



THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

6/4/69

With NAB, NCTA pact is there chance for accord on CATV? p23
ABC-TV chases prime-time blues at affiliates convention. p26
SPECIAL REPORT: Added dimensions in radio news. p49
Protobacco forces move smoking arena to House floor. p56

If you'd like to get your hands on 133 Post '50 and 210 Post '48 Columbia features no network ever got their hands on, get in touch with us.

<p><u>A few of the Post '50s</u> Picnic All The Young Men The Enemy General The Two-Headed Spy Gidget As The Sea Rages Tank Force Fast And Sexy The Man Inside Cockleshell Heroes Bitter Victory Song Without End Surprise Package Bonjour Tristesse</p>	<p><u>Strangers When We Meet</u> From Here To Eternity Operation Mad Ball Once More, With Feeling! Man On A String The Garment Jungle Let No Man Write My Epitaph The Mouse That Roared Autumn Leaves The Mountain Road Jubal Beat The Devil Middle Of The Night Cowboy They Came To Cordura Bell, Book And Candle It Happened To Jane Our Man In Havana The Last Angry Man Who Was That Lady? Full Of Life The Goddess The Key The Eddy Duchin Story Pal Joey Anatomy Of A Murder</p>	<p><u>A few of the Post '48s</u> All The King's Men On The Waterfront Born Yesterday The Last Hurrah The Caine Mutiny Death Of A Salesman The Solid Gold Cadillac Hell Below Zero The Violent Men Valentino The Harder They Fall Harriet Craig Sirocco Member Of The Wedding The Juggler The Wild One My Sister Eileen Jeanne Eagles The Happy Time Salome 3:10 To Yuma Affair In Trinidad The Long Gray Line Jolson Sings Again The Four Poster Fire Down Below Knock On Any Door We Were Strangers Miss Grant Takes Richmond Tokyo Joe In A Lonely Place Convicted</p>	<p><u>Ten Tall Men</u> The Marrying Kind Walk East On Beacon Paratrooper It Should Happen To You The Man From Laramie Miss Sadie Thompson Phfff!</p>
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And since they'll be available in your market soon, you'd better get in touch with us now. Screen Gems

The Christal Company joins the Good Life in Denver*



KOA ANNOUNCES THE APPOINTMENT OF
THE CHRISTAL COMPANY AS NATIONAL
SALES REPRESENTATIVES

- *KOA Good Life Music
- *KOA Eyewitness News
- *KOA Eyewitness Weather
- *KOA Eyewitness Sports
- *KOA Farm and Ranch News
- *KOA Community Action Reports
- *KOA Traffic Reports
- *KOA Aerial Mountain Playground Reports

CALL YOUR CHRISTAL MAN TO BECOME A PART OF THE GOOD LIFE



KOA Radio 85 - 50,000 Watts Clear Channel NBC
KOA-FM 103.5 MC
Denver, Colorado
General Electric Broadcasting Company of Colorado, Inc.

★ SUPERFUN IS NOTHING BUT A RADIO VERSION OF LAUGH-IN!

1. So some of LAUGH-IN'S STARS... LIKE ARTE JOHNSON AND GARY OWENS... ARE MAJOR PERFORMERS IN DOZENS OF **SUPERFUN** SKETCHES. SO THEY GOT OTHERS WE DON'T GOT, AND WE GOT OTHERS (FORTY-THREE TO BE PRECISE) THEY DON'T GOT, LIKE ME AND FORTY-TWO OTHERS, ALL OF WHOM, QUITE NATURALLY, ARE BRILLIANT STARS OF RADIO'S GLORIOUS PAST, PRESENT, AND FUTURE. **2.** So four or five of our sketches have been done on LAUGH-IN. AFTER ALL, **SUPERFUN** IS ONE YEAR OLDER THAN LAUGH-IN, AND OUR BITS WERE WRITTEN BEFORE THEIR BITS, BUT WE TEND TO ACCEPT THE INNOCENT NOTION THAT GREAT GAG-WRITERS' MINDS. **3.** So **SUPERFUN** IS STRUCTURED JUST LIKE LAUGH-IN, A BOMBARDMENT OF HUNDREDS OF VERY SHORT, SHORT, MEDIUM SHORT, MEDIUM, MEDIUM LONG, LONG, OVER LONG COMEDY SKETCHES. IT WORKS FOR THEM. IT WORKS FOR US. IT WORKED FOR CHAPLIN. IT WORKED FOR SHAKESPEARE. **4.** So why hock us with this complaint? IF **SUPERFUN** IS NOTHING BUT A RADIO VERSION OF LAUGH-IN, AND YOU OWN A RADIO STATION, DON'T BUY **SUPERFUN** BUY LAUGH-IN AND PUT IT ON YOUR RADIO STATION (JUST AS SOON AS LAUGH-IN COMES OUT WITH A RADIO VERSION OF ITS OWN, WHICH MAY BE NEVER, OR AT LEAST NOT THIS MONTH) OR RELY ON FRED, THE LOCAL WIT. OR GO WITHOUT COMEDY ALTOGETHER. WHAT DO WE CARE? WE GIVE IT ALL AWAY TO UNCLE SAM ANYWAY. SO FOR MORE INFORMATION ABOUT **SUPERFUN** WRITE OR CALL ME OR SOMEBODY ELSE AT THE FOLLOWING ADDRESS OR PHONE NUMBER IN THE FOLLOWING LOGO:



MEL BLANC OWNER OF HOT RADIO-COMEDY PROGRAMMING SERIES (CURRENTLY SYNDICATED) CALLED **SUPERFUN**

UNNAMED RADIO STATION OWNER →



Blackballs

Disclosure of possible appointment of former Los Angeles broadcaster Richard Moore to FCC and perhaps its chairmanship (BROADCASTING, May 5) has triggered avalanche of advice to White House. Networks reportedly oppose Mr. Moore, who in 1956 urged Senate to impose restraints on network practices. Other broadcasters oppose him because he had interests in CATV, was associated in wired pay-TV venture in Los Angeles. Still, no other name has surfaced in speculation over successor to FCC Chairman Rosel Hyde.

As of last week it stood this way: Unless explicitly asked by White House to stay on, Mr. Hyde will retire at end of his term June 30. That would leave Robert T. Bartley, Democrat and senior commissioner, as acting chairman if President did not name another. Make-up of FCC as of July 1, in those circumstances, would be four Democrats, two Republicans.

Radio for film

Eastman-Kodak Co., Rochester, N.Y., long-time major television advertiser, is committing itself to radio for first time in years. In campaign already on air Kodak is selling film on radio in 11 markets. When initial flight winds up at end of June, follow-up radio drive is expected. Kodak tried radio once before, some years back, on experimental basis. That campaign, which was aimed at vacationers in New England, was termed disappointing. But now, says Kodak spokesman, "We think it [radio] has had a resurgence as far as value to the advertiser is concerned."

Current campaign is heavy, "heading toward 100 gross rating points per week," and principally in drive time. All spots are 60's, both recorded and live. Markets are major, with Kodak explaining "when you get out into the C & D counties, there just isn't that much to take pictures of." Markets are New York, Los Angeles, Chicago, Boston, San Francisco, Detroit, Washington, Cleveland, Minneapolis, Seattle, Miami. Agency is J. Walter Thompson Co., New York.

Color line?

FBI agents are investigating employment practices in West Coast film industry—as sequel to hearings held in Los Angeles by U.S. Equal Employment Opportunity Commission (BROADCASTING, March 17). Agents reportedly interviewed film-company executives who

attended ABC-TV affiliates convention in San Francisco last week. Whether investigation extends to West Coast operations of TV networks is not known, although EEOC officials charged networks as well as film producers with discrimination in hiring.

Kluge's stake

Little known fact about Transamerica-Metromedia merger, now under study by FCC and antitrust division of Justice Department, is that John W. Kluge, chairman and president of MM, would emerge as largest individual stockholder. His MM interest translates into approximately 700,000 shares of Transamerica or more than 1% of authorized 60 million shares.

Second largest Transamerica stockholder is Arthur Krim, president of United Artists, Transamerica subsidiary, with 353,414 shares. Next are Glenn Cramer, president of Transinternational Airlines, with 333,676 shares, and Robert Benjamin, chairman of UA, with 302,000 shares. Value of overall Metromedia stock is \$300 million and of Transamerica, \$2.1 billion.

Rough spots

Big item at concluding closed-door affiliate-management session at ABC-TV convention last week—along with questions of clearances and compensation for Monday-night football (see pages 26, 66)—was whether and how ABC-TV would tone down sex and violence in new programming. Some affiliates were disturbed by pilots and demonstrator films shown during convention. There were specific objections to lynch scene in pilot of *New People* and story in *Love American Style* that indicated young couple was enjoying adulterous relationship. Neither is apt to be aired.

Some affiliates are also worried about ABC-TV's new 45-minute *Music Scene* series, starring The Committee as hosts. There's concern that series will be critical of establishment, may give ABC Smothers brothers-type headache. Production schedule calls for completion of each show on Friday, delivery of tape to New York Saturday, closed-circuit screening for affiliates Sunday—for air time Monday night. Affiliates are uneasy about these logistics.

Bird almost in hand

With any luck, FCC should be able to adopt order establishing domestic communications satellite system as crown-

ing achievement of Rosel H. Hyde's 41-year service in regulation of communications. Chairman Hyde is scheduled to retire June 30; and sure sign that commission is nearing end of deliberations on domestic satellite system is visits he has been making to interested Nixon administration officials, to fill them in on commission plans. Commission officials feel that if chairman encounters no objections, agency will proceed with adoption of its proposed system.

Officials are describing proposal as providing for "introductory" system, which could become permanent if it is found to be useful adjunct to existing communications network. Officials decline to discuss details of proposal, but reports have circulated that it would provide for multi-purpose system (rather than one dedicated to broadcasting) that would be managed by Communications Satellite Corp. Ownership, though, would probably be open to others, possibly including broadcasters.

Protecting investments

It seems unlikely on surface, but one of key figures in NBC-TV's decision not to go for Monday-night pro football which ABC bought last week (see page 66) was Johnny Carson. NBC officials reportedly reasoned that logical time for football would be 9 p.m. to midnight (NYT), which would mean delaying start of *Tonight* show by half-hour—and they knew from experience that *Tonight* host Carson will not brook such delays. There was also speculation not only that Mr. Carson would refuse to show up on Mondays—that much apparently was taken for granted—but also that there could be deterioration in NBC-Carson relationships for rest of week.

But there were other considerations as well. For one, major league baseball has been trying to break into network prime time and presumably would use Monday-night football precedent as leverage. In addition, though they don't say so, apparently there were reservations at both NBC and CBS-TV—which also elected not to try for Monday-night games—about size of audience football might draw in prime time. And presumably neither NBC nor CBS was anxious to let other get regular Monday-night programming established and then face catch-up job with its own regular programs after football season ended.



SOME CLOWN IN WASHINGTON IS TEACHING CHILDREN.

They call him Lorenzo. He works for us.
We call him Jerry Wheeler.

He writes, hosts, performs on four hours of
programming for children in Washington every weekend.
Good stuff. Music. Dancing. History. Theatre. Science.
Things kids love when they know about them.

That's why we hired Lorenzo. To tell them.

WTOP TV

A Post-Newsweek Station

Plan for settlement of dispute over CATV regulation is hammered out by NAB, NCTA. Compromise would give cable industry room to expand, and would provide protection for broadcasters' program product. See . . .

Chance for accord on cable's future? . . . 23

San Francisco is scene of ABC-TV affiliates' convention, at which network reveals upcoming program schedules—including lineup of 'box-office attractions' for movie nights, plan to meet Saturday morning competition. See . . .

ABC-TV chases prime-time blues . . . 26

Forum Communications Inc., frustrated so far in bid to compete for facility now occupied by WPIX(TV) New York, continues its fight with petition for reconsideration that charges FCC has acted with undue haste. See . . .

Bidder for WPIX(TV) bounces back . . . 34

FCC testimony before House Appropriations Subcommittee, made public last week, emphasizes need for money to provide for more research, especially on spectrum-allocation problems. See . . .

FCC seeks \$1-million solutions . . . 38

Zenith Radio Corp. paces set manufacturers' opposition to FCC proposed rule that would require UHF-VHF tuner equality; broadcasters renew call for prompt government action. See . . .

Manufacturers cool to tuner-parity rule . . . 44

Reinforced efforts of four radio networks, and growing professionalism of specialized audio services, are producing new school of radio news that accentuates expanded coverage through actualities and voice reports. See . . .

The added dimensions in radio news . . . 49

House Commerce Committee backs move that would keep regulatory agencies out of cigarette controversy for six more years. Also approved: slightly stronger warning, to appear on packs but not in advertising. See . . .

Smoking issue moves to House floor . . . 56

New study, focusing on television viewers' personality traits—with special emphasis on 'ad switchability'—is presented to advertisers and agencies by Television Advertising Representatives. See . . .

TVAR probes ego for switchblades . . . 60

FTC Chairman Paul Rand Dixon, in testimony made public last week, warns House Appropriations Subcommittee that his agency could become straw man unless given more funds for hard action on consumer protection. See . . .

FTC fears role of 'fingerwagger' . . . 61

ABC-TV returns to pro football for first time in five years, paying reported \$8 million for three-year pact that provides for 13-week schedule of games in Monday night prime time, beginning in 1970. See . . .

Monday night at the stadium . . . 66

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Broadcasting

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**We hated
to have to win
this award.**



to KFVB News Radio, Los Angeles for radio reporting

When you get an award for covering the assassination of Robert Kennedy, it's hard to feel good.

We did it because it had to be done. We did it in depth. And we did it long. 36 hours straight.

And we hated every minute of it.

**We loved
winning
this one.**



to WBZ Radio, Boston for radio public service

This one made us feel good. This one is for something called T-Group 15.

It's a way to bring black people and white people together.

Black teachers and white teachers. Black parents and white parents. To talk. On the air.

They argued. They yelled. They screamed. But they talked. After a while, they understood each other. After 15 hours, they even liked each other.

And we loved every minute of it.



WESTINGHOUSE BROADCASTING COMPANY

WBZ - WBZ-TV BOSTON - WINS NEW YORK - KYW - KYW-TV PHILADELPHIA
WJZ-TV BALTIMORE - KOKA - KOKA-TV PITTSBURGH - WOWO FT. WAYNE
WIND CHICAGO - KPIX SAN FRANCISCO - KFVB LOS ANGELES

Analytical renewal criteria

FCC Commissioners Nicholas Johnson and Kenneth A. Cox have suggested that commission use number of objective criteria in evaluating broadcasters' programming performance at license-renewal time. And, in 60-page statement on New York state license renewals (BROADCASTING, May 26), released Saturday (May 31), they demonstrated how criteria could be used to evaluate New York broadcasters' performance, complete with comparative ranking of 24 stations.

CBS's WCBS-TV New York is ranked first, on basis of criteria used in study, and NBC's WNBC-TV New York is ranked second. But ABC's WABC-TV New York is ranked 14th; its license, two commissioners said, should not be renewed without further inquiry.

Study of performance of New York stations, whose licenses expire June 1, was done by Commissioner Johnson. Commissioner Cox is noted as regarding results as "significant contribution" to process of evaluating performance, and as joining fully in opinion.

Two commissioners have made earlier efforts to develop criteria, most notably year ago, in study of Oklahoma broadcasting (BROADCASTING, June 3, 1968). In that one, commission renewal processes as well as quality of Oklahoma broadcast service were severely criticized.

Statement on New York was less critical, more restrained in its approach, than was true of Oklahoma report. But Commissioners Johnson and Cox chided colleagues for alleged lack of interest in applying "any standards at all" to programming.

In statement on New York stations, they suggest use of news, public affairs and "other" programming (religious, instructional and agricultural) as comparative criteria, as they have before.

But they would also use extent to which network affiliates clear regularly scheduled network news and public affairs programming, local programming, local and regional news, prime-time local programming, number of news employees and of public service announcements, and "commercial emphasis."

In addition, they say commission should consider station's financial position in evaluating its program performance.

Ranking of station is determined by drawing together its comparative rankings in each category considered.

Commissioners concede that objective standards do have drawbacks: "It is impossible to design objective measures

of programming performance" is one criticism they cite. But such standards, they add, are "better than nothing."

They invite comments from "any interested parties as to how criteria might be improved. They also say they hope to refine standards in future renewal analyses.

Commissioners said they would not, "at this time," deny license renewal based on analysis done in report. But they feel analysis provides basis for inquiring further before granting number of renewal applications.

ABC's WABC-TV would be one, for although station ranks 14 in state, its "resources" should permit it to do better. They would also check into WNBC-TV Binghamton, ranked 17, "a large multi-media licensee (Triangle Publications Inc.) operating as the only VHF in a three-station market that is not performing up to resources."

Other stations that would be deferred are WBJA-TV Binghamton, WHEN-TV Syracuse, WHEC-TV Rochester and WKBW-TV Buffalo. These are ranked 21 through 24 respectively, "and are all network-affiliated stations that could have done better."

Commissioners were kind in treatment of WCBS-TV. "As one of the most profitable stations in the country, the public is entitled to expect much from WCBS-TV; by our measure, it is getting it." Commissioners found it ranked number 1 in number of programming categories, including news, and that it "apparently pursued a deliberate policy of reduced commercialization." They also found it also cleared 100% of CBS news programs.

In separate statement, two commissioners returned to type of declaration for which they have become known in previous renewal periods. They objected to renewal of number of New York stations that proposed to devote less than 5% of their time to news, less than 1% to public affairs, or less than 5% to public affairs and "other" programming.

In this statement, they note that CBS "flagship" of CBS radio network, proposes less than 5% of its time to public affairs and "other." And WNEW, whose affiliate, WNEW-TV, is ranked fourth in comparison of TV stations, is criticized for proposing less than 3% in same category.

WNEW-TV was also found to propose less than 5% news. But in view of "more thorough analysis" of its performance in their major study, commissioners do not object to its renewal.

Commissioners also note that WQXR

New York, licensed to *New York Times*, proposes to devote less than 1% of its time to public affairs programming.

Rulo-Code reach accord

Disagreement between National Association of Broadcasters' Code Authority and Rulo Corp., Chicago, over acceptability of current Rulo diet wafer TV commercials was reported resolved Thursday (May 29) in meeting in New York. Rulo threat of lawsuit against code authority apparently was dissipated at same time (see page 60).

Arthur Gettleman, Chicago attorney representing Rulo, said afterward that company would make new commercials to satisfy objections raised by code director Stockton Helffrich at meeting, and hoped to have them ready for air shortly. Mr. Gettleman emphasized—and Mr. Helffrich confirmed—that current Rulo commercials had been conditionally approved by code authority last November, subject to further review, and had been running under that conditional approval until code officials held them unacceptable last month.

Alitalia, other shifts

Approximately \$15 million in agency account reassignments were reported by three separate companies, highlighted by shift of Alitalia Airlines' \$8 million billing to Coleman, Prentis and Varley, worldwide agency with headquarters in London.

Alitalia spends about \$500,000 in broadcast on worldwide basis. Account has been at Pulicis-Gardner-Butler-Stip (Gardner Advertising in U.S.) for past 10 years. CP&V's U.S. affiliate is Kenyon and Eckhardt.

Swift and Co., Chicago, has named William Esty Co., New York, to handle \$4 million processed-meats division, dropping McCann-Erickson, Chicago. Estimated \$2.5 million is in TV-radio.

WTS-Pharmcraft, Rochester, N. Y., announced it is moving its Allerest, Fresh, Coldene and Ting products from Doyle Dane Bernbach, New York, to Rumrill-Hoyt, New York. Products bill estimated \$3 million, of which approximately \$1.5 million is in broadcast.

von Ladau to Metromedia

Philip von Ladau has been named research director, Metromedia Television, newly created position. He moves to Metromedia from Carson Roberts, Los Angeles, where he had been media research director.

Week's Headliners



Mr. Forsling



Mr. Dickinson



Mr. McDaniels

Richard A. Forsling, VP, administration, CBS Television Services Division, named to newly created position of executive VP. Division's activities include CBS Enterprises, CATV operations and development, foreign TV investments and new businesses in broadcast-related fields. Mr. Forsling held legal positions in CBS's TV divisions from 1952 to 1965 when he became VP, business administration, CBS Television Stations Division. **Tom Miller**, who has been VP, sales, New York Yankees, CBS subsidiary, named VP and assistant to Richard W. Jencks, president, CBS/Broadcast Group. Earlier Mr. Miller was with ABC and CBS.

John F. Dickinson, VP, Harrington, Righter & Parsons, New York, elected president of station-representative company, succeeding **James O. Parsons Jr.**, who becomes board chairman. Mr. Dickinson began with HR&P in 1949 as account executive. **Peter F. Ryan**, mid-western VP of company, elected to board of directors.

John M. McDaniels, general sales man-

ager of WGN-TV Chicago and VP of WGN Continental Sales Co., and **Alexander C. Field Jr.**, manager of public affairs for WGN Continental group, elected VP's of WGN Continental Broadcasting Co. (see page 74).

Richard Krolik, general executive supervising PR and promotion activities for Time-Life Broadcast, New York, named VP and assigned as Washington representative for broadcasting. Mr. Krolik, general executive since 1962, was formerly producer-director for *The March of Time* in its early TV experiments; member of promotion department for *Life* magazine; associate producer of NBC's *Today* show, and head of his own PR firm. In 1966 he served as consultant to John Chancellor, then director of Voice of America.

Neal Van Ells, station manager, KNBC (TV) Los Angeles, named general manager of WKYC-TV Cleveland. Both are NBC-owned stations. He succeeds Arthur A. Watson, now president, NBC Radio.

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

ABC licenses approved

FCC has granted license renewals to ABC-owned KGO-AM-FM-TV San Francisco and KABC-AM-FM-TV Los Angeles, over objection of Wometco Enterprises, which wanted renewals designated for hearing.

Case grew out of 1966 petition by Antwin Theaters Inc., against both ABC and Wometco, charging anticompetitive theater practices. Antwin asked commission to hold hearings on renewals of ABC owned stations and Wometco's WTVJ(TV) Miami, WLOS-TV Asheville, N. C. and KVOS-TV Bellingham, Wash.

Antwin subsequently reached amicable resolution of its civil antitrust action against ABC and announced it was withdrawing complaints against that company but not against Wometco. Wometco said it was duty of commission to determine validity of Antwin's

original charges and designate all stations for hearing.

Commission's Broadcast Bureau denied request earlier this year, ruling that Antwin claims against ABC were "moot." Commission last week upheld that judgment by vote of 5-to-1, with Commissioner Johnson dissenting.

Specials in 26 markets

Triangle Stations said Thursday (May 29) that its six *Doodletown Pipers* one-hour taped television specials will be in 26 markets across country in their premiere this month. Five or six hours have been produced with Triangle Program Sales distributing.

Among outlets programing these specials in addition to Triangle's five owned stations are KTVU(TV) San Francisco, KIRO-TV Seattle, WSM-TV Nashville, KSO-TV Salt Lake City, KHOU-TV

Salt Lake City, KHOU-TV Houston, Houston, WTVT(TV) Tampa, Fla. Among local sponsors are Montgomery Ward on KOB-TV Albuquerque, N.M., and Sears Roebuck on KLTZ-TV, Denver.

Cablemen sanguine

Cable TV leaders expect some changes may be made in agreement reached with National Association of Broadcasters staff—on part of broadcasters and CATV operators—but they don't anticipate that concord will "blow up" unless major revisions are imposed by one group or another.

This and other optimistic sentiment expressed by Frederick W. Ford, president, and Robert Beisswenger, chairman, of National Cable TV Association at news conference Thursday (May 29) in Washington.

And, at the same time, Association of Maximum Service Telecasters announced that its "emergency" board meeting will take place June 5 at Drake hotel in Chicago.

NCTA officials released text of NCTA board resolution voted earlier in week (see page 23), which reads that board "generally endorse[s] the proposals which have been the subject of discussion . . ." and continues: "We recognize that many of the areas of discussion need clarification and that the methods employed to effect their implementation are crucial."

Mr. Ford commented at one point that since the FCC's proposed new CATV rules, issued last December, negotiations between NCTA committee and motion picture producers have "slowed down almost to a halt." NCTA group has been meeting with motion picture representatives since middle of last year, shortly after U. S. Supreme Court ruled CATV systems were not infringing copyright licenses.

Reminded that Jerrold Electronics Corp., Philadelphia, of which he is chairman and president, holds CATV franchise for section of Philadelphia. Mr. Beisswenger said that Jerrold will build system under new agreement provisions that would limit CATV there to purely local TV stations.

'Cesar' to CBC

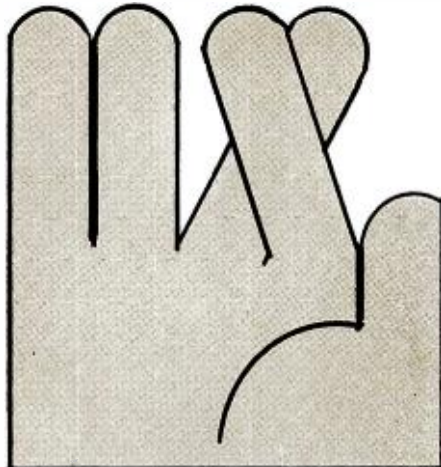
United Artists Television has sold its half-hour *Cesar's World* travel adventure series to Canadian Broadcasting Corp.

Gould honored

Jack Gould, radio-TV critic for *New York Times*, will receive journalism award of Columbia University's faculty of journalism for "distinguished service in public interests" today (June 2). Award to Mr. Gould cites his efforts "to stir sometimes dormant conscience of television industry" in his writings.

There are lots of game shows in syndication this year, but here is

The *hottest* new game show available!



To Tell The Truth

All new shows for syndication — Fall start



5-a-week half-hour color tapes

Produced at the famous ED SULLIVAN THEATER

Hot because

TO TELL THE TRUTH is the only new game show available with a 12 year successful track record (both stripped and weekly on CBS). TO TELL THE TRUTH was still leading its time period in most markets* when it went off the network last year.

Hot because

Top stations in top markets looked at all the other game shows and bought TO TELL THE TRUTH. Now set for fall start in New York, Los Angeles, Washington, D. C., Kansas City, San Francisco, Buffalo, San Diego, Boston, Detroit, Lancaster, Pittsburgh, Philadelphia, Minneapolis, Houston, Bellingham, Miami, St. Louis, Toledo (and others we can't reveal yet) . . . with lots more cities cooking.

Hot because

TO TELL THE TRUTH offers the strongest regular cast of stars of any syndicated game show. Goodson-Todman has taken a 12 year winner, geared its program content to young adults, strengthened its original cast by adding Bill Cullen as a regular and Garry Moore as host. No other game show offers a great line-up of stars like this:

Garry Moore
Bill Cullen
Peggy Cass
Orson Bean
Kitty Carlisle

...and other well-known guest panelists.

*ARB rating on request.

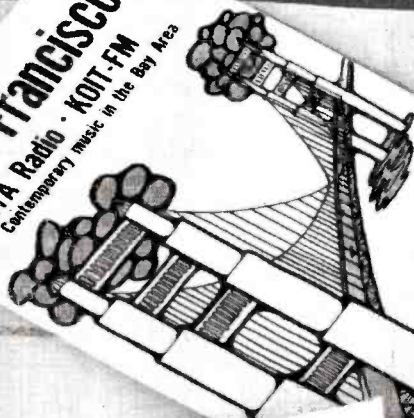
Produced by
Goodson-Todman Enterprises, Ltd.
Distributed by
Firestone Film Syndication, Ltd.
477 Madison Avenue, New York, N.Y. 10022 212-758-5100

Mapping a National

Look to Avco Broadcasting for efficient buying.

San Francisco

KYA Radio - KQIT-FM
Contemporary music in the Bay Area



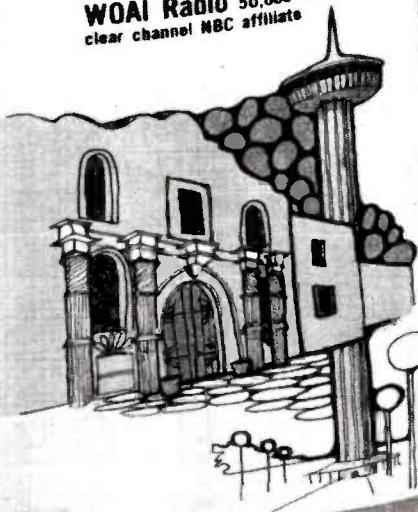
Wood River, Ill.

WRTH Radio Beautiful music
24 hours a day for Southwestern Illinois
and the Greater St. Louis Market.



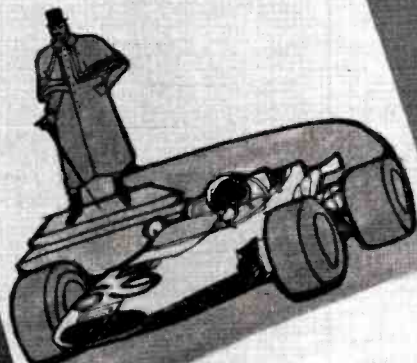
San Antonio

WOAI-TV Channel 4
Full color NBC affiliate
WOAI Radio 50,000 watt.
clear channel NBC affiliate



Indianapolis

WLWI Channel 13
Full color ABC affiliate



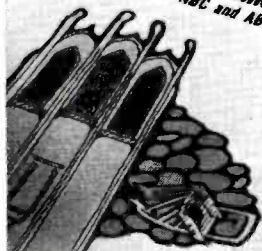
Broadcast Schedule?

from San Francisco to Washington, D.C.



Dayton

WLWD Channel 2
Full color NBC and ABC affiliate



Washington, D. C.

WWDC Radio - WWDC-FM
The "New Sound" in the Nation's Capital



Columbus

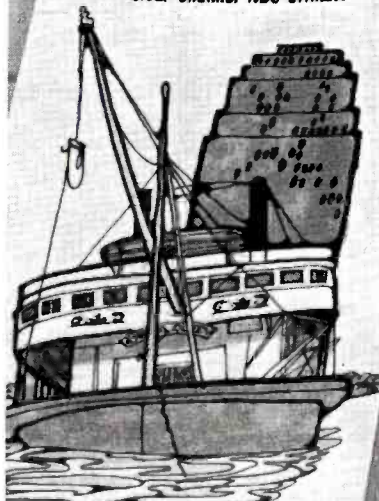
WLWC Channel 4
Full color NBC affiliate



Cincinnati

WLWT Channel 5
Full color NBC affiliate

WLW Radio 50,000 watt.
clear channel NBC affiliate



AVCO

BROADCASTING CORPORATION

M&H

DON'T JUST STAND STILL ALL SUMMER

There is a unique opportunity this summer to make sure that the rating performance of your station is better next year.

The major ingredient in a station's success comes from what you do yourself, the programs and people under your control. The network helps—but interestingly enough, you can be number one in your market regardless of network affiliation.

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Make the most of this summer while your competitor is taking it easy—

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Datebook[®]

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

■ Indicates first or revised listings.

June

June 2—Deadline for comments on FCC's proposed rulemaking that would permit noncommercial TV stations to present scrambled programming during part of their broadcast day.

■ June 2—Television Bureau of Advertising regional sales clinic. Sheraton-Gotham inn, Syracuse, N.Y.

June 2—Annual stockholders meeting, Rice Broadcasting Co. Atlanta.

June 3—Annual stockholders meeting, MCA Inc. Sheraton-Blackstone hotel, Chicago.

■ June 4—Television Bureau of Advertising regional sales clinic. Sheraton-Baltimore inn, Baltimore.

June 3—Annual stockholders meeting, Teleprompter Corp. New York.

June 3-5—Annual convention, Armed Forces Communications and Electronics Association. Sheraton Park hotel, Washington.

June 5-6—Thirteenth annual public conference of PTC Research Institute of George Washington University. Agenda includes discussion on "Crises in Communication." Shoreham hotel, Washington.

June 6—Deadline for reply comments on FCC's proposal that would require uniform tuning methods for UHF and VHF on all televisions receivers.

June 6—Third annual Belding awards for creative achievement in advertising, Advertising Club of Los Angeles. Beverly Hills hotel, Beverly Hills, Calif.

■ June 6—Special shareholders meeting, Chris-Craft Industries Inc. Pier 66 hotel, Fort Lauderdale, Fla.

June 6-7—Wyoming AP Broadcasters Association meeting. Convention Center, Cody, Wyo.

June 6-8—North Dakota Broadcasters spring meeting. Medora.

June 7—Meeting of Iowa AP Broadcasters. Fort Des Moines hotel, Des Moines.

June 7—Radio-Television News Directors Association regional conference. North Court, Seattle Center, Seattle.

June 7—Radio-Television News Directors Association regional conference. KLZ Radio-TV Communications Center, Denver.

June 8—Television Academy Awards presentation. Carnegie Hall, New York, and Civic Auditorium, Santa Monica, Calif.

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

■ June 9—Television Bureau of Advertising regional sales clinic. Sheraton-Gibson hotel, Cincinnati.

June 9—Institute for Religious Communications, sponsored by communications department of United States Catholic Conference. Speakers include Rev. Agnellus Andrew, O.F.M., director of Catholic Center for Radio, Television and Cinema in Great Bureau of Advertising, New York; Milton Fruchtman; executive producer, Capital Cities Broadcasting, New York; and Louis Cassels, senior editor, UPI, Loyola University, New Orleans.

■ June 10—General shareholders meeting, Warner Bros.-Seven Arts Ltd. Calgary Inn, Calgary, Alberta.

June 10-14—Nineteenth annual conference



**Some
wire service correspondents
carry tape recorders...
and think sound.**

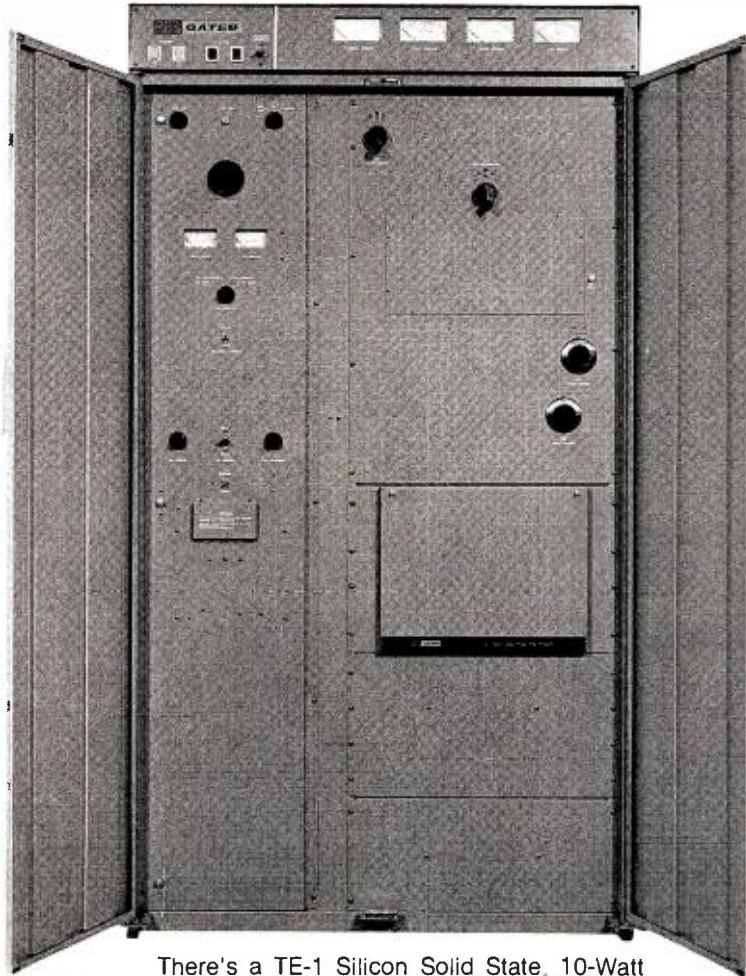
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in your newscasts?**

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Each employs DCFM* (direct carrier frequency modulation). Carrier generation and modulation occur — without multipliers — at operating frequencies. You get better stability, excellent response.

Add stereo and SCA. Just plug in a factory adjusted module. You make stereo separation of 35 dB with minimum crosstalk.

For more information on the TE-1 Solid Statesman Exciter with the transmitter power you need, write or call us. Gates Radio Company, Quincy, Illinois 62301. Telephone (217) 222-8200.



GATES

A DIVISION OF HARRIS-INTERTYPE

of *Western States Advertising Agencies Association*. Speakers include David Mahoney, president of Norton Simon Inc., and Tyler Macdonald, president of N. W. Ayer/Jorgensen/Macdonald. Royal Lahaina hotel, Maui, Hawaii.

■ June 11—*Television Bureau of Advertising* regional sales clinic. Statler Hilton hotel, Cleveland.

