



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Wired-city dream gets sternest test in New York. p23
NAB warns of one-to-customer perils in FCC-proposed rules. p36
Wells, Rich, Greene get \$10-million worth of cola. p30
WTOP's all-news format riles competitor, congressmen. p40

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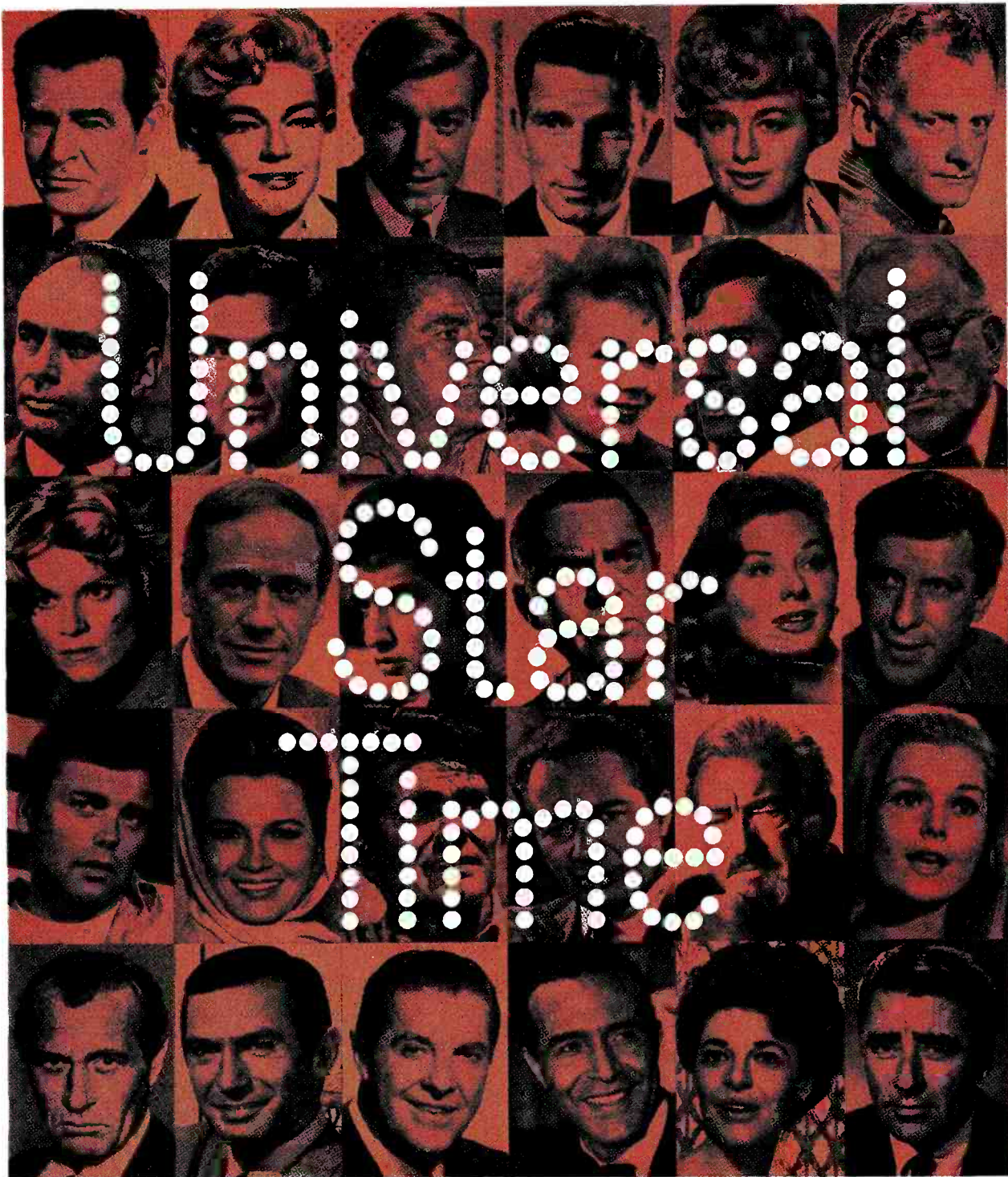


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Source: NSI Weekly Cumulative Audience, November, 1968. Subject to qualifications of report. Represented by Metro TV Sales.



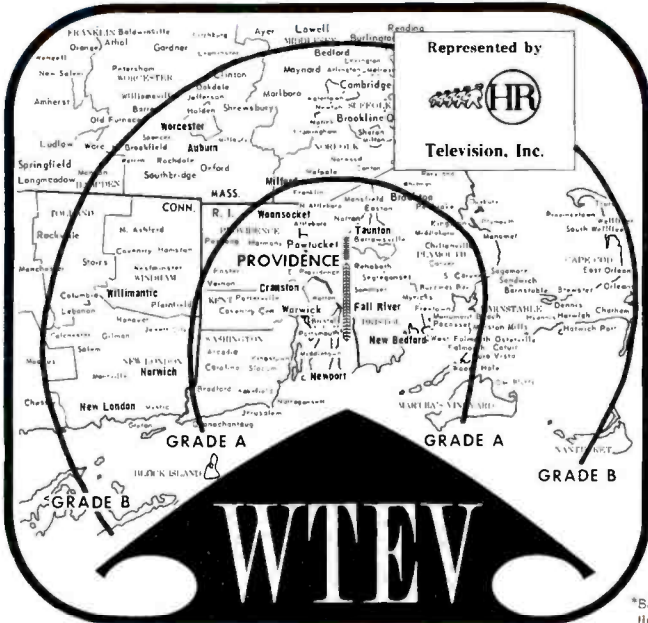
Greater Providence, pivotal point for New England, is an area of interesting contrast—colonial/classical/modern, traditional/progressive—of ever-increasing importance in the great eastern megalopolis.

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In the Greater Providence TV Area, every day more people look and listen—the WTEV audience is growing. The new 1,049-foot tower assures more reach and penetration. This, together with alert, timely programming, accounts for viewer increases among all age segments. Continuing significant gains in average total homes reached*

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WTEV

Providence—New Bedford—Fall River
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Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

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

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.

Bits and pieces

There is deepening concern among broadcasters over what they regard as serious move toward 30-second commercials being turned into mini-piggybacks, in manner of emergence of 60-second piggybacks several years ago. Concern stems from seemingly escalating trend of 30's embracing two related products put together in way that meets "integrated"—as distinguished from piggyback—standards of TV commercial code. Among advertisers said to have employed technique are American Home Products, Bristol-Myers, Colgate, General Mills, Kellogg, P. Lorillard, Nabisco, Scott Paper. Fear of many broadcasters is that unless trend is stopped by united stand, next step inevitably will be 30's broken into 15-15, 10-20 or even 10-10-10 combinations for all sorts of unrelated products in pure piggyback style.

Front burner

There's been revival of negotiations for sale of Field Enterprises' WFLD(TV) Chicago (ch. 32) to Metromedia, which some time ago submitted original bid (BROADCASTING, Jan. 13, 6). RKO General and Kaiser Broadcasting have also made passes at WFLD, one of most elaborately equipped UHF's in nation. Field also owns Chicago *Sun-Times* and *Daily News*.

If Metromedia gets WFLD, adjustment must be made in pending petition for FCC approval of Metromedia's merger into Transamerica Corp. Metromedia now owns five TV stations (including one U). Transamerica's subsidiary, United Artists, owns WUAB(TV) Lorain-Cleveland (ch. 43) and holds CP for KUAB(TV) (ch. 20) Houston. Presumably UA would relinquish Houston CP to keep combined holdings in merged companies within seven-station television limit.

Double bill

New turn in *Get Smart* involvement of CBS and NBC: There will probably be two series by that name on air next fall, new episodes on CBS-TV's night-time schedule and reruns sold to stations by NBC Films, which has off-network syndication rights. *Get Smart* is winding up its third season on NBC. Syndicator is said to have made first sales to major group owner.

Hughes's move

Newly reconstituted Hughes Sports Network, owned by billionaire Howard Hughes, is scheduled to announce first

major undertaking: production of one-hour weekly series of professional football highlights in association with AFL/NFL Films. Programs will be fed to station line-up assembled by Hughes Sports Network. During last football season half-hour version of football highlights was syndicated on market-by-market basis.

Moving up

Expected to be announced soon is selection of Arthur A. Gladstone as FCC's chief examiner, succeeding Colonel James D. Cunningham, who retired last Friday after 35 years with FCC. Mr. Gladstone, 58, has been with FCC since 1941 and became examiner March 1, 1961. He received LLB from Columbia University in 1934. He has been presiding examiner in AT&T rate cases, considered among toughest of FCC hearing assignments.

Heavy ante

Fifty thousand dollars—largest single contribution yet to Broadcast Pioneers Educational Fund—was pledged last week by Donald H. McGannon, chairman of Westinghouse Broadcasting Co. Contribution is being made in recognition of pioneering of Joseph E. Baudino. Group W Washington vice president since 1951. Mr. Baudino, president of Broadcasters Foundation and former president of Broadcast Pioneers, has been active in broadcasting since 1927 when he joined Westinghouse and was assigned to KDKA Pittsburgh.

BPEF is seeking to raise \$750,000 to sustain reference center and library being installed on first floor of new National Association of Broadcasters building in Washington. Fund is needed to support center for seven-year period. G. Richard Shafto, chairman of executive committee of Cosmos Broadcasting, is president of BPEF. General co-chairman are Roger W. Clipp, former head of Triangle Stations, and Ward L. Quaal, president of WGN Continental.

Alchemy

ABC's optical system for getting full-color images from black-and-white film is about to be offered in marketplace. Field tests are ending at WNAC-TV Boston, which is using method to telecast news film (BROADCASTING, Dec. 16, 1968). Abto Inc., formed by equal partnership of co-developers Technical Operations Inc. and ABC, will license process. Frank L. Marx, ABC Inc. vice president, is Abto president.

Triangle station group is discussing

possibility of using Abto optical method at WNHC-TV New Haven, Conn., which would put process through its own operational tests. Backers of development, first shown by ABC in New York in spring of 1967, stress its value as short-cut in color processing of news film. Technique retains color information on standard black-and-white film in three registered overlapping images via tri-colored filter attached to camera or incorporated on film.

Instant group

Culligan Communications Corp. is on its way to becoming radio-station group owner that President Matthew J. Culligan, former head of Mutual and before that of *Saturday Evening Post* and NBC Radio, said it intended to be when company was formed early this year (BROADCASTING, Jan. 13). Though nobody will confirm, it's understood three station-acquisition contracts are in hands of prospective sellers and at least one of those—for CCC's purchase of WHIM-AM-FM Providence, R. I., from Harold C. Arcaro and family for consideration expected to total about \$450,000—reportedly is at pen-in-hand stage. WHIM is daytimer on 1110 kc with 1 kw; WHIM-FM operates full time.

New wave

Social currents ripping through country have generated angry but still largely suppressed backlash in Hollywood. White performers are complaining that Negroes have cornered acting market, not because of individual talent or fitness for role but because that's what's selling this season. Some established writers, meanwhile, have similar complaint about television's "frantic" hiring of young, untried people for antiestablishment or hip ideas. Claims one long-time TV writer: "If you're over 35 and you're not part of a program's supervisory structure, forget it. All they want is youngsters without any hang-ups about sex, morality and country."

Defanged

House Investigations Subcommittee reports on fairness-doctrine study and WBBM-TV Chicago pot-party probe have been sent to parent Commerce Committee for approval. Reports have already been toned down, may be further modified. One recommendation now stricken would have removed all advertising from broadcast news programs (BROADCASTING, Jan. 27). Final versions of reports may be out next week.



We're glad we could help

A letter thanking the Fetzer radio station in Kalamazoo for helping a listener locate a lost dog called "Zeke" may seem like a little thing. But what's important is that the writer *thought about the station* when "Zeke" was lost. We listen to our listeners — our listeners listen to us. It's a nice arrangement. That's real communication.



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

Tangled development of CATV in New York City epitomizes hopes, problems and possibilities of cable industry in major urban areas, as city's three systems fight with government, theater owners and each other. See . . .

Can cable make it in New York? . . . 23

Wells, Rich, Greene emerges with \$7 million increase in billings after shakeup of accounts, with \$10-million Royal Crown account moving in, and \$3-million Hunt-Wesson billings moving out. See . . .

WRG gets \$10-million cola coup . . . 30

NAB urges FCC to shelve its one-to-customer proposal, citing studies by American Research Institute as evidence that commission's assumptions about concentration of control "appear to be incorrect." See . . .

NAB warns of one-to-customer perils . . . 36

Owner of all-news AM in Washington suburb goes on-air with editorials and to FTC with complaint charging Washington Post Co. with "suffocating" competitors, after Post's WTOP announced switch to all-news. See . . .

Can anyone patent all-news? . . . 40

John W. Macy Jr. takes over as president of Corp. for Public Broadcasting, with imposing background as Lyndon Johnson's chief talent hunter, but admittedly little knowledge of noncommercial broadcasting. See . . .

President's chair or student's desk? . . . 48

ABC nears completion of plans for 1969-70 prime-time programming, changes, including complete overhaul of Monday schedule, new series based on Harold Robbins Book *Survivors*, takeover of NBC's 'Ghost and Mrs. Muir.' See . . .

ABC-TV overhauls its schedule . . . 53

Justice Department files brief with Supreme Court urging affirmation of fairness doctrine and rules as constitutional means of preserving broadcasting as medium open to full debate on all issues. See . . .

Justice backs fairness . . . 55

Court of appeals tells FCC that Laramie, Wyo., translator decision violates Communications Act's rebroadcast section by allowing broadcast of network programs without providing nonduplication protection. See . . .

FCC told 325 language is clear . . . 57

Research Analysis Corp., in unsolicited filing with FCC, urges commission to consider greater use of cable in urban areas and transfer of some UHF frequencies to land mobile, as ways of meeting spectrum demands. See . . .

Another plan to chip away at TV . . . 64

RCA reports record year for sales and profits, termination of proposal to merge with St. Regis Paper Co., a plan to sell new computer, and a contract with Air Force for satellite antenna. See . . .

For RCA: Big year, bigger plans . . . 72

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Broadcasting

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How Does KNBC Break The News To Los Angeles?



Thoroughly.

5:00 Jess Marlow reports local news
5:20 Peter Burns reports national and international news
5:40 Bob Abernethy reports local news, sports, weather
6:00 Chet Huntley and David Brinkley report national and international news
6:30-7:30 Bob Abernethy and Tom Brokaw with local news, sports, weather and Piers Anderton with "Close-Up"

A television news service that begins at 5pm and doesn't quit until 7:30pm would be remarkable for its length alone.

But the weekday *KNBC Newservice*, which

does just that, is noteworthy for much more than its marathon schedule. The accent is on service.

Utilizing one of the nation's largest metropolitan news staffs, and the world-wide resources of NBC News, this NBC Owned Television Station service blends community, national and world events into a 2½ hour sequence of integrated reports. The result is a vivid, nightly portrait unexcelled anywhere for clarity, detail and thoroughness.

It's a service unique in the community. But that's no surprise.

It's from a station unique in the community.



News leadership: another reason viewers depend on the NBC Owned Television Stations.

WNBC-TV, NEW YORK / WRC-TV, WASHINGTON, D.C. / WKYC-TV, CLEVELAND / WMAQ-TV, CHICAGO / KNBC, LOS ANGELES

News media function can counter threats

Broadcast leaders plan strategy at L. A. meetings.

Broadcasters' regulatory and legislative problems can be handled if current threats to basic freedom as news media can be successfully parried. That was theme of first conference of broadcast leadership under aegis of National Association of Broadcasters in Los Angeles.

With Dr. Frank Stanton, CBS president, as discussion leader, major attention at Feb. 27 meeting focused on freedom of speech as function of media's journalistic role rather than on interference with programming in general, fairness doctrine and ownership issues, all regarded as collateral to basic First Amendment problem.

Los Angeles meeting will be followed by closed luncheon session in Atlanta on March 6 with NBC President Julian Goodman leading debate, and on March 11 in Chicago with ABC President Leonard Goldenson as network participant.

Serious mien of meeting was said by one participant to be clearly evident because of magnitude of broadcasters' problems.

There was unanimity on these points:

(1) That better communications job needs to be done with people in public life and at grass roots.

(2) That local broadcasters should maintain "man-to-man" contact with their congressmen and senators and be available to trade association experts in public affairs to work with them either at home or in Washington.

(3) That broadcasters should not treat their news responsibilities lightly but should parry every thrust against their complete freedom.

(4) That broadcasters should use their own prime time to tell their story.

Also explored was possibility of backing legislative proposals that would help stabilize license renewal situations by excluding from specific FCC consideration stations' ownership in other types of businesses, including competing media.

Vincent T. Wasilewski, NAB president, opposed suggestion that television and radio be separated in dealing with problems since television primarily is under attack. Mr. Wasilewski felt that independent broadcasters can contribute importantly at local levels.

In addition to Dr. Stanton and Mr. Wasilewski, those participating at dinner meeting were: Thomas S. Murphy, Capital Cities Broadcasting; Thad Sand-

strom, Stauffer stations; Ward Quaal, WGN Continental; Charles H. Tower, Corinthian Broadcasting; Arch Madsen, Bonneville stations; Jack Harris, KPRC-AM-TV Houston; Harold Stuart, KVOO-AM-TV Tulsa; John Hamlyn, McClatchy stations; Dale Moore, Moore stations, Missoula, Mont.; C. Howard Lane, KOIN-AM-FM-TV Portland, Ore.; Robert F. Wright, WTOK-TV Meridian, Miss.; Frank Fogarty, Meredith stations; James C. Leake, Griffin-Leake stations; Richard C. Block, Kaiser Broadcasting; Mike Shapiro, WFAA-AM-FM-TV Dallas; Lawrence H. Berger, KHVH-AM-FM-TV Honolulu; Paul Comstock, NAB, and Roy Danish, TIO, New York.

Convention coverage okay

FCC has found "no substantial basis for concluding" that three networks violated fairness doctrine in their coverage of Democratic national convention in Chicago in August ("Closed Circuit," Feb 10).

But commission, in Feb. 28 letter to ABC, CBS and NBC said it is continuing to investigate reports of staged news events at convention. It asked networks for reports in 30 days on whether their personnel were involved in any of alleged staging incidents.

Commission used letter, which it adopted by 7-to-0 vote, as vehicle for explaining limits of its authority in area of broadcast news. It said its responsibility is to assure that licensees air all sides of controversial issues.

But, it added, it has "never attempted to determine whether news coverage is fair in sense of presenting the truth of an event as the commission might see it." Commission said it would not attempt to substitute its news judgment for that of licensee.

Commission also said it would investigate allegation of staged news only if it had "extrinsic evidence" on which to proceed.

Commission dealt with question of its authority—and lack of authority—to deal with news coverage as a result of what it called "puzzling assertions" of NBC and CBS that inquiry of type commission made regarding networks' coverage of convention raises danger of government censorship.

"We have made clear, in decision after decision," commission said, "the right of broadcasters to be as outspoken as they wish, and that allowance must

be made for honest mistakes on their part."

Commission checked into network coverage of convention after receiving hundreds of complaints that networks had been unfair. Charge related mainly to coverage of civil disturbances outside convention hall and Vietnam war issue. Three networks, in responses to commission inquiry, said they had aired all sides of those matters, although their coverage of disorders had been hampered by technical problems.

ABC's fall lineup

ABC-TV is releasing its 1969-70 fall schedule today (March 3). Highlights show total of 12 new shows, reclaiming of Thursday-night 10-11 period that ABC had returned to stations, and break from established time-period patterns by slotting adjacent 45-minute shows Monday nights. Schedule (including program type and production company for new series):

Sunday: 7-8 *Land of Giants*; 8-9 *FBI*; 9-11 movie.

Monday: 7:30-8:15 *The Music Scene* (recording artists-hits; Tommy Smothers and Ken Fritze, producers); 8:15-9 *The New People* (youth adventure; Spelling/Thomas); 9-10 *The Survivors* (dramatic; Universal TV); 10-11 *Love—American Style* (love stories; Paramount).

Tuesday: 7:30-8 *Mod Squad*; 8:30-10 *Movie of the Week* (movies for TV, by various producing firms); 10-11 *Marcus Welby, M.D.* (medical; Universal TV).

Wednesday: 7:30-8 *Flying Nun*; 8-8:30 *The Courtship of Eddie's Father* (comedy; MGM-TV); 8:30-9 *Room Two Twenty Two* (Negro high-school teacher-adventure; 20th Century-Fox).

Thursday: 7:30-8 *The Ghost and Mrs. Muir* (moves from NBC; Fox); 8-8:30 *That Girl*; 8:30-9 *Bewitched*; 9-10 *This Is Tom Jones*; 10-11 *It Takes a Thief*.

Friday: 7:30-8 *Let's Make a Deal*; 8-8:30 *The Brady Bunch* (big-family comedy; Paramount); 8-9 *Mr. Deeds Goes to Town* (comedy after movie; Screen Gems); 9-10 *Here Come the Brides*; 10-11 *Jimmy Durante Presents the Lennon Sisters* (comedy-variety; Harold Cohen, producer).

Saturday: 7:30-8 *The Dating Game*; 8-8:30 *The Newlywed Game*; 8:30-9:30 *Lawrence Welk*; 9:30-10:30 *Hollywood Palace*; 10:30-11 station time.

Current shows not scheduled to return are *The Avengers*, *Peyton Place*, *Outcasts*, *Big Valley*, *N.Y.P.D.*, *That's*

Life. The King Family, What's It All About World?, Generation Gap, Guns of Will Sonnett and Judd for the Defense.

TV sales approved

FCC on Friday (Feb. 28) approved sale of WTRF-FM-TV (ch. 7) Wheeling, W. Va. to group broadcaster Forward Communications Corp. Sale price is \$7 million.

Commission also approved sale of KRTV(TV) (ch. 3) Great Falls, Montana. Joseph Sample is buyer, and sale price is \$1,070,000.

Commission made approval of WTRF-FM-TV sale subject to outcome of pending rulemaking prohibiting ownership of two full-time stations in one market. Vote was 5-to-2, with Commissioners Robert T. Bartley and Nicholas Johnson dissenting.

Commission split 4-to-3 in second TV sale, with Commissioner H. Rex Lee joining Commissioners Bartley and Johnson in dissent. Their objection, reportedly, was that Mr. Sample already controls two of eight VHF stations in Montana—KOOK-TV Billings and KXLF-TV Butte.

Specials help NBC

NBC-TV's night of specials Feb. 17 gave network 1-2-3 rankings in Nielsen MNA top 20 programs for week of Feb. 17-23. "Bob Hope" led with 37.3 rating, *Laugh-In* came next with 35.3 and "Jack Benny" third with 32.6. NBC averaged 20.3 for week, while CBS-TV had 19.6 and ABC-TV 16.4. Three other specials, all on CBS, also made top 20: *He's Your Dog*, *Charlie Brown*, National Geographic Special, and *Looking Back* with Andy Griffith. List also included four movies. CBS drama presentation Feb. 25, *The Experiment*, averaged 16.7 in National Arbitrons for projected audience of 25 million, CBS reported Friday (Feb. 28). Drama did not quite outrate NBC's movie, *Perils of Pauline*, but achieved 19.7 rating to movie's 16.9 in New York Niensens.

Loud 'no' to one-to-customer

Broadcasters formed solid bloc of opposition to FCC's proposed one-to-customer rule. In reply comments filed with commission on Friday (Feb. 28).

Major arguments were that commission has no evidence to support its proposal, no authority to implement it, and that professional caliber of broadcast service is better achieved by experienced broadcasters with financial backing of large group owner, than with small, often struggling individual station owners.

Charge of lack of evidence was also

Week's Headliners



Mr. Schachte

Henry Schachte, group executive VP of J. Walter Thompson, New York, elected chairman of executive committee of JWT. He joined Thompson in 1963 as executive chairman of review board, and earlier had been New York advertising manager of Lever Brothers; member of Unilever International division in London; director of advertising of Borden Co. and account executive with Young & Rubicam. He has served as chairman of Association of National Advertisers and Advertising Research Foundation.

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

frequently directed to Justice Department, which in earlier comment urged commission to go beyond its proposed rule and consider breaking up existing multiple ownerships and cross newspaper-broadcast ownerships in single markets (BROADCASTING, Aug. 5, 1968).

One strong expression of support for proposal, however, came from National Citizens' Committee for Broadcasting, which supported FCC and Justice on ground that wider ownership would enhance diversity of content. According to NCCB, stations draw heavily on newspapers for news and editorial content when they are commonly owned.

Committee also asked FCC to consider denial of license renewal to multiple-owners where there are few media outlets or where concentration of control exists, and to strengthen FM non-duplication rule.

In more typical comment, NBC contended that, based on survey of five markets in which it owns stations, Justice Dept. is "mistaken" about degree to which common ownership of stations affects competition for advertising revenues among newspapers and broadcast stations in same market.

Justice, NBC claimed, seeks divestiture in absence of any showing of monopoly power or of restraint of trade. Even if commission were to do what Justice urges and restrict itself to so-

called antitrust standards, NBC said, relevant market shares in those five markets served by its TV stations are "too small to be material."

ABC noted that if commission is of mind to "drastically" change its ownership policies, then "change is of such transcendent importance" that it should only be made by Congress.

And both ABC and CBS noted that with ever-increasing diversity of news and information through more stations and news services, "need to adopt" proposed rules had not been established.

CBS further noted its opposition to "per se rule" that ignores substantive differences between various markets and "clearly makes little sense as applied to many of the larger and smaller markets in the country."

In another tack, KALL Salt Lake City argued that new technology makes supposed need for emphasis on diversified ownership obsolete, since channel scarcity will soon be thing of past.

California renewals

License renewals for three Time-Life Broadcast Inc. California stations, deferred since Dec. 1 because of complaint by John Banzhaf III, were granted Friday (Feb. 28).

Commission also renewed licenses of NBC's KNBR-AM-FM San Francisco and Pacifica Corp.'s KPFA(FM) and KPFB(FM) Berkeley and KPFK(FM) Los Angeles, all California.

Commission had deferred action on renewals of Time-Life's KOGO-AM-FM-TV San Diego and KERO(TV) Bakersfield in connection with charge of anti-smoking crusader Mr. Banzhaf that Time-Life's Indianapolis stations had violated fairness doctrine.

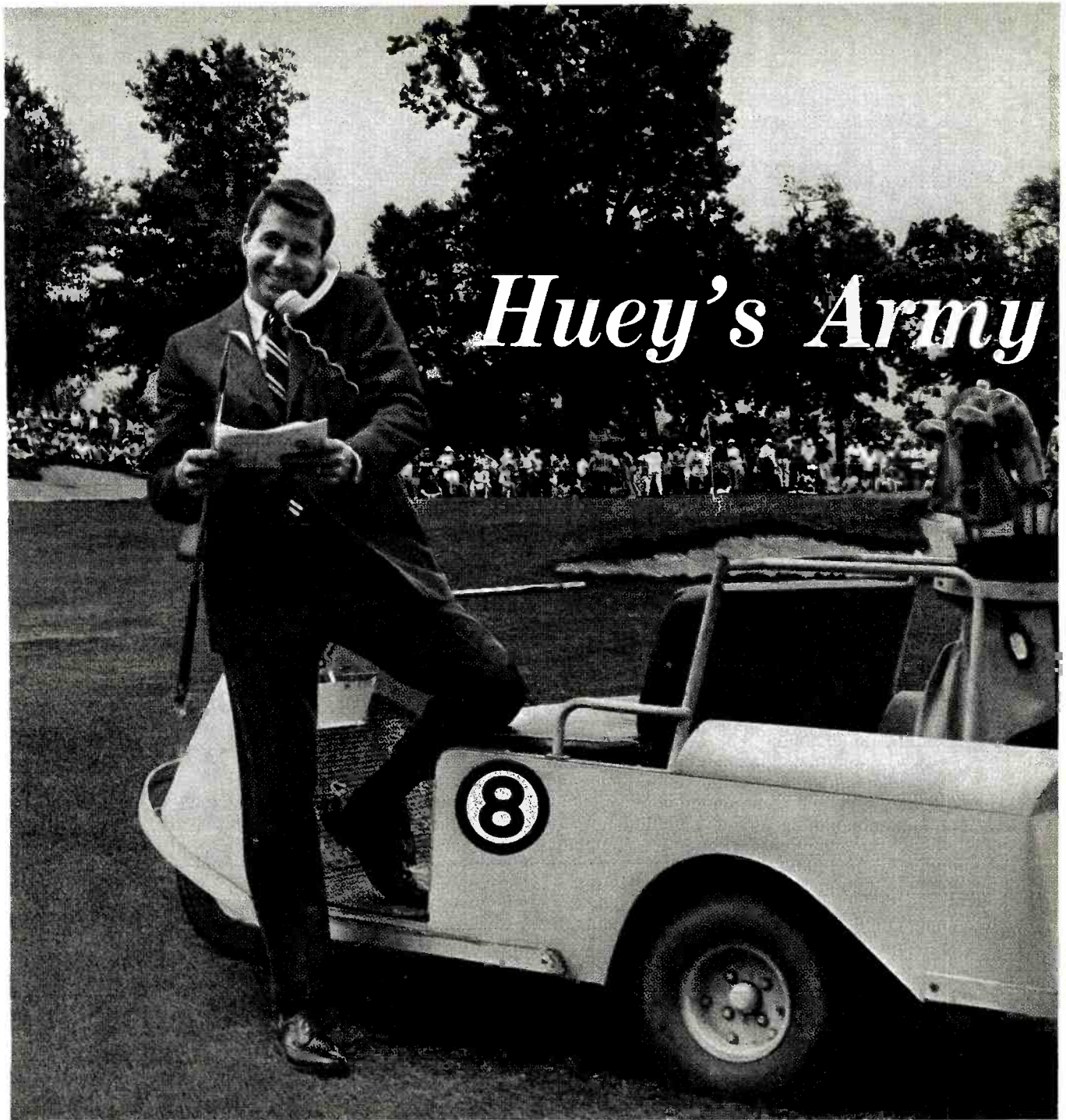
Commission reportedly is continuing KOGO-TV in deferred status because of generalized complaint from local resident. But it was said to have voted to renew other Time-Life Calif. licenses on ground those stations were not involved in matters about which Mr. Banzhaf complained.

Renewal of NBC's San Francisco stations was said to have been held up pending commission review of NBC's handling of award and quiz programs.

Pacifica stations had been on deferred list reportedly due to strong language in programing.

More time given

Oral argument was rescheduled from May 12 to July 21 by FCC last Friday (Feb. 28) on proposal to amend rules to limit network program ownership. FCC also extended from March 17 to May 17 time for filing comments. Extensions were in response to joint request by NBC and CBS (see page 58). Filing date for reply comments was extended from April 14 to June 17.



Huey's Army

Ward Huey's a weekend duffer and weekday pro. He's general sales manager for WFAA-TV, and weekdays his secret as a winner is follow-through. That's where his "army" comes in, the programming, traffic, operations, promotion, accounting and sales-staff people. They're behind Ward 100%. Like in golf, at WFAA-TV follow-through is fundamental. Ask Ward...or his army.

WFAA-TV DALLAS-FT. WORTH

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

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Datebook

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

■Indicates first or revised listing.

March

March 2-5—Convention of *Advertising & Marketing International Network*, Royal Orleans hotel, New Orleans.

March 3—Deadline for comments in *FCC's* inquiry and proposed rulemaking concerning CATV rules and policies.

March 3—New deadline for comments on *FCC's* proposal to provide for carriage of subscription-television signals by CATV systems. Previous deadline was Jan. 24.

March 6—Annual shareholders meeting, *MPO Videotronics Inc.* New York.

March 6—Lecture series on mass communications by *The Christophers*. Speaker: George Heinemann, public affairs director, NBC News, on "The demand for creativity and content in mass media." Christopher Center, New York.

March 7—Special shareholders meeting, *Wometco Enterprises Inc.* Stockholders will vote on increase in authorized common stock for 3-for-2 stock split. Miami Beach, Fla.

March 10—New deadline for reply comments on *FCC's* proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Jan. 9.

March 10-13—Spring conference, *Electronic Industries Association*. Statler-Hilton hotel, Washington.

March 11—Spring meeting of *New York State Association of Broadcasters*. Thruway Motor Inn, Albany.

■March 11—Deadline for entries and nominations for Gold Medal award of *Association of Canadian Advertisers*. Award is given each year to individual for outstanding services to, or major accomplishments in, field of Canadian advertising. Nominations should be forwarded to B. E. Legate, managing director, Association of Canadian Advertisers Inc., 159 Bay Street, Suite 620, Toronto 1.

March 11—Luncheon meeting, New York chapter of *International Advertising Federation*. Speaker: Hobart Lewis, president and executive editor, *Reader's Digest*. Biltmore hotel, New York.

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—Lecture series on mass communications by *The Christophers*. Speaker: The Reverend Anthony Schillaci, O.P., Fordham University, on "Mass communications and the development of human values." Christopher Center, New York.

March 13-14—Meeting of *Arkansas Broadcasters Association*, Little Rock.

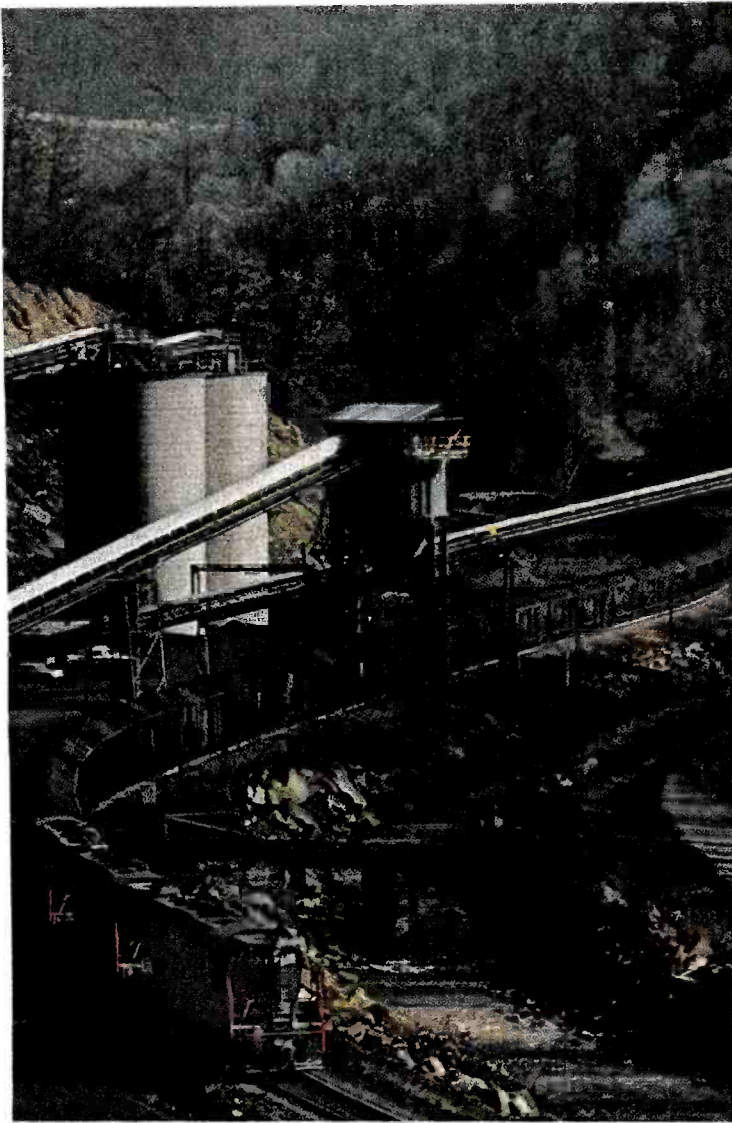
March 13-18—Meeting of *National Federation of Advertising Agencies*. Boca Raton hotel, Boca Raton, Fla.

March 16-19—Western meeting of *Association of National Advertisers*. Hotel Del Coronado, San Diego.

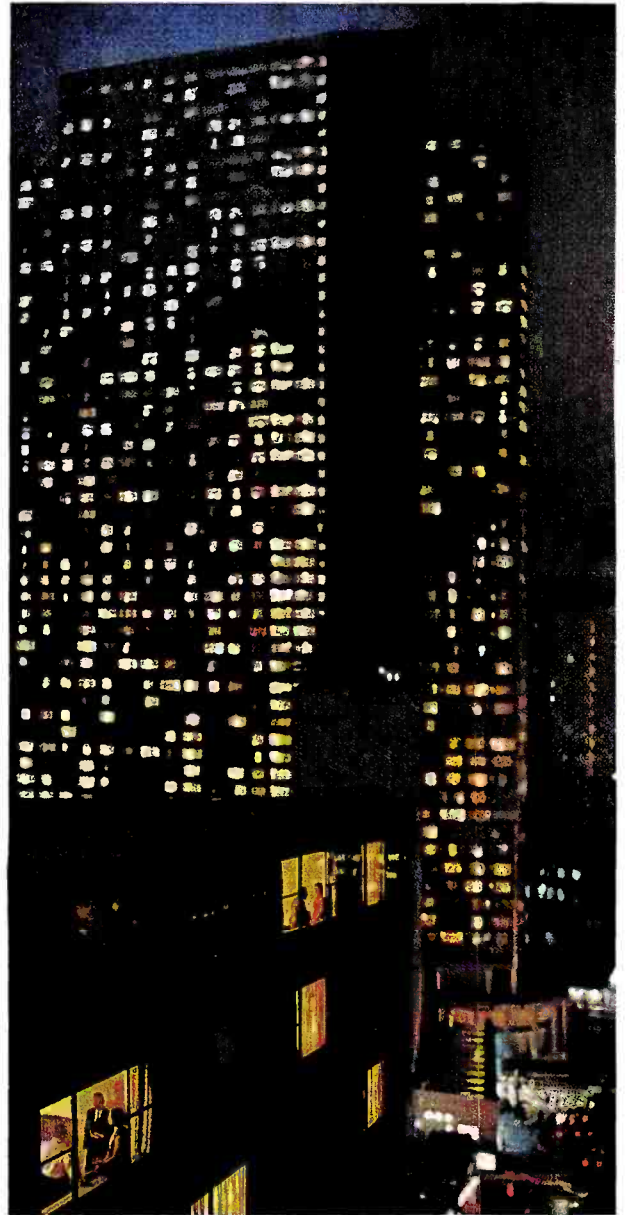
March 17—*Radio Advertising Bureau* regional sales clinic. Sheraton-Fontenelle hotel, Omaha.

March 17-18—Annual meeting, *Illinois-Indiana CATV Association*. Indianapolis.

March 18—*Radio Advertising Bureau* re-



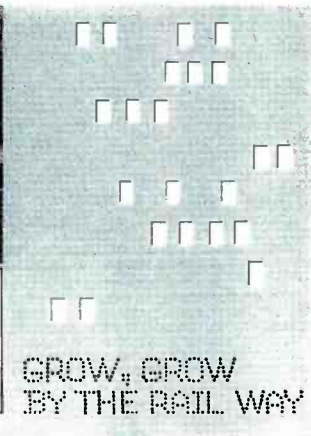
Unit trains – helping turn on lights all over America...



**...and helping you live the kind of
living you like at savings you like.**

Unit trains are a new rail way of hauling thousands of tons of one thing—coal, ore, grain—from shipper to customer, back and forth without stopping. They cut costs, save you money. Unit coal trains, for example, save Americans more than \$100 million a year on their light bills alone.

Unit trains are one of many reasons why average rail freight charges are lower today than 10 years ago...and why railroads are better able to meet your ever-growing transportation needs.



ASSOCIATION OF

American Railroads



GROW, GROW
BY THE RAIL WAY



Your Blair Man Knows . . .

ANOTHER MULTI-MILLION DOLLAR Housing Development is scheduled for Spring! The Sanford Construction Company of Cleveland reports their 364 acre site project in the outskirts of Wheeling will get underway as soon as weather permits. The new project will offer 220 one-family homes, a highrise apartment building, townhouse-type apartment, another apartment complex and streets, lakes and recreational areas that will overlook a four million dollar enclosed shopping center. As the forward-moving pace of the Wheeling-Stuebenville area quickens, the thrilling NEW Central Seven headquarters of WTRF-TV and WTRF-STEREO reports all the excitement to an active, building-buying and avid TV audience. Are you reaching this crowd?

BLAIR TELEVISION

Representative for

WTRF-TV

Color Channel 7-NBC
Wheeling, West Virginia

WEATHER INSTRUMENTS



FOR
TV
CATV
RADIO

(Colorful dials for color TV)

Manufacturers of Precision
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In Use Around the World

TEXAS ELECTRONICS, INC.
P. O. Box 7151
5529 Redfield Street Dallas, Texas

gional sales clinic, Sheraton-Malibu Airport Inn, Denver.

March 18—Special luncheon meeting, *Poor Richard Club*. William A. Banks, president and general manager of WHAT and WWDE-FM Philadelphia, will be honored. Speaker: FCC Commissioner Robert E. Lee, Philadelphia.

March 19-22—Institute on principles of supervisory management, *National Association of Educational Broadcasters*. Holiday Inn, Cambridge, Mass.

March 20—Convention of *Catholic Broadcasters Association of America*. Gateway hotel, St. Louis.

March 20—*Radio Advertising Bureau* regional sales clinic, Sheraton-West hotel, Los Angeles.

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

March 21—Annual stockholders meeting, *Coz Broadcasting Corp.* Atlanta.

March 21—*Radio Advertising Bureau* regional sales clinic, Sheraton Motor Inn, Portland, Ore.

March 21-23—National convention, *Intercollegiate Broadcasting System*. Washington Hilton, Washington.

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

March 23—*Association of Broadcasters* Standards board of directors, membership and technical committee meetings, Sheraton-Park hotel, Washington.

March 23—Technical committee and board of directors meetings of *Association of Maximum Service Telecasters*. Shoreham hotel, Washington.

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

March 24—Annual membership breakfast meeting of *TV Stations Inc.* Shoreham hotel, Washington.

March 24—Eighth annual programing and sales seminar breakfast, *Mark Century Corp.* Speakers: Harold Krelstein, president, Plough Broadcasting Corp.; FCC Commissioner Kenneth A. Cox, and Robert Dreyer of Metromedia Inc. Shoreham hotel, Washington.

March 24-27—Annual convention and exhibition of *Institute of Electrical and Electronics Engineers Inc.* New York Hilton and Coliseum.

March 25—Annual shareholders meeting, *General Tire & Rubber Co.* Akron, Ohio.

March 25—Board of directors and annual membership meetings of *Association of Maximum Service Telecasters*. Shoreham hotel, Washington.

March 25—Annual stockholders meeting, *Gross Telecasting Inc.* Stockholders will vote on increase in authorized common stock for 2-for-1 stock split and application for ASE listing. Lansing, Mich.

March 27—*Visual Electronics Corp.* annual post-NAB-convention seminar, Sheraton-Park hotel, Washington.

March 28—Deadline for comments on FCC's proposed rulemaking that would authorize remote-control operation of VHF stations.

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

March 31-April 4—Market planning seminar, *American Marketing Association*. AMA management center, Chicago.

April

April 3—Deadline for filing reply comments in FCC's third further notice of proposed rulemaking for carriage of subscription-television signals by CATV systems. Previous deadline was Feb. 14.

OpenMike

Supports position on WBAI

EDITOR: Your editorial on the WBAI (FM) matter was right on point. I have been a supporter of this station from the time it went on the air. Nevertheless, I am deeply disappointed by its recent conduct and I can no longer continue contributing to it.

"Free speech" permits one to spew forth anti-Semitic, anti-Negro or anti-anything 24 hours a day but not a licensed broadcasting facility. The issue, therefore, is not free speech but the responsibility of the station to the public and responsibility for the programs going out over its facilities. Dr. Harold Taylor is reported to have said that the anti-Semitic views broadcast over this station were repugnant to management. I am sure that this is true of Dr. Taylor and other distinguished members of the board. However, these views were not repugnant to Julius Lester. And it is Mr. Lester who has a regularly scheduled program over this station. His acts are the acts of management, and it cannot relieve itself of responsibility for them.

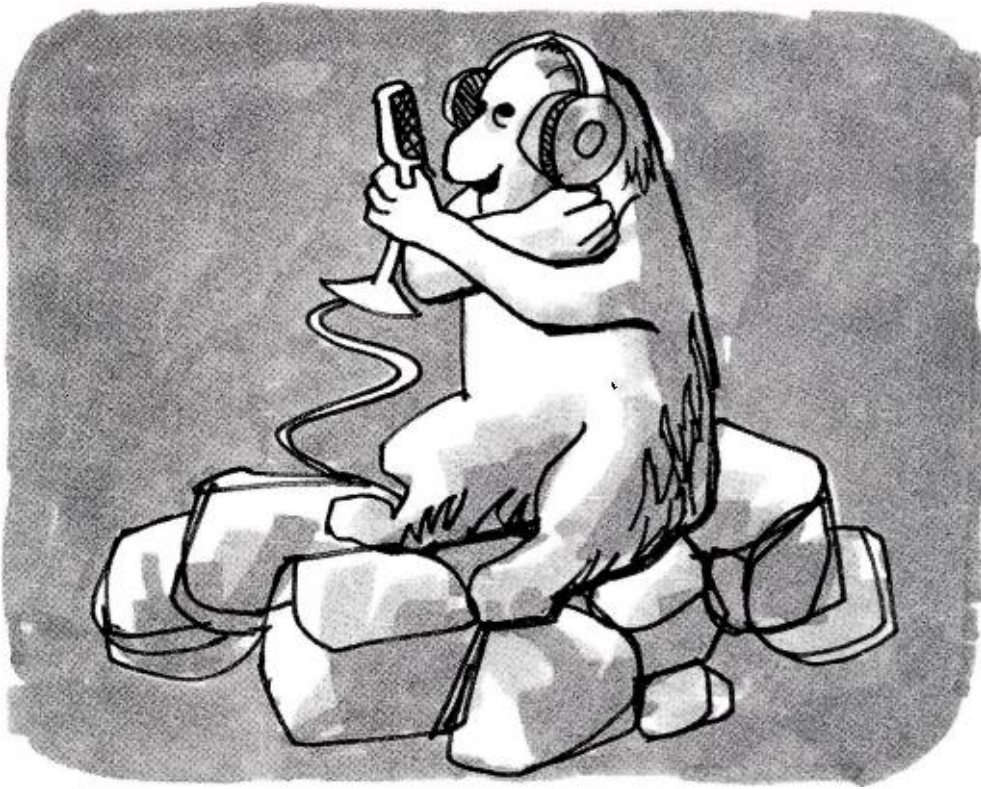
If it were not for the vigorous protests that were raised the station undoubtedly would have permitted Mr. Lester to continue his anti-Semitic

campaign. Certain facts are indisputable. On the very broadcast on which the poem containing the lines, "You pale-faced Jew-boy, I wish you were dead" were read, Mr. Lester's comment was: "Beautiful." Subsequent to that broadcast, management did nothing to express its disapproval. Thereafter, Mr. Lester continued with his anti-Semitic programing—some veiled and some painfully obvious. I refer to the broadcast in which a participant complained that Hitler did not make enough lampshades. Unfortunately, Dr. Taylor's attitude reflects the attitude of a large portion of the so-called liberal community which has been afraid to condemn acts of anti-Semitism when committed by a small and unrepresentative segment of the Negro community.

Your editorial was extremely helpful: I only hope that other responsible leaders will speak up.—Edward M. Cramer, president, *Broadcast Music Inc.* New York.

Rebuttal from Berkeley

EDITOR: Your Feb. 10 editorial on WBAI(FM) New York and black anti-Semitism strikes a false note. Would you have been as incensed if a com-



Broadcasters— Feeling the Freeze?

Defrost with Audimax and Volumax! We guarantee to increase your effective radiated power.

Are your plans for increasing power on ice? Well, here's a quick way to beat the cold: call us collect: (203) 327-2000! We'll send you Audimax and Volumax FREE for 30 days. No obligation.

Audimax is an automatic level control years ahead of the ordinary AGC. It automatically maintains appropriate volume levels and eliminates distortion, thumping and pumping.

Volumax outmodes conventional peak limiters by controlling peaks automatically with-

out side effects. It's unconditionally guaranteed to prevent overmodulation. Volumax alone has typically provided a 4 to 1 increase of average program power.

With this winning combination, we guarantee increasing your maximum program power as much as 8 to 1. You reach a bigger audience with a more pleasant sounding program.

Why wait? Defrost with Audimax and Volumax . . . the powerful pair from CBS Laboratories.

SEE THEM AT THE NAB—BOOTH 105

PROFESSIONAL
PRODUCTS
CBS LABORATORIES
Stamford, Connecticut 06905
A Division of Columbia Broadcasting System, Inc.

BROADCASTING PUBLICATIONS INC.
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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Lawrence B. Taishoff, *executive VP*.

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BUREAUS

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Phone: 212-755-0610.
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Warren W. Middleton, *sales manager*; Eleanor R. Manning, *institutional sales manager*; Greg Maselfield, *Eastern sales manager*; Frank Chizzini, *advertising representative*; Laura D. Grupinski, Renee Aquilino, Harriette Weinberg, *advertising assistants*.
Chicago: 360 North Michigan Avenue, 60601. Phone: 312-236-4115.
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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications, Inc., using the title, BROADCASTING*. The News Magazine of the Fifth Estate, Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933, Telecast* in 1953 and Television* in 1961. Broadcasting-Teletasting* was introduced in 1946.

*Reg. U.S. Patent Office.
© 1969 by BROADCASTING Publications Inc.

mercial station had allowed the same poem to go out over a phone-in show?

While the vast majority of commercial broadcasting stations in the U.S. have aided discrimination through silence, only belatedly speaking out—and then generally with a halfhearted recognition of the problems—Pacifica Foundation, a noncommercial group owner, has been at the forefront of free and open discussion of public issues. . . .

The poem was a recognition of a real problem, that of black anti-Semitism. It is a widespread and vicious trend, but it cannot be dealt with by ignorance.

On the other hand, try monitoring a phone-in format some time: The amount of ignorant bias on race, religion, and a huge variety of topics that goes out every day through this medium certainly makes WBAI's "offense" small by comparison. I do not suggest that phone-in commercial shows be restricted; I am upset that you suggest that noncommercial stations should be somehow less free.—Walter C. Crawford, Berkeley, Calif.

