y.: Sold by Philip Spencer and associates to Frank Penny and Warren Haas for \$162,000. Sellers own WCSS Amsterdam, and WIPS Ticonderoga, both New York. Mr. Penny is

sales manager for WHDH Boston and Mr. Haas is manager of WSUB Groton, Conn. WEBO is a daytimer on 1330 kc with 1 kw. Broker: Chapman Associates.

▪ KLVL-FM Pasadena, (Houston) Tex.: Sold by Felix H. Morales to Robert W. Sudbrink for \$150,000. Mr. Morales will retain KLVL. Mr. Sudbrink owns WRMS Beardstown, Ill., and KYED Burlington, Iowa. He also owns WRTH Wood River, Ill., and has application pending FCC approval to sell that station to Avco Broadcasting Corp. He also has pending application to purchase WRIZ Coral Gables, Fla., from Jack Roth. KLVL-FM is on 92.5 mc with 15 kw. Broker: Blackburn & Co.

▪ WKIX Leonardtown, Md.: Sold by Richard C. and Eileen M. Myers to Curtis Steuart and others for \$100,000. Mr. Stewart is president of Washington investment company. WKIX is a daytimer on 1370 kc with 1 kw. Broker: Blackburn & Co.

▪ KOBH Hot Springs, S. D.: Sold by Frederick M. Walgreen and Russell M. Stewart to Major C. Short for \$80,000. Mr. Stewart has interest in KNEB Scottsbluff, Neb. Sellers will retain KOBH-FM. Mr. Short is Miami entertainer. KOBH is a daytimer on 580 kc with 500 w. Broker: Chapman Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week: (For other FCC activities see "For the Record," page 64.)

▪ WHEW Riviera Beach, Fla.: Sold by Donn and Lee Colee to Bertram Lebar and Jay Lewis for \$375,000. Mr. Lebar is former New York radio sportscaster and owns advertising agency and radio-TV program packaging firm. Mr. Solomon is former salesman for WEAT-AM-TV West Palm Beach, Fla. WHEW is full time on 1600 kc with 1 kw.

▪ WSNT Sandersville, WJAT-AM-FM Swainsboro and WBRO Waynesboro, all Georgia: 50% sold by J. William, John E. and Dollie Dearman Denny, Marie Clair Rhodes and Thomas M. Evans to Webb Pierce for \$125,000. Mr. Pierce already owns 50% of these stations and is country and western singer. WSNT is full time on 1490 kc with 1 kw day and 250 w night. WJAT is a daytimer on 800 kc with 1 kw. WJAT-FM is on 98.3 mc with 3 kw. WBRO is a daytimer on 1310 kc with 1 kw.

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KFDM-TV goes to 'Dallas News'

After sale to local paper is killed by Justice, distant publisher steps in

Beaumont Broadcasting Corp., blocked in an effort earlier this year to sell KFDM-TV (ch. 6) Beaumont, Tex., to a local newspaper publisher, has reached an agreement to sell the station to a broadcaster-newspaper owner in a market some 200 miles away.

The proposed purchaser of the CBS affiliate is the A. H. Belo Corp. which owns and operates the *Dallas Morning News* as well as WFAA-AM-FM-TV Dallas.

The purchase involves a consideration of about \$5.5 million, according to Belo President Joe M. Dealey. The transaction is subject to approval by KFDM-TV stockholders, scheduled to meet Dec. 12, and the FCC. Application for approval of the sale is expected to be filed "shortly."

Announcement of the sale comes three months after a proposed sale of the station to the publisher of the *Beaumont Enterprise and Journal*, the only daily newspapers in town, fell apart under Justice Department pressure (BROADCASTING, Aug. 12).

The department's antitrust division, contending that the proposed sale raised antitrust questions, asked the commission not to act on the parties' transfer application without a hearing. The department said it would participate in a hearing if it were held.

Enterprise initially opposed Justice's petition, but in August the parties agreed to terminate their agreement. They said that a hearing would undoubtedly run beyond the mid-November termination date of the sale contract. That sales price also was \$5.5 million.

Principal owners of the station are D. A. Cannan Sr. and family, with 55%, and C. B. (Blakey) Locke, with 26%. Mr. Cannan is president and Mr. Locke executive vice president of the parent corporation. Mr. Cannan and family also own KFDX-TV Wichita Falls, Tex.

Principal owner of the Belo Corp. is

the G. B. Dealey Trust, with 71%. Officers of the corporation are H. Ben Deheard Jr., chairman; Joe A. Lubben, executive vice president; James M. Moroney Jr., vice president and treasurer, and W. C. Smellage, secretary and assistant treasurer.

Md. carrier OK hinges on CATV nonduplication

An FCC hearing examiner has proposed in an initial decision that Potomac Valley Telecasting Corp., a common carrier serving five CATV systems in the Cumberland, Md., area, be granted its application for modification and license renewal of two point-to-point common-carrier stations.

The proposed grant is subject to the condition that the carrier stop serving one of the CATV systems, Potomac Valley TV Co., if the cable system refuses to give carriage and nonduplication protection to WJAC-TV Johnstown, Pa., in selected areas.

Examiner Herbert Sharfman said in his decision that the Eckhart Mines and Mt. Savage areas of Cumberland are penetrated by the measured grade B contours of WJAC-TV.

The hearing resulted from the requests of WJAC-TV and three other TV

Media reports:

Corinthian to move ■ Corinthian Broadcasting Corp. will move its executive offices in New York in January to space at 280 Park Avenue. It has leased the entire 38th floor under what was described as a 20-year lease for an aggregate rental of almost \$4 million. Its present space in the Time-Life Building at 1263 Avenue of the Americas will be used by other companies in which John Hay Whitney, the major stockholder of Corinthian, has an interest.

New affiliate ■ Channel 20 Utica, N. Y., will be a primary ABC-TV affiliate when the station goes on the air in the fall of 1969. The station, which will be seeking the calls, WUTR(TV), is owned by Park Broadcasting Inc., a multiple TV-radio station operator.

stations—WSVA-TV Harrisonburg, Va., WFBG-TV Altoona, Pa., and WTAE-TV Pittsburgh—for carriage and nonduplication protection on five CATV systems in the Cumberland area. FCC rules require such protection on systems within the predicted grade B contours of the stations. The CATV customers then asked the commission for a rule waiver on the ground that their areas are not within the "measured, as distinguished from the predicted"

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grade B contours of the stations.

Examiner Sharfman accepted the CATV measurements as "reasonably conceived and executed," he said that commission rules on carriage and exclusivity are therefore inapplicable in all cases except that of WJAC-TV on the Potomac Valley system.

The initial decision becomes final in 50 days unless there is an appeal or unless the commission reviews the decision on its own motion.

ETV's seek \$33 million in federal funds

There would seem to be more would-be takers than could-be givers in federal funding in the area of educational broadcasting.

According to National Instructional Television, Bloomington, Ind., U.S. Education Commissioner Harold Howe reports 73 TV applications requesting \$33 million in federal funds are on file. NIT, however, notes that Congress appropriated \$4,375,000 of an authorized \$12.5 million for the program (Educational Broadcasting Facilities program of the U.S. Office of Education) in the current fiscal year, and \$4 million of the appropriated amount is earmarked for grants.

Grants will be made to educational stations but, NIT said last week, new radio-TV applications "will receive consideration."

Edwin G. Cohen, executive director of NIT, was named as one of the consultants to the education office's program.

ETV's begin trial run with reduced AT&T rates

Reduced-rate interconnection service for noncommercial educational television became a reality last week, under special tariff revisions filed with the FCC by AT&T.

The tariff filing, a modification of AT&T's regular private line rates, puts into effect a trial arrangement for reduced-rate service fashioned by the commission, the Corp. for Public Broadcasting and AT&T, in negotiations completed early last month (BROADCASTING, Nov. 11). The special rates went into effect Dec. 1, and will expire May 31, 1969.

According to AT&T, special use will be made of otherwise temporarily idle channels to interconnect 57 stations or locations. This arrangement, AT&T said, will "normally" permit service to a network of about 150 stations between the hours of 8 p.m. and 10 p.m., Sunday through Thursday.

However, AT&T said, "channels are subject to pre-emption without notice to the corporation [CPB] in the event

that the facilities are required for other uses."

Under the new tariff, a basic charge of \$43.50 for each station connected for each occasion of use will apply to the intercity channels and station connections provided by the telephone company. Additional consecutive hours may also be provided, depending on the availability of circuitry, at \$10 per hour per connected station. Local channels will be provided at regular tariff rates.

The revised rates are in keeping with the Public Broadcasting Act of 1967, which permitted common carriers to provide free or reduced rates for interconnection of noncommercial educational stations. That authorization is now Section 396(h) of the Communications Act.

New Senators owner also in radio game

Robert Short's interests include trucking, hotels, motels, and Democrats

Baseball and broadcasting mixed again last week when the American League Washington Senators acquired a new owner. Robert E. Short, who purchased the team for some \$9 million, is treasurer of the Democratic National Committee, is a trucking magnate and owns Minneapolis hotels and motels in addition to controlling a Los Angeles FM.

Mr. Short owns 80% and Francis T. Ryan, Minneapolis attorney, owns 20% of KRHM(FM) Los Angeles, a station they purchased in 1965. When they bought the outlet from Metromedia for \$125,000, Mr. Short owned the Los Angeles Lakers of the National Basketball Association, having moved the team there from Minneapolis. The station had been licensed to the Minneapolis Basketball Corp.

Later in 1965 Mr. Short sold the basketball franchise to Jack Kent Cooke for \$5.5 million, but retained the station under the licensee KRHM Enterprises. KRHM is on 102.7 mc with 8.3 kw.

Near the top of his list for improvements in the Senators, the league's cellar dwellers last season, Mr. Short intends to come up with a more lucrative radio-TV contract for the team.

Since 1961 the Senators have been carried on WTOP-AM-TV Washington with the station paying rights that have averaged \$300,000-\$325,000 yearly. Mr. Short has been quoted as terming that the "poorest radio-TV deal in major-league baseball and for a city in the fifth or sixth biggest market it is inexcusable."

He may be able to start from scratch

in making a new deal since WTOP, Washington's only 50-kw outlet, has let its option for 1969 expire, although WTOP-TV intends to pick up its option for next season.

KEWI charged with unfair practices

A National Labor Relations Board trial examiner has advised KEWI Topeka, Kan., to stop alleged unfair labor practices against the station's disk jockeys.

The trial examiner, in a recommended order—one not considered final by the NLRB—told KEWI to recognize and bargain with the disk jockey's union, the Topeka Association of Radio Announcers, and to offer to reinstate a former disk jockey, Gregory Aust. The trial examiner, Benjamin K. Blackburn, further recommended that the NLRB dismiss unfair labor practice charges against three other disk jockeys who were discharged after refusing to read one-line promotions over the air.

The trial examiner said the disk jockeys did not join the American Federation of Television and Radio Artists when they set up their union in May because David Schnabel, the executive secretary of AFTRA's Kansas City (Mo.) local, told the disk jockeys that AFTRA could not afford to move into the Topeka area at that particular time.

Rules changed regarding record keeping procedures

The FCC has amended its rules requiring stations to keep records indentifying officers and directors of groups that sponsor or furnish material for programs that are not commercially sponsored. The amendment specifies that the records must be retained for two years.

Similarly amended was a rule covering records on use of low-power broadcast auxiliary stations such as wireless microphones.

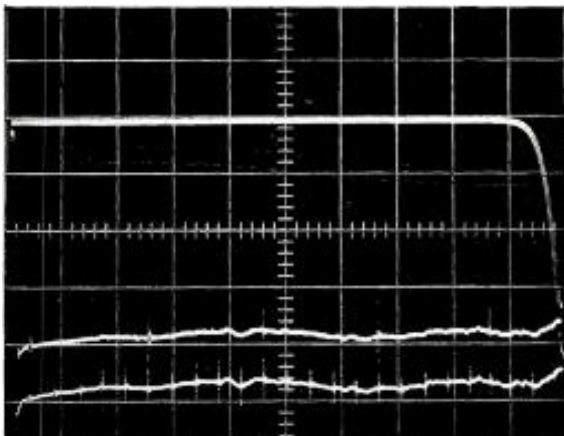
The commission said that it established the retention requirement in order to remove uncertainty and make broadcasters' obligations under the rules more definite. None of the rules presently specifies a retention period, it was noted.

"It appears," the commission added, "that the same two-year period generally provided in the rules for retention of logs and other material to be kept is appropriate in these cases."

Since the amendments are a relaxation of an existing requirement, they were made without prior notice. They become effective Dec. 11.

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Newsmen speculate on Nixon style

Cameras get turned off at news conference; new Nixon off-record policy still uncertain

President-elect Nixon pulled the plug on the broadcast press for the first time in his new capacity last week.

Some broadcast newsmen took the order to shut off their lights and cameras near the end of a news conference as a possible preview of procedures at future White House news sessions. The incident occurred during Mr. Nixon's news conference Monday (Dec. 2) at New York's Pierre hotel announcing the appointment of Dr. Henry A. Kissinger as his assistant for national security affairs.

Mr. Nixon read the prepared announcement of Dr. Kissinger's appointment and answered some questions while cameras and recorders of network and local news broadcasters rolled. He then asked that the electronic equipment be turned off and answered some further questions from newsmen.

When queried about the President-elect's reasons for ordering the unrecorded session, a press aide told BROAD-

CASTING: "He feels he gets better coverage with less chance for misunderstanding this way. It gives a chance to go into an issue in depth. There can be give-and-take with a chance for backtracking without the possibility of misunderstanding."

The aide added that "it's also hard to concentrate under those television lights," and he further commented that "it is not that he [Mr. Nixon] feels television may take things out of context, but sometimes it can place the wrong emphasis."

Although no broadcast newsman officially protested the off-the-record session, CBS on its 11 o'clock Monday network news program did point out that Mr. Nixon had asked that the cameras be turned off and that some further discussion was held beyond that seen on the air.

An NBC News spokesman said that "our crew did not feel it was an unusual procedure. It was the regular kind of off-the-record talk that a lot of

officials hold with reporters. Even [New York Mayor] Lindsay does it all the time."

The Nixon press aide noted that full official transcripts of the entire news conference—on and off the record—were available to all news media following the session. The President-elect did not ask that cameras be turned off at his news conference the following day on the selection of Dr. Lee A. Dubridge as his science adviser. But some broadcast observers also noted that at the Tuesday session, Mr. Nixon did not get into discussion of such sensitive issues as national security, as he did Monday.

The Nixon aide said it is not known at this time if Mr. Nixon will continue the off-the-record policy in the White House, but conceded that Mr. Nixon "has indicated he will want to get together with newsmen for sessions to provide them with more background information than they have been getting."

Why negotiators settled with BMI

Radio committee says BMI deal provides more music at lower rates than ASCAP's

The All-Industry Radio Music License Committee disclosed further details of its agreement with Broadcast Music Inc. last week, along with the reasons it is recommending that stations accept the new contract.

Copies of the contract meanwhile were being prepared by BMI for mailing to all of its radio station licensees, probably over the past weekend.

In a letter being sent to all radio stations, Elliott M. Sanger of WQXR New York, chairman of the all-industry committee, said that under the proposed new rates stations would still be paying BMI at least one-fourth less than they pay the American Society of Composers, Authors and Publishers—even though "independent data" indicates they use more music from BMI than from ASCAP or any other licensing source. Mr. Sanger also said that early in the negotiations BMI indicated its rate ought to be at least as high as

ASCAP's.

BMI officials have never publicly disclosed what rates they originally sought, but they have contended that close to 55% of all radio music is licensed by BMI, and last week they referred again to the "bargain" that radio is getting from BMI.

In a letter to accompany the new contracts, BMI President Edward M. Cramer told broadcasters that the rate increase "recognizes the major role BMI writers and publishers have played in meeting the programing needs of contemporary radio." Even with the rate increase, Mr. Cramer said, "the cost per performance of BMI music continues to be lower than from any other source of music—it remains the biggest bargain in broadcasting."

The BMI-committee agreement calls for a five-year contract, effective Jan. 1, 1969, but terminable by stations after the third year (BROADCASTING, Dec. 2).

Under the new terms, most stations—all of those grossing \$80,000 or more a year—would pay on their "net receipts from advertisers after deductions" at a rate of 1.48% in 1969 and again in 1970, at 1.5% in 1971, at 1.525% in 1972 and at 1.7% in 1973.

Compared with the current maximum rate of 1.35%, which is paid by stations grossing over \$100,000, the new rates represent increases of 9.6% in each of the first two years, 11% in the third, 13% in the fourth and 26% in the fifth, Mr. Sanger's letter pointed out.

Stations grossing less than \$80,000 in any year would pay on their "net receipts from advertisers after deductions" for the following year at these rates: 1.25% for 1969 and 1970, 1.27% for 1971, 1.29% for 1972 and 1.44% for 1973. Under the present contract, smaller stations pay on a sliding scale ranging from a low of 0.84% to the 1.35% maximum for

stations grossing \$100,000 or more. Minimum fee for any station under the new terms would be \$216 a year (\$18 a month).

(In their original announcement of the new agreement, the negotiators had referred to \$100,000 and \$80,000 in "net receipts from advertisers after deductions" as the old and new dividing points between maximum and lower rates. Mr. Sanger's letter referred to the new dividing line as \$80,000 in "gross receipts." Representatives of both sides said that past and future cut-off points are based on gross, while actual payments have been and will continue to be based only on "net receipts from advertisers after deductions.")

These proposed new rates are for "blanket" licenses, which give stations the right to use as much BMI music as they wish without extra charge. Most stations elect to take blanket licenses, but per-program licenses are also available and used by some stations. Under these, stations pay according to the extent of their use of BMI music.

Mr. Sanger said the proposed new per-program rates reflect the same percentage increases as those in the blanket-license contract for stations grossing \$80,000 or more. Thus the per-program rate would go up from its level by 9.6% for the first two years, and by 11%, 13% and 26% respectively for the three succeeding years.

To simplify accounting procedures, Mr. Sanger said, stations whose BMI fees in any year do not exceed the \$216 minimum will not be required to submit monthly reports to BMI in the following year. In such cases, one annual report will suffice.

Mr. Sanger reviewed negotiations dating back to last March. At that time, he said, BMI officials told the committee that during the past two years BMI's share of music used by radio had increased from 47% to 54%; that as a result of the increased use of its music BMI was required to make increased payments to publishers and writers; and, accordingly, that it was BMI's opinion that it should have a substantial increase in rates. He said that only after "lengthy and protracted discussions" did the two sides finally come to terms. His letter concluded:

"Although at the outset of our discussions with BMI we were reluctant to recommend any increase in music costs, we finally concluded that an increase was justified not only because BMI is today furnishing more music than any other music-licensing organization, but also because your cost for using BMI music will still be at least 25% less than the current sums you will be paying to ASCAP during the term of the current ASCAP contract.

"For these reasons, our committee

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recommends that you accept BMI's proposal to extend your blanket license on the terms above mentioned or, if you desire, to take out a new per-program license. . . . You of course will have to decide for yourself whether you desire to accept or reject the committee's recommendations."

Traditionally, most if not all stations have tended to accept an all-industry committee's recommendations in music-license cases. In the current case, according to representatives of both sides, stations will have no alternative except to stop playing BMI music or risk copyright infringement suits if they play it without a license.

In the BMI letter accompanying the new contracts, Mr. Cramer told stations that signing and returning them immediately "will enable us to return an executed copy for your files prior to Dec. 31 and will assure that there will be no interruption of the term of the license and that you will continue to have access to the BMI repertoire."

Anticrime group gets free time on 'Dragnet'

The Citizens for Justice with Order Inc. was provided five minutes at the tag-end of the 9:30-10 p.m. EST *Dragnet* on NBC-TV last Thursday (Dec. 5) to present a special broadcast during which Bob Hope and Dr. Milton S. Eisenhower appeared on behalf of the organization.

Spokesmen for the organization said details were worked out with the producer of the show (Jack Webb is executive producer and star of *Dragnet*). The show is produced by Mark VII Production Co. (Mr. Webb's company) and by Universal Television, in association with NBC-TV. The five minutes, the spokesmen said, were provided without charge by the show producers.

Dr. Eisenhower introduced Bob Hope on the show who presented a brief appeal on behalf of the new organization. Formation of the citizens' group was announced in New York last week by H. Bruce Palmer, who is president of the National Industrial Conference Board (NICB, however, has no connection with the group). The organization is mounting a \$25-million campaign to mobilize citizens in a coordinated attack against crime. It will have a TV "task force." Mr. Hope is honorary chairman of the national organization.

10 markets buy 'Playboy' series

Initial sales have been made by Screen Gems Inc. on its *Playboy After Dark* series in 10 markets, it was announced last week. The one-hour variety-interview series, which features *Playboy* magazine Editor-Publisher Hugh M.



Buchwald in 50 markets

Satirist Art Buchwald (l) talks about his upcoming foray into the broadcast world with Bob Johnson of CoMedia Productions Ltd., Washington. Dec. 16 is premiere date for *Buchwald On*, an across-the-board, five-minute daily radio dramatization of Mr. Buchwald's specially adapted material, produced by CoMedia. The show, which will feature Mr. Buchwald's introductions and commentary, is already placed on 50 stations.

Hefner as host, has been bought by WOR-TV New York; WSBK-TV Boston; WPHL-TV Philadelphia; KTLA(TV) Los Angeles; WXIX-TV Newport, Ky.-Cincinnati; KEMO-TV San Francisco; WECO-TV Pittsburgh; WHNB-TV Hartford-New Britain, Conn.; WYTV(TV) Youngstown, Ohio, and WTVO(TV) Rockford, Ill.

MGM still delays choice of new president

The tangled search to find a new president for MGM has run into another snag—one that is postponing the scheduled annual stockholders meeting from Dec. 19 until Jan. 14 of next year.

Directors of the film production company, at a special meeting Wednesday (Dec. 4), did not vote on the nomination of former General Mills Vice President Louis F. Polk Jr. Instead, the directors voted to delay the stockholders meeting and recess the board meeting until tomorrow (Dec. 10).

Mr. Polk won the endorsement of a special presidential selection committee in a surprise Thanksgiving-eve session (BROADCASTING, Dec. 2).

In announcing postponement of the stockholders meeting, the directors said they were delaying their actions until tomorrow "to give some of the members of the board who were not members of the committee an opportunity to meet Mr. Polk and to consider further the committee recommendation of

Mr. Polk to succeed Mr. Robert H. O'Brien as president and chief executive officer."

It is reported that one of the principal directors arguing that he does not know enough about Mr. Polk is Mr. O'Brien, who is being moved to the position of board chairman. Sixteen of the 18 MGM directors attended Wednesday's meeting.

Comedy series boost CBS in Nielsen ratings

Things were back in place relatively in the Nielsen Television Index ratings for the week of Nov. 18-24. The edgy nighttime competition this season between NBC-TV and CBS-TV tipped in balance to CBS, helped along by a string of veteran comedy series. CBS had 20.2, NBC 19.8 and ABC-TV 15.6.

Except for the atypical weeks of wholesale pre-emptions caused by politics or by specials, the comedy series this year have been responsible for the big numbers, a process continued in the latest NTI. For NBC it was such shows as *Rowan and Martin* (first place), *Julia* and *Dean Martin* placing high in the ratings; for CBS it was such series as *My Three Sons*, *Gomer Pyle*, *Mayberry*, *Smothers Brothers*, *A Family Affair*. ABC's top comedy (in 10th place) was *Bewitched*.

Only noncomedies in the top 20 were CBS's *Gunsmoke*, *Mission: Impossible* and *Ed Sullivan Show*; NBC's Monday movie (part one of *El Cid*, ranked number 16) and *Dragnet*; ABC's *FBI*. A special *Mouse on Mayflower* (NBC), also made the first 20 show listing.

CBS, meantime, confirmed the replacement of *Blondie* by a half-hour situation comedy *The Queen and I*, with Larry Storch and Billy De Wolfe (BROADCASTING, Nov. 25). The network said the switch will be made next month, *Blondie* off the air after its Jan. 9 shows and *Queen* bowing a week later on Jan. 16 (Thursdays, 7:30-8 p.m. EST).

'Hitparade '69' offered to FM stations by AIR

Drake-Chenault Enterprises Inc., Bel Air, Calif., through American Independent Radio Inc., Los Angeles, has started nationwide syndication of *Hitparade '69*, an automated taped programming service for FM stereo stations. The tailored service was developed over the last year by the program consultant team of Bill Drake and Gene Chenault.

It consists of contemporary music, the top hits of the last 10 to 15 years in addition to current favorites. All music is continually updated and new tapes are sent to subscriber stations weekly.

Included in the programming service



We Shoot Tape Shows

Below-the-line production from Reeves Video; it's the way to shoot the best pictures you ever had in your show.

Below-the-line from Reeves isn't new. Our credits include shooting for such pros as Compass, Wolper, Yorkshire, Singer, Banner, Jaffee, TNT, and such

important shows as Hallmark Hall of Fame, Kraft Music Hall, Ice Capades of 1969, Singer Presents Hawaii Ho.

Our people know their jobs, completely. They're professionals right down to their fingertips.

Our equipment is uniquely designed to let us tailor it for the

job at hand. You don't pay for idle gear to sit around unused.

Our post-production backup is without peer. It lets you walk out with a show ready to air.

The Reeves below-the-line capability is some package. You might call it a below-the-line broadside.



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Closed-circuit TV set for Sirhan trial

The Los Angeles superior court in which Sirhan B. Sirhan will be tried for the murder of Senator Robert F. Kennedy last week affirmed the televising of the trial by closed circuit to newsmen who cannot be seated in the courtroom because of its limited capacity. As previously reported (BROADCASTING, Nov. 25), the court will permit a closed-circuit television hook-up to a second courtroom during the trial to accommodate news media, not general public.

In a concurrent development last week the Los Angeles county board of supervisors adopted a motion requesting the state judicial council to modify its Rule 980, which prohibits photographing, recording for broadcast or broadcasting while a court is in session. The county board proposed the trial "be televised under strict regulations and controls" to the general public. An amendment to the motion stipulated that if there was to be general television coverage, it would be for the entire trial, not for just parts of it.

Mr. Sirhan's defense counsel, however, objected to over-the-air telecasting of the trial. Broadcast of a trial is not possible without the defendant's



consent.

Newsmen accredited for trial coverage via closed-circuit television were informed by the superior court that an auxiliary courtroom will be reserved exclusively for their use. Cameras, recorders and other electronic equipment are expressly forbidden in the auxiliary courtroom, it was made clear. Picture taking and recording are prohibited. As space permits, newsmen, at their own expense, can have a private business telephone installed in the area immediately outside the auxiliary courtroom. Pay phones, newsmen have been told, also will be installed in this area.

Also determined last week was postponement of the Sirhan trial to Jan. 7. It had been set for today (Dec. 9).

are musical logos specifically prepared for the automated format. An engineering technique assures that no song is ever broadcast in the same sequence twice. The service also can be broadcast on a manual or monaural basis.

The FM syndicated package is already scheduled for broadcast at KHJ-FM Los Angeles; KFMS(FM) San Francisco; WROR(FM) Boston; WSPD-FM Toledo, Ohio; KBKB(FM) San Diego; WHBQ-FM Memphis; KYNO-FM Fresno, and KERN-FM Bakersfield, both California.

Capital Cities, Fairchild establish news service

The creation of the Fairchild Broadcast News Service is being announced today (Dec. 9) by Capital Cities Broadcasting Corp. and its subsidiary, Fairchild Publications Inc.

The newly formed news service will be made available to the Capital Cities' five TV and seven AM stations. The news organization will be able to call upon the services of the 600 editorial staffers in New York, 30 bureaus in the U.S. and 10 foreign cities.

Ed Hardy, former director of news for WABC New York, has been named editor of the Fairchild Broadcast News Service. It is intended to augment rather than supplant news broadcast services

now in use at Capital Cities stations, a spokesman said. News will be transmitted via teletype and, in some instances, there will be voice reports.

ETV's push stereo TV and 'viewing parties'

Noncommercial broadcasters in Boston last week attempted an experiment in stereo television. *City/Motion/Space/Game*, described as a dance spectacular, was broadcast simultaneously on WGBH-TV (ch. 2) and WGBX-TV (ch. 44) Tuesday (Dec. 3) at 8:30 p.m. The two color broadcasts were different, but coordinated. Two audio tracks also were broadcast in stereo by WGBH-FM.

WGBH-TV and WGBX, both WGBH Education Foundation stations, presented this electronic extravaganza with the help of a grant from the Massachusetts Council for the Humanities Inc.

The producers recommended that viewers put two receivers side by side in order to get the full benefit of the broadcast. Viewers were urged to pool their resources and hold "viewing parties."

Households unable to muster up two TV sets were invited to watch one of the broadcasts on either WGBH-TV or WGBX. So viewers would be able to see what took place on the other channel, the program was repeated in the

next half hour, but with tapes exchanged.

The dance spectacular, featuring Gus Solomons Jr., choreographer and dancer, represented one man's response to his environment. Boston landmarks and a junkyard were utilized as well as studio facilities. *City/Motion/Space/Game* lasted only 30 minutes but required four miles of video tape and 15 miles of audio tape.

The program was produced by Richard Hauser and directed by Peter Downey. The script was written by Mary Feldhaus-Weber, and the electronic score of city sounds created by John Morris.

Spectacular views planned in Apollo 8 TV coverage

Six television broadcasts will be transmitted live from space in this month's Apollo 8 flight to lunar orbit and back, the National Aeronautics and Space Administration said last week.

NASA said the schedule calls for two 10-to-20-minute broadcasts from the spacecraft on the way to the moon, two in orbit around the moon, and two on the way home.

The transmissions, in black and white, should include some "rather spectacular" views of the fully lighted earth as well as some clear pictures of the crescent moon, NASA said. They may also show hitherto unrevealed details of an area, in the moon's easternmost region, which has been picked as one of eight alternative sites for a lunar landing mission next year.

According to present plans, astronauts Frank Borman, James A. Lovell Jr. and William A. Anders will take off for the moon atop a Saturn 5 rocket at 7:51 a.m. EST on Dec. 21, and will splash down in the Pacific at 10:54 a.m. EST on Dec. 27.

Special effort by WIIC-TV aids disaster coverage

WIIC-TV Pittsburgh officials reported last week that the station provided NBC-TV with 20 locally originated feeds for the network's *Huntley-Brinkley Report*, the *Today* show and the *Frank McGee Report* in coverage of the mine disaster in late November at Mannington, W. Va., where 78 trapped miners ultimately lost their lives.

The NBC affiliate became a news origination point for the network over a 12-day period as WIIC-TV's news department, under the direction of news director Dave Kelly, coordinated efforts with network news teams from Cleveland and New York. Station spokesmen said round-the-clock coverage was maintained, with a helicopter shuttle service

between the mine site and the front lawn of the station's studios in Pittsburgh speeding the transmission of films and the transport of news personnel.

According to NBC field coordinator Harrison Lilly, the affiliate's news coverage provided the network with "one or more stories" (hard news plus features) daily in addition to several exclusives of the disaster story. The entire WUC-TV news staff aided in coverage.

NY postpones decision on CATV origination

New York City's Board of Estimate has once again delayed decision on whether to allow origination of programming by CATV operators in the city.