June 11-12—Spring meeting of *Montana Broadcasters Association*. Speakers include Elmer Lower, ABC News, president; George Bartlett, vice president for engineering, National Association of Broadcasters; Roger Mudd, CBS News correspondent. Prince of Wales hotel, East Glacier.

■ June 12—Radio workshop sponsored by *Association of National Advertisers and Radio Advertising Bureau*. Plaza hotel, New York.

June 12—Meeting of *Montana AP Broadcasters Association*. Glacier National Park, Mont.

June 12—Deadline for reply comments on *FCC's* proposed rule that would permit educational television stations to televise scrambled programing during part of the broadcast day.

June 12-14—Spring meeting of *Colorado Broadcasters Association*. Manor Vall. Vall.

June 12-14—Annual spring meeting of *Missouri Broadcasters Association*. Millstone Lodge, Lake of the Ozarks.

June 12-16—Spring meeting of *Mississippi Broadcasters Association*. Edgewater Gulf hotel, Biloxi.

■ June 13—*Television Bureau of Advertising* regional sales clinic. Howard Johnson motor inn, Detroit.

June 13-14—Annual seminar, *Texas AP Radio-Television Association*. Sun Valley motel, Harlingen.

June 14—*Radio-Television News Directors Association* regional conference. WTVJ (TV) Miami studios.

June 14-17—Annual convention of *Georgia Association of Broadcasters*. Speakers include Daniel H. Lewis, vice chairman, D'Arcy Advertising; Eddie Barker, KRLL-TV Dallas, president, Radio-Television News Directors Association. DeSoto-Hilton hotel, Savannah.

June 15-17—Thirteenth annual meeting of *Television Program Conference*. Speakers include FCC Commissioner Robert T. Bartley; Keith Godfrey, vice president and director of sales, MCA TV, and Richard Bailey, president, Hughes Sports Network. Deauville hotel, Miami Beach, Fla.

June 15-18—Third annual Consumer Electronics Show, sponsored by consumer products division of *Electronic Industries Association*. Hilton and Americana hotels, New York.

June 15-18—Convention of *American Marketing Association*. Regency Hyatt House, Atlanta.

June 16-17—Eastern convention of *National Religious Broadcasters*. Speakers: Dr. Billy Graham and Dr. Stephen F. Olford. Holiday Inn, New York.

June 16-18—Workshop on advertising financial management, *Association of National Advertisers*. Doral Country Club, Miami.

June 16-20—Summer meeting of *National Association of Broadcasters* board of directors. NAB headquarters, Washington.

June 16-21—Sixteenth annual *International Advertising Film Festival*. Cannes, France.

June 17—New deadline for reply comments on *FCC's* proposal to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programing, and to limit their participation in syndication activities. Previous deadline was April 14.

June 18—Annual stockholders meeting, *Movielab Inc.* New York.

June 18-20—Annual meeting of *Virginia*

■ Indicates first or revised listing

TVB meetings

Television Bureau of Advertising regional sales clinics:

June 2—Sheraton-Plaza hotel, Boston.

June 4—Sheraton-Baltimore Inn, Baltimore.

June 9—Sheraton-Gibson hotel, Cincinnati.

June 11—Statler Hilton hotel, Cleveland.

June 13—Howard Johnson motor inn, Detroit.

Association of Broadcasters. Holiday Inn, Afton Mountain.

June 19-21—Annual convention of *Maryland/District of Columbia/Delaware Broadcasters' Association*. Henlopen hotel and motor lodge, Rehoboth Beach, Del.

June 21—*Radio-Television News Directors Association* regional conference. AP Building, New York.

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

June 22-25—Spring meeting of *Alabama Association of Broadcasters*. Tutwiler hotel, Birmingham.

June 22-25—Institute on operation and maintenance of helical scan video recorders-reproducers, *National Association of Educational Broadcasters*. Philadelphia Marriott, Philadelphia.

June 23-26—Annual convention, *Electronic Industries Association*. Ambassador hotel, Chicago.

June 24—Annual stockholders meeting, *Rust Craft Greeting Cards Inc.* Dedham, Mass.

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

June 26-28—Instructional media research conference, *Indiana University*. Bloomington.

■ June 27—Annual stockholders meeting, *General Instrument Corp.* Hotel Robert Treat, Newark, N.J.

June 28—*Radio-Television News Directors Association* regional conference. Koma Kai Club, San Diego, Calif.

June 28—*Radio-Television News Directors Association* regional conference. WAVE-AM-TV Louisville, Ky., studios.

June 29-July 2—*American Advertising Federation* convention. Speakers include Donald M. Kendall, president of PepsiCo; AAF Chairman Walter Terry and President Howard Bell. Waldorf-Astoria hotel, New York.

July

July 2—New deadline for reply comments on all portions of *FCC's* proposed CATV rules, except those dealing with questions of program origination and diversification.

July 6-18—Twelfth annual seminar in marketing management and advertising, *American Advertising Federation*. Harvard Business School, Cambridge, Mass.

July 7—New deadline for comments on *FCC's* proposed rule that would ban cigarette advertising on radio and television. Previous deadline was May 6.

July 19—*Radio-Television News Directors Association* regional conference. Duluth, Minn.

July 21—New date for oral argument before *FCC* on its proposal to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programing, and to limit their participation in syndication activities. Previous date was May 12.

August

Aug. 3-5—Summer convention, *Idaho State Broadcasters Association*. Speakers include FCC Commissioner H. Rex Lee. North Shore



Woman Power

CATHERINE DENEUVE
BRIGITTE BARDOT
ANNIE GIRADOT
SIMONE SIGNORET
ROSANNA PODESTA

CONTINENTAL
LION

Presents

First-run on television—
37 theatrically released
features.

Twenty-One in Color.
Average length—100 min.
All post '60. All with
internationally famous
stars and directors.

Tops in Sales and
Profitability.

Continental Lion features
are distributed by MGM
Television.





**If you're talking
about "buying power" coverage,
KABC RADIO is Number 1
in Los Angeles**

Everyday we talk to more women,



who handle the money . . .



that run the houses . . .



and buy the groceries . . .
for the millions of families who live
and play in Southern California.

KABC RADIO 79  

where News makes Conversation

The data used herein are estimates and not accurate to any precise mathematical degree.
*ARB Jan / Feb Mon - Sun 6 AM - Midnight avg. ¼ hr.

Motor hotel, Coeur d'Alene.

Aug. 7—New deadline for reDly comments on FCC's proposed rule that would ban cigarette advertising on radio and television. Previous deadline was July 7.

Aug. 14-16—Annual convention. *Rocky Mountain Cable TV Association*. Durango, Colo.

Aug. 17-20—Institute on operation and maintenance of helical scan video recorders-reproducers. *National Association of Educational Broadcasters*. Sheraton-Chicago, Chicago.

Aug. 25-27—Convention of *American Marketing Association*. Netherlands Hilton, Cincinnati.

September

Sept. 8-11—1969 *National Premium Show International Amphitheater*, Chicago.

■Sept. 18-20—Annual broadcasting symposium, sponsored by *Group on Broadcasting, Institute of Electrical and Electronic Engineers*. Mayflower hotel, Washington.

Sept. 22-23—Annual *National Broadcast Editorial Conference*. Detroit.

Sept. 23—Annual meeting of *Radio-Television News Directors Association of Canada*. Detroit.

■Sept. 23-25—Annual fall meeting. *Pennsylvania Community Antenna Television Association*. The David Mead, Meadville.

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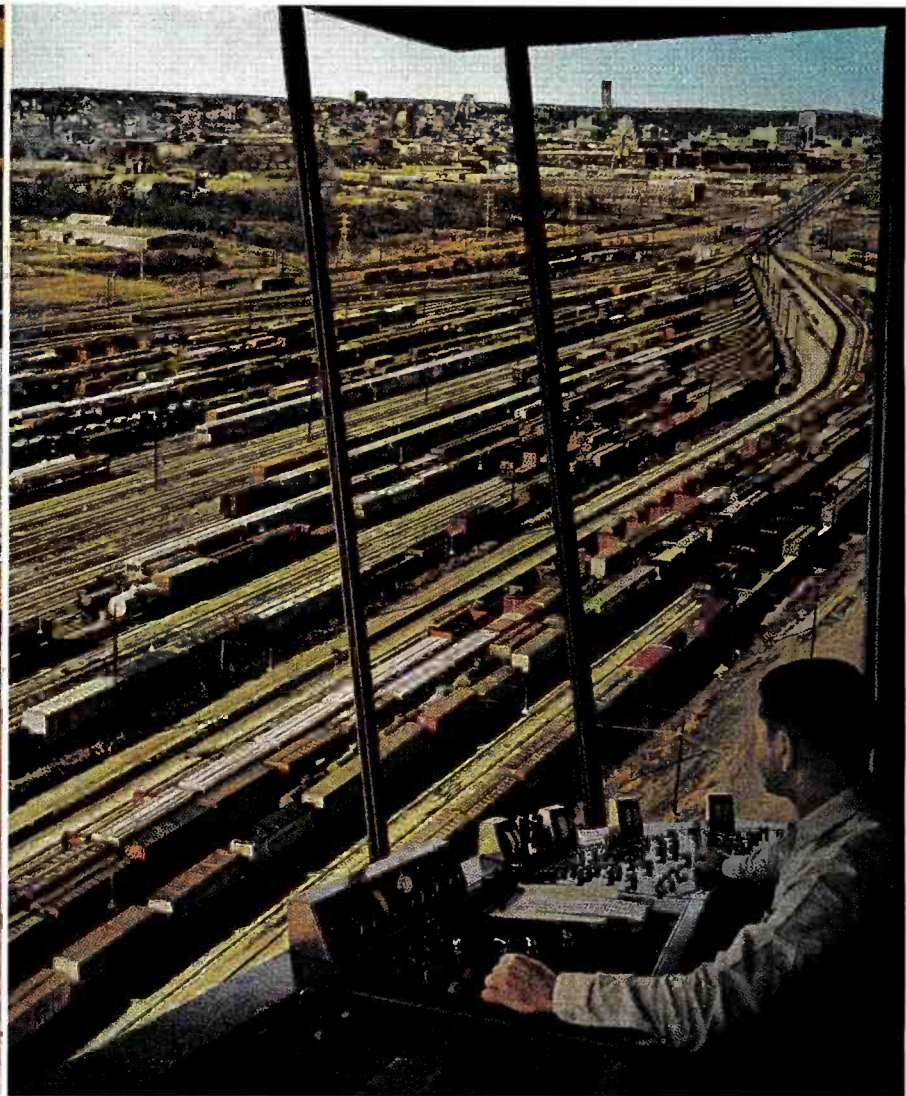
Piaudits for rep story

EDITOR: All of us here want to commend you and Associate Editor Walt Spencer on that thorough, well-handled feature story, "Shake-out Among the Station Reps." It is a definite contribution to our industry, which, as you well know, means that it provides an equivalent contribution to the cause of spot television advertising. It does much to put both into proper perspective, to show that the Willie Loman days of national sales representation are over, and point up the professionalism, specialization, and creative techniques which are so necessary in today's successful representation operation.

So, on behalf of all of us, sincere thanks for your sound analysis and appraisal of an important billion-dollar-plus segment of television.—*Martin L. Nierman, president, Edward Petry & Co., New York.*

FCC finds a friend

EDITOR: I really must protest your abandonment of all journalistic standards of impartiality in your choice of headlines to highlight stories dealing with the FCC and especially Commissioner Nicholas Johnson. In March, one of your stories was headlined, "Commissioners Show Fangs." In the May 19 issue you say "Nick Caught With Hand in Inkwell." These are only two examples out of a number of headlines that have struck me as glaringly unfair.—*Ray W. Rosenblum, general manager, WMOA Marietta, Ohio.*

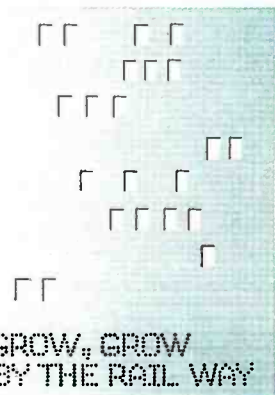
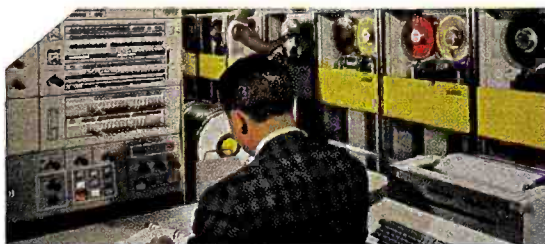


**What's in store
for you?**

**Trainloads of everything
you like...moved by the
modern rail way**

The thousand and one things you need and use... move to you through modern railroad classification yards. Here freight cars by the thousands are electronically sorted every day and made into trains going where you live.

This computerized assembling of freight trains is typical of the constant progress railroads are making... and why railroads are keeping ahead of your ever-growing transportation needs.



ASSOCIATION OF

**American
Railroads**



'Television retailing' is nonsense

There is no such thing as "television retailing" and I challenge anyone to define it in meaningful terms.

Retailing encompasses a broad spectrum of retail establishments. It includes supermarkets, furniture and appliance stores, auto dealers and a host of others. The use of television by these retailers is neither new nor unproved.

Retailers have been using television for 20 years—successfully and profitably—and television understands them perfectly.

The hangup concerns just one form of retailer and from here on I'm talking to him directly.

It is not that television doesn't understand retailers but that department stores have done nothing in 20 years to understand television. You, Mr. Department Store Manager, are the guilty party—guilty of gross neglect of the most vital communication tool in contemporary life.

The decline in newspaper circulation and readership is nothing new. It's been going on for over 10 years. While your marketplace changed, while the sociological conditions of society altered, while you changed from a single-store operation to a multistore and even multimarket enterprise—as the shopping center and discounter encroached upon your bailiwick—you, like the ostrich, kept your head buried in your beloved newspaper while the rest of the world went audio-visual. Even during the last few years when TV has been a major source of discussion at every one of your seminars and throughout the trade, you still hover along its fringes and persist in the same cry: "I don't know how to use it."

I'll tell you how to use it. Use it.

That's how we all learned. There is no magic formula, no instant television like instant coffee.

The basic requirement is simple—hire some people who understand the medium. There is nothing mysterious about TV. What is mysterious is how you expect to use TV without a staff.

If you didn't have artists, layout people and copywriters, you would be in exactly the same boat in print. You need a staff even when you have an outside agency. How else are you going to give your agency guidance and make professional evaluation of its output?

This is why I do not consider the assignment of a "retail specialist" at

the television station level particularly meaningful. What is he going to do for you? Write your scripts? Develop your campaign? Buy your time? Make marketing decisions for you? And not just for you, but for every other store in town?

Let's be honest. There is only one reason why you department stores are in television today. Television has your customers—by the millions.

I think one of your problems in TV is that you are carrying your bad newspaper habits over into the new medium. You tend to confuse production techniques with advertising concepts. This habit affects your creative approach in TV and often contributes to high production costs.

Production costs do not have to be high. I have seen full-color film commercials locally made at well under \$1,000 that I would match with any department-store commercial in the country. Learn to approach TV as an advertising medium instead of show business.

You cannot emulate the national advertisers' method of creating an image, because you are a different entity. I don't know duPont. I've never seen their plants or met their people. I only know them through their advertising. They can create any image they want and I cannot confirm or deny it.

But you exist in time and space for me. I'm in your store often and deal with your people, know your merchandise and policies, etc. You can't invent an image for me because the minute I walk into your store I can check it out. Your institutional image must be based upon what you are, not what

you would like to be.

With the development of the free standing store, boutiques, etc., the institutional values attached to your name must be exploited and constantly underscored. Promoting the boutique or department may in fact make the most sense as against promotion of isolated items. After all I really don't go into your store because of the items you sell. I can buy them many places. I go to you because of the institutional realities.

Whether you are promoting a special event or a specific item, an institutional concept must be the core of your message. Keep reminding the shopper of all the fringe benefits.

Since your commercials will have a short life span, you should find some thematic thread to run through all of them. Few have it today. Your commercials should play back on each other for cumulative impact and identity. Substitute good concept for elaborate production technique.

Another factor that affects creative approach and cost is the length of the commercial. Too many stores fail to use ID's.

Avoid making 60-second spots. Gear yourself to 30's. They are becoming the style. Also I find many store 60's are unnecessarily padded. The 30 ups your frequency and reach, lowers cost.

Plan on a 52-week basis in TV just as you do in print. Allocate enough budget to do the job. Stop kidding yourself. Don't expect a kiddy-car budget to buy you a Cadillac.

There is only one way to learn: Use television.



Hiram Strong has been a retail TV-radio writer-producer in Chicago for more than 25 years. He formed his own agency last year with American Motors Chicago Area Dealers Association as initial account. Before that for five years he was senior vice president of Powell, Schoenbrod & Hall where he worked on Carson Pirie Scott & Co. when it plunged into TV. He also is retail consultant to Taft Broadcasting Co. He speaks on TV in New York before National Retail Merchants Association June 11-12.

Richmond Va: Your next successful campaign!



Richmond has exploded since the War Between the States.

The former Capital of the Confederacy has become a capital of growth.

People are everywhere. There are over 500,000 in the standard metropolitan statistical area alone. And an additional 750,000 in surrounding counties and towns reached by WWBT.

It's a big target, but it can be captured.

It's been done before.

The spoils are more than you can possibly imagine. Richmonders have the highest per capita income in the Southeast. Retail sales alone account for more than \$900 million. Effective buying income is over \$27 billion.

At WWBT we're doing things to capture a big share of the Richmond market. We're making programming changes,

adding new personnel on the air and in key management positions, and we're promoting WWBT as a leader in the great tradition of Jefferson Standard Broadcasting Company.

Make Richmond, Virginia, your next successful campaign.

WWBT/RICHMOND

**“Hello, KFRE?...
Somebody put LSD
in my coffee.
I’m blind...
I need help.”**

The 4 a.m. caller was a 23-year-old college student, partially blind and frenzied with the hallucinations of a “trip”. He wouldn’t telephone his parents because of the possible shock to them.

For more than an hour KFRE’s FACTS volunteer #34 helped him keep his sense of reality. Finally, at his insistence and because of his increasing panic, she waived the anonymity rule and sent another FACTS volunteer, familiar with LSD, to “talk him down.”

Why did he call KFRE? Why was KFRE able to help him?

Because the FACTS (Finding Answers-Caring Through Service) program of round-the-clock volunteer help for drug abuse has been a person-to-person first aid station for sixteen hundred victims in Fresno.

Why does KFRE-TV have such a service?
Because it’s a Triangle Station.

Chance for accord on cable's future?

Compromise reached by NAB and NCTA staffs, approved by NCTA board, shot at by AMST

A plan for settlement of differences over cable-television regulation was unexpectedly issued last week by the staffs of the National Association of Broadcasters and the National Cable Television Association.

The proposed accord was accepted "in principle" by the NCTA board at a meeting last week in Washington. It will be considered by the NAB board at its regularly scheduled meeting in Washington June 16-20. The executive committees of the boards of both associations have been kept informed of negotiations between the two headquarters.

In the broadcaster camp dissent became immediately apparent. The Association of Maximum Service Telecasters, which has consistently fought for hard-line regulation of CATV, called an "emergency" meeting of its board for this week. Most AMST members are also NAB members.

Staff executives of both the NAB and NCTA had expected resistance from the more extremist elements on each

side of the CATV controversy, but they believe they have arrived at a compromise that will attract support from the mass of broadcasters and cable operators.

The agreement proposes that broadcasters and cable operators jointly support legislation that would, in essence, give broadcasters protection against the indiscriminate use of their programs by CATV and give CATV more room to expand than is possible under present and proposed FCC regulations.

It is proposed that CATV be made liable for copyright payments, that CATV respect the exclusivity provisions in contracts between stations and program suppliers, that CATV systems be prohibited from interconnecting, that CATV carry all local stations, that CATV be permitted to import distant signals (where not enough local stations exist) to reach a total load of three network affiliates and three independents, and that CATV be permitted to originate one channel of entertainment and one channel carrying advertising

(for details see page 24). Existing cable systems would be grandfathered into the law to permit the continuation of their present services.

The NCTA board was reported to have voted 17 to 2 to accept the proposals as a basis for further negotiations. The two dissenters were said to be Miss Yolanda Barco of Meadville, Pa., and John Walson, Mahanoy City, Pa. Their objections were reportedly addressed to the proposed limitations on distant-signal importation. Both of their systems are in mountainous regions.

Though voting their willingness to come to terms with the broadcasters, the NCTA board majority raised several questions for further deliberations. Among them:

- Cable operators would like to see some sort of time limit placed on the exclusivity provisions so that CATV systems would not be foreclosed in perpetuity.
- They would also like to have permission to bring in TV stations beyond

They were the negotiators

"It got to the point where we decided there was no sense in continuing to holler at each other," explains one of the principals in the small group that

cemented the CATV agreement, "so we sat down in a spirit of compromise a few weeks ago and came up with this." The small group consisted of Vincent T. Wasilewski, president; William Carlisle, vice president for television, and

Douglas A. Anello, general counsel, for the National Association of Broadcasters, and Frederick W. Ford, president; Wally Briscoe, managing director, and Bruce E. Lovett, general counsel, for the National Cable TV Association.



Mr. Wasilewski



Mr. Carlisle



Mr. Anello



Mr. Lovett



Mr. Briscoe



Mr. Ford

The wording of a compromise

NAB-NCTA six-point document suggests changes in Communications Act

Here is the text of the agreement negotiated by the staffs of the National Association of Broadcasters and the National Cable Television Association, subject to approval of the two organizations' respective boards:

The National Association of Broadcasters and the National Cable Television Association have been made increasingly aware that constant conflict between the two industries which should have compatible interests does not serve the public interest. In consideration of this fact, the staffs of the two trade associations have evolved proposals for consideration by their respective boards of directors which, in the spirit of compromise, would allow both industries to move forward and establish an effective national broadcasting communications policy in the public interest.

The proposals which are set forth below would involve amendments to the copyright laws and changes in regulatory policies to be enacted as amendments to the Communications Act. However, in the event regulatory legislation cannot be enacted at this time,

both industries express a desire that the FCC would lend its support to the effectuation of this compromise through its own regulatory authority.

I. **Copyright:** The copyright law would be amended to reflect the following:

CATV would be liable for copyright payments under the terms and conditions set out below:

1. CATV systems will have a compulsory license to carry all local television signals. Local broadcast signals are defined as grade-B contour signals or their equivalent.

2. The copyright statute would recognize the concept of "adequate" television service. Adequate service means that the CATV system shall have available to it the services of stations fully affiliated with each of the national TV networks plus the services of no more than three nonaffiliated commercial TV stations. This means, for example, that in a market such as Philadelphia, which has stations fully affiliated with all existing national networks and three commercial TV stations not so affiliated, no importation of distant signals shall be permitted.

In the event that it is necessary to import a distant signal for the purpose of getting adequate service, the signals of the most proximate station in either category shall be the first to be imported. A CATV system, to the extent that it does not have a sufficient complement of local signals to comprise the signals of a full network station for each

of the national television networks and the signals of three commercial independent stations, would have a compulsory license to receive signals of distant stations to bring them up to this adequate service concept; provided, however, that the CATV system would be compelled to obtain the signals necessary to achieve this adequate service from television stations next most proximate to the CATV system. A distant television signal means the signal of a television broadcast station which is extended or received beyond the predicted grade-B contour of that station.

II. **Exclusivity:** CATV systems located in primary or secondary broadcast markets must recognize exclusive licensing of copyrighted material as follows:

1. As against "distant" signals imported into a "primary" television market, a CATV system, upon appropriate notice and request of a broadcast station within whose grade-A signal contour such system is located, must provide the same protection of copyrighted material as that which the broadcast stations is afforded against other broadcasters in the same television market.

2. Against grade-B television signals carried in a "primary" television market, a CATV system upon appropriate notice and request of a broadcast station within whose grade-A signal contour such system is located, must protect the first-run-only syndicated showing of a copyrighted work.

3. As against distant signals imported

the most immediately nearby signal when, because of duplication protection, some of their channels are without programs.

▪ And many of the CATV industry's representatives at last week's meeting were opposed to the flat, all-inclusive ban on interconnection. Some said they want to be able to interconnect their own or other systems when there is some special closed-circuit event, like a championship prizefight, that is not being carried on over-the-air TV.

Robert Beisswenger, president of the Jerrold Corp., Philadelphia, and chairman of NCTA, said that some of the provisions in the agreement are difficult for CATV operators to accept. But, he added, the NCTA board, in a spirit of compromise, essentially has accepted the terms developed by the two organizations.

Mr. Beisswenger expressed optimism that agreement would be reached. But he also expressed one concern: How is the FCC going to act in putting some of the details into practice?

Other CATV operators were more hopeful. Monroe M. Rifkin, president of multiple-CATV-owner American

Television and Communications Corp., termed the proposals "constructive." Irving B. Kahn, president of multiple-CATV-owner Teleprompter Corp., commented that the agreement "is a step in the right direction."

The opposite view was expressed by Lester W. Lindow, executive director of the Association of Maximum Service Telecasters, which counts 160 television stations as members. Mr. Lindow, in explaining why his board had been summoned into session, said the NAB-NCTA proposals present "several serious and very troublesome questions." He found the suggestions of CATV program origination and the proposals on distant-signal importation especially objectionable.

Another broadcaster, Charles Tower of the Corinthian stations, who is chairman of the NAB's television board, was also said to oppose the plan. He was reported to be the only member of the NAB's executive committee to take that position.

NAB and NCTA executives have kept key government officials advised of their negotiations. FCC Chairman Rosel Hyde was among the first to receive a

copy of the final agreement. He said he was "glad they are talking and trying to resolve the impasse," although he would not comment on the text.

Action by NAB to explore possibilities for agreement with the cablecasters was started at the San Juan, P.R., winter meeting of the NAB joint radio and television boards (BROADCASTING, Jan. 20). At that time, the boards directed NAB President Vincent T. Wasilewski to form a committee to pursue the matter with a counterpart group from NCTA.

Contemplating the need for air-tight secrecy, without which it was felt that no progress could be made, both bodies delegated the preliminary work to staff members. A series of meetings was arranged involving Douglas A. Anello, general counsel, and William Carlisle, vice president for television, for NAB, and Bruce Lovett, counsel, and Wally Briscoe, managing director, for NCTA.

After several meetings it was felt that sufficient "commonality" had been established to set down on paper areas of agreement and possible points for bargaining. Mr. Carlisle provided a

into a "secondary" television market, a CATV system upon appropriate notice and request of a broadcast station within whose grade-A signal contour such system is located, must protect the first-run-only syndicated showing of a performance or display of a copyrighted work.

4. For purposes of affording exclusivity protection, a CATV system will be deemed to be within the market of a commercial television station if the CATV system is located in whole or in part within 35 miles of the main post office or reference point of the community in which the commercial television station is located. The geographic coordinates of the main post offices and reference points will be those adopted by the FCC in Appendix B of *Further Notice of Proposed Rule Making* in Docket No. 18397, released May 16, 1969 (FCC 69-516).

5. A CATV system located within the 35-mile radius of a community listed by American Research Bureau as one of the top-50 television markets will be deemed to be located in a primary television market.

6. A CATV system located within the 35-mile radius of a community listed by the ARB as above the top-50 television markets will be deemed to be located in a secondary television market.

III. Grandfathering: All CATV sys-

tems serving subscribers as of the date of the passage of this bill would be grandfathered as to all existing service. They could continue to carry the signals that they presently carry and would not have to provide any of the "exclusivity" set forth above.

This grandfathering would extend only to the franchise area in which each grandfathered system operates. In the case of a nonfranchised CATV system, the grandfathering would extend to the boundary of the political subdivision in which the CATV system currently operates.

The grandfathering indicated in this section relates solely to signals currently carried. Should signals be changed or substituted, the new changes will reflect all exclusivity provisions for this agreement.

IV. Regulatory Considerations: The NAB and the NCTA agree that the most efficient manner of effectuating the compromise in the public interest would be through the enactment of legislative amendments to the Communications Act. However, if this is not possible at this time, both organizations agree that since the FCC has the authority to implement these policies it will proceed to do so upon the enactment of copyright legislation.

1. Retain the carriage and nonduplication currently set forth in present commission rules.

2. Originations — The FCC should promulgate rules that will permit

CATV systems to originate, without any restrictions, sponsored programs on a single channel. There would be no limit to the number of channels the CATV system could devote to either automated service or public-service type programs. Advertising, however, would be limited to either the channel permitting unlimited originations of any type of programs or on those channels devoted to automated services.

V. Interconnections: Consistent with the spirit of compromise in the public interest, and conditioned upon the acceptance of the other portions of this agreement, recognition must be afforded to the necessity for the preservation of television broadcast services to all areas of the country. Accordingly, both organizations agree that CATV systems receiving broadcast programs would be prohibited from interconnecting for the purpose of distributing entertainment type programming. This prohibition could be waived on a case-by-case basis for good cause shown for contiguous CATV systems for the purpose of serving a local market area.

VI. Copyright Payments: CATV systems will pay reasonable copyright fees as determined by the Congress. Small and remote CATV systems should either be exempt from payment or should pay a nominal amount. The proposals set forth above are contingent on a fair and satisfactory statutory resolution of the matter of copyright payment.

rough draft that became the basis for further meetings, which widened to include the respective presidents of the organizations, Mr. Wasilewski of the NAB and Fred Ford of the NCTA. On May 21 the NAB executive committee examined the tentative agreement and found that it had sufficient merit to be referred to the joint board for consideration.

Another week was spent in final polishing and liaison to assure that identical language would be released to the NCTA and NAB boards. The first final copies of the provisional agreement were being mailed to board members by midweek. The provisions of the agreement were also brought to the attention of key Capitol Hill figures, such as Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee; Senator John McClellan (D-Ark.), chairman of the Senate Copyright Subcommittee, and FCC Chairman Hyde. Congressional and commission cooperation are essential to the implementation of the pact, if adopted by the two boards. The response of the officials was said to be favorable.

Members of the NAB executive committee, questioned after the draft document was completed, were generally but not unanimously in approval of the proposal.

Some said they thought certain proposals looked good but that other parts needed careful attention and extended discussion. The tentative agreement, however, notes that both staffs regard the proposal as a package and that a change in any one part might either void the accord or require adjustments elsewhere.

John F. Dille Jr., Communicana Group, said he had not had time to fully study the document but "on balance," he predicted, "it should be welcomed." He added that it seemed to be "an excellent solution to a long and trying problem."

Another member said he didn't think the proposal would have "clear sailing." He said he expected the matter to come up for further consideration at the next executive committee meeting, to be held Tuesday (June 3) in Washington, in advance of the board meeting to be held later this month.

But four of the six committee mem-

bers said they expected ultimate agreement between NAB and NCTA to develop from the basis of the proposal. None, however, ruled out further changes or refinements, that might result from consideration by both groups.

One pressure for prompt action may come from the McClellan copyright subcommittee in the Senate. A copyright revision bill, with CATV provisions, is expected to clear the panel by the midsummer recess, some time in August. The subcommittee staff has been predicting action by then, the implication being that if the opponents are not prepared for a compromise, a solution might be imposed by the subcommittee.

In disclosing the terms of the agreement on Thursday (May 29), Mr. Wasilewski told a luncheon meeting of the Federal Communications Bar Association in Washington:

"While all of us who have been actively engaged in these discussions believe that this represents a major forward step of accommodation on the part of both NAB and NCTA, we recognize that we have a long, hard road ahead before a theoretical docu-

ment becomes an operating fact.

"Both the NAB and NCTA representatives regard this document as a package. The deletion or significant alteration of a major point, or the addition of other points, could well disturb the balance and render the document unacceptable to broadcasters or cable operators. . . .

"We at the staff level at NAB and NCTA believe that we have carried the matter as far as we can carry it, and that now it must be thrown open for the consideration of all interested parties. The NAB and NCTA boards of directors will study this document, discuss it with their attorneys, their respective constituent broadcasters and cable operators, and reach their own determinations.

"Naturally, we at NAB as well as all members of our board—and I'm sure this goes as well for NCTA and its board—stand ready to receive comments from any and all interested parties so that when the vote is taken at our board meetings, and when the matter is put before the FCC and the Congress, it will represent the best and most enlightened thinking of all who are involved in the issues.

"CATV is a complicated and difficult issue. At this point, neither side can write its own ticket. A compromise which recognizes the integrity of both industries is indicated. We ask that broadcasters and CATV operators—and you, their attorneys and advisers—examine our progress to date with realism. If rules can be agreed upon which allow CATV and broadcasting

to complement one another and to exist in harmony, we would all then serve the public better."

This is not the first time that the NAB and the NCTA staffs have tried to arrive at an accommodation. Five years ago, both associations named negotiating committees to try to come to an agreement that both could endorse for presentation to the FCC, which, in turn, was seeking ideas for presentation to Congress in a quest for legislation. The commission then did not feel it could lawfully assert jurisdiction over all CATV's, although it had already begun to regulate CATV's fed by common-carrier microwave systems.

Those committees worked assiduously, and early in 1965 arrived at a somewhat tenuous agreement. The agreement, approved with only two dissenting votes by the NAB's Future of Television Committee, foundered when the broadcasting association's television board refused to accept it. Principal sticking point was the NAB's insistence that CATV provide duplication protection for 15 days before and 15 days after a local TV station planned to carry or carried a program broadcast by an outside station that the cable TV system was carrying.

The death blow to the putative NAB-NCTA agreement came a week later when the Association of Maximum Telecasters enunciated a hard-line CATV philosophy calling on the FCC to impose regulations on cable TV that would confine it to an auxiliary, fill-in service prohibited from originating

programs and from carrying anything more than local TV stations (BROADCASTING, Feb. 8, 1965).

Following the collapse of this attempt, a new move was made in 1967 with an unofficial, ad hoc group of broadcasters, most with cable interests, and cable TV operators that met half a dozen times and arrived at a concord that delineated 10 points of agreement and two issues that were unresolved.

The group, headed by George C. Hatch, KUTV(TV) Salt Lake City group broadcaster and multiple CATV owner, for the broadcasters, and by Alfred R. Stern, Television Communications Corp., also a multiple CATV owner, for the cable TV industry, principally agreed on elements of copyright liability, carriage duplication, and exclusivity, although not in hard detail. The Hatch-Stern committee agreed that still to be resolved were questions of origination and special exclusivity problems, and recommended that the work be undertaken by both the NAB and NCTA (BROADCASTING, Dec. 18, 1967).

Following the cable-TV industry's victory in the U. S. Supreme Court, which held that CATV systems were not liable for copyright infringement, a special committee of the NCTA was established, under the leadership of Mr. Stern, to meet with motion-picture representatives to work out a solution to this problem in view of the still pending copyright bill that was under consideration in Congress. A number of meetings between the two groups has taken place and an agreement is said to be close.

TheMedia

A gung-ho ABC pitch to TV affiliates

Emphasis is on better station clearances as network vows to compete with CBS, NBC

ABC-TV affiliates may have gone to San Francisco with inferiority complexes last week after suffering an essentially unhappy 1968-69 prime-time season. But, during the four-day convention (May 25-28) in the Fairmont hotel, the affiliates were urged to forget yesterday's failures and to look ahead to a time when the network, in ABC-TV President Elton Rule's words, will win programming time periods "one by one, day by day, time period by time period," while "spending whatever amount of money necessary to get where we intend to be." And by convention's end, they had a glimmer of stronger Monday

night prime-time prospects with the introduction of 13 National Football League games to their schedules in 1970 (see page 66).

On the network officials' part, they went to San Francisco to inspire confidence in the 15-month-old administration of Mr. Rule and in the new faces of Av Westin, executive news producer, as well as in the old faces in new roles, particularly Martin Starger, as vice president in charge of programming, Edwin T. Vane as vice president in charge of nighttime program production, Marshall Karp, as vice president of daytime programming, and Frederick Pierce as vice president in charge of planning.

And network officials were eager to dispel rumors that ABC-TV was going to cut back drastically on its evening output. They wanted it to be clearly understood at this affiliates' meeting that the network is in the competitive swim, head high and full speed ahead, and they emphasized that the affiliates must help by clearing more network time better than they have in the past.

Improved station clearances, then, were much of what last week's convention was all about—and Monday night in 1969-70 was the big project that ABC-TV wanted to stress to its affiliates. With four new expensive shows coming in—*Music Scene*, *New People*,

What the hell does a time buyer care about our winning an award?

It can tell you something about us numbers can't. About our attitude . . . which affects our audience . . . which affects sales.

We believe that the station that serves best sells best.

When we tell you we've just received an Armstrong "Major" Award we're not beating the drum as much as we're spotlighting our philosophy.

Let us document the results with facts and figures that prove we deliver the Indianapolis audience that spends more money. That's the name of the game . . . and why we wanted you to know.



the WFBM
STATIONS



INDIANAPOLIS, INDIANA
REPRESENTED NATIONALLY BY THE KATZ AGENCY

The Survivors, Love, American Style—Monday night, the loneliest night in the week for ABC-TV affiliates this season could become a winner.