(The editorial in question made no mention that WBAI was noncommercial, nor was there any reference, direct or implied, that this was germane to the issue.)

Johnson finds a friend

EDITOR: I wish your magazine would end its repeated attacks against FCC Commissioner Nicholas Johnson. Com-

missioner Johnson is one of the great men in broadcasting. Today there is an obvious and growing gap between the old fat cats of broadcasting and a younger group of broadcasters who believe in responsibility and public service for radio and television.

By drawing attention to the many orgies of excess in both ownership and program content by chain owners and conglomerate licensees Commissioner Johnson is bringing to light the factors which can ultimately lead only to a destruction of radio and television as we know them today. . . .

You ought to be nice to him; one of these days he may be chairman of the FCC. . . .—Anthony R. Martin-Trigona, WTAF-TV Marion, Ind.

(Mr. Martin-Trigona omitted from his letter mention of his unsuccessful attempts to obtain a network affiliation in his overshadowed market [BROADCASTING, Feb. 3, et seq].)

What made the FCC run?

EDITOR: If the FCC is as impartial and uninfluencible as it would have us believe, how did Mrs. Lyndon Johnson get such quick action on the request for return of her controlling stock [in Texas Broadcasting Co.] from trust in just eight days? Not even routine staff action is that fast; it takes almost a week from the FCC's secretary's office to the various departments.—C. Curtis Sigmon, manager, WYCL York, S. C.

BookNotes

"Documents of American Broadcasting," 1969, edited by Frank J. Kahn. Appleton-Century-Crofts, New York. 598 pp. \$7.50 (cloth-bound), \$4.50 (paperback).

The regulatory history of radio-TV is explicitly reflected in this comprehensive collection of decisions, laws and codes governing broadcasting.

Aside from such basic texts as the National Association of Broadcasters codes, the early day radio acts, the Communications Act of 1934 and the Communications Satellite Act of 1962, the collection includes FCC texts in the Brinkley, Shuler, Blue Book and Pacifica cases, dealing with regulation of programing.

Insofar as broadcast journalism is concerned, the collection includes the Section 315 Primer, the Mayflower case, the law that permitted the Kennedy-Nixon debate of 1960, Fairness Primer, Scott case and many others.

Typical of the documents dealing with competition are the Sanders brothers case, the CATV decision involving Carter Mountain Transmission

Corp. and the policy statement on comparative broadcast hearings.

Educational broadcasting texts include those on the 1948-52 TV freeze, the Sixth Report and Order, the ETV Facilities Act of 1962 and the Public Broadcasting Act of 1967.

"Broadcast Station Operating Guide," 1969, by Sol Robinson. 256 pp. "Managing Today's Radio Station," 1968, Jay Hoffer. 288 pp. Both Tab Books, Blue Ridge Summit, Pa. \$12.95 each.

Two station managers—Sol Robinson, WLAD Danbury, Conn., and Jay Hoffer, KRAK Sacramento, Calif.—describe radio station operations from essentially two different perspectives. Mr. Robinson provides a general overview of station management, from developing a program schedule to staffing a facility. Mr. Hoffer examines the business aspects of management—expected returns on investment, budgeting and projections, station sale information—as well as general topics, exemplified in these provocative chapter titles, "The 50-year Old Announcer," "Beware the Ham," and "The Boozer."



Getting involved is the easiest thing in the world

...and the hardest.

KRLA Sold nationally by H-R Representatives, Inc.

TV helps turn Dodge Rebellion sales to Fever pitch

For the past few years the Dodge Division of Chrysler Corp. has been selling a lot of cars, first with the help of the Dodge Rebellion campaign and currently the Dodge Fever campaign.

It is no secret, of course, that television has headed the list of media emphasis. But the campaigns have involved a complete media mix for maximum impact.

On the surface in retrospect it might seem that inciting citizens to rise up in rebellion and then subsequently urging them to purposely contract a kind of fever might not do much toward getting anybody to buy anything. As a matter of fact we did have some reservations about the Dodge Rebellion campaign when it was going through labor pains back in 1965.

Our advertising had been slanted toward a youthful market, but we still had not uncovered the idea that would tie it all together.

As we were planning our advertising strategy going into the 1966 model year there was good news and bad news. The good news was that the 1963, '64 and '65 model sales had been increasingly better for Dodge. The bad news was that our market penetration, although improving, still left something to be desired.

We knew we had the makings of an exceptionally good sales year if we could come up with an advertising campaign that would help jolt people into an awareness of Dodge. We noted that most new-car buyers are habit buyers and unfortunately about 80% had the Ford and General Motors habit. We agreed that what we needed was advertising that would motivate some of those 80% to break the habit—to rebel.

There was the possibility of a negative reaction to a rebellion theme, even a tongue-in-cheek rebellion. If we were to use it we would have to sugar-coat it.

The consensus was that a pretty girl could give the theme a light touch. We decided that a good-looking, pixie-type girl should be our Dodge Rebellion symbol. She would be a charming spokesman but an inept rebel.

Within a few days we put together a limited animation storyboard on 16mm film and screened it for two test groups to find out if there would be

any negative reaction. Only 1% objected to the theme because of world conditions. The next step was to find the right girl. In New York we looked at dozens and dozens.

Finally we selected a very pretty model for our print advertising with an option to use her in TV. Her name was Connie Snow and we really put her to work, shooting for newspaper and magazine ads, dealer window trim and other sales-promotion materials. We worked the poor kid so hard she collapsed on the set one day and we had to get a quick substitute to finish a catalog job.

It was clear that being the Dodge Rebellion girl was too much for one little female so we had BBDO's Hollywood TV commercial producer, Don Schwab, find an actress who could double for Connie in the opening and closing vignettes for our TV commercials. A few weeks later we settled on Pam Austin, a single, 22-year-old blonde. When she walked into the room for the first time there were no doubts.

It was the beginning of one of the most interesting phenomena in advertising history. Pam Austin was an immediate hit. She became a celebrity overnight. Letters poured in to newspaper TV columnists, the networks and to Dodge. College students formed fan clubs and wanted to know the times of commercials in advance so they wouldn't miss them.

The result of our research tests was impressive. Just a month after introduction the Dodge Rebellion had an awareness score of 46%, the highest score for any car. By April 1966 that

figure had risen to 80%.

Dodge new-car registrations for calendar year 1966 were up 7.6% while the industry collectively was down 2.2%. Dodge market penetration was up 9.4%. Naturally we retained the Rebellion theme for 1967 and expanded Pam's role, using her in all print ads and collateral materials.

With all this going for us there were many skeptics who thought we were nuts to drop the Rebellion theme after only two years and switch to Dodge Fever. But several factors led us to that decision.

First, our 1968 cars were completely new, including the Charger. Second, we were making conquest sales with our pitch that Dodge products are constantly changing and improving, so our advertising should reflect this. And third, our Dodge Rebellion girl had become so prominent she actually was diverting attention.

Dodge Fever again was a theme that could be treated lightly and again the search was on for the personality. We settled on Joan Parker.

The switch to Fever was an unqualified success. Subsequent awareness studies indicate that the Fever campaign has surpassed the Rebellion campaign in that area.

In comparison with Ford, Olds, Plymouth and others the Fever campaign has out-scored them all in studies of identification of advertising slogans. Even the competition comments. GM's Gail Smith suggested recently that as part of the Dodge Fever promotion we stage a Typhoid Mary Look-Alike Contest.



George F. Beech Jr., account supervisor on Dodge cars at BBDO, Detroit, first joined the agency in 1964 as account executive on Autolite and Pepsi-Cola Bottlers of Michigan accounts. He was assigned to the Dodge account in 1965 and was named vice president in April 1968. Prior to BBDO he had been with Campbell-Ewald Co., Detroit. Mr. Beech is a native of Somerset, Pa., and a graduate of Michigan State. He served in the U.S. Air Force 1958-61 after attending USAF Intelligence School.

CRITICAL CHEERS FOR NBC SPECIALS IN FEBRUARY...



First Tuesday "One of the finest, most enlightening TV contributions of this or any other season!"

-Dwight Newton, San Francisco Examiner

"The second 'First Tuesday' was even better than the first 'First Tuesday'."

-Bill Barrett, The Cleveland Press



Jack Benny's Birthday Special "The age attained by Jack Benny as the pretext for his 'Birthday Special' ... really didn't matter. Jack Benny, the man, knows that Jack Benny, the entertainer, is ageless."

-Lawrence Van Gelder, New York Times



Hallmark Hall Of Fame: "Teacher, Teacher" "This original 90-minute play was television at its finest."

-Pete Rahn, St. Louis Globe-Democrat

"...One of those ever-so-rare stories which give a lift to the heart."

-Richard K. Shull, Indianapolis News



Burlington Experiment In Television: "This is Sholom Aleichem" "...A rare treat ... Jack Gylford was perfect."

-Mary Wood, Cincinnati Post & Times-Star

"...By far the freshest, most stimulating and delightful program I have seen on TV in a long time."

-Eleanor Roberts, Boston Herald Traveler

AND IN MA

IF IT'S REALLY "SPECIAL" IT'S ON NBC

SUNDAY/MARCH 2



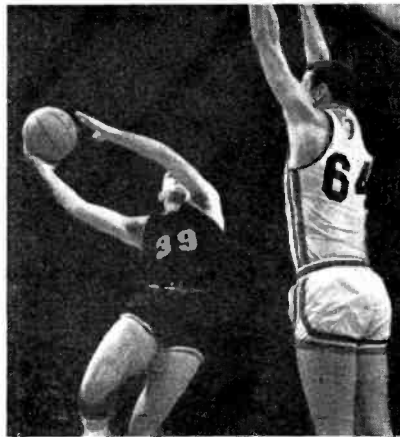
NBC Experiment in Television (4:30-5:30) "Four Days to Omaha" (documentary-drama). Also, March 16: "The New Communicators" (America's young film makers); March 23: "Bye, Bye Butterfly" (the old and new Japan).

TUESDAY/MARCH 4



First Tuesday (9:00-11:00) Join a New York City policeman on his rounds; hunt for wild game with a French count; tour Rhodesia with an "anti-Communist" evangelist. Reporter Sander Vanocur is anchorman for NBC News.

SATURDAY/MARCH 8



NCAA Basketball Championship (2:00) First round (doubleheader). March 15: regional finals (2:00, doubleheader). March 20: semi-final (7:30). March 22: play-off (3:50) and consolation (2:00) from Louisville, Ky.

SUNDAY/MARCH 9



The Wizard Of Oz (7:00-9:00) Come "Over the Rainbow" with Judy Garland. Frank Morgan, Ray Bolger. Bert Lahr and Jack Haley. New presentation of the delightful film classic.

SUNDAY/MARCH 16



The Soviets In The Mediterranean (10:00-11:00) A study of the geo-political importance of the Mediterranean and the jockeying for power there between the USSR and the US

TUESDAY/MARCH 18



The Wonderful World Of Pizzazz (7:30-8:30) A live-action and animation salute to the vital people who do their thing in fashion and music. Co-hosts are Carl Reiner, Michele Lee

ALL IN COLOR ON NBC/TH

RCH

WEDNESDAY/MARCH 19



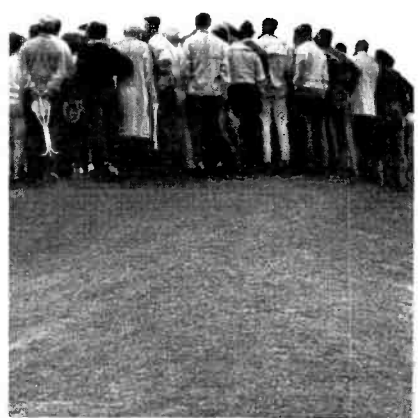
Chrysler Presents The Bob Hope Special (9:00-10:00) Get set for another hour of music and merriment. Guests are Cyd Charisse, Ray Charles, Jimmy Durante, Nancy Sinatra.

FRIDAY/MARCH 21



The First Americans (7:30-8:30) This curtain-raiser for an NBC News series of science specials tells the story of the first men on our continent. Hugh Downs is the reporter.

SATURDAY/MARCH 29
SUNDAY/MARCH 30



National Airlines Open Golf Tournament (5:00-6:00 Sat.; 4:00-5:30 Sun.) Final holes both days of this new tournament, one of the richest on the PGA tour. It's live from Miami.

WEDNESDAY/MARCH 19



Andy's Love Concert (10:00-11:00) Join Andy Williams for a fine show at the Los Angeles Music Center. Among his guests: Donovan, the Smothers Brothers, Jose Feliciano.

FRIDAY/MARCH 21



Hollywood: The Selznick Years (10:00-11:00) A look at the life of David O. Selznick, star-maker and film pioneer, with Rock Hudson, Ingrid Bergman, Katharine Hepburn.

SUNDAY/MARCH 30



The Choice (10:00-11:00) Melvyn Douglas and George Grizzard star in a "Prudential's On Stage" drama—by Henry Denker—about the moral issues in heart transplant surgery.

FULL COLOR NETWORK 

The eleventh annual

KMTV TELEVISION AWARDS

Each year, we recognize outstanding service to the public through KMTV.

For 1968, the awards honored the Omaha Urban League for its coordination of a weekly program called "The Hiring Line." To date, almost one thousand people have found jobs through the program.

Jack V. Clayter and K. Patrick Okura of the Omaha Urban League received the awards and were congratulated by Julian Goodman, President of the National Broadcasting Company, who addressed Nebraska and Iowa business and civic leaders attending the presentation.

Mr. Goodman delivered a widely-quoted speech on freedom of information.

Of the awards, he told the audience they were "a demonstration of the fact that KMTV cares about its community, cares about community betterment and that it does something about it."

KMTV

NBC for Omaha and Lincoln
Represented by Edward Petry and Co.

MAY BROADCASTING COMPANY
KMTV, Omaha KGUN-TV, Tuscon
KMA, Shenandoah KFAB AM-FM, Omaha



Can cable make it in New York?

Wired-city dream gets sternest test as high rollers bet heavy stakes in pursuit of long-range profits

Just over three years after the first CATV franchises were granted in New York City, what is potentially one of the most dramatic—and perhaps prophetic—stories of the cable industry is taking shape.

The opening chapters have seen myriad problems confronted, both expected and unanticipated. Most of them have been solved, but equally perplexing conflicts and conundrums still remain. And it is clear that as the story unfolds, New York's intricate tangle of CATV development could stand as an archetype of the industry's big-city evolution.

For each New York CATV issue that is reflective of universal industry problems—financing, red tape, governmental fights over regulation and origination—there have been even more difficulties that could happen only in the nation's largest and most complex city.

So far, Manhattan's CATV operators have coped with technical problems unlike those anywhere else in the country and have had unusual sales problems, such as the landlord who offered to pay monthly fees not to have CATV installed in his building.

Among many other peculiar situations, one of the city's two franchised operators, Teleprompter, currently is in league with a potential enemy, the unfranchised Comtel, in a legal fight to halt Teleprompter's franchise competitor, Manhattan Cable Television, from engaging in a limited telephone-company leaseback operation—similar to one conducted by Comtel.

If that sounds complicated, it's only symptomatic of CATV life in New York. Sighs Teleprompter president Irving Kahn: "We really don't want to fight Manhattan Cable, but it's a matter of establishing policy—another one of those classic industry fights."

Classic industry fights abound in New York, and like so many CATV questions, many remain unresolved.

One case is the prolonged battle over cable origination in the city. After many delays and heated public hearings that drew opposing politicians, citizens'

groups fearing pay television, and motion-picture associations and trade unions, the New York City Board of Estimates finally granted permission for restricted CATV origination (BROADCASTING, Dec. 23, 1968). But the board left undefined exactly what the limits are on CATV origination of movies.

The one question that hasn't been settled so far is whether the multimillion-dollar headaches encountered in New York are worth it. The major operators issue an emphatic "yes," even though they remain years away from showing a profit, or even the end of their continuing investments. Speaking even louder than their statements, however, are their actions: Both Manhattan Cable and Teleprompter are expanding into other parts of the metropolitan area, and they may have company.

NCTA wins partial concession on deadline

The FCC last week extended to April 3 the deadline for comments on the sections of its CATV rules dealing with program origination and diversification. Comments on other aspects of the proposed rules will be due on May 2. The previous deadline was today (March 3).

The extension followed a request by the National Cable Television Association, in which NCTA argued that the complexity of the issues, and their relation to copyright and communications matters being considered by the Congress, necessitated more time.

However, the commission declined to grant NCTA's request for an across-the-board 60-day extension. It said that the matters of origination and diversification "are of immediate concern and appear to require prompt rulemaking decisions."

The new deadlines for reply comments are May 2 for the origination and diversification questions and July 2 for other issues, extended from April 3.

Morris Tarshis, director of franchises for the city, estimates there are "at least 18 to 24" applications on file in his office for the remaining four boroughs of New York. He estimates, however, that there is room for only 10 to 12 additional franchises. Among the franchise applicants are group-broadcasters RKO General and Bartlett Broadcasters.

In addition, franchise applications are pending or have been granted in some 30 surrounding communities of the New York metropolitan area.

How have the three New York cable franchise holders done so far? Significant subscription activity has been under way only since last summer, when major construction was completed on all three systems.

Charles Dolan, president of Manhattan Cable, estimates that by the end of 1969, his company will have wired 80% of its territory, which is the prime portion of New York City. It covers everything south of East 86th Street and West 79th Street, which includes many expensive residential sections and all of the major business and financial districts.

There are 375,000 potential customers in Manhattan Cable's franchise area and Mr. Dolan estimates that, when completed, the system should be able to pick up a total of 100,000 subscribers "on the basis of signal improvement."

Manhattan Cable presently claims 10,000 subscribers. In January, it added 1,000 customers and completed wiring for between four and five times that number. "We're going full-speed now," Mr. Dolan says. He estimates that the full 100,000-subscriber goal will be reached in four years at a total expenditure to Manhattan Cable of \$17 million.

The company's start on major construction was delayed about one year, while it sought, and obtained, a \$10-million bank loan—the largest loan ever made to a single CATV company. To obtain the loan, ownership of Manhattan Cable was consolidated. It is now 55% owned by its parent, Sterling

Information Services Ltd., and 45% by Time-Life Broadcast, which, in turn, owns 25% of Sterling.

Teleprompter, which has all of the heavily residential, but less affluent, north end of Manhattan, covers an area of 413,000 dwellings. Optimistically, Mr. Kahn predicts that "we should have more than 200,000 paying customers five years from now." He bases this forecast on a "consistently delivered 50% of the homes over five to six years in any market we're in, and the percent of penetration after two years in New York is higher than any of our systems anywhere else in the U. S."

At the moment, Mr. Kahn claims 11,000 paying customers and 9,000 subscription orders, with the system about 25% installed. This represents about 1,600 buildings on some 320 blocks, although main cable is now laid "in most areas" covered by Teleprompter's franchise.

So far, Teleprompter has spent about \$10 million of an anticipated \$15 million over-all investment in Manhattan.

The city's third—and by far smallest—franchised CATV system is that of CATV Enterprises Inc., in the Riverdale section of upper Manhattan and the Bronx, an upper-income residential area. In some ways, the CATV Enterprises franchise is the most difficult of the three in New York because it encounters a combination of big-city and small-town cable problems.

CATV Enterprises is 49% owned by Westinghouse Broadcasting Co. and 51% by Theodore Granik, holder of UHF's in Washington, Patchogue and New York, attorney and former television producer. Although CATV Enterprises has had all of its plant completed since last summer, it has moved slowly in the area of both subscription and origination.

The Riverdale franchise covers 20,000 families, of whom CATV Enterprises currently has 200 subscribers and another 25 orders. The company has only about \$300,000 invested in its 30 miles of wiring covering the area, primarily because most of it is conventionally strung from utility poles, unlike the Manhattan installations which must go underground.

The major technical problem posed by Riverdale is that it is an urban-near-suburban jumble of tall apartments and private residences. Situated on relatively high land, many buildings have a direct line of sight to the Empire State building transmitters of New York's major television stations, and flawless off-air reception. Yet many small apartments or residences are blocked by the shadow of larger buildings.

"We have problems of economic viability," says Charles Woodard, president of CATV Enterprises. "In some places

we have people knocking down our doors to get service, but the people with lousy reception are dotted around and there is the question of whether it is worth getting to all of them."

He acknowledges that CATV Enterprises has been moving slowly because "we haven't yet developed enough experience of needs and desires—what it takes to sell the system." Consequently, Mr. Woodard also says, "we really don't know what our total possible audience is, but I suppose a reasonable penetration figure would be 25%-30%, or about 5,000 to 6,000 subscribers." He says the operation is shooting for an immediate goal of 700 subscribers out of private homes and a base of two or three apartment buildings.

The fourth New York CATV operation—the two-year-old unfranchised Comtel Inc., a subsidiary of Bell Television Inc.—has been frozen by the continuing leaseback litigation. Using



High above the Harlem River, workers for CATV Enterprises align an antenna at the head-end site atop a 28-story apartment building.

New York Telephone Co. lines, it is serving about 2,000 subscribers, most of them in Manhattan Cable's midtown area, including hotels.

For all three franchised New York systems, technical problems have proved even greater than anticipated when the groundwork of the systems was originally mapped. Foremost among these has been the need for obtaining a much higher degree of plant perfection than required for a normal installation.

Herbert Bachman, general manager of CATV Enterprises, who had previous experience with Westinghouse Broadcasting's Georgia and Florida cable systems, says: "In a city where your subscribers are this close to a very strong broadcast signal, it is not enough for us to provide a good cable signal. It must be superb. People can make a direct A-B comparison between cable and good off-air reception. If you have shoddy operations, you're dead."

CATV Enterprises subcontracted turnkey construction of the system to Entron, with consultation from its own Southern cable system operators. "We've worked our heads off to make the system come up to snuff, and we're still learning new things all the time," says Mr. Bachman. "Everything is critical. If we have one loose connector on a trunk, we can have 25 miles of ghost."

Things are even more difficult for Manhattan Cable and Teleprompter. The Riverdale system is far enough from the Empire State building transmitters that the signal is diminished to the point where it does not require a converter to keep it from overriding the cable signal. That is not the case in most of Manhattan, and both Manhattan Cable and Teleprompter have had a long struggle perfecting suitable converters.

Says Manhattan Cable's Dolan: "The signals come off the Empire State building so darn hard that even the 300-ohm lead-in wire on the set picks it up and you get that laid over our cable signal coming in a microsecond later."

He notes there are very few other cities with a similar problem. Cleveland, for instance, has enough unused channels that the CATV signals can be switched onto them. But in New York, with seven VHF stations and three UHF's, there is nowhere to go.

In the search for a suitable converter to handle the situation, Sterling ended up buying the patents for a 25-channel converter from a subsidiary of Gulf & Western Industries. Then, Sterling contracted with a tuner company, Oak Electronics, to construct both 12-channel and 25-channel tuners, which Sterling is marketing through another subsidiary as well as using for the Manhattan Cable system.

While experimenting—along with most of the rest of the industry—on

such possible developments as 25-channel midband converters, Manhattan Cable is coping with the present spectrum bulge by laying dual 12-channel lines in all of its commercial buildings and some apartments.

Each Manhattan Cable subscriber is provided one of Sterling's 12-channel converters—which cost about \$35—at a charge of \$1 a month, in addition to the regular \$5-a-month subscription charge.

Teleprompter, too, had its converter problems, and Halmin Co. is providing it with a 25-channel Japanese-manufactured converter modified to Teleprompter's specifications. The Teleprompter converter, which sells for about \$25, is now being provided each Teleprompter subscriber, also at \$1 a month above the \$5 service charge.

Teleprompter began supplying converters to all new customers only at the first of this year, and still has about 5,000 initial subscribers without them. According to Joseph Growth, manager of Teleprompter's New York CATV operation, most of these subscribers are in the first-wired Inwood section of Manhattan, a far-northern area of the island topographically more isolated from on-air signals. Eventually, all subscribers are to get the converters.

In burying their cables beneath the pavements of Manhattan, both Teleprompter and Manhattan Cable have run into an assortment of woes. High on the complaint list is the red tape both companies have encountered in dealing with the Empire City Subway Corp., a subsidiary of the New York Telephone Co. that owns a network of almost 80-year-old ducts through which the CATV firms were to run their cables.

In addition to those bureaucratic problems, the companies found areas where there were no ducts available or where they were full. Innovation in alternative methods of stringing the cable abound. To service customers on Manhattan's far East Side, Manhattan Cable has strung its lines along a sea wall flanking the East River and carried them over busy FDR Drive on city-owned footbridges.

In some crowded apartment blocks, Teleprompter has merely looped its lines directly from one adjacent building to the next. In other areas, it has buried aluminum-shielded cable in city right-of-way cutting a four-inch-deep, one-and-a-half-inch-wide trough six inches from the curb, dropping in the cable and paving over it.

In some areas where ducts are not available, the telephone company offered to lease lines to Manhattan Cable, but would not permit construction by the CATV. Teleprompter says it has refused such telephone-company lease offers on the grounds that "leasebacks

divide responsibility," and it is opposing the Manhattan Cable attempt as a matter of precedent.

In trying to cope with the cable-laying problems, Teleprompter's Growth says: "We've tried 20 different ways and haven't come up with a satisfactory one yet."

Probably the greatest nontechnical hurdle faced by CATV in New York has been that of landlords: Once the cable was laid down, the landlord still remained in the doorway blocking access to the potential subscriber.

Compounding the suspicion and profit-motive of some landlords is the fact that a large percentage of New York apartments remain under rent control and the only time a landlord can increase the rent on an apartment is when a tenant moves out. Therefore, some landlords are reluctant to do anything that they think may make an

areas in the lobbies of buildings it wires, so the firm's deals with landlords usually vary from 2% to 5% of the income for five years, depending upon the amount of space taken.

Manhattan Cable's Dolan says that now terms are "quite standard and accepted," and although there are still a few holdouts, "lately landlords have been going very well and that problem is way down the line."

CATV Enterprises has thus far resisted making any installation deals with landlords, although Mr. Woodard acknowledges the Manhattan Cable and Teleprompter agreements can be expected to set a precedent for future CATV installations in the city. As Mr. Woodard comments: "A lot of our landlords also have buildings in Manhattan and they expect to get the same kind of concessions from us that they are getting there."



Dedicated to the cause of stamping out TV ghosts, this mobile demonstration unit is a key part of Manhattan Cable Television's selling effort. Inside motor-

ized unit are six color television sets as well as seating space for six prospective customers and two sales representatives.

apartment more appealing to a present occupant, even CATV. Under the rent-control law, however, the landlords are authorized to raise the rents \$1 a month on apartments with a CATV "improvement." Thus the landlord of one rent-controlled building offered a Teleprompter salesman \$1 a month per apartment not to install CATV. Another landlord reaction to CATV overtures was a threat to shoot any cable representative that stepped into one owner's building.

Both Manhattan Cable and Teleprompter have now generally cleared that barrier—with money. Both companies have come up with what they consider basic landlord agreements for CATV installation. Manhattan Cable offers a landlord 5% of all CATV subscriptions in the building for three years (the city treasury gets another 5%).

As part of its sales promotion, Teleprompter sets up CATV demonstration

Once the systems are in, there is wide difference in the sales efforts of the three franchised systems. Teleprompter, by far, has been pushing hardest. It is the only one of the New York systems to offer the incentive of giving new customers free installation (worth \$9) if they sign up for at least two months' service. Says Teleprompter's Kahn: "We want subscribers. I'm much more interested in the significance of that \$60 a year than any \$9 windfall."

A contrary attitude is taken by Mr. Woodard of CATV Enterprises, who says: "We haven't gone in for any of the standard CATV gimmicks like dollar-day sales. We're starting by selling to people who really need the service. We also need the hookup money now."

In between is Manhattan Cable, which until recently has been concentrating most of its attention on financing and construction. Whereas Tele-

prompter has invested heavily in spot radio, newspaper and bus advertising, Manhattan Cable has done little; CATV Enterprises, virtually none.

Even in selling CATV, Manhattan poses problems not normally expected by cable operators. For one thing, the population is much more mobile, with an apartment turnover rate of almost 2% a month. This engenders other CATV operation problems, such as the precaution Teleprompter learned earlier as a supplier of master antenna systems for apartments when it discovered the necessity of putting all controls in apartment vestibules to prevent servicemen or versatile new tenants from hooking up for unauthorized service.

New York City can also provide some rather critical viewers. Despite the political rhubarb which lingered over the cable question, the Gracie Mansion residence of Mayor John Lindsay was

connection of 54 sets at the Fifth Avenue offices of Bristol Myers. And J. Walter Thompson's Lexington Avenue offices are in the process of being wired. Orders for 120 hookups have been placed in the Pan Am building, where Foote, Cone & Belding is located, although wiring is not completed there, and Rockefeller Center is being wired in what Mr. Dolan believes to be the largest single commercial office building system in CATV.

The commercial orders have come without any serious sales campaign. While commercial wiring is just getting under way, Manhattan Cable has only one business-application salesman. "We think commercial service could rival residential," says Mr. Dolan, "but we don't know how many offices want television for its own sake or how many could be made to want it as some sort of information tool. A lot depends on

ries only the seven VHF stations and three UHF stations. CATV Enterprises asked for and was granted origination rights along with Manhattan Cable and Teleprompter, but Mr. Woodard says that while "we have given a lot of thought to origination, we have no plans. It's a tough decision. With the operating TV stations you get fantastic variety and I don't see how we can compete in traditional programming."

Teleprompter — with two vidicon cameras, a video-tape recorder and a full-time origination staff of six—has become increasingly involved in origination of community programming, such as the championship play-off of the Inwood girls softball league or block-to-block collection for a Biafran relief fund.

As of this week, Teleprompter is carrying 10 hours of origination per week with plans to eventually expand to 20. The emphasis on all its programming has been that of a small-town newspaper: Get in as many names as possible, as much community news.

With this month's subscription bills, Teleprompter plans to begin issuing an origination schedule, and this week the system also begins broadcasting a new series, *Luncheon at Franks*, a Negro community discussion program filmed in a famous Harlem restaurant with a wide spectrum of guests, from community workers and militant leaders to celebrities such as Jackie Robinson—all of whom appear free.

Mr. Kahn describes *Luncheon at Franks* as "the kind of community service the Communications Act of 1934 envisioned and has been impossible on big stations. We do programs that couldn't even make it on channel 13 (New York's educational television channel). We're a minority medium that doesn't need thousands of viewers."

Although the city's origination grants currently prohibit commercials, Mr. Kahn also argues that to do so would be "a public service to advertisers. For someone like the Harlem Co-Op (a large cooperative community market) that is only interested in drawing customers from a 40-square-block area, where else can they buy ads?"

Manhattan Cable, while "picking up origination by degrees, trying to see what the public wants," is taking a somewhat different approach, one that has caused controversy both within the city government and from other system operators.

So far, Manhattan Cable, using vidicon cameras, has taped coverage of two Columbia University basketball games last month with Harvard and Princeton. It has leased color taping equipment to begin picking up concerts of the American Symphony Orchestra conducted by Leopold Stokowski from Carnegie Hall March 10.

It also has ordered an RCA color



Teleprompter's Luncheon at Franks, a live discussion show, includes such well-known personalities as (l-r) John Condon, public relations director for Madi-

son Square Garden in New York; Eddie O'Jay, WLIB New York personality who is moderator of the CATV program, and prize fighter Emile Griffith.

among one of Teleprompter's early wiring projects. (The mayor's children reportedly are avid TV fans).

And Mr. Kahn claims to have received a personal call from CBS's Frank Stanton when installation lagged in the neighborhood of his apartment. (At his request, Dr. Stanton's installation will be equipped with a switch so that he may select either cable or off-the-air reception.)

Among the off-beat installations is a dockside cable tap provided by Teleprompter for the crew of a New York fire boat, which is tied up at port about 80% of the time.

Manhattan Cable at this point faces a major sales question in the huge commercial areas assigned to it. "We think Manhattan business has tremendous potential, but, at this point, we don't know just how much," says Mr. Dolan.

With the heart of the advertising industry within its territory, Manhattan Cable already has received orders for

how creative we are."

In the field of origination, New York is becoming a widely diversified testing ground. Manhattan Cable has created the greatest stir about origination, although on a channel basis, at the moment, Teleprompter is broadcasting the most.

Teleprompter provides 14 channels: the seven New York area VHF stations, the three UHF stations, plus channels for time and temperature, stock ticker, AP news ticker, and one for program origination.

Manhattan Cable provides 12 channels: the seven VHF stations, a varying selection of UHF stations (the three New York area stations plus a new UHF in Garden City, Long Island), and sometimes, on one of the three UHF channels, a business ticker. On the 11th channel it carries the UPI news and weather ticker, and the 12th channel is used for origination.

CATV Enterprises, like Comtel, car-

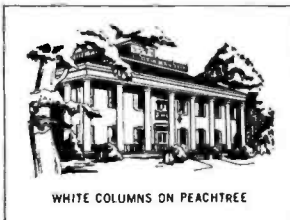


**The unsinkable Atlanta sports nut.
Most often he's tuned to us.**

Sports nuts have a home in Atlanta. WSB Television. In the fastest growing sports town in the country, WSB-TV has the fastest growing sports coverage.

Take our latest addition. The high-flying Atlanta Hawks professional basketball team. It's WSB-TV that televises their crucial games.


Just as it is WSB-TV who televises 20 Atlanta Braves games throughout the season.



In addition, there's the usual in-depth sports coverage from Milo Hamilton, the "Voice of the Atlanta Braves," and Carl Sell, a former golf pro in this golf-happy market. Add to all this AFL Football every Sunday.

Another reason why, in Atlanta, the leader continues to lead.

WSB-Television, Atlanta, NBC

 COX BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU (TV), San Francisco-Oakland; WIIC-TV, Pittsburgh

Petry

film chain in anticipation of originating a film series—the issue that has caused the clashes. In granting origination permission, the city decreed a ban on “purely entertainment motion pictures,” but the franchise department’s Tarshis, who is charged with enforcing the rule, has said he will not pre-screen any films.

Last fall, Manhattan Cable contracted with Janus Films to begin nightly showings over its cable of such critically praised films as “Citizen Kane.” It hired movie critic Judith Crist to provide commentary. None were broadcast.

Although he has no starting date, Mr. Dolon still says: “We are going to run films and the kind we think our public is going to react to, not just another channel of movies.”

The inter-industry dispute over origination plans is illustrated by Mr. Kahn, who snorts: “Our goal is 100% penetration, but we won’t achieve it by bringing in art films.”

While both Teleprompter and Manhattan Cable argue that their differing philosophies of origination are creating interest in CATV beyond that of clear reception, a BROADCASTING sampling of subscribers to both Manhattan Cable and Teleprompter indicated relatively little interest beyond novelty appeal.

Of those even aware of present origination, one Manhattan Cable subscriber said only that the Columbia-Princeton basketball broadcast “was a big deal with my brother-in-law because he went to Princeton,” and a housewife who subscribes to Teleprompter said her young son “loves to watch the stock market.”

However, agreement among subscribers startlingly backed up claims of both franchised Manhattan CATV operators that once the systems are in, they are highly stable and measurably improve picture reception. Comments on picture quality were highly laudatory and serv-

CATV as common carrier envisioned by Chazen

A former staff member of the President’s Task Force on Telecommunications Policy believes that CATV should be considered a common carrier. Then, anyone who wants to lease a channel may do so—“taking away from the suppliers of television facilities the power to decide what appears on their channels.”

This is the theory of Leonard Chazen, an assistant professor at Rutgers University Law School, writing in the March issue of *Atlantic* magazine.

With the advent of cable TV, Mr. Chazen says, “we are entering an environment of channel abundance where the old presuppositions of scarcity and the degrading effects of the marketplace no longer apply. . . .”

ice by both companies was generally praised.

Major technical developments in New York’s systems loom in the future. Teleprompter has now had 10 months of experience with the Amplitude Modulated Link system of microwave CATV transmission, which it has been operating in Manhattan with co-owner Hughes Aircraft Co. under FCC experimental permission.

It was on the basis of Manhattan success that Teleprompter last fall asked for, and this winter received, FCC permission to extend the experiment to rural areas near Farmington, N. M., and Eugene, Ore.

Despite predictions that the AML system would experience distortion under adverse weather conditions, Teleprompter’s Growth says there “has been no appreciable weather problem” on the relay which, broadcasts 4.6 miles from a point near the George Washing-

ton Bridge to two pick-up sites. He says the system was knocked out only once “and then for a few minutes during the heaviest rain storm of the year.”

Teleprompter is now awaiting FCC approval to use the AML system in a major test link to another franchise in the New York area which it has obtained. Mr. Growth says that eventually it hopes to link its three upper-Manhattan headends by AML, as well as patching directly into the telco switching lines of all stations that will cooperate, to provide a master switching center for the CATV system.

Manhattan Cable’s Dolan envisions a similar wired tie-in between its East and West Side headends and a third to be built downtown. In addition, under Mr. Dolan’s plan, the entire antenna system and telco patches would feed into a master switcher that would be coupled with amplifier surveillance units and automatic switching to back-up amplifiers in case of malfunction.

In his visionary appraisal of Manhattan CATV growth, Teleprompter’s Kahn speaks mysteriously of negotiations to soon acquire a production facility with unique cable-television capacities that would bring a start to some of the blue-sky functions predicted for CATV “sooner than a lot of people think . . . some broad stabs within the next couple of years.”

While the New York CATV operators are looking toward the predicted developments, which they think will make their long-term investments pay off, they also are laying hold of any nearby cable claims they can get.

With recent acquisitions, Sterling has 2.5 million people under CATV franchise in the New York metropolitan area and Mr. Dolan predicts “we can double in area in the next year.” Sterling has already picked up franchises for Long Island’s Nassau county, with 1.7 million people.

Mr. Kahn is secretive about Teleprompter’s expansion plans, but the company has won yet-unannounced ones, and has more than a score pending in the metropolitan area.

Even CATV Enterprises has applied for additional areas of the Bronx because, says Mr. Woodard, “everyone has applied just to be on the list.”

Comments Mr. Kahn: “We’ve fought the FCC, the city, the special interest groups, the landlords and still come up roses. New York and Los Angeles will not pay off in anything like normal CATV returns, but if you put it in a 10-15 year aggregate, it will pay very well. Other services will be the real meat of the deal: they’ll pay and pay well.” Apparently, some people agree.

(The foregoing special report was researched and written by Walter Troy Spencer, associate editor, New York.)

FCC ends hearing on CATV in Mayfield, Ky.

Two petitions for reconsideration, directed against former group CATV owner Meredith-Avco Inc., were denied by the FCC last week and the hearing was terminated.

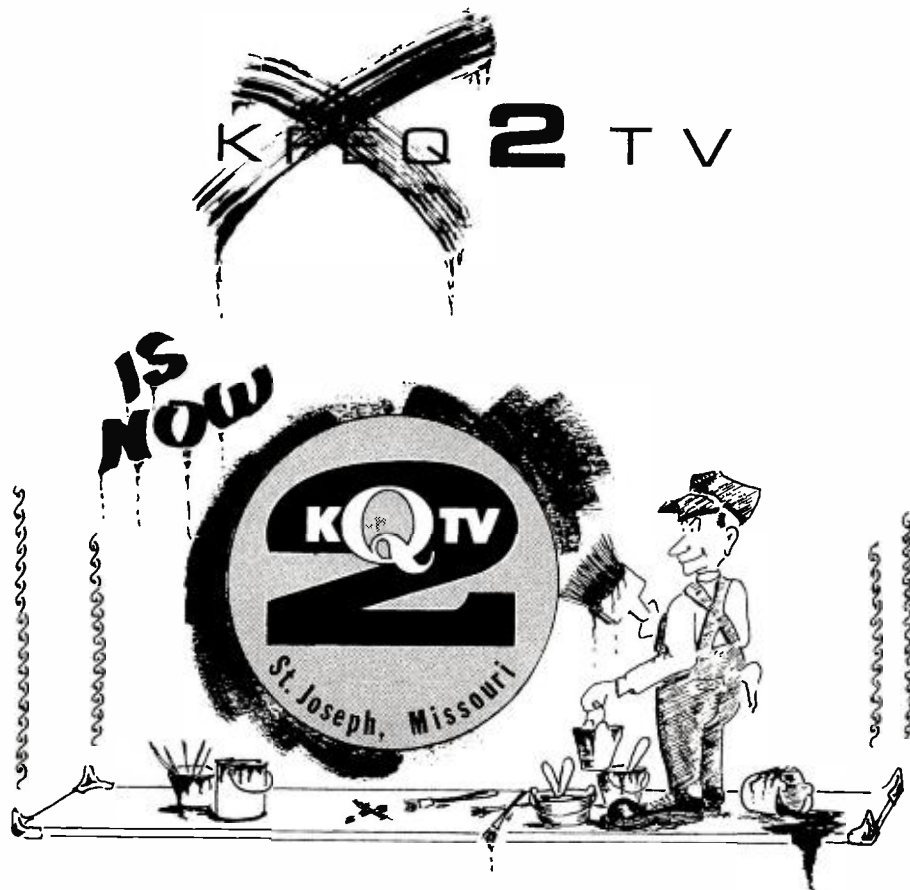
The petitions, filed in October and November 1966 by Hirsch Broadcasting Co., licensee of KFVS-TV Cape Girardeau, Mo., and by Paducah Newspapers Inc., licensee of WSPD-TV Paducah, Ky., sought a cease and desist order against a Mayfield, Ky., CATV system operated by Meredith Avco, and charged that the system was not in operation on Feb. 15, 1966, the cut-off date specified for grandfathering.

Since that filing, Meredith-Avco has been purchased by American Television and Communications Corp., a Denver-based group CATV operator (BROADCASTING, Dec. 23, 1968).

The FCC denied the requests for a cease and desist order in March 1967, but a month later Paducah and Hirsch requested partial reconsideration. They presented affidavits by WSPD-TV officials about statements allegedly made to them by Keith Hill, a former manager of the Mayfield cable system, who indicated that the system was not delivering signals by the cut-off date. Meredith-Avco supplied affidavits from subscribers to refute Mr. Hill’s statements.

The FCC found that the system did deliver the signal to a limited number of viewers prior to Feb. 15, 1966.

**ONLY the name
has been changed...**



**WITH the same fine
folks on**

Channel 2 in St. Joseph, Mo.

**STILL the only station which can deliver
Northwest Missouri and Northeast Kansas**

See your AVERY-KNODEL, INC. representative .



WRG makes \$10-million cola coup

Royal Crown, Hunt-Wesson moves leave agency with a \$7-million boost in its billings

It was a busy week for Wells, Rich, Greene, with one account moving into the New York shop and one account moving out, but the balance was at least a \$7-million increase in billings for the agency. Both accounts are heavy broadcast users.

Royal Crown Cola Co., Columbus, Ga., removed its \$10-million billings from D'Arcy Advertising, New York, and assigned it to WRG effective July 1. A spokesman for the soft-drink company estimated broadcast expenditures accounted for almost all of total billings and that Royal Crown is expected to continue primarily in broadcast.

The products leaving D'Arcy are Royal Crown Cola, the third largest-selling cola, and Diet-Rite cola, the largest-selling low-calorie cola. Another Royal Crown product, Gatorade, is leaving Carl Ally Inc., New York, for Wells, Rich, Greene. Nehi, Upper-10 and Par-T-Pak, three other Royal Crown brands, are not affected.

All 365 Royal Crown bottlers were invited to a video-tape presentation Friday (Feb. 28) which outlined the company's advertising plans. Included on the tape were a presentation by Mary Wells Lawrence, president of the newly appointed agency, and remarks by Royal Crown executives. It has

been suggested that bottler dissatisfaction had been partly responsible for the account switch.

Another reason cited for the switch is the relatively new marketing team at Royal Crown. Many former Pepsi-Cola executives, in particular, have joined Royal Crown in the last few years.

The official reason for the move was announced by Wilson Fowle, marketing vice president, on Friday. Wells, Rich, Greene, said Mr. Fowle, was "the agency that Royal Crown could look to for the 'breakthrough' in advertising it needs in the highly competitive soft-drink industry."

Mr. Fowle went on to say the company was pleased with the creative development of Gatorade at Carl Ally, but that consolidation into one agency had become advisable.

The Royal Crown account had been at D'Arcy for 10 years. Wells, Rich, Greene, did not offer Royal Crown a speculative campaign, and no plans have been drawn up as yet.

On the debit side at WRG last week was the loss of the Hunt-Wesson Foods account, representing an estimated \$3 million in billings. Hunt-Wesson, a wholly owned subsidiary of Hunt Foods and Industries Inc., and a part of the Nor-

ton Simon Inc. complex, leaves Wells, Rich, Greene after two years for William Esty Co., New York. The reason for the split offered by the agency was management changes at Hunt-Wesson. The products involved are Wesson oil, Buttery flavored oil, Snack Pack, a product in test-market, and a spaghetti sauce still in development. The account change is effective immediately.

A Wells, Rich, Greene executive who worked on the Hunt-Wesson account estimated that a combination of network and spot TV constituted "conservatively 90%, possibly higher," of the total billing.

Hunt Foods and Industries tomato products, Snowdrift shortening, Blue Plate Foods and institutional and corporate advertising are at Young & Rubicam, New York.

Williams on cigarettes: U.S. has it both ways

While the federal government's own agencies are spending millions insisting that cigarettes are hazardous to the American people, other branches of the government are spending millions to subsidize tobacco's production and sales, Senator John J. Williams (R-Del.) charged in a Senate speech last week. The charge isn't new, but Senator Williams, a man with a reputation as the Senate's "fiscal watchdog," had some new figures on the size of the tobacco subsidy effort.

Today that effort averages \$50 million a year, Senator Williams said, based

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Feb. 16, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Feb. 16	Total dollars week ended Feb. 16	1969 total minutes	1969 total dollars
	Week ended Feb. 16	Cume Jan. 1-Feb. 16	Week ended Feb. 16	Cume Jan. 1-Feb. 16	Week ended Feb. 16	Cume Jan. 1-Feb. 16				
Monday-Friday Sign-on-10 a.m.	\$ ---	\$ ---	\$ 115.9	\$ 773.8	\$ 352.0	\$ 2,313.5	80	\$ 467.9	522	\$ 3,087.3
Monday-Friday 10 a.m.-6 p.m.	1,506.2	9,452.5	3,088.5	19,352.7	2,660.1	17,616.7	972	7,254.8	5,872	46,421.9
Saturday-Sunday Sign-on-6 p.m.	1,421.6	7,791.4	1,209.8	8,973.7	369.2	5,642.8	307	3,000.6	1,879	22,407.9
Monday-Saturday 6 p.m.-7:30 p.m.	303.0	2,285.2	744.1	5,123.6	734.5	5,512.0	93	1,781.6	595	12,920.8
Sunday 6 p.m.-7:30 p.m.	216.0	1,333.7	239.8	1,814.0	195.8	1,692.5	23	651.6	154	4,840.2
Monday-Sunday 7:30-11 p.m.	5,838.8	37,112.4	7,134.3	48,039.7	7,726.4	48,368.2	437	20,699.5	2,903	133,520.3
Monday-Sunday 11 p.m.-Sign-off NET	555.4	2,146.5	40.8	470.7	558.5	3,255.4	80	1,154.7	474	5,872.6
Total	\$9,841.0	\$60,121.7	\$12,573.2	\$84,548.2	\$12,596.5	\$84,401.1	1,992	\$35,010.7	12,399	\$ 229,071.0

on figures submitted to him by the Department of Agriculture covering the past three years. The Department of Agriculture has approximately \$750 million invested in warehoused tobacco inventories, he noted.

During the past three years almost \$70-million worth of tobacco has been disposed of, for "soft" currencies which, according to Senator Williams, "represented a near-100% loss for the taxpayers," under Public Law 480, sometimes known as the "food-for-peace program."

In the same period, he observed, "the government through the Commodity Credit Corp. has spent or lost \$71.2 million, \$61.5 million of which was to subsidize the export of this product and its sales in foreign countries and \$9.7 million of which represented a direct loss in its price-support operations."

AAF prods members on cigarette issue

The American Advertising Federation has adopted a resolution opposing the FCC's proposal to ban cigarette advertising on radio and television, AAF President Howard Bell announced last week.

The resolution urges AAF officers and counsel to participate in the commission's rulemaking proceeding and "particularly to emphasize that it is unwise for one administrative agency of limited jurisdiction to attempt to deal in piecemeal fashion with a problem so complex and multifaceted . . ."

The proper forum for such actions is the Congress, AAF said—"to which the commission, as a matter of law and policy, should defer."

The resolution was approved at AAF's annual government-affairs conference, held in Washington two weeks ago (BROADCASTING, Feb. 24).

'Smoke Out' project combats cigarette spots

Some 60 teen-agers in Bakersfield, Calif., backed by a \$52,000 federal grant, have formed a simulated advertising agency and are creating with the aid of local media their own radio and TV commercials as part of an anti-smoking crusade. This youth-oriented antismoking drive started about a year ago when the U. S. Public Health Service awarded a \$52,000 grant to the Kern County Interagency Council on Smoking and Health for a two-year pilot study on "peer group influence among junior and senior high-school students on changing attitudes and behavior on smoking." The understanding is that if this pilot project is successful, it may be tried elsewhere.

The name of the project has been

shortened to "Smoke Out." Students participating were selected by their classmates at three Bakersfield schools.

As the major step in the project, according to Mrs. Gloria Zigner, project coordinator, "we decided to form an ad agency and sell kids against smoking just as Madison Avenue has sold people for smoking." Ralph Carson, co-founder and chairman of the board of Carson/Roberts/Inc., Los Angeles, an agency that does not accept cigarette accounts, was asked to serve as special advisor for the ad agency set up by the Bakersfield teen-agers. Among other things, Mr. Carson visited with the youngsters in Bakersfield on three separate occasions and arranged for a three-and-a-half-hour seminar for them at his agency on advertising fundamentals.

Starting March 1, the "Smoke Out" project will attempt to reach other teen-agers with antismoking messages placed as public service time and space on radio and TV and in newspapers and other media, including bumper stickers. Bakersfield radio and TV stations and newspapers helped in the production of the commercials and print ads.

Among the radio commercials the teen-agers have created:

- "Hey, man, that cat's smoking!" "He can afford to. He's got nine lives."

Among the TV commercials:

- Shot of a smartly dressed woman. "She smokes." Shot of burning trash. "So does the city dump."