At its meeting Thursday (Dec. 5) the board postponed action until its next regularly scheduled session Dec. 19. The board, which licenses and regulates CATV operations in the city, has repeatedly postponed a decision on the issue, which drew stormy opposition from several groups at an open hearing last month. Two weeks ago, 11 city councilmen proposed a resolution asking the board to reject applications for CATV origination (BROADCASTING, Dec. 2). The resolution is now in committee.

A board spokesman said its decision was again postponed "to give the board more time to decide" the issue. One board official also noted that New York Mayor John Lindsay was on vacation in Antigua at the time of the meeting, and it was unlikely that the body would hand down a major decision in his absence.

Program notes:

Extra time ■ WMAQ-TV Chicago undertakes an eight-and-one-half-hour single program in color Dec. 28 to review the news of the year and forecast future trends. The NBC-owned outlet decided a normal one-hour format couldn't cover the unusual events of 1968 so it is going to the long form.

TV fund raising ■ Telethon Productions has been formed in Hollywood by Sid Barlowe, veteran show business management executive. The new company aims to produce professional fund-raising affairs on television. Telethon Productions is located at 6331 Hollywood Boulevard; phone (213) 466-9102.

Trio for Susskind ■ Talent Associates Ltd. will produce with NBC-TV the three remaining contemporary dramas, *Prudential's on Stage*. David Susskind, president of Talent Associates, will serve as executive producer. Plays are being selected. Prudential Insurance Co. of America (through Reach, McClinton & Co.) is sponsoring this season's series.

Satellite fight ■ Live satellite coverage

Two new services offered by Cine-Vox Productions

The custom radio division of Cine-Vox Productions has announced two innovations in its program-package service. In the future, all radio releases for FM broadcast will be issued in stereo, in addition to regular monaural programming. Cine-Vox has also introduced an electronic tone-cue system for automated and semi-automated stations.

The current series which are being converted to stereo include music/personality formats starring Jerry Marshall with middle-of-the-road selections and Ralph Emery with country music. Both series account for more than 20 hours of programming a week.

Cine-Vox will add another 10 hours weekly with the addition of a contemporary pop music format in what is described as the "near future."

Daniel succeeds Markel as NET program moderator

Lester Markel, associate editor of *The New York Times* and moderator of National Educational Television's *News in Perspective*, will retire Jan. 1, 1969, from the *Times* staff and the NET news program produced in association with the paper. Mr. Markel will be succeeded as moderator of *News in Perspective* by Clifton Daniel, managing editor of the *Times*.

Mr. Markel will take on two projects after his retirement. He will direct research on the mass media and public opinion for the Twentieth Century

will be used for world middleweight championship bout between titlist Nino Benvenuti of Italy and Don Fullmer of Utah in San Remo, Italy, on Dec. 14. The fight will be seen on ABC's *Wide World of Sports* (5-6:30 p.m.).

State slides ■ Time-Life Productions, 120 College S. E., Grand Rapids, Mich., has developed a new slide service that features color slides of each of the 50 states that can be projected directly or by rear-screen or chroma-key.

College gridiron ■ Tel Ra Productions Inc., Philadelphia, has placed *College Football Highlights*, a review of 1968, in over 100 markets. The half-hour color program has been bought by the Consumer Products Division, DuPont, Wilmington, Del. Tel Ra also is offering the 1969 review to national advertisers.

New facilities ■ VIP Studios Inc., Chicago TV-film producer, opens new audio-visual studio facilities at 800 East Northwest Highway, Mt. Prospect, Ill. Phone (312) 394-3900.

Sports switch ■ The University of Southern California and KFI Los Angeles have signed a five-year sports broadcast

Fund. He will also serve as consultant to John F. White, president of NET.

In a statement last week, Mr. Markel said he hoped to have some influence in the area of news reporting on non-commercial TV. He described the news efforts of commercial television as "little more than a bulletin service."

Pint-sized replays

Networks developed instant replay to get a comprehensive look into the football played by head-splitting 250-pound collegiate and pro ball players. It found its way down to the 95-pound league over WTTG(TV) Washington, Nov. 30.

The 90-minute battle between the Farmland Redskins and the Wheaton, Md., Boy's Club was colorcast live in a pint-sized "Super Bowl." The telecast was sponsored by the Marriott Corp., restaurant and hotel chain.

Obscene film viewer fined \$500

A pornographic film inadvertently transmitted over several Palm Springs, Calif. area cable TV systems earlier this year (BROADCASTING, Nov. 11) cost a television studio technician \$500. Robert Veatch, formerly employed by KPLM-TV Palm Springs, last week pleaded guilty in federal court in Los Angeles to violation of a federal law against the showing of obscene films. U. S. District Judge Francis C. Whelan imposed the fine after Mr. Veatch admitted hooking up the 15-minute film for private viewing at KPLM-TV's studios. He said he was not aware it was being transmitted over cable TV.

contract. Beginning with the 1969-70 season, all USC football and basketball games will be carried exclusively on the NBC radio affiliate. KNX Los Angeles, a CBS-owned station, had been carrying USC basketball radio broadcasts for 12 consecutive seasons and had also carried the school's football games.

Busy for Christmas ■ Metromedia Producers Corp. is syndicating a one-hour special, *The Ray Coniff Christmas Show*, which is sold in 91 markets.

Tulsa teens ■ KRMG-AM-FM Tulsa, Okla., in cooperation with Tulsa Professors of the City Program, took an in-depth look at Tulsa teen-agers Nov. 19-22 when it programmed *Accenting Tulsa Teens*, a two-minute series carried on the half-hour, every other hour. In attempting to bridge the generation gap, the station arranged for exclusive pre-publication rights to Dr. William M. Young's forthcoming report, *Talking to Tulsa Teens*.

More office space ■ NFL Films Inc. and AFL Films Inc. have moved to larger offices at 410 Park Avenue, New York, telephone (212) Plaza 8-8380.

A plan to automate spot buying

ARB president unveils \$12-million proposal; agencies seem to favor idea, reps are cautious

A plan to computerize the timebuying process was reported last week to have been proposed by Dr. Peter Langhoff, president of the American Research Bureau, to five prominent agencies and five prominent station-rep firms.

The meetings—one with the agencies, another with the reps—were said by participants to have been exploratory, although Dr. Langhoff laid out a fairly specific plan under which agencies and reps would share ownership of the project with Control Data Corp., a leading computer company of which ARB is a subsidiary.

Participants said estimates of the cost of setting up the service ranged around \$12 million.

Sources also said the reps and agencies were asked to consider the proposal and submit their reactions later, perhaps in several weeks.

Dr. Langhoff confirmed that the meetings with agencies and reps had been held and that the project was in a position to be moved forward. Of more importance at this stage, he indicated, than the source of the money for development and capital costs, was cooperation in the development of a viable system by those who would use it.

He said that a fairly detailed plan had been presented to the reps and agencies on how a system might work and which functions it would perform, but that the plan was not offered in any fixed sense—rather as an “idealized model” as a basis for discussion and appropriate modification.

Dr. Langhoff said “about 10 or 12 agencies or reps” would provide a sufficient basis to go ahead with actual development of the system. But he said he couldn’t break down the needed ratio between reps and agencies. He said it was preferred that both “buyers and sellers” invest in the system but “it may not turn out to be that at all.”

Joint participation in development was desired in order to insure fuller cooperation and less friction, he explained, not just as a source of development capital, which could, if necessary, be obtained elsewhere.

He said ARB and Control Data had been working on the project for a full year.

Dr. Langhoff noted that the agencies

consulted seemed “favorably disposed” toward the plan.

Agencies invited to the meeting were said to be Ted Bates & Co., BBDO, Leo Burnett Co., J. Walter Thompson Co. and Young & Rubicam, which together handled more than \$320 million in spot billing last year (BROADCASTING, Nov. 25).

At the meeting with reps were said to be John Blair & Co., The Katz Agency, Metro TV Sales, RKO Television National Sales and Storer Television Sales.

Presumably if the computer project were established, other agencies and reps would be invited to participate, but some of those at the initial meetings said Dr. Langhoff indicated that Control Data was prepared to proceed if four of the five agencies pledged support.

In their initial, unofficial reactions, reports indicated, agencies seemed considerably more favorably inclined toward the project than did the reps. But the agencies were reported to have little enthusiasm for the idea of agencies sharing the project’s costs on any substantial scale.

Agency executives generally take the position that such a service would be essentially a sales tool and that in any case it would save the reps a lot more money than it would save agencies. Others, including some at the agency meeting, also feel that not only do reps (and broadcasters) have more capital available for investment, but investment in outside businesses is by tradition, if not necessity, foreign to most agencies.

Some sources speculated that this general agency reluctance to put money into other businesses might prove to be as big a barrier as the number of dollars involved.

Rep reaction to the plan was described by one source as, at best, one of “careful interest.” Some spot-TV authorities not at the meeting scoffed privately last week at the suggestion that reps generally would be willing to put up a significant part of the \$12 million reportedly needed.

Some participants said Control Data authorities had urged them not to divulge details of the plan, but in gen-

eral it was described this way:

Agencies would transmit the specifications for a projected campaign to a centralized computer, either by telephone or by teletype; the computer would search out the reps of stations in the markets to be used and transmit the specifications to computer-terminal screens in their offices.

The reps would then prepare avails and transmit them to the computer, also by phone or teletype, and the computer would show them on electronic screens in the agency offices, along with costs, ratings, demographic and perhaps other pertinent information calculated from data stored in the computer.

When the agency had decided what to buy, this information would be fed back to the computer, which would provide both the agency and the reps involved with a print-out that in effect would be the order.

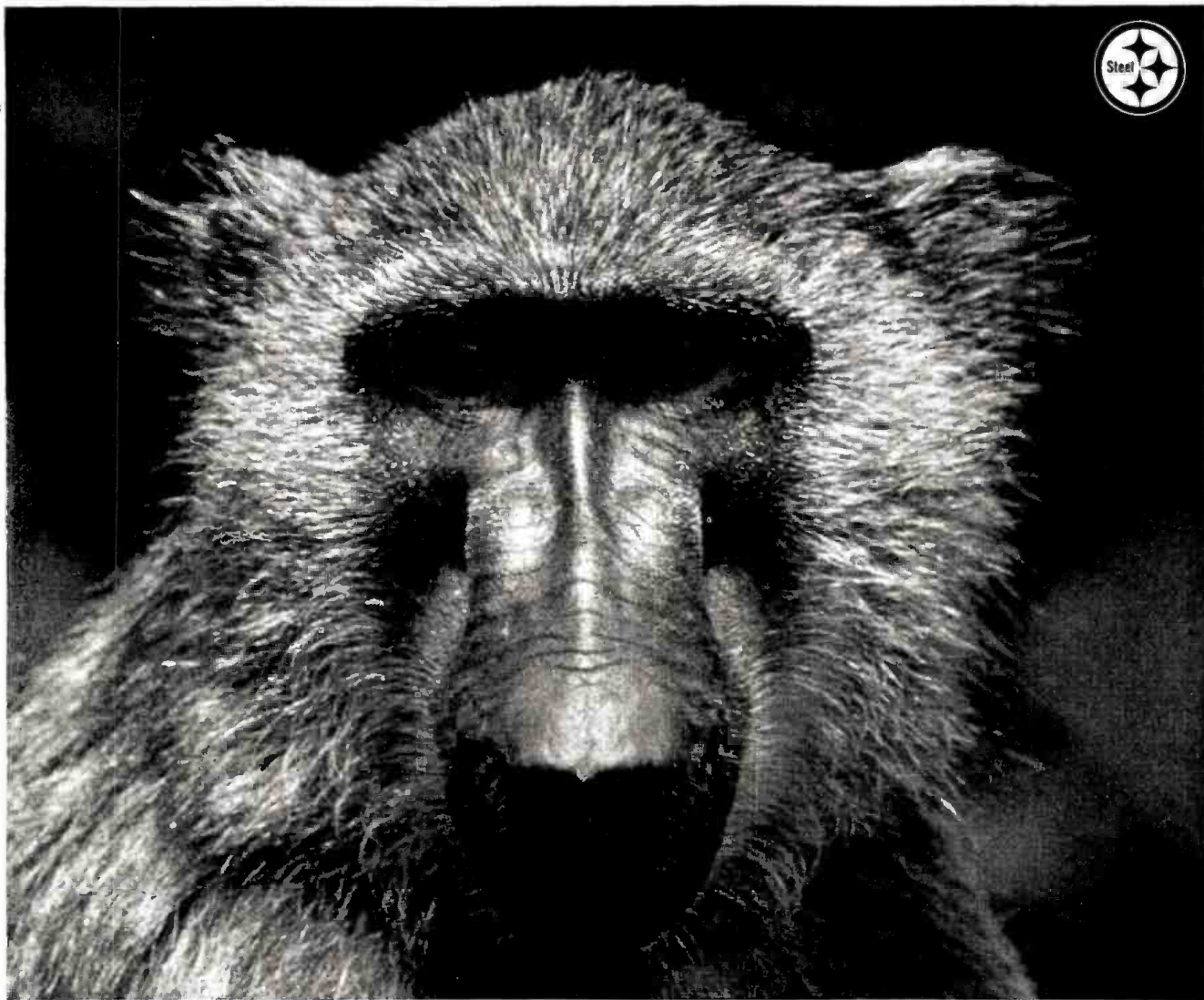
Participants said the service was not envisioned as a “data bank” as such, although to some extent—for supplying ratings, for instance—it might be used as one. Basically, however, they said it was intended to computerize the present procedures of spot buying. One said: “The procedures would all be the same. They’d just be handled differently.”

Estimates of time needed to set up such a service ranged from two to three years after the start date. One agency expert thought that from a technical standpoint it could be in operation in two years, but he declined to speculate on when it actually would be.

He was confident, however, that the plan was technically feasible, and that even if this particular project doesn’t get off the ground, some other will, some time.

Agency producers plan for group’s expansion

Broadcast Advertising Producers Society of America, New York, is taking steps to form regional chapters in six U. S. cities and in Toronto, Montreal and Mexico City. The only professional society representing the agency broadcast producer, BAPSA’s board of direc-



Will the beat of his *human* heart someday save your life?

(The steels are ready whenever you are)

Doctors are actually attempting to store the heart of a human being in a baboon until the heart is needed for a transplant into another human body!

Quick-dry freezing of human organs is also being intensively researched. When perfected, the result could be a living bank of human parts.

Radical new lifesaving techniques like these have already spurred many remarkable medical achievements. Did you know that electrical pacemakers have taken over the vital beat of a faltering heart in 10,000 active people? Or that thousands of walking and well people go about their lives with heart valves and sections of arteries partially made of stainless

steel? Wire hinges make stiffened arthritic joints blessedly movable. And who knows . . . maybe that alert young person you recently met has a blowout patch on his brain—to prevent a weakened artery from rupturing. At least 100 lives have been saved that way.

Today, many kinds of Republic steels are helping to achieve these surgical feats. In precision surgical instruments and in countless kinds of hospital equipment, stainless steel is irreplaceable, because it is 100% cleanable and sanitary. And as new medical techniques are achieved, hospitals themselves, with their endless steel needs, must expand greatly; new hospitals must be built.

Republic Steel has anticipated medicine's future needs for the new and improved steels that will be demanded to help preserve our most precious human possessions, life and health. The steels of the future are ready now.

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

You Can Take the Pulse of Progress at
REPUBLIC STEEL

CLEVELAND, OHIO 44101

tors voted to extend membership in Los Angeles, Chicago, San Francisco, Philadelphia, Detroit and Atlanta.

The two-year-old society has a membership of 100 producers in the U. S., representing more than three dozen major ad agencies. Affiliations with similar producer groups in Great Britain and Europe are expected early in 1969.

BAPSA is preparing a TV advertising production economics study and is currently exploring ways to communicate technical advances more swiftly and enhance employment of minority groups in broadcast advertising.

Inquiries on the new chapters should be addressed: 41 East 42d Street, New York.

Quality pays off for agencies, clients

Johnson tells advertisers their responsibility goes beyond the commercial

"You control as much power as any industry in the nation . . . now the question is: What do you do with all this power?"

FCC Commissioner Nicholas Johnson, who has confronted broadcasters with that question on countless occasions during his tenure as a federal regulator, posed it for the first time last week before a gathering of advertising agency executives. With allowances for the new context, however, Mr. Johnson's answer was a familiar one: Sponsors and agencies who encourage quality in broadcast programming serve both the public and their own corporate interests.

The commissioner told participants in the fourth annual *Advertising Age* media workshop in Washington that, like everyone else connected in any way with broadcasting, "you have some responsibility not only for the commercial, but also for the rest of what comes out of the television set." It is undeniable, he acknowledged, that the relationship between broadcasters, agencies, and sponsors must be a profitable one for all concerned. But, Mr. Johnson asked, "is it inconceivable that public service—that excellence—might be linked with profits?"

The problem of quality programming, Mr. Johnson stressed, is magnified to a critical degree by the awesome power and influence of the broadcast media. Radio and television have a "power over the mind of man" which is too often used to insulate the American people from the realities of our time, he said. And, to the extent that "real or imagined" corporate interests con-

tribute to this anesthetizing process through an avoidance of controversy and reliance upon the conventional, they must share some of the blame if television is less than it might be, Mr. Johnson said.

He stressed, however, that remedies must occur within a commercial framework. "We do not just need public television," the commissioner said. "Commercial broadcasting is where it's at. That's where the people are—85% or more of them are watching network-affiliated VHF stations in the major markets, regardless of the number of choices you give them."

There is isolated evidence of improvements in the broadcasters' product, Mr. Johnson said. He praised the "real effort" of advertising and broadcasting to present a more balanced view of American society, particularly with respect to race relations. Commercials as well as programs have changed, the commissioner said—and the result, he added, has hardly been economic disaster.

"You've put more blacks into commercials," he noted, "and that's sold products as well as relieved tensions."

Mr. Johnson reserved special praise for the willingness of Xerox Corp. to sponsor controversial and meaningful programs, and said that other firms would do well to follow its example. He cited several Xerox-sponsored programs—*Death of a Salesman*, *Luther*, the *Of Black America* series, among others—and asked: "What network can point to a record like that? And has that company suffered? This is profitable advertising—that also happens to serve a very high national purpose at this particular time in our history."

Generally, Mr. Johnson said, business is becoming more flexible in its role as sponsor. He added that advertising agencies have a responsibility to encourage this trend, and to "bring out the best" in clients that is consistent with the profit imperative.

Petry TV department splits into two units

Edward Petry & Co. has restructured its television department into two divisions from three in a move designed to coordinate its sales activities more efficiently and strengthen its administrative procedures.

In announcing the reorganization last week, President Martin L. Nierman said the consolidation will give the television department "greater concentration of energy on station client and agency matters." Effective immediately, the TV department will consist of two divisions, each comprised of two sales groups.

The divisions will be headed by Roger

Lareau and Mike James, both vice presidents, who will report to Michael Corken, vice president and national sales manager for television. Mr. Lareau's groups will be directed by Neil Pugh and Taylor Eldon and Mr. James' groups by Bill Bee and Art Scott.

Mr. Nierman also announced that Petry television research, under the direction of Mike Levinton, will become a corporate department. The four group research assistants will be responsible to Mr. Levinton.

Bishop moves Plus White account to Leo Gutman

Bishop Industries Inc., Union City, N. J., last week assigned its Plus White toothpaste account to Leo A. Gutman Inc., New York. The account is expected to bill about \$1 million in 1969, of which 95% is in television.

The Plus White business, which has been at Spade and Archer, New York, represents the first such account for the Gutman firm. Mr. Gutman has specialized in TV-radio-motion picture trade advertising and his clients include Filmways, Trans-Lux Television, Goodson-Todman and Levy-Gardner-Laven. Hollywood TV-motion picture production company.

Tracy-Locke picks up Borden dairy account

Tracy-Locke Co., Dallas, has been assigned all advertising for the dairy and services division of Borden Inc., an account the agency has handled regionally since 1930. National advertising for the Borden's dairy and services division, formerly the milk and ice cream division, had been done by Young & Rubicam, New York.

The additional billings to Tracy-Locke are estimated at \$1 million. Borden's regional advertising placed through Tracy-Locke has exceeded \$1 million in recent years. With the expansion of this account Tracy-Locke will open a New York office to supplement existing offices in San Antonio, Tex., and Denver.

According to Borden, the consolidation of all dairy billings in one shop will make possible broader services, including the development of store merchandising programs coordinated with media advertising.

Y&R will continue to handle corporate advertising for Borden, numerous products in the Borden foods division and the Borden Company Ltd., Canada.

The dairy and services division has announced no advertising plans for 1969 beyond participation, through Y&R, in NBC-TV coverage of the presidential inaugural on Jan. 20.

Media assess the Iowa ad tax

Trade groups plan strategy session Thursday in Washington to consider what action to take

The seriousness with which the Iowa 3% sales tax on advertising is viewed is no more evident than in preparations now underway for a top-level strategy meeting in Washington this week of representatives of media and advertising associations, one network, and the Iowa multimedia group that has unsuccessfully fought the tax measure in the state courts.

The associations represented will include the American Advertising Federation, the National Association of Broadcasters, the American Association of Advertising Agencies, the Association of National Advertisers and the Magazine Publishers Association. Other trade groups are said to include the Grocery Manufacturers Association and several "private" companies. CBS Inc., one of whose tax counsels is said to have provided AAF with concurrent analysis of the Iowa case, will be represented. Attorneys retained by AAF—Pierson, Ball & Dowd—as well as those attorneys retained by the Iowa multimedia group will also be present.

Focal point of the session, which will take place this Thursday (Dec. 12) at AAF headquarters, is the 3% sales tax on advertising that was declared constitutional by the Iowa Supreme Court last month (BROADCASTING, Nov. 18). The tax on advertising, one of more than 50 such taxable service items contained in a legislative package, was challenged in court by a group of Iowa radio-TV stations, newspapers, advertising agencies and retailers which claimed the tax was discriminatory and a direct levy on interstate commerce, a power which resides in the federal government.

Although the tax is directed at the advertiser, broadcasters in the multimedia group are said to have decided to oppose the measure because they did not want to become involuntary tax collectors, as stipulated in the court ruling. Broadcasters in the multimedia group are Lee Enterprises Inc. (group owner); KTIV (TV) and KSCJ Sioux City; WOC-AM-FM-TV Davenport, and WMT-AM-TV Cedar Rapids-Waterloo.

The upcoming strategy session reflects the growing interest the major media trade associations are expressing in a legislative matter that apparently once was a strictly local issue. In February a lower Iowa court ruled the tax measure unconstitutional. But, according to some observers, the state supreme court reversal, if it should be legally upheld, may promote the measure as a

bellwether for other state legislatures.

The Iowa multimedia group has already instructed its attorneys to seek appeal of that decision before the U. S. Supreme Court, an appeal that, according to one source, will cost at least as much as the \$50,000-plus previously expended by the group for legal fees alone.

The purpose of the meeting, which has been termed a "closed working session among counsel" for the various participants, is understood to provide an opportunity for the associations to discuss the merits of the case to determine to what extent they should participate and what role they might play in the case.

In a Washington meeting last week the AAF board of directors directed its staff to explore the possibility and advisability of entering the case as intervenor before the high court. NAB is also assessing the case with a view toward possible similar participation, and presumably so are the other associations.

Among those association representatives who are said to have been invited to attend the session or who have made known their intentions to attend are Douglas Anello, NAB general counsel; Vincent T. Wasilewski, NAB president; Howard H. Bell, AAF president; Jonah Gitlitz, AAF vice president for government affairs; Lawrence D. Reedy, AAAA vice president and Washington liaison; Mahlon Perkins Jr. of the New

York law firm of Donovan, Leisure, Newton & Irvine, counsel to AAAA, and William Heimlich, ANA vice president. Joseph L. Taetle, senior tax attorney for CBS Inc., will represent the network. Counsels for the Iowa multimedia group Larned A. Waterman of Lane & Waterman, Davenport, and T. M. Ingersoll of Shuttleworth & Ingersoll, Cedar Rapids, will also be present.

Benny returns to radio with spot commercials

Jack Benny, who has been lending his thrifty image to Bradlees Stores for a year and a half, has recorded a new series of six one-minute radio spots for the discount chain's holiday campaign.

Mr. Benny agreed to the Bradlees spots, although he had never done commercials for anyone other than his program sponsors. The 15 original spots recorded for the New England retailer will continue through 1969. The commercials have been running in drive time in markets from Portland, Me., to central New Jersey. Major markets are running up to 100 spots a week; one-station markets, 20-30 per week. Top 40 stations are being used to reach the young, young married and other price-conscious consumers.

Bradlees' agency is Warren, Muller, Dolobowsky, New York.

Business briefly:

Incabloc Corp., through Sidam Advertising Inc., both New York, has ordered a schedule of announcements on CBS Radio's *The World Tonight*.

Lincoln-Mercury Dealers' Association of Los Angeles, through N. W. Ayer & Son there has started the biggest single advertising campaign in its history. Approximately \$250,000 will be invested in television and radio spots in Southern California, Arizona and Nevada during December and January. The heftiest slice of the advertising goes to KNXT (TV) Los Angeles, \$100,000 for sponsorship on the station's *The Big News* and *Eleven O'Clock Report* programs. TV commercials also will be seen in Phoenix and Tucson. A total of 57 radio stations will carry an aggregate of nearly 14,000 spot announcements.

Petersen Manufacturing Co., DeWitt, Neb., has renewed its schedule of an-

nouncements on CBS Radio's 5 p.m. newscast. The new schedule, marks the seventh consecutive year that Petersen has advertised on CBS Radio. The order was placed through the Biddle Co., Bloomington, Ill.

Nine advertisers have bought participating sponsorship in *My Friend Tony*, a new weekly mystery-comedy series that will begin on NBC-TV on Jan. 5 (Sun., 10-11 p.m. EST) as a replacement for the *Phyllis Diller Show*. The sponsors are Goodyear Tire & Rubber Co. (Young & Rubicam); Procter & Gamble Co. (Compton Advertising); Carter Products Inc. (Sullivan, Stauffer Colwell & Bayles); Warner-Lambert Pharmaceutical Co. (J. Walter Thompson); Colgate-Palmolive Co. (Ted Bates & Co.); Hunt Foods & Industries Inc. (Young & Rubicam); Norwich Pharmaceutical Co. (Benton & Bowles); Joseph Schlitz Brewing (Leo Burnett); and the Bristol-Myers Co. (Doyle Dane Bernbach).

Fine lines in the delicate air

TV code board okays hemorrhoid remedies, feminine sprays—but bans girdle models

For the second time this year the National Association of Broadcasters television code review board has recommended that code restrictions prohibiting the advertising of certain personal products be removed. The products involved are those that treat hemorrhoids and externally applied feminine deodorants.

Commercials for feminine deodorant sprays or powders have been exempt from code restrictions for a trial period by the parent NAB TV board since September (BROADCASTING, Sept. 23). Both the temporary exemption and the renewed recommendations made by the code board at its winter meeting in La Quinta, Calif., last week are scheduled for review during the TV board's winter meeting in Puerto Rico in January.

Seven months ago the code board submitted similar recommendations to the TV board citing "changing taste tolerances of the American public" as grounds for acceptance of the ads, which would include, among others, American Home Products' Preparation H and Bristol-Myer's Pazo (both hemorrhoidal preparations) and Carter Wallace's Easy Day and Alberto-Culver's FDS (both feminine deodorant sprays) (BROADCASTING, May 27 et seq).

Those advertisements and the products they advertise have been explicitly prohibited as product-type by the code rule: "The advertising of particularly intimate products [those treating hemorrhoids or used in connection with feminine hygiene] which ordinarily are not freely mentioned or discussed is not acceptable"—language that the code board now seeks to eliminate.

The TV board, meeting in Washington a month later when there was considerable backlash regarding violence on television, rejected the recommendation with the implied suggestion it wasn't going to give TV critics another cudgel to use.

Within three months the board abandoned its stance to permit, "on an experimental basis" until Feb. 1, 1969, the advertising of feminine deodorant sprays and powders, more specifically (though never stated) Alberto-Culver's FDS. Alberto-Culver's persistence and success in acquiring air play for its FDS commercials is making the question of TV board approval of that type of product increasingly irrelevant. FDS spots were on six "test market" stations in Minneapolis-St. Paul, Milwaukee, Sacramento, Calif., and Columbus, Ohio, when the boards began to investigate the problem a year ago, and they are

said to be on at least 60 stations in about 30 markets under the temporary exemption.

Despite those apparent inroads, at least one TV board member has privately expressed the opinion that although he declined to state whether or not he voted for exemption in September he, for one, wasn't buying any of those spots on his station. "When you accept one spot, in effect you have to accept them all," he said, "and some of those spots just shouldn't be on the air."

But the code board last week refused to roll back an 11-year ban on the use of live models in foundation-garment commercials. An appeal made by those advertisers that they be permitted to use still photographs of partially clothed actresses in their commercials was rejected by the board, which recommended that the ban be applied to the use of stills as well.

In other actions the code board recommended that the ban on advertising egg-nogs containing hard liquor be reaffirmed. In addition the board was told that monitoring of stations for compliance with the code time standards increased during a seven-month period ending Oct. 31 to 40,132 hours compared with 37,800 hours for a similar period in 1967, a 7% increase in monitoring.

Ideal will maintain ad momentum

Toy maker plans daytime spot blitz on 'games days'

Looking beyond the holiday orgy of toy buying, Ideal Toy Corp. is planning a post-Christmas ad schedule to insure high sales all season.

On Jan. 4, 1969, Ideal renews participations on Saturday morning cartoon programs for a number of products, including Kerplunk, Zeroids, Newborn Thumbelina, Hands Down, Tip-It and Kaboom. It will participate on NBC's *Top Cat*, *Super Six*, *Under Dog*, *The Flintstones* and two new entries, *Untamed World* and *Storybook Squares*. Network and major-market spots for new products, including Flatsys, Battling Tops and Outboard Boaterific, begin Feb. 1.

Ideal also plans "games days" in 10 key markets. On "games day," Ideal has

arranged for a special line-up of cartoon shows and live programs aimed at children. Every spot announcement on each station, all day, from 9 a.m. to 5 p.m. will be Ideal's, according to spokesmen.

Feb. 12, Lincoln's birthday, will be games day on WGN-TV Chicago, KCOP-TV Los Angeles, WPHL-TV Philadelphia, KTVU-TV Oakland-San Francisco, WKBG-TV Cambridge-Boston, and WXIX-TV Newport, Ky.-Cincinnati. It will be Sunday, Feb. 2 on WPIX-TV New York, KPLR-TV St. Louis and WKBD-TV Detroit.

Ideal expects to reach 70% of the children in a market at least 12 times each on a games day.

Grey Advertising is the agency for Ideal toys and dolls. Helfgott and Partners handles the games division.

'Hot Line' link set up in WCBS, Niko agreement

WCBS New York and Niko Associates, New York advertising agency, last week announced signing of a contract sponsorship of "instant news specials" on the all-news station.

WCBS claimed the sponsorship, by Renault-Peugeot, French auto makers, is a first of its type in New York radio. Under the agreement, a "hot line" will be established between the station's news director and the account supervisor at Niko, the Renault-Peugeot agency.

Whenever a major story breaks, the client will have the immediate option of sponsoring coverage. A WCBS spokesman said possible sponsorships could range "from the Apollo VIII launching to a snow emergency."

The agency said special ads will be created to fit particular types on news specials, emphasizing public service of the sponsorship. In recent months, Renault-Peugeot has sponsored World Series, Olympic Games and convention and election coverage on the radio network.