The upbeat mood of the convention was expressed by Morton S. Cohn, WLOS-TV Greenville, S.C.-Asheville, N.C., chairman of the ABC-TV affiliates board of governors, who indicated that "things are looking up. We feel that we've turned a corner in network-affiliate relations. We have trust and confidence in Elton Rule. It was a good, constructive meeting."

Mr. Cohn noted that as things now stand, ABC-TV's station managers "don't have to get drunk to talk about their positions in their markets." Instead, he said, they have a great feeling of optimism about the future.

Mr. Rule also exuded confidence at a news conference on the closing day of the convention. He was "pleasantly surprised at the complexion and attitude" that prevailed during the sessions. "I feel as though we are a year ahead of schedule in our affiliate relations," he said. ABC-TV went to the convention, he pointed out, prepared to meet affiliates on a man-to-man basis and to meet problems in the same direct forthright manner. The result, he felt, was that ABC-TV is likely to enjoy "substantially" more station clearances in the prime-time season ahead.

ABC-TV tried hard to win affiliates over to the belief that the network is providing quality programming that effectively counters the product of the other two networks. The some 450 affiliates and other broadcast executives in attendance were bombarded with a mass of material, highlighted by program presentations that lasted the better part of two days. Not only were affiliates shown a preview of the network's prime-time schedule, but also details of what ABC-TV is doing in daytime, late-night, in sports and news as well (see page 66).

What the affiliates heard and saw about their upcoming programming schedules was this:

- The largest investment in new children's programming in ABC-TV's history will be made in the fall for five animated series to be programed consecutively between 8:30 and 11:30 Saturday mornings—*Smoky the Bear*, *Chattanooga Cats*, *Hot Wheels*, *The Hardy Boys*, and *Sky Hawks*.

- The plan also is to meet the early Saturday morning competition of CBS-TV head on by, for the first time, programing the 8 a.m. time slot (with *Casper and the Friendly Ghost*).

- All five of ABC-TV's new animated series will be previewed on Thursday, Sept. 4—two days before the start of the new cartoon schedule—in an hour prime-time program with most of the cast of the newly acquired *The Ghost and Mrs. Muir* series as hosts.

- ABC-TV's advertising and promotion department has been given a special and very sizable budget, 200% more than it ever spent before for daytime to reach the young audience for the new Saturday daytime line-up.

- Instead of the old method of 26 new and then 26 repeats of feature films for its movie nights, ABC-TV is going to put "the best box-office attractions" whether they are new or repeats—"where they will do us the most good." This policy will include the presentation of many second runs and even some third runs of big pictures, which the network is convinced are better audience attractions than first-run weaker titles.

- Sponsors apparently are going along with this new feature-film policy, paying the winter rates for both new and repeat movie telecasts during the winter period.

- The "broad stroke" that went into the network's over-all scheduling strategy was to "concentrate on the creation of establishing two-hour program blocks whose compatibility could counter the movies" on the other networks.

- *The Music Scene* and *New People* were selected to play the odd length of 45 minutes each, not for their novelty value but to break the viewers' "almost

automatic inclination" on Monday nights to tune to the NBC network at 8 p.m. to watch *Rowan and Martin's Laugh-In*.

- When *Music Scene*, the first of ABC-TV's Monday-night 45-minute shows ends, the network will go immediately into a three-second station break and come right out into a "powerful action tease" for the *New People*, in hopes that by 8:20 p.m. when the first commercial for the second show comes on, *Rowan and Martin* will be forgotten for the night.

- The sales-department summation on the competition of the late-night *Merv Griffin Show* on CBS-TV: "There's nothing even approximating a stampede for it on the part of advertisers."

Charisma lights up ABC-TV affiliates

For the second time in three weeks, Charisma Productions Inc., has set a large segment of broadcasting agog with the scope and splendor of its audio-visual presentation in connection with a network-affiliates convention. Earlier last month, Charisma, a New York firm, dazzled NBC-TV affiliates meeting in Los Angeles (BROADCASTING, May 19). Then last week, in an even more elaborate show, Charisma all but took the beat away from the network's fall programming—often generating sustained applause from the audience—with its mod way of communication during the ABC-TV affiliates convention in San Francisco (see page 30).

The first two full business days of the convention, devoted to a comprehensive preview of ABC-TV's upcoming prime-time, daytime, late-night, sports and news schedule, were virtually completely in the hands of six Charisma Productions people. Charisma used 16 slide projectors, strobe lights, 16mm and 35mm film projectors, flash bulbs, police lights, multichannel stereo sound, and a stretched nylon screen that covered halfway around the walls of the grand ballroom of the Fairmont hotel, creating 13 separate panels. In all, a total of 3,280 slides were shown at the convention.

But it was "Brave New World," a 12-minute segment (or "module," as Charisma calls it) of the over-all presentation that literally thrust the ABC-TV affiliates out of their seats into a prolonged outpouring of applause. By way of quick-cut slide technique, the segment detailed current social and political upheaval in America. The presentation did what it most obviously set out to do: It got station-affiliate representatives personally involved in the news happenings of today and thus making them more receptive for the net-



The 1969 ABC-TV affiliates meeting in San Francisco opened with a board of governors meeting. Representing the ABC-TV affiliates on the board were (l-r): William W. Warren, KOMO-TV Seattle; Donald L. Perris, WEWS-TV Cleveland; Kenneth H. James, KETV-TV Omaha; Robert King, WKBW-TV Buffalo, N.Y.; George A. Koehler, Triangle Sta-

tions, Philadelphia (vice chairman of board of governors); Morton S. Cohn, vice president and general manager, WLOS-TV Greenville, S.C.-Asheville, N.C. (chairman of board of governors); Tony J. Moe, WKOW-TV Madison, Wis.; A. Donovan Faust, WSIX-TV Nashville; and Harold Woolley, general manager, KCPX-TV Salt Lake City.

Pacing spot television into the 70's—
A new type face*
designed to tell the story that
you can sell more with spot TV!

P Q R S T U V
L M N O Q
R S T U V
X Y P G W
Z TELEVISION

*Type face registered "PGW Colonel," 1969

PETERS GRIFFIN WOODWARD INC.

Television Station Representatives

Atlanta Boston Charlotte Chicago
Dallas Detroit Los Angeles Minneapolis
New York Philadelphia St. Louis San Francisco

work news pitch that followed.

Charisma is headed by Leslie H. Buckland, executive producer, who helped found the company some four years ago. The company reportedly grosses some \$2.5 million a year putting on presentations for various major companies. It maintains a one-man office in Los Angeles, and is currently setting up a five-story production center in New York.

Rule says ABC-TV is out to be first

TV president pledges to 'win 'em all,' urges more station clearances

Elton H. Rule, 15 months in office as president of ABC-TV, is taking an aggressive, confident stance in facing the other two commercial TV networks.

He openly, boldly challenged them at last week's affiliates meeting in San Francisco. There was no mincing of his message: "Morning, noon and night—across the board in every time slot—against any competition, we have a single goal . . . we're going to win 'em all."

According to Mr. Rule, the "time and timing" are right for such sweeping achievement. In the keynote address of the convention, he acknowledged that such grandiose promises had been made to affiliates before. But now, he pointed out, there is a plan to make the promise come true. The plan for winning all time slots has three key elements.

Mr. Rule detailed them for affiliates: Objectives (audience, financial goals, etc.) are established and the means to achieve them are carefully plotted. Then money to seek out, develop and build personalities and programing properties is allocated ("I assure you that we are prepared to spend whatever amount of money is necessary to get to where we intend to be," was his pledge in this area). The last ingredient of Mr. Rule's plan to reach the top of the rating heap is "time itself." The crucial decision-making here, he explained, is "how we phase in our plan to get to our objective."

ABC-TV's implementing of seven-and-one-half hours of new prime-time programing this summer—creating a summer season—is part of the plan, Mr. Rule said. "It gives us a double advantage," he elaborated. "Our winners will have a headstart—the drop on the competition. And at the same time, we have a chance to experiment and learn what can be fixed to match the changing taste of the audience."

Mr. Rule then gave a direct appeal



Elton H. Rule, ABC-TV president, delivered the keynote address at last week's annual meeting of the TV network affiliates in San Francisco.

to affiliates for more steadfast station clearances. "A large number of stations in business for themselves is one thing," he said. But in order for a network to make an impact, he continued, its stations have to be "locked together" forming "a strong cohesive unit." ABC-TV can only contribute so much, he indicated; the rest is up to its affiliates.

A network, he stressed, has "need to be the sum of every part going in the same direction at the same time." As

Gilbert occupies unfamiliar chair in S.F.

Less than a month ago, John O. Gilbert was worried about, and rehearsing for, the ABC-TV affiliates convention in San Francisco. Last week he sat back and enjoyed the event as it unfolded at the Fairmont hotel. For John Gilbert, nine years an executive with the network, the last three as vice president in charge of affiliate relations, attended last week's convention in an unfamiliar position—as an affiliate of ABC-TV.

Mr. Gilbert last month joined the Pacific and Southern Broadcasting station group as executive vice president. On behalf of his Atlanta station, WQXI-TV, an ABC-TV affiliate, he was delighted with the network's acquisition of a pro football package for Monday nights (see page 66). But he wouldn't go overboard in his enthusiasm for ABC-TV's new programing and its chances of wiping out the opposition. After all, Pacific and Southern also owns KHON-TV Honolulu, an NBC-TV affiliate.

much as planning and financial resources and timing—the three ingredients of Mr. Rule's master plan for bigger audiences—ABC-TV needs the contribution of each individual station "linked together with a common purpose and common dedication," he said.

AT&T rate talks hit a note of accord

Carrier's new rates for program transmission are effective Oct. 1

The FCC's three-and-a-half-year-old inquiry into AT&T's rates passed a milestone last week with agreement among the parties involved on the general principles that AT&T should apply in determining rates to be charged for its services. The agreement is still subject to approval by the commission, but this is regarded as a foregone conclusion.

For broadcasters facing higher program-transmission costs as of Oct. 1, the agreement, if approved, means AT&T will file new proposed tariffs, based on the new principles, which will probably be the subject of a commission hearing to determine their reasonableness.

The principles were worked out in a series of informal conferences begun in March in an effort to speed a resolution of the current phase I-B of the proceeding. Formal, on-the-record proceedings had been underway since September 1967. The parties include the commission staff and groups of representatives of AT&T customers—the National Association of Broadcasters and the three major networks among them.

The principles, which are designed to provide a basis for determining how much the various classes of AT&T customers should contribute to the company's revenues, relate to the cost and market factors to be considered in determining rates.

Under the agreement, AT&T is obligated to make cost and market studies before filing new tariffs in any service. Such studies dealing with program-transmission service are already underway and, AT&T officials said last week, will be completed by Oct. 1.

AT&T also plans to file tariffs providing for new program-transmission rates, to become effective on that date. The tariffs would replace earlier ones the company filed over a year ago but whose effective date has twice been postponed—the second time to Oct. 1.

One factor involved in the revision of AT&T proposed tariffs is the conclusion of a commission hearing ex-

aminer in a case involving Sports Network Inc. The examiner held that AT&T rates, as they apply to part-time users, are discriminatory.

Broadcast-industry representatives are concerned that AT&T's new tariffs will be based on the assumption that the company was correct, in earlier phases of the proceeding, in asserting that it should earn \$93 million annually on its program-transmission services.

The record indicates the company now earns \$66 million on this service, and broadcast industry counsel have argued that higher figure would be excessive. Thus, tariffs providing for program-transmission revenues of \$93 million are certain to spark a challenge from broadcasters, which would have to be resolved in a hearing.

Essentially, the statement on rate-making principles agreed on last week calls for flexibility in the application of the principles. "It is not intended that any one of the principles be given undue weight," it says.

In discussing cost studies, the statement notes that historic book costs for interstate services should be analyzed for the purpose of determining whether any service category has "burdened" another. And it says that long-run incremental costs—those added to pro-

vide a particular service—should be considered in determining rate levels and rates for the future for each category of service.

In assessing market conditions, the statement says, consideration should be given to such matters as elasticities of demand, existing and potential competition and competitive necessity, customer requirements, the effects of existing tariff provisions, and the effects of commission policy upon the availability of consumer alternatives.

But while laying out these principles, the statement notes that the methodology to be followed in making the cost studies has not yet been developed. This will be done by AT&T and the commission staff as well as other parties, including the broadcast representatives.

One aspect of the statement heartening to broadcast industry representatives contemplating a contest with AT&T over the higher transmission rates is language asserting that one factor to be considered in ratemaking is "public interest considerations."

Broadcast industry counsel presumably could argue that a major rate increase would have an adverse impact on such "public interest" services as the news, information and other programming that broadcasting provides.

CATV loses 8 elections but doesn't lose hope

If there's any such thing as a CATV-happy town, it's Ottumwa, Iowa—population 40,000. In the last eight years, the townspeople of that southeastern Iowa city have gone to the polls that many times to vote whether or not the city should issue a franchise for CATV. And eight times they have voted no. The eighth was in April, and by a vote of 3,272-2,650 Ottumwa maintained its opposition to CATV.

But already certified for additional referenda this year are three more applications for CATV, one by the same group of local businessmen that just lost the election last month, a second by General Communications Inc., a multiple CATV group based at Iola, Kan., and a third by KTVO-TV, the channel 3 outlet in Ottumwa. KTVO tried five years ago and lost by a mere 300 votes.

Aside from KTVO, Ottumwans also receive the programs of KRNT-TV (ch. 8) and of WHO-TV (ch. 13), both Des Moines, via translators operated by the stations. Under construction is a third translator being built by KHQA-TV (ch. 7) Hannibal, Mo.-Quincy, Ill.

Do you get headaches along with the programming you've just bought?

We at MGM-TV hate to have them and so we try to avoid giving any. It's part of our professional pride in servicing customers well in bookings, prints and promotion. Checking on our promotion material with the promotion managers is a good idea if you want to be practical about professional pride. So we recently sent them a questionnaire. It covered various uses of promotion materials supplied

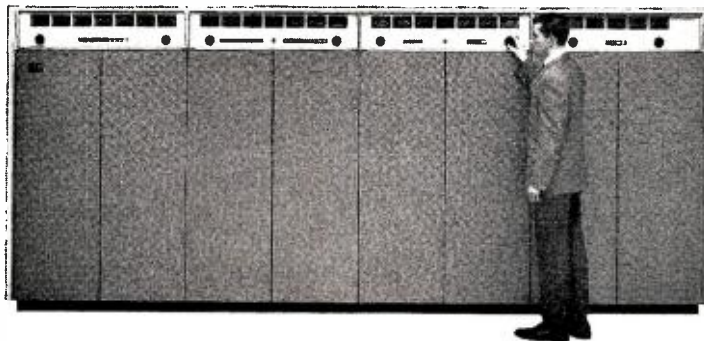
(like trailers, slides, photos, etc.) and then asked for their rating of our promotion efforts on a scale from 1 to 5. The response was prompt and when tallied, 92% of the 65 stations answering rated MGM-TV at the 4 to 5 level. That's good news to us. We hope it's good news to you, and adds to your confidence when buying the programs or features offered by **MGM TELEVISION.**



The High Power UHF



Selling Machine



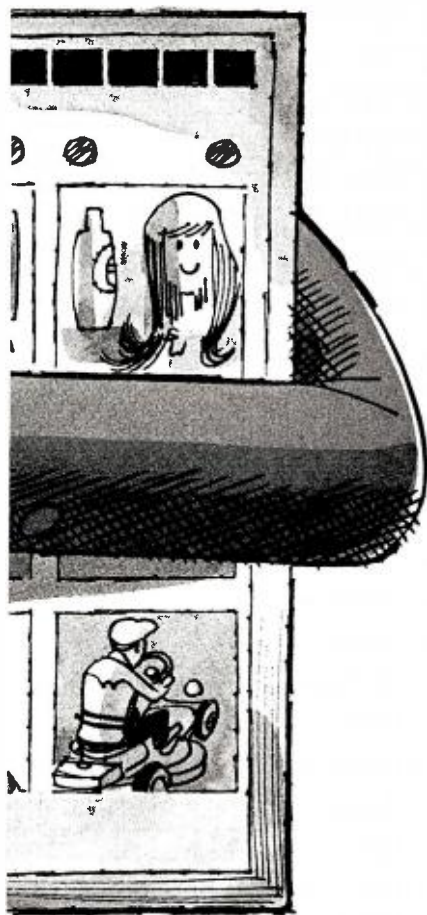
It's the world's most powerful UHF transmitter-antenna combination. Turn it on and you can sell more of everything advertisers want to sell. You can blanket your territory with the most authoritative message in UHF—up to 5 million watts of effective radiated power!

This selling combination is the 110-KW RCA Transmitter, plus the new high-gain directional antenna. It puts power into your coverage pattern. It's tailored to your customer signal requirements—horizontally, vertically or both. Put this combo on air and you can go a long way on UHF—all the way to Madison Avenue and back with the bacon (also soap, automobiles and green giants)!

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A bid for New York bounces back

Forum Communications charges FCC acted with undue haste in renewing WPIX(TV)

The controversy over the FCC's routine renewal of the license of WPIX(TV) New York—and over whether that renewal should stick—continued to boil last week.

The commission staff returned as "untimely filed" an application for WPIX's channel 11 that had been submitted by a group of New York area residents on May 22, the same day that the staff had granted renewal of WPIX and 174 other New York and New Jersey stations (BROADCASTING, May 26).

But counsel for the would-be opponents, organized into Forum Communications Inc., were preparing a petition for reconsideration that would ask the commission to set the WPIX grant aside, accept its application, and designate the competing applications for a comparative hearing.

The petition, expected to be filed early this week, will argue that the application was tendered on time. It will also charge that the commission staff ignored normal processing procedures in granting the WPIX renewal

at what Forum feels was an unusually early date.

Meanwhile, there was a possibility that the heat under the controversy may be turned up. It was learned on Wednesday that a letter of complaint against WPIX had been received by the commission on or before the day of the renewal grants. However, it did not come to the attention of the Broadcast Bureau, which would act on it, until several hours after the grants were made. Commission officials declined to discuss the matter further.

Normally, license renewals are not granted until complaints are disposed of.

The commission staff, in returning the Forum application, cited a commission rule specifying that a new application for an occupied facility must be filed the day before the commission acts on the renewal application.

However, Forum will argue that another rule states staff actions taken under delegated authority become effective when they are publicly announced. The commission announced

the renewal of the batch of New York and New Jersey licenses on the day after the staff acted.

In any case, Forum will argue, the commission denied it due process in moving with what the would-be applicant feels was unusual speed in granting the renewal application.

It is expected to make these points:

- Only once in the past five renewal periods has the commission acted as much before the end of a renewal period as it did in the WPIX case (the New York and New Jersey licenses expire June 1). That was on July 22, for Texas stations, whose licenses expired Aug. 1. Generally, license renewals are granted within five days of the end of a renewal period.

- The commission did not give Forum an opportunity to comment on the opposition WPIX filed to Forum's request that action on the WPIX renewal application be deferred until June 1, to provide time for the filing of a competing application. Forum will note that, in a case involving WNAC-TV Boston, the commission waited five weeks before acting on a petition for a safe period that was filed by a group seeking to file a competing application for the channel 7 facility (BROADCASTING, May 5).

Forum will probably argue also that the order denying the requested "safe period" contained what turned out to be meaningless language. The order said that Forum was not being denied an opportunity to file "a timely application that would entitle it to comparative consideration" with WPIX's renewal application. But the order was issued on the afternoon of May 22, several hours after the staff had acted on the New York and New Jersey renewals and shortly before the Forum application was tendered.

Broadcast Bureau Chief George Smith, who signed the grant list, has denied charges he acted with unusual haste. He says his standard policy is to act on renewal applications as soon as they are processed and found to be qualified.

Changing Hands

Announced:

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

- Kvgb Great Bend, Kan.: Sold by Grover C. Cobb, Helen T. Coogan, Will L. Townsley Jr. and Russell T. Townsley to Forward Communications Corp. for about \$350,000 ("Closed Circuit," March 31). Mr. Cobb, Kvgb vice president and general manager, will retain 22.5% of KLSI Salina, and his interests in CATV systems in Great Bend, Larned and Hoisington, all Kansas. Mr.

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Cobb is also chairman of the National Association of Broadcasters and is in the banking business in Great Bend and Timken, Kan. He will become executive vice president of Forward and continue as KVGB general manager. Mrs. Coogan and Messrs. Townsley own 15% of the *Great Bend Tribune* and 58% of the *Russell (Kan.) News*. Forward owns WSAU-AM-FM-TV Wausau, WMTV(TV) Madison, and WKAU Kaukauna, all Wisconsin; KCAU-TV Sioux City, Iowa, and WTRF-FM-TV Wheeling, W. Va. It also owns the *Marshfield (Wis.) News-Herald*. KVGB is full time on 1590 kc with 5 kw.

▪ WSTU Stuart, Fla.: Sold by Lester M. Combs to Harvey L. Glascock Jr. for \$347,500. Mr. Combs will retain WMCF(FM) Stuart. Mr. Glascock is former chairman of Metromedia Music and former vice president and general manager of Metromedia's WNEW-AM-FM New York. WSTU is full time on 1450 kc with 250 w. Broker: Blackburn & Co.

▪ KFLY and construction permit for KFLY-FM, both Corvallis, Ore.: Sold by James L. Hutchens and others to Juniper Broadcasting Inc. for \$200,000. Mr. Hutchens owns CP for KPTN Central Point, Ore., Gary L. Capps is head of Juniper, which owns KGRL Bend and KTIK Pendleton, and 80% of KACI The Dalles, all Oregon. Mr. Capps has minority interests in KSRV Ontario and KLBM LaGrande, both Oregon. KFLY is full time on 1240 kc with 1 kw day and 250 w night. KFLY-FM is on 101.5 mc with 28 kw and an antenna height of 100 feet above average terrain.

▪ WDSP DeFuniak Springs, Fla.: Sold by Mrs. W. D. Douglass to Dean Hubbard and others for \$77,500. Mr. Hubbard is former vice president and general manager of WMIS Natchez, Miss. WDSP is a daytimer on 1280 kc with 5 kw. Broker: Chapman Associates.

Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 75).

▪ KOLD-TV Tucson, Ariz.: Sold by Gene Autry and others to the Evening News Association (*Detroit Evening News-WWJ-AM-FM-TV*) for \$4.1 million (see page 36).

Permits night operation

WOBS Jacksonville, Fla., has been granted a construction permit for night-time operation by an FCC review board on merit of its service to the city's Negro community.

Mel-Lin Inc., licensee of WOBS, requested night-time operation at another site for the nondirectional 5-kw day-

timer on 1360 kc and continued day-time operation at its present site.

Mel-Lin's proposal was opposed by WRHC Inc., licensee of WRHC, a full-time station on 1400 kc with 1 kw day and 250 w night. WRHC is the other Negro-oriented station in Jacksonville.

ABA seeks to break bank-holding fetters

The American Bankers' Association last week asked the FCC to eliminate or modify its present and proposed multiple-ownership restrictions as they apply to bank holdings.

Noting that trust funds are being invested more and more in companies with broadcast holdings, the bankers' association said that "control of broadcast companies is neither sought nor desired by banks. What is sought is a sound medium of investment of trust funds."

Additionally, ABA said, funds are frequently invested in firms such as General Electric or General Tire and Rubber, which have broadcast holdings but are not normally thought of as primarily broadcast-oriented. Rigid application of multiple-ownership rules to banks seeking sound investments thus limits unnecessarily their opportunities, the association said.

For these reasons, the association

said, the rules in their standard form should be inapplicable to banks. ABA proposed elimination of the restrictions on bank holdings under either duopoly or seven-station limitations, if the bank executes a disclaimer of intent to control the firm.

The association's other proposals included elimination of the requirement that bank holdings be aggregated on the basis of power to vote, and deletion of the present requirement that a copy or abstract of trust agreements be filed with the commission.

Now Martin-Trigona attacks NY O&O's

Anthony R. Martin-Trigona, an emerging broadcast gadfly in recent months, filed three more petitions with the FCC last week. He asked the commission to revoke the licenses of WABC-TV, WCBS-TV and WNBC-TV, all New York.

Mr. Martin-Trigona—the owner of now-dark WTAF(TV) Marion, Ind., a prospective pay-TV owner and a senior law student who in recent months has practiced his chosen profession in lawsuits and complaints against the major forces in broadcasting, (BROADCASTING, Feb. 3 et seq)—charged the licensees, the three major networks, with anti-trust violations; concentration of "media problems, violations and restraints,"

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and conglomerate and conflict-of-interest problems.

Elaborating on these charges, he said that the three networks have used profits from their New York stations to help finance a huge and expanding control over American mass communication, while expanding into other enterprises, both related and unrelated. According to Mr. Martin-Trigona, network ownership should be severed from station ownership as a step toward mass-media diversification.

The economic magnitude of the networks affects viewing all over America, Mr. Martin-Trigona argued. He said that but for their ownership of diverse profitable enterprises, such as their owned-and-operated stations, the programming offered to Americans would be substantially different—both by the present networks and by others who, he said, would have a realistic chance to compete with the major broadcasting forces.

The multiple holdings of the three networks also affect the specific content of their present programming, especially in news and public affairs, Mr. Martin-Trigona charged. For example, he said, NBC and CBS must "censor" their news of the Vietnam war to "please the Department of Defense," because of the products they send to Vietnam, such as CBS Laboratories'

laser cameras.

If the commission holds hearings on his charges, Mr. Martin-Trigona said, he will present more specific evidence on these and other matters, including allegations of failure to meet minority needs; fairness violations; excessive commercials, and "unimaginative, uninteresting, unentertaining programming."

In the case of CBS, he altered that charge to read "unimaginative, uninteresting, unentertaining geriatric programming."

Mr. Martin-Trigona justified his standing in the case on the basis of his ownership of one share in each of the networks; his "specialized study" of the networks' affairs; a viewer whose choices are affected by the corporate dealings of the networks, and on the basis of "independent 'public interest' standing which exists regardless of petitioner's residence, location or relationship (i.e. an 'ombudsman' status).

KOLD-TV sale nod hinges on divestiture

The \$4.1-million sale of KOLD-TV (ch. 13) Tucson, Ariz., from Gene Autry and associates to the Evening News Association has been approved by the FCC on the condition that the Edward W. Scripps Trust divest itself of interest in the Evening News Association within 120 days.

The Edward W. Scripps Trust owns 2% of the Evening News Association (owner of the *Detroit Evening News* and WWJ-AM-FM-TV that city). It also owns 85.8% of the E. W. Scripps Co., a 66.8% stockholder in Scripps-Howard Broadcasting Co., which operates WEWS (TV) Cleveland, WCPO-TV Cincinnati, WMC-TV Memphis, and WPTV (TV) West Palm Beach, Fla.

Universal Communications, (a wholly owned subsidiary of the Evening News Association, which will become the licensee of KOLD-TV) and Scripps-Howard Broadcasting had filed a joint request for waiver of the commission's multiple ownership rules. (The present limit is seven TV's, of which no more than five may be V's; ownership of 1% or more in a sixth V is prohibited.)

The petitioners maintained that the Edward W. Scripps Trust does not vote stock in the Evening News Association and that, "in every significant respect" the trust's interest "is that of a passive investor."

The FCC said, however, that the trust's 2% interest in the Evening News Association—and hence in WWJ-TV—amounts to interest in a sixth VHF station in violation of the rules. The vote was 4-to-2 with Commissioner Nicholas Johnson dissenting and Commissioner Robert T. Bartley dissenting to acquisition of KOLD-TV by WWJ-AM-

The visitors fiddle, while repairmen burn

Washington's Blair-Lee House, across from the White House, and maintained for visiting heads of state, is appropriately furnished in 19th-century antiques and objets d'art, with one glaring 20th-century addition—color television. Each of the 15 bedrooms and suites has a large-screen color TV set, the cabinets of which are in dark woods to blend with the period furnishings.

This was discovered by a BROADCASTING reporter May 25 when the Blair portion of the mansion was marked as a historic site in journalism by Sigma Delta Chi, professional journalism society. The Blair mansion, now joined with the Lee house, was built in 1824 by Francis Preston Blair, editor of the *Washington Globe*, a pre-Civil War newspaper.

The color sets, it was learned, were donated by RCA. After each state visit, RCA automatically services the sets. It seems that most of the visiting dignitaries and their entourages, fiddle with the color knobs with rather disastrous results. That's because very few of them have ever seen color TV sets before.

FM-TV.

The sellers, who include Tom Chauncey, Anne L. Kerney, E. S. Mitterdorf and Frank W. Beer in addition to Gene and Ina M. Autry, will retain KOOL-AM-FM-TV Phoenix, and KOLD Tucson. The stations are principally controlled by Mr. Autry, who also owns 50.1% of Golden West Broadcasters (KMPC and KTLA[TV] Los Angeles; KSFO San Francisco; KEX Portland, Ore., and KVI Seattle).

Star and Tribune wants separate role in hearing

The *Minneapolis Star and Tribune*, 47% owner of WCCO-AM-TV Minneapolis, wants to intervene as a separate party in the stations' license-renewal hearing. Meanwhile, a present party—Hubbard Broadcasting Co., licensee of KSTP-AM-FM-TV Minneapolis—is trying to get out of the hearing.

In a petition filed with the FCC last week, the Star and Tribune Co. said its interests in the case "may not in all cases be the same as those of the majority stockholder of the licensee." The stations are licensed to Midwest Radio-Television Inc., which is 53% owned by Mid-Continent Radio-TV.

The Star and Tribune comment was in apparent reference to the fact that both it and Mid-Continent were cited, in the commission's order specifying

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the facts to be examined in the hearing, as having both direct and indirect media interests, not only in Minneapolis-St. Paul but throughout the country.

In a separate petition, Hubbard Broadcasting questioned whether the commission can "actively force" it to appear as a party when the firm has already expressed a desire to stay out of the hearing. A primary factor in the commission's decision to designate the WCCO-AM-TV renewals for hearing was testimony by Garfield Clark, manager of KSTP-TV, at a Senate hearing last year. After issuance of the hearing order, Hubbard told the commission it had no desire to appear; however, the commission promptly ordered the firm to take part (BROADCASTING, April 14, 21).

Hubbard also noted that participation in the hearing would entail a large financial obligation, the extent of which "cannot be gauged" at this time.

Quaal hits government attempts to censor

The threat of censorship in varied forms today is the major issue facing the broadcasting industry, Ward L. Quaal, president of WGN Continental Broadcasting Co., group owner, has told the Jewish United Fund of Chicago. Mr. Quaal was honored as communicator of the year.

"Congress is concerning itself with radio and television as never before," Mr. Quaal noted, while the Justice Department "is promoting the so-called one-to-a-customer regulation which would limit an owner to one newspaper, TV station, radio station or community antenna TV system in any given market."

The question, he said, is preservation of freedom of speech for all media, not just broadcasters. "The Supreme Court has held on no less than five occasions," he said, "that freedom of press applies to broadcast as well as print media."

Mr. Quaal applauded CBS's decision to cancel the Smothers brothers show. The issue was "never one of censorship, but insubordination," he said, explaining that "with freedom of expression in broadcasting or any other medium of communication we must have responsibility. Any person who owns or runs a business is entitled to have something to say about his product and about the rules and regulations for the conduct of that business."

NBC-TV greets WHTV(TV)

WHTV(TV) (ch. 24) Meridian, Miss., joins NBC-TV as a primary affiliate on July 1. Former secondary affiliation was with ABC-TV and CBS-TV.

Radio's role receives plaudits from Klein

"This administration has no desire to harass your industry," Herbert G. Klein, director of White House communications, has assured a meeting of MBS affiliates.

Speaking at the annual meeting of the Mutual Affiliates Advisory Council, in Nassau May 22, Mr. Klein emphasized the Nixon administration's desire to keep the American people informed on the doings inside the government. He added that administration officials, including cabinet officers, will go to local communities to win back the confidence of citizens in their government.

Mr. Klein praised radio for the major role it plays in keeping the public informed.

Nixon names Buckley

William F. Buckley Jr., host of the syndicated TV show *Firing Line* and owner of the *National Review*, has been appointed to the U.S. Advisory Commission on Information by President Nixon. Mr. Buckley, 43, is also principal owner of group-owner Starr Broadcasting Group Inc. which last month won FCC approval to acquire WBOK New Orleans,

WLOC Memphis, KYOK Houston and KXLE North Little Rock, Ark. (BROADCASTING, May 26). He replaces Sigurd S. Larmon in the nonsalaried post.

FCC has public file of affiliation contracts

Questions arising from an FCC order issued March 25 requiring that network affiliation contracts be made available for public inspection led to a commission clarification last week. The amended rule would establish a complete public file of contracts as quickly as possible without making those documents public which were previously filed under the safeguard of the former rule.

The amendment, effective May 1, requires that a copy of a station's complete affiliation agreement with a network be open for public disclosure at the station at the same time it becomes available in commission files.

Sent to ABC, CBS, NBC and Mutual Broadcasting, the amendment requires the filing of a full copy of the agreement when executed, amended or renewed even if the renewal is automatic under the terms of a previously filed contract. Only after the complete agreement is filed may subsequent filings be made as extensions or amendments of contracts.

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FCC seeks \$1-million solutions

Agency requests appropriation to fund research in problem areas of land-mobile, CATV, ownership

The FCC, which is seeking \$1 million for research and policy studies in its appropriation for fiscal 1970, is planning to step up its efforts to deal with its increasingly difficult spectrum-allocation problems.

Studies designed to provide relief for land-mobile radio users, to measure the relative economic and social value of the various telecommunications services and to aid in the commission's regulation of CATV are among the projects the commission is considering.

This was disclosed last week in the release of the published transcript of the House Appropriation Subcommittee's closed-door hearing on Feb. 18 on the Nixon administration's request of \$23,950,000 for the commission for fiscal 1970. The proposed appropriation would provide the commission with \$3,273,000 more than it received in the current fiscal year, which ends June 30.

The release of the transcript coincided with the commission announcement of plans to provide a computerized analysis of information on the television industry. This is one of the projects listed for fiscal 1970 at a cost of \$150,000. However, commission officials said \$25,000 would be spent on the project in the current year.

The commission, in response to persistent questioning from subcommittee members on costs of individual projects it plans to undertake with the \$1 million, presented a list of 10 proposed studies costing an estimated total of \$2 million. The commission said it was unable to state which "have the greatest priority" and would reserve its decision until funds are made available.

The major projects included:

- Land-mobile communications system, \$500,000. This would be aimed at relieving the immediate congestion problem and permitting land-mobile radio "to achieve [its] full potential." The study would project future requirements for land-mobile services and evaluate the impact of those needs on the spectrum.

- Social and economic value of spectrum, \$200,000. At a time when it is required to make increasingly difficult choices among those wishing to use the spectrum, the commission said, it "lacks adequate quantitative measures of the relative values of the telecommunications services." The proposed study would develop methods for "assessing marginal value of the spectrum

together with other quantitative measures of costs and benefits."

- CATV, \$150,000. This would aid the commission in its current rulemaking and inquiry that look to a complete overhaul of CATV regulations. The commission said studies of the complex problems under consideration and their interrelation with existing industry, economic and social patterns and with developing technologies, like satellites, require an "expertise not currently available within" the agency.

One nonspectrum study listed, at an estimated cost of \$250,000, would deal with the ownership patterns in the broadcasting industry, with particular emphasis on conglomerates. The commission announced plans for the study in February, as one response to increasingly bitter intra-agency squabbles about the wisdom of permitting conglomerates to enter or expand their holdings in the broadcasting industry (BROADCASTING, Feb. 17).

The study announced last week involves the construction of a mathematical model that will simulate the television industry as a whole, individual television markets and the individual stations within the markets. The data will be fed into a computer along with information on future population trends, general business activity, technological changes and CATV growth.

And the outputs, the commission said, will be in terms of annual revenues, income and expense for stations in individual markets, and the number of stations that could survive in those markets.

The commission expects to use the model for research in such areas as anticipated change in viewing habits of the television audience as a result of increased leisure time and other factors, possible loss of audience to new forms on nonadvertiser television such as pay television, and the elasticity of advertiser purchases from television, radio, newspapers, magazines and other mass media. Leasco Systems and Research Corp. has been awarded the contract as project consultant.

During the closed-door appropriation hearing, the commission came in for considerable criticism for its handling of land-mobile radio frequency problems and CATV regulation, particularly from Representative Robert N. Giaimo (D-Conn.). He indicated he felt that the commission was moving too slow in solving the land-mobile radio users'

problems, and was too restrictive in its CATV regulations. In both areas, he said, the commission was favoring broadcasters.