False claims charged to antismoking spots

A leading tobacco-company executive claims that antismoking messages on radio and television are "scare commercials . . . with little or no respect for honesty" and believes they should be subject to the "same regulation and supervision all advertisers operate under."

These sentiments were voiced by John T. Landry, vice president and group marketing director-tobacco products, Philip Morris U.S.A., in a speech before the Cleveland Advertising Club on Feb. 21 (BROADCASTING, Feb. 24). He noted that the commercial value of these antismoking messages amounts to an estimated \$70 million of free air time per year.

He cited several commercials that he called "not only inaccurate but patently false." One, he said, states flatly that "for every minute we spend smoking, we lose a minute of our life." Another proclaims, according to Mr. Landry, that "all too often the result of smoking is emphysema." Mr. Landry said the first statement cannot be substantiated and the second, purported to be a U.S. Public Health Service announcement, actually is contradicted by USPHS pub-



What to do when you find that gorilla in bed

Koylon latex mattresses, made by Uniroyal, will be promoted on TV for the first time in two 60-second spots on NBC-TV's *Tonight Show*, April through September. Uniroyal felt the show was the logical choice since many viewers watch the program from bed (and presumably on mattresses—hopefully uncomfortable).

Scenario of the first spot finds husband, after night spent on old-fashioned, inadequate mattress, waking up as grouchy gorilla; his wife looks on languidly while he rips the mattress to shreds. After the next night on a Koylon model, husband awakes, still irascible—but human.

Second spot utilizes horse, used to represent the horsehair found in many outdated mattresses. Koylon latex, in contrast, is non-horsy and nonallergenic.

Ries Cappiello Colwell, New York, is agency. Spots were by V.P.I. there.

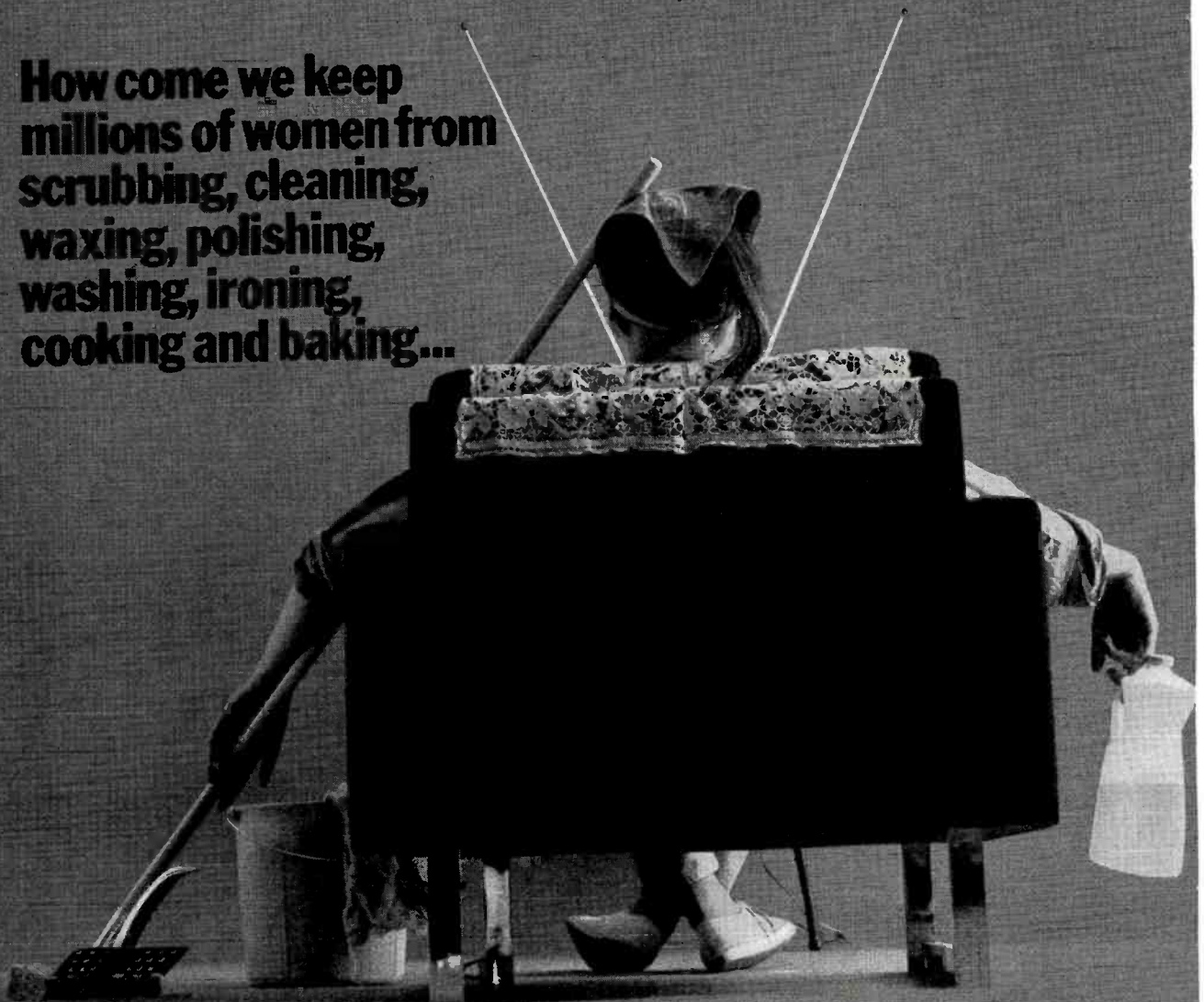
lished material that states there is no clear-cut clue to the cause of emphysema.

Turning to the recent FCC proposal for the banning of cigarette advertising on radio and television, Mr. Landry commented "I find it rather incredible that a government agency would feel it proper to propose banning advertising of any product for which the sale is legal."

PGW sets up Hub branch

Peters, Griffin, Woodward has opened a regional office in Boston, its 12th office in the country. The rep's new office will serve the New England area. Alan L. Ingram, formerly an account executive at WNAC-TV Boston, has been named manager of the office. PGW in Boston is at 20 Providence Street. Telephone is (617) 482-4833.

**How come we keep
millions of women from
scrubbing, cleaning,
waxing, polishing,
washing, ironing,
cooking and baking...**



**Yet at the same time
we keep selling them
cleansers, polishers,
detergents, waxes,
bleaches, soap,
soup and mixes?**

Simple. The more ladies watch television, the more they're sold on today's time-saving products. And time saved is time spent watching more daytime television than ever before.

Especially the CBS Television Network. For the 15th straight year attracting the biggest average daytime audiences. Now 34% bigger than the second network. So that's how come.

CBS 

**The daytime leader
for 15 straight years.**

Source: Audience estimates based on NTA household data, Monday-Friday 10:00 a.m.-5:00 p.m. Homes using television January-December 1968 vs. prior years. Competitive data January-1 February 1969 and January-December of prior years. Subject to qualifications available on request.

Eight sponsors set for NBC-TV baseball

NBC-TV last week announced that its 1969 baseball package is almost 75% sold out, with eight sponsors signed so far.

These are Schlitz Brewing Co. (through Leo Burnett), Colgate-Palmolive Co. (Ted Bates), R. J. Reynolds Tobacco Co. (William Esty), Phillips Petroleum Co. (J. Walter Thompson), Association of American Railroads (Geyer, Oswald), Mennen Co. (J. Walter Thompson), Monroe Auto Equipment Co. (Aitkin-Kynett), and Stewart-Warner Corp. (Earl Ludgin & Co.).

Two other advertisers, Kellogg Co., (Leo Burnett) and The Hartford Insurance Group (LaRoche, McCaffrey & McCall), have purchased time in the World Series.

The network delayed announcing sponsors, it said, because it did not want to affect the just completed bargaining sessions between club owners and players (BROADCASTING, Feb. 17).

One of the issues in the baseball dispute settled last week was the amount of network money slated for the players' pension fund. Of the \$49.5 million paid by NBC for rights for the next three years, \$5,450,000 per year is earmarked for that fund. The remainder goes to individual teams and the baseball commissioner's office for administrative costs.

FTC insures pet ads don't put on the dog

The Federal Trade Commission wants to make sure the multi-million dollar dog and cat food industry makes a clear distinction between pet and people's food.

The FTC guidelines would, for example, prohibit manufacturers from describing their products in human terms such as "stew" or "hash" unless they meet the Department of Agriculture's human standards for such products.

The advertising regulations are to become effective on Sept. 1. Labeling guidelines will become effective on March 1, 1970.

FTC, set makers to meet on simulation in ads

Television set manufacturers are meeting with the staff of the Federal Trade Commission this week in an attempt to work out compatible plans to put into effect the FTC's order on simulated operation of TV sets in advertising.

The trade commission two weeks ago told manufacturers that depictions of television sets in operation, especially color receivers, when they actually are

not, borders on deception.

And, the FTC added, it doesn't make any difference whether or not such phrases as "simulated demonstration" or "simulated pictures" appear.

Manufacturers, according to Jack Wayman, Electronic Industries Association consumer products staff vice president, would like the FTC to permit the use of words "simulated television reception" in all media—television newspaper, magazine, catalogues and flyers—with the effective date Sept. 1 this year. The FTC notice contained no effective date, leading to the belief that the agency intended to make its order effective immediately.

Representing the TV set makers at this week's meeting will be Charles N. Hoffman, Warwick Electronics Inc., Chicago, chairman of EIA's consumer products division, and Mr. Wayman. They expect to meet with attorney Fred Downs of the FTC's Bureau of Deceptive Practices.

ABC-TV outlets get more break time

ABC-TV's affiliates have available for sale to local and national spot advertisers an additional two minutes and 40 seconds a week.

The additional time was obtained by an expansion by ABC-TV of eight of its station breaks in prime time from 43 seconds to 63 seconds. The expanded breaks come after one-hour shows—*The Land of The Giants*, *The Avengers*, *The Outcasts*, *Mod Squad*, *It Takes a Thief*, *Here Come the Brides*, *This Is Tom Jones* and *The Lawrence Welk Show*.

An ABC spokesman said last week the expansion had been worked out to accommodate affiliate requests and that stations were so notified earlier this winter. The stations have been receiving the additional break-time since Feb. 2.

13 was lucky number for radio networks

A total of 176 companies spent \$58,683,000 on the ABC, CBS and NBC radio networks in 1968, and 13 of them spent more than \$1 million each, Leading National Advertisers reported last week.

Colgate-Palmolive was listed as the number-one network radio customer with an outlay of \$4,098,600, but automobiles and auto accessories represented the biggest-spending category with \$4,463,200. Drug products took second place with \$3,210,700 and foods were third with \$1,936,800, according to LNA. Its report singled out Bufferin as a newcomer to network radio with expenditures of \$363,300 in December.

LNA, whose reports do not include

expenditures on Mutual, said the 13 companies that spent more than \$1 million on ABC, CBS and NBC were as follows:

1. Colgate-Palmolive	\$4,098,600
2. General Motors	3,998,200
3. Sterling Drug	3,321,700
4. Loew's Theatres (subsidiary of Lorillard Corp.)	3,087,700
5. R. J. Reynolds	2,043,500
6. Flough Inc.	1,866,600
7. Chrysler Corp.	1,854,200
8. State Farm Insurance	1,779,100
9. Ford Motor	1,744,000
10. Bristol-Myers	1,701,900
11. AT&T	1,189,900
12. DuPont	1,046,400
13. American Express	1,042,200

CCS offers small-market advertising services

Commercial Continuity Service, Minneapolis, has announced establishment of an advertising copy-writing and production service for small-market stations. Three plans are offered.

Plan one would have the subscribing station provide via TWX the raw outline of the needed commercial to CCS which, in turn, provides the finished spot to the station with musical and other instructions in about one hour. Plan two is for stations wanting a finished tape which CCS says it can produce and forward by airmail within one day. Plan three calls for CCS to provide copy by airmail within one day for the local station to use with its own announcers.

Rate for the service is \$140 per month with no limit on the number of commercials. CCS says it will not take clients in markets that are too large or where the service has already been sold to a competing station.

The address is Suite 208, 614 East Grant Street, Minneapolis 55404; phone number (612) 335-3401; TWX 910-576-3428.

ANPA says newspapers outpacing rival media

The Bureau of Advertising of the American Newspaper Publishers Association reported last week that advertising in daily newspapers in 1968 amounted to \$5.24 billion, an increase of \$295 million over 1967.

The bureau said the \$5.24 billion total was 22% more than the combined total of TV and radio advertising in 1968. It claimed also that the \$295 million added to newspapers was 27% more than the additional expenditures in TV during the year and 160% more than the increase in radio.

In terms of dollars, according to the bureau, retail advertising accounted for the largest increase in 1968, up \$129 million over 1967. It said classified advertising gained \$110 million during the year and national advertising, \$56 million.



What does Daktari
mean?

in Swahili... Doctor

in TV... success
with Ratings

in any case, the best bet
for your season's
new schedule

Facts, man!

The man from
MGM-TV
has plenty.

MGM
TELEVISION

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

Computer-sharing spots due in N.Y., D.C., Boston

Spade & Archer, New York, has been appointed to handle the advertising for Response Time Sharing, a division of Leasco Systems and Research Corp., Bethesda, Md. The new advertiser expects to begin a spot-TV campaign in three markets within 30 to 45 days.

Spade & Archer, which has handled Leasco's corporate advertising program, was also assigned the company's new information-products division, but no broadcast advertising is planned.

A spokesman for the agency said a "relatively heavy" spot schedule in Washington, New York and Boston is anticipated for the computer-sharing division. Response Time Sharing buys will include news and sports in order to reach what the spokesman termed a "high concentration of middle and senior executives."

The Leasco division will add other major markets as time-sharing centers open in other cities.

Business briefly:

Argo Industries Corp., New York, manufacturers of children's toy kitchen equipment, will invest \$400,000 in spot television campaign starting in fall. One-minute commercial will run in 30 cities. Helitzer Advertising Inc., New York, is the agency.

Wyler Foods Division of Borden Inc., Chicago, through Allen, Anderson, Nie-

feld & Paley there, plans flights of participations on ABC-TV *Joey Bishop Show* for rest of year marking Wyler's entry into TV. Firm for several years has used network radio.

New AT&T-Yellow Pages campaign beginning in May and continuing through July will rely heavily on 60- and 30-second spots in prime-time network television. AT&T-Yellow Pages, New York, will offer a package of party materials as a premium, and the spots will feature a rock group named "The Yellow Payges." Cunningham & Walsh, New York, is the agency.

Texize Chemical Co., Greenville, S. C. will introduce nationally its industrial-cleaner, Janitor in a Drum, on various network TV shows and via spot TV on 90 stations in major markets, starting March 15. Agency: Henderson Advertising, Greenville.

Anheuser-Busch, St. Louis, has begun its 12th annual "pick-a-pair" promotion for Budweiser beer through D'Arcy Advertising there. Drive, to run through March, includes heavy local radio-TV spot support in addition to participations on NBC-TV and CBS-TV.

Also in advertising:

Orycteropus capensis ■ Three Washington area broadcasters have opened Aardvark Audio Productions Inc., a new radio commercial production and recording studio in Silver Spring, Md. Fred Gale, president, is commentator

for WWDC-AM-FM Washington. Fran Pipes, vice president production, was formerly news and production director for WAVA-AM-FM Arlington, Va. Norman Cooke, production engineer, was for 12 years engineer for WWDC.

New name ■ Marketing Research Services, Chicago, last week changed its name to Mar-Tec to more accurately reflect broad range of marketing and media research services. Firm is division of Statistical Tabulating Co.

Report shows TV up 10% and radio up 9% in '68

Total advertising volume in the U.S. hit \$18.3 billion in 1968, up 5.6% over the previous year, according to data gathered by Seymour Banks and Ronald Heisman of Leo Burnett Co. and Charles Y. Yang of Michigan State University.

The figures, published March 3 by *Advertising Age*, are part of a continuing annual study by Doctor Yang. They also show advertising expenditures in 1968 in TV were up 10%; radio, up 9%; newspapers, up 6%. and magazines, up 3%. Spending for outdoor was found to be up 11% and point-of-sale up 6%.

The report also showed that the gross national product rose \$71 billion during 1968 to a record high of \$860.7 billion. Consumer purchases accounted for 59% of this total gain.

TheMedia

NAB says FCC is flying blind

It urges agency to look for facts before deciding one-to-customer policy that could be 'shattering'

The National Association of Broadcasters last week pleaded with the FCC to refrain from adopting its proposed rules to place new limits on broadcast-station ownership within a community before "adequate research" has been done.

Because of the "shattering effect" the proposed rules would have on the industry and because their implementation would represent a sudden change in commission policy, NAB said, the agency would be committing "a tragic error" in acting "without full knowledge."

NAB bolstered its plea with the results of one completed research project, by The American Research In-

stitute for Political Communication, of Washington, and the outline of another that has been undertaken by the Motivation Research Group, a division of the Behavioral Science Center of Sterling Institute, of Boston.

This material demonstrates, NAB said, that some of the assumptions on which the commission would be relying "appear to be incorrect" and that others have no research basis to indicate whether they are valid or not.

The association made its plea in a reply comment filed in the rulemaking proceeding aimed at prohibiting the acquisition of more than one full-time station—AM, FM or TV—in a market. The proposed rule would not re-

quire divestiture of stations by existing licensees.

However, the Department of Justice, in a comment filed in the proceeding in August, suggested that the commission consider breaking up existing multi-station holdings within a market at license-renewal time. It also said the commission should apply the same policy to newspaper-broadcasting combinations in the same area (*BROADCASTING*, Aug. 5, 1968).

NAB said that if an all-encompassing rule is adopted, it will have a "shattering and disruptive effect" on the industry. It predicted the filing of applications for existing broadcast facilities—not because the broadcaster has

AP VOICEFEATURES Every week AP will present "News Commentary" by Morgan Beatty for your station. And that's only part of our new, fast-paced package of 20 different five-minute tapes that we are ready to send you 52 weeks a year.

Now, if you are an AP member, the important trend to talk and commentary programming is running very much in your favor. With News Commentary by Morgan Beatty leading the way, AP VoiceFeatures will provide you with a sports show, a woman's show, a general feature show. Using AP's world wide facilities and



specialists everywhere in the world, you can bring to your listeners, a world of personalities and experts in every field.

Remember, AP VoiceFeatures means 20 different tapes every week, 52 weeks a year. And that's 1040 different AP VoiceFeature programs per year. (Each feature is five minutes long with 3½ minutes of editorial, and 1½ minutes for commercial time.) Be sure to hear a sample tape and get all the details immediately. Contact your AP Regional Membership Executive, Chief of Bureau, or call Bob Eunson in New York at: **THE ASSOCIATED PRESS**

50 Rockefeller Plaza, New York, N.Y. 10020 PLaza 7-1111.

FOR AP MEMBERS ONLY:



not been operating in the public interest but because the rules will imply a "determination that it is contrary to the public interest for any licensee to own more than a single broadcast station in any one market."

NAB said the views expressed by Commissioner Nicholas Johnson—who frequently speaks out against what he regards as the dangers of concentration of control of media,—provide sufficient warning of the "dangers inherent in the commission's approach. In his exhortations concerning the 'establishment,'" NAB said, Commissioner Johnson cites situations in which he feels there is "too much accumulation of power, yet he does not cite any abuses."

The commission says the aim of its proposal is "to promote diversity in the viewpoint expressed over the air in individual localities." NAB said it recognizes the commission's responsibility in guarding against "thought control," but it expressed disagreement with the suggestion that broadcasting or "any other medium" controls public opinion.

And the research material it submitted with its reply comment appears to support that view. The completed project, by AIPC, said in one of its major findings:

"The media, though among the most influential of organizations in molding opinion, are less influential than other types of forces operating on the individual. Issues, personality factors and internal pressures appear to condition the individual's political attitudes to a greater degree than do organizations as such."

The institute, a nonprofit organization supported largely by private funds, based its report for the NAB on one of five surveys made during 1968 in the Milwaukee metropolitan area in connection with an in-depth survey of voter behavior under political campaign conditions.

One finding that was surprising in view of previous studies of the public's relationship to media was that most people depend on newspapers as the primary source of their news. Television was ranked second, and radio and periodicals lagged far behind.

A leadership group—consisting of representatives of the "power structure" in the survey area—also placed newspapers ahead of other media in terms of credibility. However, a "general" voters group that formed part of the survey placed television ahead of newspapers on this score.

The institute also argued the need for additional research so far as public policy is concerned. It said its study indicates "the need to re-examine existing concepts as to the role of the media in American society and as to the reciprocal nature of the relationship among government, media and public."

It did not dismiss the idea that policy

changes are needed. It said such changes "are certainly in order." But making them "in an informational vacuum can be destructive rather than constructive." AIPC said.

The need for research was said to be "particularly vital" in communities where there are media monopolies, for "there is no hard research data . . . which tells us precisely how a media monopoly functions in influencing political behavior."

NAB in January had asked the commission for a four-month extension of the then Jan. 28 deadline. It said it needed the time to present a more comprehensive report by the institute than that which it did file, as well as a completed study by Motivation Research Group.

But the commission, noting it had already extended the deadline for reply comments three times, granted only a one-month extension. The rulemaking proceeding, which the commission had intended to "expedite," was initiated on March 28 (BROADCASTING, April 1, 1968).

Last week, NAB said the outline of the MRG study shows the research under way will, when completed, provide relevant material and answers to questions which are not now available "and without which the commission should not proceed." It also urged the commission to undertake research of its own.

The MRG outline contained a number of "hypotheses" which, NAB said, are more than untested assumptions. They were described as "preliminary conclusions based on an examination of current research" that "challenge many current beliefs and assumptions about the effect and influence of mass media." NAB did not indicate when the MRG study will be completed.

One hypothesis to be examined suggests diversity of news and information sources is important to the public only to the degree that it represents differences in viewpoint based on valid and in-depth reporting, and differences in information or viewpoint "based on valid and independent reporting from the source of news."

Another suggests that "common ownership and management of multiple-station groups, particularly with multiple stations in a single market, will limit diversity of news and information programs, but will likely produce more in-depth and network independent reporting." Thus, the hypothesis continues, while multiple-station groups will limit diversity in small markets they will provide greater diversity in larger, more competitive markets.

A third hypothesis is that media communication operates "through a number of mediating factors such as group membership, selective exposure, defense mechanisms to reinform existing con-

ditions of thought and action," and that, "regardless of the condition in question, media are more likely to reinforce than change it."

NAB, in urging the commission to abandon its proposal, said that there is "already a plethora of competing media voices," particularly when newspapers are considered. In support of this view it submitted a report on trends in newspaper ownership, published by the American Newspaper Publishers Association, which said there are 1,298 daily cities with a total of 4,879 competing "media voices." A media voice is any separate ownership of two or more newspapers or radio and television stations, or any combination of those media.

And if Commissioner Johnson is a source of worry for the NAB, Commissioner Robert E. Lee is a source of comfort. NAB, asserting that it is "high time to take heed of some of the virtues of broadcasting," pointed approvingly to a passage in Commissioner Lee's dissent to the commission's notice of inquiry on conglomerates last month (BROADCASTING, Feb. 17): ". . . I think the world's greatest broadcast system that has developed in this country, under regulation, should be a matter of great pride to all and not a system to be tampered with and decimated under the guise of a nonexistent monopoly."

Roy H. Park buys Roanoke AM-FM-TV

Group broadcaster Roy H. Park has purchased WLSL-AM-FM-TV Roanoke, Va., from Shenandoah Life Stations Inc., subject to FCC approval.

No price for the outlets was given, but it is understood to be in the neighborhood of \$7.5 million, including agreements not to compete.

Shenandoah Life Stations Inc. is owned by the Shenandoah Life Insurance Co., which is headed by G. Frank Clement. Horace S. Fitzpatrick will remain as executive vice president and general manager of WLSL-AM-FM-TV. He has been with the WLSL operation for 29 years.

Mr. Park, sole owner of Park Broadcasting Co., Ithaca, N. Y., owns WTVR-AM-FM-TV Richmond, Va.; WNCT-AM-FM-TV Greenville, N. C.; WJHL-TV Johnson City and WDEF-AM-FM-TV Chattanooga, both Tennessee. Last December the FCC approved his purchase of the Red Owl group—KRSI-AM-FM St. Louis Park, WEBC Duluth, all Minnesota and WNAX Yankton, S. D.

WLSL, founded in 1940, is full time on 610 kc with 5 kw day and 1 kw night. WLSL-FM, established in 1947, is on 99.1 mc with 200 kw and an antenna height of 1,890 feet. WLSL-TV, which has been on the air since 1952, is an NBC affiliate with 316 kw visual.

WCCO Radio. Bigger than TV.

(In Minneapolis-St. Paul.)

The most dramatic way to illustrate the size of our WCCO Radio audience is by comparing it with television. So we made an analysis of comparable data from the latest ARB Reports for the Minneapolis-St. Paul market. It shows WCCO Radio is bigger than TV!

Here are the high points of the study, based on average quarter-hour estimates:

ALL DAY/ALL WEEK: WCCO Radio delivers a bigger audience than any television station in the Minneapolis-St. Paul market! (Persons 12+, 6 AM-12 Mid., Monday-Sunday)

DAYTIME: WCCO Radio's audience is larger than all four Twin Cities TV stations combined! (Persons 12+, 6 AM-6 PM, Monday-Friday)

PRIME TIME: The WCCO Radio morning audience tops the evening audiences of all TV stations in the Twin Cities. (Persons 18+, 6-10 AM, Monday-Friday, for WCCO Radio; 6:30-10:30 PM, Monday-Friday, for TV)

In all, WCCO Radio beats TV on 15 out of 16 points of comparison. Among all persons 12 and older. Adults. Women. And men.

Our bigger-than-TV story is available in more detail from your WCCO Radio or CBS Radio Spot Sales representative. Get it before planning your next campaign. You'll discover there's more to advertising than meets the eye.



WCCO RADIO

MINNEAPOLIS / ST. PAUL ■ REPRESENTED BY CBS RADIO SPOT SALES

Source: ARB estimates. Radio: Oct. 1968; TV: Oct. & Nov. 1968. Total survey areas.
All data subject to qualifications which WCCO Radio will supply on request.

Can anyone patent all-news?

That's underlying question as WAVA asks FTC to stop WTOP from going to news format

The Washington Post Co., which controls three of the 44 broadcast licenses in the Washington market, one of Washington's three daily newspapers, as well as *Newsweek* Magazine and WJXT(TV) Jacksonville, Fla., last week was attacked by a rival station owner as a news octopus that intends to crush all opposition until it has a media monopoly.

Via on-air editorials, Arthur W. Arundel, owner of WAVA-AM-FM Arlington, Va., a suburb of Washington, described the Post Co. as one which "dominates the news industry here [and] is inexorably suffocating its competition." He also asked the Federal Trade Commission to take action.

In separate letters to the FTC, Mr. Arundel's complaint was supported by at least two members of the House of Representatives, Joel Broyhill (R-Va.) and John Dingell (D-Mich.).

At the heart of Mr. Arundel's complaint is the long planned and now impending move of the Post-owned WTOP to switch from a talk-information format to an all-news operation on March 10 (see page 57).

Mr. Arundel has been operating WAVA (a daytimer) with all news since early 1962 and went to 24-hour news, adding WAVA-FM's full-time facilities, in early 1968.

What the Washington Post Co. now has, Mr. Arundel said in his six-and-a-half minute editorial that ran throughout the week, is a "developing concentration of power . . . an effective monopoly of news control in the nation's capital area."

Noting the FCC's January decision to take WHDH-TV away from the *Boston Herald-Traveler* and give it to a competing applicant (BROADCASTING, Jan. 27 et seq.), the WAVA-AM-FM owner said the *Herald-Traveler* "had created a similar concentration of power over major news and communications outlets in the Boston area."

Although admitting it was not by intent, Mr. Arundel charged that the Post Co. "possesses now the raw power of resources to effectively crush anything in its path, including small competitors."

If WTOP does change its format to all-news, Mr. Arundel added, it "would carry this corporate giant over the divide to an effective near monopoly of news in Washington. So the time has indeed come for Congress and the people of this area to question the FCC,

Justice Department and Federal Trade Commission, whether on legal and administrative grounds this is in the public interest."

Charging that the issue at hand is "public interest as well as the right of smaller companies to have reasonable protection against monopolistic abuse by the new-day corporate barons of power," the WAVA owner said that if the Post Co. loses "perspective behind its own editorial pledge to justice . . . then it has got to be challenged and its media separated."

The editorials offered the Washington Post Co. time to respond. Officials of the Post Co. and its stations declined comment last week.

Mr. Arundel attempted to run the editorial as a full page ad in the *Washington Evening Star*, larger of the city's two afternoon papers, but was turned down. Joe Marsh, national advertising manager for the *Star*, said the "content of the ad was not acceptable, as against over-all policy." The *Star* owns WMAL-AM-FM-TV Washington, as well as WLVA-TV Lynchburg, Va., and WCIV(TV) Charleston, S. C.

In addition to WAVA-AM-FM, Mr. Arundel owns WXVA and WZFM(FM)

A hoped-for break at renewal time

Broadcasters who have been unnerved by the FCC decision in the WHDH Inc. case now have a suggested piece of legislation that, if enacted, might save them from a WHDH-TV Boston fate.

The suggested legislation—a proposed amendment to the Communications Act—was drafted by Washington attorney Vincent A. Pepper, at the request of clients eager to suggest legislation to their federal legislators.

It would, in effect, eliminate comparative hearings so far as renewal applicants are concerned.

It provides that no new application that is mutually exclusive with a renewal application for the same facility will be considered "until the commission has first determined that grant of the renewal will not serve the public interest, convenience, and necessity."

It adds that the commission's determination regarding the existing licensee "shall be without consideration to the qualifications of any prospective applicant for the authorization."

Charles Town, W. Va., the only stations in that city, plus the *Loudon County Times* of Leesburg, Va., and the *Reston (Va.) Times*, both weeklies.

In addition to WTOP-AM-FM-TV, the Washington market contains 19 other AM's, 16 other FM's and six other TV's, both commercial and noncommercial.

Coincidentally with Mr. Arundel's editorials last week, ABC, in its reply comments to the FCC on the proposed one-to-a customer rulemaking, referred to a 1958 appellate court decision which noted that neither the *Washington Post* nor *Evening Star* exercise "dominant or even measurable control over local thought." Since that decision was handed down by the U.S. Court of Appeals for the District of Columbia on July 31, 1958, nine radio and three TV stations have gone on the air in the Washington market.

Neither Mr. Arundel nor his attorneys would discuss the complaint filed with the FTC, but it was understood that it asks that agency to investigate the possibility of illegal anticompetitive practices.

From Capitol Hill, the WAVA owner received support in his FTC move from Mr. Dingell, writing as chairman of the House Small Business Regulatory Agencies Subcommittee, and Mr. Broyhill, writing as the congressman from Mr. Arundel's district.

In his letter to FTC Chairman Paul Rand Dixon, Mr. Dingell said that "those knowledgeable in such matters state that WAVA could not survive under WTOP's competition in an all-news approach to broadcasting."

Maintaining that he is not foisting a "particular conclusion" on the FTC, Mr. Dingell said the "public interest would be served by a careful scrutiny of the factual and legal questions involved" particularly "the further accretion to the already somewhat vast news dissemination apparatus of the combined *Washington Post-Newsweek*-WTOP-AM-FM-TV facilities."

An even stronger tone was taken by Representative Broyhill, who contended that the Post Co. "attained its apparent ability to restrain and perhaps to foreclose competition in the mass media market . . . by plan and design."

The *Washington Post's* acquisitions of WTOP-AM-FM-TV, of the *Washington Times-Herald* and *Newsweek*, Mr. Broyhill claimed, "give rise to the irresistible inference that the Washington

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	HOMES (000) share		MEN (000) share		WOMEN (000) share	
WGN PLAYBOY AFTER DARK	99.0	55	69.6	63	58.2	57
NETWORK STATION A	30.7	17	13.6	12	14.9	15
NETWORK STATION B	41.5	23	24.6	22	23.9	23
NETWORK STATION C	8.0	4	3.9	3	6.4	6

SOURCE: ARB JANUARY 1969

PLAYBOY AFTER DARK IS HOSTED BY HUGH HEFNER

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Note: Audience and related data are based on estimates provided by the rating services indicated and are subject to the qualifications issued by these services. Copies of such qualifications available on request.

Post Co. embarked some time ago upon a course of action calculated to accomplish a monopoly power." (The Post Co. purchased WTOP-AM-FM from CBS in 1949; with CBS it purchased what is now WTOP-TV in 1950—buying out CBS's 45% in 1954; purchased the *Times-Herald* in 1953, and *Newsweek* in 1961.)

The congressman said that WTOP's move to all news will "duplicate a specialized all-news format created and developed in this area" by WAVA-AM-FM (Larry Israel, chairman for Post Newsweek stations since last summer, was head of station operations for Westinghouse Broadcasting when three of its stations—WINS New York, KFWB Los Angeles and KYW Philadelphia—went to all-news formats.)

"The inevitable result" of the format switch, Mr. Broyhill said, will be that "this small news broadcaster [WAVA-AM-FM] will be unable to compete with the conglomerate broadcaster and the Washington Post Co.'s share of the market will be additionally increased."

The Post Co., at some point, he continued, must be stopped in its "arrogation of economic power . . . and that point has been reached. It would be ironical if the Washington Post Co., which professes to be the nation's social conscience, were permitted to move forward without legal fetter to eliminate its competitors one by one as its history reveals it has been doing."

The FTC, Mr. Broyhill wrote, has "remedies available that you can and should invoke."

Mr. Broyhill's office said he has not yet received a reply from the FTC.

Copies of the editorial were also sent to FCC members.

Knorr, Mission call off Michigan station sales

The sale of WKNR Dearborn, Mich. (Detroit), by Knorr Broadcasting Corp. to Mission Broadcasting Co. has been called off.

The transaction, which was pending FCC approval, was worth about \$5.7 million and included the construction permit for WKHM-TV (ch. 18) Jackson, Mich., and an option to buy WKNR-FM at a later date.

Mrs. Fred Knorr, principal owner of the stations, and Jack Roth, principal of Mission Broadcasting, reportedly "agreed to disagree" and mutually terminated the negotiations.

Mr. Roth owns KONO and KITV(FM) San Antonio, Tex., and WRIZ Coral Gables, Fla. He also seeks FCC approval to sell WRIZ to group owner Robert (Woody) Sudbrink and is applicant to purchase WWOK Charlotte, N. C., and WAME Miami. In addition, he is an applicant for a new FM at Miami.

Charles River wants ch. 5

Boston applicant asks FCC to reconsider grant of channel to BBI group

Charles River Civic Television Inc., one of the three losing applicants in the Boston channel 5 case, has added its voice to the criticism the FCC is hearing of its 3-to-1 decision in that proceeding.

Charles River last week said the commission should reconsider its decision and either grant Charles River's application, or order oral argument "in which all eligible members of the commission should participate."

The commission, in an unprecedented decision on Jan. 23, denied renewal of license to WHDH Inc., which had been operating WHDH-TV on the channel since 1957, and granted the application of Boston Broadcasters Inc., composed of a group of Boston-area businessmen, attorneys and representatives of commercial and educational television (BROADCASTING, Jan. 27).

Charles River found fault not only with the substantive basis of the decision but also with the manner in which the commission arrived at a choice between Charles River and BBI; Charles River maintains this decision was made by less than a quorum of the commission.

The fourth applicant, Greater Boston TV Co., was disqualified by the commission on the ground it failed to meet two qualifying issues—one related to ascertainment of programing needs; the other, a reasonable assurance of securing an antenna site. But last week, Greater Boston said the commission erred in reaching that conclusion, and it asked for reconsideration.

WHDH Inc. has also asked the commission for reconsideration, contending that the decision was based on issues not known to it until the decision was released. Even BBI has suggested that the commission revise its decision—though not its result (BROADCASTING, Feb. 24).

Charles River finds no fault with the commission's conclusion that WHDH Inc. should not be permitted to continue operating on channel 5. But, it has "serious reservations as to the soundness of the opinion and the grounds relied upon" by the commission in arriving at its result.

Charles River said that it was "inappropriate" for the commission to refuse to deal with the question of the ex parte contacts a late principal of WHDH Inc. had with the commission chairman before the initial grant in the case was made, in 1957. The com-

mission had said it was not necessary to pass on the matter, which involved Robert B. Choate, WHDH Inc. president, since it had decided the case on other grounds.

But Charles River said the ex parte issue—which had led the commission in 1962 to grant WHDH-TV the four-month license on which it is still operating—"was one of the central issues in the case." Charles River said the commission "is duty bound" to make a finding on it.

The commission based its determination principally on questions of diversification of ownership of mass media and integration of ownership and management. On the diversification issue, the commission placed WHDH Inc., also licensee of WHDH-AM-FM and a subsidiary of the publisher of daily and Sunday newspapers in Boston, a distant third, behind Charles River. And it gave BBI a preference over both in the matter of integration.

But Charles River said the preference given BBI on that question is not warranted by the record. Charles River said it deserves to be favored on that score.

It said the BBI integration proposal, in which five of the owners are described as part of the future management of the station, simply reveals "a willingness to make extravagant proposals without preparation or proof as to feasibility with the hope that the commission would be impressed thereby."

"The situation is entirely different in the case of Charles River," that applicant said. "It is the type of locally oriented group on which the commission can place full reliance." It is composed of Boston-area businessman, Theodore Jones, president of WCRB-AM-FM Waltham, Mass., and TV producer Robert Saudek.

Charles River based its contention that the decision between it and BBI was made by less than a quorum of the commission—four members—on its assertion that only three members participated in the decision. They were Commissioners Robert T. Bartley, James J. Wadsworth and Nicholas Johnson who voted for BBI.

Charles River said that Commissioner Robert E. Lee, the only other commissioner to cast a vote in the case, had dissented from the denial of renewal of WHDH Inc. But he and Chairman Rosel H. Hyde, who abstained from voting, "apparently did not participate in the deliberations as to whether the application of Charles River or BBI should be preferred."

Commissioner H. Rex Lee, who did not join the commission until a year after the oral argument in the proceeding, was listed as "absent" when the vote was taken. The seventh commissioner, Kenneth A. Cox, did not participate since he had been chief of the

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commission's Broadcast Bureau when the case was still in hearing.

Charles River said Chairman Hyde and Commissioner Robert E. Lee, whatever their feelings regarding WHDH Inc., were "obligated to make the public interest determination as between Charles River and BBI."

"In view of the importance and seriousness of the matter involved," Charles River added, the commission should consider ordering reargument "before all six eligible commissioners. . . ."

In another filing last week WHDH Inc. asked the commission to stay the effectiveness of its order terminating the operation of WHDH-TV pending disposition of its petition for rehearing and, if that petition is denied, judicial review. WHDH Inc. said that in previous cases in which the FCC has ordered a broadcaster off the air, the commission never refused to postpone the effective date to afford the licensee an opportunity to seek administrative and judicial remedies. No effective date has yet been set.

BBI has offered to buy WHDH Inc.'s equipment and facilities. But it has given the company only until today (March 3) to respond before it proceeds with "alternative" plans to obtain what it needs. WHDH Inc., had not responded as of Thursday (Feb. 27).

A radio customer has some questions

Western Air Lines' Lynn suggests medium may be short-changing itself

The real voice of America is the radio industry, but radio "may not be completely fulfilling this role," Bert D. Lynn, vice president, advertising and sales promotion for Western Air Lines, Los Angeles, last week told a luncheon meeting of the Southern California Broadcasters Association.

Is radio compounding the problems of what may someday be known as "The Era of Ugliness?" Mr. Lynn asked rhetorically. He cited several examples of radio's possible culpability: 30-sheet poster panels throughout Los Angeles depicting a listener snarling back at his radio; talk personalities who "insult, ridicule, or cut off their callers in the middle of a word"; the famous network commentator (not otherwise identified) who mimics German, Italian, and other dialects in his newscasts.

Mr. Lynn questioned whether there's a tendency in newsrooms "to emphasize bad news rather than good." His opinion, he left no doubt, is that such a

charge "is unfair and untrue, and has to be examined in the light of what news is." Yet, he pointed out, "the very fact that such a charge was made at least gives us food for thought."

Going further along these lines, he asked if radio ever seeks the opinions of "the vast, silent majority of students who have no demand and no militant leaders, and just want to get on with their education," particularly in view of the possible encouragement that results from "the constant news attention and interviewing accorded the leaders of campus dissension."

Saying that he does not propose that radio try to solve the country's problems, Mr. Lynn offered instead: "Let's stop the snarling, stop insulting each other, stop shouting down anyone whose opinion differs from our own, stop running down the things that are good and clean and kindly."

Changing Hands

Announced:

The following stations sales were reported last week, subject to FCC approval.

- WSLA-AM-FM-TV Roanoke, Va.: Sold by Shenandoah Life Insurance Co. to Roy H. Park for about \$7.5 million (see page 38).
- WNBE-TV New Bern (Greenville), N. C.: Sold by Nathan Frank and Harold Thoms to Henry C. Wilson, Louis S. Amann and others for \$960,000. Mr. Frank owns 97% of WHNC-AM-FM Henderson, N. C. Mr. Thoms owns WANC-TV Asheville and WCOG Greensboro, both North Carolina. He also owns WEAM Arlington, Va., and WKLM Wilmington, N. C. Mr. Wilson has 37.43% of WPDx Clarksburg, W. Va.; Mr. Amann is a stockbroker and owns 75% of real estate investment firm. WNBE-TV, on channel 12 with 200 kw visual, is an ABC affiliate.
- WMOO Mobile, Ala.: Sold by Samuel R. David and others to George Beasley, Thomas Jenkins, James E. Harrelson and S. E. Floyd for \$240,000. Mr. Beasley owns 33 1/3% of WKYX Paducah, Ky.; 35% of WKGX Lenoir, N. C.; 50% of WASC Spartanburg, C. S.; 60% of WFMC Goldsboro, N. C., and 51% of WKBY Chatham, Va. Mr. Jenkins is

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Raleigh, N. C., life insurance executive. Mr. Harrelson owns 20% of WASC and 30% of WFMC. Mr. Floyd owns 10% of WFMC. WMOO is a daytimer on 1550 kc with 50 kw. Broker: Blackburn & Co.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 80):

▪ **WNDR** Syracuse, N. Y.: Sold by Arthur C. Kyle Jr., David A. Kyle, Leo Rosen and others to Abraham F. and Robert Wechsler. James H. Slater and others for \$1,055,375. Arthur C. Kyle Jr. is retaining 10% of his 35% interest. Messrs. Wechsler and Slater have interests in Wechsler Coffee Co.; Mr. Slater is chairman of the executive committee of a food service chain. **WNDR** is full time on 1260 kc with 5 kw. Broker: Blackburn & Co.

▪ **WSDR** Sterling, Ill.: Sold by Sam and Lillian T. Bartlett and Robert Callighan and others to Thomas L. Davis, Robert M. Baker. George J. Jansen and others for \$450,000. Messrs. Davis, Baker and Jansen hold the construction permit for **WESP(FM)** Charlotte Amalie, V. I. Mr. Davis owns 50% of **WGLB-AM-FM** Port Washington, Wis., and 50% of **KLEE** Ottumwa, Iowa. **WSDR** is full time on 1240 kc with 500 w day and 250 w night.

Cable TV

▪ **Avon Park and Sebring, Fla.:** Highlands Cable Television Corp. sold by W. Clarke Swanson Jr. to Cox Cable Communications Inc., multiple CATV owner that is principally owned by Cox Broadcasting Corp. Consideration was an undisclosed amount of stock and cash. Highlands Cable TV has 1,550 subscribers being served with 11 TV stations plus a local weather information channel.

Trans National branches out

Trans National Communications, which has formed a television programing subsidiary (**BROADCASTING**, Feb. 10), has announced the creation of a new subsidiary, **TNC Capital Corp.**

Richard Feldman, financial vice president of the parent corporation, will be president of **TNC Capital**. The subsidiary has acquired control of the Bank of Philadelphia, Philadelphia, N. Y., for \$124,000 in cash.

The parent company owns **WUDO** Lewisburg, Pa., produces industrial films and TV commercials, and operates radio sports networks. Executive offices of **Trans National** are now at 322 East 45th Street, but will soon move to 2 Penn Plaza, that city.

Dormant-U permittees on carpet

11 must tell FCC on March 31 why they need additional time to complete construction

The FCC last week set an oral argument for March 31 on requests by 11 UHF permittees for additional time to construct their stations. The construction permits were granted in the period between Nov. 17, 1965, and Oct. 11, 1967.

The commission told the permittees by letter that it could not determine whether grant of their requests for additional time was warranted since it was unable to determine whether or not they had been diligent in proceeding with construction or have been prevented from completing construction by matters beyond their control.

The grantees were also advised that unless they notified the commission that they wished to prosecute their construction further, the CP's would be canceled. The commission said the permittees' reasons for not proceeding with construction entitled them at most to oral argument.

Those involved in the hearing are **KHER(TV)** Longview, Tex. (Radio Longview Inc.); **WTMI(TV)** Miami (Tele-Americas Corp. of Florida);

WMLK(TV) Janesville, Wis. (**WBEJ** Inc.); **WONH(TV)** Syracuse, N. Y. (Onondaga UHF-TV Inc.); **WFNT(TV)** Elgin, Ill. (Elgin Television); **WPCT(TV)** Melbourne, Fla. (Custom Electronics); **WPDT(TV)** Florence, S. C. (Rovan of Florence Inc.); **WPNG-TV** Springfield, Ill. (Illinois Broadcasting Co.); **WROA-TV** Gulfport, Miss. (Charles W. Dowdy); **KWID-TV** Tulsa, Okla. (Beacon Television Corp.); and **KTOV-TV** Denver (Comet Television Corp.).

New law firm set

A new Washington law firm, Cottone, Millman, Peterson & Eldridge, has been formed. The partners are Benedict P. Cottone, veteran communications lawyer and FCC general counsel from 1946 to 53; Richard Millman, also in private practice; Neal Peterson, previously an assistant to former Vice President Hubert H. Humphrey, and John C. Eldridge, formerly with the Department of Justice. Offices will be opened this month at 1730 M Street N W. Phone 202-296-1901.

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It'll be FCC week on Capitol Hill

Senate and House hearings to quiz commission on a wide range of broadcasting problems

Commerce Committee gears on both sides of Capitol Hill begin to grind on communication matters this week. The Senate Commerce Committee and the House Communications Subcommittee will both hold the first of their respective agency-review hearings, calling the full FCC to a Senate hearing on Tuesday (March 4) and to a similar session on the House side Thursday (March 6).

Senator John O. Pastore (D-R. I.), Communications Subcommittee chairman, will direct the hearing before the full Senate Commerce Committee on the activities of the FCC during the past year and particularly since adjournment of the 90th Congress, a period in which the commission took some notable steps toward tighter broadcast regulations.

The senator has requested FCC Chairman Rosel H. Hyde and the six other commission members to be present at the hearings.

Senator Pastore has asked the FCC for a detailed report on a variety of subjects including the status and progress of CATV regulation, proposals regarding cigarette advertising, the commission's proposed investigation of conglomerates and their relationship to the broadcast field, the allocation of frequencies, the implementation of public broadcasting legislation as well as the commission's responsibility with respect to crime and violence on TV programs.

The FCC members have also been requested to testify on the impact of the all-channel TV receiver legislation and on the development of a truly nationwide competitive television service.

Reports will also be sought on political broadcasting and the application of the fairness doctrine and the progress being made in space communications.

Meanwhile Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee, will discuss with the FCC the major problems of the commission and of the communications industry.

In other House subcommittee action, Representative Robert O. Tiernan (D-R. I.) and Richardson Preyer (D-N. C.) have switched subcommittee assignments. Mr. Tiernan will be a member of the Communications Subcommittee and Mr. Preyer will change to the Public Health and Welfare Subcommittee.

The change in assignments was reportedly made to more nearly conform

to Congressman Tiernan's listed subcommittee preferences, reflecting seniority differentials that seemed to have been overlooked when the assignments were first announced (BROADCASTING, Feb. 24).

Second Morton brother becomes GOP chairman

Twice in the same decade a legislator with strong family connections in broadcasting has become Republican national chairman, holding the reins of the formal party apparatus by heading the Republican National Committee. And in both cases the connections have been in the same family.

Last week President Nixon named Rogers Clark Ballard Morton, four-term representative from Maryland's first congressional district on the state's Eastern shore, party chairman with a similar assignment to that once given to his elder brother, former Senator Thruston Ballard Morton, when he held the same post in 1959-1961—to gain Republican control of Congress in the next election.

A sister of the Morton brothers, Mrs. Jane Morton Norton, is chairman and majority owner of WAVE Inc., Louisville, Ky., licensee of WAVE-AM-TV Louisville, WFIE-TV Evansville, Ind., WMT-AM-FM-TV Cedar Rapids, Iowa, and WFRV(TV) Green Bay, Wis.

Thruston Morton's son, T. Ballard Morton, is president of WAVE Inc. The elder Morton retired from the Senate at the expiration of his second term this January.

Rogers Morton will continue with his congressional duties while serving as Republican chairman. He was just appointed this year to the prestigious House Ways and Means Committee, which passes on all legislation concerning taxation.

Cunningham would limit discovery procedures

James D. Cunningham, whose 15-year tenure as FCC chief hearing examiner ended with his retirement last week, offered a brief "swan song" to members of the Federal Communications Bar Association. Appearing in a panel discussion on commission hearing procedures, Mr. Cunningham praised his former colleagues as "the finest group of examiners in any government agency," and recommended that some of the

powers now exercised by the FCC review board, such as actions on petitions to enlarge issues, be delegated to the examiners.

During the discussion, Mr. Cunningham also spoke—with some disparagement—about the commission's discovery procedures. The rules, which stipulate procedures for admission of facts and genuineness of documents, were adopted last year for use in all commission hearings as a means of "promoting fairness" and preventing attorneys from springing surprises on their opponents (BROADCASTING, Jan. 15, 1968). Mr. Cunningham noted, however, that the rules can also create unnecessary delay and expense. He suggested that discovery might better be limited only to hearings involving license renewal or revocation. He later circumscribed the proposal even further, to include only revocation hearings.