Armstrong to sponsor 'Cousteau' specials

The Armstrong Cork Co., Lancaster, Pa., will sponsor a group of *The Undersea World of Jacques Cousteau* specials on ABC-TV in 1969. Armstrong placed the business on ABC through BBDO, New York.

The *Cousteau* documentaries are now in their second year on ABC. The Armstrong sponsorship will be of eight programs, four originals and four repeats. Armstrong is currently a major sponsor of ABC's *That's Life* and *That Girl*, weekly series, and during the past two years sponsored four major entertainment specials (*Armstrong Circle Theater*).

SELLING BETTER WITH ARB



The fine art of Switch-Pitching

and how it's practiced by the experts—

There may be several directions an advertiser can take to reach his objective, but your station will get his business if you show him a better way to get there. That's what ARB's *Instant Cumaster is helping television stations everywhere to do.

Here's how it can work for you:

- (1) Select any number of time periods on your station and those currently being bought on competing stations (up to 300 in all) by advertisers who you "know" should be placing business with you.
- (2) ARB computers will record each time period and provide you with a computer tape and a *retrieval program* to obtain the unduplicated audience to each spot.
- (3) With your own or any EDP service bureau's comparable equipment, you can simply and quickly develop many different spot combinations until you come up with the best competitive schedules—based on gross audience and cumulative potential.

For Example:

| | | |
|--|---|--|
| A five spot schedule on Station "A" costing \$500 delivered: | } | 44 gross rating points 180,400 gross households |
| An ARB Instant Cume showed that in one week it reached: | } | 25 net rating points 109,700 different households |

| | | |
|--|---|--|
| By dropping two duplicated spots on Station "A" and adding four fringe-time spots on Station "U", the new seven spot schedule reached: | } | 46 gross rating points 180,200 gross households |
|--|---|--|

| | | |
|---|---|--|
| HOWEVER, the ARB Instant Cume showed a 48% improvement in metro reach and a 15% improvement in total area with: | } | 37 net rating points 126,100 different households |
|---|---|--|

If the cost of the two schedules were virtually identical, what direction do you think the advertiser would take?

Call your ARB representative soon. Let the Instant Cumaster master a few artful switch-pitches for you.

* We've added the word "master" to our popular Instant Cume title. Reason? It's more descriptive of what ARB's comprehensive computer analysis can do for you. With the Instant Cumaster you receive a master tape of net audience reached to each time period of your choice . . . and every combination of those time periods. The result is that you can draw infinite varieties of excellent cume schedules, each one an Instant Cume in itself and all neatly packaged ready for sale.



AMERICAN RESEARCH BUREAU
A C-E-I-R SUBSIDIARY OF CONTROL DATA CORPORATION

WASHINGTON NEW YORK CHICAGO ATLANTA
LOS ANGELES SAN FRANCISCO

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports, network-TV dollar revenue estimate—week ended Nov. 24, 1968
(net time and talent charges in thousands of dollars)

| Day part's | ABC | | CBS | | NBC | | Total minutes week ended Nov. 24 | Total dollars week ended Nov. 24 | 1968 total minutes | 1968 total dollars |
|----------------------------------|--------------------|---------------------|--------------------|---------------------|--------------------|---------------------|----------------------------------|----------------------------------|--------------------|----------------------|
| | Week ended Nov. 24 | Cume Jan. 1-Nov. 24 | Week ended Nov. 24 | Cume Jan. 1-Nov. 24 | Week ended Nov. 24 | Cume Jan. 1-Nov. 24 | | | | |
| Monday-Friday Sign-on-10 a.m. | \$ — | \$ 246.1 | \$ 214.5 | \$ 4,337.0 | \$ 336.0 | \$ 15,667.9 | 111 | \$ 550.4 | 3,665 | \$ 20,251.0 |
| Monday-Friday 10 a.m.-6 p.m. | 1,465.4 | 56,321.8 | 2,961.1 | 128,619.3 | 2,454.5 | 105,951.7 | 998 | 6,881.0 | 41,939 | 290,892.8 |
| Saturday-Sunday Sign-on-6 p.m. | 1,607.3 | 49,628.6 | 2,462.8 | 50,462.6 | 865.8 | 30,168.8 | 326 | 4,935.9 | 11,989 | 130,260.0 |
| Monday-Saturday 6 p.m.-7:30 p.m. | 614.4 | 17,246.7 | 756.1 | 26,823.7 | 709.5 | 27,857.6 | 99 | 2,080.0 | 4,294 | 71,928.0 |
| Sunday 6 p.m.-7:30 p.m. | 124.0 | 5,269.2 | 427.4 | 10,051.5 | 244.5 | 8,777.4 | 24 | 795.9 | 964 | 24,098.1 |
| Monday-Sunday 7:30-11 p.m. | 6,229.6 | 223,822.0 | 7,288.7 | 273,116.1 | 7,864.0 | 276,101.3 | 449 | 21,382.3 | 20,643 | 773,039.4 |
| Monday-Sunday 11 p.m.-Sign-off | 516.7 | 16,818.8 | 40.9 | 6,021.3 | 406.4 | 21,318.7 | 79 | 963.9 | 3,755 | 44,158.8 |
| Total | \$10,557.4 | \$369,353.2 | \$14,151.5 | \$499,431.5 | \$12,880.7 | \$485,843.4 | 2,086 | \$37,589.5 | 87,249 | \$1,354,628.1 |

Did Supreme Court make miscue?

Law professor questions validity of decision denying merger between Clorox and P&G

A new and extensive analysis of the classic "Clorox case" before the Federal Trade Commission by a University of Chicago law school professor contends that the U. S. Supreme Court erred in its understanding of TV rate practices when it ruled in favor of the FTC and upheld a ban on the Clorox merger with Procter & Gamble Co.

The new study by Professor John L. Peterman argues that the government and the court mistakenly found TV rate structures to be discriminatory in favor of the big advertisers. It also opposes conclusions charging TV price discrimination by two Yale University law professors, Harlan M. Blake and Jack A. Blum (BROADCASTING, Oct. 25, 1965), and supports the denial of discrimination made later by CBS Vice President David Blank in a recent professional article (BROADCASTING, March 18, 11).

Professor Peterman's study is contained in the October issue of the *Journal of Law and Economics* of the University of Chicago mailed to subscribers last week. It incorporates a highly technical analysis of TV pricing for both network and spot between 1958 and 1967 and holds no discrimination can be imputed according to the size of the purchaser of the time.

The FTC charged in 1957 that the acquisition of Clorox Chemical Co. by P&G violated Section 7 of the Clayton Act. The case went into lengthy litiga-

tion and the Supreme Court ruled in favor of the FTC last year.

Professor Peterman finds the primary factor supporting the claim of illegality to be discounts in the sale of network and national spot which the FTC alleged favored large buyers to such an extent that firms smaller than P&G would be unable to compete. The rate structures favored large buyers primarily because of price discrimination, it was claimed, but it was also argued because of differences in costs of supply, the article explained.

The professor, however, contends that the price structures were never analyzed in the case, either by the FTC or the courts. The paper then examines the pricing practices in detail.

A rationale for the structure of network prices from 1957 through 1968 is presented and the altered forms of the present structures in which discounts have been abolished, are found to be consistent with those of previous years in which discounts did exist. The study finds that both the present and previous structures appeared not based on discrimination.

Rather, the study continues, the discounts appeared to be largely a means to vary price with changes in audience sizes and once the latter are accounted for, differences in price (which are considerably smaller than expected from the Clorox case) can be argued to rest on differences in costs of supply.

Two new ad agencies named by General Foods

General Foods Corp., White Plains, N. Y., last week completed the reassignment of more than \$5 million in billing, which recently left Doyle Dane Bernbach, when it appointed McCann-Erickson as agency for Lafrance whitening product and Ogilvy & Mather for Gaines dog meal.

Lafrance bills about \$2 million, of which \$1.7 million is in broadcast, and Gaines about \$1 million (\$700,000 in TV-radio). Earlier, General Foods had selected Grey Advertising for its Dream Whip product, which bills about \$2.5 million (BROADCASTING, Dec. 2).

GE to sponsor Time-Life specials on NBC-TV

NBC-TV has announced a series of one-hour color specials based on the Time-Life books and slated to start in November 1969. The programs will be sponsored fully by the General Electric Co., through BBDO.

The GE Monogram series will be produced by MGM-TV and will draw from the nature, science, wild life and folklore libraries of Time-Life books. Irwin Rosten and Nicholas Noxon, who head the MGM documentary department, will produce the specials.

Rep appointments:

- KTOP Topeka, Kan., and WOKE Charleston, S. C.: The Meeker Co., New York.
- Century FM Station Group, Chicago, and KGYN Guyton, Okla.: Walton Broadcasting Sales Corp., Chicago.

“Properly conceived sales messages, strategically placed in SRDS, motivate buyers of advertising to initiate placement of schedules”

That is why 31.5% of all advertising pages placed by U. S. television stations are placed in SRDS — why 43.2% of all pages placed by U. S. radio stations are placed in SRDS.*

In SRDS
YOU ARE THERE — selling by helping people buy.

*Advertising of broadcasters to promote time sales in 24 business and advertising oriented publications in the first nine months of 1968.



STANDARD RATE & DATA SERVICE, INC.
The national authority serving the media-buying function
5201 OLD ORCHARD ROAD SKOKIE, ILLINOIS 60076



Hot stocks in a hot market

CATV stocks set the pace with 18.1% increase; ABC climbs to new high for year, P&S up 42%

Broadcasting stocks had a month of sound success in November on a strong over-all market.

The BROADCASTING index of selected stocks stayed slightly ahead of an abnormally healthy climb by the Standard & Poor industrial average in the period ended Nov. 29. The Standard & Poor average was up 5% for the month, the broadcasting average 5.4%.

All categories scored major gains, with the volatile CATV stocks bouncing back from a 7.3% slump last month

to lead the way with a spectacular 18.1% climb.

Other categories up substantially were service, 9.2%; programing 8.6%, and broadcasting with other major interest, 8.2%. In addition to the active performance of the market in general, Wall Street observers laid the index gains to continued increase in advertising and other broadcast-related revenues and an optimistic outlook for the industry.

Among the individual categories,

purely broadcasting stocks were up an average of 4.4%. ABC climbed 15%, to hit a new high for the year of 75, apparently on the basis of continuing merger speculation about the network. Pacific & Southern showed the biggest single jump of any stock in the index—up 42%—following issuance of its third-quarter financial report showing earnings in the first nine months of the year more than tripled those of the same 1967 period, with per-share earnings 36 cents, compared to 11 cents the year

The Broadcasting stock index

A weekly summary of market movement in the shares of 75 companies associated with broadcasting, compiled by Roth Gerard & Co.

| Stock symbol | Ex-change | Closing Dec. 5 | % change | | | High | 1968 | | Approx. Shares Out (000) | Total Market Capitalization (000) |
|--|-----------|----------------|-----------------|---------------|--------------|------|--------------|---------------|--------------------------|-----------------------------------|
| | | | Closing Nov. 29 | Month of Nov. | Year to date | | Low | | | |
| Broadcasting | | | | | | | | | | |
| ABC | N | 74½ | 75 | +15 | +14 | 76½ | 43½ | 4,709 | \$353,200 | |
| CBS | N | 58½ | 55½ | +2 | +1 | 60½ | 43½ | 23,665 | 1,307,500 | |
| Capital Cities | N | 87 | 87 | +16 | +91 | 87½ | 42½ | 2,811 | 244,600 | |
| Corinthian | N | 34 | 33½ | -9 | +16 | 40½ | 22½ | 3,384 | 114,600 | |
| Cox | N | 60½ | 58 | +5 | +9 | 64½ | 43½ | 2,879 | 167,000 | |
| Gross Telecasting | O | 33 | 33 | -3 | +5 | 37 | 28 | 400 | 13,200 | |
| Metromedia | N | 55½ | 54 | +3 | +99 | 57½ | 34½ | 4,862 | 262,500 | |
| Pacific & Southern | O | 23½ | 23 | +42 | NA | 24 | 6 | 1,614 | 37,100 | |
| Reeves Broadcasting | A | 31½ | 34½ | Unch | +262 | 43½ | 9½ | 1,825 | 63,600 | |
| Scripps-Howard | O | 31½ | 32 | +2 | +21 | 34 | 24 | 2,389 | 76,400 | |
| Sonderling | A | 39½ | 39½ | +7 | +43 | 47½ | 23½ | 930 | 36,700 | |
| Taft | N | 42½ | 41½ | -1 | +12 | 45½ | 30½ | 3,363 | 139,600 | |
| | | | | | | | Total | 52,831 | \$2,816,000 | |
| Broadcasting with other major interests | | | | | | | | | | |
| Avco | N | 50½ | 50½ | +16 | -22 | 65 | 37 | 14,075 | \$710,800 | |
| Bartell Media | A | 17½ | 15½ | -1 | +66 | 21 | 9 | 2,106 | 31,900 | |
| Boston Herald-Traveler | O | 71 | 71 | +11 | +37 | 71 | 48 | 569 | 40,400 | |
| Chris-Craft | N | 39 | 41 | +12 | -2 | 45 | 26½ | 1,153 | 47,300 | |
| Cowles Communications | N | 16½ | 15½ | -4 | -3 | 17½ | 12½ | 3,625 | 54,800 | |
| Fuqua | N | 43½ | 42½ | +14 | +23 | 45 | 32½ | 3,781 | 162,100 | |
| Gannett | O | 42½ | 42½ | +7 | +86 | 44 | 23 | 4,736 | 202,500 | |
| General Tire | N | 36½ | 35½ | +9 | +28 | 36½ | 23½ | 17,061 | 612,100 | |
| Gray Communications | O | 11½ | 11½ | -2 | NA | 15 | 9 | 475 | 5,500 | |
| LIN | O | 29 | 28½ | Unch | +51 | 31 | 16 | 1,550 | 43,800 | |
| Meredith Publishing | N | 50½ | 49½ | +10 | +86 | 50½ | 23½ | 2,732 | 136,300 | |
| The Outlet Co. | N | 30½ | 31½ | +3 | +21 | 34 | 20½ | 1,184 | 36,900 | |
| Rollins | N | 79½ | 83½ | +8 | +83 | 85 | 43 | 3,959 | 329,600 | |
| Rust Craft | A | 36½ | 34½ | +12 | +61 | 36½ | 29½ | 1,184 | 42,300 | |
| Storer | N | 53 | 53½ | +5 | +14 | 62½ | 36 | 4,188 | 225,600 | |
| Time Inc. | N | 104½ | 103½ | -4 | +6 | 109½ | 86½ | 7,018 | 727,200 | |
| Wometco | N | 33½ | 33½ | +9 | +42 | 34½ | 17½ | 3,815 | 128,300 | |
| | | | | | | | Total | 73,211 | \$3,537,400 | |
| CATV | | | | | | | | | | |
| Ameco | A | 18½ | 16½ | +10 | +59 | 18½ | 7½ | 1,200 | \$19,800 | |
| Cox Cable | O | 20½ | 21 | +1 | NA | 25 | 16 | 2,500 | 52,500 | |
| Cypress Communications | O | 18½ | 19 | +6 | NA | 23 | 12 | 808 | 15,400 | |
| Entron | O | 9½ | 10½ | Unch | +110 | 10½ | 4 | 607 | 6,200 | |
| H & B American | A | 26 | 26 | +14 | +79 | 26½ | 9½ | 2,956 | 76,900 | |
| Teleprompter | A | 78½ | 76 | +21 | +119 | 80½ | 23½ | 994 | 75,500 | |
| Television Communications | O | 16½ | 17½ | NA | NA | — | — | 2,090 | 37,100 | |
| Vikoa | A | 38½ | 38½ | +33 | +154 | 39½ | 12½ | 1,587 | 60,900 | |
| | | | | | | | Total | 12,742 | \$344,300 | |
| Programing | | | | | | | | | | |
| Columbia Pictures | N | 44½ | 44 | -1 | +53 | 45½ | 23½ | 4,701 | \$206,800 | |
| Commonwealth United | A | 23 | 23½ | +24 | +99 | 24½ | 6½ | 6,087 | 142,300 | |
| Disney | N | 83½ | 79½ | +5 | +44 | 84 | 41½ | 4,230 | 336,300 | |

before.

Corinthian and Taft were the only stocks in the purely broadcasting category to show a decline during the month.

Corinthian's 9% slump came following the secondary stock issue of 750,000 shares by principal owner John Hay Whitney and seven others. Taft was off only 1%.

Biggest gainer among the individual CATV stocks was Vikoa, which market observers laid to renewed interests among investors in CATV stocks in general and Vikoa in particular as one of the more popular broad-based cable stocks. Teleprompter was up 21%, partly because of the same CATV activity and partly because of the continuing rumors of a possible merger with MGM.

Television Communications Corp. joined the BROADCASTING index of CATV stocks for the first time this month.

Among the programing stocks, Commonwealth United gained 24% as it completed acquisition of more than an

80% interest in Seeburg Corp., the Chicago-based manufacturer of jukeboxes and vending machines. Gulf & Western's 15% climb was laid to renewed investment confidence in large conglomerates.

In its first appearance in the service category, Wells, Rich, Greene also showed the greatest activity, a 23% drop, which Wall Street observers attributed to adjustment in its price following the rush to buy shares in the ad agency when it went public a month ago.

Starr announces plans for \$4 million stock sale

Starr Broadcasting Co., which has applications pending FCC approval to purchase the OK Stations and KXLR North Little Rock, Ark. (BROADCASTING, Dec. 2), intends to go public.

In its application to purchase the OK Stations filed with the FCC last week, Starr revealed it would file a registration statement with the Securities

and Exchange Commission offering for public sale stock having an aggregate price of \$3.5 to \$4 million.

Starr will increase its common stock to five million shares with a par value of \$1 per share and reclassify its present 60,000 outstanding shares into not more than one million outstanding shares. The offering is being made through a group of investment bankers headed by the First Nebraska Securities Corp., who will be granted warrants to buy 10% of the stock.

Starr, owned by *National Review* publisher William F. Buckley Jr., Peter H. and Michael F. Starr, seeks approval to purchase WBOK New Orleans, WLOK Memphis and KYOK Houston from Jules J. Paglin and Stanley W. Ray Jr. for \$3 million, and KXLR from Berniece L. Lynch for \$450,000.

The application filed seeking the sale of the OK group showed that WBOK had current assets of \$278,520 as of Sept. 30 and current liabilities of \$76,873. Total assets were listed as \$391,961.36. It began operation in February 1951.

WLOK, which went on the air in

| Stock symbol | Ex. change | Closing Dec. 5 | % change | | | | 1968 | | Approx. Shares Out (000) | Total Market Capitalization (000) |
|---|------------|----------------|-----------------|---------------|--------------|------|--------------------|-------|--------------------------|-----------------------------------|
| | | | Closing Nov. 29 | Month of Nov. | Year to date | High | Low | | | |
| Programing (cont.) | | | | | | | | | | |
| Filmways | FWY | A | 41½ | 40 | + 5 | + 71 | 41½ | 16¾ | 961 | 38,400 |
| Four Star | | O | 7½ | 7½ | - 5 | + 4 | 10 | 5 | 666 | 4,800 |
| Gulf & Western | GW | N | 53¾ | 58¾ | +15 | - 1 | 66½ | 38¾ | 11,680 | 686,200 |
| MCA | MCA | N | 45½ | 45½ | - 6 | - 8 | 53¼ | 43 | 7,764 | 351,300 |
| MGM | MGM | N | 47¼ | 45¾ | - 3 | - 5 | 55 | 35¾ | 5,759 | 263,500 |
| Screen Gems | SGE | A | 44 | 42¾ | + 1 | + 50 | 44 | 22½ | 4,048 | 172,500 |
| Transamerica | TA | N | 82 | 86½ | +11 | + 64 | 87¼ | 43¾ | 28,859 | 2,489,100 |
| Trans-Lux | TLX | A | 62 | 65 | + 7 | +197 | 83¾ | 21½ | 753 | 48,900 |
| 20th Century-Fox | TF | N | 37 | 38½ | +17 | + 24 | 40¾ | 24½ | 7,035 | 270,800 |
| Walter Reade | | O | 17 | 16¾ | - 1 | +102 | 17 | 7 | 1,662 | 27,600 |
| Warner-Seven Arts | WBS | A | 48½ | 49 | + 7 | + 36 | 49¾ | 26½ | 3,810 | 186,700 |
| Wrather Corp. | | O | 18½ | 19 | +38 | +443 | 19½ | 4 | 1,710 | 32,500 |
| | | | | | | | Total | | 89,725 | \$5,257,700 |
| Service | | | | | | | | | | |
| John Blair | JB | O | 47½ | 49½ | +15 | + 94 | 49¾ | 20 | 1,080 | \$53,500 |
| Comsat | CQ | N | 57½ | 59¾ | +12 | + 20 | 64¾ | 41½ | 10,000 | 593,800 |
| Doyle Dane Bernbach | DDB | O | 29½ | 30½ | - 1 | - 27 | 41 | 31 | 2,104 | 64,200 |
| Foote, Cone & Belding | FCB | N | 15½ | 15 | + 1 | - 4 | 20¼ | 13 | 2,157 | 32,400 |
| General Artists | | O | 14 | 14½ | + 6 | + 82 | 26 | 10 | 610 | 8,700 |
| Grey Advertising | GRA | O | 16½ | 16½ | +16 | + 5 | 20 | 12 | 1,201 | 19,800 |
| MPO Videotronics | MPO | A | 15½ | 15½ | - 1 | + 2 | 17¾ | 10½ | 517 | 7,900 |
| MovieLab | MOV | A | 11¾ | 12½ | - 6 | - 18 | 17½ | 11½ | 1,404 | 17,000 |
| Nielsen | N | O | 36½ | 36½ | + 6 | - 10 | 40 | 27 | 5,130 | 187,200 |
| Ogilvy & Mather | OM | O | 23½ | 23 | +11 | + 48 | 23½ | 14 | 1,090 | 25,100 |
| Papert, Koenig, Lois | PKL | A | 6¾ | 6¾ | + 4 | + 4 | 9¾ | 4¾ | 791 | 5,400 |
| Wells, Rich, Greene | | O | 17¾ | 16¼ | -23 | NA | 22 | 15 | 1,501 | 24,400 |
| | | | | | | | Total | | 27,585 | \$1,039,400 |
| Manufacturing | | | | | | | | | | |
| Admiral | ADL | N | 22½ | 21½ | + 6 | + 12 | 25½ | 16½ | 5,110 | \$107,900 |
| Ampex | APX | N | 38½ | 38½ | + 9 | + 8 | 39½ | 26½ | 9,629 | 370,700 |
| General Electric | GE | N | 98½ | 99½ | + 5 | + 4 | 100¾ | 80¼ | 91,068 | 9,072,600 |
| Magnavox | MAG | N | 58¾ | 57½ | Unch | + 45 | 62½ | 36½ | 15,442 | 887,900 |
| 3M | MMM | N | 111½ | 113¼ | + 5 | + 20 | 119¾ | 81 | 53,793 | 6,119,000 |
| Motorola | MOT | N | 137 | 140 | + 4 | + 20 | 153¾ | 97 | 6,122 | 857,100 |
| National Video | NVD | A | 15¼ | 16¼ | +23 | - 24 | 24¾ | 11¼ | 2,782 | 45,200 |
| RCA | RCA | N | 47¾ | 48¾ | + 4 | - 8 | 55 | 44¼ | 62,606 | 3,060,000 |
| Reeves Industries | RSC | A | 7¼ | 7 | - 5 | - 2 | 9½ | 4¾ | 3,240 | 22,700 |
| Westinghouse | WX | N | 73½ | 75½ | - 1 | + 8 | 78¾ | 59¾ | 38,064 | 2,869,100 |
| Zenith Radio | ZE | N | 59¾ | 61½ | + 7 | + 8 | 65½ | 50¾ | 18,860 | 1,162,200 |
| | | | | | | | Total | | 306,716 | \$24,574,400 |
| | | | | | | | Grand total | | 562,810 | \$37,569,200 |
| Standard & Poor Industrial Average | | | 117.42 | 118.03 | + 5 | + 12 | 118.03 | 95.05 | | |

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

Shares outstanding and capitalization as of Nov. 29

March 1956, showed current assets of \$120,649 and current liabilities of \$13,489. Total assets were given as \$138,675.

KYOK had current assets of \$274,633 and current liabilities of \$48,911. Total assets were listed as \$375,203. It began operation in 1947.

The application for assignment of the KXLR license showed that the station had total current assets of \$87,541 and total current liabilities of \$400,718. Total assets were listed as \$418,529.

Starr Broadcasting, which already owns KOZN and KOWH-FM, both Omaha; KISD Sioux Falls, S. D.; KUDL Fairway and KCJC(FM) Kansas City, both Kansas, listed its total assets on a pro-forma basis as \$5,541,734.33 as of Sept. 30. Current assets were \$783,827.58 and current liabilities were \$369,263.76.

365,453 shares offered for sale by Telesystems

Telesystems Corp., Glenside, Pa., group CATV owner, and other stockholders of Livingston Oil Co., Tulsa, Okla., have filed a registration statement with the Securities and Exchange Commission offering their 30-cents convertible cumulative preferred stock through a secondary issue managed by Hayden, Stone Inc., New York.

The transaction covers 365,453

shares. Livingston Oil is not selling any stock and will receive no proceeds from the sale.

Other selling stockholders are Fred Lieberman, Telecom Corp. (formerly Texas Capital Corp.), Jack R. Crosby, Benjamin Conroy Jr. and Faber Spires. Mr. Liberman owns 70.8% of Telesystems, and Mr. Crosby has 25.2% interest in that company. They also have other CATV interests. Mr. Crosby owns 50% of KTEO San Angelo, Tex., and 5% of WXTV(TV) Paterson, N. J.

Cleveland-group assets exceed \$3 million

Cleveland Broadcasting Inc., which has an application pending FCC approval to sell its stations to Atlantic States Industries Inc. for \$9 million (BROADCASTING, Dec. 5), had total assets of \$3 million as of Sept. 30.

The application, which was filed last week and seeks commission approval of the sale of KFAC-AM-FM Los Angeles, WERE-AM-FM Cleveland and WLEC-AM-FM Sandusky, Ohio, listed Cleveland Broadcasting's total current assets as \$1,137,657 and total current liabilities as \$410,478. Total assets were given as \$3,081,557.

ASI owns McGavren-Guild, PGW Inc., station representative, WNVY Pen-

sacola, Fla.; WLOB-AM-FM Portland, Me.; WRYT Boston; KMAK-AM-FM Fresno and KROY Sacramento, both California. Its principals include Ralph C. Guild, Daren F. McGavern and George R. Fritzingler. Contingent on the FCC's approval of the company's purchase of Cleveland Broadcasting, ASI will spin off WLEC-AM-FM to RadiOhio and WERE-FM to L. E. Chenault.

KFAC's pro forma statement of income for last year showed net revenues of \$515,517 but a total operating deficit of \$28,955. It had a loss before taxes of \$55,939. The FM operation had net revenues last year of \$350,690 and a total operating deficit of \$193,782. Its loss before taxes was listed as \$220,766.

Company reports:

Rollins Inc., Atlanta, has announced a two-for-one stock split. The company will declare dividends of 4½ cents per share after the split. Rollins also declared a regular quarterly dividend of 7½ cents per share payable Jan. 24, 1969, to shareholders of record Dec. 26. Rollins reported record revenues and earnings for the first half of the year. Net earnings increased 12% and revenues rose 10%. For the six months ended Oct. 31:

| | 1968 | 1967 |
|----------------------------|------------|------------|
| Earned per share | \$0.98 | \$0.88 |
| Revenues | 53,491,571 | 48,400,305 |
| Operating income | 9,338,277 | 8,127,429 |
| Earnings before taxes | 8,373,241 | 6,781,420 |
| Net earnings | 3,942,161 | 3,523,186 |
| Average shares outstanding | 3,963,067 | 3,941,079 |

Note: 1967 figures are restated to reflect merger with Dvoskin Inc. and Dvoskin Decorating Co. on Jan 1, 1968, on a pooling-of-interests basis.

Westinghouse Electric Corp., New York, reported an increase in operating results for the nine months ended Sept. 30:

| | 1968 | 1967 |
|----------------------------|---------------|---------------|
| Earned per share | \$2.40 | \$2.17 |
| Sales | 2,384,461,000 | 2,079,689,000 |
| Total operating revenue | 208,763,000 | 172,866,000 |
| Income before taxes | 190,756,000 | 155,390,000 |
| Net income | 92,951,000 | 82,593,000 |
| Average shares outstanding | 38,238,657 | 37,614,986 |

Official Films Inc., Ridgefield, N. J. TV film distributor, reported a decline in operating results for the year ended June 30:

| | 1968 | 1967 |
|--|-------------|-----------|
| Income | \$532,469 | \$907,907 |
| Net loss | 1,040,466 | 1,012,438 |
| Retained earnings (deficit), beginning of year | (843,373) | 8,862 |
| Accumulated earnings (deficit), end of year | (1,883,839) | (843,373) |

This announcement is neither an offer to sell, nor a solicitation of offers to buy these securities. The offering is made only by the Prospectus.



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200,000 Shares

Common Stock
(no par value)

Price \$14.50 per Share

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This shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of these securities in any State in which such offer, solicitation or sale would be unlawful prior to qualification under the securities laws of any such State.

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December 2, 1968



Allocations by auction?

Economist suggests spectrum space might go to highest bidders

A lengthy treatise on the radio spectrum resource by Dr. Harvey J. Levin of Hofstra University finds a need for "rigorous appraisal" of the current licensing-allocation framework "in the light of conceivable alternatives" today, economic as well as technical.

The paper, which stems in part from Professor Levin's participation in a national conference on the subject last year sponsored by Resources for the Future Inc. and Brookings Institution (BROADCASTING, Sept. 18, 1967), is published in the October 1968 issue of the University of Chicago *Journal of Law and Economics* mailed last week.

Professor Levin notes that "overriding technical, political and institutional factors, domestic and international, make something like the present framework of direct licensing and allocation virtually irreversible whatever the merits of an organized market for spectrum."

But, he contends, "much can be done nonetheless 'around the fringes' to inject a far greater role for economic incentives." He feels that "the economist's central vision of optimal resource allocation can provide us with a useful point of departure for research to enhance the three major functions of spectrum management today."

One place to start, he holds, "would be in another long hard look at public auctions to distribute limited numbers of radiation rights within the present licensing-allocation framework on an ad hoc basis, or under a periodically revised pre-engineered allocation table." He suggested possible flat dollar rates per unit of occupied bandwidth as a possible alternative to auction.

Another alternative might be to auc-

tion off rights to sublet whole frequencies to private managers and permit them to set rental charges to commercial users with special public services allowed their slots of channels at nominal fees. Professor Levin also thinks another area for inquiry "is the market for radio properties as a mechanism for incorporating capitalized rents into the sale price of broadcast stations today."

Here the question is whether the premiums that station buyers now pay "perform any function comparable to that of an explicit user charge on bandwidth (in regard to spectrum economy, development, or in the use of substitutes)", he says.

Westinghouse ends TV-console line

Westinghouse Electric Corp. is dropping all production of console television and stereo phonographs.

The company announced last Monday (Dec. 2) that it will convert facilities at its Edison, N. J., plant now

used for television and stereo production to make compact room air-conditioners. Westinghouse, which has not been a major supplier of television sets, had been studying a major reorganization of its portable-products division (BROADCASTING, Dec. 2).