Chairman Rosel Hyde rejected this appraisal. He said, in the case of CATV, that the commission is attempting to put cable systems and broadcasters on a more equally competitive basis.

And in discussing the question of relief for land-mobile radio users, he said he "felt some of the same frustrations which I sense you are feeling." But he said that the "preliminary" interim report of the Stanford Research Institute on land-mobile frequency problems—the completed report was not submitted until after the hearing—"supported the wisdom" of his colleagues who have argued that a "more thorough study should be made before we start deleting TV channels."

He did not, however, exclude the possibility that the commission will implement its proposal to permit land-mobile radio users to share the seven lowest UHF channels on a geographic basis. He said such sharing, "assuming the record will justify it," combined with improved licensing and management practices within present land-mobile radio bands, will provide "very, very substantial opportunities for mobile services."

Hyde sees extension of filing fees to CATV

CATV system operators, who don't like being regulated by the FCC, may soon find even more reason for their distaste for regulation. The commission is likely to start charging them fees, as it does broadcasters and others who are its licensees.

FCC Chairman Rosel H. Hyde indicated as much in his appearance before the House Appropriations Subcommittee on Feb. 18 (see this page). He also indicated that pay-TV operators—when and if any are ever licensed—would probably be required to pay fees.

Chairman Hyde, in response to a question as to whether the commission had revised its system of application filing fees, said the commission staff was attempting to isolate areas "not now covered where it would be appropriate to charge a filing fee."

He mentioned specifically "CATV requests" and subscription television. The commission has adopted rules au-

thorizing a nationwide system of pay television; but the action has been appealed to the U.S. Court of Appeals in Washington.

The chairman said the staff had "a number of proposals practically ready for submission to the commission." Last week, commission sources said the staff hoped to have the matter before the commission "within the next month."

Officials said it was felt that CATV should pay its "share" in filing fees, since CATV regulatory matters involve such "a great part of the commission's energy." Similarly, pay television, if it becomes a reality, should pay a share also, they said.

Chairman Hyde did not say whether there would be changes in the fees now being paid. But officials indicated such changes should not be ruled out. They noted that the commission intended to keep the fee schedule under review, and that no changes had been made in a number of years. The last change was in November 1965. The fee system was introduced in November 1964.

The commission takes in—and transfers to the Treasury—some \$4 million annually in filing fees. Broadcasting fees in fiscal 1968 produced \$491,000 in revenue. The highest fee paid by broadcasters is \$150 for television applications for new facilities, major changes, renewal, assignment of license and transfer of control.

Two new units set up in ARB reorganization

The American Research Bureau, Beltsville, Md., has announced the reorganization of the firm into two major departments—media information management systems (MIMS) and media audience measurement service (MAMS)—and the establishment of a new spot buying service.

Dr. Mark D. Munn, formerly vice president-marketing, becomes vice president of the ARB System for Spot Exchange Coordination (ARBSEC), the newest service in the MIMS area. ARBSEC is designed to facilitate the buying and selling of TV spots. Also in the MIMS sector, the ARB Account Control System (ARBACS) continues under the direction of Frank Crane. The account control system, currently employed by several West Coast and Chicago agencies, is being expanded soon in New York and other markets and will be available to station representatives as well as ad agencies.

In the MAMS area, Norman S. Hecht, who was vice president-plans and analysis, becomes vice president in charge of services to agencies and advertisers. Alain Tessier, who had that

title, continues as a vice president in the same area. Robert Owens, a vice president, assumes responsibility for all station sales and services: William Shafer becomes vice president-TV station sales, and Roger Hoeck continues as vice president-radio station sales.

Census seeks more data on U.S. Spanish market

Spanish language stations will be getting their first accurate measurement of Spanish markets in the U. S. from the 1970 census.

The Department of Commerce has adopted a suggestion by Representative Charles H. Wilson (D-Calif.) that additional categories of Spanish-speaking people be added to the 1970 Census ethnic origin question.

The question will ask of each person receiving the 5% census questionnaire if he is of Mexican, Puerto Rican, Cuban, Central or South American or other Spanish origin or descent.

The congressman, chairman of the House Subcommittee on Census and Statistics, said that while he is pleased the Department of Commerce made the change, it would be preferable to have this question on the 100% questionnaire."

Overlap causes flap

The FCC has designated for hearing an application by WBRZ(TV) Baton Rouge, for permission to relocate its transmitter, citing UHF impact as the sole issue. The decision reversed an earlier grant by the commission staff.

A petition for reconsideration by KLNK-TV (ch. 15) Lafayette, La.,

Budget Bureau casts fresh eye at set tax

A proposal for long-range financing of public broadcasting has been informally submitted to various public and private organizations by the Bureau of the Budget with reactions sought for further consideration.

The Budget Bureau's recommendations, in draft form, are two-fold: it would impose a 2% tax on all TV and radio sets manufactured, estimated to raise about \$60 million annually, and it would arrange for the federal government to fund public broadcasting on a matching basis.

The excise tax idea was first suggested by the Carnegie Commission on Educational Television and immediately ran into opposition from TV manufacturers who claimed that such a method of raising revenue for public broadcasting would be discriminatory.

prompted the new ruling. The station alleged that WBRZ's proposed transmitter move would increase the overlap between the two stations' grade A contours, and that WBRZ's grade B contour would cover all grade A contour areas of KLNK-TV. According to the Lafayette station, this in turn would adversely affect its attempts to obtain a network rate from NBC-TV, which it has not yet been able to do because of its small audience. Both stations are NBC affiliates.

Pulse survey indicates upswing in FM penetration

Early returns from a study of FM penetration being conducted by The Pulse Inc., New York, show substantial increases in eight of the 10 markets for which comparable two-year data have been assembled.

The largest increase was in Akron, Ohio, where penetration jumped from 62.5% in 1968 to 81.8% in 1969. Other markets showing increases were: Albany-Troy-Schenectady, N.Y., from 45.8% to 63.9%; Charlotte, N.C., 50.4% to 66.8%; Dayton, Ohio, 66.9% to 81.8%; Salt Lake City, 52.7% to 64.6%; Toledo, Ohio, 63.0% to 73.8%; Youngstown, Ohio, 71.5% to 76.1%, and Memphis, 37.6% to 53.9%.

None of the 10 markets showed a drop in penetration. Only in Flint, Mich. (64.5%), and Jacksonville, Fla., (46.2%), were no changes reported.

The Pulse survey so far includes 26 cities, 16 of which were not studied in 1968. The facts were processed from questionnaires used in Pulse's radio audience measurement surveys, in which respondents are asked whether they own an FM set.

An Electronic Industries Association spokesman then, and again last week, stressed that public broadcasting is a national service and should not be made the responsibility of any one segment of the economy. The tax proposal is understood to have been drafted last year at the Budget Bureau but withheld for additional consideration.

The matching fund idea would obligate the federal government to match any funds contributed to public broadcasting over \$50 million from non-federal sources. This would include state, municipal, school and private contributions. It is estimated this would supply public broadcasting with an additional \$70 million a year from the federal government.

Both proposals are under study by the Corp. for Public Broadcasting, the National Association of Educational Broadcasters, the U.S. Treasury, and other government and nongovernment agencies.

CBS strengthens CATV ties

Network buys West Coast-based Tele-Vue in \$19-million stock swap

CBS last week completed a major purchase in the cable-TV field in a stock transaction worth an estimated \$19 million.

John A. Schneider, CBS executive vice president, announced the acquisition of Tele-Vue Systems Inc., a leading systems operator in California and Washington state in an exchange of 346,424 shares of CBS common stock for the outstanding shares of Tele-Vue stock.

Terms of the Tele-Vue purchase had been disclosed by CBS in early April (BROADCASTING, April 7), following announcement last December that it intended to buy Tele-Vue, (BROADCASTING, Dec. 23, 1968). The CBS common-stock exchange had a dollar volume of a little more than \$19 million on the basis of the closing price of \$55.25 per share of CBS stock last Tuesday (May 28), the day of Mr. Schneider's announcement.

CBS also said it may issue a maximum of 79,868 additional shares of its common stock "if the results of Tele-Vue's operations through Jan. 1, 1972, fulfill conditions which have been agreed upon." It was noted that Tele-Vue and its subsidiaries operate systems that have 57,000 subscribers, and another 10,000 subscribers through partially owned systems.

Mr. Schneider said that while CATV is relatively young, "it has become a vital complement to established television services. With the acquisition of Tele-Vue, we have made an important addition to our interests in this field."

CBS nearly two months ago acquired

Clear View Cable Systems Inc. and Marin Cable Television Inc., both Marin county, Calif., in a stock transaction estimated at \$2.5 million. In addition it has interests in Canadian systems in Vancouver, Victoria, both British Columbia; Toronto; Montreal, and Quebec City, and owns 49% of Television Signal Corp., a San Francisco system.

The Tele-Vue Systems, principally owned by Homer A. Bergren of Seattle, Wash., with former broadcaster Ward D. Ingram among the stockholders, operate systems in 17 California and four Washington communities.

California systems: Antioch, Corte Madera, Crockett, Dublin, Larkspur, Livermore, Marinwood, Petaluma, Pinole, Pittsburg, West Pittsburg, Pleasanton, Red Bluff, Redding, San Rafael, Santa Venetia, Terra Linda. The Washington systems: Everett, Lake Stevens (not yet operating), Snohomish county, and Yakima.

KEWI management told to bargain with local

The National Labor Relations Board has ordered KEWI Topeka, Kan., to recognize and bargain with the Topeka Association of Radio Announcers, the union representing the station's on-air employees.

In affirming the decision of its trial examiner in the case, the NLRB ordered the station to reinstate a former disk jockey and to stop certain alleged unfair labor practices. At the same time, the board upheld the station's right to discharge three other disk

jockeys who had refused to read some of the station's promotions over the air.

The NLRB dismissed two charges against the station, one concerning an employee's union voting and another dealing with the use of the station's news car.

The trial examiner noted the station's announcers did not join the American Federation of Television and Radio Artists because David Schnabel, the executive secretary of AFTRA's Kansas City (Mo.) local, told the announcers that AFTRA could not afford to move into the Topeka area at that particular time. Mr. Schnabel suggested that the announcers form their own labor organization. It was then that the KEWI announcers formed the Topeka Association of Radio Announcers.

KIRO-TV employe gets favorable NLRB judgment

A National Labor Relations Board trial examiner has recommended that KIRO-TV Seattle reinstate a former news-department employe who had been fired following a dispute over what the employe should be paid.

The Seattle local of the American Federation of Television and Radio Artists had filed a complaint in the case last year, contending that the employe, Colleen Patrick, was not being paid contract scale for her duties as a television reporter. The station, on the other hand, said she was hired only as a trainee and secretary and thus did not qualify for the full salary as a news reporter.

NLRB Examiner Martin S. Bennett said she had been performing duties of a reporter and not of a secretary and should be paid contract scale. He ordered the station to offer Miss Patrick full reinstatement and to make up to her any pay losses suffered in the dis-

FocusOnFinance

Shares sale, acquisitions on tap for Multimedia

Multimedia Inc., Greenville, S. C.-based group broadcaster and newspaper owner, is offering 335,000 shares for public sale through Goldman, Sachs & Co., New York, at \$28 per share maximum.

The registration statement filed with the Securities and Exchange Commission calls for 300,000 of the shares to be offered by the company and the remaining shares to be offered by three trusts.

Multimedia owns the *Greenville News* and *Piedmont, Asheville* (N. C.) *Citi-*

zen and Times, and *Montgomery* (Ala.) *Advertiser and Journal*. It also owns the Citizen Express Co., 31% of a Columbus, Ind., CATV system, and broadcast properties including WFBC-AM-FM-TV Greenville; WBIR-AM-FM-TV Knoxville, Tenn.; WMAZ-AM-FM-TV Macon, Ga., and WWNC Asheville.

The company's preliminary prospectus, dated May 20, revealed Multimedia entered into an agreement in April to acquire Carolina Delivery Service Co. and Carolina Film Service Inc., both Charlotte, for \$1,437,123. Carolina Delivery is engaged in general hauling between points in North and South Caro-

lina, Virginia and Georgia; Carolina Film Service contracts with motion picture companies for delivery of films to theaters in the Carolinas.

Net proceeds of the stock sale will be applied to repay a portion of Multimedia's \$18 million long-term bank loans incurred in January in acquiring the Advertiser Co., publisher of the *Montgomery* newspapers.

Multimedia has 2,175,200 shares outstanding, of which management officials as a group own 15.63%. J. Kelly Sisk is president and treasurer. After sale of the shares being registered, Roger Craft Peace and family groups, who now hold

KBOI
TELEVISION

Channel 2 CBS
BOISE

WELCOME
BACK.

PETERS
GRIFFIN
WOODWARD
INC.

about 63% of the outstanding stock, will own 55%.

According to the preliminary prospectus, Multimedia's broadcasting operations accounted for 30% of the company's operating revenues for the 12 months ended March 31 on a pro forma basis: newspaper operations accounted for 69%.

For the three months ended March 31, Multimedia had net income of \$689,133 or 25 cents per share—an increase over the previous year's \$497,819 or 17 cents per share. Broadcasting revenues were \$1,986,703 against 1968's \$1,820,838, and total revenues rose to \$6,731,354 from last year's \$4,632,645.

Gross stock on Amex

The common shares of Gross Telecasting Inc., Lansing, Mich., were admitted for listing and trading on American Stock Exchange last Tuesday (May

26). Trading opened on 800 shares at 18 and closed at 17¾. The ticker symbol is GGG.

Gross Telecasting owns and operates WJIM-AM-FM-TV. WJIM-TV is affiliated with CBS-TV and WJIM with NBC. The company reported net income of \$895,017 in the year ended Dec. 3, 1968, compared with \$806,017 in the previous fiscal year.

WRG reports 63% rise in first-half earnings

Wells, Rich, Greene Inc., New York, last week had good news for stockholders at the advertising agency's first annual meeting.

Its earnings for the six months ended April 30 rose 63% above the previous year's first half, and first-half net income was \$801,366 or 52 cents a share, compared with \$492,515 or 32

cents a share, for the first six months of fiscal 1968. WRG earnings amounted to 56 cents a share for all of fiscal 1968.

Gross billings were up to \$39,974,384 from \$28,130,000, a 42% gain, and revenues from commissions and service fees also increased 42% to \$5,993,161, from \$4,217,391.

Mary Wells Lawrence, chairman and president, informed stockholders that WRG's profit margin for the first six months rose to an estimated 13%, compared to 10.62% for all of fiscal 1968, and she credited a cost-control program utilizing computers that was initiated in fiscal 1969.

Revenues and net income, Mrs. Lawrence explained, benefited only moderately from the new Trans World Airlines campaign and the introduction of the Love cosmetic line from Menley & James. These campaigns did not get

The Broadcasting stock index

A weekly summary of market activity in the shares of 83 companies associated with broadcasting, compiled by Roth Gerard & Co.

Stock Symbol	Ex-change	Closing May 28	Closing May 22	Closing May 15	1969		Approx. Shares Out (000)	Total Market Capitalization (000)	
					High	Low			
Broadcasting									
ABC	ABC	N	67	71½	73½	76½	56½	4,709	\$ 322,600
Atlantic States Ind.	O	9¾	9¾	10½	10½	15½	9½	1,798	17,500
Capital Cities	CCB	N	72½	74½	76½	79	62½	2,811	214,000
CBS	N	55½	55½	58½	58½	59½	44½	24,138	1,315,500
Corinthian	CRB	N	30¾	30¾	30	37½	25½	3,384	94,800
Cox	COX	N	45¾	47	46¾	59	42½	2,884	133,000
Gross Telecasting	GGG	A	20¾	18½	18½	20¾	17½	798	15,200
Metromedia	MET	N	33¾	35¾	37½	53¾	33¾	5,408	205,500
Pacific & Southern	O	19¾	20	17	25½	16½	16½	1,616	35,600
Reeves Telecom	RBT	A	20¾	21¾	20¾	35¾	18½	2,091	45,200
Scripps-Howard	O	27	27½	27	31½	27	27	2,589	70,600
Sonderling	SDB	A	44	46¾	43½	47¾	32¾	963	37,100
Taft	TFB	N	37¾	40¾	42½	43¾	34¾	3,363	131,200
Total							56,552	\$ 2,637,800	
Broadcasting with other major interests									
Avco	AV	N	30¾	32¾	32¾	49¾	30¾	12,535	\$ 434,000
Bartell Media	BMC	A	16	17¾	17¾	22¾	14	2,101	36,500
Boston Herald-Traveler	O	30	28	34	34	71	28	574	21,800
Chris-Craft*	CCN	N	20¾	20¾	42¾	24¾	20¾	1,395	61,900
Cowles Communication	CWL	N	15¾	15¾	15¾	17¾	13¾	3,620	52,500
Fuqua	FQA	N	43¾	43¾	43¾	47	34	5,073	223,800
Gannett	GCI	N	40¾	41¾	41¾	42	35¾	5,322	192,900
General Tire	GY	N	24¾	24¾	79	34¾	24	17,402	437,200
Gray Communications	O	10	10¾	10¾	12¾	9	9	475	4,800
Lamb Communications	O	5½	5½	5½	10	5	5	2,650	15,900
Liberty Corp.	LC	N	16¾	16¾	17¾	23¾	16¾	7,036	131,900
LIN	O	13	13¾	15¾	33	13	13	1,415	21,600
Meredith Corp.	MDP	N	52¾	53¾	52	59¾	47¾	2,762	137,100
The Outlet Co.	OTU	N	23	23¾	23¾	30¾	21	1,229	30,600
Plough Inc.	PLO	N	71¾	70¾	70¾	72¾	62¾	6,761	469,000
Post Corp.	O	23	22	21¾	40	17	17	566	12,500
Rollins	ROL	N	37½	37	37½	38¾	30¾	7,942	288,900
Rust Craft	RUS	A	32¾	32¾	33	38¾	29¾	1,169	38,600
Storer	SBK	N	39¾	43¾	43	62	38¾	4,194	180,300
Time Inc.	TL	N	64¾	69¾	71	100¾	61¾	7,211	512,000
Wometco	WOM	N	21¾	23¾	22¾	23¾	19¾	5,723	129,500
Total							97,155	\$3,433,300	
CATV									
Ameco	ACO	A	13¾	11	12	14¾	10½	1,200	\$ 14,400
American TV & Communications	O	12½	12	11¾	15	11¾	11¾	1,775	21,500
Cable Information Systems	O	4¾	4¾	5	5	4¾	4¾	955	4,800
Columbia Cable	O	13¾	13¾	14¾	15¾	13¾	13¾	580	8,400
Cox Cable Communications	O	21¾	19	19¾	21¾	16¾	16¾	2,500	46,900
Cypress Communications	O	14½	14½	15	23	12	12	808	12,100
Entron	O	5	5	5½	10	5	5	607	3,500
H & B American	HBA	A	19¾	16¾	17½	20	13¾	4,973	78,300
Sterling Communications	O	9¾	10¾	8	10¾	6¾	6¾	500	4,000
Teleprompter	TP	A	67¾	60	57	67½	46¾	995	54,200
Television Communications	O	18½	18¾	17¾	20	12¾	12¾	2,090	31,400
Vikoa	VIK	A	31	26¾	29¾	33¾	23¾	1,795	46,700
Total							18,778	\$ 326,200	

underway until well into the first half. The agency expects to feel the greater impact of TWA and Love, in addition to two new accounts, in the second half of 1969. Royal Crown Cola Co. will start billing in July and the Samsonite Co., in September (see also page 73).

MGM drops \$19 million, third-quarter dividend

Metro-Goldwyn-Mayer Inc. announced last week that its loss in the fiscal year ending Aug. 31 could be as much as \$19 million.

This disclosure was made following a board meeting in Los Angeles at which directors voted to omit the third-quarter dividend because of losses to date and additional losses expected in the third quarter, which ends June 5. MGM had been paying 30 cents quarterly.

The company also announced that Robert H. O'Brien has resigned as chairman and as a director, a move that had been rumored for some time. He was replaced as chairman by Edgar M. Bronfman, the president of Joseph E. Seagram & Sons Inc., the largest single shareholder in MGM. MGM said Mr. O'Brien's contract was settled but gave no details.

As previously reported, operations for the 28 weeks ended March 31 resulted in a loss of \$6,040,000 compared with a net income of \$9,227,000 for the comparable period of the previous year (BROADCASTING, April 21). MGM said that the loss for the third quarter is expected to be approximately \$8 million, compared with a loss of \$485,000 for the same period in 1968.

The company attributed the estimated losses incurred in the first nine months of the fiscal year to "disappointing film rentals" and write-downs of about \$45

million. The write-downs covered inventory values of films to reflect expected losses on films that have been released: the value of books, rights and other properties for films that were planned and will not be produced, and continuing losses in the record division.

Financial notes:

■ Livingston Oil Co., Tulsa, Okla. (owner of group-CATV-operator Gencoe Inc.), has agreed in principle to merge with the Scott-Rice Co. for about \$3 million in Livingston stock. Scott-Rice, an office supply and furnishing company with branches in Tulsa and Oklahoma City, had sales of over \$4.5 million last year. The company maintains its own printing, lithography and engraving plant in connection with the Tulsa branch.

■ Twentieth Century-Fox Corp. has declared a dividend of 25 cents per share, payable June 28 to stockholders of rec-

Stock Symbol	Ex-change	Closing May 28	Closing May 22	Closing May 15	1969 High	1969 Low	Approx. Shares Out (000)	Total Market Capitalization (000)	
Programming									
Columbia Pictures	CPS	N	33 ⁵ / ₈	34 ³ / ₄	35 ³ / ₄	42	29 ³ / ₄	5,113	\$ 179,600
Commonwealth United	CUC	A	13 ³ / ₄	14 ¹ / ₂	14	24 ³ / ₄	12 ⁵ / ₈	10,627	148,900
Disney	DIS	N	78 ³ / ₄	82 ¹ / ₄	80	86 ³ / ₄	69 ³ / ₄	4,346	359,600
Filmways	FWY	A	31 ⁵ / ₈	32	32 ³ / ₄	38 ³ / ₄	28 ¹ / ₂	1,079	36,700
Four Star International		O	4 ¹ / ₂	4 ³ / ₄	4 ¹ / ₂	10	4 ³ / ₄	666	3,000
Gulf & Western	GW	N	30 ¹ / ₈	31 ³ / ₈	31 ¹ / ₈	50 ¹ / ₄	28 ¹ / ₂	15,700	526,000
MCA	MCA	N	35 ¹ / ₈	35 ³ / ₈	38 ³ / ₈	44 ¹ / ₂	34	8,059	299,200
MGM	MGM	N	31	36 ³ / ₄	35 ³ / ₄	44 ¹ / ₂	29 ¹ / ₂	5,762	193,700
Transamerica	TA	N	33 ¹ / ₄	35 ¹ / ₄	36 ¹ / ₂	38 ³ / ₄	32	60,937	2,087,100
Trans-Lux	TLX	A	32 ³ / ₈	33 ³ / ₈	33 ³ / ₈	58 ³ / ₄	30 ¹ / ₄	856	29,100
20th Century-Fox	TF	N	29 ³ / ₄	32 ¹ / ₄	34 ³ / ₈	41 ³ / ₄	29 ¹ / ₂	7,072	235,100
Walter Reade Organization		O	11 ¹ / ₄	11 ³ / ₄	12	15 ³ / ₄	11 ¹ / ₂	2,248	27,800
Warner-Seven Arts	WBS	A	54 ¹ / ₄	55 ³ / ₄	55 ³ / ₄	64 ¹ / ₂	39 ³ / ₄	3,816	201,800
Wrather Corp.		O	14 ¹ / ₄	15	16 ¹ / ₄	22 ³ / ₄	13 ¹ / ₂	1,760	23,300
						Total	128,041	\$ 4,350,900	
Service									
John Blair		O	28 ¹ / ₂	27	26 ³ / ₄	30	22 ³ / ₄	2,271	\$ 64,200
Comsat	CQ	N	50	50	49	55 ³ / ₄	41 ³ / ₄	10,000	457,500
Creative Management		O	14 ³ / ₄	10 ³ / ₄	13 ¹ / ₂	20 ¹ / ₂	13	581	7,600
Doyle Dane Bernbach		O	29 ³ / ₄	30 ³ / ₄	28 ³ / ₄	31 ³ / ₄	28	2,104	60,500
Foote, Cone & Belding	FCB	N	14 ³ / ₄	14 ³ / ₄	15	15 ³ / ₄	13 ³ / ₄	2,159	30,000
Grey Advertising		O	18 ¹ / ₂	17 ¹ / ₂	16 ³ / ₄	18 ³ / ₄	14	1,199	20,400
Movielab	MOV	A	8 ³ / ₄	9 ¹ / ₄	10	14 ¹ / ₂	8 ⁵ / ₈	1,407	14,100
MPO Videotronics	MPO	A	14	14 ¹ / ₂	15 ¹ / ₂	22 ³ / ₄	13 ¹ / ₂	536	7,600
Nielsen		O	36	36	36	37	31 ¹ / ₂	5,240	171,600
Ogilvy & Mather		O	33 ³ / ₈	34 ³ / ₈	33	34 ¹ / ₂	21 ¹ / ₂	1,090	31,900
Papert, Koenig, Lois	PKL	A	19 ³ / ₄	20 ³ / ₄	19	30 ³ / ₄	10 ³ / ₄	721	10,800
Wells, Rich, Greene		O	15 ¹ / ₄	14 ³ / ₄	15 ³ / ₄	18	13	1,501	23,600
						Total	28,809	\$ 899,800	
Manufacturing									
Admiral	ADL	N	18 ³ / ₄	19 ¹ / ₄	19 ¹ / ₄	21 ³ / ₄	15	5,110	106,000
Amplex	APX	N	41 ³ / ₈	42 ³ / ₈	43 ³ / ₈	44 ³ / ₈	32 ³ / ₈	10,571	442,700
General Electric	GE	N	95 ³ / ₄	96	96 ³ / ₄	98 ³ / ₄	85 ³ / ₄	90,578	8,854,000
Magnavox	MAG	N	52 ³ / ₄	52 ³ / ₄	53 ³ / ₄	56 ³ / ₄	47 ³ / ₄	15,446	832,200
3M	MMM	N	108 ¹ / ₄	108 ¹ / ₄	110 ¹ / ₄	112 ¹ / ₄	94	54,110	5,641,000
Motorola	MOT	N	122	118 ¹ / ₄	125 ¹ / ₄	133 ³ / ₄	102 ³ / ₄	6,122	776,000
RCA	RCA	N	44 ¹ / ₄	45 ³ / ₄	47 ¹ / ₄	48 ¹ / ₄	41 ¹ / ₄	62,612	2,950,600
Reeves Industries	RSC	A	7 ¹ / ₄	7 ³ / ₄	8	10 ¹ / ₄	7 ¹ / ₄	3,415	26,900
Visual Electronics	VIS	A	20 ¹ / ₄	20 ³ / ₄	20 ³ / ₄	37	19	1,233	24,700
Westinghouse	WX	N	62 ³ / ₄	63 ³ / ₄	64 ³ / ₄	71 ¹ / ₄	58 ³ / ₄	38,239	2,442,500
Zenith Radio	ZE	N	49 ³ / ₈	49 ³ / ₈	49 ³ / ₈	58	48 ³ / ₈	18,935	998,800
						Total	306,371	\$23,095,400	
						Grand total	635,706	\$34,743,400	
Standard & Poor Industrial Average			113.05	114.49	115.83	116.85	106.36		

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

Shares outstanding and capitalization as of April 30
* Denotes two-for-one split

ord June 10.

▪ Wometco Enterprises Inc., Miami, has agreed in principle to acquire Finley Stat-Service Inc., New York, for about \$2 million in Wometco class A common stock. Finley Stat-Service is a photostating operation and provides photographic processing services. Wometco already owns Norman Kurshan Inc., New York color print and film laboratories, and National Studios Inc., that city, producer of television slides. It also owns film laboratories in Miami, and film production firms in Vancouver, B. C., and Calgary, Alberta.

▪ Walt Disney Productions, Burbank, Calif., has filed a registration statement with the Securities and Exchange Commission offering 208,991 shares for public sale by a shareholder—California Institute of the Arts—through Kidder, Peabody & Co. and Lehman Brothers,

both New York, at \$79.50 per-share maximum. The company has \$4,381,331 common shares outstanding.

▪ National General Corp., Los Angeles, diversified company with interests in TV program and movie production, has cancelled negotiations to acquire Parvin-Dohrmann Co., Los Angeles, hotel supply firm and operator of Las Vegas hotels and casinos (BROADCASTING, May 26).

▪ General Cinema Corp., Boston, has filed a registration statement with the Securities and Exchange Commission offering 389,750 shares for public sale by certain stockholders through Paine, Webber, Jackson & Curtis, Boston, at \$43.50 per share. General Cinema, operator of motion-picture theaters, soft-drink bottling plants and bowling lanes, is applicant to buy WIFL(FM) Philadelphia for \$750,000 (BROADCASTING,

May 19).

▪ Kaufman and Broad, Los Angeles, major cable-television operator as well as being a leading housing producer, last week started trading on the New York Stock Exchange under the ticker symbol "KB."

Company reports:

General Instrument Corp., Newark, N. J., manufacturer of electronic components and owner of the Jerrold Corp., CATV equipment manufacturer and group-CATV-systems operator, reported a 5.5% increase in sales but a decline in net income for the year ended Feb. 28.

	1969	1968
Earned per share	\$1.49	\$1.99*
Sales	248,006,683	234,976,382
Pretax income	17,993,391	22,616,104
Net income	10,313,391	12,930,104
Average shares outstanding	5,882,932	5,712,799*

*Adjusted for stock dividend in May 1968.

Equipment&Engineering

Manufacturers cool to tuner-parity rules

Zenith claims little public desire for UHF-VHF dialing equality fails to justify costs involved

Zenith Radio Corp. told the FCC last week that "no significant public demand" for UHF-VHF tuner equality has yet developed. The company asked abandonment of a commission rule-making proposal that would require uniform ease and quality of tuning.

Zenith said its attempts at tuner innovation have so far produced little evidence of consumer inclination to pay the extra price for tuner parity. Most people, the firm said, continue to prefer standard all-channel receivers.

However, Zenith added, set manufacturers know that uniform ease of tuning is "desirable" from the consumer's viewpoint. This fact, it said, not a desire for lower production costs, will determine the course of future innovation by business firms, since their market position depends upon their ability to satisfy consumer wants. For this reason, Zenith said, no government regulation is required.

Zenith's comments typified the position of manufacturers in comments on the rulemaking proposal. The commission offered no specific rule when it instituted the rulemaking earlier this year, choosing instead to shape its rules largely on the basis of written comments (BROADCASTING, Feb. 3). The filings submitted last week left the commission with a split between technical firms and associations—which stressed

the progress of tuner innovation, the increased cost of required tuner parity and the role of market forces in determining technological change—and broadcasters, who called for government action now.

Among the latter group were the National Association of Broadcasters, which emphasized that the commission's authority to adopt such rules is "clear"; ABC and Kaiser Broadcasting Co., both of which noted that UHF remains at a competitive disadvantage under present conditions; and the All-Channel Television Society (which has long urged the commission to examine the UHF-VHF tuner parity question) said that devices presently available from some manufacturers would create tuner parity at nominal cost to the consumer.

ACTS rejected the argument that no demand exists for better tuners. "Merely because millions of Americans now tune in and view UHF television stations is no indication of their satisfaction with the ease of tuning and adequacy of reception provided by present tuning devices. The fact of the matter is that the present inadequate device is all that is available to them. Therefore, in order for the public to voice its displeasure with existing UHF tuning devices in the most effective and dramatic manner, refusal to purchase sets with such devices, it would be re-

quired to deny itself all television service." ACTS asked the commission to pass a rule that would become effective May 1, 1971.

Kaiser went even further, urging the commission also to require parity in antennas. Many sets come equipped with VHF but not UHF indoor antennas, Kaiser said. Many of the UHF antennas that do exist are of clearly inferior quality, the firm added.

Zenith gets partial judgment from high court

The Supreme Court has ruled that Zenith Radio Corp. was unfairly barred from selling its products in Canada by a patent-pool arrangement between radio and television-set manufacturers. The court upheld a lower court's award of \$18 million in damages granted to Zenith against Hazletine Research Inc. and its parent, Hazletine Corp.

The court found that Zenith was not entitled to an additional \$17 million granted by the lower court for business allegedly lost in English and Australian markets. The entire \$35-million judgment had been overturned by the U.S. Court of Appeals for the Seventh Circuit in Chicago.

The high court said that the Canadian

patent pool, which Hazeltine joined, was "highly organized and deceptive," and that "agents, investigators and manufacturer and distributor trade associations systematically policed the market."

In denying Zenith's claims of damage in England and Australia, the court said that Zenith had never made a serious effort to enter either market. The court also upheld the seventh circuit's ruling that only Hazeltine Research, and not the parent Hazeltine Corp., was involved in the suit.

OCD tests alert system on low frequencies

The Office of Civil Defense plans to establish a low-frequency emergency alert warning system for the entire nation that could bring OCD alerts without the use of broadcasting stations.

The system, under development since 1965, is called the Decision Information Distribution System (DIDS), and is undergoing tests in the greater Washington area. Almost 300 receivers are being tested, with daily transmissions from an OCD transmitter at Sharpsburg, Md. When the tests are completed, probably sometime this fall, the proposal will be submitted to the FCC for consideration.

Information on the DIDS system and its proposed use on a national basis for public warnings was contained in testimony given to the House Appropriations Subcommittee by Joseph Romm, director of civil defense, last February. OCD is part of the Department of the Army. The transcript of the hearings was made public last week.

Mr. Romm said the deployment of the DIDS system to OCD offices and local governments and broadcast stations in the Emergency Broadcast System would cost about \$35 million. He estimated that the system, which turns a special receiver on and off through a two-tone triggering signal, would cost between \$25 and \$50 each.

"For the public at large," he said, "we would like to see this receiver instrument built into future commercial sets, the TV set or radio set. Our signal could then turn the sets on and emergency information would come through either low frequency or normal broadcast channels."

"When this is perfected," he said, "we will be proposing this to the FCC. . . ."

Earlier last month, OCD asked the FCC to hold off establishing standards for an emergency alerting receiver until it was able to submit a proposal for its low-frequency device.

It said that proposed alerting circuits to be incorporated in commercial radio receivers had several faults: the DIDS

Total sales up

First-quarter total U.S. sales of color TV sets, including imports sold under domestic as well as foreign labels, reached 1,604,962 units, according to the Electronic Industries Association.

For the same period, total TV reached 3,363,678; total home radio, 8,269,953, of which 3,659,719 included FM; and automobile radios, 3,272,630 of which 439,597 were with FM.

Comparable figures for color TV in 1968 were not available, but total TV was 2,796,074. Other comparisons: total home radio, 6,224,007, of which 2,535,687 had FM; total auto radios, 2,903,959, of which 305,121 had FM.

The report indicates that imports of foreign label TV sets were three times the previous year, with the January-March figure at 339,977 units, compared to 108,945 in the same period last year. Foreign label imports of all radio sets jumped by almost exactly 2 million units—5,977,656 this year's quarter compared to 3,978,455 during the same 1968 three months. The two-million increase was evenly divided between AM receivers and those with FM.

system, it said, would be capable of not only alerting government and OCD offices, as well as broadcasters, but it could automatically turn on warning sirens in all communities. Use of the DIDS device, OCD said, could save an estimated 7.5 million lives.

Also proposed to the FCC at the May 1 deadline was a new suggestion from the International Electric Corp., Minneapolis. IEC's proposal was the use of what it called a cue signal system for alerting the public. The system proposes to use a single, warbling tone (1900 cps) to trigger receivers, compared to the two-tone systems recommended by other proposals.

At the present time the FCC is considering the new proposals. It has asked a special committee of the National Industry Advisory Committee to look into the IEC proposal and has asked for a speedy report.

Extensive communications complex set for WTC

Externally, the 110-story, twin-tower World Trade Center while under construction in New York may interfere with television reception, but internally—when completed—the building will offer tenants "the most comprehensive communications and computer system ever available for commercial use," according to the builder, the Port of New York Authority.

The New York Telephone Co. and RCA are designing the communications

system, which tentatively includes video and audio recording facilities and closed-circuit television. The port authority envisions use of the television production equipment for special business-oriented programs from the World Trade Center, and also foresees importation of commercial television and radio signals into offices and public rooms.

The communications center is still in the planning stage, an RCA spokesman noted, and final installations will depend on what the tenants want or need.

Schedules CATV showing

Demonstration of a low-frequency method of cable TV, proposed by Rediffusion International Ltd., London, in comments to the FCC last month (BROADCASTING, May 12) has been scheduled to be held June 9-12 at the Mayflower hotel in Washington.

Showings will be by invitation. It is expected that daily demonstrations will be held for such groups as the FCC commissioners and staff, news media, broadcasters and others. To be shown will be a 56-channel CATV system operating under simulated conditions.