Lee cites potential of cable for education

FCC Commissioner H. Rex Lee, rapidly emerging as the commission's chief advocate of educational broadcasting, last week linked that cause to the development of CATV technology. Speaking to the convention of the Western Radio and Television Association in Seattle, Commissioner Lee urged: "Educational broadcasters should begin to consider the wired-city concept."

The commissioner, who received WRTA's Distinguished Service Award at the convention, held out the promise of cable as an inexpensive, practical way to provide more channels for instruction. "Such a venture," he said, "would produce flexibility for innovation, the needed channels, and significant cost savings in education."

Mr. Lee stressed that communications resources must be managed more efficiently because spectrum space has become overcrowded. "Education lost the battle for more spectrum space because it was not prepared to use it," the commissioner said. "It must not lose the competitive race for a fair share of the new technologies."

The FCC has a large role to play if this marriage of education and technology is to take place, Mr. Lee said. However, he noted, the commission is "hamstrung" because of its perennial financial and personnel shortages.

Commissioner Lee expressed confidence that the situation—both within the FCC and within American education—can be improved. So that both will be more receptive to necessary change. And, he added, it must improve: "Education is the most important use to which the tools of communication can be applied."

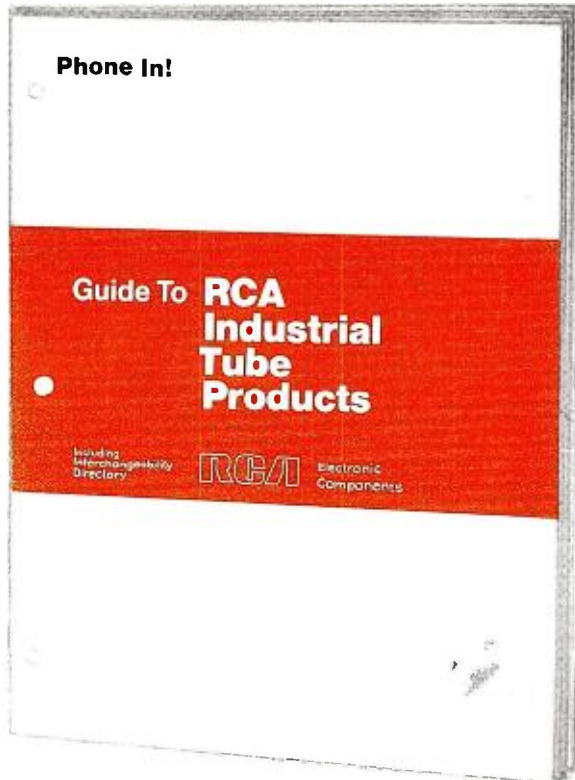
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President's chair or student's desk?

Macy moves into CPB office with a lot to learn about noncommercial broadcasting

John W. Macy Jr., first president of the Corp. for Public Broadcasting who made a nationwide name for himself as Lyndon B. Johnson's chief talent hunter, is a high-metabolism, orderly activist who's noted for working a full seven-day week, night and day.

At the moment, he's willing to start his public broadcasting career in low gear.

Mr. Macy, who was named to the post last month (BROADCASTING, Feb. 10), took over his desk in Washington for the first time last week after returning trim and tanned from a two-week Caribbean holiday—his first in eight years—with his family.

The first thing he has to do, he told BROADCASTING, is learn about the whole complex of noncommercial broadcasting. To that end, he plans to inaugurate a series of "getting to know you" visits with educational-station operators, civic and educational leaders, program producers, foundation executives and commercial broadcasters.

Coupled with this, he feels that he must persuade Congress to adopt the \$20-million CPB appropriation recommended by President Johnson for the fiscal year that begins July 1. "We must see that this corporate infant has nourishment," he said. And he's confident about the outcome.

"There is every expectation," he said, "that the [Nixon] administration as well as congressional leaders will support the corporation." CPB received \$5 million 'seed' money from the 90th Congress last year. Mr. Macy is also aware that CPB's financing must come from other sources, outside the government. He intends to work on that too.

And, for the nitty gritty, he's getting ready to negotiate a permanent agreement with AT&T for a reduced-cost, noncommercial network. The ETV interconnection program came into existence at the end of last year when CPB and the Ford Foundation persuaded AT&T to grant a 40% reduction in line charges for the linking of 150 ETV stations. The arrangement, however, was only for six months and ends May 31. This may very well be Mr. Macy's first, hard-nosed business activity.

The 52-year-old (next month), Chicago-born CPB president plans to split his work week between his Connecticut Avenue office in Washington and his Madison Avenue office in New York. In between, he's going to travel around seeing all those people he wants to know better.

Actually, he's not entirely unknown to educational broadcasters, or they to



CPB's Macy

him, since he helped President Johnson choose the initial CPB board of directors. Back in the 1950's, he recalled, he was a consultant to the Fund for Adult Education, whose director then was Scott Fletcher. Mr. Fletcher now is special consultant to the National Association of Educational Broadcasters.

Even then, Mr. Macy mused, the use of radio and TV for adult education was very much part of the considerations of that Ford Foundation-supported organization. More recently he got to know the Washington ETV people when WETA-TV there broadcast a series of training programs for government workers.

One of Mr. Macy's chief attributes, according to those who know him well, is what they call his "sensitivity." This was evident when he showed his awareness of the fears in some educational broadcasting circles that the very success of CPB may bring centralization and power into the now more or less diversified noncommercial broadcasting field.

"The corporation," he said, "can give to public broadcasting a source of strength and enrichment and leadership. But we must be careful not to become a monolith."

Mr. Macy left his years of government service with two special kudos; he's credited with successfully introducing the concept of "comparability" in government salaries—paying the government worker the equivalent of what private business pays for the same job

—and with instituting a program of training for federal employes.

The comparability salary approach was seconded by the commission headed by former AT&T Chairman Frederick R. Kappel and adopted by President Johnson.

Its most recent expression came when congressional salaries were boosted by 41%, from \$30,000 to \$42,500 annually, and FCC commissioners went from \$28,750 to \$38,000 yearly, with the commission chairman going from \$29,500 to \$40,000. Mr. Macy's salary in his CPB job is \$60,000 yearly; as chairman of the U.S. Civil Service Commission it was \$29,500. Under the new salary schedule the Civil Service Commission chairman gets \$40,000.

It is, however, as the Johnson-administration's key talent seeker that Mr. Macy earned his fame. H. Rex Lee, former governor of American Samoa, executive of the Agency for International Development, and now an FCC commissioner, is one of his finds. Another is Alexander Trowbridge, who came into the federal government as assistant secretary of commerce, became secretary and is now president of the American Management Association. Of course, Mr. Macy was also instrumental in bringing over to the FCC its current burr, Nicholas Johnson.

During the five years that Mr. Macy has been personnel-hunting for the U.S., he estimates that he was responsible for more than 600 presidential executive appointments in the federal government.

Mr. Macy entered government service in 1938 fresh out of Wesleyan University where he made Phi Beta Kappa. Except for six years, the ensuing 31-year span saw him at increasing levels of responsibility with the Social Security Board, the War Department (pre-Pearl Harbor), the Atomic Energy Commission and the Civil Service Commission. During World War II, he served as a captain in the Air Force. From 1958 to 1961, he was executive vice president of his alma mater.

CPB offers fellowships as lure to new talent

The Corp. for Public Broadcasting has announced a \$150,000 fellowship program to attract people from other fields into careers in public TV and radio.

Twelve one-year fellowships, including salary, benefits, moving expenses and training costs, will be awarded during the first year. Individual stations will develop their own training programs, and station managers will recruit candidates from fields other than public broadcasting.

Recipients are to be announced by June 15. Training sessions to begin by Sept. 1.

FCC gets interim plan for WFGA-TV

Competing applicants for WFTV Orlando will also present new interim agreement

The four applicants for WFGA-TV (ch. 12) Jacksonville, Fla., last week submitted to the FCC a plan for interim operation of the station, pending selection of the permanent licensee.

The proposal was drawn up in accordance with a commission directive instructing the applicants for WFGA-TV, and for WFTV-TV (ch. 9) Orlando, Fla., to share interim operation of the facilities and to submit for approval the terms of the agreements under which they will operate the stations (BROADCASTING, Jan. 13). Competing applicants for the Orlando station have completed an agreement similar to the one submitted last week for Jacksonville, but have not yet sent it to the commission.

The Jacksonville applicants are Florida-Georgia Television Co., which has operated the station on an interim basis for several years; Community First Corp.; New Horizons Telecasting Corp., and Florida Gateway Television Co. Their agreement makes them "equal joint venturers" in the station's operation. Each would select one member of the joint venture's governing board, and each would share equally in the station's profits.

The joint venture would either purchase or lease the existing Florida-Georgia facilities, under terms to be set by arbitration. There would be three arbitrators: Florida-Georgia would select one, the other three applicants would choose another, and the two arbitrators would in turn select a third. If the facilities were leased, that agreement would continue until final selection of a winning applicant.

All applicants other than Florida-Georgia are to ask the commission for leave to amend their applications, to specify the existing transmitter, antenna and studio facilities now listed by Florida-Georgia.

Any of the applicants could withdraw from the joint venture, but none would be permitted to transfer their positions to another party. The joint venture would be disbanded 90 days after sale of all assets to the winning applicant.

The proposals for interim operation represent the latest attempt by the commission, and by the Jacksonville and Orlando applicants, to break an impasse of over a decade's duration. Florida-Georgia won the Jacksonville grant, and Mid-Florida Television Corp. the Orlando grant, in 1957, but charges of ex parte activities by other applicants led to a long series of court cases and contested interim grants.

The commission last year proposed

to permit Mid-Florida and Florida-Georgia, the existing interim operators, to continue on the channels. That decision, however, was rejected by the U. S. Court of Appeals for the District of Columbia, which directed the commission either to permit the competing applicants to share in an interim operation, or to take the present stations off the air. The commission chose the former course, and last week's plan of operation was the first concrete result of that decision.

FCC wants another look at Camden station sale

The transfer of city-owned WCAM Camden, N. J., to McLendon Corp. has been stayed by the FCC, which has scheduled an oral argument on the matter for May 5.

Approval of the sale was recommended in an initial decision two months ago by FCC Hearing Examiner David I. Kraushaar, following a hearing that dealt primarily with possible trafficking by McLendon and with the adequacy of McLendon's program proposals and ascertainment of community needs. The examiners' findings were favorable to McLendon on both counts (BROADCASTING, Jan. 13).

The grant would have automatically become effective last week, since no exceptions were filed. However, the commission said it believes that the public interest would be served by the stay of the decision and the review. No further elaboration was given.

The action was approved by a vote of 5-to-1, with Commissioner Robert E. Lee dissenting.

Minow returns to FCC, but on behalf of CBS

Former FCC Chairman Newton N. Minow is scheduled to talk to his old colleagues in government today (March 3)—but he will be on the other side of the bench from them, as he serves the private interest of a private client.

Mr. Minow, commission chairman from March 2, 1961, until June 1, 1963 and now in law practice in Chicago, will be appearing for CBS in one-hour oral argument before the full commission.

The argument is part of the commission's inquiry into allegations that CBS's WBBM-TV Chicago staged the pot party it featured in broadcasts on Nov. 1 and 2, 1967.

James D. Cunningham, who was the

commission's chief hearing examiner until his retirement Friday and who presided over a hearing on the charge, held that the party was "prearranged" and would not have occurred but for the request of a WBBM-TV reporter. CBS, noting that camera and sound equipment were necessary to record the party, does not deny some prearrangement—but denies any deception was involved (BROADCASTING, Feb. 24).

Magnuson, Pastore add chairmanships

Two senators powerful in communications matters because of leadership positions on the Senate Commerce Committee gained additional legislative power last week by being named to leadership positions covering the same field on the Senate Appropriations Committee as well.

Senator Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, used his seniority to claim the chairmanship of the Appropriations Subcommittee on Labor, Health, Education and Welfare and Related Agencies. The panel handles appropriations for educational-station equipment and facilities grants administered by the Department of Health, Education and Welfare. It also rules on federal funds for the Corp. for Public Broadcasting, established to supply programming and interconnection services for ETV's.

In order to move to the HEW subcommittee, Senator Magnuson had to drop his chairmanship of the Appropriations Subcommittee on Independent Offices. The vacancy was claimed by Senator John O. Pastore (D-R. I.), also chairman of the Senate Communications Subcommittee. Senator Pastore's appropriations subcommittee will rule on operating funds for the FCC and the Federal Trade Commission.

No new Democratic senators were named to the HEW subcommittee, but two Republicans were assigned to the panel. They are Senator Hiram Fong (Hawaii) and J. Caleb Boggs (Del.).

No new members were added to the Appropriations Subcommittee on Independent Offices.

The shift of the two Commerce Committee chieftains to the respective appropriations subcommittees is expected to provide extra leverage in handling communications matters, especially vis-a-vis the House, where members are prohibited from holding seats on legislative and appropriations committees simultaneously. House members, however, are accorded a degree of constitutional leverage on the appropriations process by the requirement that the House initiate all appropriations bills.

Speculation on potential Magnuson-

Pastore appropriations - subcommittee moves surfaced early in the year, after the 91st Congress first convened (BROADCASTING, Jan. 27). Subcommittee assignments on the Commerce Committee were still to be announced as of late Thursday of last week. Senator Pastore's chairmanship of the Communications Subcommittee is not in doubt.

Media cooperation may be only answer

Cobb tells IPA print, broadcasting must join against government threat

A top broadcasting spokesman told an audience of newspaper executives last week of the need for the two competing media to forge an alliance in the face of mounting government regulatory pressures. Grover Cobb, KVGB Great Bend, Kan., chairman of the National Association of Broadcasters, advised the Inland Daily Press Association meeting in Chicago that common ownership of newspapers and broadcasting stations in the same market "is not a future issue, it is with us right at this moment."

And beyond the immediate concern with ownership in the same market, he added, "ownership of broadcasting properties by newspapers anywhere is under suspicion."

But the basic issues transcend economic considerations, striking at the basic journalistic responsibilities of both the print and the electronic media, he observed. Two questions raised by critics need to be answered, he said.

One is the question of the number of voices available in any community—with the implied concern that there are too few. The second is the amount of influence exercised by media on public opinion.

The inquiry is legitimate, Mr. Cobb said, because of "the genuine dangers that are possible." But in substance, he noted, it can be shown that the number of voices available to citizens has been increasing rather than decreasing—especially when the long-term growth in number of broadcasting outlets is taken into account.

The question of "influence," he added, is clouded by the imprecision of the term itself. Although it is a word of dark implications, he explained, "there is nothing intrinsically wrong with the act of trying to influence people . . . the question is whether the attempt to influence is honest, above board and public or whether it is sub rosa, for illicit purposes."

The present concern, he observed, has focused on possible—not actual

cases of—influence. "The only question the FCC or any other government body should concern itself with is: Was influence exercised in any anti-social or illegal way? . . . The obvious solution is for the government to pursue the issue on a case-by-case basis," he said. "Currently no evidence supports the revolutionary action presently proposed by the commission."

(The NAB has commissioned research on the two questions of variety of sources of information and extent that voters, for example, are swayed in their opinions by the media they are exposed to. At least partial results of that research were to be submitted to the FCC in last weekend's deadline for filing the commission's one-to-a-customer proceeding [see page 36].)

Like the threats to cross-ownership of other media, including cable-television properties, the underlying questions "can be applied just as aptly to newspapers," he warned. "On these issues, the First Amendment you are accustomed to wrapping about yourselves may turn out to be see-through plastic," he told the newspapers.

Cordon establishes Washington law firm

Alfred C. Cordon Jr., formerly with the communications law firm of Dow, Lohnes and Albertson, has opened his own firm at 2000 L. Street, N. W., Suite 610. Washington 20036. Phone 202-659-3840.

Mr. Cordon attended Idaho and Utah State universities and received his law degree from the National University School of Law in 1951. The following year he was admitted to the Washington bar and joined Dow, Lohnes and Albertson, where he became a partner in 1960. He is the president of the legal fraternity, Delta Theta Phi.

Media reports:

New agency ■ WMCA New York has appointed Chalk, Nissen, Haft, New York, as its new advertising agency.

1975 metro population ■ The Census Bureau has issued a report projecting population estimates for metropolitan areas in the U. S. in 1975. The report, P-25 No. 415, is available for 35 cents from U. S. Government Printing Office, Washington 20402.

Back on air ■ After a six-week silence following a fire, Kansas State University's KSDB-FM Manhattan has resumed broadcasting. Drive to get student-operated station operating again was spearheaded by Lowell Jack, general manager of KMAN Manhattan. Make-shift studios have been constructed in a campus auditorium using materials supplied by local merchants. The only major piece of equipment purchased

was a transmitter; donations and loans included a console board, cartridge machines, tape recorders and records. Radio-TV students returned early from semester break to make final preparations for station's first day back on air, which included coverage of Kansas State vs. Southern Illinois University basketball game in evening. Station still needs donations of cash and classical records to get back on its feet.

Radio code offers scholarship plan

State groups get awards; aim is to induce more stations to join code

The radio code board of the National Association of Broadcasters last week voted to approve a program that will offer college scholarships as an incentive for state associations to enlist more station subscribers to the radio code.

Details of the new program are to be unveiled to state-association presidents and other executives at their annual conference in Washington, April 21-23.

Each state association will be eligible for a \$250 radio code scholarship award when it meets quotas for bringing stations into the code. States currently with less than 50% code subscription will be eligible to dispense a scholarship if the 50% level is reached and maintained for no less than six months during the code's fiscal year, which begins April 1. States which now have more than 50% of their radio stations subscribing to the code will be required to achieve and maintain a net increase of 10% during the same period. One scholarship will be awarded to each state association reaching its quota.

Stockton Helfrich, director of the NAB Code Authority, said state broadcasters' associations themselves will choose the college students to receive the scholarships.

Mr. Helfrich also gave a report on a conference held with Jack Valenti, president of the Motion Pictures Association of America, regarding the problem of handling broadcast advertising for feature films shown in theaters.

In other action at the meeting, Thom R. Winkler, code manager, stated that 2,480 radio stations were code subscribers as of Feb. 1. Of that number 73 were noncommercial stations.

Michael Burke, assistant radio code manager, told the board that tape monitoring and log review had covered 72,700 hours of radio time from April 1, 1968, through Jan. 31, 1969, and found that 98% of the monitored hours were in compliance with the code.

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NAB sets record on registrations

FM Day gets Miles David, FCC's Bartley, schedules session on programing formats

The National Association of Broadcasters cut off advance registration last week for its 47th annual convention, to be held in Washington March 23-26, with preregistrations hitting a record total, as of 10 days ago, of 3,028. Meanwhile, the NAB announced the line-up of speakers and events for the 1969 FM Day, set for Sunday, March 23.

FM Day presentations will feature "the sounds, sales and future goals of FM radio," the NAB announced. Harold R. Krelstein, president of WMPS-AM-FM Memphis, will preside over the day-long rally.

David H. Polinger, WTFM(FM) New York, newly appointed chairman of the NAB-FM Radio Committee, will report on committee activities. The NAB announced Mr. Polinger's appointment to the committee chairmanship last week. He has been a member of the FM committee since 1966. He replaces Gary Gielow, formerly of KPEN(FM) San Francisco, who has withdrawn from active participation in broadcasting.

A panel consisting of Miles David,

president of the Radio Advertising Bureau; Robert H. Alter, RAB executive vice president, and Carleton F. Loucks, RAB director of regional sales, will discuss FM sales problems.

FCC Commissioner Robert T. Bartley will also speak. And Curtis B. Plummer, chief of the FCC's field engineering bureau, will discuss engineering matters.

Four FM station executives will discuss programing formats in a panel moderated by Edward D. Allen, WJOR-AM-FM Sturgeon Bay, Wis. Panelists are: Jerry Holley, WIBW-FM Topeka, Kan. (country and western); Durward Tucker, WRR-FM Dallas (classical); Jerry Chapman, WFBM-FM Indianapolis (pop standards), and George Duncan, WNEW-FM New York (progressive rock).

In addition to the more than 3,000 preregistrations processed and counted, NAB officials said "hundreds more" arrived during the final preregistration week. Advance registrations were cut off on March 1. Those failing to pre-register will be able to register at the convention headquarters during the week

of the convention.

The breakdown on the registrations already counted was 703 for the engineering sessions and 2,325 for the management sessions. The NAB annual convention meets concurrently with the Broadcast Engineering Conference.

WCBS latest dropout of CBS AM's taking Pulse

A breach opened a while ago between CBS-owned radio stations and The Pulse Inc., which supplies local-market audience measurement reports, has widened.

WCBS New York is the sixth owned station to cancel The Pulse service, reportedly because of differences over such items as report prices, frequency and content of data supplied. Spokesmen for the station have also cited changes in agency acceptance. Five other CBS-owned stations that over a period of time have canceled Pulse are KNX Los Angeles, KCBS San Francisco, WCAU Philadelphia, WBBM Chicago and WEEI Boston. KMOX St. Louis is continuing with the Pulse service.

CBS officials reached for comment said each station "is making its own decisions" as to what service or services it wishes to use.

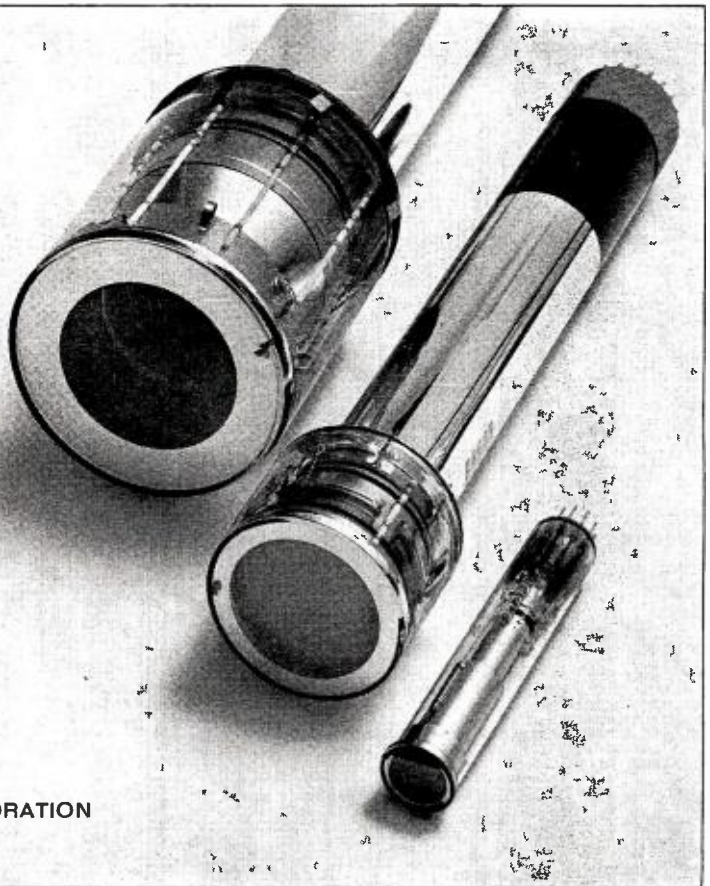
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VISUAL ELECTRONICS CORPORATION
Evolution . . . not revolution



The Apollo 9 space launch (Feb. 28) caused broadcast networks little apparent difficulty.

Blast-off was rescheduled for 11 a.m. (EST) today (March 3) because of colds suffered by the three astronauts. As of Thursday (Feb. 27), radio and television networks had not been given a complete National Aeronautics and Space Administration briefing on details of the new flight schedule, but all believed coverage plans would remain essentially the same as originally anticipated (BROADCASTING, Feb. 24)—except three days later in all sequences of the flight.

At week's end, all three TV networks completed studio mockups of flight equipment and taping of some simulated space maneuvers. All three networks have invested heavily in life-size reproductions of the vehicles that are to rendezvous and dock in space in rehearsal for a possible moon landing next summer.

NBC estimated an investment of \$500,000 for replicas of Apollo 9 equipment in the network's Rockefeller Center studios in New York—\$220,000 of the figure going for construction of a full-size mock-up of the spider-shaped lunar excursion module.

CBS has a similar lunar excursion module model at the Bethpage, L.I.,

When astronaut Russell Schweickart makes his scheduled 10-minute space walk from the module to the command capsule Thursday (March 6) the network will cut from the studio on the East Coast to the West to simulate the step from one ship to the other.

ABC will use partial full-scale models of the linked LEM and command modules to simulate the astronaut transfers, as well as scale models in its New York studios.

Three NY ETV's hit program exclusivity

The general manager of a new non-commercial UHF station in the New York area is just facing up to the problems withstood by two others in the city for several years—a scarcity of program material because of exclusivity contracts of major educational program suppliers.

The three now have a new factor to bargain with though. They are not quite sure whether it would hold up in court, and they have no intention of taking it there, but they feel that organizations using public tax money for program development—as through the Corp. for Public Broadcasting—cannot limit the access to such programming to one station in an area.

The three managers—William Pearce of WLIW(TV) Garden City, N. Y., James Macandrew of WNYE-TV, New

Post . . .
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Mr. Edwards made the statement after listening to one of the propaganda tapes, entitled "What Is Communism," received by news director Gary Tyler, KPLC-AM-FM-TV Lake Charles, La. Representative Edwards said that the tape's main theme was to "degrade our American free enterprise system and encourage the listener to embrace communism."

He said the tape "criticizes unfairly and very effectively our capitalist system, stating that capitalism is a hindrance to the further development of mankind and that the Soviet Union is going to outstrip America in production. It goes on to say that sooner or later all the people are going to embrace communism."

Mr. Edwards, a member of the House Committee on Internal Security, said the FBI and postal inspectors had been informed of the mailing.

However, he may face difficulties in his efforts to curtail the tape. Seven years ago, Congress passed legislation allowing the post office to regulate propaganda mail from communist sources, but the U. S. Supreme Court invalidated the law in 1965 on grounds of censorship and free speech.

the 10-11 p.m. period, which is currently station time. What would go into it remained to be decided, but there was considerable speculation that the 9-10 hour, now occupied by *What's It All About World?*, would carry the new *This is Tom Jones* series, currently seen on Fridays at 7:30-8:30. *Flying Nun*, *That Girl*, and *Bewitched*, which now fill the 7:30-9 block, were expected to return, but possibly in new positions.

▪ The new Friday-night schedule may bear little resemblance to the present one. *Let's Make a Deal*, currently seen at 9-9:30, was expected to be renewed but not necessarily in the same slot. *Guns of Will Sonnett* (9:30-10) was regarded as a probable casualty, and the fate of *Generation Gap* (8:30-9) and *Judd for the Defense* (10-11) was considered questionable. The move of *Tom Jones* to Thursday night would also open up the 7:30-8:30 hour for reprogramming.

Aside from *Survivors*, ABC has disclosed relatively few commitments to the new programs it has been considering. Commitments include *Courtship of Eddie's Father*, a half-hour situation comedy; the 90-minute *Movie of the Week*, and *Jimmy Durante Presents the Lennon Sisters*.

Apollo 9 change made without hitch

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'Saint' will move 'Trek' and bump J. Lewis

Two of the night-time shows NBC-TV plans to eliminate from its schedule next fall—*Star Trek* and the *Jerry Lewis Show*—will be affected by the return in the late-season period of the one-hour *The Saint*, the mystery-adventure series starring Roger Moore and produced by Associated Television of London.

Star Trek will go off for a limited spell, effective April 18, when *The Saint* replaces it in the 10-11 p.m. NYT period. But *Star Trek* will be returned to the schedule on June 3 in the Tuesday, 7:30-8:30 p.m. period now occupied by *The Jerry Lewis Show*. The last *Lewis* show this season will be May 27. *Saint* was on NBC-TV from May through September 1967, and again from February through September 1968.

plant of the module's constructor, the Grumman Aircraft Engineering Corp. He... CBS... Apollo's... to be... Dow... North

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The three managers—William Pearce of WLIW(TV) Garden City, N. Y., James Macandrew of WNYE-TV. New

York's board-of-education station, and Seymour Siegel of WNYC-TV, licensed to the City of New York—aired their complaints in the *New York Times* last week, and said later they would continue to press their points in private discussions "within the educational TV community."

Mr. Pearce, whose station went on the air Jan. 13, said his philosophy was a belief in "the free exchange of educational and cultural material," and offered as an example the station's willingness to provide a town-meeting program with Governor Rockefeller to any other station in the area that wanted to carry it. WLIW's application to carry National Educational Television and Eastern Educational Network programming was recently turned down because WNDT(TV) Newark, N.J.-New York has an exclusive contract with the programming organizations.

Mr. Macandrew said he could understand the ETV stations' fear of losing viewers' support, but felt that there was no need for exclusivity. He would be satisfied with delayed or rebroadcast rights, giving priority to WNDT.

Congressman would stop tapes from Radio Moscow

A Louisiana congressman, Edwin Edwards (D), said last week that he was deeply concerned that the U. S. Post Office was handling Russian propaganda tapes mailed to U. S. radio stations (BROADCASTING, Feb. 3) and announced he would try to put an end to this practice.

Mr. Edwards made the statement after listening to one of the propaganda tapes, entitled "What Is Communism," received by news director Gary Tyler, KPLC-AM-FM-TV Lake Charles, La. Representative Edwards said that the tape's main theme was to "degrade our American free enterprise system and encourage the listener to embrace communism."

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ABC-TV overhauls its schedule

Board will get first look at the proposed line-up for the new season at meeting today

ABC-TV network officials late last week were in the final throes of putting together their 1969-70 prime-time program schedule, which they reportedly are slated to present to the ABC board of directors today (March 3).

Few things were certain about it Thursday night (Feb. 27). Officials hoped to finish getting all the pieces in place on Friday (Feb. 28). But indications were that the Monday-Friday schedule was in for a big overhaul.

It also appeared to be definite that *The Ghost and Mrs. Muir*, being dropped by NBC-TV, would move to ABC. Where it would appear in the schedule remained to be decided, however.

The fluidity of the schedule as the weekend approached was emphasized by agency reports that ABC-TV sales-

men were still offering only one program in a firm position—*Survivors*, based on the Harold Robbins book, in the 9 p.m. period on Mondays.

Information from the best available sources suggested that the new schedule might follow these lines, but still subject to change:

- Few changes, if any, in the current Saturday and Sunday line-ups.
- Monday nights may be re-programmed entirely, with *Avengers*, *Peyton Place* and *Outcasts*—which form the present 7:30-10 block—all dropped and perhaps replaced by *That's Life* (10-11) and *That's My Desire* (11-12). In addition, *That's My Desire* was thought to be a possibility.
- For Tuesday nights, *That's My Desire* was believed to be a possibility.

7:30-8:30. *It Takes a Thief*, now at 8:30-9:30, was expected to return but perhaps in another time period or on another night. Replacements were reportedly being sought for *NYPD* (9:30-10) and *That's Life* (10-11), both of which were regarded as certain to be casualties.

- For Wednesdays, it was believed that *Here Come the Brides* would probably be retained but probably not in the current 7:30-8:30 period and possibly not in the Wednesday line-up. *King Family*, replacement for the one-episode *Turn-On* series in the 8:30-9 spot, was not expected back in the fall. *Wednesday Night Movie* was considered a good bet to remain on Wednesday, and at 9.
- For Thursdays, there were indications that ABC-TV plans to recapture

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Justice backs fairness

Doctrine termed in accord with free speech protection, needed to insure full debate on issues

With the fate of the FCC's fairness doctrine at stake—and the venerable equal-time law itself under some cloud—the Department of Justice last week told the Supreme Court that the doctrine constitutes a constitutional means of preserving broadcasting as a medium open to full debate on all issues.

The department, in a brief filed in behalf of the government and the commission, urged the high court to reject the Seventh Circuit Court of Appeals' holding that commission rules implementing aspects of the fairness doctrine violate the First Amendment. The department said the court should endorse the conclusions of the U. S. Court of Appeals for the District of Columbia in the second fairness doctrine case awaiting Supreme Court review—that the doctrine is in accord with the constitutional guarantee of free speech.

The department, which in an 83-page brief traced the origin of the doctrine to the Federal Radio Act of 1927, forerunner of the Communications Act of 1934, hit hard at a key contention of the seventh circuit court—that the spectrum-scarcity argument does not provide a basis for the government to distinguish between press and broadcasters in First Amendment matters.

The seventh circuit case was initiated in July 1967 by the Radio-Television News Directors Association, along with CBS, NBC and eight other broadcast groups. It involves commission rules prescribing procedures broadcasters are to follow in offering reply time after carrying a personal attack during a discussion of a controversial issue of public importance, or after they have editorialized in behalf or in opposition to a political candidate.

In the second fairness case now pending, the circuit court in Washington upheld the commission in the application, in 1965, of the policy that the commission, two years later, was to codify into the personal-attack rules. The station involved is WGBL Red Lion, Pa.

The seventh-circuit court, in holding that the rules are unconstitutional, did not reach the question of whether the doctrine itself violated the First Amendment. But the department said the decision "necessarily casts doubt upon the viability" of the doctrine.

It also said that the court's language raises "serious questions about the constitutionality" of the equal-time law it-

self. The doctrine, it pointed out, has been closely related to the statutory prescriptions of that law ever since 1927.

The department noted that Congress had given the doctrine "explicit" sanction in 1959 when, in amending the equal-time law, it "confirmed the broadcasters' obligation 'to afford reasonable opportunity for the discussion of conflicting views of public importance'."

And the department urged the high court to reject the argument advanced by broadcasters that the fairness doctrine inhibits freedom of the broadcast press. The doctrine's "whole purpose," the department said, "is to open the airwaves to freer speech, to a diversity of views."

"Viewed objectively," it added, "the position underlying the attacks on the commission's reply policies and rules is simply that a broadcast licensee has a constitutional right to deny the public access to views with which he disagrees, or which he finds unprofitable to broadcast."

The department made it clear that the government is not ready to abandon its long-held argument that the physical limitations on the availability of spectrum space provide the basis for the government regulation of broadcasters in a manner in which it has not sought to regulate the press. The seventh circuit court—to the delight of broadcasters—rejected this theory and equated broadcasters with newspapers.

The lower court had relied on figures showing that there were more radio and television stations in the U. S. than

daily newspapers. But, the department said, "this raw comparison of numbers is highly misleading."

The department said it ignores a number of critical factors, including "the great number—and wide circulation—of printed materials other than daily newspapers," such as weeklies, magazines and books. "But most importantly," the department added, "the seventh circuit's emphasis on the number of broadcast outlets loses sight of the fundamental point that there are not enough of them to satisfy the demand of those who would be broadcasters."

The department said the seventh circuit's decision was the first by a court to suggest that the First Amendment was violated by commission action "to insure the preservation of broadcasting as a medium open to full debate on public issues.

"Nor is it enough, particularly as to broadcasting," the department added, "to leave the matter of airing opposing views on important questions simply to the 'marketplace of ideas.' That marketplace is increasingly one for the affluent and powerful."

The department urged the Supreme Court to reject the seventh circuit's finding that the notification and offer-of-time-for-reply requirements of the fairness rules place an undue burden on licensees in connection with the discussion of controversial issues or editorializing. The department said the lower court had not shown that either the rules or the policy on which they are based are "unduly burdensome" or would result in the inhibition of speech.

The seventh circuit had seen the requirements leading to self-censorship on the part of broadcasters, and even to "commission censorship," since it felt the requirements were so vague as to force broadcasters to consult the commission to determine their obligations in close cases.

The department, however, said "experienced and reasonable broadcasters" have no trouble determining when, in the language of the personal-attack rule, "an attack [has been made] upon the honesty, character, integrity or like personal qualities of an identified person or group."

And it said licensees would have even less difficulty determining when the political editorializing rule comes into play, since it is triggered by a "readily identifiable event"—a licensee editorial

'Van Dyke' syndicated; first 10 customers sign

CBS Enterprises has placed *The Dick Van Dyke Show* into domestic syndication, it was announced last week. The half-hour series was on CBS nighttime schedule for five seasons and on daytime for four years. CBS Enterprises is offering 155 segments of the series to stations for a fall start.

Series already has been bought by six RKO General outlets (WOR-TV New York, KHJ-TV Los Angeles, WNAC-TV Boston, CKLW-TV Windsor, Ont.-Detroit, WHCT-TV Hartford, Conn., and WHBQ-TV Memphis); three Metromedia stations (KNEW-TV San Francisco, WTTG-TV Washington and KMBC-TV Kansas City, Mo.) and WGR-TV Buffalo, N. Y.

endorsing or opposing a political candidate.

The department also said the seventh circuit erred in striking down the personal-attack rule, on its face, since the court by its action effectively substituted its judgment for that of the agency charged by Congress with regulating broadcasting. The department said the courts should have allowed the rule to operate for a time to permit the commission to adjust the rule, if necessary, as experience indicated.

KTAL-TV says service includes Negro viewers

KTAL-TV Texarkana, Tex., target of a petition to deny license renewal because of alleged failure to serve its Negro viewers, last week said in reply that it operates "on the principle that its programming should appeal to the totality of its audience," including the black community and all other minorities.

The station was charged by an unincorporated group of black residents of its area with neglect of Negroes through lack of emphasis on programs of special interest to them, failure to consult black leaders as to community needs and interests, and exclusion of Negroes from news broadcasts and programs featuring local residents. The group's petition also charged that KTAL-TV had deprived Texarkana of a primary source of local service by moving

its programming emphasis to Shreveport, La. (BROADCASTING, Jan. 13).

In a reply filed with the FCC, the station emphasized its commitment to Texarkana service and its desire to meet all needs and interests in the area. Central to that argument was the assertion that any programming of established general interest and importance serves both black and white residents equally.

For example, KTAL-TV said, "in the area of news reporting, it is submitted that news items do not appeal to or interest one segment of the audience to the exclusion of another. . . . News is a matter of concern to all citizens. To allege . . . that KTAL-TV does not broadcast news of interest to Negroes is in effect to charge that the station neglects its entire audience. This is not the fact."

The station extended this argument to include specific local programs that feature area residents as guests. It claimed that it keeps no records of whether participants in, for example, a children's program are black or white, and thus does not include racial considerations when selecting its guests.

KTAL-TV also claimed that its tolerance on racial matters had aroused the wrath of Southern white extremists. One such group was said to have labeled KTAL-TV—with derogatory intent—as "the integration station."

Not all of the station's arguments relied solely on the theme of racial colorblindness. It was noted that, on some of

the religious and civic programs, prominent area residents appeared either in rotation or according to whether they were newsworthy at a given moment, depending on the nature of the program. KTAL-TV identified some of these as prominent members of the local black community.

On the concentration-of-control issue, KTAL-TV cited the numerous other media outlets in the area as evidence that no communication monopoly exists. The petition to deny had cited common ownership of KTAL-TV, KCMC Texarkana, a local CATV system, and the Texarkana *Gazette and News*, as well as other media holdings. KCMC Inc. is the licensee of KTAL-TV.

Boston U. symposium to air Reardon report

An all-day symposium on the "Reardon Report and the News Media" will be sponsored May 1 by the Massachusetts Bar-Press Committee and Boston University.

The program at Boston University's School of Law will focus on the proposed implementation of the Reardon Report, adopted by the American Bar Association last year. Associate Justice Paul C. Reardon of the Massachusetts Supreme Court, author of the ABA report on "Fair Trial and Free Press," and U. S. District Judge Edward J. Devitt of St. Paul, who is chairman of the ABA's implementation committee, will represent the bar at the symposium. Representatives of news media have not yet been selected.

Thomas J. Murphy, managing editor of the *Waltham (Mass.) News-Tribune*, is chairman of the state Bar-Press committee, which also includes Lamont L. Thompson, WBZ-AM-TV Boston, and Wilmer C. Swartley, broadcasting consultant.

Miami students with a cause

When high-school students, many of whom had picketed the school a week earlier, began taking up brooms, mops and detergents to clean up the local Palmetto school, WLBW-TV Miami figured the episode was worth covering in a good time slot. On Feb. 21 the station pre-empted the 6-6:30 p.m. *ABC Evening News* to show that all students are not establishment destroyers. The program included film clips of the school clean-up earlier that day, but was centered on five students who had asked for and conducted a student assembly to urge the 1,500-member student body to have pride in the school. The Dade County Board of Education is considering showing the half-hour tape over its instructional TV system to all schools in the county.



When President Nixon went to lunch with Queen Elizabeth at Buckingham Palace Tuesday (Feb. 25), television cameras went along, too—for the first time. BBC covered the London luncheon stop in the president's European tour

live and in color. It was the first time live television coverage had been allowed from the palace. NBC picked up eight minutes of the 42-minute BBC show by satellite and broadcast the segment twice during the Today show.

FCC told 325 language is clear

Appeals court upholds KFBC-TV, hits commission in Laramie translator case

The U. S. Court of Appeals in Washington reversed the FCC last week in a case in which it criticized the agency for ignoring the "plain words" of the Communication Act's rebroadcast section and for seeking to modify "the force and logic" of its previous interpretations of that statute.

The commission had held that stations that had granted a translator operator permission to rebroadcast local programs had, at the same time, granted rebroadcast consent for network programs as well.

But the court, by a unanimous vote of a three-judge panel, held that the "express authority" required by the Communications Act's Section 325 (a), the rebroadcast statute, had not been received from the originating stations, "and the clear words of the section must be controlling." If the law is to be changed, the court said, that is the job of Congress, not the commission or the court.

At issue was a commission order permitting Laramie Plains Antenna TV Association to rebroadcast, by way of its three translators in Laramie, Wyo., the signals of three Denver network affiliates without providing KFBC-TV Cheyenne, Wyo., nonduplication protection.

Frontier Broadcasting Co., licensee of KFBC-TV, had appealed the commission order. It also appealed a subsequent commission decision denying it reconsideration and a request for an order directing the association to show cause why it should not cease and desist its operations in Laramie. Frontier had alleged that the translators' rebroadcast of the Denver stations' network programs violated Section 325(a).

The stations had granted the association permission to rebroadcast their local programs. But they said they were barred by their affiliation contracts from permitting the rebroadcast of network programs.

KFBC-TV, which puts a grade B signal over Laramie, is affiliated with all three networks. CBS and NBC told the association they would not permit their Denver affiliates to grant rebroadcast permission unless KFBC-TV was granted nonduplication protection. ABC did not express its view.

It was against this background that Frontier had originally asked the commission to require the association to grant it nonduplication protection.

The commission's position, as expressed in its order on Dec. 22, 1967, denying petitions for reconsideration

and the show-cause order, was that the "consent which the Denver stations have given to Laramie"—for the rebroadcast of their local programs—"is sufficient to satisfy the requirements of Section 325 (a) . . ."

The court last week disagreed. It said that the commission has sought to construe the rebroadcast statute as meaning that if a station grants rebroadcast permission for its local programs it has granted consent for all of its programs.

"That such a construction contravenes the plain words of the statute is clear from the words of the commission itself," the court added, noting that in 1952 the commission had interpreted 325 (a) as meaning that "no program may be rebroadcast without consent of the station whose radio signals are received, and transmitted. . ."

The court, noting that the commission had followed that interpretation in a 1959 case, said: "Now the commission seeks to modify, not only the statutory impact but the force and logic of

their prior interpretations. Such disregard for the past and dissolution of the present cannot be condoned."

The court also rejected a commission argument that could be anticipated in view of a position the agency took in one of its orders in the Laramie case. The commission's likely argument, according to the court, was that although the Denver stations did not give full consent they could have been "required to do so in the public interest."

The commission has never entered such an order against the Laramie stations, nor has any hearing on the issue been held, the court said, adding, "Therefore, what *could* be done is as doubtful, on the present record, as what was done."

The court reversed the commission's orders granting the translator association permission to operate without affording KFBC-TV nonduplication protection and denying Frontier's petition for reconsideration. It also vacated the commission action denying the show-cause order. But it stayed its own order

New personnel set for WTOP format switch

With its March 10 target date to go all-news only a week away WTOP Washington has added 12 more to its all-news staff, and has designated three veteran staffers and one newcomer to be anchormen. The station, which had been operating under a talk-information format for several years, originally had planned to go all-news in early February. However, necessary technical changes and addition of a total of 21 new staff members caused the delay.

Although WTOP will operate all-news 24 hours a day the anchormen will cover only 17½ hours. The three veterans of the station are Eddie Gallaher, who has been with WTOP for 23 years; Jamie Bragg, 12 years, and Dave McConnell, four years. The fourth anchorman will be Frank Kinsman, who was Washington bureau chief for the General Electric stations.

New additions to the newscaster staff are Gordon Peterson, Gil Butler, Mike McLaughlin, John Lynker, Tom Wills and Tom Barry. Mr. Butler was a newscaster at WXYZ-TV Detroit; Mr. McLaughlin joined from WIP Philadelphia; Mr. Lynker had been with WINS New York, an all-news operation; Mr. Wills had been news director of WEAM Arlington, Va.-Washington, and Mr. Barry was with the Voice of America for the past



Discussing upcoming change to all-news format are four who will be anchormen at WTOP Washington. L-r: Eddie Gallaher, Frank Kinsman, Jamie Bragg and Dave McConnell.

10 years.

Named correspondents are George N. Allen, who has been with ABC News in Washington and Vietnam; William Staebler, who was with WHWH Princeton, N.J., and Larry Granger, for the past eight years a writer-reporter for NBC.

Don MacKinnon has been added to the news editor roster, moving over from Time-Life Broadcast's Washington bureau.

Two newswriters joining the station are Janet Driscoll, who had been with WAYE Baltimore, and Ray Geraty, who had been with WINS New York.

for 10 days to permit any party to file a request for a remand.

Circuit Judge Edward Allen Tamm wrote the decision for the panel, which included Judges Harold Leventhal and Spottswood W. Robinson III.

More praise for role of media in disorders

The "restraint" of news media helped cool it during the civil disorders in the cities in 1968, according to a report issued by the Urban Coalition and Urban America Inc. last week.

The media helped in preventing the escalation of the disorders that broke out following the killing of the Rev. Martin Luther King in April last year.

"When the April violence erupted," the document says, "the media in many cities exercised voluntary restraint during the volatile early hours." It noted that in Washington, which was hard hit, the first televised indication that anything was happening was the appearance of the Rev. Walter Fauntroy, a black city councilman, asking residents to remain in their homes.

These are the only references to the news media in the follow-up report, entitled "One Year Later," to the March 1968 report of the Presidential Commission on Civil Disorders, which was headed by Illinois Governor Otto Kerner. The Kerner report devoted an entire section to the news media, giving TV and radio high marks on coverage of the 1967 riots (BROADCASTING, March 4, 1968).

Last week's study listed some accomplishments in combatting the alienation of blacks in cities, but found that a tremendous effort must still be made.

CBS-TV has top slot in two-week NTI ratings

Nielsen Television Index averages for the two-week period of Jan. 27-Feb. 9 give CBS-TV a ratings lead with 21.6, with NBC-TV 19.8 and ABC-TV 15.8.

Many specials and midseason replacement programs were introduced in this period, but only two placed in the top 20—a Harlem Globetrotters special and the *Glen Campbell Hour*, both on CBS.

Two movie series, CBS's Thursday showings and NBC's Monday presentations, ranked 18th and 20th, respectively. CBS offered "Cat on a Hot Tin Roof" and "Please Don't Eat the Daisies," while NBC carried a movie version of "Dragnet" and "Follow That Dream."

For the week ended Feb. 16, 30-market Nielsen ratings put CBS on top again with 19.3; NBC averaged 18.9 and ABC 17.6.

ASCAP's kitty keeps growing

Radio TV play big part in record '68 income; satellite questions posed

The financial tide at the American Society of Composers, Authors and Publishers is, as it has been for years, a rising one. A significant portion of this increasing income is due to the flourishing receipts pouring in from the music-licensing society's most important customer—the broadcaster.

More than 400 West Coast members attending ASCAP's semiannual meeting in Los Angeles last week were given this reassuring financial news by songwriter Jimmy McHugh. Delivering the treasurer's report, Mr. McHugh disclosed that for the full year of 1968 total domestic receipts from licenses including symphonic and concert sources and also including interest on investments and income form membership dues, amounted to a record \$51,338,814. After deducting total salaries and operating expenses of \$9,421,464, there was available for the distribution to members a total of \$41,917,350 from domestic receipts, more than was ever available for distribution before. In addition, \$7,763,817 was received from affiliated foreign societies in 1968, making for a grand total of \$59,102,631 in domestic and foreign receipts.

ASCAP in 1967, registered \$55,238,079 in over-all receipts. Domestic receipts amounted to \$49,115,579 and foreign receipts to \$6,122,500. Of the domestic total in 1967, \$40,257,003 was available for distribution to ASCAP members.

Not included in the receipts figures for last year but in the balance available for distribution to ASCAP members is a total of \$456,000 received during 1968 from the four national radio networks. Also available but not included is a total of \$125,482 of interest received in an escrow account involving the radio networks. Pursuant to a court order, it was explained to members attending the meeting in Beverly Hills, monthly payments on the account received from CBS, NBC, ABC and Mutual are being kept separate from ASCAP's general funds and may not be distributed until the continuing rate proceeding is resolved for the national radio networks.

Mr. McHugh predicted that in the near future ASCAP will be doing \$100 million a year in licensing receipts. His confidence is based on expected payments from users of music via satellite communications. "They may not know it now," he said, "but they are going to

pay us for this music."

ASCAP President Stanley Adams reported on the new licensing contract with local television stations, on the pending copyright law in Congress, and on how unlicensed use of music by users of satellite communications has become a new source of concern for the society.

Hollywood branch set for Tulchin Productions

As part of an expansion program, Tulchin Productions Ltd., New York, last week announced the opening of a West Coast branch in Hollywood and a coproduction agreement with WPX (TV) New York for a series of 13 half-hour entertainment specials.

The four-year-old Tulchin company specializes in the production of taped and film commercials and programing. Hal Tulchin, president, said the opening of a Hollywood office, at 3215 Cahuenga Boulevard, was "in response to the pressure of commercial work there, which has been steadily increasing over the last several years." Jack Spear, a veteran producer of TV programs and commercials, has been named manager of the West Coast office.

The agreement with WPX, Mr. Tulchin said, encompasses 13 entertainment specials which will be carried on the station before syndication.

Radio consultant finds the name's the same

A new radio programing consultant firm, the Programmers Corp. (BROADCASTING, Feb. 24), was hardly announced before the principals discovered they would have to change the name.

While filing incorporation papers with the secretary of state of New York, the two founders, George Lorenz and Dick Lawrence of WBLK-FM Depew (Buffalo), N. Y., were notified that there was another consultant of the same name in New York, headed by Irwin Brausler. In fact, all the names that Messrs. Lorenz and Lawrence originally submitted to the state as possibilities were already being used.