The company said it will continue to market black-and-white and color portable television sets "that will be sold through limited distribution." However, a company spokesman said last week that it has not yet been decided "whether we will manufacture them ourselves or just put them together from components supplied from the outside." Westinghouse currently markets a Japanese-made nine-inch portable under its own name.

Pending a decision on where, and how, its continuing line of portable TV sets will be manufactured, Westinghouse will "stop production of television and stereo sets this month and begin the rearrangement of facilities to accommodate . . . new products," according to D. D. Danforth, vice president of the Westinghouse consumer group.

He said that from now on, "Westing-

we are pleased to announce the completion of our recent transaction:

purchase of

WRVA-TV, Richmond, Va.

for

\$5,000,000

by

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HOWARD E. STARK

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Color capability moves upward

Reeves study shows 85% of all TV stations can show color either through tape or film

Of 592 U. S. television stations, almost nine out of 10 are equipped to broadcast color from video tapes and films, according to results of a 12-month study by the Reeves Video Division of Reeves Broadcasting Corp.

A report on the study, released last week, says that 85% of the stations can play either high-band or low-band color tape, 59% can play high-band tape, 88% can play color film, 6% can play black-and-white tape only and 5% can play neither tape nor color film.

The report shows the tape and color-film capabilities of each of the 592 stations. It is said to be current as of Oct. 15.

Reeves Video authorities said the 592 stations were those commercial outlets in the U. S. found to be capable of origination, out of 663 encompassed in the study. The others were 51 satellites and boosters, and 20 stations in Mexico, Canada, Puerto Rico, Guam and the Virgin Islands.

Of the 592, 448 were V's, 144 U's. Of the 32 that could handle neither tape nor color film, 18 were V's and 14 U's.

Of the 61 stations in the top 10 markets, all of the V's and 75% of the U's were equipped for both color tape and color film. The percentages are almost as solid among the V's, and even better among the U's, in break-

downs for the top 30, top 50, top 100 and even the top 250 markets.

Reeves authorities said the survey was conducted by personal visits and mailed questionnaires between October 1967 and mid-October 1968 and included personal visits by Reeves Video staff members to all stations in the top 100 markets and to selected stations in other markets through the 186th.

Officials said copies of the copyrighted report are available at \$5 each from Reeves Video Division, Marketing Department, 304 East 44th Street, New York 10017.

Some of the summary highlights follow:

| | Total U.S. Originating Stations | | | | Top 10 Markets | | | | Top 30 Markets | | | |
|-----------------------------------|---------------------------------|------|-----|------|----------------|------|-----|------|----------------|------|-----|------|
| | VHF | VHF% | UHF | UHF% | VHF | VHF% | UHF | UHF% | VHF | VHF% | UHF | UHF% |
| High or low band color video tape | 393 | 88% | 105 | 73% | 41 | 100% | 15 | 75% | 96 | 99% | 24 | 75% |
| High band color video tape | 277 | 62% | 70 | 49% | 41 | 100% | 13 | 65% | 96 | 99% | 20 | 63% |
| Color film | 411 | 92% | 113 | 79% | 41 | 100% | 15 | 75% | 97 | 100% | 26 | 81% |
| Black-and-white video tape | 21 | 5% | 16 | 11% | 0 | 0% | 4 | 20% | 1 | 1% | 5 | 16% |
| Neither tape nor color film | 18 | 4% | 14 | 10% | 0 | 0% | 1 | 5% | 0 | 0% | 1 | 3% |
| Stations considered (total) | 448 | | 144 | | 41 | | 20 | | 97 | | 32 | |

| | Top 50 Markets | | | | Top 100 Markets | | | | Top 250 Markets | | | |
|-----------------------------------|----------------|------|-----|------|-----------------|------|-----|------|-----------------|------|-----|------|
| | VHF | VHF% | UHF | UHF% | VHF | VHF% | UHF | UHF% | VHF | VHF% | UHF | UHF% |
| High or low band color video tape | 142 | 99% | 34 | 77% | 321 | 98% | 66 | 80% | 340 | 96% | 99 | 76% |
| High band color video tape | 134 | 94% | 26 | 59% | 198 | 88% | 47 | 57% | 264 | 75% | 66 | 52% |
| Color film | 143 | 100% | 37 | 84% | 224 | 99% | 70 | 85% | 348 | 99% | 108 | 84% |
| Black-and-white video tape | 1 | 1% | 6 | 13% | 4 | 2% | 10 | 12% | 8 | 2% | 16 | 12% |
| Neither tape nor color film | 0 | 0% | 1 | 2% | 0 | 0% | 3 | 4% | 2 | 1% | 8 | 6% |
| Stations considered (total) | 143 | | 44 | | 225 | | 82 | | 353 | | 128 | |

house Appliance Sales & Service Co. will concentrate its efforts on the distribution of major appliances to retail dealers, but at the same time will continue to provide parts and service materials for dealers and consumers owning Westinghouse receivers."

The decision to drop console set construction is in line with a five-year program under which the then-new Westinghouse management has striven to beef up returns by eliminating low-profit products and concentrating on successful sellers.

Westinghouse officials refused to disclose what percentage of its television set sales were console models, but conceded that "the consumer's preference [is] away from furniture models and to concentrate on portables." Westinghouse's total television set sales reportedly makes up less than 3% of the market.

RCA seeks better quality with airborne TV camera

RCA has been awarded a \$1.2-million Air Force contract to develop an airborne television camera subsystem that will produce pictures vastly more detailed than those received on TV sets.

The system will be based on RCA's

four-and-one-half-inch return-beam vidicon tube, which has demonstrated a capability of 10,000 to 12,000 TV lines resolution, compared with 525 lines for home TV receivers. The return-beam vidicon combines features of both image orthicons used in large studio cameras and vidicons used in light weight TV cameras, such as the one aboard the Apollo 7 spacecraft.

RCA estimates that the development program will cover 18 months. Special emphasis will be given to optics, stabilization, motion compensation and other factors necessary to adapt the camera to aircraft operation.

Comsat adds 2 stations for Pacific traffic

Two new Comsat earth stations have begun operation in Jamesburg, Calif., and Paumala, Hawaii, to handle U.S.-Pacific area communications via the Pacific II satellite.

The Jamesburg station began operation with circuits between the U. S. and Australia, the first in a number of circuits being transferred from the Brewster Flat, Wash., facility. Jamesburg will gradually handle service to the National Aeronautics and Space Ad-

ministration for Apollo communications support and service from the U. S. to Hawaii and Japan.

The Brewster Flat station is undergoing extensive modifications and improvements to handle the Intelsat III satellite scheduled for placement over the Pacific in the next year.

The Paumalu station, scheduled for similar improvements, handles Hawaii-U. S. and Hawaii-Japan service.

Technical briefs:

New zoom lenses ■ Television Utilities Corp., Long Island City, N. Y., has developed two new zoom lenses designed for use with vidicon cameras. The Z-1500 has a focal length range from 15 to 150 mm. The Z-1000 zooms from 25 to 100 mm. List prices are \$825 and \$425, respectively. Rear controlled models are available.

New 16mm lenses ■ Paillard Inc., Linden, N. J., has introduced two Switar fixed focal length lenses for Bolex 16mm cameras. The new Switar 10mm lens is priced at \$225; the Marco Switar 26mm lens at \$270.

Color bar unit ■ Leader Instruments Corp., Long Island City, N. Y., has a new solid-state color bar pattern generator for laboratory and production testing.

Can taste be defined in a code?

That question puzzles Canadian regulators who vow to avoid censoring broadcasters

The Canadian Radio-Television Commission will attempt to write a policy statement on good taste in broadcasting but believes the main responsibility for performance rests with radio and television station owners.

Pierre Juneau, chairman of the commission formed last April, told the House of Commons committee on broadcasting, films and the arts that the commission has strong powers of enforcement, but does not want to become a censor of broadcasting.

The commission has been following regulations and policy guidelines formulated by its predecessor, the Board of Broadcast Governors, and is working on a backlog of more than 1,000 new and renewal applications for licenses.

During questioning by committee members, Mr. Juneau outlined the commission's problems in encouraging de-

velopment of distinctively Canadian radio and television services.

He said the commission will give decisions before the year-end on applications for second television stations in five Atlantic-province locations.

He expects the Canadian Broadcasting Corp. to apply for a new TV station in London, Ont., moving its Toronto station to channel 5 from channel 6. He said the CBC also plans to open French-language TV stations in Toronto and Windsor, Ont.

Mr. Juneau said the problems of good taste in broadcasting are so complex and intricate that station managers have to be held responsible.

Solutions cannot be found in a theoretical way, he added. But the CRTC is examining what has been done by the CBC, private broadcasters, and broadcasters in other countries to in-

sure that good taste is observed.

"Unless we have a well thought-out and well-rounded policy, the best way is to have some confidence in those who have the day-to-day direction of broadcasting. These are really management problems," Mr. Juneau stated.

He continued: "We will have to take the time and trouble to establish a responsible policy. It would be unfortunate if Parliament were to ask us to extinguish every fire that breaks out. The worst thing to befall the CRTC would be to make it a censor or policeman."

"We are not abdicating our general responsibility in this field," Mr. Juneau added. "The question is how to exercise that responsibility."

Canadian print group moves into broadcast

Trans-Canada Newspapers Ltd. has purchased CJBR-AM-FM-TV Rimouski and CHEF Granby, both Quebec. Jacques Francoeur, president of the company, said the stations were included in the

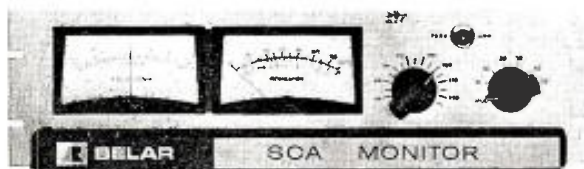
KC 24.25 KC 25 KC 28.65 KC 31 KC 33.25 KC 36.5 KC 39.75 KC 41 KC 42 KC 44.25 KC 44.75 KC 45 KC 45.20 KC
.33 KC 46 KC 47.25 KC 49.68 KC 51.76 KC 52 KC 53.7 KC 55.25 KC 56.5 KC 58.95 KC 59 KC 60 KC 60.95 KC 60.

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purchase of four newspapers from Communica Ltee. The station purchases are subject to approval by the Canadian Radio-Television Commission.

The four newspapers bought by Trans-Canada were Granby's daily, *La Voix de l'Est*, and three Montreal weeklies—*Le Petit Journal*, *Photo-Journal* and *Derniere Heure*.

Mr. Francoeur said all shares of Trans-Canada were held by two companies. Gelco Ltd., a firm headed by Paul Desmarais, was the majority shareholder of Trans-Canada. The remaining shares were held by La Societe Generale de Publication Inc., whose shares were wholly owned by Mr. Francoeur and members of his family.

Trans-Canada owns dailies in Three Rivers and Sherbrooke, both Quebec; *La Patrie*, a Montreal weekly; *Dimanche-Matin*, a Montreal Sunday news-

paper, plus about a dozen other weeklies in the Montreal area.

Mr. Desmarais has been president of Trans-Canada Corp. Fund, whose holdings include CKAC Montreal.

Latins worried about Argentina

Privately owned outlets reportedly are losing their station licenses

South American members of the Inter-American Broadcasters Association plan to meet in Miami on Sunday (Dec. 15) to consider what action they may take to protest moves by the Argentine military government against private broadcasting.

The decision to schedule the meeting this weekend instead of next February, as originally planned, was made after several of its members reported on recent developments in the Argentine broadcast industry, according to an AP dispatch. They said the military government had terminated the franchises of 21 privately owned radio stations and granted the licenses to persons connected with the government, most of them retired military officers. (The Argentine government confirmed on Nov. 28 that it had granted the licenses to new owners.)

The South American-member group, including Argentina, Brazil, Bolivia, Chile, Peru and Uruguay, met in Buenos Aires on Nov. 28 with Herbert Evans of the U.S., who is president of the Inter-American Association of Broadcasters. At that time it was decided to schedule a meeting in Miami on Sunday after several members discussed the developments in Argentina.

The Argentine Broadcasters Association claims that the government's action will mean the end of independent broadcasting there, the AP reported. The government recently also cancelled bids to sell 10 radio and 10 television channels now operated by the government, the AP said.

Five Canadian stations to air French newscasts

A French-language network providing new, and public-affairs programming to five participating stations has been proposed to the Canadian Radio-Television Commission. The network is being sought by Radiodiffusion Mutuelle Ltee. and would have CJMS Montreal as its key station.

The proposed network would link CJMS with three other stations in the province of Quebec (CJLR Quebec

City, CJRS Sherbrooke and CPRT Trois-Rivieres), and with CJRC, a new French-language station in Ottawa.

Raymond Crepault, owner of Radiodiffusion Mutuelle and of CJMS, said the network would operate for two hours a day at the outset and would produce news reports from member stations' own correspondents and from the reporters in Europe, Washington, New York and Ottawa that the network had lined up. He said French-language stations affiliated with the Canadian Broadcasting Corp. were now able to receive good news service, but that independent French stations had translation problems to overcome in order to present a solid news service.

Toronto, Montreal pull rash of U applicants

Applications have been filed with the Canadian Radio-Television Commission for Canada's first UHF stations. Presently all Canadian TV stations operate on VHF frequencies.

The CRTC will hold hearings in Ottawa Feb. 4, 1969, to determine who will be awarded UHF stations in Toronto and Montreal.

Applications for channel 25 Toronto have been filed by:

- Toronto Star Ltd., in partnership with the *Montreal Star*.
- Standard Broadcasting Corp Ltd., operator of CFRB, CKFM(FM), and CFRX, all Toronto; CJAD and CJFM-FM Montreal, and CKLC-AM-FM Kingston, Ont.
- Niagara Television Ltd., which operates CHCH-TV Hamilton, Ont.
- Leslie Allan, operator of CHIC-AM-FM Brampton, Ont.

Applications for channel 16 Toronto have been filed by:

- A. A. Bruner, Toronto, president of Niagara Television, A CRTC spokesman said it is not known yet whether NTV will let this application stand, in addition to its application for channel 25.

The Ontario education department has filed for Toronto educational channel 19. Hearings on educational TV will probably be held later than February.

Currently there are two TV stations in Toronto, the Canadian Broadcasting Corp.'s CBLT(TV) and privately owned CFTO-TV. W. C. Thornton Cran, president of Standard Broadcasting Corp. Ltd., told his firm's annual meeting in

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homes up 52%
adults up 51%
women up 79%

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ARD: FEB./MAR. 1968 VS. NOV. 1967

"Divorce Court"
consistently delivers
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See page 15

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GLOUCESTER CITY, N. J.
609-456-1716

June that advertising dollars were flowing to Buffalo, N. Y., stations because Toronto TV stations could not handle the volume of business.

Another important factor in bid for new UHF stations is the new government regulation requiring all TV sets sold after June 1, 1969, to be UHF-equipped.

Four applications have been filed for a UHF license in Montreal.

■ Jack Tietolman, owner of CKVL Verdun, Que., has applied for channel 29 and also for channel 14.

■ Niagara Television has applied for Montreal channels 23, in English, and 17, in French. NTV is attempting to

establish a third TV network in Canada to compete with the CBC and the CTV network.

At present there are four VHF stations in Montreal, the CBC's French-language CBFT(TV) and English-language CBMT(TV), and two privately-owned stations, CFCF-TV in English and CFTM-TV in French.

Fates & Fortunes

Broadcast Advertising

John J. Fischer, creative supervisor-art, **Albert L. Haman III**, creative group head, and **Robert F. Higbee**, associate creative supervisor, J. Walter Thompson Co., New York, elected VP's.

Cyrus H. Biscardi, creative supervisor, and **George A. Handley**, account supervisor, Ted Bates & Co., New York, elected VP's.

Charles Wilber, formerly with Hotel Corp. of America, Boston, and A. G. Spalding & Bros. Inc., Chicopee, Mass., joins Howard Johnson Co., Braintree, Mass., as advertising manager.

Donald W. Bonesteel, Detroit manager, John C. Butler and Co., New York, station rep, named to new position of Midwest manager, Chicago. **Ed Christian**, account executive WCAR Detroit, succeeds Mr. Bonesteel.

Alfred P. Meaume, supervisor of point-of-purchase advertising, American Oil Co., Chicago, appointed manager of radio-TV advertising. He succeeds **Edmund H. Heilstedt**, who retires.

Richard W. Driscoll, account executive, Blair Radio, New York, named VP and New York sales manager.



Mr. Clark

Marshall Clark, senior VP, Sullivan, Stauffer, Colwell & Bayles, New York, joins Needham, Harper & Steers there as senior VP and deputy director.

Robert R. Weiss, advertising and merchandising manager, Maxwell House division, General Foods Corp., White Plains, N. Y., appointed marketing manager. He is succeeded by **Loren E. Smith**, product group manager, Instant Maxwell House brand.

Henry J. Norman, VP-market planning, BBDO, New York, joins Shulton Inc., cosmetics and toiletries division, that city, as director of marketing ad-

ministration.

Warren Rebell, VP in charge of client services, Venet Advertising Inc., New York, appointed manager of agency's New York office.

James Coppersmith, manager, Metro TV Sales, Los Angeles, elected VP and West Coast manager.



Mr. Kelley

Jack Kelley, account executive, Blair Television, New York, named VP-sales for Blair Television's market division.

Don Wickes, assistant sales manager, KCOP(TV) Los Angeles, joins Tele-Rep Inc.,

New York, as sales manager of new San Francisco office located at 350 Sansome Street (415) 433-1966.

Donald N. Upton, administrative assistant, WIS-TV Columbia, S. C., joins Cox Advertising Agency Inc. there as VP for radio and television.

E. Blaney Harris, VP in charge of sales for WPIX(TV) New York, resigns. He is succeeded by **James P. McCann**, eastern sales manager for WPIX, who becomes general sales manager.

Kenneth G. Hibben, general sales manager, KOCY-AM-FM Oklahoma City,

joins KXLS there in same capacity.

Thomas J. Bielzcki, account executive, WDCY Minneapolis, appointed sales manager. He succeeds **Marlin Schlottman**, who joins WKYC Cleveland as general sales manager.

Frank Curtis, account executive, WTRF-TV Wheeling, W. Va.-Steubenville, Ohio, appointed general sales manager.

H. E. Burns, account executive, WCIN Cincinnati, appointed sales manager.

William R. Rogers, with sales staff, KHAT Phoenix, appointed sales manager.

Elliot Kleeman, sales account executive, KENS-TV San Antonio, Tex., appointed assistant general sales manager.

Robert M. Salmon, account executive, WKMI, WSEO(FM), Kalamazoo, Mich., appointed local sales manager.

Robert A. Zauner, sales development supervisor, ABC-TV Spot Sales, New York, joins H-R Television Inc., that city, as sales promotion director.

Sandy Jones, assistant director, large markets division, Radio Advertising Bureau, New York, joins WMAL-AM-FM Washington as sales promotion coordinator.

Media

Andrew F. Hoffman, director of radio, Rust Craft Broadcasting Co., Steuben-

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ville, Ohio, named VP-radio.

John T. Wilner, formerly with Hearst Corp., New York (multiple broadcaster), and Adams-Russell Co., Waltham, Mass. (electronic equipment firm) (BROADCASTING, Oct. 28), joins Auro-Video Co., also Waltham, as president. New subsidiary of Adams-Russell will acquire and operate TV, radio and CATV properties.

George Diab, with WTRF-TV Wheeling, W. Va., joins WCHS-TV Charleston, W. Va., as general manager. He succeeds **Philip D. Marelta**, who joins Rollins Inc., Atlanta, diversified service organization with broadcasting division, as assistant to R. Randall Rollins, executive VP.

Miller R. Gardner, VP and general manager, WNYW and WRFM(FM) New York, joins KXXK(FM) Dallas, as general manager.

David Miller, chief account executive, WPTH(FM) Fort Wayne, Ind., appointed general manager. He succeeds **Bill Shaw**, who joins WWDC-FM Washington as manager.

William F. Blake, production manager, WKAZ Charleston, W. Va., joins WJLS and WBKW(FM) Beckley, W. Va. as station manager.



Glenn Marshall Jr., president of WJXT(TV) Jacksonville, Fla., appointed chairman of board of licensee Post-Newsweek Stations, Florida Inc., effective Jan. 1, 1969. He will remain board member of parent Post-Newsweek Stations, Washington, and of *Washington Post*.

Mr. Marshall

parent Post-Newsweek Stations, Washington, and of *Washington Post*.

Marv Wiseman, assistant to the manager, WEEC(FM) Springfield, Ohio, appointed manager. He succeeds **Mike Maddex**, who becomes executive VP of parent World Evangelistic Enterprise Corp.

Arthur A. Schreiber, assistant general manager, KYW Philadelphia, joins KFVB Los Angeles in same capacity. Both are all-news stations owned by Westinghouse.

Harfield Weedon, with CBS Radio, New York, re-elected president of Pacific Pioneer Broadcasters, Hollywood. Others elected: **Jay Stewart**, first VP; **Bob Forward**, second VP; **Monica Whalen Cote**, secretary, and **Evelyn Bigsby**, treasurer. **Robert P. Meyers** continues as VP and general counsel.

Mrs. Melba Z. Templeman, chief of FCC control section, reporting to **Robert J. Rawson**, chief of renewal and

transfer division, retires after 31 years of government service.

Programing

Barry Gordon, associate director of business affairs, CBS-TV, New York, joins Filmways TV Productions Inc., Hollywood, as VP-business affairs.

Richard M. Rosenbloom, manager, video-tape department, Metro-Goldwyn-Mayer Inc., Culver City, Calif., joins Four Star International Inc., North Hollywood, Calif., as VP-program executive.

Richard T. Morrow, VP for Walt Disney Productions, Burbank, Calif., named general counsel. **Spencer C. Olin**, general attorney for Disney studios, named to head newly created department of copyrights, patents and trademarks, and elected VP.

Dwayne C. Ratcliff, supervisor, standards and practices area, NBC-TV, West Coast, appointed manager, program standards, West Coast.

Jack Mann, VP in charge of marketing for Dick Clark Enterprises, Hollywood, appointed supervisor of company's daytime TV department.

William H. Barnett, VP for Botsford, Constantine & McCarty Inc., San Francisco, joins The Haboush Co., Hollywood, as executive producer in charge of all sales activities for commercial productions. He is also responsible for coordination and production of TV, industrial and theatrical films.

Wayne C. Liles, with KWTW(TV) Oklahoma City, elected president of National Association of Farm Broadcasters. Others elected: **Russell Pierson**, WKY-AM-TV Oklahoma City, secretary-treasurer; **Jack Crowner**, WAVE-AM-TV Louisville, Ky., VP; **Bob Buice**, KARK-AM-TV Little Rock, Ark., historian, and **Jim Jae**, KHMO Hannibal, Mo., chairman-associate.

Frederic W. Overesch, senior VP, McCann-Erickson Inc., Detroit, joins Wilding Inc., TV-film production subsidiary of Bell & Howell Co., as president and board chairman. He succeeds **Daniel Gallagher**, who becomes VP of Bell & Howell. Wilding's headquarters moves from Chicago to 18000 West Eight Mile Road, Southfield, Mich., but it retains production facilities in Chicago.

Bill Thompson, executive assistant to Tom Smothers and production coordinator on *Smothers Brothers Comedy Hour* series and *Summer Brothers Smothers Show*, joins Kragen/Fritz Inc., Beverly Hills, Calif., personal management subsidiary of Kragen, Smothers & Fritz Inc., as general manager.

Donald E. Kline, production manager, WKBW-TV Buffalo, N. Y., appointed program director.

Thomas A. Somers, announcer, WKMI Kalamazoo, Mich., appointed program director.

News



Mr. White

James F. White, director of business affairs and administration, NBC News, New York, elected VP. **Reginald W. Laite**, news director, KYW Philadelphia, named managing editor. **Don J. Brewer**, operations manager, becomes executive producer. **James K. Burson**, assistant news director, appointed news director.



Mr. Jarriel

Tom Jarriel, Atlanta bureau chief, ABC News, New York, appointed White House correspondent. **Frank Goerg**, executive editor, KFVB Los Angeles, joins WINS New York in same capacity. He succeeds **Stan Brooks**, who becomes national correspondent, Washington news bureau, for Westinghouse Broadcasting Co. Both stations are owned by Westinghouse.

Arthur M. Strickland, with WBTV(TV) Charlotte, N. C., joins WISN-TV Milwaukee as news director. He succeeds **William H. Capallaro**, who resigns to freelance. **Duane Dow**, WKEF-TV Dayton, Ohio, joins WISN-TV as sports director, succeeding **Dick Johnson**, who resigns.

Jack Edwards, news director, WCUB Manitowoc, elected president of Wisconsin AP Radio-TV Association.

Ernest DeCamp, with KMTC(TV) Springfield, Mo., elected chairman of Missouri AP Radio-TV Association.

Douglas A. Kienitz, with AP, Cheyenne, Wyo., appointed AP correspondent, Grand Rapids, Mich. He succeeds **Paul M. Van Kolken**, who becomes AP correspondent, Troy, N. Y.

Gerald Thurber, news director, WEIC-AM-FM Charleston, Ill., joins WROK-AM-FM Rockford, Ill., as news editor/broadcaster.

Robert Marsden, writer and producer, KRON-TV San Francisco, appointed sportscaster and field reporter.

Brent Musburger, sports columnist for *Chicago's American*, named sports editor at WBBM Chicago.

Kirk Melancon, air personality and reporter-newscaster, WDSU New Orleans, appointed news manager.

Mike Hiott, with KLIF Dallas, joins WQXI-AM-FM Atlanta as afternoon news editor.

George Skinner, newsman and former station manager, WNBC New York, joins WCKT (TV) Miami as anchorman.

Walt Hoffman, with news department, WHAM Rochester, N. Y., joins KNX Los Angeles as field reporter-writer. **Robert E. Sims**, with news department of ABC Radio, New York, joins station as news writer.

Tony Batten, producer-director and freelance photographer, joins news department of WRC-TV Washington as reporter. **Vernon Womble**, staff reporter, *The Gazette and Daily*, York, Pa., joins station as reporter.

Promotion

Harold D. Desfor, publicity manager, WFIL-AM-FM-TV Philadelphia, appointed PR director. He succeeds **John Corcoran**, who retires.

Joel W. Caesar, director of advertising and public relations, WMCA New York, joins Go Publishing Co. that city, as PR director.

Equipment & engineering

C. S. Rossate, with Admiral Corp., Chicago, named senior VP for consumer electronics, including TV and radio products. **Walter H. Brady Jr.**, VP in charge of color tube division, named electronic operations VP.

Thomas A. McKee, project engineer, General Electric Mobile Radio, division of General Electric Co., Lynchburg, Va., appointed manager, mobile and portable engineering. He will direct design of GE's FM mobile communication equipment line.

Allied fields

Stan Raiff, with The Interpublic Group of Co.'s, New York, and formerly with National Association of Broadcasters, Washington, joins Glick & Lorwin, New York, education consultants, as VP, marketing communications counsel.

International

Manuel Frese, director of accounting department, Badillo/Compton Inc., San Juan, Puerto Rican partner agency of Compton Advertising, elected VP. **William Oliver**, account executive, also elected VP.

Russell Watkins, sales executive, ATN channel 7, Sydney, Australia, joins Australian Television Network as international representative. He will be based in New York.

Paul L'Anglais of CFTM-TV Montreal re-elected president of Association Canadienne de la Radio et de la Television de Langue Francaise. Others elected: **Marcel Provost**, CKVL Verdun, Que., and **Jacques Filteau**, CJRC Ottawa, VP's; **Benoit Roberge**, CKCN Sept-Iles, Que., secretary-treasurer.

Graham Allen of Canadian Broadcasting Corp., Halifax, N. S., elected president of Radio-Television News Directors Association of Canada. Others elected: **Don Johnston**, CHML Hamilton, Ont., VP for radio; **Gary McLaren** of CKCO-TV Kitchener, Ont., VP for television; **Jack Oldham**, CBC, Toronto, secretary, and **Charlie Edwards** of Broadcast News Ltd., Toronto, treasurer.

Deaths

Hildred Sanders Levings, 48, VP and director of broadcasting for Honig-Cooper & Harrington, Los Angeles, died Nov. 25 in North Hollywood, Calif. She had been with H-C&H for 20 years. For 16 years she served on western region, American Association of Advertising Agencies broadcast business affairs committee and was vice chairman for 12 years. She is survived by her husband, Fred Levings, and daughter.

Lieutenant Colonel W. Arthur Steel, pioneer in Canadian radio engineering and original member of old Canadian Radio Broadcasting Commission, died Nov. 28 in Toronto. Before joining CRBC Lieutenant Colonel Steel was first director of radio for National Research Council, and also represented Canada at several international radio conferences. He is survived by his wife, Vera.

Thomas S. Bunn, 68, prominent Los Angeles attorney and one of founders in 1952 of KPOL Los Angeles, died Nov. 30 in Pasadena, Calif., of heart attack. Until recently, Mr. Bunn was president of KWHY-TV Los Angeles. He is survived by his wife, Ellen, and three sons.

Sturges Dick Dorrance, 87, former New York advertising executive, died Nov. 27 in Clearwater, Fla., of heart attack. Until his retirement in 1956, Mr. Dorrance was president and then board chairman of Brooke, Smith, French & Dorrance Inc. In 1921 Mr. Dorrance formed agency of Dorrance, Sullivan & Co., which in 1936 merged with Brooke, Smith & French Inc., Detroit. He is survived by his wife, Mary, son and daughter.

Delbert Autry, 85, father of Gene Autry, who is chairman and majority stockholder in Golden West Broadcasters, Los Angeles, died Nov. 26 in Bakerville, Calif. He is survived by his wife, Ruby, son Gene and six daughters.



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As compiled by BROADCASTING, Nov. 26 through Dec. 4 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

■ Elko, Nev.—Washoe Empire seeks VHF ch. 10 (192-198 mc); ERP 4.29 kw vis., 858 w. aur. Ant. height above average terrain 1897.25 ft.; ant. height above ground 71 ft. P.O. address: c/o Lee D. Hirschland, 10 Pine Street, Box 2111, Reno, 89505. Estimated construction cost \$75,131.07; first-year operating cost \$12,400; revenue none indicated. Geographic coordinates 40° 41' 52.5" north lat.; 115° 54' 13" west long. Type trans. RCA TT-2BH. Type ant. Jampro JAT2/10. Legal counsel Cohn & Marks; consulting engineer Kear & Kennedy, both Washington. Principals: Lee D. Hirschland, president (24%), H. G. Wells, Robert A. Paisley, vice president, and David McKay (each 16%) et al. Principals own KTVN(TV) Reno. Mr. Wells owns 33% of KUTI Yakima, Wash. Ann. Nov. 26.

Other actions

■ Review board in Minneapolis, TV proceeding, Docs. 15841-43, 16782-83, granted petition for extension of time filed Nov. 29 by Twin City Area Educational Television Corp., extended to Dec. 20 time to file responsive pleadings to petition for partial reconsideration or addition of protective condition. Action Dec. 30.

■ Review board in Farjardo, P. R., TV proceeding, Docs. 18048-49, granted petition for extension of time filed Nov. 27 by WSTE-TV Inc., extended to Dec. 3 time to file oppositions to motion to enlarge issues filed by WAPA-TV Broadcasting Corp. Action Dec. 2.

■ Review board in Racine, Wis., TV proceeding, Docs. 18323-24, denied motion for extension of time filed Nov. 25 by United Broadcasting Corp. and John Weigel Associates. Action Nov. 27.