Expected to be present from Rediffusion's technical staff: R. P. Gabriel, technical director; Andrew J. Taylor, director of overseas operations; Erik Gargini, technical executive, and John Pacey, operations executive.

Arrangements for the demonstration are being handled by Joseph E. Baker of the Jansky and Bailey division of Atlantic Research Corp., Washington.

Technical briefs:

Voice logger ■ Schafer Electronics Inc., Chatsworth, Calif., announces a new voice logger-recorder (VLR) that can operate as slow as 1/6-inch per second, capable of storing two years' logging in compliance with all FCC regulations in less than one and one-half cubic feet of space. The model 332 two-channel logger-recorder is \$2,195.

Automation advance ■ Sparta Electronics Corp., Sacramento, Calif., has developed an automatic program controller (model 726), which is said to control any combination of broadcast quality audio sources to provide an automated program service. The unit is designed to sell for less than \$2,000.

Colorful CATV ■ Two Alaskan CATV's will be the first commercial users of RCA's new single-tube color TV film system when they originate the state's first color film program via cable this summer. RCA has announced. The Ketchikan-Alaska TV and Sitka-Alaska TV systems serve about 2,200 subscribers.

New lamps ■ General Electric has in-

troduced three new 1000-w Quartzline spot and flood lamps featuring a dichroic coating on the outside of their eight-inch-diameter lenses.

Low-light TV camera ■ Commercial Electronics Inc., Mountain View, Calif., has developed two low-light level, black-and-white television cameras, MB-25 and DK-24. Both cameras have been pegged to the SEC vidicon

tube.

New stereo mixer ■ Shallco Inc., Smithfield, N. C., has announced a new stereo attenuator which is rated one-half watt and provides 75-80 dB isolation between channels.

New EVR cartridge plant

CBS has leased its first production facil-

ity for making Electronic Video Recording cartridges in North America in Rockleigh, N. J. Joseph E. Gahagan, manager of plant engineering, photo products division of GAF Corp., Binghamton, N. Y., has been named manager of engineering, EVR Cartridge Plant. CBS hopes to begin production by the end of this year and be operating at full capacity in early 1970.

Promotion

Plenty of free time for Vietnam packages

Radio and TV stations participating in Project Thank You, a national non-profit organization that sends packets containing pens, pre-sweetened flavor drinks and reading material to men in combat in Vietnam, have contributed more than \$1 million in free time to the venture. In addition, the entire project has been commended by President Nixon and former President Johnson.

Project Thank You is a national volunteer operation that solicits stations to set aside 18 to 24 hours during which visiting celebrities and local and station personalities appeal for funds to be used for the overseas packets. Extensive advance promotion, tapes of endorsements and background patriotic music are provided to participating stations, which receive for their cooperation a bronze plaque and a letter of commendation sent to the FCC (BROADCASTING, May 5).

According to Dr. Bob Plekker, non-salaried president of Project Thank You, the following stations have made major donations in free time: WJBK Detroit, \$83,000; KIRO Seattle, \$80,000; WLAV and WOOD both Grand Rapids, Mich., both \$54,000; WJW Cleveland, \$53,800; WIND Chicago, \$35,000 and WJBL Holland, Mich., \$33,000. Other stations which have played host to Project Thank You are WCMR Elkhart, Ind.: KHOF(FM) Los Angeles; KBOE Oska-loosa, Iowa; KTTT Columbus, Neb.; KQXI Arvada, Colo.; KSSS Colorado Springs, Colo.; WQXT Palm Beach, Fla.; KLZ Denver; WGHN Grand Haven, Mich.; KCRA Sacramento, KERN Bakersfield, and KAFY Bakersfield, all California; KFH Wichita, Kan.; KLEM Le Mars, Iowa; KOLO Reno, and WGBS Miami.

Also WLAC Nashville; WGAN Portland, Me.; WMBR Jacksonville, Fla.; W CSC Charleston, S.C.; KSTP St. Paul-Minneapolis; KTAR-FM Phoenix; KGU Honolulu; KARK Little Rock, Ark.; WPRO Providence, R. I.; WPOP Hartford, Conn.; WTMR Camden, N.J., and

KTSV San Antonio, Tex.

Information about Project Thank You can be obtained from Dr. Plekker at 3427 Kelly Street, Hudsonville, Mich. Phone (616) 669-9782.

Stars tell WHO's story in radio spot campaign

The World Health Organization of the United Nations has produced 23 public-service spots for what will be its first radio saturation campaign. The drive is scheduled for May 22 to June 22, preceding the World Health Assembly to be held in Boston July 8 to July 25.

The spots were produced by Ira Ashley. They range from one minute to 10 seconds and use celebrities to describe the work of WHO and remind Americans about vaccination requirements for travel abroad. Among the personalities are Katherine Hepburn, Jack Lemmon, Jane Fonda, Joe Namath, Arthur Godfrey, Arlene Francis, Robert Preston, Joan Fontaine, James Brown and astronaut James Lovell.

Mr. Ashley said the organization has received assurances from ABC, CBS, NBC and Mutual that the spots will be run. The messages are also being distributed to 1,500 stations in the U.S. and the Virgin Islands.

RHA faith awards

Religious Heritage of America Inc. has named five winners of its annual Faith and Freedoms Awards in radio and television for "outstanding creative work in communicating about the ethics and principles of the nation's religious heritage."

In the television category, John H. Secondari and his wife, Helen Jean Rodgers, were cited for "In the Name of God," a program in ABC-TV's *Saga of Western Man* series.

In radio, Nelson Price, executive producer; Ben Logan, director, and Del Shield, host, won for *Night Call*, produced by the United Methodist Church.

'Call for Action' line is tested in N.Y.

The first training session for "Call for Action" volunteers, conducted for two days by WMCA New York and the National Urban Coalition, attracted several broadcasters and numerous volunteers.

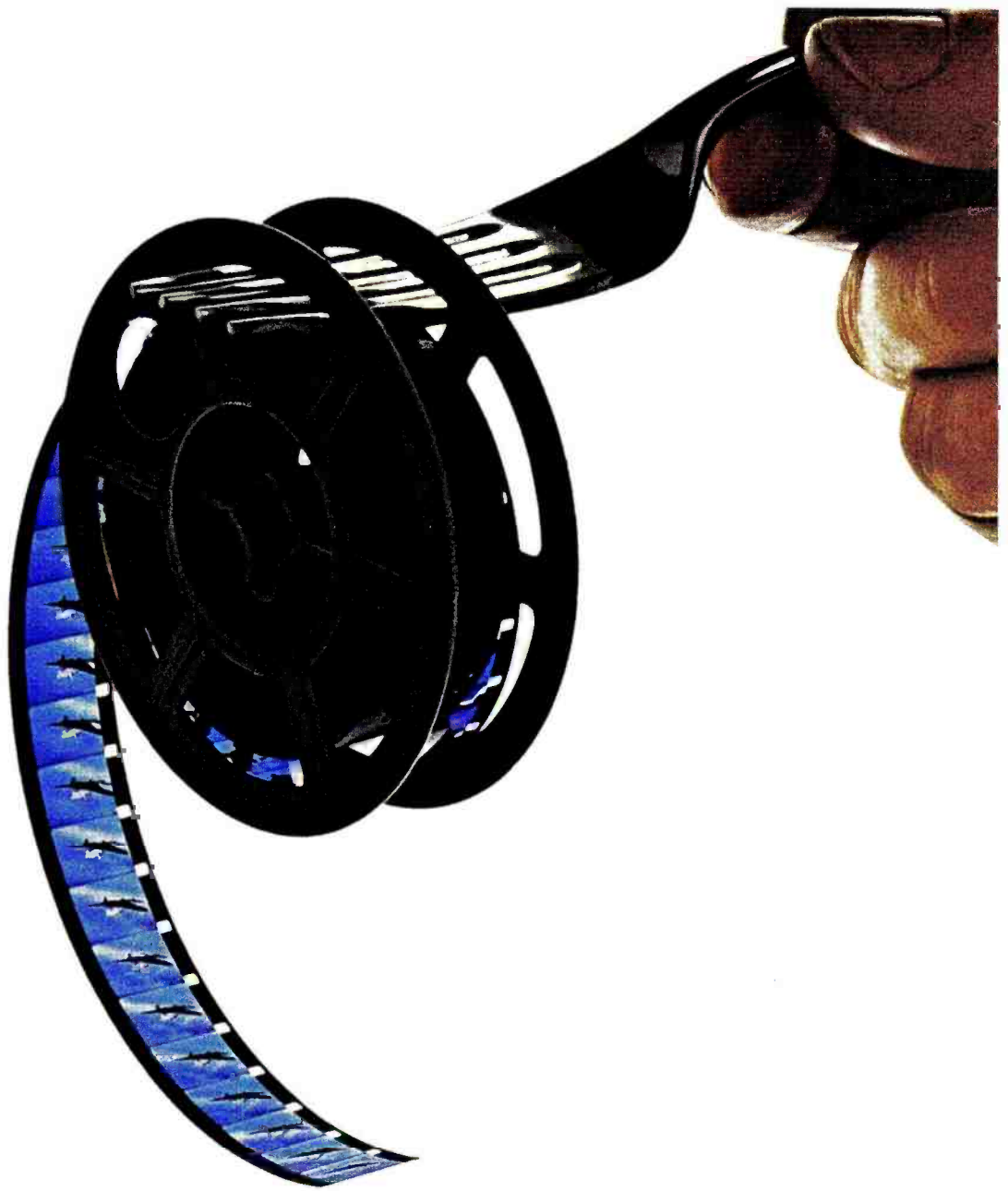
Representatives from WFIL Philadelphia, WFBG Altoona, Pa., and WNHC New Haven, Conn., attended, as well as one from WIND Chicago. WFIL launched its own "Call for Action" program 11 weeks ago in cooperation with the Urban Coalition.

ABC lauds tenure

ABC-TV last week honored 14 stations which have been affiliated with the network from 10 to 20 years. Plaques were presented to the honored stations at a luncheon in San Francisco during the four-day annual affiliates meeting. Stations receiving 20-year honors were: WEWS(TV) Cleveland; WNHC-TV New Haven, Conn.; KGO-TV San Francisco; WTVN-TV Columbus, Ohio; and KABC-TV Los Angeles. Ten-year affiliates honored were: KLYD-TV Bakersfield, Calif.; KRDO-TV Colorado Springs-Pueblo, Colo.; KTHI-TV Fargo-Grand Forks, N. D.; WLUK-TV Green Bay, Wis.; KOTI(TV) Klamath Falls, Ore.; WVUE(TV) New Orleans; WVEC-TV Hampton-Norfolk, Va.; WREX-TV Rockford, Ill., and WHYN-TV Springfield, Mass.

More Freedoms Foundation

Freedoms Foundation, Valley Forge, Pa., has announced the introduction of six new categories in its annual national and school awards program, two of which are in broadcasting. Awards will be made to the producer of the best documentary or dramatic program, one in radio and one in TV, contributing to "a better understanding of the American way of life." Winners in each category will receive \$5,000 and a medal.



KAKE-TV is having local color news and eating it, too.

"When we installed our Kodak ME-4 Process, we not only added the terrific impact of local color news, but we increased our profit by doing commercial color processing locally," says Paul Threlfall, Vice President and News Manager for the Wichita station.

"Now we do color processing for schools, local film producers, advertising agencies, and several local industries. For instance, we process a lot of footage for three out of the four aircraft manufacturers in this area. Before we had our Kodak ME-4 Process, these companies had to fly their film out of state. We've helped to bring their processing costs down to earth, and we're flying on the business.

"The ME-4 Process has been perfect for us. Like when we couldn't hire a photochemist. The packaged chemistry from Kodak made it so easy that we didn't need one. We're even making some money from the chemicals by using the *Kodak Silver Recovery System*."



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The added dimensions in radio news

Audio services, with accent on actualities, proliferate from demands for instantaneous coverage

The reinforced efforts of the four national networks and the growing professionalism of specialized audio services are producing a new school of radio broadcast news that accentuates expanded coverage through actualities and voiced reports.

In modern radio news, sound is the thing. The roar of artillery is as real in Bangor, Me., as in Vietnam. Turn the switch on the console in Ottumwa, Iowa, and hear the shouts of student demonstrators in New York.

More than 3,000 radio stations are reaping the benefits of this trend toward virtually instantaneous coverage in sound of news as it is happening, from where it is happening. The outlets are the affiliates of ABC, CBS, Mutual and NBC and the clients of such major audio-news services as UPI Audio Network, Radio News International and Metromedia Radio News.

On a less extensive basis, the AP is offering a weekly mail service of voiced news commentary and features. Capital Cities Broadcasting Corp., in conjunction with its subsidiary, Fairchild Publications, is supplying its owned stations with daily feeds of interpretative news coverage and is virtually certain it will syndicate its output to other outlets by this summer or fall. Reuter's has experimented with voiced feeds but has no concrete plans in this area at this time.

Group-owned facilities, including Triangle, Westinghouse, Storer and others, supply their own stations with national and regional voiced and actuality material. Stations in major and smaller communities are equipping their news reporters with miniature tape recorders to capture the voices and sounds of their newsmakers and events. And, in many instances, they provide networks and audio-news services with actuality reports of significant local and regional happenings for fees ranging from \$10 to \$50 for each "cut."

What's new in news at the networks is a substantial expansion in the past three years in staff and broadcast equipment to accommodate a doubling and, in some cases, a tripling of actuality reports and a sizable increase in the

number of closed-circuit feeds to outlets. In the past three or four years alone, networks have, at the request of their affiliates, fed news inserts, features and special material during non-network hours on a stepped-up basis. Stations use this material in their local newscasts to supplement the regular network news programs. Networks and audio services have developed sophisticated cuing systems to alert stations to oncoming feeds of urgent news.

What's new at the independent audio-news organizations is a semblance of stability and a growing professionalism in their operations, according to station clients. Ten years ago, veteran news directors recalled, audio-news services striving to create an impact included International Transmissions Inc., Radio Press, and News Associates (Washington coverage) in addition to UPI Audio and Radio Pulsebeat News (now part of Radio News International). "They served only a comparatively small number of stations each," one news director said, "but the ones that have endured are in a stronger competitive position today as they have lined up a sizable number of station clients. Now, with another strong entry, Metromedia, the field ought to flourish more than ever."

What has contributed to the accent on "sound and scene" journalism? News directors and other officials at networks and audio services cited these factors and circumstances:

- The continual technological improvements in equipment, particularly miniature tape recorders for use in the

field, making on-location coverage more expeditious. Collateral progress has been made in the refinement of techniques for the transmission of news segments to networks and audio services and ultimately to the stations.

- The growing appetite for news by the public, evidenced by the proliferation of all-news and information stations, and the ensuing need to provide more real-life, instantaneous coverage to compete more effectively with newspapers and television.

- The changes within the industry itself reflected by the emergence of independent stations as a major force and the transformation of networks to a prime, if not sole, function as a communicator of news and information.

- Scene-and-sound reporting was underscored during the coverage of the early orbital shots, giving audio and actuality presentations a dramatic boost.

A sampling of news directors at representative stations indicated they are generally pleased with both the quality and quantity of news feeds provided by networks and audio services. Jerry Graham, partner in Graham-Ruttenberg, New York, a radio station consulting firm and formerly director of news for WNEW New York, agreed that the trend toward voiced and actuality reports has been a salutary one, but he expressed several reservations.

"I think there are two areas in which there could be improvement," Mr. Graham stated. "There is a tendency to have actualities just for the sake of actualities and to let them run too long. Tight editing is needed. Secondly, reporters in the field have to refine their techniques. They should get to the heart of the story in the first few seconds of their reports, so that the stations that cannot carry a full segment won't lose the important element of a story that may be at the tail end and be cut out."

Networks and news services are supplying stations not only with specified news feeds but with documentary, feature and commentary programming. They concede that their output can be—and has been—upgraded, and they

MM permits pre-reviews

Newspaper and magazines will be permitted to review in advance special programming and documentary productions of Metromedia Radio. The new policy is being implemented immediately to permit pre-reviews of Metromedia Radio News's one-hour documentary, *R.F.K.*, scheduled for broadcast on company-owned stations on June 8, coincident with the first anniversary of the assassination of Robert F. Kennedy.



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1. ABC: (l to r) Tom O'Brien, vice president for radio news; Joe Keating, executive producer of special events; Mark Richards, news manager, American FM Radio Network, and George T. Phillips, news program manager, American Information Radio Network. 2. Metromedia: David C. Croninger (standing), president of Metromedia Radio, and Alan Walden, national news coordinator. 3. CBS: Emerson Stone (l), director, CBS News, radio, and Tony Brunton, executive editor.

4. Radio News International: Jay Levy, president. 5. UPI Audio: Scott W. Peters (l), director of station relations and special events programming; Peter S. Willett (c), general manager, broadcast services and Frank Sciortino, program director and New York bureau manager. 6. NBC Radio: Russ Tornabene, general manager, news. 7. Mutual: Robert Pauley (l), president, and Charles King, director of programming and operations.

attempt to maintain a continuing dialogue with their clients so that the news and information product can reflect the needs of a substantial segment of stations. They are aiming for a more balanced coverage by encouraging clients to supply spot news items that would have national appeal and by broadening their base to include special-interest news in the areas of finance, health, science and homemaking.

This accent on radio news is particularly pertinent to ABC, which for more than a year has been operating four separate networks, one of which is devoted entirely to news—ABC Information Network. Tom O'Brien, vice president and director of radio news, stressed that each of the networks has

its own staff and pointed out that ABC is unique in having separate news staffers for radio and television.

Mr. O'Brien reported that ABC has been strengthening its staff for the past year and a half and now has more than 100 employees devoted solely to radio news. "We started actualities because they are believable," Mr. O'Brien observed. "It proves we are there on the scene. We feel strongly that listeners want to be transported where the action is and want to hear the voices of the actual newsmakers."

The American Information Network is the primary transmission belt for news and information at ABC, but all of the other groupings — American Contemporary Network, American Entertain-

ment Network and American FM Network—maintain a regular schedule of newscasts, closed-circuit feeds of actuality and voiced report material, and special features, news and documentaries.

Affiliates of each of the ABC networks will receive about 100 news feeds a day, including regular newscasts, features, sports, commentary. But the difference is that AIN stations will be provided with more in-depth programming running from 10 to 15 minutes while the three other networks will concentrate primarily on news segments running from three to five minutes. ABC's closed-circuit feed of news for inclusion in local newscasts is titled "Newscall," and it is transmitted on the



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AIN about seven times a day (10 to 15 minutes in length) and three to four times a day on the other networks.

Each of the networks broadcasts a complement of 10-, 15- and 25-minute news and information programs, geared in part to their formats, with the Entertainment Network, for example, stressing segments on personalities in the world of entertainment and the Contemporary Network dealing with individuals and trends in the pop-music area.

"Since the advent of AIN, we have quadrupled the number of on-the-air newsmen," Mr. O'Brien pointed out. "In addition, we have kept up a continual dialogue with our affiliates to remember us when hard news breaks out in their areas."

Similarly CBS has bolstered its news staff substantially in the past two years as its radio network has de-emphasized entertainment programming (its sole offering in this area is *Arthur Godfrey Time*) and four of its owned radio stations have adopted news-information



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formats.

The basic format at CBS Radio is to supply its 245 affiliates with 10-minute news segments on the hour, supplemented by feeds of actuality and voiced report material five times a day. In addition, the network provides during a week 62 five-minute *Dimension* segments (news features), plus sports commentary by well-known personalities and a weekly *World of Religion* program (25 minutes).

Emerson Stone, director of radio news, CBS, pointed to several trends emerging in the field:

"There has been, of course, a substantial growth in the number of voiced reports and actualities; we find people want to hear the voices of newsmakers and sounds surrounding events. There has been, too, a trend toward selective coverage of events. We won't stay with a big story for hours on end, as we used to with political conventions and the space shots. We'll move in and out, providing new material as developments occur. In other words, we are concen-

trating on selective coverage, getting to the heart of a developing story as quickly as possible. But we have frequent recapitulations, bringing together the various elements of a story."

Within the CBS Radio division, four of the company-owned radio stations have, in the past two years, adopted a format called "Newsradio" (all news and information). In August 1967 the stations—WCBS New York, WBBM Chicago, KNX Los Angeles and KCBS San Francisco—employed a total of 75 newsmen; today, their staffs of reporters, writers, editors and producers total 185 and the number is still growing.

Even with the abundance of news material provided by CBS Radio and their own staffs, the four "Newsradio" outlets decided last year that their reports could be improved by instituting an instantaneous exchange of news among themselves. In August 1968 the CBS-owned radio stations launched PLNIX (Private Line News Exchange), which links the outlets (plus WTOP Washington all-news station) with one another via telephone lines.

Through PLNIX, the linked stations can supply others with fast-breaking news of import, which is recorded by the receiving outlets. Much of the material also is fed to CBS News, which may utilize it on network shows. In addition, PLNIX is utilized to exchange feature material among stations (a 12-part series on the history of the American presidential campaigns, originated by WBBM, is one example; another is a series of problems of garbage disposal existing in the areas).

Emerson Stone is gratified by the progress that has been made in radio-news coverage and dissemination, and thinks techniques will be refined as editing becomes sharper and on-the-scene reporters improve their ability to move quickly into the vital dimensions of a story.

The Mutual Broadcasting system has doubled its news staff in the past five years to accommodate its approximately 500 news-conscious affiliates, according to Charles "Chuck" King, vice president in charge of programs and operations. MBS now has a full-time staff of 75 in New York, Washington, London, Paris, Rome, Moscow, Saigon and Beirut and has part-time correspondents in other principal cities of the world.

Mutual supplies its affiliates with five-minute newscasts on the hour and half-hour from 6 a.m. through 11:30 p.m. and a daily 25-minute recapitulation called *The World Today*.

"We have three daily commentary programs to present various points of view," Mr. King stated. "In the morning, we have Whitney Bolton from 9:05-9:15, who is considered a moderate; Fulton Lewis III from 7-7:15

p.m., who is regarded as a conservative, and George Hamilton Combs from 7:15-7:30 p.m., who is looked upon as a liberal. We have always broadcast a wide range of opinion on Mutual, though we are thought of as 'conservative' by some observers, primarily, I think, because we carried Fulton Lewis Jr. for so many years."

Mr. King reported that Mutual now broadcasts seven feeds throughout the day for a total of about 800 "cuts" a week. In the last year only, two of the seven feeds were added.

"We are constantly urging our affiliates to send us actuality or voiced reports of significant news in their areas

and they have been responding well," Mr. King remarked. "One thing I would stress is we get quality material via the telephone, which was not true a few years ago."

Mr. King is confident that the role of radio news will become more important in the years ahead as the public continues to demand a constant flow of information rapidly and concisely.

"Television has not developed into an outstanding news medium on a day-by-day basis," Mr. King pointed out. "It's great on coverage of outstanding news events. But on a regular basis, radio is the medium that people turn to for up-to-date developments on even

the important stories. And here at Mutual, we intend to expand and improve our news coverage from year to year."

NBC has concentrated in the past few years on shaping its radio news product to fit the needs of a wide segment of its affiliates, according to Russ Tornabene, general manager, radio news. One of its most useful tools in this area is a closed-circuit conference once a month with news directors of affiliated stations conducted by James Holton, manager, radio news programs, NBC, during which network plans are outlined and affiliate news officials may offer comments and suggestions.

"We have approximately 210 affiliates and we can't always deliver on specific requests because needs vary depending on the format of the station and the needs of a particular community," Mr. Tornabene observed. "But we do welcome suggestions that fill a common need for many of our stations. We encourage all our affiliates to supply us with meaningful news of regional interest, but in practice, we have about 20 affiliates that are extremely active and helpful in this area."

NBC supplies its affiliates with *The News of the Hour*, a five-and-one-half-minute summary from 7 a.m. to 2 a.m. in the morning (12 midnight in the East), raised from five minutes at the request of affiliates two years ago. In addition, NBC transmits eight *Emphasis* segments and one *Perspective* each week-day, spotlighting its top newsmen.

Three years ago NBC began to offer affiliates its "Hotline" service of closed-circuit feeds for inclusion in local newscasts or special programs. There are two feeds a day of about 23 minutes in the morning and about 15 minutes in the afternoon, plus transmissions of urgent news as it develops.

A news project that Mr. Tornabene considers particularly worthwhile is *Second Sunday*, a once-a-month documentary that focuses on contemporaneous issues and events. He noted that up to two years ago NBC concentrated on

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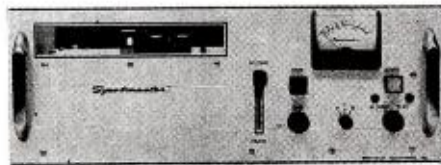
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spot news radio specials, but then decided to schedule planned documentaries. Recent documentaries have explored the Johnson years in the White House; air pollution and the life of a coal miner. The series has won both Peabody and Ohio State awards.

Mr. Tornabene believes that the quality of actuality feeds will be upgraded constantly to make them "more relevant" and he envisions the growth of more specialized news in such areas as travel, education, science, which may have particular application for FM stations.

In terms of experience, the oldest of the audio news services still in operation is the UPI Audio Network, which had its genesis in an experiment United Press International conducted in San Francisco and Raleigh, N. C., with a voiced facility on a state-wide basis back in 1955. This experiment lasted about six months and led to the formation of the UPI Audio Network on a regular basis in 1958.

Peter S. Willett, general manager of broadcast services for UPI, who was involved in the initial experiment in Raleigh, acknowledged that the launching and sustaining of an audio service has been "a long, hard pull," and added:

"We operated in the red from 1958 to 1965 and have been in the black ever since. Only in the last two years we have doubled the number of clients and we now have approximately 330 stations."

Station clients pay from \$50 to \$400 a week, depending on the size of the market, according to Mr. Willett. The service is sold by UPI sales representatives on a non-exclusive basis in a market.

The emphasis at UPI Audio is on actuality material and stations receive six basic feeds a day, each feed consisting of 20 to 25 "cuts," in addition

to "urgents" when bulletin news erupts. UPI Audio uses full-period lines leased from the telephone company to supply its sound reports to stations. A billboard of upcoming news is carried on the regular UPI radio news wire to station subscribers.

UPI Audio's headquarters is in New York, where about a dozen staffers work full time. The actuality service has five full-time employes in Washington, two in Saigon and four men in London and one in Chicago. But the "big plus," according to Mr. Willett, is the availability of top newsmen of UPI in the U.S. and throughout the world, who have learned over the years to supply UPI Audio with newsworthy "cuts" on a regular basis. He said it is virtually standard operating procedure for UPI correspondents to cover stories armed with tape recorders (they get extra pay for audio reports that are used).

"One of the biggest pluses in the growth of Audio has been the change in the old-line news-siders. For example, it's now standard for our news-side editors to check with us whenever a major story breaks anywhere.

"Most of our early written material from Prague was transcribed from audio reports from Jim Jackson, who was able to get out by broadcast circuit when all teletype channels were down. During the Olympics, we managed to develop sidebar material in Audio that made the regular newswire. On the one hand, I think we have helped and encouraged the swing from 'sugar-throats' to solid newsmen and at the same time have stimulated a far greater appreciation and respect for radio newsmen by old-line print men."

Radio News International is a daily, audio-actuality news service that was established two years ago, but it is an offshoot of Radio Pulsebeat News that was formed nine years ago by Jay Levy, who was then 18. The 27-year-old news-

man-entrepreneur now operates three services—RNI, which has 376 station clients; Radio Pulsebeat News, a weekly mail service of taped actualities which is received by more than 300 stations, and the Black Audio Network, a feed of daily actuality reports of interest to Negro-oriented stations (30 clients signed to date). The BAN was established late in 1968.

Like UPI, Radio News International and its other services are offered on a non-exclusive basis. But unlike UPI, it uses regular telephone lines. Its staffers record news actualities and voiced reports and clients are asked to call a number in New York, from which they may record each of the four feeds RNI supplies in four-hour intervals, starting at 5:30 a.m. RNI provides from 60 to 70 "cuts" daily, according to Mr. Levy.

"We feel our service is flexible," Mr. Levy pointed out. "We leave it up to the stations to decide which cuts they want. Another advantage is we are reasonably priced, charging from \$20 to \$150 a week."

Mr. Levy, who says he began his career as an 11-year-old newspaperman in Long Island, publishing his own paper, reported that he has a staff of full-time reporters in New York, Washington, Chicago, Los Angeles, London, Paris, Bonn, Saigon, and Jerusalem. He said he also has about 60 stringers here and abroad.

The AP provides billboards of upcoming RNI feeds on its radio-news wire and also will take orders for the RNI service. But both Mr. Levy and AP officials said there is no financial interest in RNI by AP and the latter's functions are purely a service to AP radio wire subscribers who may have need for an audio facility.

"I feel there is a growing interest in actualities by stations and listeners," Mr. Levy remarked. "Only five years ago, with Radio Pulsebeat News, I had only 80 station clients. I think the field is going to continue to grow.

Metromedia Radio News, the latest entry into the audio syndication sector, began early in 1968 as a service to the 12 company-owned AM-FM stations. Two-and-a-half months ago it offered MRN to other stations and has added 15 outside clients to its roster.

Alan Walden, national news coordinator of MRN, said that approximately 14 transmissions are made per day, starting at 6:15 a.m. and continuing at 15 minutes past the hour. The first feed consists of 15 to 20 cuts, and the others, four to five segments.

MRN uses broadcast lines east of the Mississippi and telephone lines in the rest of the country. Mr. Walden stressed that its service is exclusive in a market, like UPI and RNI. Fees are based on a

Broadcasting's election role called 'crucial'

Broadcasting was found to be "crucial" to the election of Republican and Democratic candidates last year, according to a majority of governors and state chairmen, but there is mixed opinion on whether the FCC's equal-time rules should be changed and whether broadcasters should accord free air time to political candidates.

Those findings were compiled by Michael Weinstock of the Department of Telecommunications, University of Southern California from a survey of 31 governors, 27 Republican state chairmen and 23 Democratic state chairmen.

Sixty-three percent of the governors

who responded felt broadcasting was "crucial" in the election of their party's candidates, or their own elections; 81% and 83% of the Republican and Democratic state chairmen, respectively, agreed.

And a majority of governors (68%) and Republican state chairmen (78%) registered opposition to giving free air time to legally qualified candidates. But 68% of Democratic state chairmen responding felt that free air time should be accorded candidates.

Forty-six percent of the governors claimed Section 315 should be changed (32% said it should remain the same) while a majority of Democratic chairmen (55%) agreed. However, 54% of the Republican chairmen wanted to see no changes in the equal-time provisions.

When it comes to news we have four directions to go in.

ABC Radio News is the largest network radio news service in the world. It is also the only major network news organization that functions exclusively for its own medium-radio.

At ABC we wouldn't have it any other way. Any other way would not measure up to the demand of servicing four distinct and separate radio networks. In fact, each network has its own news team...reporters, writers, editors and broadcasters so that the sound and pace of news as it comes down the line is compatible with the sound and format of your station.

News on the American Contemporary Network has a young sound. It's sharp—crackling across with up-to-the-minute hard, factual reporting...unpadded and unadorned.

For American Information Radio Network affiliates, where information and service features are important products of the station's format, the network news is more in depth...studded with vivid actuality reports from the scene of the story. There's more special coverage and tough-minded analysis by expert commentators.

American Entertainment Network affiliates like their network news programs on the half-hour. It matches the pace of their station and meets the needs of their audience. Here, the day's news arrives seasoned with a human interest item or two. Their listeners also favor commentary by people like Joe Harsch and Paul Harvey.

The news staff that services the American FM Radio Network is as much at home with FM facilities and formats as the station people they serve. This service puts FM stations on a par with the leading AM stations for worldwide coverage.

Providing four distinct news services is not difficult for us. We're the only ones organized for it.

This is network radio of the seventies. Affiliate with one of the four if you want to be on top of the world in your market.



American
Information
Radio Network



american
contemporary
radio network



AMERICAN
ENTERTAINMENT
RADIO NETWORK



AMERICAN
FM RADIO
NETWORK

Divisions of the ABC Radio Network



station's rate card and market size and vary from under \$100 to \$500 per week.

Mr. Walden estimates that MRN originates about 400 transmissions per week, including hard news, features, sports, stock-market reports and public-affairs programming.

MRN maintains a staff of 10 in Washington, plus full-time correspondents in Paris, London, Jerusalem and Saigon and stringers in other parts of

the world. In the U.S. MRN taps the resources of its owned stations in New York, Philadelphia, Baltimore, Washington, Cleveland, Los Angeles and San Francisco, plus some of its station clients.

MRN originates its feeds primarily from Washington, according to Mr. Walden, but he added that "we can transmit from anywhere if needed." Major events, he added, are covered on

a "live" basis.

"We're in this business to stay," Mr. Walden emphasized. "We are the only nonnetwork service that is run and operated solely by broadcasters and we feel this area has a very bright future."

(The foregoing special report was written by Rocco Famighetti, senior editor, New York.)

BroadcastAdvertising®

Smoking arena moves to House floor

Protobacco forces set stage by bottling up agency action on cigarettes, killing 'death' warning

The House Commerce Committee moved firmly last week against regulatory-agency action to ban or require warnings in cigarette advertising by approving a renewal of a Cigarette Labeling Act provision designed to keep the agencies' hands out of the matter until 1975. In the process, a solid core of pro-tobacco legislators on the committee picked up more than enough support to beat down amendments that would have required a "death" warning to appear in all cigarette advertising.

The committee did approve a slightly stronger warning for cigarette packages, one involving the phrase "lung cancer." But by the same token, the committee-approved phrasing attributes the warning to the surgeon general of the U.S. The warning now on packs stands without attribution and is presented as a simple statement.

The committee approved the new warning on Wednesday (May 28) on what Commerce Committee Chairman Harley O. Staggers (D-W. Va.) described as a vote "about 16 to 12." A preliminary vote on Tuesday carried by a narrower 15-14 margin. The wording that was approved for cigarette packages reads, "Warning: The surgeon general has determined that cigarette smoking is dangerous to your health and may cause lung cancer or other diseases."

The phrase "or other diseases" was added Wednesday in a substitute motion offered by Representative Paul Rogers (D-Fla.) It modified an amendment on the warning language offered earlier by Representative J. J. (Jake) Pickle (D-Tex.).

The full measure, which also would reassert full congressional control over the regulatory agencies and veto their plans to require warnings in commer-

cial or ban them from the broadcast media, passed on a final 22-5 vote. Members voting against the final version reportedly were Representatives Brock Adams (D-Wash.), John D. Dingell (D-Mich.), Richard L. Ottinger (D-N.Y.), Lionel Van Deerlin (D-Calif.) and Bob Eckhardt (D-Tex.).

The inclusion of the July 1, 1975 expiration date for the ban on state and regulatory agency actions against cigarette advertising actually represented the only gain made by the anti-smoking forces on the committee. Before amendment, the bill provided for no expira-

tion date, an omission sought by protobacco groups. The amendment to require a re-examination of the matter in 1975 was offered by Mr. Dingell.

The anticigarette faction, although outnumbered in committee, promises to take the battle to the House floor, where the terrain is judged more favorable. Chairman Staggers indicated a prompt effort would be made by him to bring the measure to a floor vote, adding that he felt lively discussion there would serve the public interest. He said he plans to seek Rules Committee clearance for debate by late this week.

Committee dissidents were given until this Thursday (June 5) to file dissenting and minority views. After filing of a completed report with those views attached, the matter can come before the Rules Committee, perhaps as early as Friday, although consideration some time next week would seem a more likely prospect. The Rules Committee, if it approves the measure for floor action, will set the length and terms of the debate.

Assuming the measure survives House action intact, the legislation faces stiff opposition in the Senate. Senator Frank Moss (D-Utah), has promised a filibuster to keep any pro-cigarette bill from passing. Senator Moss was named this year to a consumer-oriented Senate Commerce subcommittee by the full-committee chairman, Warren G. Magnuson (D-Wash.). In announcing the subcommittee chairmanship, Senator Magnuson indicated that he would continue to exercise a leadership role on major consumer measures, and it is expected that he will take command of any House-passed cigarette bill.

Senator Magnuson has been a relatively outspoken critic of cigarettes,



Senator Moss

AP NEWSBREAK Ring up new sales for your station with news commentaries by Morgan Beatty. They are included in NewsBreak's action package of 20 different five-minute tapes we send out weekly.

You will get five crisp commentaries by Beatty.... Five interviews and commentaries with leading sports figures by AP sports experts... five timely women's shows... and five commentaries by AP specialists or interviews with personalities in business, science, entertain-



ment, education, politics and other fields. AP NewsBreak tailors each show to 3½ minutes. This gives you 1½ minutes for sponsored delivery of this new product of AP VoiceFeatures .