They have now submitted another list, which attorneys are checking out in Albany, but as yet have not settled on a new name.

Networks ask delay on 50-50

NBC and CBS, in a joint request, have asked the FCC for a 60-day extension of time for comments on the proposed "50-50" rulemaking that would prohibit networks from owning or controlling more than one-half of their prime-time programing. The two networks had pre-

LAST CALL:

Entries for Deadline Club UN Award



A \$500 cash gift and bronze "deadline" statuette will be given for distinguished UN correspondence over the past calendar year by the Deadline Club, New York Professional Chapter of Sigma Delta Chi. The statuette was specially executed for the Deadline Club by Rube Goldberg, dean of American cartoonists. The deadline for entries is March 31,

1969; winner will be announced May 8th, 1969.

Journalists in all countries may compete by submitting tear sheets, mounted clippings, scripts or descriptive memos telling of the availability of tape or film. An English translation must accompany entries printed or told in another language. Any person, group or publication assigned permanently or temporarily to cover a UN story is eligible. Enter the

competition now for this important award, given by the New York Chapter of the national journalistic society and sponsored again this year by International Telephone and Telegraph Corporation.

Send entries to: Deadline Club Awards, c/o George B. Bookman, New York Stock Exchange, 11 Wall St., New York, N.Y. 10005.

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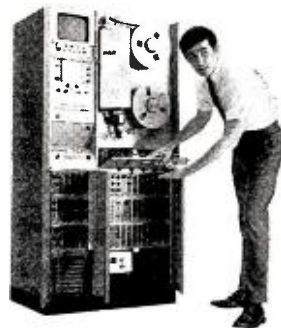
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viously sought and received an extension of time from October to the present March 17 deadline, in order to allow the Arthur D. Little Co. to update research it presented to the commission two years ago when the same proposal was up for consideration. According to NBC and CBS, the firm needs an additional 60 days, to May 17, in order to complete and distribute its updated inquiry.

CPB donates \$125,000 to ETS program service

The Corp. for Public Broadcasting has designated \$125,000 for the Educational Television Stations program service to expand its programing distribution operation.

The amount of programing distributed by ETS will be almost doubled under the grant, according to David Leonard, director of the program service. Additional programs will include both series and individual programs produced by noncommercial stations in the U.S.

ETS is a division of the National Association of Educational Broadcasters. The program service was established in 1965 with grants from the Kellogg Foundation and the National Home Library Foundation.

Program notes:

Johnny Cash time ■ ABC-TV has acquired from Screen Gems a one-hour weekly variety series, *The Johnny Cash Show* as a summer replacement. The series will begin in May in an undetermined slot; taping will begin in Nashville in April.

Monkees' special ■ *3 1/2 Revolutions per Monkee*, a special starring the Monkees, will be shown on NBC-TV April 14, 8-9 p.m. The group once starred in their own NBC-TV series.

More news ■ CBS-TV is expanding the *CBS Morning News with Joseph Benti* to one hour, making it the first daily one-hour TV-network news broadcast,

effective Monday, March 31. The program will be presented at 7-8 a.m. EST.

Third Hurok special ■ A one-hour special, *S. Hurok Presents—Part III*, will be taped in New York this week for future broadcast on CBS-TV. It will feature pianist Emil Gilels and cellist Mstislav Rostropovich.

Money game ■ Video Productions Inc., Johnston, R. I., is syndicating *Greyhound Sweepstakes*, new game program in which viewers called must identify number of winning greyhound in race just telecast. Show has been aired on WBAY-TV Green Bay, Wis., since August 1967; company expects to place it in over 100 markets in next few months.

Very special program ■ KFRE-TV Fresno, Calif. a CBS-TV affiliate, pre-empted all of its network programing the night of Feb. 6 in an all-out campaign against the abusive use of dangerous drugs and narcotics by teenagers. From 7:30 to 11 p.m., the station telecast *Target: Drug Abuse*, which began with a one-hour filmed documentary and was followed by a panel discussion. Afterwards four telephone lines were opened for public discussion of the issues. A panel of students also participated in the program.

Young star ■ Sajid Kahn, 17-year-old from India who co-starred in last season's *Maya* series on NBC-TV, has been signed by Four Star International to star in a one-hour musical special, *Holiday Dream*.

'Judy' packs punch ■ The new *Judy Lynn Show* has been sold in syndication to KORK-TV Las Vegas; KOLO-TV Reno, and four outlets of U. S. Communications Corp.—KEMO-TV San Francisco; WPHL-TV Philadelphia; WPGH-TV Pittsburgh and WXIX-TV Newport, Ky.-Cincinnati. The half-hour country-western series is produced and distributed by KEMO-TV.

U. S., circa 1930 ■ Westinghouse Broadcasting Co. is producing a series of 13 half-hour programs *That Other Gen-*

eration, which will recreate America in the 1930's through music of the period, sounds of the times and voices of some of the well-known persons of that decade. Rudy Vallee is host-narrator of the series, which will be broadcast on WBC radio stations beginning in mid-March.

Series available ■ Argonne National Laboratory, Argonne, Ill., is offering a new series of a dozen 10-minute programs on peaceful uses of atomic energy.

New voice ■ Jeanne Parr, WCBS-TV New York correspondent, will also be heard on CBS Radio starting today (March 3) as co-host of daily *Dimension on Tomorrow's Living* (1:30-1:35 p.m. EST). She replaces Bess Myerson, who is now commissioner of consumer affairs in New York.

Syndicated astrology ■ *Maurice Woodruff Predicts*, an astrology program produced by Talent Associates in association with Metromedia Producers Corp., has gone into syndication. It has been on three Metromedia stations for the past month. WCCO-TV Minneapolis-St. Paul has already purchased the series.

Another daytimer ■ Screen Gems will place into syndication a one-hour taped daily variety series, *The Bruce Morrow Show*, featuring the WABC New York personality. The program is being produced by Cousins Productions, New York.

Accent on speed ■ A one-hour color special, *The Racers*, has been acquired by Paramount Television for domestic and international syndication. The program centers on Craig Breedlove's land speed records.

Four Star trial ■ Four Star International, Hollywood, will produce a new one-hour anthology series, *Trial*. The series will feature a different courtroom drama in each episode. Production is scheduled to start in late February.

Credits on file ■ The Association of Motion Picture and Television Producers is establishing a bureau of credits designed to keep records of cast and crew working in TV shows and feature films. The idea is to insure proper credits for work done in TV and movies.

Pop music history ■ KRLA Pasadena, Calif., is doing a radio chronicle of pop music in the second half of the 20th century. Reportedly, the series has been two years in the making and it will feature performers, writers and producers telling in the first person of their part in pop music history.

Tape center switch ■ The syndicated *The All American College Show* series, previously video taped at the Hollywood Video Center, will become the first TV series ever to tape regularly

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at the Samuel Goldwyn Studios, also in Hollywood. Programs in the college talent series are scheduled to tape at the film studios in March. On the Goldwyn lot, the syndicated series will use below-the-line facilities provided by Lew-Ron Television Productions, which, reportedly, has leased two sound stages and installed \$2 million worth of electronic equipment. *The All American College Show* is a Wendell Niles Production starring Dennis James.

Carnival ■ Juneau-Petersen Productions, Neenah, Wis., is syndicating for radio the 45-minute *Carnival of Music*, potpourri of varied musical fare. Almost 300 programs are available. Address: 163 East North Water Street, Neenah, Wis. 54956.

Radio start ■ A new weekly series of interview features on ABC's Contemporary radio network premiered Saturday (March 1) at 10:25 p.m. EST. *Breakthrough*, with Mary Jo Cook, is concerned with young people in the creative arts and communications fields.

Caribbean special ■ A documentary on the revolution of the Caribbean island of Anguilla against control by St. Kitts, another island in the British West Indies was filmed and presented last week by WCKT(TV) Miami. A news team, headed by station commentator Wayne Farris, went to the island when Anguilla voted to declare their independence and made the film report despite threats from St. Kitts, according to WCKT.

NIT time ■ CBS-TV will again broadcast one first-round game and the championship game in the college basketball National Invitational Tournament at Madison Square Garden, New York, this month. The first-round telecast will be Sunday, March 16, 1:30-3:30 p.m. EST., and the championship game Saturday, March 22, 2-4 p.m. Don Criqui will be the play-by-play announcer and Pat Summerall the analyst.

Multimedia series ■ Westinghouse Broadcasting Co.'s radio series *The Great Ones*, 10 half-hour biographies of distinguished Negro Americans, will be published in book form this fall by Washington Square Press division of Simon & Schuster. The series was originally broadcast on the seven WBC stations in the fall of 1967 and re-

broadcast last summer.

Historical rodent ■ Krantz Films has announced production and syndication of *Max, the 2,000-Year-Old Mouse*, a series of 52 five-minute educational cartoons using animation techniques to put a mouse as observer in historical events depicted in original drawings, paintings and photographs. First sale of the series is to Kaiser Broadcasting's WKBS-TV Burlington, N. J.-Philadelphia, WKBF-TV Cleveland, WKBG-TV Cambridge-Boston and KVBK-TV San Francisco, and to KCOP(TV) Los Angeles.

Lincoln special ■ ABC Films is syndicating a half-hour color special, *Lincoln's Last Day*, which traces the steps of President Abraham Lincoln and his assassin, John Wilkes Booth, on April 14, 1865. The program was produced by WMAL-TV Washington and features Senator Everett Dirksen (R-Ill.) as the voice of Lincoln.

Kids' show set ■ For the first time Ivan Tors Films Inc. is producing for Saturday morning network TV time slots. The production company, which has been exclusively in prime time up until now, has sold *Jungle Tales*, a half-hour series of stories about the jungle and sea world, to NBC-TV for Saturday morning showing during the 1969-70 season. The new series is the second Tors' project to be set for the coming

season. The first, *Deep Lab*, a joint venture with Universal TV, will be a feature film for TV distribution and the basis for a projected TV series.

"Playhouse" premiere ■ "The Prodigal", an off-Broadway play produced in 1960, will have its television premiere on National Educational Television's *NET Playhouse* May 1 as a 90-minute production.

Early for football ■ With the baseball season still on the launching pad, the American Football League's San Diego Chargers got busy and negotiated a five-year contract with KDEO El Cajon, Calif., a suburb of San Diego, for broadcast rights to its games. The new contract, it's claimed, will give the Chargers the most extensive local radio coverage of any team in professional football. KDEO will originate a Charger regional network, to include stations in other parts of California, Arizona, Nevada and Utah.

Picture service ■ Color slides of major-league baseball players are now available from TV Color Slide Service. Stations may order a service providing 624 slides, 25 from each team plus free additions of new players, for \$290; a 312-slide package at \$145 or individual slides at 75 cents each. Address: 3601 Dannys Lane, Alexandria, Va. 22311.



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Another plan to chip away at TV

Research Analysis Corp. suggests switch to cable in urban areas; give more UHF space for land mobile

Land-mobile radio users who have frequently suggested that TV be shifted from the airwaves to wire so that additional frequencies could be made available to them have a friend in a research firm that has submitted its views to the FCC.

The Research Analysis Corp., McLean, Va., in a letter that it said was stimulated solely by its interest in the problem, urged the commission to consider new "mixes of communications systems in urban areas that would involve the transfer of VHF and UHF or only UHF television spectrum to land mobile."

RAC, a nonprofit organization established in 1948 to do research in systems analysis for federal, state and local governments, filed its letter in the pending CATV rulemaking proceeding aimed at overhauling the commission's CATV regulatory scheme. RAC feels some issues have not been adequately "addressed" by the commission or the parties.

RAC's letter, which was signed by Frank Eldridge Jr., makes clear the corporation's view that land-mobile radio needs additional spectrum space—a point of view sharply disputed by broadcasters and apparently subject to some question, at least, on the basis of evidence developed thus far in studies being done for the commission by the Stanford Research Institute (BROADCASTING, Feb. 17).

Mr. Eldridge cites the report last fall of the House Small Business Subcommittee declaring land-mobile radio is in need of additional frequencies. Also cited was work RAC did for former President Johnson's Task Force on Telecommunications Policy.

RAC's view, he said, "is that there will be a continuing public pressure for land-mobile frequencies until transceivers can be provided for every vehicle or even every person in the U.S. . . . This will require at least a 50-fold or 100-fold increase in the number of transceivers now being used for land-mobile purposes."

Mr. Eldridge suggested three possible "urban communications-complex strategies" for consideration. The first, similar to proposals that have been advanced by the commission, is "a very probable candidate":

Use dual TV-distribution systems (i.e., CATV and TV in urban areas; share UHF channels 14-20 with land-mobile radio services using broadcast modes; and allocate some UHF channels (70-83) as well as frequencies above 900 mc to domestic public land-mobile services using distributed system modes.

The other possibilities are presented "as candidates for more optimal solutions . . . if all significant objectives (i.e., in particular, the alleviation of the land-mobile crisis) are taken into account":

Use only CATV for television distribution in urban areas; allocate both the present UHF and VHF frequencies to land-mobile radio services, using common-carrier distributed systems and, if required, allocate some bands above the UHF band to additional common-carrier land-mobile service using distributed systems.

Use CATV for television distribution in urban areas but retain VHF television for free television broadcast distribution (to persons who don't want non-TV service that CATV can provide); allocate the present UHF-TV frequencies to land-mobile radio services, using common-carrier distributed systems; and, if required, allocate some bands above the UHF-TV band to additional common-carrier land-mobile service using distributed systems.

Mr. Eldridge says the public as well as established telecommunications interests and government decision makers should have a voice in choosing among alternative uses of the spectrum.

He also says that, in achieving overall telecommunications objectives, the commission "might quite properly refuse to renew UHF-TV licenses in spectrum-congested urban areas where CATV is available."

Besides recommending studies including the reallocation of television frequencies, RAC favors studies to design, develop and test a prototype of a distributed, low-power land-mobile radio communications system.

This approach, according to Mr. Eldridge, would be most effective in utilizing frequencies below 500 mc to produce the increases desired in the number of land mobile channels. Above 500 mc, he says, such techniques ap-

pear almost mandatory for effective design of land-mobile systems.

However, he also says that further studies are needed "to ascertain the relative advantages to the public using low-power distributed systems, versus the allocation of UHF-TV frequencies for present types of land-mobile systems, as methods for increasing land-mobile services and achieving an optimal balance for all urban communications." He said this may show that some mix of the methods "is optimal."

The provision of additional frequencies for land-mobile radio services is one of three objectives Mr. Eldridge says the commission should keep in mind. The others are provision of additional services to television set owners, nationwide, including a greater variety of programs of local or neighborhood types, and maintenance of diversification of control of mass media.

And both, he says, could be achieved through the use of wired systems. He notes that wide-band cable, like that used for CATV, could not only provide viewers with a wide range of interference-free commercial, educational and other noncommercial television programs, but also such services as telephone, record terminals, and facsimile.

He notes that the commission is boosting UHF television as a means of providing for diversification of ownership of media. But he suggests that the local CATV policy that New York is following of "granting a number of CATV franchises to separate companies that could be allowed to originate local programs is certainly a reasonable alternative . . ."

TV color-set sales reach 6 million

According to EIA figures they total nearly half of year's 13.2 million

A record-breaking 6.2 million color TV sets were sold in the United States last year, including 241,355 imports sold under foreign labels, the Electronic Industries Association reported last week.

Total TV sales in 1968 registered 13.2 million units, including 1.46 million foreign label imports. Foreign imports amounted to 11% of the total TV market last year, compared to 6% in 1967. No comparison for color TV last year is available.

Other highlights of the 1968 market:

▪ The total home radio market, excluding television and phonograph combinations and auto radios, reached 34.3 million units in 1968, compared to 31.7 million the year before. Foreign label imports accounted for 66% of sales, compared to 60% in 1967.

▪ The total 1968 auto radio market accounted for 12.5 million units, up almost 33½% from 1967's 9.5 million.

▪ FM home radio sales amounted to 15.9 million units in 1968, compared to 11.7 million units the previous year. FM accounted for 47% of the home radio market in 1968, compared to 37% in 1967 and 30% in 1966.

▪ FM auto radio market reached 1.4 million in 1968, compared to 941,000 in 1967 and 653,000 in 1966, accounting for 12% share of the market in 1968, compared to 10% in 1967, and 6.8% in 1966.

Technical briefs:

Tiny mikes ▪ Turner Co., Cedar Rapids, Iowa, division of Conrac Corp., has developed two new dynamic lavalier "mini-mikes." The model 35, three inches long and three-quarters inches in diameter, lists for \$65. The model 35A is one-quarter inch shorter and lists for \$75.

Interlock recorder ▪ Tele-Cine Inc., Massapequa, N. Y., announces availability of Sondor model OMA-2 magnetic audio recorder capable of full interlock with any standard film camera, projector, distributor systems or video-tape recorder. Among its features, Tele-Cine says, are fast start (5 milliseconds to full running speed), interlocked fast forward and rewind, selective frame advance and retard, automatic self cueing, and instant change of film size from 16mm to 35mm. Price is dependent on number of channels, but starts at around \$10,000.

Solid system ▪ Microwave Associates, Burlington, Mass., has introduced a solid-state CARS bands CATV microwave TV relay system for the 12.7 to 12.95 gc band. Video-presence detection circuitry automatically turns transmitter on and off with broadcast signal. MA-13 BX system features crystal control; power output exceeding 100 mw; wide-band circuit design, and minimum maintenance requirements.

New projector systems ▪ Genarco Inc., College Point, N. Y., has developed a

series of "significantly upgraded" dual-head, 3½ inch by 4 inch slide-projector systems for front or rear projections. The controls are solid state, and models are available with either 3 kw incandescent lamps or 2 kw tungsten-halogen lamps.

New amplifiers ▪ Sparta Electronic Corp., Sacramento, Calif., is introducing a new line of audio monitor amplifiers. Included is a stereo amplifier with peak power output of 50 w per channel and a similar model incorporating a small cue amplifier.

Switcher line intro ▪ Grass Valley Inc., Grass Valley, Calif., has introduced an expanded line of video-switching systems. A major item is a master control switcher featuring automatic fades.

New electronic editor ▪ Tele-Cine Inc., Massapequa, N. Y. has a new electronic editor programmer for video-tape recorders (model 5405 Tele-Tec). The editor programs all elements, permits each cut to be rehearsed before actual edit is made and, when used in conjunction with model 404 Tele-Log, allows editing on kine, film or slant track video-tape. The editor will interface with any quadruplex video-tape recorder which is equipped with an electronic editor. Price of model 5404 is under \$6,000.

East Coast office ▪ Berkey-Colortran Inc., Burbank, Calif., designer and manufacturer of lighting and production equipment for television and motion pictures, has opened a new eastern sales office and showroom at 25-20 Brooklyn-Queens Expressway West, Woodside, N. Y.

Acquires QRK ▪ CCA Electronics, Gloucester City, N. J., manufacturer of AM and FM broadcast transmitters, has acquired QRK Electronic Products, Fresno, Calif., manufacturer of professional turntables for an undisclosed amount of cash. Bernard Wise, CCA president, said that the acquisition was the first in a series of planned expansion moves for his company.

Land-mobile efficiency in spectrum use urged

The Association of Maximum Service Telecasters last week asked the FCC for "a substantial extension of time" in which to file reply comments on the commission's rulemaking proposals to open up 21 UHF channels to land-mobile radio.

According to AMST, the research work on land-mobile problems undertaken for the commission by the Stanford Research Institute (BROADCASTING, Feb. 17) provided further indication that the commission should change the thrust of its rulemaking proposals

One of a series of brief discussions by Electro-Voice engineers



Most directional microphones are quite similar in their method of attenuating unwanted sound. A path to the back of the diaphragm is provided that controls phase so that sound arriving from an unwanted direction is attenuated, while sound from the desired direction is relatively unaffected.

This path is usually located quite close to the diaphragm for optimum effectiveness at high frequencies. However a single path cannot uniformly affect all frequencies. This results in decreasing attenuation of unwanted sound with decreasing frequency, plus the added problem of "proximity effect" that changes overall frequency response with varying distance.

To overcome these deficiencies, Electro-Voice created the Variable-D* microphone, utilizing several discrete openings at varying distances from the rear of the diaphragm. This combination of multiple openings provided more uniform polar patterns at every frequency and vastly reduced proximity effect.

Further study indicated a need for many more paths to the back of the diaphragm for greater polar uniformity and more uniform off-axis response. Out of this investigation came the Continuously Variable-D* microphones, best typified by the new RE-15 super cardioid model.

Two attenuation systems are included in the RE-15. Frequencies above 1000 Hz are cancelled by rear ports located quite close to the diaphragm (two are used to provide a symmetrical polar pattern and uniform pressure on the diaphragm). In addition a slotted tube leads from the center of the RE-15 diaphragm, through the magnet to the rear of the microphone. This tube is designed to vary in effective acoustic length for optimum attenuation of unwanted sound below 1000 Hz.

The slot is covered with a tapered acoustic resistance that attenuates low frequencies entering the tube close to the diaphragm, but does not affect lows entering at the rear of the tube. In addition, the tube acts as an acoustic inductance for highs entering the tube near the back. Thus as frequency rises, the effective tube length becomes progressively shorter.

This combination of tapered acoustic resistance and varying inductance provides a path length that is proportional to 1/f, where f = frequency. This path length is calculated to provide optimum reduction of sound arriving from the rear while maintaining high sensitivity to sound arriving from the front.

The result is an unusually uniform polar pattern at all frequencies combined with excellent off-axis frequency response and virtually no proximity effect. Current efforts are devoted to further exploring variations on this basic new method to achieve directionality.

* Registered trade mark. Electro-Voice Variable-D and Continuously Variable-D microphones are covered under U.S. Patent Nos. 3,095,484 and 3,115,207.

For reprints of other discussions in this series, or technical data on any E-V product, write: ELECTRO-VOICE, INC., Dept. 393BR, 660 Cecil St., Buchanan, Michigan 49107



from "utilization of additional spectrum space by the various land-mobile services," to the initiation of "fundamental reforms" looking toward more efficient use of existing land-mobile spectrum space.

"Accordingly," AMST said, "the commission should delay the time for filing reply comments in these proceedings until two to three months after the final SRI report has been released to the public. . . ."

AMST also cited the number and diversity of initial comments in the proceedings (BROADCASTING, Feb. 10) as sufficient reason to extend the time for reply comments. The present deadline is March 31.

Remote rules eased

The FCC last week proposed an amendment to its rules governing remotely controlled stations with directional antennas. The proposal would permit logging at the remote control point of phase indications of the currents in antenna towers, and would ease requirements for the logging of meter indications at the transmitter.

In a separate action, the commission also proposed a rule that would provide for type approval of phase monitors; require that a type-approved phase monitor be installed at the transmitter of each station operating with a directional antenna, and specify maximum

permissible phase deviations — that phase-indication readings be taken only once a day for any directional pattern, but that there be no more than 48 hours between successive readings at the transmitter for a given mode of operation.

Comments on both proposals are due April 7; reply comments, April 17.

Comsat bill to White House

The Senate last week passed the amended House version of the Comsat bill (H.R. 4214), which adjusts the balance on the board of directors of the Communications Satellite Corp. to reflect the proportions of stock owned by public and common-carrier stockholders.

Promotion

Pioneers pay homage to WGAL's long service

WGAL Lancaster, Pa., last week was presented with the ninth annual Broadcast Pioneers 'Mike' award at a dinner ceremony in New York.

The citation to WGAL pointed out the station's "distinguished contributions" to broadcasting and recognized the "dedicated adherence to quality, integrity and responsibility in programming and management."

A high point of the ceremony was an unscheduled "presentation" by FCC Chairman Rosel H. Hyde to Clair McCollough, president and general manager of the Steinman Stations, of a copy of the original license issued to WGAL in 1922 by the Department of Commerce's Bureau of Navigation Radio Service. Mr. Hyde humorously noted

that the original document authorized the station's operation with 75 watts one hour a day for a period of just three months.

Earlier NBC was host to Mr. McCollough and other Steinman executives at a luncheon held in Rockefeller Center. Among NBC officials attending were Walter Scott, board chairman; Julian Goodman, president; Stephen Labunski, president of NBC Radio division; Donald J. Mercer, vice president, station relations; Thomas E. Ervin, executive vice president, and Sydney H. Eiges, vice president, public information. WGAL became an NBC affiliate on July 1, 1938.

Mr. Goodman also spoke at the Pioneers' dinner, the proceeds of which go to the Broadcasters Foundation, the philanthropic adjunct of the Broadcast Pioneers. Joseph E. Baudino, Washington vice president of the Westinghouse

Broadcasting Co. and president of the foundation, presented the Mike award—a replica of an early studio microphone—to Mr. McCollough. Mr. McCollough joined WGAL in an executive capacity in 1927. Participating in the program was Lancaster Mayor Thomas J. Monaghan.

Networks get TV awards for Chicago coverage

The network news organizations were named last week for special recognition of their coverage of the Chicago demonstrations last summer during the national Democratic convention.

ABC News, CBS News and NBC News will be presented on March 27 with plaques and citations for outstanding achievement in journalism during 1968 as winners of the annual George Polk memorial awards. The awards cited the network coverage of the Chicago scene.

The awards were presented for "television reporting," one of 10 categories for which winners were announced in New York last week by Professor Jacob H. Jaffee, chairman of the Long Island University journalism department at Brooklyn Center. The awards are named for a CBS correspondent killed during the civil war in Greece in 1948.

The TV reporting award was to "the television news corps covering the Chicago police attack on peace demonstrators" and its citation read: "For a shocking, instructive visual-sound record of the onslaught by Chicago's police against peace demonstrators, newsmen and onlookers in Grant Park and on Michigan Avenue and State Street during the 1968 Democratic national convention, and despite the instant threat to



L to r: Messrs. Baudino, Hyde and McCollough

their persons as well as to their equipment, for continuing to identify for millions of television viewers the dimensions of legal authority and political intolerance gone wild."

The network news organizations were the sole broadcast people or companies named in the awards. Other winners were mostly employes of newspapers, wire services and magazines.

BPA committee to work on seminar

A seven-man task force was appointed last week to provide a broader base of guidance in planning the program for the Broadcasters Promotion Association seminar, to be held Nov. 9-12 in Philadelphia.

In the past, program planning has been centralized in BPA members in the host city.

Joseph Costantino of Avco Broadcasting, BPA president, said the advisory group would be headed by Mel Grossman of the H-R Representatives firm. Other members will be Caley Augustine, WJIC-TV Pittsburgh; Jack Dorr, WKYC-TV Cleveland; Andrew Erish, WABC New York; William Hohmann, WCBS-TV New York; Kenneth Mills, Katz Television, and Michael Wiener, Metro Radio Sales.

The group will work with Paul Martin of the Triangle stations, Philadelphia, who is seminar chairman. Mr. Costantino said the new procedure was adopted in response to "the increased demands for service on the part of [BPA] members, specifically in helping them do a more effective and sophisticated job of promotion and public service," and that BPA leaders "are convinced that the result will be a more meaningful seminar."

Mr. Costantino also announced the appointment of the 1969 nominating committee, headed by Donald Fischer of WLBW-TV Miami, and the chairmen of other BPA committees for 1969.

On the nominating committee with Mr. Fischer are Donald Burnes, KSD St. Louis; W. Thomas Daley, CFPL-TV London, Ont.; Mary Neal, WTRF-TV Wheeling, W. Va., and Jim Ward, WMT-AM-TV Cedar Rapids, Iowa.

Other committee chairmen:
F. C. Strawn, KCMO-AM-TV Kansas

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City, Mo., membership; Dick Robertson, KRON-TV San Francisco, education and research; Barbara Roberts, KTUL-TV Tulsa, Okla., publications; Boyd Seghers, WGN-AM-TV Chicago, financial planning; Chet Campbell, WMAQ-TV Chicago, awards; Tom Cousins, WCCO-TV Minneapolis, by-laws; Andrew Erish, WABC, both Radio Advertising Bureau liaison and group station liaison; Calo Mahlock, WKJG-TV Fort Wayne, Ind., 1973 site selection.

Also Maury Midlo, WDSU-TV New Orleans, college liaison and textbook; Kenneth Mills, Katz Television, both Television Bureau of Advertising liaison and publicity; Keith Moon, KIRO-TV Seattle, finance and auditing; K. C. Strange, WFBM-AM-TV Indianapolis, future of BPA; Howard Wry, WHNB-TV Hartford-New Britain, Conn., work kit; Phil Wygant, WBAP-AM-TV Fort Worth, both advertising and employment, and W. Thomas Daley, CFPL-TV London, Ont., president's advisory committee.

Training's the object of KTAL-TV classroom

KTAL-TV Shreveport, La.-Texarkana, Tex., is using classroom techniques in an effort to encourage youngsters to explore TV as a career.

The station has started a "television orientation program" designed to give youngsters a general knowledge of television in the areas of engineering, programming, news, promotion and film production. Working with the Youth Opportunity Center of the Louisiana State Department of Labor, KTAL-TV began its first training program last month for 30 young people. Five two-hour class sessions were held over a two-and-a-half week period; the "students" were paid \$1 an hour for their attendance.

According to H. Lee Bryant, KTAL-TV general manager, the program will provide an individual with "conversational knowledge" of the television industry, which may aid him when he seeks employment in the industry. KTAL-TV has already hired one youngster out of the program, he noted, and the station plans to conduct six other sessions this year.

Promotion tips:

Golden Globes = NBC-TV's *Rowan and Martin's Laugh-In* series was named "best TV show" of the year last week at the 26th annual Golden Globe Awards presentation in Los Angeles. Carl Betz, of ABC-TV's *Judd For the Defense*, was chosen "best male star." Diahann Carroll, of NBC-TV's *Julia*, was voted "best female TV star." For the first time in 10 years, the awards show, under the sponsorship of the Hollywood Foreign Press Association, was not televised. NBC-TV had carried the presentations for the last

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four previous years. From 1958 through 1964, the awards program was shown locally on KTTV(TV) Los Angeles. NBC-TV dropped the show after last year's telecast when the FCC criticized the network for misrepresenting basis on which winners were chosen.

Ever-lovin' ■ Over 400 sponsors, agency and press personnel were honored at the WBEN AM-FM-TV Buffalo, N. Y., "You're a Sweetheart" party given in appreciation for their loyal support. Valentine's celebration door prizes included a snow-mobile, a trip for two to Miami and a Joe Namath-type beaver coat.

Autonaut ■ To publicize National Automobile Dealers Association convention in Houston, Tony Raven, air personality with KNUZ there, was suspended by crane 200 feet in the air in car equipped with heater, telephone, food, water and other accouterments required for extended vigil.

Special delivery ■ After editorializing against proposed state income-tax hike, WNOW-AM-FM York, Pa., offered to forward directly to the state legislature all mail sent to station expressing views on tax. More than 2,500 cards and letters were duly delivered to the capital.

To Vietnam ■ KSTP St. Paul brought in over \$16,000 in a broadcast marathon campaign to raise funds to furnish "thank you" packets for men on front lines in Vietnam. Packets, containing such items as prayer books, socks, pencils, stationery, etc., will be sent to 24,000 soldiers.

Veterans awards ■ Disabled American Veterans has named KSTT of Davenport, Iowa, and that station's vice president and general manager, James M. Watt, as recipients of its highest award. KSTT was cited for its *Chapter Two Disabled American Veterans Trading Stamps for Needy Children* program; Mr. Watt was commended for his service in promoting better understanding of the DAV programs and the dissemination of veterans' benefits information.

L P award ■ Dr. Peter C. Goldmark, president of CBS Laboratories, was to receive the 1969 presidential award of the National Association of Record Manufacturers in Los Angeles Saturday (March 1) "for pioneering efforts in the development of the long-playing record, which has been the outstanding contribution in the modern history of recorded entertainment."

Shades of Rube Goldberg ■ KYW-TV Philadelphia built, for a one-time only performance, a "promotion machine" designed to show just about everything that is covered by the station's news forces. The unit consisted of a regular studio monitor, nine miniature TV sets, a ticker-tape salescaster listing news personalities, photos of KYW-TV and



NBC News talent, digital read-outs listing newscast times and talent, station logos, flashing lights and other promotional items. The unit was taped, in action, to give the viewer an impression of multifaceted fast-paced action.

A winner for Arledge ■ Roone Arledge, president of ABC Sports, received a special directors award from Ohio State University's Institute for Education by Radio-Television for the network's coverage of the 1968 Olympics. The award to Mr. Arledge was inadvertently omitted from the advance list provided by OSU (BROADCASTING, Feb 24).

Disaster fund ■ WHC-TV Pittsburgh has presented 78 checks for \$900 each to families of miners killed in last November's West Virginia coal mine collapse. Mine Disaster Fund, started in December, brought more than 12,000 contributions—ranging from 25 cents to \$1,000—and raised \$70,200.

Top DGA award goes to director Schaefer

Veteran director George Schaefer took top honors for television at the 21st annual awards dinner of the Directors Guild of America, held Feb. 22 in Beverly Hills and New York. Mr. Schaefer was honored as director of the year in television for the CBS Playhouse drama, "My Father and My Mother." It was the second successive year he won the DGA award for television direction.

The DGA bestowed its top honor for feature-film direction on Anthony Harvey. Mr. Harvey won for his direction of "The Lion in Winter."

In another Hollywood awards dinner (Feb. 23), the Producers Guild of America voted the team of Ed Friendly Jr. and George Schlatter best television producers of 1968. Messrs. Friendly and Schlatter are responsible for NBC-TV's *Rowan and Martin's Laugh-In* series.

Satellite-to-home signals in 10 years?

It is a possibility, but costs make it unlikely for some time, U.N. group says

Direct satellite-to-home broadcasting is technically feasible within the next decade, a U.N. subcommittee concluded last week, but the cost for both earth and space segments of such a system are inhibiting factors.

The working group on direct broadcast satellites of the committee on the peaceful uses of outer space, established by the U.N. General Assembly in December, estimated the cost of augmenting home receivers for satellite broadcasting at \$40 to \$270 per unit, on the basis of mass production of a million or more units. In addition, costs for the development and launching of transmitters not yet designed may run as high as \$100 million. "Therefore, it is most unlikely that this type of system will be ready for deployment on an operational basis until many years after the projected date of feasibility," the committee noted.

The group acknowledged, though, that direct broadcast into community receivers would be "close at hand." Current technology might allow this by the mid-1970's, and would be less expensive than direct-home reception.

Lack of technology prevents signals from being broadcast into existing, un-augmented home receivers, the committee reported, and developments in this area are not foreseen in the near future.

The group's first session from Feb. 11 to Feb. 20 was devoted to technical aspects of satellite broadcasting. A second session in July, to be held in New York or Geneva, will deal with social, cultural and legal matters.

Member states of the committee are Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, Czechoslovakia, France, Hungary, India, Iran, Italy, Japan, Morocco, Poland, Romania, the Soviet Union, Sweden, the United Arab Republic, the United Kingdom and the United States. Representatives from Australia, Canada, France, India, Italy, Japan, Sweden, the United States, the International Telecommunication Union and the United Nations Educational, Scientific and Cultural Organization (UNESCO) made presentations for consideration by the group.

The committee recommended continuation of individual states' experimentations with satellite broadcasting, in view of the uncertainty of develop-

ment of appropriate technology.

The working group also asked that necessary provision be made to supply radio-frequency requirements of direct satellite broadcasting to the ITU for its world administrative conference for space radio-communications in late 1970 or 1971.

BBC plans radio cuts to meet color expenses

The British Broadcasting Corp. is planning drastic economies in its radio services in order to help finance color programming on its first TV channel. The new color service, due to begin at the end of the year, will be inaugurated simultaneously on BBC-TV1 and independent TV screens.

Working with McKinsey & Co., U.S. management consultants, whom the BBC called in to streamline its organization, BBC executives are considering various ways of effecting economies. These include additional shared programs between Radios 1 and 2, a possible merger of the two stations later, a big reduction in the running costs of Radio 3, and the centralization of regional radio centers.

Underlining the campaign is the corporation's desire to achieve a rapid build-up of its color TV audience potential, and to provide an efficient service for color TV viewers, the highest-paying category of licensees.

Although the prestigious Radio 3 (the former Third Program) has always managed to survive previous periods of radio "axing", reflecting the BBC's pride in maintaining a service strictly for intellectual minorities, the feeling now is that anything can happen.

Bit of a sticky situation comes up in Virgin Islands

An international disagreement over proposed TV service is bubbling to the surface in the Virgin Islands. The source is a plan to operate a 100-kw VHF station on channel 3 in the British sector of the islands. According to FCC sources—as well as irate government officials in the American Virgin Islands—the proposed operation could hinder broadcast service in American terri-

torial possessions.

The American sector had already moved to acquire channel 3 for its own use when word of the proposed station was circulated. The government had planned for two years to establish a public television system, and a petition for rulemaking was filed with the FCC last fall seeking reassignment of channels 3 and 12 to the American islands for that purpose.

It was then made public that the British Virgin Islands and the government of the United Kingdom had awarded channels 3 and 12 to Dukane West Indies Television Ltd., a subsidiary of Dukane Press Inc., Hollywood, Fla., and Christiansted, St. Croix, V. I. Under international agreement, the channels belong to the British, but are on the U. S. band.

According to officials in the American sector, the British stations would be granted a 52-year license (including a 25-year option) to broadcast from the island of Tortola. Channel 3 would have a power of 100 kw, and could broadcast into Puerto Rico and the American Virgin Islands.

Following unsuccessful attempts to meet with officials of the British sector, the Americans protested to the FCC, which, along with the State Department, has taken the matter to the International Telegraphic Union in Geneva. The primary question, according to a commission source, is not the allocations but the proposed power of Dukane's channel 3, and its consequent effect on broadcast service in surrounding territories.

The governor of the American sector, Ralph Paiewonsky, blasted the proposed operation as one designed "obviously to exploit the American market."

NAEB declines ETV option

The National Association of Educational Broadcasters has announced it will not renew its eight-year-old contract as educational adviser to the government of American Samoa, charging that the present governor has "consistently thwarted" NAEB and main officials of the local school system. The present \$84,000 contract expired on Feb. 28.

NAEB has administered the Samoan school system since its inception eight years ago when it was decided to make television the core of the instructional process. The ETV system has been operating since 1964, initiated principally by H. Rex Lee, now an FCC commissioner, when he was governor of the U.S. territory.

TELEVISION

Multiset TV ownership

Today almost a third of U. S. television homes have a second set. A. C. Nielsen Co. estimates multiset ownership at 32% of the 57 million U. S. TV households. This is an increase of 2% or 1.25 million new multiset homes since the November 1968 estimate.

These latest figures show color finally outdistancing multiset households. Current color penetration is estimated at 34% and the sharper color growth trend indicates that this lead will increase rapidly.

An analysis of multiset TV ownership by market size shows it strongest in larger markets. Summary figures show 91% of multiset households are concentrated in the top 100 markets. This group accounts for about 87% of all television homes. Color distribution, in contrast, more nearly follows the total TV population.

The following local market data are Papert, Koenig, Lois estimates as of March 1969. They are projections from NSI fall data adjusted to regional growth patterns developed by Nielsen from the Bureau of Census, set sales and Nielsen survey data.

The markets listed are NSI defined "Designated Market Areas" which exclusively assign each county to a specific market. The PKL ranking is based upon each market's DMA TV households.

Nielsen cautions that because NSI survey data are sample-base estimates, they are subject to both survey and sampling error, and thus should not be regarded as exact to precise mathematical values. The PKL projections have the additional error-possibility associated with forecasting.

"Telestatus" appears in the first BROADCASTING issue of each month. A "Telestatus" report on market-by-market CATV penetration will appear on April 7.

Multiset TV ownership by market size

DMA rank	Nielsen Station Index 9/1/68 est. TV households	PKL projections		
		3/1/69 Multi-TV Households		
		Number	% penetration	% distribution
1-25	29,969,930	11,149,000	37%	61%
26-50	9,635,440	2,802,300	29	15
51-75	6,377,810	1,605,400	25	9
76-100	4,019,270	1,011,600	25	6
101-125	3,033,670	743,200	24	4
126-150	2,182,330	529,300	24	3
151-175	1,344,380	269,300	20	1
176-198	599,020	119,000	20	1
Total U. S.	57,161,850	18,229,100	32%	100%

	Nielsen Station Index	PKL projections	
		9/1/68 DMA area TV Households	3/1/69 Multi-TV ests: Households
			%
1. New York	5,638,920	41	2,301,000
2. Los Angeles	3,201,990	37	1,185,900
3. Chicago	2,449,950	39	966,900
4. Philadelphia	2,051,340	43	885,600
5. Boston-Manchester, N.H.- Worcester, Mass.	1,429,000	40	570,700
6. San Francisco-Oakland	1,404,900	35	484,500
7. Detroit	1,344,150	41	547,300
8. Cleveland-Akron	1,239,470	43	534,000
9. Washington	989,910	38	379,800
10. Pittsburgh	950,920	37	353,900
Markets 1-10	20,700,550	40	8,209,600
11. St. Louis	834,530	28	236,000
12. Dallas-Ft. Worth	813,340	28	225,100
13. Minneapolis-St. Paul	678,760	30	205,300
14. Seattle-Tacoma-Bellingham	650,860	32	209,000
15. Indianapolis-Lafayette- Muncie-Marion, Ind.	632,540	34	216,800
16. Houston	631,950	28	179,900
17. Baltimore	627,470	45	280,200
18. Atlanta	591,500	28	167,400
19. Kansas City-St. Joseph, Mo.	572,860	30	171,200
20. Cincinnati	560,950	39	221,000
Markets 11-20	6,594,760	32	2,111,900
Markets 1-20	27,295,310	38	10,321,500
21. Miami-Ft. Lauderdale	552,700	32	174,400
22. Hartford-New Haven, Conn.	549,960	34	186,700
23. Buffalo, N.Y. (U.S. only)	543,010	32	175,300
24. Milwaukee	532,820	34	181,700
25. Memphis-Jackson, Tenn.- Jonesboro, Ark.	496,130	22	109,400
26. Providence, R.I.	487,910	36	173,300
27. Portland, Ore.	479,120	33	156,700
28. Tampa-St. Petersburg, Fla.	472,100	23	110,500
29. Sacramento-Stockton, Calif.	466,950	29	133,900

	Nielsen Station Index	PKL projections	
		9/1/68 DMA area TV Households	3/1/69 Multi-TV ests: Households
			%
30. New Orleans-Biloxi, Miss.	441,590	28	125,000
Markets 21-30	5,022,290	30	1,526,900
Markets 1-30	32,317,600	37	11,848,400
31. Columbus, Ohio	434,000	40	172,600
32. Nashville-Bowling Green, Ky.	428,730	21	91,200
33. Denver	421,030	32	135,700
34. Birmingham, Ala.	408,130	21	84,900
35. Charleston-Huntington- Parkersburg, W.Va.	405,540	25	99,500
36. Grand Rapids- Kalamazoo, Mich.	383,950	29	109,800
37. Albany-Schenectady-Troy, N.Y.	382,620	30	115,300
38. Dayton, Ohio	374,010	43	160,800
39. San Diego	369,810	32	116,900
40. Charlotte, N.C.	366,880	23	84,700
Markets 31-40	3,974,700	29	1,171,400
Markets 1-40	36,292,300	36	13,019,800
41. Louisville, Ky.	366,370	27	98,200
42. Oklahoma City	348,770	23	79,700
43. Greenville-Spartanburg- Anderson, S.C.-Asheville, N.C.	339,880	19	65,300
44. Lancaster-Harrisburg- Lebanon-York, Pa.	337,600	32	108,700
45. Wichita-Hutchinson-Ensign- Garden City, Hays-Goodland, Kan.-McCook, Neb.	329,180	23	75,100
46. Norfolk-Portsmouth-Newport News, Va.	322,730	31	99,800
47. San Antonio, Tex.	322,580	22	70,900
48. Phoenix	317,530	37	116,000
49. Flint-Saginaw-Bay City, Mich.	315,010	34	105,900
50. Syracuse, N.Y.	313,420	36	111,900
Markets 41-50	3,313,070	28	931,500
Markets 1-50	39,605,370	35	13,951,300
51. Orlando-Daytona Beach, Fla.	304,260	27	83,200
52. Salt Lake City	296,040	27	81,400
53. Tulsa, Okla.	286,690	21	61,400
54. Greensboro-High Point- Winston-Salem, N.C.	284,810	24	67,100
55. Toledo, Ohio	277,710	33	92,800
56. Richmond-Petersburg, Va.	275,870	28	76,100
57. Shreveport, La.	273,280	20	56,000
58. Wilkes-Barre-Scranton, Pa.	272,010	33	88,600
59. Little Rock-Pine Bluff, Ark.	263,420	20	51,900
60. Rochester, N.Y.	256,620	38	96,400
Markets 51-60	2,790,710	27	754,900
Markets 1-60	42,396,080	35	14,706,200
61. Davenport, Iowa-Rock Island- Moline, Ill.	252,660	26	66,500
62. Omaha	251,900	25	64,000
63. Jacksonville, Fla.	251,420	27	67,800
64. Knoxville, Tenn.	250,810	20	49,600

	Nielsen Station Index		PKL projections			Nielsen Station Index		PKL projections	
	9/1/68 DMA area TV Households	%	3/1/69 Multi-TV ests: Households	%		9/1/68 DMA area TV Households	%	3/1/69 Multi-TV ests: Households	%
65. Des Moines-Ames-Ft. Dodge, Iowa	249,760	21	52,300		129. Erie, Pa.	99,010	30	29,900	
66. Champaign-Springfield-Decatur, Ill.	244,740	25	62,000		130. Eugene, Ore.	96,080	27	26,000	
67. Mobile, Ala.-Pensacola, Fla.	240,040	24	57,300		131. Mason City, Iowa-Austin-Rochester, Minn.	95,870	22	20,700	
68. Fresno, Calif.	237,850	24	56,800		132. Wausau-Rhineland, Wis.	95,670	25	23,700	
69. Raleigh-Durham, N.C.	237,770	23	55,300		133. Yakima, Wash.	92,110	25	23,100	
70. Roanoke-Lynchburg, Va.	237,620	21	49,600		134. Macon, Ga.	91,610	22	20,400	
Markets 61-70	2,454,570	24	581,200		135. Traverse City-Cadillac, Mich.	90,510	23	21,200	
Markets 1-70	44,850,650	34	15,287,400		136. Odessa-Midland-Monahans, Tex.	89,620	25	22,700	
71. Johnstown-Altoona, Pa.	235,990	26	62,100		137. Savannah, Ga.	87,050	24	20,600	
72. Green Bay, Wis.	231,520	28	64,900		138. Las Vegas	86,820	45	39,300	
73. Cedar Rapids-Waterloo, Iowa	224,410	19	43,200		139. Bakersfield, Calif.	85,910	25	21,900	
74. Spokane, Wash.	222,420	25	54,800		140. Chico-Redding, Calif.	85,880	23	20,000	
75. Jackson-Greenwood, Miss.	218,190	20	44,300		141. Boise, Idaho	82,990	25	20,900	
76. Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	209,210	18	38,000		142. Wilmington, N.C.	81,400	17	13,800	
77. Portland-Poland Spring, Me.	206,250	26	53,000		143. Beckley-Bluefield, W.Va.	80,460	19	15,400	
78. Lincoln-Hastings-Kearney-North Platte-Hayes, Neb.	204,080	18	36,300		144. Harlingen-Weslaco, Tex.	80,020	23	18,800	
79. Greenville-New Bern-Washington, N.C.	194,800	20	38,200		145. Huntsville-Decatur, Ala.	79,380	22	17,800	
80. Chattanooga	187,770	25	47,800		146. Tallahassee, Fla.	79,290	17	13,300	
Markets 71-80	2,134,640	23	482,600		147. Santa Barbara, Calif.	76,950	35	27,100	
Markets 1-80	46,985,290	34	15,770,000		148. Bangor, Me.	74,440	26	19,400	
81. Springfield-Holyoke, Mass.	178,410	35	62,000		149. Abilene-Sweetwater, Tex.	73,220	19	14,000	
82. Albuquerque, N.M.	177,200	25	45,000		150. La Crosse, Wis.	71,870	19	13,900	
83. Honolulu	173,380	29	49,800		Markets 126-150	2,182,330	24	529,300	
84. Sioux Falls-Aberdeen-Mitchell, S.D.	170,330	13	22,300		Markets 1-150	55,218,450	32	17,840,800	
85. Peoria, Ill.	167,860	29	48,100		151. Alexandria, Minn.	71,660	13	9,400	
86. South Bend-Elkhart, Ind.	153,890	33	50,100		152. Reno	68,040	30	20,700	
87. Ft. Wayne, Ind.	152,600	34	51,700		153. Albany, Ga.	67,890	20	13,600	
88. Evansville, Ind.	151,430	29	44,600		154. Florence, S.C.	67,820	20	13,800	
89. Fargo-Valley City-Pembina, N.D.	149,100	17	26,000		155. Watertown, N.Y.	63,820	24	15,500	
90. Tri-Cities, Tenn.-Va.	145,910	17	24,500		156. Meridian, Miss.	61,810	15	9,300	
Markets 81-90	1,620,110	26	424,100		157. Clarksburg-Weston, W.Va.	59,900	27	16,200	
Markets 1-90	48,605,400	33	16,194,100		158. Billings, Mont.	58,990	18	10,800	
91. Lansing, Mich.	145,900	33	48,400		159. Dothan, Ala.	58,180	19	11,300	
92. Amarillo, Tex.	142,460	25	35,400		160. Great Falls, Mont.	58,150	18	10,500	
93. Binghamton, N.Y.	142,420	24	33,500		161. Ft. Smith, Ark.	56,210	13	7,300	
94. Rockford, Ill.	141,650	32	45,600		162. Cheyenne, Wyo.-Scottsbluff, Neb.-Sterling, Colo.	55,400	20	11,200	
95. Duluth, Minn.-Superior, Wis.	139,890	26	35,900		163. Mankato, Minn.	54,770	19	10,400	
96. Wheeling, W.Va.-Steubenville, Ohio	138,850	33	46,500		164. Alexandria, La.	50,530	21	10,700	
97. Springfield, Mo.	136,920	15	20,700		165. Marquette, Mich.	50,300	18	9,100	
98. Monterey-Salinas, Calif.	136,900	30	41,400		166. Idaho Falls, Idaho	49,880	22	10,800	
99. West Palm Beach, Fla.	136,490	25	33,900		167. Lima, Ohio	49,370	27	13,500	
100. Augusta, Ga.	135,570	24	32,900		168. Roswell, N.M.	47,530	21	9,800	
Markets 91-100	1,397,050	27	374,200		169. Lake Charles, La.	45,110	22	10,100	
Markets 1-100	50,002,450	33	16,568,300		170. Rapid City, S.D.	43,890	18	7,700	
101. Wichita Falls, Tex.-Lawton, Okla.	135,480	19	25,600		171. Columbus, Miss.	43,500	12	5,100	
102. Sioux City, Iowa	134,930	19	25,800		172. Ada-Ardmore, Okla.	42,220	15	6,300	
103. Baton Rouge	134,210	25	34,100		173. Medford, Ore.	40,460	25	10,000	
104. Columbus, Ga.	132,990	26	34,400		174. Ottumwa, Iowa	39,500	13	5,100	
105. Waco-Temple, Tex.	129,300	19	24,900		175. Eureka, Calif.	39,450	28	11,100	
106. Madison, Wis.	128,870	26	33,100		Markets 151-175	1,344,380	20	269,300	
107. Columbia, S.C.	128,260	24	30,500		Markets 1-175	56,562,830	32	18,110,100	
108. El Paso	127,690	28	36,200		176. Hattiesburg, Miss.	38,700	21	8,000	
109. Terre Haute, Ind.	126,690	28	35,400		177. Florence, Ala.	36,180	15	5,600	
110. Colorado Springs-Pueblo, Colo.	126,400	30	37,700		178. Tyler, Tex.	36,090	17	6,000	
111. Monroe, La.-El Dorado, Ark.	126,260	19	23,800		179. Butte, Mont.	34,820	18	6,300	
112. Beaumont-Port Arthur, Tex.	126,000	23	29,300		180. Eau Claire, Wis.	33,420	21	6,900	
113. Youngstown, Ohio	124,280	39	48,600		181. Harrisonburg, Va.	32,550	19	6,200	
114. Joplin, Mo.-Pittsburg, Kan.	122,850	17	21,200		182. Ft. Myers, Fla.	32,430	19	6,200	
115. Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	122,620	23	28,100		183. Grand Junction-Montrose, Colo.	31,750	13	4,200	
116. Tucson, Ariz.	118,290	34	40,500		184. Casper, Wyo.	31,140	23	7,100	
117. Utica-Rome, N.Y.	117,330	28	32,600		185. Panama City, Fla.	30,150	19	5,800	
118. Charleston, S.C.	113,750	28	31,500		186. Twin Falls, Idaho	28,830	19	5,400	
119. Lafayette, La.	111,130	23	25,500		187. Salisbury, Md.	27,710	28	7,700	
120. Burlington, Vt.-Plattsburgh, N.Y.	110,430	25	27,300		188. Lufkin, Tex.	27,320	18	4,800	
121. Lubbock, Tex.	109,660	24	26,300		189. San Angelo, Tex.	25,990	27	7,000	
122. Columbia-Jefferson City, Mo.	108,580	16	17,600		190. Zanesville, Ohio	24,230	29	7,000	
123. Montgomery-Selma, Ala.	106,490	18	19,400		191. Presque Isle, Me.	24,220	21	5,200	
124. Corpus Christi, Tex.	105,690	24	25,600		192. Missoula, Mont.	22,210	20	4,500	
125. Lexington, Ky.	105,490	27	28,200		193. Tupelo, Miss.	19,980	10	2,000	
Markets 101-125	3,033,670	24	743,200		194. Laredo, Tex.	16,140	22	3,600	
Markets 1-125	53,036,120	33	17,311,500		195. Klamath Falls, Ore.	16,000	19	3,100	
126. Western North Dakota	105,160	19	19,500		196. Yuma, Ariz.	14,420	28	4,100	
127. Topeka, Kan.	101,380	21	21,600		197. Riverton, Wyo.	10,460	17	1,800	
128. Austin, Tex.	99,630	24	24,300		198. Glendive, Mont.	4,280	12	500	
					Markets 176-198	599,020	20	119,000	
					Markets 1-198	57,161,850	32	18,229,100	
					Nielsen Territory				
					Northeast	14,931,290	39	5,764,400	
					East Central	9,151,890	36	3,249,000	
					West Central	10,255,800	28	2,922,800	
					South	13,912,340	24	3,325,200	
					Pacific	8,737,150	34	2,917,900	
					Total U. S. (excluding Alaska and Hawaii)	56,988,470	32	18,179,300	

For RCA: big year, bigger plans

Despite collapse of St. Regis merger, company sees growth after strong 1968

A record year in sales and profits, a merger drop-out and an expected big stride in the computer business made last week a busy one at RCA.