Actions on motions

■ Chief Hearing Examiner James D. Cunningham in Nampa, Idaho (Snake River Valley Television Inc. and Idaho Television Corp.), TV proceeding, designated Hearing

Examiner Forest L. McClenning as presiding officer, scheduled prehearing conference for Jan. 13, 1969 and hearing for Feb. 10, 1969 (Docs. 18379-80). Action Nov. 25.

■ Chief Hearing Examiner James D. Cunningham in Minneapolis (Viking Television Inc. and Calvary Temple Evangelistic Association), TV proceeding, designated Hearing Examiner H. Gifford Irlon as presiding officer, scheduled prehearing conference for Jan. 9, 1969 and hearing for Feb. 10, 1969 (Docs. 18381-2). Action Nov. 25.

■ Chief Hearing Examiner James D. Cunningham in San Angelo, Tex. (S R C Inc. and San Angelo Independent School District No. 226-903), TV proceeding, relieved Hearing Examiner Elizabeth C. Smith of further participation in proceeding and ordered initial decision prepared and issued by Hearing Examiner Basil P. Cooper (Docs. 17541, 17542). Action Dec. 4.

■ Hearing Examiner Isadore A. Honig in Brampton, Mich. (WFRV Inc.), TV proceeding, granted petition by WFRV Inc. for leave to amend application to specify new trans. location and supply information as to applicant's qualification to do business in Michigan, and programing ascertainment efforts and proposed programing; returned to processing line application as amended; terminated proceeding (Doc. 18221). Action Nov. 27.

Existing TV stations

Final actions

■ WMSL-TV Huntsville, Ala.—Broadcast Bureau granted mod. of CP to extend completion date to July 25, 1969. Action Nov. 25.

■ *KEBS TV San Diego—Broadcast Bureau granted license covering CP for new station. Action Dec. 30.

■ KHVO(TV), KHAW-TV and KPUA-TV, all Hilo, Hawaii—FCC denied requests for waivers of rules to convert VHF translators; dismissed applications. Actions Nov. 26.

■ WJYY-TV Jacksonville, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to June 2, 1969. Action Dec. 2.

■ WLEX-TV Lexington, Ky.—FCC denied application for review of interlocutory ruling by review board. Ruling under appeal denied stay of oral argument on CATV in Lexington TV market (Doc. 16990). Action Dec. 2.

■ WSBK-TV Boston—Broadcast Bureau granted CP to change ERP to 303 kw vis., 60.4 kw aur.; change type trans. Action Nov. 25.

■ WDIO-TV Duluth, Minn.—Broadcast Bureau granted mod. of license to reduce aur. ERP to 31.6 kw. Action Dec. 2.

■ KDNL-TV St. Louis—Broadcast Bureau granted mod of CP to change name to Evans Broadcasting Corp. Action Nov. 29.

■ *KLVX(TV) Las Vegas—Broadcast Bureau granted license for new station. Action

Nov. 29.

■ *WUNF-TV Asheville, N. C.—Broadcast Bureau granted license for new station. Action Nov. 29.

■ *WUNG-TV Concord, N. C.—Broadcast Bureau granted license for new station. Action Nov. 29.

■ *WUNE-TV Linville, N. C.—Broadcast Bureau granted license for new station. Action Nov. 29.

■ KORN-TV Mitchell, S. D.—Broadcast Bureau granted mod. of CP to extend completion date to May 25, 1969. Action Nov. 25.

■ WBBJ-TV Jackson, Tenn.—Broadcast Bureau granted CP to change ERP to 72.5 kw vis., 13.5 kw aur.; change type ant.; make changes in ant. structure, ant. height 640 ft. Action Nov. 25.

Actions on motions

■ Office of Opinions and Review in Santa Maria, Calif. (Central Coast Television [KCOY-TV]), TV proceeding, granted request by applicant and extended to Dec. 2 time to file application for review of the review board's decision released Oct. 29 (Doc. 16430). Action Nov. 27.

■ Hearing Examiner Thomas H. Donahue in Rapid City and Lead, both South Dakota (Heart of the Black Hills Stations), renewal of licenses of KRSD-TV and KDSJ-TV, in order following prehearing conference, set certain procedural dates and continued hearing from Jan. 20 to March 10, 1969 in Rapid City (Docs. 18358-9). Action Nov. 27.

Rulemaking petition

■ *WYES-TV and WVUE(TV), both New Orleans—FCC adopted notice of proposed rulemaking proposing interchange of ch. *8 and ch. 12. Action Nov. 26.

New AM stations

Application

■ Kealakekua, Hawaii—KONA Koast Broadcasting Co. seeks 790 kc, 1 kw. P.O. address: 2007 Lafayette Towers East, Detroit 48207. Estimated construction cost \$23,072; first-year operating cost \$35,000; revenue \$45,000. Principals: Richard E. and Thomas M. Jones (each 50%). R. E. Jones owns 50% of WQTE Monroe, Mich. T. M. Jones is program director for that station. Ann. Nov. 27.

Starts authorized

■ WSWF Seneca Falls, N. Y.—Authorized program operation on 1110 kc, 1 kw-D. Action Nov. 26.

■ WCVR Randolph, Vt.—Authorized program operation on 1320 kc, 1 kw-D. Action Nov. 26.

Final actions

■ Cedartown, Ga.—Cedar Valley Radio, FCC denied request for reconsideration of Oct. 9 commission action denying request for waiver of rules and returning application for new daytime AM on 1140 kc, 500 w. Action Nov. 26.

■ Charlevoix, Mich.—New Broadcasting Corp. FCC granted 1270 kc, 5 kw. P.O. address: 111 Bridge Street, Charlevoix 49720. Estimated construction cost \$53,220; first-year operating cost \$38,000; revenue \$50,000. Principals: Thomas R. McDaniels, president, W. Kirk Schaller, vice president (each 50%) and W. Albert Schaller, secretary-treasurer (60%). Principals are officers of Charlevoix Courier Corp., newspaper publisher. W. A. Schaller owns 96.1% of Northern Michigan Review Inc., newspaper publisher. He also owns 50% of office supply company and 50% of general marine business. W. K. Schaller is vice president of general marine business and owns 3.9% of Northern Michigan Review Inc. In same action application of Charlevoix County Broadcasting Co. was dismissed. Action Nov. 26.

■ Vienna, Va.—Albert D. Malzels, FCC denied waiver of rules and returned application for CP for new AM. Action Nov. 26.

■ Marinette, Wis.—Near-North Broadcasting Co. FCC granted 1300 kc, 1 kw-D. P.O. address: Dunlap Square Bldg., Marinette 54143. Estimated construction cost \$19,276; first-



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year operating cost \$30,000; revenue \$40,000. Principal: William P. Kopish, sole owner. Mr. Kopish is lawyer. Action Nov. 26.

Other actions

■ Review board in Boynton Beach, Fla., AM Proceeding, Docs. 18310-13, granted petition for extension of time filed by Broward County Broadcasting Co. Nov. 29, extended to Dec. 6 time to file reply to responses to petition to enlarge issues. Action Dec. 3.

■ Review board in Warwick, N. Y., AM Proceeding, Docs. 18274-77, granted petition filed Nov. 27 by Taconic Broadcasters and extended to Dec. 6 time to file reply to opposition to petition to enlarge issues filed Oct. 18 by Blue Ribbon Broadcasting Inc. Action Nov. 29.

■ Review board in Warwick, N. Y., AM Proceeding, Docs. 18274-77, granted petition for extension of time filed Nov. 29 by Warwick Broadcasting Corp. and Everette Broadcasting Co., extended to Dec. 17 time to file reply to Broadcast Bureau's opposition to joint petition approval of merger agreement. Action Dec. 3.

■ Review board in Kettering, Ohio, AM Proceeding, Doc. 17243 et al., granted request to file supplement filed Nov. 14 by Kittyhawk Broadcasting Corp.; denied petition for review of examiner's ruling filed Oct. 9 by Kittyhawk Broadcasting Corp. Action Nov. 29.

Action on motions

■ Office of Opinions and Review in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.), AM proceeding, granted petition by Sumiton Broadcasting Co. and extended to Dec. 3 time to file reply to opposition to petition for reconsideration and to dismiss filed by Cullman Music Broadcasting Co. (Docs. 18204-5). Action Nov. 25.

■ Hearing Examiner Basil P. Cooper in Hartsville and Florence, both South Carolina (Community Broadcasting Co. of Hartsville and Eastern Carolina Broadcasters Inc.), AM proceeding, scheduled further prehearing conference for Dec. 11, (Docs. 18198-9). Action Nov. 25.

■ Chief Hearing Examiner James D. Cunningham in Klamath Falls, Ore. (Skyline Broadcasters Inc.), AM proceeding, ordered that Hearing Examiner Arthur A. Gladstone, in lieu of Hearing Examiner Elizabeth C. Smith, serve as presiding officer (Doc. 13657). Action Dec. 4.

■ Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Virginia (Virginia Broadcasters, Suffolk Broadcasters and James River Broadcasting Corp.), AM proceeding, ordered hearing to convene Feb. 13, 1969; scheduled prehearing conference for Dec. 18 (Docs. 17605-6, 18375). Action Nov. 25.

■ Hearing Examiner David I. Kraushaar in Medford, Ore. (Medford Broadcasters Inc., R. W. Hansen, W. H. Hansen and Radio Medford Inc.), AM and FM proceeding, granted petition by W. H. Hansen and extended to Dec. 2 time to file amendment to application and comment on petition by Broadcast Bureau (Docs. 18349-53). Action Nov. 25.

■ Hearing Examiner Jay A. Kyle in Statesboro, Ga. (Farnell O'Quinn), AM proceeding, granted petition to amend Farnell O'Quinn's application, section II, to show interest in Jekyll Island TV which holds CATV franchise for Jekyll Island, Ga. (Doc. 17722). Action Nov. 25.

■ Hearing Examiner Chester F. Naumowicz Jr. in Boynton Beach and Naples, both Florida (North American Broadcasting Co., Radio Boynton Beach Inc., Boynton Beach Community Services Inc. and Radio Voice of Naples), AM proceeding, granted petitions by Radio Boynton Beach and Radio Voice of Naples for leave to amend applications. Radio Boynton Beach to show change in corporate officers and Radio Voice of Naples to indicate certain principals filed applications for other new broadcast facilities (Docs. 18310-3). Action Dec. 2.

■ Hearing Examiner Chester F. Naumowicz Jr. in Kettering, Ohio (Kittyhawk Broadcasting Corp.), AM proceeding, granted motion by Gem City Broadcasting Co., reopened record and renumbered as Gem City exhibits 10A and 10B, respectively, affidavit of Gerald H. Wilkes received Oct. 3 and identified as Gem City exhibit No. 9, and direct engineering testimony with regard to issues (b) and (c) received Oct. 3 and identified as Gem City exhibit No. 10 (Docs. 17243 et al.). Action Dec. 2.

Designated for hearing

■ Lexington and China Grove, both North Carolina—Harry D. and Robert E. Stephenson and China Grove Broadcasting Co. FCC designated for hearing applications for new daytime AM's on 1140 kc. Action Nov. 26.

Existing AM stations

Final actions

■ KDKO Littleton, Colo.—Broadcast Bureau granted CP to change from 1510 kc. 1 kw, DA-1, U, to 1510 kc, 5 kw, 1 kw-LS, DA-2, U; change trans. and studio location to Highway 85, .4 mile south of intersection with Spur 75, near Littleton; conditions. Action Nov. 25.

■ WLEH Lehigh Acres, Fla.—Broadcast Bureau granted CP to replace expired permit for new station. Action Dec. 3.

■ WVGT Mount Dora, Fla.—Broadcast Bureau granted CP to increase power to 5 kw and install new type trans. Action Nov. 25.

■ WIFF Auburn, Ind.—Broadcast Bureau granted license for new station. Action Nov. 27.

■ WTIX New Orleans—Broadcast Bureau granted license covering increase in daytime power, installation of new type trans. and change in DA pattern; specify type trans. Action Nov. 26.

■ KMMO Marshall, Mo.—Broadcast Bureau granted license covering increase in ant. height. Action Nov. 22.

■ KENO Las Vegas—Broadcast Bureau granted license covering use of former main trans. as an alternate-main nighttime trans. Action Nov. 22.

■ WNJR Newark, N. J.—Commissioner James J. Wadsworth in decision for FCC denied renewal of license (Doc. 16050). Action Nov. 26.

■ WKOL Amsterdam, N. Y.—Broadcast Bureau granted application for remote control; condition. Action Nov. 29.

■ WREO Ashtabula, Ohio—FCC granted renewal of license; denied as procedurally defective petition by Local 880, Retail Store Employees Union, Cleveland, requesting denial of WREO application. Action Nov. 26.

■ KEOR Atoka, Okla.—Broadcast Bureau granted license for new station. Action Nov. 27.

■ WTEL Philadelphia—Broadcast Bureau granted license covering increase in power and additional changes. Action Nov. 22.

■ WMNT Manati, P. R.—Broadcast Bureau granted mod. of CP to change ant. location; granted mod. of CP to change ant. location of auxiliary trans. Action Nov. 26.

■ KTAC Tacoma, Wash.—Broadcast Bureau granted license covering changes; specify type trans. Action Nov. 26.

■ WIGM Medford, Wis.—Broadcast Bureau granted mod. of CP to make changes in ant. system; conditions. Action Nov. 29.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Ogden, Utah and Golden, Colo. (North American Broadcasting Co. and Norman Broadcasting), renewal of licenses of KSVN and KICM, upon request by George I. Norman

(Norman Broadcasting), continued prehearing conference to Dec. 17 (Docs. 18343-4). Action Nov. 22.

■ Chief Hearing Examiner James D. Cunningham in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co., [KRRR]), AM proceeding, granted petition by Sierra Blanca and ordered that aspects of hearing which pertain to effects of terminating the present nighttime service of KRRR shall be held in Ruidoso (Docs. 17624-5). Action Nov. 29.

■ Hearing Examiner Isadore A. Honig in Henderson, Nev. (1400 Corp. [KBMI] and Joseph Julian Marandola), AM proceeding, in order following prehearing conference, set certain procedural dates; set Feb. 18, 1969 as date for field hearing with provision at later date for completion of hearing on comparative phase Washington (Docs. 16813-4). Action Nov. 27.

■ Hearing Examiner H. Gifford Irion in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co., [KRRR]), AM proceeding, cancelled hearing of Dec. 2; hearing date will be scheduled in further order (Docs. 17624-5). Action Nov. 29.

■ Hearing Examiner H. Gifford Irion in Sunbury, Pa. and Stirling and Watchung, both New Jersey (Sunbury Broadcasting Corp. [WKOK], Herbert P. Michels and Kel Broadcasting Co.), AM proceeding, cancelled prehearing conference of Dec. 2; prehearing conference will be scheduled by further order (Docs. 18291-3). Action Nov. 29.

■ Hearing Examiner David I. Kraushaar in Camden, N. J. (City of Camden, assignor, and McLendon Corp., assignee), WCAM license assignment proceeding, granted petition by Broadcast Bureau and continued time for filing proposed findings to Dec. 13 with reply briefs to be filed by Dec. 20 (Doc. 18303). Action Dec. 3.

■ Hearing Examiner David I. Kraushaar in Medford, Ore., and Alturas, Calif. (Ralph J. Silkwood and K. C. Laurance and W. H. Hansen [KDOV] et al.), AM and FM proceeding, issued order after prehearing conference setting forth certain procedural dates and rescheduled hearing for April 22, 1969 in Medford (Docs. 18349-53). Action Dec. 2.

■ Hearing Examiner Chester F. Naumowicz Jr. in Mobile, Ala. (Azalea Corp., W.G.O.K. Inc. [WGOK], People's Progressive Radio Inc. and Mobile Broadcast Service Inc.), AM proceeding, ordered hearing to resume Dec. 10 (Docs. 17555-8). Action Nov. 26.

■ Hearing Examiner Chester F. Naumowicz Jr. in Corvallis, Central Point, and Gold Beach, all Oregon (Radio Broadcasters Inc. [KFLY-AM-FM] and James L. Hutchens [KPTN]), AM and FM proceeding, granted request by Broadcast Bureau and continued further hearing to Dec. 9 (Docs. 18079-84). Action Dec. 3.

■ By Hearing Examiner Herbert Sharfman in Clifton Forge, Va. (Image Radio Inc.), WCFV license renewal proceeding, following Dec. 3 prehearing conference, ordered meeting of counsel Dec. 18 for discussion of possible stipulation; ordered filing Feb. 20, 1969 of written data, list of proposed witnesses and area of testimony, by Broadcast Bureau, with similar material to be filed by Image Radio on same date; and scheduled hearing for March 25, 1969 in Roanoke, Va. (Doc. 17945). Action Dec. 3.

■ Hearing Examiner Herbert Sharfman in



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Clifton Forge and Roanoke, both Virginia (Image Radio Inc. [WCFV], and Impact Radio Inc. [WPXI]), renewal of AM licenses proceeding, ordered that instead of hearing in Roanoke there will be further prehearing conference Dec. 3 in Washington (Docs. 17945-6). Action Nov. 27.

Fines

■ FCC notified following stations of apparent forfeiture liabilities of \$200 for violation of rules by failing to provide equipment performance measurements: WYAM Bessemer, Ala.; WJWL Georgetown, Del.; WOL Washington; WYZE Atlanta; WCEH Hawkinsville, Ga.; WQDY Calais, Me.; WDOE Dunkirk, N. Y.; WGB Red Lion, Pa., and KQOT Yakima, Wash. Actions Nov. 25.

■ KYAK Anchorage, Alaska—FCC notified of apparent forfeiture liability of \$250 for violation of rules by failing to provide entries in maintenance log each week regarding calibration of remote meters. Action Nov. 25.

■ KNLV Ord, Neb.—FCC notified of apparent forfeiture liability of \$100 for violation of rules in that negative modulation peaks frequently exceeded 100%. Action Nov. 25.

New FM stations

Applications

■ Buford, Ga.—Buford Broadcasting Inc. Seeks 102.3 mc, ch. 272A, 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Robert P. Joseph, Thompson Mill Road, Box 307, Buford 30518. Estimated construction cost \$17,255; first-year operating cost \$10,500; revenue \$12,750. Principals: Robert P. and Jacqueline A. Joseph (jointly 100%). Principals own WDXK Buford and have application for new AM at Clarksville, Ga. Ann. Dec. 3.

■ Lexington Park, Md.—Key Broadcasting Corp. Seeks 97.7 mc, ch. 249A, 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Carl G. Brenner, 21 West Chase Street, Baltimore 21201. Estimated construction cost \$10,500; first-year operating cost \$1,000; revenue \$15,000. Principals: George E. Hull, president (13.56%), George J. Roche, vice president (13.02%), S. Elmer Parks, secretary (9.58%) et al. Principals own WBMD Baltimore; WBMD-FM Catonsville, Md., and WPTX Lexington Park. Ann. Nov. 27.

■ Dover, N. H.—Eastminster Broadcast Corp. Seeks 97.5 mc, ch. 248, 50 kw. Ant. height above average terrain 292 ft. P.O. address: c/o Samuel Bronstein, Lund Road, Nashua, N. H. 03060. Estimated construction cost \$70,940; first-year operating cost \$32,500; revenue \$35,000. Principals: Herbert Miller, president, Phillip La Moy, vice president, Samuel Bronstein, treasurer (each 17%) et al. Principals own WOTW-AM-FM Nashua. Ann. Dec. 2.

■ North Syracuse, N. Y.—WSOQ Inc. Seeks 100.9 mc, ch. 265A, 3 kw. Ant. height above average terrain 140 ft. P.O. address: c/o Francis H. Harms, Box 20, North Syracuse 13212. Estimated construction cost \$22,167; first-year operating cost \$12,000; revenue \$12,000. Principals: Frank Harms, president-treasurer (51%) and John E. Leary, vice president (49%). Principals own WSOQ North Syracuse. Mr. Leary is production manager for WTVJ(TV) Miami. Ann. Nov. 27.

■ Ardmore, Okla.—Douglas C. Dillard. Seeks 95.7 mc, ch. 239, 26.61 kw. Ant. height above average terrain 241.4 ft. P.O. address: 701 R Street, N. W., Ardmore 73401. Estimated construction cost \$29,973.40; first-year operating cost \$48,000; revenue \$50,000. Principals: Douglas C. Dillard, sole owner. Mr. Dillard is manager of KVSO Ardmore. He is also president of oil company, building company and land sales and development firm. Ann. Dec. 3.

Starts authorized

■ KKL(FM) Pipestone, Minn.—Authorized program operation on 98.7 mc, ch. 254, ERP 100 kw. Action Nov. 26.

■ KGRC(FM) Hannibal, Mo.—Authorized program operation on 92.9 mc, ch. 225, ERP 100 kw. Action Nov. 25.

■ WSHA(FM) Raleigh, N. C.—Authorized program operation on 88.9 mc, ch. 205, ERP 10 w. Action Nov. 14.

■ WGLN(FM) Sylvania, Ohio—Authorized program operation on 105.5 mc, ch. 288, ERP 3 kw. Action Nov. 22.

■ KCIV(FM) The Dalles, Ore.—Authorized program operation on 104.5 mc, ch. 283, ERP 25 kw. Action Nov. 20.

Final actions

■ *Washington—Christ Church Foundation Inc. FCC denied reconsideration of July 17 rejection of application for educational FM. New application under name, National Educational Foundation Inc., has been returned as unacceptable. Action Nov. 26.

■ Downers Grove, Ill.—School District No. 99, DuPage County, Ill. Broadcast Bureau granted 88.3 mc, ch. 202, 10 w. Ant. height above average terrain 59.2 ft. P.O. address: 935 Maple, Downers Grove 60515. Estimated construction cost \$6,771; first-year operating cost \$300; revenue none. Principals: Downers Grove Community High School, under supervision of Illinois State Superintendent of Schools. Action Nov. 25.

■ Showhegan, Me.—Kennebec Valley Broadcasting System Inc. Broadcast Bureau granted 107.1 mc, ch. 296, 2 kw. Ant. height above average terrain 360 ft. P.O. address: 61 Water Street, Showhegan 04976. Estimated construction cost \$18,802.35; first-year operating cost \$5,000; revenue \$10,000. Principals: John J. Pineau, president; Gerold R. Pineau, treasurer (each 49%) et al. Principals own WGHM Showhegan. Messrs. Pineau each own 30% of applicant for new AM in Auburn, Me. John J. Pineau also has 20% interest in Madison-Anson CATV Co., Madison and Anson, both Maine. Gerard R. Pineau has 33.3% interest in pharmacy and is 30% owner of Showhegan TV Inc. (CATV system), Showhegan, Me. Action Nov. 27.

■ Hamilton, Mont.—Bitter Root Broadcasting Co. Broadcast Bureau granted 95.9 mc, ch. 240A, 2 kw. Ant. height above average terrain minus 920 ft. P.O. address: 106 South Second Street, Hamilton 59840. Estimated construction cost \$5,000; first-year operating cost \$3,300; revenue \$6,900. Principals: R. Stan Hooper, president (39.7%) and Luin K. Dexter, secretary-treasurer (38.2%) et al. Principals own KLYQ Hamilton. Action Nov. 27.

■ Altavista, Va.—Altavista Broadcasting Corp. Broadcast Bureau granted 105.5 mc, ch. 288, 3 kw. Ant. height above average terrain 115 ft. P.O. address: Box 512, Altavista 24517. Estimated construction cost \$13,971; first-year operating cost \$8,000; revenue \$10,000. Principals: Theodore J. Gray Jr., president et al. Mr. Gray has controlling interest in WKDE Altavista; WHEO Stuart, Va., and WAKS Fuquay-Varina, N. C. Action Nov. 25.

■ Logan, W. Va.—Logan Broadcasting Corp. Broadcast Bureau granted 101.9 mc, ch. 270, 15 kw. Ant. height above average terrain 830 ft. P.O. address: Box 1921, Logan 25601. Estimated construction cost \$20,950; first-year operating cost \$11,000; revenue \$12,000. Principals: William P. Becker, secretary-treasurer et al. Principals own WVOW Logan. Action Nov. 27.

Other actions

■ Review board in Pompano Beach, Fla., FM proceeding, Docs. 18020-21, 18187, dismissed joint motion to strike filed Oct. 30 by Almarcon Inc. of Florida and Deerfield Radio Inc.; granted joint petition for approval of agreement filed Aug. 30 by Almarcon Inc. of Florida, Deerfield Radio Inc. and Sunrise Broadcasting Corp.; denied joint petition for approval of agreement filed Aug. 30 by Almarcon Inc. of Florida and Deerfield Radio Inc. Action Nov. 26.

■ Review board in Gordon, Ga., FM proceeding, Docs. 18278-9, granted petition filed Nov. 27 by Broadcast Bureau and extended to Dec. 5 time to file responsive pleadings to petition to enlarge issues filed Nov. 14 by Middle Georgia Broadcasting Co. Action Nov. 29.

■ Review board in Albuquerque, N. M., FM proceeding, Docs. 18213-14, granted petition for extension of time filed Nov. 22 by Jack C. Hughes, extended to Nov. 25 the time to file reply to Broadcast Bureau's opposition to joint petition for approval of agreement. Action Nov. 26.

■ Review board in Gahanna, Ohio, FM proceeding, Docs. 18308-09, granted to extent indicated and denied in all other respects petition to enlarge issues filed Oct. 2 by Christian Voice of Central Ohio. Action Nov. 27.

■ Review board in Gahanna, Ohio, FM proceeding, Docs. 18308-09, granted to extent indicated, denied in all other respects motion to enlarge issues filed Oct. 2 by Delaware-Marysville Broadcasting Service Inc. Action Dec. 2.

Actions on motions

■ Chief Hearing Examiner James D. Cun-

ningham in Tampa, Fla. (WLCY Inc. and Rust Craft Broadcasting Co.), FM proceeding, relieved Hearing Examiner Elizabeth C. Smith of further participation in proceeding and ordered initial decision prepared and issued by Hearing Examiner Basil P. Cooper (Docs. 17943, 17944). Action Dec. 4.

■ Chief Hearing Examiner James D. Cunningham in Virginia, Minn. (Virginia Broadcasting Co.), FM proceeding, by agreement reached by counsel, extended period for filing proposed findings from Nov. 25 to Dec. 4 (Doc. 18215). Action Nov. 22.

■ Hearing Examiner Thomas H. Donahue in Pleasantville, N. J. (WMID Inc.), FM proceeding, granted petition by WMID Inc. requesting establishment of further procedures and extended to date to be determined later time to file proposed findings; scheduled hearing conference for Dec. 10 to discuss need for further hearing (Doc. 18005). Action Dec. 2.

■ Hearing Examiner Charles J. Frederick in Pompano Beach and Deerfield Beach, both Florida (Almarcon Inc. of Florida and Deerfield Radio Inc.), FM proceeding, scheduled further prehearing conference for Dec. 18 (Docs. 18020, 18187). Action Dec. 4.

■ Hearing Examiner Isadore A. Honig in Kenedy-Karnes City, Tex. (Camel Co.), FM proceeding, in order following prehearing conference, ordered pending commission action on petition for reconsideration filed Nov. 20 by Camel Co., that hearing scheduled for Jan. 2, 1969 is postponed to later date to be fixed at further prehearing conference to be convened following disposition of reconsideration petition, if necessary (Doc. 18362). Action Nov. 22.

■ Hearing Examiner Jay A. Kyle in London, Ky. (H. & C. Broadcasting Co. and London Broadcasting Co.), FM proceeding, granted petition of H. & C. Broadcasting Co. and accepted amendment to application reflecting broadcast interests of Herman C. and Calvin C. Smith. By separate action, deferred action on H. & C. Broadcasting Co. petition to amend application to add financial data; scheduled oral argument on petition at time of evidentiary hearing set for Jan. 27, 1969 (Docs. 18200, 18201). Action Dec. 2.

■ Hearing Examiner Jay A. Kyle in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Marysville Broadcasting Service Inc.), FM proceeding, granted motion by Ohio State University to intervene and made it party to proceeding (Doc. 18308-9). Action Nov. 25.

■ Hearing Examiner Chester F. Naumowicz Jr. in Gordon and Macon, both Georgia (Heart of Georgia Broadcasting Co. and Middle Georgia Broadcasting Co.), FM proceeding, denied petition by Middle Georgia Broadcasting Co. for postponement of procedural dates (Doc. 18278-9). Action Nov. 26.

Rulemaking petition

■ FCC announced notice of proposed rulemaking on following proposed changes in FM table of assignments: KTIP Porterville, Calif.—Requests ch. 283 or reassignment of ch. 262 from Dinuba, Calif., to Porterville, and deletion of ch. 240A from Porterville. Bottineau Broadcasting Corp., Bottineau, N.D.—Requests ch. 270, Larry C. Bowler, Scobey, Mont.—Requests ch. 239, Charles K. Heath, Rhinelander, Wis.—Requests reassignment of ch. 248 from Duluth, Minn., to Rhinelander, substituting ch. 268 at Duluth. Stephen Dinkel, Ames, Iowa—Requests ch. 249A for Humboldt, Iowa. Actions Nov. 26.

Designated for hearing

■ Hot Springs, Ark.—George T. Hernreich and Christian Broadcasting Co. FCC set for hearing mutually exclusive applications for FM CP on 106.3 mc, ch. 292. Action Nov. 26.

Existing FM stations

Final actions

■ Broadcast Bureau granted requests for SCA on subcarrier frequency of 67 kc to following stations: KBBY(FM) Bakersfield, Calif.; WOTT-FM Watertown, N. Y. Actions Nov. 26.

■ Broadcast Bureau granted licenses covering changes in following stations: WFOY-FM St. Augustine, Fla.; *WREK (FM) Atlanta; KOWH-FM Omaha; WFCJ(FM) Miamisburg, Ohio; *KLCC(FM) Eugene, Ore.; KMF(M) San Antonio, Tex.; WKLS(FM) Atlanta. Action Nov. 26.

■ WTVY-FM Dothan, Ala.—Broadcast Bureau granted license covering new station. Action Nov. 27.

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■ KSPR-FM Springdale, Ark.—Broadcast Bureau granted license covering new station. Action Nov. 27.

■ KCVR-FM Lodi, Calif.—Broadcast Bureau granted CP to install new type trans.; add vert. polarization; install new type ant., ant. height 185 ft.; condition. Action Nov. 26.

■ KJLH(FM) Long Beach, Calif.—Broadcast Bureau granted CP to change ant.-trans. and studio location to Dominguez Hills, Calif., 0.5 mile north of intersection of Alameda Street and Del Amo Boulevard, near Long Beach; install new type trans.; make changes in ant. system; ERP 3 kw. ant. height 300 ft. Action Nov. 27.

■ KHJ-FM Los Angeles—Broadcast Bureau granted license covering changes. Action Nov. 27.

■ WLBE-FM Leesburg, Fla.—Broadcast Bureau granted mod. of CP to change type ant. and type trans. Action Nov. 27.

■ WJMD(FM) Bethesda, Md. — Broadcast Bureau granted CP to install new type ant.; make changes in ant. system; increase height to 300 ft.. ERP 50 kw maximum hor., 20 kw vert.; conditions. Action Nov. 25.

■ WCBY-FM Cheboygan, Mich. — Broadcast Bureau granted license for new station; specify type trans. Action Nov. 27.

■ WNIL-FM Niles, Mich. — Broadcast Bureau granted license for new station. Action Nov. 27.