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 50 Rockefeller Plaza, New York, New York ZIP 10020/Telephone: (212) PL7-1111. **THE ASSOCIATED PRESS**

FOR AP MEMBERS ONLY:



Morgan Beatty: First an AP newsman, then an NBC newscaster and commentator for 25 years. It's great to have him back for us and for you.

especially cigarette advertising that reaches young viewers. He was, however, regarded as instrumental in forging the cigarette compromise legislation that established the present warning on packs but precluded its extension to advertising. Inside word now circulating in House cloakrooms is that a moderate House bill will not necessarily suffer a Senate defeat in Senator Magnuson's hands.

It remains to be seen whether or not the FTC will proceed to order a strong health warning for advertising on July 1, the day the present restrictions in the Labeling Act expire, barring final passage of an extension measure. Two weeks ago the FTC announced that it had set a meeting for that purpose the morning of July 1 (BROADCASTING, May 26).

After his committee cleared extension legislation last Wednesday, Chairman Staggers said he thought the fact that a bill was actually moving through the legislative process would stay the FTC's planned action. He said the FTC's and FCC's anticigarette announcements had already caused a "great resentment" in Congress.

Strongest opponent of procigarette legislation on the committee has been Representative John E. Moss (D-Calif.), who was absent during last week's committee consideration. He vowed, however, to take his fight to the House floor. In his absence, Representative Adams sketched out floor strategies for the fight to come.

First, he said, would be a move to remove the pre-emption against regulatory action. That failing, he said cigarette opponents would try adding the

warning to advertising; opt for measures to keep advertising messages from reaching young audiences possibly through action by states, which are now precluded along with the regulatory agencies from acting; require tar and nicotine content in advertising, or push for a stronger warning on packs.

Chairman Staggers did not discount the possibility of amendment on the floor. In fact, he said, he expected it.

ANA-RAB workshop due in New York June 12

Speakers at the third annual Association of National Advertisers-Radio Advertising Bureau workshop in New York, June 12 will concentrate on the effective uses of radio as an advertising medium.

Miles David, RAB president, announced last week that the keynote speaker will be Tom Dillon, president of BBDO, who will discuss radio from his vantage point as chief executive of the advertising agency with the largest billing in the medium.

Other executives who will speak during the workshop are Orville J. Roesch, advertising director, the Seven-Up Co.; Jerry P. Olds, staff representative, American Iron & Steel Institute; Owen Daley, vice president, Hill & Knowlton; Wallace A. Ross, director of the American Television and Radio Commercials Festival, and a group of marketing officials from J. M. Smucker Co.

A panel session will be held on the pretesting of radio commercials. The panel will consist of research executives including Leonard Kudisch, Schwerin

Research Corp.; Max Bonfeld, Young & Rubicam, and William Harvey, C. E. Hooper Inc.

The workshop will be produced by Chuck Blore Creative Services, Hollywood, radio commercials production firm.

ABC-TV in the year of the sales surge

The sales complexion for ABC-TV was diagnosed as good by a house doctor, James E. Duffy, vice president in charge of sales for the network, at last week's annual affiliate convention in San Francisco (see page 26). Here's how it was described to affiliates by Mr. Duffy and his staff:

The second quarter is 15% ahead of last year. Current position for the third quarter is 20% ahead of last year's position at a like time.

The fourth quarter position is 27% ahead of last year at comparable time in terms of percentage of time sold and 40% ahead in gross dollars.

In daytime sales, the first quarter was 90% sold out compared with 71% in last year's first quarter.

For the second quarter, daytime is sold out as compared with 80% of capacity last year.

The network already is more than 85% sold out for the third quarter in daytime compared with 69% at a comparable period last year. Daytime sales are four times ahead of last year in upcoming fourth quarter.

Four join, one leaves top PKG posts

Major changes in the executive creative staff at Post-Keyes-Gardner, Chicago, were announced last week.

The GTA Group, special projects group formed two years ago and under the direction of Gene Taylor, executive vice president for creative services, is to continue even though Mr. Taylor leaves soon to become a director and creative director of Horniblow Cox-Freeman Ltd., London.

New head of the GTA Group is Hal Larsen who joins PKG as vice president. He formerly was associate creative director of J. Walter Thompson, Chicago.

John Doherty, former president of John Doherty & Co. and earlier with Lennen & Newell, New York, joins PKG as senior vice president and manager of creative services. Bob Doolittle, vice president and creative director of Griswold-Eshleman, Chicago, joins PKG as vice president and group creative director.

Dick Strome, creative director of John Doherty & Co., also joins PKG's creative staff.

Pollen war rages in Contac spots

The 60-second "battle" between pollen and Contac will begin this summer on all three television networks and in spot television.

The commercial opens with a specially constructed model ragweed plant "firing" pollen from its pod (left), filmed with a photosonic camera shooting 1,200 frames per second. The wea-

pon on the other side for the victim (center) is Menley & James Laboratories' Contac, which of course wins the battle.

A 30-second version began May 6 on network television. The one-minute commercial will appear the week of June 8 in spot and July 5 on the networks.

Foote, Cone & Belding, New York, is the agency and Duo Productions is the production house.



How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ending May 18, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended May 18	Total dollars week ended May 18	1969 total minutes	1969 total dollars
	Week ended May 18	Cume Jan. 1-May 18	Week ended May 18	Cume Jan. 1-May 18	Week ended May 18	Cume Jan. 1-May 18				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 4.9	\$ 118.2	\$ 2,259.8	\$ 351.9	\$ 6,823.6	95	\$ 470.1	1,661	\$ 9,086.3
Monday-Friday 10 a.m.-6 p.m.	1,460.3	28,551.4	2,755.1	55,586.6	2,124.2	48,616.7	976	6,339.6	18,067	132,754.7
Saturday-Sunday Sign-on-6 p.m.	918.4	21,800.0	1,026.0	22,775.9	746.4	12,902.0	322	2,690.8	5,733	57,477.9
Monday-Saturday 6 p.m.-7:30 p.m.	265.5	6,649.2	569.1	14,778.3	494.9	13,609.7	94	1,329.5	1,830	35,037.3
Sunday 6 p.m.-7:30 p.m.	106.6	2,973.2	132.6	4,648.7	240.0	4,659.2	20	479.2	433	12,261.1
Monday-Sunday 7:30-11 p.m.	3,998.9	104,292.4	5,696.9	140,130.6	6,228.2	139,392.7	439	15,924.0	8,577	383,815.7
Monday-Sunday 11 p.m.-Sign-off	405.3	8,218.4	32.6	1,142.4	502.0	9,775.3	86	984.9	1,540	19,136.1
Total	\$7,200.0	\$172,489.5	\$10,330.5	\$241,322.3	\$10,687.6	\$235,779.2	2,032	\$28,218.1	37,841	\$649,591.1

PGW realigns sales teams

Four geographical territories set up with host of top executive changes made

Peters, Griffin, Woodward Inc., New York, undergoing a face-lifting, has created an additional sales team in New York and is promoting several of its top executives in an expansion move.

Lloyd Griffin, president of PGW, at a luncheon in New York last week, said the actions were tied "to an expansion into a new and stronger representation area." Mr. Griffin and H. Preston Peters, PGW chairman, explained that the rep business is expanding in both sales and services, and that PGW was keeping up with the increased tempo. The changes are effective today (June 2).

PGW will now have four separate sales teams in New York. This will involve an increase in sales personnel as well as in other PGW services to stations, advertisers and advertising agencies. The teams have been designated East-Southeast, West, Mid-America and Midwest-Southwest. A newly elected senior vice president is in charge of two of the sales-team groupings.

Theodore D. Van Erk, with PGW for 10 years, has been elected senior vice president and placed in charge of the East-Southeast group, for which Dennis K. Gillespie is vice president and sales manager, and of the West group with Roy M. Terzi as sales manager. William G. Walters, with PGW for 13 years, was elected senior vice president, responsible for Mid-America and Midwest-Southwest, with Vice President John Brigham and Walter E.

Harvey, the sales managers respectively.

The services grouping is made up of two separate departments: Lon A. King is vice president in charge of creative services, advertising, promotion and public relations, and John R. Thayer is vice president in charge of research in marketing, media and station areas. Two other groups in the PGW structure are headed by R. P. Collins, business manager (communications, procedures and personnel), and Robert D. Brady, treasurer-secretary and a director (accounting, collections, financial and profit-sharing trust).

PGW's sales teams represent roughly a division of the rep's station list according to geographic regions with the West representing 10 outlets, Midwest-

Southwest 13, Mid-America 10 and East-Southeast 15.

According to PGW officials, this division corresponds generally to the regional lines followed by advertisers in placing spot schedules. Up to now, PGW has had three sales teams designated to these geographical areas. It was acknowledged that in many instances, PGW can now be expected to have four sales people from the different teams at the same agency, calling on the same buyer. The advantage, it was explained, is that each of these men will know his individual territories intimately. The face-lifting also entails the creation of a new corporate insignia, designed by Hecht, Vidmer, New York advertising agency.



Executives involved in PGW's restructuring (l to r): Roy M. Terzi, West team sales manager; Dennis K. Gillespie, vice president-sales manager, East-Southeast team; Lloyd Griffin and H. Preston Peters, president and board chairman, respectively, of the rep com-

pany; William G. Walters, senior vice president; Walter R. Harvey, sales manager, midwest-southwest division; John Brigham, vice president-sales manager, Mid-America team. Not shown is Theodore D. Van Erk, senior vice presi-

TVAR probes ego for switchables

Study computes psychological make-up of TV viewer to determine brand loyalty

A new study that focuses on the TV viewers' personality traits and how they affect his loyalty to ad brands was presented for the first time last week to advertisers and agencies in New York.

The study, "ego-tistics," was the eighth in a series of annual presentations prepared by Television Advertising Representatives, New York, as a service to advertising personnel. TVAR, a station rep, is owned by Westinghouse Broadcasting Co.

The study matches personality traits with specific programs and specific brands, and also indexes the brand loyalty—or "ad switchability"—of users of specific products. TVAR officials pointed out that the firm is not offering this study as a pilot measurement service, but had commissioned it as a possible new source of data for advertisers who wish to go beyond demographics in measuring media.

Research for "ego-tistics" was conducted by Herbert Kay Research Inc., New York, under the general supervision of Howard Marsh, TVAR vice president. The study was made last October and involved personal interviews with 2,000 housewives in those markets in which TVAR reps stations—WBZ-TV Boston, KYW-TV Philadelphia, WJZ-TV Baltimore, WTOP-TV Washington, WBT (TV) Charlotte, N.C., WWBT (TV) Richmond, Va., WJXT (TV) Jacksonville, Fla., KDKA-TV Pittsburgh, and KPX (TV) San Francisco.

The study, according to officials, makes use of differences in psychological make-up to the extent that these factors may determine the tendency of product users to switch or remain loyal

to brands, and also may determine the type of programs watched and even the degree to which advertising can persuade users to switch brands.

The study, presented last week in a color-slide and film show for advertisers and agencies, was restricted to the viewing of daytime programs (network and local shows) and to 10 product categories (packaged goods such as margarine, deodorant, instant coffee, laundry detergent or soap, headache remedy, etc.)

With the data prepared by the Kay firm, an advertiser is said to be able to determine, for his particular product category, the program that has the greater concentration of viewers who can be induced to switch through advertising. Each product category has an index established for every program; by comparing the indices the advertiser is guided in selecting the program that would reach those people who are most likely to change their brand and use the advertiser's.

If, for example, two shows have the same total audience but the "ad switchable index" is 150 for one show and 110 for the other, this means that for every 110 ad switchables being reached by the second show, the first show would reach 150. (An ad index of over 100 means the show does better among "ad switchables" than among all women viewers of daytime TV; thus the index represents the ratio of "ad switchable" viewers to the total number of viewers, TVAR explained).

Seven basic personality characteristics were analyzed in the process of setting up the table of indices shown in the

study. They were guilt, vanity, status seeker, hedonism, rational decision, old fashioned (as a personality trait), and health concern.

Rulo threatens code with court action

A threat of legal action against the National Association of Broadcasters Code Authority was raised last week by the Rulo Corp., Chicago, after code officials notified stations that current TV commercials for Rulo diet wafers were unacceptable.

An official of Alvin Eicoff & Co., Chicago, agency for Rulo, said a court injunction against the code authority would be sought unless Rulo's differences with code officials were resolved at a meeting scheduled for late last week.

Stockton Helffrich, code authority director, notified stations subscribing to the code in a memo dated May 23 that the current Rulo commercials had been found "unacceptable under code advertising standards and guidelines for the advertising of products for weight reducing."

He said material submitted on behalf of Rulo "has not been considered adequate to support" the commercials' claim that "when Rulo wafers reach your stomach they expand on the same principle as this sponge expands in water." In addition, he said, "the code authority has not received adequate documentation to support the efficacy of Rulo wafers in a dietary plan."

Mr. Helffrich said the code authority asked Rulo representatives on March 21 to withdraw the commercials voluntarily from code stations or to revise the messages to make them code-compliant. He said Rulo had not done so.

The Eicoff agency executive meanwhile contended they had a 28-page medical brief in support of the Rulo wafer commercials and their claims and said they had challenged the code authority to present medical evidence at the scheduled meeting late last week to prove that the commercials are unacceptable.

They said they would take the commercials off the air if the code officials presented convincing evidence, as opposed to "opinion," to support the code authority's position. If code officials did not present such evidence and persisted in ruling the commercials unacceptable, they said, Rulo would seek an injunction in U.S. Southern District court in New York on grounds that the code



TVAR's Marsh (r) shows 'ego-tistics' profile of product to Ken Walz of Ted Bates.

ruling was discriminatory and arbitrary.

They contended that the commercials were approved by the code authority Nov. 25, 1968, and were running on about 20 stations—and plans were being made to expand to 50—when code officials ruled they must be withdrawn by May 1. Ruio then got a 30-day extension, they said, before receiving a telegram from the code authority on May 22 saying again that the messages were unacceptable. In the meantime, they reported, the number of stations carrying the commercials has dropped to about 10.

FTC fears the role of 'fingerwagger'

Dixon says new budget could limit the agency to education and persuasion

The Federal Trade Commission, an omnibus agency confronted by criticism, consumerism and congressional demands, finds itself "in imminent danger of becoming an ignored fingerwagger or an overwhelmed policeman" unless it finds money and manpower in the near future.

That warning from FTC Chairman Paul Rand Dixon came at the beginning of testimony before the House Appropriations Subcommittee earlier this year, and found its way into print last week in the published transcript of the subcommittee's closed hearings.

In lengthy remarks before a group of apparently sympathetic congressmen, Chairman Dixon noted that the \$2,990,000 in new funds given to the FTC by the Budget Bureau is virtually all for "new law enforcement responsibilities Congress has given the commission," and is "substantially less than we requested from the Bureau of the Budget."

The result, he said, will be an emphasis on "education and persuasion" rather than outright activism as an approach to gaining compliance with the trade laws.

Although this approach benefits honest businessmen, the chairman said, it is "silently cheered by predators and cheats as a delightful alternative to being sued for violating the trade laws. Thus, the FTC has more than the responsibility for encouraging voluntary compliance with the laws it must enforce. To make its guidance meaningful, it must also crack down on the indifferent or willful violator."

The increased appropriation now under consideration would bring the FTC's total allotment to \$19,940,000. Most of the approximately \$3-million boost contained therein, Chairman Dixon said,

would be used for enforcement of the truth-in-lending act which goes into effect on July 1.

However, he noted, an over-all plunge into consumer protection would require stepped-up activity by the FTC's Bureau of Deceptive Practices—which asked the Budget Bureau for an \$890,000 increase and got "not one penny of that request," the chairman said.

Another program—not new, but just now gaining momentum—involves joint action by the FTC and the Food and Drug Administration to check drugs "for efficacy as well as safety."

Explaining the program's implications, Chairman Dixon said: "Let us assume that there is on the market today a well-known over-the-counter product, such as a mouthwash or a toothpaste being advertised and supported by millions of dollars on television. There is an advertising claim, let us say, that the product will kill germs. In the past all the review given by FDA was whether it was safe or not; certainly the product is safe, but is it efficacious—what will it do?"

"If the scientific community comes to us with the finding that the product is no more beneficial than hot salt water, do you think that one of the giant companies of this country is going to stand still and say: 'Well, we will admit that and we will kill all of our advertising. . . ? You would certainly be wrong. We are going to have some hard-fought litigation. . . .'"

The searing criticism of FTC policy and practice contained in a report conducted last year by a group of law students, under the direction of consumer advocate Ralph Nader, gave subcommittee chairman Joe L. Evins (D-Tenn.) a chance to present a somewhat more positive view of the trade commission. As a prelude to extended discussion of the report, Representative Evins enumerated some of the trade commission's "major accomplishments" of past years.

"I think over the years the commission has done a great work," he said. "They have had many major achievements, but nowhere are these major achievements mentioned. Mr. Chairman, will you give us your comments with regard to the so-called Nader Youth Report?"

Chairman Dixon introduced a statement into the record, and added "[The students] believe that corporation executives are engaged in much more reprehensible conduct than rapists, robbers, muggers, etc. In light of the extreme antibusiness bias of these young zealots, it is not surprising that the equitable and reasonable enforcement policies of the commission would be so enthusiastically and unjustifiably criticized."

WTOP probe to measure ad revenue influence

Federal Trade Commission Chairman Paul Rand Dixon, in a May 26 letter to Representative Joel T. Broyhill (R-Va.) reported that a pending FTC investigation of Post-Newsweek's WTOP Washington is including a study of total Post-Newsweek advertising revenues and the potential for unfair competition against a daytime-only smaller station in the market with lesser financial resources.

The trade commission has been looking into the charges of unfair competition lodged by WAVA-AM-FM Arlington, Va., which is in Mr. Broyhill's district, against WTOP, a full timer which instituted a competing all-news format earlier this year (BROADCASTING, March 3). At the time the FTC probe was first reported emphasis for the investigation was placed on Post-Newsweek's alleged domination of the market for news coverage, both through its print and broadcast facilities, which include WTOP-FM-TV, as well as the all-news AM, *The Washington Post* and *Newsweek Magazine*.

Mr. Broyhill's office urged the FTC investigation after WAVA editorialized against WTOP's switch to all news. The station also filed a complaint with the trade commission.

In a follow-up letter sent May 15, Congressman Broyhill suggested that concentration of advertising revenues by the Post-Newsweek properties might be a factor to be studied, as well as concentration of audience for news. In his reply, Mr. Dixon agreed, and said the investigation was proceeding along those lines.

In his letter to the trade commission, Congressman Broyhill expressed concern about reports that "the Washington Post Co. had placed a very large number of reporters on the WTOP payroll in an effort to outstrip the WAVA-AM-FM station . . ." He requested that the FTC investigate the possibility that additional employes' salaries are "being subsidized by other Washington Post Co. enterprises."

The possibility is reinforced, a Broyhill spokesman noted, by the "large number of public-service spots compared to paid commercials on the Post-Newsweek station since the switch to all news."

Guidelines that the FTC might develop regarding share of advertising revenues in a given market as a result of the WTOP investigation might have applicability in other markets, it is felt. Because of the case's potential for widespread application, it is expected that any adverse ruling by the commission will be vigorously contested. The

Dixon letter gave no clue as to the status of the probe, except that it was "being handled on an expedite basis."

Newports have new agency

An estimated \$7 million in business, principally in broadcast, left Lennen & Newell, New York, this week when P. Lorillard, New York announced its new agency for Newports would be Grey Advertising, New York. Lennen & Newell will continue to handle a number of Lorillard cigars and pipe and chewing tobaccos. Grey adds Newport mentholated cigarettes to its roster of Lorillard brands; the agency handles Erik cigars, Kent, Old Gold filter & straights, Omega little cigars, and Spring menthol 100's.

Higher ad rates in '70 seen by Rumrill-Hoyt

Though advertising rates for television and radio will increase in 1970, commercial production costs can be expected to be "slightly lower," according to a Rumrill-Hoyt study of media costs released last week. The study saw lower commercial production costs reflecting "a trend which is already evident—a growing cost-consciousness on the part of clients and agencies."

Since total TV households and the average viewing hours are expected to increase in 1970, the agency reasoned, "the television networks will probably take full advantage of this situation in order to equalize their cost-per-thousand households." Rumrill-Hoyt projected the cost increase at 6% to 7%. Spot television "has had a tendency to increase at slightly higher rate than network TV," the agency noted in its prediction

of a 7% increase for spot.

Network radio will increase rates by 4% for 1970, Rumrill's study estimated, largely because the competitive effect of Mutual's and ABC Radio's stepped-up activities will force the other networks—CBS Radio and NBC Radio—to improve their service or facilities. An all-encompassing increase of 5% was predicted for spot radio, although this figure "will fluctuate radically between stations located in various size markets," the Rumrill-Hoyt forecast reported.

KTVU pick of Tele-Rep writes finis to FCC case

Tele-Rep Inc., New York, has been named national representative of KTVU (TV) Oakland-San Francisco, which had been the center of a controversy in recent months because of its representation by Metro TV Sales. The Tele-Rep appointment takes effect on July 1.

The FCC ruled last March that commission policy was violated when the sales affiliate of a broadcast licensee represents a locally competing channel. Metromedia, which owns KNEW-TV San Francisco, in the fall of 1968 surrendered representation of the UHF outlet to handle Cox Broadcasting's KTVU, a VHF.

With some reluctance, Metromedia agreed in mid-March to give up its representation of KTVU and set the July 1 termination date in order to give KTVU time to choose a new representative and to permit an orderly transition of business (BROADCASTING, March 24).

Tele-Rep, formed by Chris-Craft industries Inc., represents company-owned KCOP(TV) Los Angeles, KPTV (TV) Portland, Ore. and WTCN-TV Minneapolis. It also represents KTNT-TV

Seattle-Tacoma, KARD-TV Wichita, Kan. and the Kansas State Network, and KVOO-TV Tulsa.

Demise of Iowa ad tax gets a little closer

The two-year fight of media representatives and advertisers in Iowa to overturn a 3% advertising tax is nearly over.

The state's lower house on May 22 voted to repeal the tax, a move that had been approved by the state's senate in April. The only item left missing is the signature of Governor Robert D. Ray, and he has pledged to approve the repeal measure.

The media-advertising coalition that has opposed the measure since it was drawn up in 1967 had already asked the U.S. Supreme Court to hear the case. However, since the deadline for filing briefs is June 12, it is assumed the issue will die when the coalition fails to pursue the subject.

The repeal of the tax will still leave the state with some \$3 million to \$4 million in taxes that have accrued, but have been uncollected, since the tax was started in October 1967. Part of the tax money is said to be earmarked for a special fund that will be used to aid urban areas.

Y&R loses Breck

American Cyanamid, New York, has announced the move of its John H. Breck division out of Young & Rubicam, New York, as of June 1 and the sharing of Breck beauty products between Sullivan, Stauffer, Colwell & Bayles, and BBDO, both New York. Billings are estimated at \$6 million with TV constituting 63% of total media.

Heavy broadcast push set by Master Charge

The main thrust for a \$2-million-plus campaign for the Master Charge credit-plan begins on New York television this week.

The Eastern States Bankcard Association Inc. will concentrate two-thirds of its first-year budget for Master Charge on TV in metropolitan New York's tri-state area.

A pool of three 60-second and three 30-second color spots will run in flights throughout June and July, then from mid-August through October and again at the winter holiday season. Foote, Cone & Belding, New York, is the agency.

The ESBA was founded a year ago by Chemical Bank, Manufacturer's Hanover Trust and Marine Midland Grace Co. of New York, with one of its purposes to consolidate promotion and advertising of Master Charge for all mem-

'Real folk' to be featured in Post spots

Believability is the keynote of four new commercials for General Foods' Post Grape-Nuts cereal.

The 60-second spots feature real-life families rather than actors. The company, in its search for families in "representative communities," insisted that they be regular users of Post Grape-Nuts; The only other requirements were that the families be "more or less athletically inclined" and photogenic.

One family, Mr. and Mrs. Thomas Knox and their six children from San Diego, is already being shown in a Post commercial on the West Coast. The Knoxes are portrayed in a volleyball game; the other families will be seen participating in other sports.



The commercials are scheduled to be on CBS-TV and NBC-TV in the fall. Benton & Bowles, New York, is the agency.

ber banks. The licensing agency for Master Charge is Interbank Card Association.

First National City Bank, which has been using broadcast to promote its Master Charge plan since the Interbank card was introduced in New York, said it will continue to advertise independently of ESBA.

Business briefly:

Purex Corp., Lakewood, Calif., through Carson/Roberts, Los Angeles, is introducing Brion, a new enzyme pre-soak product in multimedia campaign including spot TV.

Hanes Corp., Winston-Salem, N. C., through Cargill, Wilson & Acree, Richmond, Va., and **American Trucking Association**, Washington, through Van-Sant Dugdale, Baltimore, have bought time on NBC Radio's *Monitor*.

U. S. Time Corp., through Warwick & Legler, both New York, will sponsor figure-skating champion Peggy Fleming's second network special on NBC-TV on Dec. 14 (7-8 p.m. EST).

Coca-Cola, Atlanta, through McCann-Erickson, New York, and **Interstate Bakeries**, Kansas City, Mo, through Dancer-Fitzgerald-Sample, San Francisco, are co-sponsoring the repeat telecast of *You're in Love, Charlie Brown*, over CBS-TV June 11 (8:30-9 p.m. EDT).

Lestoil on musical route

Noxell Corp.'s first campaign for Lestoil cleaner, acquired from Standard Household Products Co., shuns the "slice of life" or household demonstration approach in favor of a musical exchange between a mother and her children. The new campaign was created by Lois Holland Callaway. Ron Holland wrote the music and lyrics. The commercials are now being seen in 35 markets. Ed Murphy was the producer. Production was done by Saturn Productions, New York.

Rep appointments:

- **WKRQ-AM-FM-TV** Mobile, Ala.: Katz Radio and Katz Television, New York.
- **WRTH** Wood River, Ill.-St. Louis: Avco Radio Sales, New York.
- **KOA-AM-FM** Denver: Henry I. Christal, New York.
- **KWHO-AM-FM** Salt Lake City; **WRNY** Rome, N. Y.; and **WJTO** Bath, Me.: AAA Representatives, New York.

Also in advertising:

Two have signed ■ Datamize Corp., New York, which began as a communications consulting, survey research and analysis organization in early May, has signed its first two contracts with

Edward Petry & Co. and *Look Magazine*. Datamize offices are at 685 Fifth Avenue, New York 10022.

Agency appointment:

▪ **Toni Co.**, Chicago, moves \$3-million account for Shampoo-Easy haircoloring from Jack Tinker & Partners, New York, to Post-Keyes-Gardner, Chicago. Toni also moved several new product assignments to Needham, Harper & Steers, Chicago.

4A's reminds agencies on account conflicts

The American Association of Advertising Agencies has reissued and reaffirmed its recommendations to agencies on account conflicts, originally released in 1967.

The 4A's said its position paper is being reissued because mergers and acquisitions have continued at a rapid pace over the past two years and are expanding the account conflict areas.

The recommendations say in part:

"The ideal agency-client policy on account conflicts is one which is based on individual product category rather than the total line of products of any given client.

"Under such a policy an agency would not handle products which are directly competitive for more than one client without the express permission of clients.

"The client would permit the agency to represent other companies in product areas beyond those it already serves even if the agency is involved in such areas with other agencies."

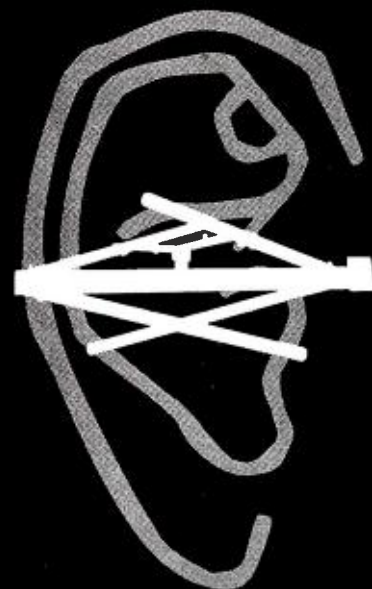
Bill seeks injunctions to halt ad deceptions

Part of former President Lyndon Johnson's legislative program for consumers that didn't get enacted in the 90th Congress is back this year in a Senate bill submitted last week by a powerhouse group of Senate Commerce Committee members, including the chairman of the committee, Warren G. Magnuson (D-Wash.).

The measure (S.2246) would give the Federal Trade Commission the legal power, which it now lacks, to seek injunctions to stop unfair or deceptive advertising while the agency's normal procedures of complaint are pending.

The bill was sponsored by Senator Frank Moss (D-Utah), chairman of the Commerce Committee's Consumer Subcommittee, with Senators Magnuson, Howard W. Cannon (D-Nev.), Philip A. Hart (D-Mich.), Daniel Inouye (D-Hawaii) and John O. Pastore (D-R.I.) as cosponsors.

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"Before, we had signal, now, we have signal and sock! Jampro's new circular polarized FM antenna has given us terrific listenership increases. Formerly weak signal areas have become good and solid. The best part of all is the entire change-over to Jampro circular polarization was relatively inexpensive. In fact, it's already paying for itself. Our performance surveys proves it, and so does the last PULSE."

Dean Cull, Station Manager

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A DIVISION OF COMPUTER EQUIPMENT CORP.
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TELEVISION

Color TV ownership

Almost 20 million of the country's 57 million TV households have color receivers, according to June A. C. Nielsen estimates. This places U.S. color TV penetration at 35%. Color ownership by Nielsen territory continues to show the Pacific leading with 43%, the South and Northeast lagging at 32% and 31%, respectively.

Color ownership continues to correlate with market size. The largest markets (1-50) average over 35% color owners; the smallest markets (176-198) less than 30%.

The following local markets color data are Papert, Koenig, Lois estimates as of June 1969. They are projections from Nielsen Station Index spring data adjusted to regional

growth patterns developed by Nielsen from census, color 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.

"Teletatus" appears in the first BROADCASTING issue of each month.

A "Teletatus" report on market-by-market multi-TV set penetration will appear on July 7.

Color TV ownership by market size

DMA rank	Nielsen Station Index 9/1/68 est. TV households	PKL projections			
		6/1/69 Color TV households		%	
		Number	penetration	distribution	
1-25	29,969,930	10,455,300	35	53	
26-50	9,635,440	3,465,400	36	17	
51-75	6,377,810	2,198,400	34	11	
76-100	4,019,270	1,352,700	34	7	
101-125	3,033,670	1,037,600	34	5	
126-150	2,182,330	752,100	34	4	
151-175	1,344,380	432,900	32	2	
176-198	599,020	174,000	29	1	
Total U. S.	57,161,850	19,868,400	35%	100%	

	Nielsen Station Index 9/1/68 DMA area TV Households	PKL Projections	
		6/1/69 Color TV sets: %	6/1/69 Households
1. New York	5,638,920	28	1,594,400
2. Los Angeles	3,201,990	46	1,481,900
3. Chicago	2,449,950	36	883,700
4. Philadelphia	2,051,340	38	786,400
5. Boston-Manchester, N. H.- Worcester, Mass.	1,429,000	29	407,300
6. San Francisco-Oakland	1,404,900	41	573,000
7. Detroit	1,344,150	35	473,100
8. Cleveland-Akron	1,239,470	41	512,000
9. Washington	989,910	30	294,900
10. Pittsburgh	950,920	32	301,800
Markets 1-10	20,700,550	35	7,307,500
11. St. Louis	834,530	28	232,200
12. Dallas-Ft. Worth	813,340	35	287,000
13. Minneapolis-St. Paul	678,760	27	183,800
14. Seattle-Tacoma-Bellingham	650,860	38	245,800
15. Indianapolis-Lafayette- Muncie-Marion, Ind.	632,540	43	269,800
16. Houston	631,950	36	225,900
17. Baltimore	627,470	29	182,700
18. Atlanta	591,500	33	195,400
19. Kansas City-St. Joseph, Mo.	572,860	31	175,500
20. Cincinnati	560,950	40	226,400
Markets 11-20	6,594,760	34	2,224,500
Markets 1-20	27,295,310	35	9,533,000
21. Miami-Ft. Lauderdale	552,700	41	226,500
22. Hartford-New Haven, Conn.	549,960	33	182,400
23. Buffalo, N.Y. (U. S. only)	543,010	31	167,100
24. Milwaukee	532,820	39	208,300
25. Memphis-Jackson, Tenn.- Jonesboro, Ark.	496,130	28	138,000
26. Providence, R.I.	487,910	36	173,900
27. Portland, Ore.	479,120	42	199,700
28. Tampa-St. Petersburg, Fla.	472,100	36	168,700
29. Sacramento-Stockton, Calif.	466,950	48	223,900

	Nielsen Station Index 9/1/68 DMA area TV Households	PKL Projections	
		6/1/69 Color TV sets: %	6/1/69 Households
30. New Orleans-Biloxi, Miss. Markets 21-30	441,590 5,022,290	36 37	158,100 1,846,600
Markets 1-30	32,317,600	35	11,379,600
31. Columbus, Ohio	434,000	44	190,700
32. Nashville, Tenn.-Bowling Green, Ky.	428,730	27	117,200
33. Denver	421,030	40	168,300
34. Birmingham, Ala.	408,130	31	128,300
35. Charleston-Huntington- Parkersburg, W.Va.	405,540	28	115,400
36. Grand Rapids- Kalamazoo, Mich.	383,950	39	148,300
37. Albany-Schenectady-Troy, N.Y.	382,620	32	123,600
38. Dayton, Ohio	374,010	43	161,800
39. San Diego	369,810	49	179,800
40. Charlotte, N.C.	366,880	28	104,400
Markets 31-40	3,974,700	36	1,437,800
Markets 1-40	36,292,300	35	12,817,400
41. Louisville, Ky.	366,370	29	106,200
42. Oklahoma City	348,770	34	118,300
43. Greenville-Spartanburg- Anderson, S.C.-Asheville, N.C.	339,880	30	102,200
44. Lancaster-Harrisburg- Lebanon-York, Pa.	337,600	40	134,600
45. Wichita-Hutchinson-Ensign- Garden City-Hays-Goodland, Kan.-McCook, Neb.	329,180	33	109,300
46. Norfolk-Portsmouth-Newport News, Va.	322,730	30	95,500
47. San Antonio, Tex.	322,580	27	85,800
48. Phoenix	317,530	37	118,800
49. Flint-Saginaw-Bay City, Mich.	315,010	41	129,300
50. Syracuse, N.Y.	313,420	33	103,300
Markets 41-50	3,313,070	33	1,103,300
Markets 1-50	39,605,370	35	13,920,700
51. Orlando-Daytona Beach, Fla.	304,260	40	122,400
52. Salt Lake City	296,040	38	111,400
53. Tulsa, Okla.	286,690	31	89,500
54. Greensboro-High Point- Winston-Salem, N.C.	284,810	31	89,100
55. Toledo, Ohio	277,710	37	103,800
56. Richmond-Petersburg, Va.	275,870	25	68,000
57. Shreveport, La.	273,280	33	89,500
58. Wilkes-Barre-Scranton, Pa.	272,010	40	108,000
59. Little Rock-Pine Bluff, Ark.	263,420	34	88,800
60. Rochester, N.Y.	256,620	35	88,800
Markets 51-60	2,790,710	34	959,300
Markets 1-60	42,396,080	35	14,880,000
61. Davenport, Iowa-Rock Island- Moline, Ill.	252,660	41	103,300
62. Omaha	251,900	32	80,400
63. Jacksonville, Fla.	251,420	29	73,100
64. Knoxville, Tenn.	250,810	29	73,000
65. Des Moines-Ames-Ft. Dodge, Iowa	249,760	36	89,000