The electronics manufacturer and NBC parent reported record sales and earnings Thursday (Feb. 27). Robert W. Sarnoff, president and chief executive officer, noted that the levels slightly exceeded year-end estimates of two months ago (BROADCASTING, Dec. 30, 1968).

Sales in 1968 were up 3.4% to \$3.129 billion, while profit after taxes increased 4.4% to \$154,048,000. The 1968 figures represent the seventh straight year in which RCA has established new highs. Earnings were up 10 cents a share.

Fourth-quarter 1968 figures also established new records in sales and profit, Mr. Sarnoff reported. He said net profit for the year would have been greater still by \$11 million, or about 17 cents a share, had it not been for the bite of the federal surtax.

Mr. Sarnoff said RCA was projecting capital expenditures of more than \$200 million in 1969, a level higher than for each of the last three years: singled out its progress in the computer field where domestic revenues from computer leases were up 45% from 1967, and said the company's plans are for more growth in the next 10 years than in the 50 years since the company's founding in 1919.

The report was issued a day after St. Regis Paper Co. announced it had terminated its agreement in principle with RCA whereby the electronics firm would have acquired St. Regis in an exchange of stock valued originally at about \$700 million. The action was taken by the St. Regis board of directors and RCA followed by stating it would respect the "wishes of the St. Regis management."

The paper-firm's statement said that the merger proposal was terminated (the plan had a termination deadline of March 1) because it "doesn't appear to be in the best interest" of its shareholders. Wall Street attributed the move to the improved position of St. Regis in the paper field and of the paper industry in general. St. Regis's sales were \$786.2 million and earnings \$34 million in 1968. The merger proposal had been

announced early last fall (BROADCASTING, Oct. 14, 1968).

RCA's high hopes in the computer business were emphasized last week in an announcement that it will sell a new computer—the Spectra 70/60, largest member of the company's third-generation computer line, as its initial entry into the \$1.8-billion domestic market for large-scale computers. Shipments will start in the second half of 1970. RCA officials predicted that electronic data processing would become the dominant segment of RCA's diversified business, thus seemingly reemphasizing the rise of revenues in the computer field as highlighted in the annual report.

Also announced last week by RCA: A 1.3-million contract with the U.S. Air Force for the design and construction of an advanced aircraft antenna for the experimental tactical communications satellite and a \$136,000 contract for TV cameras and studio items, transmitter and receivers for a microwave-frequency broadcast system in Denver. The Denver system will be used to permit the authorities to monitor TV pictures of emergency situations, and then two-way radio for on-the-scene communications.

In the annual report, Mr. Sarnoff included among the major developments in 1968 the "continuation of RCA traditional leadership in color-set sales," predicting that "significant progress well into the next decade" could be expected

because two-thirds of U.S. households are still without color. Also noted was NBC's rise above the \$100-million mark in daytime TV advertising revenues, a first for the network.

For the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$2.37	\$2.27
Sales	3,129,020,000	3,027,216,000
Pretax income	296,847,000	272,009,000
Net income	154,047,000	147,509,000
Average shares outstanding	62,618,000	62,482,000

W7 backs merger with Kinney

Its board stresses it will avoid offers with antitrust angles

The board of directors of Warner Bros.-Seven Arts Ltd. announced last week it has decided to support an offer from Kinney National Service Inc. to merge the two companies. Kinney's proposal involves an estimated \$400 million in share exchange.

Citing "substantial questions under the antitrust laws," the W7 board spurned an offer from Commonwealth United Corp., which has been vying with Kinney for acquisition of Warner-Seven Arts. The board emphasized that "under no circumstances would it regard with favor any proposal which would involve a material question of intervention by the Department of Justice," and added:

"In this connection, the board has been advised that Kinney is disposing of its talent agency [Ashley-Famous Artists] in the immediate future, which, according to advice received by the board from its antitrust counsel, precludes any material antitrust questions so far as the Kinney offer is concerned. It appears that the Commonwealth proposal raises serious and substantial questions under the antitrust laws and that there is a substantial likelihood that action will be taken by the Department of Justice to enjoin consummation of that offer. The Kinney offer would appear to be able to meet any Department of Justice objections. In the circumstances, the board of directors considers that it is in the shareholders' interest that the Kinney offer be presented to shareholders at the earliest practicable time."

Commonwealth United is a producer of motion pictures, as is Warner-Seven Arts.

A. Bruce Rozet, chief executive of-

TV's importance underscored

The advances in television technology continue to occupy a large role in planning for the future, particularly for RCA, a \$3.1-billion corporation. In RCA's annual report last week, Robert W. Sarnoff, RCA's president and chief executive officer, spoke of "an entirely new range of electronic display products—from wrist watches to pocket-size television receivers that could be viewed in broad daylight." Mr. Sarnoff said such things as these could come about as a result of breakthroughs in liquid crystals, developments during 1968 in RCA research activities, which, he said, "created the foundation for some promising new enterprises in the decade ahead."

ficer of Commonwealth United, said he would proceed with its plan to acquire Warner through a proposed exchange offer to shareholders. He had said earlier that "when we make our tender offer, in about three weeks, we believe our bid will be higher than Kinney's latest offer."

A W7 spokesman said both offers will go to the company's shareholders for approval. He noted that the Commonwealth bid, a tender offer, required no board action.

W7 holds a construction permit for WGTI-TV (ch. 23) Philadelphia.

Corinthian has record earnings and profits

Increases of about 11% in TV time sales and of 16% in operating profit for Corinthian Broadcasting Corp. both in the third quarter and in the nine months ended Jan. 31 were reported last week by the group TV-station owner and publisher.

C. Wrede Petersmeyer, Corinthian chairman, said sales and earnings in the nine-month period were the highest in the company's history. He said all the Corinthian's stations showed increases in sales and operating profit over corresponding periods of the previous fiscal year.

Mr. Petersmeyer said that if the FCC's proposed ban on cigarette advertising is imposed, it would not have a significant impact on Corinthian because cigarette advertising accounts for less than 2% of the group's station revenues.

Corinthian owns Standard Reference Library and Corinthian Editions Inc. Standard publishes and distributes encyclopedias and other home library reference works; Corinthian Editions publishes books sponsored by businesses and institutions.

For the nine months ended Jan. 31:

	1969	1968
Earned per share	\$0.90	\$0.83
Operating revenues	17,997,413	14,085,970
Pretax income	6,383,472	5,354,827
Net income	3,057,472	2,824,827
Average shares outstanding	3,384,259	3,384,259

Herald-Traveler head retains confident view

An optimistic report on the business prospects of the Boston Herald-Traveler Corp. was presented last Thursday (Feb. 27) by Harold E. Clancy, president, in a talk before the Printing and Publishing Analysts Association in New York.

He noted that the company last week disclosed record earnings in 1968, and he said the corporation expected improved performance of its newspapers and "new heights of accomplishments

Diminution of market hobbles National Video

National Video, one of the high-flying, glamour issues of the mid-1960's, came down to earth last week as it announced suspension of manufacturing operations and requested a federal court to name a trustee for reorganization.

On Wednesday (Feb. 26) the U.S. District Court in Chicago named a trustee to reorganize the Chicago-based firm under Chapter 10 of the Federal Bankruptcy Act. National Video last week listed assets at \$20.3 million and \$10.3 million in liabilities.

For fiscal 1968, ended last May 31, the television-tube manufacturer reported a \$5.4-million loss compared with a \$2.3-million profit a year earlier. For the six-month period ended Nov. 30, National Video reported an operating loss of \$2.4 million.

National Video's product line has been confined to picture tubes, an item

for the broadcast properties," including WHDH-AM-FM-TV Boston.

Mr. Clancy touched upon the recent FCC decision denying the corporation's application for renewal of its license for WHDH-TV (BROADCASTING, Jan. 27 et seq.). He said that in his opinion the FCC decision was "unique," resulting from application of rules not promulgated until the record was closed in the comparative hearings, and that due process of law had been denied the Herald-Traveler Corp.

"If the decision stands," Mr. Clancy stated, "I think it will create chaos within the industry and result in forfeitures running into billions of dollars in value."

In response to questions from the audience, Mr. Clancy said that WHDH-TV is continuing on the air and will continue until every avenue of appeal is taken. He offered the view that if all appeals have to be pursued, it will be "at least three or as long as five years" before the case is finally settled.

Earlier in the week the Boston Herald-Traveler Corp. announced its record earnings for 1968 amounted to almost 25% higher than in any previous year.

For the year ended Dec. 31:

	1968	1967
Earned per share	\$4.65	(\$0.19)
Net revenues	41,433,197	38,434,028
Net income (loss)	2,666,343	(104,795)

Trans-Lux plans offer to 20th Century-Fox

Trans-Lux Corp. announced last Thursday (Feb. 27) that it is preparing an exchange offer to be made to the shareholders of 20th Century-Fox Film Corp.

Richard Brandt, president of Trans-

which major color-TV set makers are now producing on their own in growing quantities. Between 1963 and 1965 the firm was the major color-tube supplier for Motorola, but lost that account when Motorola built its own plant. It had also been a major supplier for Admiral. National Video said it had suspended operations because of excess tube manufacturing operations in the industry.

Following the firm's announcement, trading in the stock which had reached a 1968-69 low of 11¾, was suspended on the American and Pacific Coast exchanges. National Video, which had traded at \$120 a share during 1966, closed at \$12.50 a share on the American exchange last week.

A National Video affiliate, Rico Electronics Inc. of Puerto Rico, is still operating. It makes black-and-white electron guns for Latin America and has supplied National Video with electron guns for color tubes.

Lux, said that the offer would consist of a package of Trans-Lux common and a new Trans-Lux convertible preferred stock. He added that the exact details of the offer will be determined at the next meeting of the Trans-Lux board of directors in New York March 6.

Trans-Lux's announcement prompted this statement from Darryl F. Zanuck, president and chief executive officer of Fox:

"The 20th Century-Fox Film Corp. does not trade in its own stock, and has not traded in its own stock. Nor has it encouraged any other corporation or individual to trade in 20th-Fox stock."

A Fox spokesman would not elaborate on the statement or explain its intent, but it apparently was related to an announcement by Mr. Brandt on Feb. 12, in which he said Trans-Lux had invested in Fox stock (BROADCASTING, Feb. 17).

At that time, Mr. Brandt stated:

"20th Century-Fox and Trans-Lux have both been deeply involved in the entertainment industry for many years. As old and good friends, the top management of both companies recently discussed matters of common interest. Furthermore, Trans-Lux has recently taken a position on 20th Century-Fox stock because it believes that it is a sound company and a fine investment."

Mr. Brandt declined to reveal the amount of Fox stock Trans-Lux had acquired. Trans-Lux distributes theater and television films, operates motion-picture theaters and produces and distributes stock-quotation projection devices. Its assets are estimated at \$21 million. Fox is a major motion-picture and TV-program producer and distributor. Its assets are said to total about \$297 million.

IRS ponders move on network contracts

KPHO-TV Phoenix case could be taken to the U.S. Supreme Court

The Internal Revenue Service is still considering whether to seek review in the U. S. Supreme Court of the decision by the U. S. Court of Claims upholding the right of broadcasters to amortize network-affiliation contracts. IRS officials, who sought and received an extension of the deadline, last week said they had not yet made up their mind on the next move. Deadline for seeking review in the Supreme Court is late in April.

At issue is the decision of the U. S. Court of Claims upholding the right of Meredith Broadcasting Co. to amortize network-affiliation contracts for its

KPHO-TV Phoenix. The seven Court of Claims judges upheld in essence the 1967 findings of a Court of Claims commissioner in favor of the Meredith position.

When group broadcaster Meredith Broadcasting bought KPHO-TV, in 1953, the channel-5 station was the only TV outlet in Phoenix and had affiliations with all four TV networks. Beginning that very year, however, KPHO-TV began losing these affiliations as new TV stations came on the air—the first that year was NBC; the following year, ABC, and in 1955, CBS and DuMont (DuMont went out of the network field entirely in that year). KPHO-TV went from profit to losses for the next eight years. In 1963 it began to show a profit again.

Meredith had bought the station for \$1.5 million in 1953 from John C. Mullen and associates. It allocated \$459,706 of the purchase price to intangible assets and wanted to amortize a substantial portion of this for net-

work affiliation contracts in its income tax for the fiscal year ended June 30, 1953. IRS, as it has done in other broadcast cases, denied this move, claiming that network-affiliation contracts have no determinable life. Meredith paid the tax and brought suit in the Court of Claims to recover.

In the 1967 commissioner's report, Meredith was credited with \$359,706 in its 1953 tax return as chargeable to KPHO-TV's lost network affiliations. He also proposed that \$50,000 of the KPHO-TV purchase price be allocated to the stations as a "going concern," and the same amount for pending TV advertising contracts.

In the unanimous Court of Claims decision, issued Dec. 13, 1968, the court revised these sums to apportion \$229,853 to network-affiliation contracts, \$175,000 to the station's license and \$75,000 to advertising contracts. The opinion was delivered by Judge Philip Nichols Jr. Judge Linton M. Collins issued a separate statement

The Broadcasting stock index

A weekly summary of market activity in the shares of 78 companies associated with broadcasting, compiled by Roth Gerard & Co.

Broadcasting	Stock Symbol	Ex-change	Closing Feb. 27	Closing Feb. 20	Closing Feb. 13	1968-1969		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
ABC	ABC	N	63½	65	70½	76½	43½	4,709	\$ 336,700
Atlantic States Industries		O	10½	12½	15	15½	10½	1,798	27,000
Capital Cities	CCB	N	69½	72½	73½	89½	42½	2,811	218,900
CBS	CBS	N	47½	49½	50½	60½	43½	24,150	1,204,500
Corinthian	CRB	N	32½	32½	34½	40½	22½	3,384	122,200
Cox	COX	N	48½	47½	53½	64½	43½	2,879	165,200
Gross Telecasting		O	35½	36½	38½	39	28	400	15,200
Metromedia	MET	N	45	46½	50	57½	34½	5,394	279,800
Pacific & Southern		O	21	23	23½	25	9	1,614	33,100
Reeves Broadcasting	RBT	A	23½	25½	43	43½	9½	1,825	56,300
Scripps-Howard		O	28½	30½	31	34	24	2,589	80,300
Sonderling	SDB	A	35½	36½	38	47½	23½	930	33,500
Taft	TFB	N	35½	36½	37½	45½	30½	3,432	124,800
							Total	55,915	\$2,697,500

Broadcasting with other major interests

Avco	AV	N	39½	42½	45½	65	37	14,075	\$ 658,000
Bartell Media	BMC	A	16½	17½	20½	23½	9	2,106	42,900
Boston Herald-Traveler		O	45	40	44	71	38	574	23,500
Chris-Craft	CCN	N	50	48½	54½	58½	26½	1,153	56,100
Cowles Communications	CWL	N	14½	14½	15½	18½	12½	3,625	55,700
Fuqua	FQA	N	38½	41½	44½	47½	32½	4,700	226,200
Gannett		O	39½	42½	43½	44	23	4,736	187,100
General Tire	GY	N	28½	29½	31½	36½	23½	17,061	550,200
Gray Communications		O	10½	11½	11½	15	9	475	5,800
Lamb Communications		O	6½	7	7½	10	5	2,468	22,200
Liberty Corp.	LC	N	22½	23½	25	25	23	5,000	125,000
LIN		O	17½	19½	20½	31	15	1,550	37,600
Meredith Publishing	MDP	N	49½	49½	56½	59½	23½	2,732	149,900
The Outlet Co.	OTU	N	23½	24½	26½	34	20½	1,184	31,500
Plough Inc.	PLO	N	67	69½	72½	78½	56½	7,341	526,600
Rollins	ROL	N	33½	33½	34½	38½	32½	7,946	298,005
Rust Craft	RUS	A	33	33	36	38½	29½	1,184	43,500
S'orer	SBK	N	44½	47½	52	64½	36	4,188	224,100
Time Inc.	TL	N	87½	88½	93½	109½	85½	7,018	659,700
Wometco	WOM	N	30	32½	33½	38	17½	3,815	131,100
							Total	92,931	\$4,054,700

CATV

Ameco	ACO	A	10½	10½	13½	19½	7½	1,200	\$ 15,000
Cox Cable Communications		O	16½	17½	18½	25	15	2,500	45,000
Cypress Communications		O	15	17	19	23	12	808	15,400
Entron		O	7½	8½	8½	12	4	607	4,700
H & B American	HBA	A	15½	16	17½	28½	9½	4,973	83,900
Sterling Communications		O	7½	8	9½	9½	7½	500	5,000
Teleprompter	TP	A	49	48½	53½	83	23½	994	58,100
Television Communications		O	12½	15½	16½	20	15	2,426	41,200
Vikoa	VIK	A	27½	27½	32½	39½	12½	1,587	51,200
							Total	15,595	\$ 319,500

agreeing that the network contracts are amortizable, but that Meredith had not shown the precise value of these contracts.

Financial notes:

- Meredith Corp., Des Moines, Iowa, has declared a regular quarterly dividend of 30 cents per share, payable March 7 to shareholders of record Feb. 21.
- A. C. Nielsen Co., Chicago, announced last week that nearly one-third of the international firm's 9,000 employees are receiving stock as a personal gift from founder A. C. Nielsen Sr. for their years of service. The stock gifts exceed \$2 million.
- Liberty Corp., owner of former Cosmos Broadcasting Corp., went on the New York Stock Exchange Tuesday (Feb. 25). Its stock ticker symbol is "LIC". The company's 7,036,065 listed shares of common stock were previously traded over the counter.

Stock increase sought by Cox Broadcasting

Cox Broadcasting Corp., Atlanta, which posted an increase in operating revenues for 1968, plans to vote on an increase of its authorized capital stock to 10-million shares common and one-million shares preferred at its stockholders meeting March 21.

In the company's annual report, James M. Cox Jr., board chairman, told shareholders that Cox Broadcasting wants to have the FCC allowable limit of broadcast properties and is investigating every opportunity to purchase three radio stations and two UHF stations.

Cox broadcasting revenue gains increased as the year progressed. Spot sales jumped 16% for the 12-month period; national spot sales were up 12%, and network sales were about even with last year.

CBC consolidated its program pro-

duction and distribution operations last year; as a result of the merger, Walter Schwimmer Inc., Chicago, became the TV syndication division of Bing Crosby Productions Inc., Hollywood. Two new programs now in production for syndication are *Celebrity Quote*, starring John Conte, and *Beat the Odds*, starring John Gilbert.

Cox Cable Communications Inc., a subsidiary, increased the number of subscribers to its CATV systems to 83,450, compared with 75,083 in 1967. In addition, the number of subscribers on systems partly owned by the company rose to 16,557 from 8,590 the previous year.

In addition, Cox Cable has agreed to purchase the CATV system serving Robinson, Ill., for 5,000 shares of common stock and about \$400,000 in cash. The company also has a subscription agreement to purchase an additional 7,100 shares of the stock of Georgia Cablevision Corp., an 80%-owned subsidiary, at \$200 a share.

	Stock Symbol	Ex-change	Closing Feb. 27	Closing Feb. 20	Closing Feb. 13	1968-1969 High Low		Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	34 $\frac{3}{4}$	36 $\frac{1}{4}$	40 $\frac{1}{2}$	45 $\frac{1}{4}$	23 $\frac{1}{2}$	5,390	\$ 202,100
Commonwealth United	CUC	A	17	12 $\frac{1}{2}$	21	24 $\frac{1}{4}$	6 $\frac{1}{4}$	6,087	140,800
Disney	DIS	N	75	76	81	93 $\frac{1}{2}$	41 $\frac{1}{2}$	4,368	365,800
Filmways	FWY	A	31 $\frac{3}{4}$	32 $\frac{1}{2}$	36 $\frac{1}{2}$	42	16 $\frac{1}{2}$	1,100	39,200
Four Star International		O	6 $\frac{1}{4}$	6 $\frac{1}{4}$	7 $\frac{1}{4}$	10	5	666	4,700
Gulf & Western	GW	N	38 $\frac{3}{4}$	40 $\frac{3}{4}$	44 $\frac{3}{4}$	66 $\frac{1}{4}$	38 $\frac{3}{4}$	11,680	556,300
MCA	MCA	N	38 $\frac{1}{2}$	40 $\frac{1}{2}$	43	53 $\frac{1}{4}$	38 $\frac{1}{4}$	7,764	302,800
MGM	MGM	N	42	42	41 $\frac{1}{2}$	55	35 $\frac{1}{4}$	5,759	228,900
Transamerica	TA	N	65 $\frac{5}{8}$	69 $\frac{3}{4}$	74 $\frac{3}{4}$	87 $\frac{1}{4}$	43 $\frac{3}{4}$	28,859	2,160,800
Trans-Lux	TLX	A	45	46 $\frac{3}{4}$	49	83 $\frac{3}{4}$	21 $\frac{1}{4}$	979	46,700
20th Century-Fox	TF	N	39 $\frac{1}{4}$	40 $\frac{3}{4}$	37 $\frac{1}{4}$	41 $\frac{3}{4}$	24 $\frac{1}{4}$	7,035	225,100
Walter Reade Organization		O	12 $\frac{1}{4}$	13 $\frac{1}{4}$	15 $\frac{1}{4}$	17	7	2,079	41,200
Warner-Seven Arts	WBS	A	58	57	63	64 $\frac{1}{2}$	26 $\frac{1}{2}$	3,810	238,100
Wrathor Corp.		O	18 $\frac{1}{2}$	19	22 $\frac{1}{2}$	22 $\frac{1}{2}$	10	1,710	34,600
						Total		87,286	\$ 4,545,900
Service									
John Blair		O	26 $\frac{1}{2}$	29 $\frac{1}{2}$	25 $\frac{1}{2}$	29 $\frac{1}{2}$	23	2,160	\$ 61,600
Comsat	CQ	N	45 $\frac{1}{4}$	42	46 $\frac{1}{4}$	64 $\frac{3}{4}$	41 $\frac{1}{2}$	10,000	512,500
Doyle Dane Bernbach		O	27 $\frac{3}{4}$	30 $\frac{1}{4}$	31 $\frac{1}{4}$	41	27	2,104	62,100
Foote, Cone & Belding	FCB	N	14 $\frac{5}{8}$	15	14 $\frac{3}{4}$	20 $\frac{1}{4}$	13	2,157	32,600
General Artists		O	17	17 $\frac{1}{2}$	18	27	10	610	11,300
Grey Advertising		O	14	15	15	20	12	1,201	17,100
Movielab	MOV	A	11	11 $\frac{1}{4}$	12 $\frac{3}{4}$	17 $\frac{1}{2}$	10 $\frac{1}{2}$	1,404	17,200
MPO Videotronics	MPO	A	15 $\frac{1}{4}$	14 $\frac{1}{2}$	17 $\frac{1}{2}$	22 $\frac{3}{4}$	10 $\frac{1}{2}$	517	10,000
Nielsen		O	33 $\frac{1}{2}$	35 $\frac{1}{2}$	35 $\frac{1}{2}$	43	27	5,130	174,400
Ogilvy & Mather		O	25 $\frac{1}{4}$	25 $\frac{1}{4}$	25 $\frac{1}{4}$	28	14	1,090	27,800
Papert, Koenig, Lois	PKL	A	24 $\frac{1}{4}$	23 $\frac{1}{2}$	25 $\frac{3}{4}$	30 $\frac{1}{2}$	4 $\frac{3}{4}$	791	23,100
Wells, Rich, Greene		O	14 $\frac{1}{4}$	15 $\frac{1}{2}$	14 $\frac{1}{4}$	22	12	1,501	19,500
						Total		28,665	\$ 969,200
Manufacturing									
Admiral	ADL	N	17	17	18 $\frac{3}{8}$	25 $\frac{1}{4}$	16 $\frac{1}{2}$	5,110	\$ 97,100
Ampex	APX	N	33	33 $\frac{3}{4}$	37 $\frac{3}{4}$	42 $\frac{3}{4}$	26 $\frac{1}{2}$	9,629	362,300
General Electric	GE	N	86 $\frac{1}{2}$	88 $\frac{3}{4}$	92 $\frac{3}{4}$	100 $\frac{3}{4}$	80 $\frac{1}{4}$	91,068	8,446,600
Magnavox	MAG	N	49	49 $\frac{1}{2}$	51 $\frac{1}{4}$	62 $\frac{1}{2}$	36 $\frac{3}{4}$	15,442	820,400
3M	MMM	N	95 $\frac{3}{4}$	96	101 $\frac{1}{4}$	119 $\frac{3}{4}$	81	53,793	5,332,200
Motorola	MOT	N	107 $\frac{3}{4}$	109	115 $\frac{3}{4}$	153 $\frac{3}{4}$	97	6,122	728,500
RCA	RCA	N	44	43	43 $\frac{3}{4}$	55	42	62,606	2,762,500
Reeves Industries	RSC	A	8 $\frac{1}{4}$	8 $\frac{1}{4}$	10 $\frac{1}{4}$	10 $\frac{1}{4}$	4 $\frac{3}{4}$	3,240	31,200
Westinghouse	WX	N	66 $\frac{1}{4}$	68 $\frac{3}{4}$	69 $\frac{3}{4}$	78 $\frac{3}{4}$	59 $\frac{3}{4}$	38,064	2,540,800
Zenith Radio	ZE	N	51 $\frac{1}{4}$	52 $\frac{3}{4}$	54 $\frac{1}{2}$	65 $\frac{1}{2}$	50 $\frac{1}{4}$	18,860	1,037,300
						Total		303,934	\$22,158,900
Grand total								584,326	\$34,745,700
Standard & Poor Industrial Average			106.62	108.32	112.66	118.81	94.23		

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

Shares outstanding and capitalization as of Jan. 31

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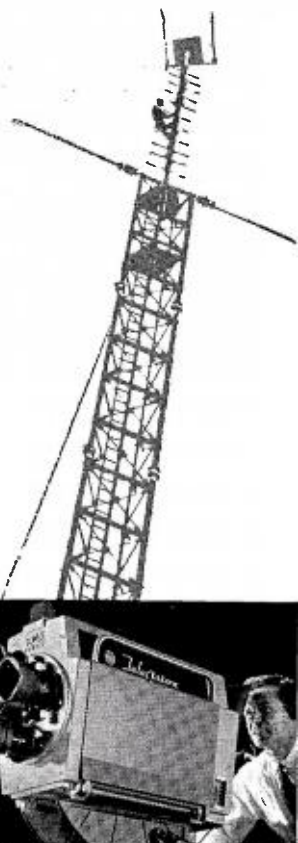
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Company reports:

Cohu Electronics Inc., San Diego, TV equipment manufacturer, reported an increase in net sales but a decrease in net income for 1968:

	1968	1967
Earned per share	\$0.21	\$0.27
Net sales	9,289,986	8,416,646
Net income	294,378	361,829

Columbia Pictures, New York, has reported both gross income and net income for the first half of fiscal 1968 dropped substantially from the comparable period of 1967. For the period ended Dec. 28, 1968:

	1968	1967
Earned per share	\$0.50	\$0.77
Gross income	105,241,000	127,751,000
Net income	2,934,000	4,307,000

Communications Satellite Corp., Washington, reported a substantial increase in earnings for the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$0.68	\$0.46
Operating revenues	\$30,495,000	18,464,000
Net operating income (loss)	988,000	(642,000)
Net income	6,841,000	4,638,000

Cowles Communications Inc., New York, group broadcaster and publisher, reported record gross revenues and a reduction in pre-tax income and net income losses for 1968.

The company also declared a quarterly dividend of 12½ cents per share, payable March 17 to stockholders of record Feb. 28.

For 1968:

	1968	1967*
Earned per share (loss)	(\$0.27)	(\$1.01)
Gross revenues before federal income taxes and extraordinary credit	(2,906,000)	(6,734,000)
Net income (loss)	(972,000)	(3,478,000)
Average shares outstanding	3,619,650	3,459,773

*Restated for comparative purposes and to include the results of operations of Botten-dorf Publications Inc., accounted for as a pooling of interests.

Electrographic Corp., Chicago-based firm, reported an 84% jump in net income and an 8% rise in sales for 1968. The company's TV production divisions included VPI, VPI Color Center and Video Prints Inc., all New York, and Sarra Inc. and Astro Color Laboratories, both Chicago.

Electrographic Corp. also declared a first-quarter dividend of 25 cents per share, payable March 10 to stockholders of record March 5.

For the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$1.70	\$0.94
Sales	38,754,843	35,721,958
Net income	950,045	516,671

RKO General Inc., New York, group broadcaster and a wholly owned and diversified subsidiary of General Tire & Rubber Co. reported an increase in revenues but a decline in net income for 1968. Vumore Inc., a wholly owned CATV subsidiary of RKO General, formed last year and renamed Cable-com-General, will offer shares to the

public in over-the-counter trading early this year.

For the year ended Sept. 30, 1968:

	1968	1967
Revenues	\$93,250,000	\$87,270,000
Pretax income	10,034,000	12,505,000
Net income	4,644,000	13,629,000
Retained earnings at Sept. 30	71,771,000	69,276,000

Gannett Co., Rochester, N. Y., group broadcaster and newspaper chain, which will be listed on the New York Stock Exchange beginning March 10, reported a record 15.9% increase in net income and a record 11.5% rise in revenues for the year ended Dec. 29, 1968:

	1968	1967
Earned per share	\$1.82	\$1.71
Revenues	123,738,688	111,001,192
Pretax income	19,314,451	14,740,445
Net income	8,624,451	7,440,445
Average shares outstanding	4,735,700	4,351,925

Plough Inc., Memphis, pharmaceutical firm and group radio station owner, reported a record 14% increase in sales and a record increase of over \$1 million in net income for 1968:

	1968	1967
Earned per share	\$1.82	\$1.72
Sales	121,500,000	106,996,936
Net income	14,550,000	13,504,422

Rollins Inc., Atlanta-based diversified company and group broadcaster, reported an 11% increase in revenues and a 13.3% increase in net income in its unaudited statement for the first nine months of the fiscal year. Pre-tax earnings rose 24.5%.

Rollins declared a regular quarterly dividend of 4½ cents per share, payable April 25 to stockholders of record March 25.

For the nine months ended Jan. 31:

	1969	1968*
Earned per share	\$0.74	\$0.65
Revenues	79,115,182	71,277,395
Operating profit	13,955,207	11,952,782
Pretax income	12,575,568	10,103,611
Net income	5,935,134	5,238,700
Average shares outstanding	7,931,367	7,886,918

*Restated to reflect merger with Dvoskin Inc. and Dvoskin Decorating Co. on Jan. 1, 1968, on a pooling-of-interests basis.

Tele-Tape Productions Inc., Chicago, reported an increase in sales but a decline in earnings for the six months ended Dec. 31, 1968:

	1968	1967
Earned per share	\$0.05	\$0.14
Sales	5,992,101	1,994,221
Earnings	88,993	212,870
Average shares outstanding	1,840,130	1,528,108

Visual Electronics Corp., New York, manufacturer and distributor of radio and television systems, reported a decrease in net sales and income for the nine months ended Dec. 31, 1968:

	1968	1967*
Earned per share	\$0.47	\$0.70
Net sales	17,060,000	19,580,000
Net income before taxes	1,173,000	1,660,000
Net income	634,000	905,000
Average shares outstanding	1,344,000	1,289,000

*Restated to give effect to the poolings of interest with companies acquired.

Zenith Radio Corp., Chicago, reported a record 8% increase in sales and a

Now on the New York Stock Exchange

LC

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The Liberty Corporation is a financially oriented holding company now engaged in:

Insurance—Liberty Life Insurance Company, has over \$2.5 billion of insurance in force.

Broadcasting—Cosmos Broadcasting Corporation owns and operates WIS-TV and WIS radio in Columbia, S. C., WSFA-TV in Montgomery, Alabama, WTOL-TV in Toledo, Ohio and CATV systems in the Carolinas.

Real Estate—Liberty Properties Division owns and manages diversified realty investments.

Write for a copy of our 1968 Annual Report.

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GREENVILLE, S. C. 29602

15% increase in net income in its preliminary statement for 1968. Zenith also has increased its regular quarterly dividend, payable March 28, from 30 cents per share to 35 cents per share.

For the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$2.50	\$2.18
Net sales	705,404,738	653,908,284
Pretax income	99,515,200	78,521,711
Net income	47,315,200	41,021,711
Shares outstanding	18,924,002	18,848,630

Grass Valley files for public offering

Grass Valley Group Inc., Grass Valley, Calif., has filed a registration statement with the Securities and Exchange Commission seeking to offer 200,000 shares for public sale by company stockholders through Bacon, Whipple & Co., Chicago. The offering price is \$16 per share maximum.

The company designs, develops and manufactures transistorized electronic equipment. It manufactures and sells line and terminal broadcast equipment and switching and special-effects equipment for commercial and educational television and radio.

Grass Valley Group has 1,480,073 shares outstanding, of which Donald G. C. Hare, board chairman and president, owns 27.7%, or 409,300 shares and his wife, Hazel Hare, secretary, owns 25.8%, or 381,400 shares; each proposes to sell 100,000 shares.

DDB has eye peeled for new properties

Doyle Dane Bernbach has embarked on an active acquisition program, stockholders of the advertising agency were

told at their annual meeting in New York last week.

Joseph R. Daly, DDB president, told the meeting Tuesday (Feb. 25) that "we see the field of acquisitions as a major source of profitability and exciting growth potential. . . ." He noted the "modest start" made by the agency last year with formation of a sales-promotion subsidiary, Promotion Plus, and purchase of a 20% share in Georg Jensen Co., New York retail specialty store.

Mr. Daly said DDB is now considering "a half-dozen other opportunities which we may or may not pursue as analysis and further judgment dictate. These situations are in various stages of development."

He described the type of firm being sought as "undermarketed properties, companies where the marketing expertise of DDB can make a significant difference to the sales and profit picture." He added that any acquisitions will "involve categories which are not competitive with our advertising clients."

Mr. Daly also pointed out that last year DDB "won every account for which we made a competitive pitch." He predicted increased billings and profits in 1969.

Grundig discounts talk of merger with RCA

A report from RCA that it was in "preliminary discussions" with Grundig-Werke GmbH, West German manufacturer of radios, phonographs and tape recorders (BROADCASTING, Feb. 24) drew from the German company last week a denial that this presaged

a merger of the companies. Max Grundig of Grundig-Werke said there were also no plans for RCA to buy an interest in his company.

Grundig-Werke is a privately owned firm, the largest in a group of companies which the industrialist controls. Talks were begun last December, Mr. Grundig said, when RCA expressed interest in entering European markets where it is not represented now.

Grundig, it was said, buys radio tubes from RCA and manufactures some electronic parts under RCA patents.

Hasbro agrees to buy Romper Room

Hasbro Industries Inc., a toy maker, in New York Thursday (Feb. 27) announced agreement in principle to buy Romper Room Inc., the 16-year-old syndicated children's television program, which is carried in more than 100 markets internationally.

Included in the sale was Cluster Enterprises Inc., program producer, which packages a teen-age bowling show, *Pinbusters*. Bert Cluster is president of both Romper Room and Cluster Enterprises, which have headquarters in Baltimore.

Romper Room, which is syndicated for local production on a semi-franchise basis, is in 92 American and 56 foreign markets. Romper Room Inc. also licenses a number of toys and other products carrying the show name.

Sale was for an undisclosed sum of cash and common stock in Hasbro. Hasbro President Merrill Hassenfeld said there were no plans to change management, operations or headquarters of *Romper Room*.

Fates & Fortunes

Broadcast advertising



John R. Pike, VP and associate director, broadcast creative, Campbell-Ewald Co., Detroit, joins Kenyon & Eckhardt, New York, as VP and copy supervisor. **Paul M. Roth**, K&E

VP in charge of media, named VP in charge of media services.

Dick Zuver, VP and manager of Compton-Clar International, Heidelberg, Germany, named senior VP, Compton Ad-

vertising Inc., New York.

James S. Peck, VP and management supervisor, DeGarmo McCaffery Inc., New York, joins Mutch Haberman Joyce Inc., that city, as senior VP.

Broadcaster to SBA

The Senate Banking and Currency Committee last week approved the nomination of Hilary J. Sandoval to be administrator of the Small Business Administration. Mr. Sandoval, 39, in addition to being president of Sandoval News Service Inc., El Paso, Tex., is director of KINT El Paso and vice president of KPAR, under construction in Albuquerque, N.M. The nomination now goes to the Senate for confirmation.



Mr. Wilcox



Mr. Neylon

George A. Wilcox, associate media director, and **Joseph E. Neylon**, director of traffic department, Needham, Harper & Steers, Chicago, elected VP's.

William P. Mayer, account supervisor, Campbell-Ewald Co., Detroit, named VP.

William V. Barborka, VP and account supervisor, BBDO, Chicago, joins Reach, McClintock and Co. there in same capacity.

Harvie H. Chapman, account supervisor, Tracy-Locke Inc., Dallas, elected VP.

Alan A. Bloomfield, VP and account supervisor, Feldman & Norton, Chicago, joins Geyer-Oswald Inc. there in same capacity.

Richard S. Isaacs, management supervisor, and **J. Arthur Odell**, creative director, J. Walter Thompson Co., San Francisco, elected VP's.

Raymond J. Leicht, creative director; **Kenneth L. Bertch**, **Lawrence Friendson** and **Evan D. Neuhoft**, account executives; **Victor Bernstein**, production manager, and **Raymond A. Santangini**, creative art supervisor, Bo Bernstein & Co., Providence, R. I., elected VP's.

Bruce A. Lawrence, assistant general manager, WNBW Binghamton, N. Y., joins WFBG-TV Altoona, Pa., as general sales manager. Both are Triangle stations.

Lorraine C. Reid, assistant to director-advertising, Campbell Soup Co., Camden, N. J., appointed manager-advertising services.

Robert J. Link, general sales manager, WEEP Pittsburgh, joins WIXZ McKeesport-Pittsburgh, as sales manager.

Robert B. Hance, local sales manager, WTTG-TV Washington, named general sales manager. He succeeds **Thomas G. Maney**, now VP and general manager of station (BROADCASTING, Feb. 24).



Mr. Ophuijsen

Steve Van Ophuijsen, with NBC Radio, New York, joins ABC Radio there as sales promotion manager.

Ira Slakter, CBS Radio Spot Sales, New York, joins WNBC-TV there as administrator of advertising and promotion.

Tom W. Lawrence, sales manager, WAAC Terre Haute, Ind., named VP.

Paul Bernardo, account executive, WSUB Groton, Conn., appointed sales manager. **Chet Ternes**, account executive, appointed local sales manager.

M. J. Hulbert, account executive, WBBR Buffalo, N. Y., joins WWOL-AM-FM there as sales manager.

Alan B. Long, manager, H-R Television, Atlanta, joins WKBG-TV Cambridge-Boston, as local sales manager.

James E. Wiley, senior account execu-

tive, WTCN-TV Minneapolis-St. Paul, joins KOA-TV Denver, as local sales manager.

Media



Mr. Morgenroth

Earl E. Morgenroth, VP and general manager of KCOV-TV Santa Maria, Calif., named president of parent Western Broadcasting Co., succeeding **Dale G. Moore**, who becomes chairman. **Gene Peterson**, station manager of Western's KGVO Missoula, Mont., appointed general manager.

Lawrence Webb, VP and general manager, KRLA Los Angeles, named executive VP.

William A. Gunn Jr., assistant business manager, Time-Life Broadcast Inc., New York, becomes business manager March 1, succeeding **Andrew J. Murtha**, resigned. Mr. Gunn joined Time-Life in 1965 after graduation from Dartmouth. Mr. Murtha has been business manager for 10 years.

Jack G. Carnegie, VP and general manager, KONO and KITY(FM) San Antonio, Tex., joins WSAI and WJBI(FM) Cincinnati, as general manager.

George Glover, with KFSA Fort Smith, Ark., appointed general manager.

Robert A. Cappiello, senior operations analyst, financial planning and budgets department, NBC, New York, appointed manager of department.

Programming

Harold A. Lipton, VP, secretary and general counsel, National General Corp., Los Angeles, named first VP, secretary and general counsel.

Robert Pik, resident manager and administrator in foreign department of National Telefilm Associates Inc., Los Angeles, also assumes new duties as general administrator of firm's New York office.

Lawrence Einhorn, program director, WXYZ-TV Detroit, joins KHJ-TV Los Angeles in same capacity.

News

Elliot Bernstein, Midwest bureau chief, ABC-TV News, joins ABC-owned KGO-TV San Francisco, as news director.

Richard Hunt, associate producer, NBC News, New York, joins Saigon bureau as newsman.

Dr. Rodney W. Johnson, with National Aeronautics and Space Administration,

joins Metromedia Television News, Washington, as space consultant.

Charles Langston, with KSOO-AM-FM-TV Sioux Falls, S. D., appointed director of news.

James F. Clark, news editor, WWJ-AM-FM-TV Detroit, appointed news editor, WWJ-AM-FM. **Robert F. Haher**, assistant news editor, WWJ-AM-FM-TV, appointed news editor, WWJ-TV.

Len Martin, news director, KQV Pittsburgh, joins KSD St. Louis, in newly created position of supervisor of radio news. **Dick Ford**, newsman, KMOX-TV St. Louis, joins KSD-AM-TV, as anchorman.

Alan Bickley, formerly with WRKO and WNAC-TV Boston; **Larry Butler**, news director, WEMP Milwaukee; **Robert Eastman**, with WERE Cleveland; **Richard Helton**, radio editor, Illinois Agricultural Association; **Sherman Kaplan**, with WTVN Columbus, Ohio, and **Leonard Walter**, with WNEM-TV Flint-Saginaw-Bay City, Mich., join WBBM Chicago, as reporters.

John O. Bigelow, news producer-editor, WBZ-TV Boston, joins WKBG-TV Cambridge-Boston, as news producer.

Douglas Vernon, senior editor and on-air reporter for WNAW Bridgeport, Conn., joins KNX Los Angeles as broadcaster-writer.

Gene Wike, anchorman, KING-TV Seattle, appointed news editor. **Mike James**, newsman, KING, appointed anchorman, KING-TV.

Rick Sonntag, newsman, KRDO Colorado Springs, named civilian broadcast supervisor for Fifth Army, Fort Sheridan, Ill.

Lawrence C. Falk, Birmingham, Ala. bureau manager, UPI, also appointed state editor. **Bessie Ford**, formerly with Jackson, Miss., and Memphis bureaus, appointed Montgomery, Ala., bureau manager. She succeeds **Randolph T. Pendleton**, who moves to UPI New York headquarters.

James Wilson, AP correspondent, Bismarck, N. D., appointed AP correspondent at Pierre, S. D., succeeding **John Wooley**, who resigns.

Promotion

Norman S. Ginsburg, director of press information, CBS Radio, named to new position of director of information services. Mr. Ginsburg's responsibilities include network affiliates and CBS-owned radio stations in addition to network in development of advertising-promotion material.

Herbert C. Johnson Jr., director of public relations, Sylvania Electric Products Inc., New York, elected VP-public relations.

Tony Rash, assistant promotion-publicity director, WOAI-TV San Antonio, Tex.,

appointed promotion-publicity director, WOAI.

Allied fields

Marshall Chapman, senior client service VP, A. C. Nielsen Co., New York, named executive VP and manager of eastern retail index division. He succeeds **J. O. Peckham**, who retires.

Robert B. Beusse, VP, WOR-AM-FM-TV New York, re-appointed television committee chairman for 1970 by National Conference of Christians and Jews.

Arthur S. Barron, president, Verite Production Inc., film production company, New York, joins Columbia University's School of the Arts, that city, as chair-

man of film division and associate processor of film. He succeeds **Erik Barnouw**, who takes leave of absence to complete third volume of history of U. S. broadcasting.

Equipment & engineering

Howard W. Town, VP-director of engineering, National Educational Television, Ann Arbor, Mich., joins Ampex Corp., Redwood City, Calif., as manager of product planning.

Victor F. Donnelly, manager of contract administration, Perkin-Elmer Corp., Norwalk, Conn., joins CBS Laboratories, Stamford, Conn., as director of program administration.

Robert J. Given, manufacturing manager, Microwave Electronics, Sunnyvale, Calif., and **Jeffrey L. Thwaite**, manufacturing product manager, magnetic disks, International Business Machines Corp., San Jose, Calif., join Data Memory Inc., Mountain View, Calif., as VP's of manufacturing.

Paul I. Anderson, product sales manager, access memory devices, 3M Co., St. Paul, appointed marketing manager, magnetic-products division.

Lloyd Singer, with Motorola Inc., Chicago, named manager of marketing for electronic video recording. Firm is manufacturing EVR units under agreement with CBS.

ForTheRecord

As compiled by BROADCASTING, Feb. 19 through Feb. 26 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

Other actions

- Review board in Pocatello, Idaho. TV proceeding. Docs. 18401-02. granted petition filed Feb. 20 by The Post Co., extended to March 17 time to file reply to Eastern Idaho's opposition to motion to enlarge issues. Action Feb. 25.
- Review board in Newark, N. J. TV proceeding. Docs. 18403-04, 18448. granted petition filed Feb. 20 by Vikcom Broadcasting Corp., Atlantic Video Corp. and Ultra-Casting Inc., extended to March 7 time to file responses to petitions to enlarge issues filed by Vikcom and Atlantic. Action Feb. 25.
- Review board in Tyler Tex., TV proceed-

ing. Docs. 18427-28. granted request filed Feb. 20 by Tyler Television Co., extended to March 3 time to file responsive pleadings to motion to enlarge issues filed by Festival Broadcasting Co. Action Feb. 25.