■ WCPC-FM Houston, Miss.—Broadcast Bureau granted license covering new station; specify type ant. Action Nov. 26.

■ WSJC-FM Magee, Miss. — Broadcast Bureau waived rules to permit location of the main studio beyond corporate limits of Magee at 233 N. Main Street, Mendenhall, Miss.; remote control permitted from new studio location. Action Nov. 27.

■ KGRC(FM) Hannibal, Mo.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 kc. Action Dec. 2.

■ KSYN(FM) Joplin, Mo. — Broadcast Bureau granted CP to install new type trans. and new type ant.; make changes in ant. system; increase ant. height to 430 ft.. ERP 100 kw; condition. Action Nov. 25.

■ *WFUV(FM) New York—Broadcast Bureau granted application for remote control; condition. Action Nov. 29.

■ *WGUC(FM) Cincinnati — Broadcast Bureau granted mod. of CP to change ERP to 12 kw. Action Nov. 29.

■ WAEB-FM Allentown, Pa.—Broadcast Bureau granted CP to change trans. location to AM daytime site, 700 Fenwick Street, Allentown; install new trans., new ant., make changes in ant. system; decrease ant. height to 87 ft., increase ERP to 20 kw; conditions. Action Nov. 27.

■ WIFL(FM) Philadelphia — Broadcast Bureau granted license covering changes. Action Nov. 22.

■ WORO(FM) Corozal, P. R. — Broadcast Bureau granted license for new station. Action Nov. 27.

■ WCOS-FM Columbia, S. C.—Broadcast Bureau granted CP to change ant.-trans. and studio location to 2440 Millwood Avenue, Columbia; install new type trans., new type ant., change ERP to 10 kw. ant. height to 420 ft. and delete remote control operation; condition. Action Nov. 29.

■ WLBG-FM Laurens, S. C.—Broadcast Bureau granted CP to change ant.-trans. location to northwest corner of County Roads 110 and 32, near Barksdale, S. C.; install new type trans.; change ERP to 97 kw. ant. height to 450 ft.; remote control permitted. Action Nov. 25.

■ *WVMS(FM) Chattanooga—Broadcast Bureau granted mod. of CP to change type trans., type ant., change ERP to 100 kw and ant. height to 1,260 ft. Action Nov. 27.

■ KULP-FM El Campo, Tex.—Broadcast Bureau granted license covering new station; specify type trans. Action Nov. 22.

■ WTID-FM Norfolk, Va. — Broadcast Bureau granted CP to change ant.-trans. location to Carolina Street and La Salle Avenue, Hampton, Va.; change studio location, to 6022 Jefferson Avenue, Newport News, Va.; remote control permitted from 84 32nd Street, Newport News; install new type ant., type trans.; make changes in ant. system, ant. height 400 ft., ERP 50 kw; conditions. Action Nov. 25.

■ KEPR-FM Kennewick, Wash. — Broadcast Bureau granted mod. of CP to change type trans., type ant., change vertical ERP to 100 kw; conditions. Action Nov. 27.

■ KWIQ-FM Moses Lake, Wash.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 kc. Action Dec. 2.

■ WAPL-FM Appleton, Wis.—Broadcast Bureau granted license covering changes. Action Nov. 26.

■ WBIZ-FM Eau Claire, Wis.—Broadcast Bureau granted mod. of SCA to add subcarrier frequency of 41 kc. Action Dec. 2.

■ *WSSU(FM) Superior, Wis. — Broadcast Bureau granted license covering changes. Action Nov. 22.

Other action

■ KFMQ-FM Lincoln, Neb.—FCC enlarged hearing issues on application to change facilities. In same action, granted petition by KFMQ-FM and accepted late pleading filed Oct. 24; denied application by Cornbelt Broadcasting Corp. for review of review board's actions of Oct. 8; and dismissed as moot petition by Cornbelt for stay of review board's actions pending commission action on its application for review. Action Nov. 26.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Lincoln, Neb. (Cornbelt Broadcasting Corp. and KFMQ Inc. [KFMQ-FM]), FM proceeding, granted petition by Cornbelt Broadcasting Corp. and continued certain procedural dates; hearing continued from Jan. 14, 1969 to Feb. 24, 1969 (Docs. 17410, 18174), Action Dec. 2.

■ Hearing Examiner Thomas H. Donahue in Albany, N. Y. (Regal Broadcasting Corp. [WHRL-FM], Functional Broadcasting Inc. and WPOW Inc.), FM proceeding, denied motion by WPOW Inc. to compel answers to interrogatories (Docs. 18210-2), Action Dec. 2.

Fines

■ FCC notified following stations of apparent forfeiture liability of \$200 for violation of rules by failing to provide equipment performance measurements: WFMM(FM) Newburgh, N. Y., and WGSB-FM Red Lion, Pa. Actions Nov. 25.

Renewal of licenses, all stations

■ KFI Los Angeles—Broadcast Bureau granted renewal of license. Action Dec. 3.

■ KALV Alva, Okla. — Broadcast Bureau granted renewal of license. Action Nov. 26.

■ KSPL-AM-FM Diboll, Tex.—Broadcast Bureau granted renewal of licenses. Action Nov. 21.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KABL-AM-FM Oakland; KACE-AM-FM Riverside; KATY-AM-FM San Luis Obispo; KAVR Apple Valley; KBEE-AM-FM Modesto; KBIG Avalon and Santa Catalina; KBIG-FM Los Angeles; KBLC Lakeport; KBVM Lancaster; KCKC San Bernardino; KCMJ Palm Springs; KCOK Tulare; KCRSA Sacramento; KCVR-AM-FM Lodi; KDB-AM-FM Santa Barbara; KDES Palm Springs; KDHI-AM-FM Twenty-nine Palms; KDON Salinas; KFAC-AM-FM Los Angeles; KFBK-AM-FM Sacramento; KFMB-AM-FM San Diego; KFOK Long Beach; KFRE-AM-FM Fresno; KFXM San Bernardino; KGEE Bakersfield; KGER Long Beach; KGMS Sacramento; KGRB West Covina; KHSJ-AM-FM Hemet; KHSL Chico; KIOT Barstow; KIQS Willows; KIST Santa Barbara; KITX Fortuna; KLOA Ridgecrest; KLOC Ceres; KLOK San Jose; KMAK Fresno; KMFB-AM-FM Mendocino; KMJ-AM-FM Fresno; KMLO Vista; KMPG Hollister; KNEZ Lompoc; KONG-AM-FM Visalia; KOXR Oxnard; KPCC Quincy; KPOD Crescent City; KPRL Paso Robles; KQMS Redding; KRAK Sacramento; KRDU Dinuba; KRML Carmel; KRNO San Bernardino; KROY Sacramento; KRSA Salinas; KSAY San Francisco; KSFO San Francisco; KSON San Diego; KTHO-AM-FM South Lake Tahoe; KTMS-AM-FM Santa Barbara; KTRT Truckee; KUDE-AM-FM Oceanside; KUKI Ukiah; KUTY Palmdale; KVCV Redding; KVEC San Luis Obispo; KVEN-AM-FM Ventura; KWIP Merced; KWIZ-AM-FM Santa Ana; KWKW Pasadena; KWTC Barstow; KYA San Francisco; KBAY(FM) San Jose; KBBL(FM) Riverside; KBCA(FM) Los Angeles; KBOB(FM) West Covina; KBRG(FM) San Francisco; KCTC-FM Sacramento; KDUO(FM) Riverside; KEAR(FM) San Francisco; KFIG(FM) Fresno; KFMR(FM) Fremont; KFMW(FM) San Bernardino; KFMX(FM) San Diego; KGFM-FM Bakersfield; KITT(FM) San Diego; KJAZ(FM) Alameda; KJLH(FM) Long Beach; KKH-FM San Francisco; KLSG(FM) Los Gatos; KMUZ(FM) Santa Barbara; KNOB(FM) Long Beach; KOCC(FM) Newport Beach; KOIT(FM) San Francisco; KOST(FM) Los An-

geles; KPMJ(FM) Oxnard; KPOL-FM Los Angeles; KPRI(FM) San Diego; KRHM(FM) Los Angeles; KSDO-FM San Diego; KSEA(FM) San Diego; KSJO-FM San Jose; KSON-FM Ontario; KYMS(FM) Santa Ana; *KALW(FM) San Francisco; *KALX(FM) Berkeley; *KCRW(FM) Santa Monica; *KCSM(FM) San Mateo; *KDV(FM) Davis; *KEBS-FM San Diego; *KEDC-FM Northridge; *KEMR(FM) Loma Linda; *KERS(FM) Sacramento; *KFJ(FM) Los Altos; *KHSC(FM) Arcata; *KLN(FM) Long Beach; *KNHS(FM) Torrance; *KPCS(FM) Pasadena; *KSDS(FM) San Diego; *KSJS(FM) San Jose; *KUOR(FM) Riverside; *KUNF(FM) La Canada; *KUOR-FM Redlands; *KUSC(FM) Los Angeles; *KVCN(FM) San Bernardino; *KXLU(FM) Los Angeles; *KSCM-TV San Mateo; *KCET(TV) Los Angeles; *KQED(TV) San Francisco; *KTEH(TV) San Jose; *KVCN-TV San Bernardino; *KVIE(TV) Sacramento; KAIL(TV) Fresno; KBAK-TV Bakersfield; KCOP(TV) Los Angeles; KCRA-TV Sacramento; KEYT(TV) Santa Barbara; KFRemo-TV Fresno; KHSL-TV Chico; KJEO(TV) Fresno; KLYD-TV Bakersfield; KMJ-TV Fresno; KNTV(TV) San Jose; KOVR(TV) Stockton; KTLA(TV) Los Angeles; KTVU(TV) Oakland; KBLF Red Bluff; KDAC Fort Bragg; KDIA Oakland; KGIL San Fernando; KLAN Lemoore; KPAY Chico; KROP Brawley; KSEE Santa Maria; KREX Fresno; KYOS Merced; KFOK-FM Los Angeles; KGCE(FM) Palm Springs; KPLX(FM) San Jose; KSRT(FM) Tracy; KCOY-TV Santa Maria; KAZA Gilroy; KBIS Bakersfield; KGID-AM-FM Santa Barbara; KKAR Pomona; KKOK Lompoc; KLV San Jose; KOAG Arroyo Grande; KOMY Watsonville; KPMC Bakersfield; KPPC-AM-FM Pasadena; KPRO Riverside; KSOL San Francisco; KSTN-AM-FM Stockton; KTIM-AM-FM San Rafael; KTKR Taft; KWAC Bakersfield; KWG Stockton; KWOW Pomona; KYNO Fresno; KCBH(FM) Los Angeles; KYNO Fresno; KFOG(FM) San Francisco; KMAX(FM) Sierra Madre; KPEN(FM) San Francisco; KRSA-FM Salinas; KSBW-FM Salinas; KAHR Redding; KBBQ Burbank; KFIV Modesto; KGFJ Los Angeles; KIRV Fresno; KSUE Susanville; KWSO Wasco; KZON Santa Maria; KLXA-TV Fontana; and *KXKK(FM) San Francisco, all California. Actions Nov. 26.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KACL Santa Barbara; KCHJ Delano; KDOL-AM-FM Mojave; KEAP Fresno; KOLI Coalinga; KGB San Diego; KGST Fresno; KLOM Lompoc; KQIQ Santa Paula; KSYC Yreka; KUZZ Bakersfield; KVON Napa; KVRE Santa Rosa; KWXY Cathedral City; KXOA-AM-FM Sacramento; KAMB(FM) Merced; KECR(FM) El Cajon; KEZR(FM) Anaheim; KREP(FM) Santa Clara; KUTE(FM) Glendale; KWAV(FM) Monterey; KZAP(FM) Sacramento; *KCFM(FM) San Francisco; *KSPC(FM) Claremont; *KZSU(FM) Stanford; KXTV(TV) Sacramento; KIXE-TV Redding; KBKE San Diego; and KPAT-AM-FM Berkeley, all California. Actions Nov. 29.

■ Broadcast Bureau granted renewal of licenses for following translator stations: K70DK Cambridge and Bartley; K70DP Gothenburg; K80BU Neligh; K74CE Norfolk; and K74CL O'Neill and Inman, all Nebraska; K71BP Great Bend; K71BO Herlington; and K18AA Salina, all Kansas; K83BF and K77BK, both Neligh; Tilden, Elgin & Elkhorn Valley; K77BO O'Neill and Inman; K71BL Norfolk; and K71BE and K75BC, both Beatrice, all Nebraska; K70EK Arkansas City, Kan.; K04CV and K06EY, both Broken Bow, Nebraska; K04EJ Coffeyville and K04DW Independence, both Kansas; K13AW Wood Lake; K04EX and K12EX, both Atkinson, all Nebraska; K08AD Clay Center, Kan.; K04ED northern, eastern southern and western North Platte and rural area; K02CC and K091B, both Ord, all Nebraska; K05CW Coffeyville and K10FH Independence, both Kansas; K13FE Neligh; K04CN McCook; K09GW Broken Bow; K10EZ Curtis; and K11GY Mullen, all Nebraska; K04DC Norton; K04AT St. Francis; K08ED Marysville; and K07GF Topeka, all Kansas; K12AP Venango; K08BE Crookston; and K04EG Trenton, all Nebraska. Actions Nov. 29.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WJBM Jerseyville, Ill., to Feb. 5, 1969; W'DIO-FM Duluth, Minn., to May 20, 1969; KZYM-FM Cape Girardeau, Mo., to Dec. 31. Action Nov. 22.

■ Broadcast Bureau granted mod. of CP's to extend completion dates of following stations: KREL, Corona, Calif., to May 30, 1969;

KSOM Ontario, Calif., to Jan. 1, 1969;
KRVN Lexington, Neb., to June 11, 1969;
KBIX Muskogee, Okla., to Feb. 16, 1969.
Actions Nov. 26.

Other actions, all services

■ FCC amended rules requiring stations to keep records indentifying officers and directors of groups that sponsor or furnish material for programs other than commercially sponsored programs to specify that records be retained two years; amended rule covering records on use of low-power broadcast auxiliary stations such as wireless microphones. Action Nov. 26.

Processing line, all stations

■ Oil City, Pa.—Brinsfield Broadcasting Co. Application for new AM ready and available for processing. Req: 1340 kc, 250 w, 1 kw-LS. DA-D. U. class IV. Seeks same facilities as WKRZ Oil City, with different trans. site. Proposal is mutually exclusive with WKRZ license renewal application on file. Action Nov. 26.

Translator actions

■ Navajo Tribal Council, Window Rock, Ariz.—Broadcast Bureau granted CP for new UHF TV translator to serve Window Rock, Ft. Defiance and St. Michaels, all Arizona, on ch. 76 by rebroadcasting KOAT-TV Albuquerque, N. M. Action Dec. 2.

■ Navajo Tribal Council, Window Rock, Ariz.—Broadcast Bureau granted CP for new UHF TV translator to serve Window Rock, Ft. Defiance and St. Michaels, all Arizona, on ch. 72 by rebroadcasting KOB-TV Albuquerque, N. M. Action Dec. 2.

■ Navajo Tribal Council, Window Rock, Ariz.—Broadcast Bureau granted CP for new UHF TV translator to serve Window Rock, Ft. Defiance, and St. Michaels, all Arizona, on ch. 80 by rebroadcasting KGGM-TV Albuquerque, N. M. Action Dec. 2.

■ K73AA, K76BH, K79AT and K70AA, all Fishop and Big Pine, both California—Broadcast Bureau granted transfer of control of licensee corporation from Donald L. Tatum, Robert A. Shelton, Ernest F. Shelton and Bishop Professional Building to Continental Telephone Corp. Action Nov. 29.

■ K13AM Gateway, Colo.—Broadcast Bureau granted CP for VHF TV translator to replace expired permit for new station. Action Nov. 25.

■ Lemhl Television Corp., Salmon, Idaho—Broadcast Bureau granted CP for new UHF TV translator to serve Salmon on ch. 78 by rebroadcasting of KGVO-TV Missoula, Mont. Action Nov. 21.

■ K83BH Granite Falls, Minn.—Broadcast Bureau granted CP for UHF TV translator to change primary station to WTCN-TV Minneapolis, change type trans., make changes in ant. system. Action Nov. 29.

■ K80BX Granite Falls, Minn.—Broadcast Bureau granted CP for UHF TV translator to change from ch. 80, 866-872 mc. to ch. 79, 860-866 mc; change call sign to K79BX. Action Nov. 21.

■ K74CP Granite Falls, Minn.—Broadcast Bureau granted CP for UHF TV translator to change from ch. 74, 830-836 mc. to ch. 77, 848-854 mcs; change call sign to K77CG. Action Nov. 21.

■ K70DI Granite Falls, Minn.—Broadcast Bureau granted CP for UHF TV translator to change from ch. 70, 806-812 mc. to ch. 81, 872-878 mc; change call sign to K81BK. Action Nov. 21.

■ K76AO Olivia, Minn.—Broadcast Bureau granted CP for UHF TV translator to change from ch. 76, 842-848 mc. to ch. 74, 830-836 mc; change call sign to K74DN. Action Nov. 21.

■ K82AH Olivia, Minn.—Broadcast Bureau granted CP to change from ch. 82, 878-884 mc. to ch. 2, 818-824 mc; change call sign to K72DJ. Action Nov. 21.

■ K78BS Olivia, Minn.—Broadcast Bureau granted CP for UHF TV translator to change from ch. 78, 854-860 mc. to ch. 70, 806-812 mc; change call sign to K70EU. Action Nov. 21.

■ K7IAM Olivia, Minn.—Broadcast Bureau granted CP for UHF TV translator to change from ch. 71, 812-818 mc. to ch. 76, 842-848 mc; change call sign to K76CU. Action Nov. 21.

■ K10GD Park Rapids, Minn.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 19, 1969. Action Nov. 25.

■ K70DQ, K74CT, K76CD and K83AL, all

Windom, Minnesota — Broadcast Bureau granted assignment of licenses of UHF TV translators to City of Windom, Minn. Action Nov. 29.

■ K76CD Windom, Minn.—Broadcast Bureau granted CP for UHF TV translator to change from ch. 76, 842-848 mc. to ch. 79, 860-866 mc; change call sign to K79BW. Action Nov. 21.

■ K74CT Windom, Minn.—Broadcast Bureau granted CP to change from ch. 74, 830-836 mc. to ch. 75, 836-842 mc; change call sign to K75CM. Action Nov. 21.

■ K09BE Belltower, Mont.—Broadcast Bureau granted assignment of license to Ekalaka Community TV Club. Action Nov. 29.

■ Golden Valley T.V. Association No. 1, Rye-gate, Mont.—Broadcast Bureau granted CP for new VHF TV translator to serve Rye-gate on ch. 12 by rebroadcasting KOOK-TV Billings, Mont. Action Dec. 2.

■ Golden Valley T.V. Association No. 1, Rye-gate, Mont.—Broadcast Bureau granted CP for new VHF TV translator to serve Rye-gate on ch. 6 by rebroadcasting KULR-TV Billings, Mont. Action Dec. 2.

■ K07FM North Roseburg, Winchester, Roseburg, Deer Creek, South Roseburg, Oak and Glengary area, West North West Roseburg and Garden Valley area, all Oregon—Broadcast Bureau granted CP for VHF TV translator to change from ch. 7, 174-180 mc. to ch. 12, 204-210 mc; change type trans., make changes in ant. system; change call sign to K12HA. Action Nov. 25.

CATV

Other actions

■ Review board in Lexington, Ky., CATV proceeding, Doc. 16990, granted motion to make adjustment in time allotted for oral argument filed Nov. 8 by WLEX-TV Inc. Action Nov. 26.

■ Review board in Lexington, Ky. CATV proceeding, Doc. 16990, denied petition for stay of oral argument filed Nov. 27 by WLEX-TV Inc. Action Nov. 27.

■ Review board in Buffalo, N. Y., CATV proceeding, Doc. 16921, board members Nelson, Slone and Kessler adopted order granting motion for extension of time filed Nov. 26 by Capital Cities Broadcasting Corp., extended to Dec. 4 time parties may file further legal memoranda. Action Nov. 27.

Actions on motions

■ Chief Hearing Examiner James D. Cunningham in Owensboro, Ky. (Top Vision Cable Co.), CATV proceeding in Evansville, Ind., TV market, designated Hearing Examiner Charles J. Frederick as presiding officer; scheduled prehearing conference for Jan. 14, 1969, and hearing for Feb. 19, 1969 (Doc. 18378). Action Dec. 2.

■ Hearing Examiner Jay A. Kyle in Whitehall and Circleville, both Ohio (Multi-Channel Cable Co.), CATV proceeding in Columbus, Ohio, TV market, granted motion by Multi-Channel Cable Co. and continued prehearing conference from Nov. 27 to March 10, 1969; continued without date hearing scheduled for Dec. 17 (Docs. 18356-7). Action Nov. 26.

■ Hearing Examiner Forest L. McClennin in Manatee county, Fla. (Manatee Cablevision Inc.), CATV proceeding in Tampa-St. Petersburg, Fla., TV market, granted request by Halifax Cable TV Inc. and continued hearing from Dec. 3 to Feb. 4, 1969 (Docs. 18093-5). Action Dec. 2.

■ Hearing Examiner Herbert Sharfman in Rockford, Ill., et al. (CATV of Rockford Inc.), CATV proceeding in Milwaukee, Madison, Wis., and Rockford, Ill., TV markets, scheduled certain procedural dates and hearing for March 17, 1969 (Docs. 17234 et al.). Action Dec. 2.

Ownership changes

Applications

■ WRMA Montgomery, Ala.—Seeks transfer of control of WRMA Broadcasting Co. from Stan Raymond and Zenas Sears (each 50% before, none after) to W. O. Jones Inc. (none before, 100% after). Sellers: Mr. Raymond is executive vice president of WAOK Atlanta and Mr. Sears is vice president of that station. Buyers: William O. Jones, president (75%), Ralph M. Newberry, vice president-secretary and William W. Dixon, vice president-treasurer (each 12.5%). Mr. Jones owns 75% of radio time sales company and is sole owner of mail order sales company. Mr. Newberry owns accounting firm. Mr. Dixon has no other business interest

indicated. Consideration: aggregate of \$235,000. Ann. Nov. 27.

■ KRFB(FM) Phoenix—Seeks transfer of control of Arizona FM Inc. from Edward J. Churchill (100% before, none after) to Thomas M. Churchill, president-treasurer, Michael B. Churchill, vice president-secretary (each none before, 35% after), Marjorie C. Churchill (none before, 20% after) and Mary Jane Dillon (none before, 10% after). Principals: Messrs. Churchill are vice presidents of KRFB(FM). Marjorie Churchill has no other business interests indicated. Mary Jane Dillon is employe of promotional department of Time-Life Inc. Consideration: \$5,000. Ann. Nov. 29.

■ KDQN De Queen, Ark.—Seeks assignment of license from R. G. McKeever to Charles Mathias Jr. for \$70,000. Principal: Mr. Mathias is chief engineer for KOSY-AM-FM Texarkana, Tex. Ann. Dec. 3.

■ KXLR North Little Rock, Ark.—Seeks assignment of license from Little Rock Great Empire Broadcasting Inc. to KXLR Inc. for \$450,000. Seller: Berniece L. Lynch, sole owner. Mrs. Lynch owns KBYE Oklahoma City and has CP for new FM in that city. Buyers: William F. Buckley, chairman of board (63 $\frac{1}{4}$ %), Peter H. Starr, president (31 $\frac{1}{2}$ %) and Michael F. Starr, vice president (5%). Buyers own KOZN and KOWH-FM, both Omaha; KISD Sioux Falls, S. D.; KUDL Fairway, and KCJC(FM) Kansas City, both Kansas. They also have applications pending FCC approval to buy WBOK New Orleans, WLOK Memphis and KYOK Houston. Mr. Buckley owns the *National Review* and is author and TV commentator. Michael Starr owns 50% of application for new AM at Platte, Neb., but intends to dispose of same. He is also attorney. Ann. Dec. 3.

■ KERN-AM-FM Bakersfield, Calif.—Seeks sale of stock of Urner Broadcasting Co. from Edward E. Urner (56% before, 51% after) and Ernest E. Winn (19% before, 15% after) to James L. Norman (25% before, 34% after). Consideration: \$11,250. Ann. Nov. 29.

■ KFAC-AM-FM Los Angeles, WERE-AM-FM Cleveland and WLEC-AM-FM Sandusky, Ohio—Seek transfer of control from Cleveland Broadcasting Inc. (100% before, none after) to Atlantic States Industries Inc. (none before, 100% after). Sellers: Richard H. Miller, president et al. Buyers: Ralph C. Guild, president. (37.1%), Daren F. McGavren, chairman of board (14%), George R. Fritzing, executive vice president (10%) et al. Buyers own McGavren-Guild-PGW Radio Inc., station representative. They also own WNVY Pensacola, Fla.; WLOB-AM-FM Portland, Me.; WRYT Boston; KMAK Fresno and KROY Sacramento, both California. Mr. Fritzing owns 7.5% of applicant for new TV at Boston. (ASI intends to sell WLEC-AM-FM to RadjOhio for \$835,000 and WERE-FM to L. E. Chenault for \$450,000.) Consideration: \$9 million. Ann. Dec. 3.

■ WSEM Donaldsonville, Ga.—Seeks assignment of license from WSEM Radio Inc. to Seminole Broadcasting Co. for purpose of obtaining local identification with Seminole County, Ga. No consideration involved. Principals: Dallas F. Wurst, president and Hudson J. Owen, secretary-treasurer (each 50%). Ann. Nov. 29.

■ WHIC Hardinsburg, Ky.—Seeks assignment of license from Breckinridge Broadcasting Co. to Breckinridge Broadcasting Inc. for purpose of incorporation. No consideration involved. Principals: O. C. Carter, president, Robert D. Ingram, vice president and Paul L. Fuqua, secretary-treasurer (each 33 $\frac{1}{3}$ %). Ann. Nov. 29.

■ WTTL Madisonville, Ky.—Seeks assignment of license from Hopkins County Broadcasters to Hopkins County Broadcasters Inc. for purpose of incorporation. No consideration involved. Principals: Conway M. Smith, president (78%) and Robert M. Thomason (22%). Mr. Thomason has no other business interests indicated. Mr. Smith owns WDEC-AM-FM Americus, Ga. Ann. Nov. 29.

■ WBOK New Orleans, WLOK Memphis and KYOK Houston—Seek assignments of licenses from WBOK Inc., WLOK Inc., and WYOK Inc., respectively, to Starr WBOK Inc., Starr WLOK Inc. and Starr WYOK Inc., respectively, for \$3 million, (\$700,000 for WBOK, \$910,000 for WLOK and \$1,390,000 for KYOK). Sellers: Jules J. Paglin, president and Stanley W. Ray Jr., executive vice president (each 50%). Sellers own WXOK Baton Rouge and WQOK Mobile, Ala. Buyers: William F. Buckley Jr., chairman of board (63 $\frac{1}{4}$ %), Peter H. Starr, president (31 $\frac{1}{2}$ %) and Michael F. Starr, vice president (5%). Buyers own KOZN and KOWH-FM, both Omaha, KISD Sioux Falls, S. D.; KUDL Fairway, and KCJC(FM) Kansas City, both Kansas. They also have application pending

(Continued on page 75)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—\$2.00 minimum.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted 30¢ per word—\$2.00 minimum.

Deadline for copy: Must be received by Monday for publication next Monday. Display ads \$25.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.

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RADIO—Help Wanted

Management

Northwest. Middle-of-road music-news. Outstanding family town. Must have minimum three years actual management experience. Box L-201, BROADCASTING.

Sales oriented station manager needed. Responsible person to direct close in day timer. Must be able to handle personnel as well as community relations. Five figure salary plus over-ride. Box M-79, BROADCASTING.

Whoops, we overdid it; our sales manager and a salesman are going into business for themselves and will be leaving January 1st. That's what can happen when you make lots of money. An unusual opportunity and all of their accounts await the right men. Join the midwest's youngest and fastest growing radio chain, and work in a progressive, lucrative market, Waupun, Wisconsin. Sales are primarily from Fond du Lac, Waupun, and Beaver Dam. Send complete resume and/or call Jerry Collins, WQTC, Two Rivers, Wisconsin, 414-793-1348.

Looking for outstanding young man to manage small market radio station in Tennessee, Alabama, Georgia area. Sales experience in radio required but no previous radio management experience required. Will be able to obtain part ownership. No investment necessary. Please send complete resume to William R. Vogel, P.O. Box 762, Murfreesboro, Tenn. 37130.

Sales

Dynamic rapidly expanding group operator has openings for 2 shirtsleeved salesmen in top-Pulse rated sunny Florida CGW. Rapid advancement into management due to acquisitions. Call Mr. Karp, pre-paid, 813-784-1438 for appointment or send resume to Box L-156, BROADCASTING.

Sales manager wanted. Small market AM has just bought county newspaper—owner doing everything now. Chance to earn 10 per cent of the action first year. Little salary, high commission. Far west Texas, wealthy county. Box M-62, BROADCASTING.

If you want in on the ground floor. If you can sell and want to manage. If you are willing to prove you can sell and willing to learn management. If you aren't afraid of competition. If you can sell other than the no. One station in a six station market. If you want the challenge and the opportunity of a half-million metro midwest market write. Box M-91, BROADCASTING.

California, full-time adjacent major market needs experienced salesman. Play by play gets extra money. Box M-93, BROADCASTING.

Radio broadcast time salesman, top position available, active account list, radio sales experience preferred, but broadcast background other than sales considered. Top pay, fringes, retirement benefits, immediate opening. Contact Ken Soderberg, KAUS Radio, Austin, Minnesota.

Exceptional opportunity with leading group station. Regional sales manager needed to replace top man promoted within company. List of active accounts guarantee solid five figure income. Must have medium or major market experience, particularly in handling agency accounts. Ready-made opportunity for young man who wants chance to prove himself with a station and group offering unlimited potential. Contact James K. Hackett, General Manager, WICE, Providence, A.C. 401-521-2711.

Madison, Wis., #1 AM music/news—#1 FM "good music" stations have career opportunity for young creative salesman on the way up to sell our AM-FM combination. This man can expect to earn \$5,000 more than he presently makes, live in an ideal city, have an opportunity for management and stock interest. WISM—one of six Mid-West Family stations.

WLKE, Waupun, Wisconsin. Please see management listing.

Sales—(cont'd)

Radio time-salesman—excellent opportunity for young, enthusiastic man. You must have experience. Send resume to Jim Smith, WSAI Radio, W. 8th and Matson Place, Cincinnati, Ohio 45204.

Salesman needed. Salary plus-commission. Permanent. Full/part time. 219-563-4111.

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.

Need personality jock for metro midwest group station. Modern format. Send tape, resume soonest to Box L-56, BROADCASTING.

First phone combo. Religious emphasis station. Opportunity for dedicated man. Midwest. Box L-208, BROADCASTING.

IMPORTANT!