	Nielsen		PKL			Nielsen		PKL	
	Station Index		Projections			Station Index		Projections	
	9/1/68 DMA area TV Households	6/1/69 Color TV sets: %	9/1/68 DMA area TV Households	6/1/69 Color TV sets: %		9/1/68 DMA area TV Households	6/1/69 Color TV sets: %	9/1/68 DMA area TV Households	6/1/69 Color TV sets: %
66. Champaign-Springfield-Decatur, Ill.	244,740	38	3,7000		129. Erie, Pa.	99,010	38	37,500	
67. Mobile, Ala.-Pensacola, Fla.	240,040	33	79,500		130. Eugene, Ore.	96,080	36	34,400	
68. Fresno, Calif.	237,850	45	108,200		131. Mason City, Iowa-Austin-Rochester, Minn.	95,870	34	33,000	
69. Raleigh-Durham, N.C.	237,770	29	70,100		132. Wausau-Rhineland, Wis.	95,670	31	29,200	
70. Roanoke-Lynchburg, Va.	237,620	26	61,800		133. Yakima, Wash.	92,110	42	39,000	
Markets 61-70	2,454,570	34	832,100		134. Macon, Ga.	91,610	31	28,300	
Markets 1-70	44,850,650	35	15,712,100		135. Cadillac-Traverse City, Mich.	90,510	30	27,500	
71. Johnstown-Altoona, Pa.	235,990	29	68,900		136. Odessa-Midland-Monahans, Tex.	89,620	43	38,200	
72. Green Bay, Wis.	231,520	43	98,900		137. Savannah, Ga.	87,050	35	30,100	
73. Cedar Rapids-Waterloo, Iowa	224,410	35	77,500		138. Las Vegas	86,820	52	45,500	
74. Spokane, Wash.	222,420	40	88,900		139. Bakersfield, Calif.	85,910	44	37,600	
75. Jackson-Greenwood, Miss.	218,190	33	72,800		140. Chico-Redding, Calif.	85,880	39	33,900	
76. Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	209,210	27	56,500		141. Boise, Idaho	82,990	36	29,800	
77. Portland-Poland Spring, Me.	206,250	27	55,200		142. Wilmington, N.C.	81,470	25	20,100	
78. Lincoln-Hastings-Kearney, North Platte-Hayes, Neb.	204,080	34	69,900		143. Beckley-Bluefield, W.Va.	80,460	30	24,200	
79. Greenville-New Bern-Washington, N.C.	194,800	29	56,700		144. Harlingen-Weslaco, Tex.	80,020	30	23,900	
80. Chattanooga	187,770	33	61,100		144. Huntsville-Decatur, Ala.	79,380	37	29,400	
Markets 71-80	2,134,640	33	706,400		146. Tallahassee, Fla.	79,290	24	18,900	
Markets 1-80	46,985,290	35	16,418,500		147. Santa Barbara, Calif.	76,950	47	36,000	
81. Springfield-Holyoke, Mass.	178,410	34	60,600		148. Bangor, Me.	74,440	29	21,900	
82. Albuquerque, N.M.	177,200	33	57,700		149. Abilene-Sweetwater, Tex.	73,220	35	25,800	
83. Honolulu	173,380	34	59,200		150. La Crosse, Wis.	71,870	31	22,200	
84. Sioux Falls-Aberdeen-Mitchell, S.D.	170,330	26	44,800		Markets 126-150	2,182,330	34	752,100	
85. Peoria, Ill.	167,860	42	70,800		Markets 1-150	55,218,450	35	19,261,500	
86. South Bend-Elkhart, Ind.	153,890	45	69,800		151. Alexandria, Minn.	71,660	25	18,200	
87. Ft. Wayne, Ind.	152,600	46	69,800		152. Reno	68,040	47	32,000	
88. Evansville, Ind.	151,430	33	49,300		153. Albany, Ga.	67,890	31	21,100	
89. Fargo-Valley City-Pembina, N.D.	149,100	27	40,500		154. Florence, S.C.	67,820	28	19,200	
90. Tri-Cities, Tenn.-Va.	145,910	24	35,300		155. Watertown, N.Y.	63,820	34	21,500	
Markets 81-90	1,620,110	34	557,800		156. Meridian, Miss.	61,810	25	15,300	
Markets 1-90	48,605,400	35	16,976,300		157. Clarksburg-Weston, W.Va.	59,900	30	17,700	
91. Lansing, Mich.	145,900	37	54,100		158. Billings, Mont.	58,990	32	19,000	
92. Amarillo, Tex.	142,460	45	64,300		159. Dothan, Ala.	58,180	33	19,100	
93. Binghamton, N.Y.	142,420	28	40,300		160. Great Falls, Mont.	58,150	35	20,300	
94. Rockford, Ill.	141,650	42	60,200		161. Ft. Smith, Ark.	56,210	27	15,000	
95. Duluth, Minn.-Superior, Wis.	139,890	34	47,600		162. Cheyenne, Wyo.-Scottsbluff, Neb.-Sterling, Colo.	55,400	36	19,900	
96. Wheeling, W.Va.-Steubenville, Ohio	138,850	37	51,600		163. Mankato, Minn.	54,770	30	16,300	
97. Springfield, Mo.	136,920	22	29,500		164. Alexandria, La.	50,530	34	17,000	
98. Monterey-Salinas, Calif.	136,900	41	55,700		165. Marquette, Mich.	50,300	30	15,000	
99. West Palm Beach, Fla.	136,490	40	54,400		166. Idaho Falls, Idaho	49,880	40	20,200	
100. Augusta, Ga.	135,570	28	37,800		167. Lima, Ohio	49,370	38	19,000	
Markets 91-100	1,397,050	35	495,500		168. Roswell, N.M.	47,530	38	18,100	
Markets 1-100	50,002,450	35	17,471,800		169. Lake Charles, La.	45,100	37	16,500	
101. Wichita Falls, Tex.-Lawton Okla.	135,480	35	47,800		170. Rapid City, S.D.	43,890	28	12,400	
102. Sioux City, Iowa	134,930	34	45,800		171. Columbus, Miss.	43,500	26	11,400	
103. Baton Rouge	134,210	39	52,800		172. Ada-Ardmore, Okla.	42,220	21	8,900	
104. Columbus, Ga.	132,990	28	37,200		173. Medford, Ore.	40,460	35	14,300	
105. Waco-Temple, Tex.	129,300	29	37,200		174. Ottumwa, Iowa	39,500	31	12,200	
106. Madison, Wis.	128,870	39	50,000		175. Eugene, Calif.	39,450	34	13,300	
107. Columbia, S.C.	128,260	32	40,900		Markets 151-175	1,344,380	32	432,900	
108. El Paso	127,690	33	41,800		Markets 1-175	56,562,830	35	19,694,400	
109. Terre Haute, Ind.	126,690	35	44,600		176. Hattiesburg, Miss.	38,700	30	11,700	
110. Colorado Springs-Pueblo, Colo.	126,400	39	49,500		177. Florence, Ala.	36,180	25	9,000	
111. Monroe, La.-El Dorado, Ark.	126,260	30	37,300		178. Tyler, Tex.	36,098	26	9,500	
112. Beaumont-Port Arthur, Tex.	126,000	36	45,600		179. Butte, Mont.	34,820	34	12,000	
113. Youngstown, Ohio	124,280	45	55,900		180. Eau Claire, Wis.	33,420	30	10,100	
114. Joplin, Mo.-Pittsburg, Kan.	122,850	32	38,700		181. Harrisonburg, Va.	32,550	20	6,400	
115. Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	122,620	34	42,200		182. Ft. Myers, Fla.	32,430	36	11,700	
116. Tucson, Ariz.	118,290	39	46,500		183. Grand Junction-Montrose, Colo.	31,750	21	6,700	
117. Utica-Rome, N.Y.	117,330	36	42,200		184. Casper, Wyo.	31,140	34	10,500	
118. Charleston, S.C.	113,750	31	34,700		185. Panama City, Fla.	30,150	33	10,000	
119. Lafayette, La.	111,130	32	35,400		186. Twin Falls, Idaho	28,830	31	8,800	
120. Burlington, Vt.-Plattsburgh, N.Y.	110,430	22	24,500		187. Salisbury, Md.	27,710	27	7,600	
121. Lubbock, Tex.	109,660	51	55,400		188. Lufkin, Tex.	27,320	26	7,000	
122. Columbia-Jefferson City, Mo.	108,580	28	30,000		189. San Angelo, Tex.	25,990	37	9,600	
123. Montgomery-Selma, Ala.	106,490	31	33,100		190. Zanesville, Ohio	24,230	43	10,500	
124. Corpus Christi, Tex.	105,690	38	40,200		191. Presque Isle, Me.	24,220	20	4,800	
125. Lexington, Ky.	105,490	27	28,300		192. Missoula, Mont.	22,210	28	6,200	
Markets 101-125	3,033,760	34	1,037,600		193. Tupelo, Miss.	19,980	22	4,400	
Markets 1-125	53,036,120	35	18,509,400		194. Laredo, Tex.	16,140	20	3,200	
126. Western North Dakota	105,160	23	24,100		195. Klamath Falls, Ore.	16,000	37	5,900	
127. Topeka, Kan.	101,380	29	29,000		196. Yuma, Ariz.	14,420	32	4,600	
128. Austin, Tex.	99,630	33	32,600		197. Riverton, Wyo.	10,460	26	2,700	
					198. Glendive, Mont.	4,280	26	1,100	
					Markets 176-198	599,020	29	174,000	
					Markets 1-198	57,161,850	35	19,868,400	
					Nielsen Territory				
					Northeast	14,931,290	31	4,651,500	
					East Central	9,151,890	37	3,428,900	
					West Central	10,255,800	34	3,448,400	
					South	13,912,240	32	4,506,700	
					Pacific	8,737,150	43	3,773,700	
					Total U. S. (excluding Alaska and Hawaii)	56,988,470	35	19,809,200	

Monday night at the stadium

ABC puts up reported \$8 million a year for pro football weekly in prime time

ABC-TV will get a share of the professional football action when the teams realign themselves in 1970—a share for which it reportedly will pay more than \$8 million a year.

The network reached a three-year agreement with professional officials last week for a 13-game series in prime time Monday nights each season.

The price was not disclosed, but sources close to the jockeying surrounding the deal estimated that ABC had agreed to pay between \$8 million and \$9 million for each year of the contract.

ABC's Monday-night package will mark that network's return to pro football for the first time since it lost the American Football League to NBC in 1965.

Announcement of the Monday-night package was made to ABC-TV affiliates in the middle of a convention in San Francisco. The reverberations were heard throughout the week in San Francisco and they are likely to echo in ABC's executive suites for many weeks to come.

I. Martin Pompadur, ABC-TV vice president and general manager, was delivering a sports presentation to network affiliates, subbing for Roone Arledge, president of ABC Sports. Suddenly, a blinking red light from the slide and film projection section of the Fairmont hotel's grand ballroom interrupted Mr. Pompadur.

Elton H. Rule, president of the television network, got up and triumphantly broke the news that some of the more aware affiliates had been anticipating since they had checked into San Francisco. ABC-TV, he announced, had just moments before concluded an agreement to carry a Monday night package of National Football League games in prime time beginning in 1970 (see page 26).

"It's for three years firm," he emphasized.

There was considerable cheering from most affiliates but some sections of the ballroom were noticeably quiet or at least restrained.

Mr. Rule yielded to the voice of Roone Arledge which was piped in from New York over a hastily arranged wire. "Now, you must realize why I could not be with you," he explained. He

described NFL football as the premier sports attraction in the country and expressed "great confidence" in the audience appeal of the package ABC-TV acquired.

The acquisition, he said, "would maintain ABC-TV's position as number one in sports."

Mr. Arledge stressed that the network would have "exclusivity" with its pro football coverage with "no competition at night" from other football telecasts. Then he declared flatly that it would be the "best football package on the air."

There was speculation that ABC's bid may have been somewhat below that of Hughes Sports Network, its principal rival for the Monday-night rights. This was based on reports that a compilation of Nielsen data indicated ABC could produce considerably more TV homes than a line-up put together by HSN would be likely to attract.

Professional football Commissioner Pete Rozelle was reported by a number of sources to have sought between \$7.8 million and \$9.75 million for the Monday-night package.

He was also said to have "committed

ABC-TV adds 'Thief' to early-move list

ABC-TV is not waiting until September to move some of its prime-time programs around. The network last week announced at the annual meeting of its TV affiliates in San Francisco that *It Takes a Thief* will move to its new Thursday night time period beginning Aug. 21. This will be several weeks in advance of the premiere of the network's general fall line-up.

Currently presented at 8:30 p.m. EDT Tuesday, *It Takes a Thief* will move to the Thursday, 10-11 p.m. slot. It will be the third ABC-TV prime-time program to move into its 1969-70 season time slot in advance of the new fall schedule.

This Is Tom Jones started in its new Thursday, 9-10 p.m. time period on May 15. *Let's Make a Deal* moved into the Friday, 7:30-8 p.m. time slot last week.

himself" to deliver \$1.25 million to \$1.5 million a year in TV money to each of the 26 pro teams, beginning in 1970. That sort of "commitment" would call for total TV rights payments ranging from \$32.5 million to \$39 million a year and, assuming about \$8.5 million from ABC, would leave \$24 million to \$31 million to come from the basic Sunday-game packages and assorted post-season games.

One football source insisted, however, that "we don't set prices." Rather, he said, broadcasters make offers and negotiations take it from there.

Negotiations for the Sunday-afternoon packages of American and National Conference games are expected to get under way with NBC-TV and CBS-TV—since they currently carry the respective leagues—on or after June 10, following completion of the National League's reorganization.

CBS and NBC also had a shot at the Monday-night package but turned it down, as they had indicated they would. Aside from their favored positions at the head of the line for Sunday packages, both reportedly felt they already have strong programming on Monday nights, were not convinced that football would equal it in ratings and did not want to risk regular prime-time revenues for programming whose profits are marginal anyway (BROADCASTING, May 19, 26).

ABC's package calls for 13 games to be specified when the schedule is set at the beginning of each season, starting the first Monday after the regular season opens and ending the last Monday before it closes. The package does not include any championship games, which will probably be part of the Sunday packages, a football executive noted. ABC plans to broadcast the games at 8:30 or 9 p.m. NYT.

Commissioner Rozelle has made no secret of his eagerness to set up a Monday-night series to prevent overexposure on Sunday afternoons (BROADCASTING, Oct. 7, 1968).

When Pete Rozelle, pro football commissioner, spoke to the ABC affiliates (the New York end of the telephone hookup was from his office), he explained that placing NFL games in prime time on network TV

was an accomplishment he had been seeking for three or four years and that it amounted to a great thrill for us." He promised to give the ABC-TV stations "very attractive games." Further, he insisted that the NFL was committed to scheduling the most attractive pairings for its new football network.

The impromptu long-distance news conference, which ABC people claimed was unplanned and for the most part unexpected, lasted seven minutes; then Mr. Rule and Mr. Pompadur, fielded questions from affiliates.

How does the National Collegiate Athletic Association, whose college football games ABC-TV has been carrying (the renewal contract for these events currently is being negotiated), feel about the pro coverage?

"It doesn't change our position with them at all," Mr. Rule replied. But he indicated that the NCAA would rather have had the network to itself and not have had to share it with the NFL.

One affiliate asked if it was safe to assume that the network would fully compensate stations for carrying the Monday night games. "I don't think that's a safe assumption at all," Mr. Rule said, while assuring that no final determination had been made as to what amount of compensation could be expected.

The acquisition of the football package, Mr. Rule pointed out, gives the network cause for three major considerations: how compatible football would be with the remainder of the Monday night schedule: what would be programed in place of football when the schedule of games ended in December; how football would effect the *Joey Bishop Show* and local news programs if it ran over into their time periods. Mr. Rule just posed the problems. He did not offer any solutions.

After this meeting, the affiliates, socializing in the hotel corridors and at a cocktail party, buzzed about the football news. To many it was great news, welcome news, news that means ABC-TV had taken a leap forward in the big leagues of broadcasting. These were mostly big-market operators.

But some of the smaller market operators voiced concern. They felt that they were going to surely lose audience. They wondered if prime time is really a valid place for football telecasts. Mostly they're deeply troubled because they believe they are going to suffer financially.

And a few of the bigger midwestern stations also are concerned that the late-starting, long-running football games could play havoc with the Monday-night schedule. Stations with strong news images felt that their late news periods would be pre-empted giving

ABC would rather fight than ditch late night

Much as would a beleaguered football team going into a crucial game, the some 250 primary and secondary ABC-TV network affiliates, attending their annual meeting in San Francisco last week, were given a rousing pep talk before going out to meet the challenge of Merv Griffin's upcoming late night series on CBS-TV. The coach for the occasion was I. Martin Pompadur, vice president and general manager of ABC-TV, who said he stayed up much of the preceding night to prepare his fighting remarks.

NBC-TV has been long entrenched in late night and ABC-TV, in its first two attempts to be competitive fell "right on our keister," he conceded. Joey Bishop, however, has given ABC-TV a more than two-year head start on CBS-TV in late night. "For a change we're second—CBS third," Mr. Pompadur proclaimed. Then he spelled out the challenge ahead. "There's no question but that CBS will front load the Griffin show," he said. "There's no question but that he [Griffin] will start with a huge advertising and promotional cam-

their image a less-favorable face. Yet as always, with all affiliates the greatest doubts hovered over how much and what form of compensation would be offered for the football telecasts.

If not full compensation, would there be, perhaps, one hour of compensation offered for three hours of football time? Would the network throw in an extra station break to stations in lieu of full compensation? Was it true HSN in bidding for the NFL package had come up with an impressive potential station clearance list that included many ABC-TV affiliates? And if this last was so, did ABC-TV acquire NFL as a desperate act to stave off an embarrassing and hurtful turn of events?

Also what about the big pitch the network had given affiliates for its all-new line-up of Monday-night programs coming in the fall? Didn't this amount to sacrificial programing since NFL programing would pre-empt a big chunk of Monday night eventually?

Edwin Vane, vice president in charge of night-time program production, interjected during a programing presentation, a plea for affiliates not to lose faith in the season's Monday-night schedule. The fall line-up gives the network the "best shot ever to make Monday a winning night," he contended. "We've backed that conviction with more money, more audience-building support, than any night on our schedule," he explained. "Even when NFL football arrives we'll still need at least an hour and

paign. There's no question but that Carson will be winging his way to Hollywood in August and NBC will pack the shows with their stable of headliners. There is no question but that a few of the CBS stations now covering Bishop will switch to Griffin," Mr. Pompadur made clear. "Yes, these are all negatives—all matters of concern—but we firmly believe they are matters of only temporary concern," he continued.

According to Mr. Pompadur, after the first few weeks of accentuated competition, Johnny Carson will leave Hollywood "and again go on vacation," while Merv Griffin will go back to doing his "normal" show, which is a known quantity and "not a world beater." These turns of events will be ABC-TV's cue to reassert itself, Mr. Pompadur indicated, because the rewards are most certainly worth the effort.

"Let me reassure you," he told affiliates, "we are in late-night to stay. We are dedicated to making it work successfully for both you and ourselves. Bishop is very profitable for us," he stressed. "Not a marginal profit, not 'if' money, but rather a very substantial profit. We have no intention of letting it go down the drain."

a half of entertainment programing to lead into it. And if all four of our new shows on Monday are successful," he continued, "we'll find room for the displaced programs elsewhere on our schedule."

Mr. Pompadur, in the concluding open business session of the convention, tried to lay to rest some of the negative feelings about the ABC-TV sports move, namely that it was a matter of getting leftovers or being forced to act defensively to block a competitor. Don't get preoccupied with the questions, he suggested to affiliates. Don't lose sight of the big thing—"that we have pulled off one hell of a coup . . . the biggest sports plumb there is," he said.

Despite reports to the contrary, Mr. Pompadur maintained that CBS-TV and NBC-TV were deeply involved in negotiations for the Monday-night package. According to the ABC-TV executive, the other two networks tried to stop Mr. Rozelle from putting it together and offering it for sale.

And when those efforts failed, according to Mr. Pompadur, CBS-TV didn't have time to turn around and make its own offer for the package, while NBC-TV went to RCA President Robert Sarnoff for permission to deal but was turned down for internal corporate reasons.

"Don't let anyone kid you," Mr. Pompadur said, "they were interested."

Mr. Pompadur asked for patience on the part of affiliates in receiving an-

swers to such questions as starting times for the games, compensation policy, number and length of station breaks, and for specific information on what the network will program from January through September on Monday night.

It remained for Morton S. Cohn, WLOS-TV Asheville, N.C.-Greenville, S. C., chairman of the ABC-TV affiliates board of governors, to give the final conclusions during the convention at least, to the continuing Monday football controversy. The affiliates have "considerable concern" about compensation, Mr. Cohn reported at an informal news conference after the convention ended and a short time after a three-hour closed session between the affiliates board of governors and network management. Members of the board will go to New York within 30 days, Mr. Cohn revealed, to discuss the compensation question more fully. No unilateral decision will be made, he promised.

The ABC-NFL announcement said all Monday-night games would be played in stadiums where there is proper lighting for color telecasts, but among observers there was some disagreement as to what is "proper." Some sources felt that virtually all stadiums can handle color at night; others disagreed.

There seemed to be general agreement, however, that existing facilities are adequate or new facilities are already being built that will be adequate in Atlanta, Cleveland, St. Louis, Dallas, Baltimore, Pittsburgh, and Philadelphia in the present National League, and in New York, Oakland, Houston, Miami, Kansas City, San Diego and Buffalo in the American. In addition, it was noted, more than a year is available for improvements in facilities at other stadiums if they in fact do need improvements.

When the leagues merge in 1970, Baltimore, Cleveland and Pittsburgh will move from the National to the American Conference, so that there will be 13 teams in each conference.

Each conference will be organized into three divisions.

For the current year, NBC is paying \$9 million for rights to the AFL games and CBS is paying \$20 million for NFL regular-season games plus \$5.7 million for post-season games, including \$2.5 million for the Super Bowl, bringing the total NBC-CBS payments to almost \$35 million for 1969.

Spectacular Apollo 10 fully covered on radio-TV

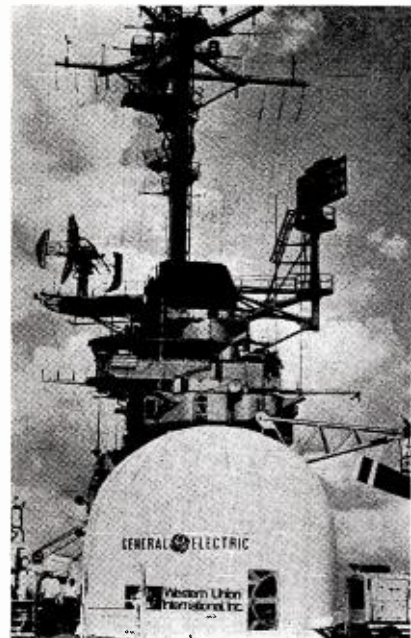
Television coverage of the historic Apollo 10 flight around the moon added one last spectacular achievement to a long list of unparalleled pickups as the space craft splashed safely down into the Pacific near Pago Pago last Monday (May 26).

For the first time, a manned space capsule could be seen—in color as it streaked through the atmosphere like a comet before its parachutes deployed to slow its descent to an easy touchdown on the water at 12:52 p.m. EDT.

The parachutes, too, were shown clearly in color, and these shots, like the ones immediately before and the ensuing coverage of the astronauts being picked up and landed on the carrier Princeton, were seen live on home screens not only in the U.S. but throughout much of the world.

Like the flight itself, the coverage throughout the eight-day mission was rated near-perfect as it produced—among other unprecedented sights—the first color pictures of the moon, and the first color pictures of the earth, all as part of a lively and spectacular series of TV shows staged by the astronauts (BROADCASTING, May 26).

Coverage was a little more extensive than the broadcasters had expected, for the astronauts obligingly put on 14 color-television shows from space rather than the scheduled nine. The color pictures, through the Westinghouse camera and the CBS field-sequential



The 15-foot parabola antenna, housed in an air-pressurized bubble, that was used to relay back to the U.S., via satellite, color TV coverage of the Apollo 10 splashdown in the Pacific last week is shown on the deck of the U.S.S. Princeton, which picked up the astronauts. The electronic system was developed by GE for Western Union International, the carrier that handles all ship-to-satellite TV transmissions during the Apollo missions. The signal was directed to an Applied Technology Satellite, leased by the Communications Satellite Corp. from the National Aeronautics and Space Administration, which in turn broadcast the TV program to the Comsat earth station at Brewster Flat, Wash. From there it was sent via land lines to New York for pool use by the TV networks.

color system, were acclaimed for their clarity, as were the three astronauts, Thomas P. Stafford, Eugene A. Cernan and John W. Young, for their showmanship.

The spectacular splashdown pictures provided home viewers were relayed via a portable earth station built by the Space Systems Center of the General Electric Co., for Western Union International. Western Union transmitted the signal to a satellite over the Pacific, which then relayed it to a permanent earth station serving the television networks.

NBC-TV logged the most hours of live coverage—over 20—under Gulf Oil Corp. sponsorship. CBS-TV had 16 hours, 17 minutes worth of coverage under Western Electric sponsorship. ABC-TV's 13 hours, 2 minutes of live coverage was sponsored by General Foods' Tang and Warner-Lambert

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CBS Radio spent 7 hours, 54 minutes on the moon shot while NBC Radio spent over 11. ABC Radio's special reports on all four of its networks totaled 3 hours, 46 minutes, and each network also included space coverage in its regular newscasts. Mutual's 3 hours, 5 minutes included live reports on liftoff, lunar module separation and descent and splashdown, with the rest of the coverage in newscasts.

How to keep an eye on the stock market

Amex has news center to feed trading reports and features to radio-TV

Radio-TV's expanding news-reporting role is affecting the financial community, causing it to improve and speed its communications with news media.

The broadcast media's increased demand for rapid reports on trading activity was said by American Stock Exchange officials in New York to be chiefly responsible for the creation at Amex of a new position of manager, media communications. Mel Tarr, a member of the Amex public relations staff since August 1967, was appointed to the post last week.

While most of the exchange's announcement dealt with the rise in broadcasters' demands for market reports, it was noted that Mr. Tarr, as the man in charge of a newly instituted "communications center," will also be responsible for speeding securities-market information to newspapers as well.

Mr. Tarr said creation of the center, which permits "almost instant broadcasts of computer-calculated information," was inspired largely by "wider market coverage provided by news services, newspapers, magazines, radio and television." The center provides news media with "market lead stories, which summarize the day's trading activity, with the immediate information they need in preparing their reports."

The stock exchange noted that Mr. Tarr has had increasing responsibility in the area of "media liaison in connection with the production of daily market-activity reports by radio and television networks and stations." He will also be in charge of distributing "news and features."

To assure a fast and "accurate" service, the center uses a printer connected to computers of the Bunker-Ramo Corp., which provide hourly reports on 35 active stocks and the Amex price level index; a "Telequote" desk unit and ticker, "trends display screens"

and an "Am-Quote" telephone (exchange's automated telephone quotation system).

According to Mr. Tarr, Amex transmits market summaries an average of three times a day to more than 5,000 radio stations in the U.S. and 300 outlets in other countries around the world, accounting in all for over 75,000 Amex broadcasts weekly. Writers may dial a private line in New York to receive a taped recording of market trends, updated hourly and at the market's close, in much the same way a caller receives Weather Bureau reports for the latest forecast.

Two people at the center deliver reports on the exchange for overseas points, the broadcasts transmitted by shortwave over the facilities of Radio New York Worldwide—about 80 live and taped broadcasts weekly.

Margaret Truman, Rita Gam in series

Margaret Truman and actress Rita Gam will combine their talents in a daily, half-hour syndicated talk show to be produced by Beckwith Presentations Inc., New York, for a fall start on television stations.

Aaron Beckwith, president, said the program, still untitled, is now in the pre-production stages. He said that Misses Truman and Gam, who have

widely different backgrounds and points of view, will serve as catalysts during interviews with a variety of guests.

Mr. Beckwith also reported that his company has been signed by CBS-TV to produce a musical variety special based on an original idea submitted to the network. He added that a 90-minute special he has in preparation, *Carnegie Hall—1970*, has been optioned to a national advertiser for possible fall telecasting.

A bill on free time: Take it or leave it

A resolution introduced in the House last week by Representative James H. Scheuer (D-N.Y.) would make political candidates stop and think before refusing time offered on radio and TV.

The proposal (H. Con. Res. 276) calls for the refusal of time by any political candidate to be considered a waiver of his rights to that particular offered time under the equal-time provisions of Section 315 of the Communications Act. Candidates for public office may now refuse time offered them on one occasion and later demand that time if their opponents appeared. Representative Scheuer's resolution would prohibit candidates from changing their minds once they have turned down an equal-time offer. The resolution was referred to the House Commerce Committee.

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*CBS News nearly walked off with Emmys in news category. CBS correspondent David Culhane (l) interviews for controversial *Hunger* in America. Wallace Westfeldt (above) was executive producer of NBC's *Huntley-Brinkley Report*, which received award.*

CBS dominates Emmys for news

Network's news division wins 10 awards, NBC gets three, PBL one

CBS News almost swept this year's Emmy news awards with 10; NBC News won three, and the Public Broadcast Laboratory, one.

The news and documentary awards were announced last week in advance of the June 8 telecast (on CBS-TV, 10-11:30 p.m. EDT) "so that their actual presentation on the telecast can be made as meaningful to the national audience as possible," according to the National Academy of Television Arts and Sciences.

After coming under fire last year for "sighting" news programs, the academy restructured categories and announced that the news awards would be presented in a separate segment of the broadcast by a special master of ceremonies (BROADCASTING, Nov. 25, 1968).

One of this year's winners, *CBS Reports: Hunger in America* produced by Martin Carr, has been the center of controversy since its broadcast May 21, 1968. It drew criticism from the Department of Agriculture, whose food programs it described unfavorably, and Representative Henry B. Gonzales (D-Tex.), whose district was used for some of the poverty scenes. And it drew an investigation by Federal Bureau of Investigation agents on loan to the Agriculture Subcommittee of the House

Appropriations Committee (BROADCASTING, Dec. 16, 1968). When the subcommittee accused CBS of "complete lack of objectivity" in its report last month, CBS News President Richard S. Salant countered with a strong rebuttal (BROADCASTING, May 26).

Nine other CBS programs figured also in Emmys: "On the Road" series on *CBS Evening News with Walter Cronkite*, with Charles Kuralt as correspondent; "Police after Chicago," also on that program on various dates, with correspondent John Laurence; coverage of the assassination of Martin Luther King in *CBS News Special Reports*, with Robert Wussler, Ernest Leiser, Don Hewitt and Burton Benjamin as executive producers; "Don't Count the Candles," on *CBS News Hour* March 26, 1968 with William K. McClure as producer; "Justice Black and the Bill of Rights," *CBS News Hour*, Dec. 3, 1968, with Mr. Benjamin as producer; and "The Great American Novel," *CBS News Hour*, April 9, 1968, with Arthur Barron as producer.

Individuals cited for CBS programs were Lord Snowden as cinematographer of "Don't Count the Candles"; Walter Dombrow and Jerry Sims as cinematographers for "The Great American Novel," and Perry Wolff and Andrew A. Rooney as writers of "Black History: Lost, Stolen or Strayed" on the *CBS News Hour*, July 2, 1968.

Awards went to NBC for coverage of hunger in the U.S. on various dates of *The Huntley-Brinkley Report*, with Wallace Westfeldt as executive producer; a March 8, 1968, *Bell Telephone Hour* presentation, "Man Who Dances: Edward Villella," produced by Robert

Drew and Mike Jackson of Drew Associates, and to Tom Pettit (NBC), producer of "CBW: The Secrets of Secrecy" segment on *First Tuesday*, Feb. 4, 1969.

Frederick Wiseman's production of *Law and Order* was the award winner for PBL. The study of Kansas City, Mo., policemen was broadcast by National Educational Television March 2, 1969.

National General names affiliate presidents

What was termed "a major corporate reorganization" was announced last week by National General Corp., Los Angeles-based leisure-time company. Under the new plan subsidiaries will be headed by a president, who will report directly to one of three senior corporate officers.

Eugene V. Klein, NGC president and chairman of the board, will directly oversee the financial service group; Executive Vice President Irving H. Levin will head the entertainment group; and Senior Vice President Samuel Schulman will be responsible for the publishing group. The entertainment group, headed by Mr. Levin, will be made up of theater operations (NGC Theater Corp.); production (National General Productions Inc.); distribution (National General Television Distributing Co.); and music (National General Music Publishing Co.) subsidiaries.

Under the new alignment, Malcolm C. Klein, becomes president of the television production, TV distribution and music companies, as well as having responsibility for educational film and

broadcasting subsidiaries. Seymour Berns is in charge of TV productions. Kenneth Israel will be in charge of TV distribution. Nat D. Fellman will become president of the theater subsidiary, while Mr. Levin remains president of the motion picture production and distribution companies. Dan A. Polier and Albert Jaeger are responsible for day-to-day motion picture production operations. Richard B. Graff is in charge of the motion picture distribution subsidiary. Al Kasha will handle music operations. Matthew Elliott is operating director of NGC's Educational Film Productions Inc.

Brainerd auto races get radio network

Donnybrooke International Speedway, Brainerd, Minn., has formed the Donnybrooke Radio Network to air live races from the auto track.

Broadcasts were to begin Sunday (June 1) with the Skogmo national road races on 12 stations in Minnesota, North Dakota and Wisconsin. Charles B. Persons, manager of the Donnybrooke network and owner of KVBR Brainerd, looks for an expansion to nine or 10 states with outlets in Chicago; Kansas City, Mo.; Detroit, and St. Louis for the Trans-American sedan championship races at Donnybrooke on July 6.

Ernie Martz will broadcast the races with three additional announcers covering the field.

AMA awards go to radio, TV

Three stations won top \$1,000 awards last week in the annual medical journalism contest of the American Medical Association, Chicago. Four broadcast commendations also were announced.

Top award went to KNTX(TV) Los Angeles for a series of eight editorials on drug abuse; WEEI Boston, for *Note Pad*, and WNBC-TV New York for *Research Project*.

Special editorial commendation was given to WSPD-TV Toledo, Ohio. Special commendations for programs went to WJR Detroit for *Personal Freedom and the 21st Century*; CBS-TV, for two programs, *Incredible Voyage* and *Who Will Play God*, and ABC-TV for *How Life Begins*.

Clown show syndicated

Oopsy the Clown, for the last two years a children's series on WWJ-TV Detroit, is now being syndicated to stations nationally by Oopsy Productions Inc., Detroit. The show features a group of puppets and is available through the production house at Suite 288, Detroit Trade Center. Phone number (313) 964-5630.

Public downplays TV's violence role

TIO study points up social factors as primary cause of violent behavior

A new public-opinion study minimizing television's role as a cause of violence is being released today (June 2) by the Television Information Office.

The study shows that four out of five Americans do not regard television as an important contributor to violence. Although there have been widespread charges that violence on TV causes violence in the streets, the public puts the bulk of the blame on problems related to society and family life.

The study was commissioned by TIO for submission to the National Commission on the Causes and Prevention of Crime and Violence. It was conducted in March by R. H. Bruskin Associates of New Brunswick, N. J., a nationally known research firm, and encompassed interviews with 2,404 persons in a national probability sample of 2,500 homes covering approximately 200 points throughout the U.S.

The Bruskin findings reinforce and extend those in another national survey, conducted for TIO by Roper Research Associates and made public during the National Association of Broadcasters convention (BROADCASTING, March 31).

In the Bruskin study, two-thirds (66.7%) of the respondents named what were called "societal/cultural" factors (such as lack of understanding between blacks and whites, breakdown in respect for authority, too few policemen) as causes of violence, and 37.9% named family factors (such as lack of parental discipline, generation gap), while 20.8% named violence in TV entertainment or coverage of crime and violence in TV news.

Of the respondents who mentioned TV as a cause of violence, 71% named other factors as well. Out of the total sample, 6% named TV only. This figure compares with 39.4% who named only societal/cultural factors and 14% who named nothing but family factors.

In addition, 5.2% mentioned non-TV media factors (0.2% named only non-TV media factors); 4.9% cited factors unrelated to family, society, TV or other media, and 4.4% had no answer.

The Bruskin study differed from Roper's in that the former was open-ended, allowing respondents to name whatever influences they felt were contributors to violence, without guidance. In the Roper study the 1,995 respondents were given a list of 12 possible causes of violence and were asked to

rank them according to importance; violence in TV news was ranked ninth and violence in TV entertainment 11th in the list of 12.

Among social/cultural factors cited by Bruskin respondents as violence causes were lack of understanding between blacks and whites, named by 18.4%; leniency in the courts, 9.3%; changing times and general tension, 7.8%; not enough policemen, 7.4%; breakdown in respect for authority, 6.3%; student rebellion and lack of college authority, 5.9%; Communism, 4.6%; too much free time, 4.3%; people wanting something for nothing, 4.3%; Vietnam war, 4.3%, and use of drugs and narcotics, 3.9%.

In the category of family factors, 33.8% cited lack of parental control and discipline; 4% thought violence was at least partially the product of people lacking responsibility or having too much money, and 3.7% thought it stemmed wholly or partly from lack of understanding between generations.

Roy Danish, director of TIO, is slated to discuss the new findings in an address Thursday (June 5) at the California Broadcasters Association's annual meeting in San Diego.

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British color source to expand in fall

Color transmissions on Britain's Independent TV and the British Broadcasting Corp.'s TV1, will, after all, commence on Nov. 15, but confined initially to the London area.

The announcement by Postmaster-general John Stonehouse followed angry protests by the broadcasting industry when the general post office denied that it had ever officially sanctioned the date.

Mr. Stonehouse said he could give no firm indication when a full color service would begin in the Midlands and Yorkshire, but a spokesman for the Independent Television Authority offered a qualified hope that it might begin simultaneously with the London inauguration. It is expected that color via all three channels will be available to over 40% of the population by the end of 1969.