Actions on motions

- Hearing Examiner Thomas H. Donahue in Racine, Wis. (United Broadcasting Corp.). TV proceeding. granted petition by United Broadcasting Corp. dismissed without prejudice application; terminated hearing (Doc. 18324). Action Feb. 19.
- Hearing Examiner David I. Kraushaar in Terre Haute, Ind. (Terre Haute Broadcasting Corp. and Alpha Broadcasting Corp.). TV proceeding. granted petition by Terre Haute Broadcasting Corp. for leave to amend application to reflect withdrawal of stock subscriber and assignment of subscription to stockholders increasing their stock subscription (Docs. 18321-2). Action Feb. 24.
- Hearing Examiner Forest L. McClenning in Nampa, Idaho (Snake River Valley Television Inc. and Idaho Television Corp.). TV proceeding. granted motion by Snake River Valley Television Inc. and extended certain procedural dates (Docs. 18379-80). Action Feb. 20.
- Hearing Examiner Chester F. Naumowicz Jr. in Minneapolis (Viking Television Inc. and Calvary Temple Evangelistic Association). TV proceeding. granted petition by Viking Television Inc. for leave to amend financial portion of application (Docs. 18381-2). Action Feb. 19.
- Hearing Examiner Chester F. Naumowicz Jr. in Minneapolis (Viking Television Inc. and Calvary Evangelistic Association). TV proceeding. granted petition by Calvary

Temple Evangelistic Association for leave to amend financial portion of application in attempt to meet presently designated financial issue; supply inadvertently omitted information; advise as to election of new member of board (Docs. 18381-2). Action Feb. 19.

Existing TV stations

Final actions

- *WGIO (TV) Louisville, Ala.—Broadcast Bureau granted license covering new station. Action Feb. 20.
- WKAB-TV Montgomery, Ala.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 25. Action Feb. 25.
- WBMO-TV Atlanta—Broadcast Bureau granted mod. of CP to extend completion date to July; condition. Action Feb. 20.
- WSEE (TV) Erie, Pa.—Broadcast Bureau granted CP to change ERP to 602 kw vis.: and 60.2 kw aur.; change type trans.; conditions. Action Feb. 20.

Initial decision

- WQAD-TV Moline, Ill.—Hearing Examiner David I. Kraushaar in initial decision granted renewal of license. Action Feb. 20.

Actions on motions

- Chief Hearing Examiner James D. Cunningham in Newark, N. J. (Atlantic Video Corp. [WRTV (TV)], Vikcom Broadcasting Corp. and Ultra-Casting Inc.). TV proceeding. designated Hearing Examiner Isadore A. Honig in lieu of Arthur A. Cladstone as presiding officer (Docs. 18403, 18448). Action Feb. 24.
- Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE (TV)] and Eastern Idaho Television Corp.). TV proceeding, on unopposed petition of The Post Co., party-intervenor in proceeding, extended to March 3 deadline for filing oppositions to petition of Eastern Idaho Television Corp. for leave to amend application (Doc. 18401-2). Action Feb. 20.
- Hearing Examiner Chester F. Naumowicz Jr. in Lynchburg, Va. (WLVA Inc. [WLVA-TV]). TV proceeding. granted request by applicant to withdraw notice of deposition; withdrew notice without prejudice to renewal at such time as may become appropriate (Doc. 18405). Action Feb. 19.

New AM stations

Application

- Springfield, Mo.—Queen City Broadcasting Co. Seeks 1550 kc. 1 kw. P.O. address: c/o Charles C. Burton, 1723 Grace Road, Springfield 65803. Estimated construction cost \$23,711; first-year operating cost \$45,121; revenue \$51,352. Principals: Don E. Burrell, Jerry R. Carter, Charles C. Burton, Paul L.

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

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212-687-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950
408-375-3164



Bradshaw and Joseph H. Pyle (each 20%). Mr. Burrell owns less than 25% of wood products manufacturing firm and retail TV-radio store. Mr. Carter owns 80% of fats and protein manufacturing firm. 80% of firm for their sale and 100% of transportation and sale of feeding grade fats firm. Mr. Burton is motion picture exhibitor and newsman for KTTS-AM-FM-TV Springfield. Mr. Bradshaw is attorney and owns less than 25% each of airline and commercial marina. Mr. Pyle is secretary-treasurer of Mr. Carter's firms. Ann. Feb. 19.

Final actions

■ Cabo Rojo, P. R.—David Ortiz Radio Corp. FCC granted 930 kc. 500 w. DA-D. P.O. address c/o David Ortiz-Cintrón, Box 1075, Arecibo, P. R. 00612. Estimated construction cost \$16,949; first-year operating cost \$18,000; revenue \$30,000. Principals: David Ortiz-Cintrón, president (50%), Inocencia Aviles de Ortiz, secretary (5%) and Virginia Ortiz-Cintrón, treasurer (45%). David Ortiz-Cintrón is owner of mobile advertising company and owns 33 1/3% WITE-FM Mayaguez, P. R. Virginia Ortiz-Cintrón is land owner. Action Feb. 26.

Initial decision

■ Lebanon, Pa.—Lebanon Valley Radio, Hearing Examiner H. Gifford Irion in initial decision granted 940 kc. 1 kw-D. P.O. address: Arthur K. Greiner, Box 303, Shippensburg, Pa. Estimated construction cost \$19,950; first-year operating cost \$60,000; revenue \$62,000. Principals: Joe Zimmerman, Arthur K. Greiner, Glen W. Winter, William W. Rokav, Robert M. Leshar (each 20%), Messrs. Greiner and Winter own 51% and 39%, respectively, of WSHP Shippensburg, Pa.; others are local businessmen. Ann. Feb. 26.

Other actions

■ Review board in Jacksonville, Fla., AM proceeding, Doc. 17474, scheduled oral argument before panel of review board for March 18. Action Feb. 24.

■ Review board in Elmhurst, Ill., AM proceeding, Docs. 16985-66, granted petition filed Feb. 20 by Central Du Page County Broadcasting Co., extended to March 4 time to file reply to Du Page County's opposition to petition to reopen record and for enlargement of issues. Action Feb. 25.

■ Review board in Kettering, Ohio, AM proceeding, Docs. 17243-45, 17247, 17249-50, granted motion filed Feb. 18 by Gem City Broadcasting Co. and Bloomington Broadcasting Co., extended to March 26 time to file exceptions to initial decision. Action Feb. 20.

■ Review board in Hartsville, S. C., AM proceeding, Docs. 18198-99, granted to extent indicated and denied in all other respects petition to enlarge issues filed Jan. 17 by Community Broadcasting Co. of Hartsville. Action Feb. 24.

■ Review board in Ogden, Utah, AM proceeding, Docs. 18343-44, granted petition to enlarge issues filed Jan. 15 by Broadcast Bureau. Action Feb. 24.

■ Review board in Williamsburg, Va., AM proceeding, Docs. 17605-06, 18375, denied petition to enlarge issues filed Dec. 5, 1968, by Virginia Broadcasters. Action Feb. 24.

Actions on motions

■ Hearing Examiner H. Gifford Irion in Louisa, Ky. (Lawrence County Broadcasting Corp. and Two Rivers Broadcasting Co.), AM proceeding, granted petition by Two Rivers Broadcasting Co., reopened record for receipt of Two Rivers' exhibits 9 and 10, and again closed record (Docs. 18235-6). Action Feb. 20.

■ Hearing Examiner David I. Kraushaar in Kansas City, Mo. (Broadcasting Inc.), AM proceeding, in order following further prehearing conference, ordered hearing to convene April 10 (Doc. 18184). Action Feb. 18.

■ Hearing Examiner David I. Kraushaar in Vinita and Wagoner, both Oklahoma (Vinita Broadcasting Co. and Lum A. Humphries), AM and FM proceeding, granted petition by applicants and extended to March 20 time to file proposed findings of fact and conclusions of law, and to March 30 to file reply findings (Docs. 18085-7). Action Feb. 19.

■ Hearing Examiner Herbert Sharfman in Clifton Forge, Va. (Image Radio Inc.), renewal of license of WCFV, on unopposed oral request of counsel for Broadcast Bureau extended to March 21 time for bureau and Image to furnish certain data, rescheduled hearing to April 28 (Doc. 17945). Action Feb. 20.

Existing AM stations

Final actions

■ KVVY Cathedral City, Calif.—Broadcast Bureau granted license covering changes. Action Feb. 24.

■ KABL Oakland, Calif.—Broadcast Bureau granted license covering use of auxiliary trans. on 960 kc. 1 kw. DA-1. Action Feb. 18.

■ KFAX San Francisco—Broadcast Bureau granted CP to change daytime ant.-trans. location to Enterprise Avenue, Hayward, Calif. Action Feb. 23.

■ WFIF Milford, Conn.—Broadcast Bureau granted mod. of CP to make changes. Action Feb. 18.

■ WKEN Dover, Del.—Broadcast Bureau granted mod. of CP to make changes in DA system. Action Feb. 19.

■ WNEX Macon, Ga.—Broadcast Bureau granted license covering use of former main trans. as alternate-main nighttime and auxiliary daytime trans. Action Feb. 24.

■ KCOG Centerville, Iowa—Broadcast Bureau granted license covering change in auxiliary trans. location. Action Feb. 20.

■ KTOE Mankato, Minn.—Broadcast Bureau granted license covering use of former main trans. at main trans. location as alternate-main trans. Action Feb. 24.

■ KWEB Rochester, Minn.—Broadcast Bureau granted CP to install auxiliary trans. Action Feb. 18.

■ KSEN Shelby, Mont.—Broadcast Bureau granted mod. of CP to make changes in DA system. Action Feb. 19.

■ WTHE Mineola, N. Y.—Broadcast Bureau granted mod. of CP to make changes in ant. system: conditions. Action Feb. 23.

■ WYDK Yadkinville, N. C.—Broadcast Bureau granted license covering new station. Action Feb. 24.

■ KGPC Grafton, N. D.—FCC granted renewal of license until April 1, 1970. Action Feb. 26.

■ WUNO Rio Piedras, P. R.—Broadcast Bureau granted CP to move tower 250 ft. southwest on same site; change from guyed tower to self-supporting; conditions. Action Feb. 20.

■ WHBQ Memphis—Broadcast Bureau granted CP to install new trans. as alternate main trans. at main trans. location. Action Feb. 23.

■ KTES Texarkana, Tex.—Broadcast Bureau granted license covering increase in daytime power and installation of new type trans. Action Feb. 20.

Other action

■ WCAM Camden, N. J.—FCC stayed initial decision by Hearing Examiner David I. Kraushaar Jan. 9 granting assignment of license from City of Camden to McLendon Corp. Oral argument scheduled May 5 (Doc. 18303). Action Feb. 20.

Actions on motions

■ Chief Hearing Examiner James D. Cunningham in Tempe, Ariz. (Tri-State Broadcasting Co. [KUPD]). AM proceeding, extended to March 17 for filing proposed findings, to March 31 for filing reply findings (Docs. 17777). Action Feb. 24.

■ Chief Hearing Examiner James D. Cunningham in Anderson, Ind. (WHUT Broadcasting Co. and Eastern Broadcasting Corp.), assignment of license of WHUT, designated Hearing Examiner Chester F. Naumowicz Jr. as presiding officer: scheduled prehearing conference for March 24 and hearing for April 8 (Doc. 18450). Action Feb. 24.

Fine

■ WTTM Trenton, N. J.—Broadcast Bureau notified of apparent forfeiture liability of \$200 for failure to make proof of performance at yearly intervals. Action Feb. 19.

Call letter actions

■ WMCK, Westchester Corp., McKeesport, Pa. Granted WINZ.

■ WWRI, RSVP Inc., West Warwick, R. I. Granted WSPV.

New FM stations

Applications

■ Camarillo, Calif.—Camarillo Broadcasting Co. seeks 95.9 mc. ch. 240. 3 kw. Ant. height above average terrain 146 ft. P.O. address: 687 Deseo Avenue, Camarillo 93010. Estimated construction cost \$29,255; first-year operating cost \$23,640; revenue \$32,500. Principals: Robert B. Keenan, sole owner. Mr. Keenan is airline pilot, aircraft dispatcher and owns wholesale and retail import business. Ann. Feb. 24.

■ *Glen Ellyn, Ill.—Glenbard West High School, District #87 seeks 88.5 mc. ch. 203. 10 w. Ant. height above average terrain 75 ft. P.O. address: c/o John Sheahan, 670 Crescent Boulevard, Glen Ellyn 60137. Estimated construction cost \$7,008.60; first-year operating cost \$1,000; revenue none. Principals: High School District #87, Board of Education. Ann. Feb. 24.

■ Sarasota, Fla.—Christian Fellowship Mission Inc. seeks 105.5 mc. ch. 288. 3 kw. Ant. height above average terrain 126 ft. P.O. address: c/o L. A. Brubaker, 6407 13th Street, Bradenton, Fla. 33505. Estimated construction cost \$9,150; first-year operating cost \$15,000; revenue \$15,000. Principals: State of Florida, Applicant is nonprofit organization. Ann. Feb. 24.

■ *Maryville, Mo.—Northwest Missouri State College seeks 90.5 mc. ch. 213, 112,794 kw. Ant. height above average terrain 514.25 ft. P.O. address: c/o Dr. Robert P. Foster, Maryville 64468. Estimated construction cost \$92,286.95; first-year operating cost \$18,000; revenue none. Principals: Board of Regents, State of Missouri. Ann. Feb. 18.

■ Carlisle, Pa.—Hilmac United Corp. seeks 93.5 mc. ch. 228. 416 w. Ant. height above average terrain 698.8 ft. P.O. address c/o Howard J. Hilton, 281 West Main Street, Middletown, Pa. 17057. Estimated construction cost \$72,100; first-year operating cost \$60,000; revenue \$50,000. Principals: John E. McGowan, president, John E. Hilton, vice president and Howard J. Hilton, secretary-treasurer (each 33 1/3%). Mr. McGowan is employe of U.S. Information Agency and one-time director of WLEXU Shankhal, China. Howard J. Hilton is college professor, consultant to U. S. Information System, apartment house owner and has interest in DISC Inc. John E. Hilton is civil engineer and owns 50% and 25% of two real estate investment firms. Ann. Feb. 24.

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Summary of broadcasting

Compiled by BROADCASTING, Feb. 27, 1969

	On Air Licensed	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,237 ¹	9	4,246 ¹	66	4,312 ¹
Commercial FM	1,936	31	1,967	175	2,142
Commercial TV-VHF	496 ²	10	506 ²	12	518 ²
Commercial TV-UHF	122 ²	53	173 ²	158	333 ²
Educational FM	361	6	367	38	405
Educational TV-VHF	71	5	76	1	77
Educational TV-UHF	70	2	98	13	111

Station boxscore

Compiled by FCC, Feb. 3, 1969

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,225 ¹	1,921	618 ¹	357	142
CP's on air (new stations)	15	36	61	6	32
Total on air	4,240 ¹	1,957	677 ²	363	174
CP's not on air (new stations)	67	181	170	37	14
Total authorized stations	4,307 ¹	2,138	841 ²	400	188
Licenses deleted	1	0	0	0	0
CP's deleted	0	1	2	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 two licensed UHF's that are not on the air.

■ Carlisle, Pa.—TV Cable of Waynesboro Inc. Seeks 93.5 mc, ch. 228. 315 w. Ant. above average terrain 785 ft. P.O. address: Box 38, Carlisle 17013. Estimated construction cost \$31,422; first-year operating cost \$43,000; revenue \$43,000. Principals: George F. Gardner, president-treasurer, and Marian B. Gardner, vice president-secretary (each 50%). Mr. and Mrs. Gardner have interests in TV Cable of Carlisle Inc., CATV systems, and in TV and electronics service. Mr. Gardner has interests in West Shore TV Cable Co., Mechanicsburg, and Suburban TV Cable Co., Shillington, both Pennsylvania, CATV systems. Ann. Feb. 18.

■ *Springfield, S. D.—Southern State College. Seeks 88.5 mc, ch. 203, 10 w. Ant. height above average terrain 85 ft. P.O. address: c/o Marion R. Heusinkveld, Springfield 57062. Estimated construction cost \$6,940; first-year operating cost \$8,000; revenue none. Principals: South Dakota Regents of Education, governing body of; University of South Dakota, licensee of KUSD-AM-FM-TV Vermillion; South Dakota State University, licensee of KESD-FM-TV Brookings, and South Dakota ETV Board, licensee of KBHE-TV Rapid City, all South Dakota. Ann. Feb. 19.

Start authorized

■ WSBM(FM) Saginaw, Mich.—Authorized program operation on 106.3 mc, ERP 3 kw, ant. height 300 ft. Action Feb. 14.

Final actions

■ FCC denied application of Quest for Life Inc., Rockford, Ill., for review of decision by review board granting application by Belvidere Broadcasting Co., Belvidere, Ill., for CP for new FM on ch. 285A in Belvidere (Docs. 17591-3). Action Feb. 26.

■ *Reading, Ohio—Reading Community Schools. Broadcast Bureau granted ch. 207, 15.2 w. Ant. height above average terrain 138 ft. P.O. address: c/o Ronald A. Hilvers, Bonnell & Walker Avenues, Reading 45215. Estimated construction cost \$5,133.41; first-year operating cost \$21,995; revenue none. Principals: Reading Board of Education, Robert G. Pickering, Superintendent et al. Action Feb. 24.

■ *Mercer Island, Wash.—Mercer Island School District #400. FCC granted ch. 211, 10 w. Ant. height above average terrain 63 ft. P.O. address: 9100 S.E. 42nd, Mercer Island, Wash. 98040. Estimated construction cost \$7,687.65; first-year operating cost \$500; revenue none. Principals: H. Martin Smith, president; Raymond W. Haman, vice president et al. Mr. Smith is vice president of real estate company. Mr. Haman is attorney. Action Feb. 26.

Initial decision

■ Virginia, Minn.—Virginia Broadcasting Co. FCC in initial decision granted ch. 296, 3 kw. Ant. height above average terrain 105 ft. P.O. address: Sixth Avenue & 17th Street, Virginia 55792. Estimated construction cost \$12,835; first-year operating cost \$12,000; revenue \$13,500. Principal: Frank Befera,

sole owner. Mr. Befera owns WHLB Virginia. Ann. Feb. 26.

Other actions

■ Review board in Gahanna, Ohio, FM proceeding. Docs. 18308-09, granted request filed Feb. 18 by Christian Voice of Central Ohio and Delaware-Marysville Broadcasting Service, extended to March 4 time to file reply to Broadcast Bureau's opposition to joint petition for approval of agreement. Action Feb. 20.

■ Review board in Berwick, Penn., FM proceeding. Docs. 17884-85, modified issue; granted in part joint petition for approval of agreement, filed Sept. 26, by Berwick Broadcasting Corp. and P.A.L. Broadcasters Inc.; granted application of P.A.L. Broadcasters; held in abeyance for further action pending receipt of comments requested in board's order. Action Feb. 24.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Fort Smith, Ark. (KFPW Broadcasting Co.), FM proceeding, scheduled evidentiary hearing for March 4 (Doc. 18241). Action Feb. 20.

■ Chief Hearing Examiner James D. Cunningham in Hot Springs, Ark. (KZNG Broadcasting Co. and Christian Broadcasting Co.), FM proceeding, ordered prehearing conference postponed to date later specified (Docs. 18387-8). Action Feb. 24.

■ Chief Hearing Examiner James D. Cunningham in Webster City, Iowa (Nachusa Corp. and PBW Broadcasting Corp.), FM proceeding, designated Hearing Examiner Isadore A. Honig as presiding officer, scheduled prehearing conference for March 26 and hearing for April 28 (Docs. 18446-7). Action Feb. 12.

■ Chief Hearing Examiner James D. Cunningham in Virginia, Minn. (Virginia Broadcasting Co.), FM proceeding, ordered with consent of all parties, Hearing Examiner Chester F. Naumowicz Jr., shall associate with James D. Cunningham, presiding officer, in preparation of initial decision; both parties shall participate in decision, (Doc. 18215) Action Feb. 19.

■ Chief Hearing Examiner James D. Cunningham in Huntington, W. Va. and Catlettsburg, Ky. (Christian Broadcasting Association Inc. and K & M Broadcasting Co.), FM proceeding, designated Hearing Examiner Millard F. French as presiding officer, scheduled prehearing conference for March 26 and hearing for April 28 (Docs. 18439-40). Action Feb. 12.

Rulemaking petitions

■ Andrew Kerr, Lemon Grove, Cal.—Requests amendment of FM table of assignments to assign ch. 297B to El Cajon, Calif. Ann. Feb. 20.

■ WMCL McLeansboro, Ill.—Requests amendment of FM rules to delete ch. 292A from West Frankfort, Ill., and add ch. 292A to McLeansboro. Ann. Feb. 20.

■ WSIP-AM-FM Paintsville, Ky.—Requests amendment of FM rules to assign ch. 255C to Paintsville and ch. 249A to Jackson, Ky.

Ann. Feb. 20.

■ Paul Pittman and Tylertown Broadcasting Co., Tylertown, Miss.—Request amendment of FM rules to assign ch. 249A to Tylertown. Ann. Feb. 20.

■ WBHC Hampton, S. C.—Requests amendment of FM rules to assign ch. 276A to Hampton. Ann. Feb. 20.

Rulemaking action

■ Kernersville, N. C.—FCC denied petition of Kernersville Broadcasting Co. for reconsideration of denial of request for frequencies adjacent to class I-A. Action Feb. 26.

Call letter applications

■ Shelbyville Broadcasting Co., Shelbyville, Ill. Requests WSHY(FM).

■ Chester County Broadcasting Corp., Chester, S. C. Requests WCMJ(FM).

■ Vermont State Colleges, Randolph Center, Vt. Requests *WVTC(FM).

Existing FM stations

Final actions

■ Broadcast Bureau granted CP's to extend completion dates for following: KSJO-FM San Jose, Calif., to March 25; WDSK-FM Cleveland, Miss., to Aug. 18; KERI(FM) Bellingham, Wash., to Sept. 15. Action Feb. 24.

■ WFMH-FM Cullman, Ala.—Broadcast Bureau granted mod. of CP to extend completion date to May 8. Action Feb. 18.

■ *KFCA(FM) Phoenix—Broadcast Bureau granted CP to install new type trans.; ERP 290 w. Action Feb. 18.

■ KXJK-FM Forrest City, Ark.—Broadcast Bureau granted license covering changes. Action Feb. 20.

■ KARK-FM Little Rock, Ark.—Broadcast Bureau granted license covering changes. Action Feb. 20.

■ KHJ-FM Los Angeles—Broadcast Bureau granted CP to install new type auxiliary ant. at main trans. location. Action Feb. 20.

■ *KXXX(FM) San Francisco—Broadcast Bureau granted CP to change ant.-trans. location to KQED-TV trans. building. Action Feb. 19.

■ WRLJ(FM) Jacksonville, Fla.—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action Feb. 23.

■ WEAT-FM West Palm Beach, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to July 30. Action Feb. 20.

■ WHIR-FM Danville, Ky.—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action Feb. 23.

■ WPAT-FM Paterson, N. J.—Broadcast Bureau granted mod. of CP to change ERP to 16.5 kw. Action Feb. 19.

■ WBJH(FM) Trenton, N. J.—Broadcast Bureau granted request for SCA on sub-carrier frequency 67 kc. Action Feb. 18.

■ KBYE-FM Oklahoma City—Broadcast Bureau granted mod. of CP to extend completion date to April 10. Action Feb. 14.

■ WCED-FM Dubois, Pa.—Broadcast Bureau granted mod. of CP to change type ant.; type trans. Action Feb. 19.

■ WRPC(FM) San German, P. R.—Broadcast Bureau granted license covering new FM; specify type trans., type ant. Action Feb. 24.

■ WKVM-FM San Juan, P. R.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 19. Action Feb. 20.

■ WTGR-FM Myrtle Beach, S. C.—Broadcast Bureau granted mod. of CP to change type trans.; type ant.; ant. height to 145 ft. Action Feb. 20.

■ KNWC-FM Sioux Falls, S. D.—Broadcast Bureau granted mod. of CP to extend completion date to May 6. Action Feb. 18.

■ KISW(FM) Seattle—Broadcast Bureau granted remote control. Action Feb. 24.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Chicago, application for assignment of license of WFMT(FM) from Gale Broadcasting Co. to Continental FM Co., granted request by petitioner to examine forms 324

(Continued on page 91)

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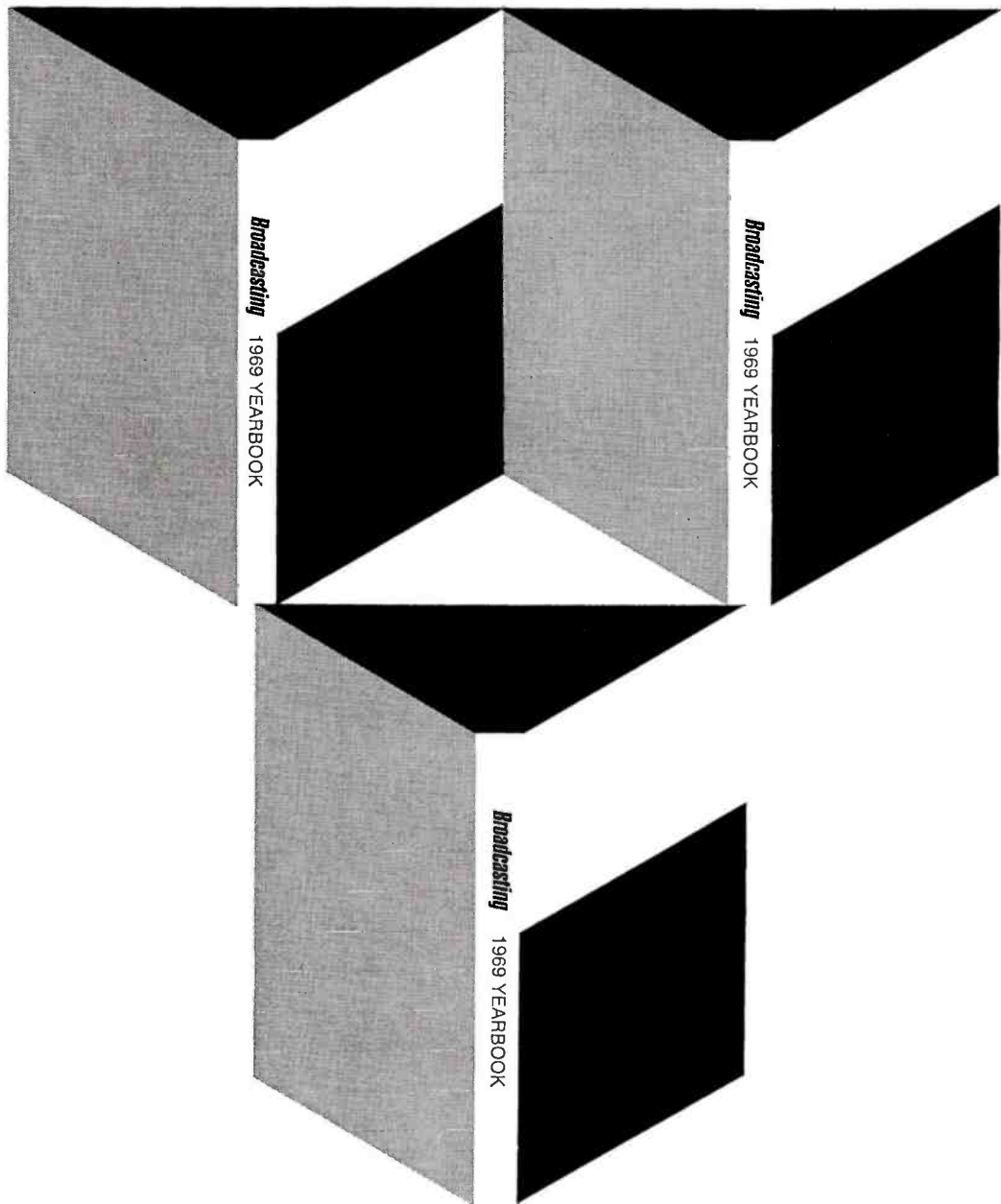
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Wanted: Asst. Mgr., Announcer, Salesman, and also secretary for N.C. small mkt. Box C-43, BROADCASTING.

Working manager needed for small, single market station in southeast. \$125.00 weekly, plus travel, insurance, share of profits. Stock available to right man if interested in working interest. Write Box C-52, BROADCASTING.

Broadcasting school desires to hire instructor presently teaching 1st phone. Must set up complete curriculum for instruction. Write International Broadcasting School, Dayton, Ohio.

A dozen key men can run a \$500,000,000 corporation. If you would like to build one from scratch, are a results oriented sales specialist, a cost-conscious manager, and an innovative executive... call or write Broadcast Academy, 333 N. Circle Drive, Colorado Springs, Colorado 80909, phone 473-2333.

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Aggressive small market salesmen: Opportunity to advance to medium Eastern market and to sales manager of additional stations now being acquired. Guarantee plus commission. Travel and entertainment expenses. Complete employment history and billing record first letter. Box C-40, BROADCASTING.

Going to 1 kw—need salesman who likes to work, fish! Play! Top commission. North Louisiana. Send specifics to Box C-64, BROADCASTING.

Experienced Salesman—some announcing. KHIL—Willcox—Arizona.

Will guarantee you what you are worth. Will consider salesman or experienced radioman wishing sales. Dale Low, KLSS/KSMN, Mason City, Iowa 50401.

Young experienced Radio Salesman who can take direction, earn good income, and eventually become part of management. Write Ralph S. Hartman, General Manager, WFEC, Harrisburg, Pa.

Adult-contemporary needs 2 salesmen with sales-management goals. WSNY Schenectady.

Lewiston, Pennsylvania—26 year old station has immediate opening for aggressive salesman. References necessary. Write P.O. Box 667, Lewistown, Pa. 17044.

Wanted—Man experienced in Sales-announcing. Must be dependable. Also active in civic affairs. Must be able to furnish good credit references. References will be checked thoroughly. Must also be capable of moving into position of responsibility. Good salary. Call 703-935-2816.

Salesman needed. Salary plus-commission. Permanent. Full/part time. 219-563-4111.

Announcers

Expanding mid-west station needs mature, experienced announcers with good voice. We want permanent men. Good salary based on experience and talents. Only complete air checks and resume considered. Box B-54, BROADCASTING.

Mature, experienced, modern format. country music personality with major market track record. Tape, picture, resume salary expected to Box B-125, BROADCASTING.

Announcers—(cont'd)

Country and Western leader in Michigan's second market now accepting applications for announcer. Network affiliated station has large FM affiliate also. Looking for top quality men who are ready for competitive situation in solid market. Box B-157, BROADCASTING.

First phone announcer, preferably experienced, for Wisconsin AM-FM full time operations. Send air-check and resume. Box B-285, BROADCASTING.

Midwestern country and western music station seeking sharo CGW announcer... excellent working conditions and benefits in solid market. Give full details and expected salary in first letter. Also send tape. Box B-324, BROADCASTING.

Top pay offered for bright, experienced announcer by established, full time kilowatt in pleasant, prosperous Illinois city. Professional staff, gracious living away from Metropolitan pressure yet near big city. Best working conditions, sparkling up beat programing, company fringe benefits. Brand new, modern building, exceptionally well equipped. Send tape, resume and photo to Box C-8, BROADCASTING.

Experienced small market Top 40 announcer ready to move up to competitive medium market; sales opportunity if desired. Salary commensurate with experience and ability. Box C-42, BROADCASTING.

New Jersey: Experienced announcer who can also write local news for MOR station. \$175 per week. Send tape and resume. Box C-47, BROADCASTING.

Southeast group has openings for announcers, engineers, salesman and combo men. Salary range \$100-\$150 plus paid family insurance. Prefer men with small market experience. MOR formats. Send photo, resume to Box C-53, BROADCASTING.

Modern country personality for top 20 market. Must have top 40 or rock country experience. Top rated 24 hour country swinger needs young aggressive man who is ready to carve out a future with a fast growing chain in large, important markets. Send resume, air-check, photo and letter telling us why you're our man. Box C-88, BROADCASTING.

Ground floor opportunity with young expanding group operation. We need first phone announcers. Potential for sales and sports. Growth potential unlimited. Contact Larry Shaw at (503) 296-2101 or send tape and resume to KODL, The Dalles, Oregon 97058.

Growing Chain... Major market... west... KOY, Phoenix needs all night man. 3rd. Very bright MOR.

Expanding. Need two announcers. Creative personality for morning MOR format, and staff announcer for separate FM operation. Experience a must, third endorsed required. Send audition tape and background resume to WASA, Havre de Grace, Md. 21078.

Modern country AM-FM operation has immediate opening with good future for right man! Must run tight, bright show and like country music, be permanent! Send tape, resume, salary desired to Jack Rodgers, WDEN, Macon, Georgia.

Chicago suburban: 1st class. Complete information and tape to WEAW, Evanston, Illinois.

A good job is open at a good radio station for an announcer with a first class license. Maintenance work is at a minimum. Regular shift is six days a week, but three-week vacation, hospitalization and life insurance plan. Starting salary \$135 up depending on the individual. Voice and production ability very important. References will be investigated. H. M. Thayer, WGHQ, Kingston, N. Y.

Announcer—two years experience minimum. Prefer southeasterner. Call WKEU-AM-FM, Griffin, Ga. 404-227-5507.

WMMW Radio needs a program director. We need a no-nonsense take charge spirited leader. If you're our man, we offer security and a doorway to our other three owned stations. Send MOR, music-news tape, resume and recent photo to Norman Lewis, General Manager, WMMW Radio, Meriden, Connecticut.

Announcers—(cont'd)

Join the Tittletown-Team on radio station WNFL. We need MOR-first phone announcer. No maintenance. Excellent working conditions, top fringe benefits and stability. Send tape, resume, photo and salary requirements to Hugh Boice, Jr., General Manager, WNFL, Box 520, Green Bay, Wisconsin 54301.

Announcer with mature voice, at least three years experience. Salary range: \$7300-8800. MOR, community-minded station in suburban Cleveland. WPVL, Painesville, Ohio.

Real opportunity for first class license announcer—you have the potential, we have the position. Mail complete resume including references to: Robert Ditmer, WRBJ Radio, St. Johns, Michigan 48879.

Announcer for full time position. WVLN, Olney, Ill. MOR format. Good voice important. Starting pay depends on your background and qualifications. Excellent benefits. Send tape and resume to James B. Spangler, Personnel Dept., P.O. Box 789, Decatur, Ill. 62525.

Announcer, or first phone announcer, for bright MOR station in Daytona Beach Area. Light maintenance. Must be able to take direction. Young or older, but bright and cheerful, \$120.00 per week. Write Jack Hayward, Box 159, New Smyrna Beach, Fla.

Detroit-MOR-FM Young personality on the way up. Contemporary experience OK. \$8,000—12,000. 1-313-689-1737.

Technical

Chief engineer needed for northeast full-time 5-K operation. Expanding chain needs bright imaginative engineer capable of handling all phases of engineering for operation. Box B-116, BROADCASTING.

Chief engineer. Up to \$235 a week to start to right man. Station part of AM, TV, CATV group. Must have good antenna, transmitter, audio background. Send resume, references and current picture to Box B-200, BROADCASTING.

Immediate opening experienced chief engineer. 1,000 w directional. Midwest. Fringe benefits. Replies confidential. Box B-217, BROADCASTING.

Chief Engineer wanted for 1 kw AM operation. If you're a competent engineer, tired of filling in as an announcer, salesman or janitor, and would be happier with full time repair and maintenance contact Box B-282, BROADCASTING.

Needed immediately working Chief for AM-FM and Background Music... operation. Send full details first letter to Box B-291, BROADCASTING.

Chief engineer for southwestern FM stereo station. No other duties. Must be expert in transmitter, studio and antenna maintenance, including microwave. Annual salary \$7,800 to start. Send complete resume, photo and references to Box C-24, BROADCASTING.

Chief engineer, preventive and corrective maintenance 5,000 watt directional system. Full responsibility mid-west medium sized market. Good salary and benefits to right man. Send resume and references in first letter. Box C-71, BROADCASTING.

Chief engineer for northwest AM directional, experienced in complete maintenance. Rush background, availability, references and salary expected. Box C-72, BROADCASTING.

Chief engineer for 50 kw—6 tower directional array. Write Dick Kasten, KXEN, Box 28, St. Louis, Missouri 63166, or call 314-436-6550.

Immediate opening. Transmitter engineer. Age no barrier. WAMD, Aberdeen, Md. 21001.

Immediate opening for experienced first class radio engineer. Permanent position, good pay, good working conditions, excellent benefits. Call Dan Griffin, WBIG Radio, Greensboro, N. C., Area Code 919-288-4131.

Engineer—First ticket—immediate opening. Will train beginner. Excellent pay; attractive benefits. Call Carl Davis, WEAM, Arlington, Virginia 703-534-8300.

Technical—(cont'd)

Chief engineer—studio and transmitter maintenance for daytimer. Excellent staff, good working conditions in a growing medium market. Stable operation with fringe benefits. Present chief leaving after five pleasant years. Announcing, if desired. MOR format, heavy local news. Salary open. If you are a good engineer, send brief resume to Manager, WRRR Radio, 113 South Court Street, Rockford, Illinois.

Young engineer on way up has excellent opportunity to grow with suburban Detroit station. Write or phone WSDS, Ypsilanti, Michigan 313-484-1480.

Are you the experienced administrator we are seeking to guide our company's well-established communication product line; to plan and direct future expansion into related fields of your selection? Our outstanding engineering staff is standing by to accept your direction for product design and development. This completely autonomous key executive will report to our vice-president—marketing. We invite your reply, which will be held in complete confidence. Please contact: C.D. Haverly, (402) 342-2753.

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News director: Wouldn't you really rather live in Miami? Especially if you're working for one of the country's finest news operations, a station that goes first class. We have the only traffic "Copier" in town and the number one news team, all we need to complete the picture is an experienced leader. We're big on local news and firm believers in re-writing all wire copy from both our AP and UPI machines. We want a man who is looking for his final move and we're only interested in a professional who is fully experienced as a news director. Send a complete resume, a recent picture and references . . . fast! Our men know we're looking but we'll keep your reply confidential. Mail replies only. Write: Ted Niarhos, General Manager, Radio Station WVCC, 377 Alhambra Circle, Coral Gables, Florida 33134.

Immediate opening for radio-TV reporter. Must have experience or will consider journalism grad. Complete company benefits with station in midwest. Call Manager 219-523-1960, days.

Interested in news and feature writer for Southern College with 3100 students and faculty—staff of 1000. Journalism degree or experience. Also interested in second person to handle electronic section of college information bureau. Send credentials to Information Bureau, J. J. Johnson III, Tuskegee Institute, Alabama.

Programing, Production, Others

Program-production director for Eastern contemporary in competitive market. If you can produce spots that sell, create sales and station promotions and are a better than average announcer, an excellent future in an expanding organization is available. Complete details first letter, tape and resume. Box C-41, BROADCASTING.

Wanted: Experienced combination copy writer and traffic director. Good working conditions, good salary, fringe benefits include group life, hospital and disability insurance. Send resume, references and photo to John J. Bales, General Manager, Radio Station WJAT, Inc., P.O. Box 289, Swainsboro, Georgia 30401.

Situations Wanted

Management

If you need a General manager who knows what's happening! Seventeen years experience from ground up. Married, happy, would consider small investment as part owner, Southwest only. south Florida desired. Box B-251, BROADCASTING.

Seeking California or western challenge. Currently with major group, management level. Top broadcaster references. Box B-312, BROADCASTING.

General management position desired—experienced, stable, family, sales oriented, first phone, all-around radio man. A real credit to any organization. Box C-7, BROADCASTING.

Professional broadcaster with successful record, excellent references, seeks management in medium size city. Experienced all departments, strongest in sales. Realistic earning requirements. Box C-59, BROADCASTING.

Management—(cont'd)

Currently employed V.P.-general manager of East Coast group responsible for multiple station operation is seeking a challenging career position. Top personal salesman, inspiring shirt sleeve sales manager, first rate programing ability. Succinct, firm supervision with no wasted motions. A dynamo to whom hours mean nothing with a thorough understanding of all formats. Box C-95, BROADCASTING.

Sales

Mature, experienced, successful radio man seeks permanent sales position in medium size market. Has proven ideas that make money. Excellent references. Box C-54, BROADCASTING.

Management material who can sell, engineer, announcer, news. College graduate, experienced. 618-457-4312 Dutch. Box C-96, BROADCASTING.

Announcers

Negro announcer, broadcasting school graduate, third phone endorsed, beginner. Box B-83, BROADCASTING.

Hottest personality in radio/TV now available. If you can afford the best. Charisma personified—Unlimited credentials—music or talk. Box B-185, BROADCASTING.

Contemporary - non - screamer - slurrer. Good voice, friendly, first phone, finished military—22. Currently employed. Box B-255, BROADCASTING.

Exp. DJ-Announcer, newscaster, 3rd endorsed. Mature sound. Good production. Box B-263, BROADCASTING.

1st Phone. D.J. Sales, Copy. Experience all formats. Box B-286, BROADCASTING.

Versatile broadcaster seeks permanent home. Mid-morning or afternoon. Modern format, sports minded stations only. Five years, two stations, PD, Jock, News, Sports. 1st phone. Box B-289, BROADCASTING.

Experienced announcer—chief engineer. Very competent. First ticket. Box B-293, BROADCASTING.

D.J. Announcer: Experienced, tight board, versatile, aggressive, dependable, 3rd endorsed. Box C-3, BROADCASTING.

Part time Announcer, D.J., Newsmen, 6 mo. exp English-Spanish speaking. N.Y. vicinity. Box C-6, BROADCASTING.

Experienced creative DJ—newscaster—tight board—versatile salesman, seeking Rock, R/G or MOR station. Draft exempt, third endorsed. Will travel. Box C-11, BROADCASTING.

I came, I saw, I conquered. Helped to make poor sounding small market station sound like one of the best in the midwest. Currently PM drive time and production manager. Looking for organization ready for personality radio with a punch. Available immediately if not sooner. Box C-12, BROADCASTING.

Authoritative newscaster, congenial, not a prima donna. Box C-13, BROADCASTING.

Graduate School student seeks part-time employment in Northeast Ohio. 3rd endorsed. Morning-Nite. Weekends. Experienced FM. Box C-15, BROADCASTING.

First phone—Veteran, Broadcast school graduate. Family man. Prefer MOR in/near Texas. Box C-20, BROADCASTING.

First phone announcer-salesman seeks position with a future. Salary \$150 plus commission on sales. Personality radio only with ratings. Box C-22, BROADCASTING.

Tall, dark and talented—beginner with third, draft exempt, broadcast grad, desires top 40 or MOR. Box C-23, BROADCASTING.

First phone, top 40, tight board, mature up-voice, draft exempt, far-west only. Box C-25, BROADCASTING.

Announcer-DJ. Top 40, first phone, married, draft exempt. Desires major market but all replies considered. Box C-29, BROADCASTING.

DJ/Announcer. Beginner, determined and eager. Broadcast School, Third Endorsd. Desire Top 40 or R/G. Will relocate. Box C-30, BROADCASTING.

New Jersey, East Penna., Del., 30, single. Third endorsed. Recent broadcasting school grad. Box C-33, BROADCASTING.

First phone announcer capable various formats, w/college degree. Married. Write to me and I'll talk for you. Box C-34, BROADCASTING.

Announcers—(cont'd)

Announcer, DJ, newscaster, 6 mo. exp., English-Spanish speaking. Family man, vet., will consider MOR, RGR or Latin jazz. Box C-39, BROADCASTING.

Young, handsome chap with distinctive style desires opportunity to make use of ability to interview and communicate in winning down-to-earth manner. Excellent sports, play-by-play, news and disc jockey Love radio, but would like crack at TV. 31, experienced, with 3rd endorsed. Draft exempt. Medium to Major market. Box C-46, BROADCASTING.

Good Voice, Ten Years, Married, Southern New England. Box C-50, BROADCASTING.

Announcer, third endorsed, strong on news. Need opportunity. Box C-51, BROADCASTING.

Metro pro. News, D-J. Ten years solid, last four Chicago and Milwaukee. First phone. 402-455-7044 or write Box C-62, BROADCASTING.

Personality MOR announcer with college degree, 10 years experience, 3rd endorsed, seeking permanent home, northeast area. Authoritative voice, creative and reliable. Salary open. Box C-68, BROADCASTING.

Third phone with two years experience, some college. Box C-76, BROADCASTING.

Recent broadcast school graduate with 1st phone would like to begin soon; will relocate. Box C-81, BROADCASTING.

33, single, degree, no car or tape. Copy, air news, consider account servicing. Out of radio over year. Not DJ type. Box C-82, BROADCASTING.

Top 40 personality ready for move up. Married. Service complete. Very stable . . . tight board . . . four years experience, 24 years old, top ratings, tape on request. Box C-89, BROADCASTING.

Generation gap? Reach the solid citizens who dig not the rock. Hire a veteran speller of the lucid prose Deep voice, standard music, news, fone talk, copy. At liberty for mid-coastal California. 3rd endorsed. Box C-91, BROADCASTING.

Recent college graduate, good voice, looking for first job. Willing to do any kind of work at first for chance to gain broadcast experience. Box C-93, BROADCASTING.

Announcer, 3rd endorsed, desire play-by-play, experienced MOR. Military obligation fulfilled, will locate anywhere. Howard Gray, Box 507, Pomeroy, Washington. 509-843-3515.

Beginner—trained by Tidewater Broadcasting School, needs small station experience. May we send audition? 626 Kresge Building, Norfolk, Virginia. Phone 703-622-3016.

Combo man—available late March—1st phone—young, aggressive, looking for college town top 40, hot MOR. 404-S-74-8947, R. Teeters, 17 Avery Dr., N.E., Atlanta, Ga.

College and broadcasting school graduate, third endorsed military complete, single, pleasant voice, will relocate. Call Pitts. 412-233-8288.

1st phone announcer, 11 yrs experience, married. Country—western preferred. No night shift. Jim Kress, Box 512, Wausau, Wis.

Experienced DJ seeks top 40 situation; First Class license; Draft exempt; Go anywhere. Kenneth R. Giorgi, P.O. Box 5004, San Mateo, California 94403.

Wanted—Employment in Farm department. Limited experience, strong desire to enter field. B.S. degree, animal science, past associate county agent, ranch manager. Edwin Andrews, 4758 Roanoke St. NW., Anoka, Minnesota, 55303. 612-421-8418.

Experienced announcer/new director seeks small to medium market, MOR or CW. Prefer Colorado. Veteran. Call Bill Croghan, 303-545-2238.

DJ/announcer/newscaster, good production, tight-board, third endorsed, rock or MOR. Patrick, 647 South Waverly, Dearborn, Michigan 48124. 313-278-6681.

Broadcast journalism major seeks announce or news summer employment in northeastern Ohio. Experienced in commercial writing-production as well as news. Have 3rd. Tape, resume available. 1 year experience. Glen Miller, Box 1040, Elyria, Ohio.

Announcer seeking air personality position with MOR station. Bright, happy sound. Strong on news. College and broadcasting school graduate. 27, veteran, married, 3rd endorsed, 2 years experience. Prefer Florida or West Coast, consider all replies. Max C. Bunyan, 515-432-2612 after 3 p.m.

First phone announcer-dj. Top ratings and billings. Mature, sober, community minded. C/W, MOR, top 40. Midwest. Phone 314-586-6098 after 2:00 p.m. CST. Write P.O. Box 40, DeSoto, Missouri 63020.

Situations Wanted

Technical

Top early a.m. air personality combination chief engineer desires immediate change to an adult minded station in northeast. Box C-32, BROADCASTING.

Engineer—Experienced in all phases—strong on maintenance—will consider announcing shift. Box C-66, BROADCASTING.

Engineering director or chief: Conscientious, imaginative family man, twelve years radio engineering background, desires new challenge. Experienced in studio equipment, transmitters, directionals, construction and administration; including overseas assignment. Seeking permanent position with top progressive group or station. Present position six years. Available NAB convention for personal interview or resume on request. Box C-78, BROADCASTING.

AM-FM stereo-DA two-way—I have the experience as a chief and as a major market engineer. If you have the position at \$185, let's get together. Phone 313-484-0113.

NEWS

130% community minded reporter prefers investigative position, but would consider news director opening at a station that is serious about becoming the local news leader. Box B-136, BROADCASTING.

Newsman—6 years broadcasting experience. . . . Looking for news minded station. . . . East or Northeast. Family man. . . . employed. . . . 3rd. Box C-2, BROADCASTING.

Sportscaster/Newsman—Interpretive reporter. Good writer, interviewer. 10 yrs. experience. Box C-9, BROADCASTING.

News director . . . big delivery. Bright. Twelve year record. Can build news winner. Large city. Box C-26, BROADCASTING.

Degree . . . soon; . . . radio-TV . . . production experience; draft exempt; enjoy writing. Box C-45, BROADCASTING.

18 years radio. Presently radio news director and newspaper writer. Program director background. Will consider any good offer. Tape and resume according to offer. Box C-58, BROADCASTING.

College grad. with 2 years campus radio experience in news wants small market station. Box C-84, BROADCASTING.

Program, Production, Others

FM Rock. A unique programing service by major market jock & PD. Box B-212, BROADCASTING.

Professional: Fifteen years. Solid references, News Program Director experience. Finest background. Veteran. College. Third ticket. Salary open. Box C-4, BROADCASTING.

Medium market. Top 40 jock who feels Top 40 has right format, wrong music; seeks to be anncr or PD with progressive, easy-listening outlet. Married. . . . stable. Box C-21, BROADCASTING.

Top 40 personality, with Programing and Production background looking for permanent position, married, one child, \$175.00 weekly. Box C-49, BROADCASTING.

C/W music director for 1½ years at present position. Looking for full-time country operations with chance for programing, sales, 26, married, child soon. Prefer medium market. Air check, resume on request. Box C-60, BROADCASTING.

Operations-programing-production. 11 years extensive and intensive experience in all phases of radio. Excellent health. 30. Married. Detailed planning, smooth co-ordination, aggressive action. Box C-73, BROADCASTING.

One of a kind! Female personality. MOR and contemporary interview, news. Currently on air. Third endorsed. Copy, traffic, PR agency, TV and Rep. experience. Tapes, resume and references on request. Reply to Box C-85, BROADCASTING.

Talk-show moderator. Highly diversified background. Good, sincere commercials. Some TV. Mature. Adaptable. Available now. J. Fribley (504) 523-7696 or Box 855, Naples, Florida 33904.