The U.S. Equal Employment Opportunity Commission has issued the following guidelines concerning Male-Female Help Wanted Ads effective December 1, 1968:

Section 1604.4 of EEOC Regulations

IT IS A VIOLATION OF TITLE VII FOR HELP-WANTED ADVERTISEMENTS TO INDICATE A PREFERENCE, LIMITATION, SPECIFICATION, OR DISCRIMINATION BASED ON SEX UNLESS SEX IS A BONA FIDE OCCUPATIONAL QUALIFICATION FOR THE PARTICULAR JOB INVOLVED. THE PLACEMENT OF AN ADVERTISE. MENT IN COLUMNS CLASSIFIED BY PUBLISHERS ON THE BASIS OF SEX. SUCH AS COLUMNS HEADED "MALE" OR "FEMALE," WILL BE CONSIDERED AN EXPRESSION OF PREFERENCE, LIMITATION, SPECIFICATION, OR DISCRIMINATION BASED ON SEX.

Suburban station—major market, east, looking for experienced announcer with good quality, deep voice for good music operation. 1st tickets preferred, will consider 3rd endorsed if good. Salary open. Send tape and resume to Box M-45, BROADCASTING.

Announcer for early evening shift, emphasis on holding audience; opportunity for writing and commercial production, sales and special assignments. Box M-84, BROADCASTING.

Immediate opening for experienced more music jock strong on production at 24 hour #1 top 40 in North Carolina market of over 200,000. Send tape and resume. Box M-99, BROADCASTING.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas 75601.

Announcer. Need top man for AM & FM/stereo. Board work and special events, with opportunity for sales if desired. Salary open. State College town. Mail tape and resume to KMHL, Marshall, Minn. 56258.

Announcer, copy writing duties helpful. Middle of the road music format. Contact Jim Murray, WCSJ Radio, Morris, Illinois.

Major market suburban station needs fully experienced air men with bright adult top 40 sound and commercial production know-how. First phone preferred. Send air-check, tapes only and complete resume to Manager, WEEL, 3909 Oak Street, Fairfax, Virginia. 22030.

Announcers—(cont'd)

One of Virginia's top rockers has an afternoon slot open. Great opportunity for personality jock with experience. No beginners, please. You deliver the qualifications and we will make an offer. Send air check, resume and picture to WELK, Charlottesville.

Experienced announcer wanted by growing stereo member of national broadcast group. M.O.R. and/or CGW music background. Must be strong on news and commercials. First phone desirable but not necessary. Good benefits program. Send tape, photo and resume to Bob Todd, Operations Manager, WGEE, 4800 East Raymond Street, Indianapolis, Indiana 46203.

Need immediately—announcer with diversified background for adult contemporary format; strong news production, third ticket. Sunny Puerto Rico, good pay and conditions. No drifters. Manager, WKYN, Box 9986, Santurce, P.R. 00908.

Staff announcer for AM drive shift at good music station. Excellent facilities and working conditions. Experience a must. Send tape and resume to WRCH AM-FM, Hartford, Connecticut 06101.

Experienced air personality for daytime slot with contemporary MOR format modern studios and equipment. Six station medium market. Minimum three years experience. Contact Rod Wolf, Mgr., WRTA, Altoona, Pa.

Announcer, experienced, who desires to settle down in southwestern Wisconsin. Prefer 1st phone. Send complete resume, WSWW AM/FM, Platteville, Wisconsin.

Top rated Negro station wants soul brothers for deejay shows—\$150.00 per week for right man. Talent and appearance fees should earn a pro over \$10,000 per year—all new equipment in modern formatted 24 hour station. Send tape and references —WTLC, Indianapolis, Indiana.

Mature, experienced announcer-newsman. Only station in northern Ohio county of 60,000. Contact Eugen E. Umlor, General Manager, WTTF-AM-FM, Tiffin, Ohio 44883.

Immediate opening—staff announcer/newsman—commercial experience only. Collect and type local news and deliver authoritative newscasts. Do professional MOR music show. Excellent opportunity for advancement within station and Ottaway group. Salary open, liberal benefits. AM-FM station serving year-round Pocono Mts. resort and Delaware Water Gap Nat'l Recreation Area. College town. 2 hours from New York and Philadelphia. Call Bill Treible, P.D. 421-2100 (717) or write WVPO AM/FM, Stroudsburg, Pa. 18360.

Two top 40 jocks needed for lively operation on the shores of Lake Erie in exciting Conneaut, Ohio. Send tape or call 597-1001.

Wanted two experienced announcers, prefer one with first phone license. Call area code 304-425-2151.

Announcer for New Orleans area station. Top salary for right man. Experienced only. No floaters. Send tape and reference to P.O. Box 23236, New Orleans, La. 70123.

All night and afternoon drive time openings. Metro area fulltime contemporary. 518-393-3622.

Technical

Assistant Chief Engineer, Suburban Washington, D.C. area. No announcing. Good pay, working conditions and benefits. Send resume, references and recent picture. Box M-11, BROADCASTING.

Chief engineer—AM-FM, directional experience. Multi-station chain, midwest. Excellent salary and advancement opportunities. Box M-29, BROADCASTING.

Combo man. Experienced first class engineer, good with equipment and air shift. Permanent. Beautiful small market. Western Oregon. \$600. Resume, tape. Box M-81, BROADCASTING.

KEYD, needs a first class immediately. Good pay, better if you also announce. Contact Dave Sands, Manager, 701-742-2376, Oakes, North Dakota.

Technical—(cont'd)

First phone engineer for studio switching and transmitter operation. Permanent position. Contact Chief Engineer, WBJA-TV, Binghamton, N. Y. . . . 607-772-1122.

First Class for east Pa. 5,000 watt full-time station. Well-established clean operation offers profit-sharing plan, other good benefits. WCOJ, Coatesville, Pa. 19320.

1st phone needed immediately. Salary open. No maintenance. No announcing necessary. 5 kw full-time directional. Call or write George Bissell, Jr., WEAV, Plattsburgh, New York 12901, 518-561-0960.

Opening for chief engineer, WJAZ, Albany, Ga.

1st phone needed. Opportunity for beginner. Large directional array. Established Engineering Department. No announcing. Complete details to Chief Engineer, WPHM, Port Huron, Michigan.

Immediate opening for chief engineer for AM/FM operation. Send complete resume. WSWW, Platteville, Wisconsin.

Brand new AM daytimer adjacent to 2,000,000 market, going on the air in January, needs engineer. Opening for pd and announcer as well. Send resume and tape to A. Kipp, Box 266, Chardon, Ohio.

First class engineer, must have production abilities along with good engineering knowledge, needed at fine music station in southwestern Connecticut. Reply to C. Mills, Westport Broadcasting Company, Box 511, Westport, Connecticut 06880.

NEWS

Need News director for metro midwest group station. Modern format. Send tape, resume soonest to Box L-57, BROADCASTING.

Newsman wanted. Fulltime, network station. Brand new facilities. 150,000 market in New York state. News experience required. Send tape, photo and resume to Box L-59, BROADCASTING.

Growing midwest radio-TV news operation needs reliable, experienced man who wants to grow with the organization. Good family area. Fringe benefits. Tape, resume and requirements to Box M-15, BROADCASTING.

Midwest 5 kw network stations needs qualified newsmen to gather, write and air news. Mobile unit provided. Send tape, photo and resume to KOLT, Box 660, Scottsbluff, Nebr. 69361.

Programing, Production, Others

Midwest daytimer has immediate opening for program director. Need 3rd endorsed. Mature, draft exempt. Salary open. Box M-49, BROADCASTING.

We congratulate our production man of four years, Larry Granam, who has taken a similar position with the McLendon Stations. We are looking for a replacement. Starting salary \$600. Please send auditions or phone immediately, Dudley Waller, KEBE, Jacksonville, Tex. 214-586-2211.

Production director-announcer with creative production ability and good air sound to fill an opening at leading adult station in important Florida market. CBS affiliate. Send tape of production commercials and air check to: Bill Taylor, Program Director, WDBO, Orlando, Florida. Tell all in resume.

Situations Wanted Management

Southwest Broadcast Media . . . 25 years in radio and television. Know broadcasting from programing to management. Good sales record. Seek station management with stock option. Box M-21, BROADCASTING.

Trouble shooting husband and wife managerial team. Familiar all phases AM radio. Prefer New England or Atlantic coastal area. Available early 1969. Permanent. Box M-24, BROADCASTING.

Manager—currently general manager, past sales manager, programing, engineering, news, promotion, production, play by play, family. Reply in confidence. Box M-74, BROADCASTING.

Energetic manager or sales manager . . . 17 years experience as salesman, sales manager, general manager . . . must relocate due to sale of station. Family man, 39 years old, active in local affairs. Box M-85, BROADCASTING.

General manager with excellent record of success now available as a result of station being profitably sold. Highest recommendations from stockholders. Respected, experienced broadcaster who may also be willing to invest. Preferably west or midwest. Box M-96, BROADCASTING.

Manager-operations manager—20 years, sales, announcer, news. Honest, dependable, sober. Prefer west. P.O. Box 8674, Anchorage, Alaska 99504.

Sales

Salesman-announcer-first-radio-TV. \$150.00, plus commission expenses. Desire advancement to manager. Box M-76, BROADCASTING.

Announcers

Experienced combo, first phone. Wants San Antonio. Box L-204, BROADCASTING.

Deejay—newsman: All formats, first phone, copy, production, tight board, 2½ yrs. Experienced, MA, single, OK with draft, no maintenance. Box M-5, BROADCASTING.

Announcer experienced, good production. Pleasant sound. Interested in good music station. Box M-31, 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. Box M-58, BROADCASTING.

I ain't no Harry Von Zell, but I've only been working four months. College grad, 3rd, no draft, tight board, from south. Rock only. Box M-59, BROADCASTING.

Beginner dj, 1st phone, broadcast school graduate. Prefer upstate N.Y. Box M-61, BROADCASTING.

Brilliant announcer newscaster. Stable, family man. Not a floater. Box M-63, BROADCASTING.

Ex-Marine, top 40, married, hard worker, copy and production. Co anywhere. Box M-64, BROADCASTING.

Announcer dj, bright sound, authoritative news, exp., married, tight production, sales, 3rd. Not prima donna, or floater. Box M-67, BROADCASTING.

Veteran announcer/sales—10 years experience—dependable, cooperative, family, 1st class ticket. Excellent references, want permanent position with advancement opportunities. Upper mid-west only. Box M-69, BROADCASTING.

"Mod sound"—boss, top 40, pd/dj, experienced, 3rd class now. Box M-70, BROADCASTING.

Announcer, newscaster, weatherman personality. Theatrical and TV experience and radio. Box M-71, BROADCASTING.

Announcer-sales, first. Radio-television. \$150 plus commission. Prefer New York, Florida, California, Michigan. Box M-77, BROADCASTING.

Experienced farm man—strong news—sports. 1st phone combo—good references. Box M-82, BROADCASTING.

Disc jockey, experienced, tight board, dependable, creative, show business background, willing to relocate. Box M-88, BROADCASTING.

Experienced dj-announcer, newscaster. Tight board, 3rd endorsed, married. New York area. Box M-90, BROADCASTING.

Professional musician (part time that is) recently completed resident broadcasting school. Good voice, tight board, write copy, do news. Third class endorsed, prefer employment in midwest. Box M-92, BROADCASTING.

Draft exempt—third endorsed. MOR and top 40 jock; sports reporter, play by play announcer and salesman. Also continuity work—that's me! Will relocate—212-896-0157—evenings and weekends. Box M-98, BROADCASTING.

1st phone to broaden experience with various duties. Anything except sales and fulltime announcing. S.E. Box M-102, BROADCASTING.

Mature newscaster/dj, salesminded announcer. Dependable and personable, willing to relocate. Box M-107, BROADCASTING.

Professional announcer, programer, 13 years experience all phases AM, FM, TV. Family man, 37. Offer stability and knowhow for right operation. Box M-108, BROADCASTING.

Available immediately—recent broadcast graduate, 3rd endorsed, mature woman, varied background, write for tape. Box M-109, BROADCASTING.

First phone—experienced, broadcast school graduate. Age 23, service exempt. Will relocate. Mark Muzinich, 157 Lorimer St., Salinas, Calif. 1-408-422-1664.

Experienced announcer knows board work, 3rd ticket with endorsement. Now available. Call Don Thursten at 714-352-6180.

Intelligent, enthusiastic, 22, draft exempt, 3rd endorsed, 1 yr. radio experience; seeking position preferably in northwest Ohio or southeastern Michigan. Contact Werner Helfers, 2034 Giant, Toledo, Ohio 43606 or 419-479-3808.

Technical

Engineer/pilot, 12 years experience radio electronics, AM directional, FM, aircraft, some TV. Six years as chief engineer, currently chief engineer 5 KW midwest directional. Commercial pilot with multi-engine and instrument ratings. Desire an opportunity to use engineering and pilot experience. Excellent track record, references. Resume on request. Box M-68, BROADCASTING.

Chief engineer, 18 years experience as chief AM, DA, FM, SCA, automation, No announcing. Box M-73, BROADCASTING.

NEWS

Experienced radio newsmen. Large markets only. First phone. Box L-242, BROADCASTING.

Bright young woman reporter to gather, write, air news. Journalism degree, Experienced. Box M-3, BROADCASTING.

You want your news factual, authoritative, hard hitting, interesting. You want crisp, yet understandable delivery. You want occasional change of pace, with warm, human interest slants. You want local issues thoroughly researched, covered rapidly, but well. I want \$200 for five days of professional output, plus my first phone and fifteen years experience as deejay and program director. If our wants coincide . . . Box M-72, BROADCASTING.

Broadcast newsmen/writer. Quality voice. 10 years radio. Degree plus journalism, law training. Young, family, responsible. Seeking Texas, midwest major. Box M-95, BROADCASTING.

Programing, Production, Others

For rent: Versatile broadcaster, fully equipped with award winning (and sales-making) ideas in copy, promotion, production, and public service. Additional features: DJ, news, third endorsed, AB with legal training. Prefer east of the Mississippi. Responsibility to present employer requires thirty day's notice. Box M-87, BROADCASTING.

Experienced—two years. First phone, veteran, twenty-three. Production, copywriting. Eastern midwest or southeast. \$125 minimum. Contemporary only. No sports stations. Write "Mike". Box M-89, BROADCASTING.

First ticket, some announcing, professional knowledge of industry, willingness to work hard toward becoming operations manager. Good character, 29, married. Now in southeast small market. Box M-103, BROADCASTING.

Hard work, and experience is the name of the game, along with attention to detail. Available after first of year. 7 years exp. First phone, program director now. Some maint. Tape/resume/813-983-8658 after 7 p.m.

TELEVISION—Help Wanted

Sales

TV local sales manager. If you're a creative, promotion-minded individual who really understands how to sell local accounts and their merchandise: We'll help you earn a big dollar. We'll back you with strong sales promotion . . . and provide 6,000 square feet of commercial production facilities to help get the job done. This opportunity is in a major New England market. New England background preferred, but not mandatory. Radio or medium market TV experience most welcome. Send track record in strictest confidence to: Box M-36, BROADCASTING. An equal opportunity employer.

Announcer

Midwest VHF is looking for two announcers now in radio or small market TV who can develop into good on camera people. Excellent opportunity in a growing market and expanding station operation. Box M-65, BROADCASTING.

Technical

We have an opening for a man with a first phone to take over technical operation of a small market TV station. Box M-94, BROADCASTING.

Television engineer. Experienced in studio video and UHF transmitter operation. To direct technical operations. Box 5160, KAIL-TV, Fresno, California 93755.

Maintenance supervisor. KAUS-AM-FM-TV, Austin, Minnesota, has opening for experienced engineer to supervise its studio maintenance program. All new FM and TV facilities. Contact Mr. Tony Mulder, Ch. Eng.

New UHF—CBS affiliate seeking 1st class licensed operating engineers and experienced maintenance engineer. Submit complete resume including salary requirements. Ken Warren, Chief Engineer, KMST-TV, P.O. Box 1271, Monterey, California 93940.

TELEVISION

Help Wanted

Technical—(cont'd)

Immediate opening for first phone engineer, full color, full power station located in finest year round recreation area, excellent hunting and fishing. Contact J. R. Middleton, Chief Engineer, KOOK-TV, P.O. Box 2557, Billings, Montana 59103.

1st phone technician, experience not required as we will train 45 hour week. Contact: Ken Karr, KTVK-TV, Box 157, Dodge City, Kansas, Phone 316-227-3121.

Broadcast engineer—WSBT-AM-FM-TV has immediate opening for experienced 1st class licensed engineer to work full-color studio and/or transmitter, operation and maintenance. CBS affiliate. America's oldest UHF station, 2 million watts. Radio since 1921. Prefer person from midwest area. Write: Personnel Director, South Bend Tribune, South Bend, Indiana 46626.

Fetzer TV needs engineers with first class license for WWTV in Cadillac, Michigan. Experience desirable but not essential. Good pay and many company benefits. Excellent hunting and fishing area. Write P.O. Box 627, Cadillac, Michigan or phone 616-775-3478, collect.

Colorized television center for Iowa educational network needs an efficient engineer for an operating position. Call Don Saveroid 515-284-7723.

Chief engineer. All new color TV studio in San Juan, Puerto Rico needs chief engineer. RCA equipped including new RCA Vid-Au-Mac automated master control system. Applicants should have experience in all phases of color studio engineering including installation, checkout. Position is permanent with a rapidly growing company. Please send complete information, including salary requirements, in first response to Director of Engineering, P.O. Box 43, Mayaguez, Puerto Rico, 00708.

Assistant chief engineer with diversified experience can qualify at new Channel 19 TV, color ABC affiliate, Kingsport, Tennessee. Now under construction. Send resume including salary requirements to Harold Dougherty, Holston Valley Broadcasting Company, P.O. Box 569.

Electronic technician for large educational television system, maintenance and operator training. Prior television experience and second class radio telephone operator's license required. Technical school training desired. Leading manufacturer offers many benefits. Stamford, New York location near skiing, fishing, hunting; delightful small town living. Contact Mr. Citron at 203-853-3335.

NEWS

News photographer reporter for midwest TV-radio. Cover stories using all equipment utilized by both media. Be able to develop own newscasts. Be qualified to do the radio and TV air work in news capacity. Send resume, photo, tape (audio-video) to Box L-65, BROADCASTING.

Wanted news background. Strong on the air. Send resume and salary requirements, VTR or film. to Box M-97, BROADCASTING.

Programing, Production, Others

Experienced producer for public TV station in northeast. Directing experience desirable. Send complete resume and state salary requirements. Box L-188, BROADCASTING.

Art director for TV station in Nation's Capital. Head up our well equipped and functioning Art/Photo Dept. with no ceiling on your creative talent. You will be responsible for station's entire graphic look, including sets. Send portfolio and resume to Box M-101, BROADCASTING.

Miami independent UHF seeking strong production manager. Must be able to lead and supervise all on-air switching, direct personnel and upgrade all internal production. Airmail resume, references and salary requirements to Bob Gardner, WAJA-TV, P.O. Box 3693, Miami, Florida 33169.

Director-producer . . . must have several years experience in producing and directing. Channel 11, WIIK-TV, Pittsburgh, Pa. Mr. Weaver.

Film editor, independent in top 10 markets needs thoroughly experienced and creative editor. Heavy movie and syndicated schedule. No news. Send letter and resume to: Ted Baze, WUAB-TV, 2108 Payne Avenue, Cleveland, Ohio 44114. An equal opportunity employer.

TELEVISION

Situations Wanted

Management

The ability to motivate people, generate enthusiasm and create a happy, highly productive business climate. 15 years experience—production, promotion, sales. Currently general manager an outstanding sales and profit record. Ready to work hard for you as general manager. Please contact me via Box L-262, BROADCASTING.

Station manager—Experienced, 11 years Radio and Television, all phases including finance, 36, married, 4 children. Seeks opportunity to join progressive organization. Excellent references. Box M-12, BROADCASTING.

Seasoned, experienced, versatile, mature broadcast professional with 20 years solid background in all phases of the industry seeks improved opportunity. Local, regional, national or agency sales level. Experienced film buyer; familiar network affiliation contracts; knowledge from original application to on the air operation. Economy oriented administrator. Competent "on mike" or "on camera" performance. First class radio-telephone license. Currently in five figures at small market VHF. Detailed background, resume and references on request. Box M-57, BROADCASTING.

Relocate—management level public affairs specialist seeking challenging California assignment. Top group broadcaster references. Box M-60, BROADCASTING.

Sales

Experienced sales manager, announcer/producer/director/news editor. 37, personable, well-educated; extensive TV and radio background includes all phases production. Wishes position anywhere north-east or west coast. Tel. 212-297-6249 or Box M-83, BROADCASTING.

Technical

Engineer experienced all phases of TV currently with television network overseas, seeks interesting and remunerative position either US or abroad. Box M-22, BROADCASTING.

NEWS

Bright young woman reporter to gather, write, air news. Journalism degree. Experienced. Box M-4, BROADCASTING.

Attention major markets; investigative reporter. Big city newspaper expose artist desires position as TV news reporter. Solid broadcast background. Box M-56, BROADCASTING.

January graduate. Radio and/or TV news and/or sports. Master's in journalism—University of Missouri. Box M-78, BROADCASTING.

Snoopy . . . imaginative . . . accurate news reporter. Write, film edit own material. Experienced on air radio and television news background including sports and play by play. Box M-80, BROADCASTING.

Female newscaster, theater critic, interviewer. 27, experienced, educated. VTR available. Box M-100, BROADCASTING.

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.

Producer-director—Excellent references. Available now. Experienced all phases TV production: live and videotaped commercials, news, specials, remotes. Happiness is producing-directing for you. Box M-18, BROADCASTING.

Production manager: Offers experience, administrative and creative talent and enthusiasm to station demanding excellence. Will organize, train, and coordinate dynamic department. Box M-86, 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 78040.

TV Switcher wanted. Large Solid State with or adaptable to special effects. Give price and description. Box L-207, BROADCASTING.

Looking for two TK26 3-V film chains. Prefer C Model, but will talk on anything. Write KXJB-TV, Box 1231, Fargo, North Dakota.

Needed frequency monitor for 910 kHz. Also used dual channel console. Call Ron Meyer, at 914-354-2000 or write WRKL, New York City, N.Y.

Wanted to Buy—Equip.—cont'd

Needed used 500 watt transmitter, all equipment to build new station. Obed Borgen, 1710-11th Ave., N.E., Rochester, Minn. (507) 288-2279, (507) 765-3856.

FOR SALE—Equipment

Coaxial-cable—Heliac, Styroflex, Spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list, S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

RCA TTU-1B UHF Transmitter. Some parts missing. Exciters alone worth the price. Dick Lange, WHUT, Box 151, Anderson, Indiana 46015.

Gates FM5B transmitter, excellent condition, operating recently and like new M05534 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-CR 8-8521.

Self supporting towers—4 used 135 ft. towers. Box L-225, BROADCASTING.

Guyed towers—3 sizes of tower sections used one year. First come, first served basis. Box L-224, BROADCASTING.

Gates BC-5B "Cadillac" of the line. Excellent condition. Oil filled transformers. Solid state rectifiers. Available December 27th. \$5,225.00. Gates SA38 limiter. Excellent condition. \$210. KRCL, Lewiston, Idaho.

240' tower. Dresser with 60' tapered mast suitable communication of 6 bay FM antenna. Self-supporting, base 20x20. Painted, lighting kit included. On ground, ready to go. Art Silver, WTOA, Box 9750, Trenton, N.J. 609-896-0975.

Best deals—spotmaster, Scully, Magnecord, CBS Audimax—Volunax, Amega film equipment, Langevin, Fairchild, QRK, Russco. Other top brands. Lease, trade, finance. Audiovox, Box 7067-55, Miami, Florida 33155.

One Gates stereo limiter, one Gates stereo top level, two Gates cartridge I. Solid state record-playback units and two playback only units. Excellent condition. Dick Hardin, WBUD, Trenton.

Morrison two-way radiotower—155 feet welded steel used. Mint condition, self-supporting. Mr. Murray, Collins & Ryan, Millsboro, Del.

Vectorscope sale. Immediately available. Tektronix type 526 Vectorscopes, mint condition, used in quality control lab. Priced for immediate sale. Also available. Ampex VR-1000A with full monitoring and full low band color facilities: RGB or encoded record/reproduce. Many other bargains, including low band color system (1 Rack) for VR1000 RGB or encoded. For full details write, wire or phone: ED RIES AND ASSOCIATES, 414 No. Alfred Street, Los Angeles 90048, (213) 651-5080.

Auricon 400 feet sound camera, optical G magnetic, zoom. All accessories. A1 condition. Khorigan, UPI News, 448 W. 56th St., N.Y., N.Y.

Ultimation Systems Automatic program controllers for only \$1495, less tape transports—or use your own. Write for details! 510-23rd Street, Sacramento, California 95816. Phone 916-441-4613.

Hills Filmatic color film processor for Ektachrome (ME-4 System) new, in factory crate—\$17,850. Box M-75, BROADCASTING.

MISCELLANEOUS

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Plenty original one liners monthly—only \$35/year! We're hungry. \$1 gets samples: Delaney, Box 2282, Santa Ana, California.

Fishing! World's greatest! "Bimini"—duebills acceptable. Free literature—American Advertising Company, 270 North Crest, Chattanooga, Tennessee.

500 typical FCC first phone questions and answers. If you want a first phone, this could get you there. \$10.00 Box M-66, BROADCASTING.

Posters—wholesale to dealers. Free catalog. Distributor inquiries invited. San Francisco Poster Co., P.O. Box 33036, Hollywood, Calif. 90038.

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.

INSTRUCTIONS

(cont'd)

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI 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 Veteran's 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 55406.

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, programming, 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.

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, Combom, 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 \$360. Classes begin at all R.E.I. Schools 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 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

First phone quickly through tape recorded lessons at home plus one week personal instruction in Boston, Washington, D.C., Minneapolis, Los Angeles. Our 17th year teaching FCC license courses. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90266 (213-379-4461). Eastern office, P.O. Box 292, Westfield, Mass. 01085 (413-568-3689).

Why pay more? First phone license in four weeks \$295.00. Guaranteed results—rooms \$8.00 weekly. Next class starts January 13th. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tennessee Phone 297-8084.

Announcing—management—first phone . . . earn while you learn, GI approved. Tennessee Institute of Broadcasting, 2106-A 8th Ave., South, Nashville, Tennessee. 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—Management

BROADCAST EQUIPMENT PRODUCT MANAGER

Product management requires sales-minded, technically knowledgeable individuals who have thorough understanding of the broadcast industry equipment needs.

We have requirements for degreed individuals to fill the product management function in the marketing organization. Must be capable of working with all functions of the company and be able to accept broad responsibility for the management of a product line.

Salary commensurate with background plus full fringe benefits and profit sharing retirement plan. Located in medium-size city with excellent schools and full facilities for the finest of family living.

Send resume or call Robert T. Fluent, Employment Manager, 217/222-8200.

Gates Radio Company
Quincy, Illinois 62301

An equal opportunity employer (M & F)

Radio Chief Engineer Top Salary WGSM Huntington, New York

Contact Ron Curtis, Management Consultant for WGSM, to arrange a personal interview.
Phone 312-337-5318.

Nationwide Management Consultants
645 N. Michigan Ave., Chicago, Ill. 60611
312-337-5318

VICE-PRESIDENT- GENERAL MANAGER

Television-radio station overseas market needs man with engineering-management background. Excellent salary and bonus plus housing and transportation. Prefer manager with some experience in overseas living.

Write Box M-16, Broadcasting.

We are looking

for a top manager in a 3-station Mid-West market. Our station is full time. Good base and 10% of net profit . . . also possible ownership for our man.

Call 312-337-5318

Announcers

DISC JOCKEY

who can follow a format for dominant station in major California market. Good pay. 1st Class ticket. Send tape and resume.

Box M-106, Broadcasting.

Programing, Production, Others

RADIO-TV PRODUCER

Would you like to be an important part of our rapidly expanding broadcast department? You'll work with some of the finest creative talent. Fresh, imaginative work is what our accounts expect. We're big enough so you'll work on national accounts, small enough to give you creative freedom. If you're experienced in all phases of commercial production, write or call and tell us what you've done.

Creative Director,
George/Savan Advertising
222 South Meramec
St. Louis, Mo. 63105
314-727-8684

Technical

RCA BROADCAST ANALYSTS

The candidates we are seeking should have 3-5 years experience in marketing of broadcast audio/AM-FM transmitter equipment plus several years in broadcast engineering.

Educational background should include a college degree or related technical training.

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| | | | | | | | | | |
|------|----------|----------|--------|--------|--------|--------|------------|--------|-------|
| Ala. | small | daytime | \$ 50M | cash | M.W. | small | FM | \$ 60M | nego |
| M.W. | small | fulltime | 75M | cash | Ida. | small | fulltime | 65M | 29% |
| N.Y. | medium | daytime | 125M | SOLD | Oregon | medium | AM-FM | 175M | \$50M |
| La. | suburban | FM | 215M | \$100M | M.W. | metro | profitable | 370M | terms |
| M.W. | major | daytime | 168M | nego | M.W. | major | FM | 135M | 50% |

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FOR SALE—Stations

(cont'd)

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If you feel you meet these requirements, we suggest you write to us, on company letterhead, asking for our free booklet entitled **A COLUMBIA SCHOOL OF BROADCASTING FRANCHISE**. It's free and tells the whole remarkable story of the No. 1 broadcast school in the country.

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Summary of broadcasting

Compiled by BROADCASTING, Dec. 4, 1968

| | Licensed | On Air CP's | Total On Air | Not On Air CP's | Total Authorized |
|--------------------|--------------------|-------------|--------------------|-----------------|--------------------|
| Commercial AM | 4,219 ¹ | 18 | 4,237 ¹ | 63 | 4,300 ¹ |
| Commercial FM | 1,869 | 59 | 1,928 | 186 | 2,114 |
| Commercial TV-VHF | 496 ² | 10 | 506 ² | 11 | 517 ² |
| Commercial TV-UHF | 118 ² | 48 | 165 ² | 160 | 326 ² |
| Educational FM | 348 | 13 | 361 | 32 | 393 |
| Educational TV-VHF | 70 | 5 | 75 | 2 | 77 |
| Educational TV-UHF | 70 | 24 | 94 | 17 | 111 |

Station boxscore

Compiled by FCC, Nov. 1, 1968

| | Com'l AM | Com'l FM | Com'l TV | Educ FM | Educ TV |
|--------------------------------|--------------------|----------|------------------|---------|---------|
| Licensed (all on air) | 4,213 ¹ | 1,856 | 614 ² | 344 | 136 |
| CP's on air (new stations) | 22 | 61 | 57 | 15 | 33 |
| Total on air | 4,235 ¹ | 1,917 | 670 ² | 359 | 169 |
| CP's not on air (new stations) | 64 | 204 | 171 | 30 | 19 |
| Total authorized stations | 4,299 ¹ | 2,121 | 842 ² | 389 | 188 |
| Licenses deleted | 0 | 0 | 0 | 0 | 0 |
| CP's deleted | 0 | 0 | 0 | 0 | 0 |

¹ Includes two AM's operating with Special Temporary Authorization, and 25 educational AM's.

² Includes two VHF's operating with STA's, and one licensed UHF that is not on the air.

(Continued from page 69)

FCC approval to purchase KXLR North Little Rock, Ark. Mr. Buckley owns the *National Review* and is author and TV commentator. Michael Starr owns 50% of application for new AM at Platte, Neb., but intends to dispose of same. He is also attorney. Ann. Dec. 2.

■ WUOK Cumberland, Md.—Seeks assignment of license from WKYR Inc. to Reams Communications Inc. for purpose of corporate merger. No consideration involved. Principal: Frazier Reams Jr., sole owner. Mr. Reams owns WKYR Cumberland and WKBZ Muskegon, Mich. He also owns 40% of WCWA-AM-FM Toledo, Ohio. Ann. Nov. 29.