Pro baseball play-by-play wanted for summer. Voice of Louisville Colonels—International League last season. Call Cherie Jenkins 812-283-3577 or 812-246-9105.

TELEVISION—Help Wanted

Management

CATV Programing origination. Young, aggressive man needed for CATV program origination manager. Experience not necessary—good personality and hard work needed for a new origination program on a new major CATV system. Salary commensurate with ability. Send resume to Box B-120, BROADCASTING.

Assistant Commercial Manager with sales know-how and administrative ability for VHF in good Southwest market. Box B-276, BROADCASTING.

Sales

Broadcasting salesman with proven ability for South Texas station. Box B-277, BROADCASTING.

Wanted: Radio salesman to take over active account list on Rocky Mountain station soon to go to 50 kw. Enjoy great living in the Rockies and still make money. Send resume to Box C-61, BROADCASTING.

Technical

Opportunity for reliable, well-qualified assistant Chief Engineer. Texas VHF. Box B-278, BROADCASTING.

1st phone, experienced in nearly all phases of TV engineering, transmitter, studio, camera, film projection and some maintenance. Box C-35, BROADCASTING.

First phone engineer capable assuming responsibility for studio maintenance, southwestern full color VHF. Salary to \$10,000. For further information, qualified applicants please reply to Box C-36, BROADCASTING.

Engineers, first phone. Have two openings at experienced levels ranging from trade or military school background to fully experienced in all phases of maintenance, particularly RCA live and film color, Ampex high band tape. Salary open for the more responsible position, \$475/mo. up for the other. Send your resume and salary requirements to Chief Engineer, KOAT-TV, Box 4156, Albuquerque, New Mexico 87106.

California VHF TV group operator needs TV engineer with experience on studio, switching, maintenance, and Ampex VTR. Company is expanding in CATV. An opening created by promotion. Major medical and life insurance plan plus 3 weeks vacation after 5 years and other opportunities. Reply soonest with all details to Wes Chaney, KSWB-TV Salinas-Monterey, P.O. Box 1651, Salinas, California.

New York—Binghamton . . . Dependable person with first class license . . . to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call Chief Engineer. WBJA-TV, Binghamton, N.Y. 772-1122.

TV studio technicians. Two years operation and maintenance experience. Color TV studio equipment and Videotape. Salary range, \$147 to \$224 for 40 hour week. Regular six month increases, plus numerous fringe benefits. Write Director of Engineering, WCCO-TV, Minneapolis, Minn., 55402 forwarding resume of education and experience.

Immediate openings—two studio engineers. We're going full color. Call or write: E. Retz, WDHO-TV. Commodore Perry, Toledo, Ohio 43604.

Leading TV radio station, midwest, 125 miles north of St. Louis. Opening for technician with first class license AM/FM/TV operations and maintenance. Send resume, photo or phone Jim Martens, Chief Engineer, AC 217-222-6840, WGEM-AM-FM-TV, Quincy, Illinois 62301.

Wanted—TV Engineer—preferable with experience on maintenance of color equipment. Please call collect Chief Engineer, WPTV, Channel 5, Palm Beach, Florida 305-833-2471.

Assistant Chief—for growing UHF expanding to new color facility. Must have experience in studio and transmitter maintenance. VTR experience helpful or will train. Send or call complete resume to: Robert W. Faulkner, Chief Engineer, WTAF-TV, Marion, Indiana 317-664-9066.

WTOC-AM-FM-TV needs technicians with first class F.C.C. license. Reply by letter to Chief Engineer, WTOC, P.O. Box 8036, Savannah, Georgia 31402.

Studio supervisor—must have first phone license and be experienced in the operation and maintenance of live color cameras, color video tape machines, and color film equipment. Contact John Schuta, Chief engineer, WTVW-TV, Evansville, Indiana—phone 812-422-1121.

Technical—(cont'd)

Several CATV Management—technical positions in mid-west. New systems, spring construction. Good pay with group operation. Apply by letter only, Bob Zellmer, Regional Manager, Marshall Cable Inc., Marshall, Minnesota 56258.

Help Wanted: Television maintenance technician for CCTV state-of-the-art university operation. Requires strong background in all phases of TV maintenance, experience with 1-inch Ampex slant video tape machine helpful. Contact State University College, Oneonta, New York 13820. Phone: 607-431-3314.

Help Wanted: Television engineer to be in charge of all engineering matters in CCTV state-of-the-art university operation. Direct activities of engineers and technicians within engineering and technical services operation. Contact State University College, Oneonta, New York. Phone: 607-431-3314.

NEWS

Major Mid-Atlantic market dynamic group owned TV station searching for progressive, on-air reporter-newsman. Send resume of employment educational history to Box C-19, BROADCASTING.

Programing, Production, Others

Cinematographer-editor for documentaries. ETV station top-ten market in Northeast. Single and double system experience. Color-BGW. Sample reel and resume. Immediate. Box B-275, BROADCASTING.

Professional Meteorologist—Top 10 market TV station seeks qualified Meteorologist for on-air work. Broadcast experience desired but not essential. AMS seal required. Box B-305, BROADCASTING.

Where are the young, eager gung-ho people . . . who want to locate with an organization that is building a new position in a top Eastern "V" market? Announcers. Copy Writers, Newsmen, Directors/Switchers, Promotion Director, Artist. Send complete details first reply to Box C-1, BROADCASTING

Wanted: creative people to produce a children's program for midwest, color ETV. Openings: Producer/Director, writer, photographer and film audioman. Positions open July 1969. Send resume to Box C-55, BROADCASTING.

Assistant Promotion manager—TV Station in major midwest market has immediate opening for a young, creative mind. Job involved advertising, TV production and developing sales research. College degree and writing experience helpful. Send resumes to Box C-92, BROADCASTING.

Miami TV needs experienced artist for one-man rearmment: must be knowledgeable self-starter. Salary demands and resume only to Tom Pry, WAJA TV, Miami, Florida, 33169.

TELEVISION

Situations Wanted—Management

General Manager—National Sales Manager for medium to large market or group. Thoroughly experienced all phases: station ownership, development, management, sales management—sales (national and local), programing, film-buying, promotion and network newscasting-announcing-hosting. Leader in community affairs, 15 years in television; 13 prior years in radio. Total experience: 28 years since 1940. Age—44. Nationally recognized as successful administrator—troubleshooter—developer. A professional, quality, aggressive competitor. Accustomed to much responsibility. Specialist in developing troubled and new properties and substantially increased profits. Selling my station. Seeking challenging group or large station. Box C-48, BROADCASTING.

Sales

Male—27, veteran, B.S. in R&TV & Marketing. Married, successful selling background in 3 station TV market. Seeks position in larger progressive station. Box C-83, BROADCASTING.

Announcer

Recent college graduate, female, good voice, looking for first job. Willing to do any kind of work at first for chance to gain broadcast experience. Box C-5, BROADCASTING.

Technical

Do you need a Chief? Perhaps I can help you. Over 20 years and last 5 as leader. Western States preferred. Write Box B-260, BROADCASTING.

Young single engineer with experience in all phases of Television would like job. Will go anywhere. Box C-27, BROADCASTING.

Technical—(cont'd)

1st phone, would like to learn technical end of TV, Southern California areas only. Box C-86, BROADCASTING.

Engineer TV, CREI Graduate. First phone, exp. radio/Wash. D. C. area part-time. 202-396-219.

NEWS

Sports/News—I shoot film, write, broadcast—the whole ball of wax! Colorful, authoritative. Box C-10, BROADCASTING.

Young, aggressive newsman seeks challenging job anywhere in northeast-midwest. Vietnam veteran with extensive background in investigative and beat reporting seeks minimum of \$150 per week. Contact Box C-14, BROADCASTING.

Vietnam—major market newsman desires Vietnam assignment, five years experience. Pro all the way. Single. Box C-31, BROADCASTING.

On-Air Newsman with 3 years experience plus R-TV Master's Degree seeks reporter position in top 10 market. Also experienced in shooting, editing, and processing film. Box C-56, BROADCASTING.

Chief photographer desires permanent position in news/commercial dept. on west coast. Married. Box C-63, BROADCASTING.

Have first phone and six months experience as di. Am young and ambitious. Desire television news-casting position. Box C-77, BROADCASTING.

Executive news producer—Top ten market, 12 years experience, including networks. Top references. Married. Employed. Available immediately. Prefer management position. Box C-80, BROADCASTING.

Programing, Production, Others

Attention eastern production companies and radio stations! There exists a man possessing a rare blend of valuable abilities, attributable variously to experience, initiative and genetics, and available to you at a small fraction of the expenditure ordinarily required to remunerate the number of individuals normally needed to provide that combination of services. He thinks, (creatively) he writes, (inventively) he announces, (interpretively) he edits tape, (masterfully) he directs and produces, (with consummate skill) and has at his command countless voices and dialects. He is educated, responsible, industrious and personable. Modesty prevents him from elaborating. Box B-208, BROADCASTING.

Creative services team. Two polished professionals eager to solve your television audience and sales promotion, public relations, graphic and scenic problems. Box C-28, BROADCASTING.

Director, available immediately. Currently employed top ten market. Seeks like position, same type market. Four years experience. BA communications. 27. Married. Box C-38, BROADCASTING.

TV Operation—Traffic Manager, Assistant manager—16 years TV operations-traffic-programing, 25 years radio and TV accuracy, dedication, reliability. Box C-44, BROADCASTING.

Senior director—married, college graduate currently in medium midwest market desires producer-director position in large market with more responsibility and challenge. Box C-65, BROADCASTING.

Director in top 40 commercial medium market, full color VHF station seeks more creative opportunity immediately. Experienced in all phases of television with five years in present position of directing news, commercials, and public service programs. College degree and graduate work in television. Seeking similar medium market position in commercial television to utilize abilities fully. Most willing to relocate. Resume on request. Box C-67, BROADCASTING.

Experience. Sixteen years in television. Desire move up to program director or operations manager. Box C-69, BROADCASTING.

San Francisco area—Thoroughly professional. 14 years radio and TV talent. Extensive creating, directing, and managing TV production past four years. Excellent references. No floater. No health or habit problems. A unique opportunity to obtain a top quality, creative talent. Reply Box C-79, 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 Turbide St., Laredo, Texas 78040.

Wanted. Hewlett Packard 330D distortion analyzer, Hewlett Packard 206A audio oscillator, Frequency counter, and FM field strength meter. State age, price and condition. Box B-253, BROADCASTING.

Wanted to Buy—Equip.—cont'd

1 RCA-TR-5 TV Tape Recorder. Phone 313-851-3444.

We are going to remote broadcast our radio and our intention is to purchase good used remote equipment. If you have recently moved back your transmitter site, maybe you might have remote equipment that might be of interest to us. Please contact Donald L. Wilks. P.O. Box 545, East Longmeadow, Mass.

FOR SALE—Equipment

Coaxial-cable—Helix, Styroflex, Spiroline etc. and fittings. Unused mat—large stock—surplus prices. Write for price list S-W Elect. Box 4668 Oakland Calif. 94623 phone 415-832-3527.

Best deals—Spotmaster Scully Magnecord. CBS Audimax—Volumax Omega film equipment. Lange vin. Fairchild, ORK Russco. Other top brands. Lease trade, finance. Audiovox, Box 7066-55 Miami, Florida 33155.

7295C, 7389C, 7295A, 7293A, 7293C I.O.'s for lease or sale. First quality, in factory sealed cartons at \$80.00 per month lease, or \$875.00 with 750 hour warranty. For further information write Box B-112, BROADCASTING.

TV cable towers (1) 400 ft. (2) 200 ft. Box B-315, BROADCASTING.

CBS Audimax III 10 months old, \$550. CBS Volumax 6 months old \$550. Box C-57, BROADCASTING.

1 Gates diplomat console like new—used just a few months before going stereo \$2995.00. 3 Gates monophonic turntable pre-amps \$75.00 each. 1 Model 600 Fairchild Conax \$250,000. 1 Ampex 350 mounted in beautiful console \$750.00 1 Andrews 4-bay V-antenna tuned to 96.3 mc plus 400 feet rigid 1 5/8 coax. Make offer. Box C-74, BROADCASTING.

Gates FM5B transmitter in good operating condition with used spare final tubes, filters and factory reconditioned mono exciter tuned to 100.7. John R. Krieger, KVET, 113 W. 8th St., Austin, Texas 78701. A. C. 512-478-8521.

Gates 250 Watts University owned. On air nine years—Model 250-A, 1952 vintage. Call Dean Thompson, University of Cincinnati, 513-475-4684.

\$815.00 buys fully professional tape recorder with equal performance and more features than recorders costing \$1,200.00 and more. Full info. Simpson Electronics, 73 Knollwood Circle, Waterbury, Connecticut 06704.

Color Camera chains, 2 RCA TK-40. Used only 5000 hours. \$9,000.00 each Call 317-773-0030.

Ampex 660 video tape recorder with "Edicon" and remote control \$4500.00 also 2-inch video tape. Phone: (317) 962-6561, ext. 228.

Two Dumont B&W TV cameras—for parts—sell both \$300 or trade for audio console. John Phillips, 4724 Winslow Rd., Washington, D. C. 20021.

Self-supporting and guyed towers. Any type ground wire—80¢ per pound. Bill Angle, P.O. Box 55, Greenville, N. C. 752-3040.

Unused GR-1932A noise and distortion meter 250.00. Tarheel Traders, Box 106, Fayetteville, N. C. 28302.

M.W.I. all-steel desk console and three space slanted top section Standard 19-inch panel mounts. Perfect for broadcasting or recording applications. Excellent condition. \$500 when new. First reasonable offer accepted. Telephone: 317-962-0054.

Used AM and FM transmitter CCA Electronics offers used transmitters obtained in trade. If unhappy with equipment within 90 days, CCA will apply full credit against purchase of new CCA AM or FM Broadcast Transmitters. AM transmitters—250 Watt GE-BT-20A1 at \$845.00; 250 Watt RCA-ET-4250 at \$500.00; 1000 Watt Gates Vanguard I at \$3,000.00; 5 KW Western Electric Air Cooled at \$1,500.00; FM Transmitters: 1 KWITA FM-1000A at \$750.00; ITA FM-1000B at \$2,500.00; 1 KW Collins 830D at \$4,000.00; 1000 RCA BTF-1C at \$1,000.00; 5 KW Gates FM-5B 2/Stereo Exciter & Generator at \$6,500.00; 5 KW Collins at \$7,500.00; 7.5 KW ITA-7500B at \$6,500.00; Tape Equipment: 1 Play 2RP Collins at \$695.00; 2 Play—2RP Gates at \$700.00; Gates Cartritape II Play at \$175.00; Phone (609) 456-1716.

MISCELLANEOUS

Deejays! 11,000 classified gag lines, \$10.00 Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Current Comedy—70 new, original, topical one-liners each issue, twice-a-month, for entertainers, deejays, broadcasters. Send for free sample; Current Comedy, 300 New Jersey Avenue, S.E., Washington, D. C. 20003.

MISCELLANEOUS—(Cont'd)

Drop-ins! 25 markets have 'm . . . Boston . . . Los Angeles . . . Houston . . . Philadelphia . . . Pittsburgh . . . ! Funny Commercials, "Old Timer," Indian cuts . . . 125 funnies only \$15.00! Audition tape: 50¢—"Fantastic Funnies," Box B-5, 130 South Street, West Hartford, Connecticut.

INSTRUCTIONS

F. C. C. License Course available by correspondence. Combination correspondence-residence curriculum available for BSEE Degree. Grantham Schools, 1505 N. Western Ave., Hollywood, California 90027.

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Institute in 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 Institute in 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 Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for veterans training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, newscasting, sports-casting, 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.

Attention Houston and Gulf coast area residents Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction, Elkins Institute in Houston, 2120 Travis, Houston, Texas 77002.

Save time/save money . . . first class license in only four weeks \$295.00. Guaranteed results . . . rooms \$8.00 weekly. Next class March 17th. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tennessee. 297-8084.

Since 1946, Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for April 2, July 9, Oct. 1. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California.)

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See our display ad under instruction on page 90. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California 90028. HO 2-3281.

RADIO—Help Wanted Management

SALES MANAGER

Ohio large market Radio station is seeking hard driving Sales Manager to direct 5 man sales department. Salesman with a college degree in Business Administration or Marketing will be considered for this opening. Income potential of \$35,000. Send resume to:

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No fee and confidential.

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Midwest group can offer top earnings and an excellent future to an individual capable of managing our 5,000 watt number one rated property. Current billing in excess of \$1,000,000 per year. We are part of a chain of stations and can provide plenty of long range opportunity for the right man. Send resume and salary requirements to

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Milwaukee fulltime Radio station needs aggressive young time salesman to join 3 man sales staff. Minimum 2 years sales experience required. \$10,000 salary plus 5% on all billing. Send resume to:

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Help Wanted Sales—(cont'd)

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Broadcast Television Cameras and Recorders

International Video Corporation has steadily growing requirements for experienced sales and marketing service professionals as well as experienced video design engineers. In an effort to fill some of these immediate openings, we will be conducting confidential interviews in Washington, D.C. on March 23-26. Interview appointments may be arranged by calling or writing, prior to March 21.

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Top five market powerhouse has immediate opening for air personality with record of number one ratings in a major city. Middle of the road format with emphasis on easy listening top 100 music. \$30,000 minimum. Send tape and resume in confidence to:

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Technical

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The Voice of America, U. S. Information Agency, has positions available for RADIO Broadcast Technicians in Washington, D.C. These positions require a MINIMUM of FIVE years progressively responsible experience in both Studio and Recording activities. Starting salary is \$6 per hour. Under Civil Service. Applications (CSC Form 171), available at local Post Office or other Federal offices should be sent to:

Chief, VOA Personnel Office, U. S. Information Agency, HEW-South Building, 330 C Street, S.W., Washington, D. C. 20547

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ATC Division/Gates Radio Co. has opening for energetic young engineer to fill broad responsibilities—including field checkout of broadcast automation systems. Excellent over-all technical background and friendly, outgoing personality required. Salary commensurate with ability and experience. College graduate preferred. Write or phone: Andy Rector, Manager, Customer Service, ATC Division/Gates Radio Company, Bloomington, Ill. 61701, 309-829-7006.

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NEWS

WRITER

Deft, crisp writer wanted for leading New York Radio and TV Broadcast Service handling business and financial news. Business-Finance background not necessary. Send letter, not resume, including experience, education, salary expected.

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NEWS

(cont'd)

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CBS owned station needs top newsman with strong delivery and heavy experience in news writing and street work. Top salary, fees and fringe benefits. Rush tape and resume to:

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Major market Radio Program Consultant looking for medium market AMers and medium and major market FMers as clients. For full story in writing or information about a free market analysis call: (215) 543-8247 or write in confidence to

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Management

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We need an ambitious college graduate with a degree in Business Administration or Marketing and a minimum of 2 years TV or Radio experience to present our recruiting services to station owners. Limited travel. \$12,000 base plus commission with potential of \$25,000 per year. Send resume to:

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Major midwest market station offers excellent managerial opportunity to aggressive, creative, self-starter with several years experience in promoting and advertising radio and TV operations. Excellent benefits and salary commensurate with experience and potential. Reply in confidence, furnishing full personal data, salary history, and promotion samples to:

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Major market, east coast, TV Station requires aggressive, professional promotion manager. He should be experienced in all phases of broadcast publicity and advertising with emphasis on creativity. His work, both on-air and in print, should compare with the best in the industry. Taste, flair, and quality are evident in everything he touches. We want a leader and a doer who can back up his fresh ideas with action. Great opportunity for the right man with a progressive group operation. Send resume and salary range, plus six samples of various print work to:

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Small-medium market wanted. Excellent track record with low gross stations making them profit makers. Familiar with all phases, especially strong in creative sales and programming to make money. Will personally handle major part of billing. Can make your station a profit maker or a bigger profit maker.

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We are the only search firm or "headhunter" operating exclusively in the broadcasting industry and our firm can offer a substantial career opportunity including ownership to the right man.

Candidates should possess a college education preferably with a degree in Business Administration or Marketing and have a minimum of 2 years experience in either Radio or Television. Age 23-32.

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(Continued from page 82)

of WGN-TV, WGN-AM and WFMT(FM) to extent that financial data specified may be ascertained and copied; ordered annual financial reports of WGN-TV, WGN-AM and WFMT(FM) for years 1965-67, inclusive, made available to counsel in office of executive director for the purpose of copying data; further ordered that executive director may make available to commission counsel, but not to other counsel, data from confidential files of commission to ascertain relative rank of stations of WGN group and WFMT(FM) in order of time sales and broadcast revenue in Chicago area. Relative rank of stations other than those specified will not be disclosed. (Doc. 18417). Action Feb. 18.

■ Hearing Examiner Basil P. Cooper in Chicago, assignment of license of WFMT (FM) from Gale Broadcasting Co. to WGN Continental FM Co., changed certain procedural dates and scheduled evidentiary hearing for March 11. (Doc. 18417). Action Feb. 19.

Fines

■ WBUS(FM) Miami—Broadcast Bureau notified of apparent forfeiture liability of \$250 for failure to keep required SCA operating logs. Action Feb. 20.

■ WBNC-FM Conway, N. H.—Broadcast Bureau notified of apparent forfeiture liability of \$200 for failure to provide data concerning equipment performance measurements. Action Feb. 19.

■ WBJH(FM) Trenton, N. J.—Broadcast Bureau notified of apparent forfeiture liability of \$200 for failure to keep required proof of performance on file for at least two years. Action Feb. 19.

■ WTTM-FM Trenton, N. J.—Broadcast Bureau notified of apparent forfeiture liability of \$200 for failure to make proof of performance at yearly intervals. Action Feb. 25.

Call letter application

■ WDEL-FM, Delmarva Broadcasting Co., Wilmington, Del. Requests WSTW(FM).

**Renewal of licenses,
all stations**

■ Broadcast Bureau granted renewal of licenses for following: KBRC Mt. Vernon, KCVL Colville, KEDO Longview and KJRB Spokane, all Washington; KNDI Honolulu; KPOR Quincy, KSMK Kennewick, KUEN Wenatchee and KXRO Aberdeen, all Washington; WEOL Elyria, Ohio; WOKJ Jackson, Miss.; KPRB Redmond, Ore. Actions Feb. 18.

■ Broadcast Bureau granted renewal of licenses for following translators: K06AK and K12AJ both Edgemont; K09CT and K13AX both Philip; K12AI Sisseton, all South Dakota. Action Feb. 20.

■ Broadcast Bureau granted licenses covering following: KWXY-FM Cathedral City, Calif.; WAFB-FM Baton Rouge, La.; KCAW Port Arthur, Tex.; condition. Action Feb. 20.

Other actions, all services

■ Broadcast Bureau granted licenses covering changes for following: KADI(FM) St. Louis; WGSM-FM Smithtown, N. Y.; WRKB Kannapolis, N. C.; WMVO-FM Mount Vernon, Ohio; KIT-FM Yakima, Wash. Action Feb. 24.

Translator actions

■ Coconino Television Inc., Flagstaff, Ariz.—Broadcast Bureau granted CP's for new UHF translator to serve Flagstaff on ch. 71 by rebroadcasting KTVK(TV); ch. 73 by rebroadcasting KOOL-TV; ch. 75 by rebroadcasting KPHO-TV, all Phoenix. Action Feb. 24.

■ KOOL Radio Television, Inc., Flagstaff, Ariz.—Broadcast Bureau granted CP for new VHF translator to serve Flagstaff on ch. 13 by rebroadcasting KOOL-TV Phoenix. Action Feb. 24.

■ K82BM, Coalinga and Huron, both Calif.—Broadcast Bureau granted CP for UHF translator to include Corcoran, Calif., in its principal community; make changes in ant. system; change type trans. Action Feb. 18.

■ Lee Enterprises Inc., Jacksonville, Ill.—

Broadcast Bureau granted CP for new UHF translator at Jacksonville on ch. 75 by re-broadcasting KHQA-TV Hannibal, Mo. Action Feb. 17.

■ Bedford Valley Community Television Corp., Bowman's Addition, Md.—Broadcast Bureau granted CP for new VHF translator to serve Centerville, Pa., and Koon Dam, Md., on ch. 13 by re-broadcasting WMAL-TV Washington. Action Feb. 17.

■ Roy Municipal School Dist. #3, Roy, N.M.—Broadcast Bureau granted CP for new VHF translator to serve Roy on ch. 2 by re-broadcasting KNME(TV) Albuquerque, N. M. Action Feb. 18.

■ W05AL Piedmont Park and Paris Communities (near Greenville), S. C.—Broadcast Bureau granted mod. of CP of VHF translator to specify principal community as Piedmont Park Community; change trans. location to Piney Mountain near Greenville; make changes in ant. system; specify name as Multimedia Inc. Action Feb. 18.

■ K80BD Matador and Roaring Springs, both Texas—Broadcast Bureau granted mod. of license of UHF translator to change primary TV station to KVII-TV, ch. 7, Amarillo, Tex. Action Feb. 18.

■ K02EQ Paris, Tex.—Broadcast Bureau granted mod. of CP of VHF translator to change type trans. Action Feb. 18.

■ K76AU Wheeler County, Tex.—Broadcast Bureau granted mod. of license of UHF translator to change primary TV station to KFDO-TV, ch. 8, Sayre, Okla. Action Feb. 18.

■ E.A.O., T.V., Entiat, Wash.—Broadcast Bureau granted CP for new VHF translator to serve farm community south-southwest of Chelan Butte, Wash., on ch. 5 by re-broadcasting KREM-TV Spokane, Wash. Action Feb. 20.

CATV

Final action

■ Mayfield, Ky.—FCC denied petitions for reconsideration of CATV action filed by KFVS-TV Cape Girardeau, Mo., and WPSD-TV Paducah, Ky., against Meredith-Avco Inc. (Doc. 17721). Action Feb. 26.

Other action

■ Review board in Van Buren, N. Y., CATV proceeding, Docs. 17131-36, 17273-78, granted request for procedural ruling filed Jan. 17 by W.R.G. Baker Television Corp. Action Feb. 24.

Ownership changes

Applications

■ WAQY Birmingham, Ala.—Seeks transfer of control of Radio Broadcasting Co. of Birmingham Inc. from Tom Gloor, Douglas W. Layton, Tommy Charles and William D. Sellers (each 25% before, none after) to Continental Marketing Associates Inc. (none before, 100% after). Consideration: \$23,200. Principals: Edmond H. Randle Jr., president, C. Frederick Judd, executive vice president-secretary (each 18%), Lanny S. Vines (11%) et al. Messrs. Randle and Judd each own 50% of underwriting firm. Mr. Randle is president of marketing association and Mr. Judd is executive secretary-vice president of same marketing firm. Mr. Vines is attorney and owns data processing school. Ann. Feb. 25.

■ KIOI(FM) San Francisco—Seeks transfer of control of Pacific FM Inc. from Gary M. Gielow and John S. Wickett (each 33% before, 24.5% after) to James J. Gabbert (33% before, 51% after). Consideration: \$131,500. Ann. Feb. 25.

■ KSTR Grand Junction, Colo.—Seeks transfer control of Mountain States Broadcasting Corp. from Dorothy E. and Lincoln D. Coit (each 25% before, 18% after) to Robert A. Collins (none before, 6.6% after) and Roy H. Adamson (50% before, 57.4% after). Consideration: \$4,100. Sellers: Mr. Coit is lawyer and Mrs. Coit is housewife. Buyers: Mr. Adamson owns mining claims. Mr. Collins is employe of KSTR. Ann. Feb. 25.

■ WVOH Hazlehurst, Ga.—Seeks transfer of control of Jeff Davis Broadcasters Inc. from L. R. Ursrey Sr. (25% before, none after) to John Hulet and Wimley Waters (each 37½% before, 50% after). Consideration: \$15,000. Principals: Mr. Hulet owns poultry farm and 51% of WVMG-AM-FM Cochran,

Ga. Mr. Waters has interest in manufacturing company and owns WBAF Barnesville, Ga. Ann. Feb. 25.

■ KTTS-AM-FM Springfield, Mo.—Seeks assignment of license from Independent Broadcasting Co. of Springfield to Radio 14 Inc. for purpose of corporate reorganization. No consideration involved. Principals: J. H. Cooper, president (71%) et al. Principals own KTTS-TV. Ann. Feb. 25.

■ WSCV Peterborough, N. H.—Seeks assignment of CP from Contoocook Broadcasting Co. to Contoocook Valley Broadcasting Corp. for \$2,390.48. Sellers: B. R. Bartlett (52%), Paul K. Stewart and Ralph D. Teunis Jr. (each 24%). Messrs. Bartlett and Stewart are engineers of WAAB Worcester, Mass., and KDKA Pittsburgh, respectively. Buyers: Francis H. Harms, president-treasurer (51%), John E. Leary, vice president (25%) and Paul K. Stewart (24%). Messrs. Harms and Leary own 51% and 49%, respectively, of WSOQ North Syracuse, N. Y., and own applicant for new FM at North Syracuse. Mr. Harms owns public relations firm and has interest in Upstate Community Antenna Inc., CATV systems. Mr. Leary has interest in WTVJ(TV) Miami, Ann. Feb. 13.

■ WNBE-TV New Bern, N. C.—Seeks assignment of license and CP from Piedmont Television Corp. to Continental Television Inc. for \$960,000. Sellers: Nathan Frank, president, and Harold H. Thoms, treasurer (each 50%). Mr. Frank owns 97% of WHNC-AM-FM Henderson, N. C. Mr. Thoms owns 33% each of WAYS Charlotte and WCOG Greensboro, both North Carolina, and 35% each of WEAM Arlington, Va., and WKLM Wilmington, N. C. Buyers: Henry C. Wilson, president-treasurer (21.5%), Louis S. Amann (7.86%), Quantas Systems Corp. (30.74%) et al. Mr. Wilson owns 37.43% of WPDJ Clarksburg, W. Va., and is director of defense electronics firm. Mr. Amann owns 75% of real estate investment firm, 4% of real estate development firm and is stockbroker. Quantas performs variety of electronic, electrical and mechanical engineering services. Ann. Feb. 19.

■ WGAP Maryville, Tenn.—Seeks transfer of control from Frank H. Corbett (100% before, none after), to Virginia E. Corbett, executrix of estate of Frank H. Corbett, deceased (none before, 100% after). No consideration involved. Ann. Feb. 25.

■ KDNC-AM-FM Spokane, Wash.—Seeks transfer of control of Independent Broadcasting Corp. from Alexander P. Hunter (100% before, none after) to Radford A. Sorensen, Wayne A. Wakefield and Edward F. Kelley (each none before, 33½% after). Consideration: \$140,000. Principals: Mr. Sorensen is 30% owner of retail TV sales firm and sole owner of insurance agency. Mr. Wakefield owns retail and franchise sales firms. Mr. Kelley owns 100% of advertising agency and is former general manager of KBKW Aberdeen, Wash. Ann. Feb. 25.

■ WRVF(FM) River Falls, Wis.—Seeks assignment of CP from Wisconsin Radio Inc. to River Falls Radio Co. for \$5,608.29. Sellers: John D. Rice, president (50%) and Vena H. and James W. Rice, vice president-treasurer and secretary, respectively. (Jointly 50%). John D. Rice owns 100% of WRJC Mauston and 26% of WCOW-AM-FM Sparta, both Wisconsin. Mrs. Rice owns 74% of WCOW-AM-FM. James W. Rice has no other business interests indicated. Buyers: Earl J. Marnarch, president, Clarence S. Filkins, vice president, John F. Murry, secretary-treasurer, John Rauchnot, Richard N. Fox, Clifford J. Hilden, Thomas A. Giere, Frank J. Herges and John D. Rice (each 11.1%). Mr. Marnarch owns beer distribution company. Mr. Filkins owns oil company and service station. Mr. Murry is lawyer. Mr. Rauchnot owns ranch, hotel and restaurant. Mr. Fox owns hardware store. Mr. Hilden owns real estate firm. Mr. Giere owns automobile dealership. Mr. Herges owns 75% of TV production company, 50% of liquor store and 100% of restaurant. Buyers own CP for AM at River Falls. Ann. Feb. 25.

Actions

■ KADIF(FM) St. Louis—Broadcast Bureau granted transfer of control of Vanguard Broadcasting Corp. from Charles Rich, Victor Cohn et al. (as a group 51% before, 62% after). Consideration: Exchange of Vanguard stock for 49% of KXLW Clayton, Mo., owned by Mr. Miller. Action Feb. 25.

■ WNDR Syracuse, N. Y.—Broadcast Bureau granted assignment of license from Syracuse Broadcasting Corp. to Tower Broadcasting

Corp. for \$1,055,375.00. Sellers: Arthur C. Kyle Jr., president (35%), David A. Kyle, treasurer (9%), Leo Rosen, secretary (41%) et al. Arthur Kyle Jr. has interest in WPDJ Potsdam, N. Y., and has interest in applicant for new FM in that city. Messrs. Kyle have interest in WABY Albany, N. Y. Mr. Rosen has no other business interests indicated. Buyers: Abraham F. Wechsler, president-chairman of board (50.01%), James H. Slater, vice president (10.23%), Robert Wechsler, executive vice president (14.95%), Arthur C. Kyle Jr., vice president (10%) et al. Messrs. Wechsler and Slater have interests in coffee importing and roasting company. Mr. Slater is chairman of executive committee of food service chain. Action Feb. 20.

■ KPRB Redmond, Ore.—Broadcast Bureau granted assignment of license from Radio Station KPRB to William N. and Willa L. Miller for \$75,000. Sellers: Donald S. and Rita M. Anderson (each 50%). Buyers: Mr. and Mrs. Miller will each own 50%. No other business interests indicated. Action Feb. 19.

■ KTBC-AM-FM-TV Austin, Tex.—Broadcast Bureau granted transfer of control of Texas Broadcasting Corp. from A. W. Morsund and J. W. Bullion (jointly 83.9% before, 31.1% after) et al. to Claudia T. Johnson (none before, 52.9% after) for purpose of corporate reorganization. No consideration involved. Principals own 23% of KLFY-TV Lafayette, La., and of KXII(TV) Ardmore, Okla.; 29% of KWTX-AM-TV Waco, 50% of KBTX-TV Bryan and 75% of KNAL Victoria, all Texas. They also own 50% of Capital Cable Corp., CATV system, Austin, Tex. Mrs. Johnson, former First Lady, is to retain interests from trust. Action Feb. 20.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through Feb. 26. Reports include applications for permission to install and operate CATV's grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

■ *San Diego*—Penasquitos Antenna System Inc. has been granted a nonexclusive franchise in the Rancho Los Penasquitos community.

■ *Sunnvale, Calif.*—Peninsula TV Power Inc., a subsidiary of FCB Cablevision Inc., which in turn is a subsidiary of Fotee, Cone & Belding, has been awarded a franchise. The company plans to build a \$3-million, 24-channel system for carrying local-station programming, a closed-circuit channel for city use, FM signals and news, weather and time reports. Roy Petersen is president of the CATV company, and Norman Bennett is general manager.

■ Belle Glade, Fla.—Six firms have applied for a franchise: Belle Glade Cablevision Inc., represented by W. A. Brown; Belle Glade Community Television Co., represented by Junius Harris, president; Seminole Broadcasting Co. (WSWN Belle Glade), represented by Marvin Smith; Teleprompter Corp., represented by Thomas Sholts, attorney from West Palm Beach, Fla.; Micopony Group Co., Gainesville, Fla.; and Davis Broadcasting Co., Beverly Hills, Calif.

■ Cicero, Ill.—Time-Life Broadcast Inc., New York (Multiple CATV owner), has applied for franchise.

■ Owensville, Mo.—Nationwide Cable Television Corp., Oklahoma City, has applied for a nonexclusive franchise. The system would provide an estimated 11 channels, including a weather channel and some 12 to 15 FM stations. Free connections would be given city schools, the municipal utility, and television repairmen. The company would pay a pole-rental fee of \$1.75 per pole to the city and 2% of its gross revenue. Initially the firm would not charge for installation, but thereafter a \$10 to \$20 fee would be set. Monthly charges would be \$5.95 for one set, and \$1.50 for each additional set.

■ Pine Grove, Pa.—Pine Grove TV Service, Pine Grove, has applied for a 10-year exclusive franchise.

For a Texan George Stevens probably has the fastest drawl in the Southwest. You have to listen closely or the words whiz right by, especially when he is excited about the subject and is driving home his points.

Corinthian Broadcasting Corp. executives at their station-management meeting in Hawaii this week will be listening carefully to a report by Mr. Stevens, vice president and general manager of Corinthian's KOTV(TV) Tulsa, Okla., because he will be talking about something that has him very much excited—a new data-processing system at KOTV which promises to give station management the highest possible degree of knowledge and control of the details involved today in all critical business functions.

The KOTV innovation is no new high-cost computer system. It employs the standard IBM punch-card components, with slight modification, which long have been available and most any average station could afford. But it uses them with a degree of sophistication considered unusual in broadcasting and not heretofore attained except by the elaborate manual traffic systems of a relatively few stations able to afford the big budgets and big staffs.

The KOTV system handles traditional accounting such as billing and payroll plus operating logs, availabilities and ultimately total film-program inventory. Its flexibility can produce a wide range of fast information on demographics or dollars, by programs, time periods or product categories, and is expected to prove an invaluable selling tool for KOTV's new national representative, Harrington, Righter & Parsons.

It also is expected to help Mr. Stevens do a more effective job in planning new local programs, including public service, as well as buying syndicated product because he will have better audience data and know what the advertiser wants.

The system has been in development under Mr. Stevens's supervision for more than a year and was put into operation last November. "We're pioneering in Tulsa," he says, but notes pioneering at KOTV has been a company tradition ever since Corinthian's top officials had begun there. If the system works as well as it looks now it could be implemented at other Corinthian stations in about a year, it was indicated.

"With today's demands for rotating schedules, floating schedules, run-of-schedule schedules, fixed positions, flexibility in 10's and 20's and 30's, split minutes and split 30's, satellite plans with the bulk in prime but 30% rotating throughout the afternoons, and so forth, I don't see how human beings can cope with this without help from machines," Mr. Stevens explains.

"Knowledge is tantamount to dol-

He'll get by with a little help from his computer

lars," he continues, "and if you can provide the client with the dollars, the demographics and the flexibility he wants, then you will get the schedules."

Mr. Stevens believes the old way of doing business in broadcasting is fast passing and "gut instinct" will be replaced by the scientific method. "I think the day of the top-ten programs, the greatest reach etc. is gone forever," he says.

"I think that's good and in the public interest as well as that of the sponsor," he feels. Eventually, he predicts,

Week's Profile



George Allen Stevens—vice president and general manager, KOTV-TV Tulsa, Okla. b. Oct. 11, 1921, Fort Worth, Tex.; BBA degree 1947 University of Texas; U. S. Navy 1943-46; part time 1939 in programing at KOCA Kilgore, Tex., and sales 1942 KNOW Austin, Tex.; rejoined KNOW 1946 in sales promotion and news; production and sales, WFAA Dallas, 1947-53, becoming local sales manager of WFAA-TV, 1954; joined Edward Petry & Co. late 1954 in St. Louis, then Chicago; 1956 became southwestern manager. Avery-Knodel, Dallas; late 1956 named commercial manager of KOTV, becoming vice president-general manager 1958; president, Oklahoma Telecasters Association; member, Governor's Industrial Development Commission; m. Josibel Griffin of Kilgore, June 3, 1944; children—Gary, 23; Daniel, 18; Elizabeth Jane, 13, and Christopher, 12; hobby—golf.

the daily data-processed availability sheet will be replaced by a nationally interconnected, computer-stored push-button system like the airlines have but the practical economics must come first.

There has not yet been agency or client reaction to the new KOTV system, Mr. Stevens admits, because it purposely was "kept under wraps." But Corinthian's research director in New York, Betty Fox, shares his enthusiasm.

"We now are able to track every time period," she observes, studying each piece of business and "learning to what extent demographics are influencing the buying." Although some studies of demographics by requests for avails have been done, she said, she believes this is the first time anyone "will be able to trace business bought by demographics."

The new KOTV business system is typical of the "activist" role Mr. Stevens says he enjoys pursuing in broadcast management at every station level. His background has covered every phase except perhaps engineering and is described as "creative bent".

One new series he finds exciting is KOTV's open-end color show, *Conversation with...* He agrees the title isn't original but the information interest is often so high the program goes into Sunday 9 p.m. instead of 11:30 p.m. The subjects can be local news makers but also include show people or the cab driver who really has something to say.

KOTV editorials and program efforts long have supported important local causes as has Mr. Stevens' personal participation in state and city affairs. Recently president of the Tulsa Chamber of Commerce, he notes "you and your station can grow only as far as your market grows."

How does a station preserve its claim to excellence? "It's tough," Mr. Stevens will admit, "but one thing you do is run scared and you have to continue to experiment."

Teamwork is the essence of successful station operation, Mr. Stevens believes, and is proud of the Corinthian policies which help him to support his team with everything needed to enable each to do his best. Salesmen are sent for training at Television Bureau of Advertising's school, he cites as example, and KOTV believes in ample advertising investments as much as it expects of the clients it solicits.

Mr. Stevens learned the basics of selling from his father, a jeweler who followed the oil strikes and boom towns. It was harder still after his father's death and he intermittently had to work his way through college, he recalls, but "switching oil wells at night and doing radio shows and selling all day is one way to learn broadcasting."

Editorials

A sobering thought

The following editorial appeared in BROADCASTING's issue of Oct. 30, 1967. It is worth repeating in light of the possibility that cigarette advertising on television and radio may dwindle or disappear.

In a 200-page report based on a \$1.1-million study financed by the federal government's National Institute of Mental Health, a special commission has offered a wide-ranging program to reduce problem-drinking in this country. In general the commission has said, as reported in BROADCASTING last week, that a whole new social attitude toward drinking is needed.

What the commission was really saying was that large segments of the public now think of alcohol in unrealistic if not hypocritical terms. Hence drinking is done surreptitiously or under conditions that create feelings of guilt. The result for all too many people is alcoholism.

Among the specific recommendations made by the commission is one that this publication has advanced in the past. The commission suggests that liquor advertising, of appropriate content, be admitted to radio and television. In broadcast advertising, the commission said, "drinking should be shown as a type of activity that can add to the enjoyment of other situations without basically altering them." A continuation of the present voluntary ban against liquor commercials on the air only accentuates the pretense that there is something inherently wrong with a commodity that is widely used at all social levels.

The commission's conclusions strike us as eminently reasonable, though they would be bound to provoke strong reaction if distillers and broadcasters put them into effect. Still we wonder whether the political influence of organized temperance groups has not been overestimated. And surely the outworn arguments of the dries seem less significant than ever in the light of the commission's work.

Indeed if the commission is right and a useful purpose could be served by the restrained presentation of liquor advertising on radio and television, broadcasters are ignoring a chance to perform a public service as long as they reject liquor accounts out of hand.

Wrecking crew

As reported in this publication a week ago, the National Citizens Committee for Broadcasting may be disbanded for lack of funds. If its end does come, it will be by suicide. The committee has offered no reason for sensibly run foundations or genuinely progressive individuals to go on contributing to its support.

On the course set for the committee by its chairman, Thomas P. F. Hoving, the objective is destruction. The committee has become a sort of yippie movement seeking to tear down the broadcasting establishment without offering any realistic alternative or tangible program of improvement.

A memorandum written to committee trustees by Ben Kubasik, executive director, on Feb. 17 provided its own testimony to the essentially anarchistic policy that the committee has espoused. Decrying the lack of financial support, Mr. Kubasik said that "the opportunities have never been more golden, with the time ripe to fulfill our stated principles."

And what "golden opportunities" did Mr. Kubasik have in mind? "In looking at recent FCC actions," he advised the trustees, "we can be cheered by its WHDH-TV license revocation in Boston. While programming—in which the com-

mittee seeks a diversity and balance in every segment of the broadcast day—was not an issue, the fact that WHDH-TV did no exemplary programing during all the years its license was challenged was a factor.

"There is a move afoot to take away the license of KNBC, the NBC-owned Los Angeles television station, and one of the main elements there is absentee ownership as well as nonlocal management.

"The National Citizens Committee has been cooperating with a local Chicago group to wrest away Chicago's community fine-arts FM station, WFMT, from the *Chicago Tribune's* holdings, which include another daily Chicago newspaper, WGN-TV, WGN, the City News Bureau and assorted other enterprises.

"The National Citizens Committee has been making plans to work toward holding up and ultimately halting certain license renewals in New York and in the Washington, D.C., and Maryland-Virginia areas, actions discussed at last week's executive committee meeting."

Such is the negativism of the Hoving committee's approach: Take stations away from incumbent licensees, but never mind the consequences. In such a cause only a fool (or a rival applicant) would be parted from his money.

Antique rule

In our "Open Mike" department last week the general manager of WSMN Nashua, N.H., David Rock, wondered why the FCC rules require him to patronize his strongest competitor, the local newspaper, to advertise a notice that he is applying for license renewal.

Mr. Rock has a valid complaint.

Look at it another way. Postal regulations require newspapers and magazines to publish ownership, management and circulation statements once a year. But in enforcing the statute the Post Office does not require publications to buy time on their local or area radio or television stations or use billboards. The obligation is met merely by the printing of the statement in one October issue of the publication itself.

The FCC rules should be amended to let stations use their own air to notify their audiences at renewal time.



Drawn for BROADCASTING by Sid Hix
"Take a bath in it when you're through, Mac . . . We need a black, greasy ring for a bathroom cleanser spot tomorrow!"

Where in the world have you been the last 14 years, Bob Ryan?

1955... East Berlin
1956... Prague
1957... Scandinavia
1958... Brussels
1959... Havana
1960... Budapest
1961... Caracas
1962... Warsaw
1963... Berlin Wall and Romania
1964... Southeast Asia (including Vietnam)
1965... Moscow
1966... Vietnam
1967... Free China
1968... Middle East and Czechoslovakia
1969...?



When Bob Ryan steps in front of our cameras to deliver news, he brings a lot with him. Like personal insight gained from fact-finding trips made since 1955 to trouble spots just about anywhere in the world you'd care to name.

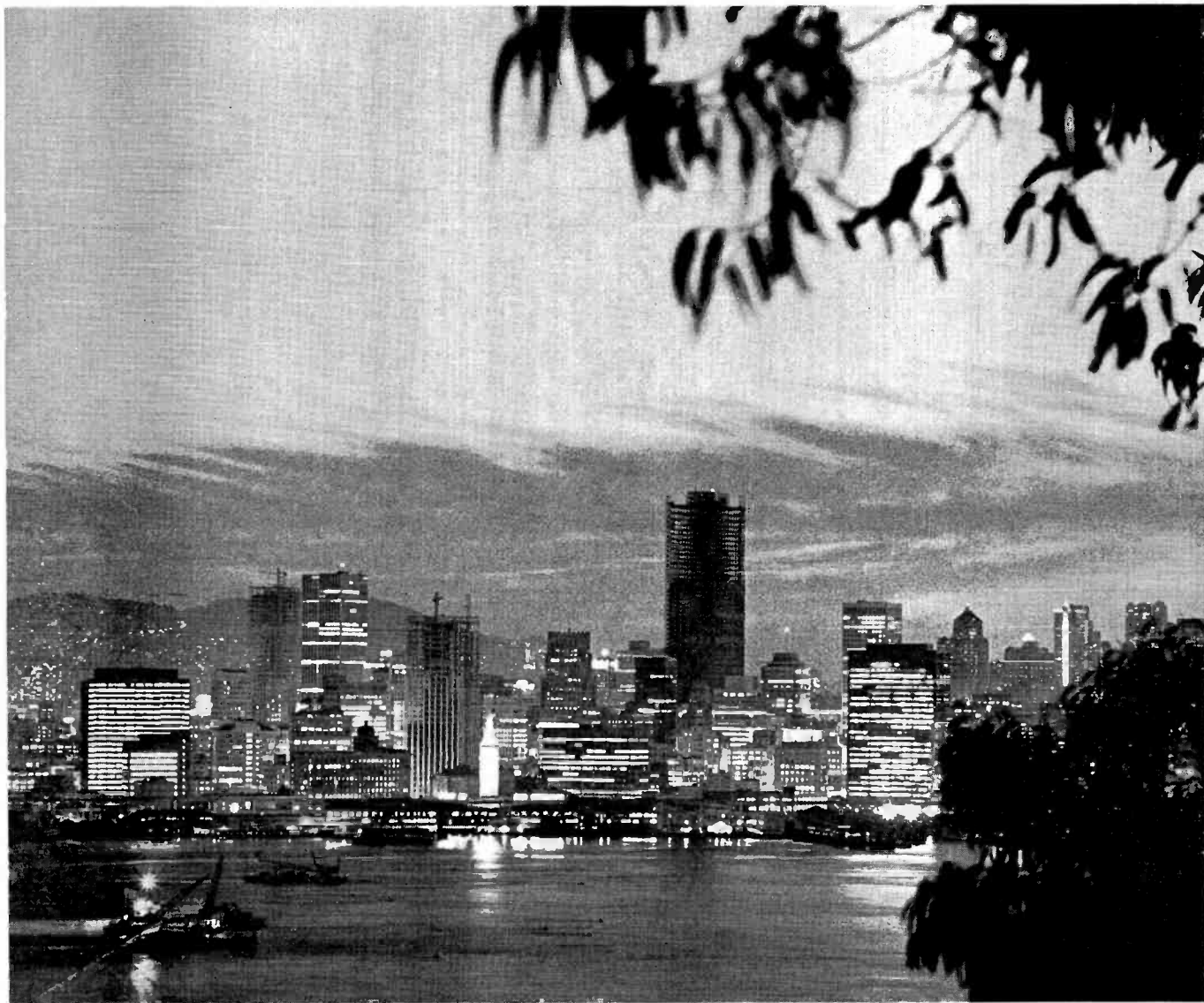
Bob's trips aren't mere pleasure junkets. He's been spied on, followed and had cameras confiscated. On his last fact-gathering trip, made to Czechoslovakia (*after* the Russians arrived), he even had phone conversations jammed.

Why do we tell you all this? Because we think it'll help give you an idea of how seriously we take news programming at KSTP Television, Twin Cities. And why people who know refer to KSTP as one of the finest news operations in the nation.



Minneapolis · St. Paul

If you lived in San Francisco...



...you'd be sold on KRON-TV