■ WLEC-AM-FM Sandusky, Ohio—Seeks assignment of license from Atlantic States Industries Inc. to RadioOhio Inc. for \$835,000. Sellers: Ralph C. Guild, president (37.1%), Daren F. McGavren, chairman of board (14%), George R. Fritzing, executive vice president (10%) et al. Sellers own McGavren-Guild-PGW Radio Inc., station representative. They also own WNVV Pensacola, Fla.; WLOB-AM-FM Portland, Me.; WRYT Boston; KMAK Fresno and KROY Sacramento, both California. Mr. Fritzing owns 7.5% of applicant for new TV at Boston. (Sale of WLEC-AM-FM contingent upon FCC approval of ASI's purchase of stations. See KFAC-AM-FM Los Angeles.) Buyers: Richard A. Borel, president, Richard M. Wolfe, vice president et al. (as a group 100%). Buyers own WBNS-AM-FM Columbus, Ohio. Ann. Dec. 4.

■ WIBF Jenkintown, Pa.—Seeks assignment of license from WIBF Broadcasting Co. to Fox Broadcasting Co. for purpose of corporate reorganization. No consideration involved. Principals: William L. and Irwin C. Fox and Dorothy Kotin (each 19 1/3%). Benson Apartment Corp. (29 1/3%) and Fox Brothers Management Corp. (12 1/3%). Principals own WIBF-TV Philadelphia. Application to sell WIBF-TV is pending. Ann. Nov. 27.

■ WIBF-TV Philadelphia—Seeks transfer of control of WIBF Broadcasting Co. permittee, from William L. and Irwin C. Fox and Dorothy Kotin (each 19 1/3% before, none after). Benson Apartment Corp. (29 1/3% before, none after) and Fox Brothers Management Corp. (12 1/3% before, none after) to Taft Broadcasting Co. (none before, 100% after). Sellers: Messrs. Fox and Mrs. Kotin own WIBF-FM Jenkintown, Pa. Buyers: Lawrence H. Rogers II, president et al. Euyers own WKRC-AM-FM-TV Cincinnati; WTVN-AM-TV and WBUK(FM) Columbus, Ohio; WBRC-AM-FM-TV Birmingham, Ala.; WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton, Pa. Consideration: aggregate of \$4.5 million. Ann. Nov. 27.

■ WJOT Lake City, S. C.—Seeks transfer of control of Lake City Broadcasting Corp. from Russell George-Busdicker (50% before, none after) to Mrs. Renee B. Busdicker, executrix under will of Russell George-Busdicker, deceased (none before, 50% after). No consideration involved. Ann. Dec. 3.

■ WKTA-FM McKenzie, Tenn.—Seeks sale of stock of Carroll Broadcasting Corp. from James W. Freeland (25% before, none after) to Michael R. Freeland (37.5% before, 62.5%

after). Consideration: \$5,000. Ann. Nov. 29.

■ WMQM Memphis—Seeks assignment of license from Century Broadcasting Co. to Dalworth Broadcasting Co. for purpose of corporate merger. No consideration involved. Principals: Kurt A. Meer (75%) and Century Life Insurance Co. (25%). Ann. Nov. 29.

■ KNAF Fredericksburg, Tex.—Seeks transfer of control of Gillespie Broadcasting Co. from Arthur Stehling (100% before, none after) to Norbert Fritz (none before, 100% after). Principal: Mr. Fritz is general manager and engineer for KNAF, owns 50% of farming and ranching business and owns 33 1/3% of Fredericksburg Cable Corp. Consideration: none indicated. Ann. Nov. 29.

■ KWEL Midland, Tex.—Seeks assignment of license from D-J Broadcasting Inc. to KWEL Inc. for \$120,000. Sellers: Winston J. and Helen B. Deane (jointly 100%). Mr. Deane owns KOTN-AM-FM Pine Bluff, Ark. Buyers: Bob Hicks, president-treasurer (50%), George A. Field, secretary, B. R. Hudgins Jr., vice president (each 20%) and J. W. Stewart, vice president (10%). Mr. Hicks is former owner of KPSSO Falfurrias, Tex. Messrs. Hudgins and Field have real estate interests. Mr. Field has interest in farming, ranching and insurance. Mr. Stewart has interests in ranching and grocery store. Ann. Dec. 2.

■ KEYY Provo, Utah—Seeks sale of stock of Mid-Utah Broadcasting Co. from D. Spencer Grow (60% before, 45% after) to Steven Lind Grow (none before, 15% after). No consideration involved. Ann. Nov. 29.

■ WELK Charlottesville, Va.—Seeks transfer of WELK Inc. from Jackson Park Realty Co. (55% before, none after) to Robert W. Stroh, president (37.5% before, 65.5% after), Harold B. Wright Jr., secretary (3% before, 10% after), James T. Graves, treasurer (2% before, 13.32% after) et al. Sellers: H. A. Haden, president et al. Buyers: Mr. Stroh is WELK vice president-general manager and Mr. Wright is WELK chief engineer-operations director. Mr. Graves owns two cab companies and a real estate development company and has interest in a loan company. Consideration: \$120,000. Ann. Nov. 29.

Actions

■ KSUN Bisbee, Ariz.—Broadcast Bureau granted transfer of control of Bisbee Broadcasters Inc. from Arlo Wollery (100% before, none after) to Howard Waterhouse (none before, 100% after). Principal: Mr. Waterhouse is chief engineer for WHLT Huntington, Ind. Consideration: \$30,000. Action Nov. 25.

■ KAPR Douglas, Ariz.—Broadcast Bureau granted transfer of control of Mor-Hart Inc. from Jerry Hartine (50% before, none after) to Ray Morgan (50% before, 100% after). Principal: Ray Morgan, sole owner. Consideration: \$6,000. Action Nov. 29.

■ KATO Safford, Ariz.—Broadcast Bureau granted assignment of license from Willard Shoecraft to Al G. Stanley for \$85,000. Mr. Shoecraft owns KIKO Miami, Ariz. Mr. Stanley is general manager of WTSB-AM-FM Lumberton, N. C., owns 50% of insurance and real estate company and 75% of loan company. Action Nov. 29.

■ **KBBY(FM) Bakersfield, Calif.**—Broadcast Bureau granted assignment of CP from Thunderbird Broadcasting Co. to Chaparral Broadcasting Inc. for purpose of incorporation. No consideration involved. Principal: Alvis E. Owens Jr., sole owner. Mr. Owens owns KUZZ Bakersfield. Action Nov. 27.

■ **KWIP Merced, Calif.**—Broadcast Bureau granted assignment of license from Cambridge Broadcasting Corp. to K.W.I.P. Broadcasting Inc. for \$100,000. Sellers: Robert Wiley Miller, president et al. Buyers: Keith L. Stine, secretary-treasurer and Glenn H. Hillmer, president (each 50%). Buyers are former owners of WHOU Houlton, Me. Action Nov. 27.

■ **KOSO(FM) Patterson, Calif.**—Broadcast Bureau granted transfer of control of Sierra-Pacific Radio Corp. from Gary Suggs (25% before, none after) to Ronald La Force (37.57% before, 45.8% after), John B. Morovich (11.1% before, 19.4% after) and Joe B. Fields (none before, 8.4% after). Principals: Messrs. Suggs and La Force have no other business interests indicated. Mr. Morovich has 60% interest in truck-trailer sales company and in truck body sales company. He also owns 70% of truck-trailer financing company and is sole owner of apartment house. Mr. Fields owns 50% of industrial laundry. Consideration: \$17,605.40. Action Nov. 27.

■ **KLOK San Jose, Calif.**—Broadcast Bureau granted assignment of license from Radio KLOK Inc. to P. & T. Davis Investment Co. for purpose of corporate merger. No consideration involved. Principals: W. Thomas Davis and M. Philip Davis (each 50%). Action Nov. 27.

■ **WHEW Riviera Beach, Fla.**—Broadcast Bureau granted assignment of license from Colee Enterprises Inc. to Beach Broadcasting Corp. for \$375,000. Sellers: Donn and Lee Colee (each 50%). Buyers: Bertram Lebar Jr., president (60%) and Jay Lewis Solomon, vice president (40%). Mr. Lebar is sole owner of advertising agency and radio-TV program packaging firm. Mr. Solomon is former salesman for WEAT-AM-TV West Palm Beach, Fla. Action Nov. 29.

■ **WMCN-TV Macon, Ga.**—Broadcast Bureau granted relinquishment of negative control of Rovam Television Inc., permittee, from Robert Helft and John Van Drill (each 50% before, 49.5% after) to Marvin Becker (none before, 1% after). Sellers own CP for WPDT(TV) Florence, S. C. No consideration involved. Action Nov. 26.

■ **WSNT Sandersville, WJAT-AM-FM Swainsboro and WBRO Waynesboro, all Georgia.**—Broadcast Bureau granted transfer of control from J. William, John E. and Dollie Dearman Denny and Mary Clair Rhodes and Thomas M. Evans, executors of estate of James R. Denny, deceased (as a group 50% before, none after) to Webb Pierce (50% before, 100% after). Principal: Mr. Pierce is recording artist and entertainer. Consideration: \$125,000. Action Nov. 26.

■ **WGSB Geneva, Ill.**—Broadcast Bureau granted transfer of control of Fox Valley Broadcasting Corp. from 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. Action Nov. 27.

■ **WCHB Inkster, Mich., and WCHD(FM) Detroit.**—Broadcast Bureau granted transfer of control of Bell Broadcasting Co. from Haley and Mary Bell (jointly 55% before) to same as individuals (each 27.5% after). No consideration involved. Action Nov. 27.

■ **KZYM-AM-FM Cape Girardeau, Mo.**—Broadcast Bureau granted assignment of license and CP, respectively, from Missouri-Illinois Broadcasting Co. to Missouri-Illinois Broadcasting Inc. for purpose of incorporation. No consideration involved. Principal: Jerome B. Zimmer (50%), Lionel D. Spedel, vice president (49.5%) and Edna A. Spedel (.5%). Action Nov. 27.

■ **WCGR Canandaigua, N. Y.**—Broadcast Bureau granted transfer of control of Canandaigua Broadcasting Co. from Westley G. and Marion L. Kimble (jointly 100% before, none after) to Marion L. Kimble, individually and as administratrix of estate of Westley G. Kimble, deceased (50% before, 100% after). No consideration involved. Action Nov. 26.

■ **WLKR-AM-FM Norwalk, WRWR-FM Port Clinton and WKTN-FM Kenton, all Ohio.**—Broadcast Bureau granted 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%. Action Nov. 26.

■ **KOOS Coos Bay, Ore.**—Broadcast Bureau granted transfer of control of KOOS Inc. from Sheldon F. Sackett (94.7% before, none after) to John W. and David S. Sackett, co-executors of estate of Sheldon F. Sackett, deceased (jointly none before, 94.7% after). No consideration involved. Action Nov. 26.

■ **WDAR-AM-FM Darlington, S. C.**—Broadcast Bureau granted transfer of control of Mid-Carolina Broadcasting Inc. from Mid-Carolina Broadcasting Co. (100% before, none after) to Dr. Stanely M. Boyd and Theodore J. Gray Jr. (each none before, 50% after). Sellers: Harry L. Welch (50%) et al. Sellers own WSAT Salisbury and WTK Durham, both North Carolina. Buyers: Dr. Boyd is dentist. Mr. Gray owns 59.6% of WKDE Altavista and 15% of WHEO Stuart, both Virginia. He also owns WAKS Fuquay-Varina, N. C. Consideration: \$19,657.45. Action Nov. 29.

■ **KBZB Odessa, Tex.**—Broadcast Bureau granted assignment of license from High Sky Broadcasters Inc. to Atkins and Green

Broadcasting Co. for \$216,535. Principal of High Sky Broadcasters Inc.: D. L. Adcock Jr., president. Principals of Atkins and Green Broadcasting Co.: Herbert H. Atkins and George M. Green (each 50%). Mr. Atkins is sports announcer for KRIG Odessa. Mr. Green is business manager of KOSA-TV, that city. Action Nov. 29.

■ **KWED Seguin, Tex.**—Broadcast Bureau granted transfer of control from estate of Garfield Kiel to Mrs. Edith O. Kiel (none before, 51% after). Mrs. Kiel owns 17% of KBRZ Freeport and KLTJ-FM Lake Jackson, both Texas. Action Nov. 27.

■ **WPXI Roanoke, Va.**—FCC granted assignment of license from Impact Radio Inc. to H. Clyde Pearson, trustee in bankruptcy. No consideration involved. Action Nov. 26.

■ **WPXI Roanoke, Va.**—FCC granted transfer of control of Impact Radio Inc. from H. Clyde Pearson, trustee in bankruptcy (100% before, none after), to T & H Broadcasting Co. (none before, 100% after). Principals: Constance T. Hausman, president, Phillip Trompeter, vice president, Steven Andrew Trompeter (each 24%) and Samuel Albert Trompeter, secretary-treasurer (28%). Principals own real estate rental and investment company. Consideration: \$115,000. Action Nov. 26.

Community-antenna activities

The following are activities in community antenna television reported to BROADCASTING, through Dec. 4. 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*.

■ **Homewood, Ala.**—Televue Cable Alabama Inc. and WAPI-TV, both Birmingham, have applied for a franchise. Alabama TV Cable Inc., Jefferson county, is previous applicant.

■ **Linden, Ala.**—Linden Cable TV Inc. has been granted a franchise.

■ **Benicia, Calif.**—Vumore Cablevision of California has been granted a 20-year franchise.

■ **Mt. Washington-Cypress Park, Calif.**—Theta Cable of California Inc., Los Angeles (multiple CATV owner), has been granted a franchise. Installation and monthly fees will be \$19.50 and \$5, respectively.

■ **San Mateo, Calif.**—Western TV Cable, subsidiary of Western Communications Inc., both San Francisco (both multiple CATV owners), California Cable Corp. and Vista Grande Cablevision Inc. have each applied for a franchise.

■ **Selma, Calif.**—Fresno CATV Co. Inc., Fresno, Calif. (multiple CATV owner), has applied for a franchise for a 12-channel system. Installation and monthly fees would be \$15 and \$4.80, respectively.

■ **Stainslaus County, Calif.**—Toulumne Cablevision Inc. and Ceres Cable Co. Inc. have applied for a franchise to serve the Oakdale and Ceres areas.

■ **Vallejo, Calif.**—Community TV Inc., Denver (multiple CATV owner); Televents of California Inc., Martinez; Teleprompter Corp., New York (multiple CATV owner); Nation-Wide Cablevision Co., Los Angeles (multiple CATV owner); Bay Cablevision, Los Angeles; Vumore Cablevision of California, San Leandro, and Triangle Cable Co., Oakland, Calif., have each applied for a franchise.

■ **Danbury, Conn.**—Danbury Teleprompter Corp., Danbury, has been granted a franchise.

■ **Arcadia, Fla.**—George J. Buery, Fort Meyers, Sarasota CATV Co., Sarasota, and Charles McArthur, Martin county, all Florida, have each applied for a franchise.

■ **Madison, Ga.**—Mianopy Cable TV, Gainesville, Fla., has applied for a franchise for a nine-channel system. City will receive 3% of gross annual revenues.

■ **Coeur d'Alene, Idaho.**—Coeur d'Alene Cablevision Inc., a subsidiary of Davis Broadcasting Co., Beverly Hills, Calif., has been granted an exclusive franchise.

■ **Wichita, Kan.**—Wichita CATV Inc., a subsidiary of H&B America Corp., Beverly

Hills, Calif. (multiple CATV owner); Gencoe (multiple CATV owner), a subsidiary of Livingston Oil Co., both Tulsa; Air Capital Cablevision Inc., Wichita, and International Telemeter of Wichita Inc., a subsidiary of Gulf & Western Industries (multiple CATV owner), have each applied for a franchise. City would receive \$25,000 at onset and \$800,000 a year from Wichita CATV Inc.; \$27,500 at onset and \$77,500 a year from Gencoe; \$100,000 at onset and \$750,000 a year from Air Capital, and \$50,000 at onset and from 6% to 12% of gross annual revenues from International Telemeter.

■ **Biddeford, Me.**—Coastal Cable and Antenna Inc., Biddeford, has applied for a franchise. City will receive 10.3% of gross annual revenues.

■ **Brunswick, Me.**—Casco CATV Inc. has been granted a franchise. Installation and monthly fees will be \$18 and \$5, respectively. City will receive \$100 and 10% of gross annual revenues. American Transmission & Communications Corp., Waltham, Mass., and Coastal Cable & Antenna Inc., South Portland, Me., are previous applicants.

■ **Springfield, Mo.**—International Telemeter Corp., Los Angeles (multiple CATV owner), a subsidiary of Gulf & Western Industries, has been granted a franchise. Other applicants were Telecable Corp., Norfolk, Va. (multiple CATV owner), GT&E Communications Inc., New York (multiple CATV owner), Springfield Telecable Corp., San Angelo, Tex., and Ozark Empire Vision Inc., Springfield, Mo.

■ **Cheektowaga, N. Y.**—Cheektowaga Cablevision Inc., Lackawanna, has been granted a franchise for a 9-channel system. Installation and monthly fees will be \$12 and \$5, respectively. City will receive 2½% of gross annual revenues for first 500 subscribers and 4% for over 800 subscribers.

■ **Randolph, N. C.**—Eddie Swicegood, Ashboro, N. C., and Robert Williford, Randolph, have applied for a franchise.

■ **Medina, Ohio.**—Ed Paul of Hinckley has applied for a franchise.

■ **Worthington, Ohio.**—Franklin County Cable Service Inc. has applied for a franchise.

■ **Croyle, Pa.**—Nanty Glo CATV, Nanty Glo, Pa., has applied for a franchise.

■ **McKeesport, Pa.**—Centre Video Corp., State College, Pa. (multiple CATV owner), has been granted a 15-year franchise. Installation and monthly fees will be \$5 and \$4.50, respectively. City will receive 3% of gross annual revenues.

■ **Richland Township, Pa.**—Johnstown Cable TV Inc. has been granted a franchise. Monthly fees will be \$3.75, and city will receive 4½% gross annual revenues after four years. Apex TV & Radio Service is other applicant.

■ **Chester, S. C.**—Chester Cablevision Corp. has applied for a franchise.

■ **Port Townsend, Wash.**—Teletronics, Port Townsend, has been granted a nonexclusive five-year franchise, renewable for 15 years. City will receive 4% of gross annual revenues.

■ **Union Gap, Wash.**—West Valley Cablevision Inc. has been granted a franchise.

Radio 1968 is a long step from three years ago, five years ago. Yet you won't find it neatly capsulized in the hard pop tunes like "Chewy, Chewy" by the Ohio Express or underground-flavored "Magic Carpet Ride" by Steppenwolf—or even in play-anytime "Promises, Promises" by Dionne Warwick.

WLS Chicago's Gene Taylor admits radio is still music, music, music. But it's so much more than that in breadth and depth of news, information and public service today in his book that the measure must be more than the beats to the bar.

The business of broadcasting 1968 has become as complex and sophisticated as the music for all tastes that is now the meat of contemporary radio, Mr. Taylor feels, and the old formats and formulas will no longer fit. Today the total image of success in service through all aspects of the medium is the goal and it takes a "team" to win it, he says.

Mr. Taylor as vice president of WLS Inc. and general manager of the ABC-owned WLS-AM-FM Chicago is one of the few young executives in broadcasting who has come up through the program side of the business, the majority of managers usually coming from strong sales backgrounds. But he has built his team carefully so both sales and program executives know one another's problems so well they might easily switch jobs, proving his point that in radio today sales and programming are so mutually interdependent one no longer wags the other.

Mr. Taylor doesn't beg the theory. He reaches for another cigarette in his customary restless manner and cuts through to the nitty-gritty and the point: Sales for WLS in the second and third quarters this year hit new all-time highs and by the week ending Nov. 23 sales in the fourth quarter topped the previous high for the same period. As a whole 1968 won't be a record year because of the slow start, he notes, but it will come in at a very close second to 1966, the top year Ralph Beaudin left when he moved to New York as group vice president of ABC in charge of radio.

WLS management, like that of most stations, is jealous of its data. But those doing regular business with WLS estimate 1968 gross dollars will again top the four-million mark, putting it possibly in the second spot in Chicago behind WGN there which now is running at the \$8-million-plus level.

Mr. Taylor admits Mr. Beaudin was a tough man to follow and after an abortive attempt to imitate him he settled down to just being himself, a professional perfectionist. A second of air silence will trigger him from his chair asking why, yet the sound of presenta-

Programing and sales are of equal import

tion is more relaxed, he says, compared to the "screaming drive, drive" of another era. Audiences are too mature for that false mood now, he adds.

"Yet we're a lot tighter in production than we used to be," Mr. Taylor explains, "and we want to be more so." Even the slightest fluff "breaks the train of thought of the listener," he says, and interrupts the flow of interest, excitement or anticipation.

Research into the tastes of the audience and the needs of the advertiser is a subject close to Mr. Taylor's heart. WLS presently is conducting the second annual Music Hit Parade Election promotion via ballots in its feature publica-

tion circulated via music stores. He also sees wide use of the new Brand Rating Index data that is being made available by ABC for all its owned stations in working with agencies and sponsors.

The BRI data, he explains, enables a station to clearly pinpoint prospects using specific products and the programs that deliver them. This is a step in the direction of stations supplying more and more hard demographic data, he feels, and only suggests the sophistication of marketing reach and efficiency yet to come.

But does high marketing impact of a radio station and so much trade emphasis upon ratings and sales mean a station is missing the mark in other areas like public service? On the contrary, Mr. Taylor feels, this precision of program and sales power also means management can plan, execute and measure its service projects with equal exactness and impact.

Breaking away from constant phone calls and taking his interviewer with him, Mr. Taylor grabs a fast cab to the near north side and the Ambassador East for a photo session with *F Troop's* Forrest Tucker, and three little orphans, part of the WLS drive to help the Chicago Jaycees help the city's forgotten at Christmas. In the cab he remembers growing up in radio programming and how today's adult audiences 18-49 favor contemporary music because they grew up along with the music in radio too.

He credits the late George Frechette of WFHR Wisconsin Rapids, Wis., for giving him the basic inspiration and chance to learn radio's ropes in all departments. He worked there less than two years, left for a series of sales jobs across the country at every level, then returned for a brief period until he joined WBIZ Eau Claire, Wis., as announcer for two years.

Music became a part of his life more intimately after he joined Wcow South St. Paul (now KDWB Minneapolis-St. Paul) and subsequently became program director. Wcow then was country and western. Later disk jockey jobs at WMIN Minneapolis and WOKY Milwaukee expanded Mr. Taylor's musical background as he learned flexibility is radio's key to career success even if the thing of the day is strictly format.

He joined WLS as evening personality in 1960, an abrupt switch from morning man at WOKY. But the nuances of the difference never left him. His total involvement in music selection came at WLS as he moved into management.

Taking the family on skiing trips consumes almost as much enthusiastic energy as Mr. Taylor gives to his job. "After all," he says, "broadcasting is a hell of a lot of fun."

Week's Profile



Eugene Taylor—VP and general manager, WLS-AM-FM Chicago; b. Aug. 1, 1928, Minneapolis; attended U. of Minnesota after Army service 1946-47; disk jockey, WMIN Minneapolis, 1956-58; WOKY Milwaukee, disk jockey, 1958-1960; joined WLS 1960 as disk jockey becoming program director 1961, station manager 1965 and VP June 1967; director—Illinois Broadcasters Association, American College of Radio Arts, Crafts & Sciences and Broadcast Skills Bank; active various community organizations; m. Claudia Smith of St. Paul, Feb. 28, 1957 (both previously married); her children he has adopted—Kevin 15, Carole 13; hobbies—golf and skiing.

Hot spell

For a while last week it looked as if the broadcast press had acquired a powerful weapon in defense of its coverage of the disturbances accompanying the Democratic convention in Chicago. The weapon, of course, was the report prepared for the President's Commission on Violence by a task force headed by Daniel Walker, prominent Chicago lawyer and head of the Chicago Crime Commission.

Mr. Walker's conclusions provide confirmation that the police brutality seen on television was, if anything, underplayed. The Walker report describes an extent and degree of official violence far exceeding what was caught by television cameras. It is a direct rebuttal to those who sided with Mayor Richard Daley's judgment that his police were grossly abused by television journalism.

But now it looks as if the Walker report will be less a weapon for the broadcast press than an associated target. As might have been expected, the minds that had already been fixed to believe in television distortion have now been put to work to discredit the Walker report. For television journalists the report is a reassuring document to have around, but it is not a writ of habeas corpus that will deliver them from the fires that will be lighted in Washington.

A special report elsewhere in this issue identifies some of the government officials who are already scratching matches to touch to the broadcast press. Others may turn up later. But right now it is safe to assume that there will be inquiries in both the House and Senate. Meanwhile, of course, the FCC can be counted on to apply its form of heat whenever it thinks it politically expedient to do so.

The first real danger in so inflammable a situation is that top management in broadcasting may begin to worry about the troubles that its journalism ventures are creating and decide that the politic thing to do is to retreat to safer ground. That would be just about the worst fate that could befall television.

Actually there may be great advantages to be gained in the period of discomfort that is beginning to unfold. If broadcasters will stand their ground and support their newsmen with adequate budgets and desirable time schedules, they will enlarge their stature before both the public and the public's representatives. A show of weakness now will only encourage political forces to reach for a tighter hold.

Clean slate

There is logic in the suggestion that administrative agencies, like the FCC, clear their rulemaking dockets of deadwood every two years or so. Congress does it with each new biennial session, and congressmen argue eloquently that the FCC, along with other independent agencies, is its creature.

This procedure makes as much sense for the FCC as for the Congress. Why keep alive proposed rules that aren't likely to get anywhere, or that no longer have substance because of marked changes in technology or economics?

These include the one-to-a-customer fantasy, when competition among the media and among various classes of broadcast stations is tougher than ever; the newspaper-ownership issue, which is being invoked through Department of Justice scrutiny and without the formality of a rule, and various network licensing proposals and rules, which

mean nothing because networks are reached through their owned-and-operated stations.

These are among more than 30 rulemaking procedures involving broadcasting and related services and now docketed as unfinished business before the FCC.

We do not suggest that all pending rulemakings be jettisoned and forgotten. Our notion is that perhaps every two years, or maybe with every change in administration, the FCC wipe out those rulemakings that have been pending, say, more than two years. Then upon review, the commission could reinstate those that still may be viable.

Too many dockets have languished simply to sustain jobs for patronage holders and for whatever values commissioners seem to derive from keeping the investigative heat on, particularly in programing and contractual areas where its jurisdiction is questionable, at best. The very Congress that wipes its own slate clean every two years, delights in goading a frightened FCC into this senseless mischief-making.

The congressional parallel is apt for another reason. Congress begins each session fresh, cleaning out attic and basement of two years' accumulation. Its successor, with many new faces, initiates the new legislation.

The FCC membership also changes from year to year. And next year its political control shifts too. No new legislation is needed to drop all rulemaking of doubtful value.

False start

At his news conference last Monday Richard Nixon showed disquieting signs of bias against the broadcast press. After announcing his appointment of Dr. Henry A. Kissinger as assistant to the President for national security affairs and answering some questions, Mr. Nixon asked that television cameras be turned off before he proceeded. He then went on with a detailed question-and-answer session.

A Nixon aide later explained that the President-elect turned off the television coverage to avoid "the possibility of misunderstanding" when he discussed issues in depth. That doesn't make much sense to us. No camera or sound track ever misunderstood anybody. If misunderstanding is what Mr. Nixon really wants to avoid, he had better let the broadcast press work alongside the printed press.

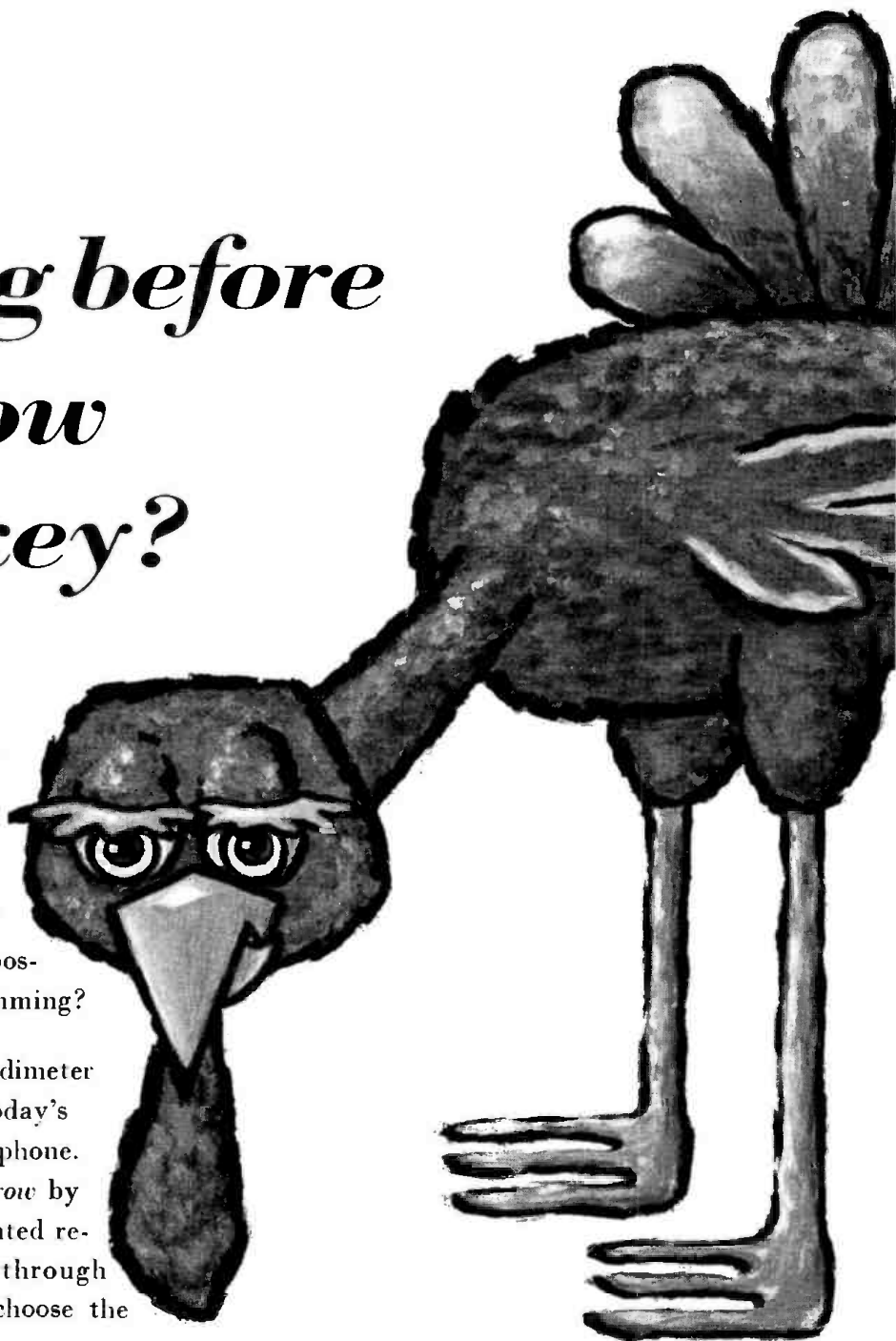


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