The PMG's announcement was welcomed by set manufacturers and retailers, who are confident that a big upsurge in business is on the way. Until recently, color-set sales have been disappointing, with an estimated 130,000 sets in use for reception of BBC-TV2 color programs. The industry says that when the color service is extended nationally, total demand could exceed one million sets by 1971.

Mestre, Cott head NATAS council slate

Seven broadcast executives have been elected officers of the International Council of the National Academy of Television Arts and Sciences.

The officers, who will serve through Jan. 10, 1972, are Goar Mestre, presi-

dent of Proartel, Buenos Aires, chairman; Ted Cott, independent U.S. producer, president; Lloyd Burns, president, Screen Gems International, New York, executive vice president; William F. Coleman, director general of Ghana Television and Tal S. Duckmanton, general manager of the Australian Broadcasting Commission, vice presidents; Mrs. Pat Pearce, member, Canadian Radio Television Commission, secretary, and Dr. John F. White, former president of National Educational Television, New York, treasurer.

The International Council, formed in January 1968, plans a group of projects, including an international exchange of artists and craftsmen; an exhibition of graphic and scenic design, and the presentation of an annual award for the outstanding telecast on a theme related to the United Nations.

Singer gets added mileage from specials

The Singer Co., New York (sewing machines and other products for use in the home), has taken on a new role: handling distribution abroad of its entertainment specials telecast in the U.S. as, *Singer Presents*.

Floyd Ritchie, advertising manager of the North Atlantic Consumer Products Group of Singer, said that as an experiment, *Singer Presents Herb Alpert and the Tijuana Brass* special was sold by Singer itself during the 1968-69 season to stations or networks in 33 countries in Europe, Central and South America, the Far East and in Africa. As a result of the success, he said, Singer is now negotiating to place *Singer Presents Tony Bennett and Singer Presents Hawaii-Ho!* into international markets for 1969-70.

Mr. Ritchie reported that in instances



FCC Commissioner James J. Wadsworth last week appeared before the Senate Foreign Relations Committee to urge approval of the new radio broadcasting agreement between the U.S. and Mexico. Mr. Wadsworth headed the U.S. team during negotiations with the Mexicans (BROADCASTING, April 7). The treaty extends the operating time of many U.S. daytime stations, resolves frequency disputes in the Southwest and eases conflicts in engineering standards, the commissioner said. Also testifying before the committee was Frank E. Loy, deputy assistant secretary of state for telecommunications, who spoke of "three years of complex and often difficult negotiations" that preceded the agreement.

in which commercial sponsorship was permitted, the local Singer operation participated in sponsorship and conducted tie-in merchandising-promotional efforts, similar to the formula employed in the U.S.

Singer decided to handle its own syndication of the specials to which it holds broadcast rights, he added, so that "we can maintain the integrity of the show to a greater degree and refuse a sale if editing is too extensive or not properly conceived."

"In addition, there can be no doubt as to the continued growth of television as the prime medium in foreign markets," Mr. Ritchie observed. "As a worldwide organization, we believe that our TV specials and the associated promotion and merchandising can help us move our products and also create goodwill for the company."

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Broadcast advertising

Richard G. Balian, VP-finance and secretary, Griswold-Eshleman Co., Cleveland, joins Foote, Cone & Belding, New York, as VP-administration.

Julian Carter, senior associate creative director, Norman, Craig & Kummel, New York, elected VP.



James McGinn, programing executive, Young & Rubicam, New York, joins Bristol-Myers Co. there as director of programing.

Mort Metzler, copy supervisor, and **Henry Goldstein**, senior associate research director, BBDO, New York, elected VP's.

Mr. McGinn

associate research director, BBDO, New York, elected VP's.

Dave DeArmond, national sales manager, WLOS-TV Asheville, N. C., named VP in charge of sales. **Bill Pfeiffer**, administrative assistant to general manager, named VP in charge of planning and development.

Wright Esser joins Lawton & Esser Advertising Inc., Honolulu, as principal and executive VP.

Marvin Shabsis, business director of creative services, Dodge & Delano Inc., New York, named VP.

Stephen Klein, account executive, Tele-Rep Inc., New York, joins KHVH-TV Honolulu, as sales manager.

Stewart Greene, principal in Wells, Rich, Greene, New York, elected executive VP. Others promoted: **Herbert Fisher** to be senior VP-consultant to president; **Charles Moss** senior VP-creative director; **Frank Colnar**, senior VP-financial planning; **Richard T. O'Reilly**, senior VP-account services; **Frederick L. Jacobs**, senior VP-administration and secretary-treasurer.

Hal Wallace, local sales manager, KHFI-TV Austin, Tex., appointed commercial manager, KHFI-AM-FM-TV.

William E. Burge, director of radio and television, Vic Maitland & Associates Inc., Pittsburgh, named VP-radio and television.

Robert C. Kusser, account supervisor on Chevrolet, Campbell-Ewald Co., Detroit, named to newly created position of VP and director of operations.

Frank A. Leyva, with WJJD Chicago, joins WKFM(FM) there as sales manager.

Joel E. Rappin, account executive, Caruse, Malis & Pollack, Chicago, elected VP. He will have charge of radio-TV production department.

Media

Richard A. Forsling, VP, administration, CBS Television Services Division, New York, named to newly created position of executive VP.

Arnold Marfoglia, senior systems analyst, ABC-TV, New York, named manager of station planning. He succeeds **Gino Ricca**, who resigns.

Jack Rye, VP, programing and production, KTSM-TV El Paso, named VP and treasurer, KTSM-AM-FM-TV.

Elliott Nonas, executive VP and creative director, deGarmo Inc., New York, joins Martin Landey, Arlow Advertising there as senior VP.

Mike Shew, marketing director, KMND-FM and station manager, KALF, both Mesa, Ariz., joins KCAC Phoenix, as general manager.

Rich Hall, with WMDE(FM) Greensboro, N.C., appointed manager, succeeding **Stan Norton**, who joins Jefferson Productions, Charlotte, N.C.



Mr. McGuirk

Terrence McGuirk, eastern sales manager, Storer Television Sales Inc., named station manager of parent Storer Broadcasting's WAGA-TV Atlanta.

Dave Coombs, with Parker Cablevision, Worcester, Mass., appointed sales manager of CATV operations in Worcester.

James L. Roper, VP and general manager, noncommercial KCET(TV) Los

Angeles, named executive VP and general manager. **Douglas Norberg**, director of business affairs, named VP, administration.

Roy P. Whitton, PR executive, and **Sam Wade**, air personality, join WSMJ(FM) Greenfield, Ind., as general and sales manager, and station manager, respectively.

Programing

Myron K. Weinberg, in advertising and publicity, Paramount Pictures, joins Allied Artists, New York, as VP.

Salvatore Jerry Iannucci Jr., VP, National General Corp., Los Angeles, resigns. Future plans unannounced.

Ridge Radney, program director, KHFI-TV, Austin, Tex., joins Mobile Color Inc. there as national sales manager-producer. **Jerry Moore**, operations manager for KHFI, joins Mobile Color as regional sales manager, Southwest, and assistant producer.

Robert E. Allan, VP, marketing, sales and operation, Telesis Corp., joins Television Presentations Inc., New York, as Midwest regional sales manager.


L. David Moorhead, director of operations, KLAC Los Angeles, named programing manager of sister station KMET(FM) there. **Ron Martin**, air personality for KLAC, appointed assistant programing director.

Charles Allen, director of programing, noncommercial KCET(TV) Los Angeles, named VP-programing.


Promotion

Julian F. Bennett, production manager/director, WCTV(TV) Thomasville, Ga.-Tallahassee, Fla., joins WBDO-AM-FM-TV Orlando, Fla., as public service/promotion director.

Curtis Block, UPI sports writer and ABC sports publicist, joins NBC press



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and publicity department, as senior sports editor.



Mr. Johnson

(BROADCASTING, May 26).

James D. Johnson, director of advertising, promotion and publicity, WLWT(TV) Cincinnati, joins KMOX-TV St. Louis, as director of information services. He succeeds **Judd Choler**, who resigned

Mississippi are **Charles Osborne**, WNUZ Talladega, Ala., president; **John E. Bell**, WCMA Corinth, Miss., VP for Mississippi, and **Dave Perry**, WSGN Birmingham, Ala., VP for Alabama.

Mary Sue Floyd, staff writer, *Spartanburg* (S. C.) *Herald-Journal*, joins WLOS-TV Asheville, N. C., as Greenville, S. C., news bureau chief. **Ken Freedman**, with WLOS, joins WLOS-TV news staff.

Charles Gertz, meteorologist for WJRT-TV Flint, Mich., joins WTOP-TV Washington in same capacity.

Rod Page, free-lance sports analyst and

announcer, joins KSDO San Diego, as sports director.

Peter Donnelly, newsmen, WKQW Spring Valley, N. Y., appointed news director, succeeding **Dick Scott**, now salesman for station.

Larry Myers, sports director, KTUC Tucson, Ariz., joins KDEO El Cajon, Calif., as sports director. **Ron Reina**, announcer of football and basketball play-by-play for University of the Pacific, named assistant sports director.

Bill Etherton, sports director, WNDU-AM-FM-TV South Bend, Ind., joins WLWI(TV) Indianapolis, as sports reporter.

Dan Lovett, sports director, KTRH Houston, joins KTRK-TV there as sports director.

News

Charles A. Brailer, with Washington news bureau of Westinghouse Broadcasting Co., joins Westinghouse-owned KFWR Los Angeles, as executive producer.

Edmonde A. Haddad, on-air commentator and news producer, KPOL Los Angeles, named director of public affairs.

Bob Campbell, managing editor, WKBS-TV Burlington, N. J.—Philadelphia, joins WBAL-TV Baltimore, as new operations supervisor.

Roy Davis, newsmen, WMCA New York, joins WPIX(TV) there as reporter. Newly elected officers of UPI Broadcasters Association of Alabama and

WGN and affiliates promote personnel

John M. McDaniels and **Alexander C. Field Jr.** have been elected VP's of WGN Continental Broadcasting Co., group owner. Mr. McDaniels is general sales manager of WGN-TV Chicago and VP of WGN Continental Sales Co. Mr. Field is manager of public affairs for WGN Continental group.

Other officers and directors elected in subsidiary companies: **Richard D. Jones**, **Alfred C. Antlitz**, **Raymond Nordstrand** and **Norman Pellegrini** elected VP's and directors of WGN Continental FM Co., operator of WFMT-(FM) Chicago. Mr. Jones is assistant to president of WGN Continental FM Co.; Mr. Antlitz, chief engineer; Mr. Nordstrand, sales manager, and Mr. Pellegrini, program manager.

Bradley Eidmann, VP and general manager, WGN Continental Productions Co., elected executive VP; **Jack Jacobson**, program manager, WGN-TV, and **Harry Miller**, assistant to general manager, elected VP's of production firm.

Charles J. Rothers, treasurer, elected to additional post of executive VP of WGN Televents Inc., community antenna systems operator in Michigan and California. **Bruce Dennis** and **Ralph Batt**, VP's of WGN Continental Broadcasting Co., elected directors of WGN Televents.

Odin Ramsland, executive VP and general manager of KDAL Inc., Duluth, and **Daniel T. Pecaro**, VP-general manager, WGN-TV, elected directors of WGN Continental Sales Co.

Sheldon Cooper, VP and manager of programming, WGN Continental group stations: **E. Leroy Olliger**, program and promotion manager, and **Donald E. Raydon**, chief engineer, KWGN-TV Denver, elected directors of WGN of Colorado Inc.

Calvin A. Haworth, sales manager, KDAL Duluth, and **John LaForge**, operations manager, KDAL-TV Duluth, elected directors of KDAL Inc.

Equipment & engineering

Dr. Ruel C. Mercure Jr., VP, Ball Brothers Research Corp., Boulder, Colo., named president.

Merle W. Kremer, senior VP and head of Sylvania Electronic Components, subsidiary of Sylvania Electric Products Inc., New York, named head of Sylvania Lighting Products. He succeeds **Garlan Morse**, who becomes executive VP. **George Kenkel**, VP-operations, Electronic Tube Division, succeeds Mr. Kremer. **A. William Christopher Jr.**, VP-government relations, Sylvania Electronic Systems, named western regional VP for Sylvania Electric Products. He succeeds **Donald W. Gunn**, who retires. **Joseph A. Lagore Jr.**, sales manager, Washington-Philadelphia region, Sylvania Entertainment Products, appointed eastern divisional sales manager.



Mr. Leon

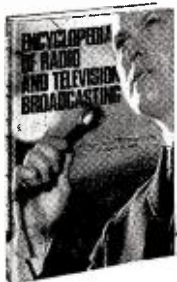
Joseph L. Leon, sales manager for distributor and educational products, 3M Co., St. Paul, named sales manager in charge of sales to recording studios and TV stations.

Ronald C. Ballintine, VP and general manager, educational and industrial products division, Ampex Corp., Redwood City, Calif., elected VP of Ampex Corp. **Donald V. Hall**, VP and general manager, stereo tapes division, and **E. Peter Larmer**, VP-general manager, consumer products, also named VP's of Ampex.

Theodore Untiedt, director of engineering, noncommercial KCET(TV) Los Angeles, named VP, facilities and engineering.

H. S. Morris, VP of marketing, Altec Lansing Division of LTV Ling Altec Inc., Anaheim, Calif., named president

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of division. **W. H. Johnson**, marketing director, succeeds Mr. Morris. **A. K. Davis**, general operating manager in charge of manufacturing and maintenance, named VP of manufacturing, and **J. J. Noble**, director of engineering, named VP of engineering. **Robert G. Wolpert**, chief engineer, Peerless Electrical Products, division of Altec Lansing, appointed manager of marketing.

International

Ogilvy & Mather International announces appointments in reorganization of European offices: **Harry P. Bernard**, managing director of Frankfurt, Germany, office and director of O&M International, named chairman of offices in Frankfurt, Vienna and Milan. **Dieter Starck**, management supervisor, succeeds Mr. Bernard. Frankfurt management supervisors **Willy Harink** and

Dr. Dieter Karp named senior VP's. **Ben Nash**, creative supervisor, Frankfurt office, becomes TV supervisor of other continental offices, and **Bruce McCall**, VP, O&M, New York, named creative director for continental offices. Headquarters for all will be Frankfurt.

Bruce Phillips, parliamentary correspondent for Southham News Services, Ottawa, appointed chief of Ottawa news bureau of CTV television network.

Deaths

Frank C. McLearn, 67, president and general manager of King Features Syndicate, died May 24 in Eastport, N. Y., of apparent heart attack. Mr. McLearn had supervised extension of syndicate's operations into production of television and feature films. He is survived by his wife, Mildred, son and daughter.

Howard H. Monk, 64, board chairman of advertising agency in Rockford, Ill., bearing his name, died May 26 in Rockford Memorial hospital. He is survived by his wife, Roberta, and two daughters.

James F. McHugh, 74, composer ("I Can't Give you Anything but Love," "On the Sunny Side of the Street") and director and VP of American Society of Composers, Authors and Publishers, died May 23 in Beverly Hills, Calif., of heart attack. He is survived by his son, James McHugh Jr.

Fred E. Sherman, 64, veteran character actor died May 17 at Motion Picture Country hospital, Los Angeles. Mr. Sherman had television roles in series such as *Perry Mason*, *I Love Lucy*, *Life with Father*, *Dick Van Dyke Show*, *Bonanza* and *Andy Griffith Show*. He is survived by his wife, Claire.

ForTheRecord®

As compiled by BROADCASTING, May 22 through May 27 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

Starts authorized

■ **WLXT(TV)** Aurora, Ill.—Authorized program operation on ch. 60, ERP 185 kw vis., ant. height above average terrain 400 ft. Action May 15.

Final action

■ **Jacksonville, N. C.**—L & S Broadcasting Co. Broadcast Bureau granted UHF ch. 19, ERP 796 kw vis., 79.6 kw aur. Ant. height above average terrain 483 ft.; ant. height above ground 495 ft. P.O. address: c/o Julius J. Segerman, 1 Bayview Drive, Jacksonville 28540. Estimated construction cost \$386,740; first-year operating cost \$180,000; revenue \$200,000. Geographic coordinates 34° 45' 43" north lat.; 77° 31' 50" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Welch & Morgan; consulting engineer Gautney & Jones, both Washington. Principals: Morris Leder, president; Leon Leder, vice president and Julius J. Segerman, secretary-treasurer (each 33⅓%). Morris Leder has controlling interest in five retail department stores. Messrs. Leon Leder and Segerman each own retail department store. Principals also have real estate interests. Action May 21.

Other actions

■ Review board in Homewood, Ala. TV proceeding. Docs. 15461, 16760-61, 16758. scheduled oral argument before panel of review board for June 13 in Washington. Action May 21.

■ Review board in Montgomery, Ala. TV proceeding. Doc. 16984. granted petition for extension of time filed May 16 by WTVY Inc., Martin Theatres of Georgia Inc. and Eagle Broadcasting Co. Action May 21.

Actions on motions

■ Chief. Office of Opinions and Review in Minneapolis (Viking Television Inc., Calvary Temple Evangelistic Association). TV proceeding. granted petition by Control Data Corporation and extended to May 26 time to file application for review of review board's memorandum opinion and order (Docs. 18331-2). Action May 22.

■ Hearing Examiner David I. Kraushaar in Terre Haute, Ind. (Terre Haute Broadcasting Corp. and Alpha Broadcasting Corp.), TV proceeding, granted motion by Terre Haute Broadcasting Corp. ordered corrections set out in motion accepted and deemed record corrected as proposed (Docs. 18321-2). Action May 21.

■ Hearing Examiner David I. Kraushaar in Terre Haute, Ind. (Terre Haute Broadcasting Corp. and Alpha Broadcasting Corp.), TV proceeding, on petition of Alpha Broadcasting Corp. extended to June 4 time for filing proposed findings of fact and conclusions of law, and to June 18 time for filing reply briefs (Docs. 18321-2). Action May 22.

■ Hearing Examiner Jay A. Kyle in Boston (Boston Heritage Broadcasting Inc.), TV proceeding, on request of applicant, continued without date hearing scheduled for May 22 (Doc. 17743). Action May 21.

Call letter applications

■ Broadcasters Unlimited, Ft. Smith, Ark. Requests KAON-TV.

■ Washoe Empire, Elko, Nev. Requests KEKO(TV).

Existing TV stations

Final actions

■ **KTTV(TV)** Los Angeles—FCC in response to complaints by Bradley for Mayor Committee, charging KTTV(TV) with unfairness in presentation of issues in Los Angeles mayoralty campaign, informed committee that no FCC action is warranted. Action May 23.

■ FCC denied petition by Forum Communications Inc. asking that FCC set safe period until June 1 to permit filing of competing application for WPIX(TV) New York. Action May 21.

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■ WLEX-TV Petersburg, Va.—Broadcast Bureau granted CP to change ERP to 296 kw vis.; 40.4 kw aur. Action May 22.

Other action

■ WRBZ(TV) Baton Rouge—FCC set aside Jan. 27 action by Chief, Broadcast Bureau, granting application by Louisiana Television Broadcasting Corp. to relocate trans.; designated application for hearing. Action May 21.

Action on motion

■ Chief, Office of Opinions and Review in Minneapolis and St. Paul (WTCN Television Inc. [WTCN-TV], Midwest Radio-Television Inc. [WCCO-TV], United Television Inc. [KMSP-TV], Twin City Area Educational Television Corp. [KTCA-TV, KTCI-TV]), TV proceeding, granted petition by Control Data Corp. and extended to May 26 time to file application for review of the review board's memorandum opinion and order (Docs. 15841-3, 16782-3). Action May 22.

Call letter application

■ WAAB-TV, Flower City TV Corp., Rochester, N. Y. Requests WOKR(TV).

New AM stations

Start authorized

■ KJST Joshua Tree, Calif.—Authorized program operation on 1420 kc, 1 kw-D. Action May 8.

Final action

■ FCC denied request by Babcom Inc. for stay of review board action remanding to hearing examiner for further hearing applications of Babcom and Giant Broadcasting Co. for new AM at Springfield, Mo., and Ozark, Ark. (Docs. 17921, 17923). Action May 26.

Other actions

■ Review board in Mobile, Ala., AM proceeding, Docs. 17555-58, granted request for extension of time filed May 21 by Broadcast Bureau. Action May 22.

■ Review board in Sumiton, Ala., AM proceeding, Docs. 18204-05, granted petition for relief filed Jan. 8 by Hudson C. Millar Jr. and James Jerdan Bullard. Action May 23.

■ Review board in Boynton Beach, Fla., AM proceeding, Docs. 18310-12, denied Broadcast Bureau's appeal from hearing examiner's adverse ruling filed Jan. 29. Action May 21.

■ Review board in Pittsfield, Mass., AM proceeding, Docs. 18275-18277, granted petition for extension of time filed May 19 by Taconic Broadcasters. Action May 21.

■ Review board in New York, AM proceeding, Docs. 17454-55, board members Berke-meyer, Pincock and Kessler adopted order granting petition for extension of time filed May 20 by Fairleigh Dickinson University. Action May 22.

■ Review board in Lawton, Okla., AM proceeding, Docs. 18392-94, granted motion for extension of time filed May 21 by Howard M. McBee and Allan Pratt Page. Action May 23.

■ Review board in Williamsburg, Va., AM proceeding, Docs. 17605-06, 18375, granted petition to intervene filed Dec. 12, 1968, by

KFAB Broadcasting Co.; petition to enlarge issues filed Dec. 12, 1968, by KFAB Broadcasting Co. and petition to enlarge issues filed Jan. 9 by Broadcast Bureau. Action May 22.

Actions on motion

■ Hearing Examiner Basil P. Cooper in Hartsville and Florence, both South Carolina (Community Broadcasting Co. of Hartsville and Eastern Carolina Broadcasters Inc.), AM proceeding, granted petition by Community Broadcasting Co. of Hartsville for leave to amend application to reflect recent change in employment of Harold Bledsoe, partner (Docs. 18198-9). Action May 22.

■ Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.), AM proceeding, on request of Broadcast Bureau, scheduled further prehearing conference for May 29 (Docs. 18204-5). Action May 22.

■ Hearing Examiner Isadore A. Honig in Henrietta, Geneseo and Warsaw, all New York (What The Bible Says Inc., Oxbow Broadcasting Corp. and John B. Weeks), AM proceeding, on request of Oxbow Broadcasting Corp. extended date for exchange of exhibits (re: comparative issue) to June 2, and date for notifications concerning witnesses required for cross-examination to June 11 (Docs. 17571-3). Action May 22.

■ Hearing Examiner Isadore A. Honig in Warrenton, N. C. (Warren County Radio and Radio Voice of Warrenton), AM proceeding, granted petition by Radio Voice of Warrenton for leave to amend application to supply further financial information; by separate action set certain procedural dates and postponed hearing to July 22 (Docs. 18501-2). Action May 20.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Farnell O'Quinn and Morris's Inc.), AM proceeding, granted request by WWNS Inc. and re-scheduled hearing for July 14 (Docs. 17722, 18395). Action May 21.

■ Hearing Examiner Forest L. McClenning in Sioux Falls, S. D. (Sioux Empire Broadcasting Co.), AM proceeding, granted petition by Sioux Empire for leave to amend proposal based on current study of community needs (Doc. 17174). Action May 26.

■ Hearing Examiner Chester F. Naumowicz Jr. in Lexington and China Grove, both North Carolina (Harry D. and Robert E. Stephenson and China Grove Broadcasting Co.), AM proceeding, on request of counsel for Foy T. Hinson, modified procedures governing proceeding and continued further hearing to June 5 (Docs. 18385-6). Action May 21.

Call letter application

■ Wilkes County Radio, Wilkesboro, N. C. Requests WWWC.

Call letter action

■ Little Dixie Radio Inc., Sallisaw, Okla. Granted KBJS.

Existing AM stations

Applications

■ WRMA Montgomery, Ala.—Seeks CP to change to 950 kc, 1 kw DA-N, U; change trans. location, amended to make changes in

DA system. Ann. May 21.

■ WLBS Centreville, Miss.—Seeks CP to change to 1580 kc, 1 kw-D; change station location to Gloster, Miss.; change trans. and studio location. Ann. May 23.

Final actions

■ WGSB Geneva, Ill.—FCC denied petition by Fox Valley Broadcasting Corp. for re-consideration of action Oct. 16, 1968, denying request for waiver of overlap provisions of rules and returning as unacceptable for filing application to make change in DA pattern. Action May 21.

■ KWKY Des Moines, Iowa—FCC granted application by Norseman Broadcasting Corp. to change trans. site; granted request for waiver of minimum separation requirements of rules with respect to co-channel overlap from KSAL Salina, Kan. Action May 21.

■ WAAB-AM-FM Worcester, Mass.—FCC affirmed March 27, 1968, assignment of licenses from Waterman Broadcasting Corp. to WAAB Inc. and denying opposing petition by WORC Worcester. Action May 21.

■ WKFR Battle Creek, Mich.—Broadcast Bureau granted CP to change trans. location to Territorial Road near Riverside Drive; condition. Action May 23.

■ WORV Hattiesburg, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 27. Action May 21.

■ KOPY Alice, Tex.—Broadcast Bureau granted license covering change in ant. system. Action May 20.

■ WCMS Norfolk, Va.—Broadcast Bureau granted CP to make changes in DA system. Action May 20.

■ WELC Welch, W. Va.—FCC denied application by Pocahontas Broadcasting Co. to increase power, returned it to pending status; denied request for waiver of rules regarding applications for frequencies adjacent to class I-A channels. Action May 21.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Gaithersburg, Md. (Nick J. Chaconas), renewal of license of WHMC, granted request by applicant and extended to June 9 time for filing replies to respective proposed findings and conclusions of Broadcast Bureau (Doc. 18391). Action May 23.

■ Hearing Examiner David I. Kraushaar in Medford, Ore., and Alturas, Calif. (Medford Broadcasters Inc. [KDOV], W. H. Hansen Radio Medford Inc. and R. W. Hansen [KCNO]), AM-FM proceeding, set certain procedural dates and scheduled further hearing sessions to commence July 15 (Docs. 18349-53). Action May 21.

■ Hearing Examiner Chester F. Naumowicz Jr. in Cedar City, Utah (New Era Broadcasting Co. and Southern Utah Broadcasting Co. [KSUB]), AM proceeding, ordered hearing governed by schedule set forth on record of May 22 prehearing conference shall commence on July 8 (Docs. 18458-9). Action May 22.

■ Hearing Examiner Herbert Sharfman scheduled further prehearing conference, following May 26 prehearing conference, in Midwest Radio-Television Inc., Minneapolis (WCCO and WCCO-TV) renewal proceedings for July 7. Action May 26.

Call letter action

■ WUSM, Southeast State Broadcasting Corp., Havelock, N. C. Granted WKVO.

New FM stations

Application

■ *Ames, Iowa—Residence Associations Broadcasting Service seeks 91.9 mc, TPO 10 w, Ant. height above average terrain 100 ft. P.O. address: Box 880, Friley Hall, Iowa State University, Ames 50010. Estimated construction cost \$2,205; first-year operating cost \$100; revenue none. Principals: Student Board of Directors, Richard Bevar, technical director, et al. Principals operate KISU Ames, a student-owned station. Ann. May 22.

Starts authorized


■ *WWEB-FM Wallingford, Conn.—Authorized program operation on 90.1 mc, TPO 10 w. Action May 16.

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BEFORE HE DIES?**

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Summary of broadcasting

Compiled by BROADCASTING, May 28, 1969

	On Air		Total On Air	Not On Air CP's	Total Authorized
	Licensed	CP's			
Commercial AM	4,244 ¹	10	4,254 ¹	63	4,317 ¹
Commercial FM	1,966 ²	31	1,997 ²	171	2,168 ²
Commercial TV-VHF	496 ³	10	506 ³	17	523 ³
Commercial TV-UHF	126 ³	52	176 ³	158	336 ³
Educational FM	363	8	371	42	413
Educational TV-VHF	71	6	77	0	77
Educational TV-UHF	88	12	100	12	112

Station boxscores

Compiled by FCC, May 1, 1969

	Commercial			Educational	
	AM	FM	TV	FM	TV
Licensed (all on air)	4,241 ¹	1,962 ²	619 ³	363	159
CP's on air (new stations)	9	31	61	7	18
Total on air	4,250 ¹	1,993 ²	678 ³	370	177
CP's not on air (new stations)	66	169	179	43	12
Total authorized stations	4,316 ¹	2,162 ²	849 ³	413	189
Licenses deleted	1	0	0	0	0
CP's deleted	0	1	2	0	0

¹ Includes four AM's operating with Special Temporary Authorization, and 25 educational AM's.

² Includes one commercial FM operating with STA.

³ Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

■ **KIND-FM Independence, Kan.**—Authorized program operation on 101.7 mc, ERP 1.60 kw, U. Ant. height above average terrain 155 ft. Action May 8.

■ ***KSOR(FM) Ashland, Ore.**—Authorized program operation on 90.1 mc, TPO 10 w. Action May 15.

■ **WESR-FM Tasley, Va.**—Authorized program operation on 103.3 mc, ERP 50 kw. Ant. height above average terrain 320 ft. Action May 15.

■ ***WVTC(FM) Randolph Center, Vt.**—Authorized program operation on 90.7 mc, TPO 10 w. Action May 21.

■ **WPAB-FM Ponce, P. R.**—Authorized program operation on 93.3 mc, ERP 14.5 kw. Ant. height above average terrain minus 225 ft. Action May 7.

Final actions

■ **Irvine, Calif.**—Regents of the University of California, Broadcast Bureau granted 89.9 mc, 10 w. Ant. height above average terrain 95 ft. P.O. address: c/o John H. Stanford, 485 University Hall, Berkeley, Calif. 94720. Estimated construction cost \$2,000; first-year operating cost \$500; revenue none. Principals: Ronald Reagan, president of regents, et al. Principals own *KCSB(FM) Santa Barbara, *KALX(FM) Berkeley, *KDVS-FM Davis and *KUCR-FM Riverside, all California. Action May 20.

■ **Kailua, Hawaii**—Mauna Kea Broadcasting Co. FCC granted 96.3 mc, 60.16 kw. Ant. height above average terrain minus 362 ft. P.O. address: 6505 Wilshire Boulevard, Suite 617, Los Angeles 90048. Estimated construction cost \$35,260; first-year operating cost \$48,000; revenue \$50,000. Principals: Mount Wilson FM Broadcasters Inc., 100%. Principals of Mount Wilson: Saul Levine, president (80%), and F. E. Wilson, vice president (20%). Messrs. Levine and Wilson have respective interests in KBCA-FM Los Angeles. Mr. Levine is attorney. Action May 14.

■ ***Great Bend, Kan.**—Barton County Community Junior College, Broadcast Bureau granted 91.9 mc, 10.96 w. Ant. height above average terrain 150 ft. P.O. address: c/o Marshall S. Macy, Route 3, Great Bend 67530. Estimated construction cost \$7,154; first-year operating cost \$2,500; revenue none. Principals: Board of trustees, J. A. Mermis Jr., chairman, et al. Action May 20.

■ **Charles H. Chamberlain, Bellefontaine, Ohio**—Broadcast Bureau granted mod. of CP to extend completion date for new FM to Sept. 15. Action May 21.

■ **El Paso**—Sunland Broadcasting Co. Broadcast Bureau granted 102.1 mc, 27.9 kw. Ant. height above average terrain 1,080 ft. P.O. address: c/o I. T. Cohen, 470 South Glenwood Drive, El Paso 79905. Estimated construction cost \$12,125; first-year operating cost \$12,000; revenue \$20,000. Principals: I. T. Cohen, president, Ann H. Cohen, secretary-treasurer (each 25%), Charles E. Kittel, 1st vice president and Harry W. Anderson, 2nd vice president (jointly 25%) and Summit

Saving Stamp Co. (25%). Mr. and Mrs. Cohen own 50% of KIZZ El Paso, Summit Saving Stamp Co., which distributes and redeems saving stamps, also owns 50% of KIZZ. Messrs. Kittel and Anderson are presidents of food companies and officers of KIZZ. Mr. Kittel is officer of Summit Saving Stamp Co. and Mr. Anderson has interest in that company. Action May 20.

Initial decision

■ **Albuquerque, N. M.**—R. Edward Ceries, Hearing Examiner Jay A. Kyle in Initial decision granted 100.3 mc, 9 kw. Ant. height above average terrain 4,110 ft. P.O. address: 1035 Westglen Drive, Crestwood-St. Louis, Mo. 63126. Estimated construction cost \$18,800; first-year operating cost \$9,875; revenue \$7,500. Principal: Mr. Ceries is president of General Products Distributors Inc., distributors of hi-fi equipment, recording equipment and supplies. Action May 26.

Other actions

■ **Review board in Lebanon, Mo.**, FM proceeding, Docs. 17899, 18043-44, granted petition for extension of time filed May 19 by Broadcast Bureau. Action May 21.

■ **Review board in Sheboygan, Wis.**, FM proceeding, Doc. 18374, granted petition for leave to file supplement to petition for reconsideration filed Feb. 7 by WHBL Inc. and petition for leave to file statement filed Feb. 24 by WKTS Inc.; denied petition for reconsideration as supplemented filed Dec. 9, 1968, by WHBL Inc. Action May 21.

■ **Review board in Huntington, W. Va.**, FM proceeding, Docs. 18439-40, granted petition to enlarge issues filed March 9 by Christian Broadcasting Association Inc. Action May 22.

■ **Review board in Williamson, W. Va.**, FM proceeding, Docs. 18456-57, granted petition for extension of time filed May 20 by Harvir Broadcasting Corp. Action May 22.

Actions on motions

■ **Chief, Office of Opinions and Review in Murphy, N.C.**, and Blue Ridge, Ga. (Cherokee Broadcasting Co., Fannin County Broadcasting Co.), FM proceeding, granted motion by Cherokee Broadcasting Co. and extended to June 2 time to file oppositions to petition for reconsideration filed by Fannin County Broadcasting Co. (Docs. 17086-7). Action May 22.

■ **Hearing Examiner Basil P. Cooper in San Clemente, Calif.** (El Camino Broadcasting Corp.), FM proceeding, granted motion by El Camino Broadcasting and advanced date for evidentiary hearing to May 28 (Doc. 17648). Action May 21.

■ **Hearing Examiner Thomas H. Donahue in Rockmart, Ga.** (Georgia Radio Inc. and Faulkner Radio Inc.), FM proceeding, on request of Georgia Radio rescheduled prehearing conference for July 1 (Docs. 18314-5). Action May 23.

■ **Hearing Examiner Forest L. McClenning in Glendale, Ariz.** (Glendale Broadcasting

Corp.), FM proceeding, granted petition by Glendale Broadcasting Corp. for leave to amend financial proposal to show availability of bank loan to principal, current list of advertiser commitments for first year of operation and summary of funds available for proposed operation (Doc. 18486). Action May 26.

■ **Hearing Examiner James F. Tierney in Middlesboro, Ky.** (Cumberland Gap Broadcasting Co.), FM proceeding, denied petition by Cumberland Gap Broadcasting Co. insofar as it "prays for clarification of issues . . . without prejudice, of course, to question of admissibility of such matters therein, when and if offered" (Doc. 18520). Action May 22.

■ **Hearing Examiner James F. Tierney in Billings, Mont.** (Lee Enterprises Inc.), FM proceeding, scheduled June 20 date for nomination of witnesses for cross-examination or other purposes; received stipulation as modified by parties agreeing to list of trade media and other publications to be used as source and reference material for factual information and data relevant to issues; scheduled further prehearing conference for June 20; postponed commencement date of evidential phase of hearing presently scheduled for June 23 (Doc. 18514). Action May 26.

Rulemaking petitions

■ **Lawrence County Broadcasting Corp., New Castle, Pa.**—Requests institution of rulemaking to amend FM table of assignments to assign ch. 240A to New Castle. Ann. May 26.

■ **Midland Valley Investment Co., Burnctown, S.C.**—Requests institution of rulemaking to amend FM table of assignments to assign ch. 261A to Burnctown; substitute ch. 221A for ch. 261A at Washington, Ga., and substitute ch. 296A for ch. 221A at Louisville, Ga. Ann. May 26.

■ **KNAF Fredericksburg, Tex.**—Requests institution of rulemaking to assign ch. 266 to Fredericksburg. Ann. May 26.

Rulemaking actions

■ **FCC assigned ch. 265A from Mendota to Rockford, Ill.**, in second report and order (Doc. 18051). FM table of assignments amended as follows: ch. 261A to Mendota, ch. 265A to Peru and chs. 248, 265A and 285A to Rockford, all Illinois. Action May 21.

■ **FCC, in second report and order, assigned ch. 288A to Glasgow, Ky., and ch. 228A to Columbia, S.C.** Action May 21.

Call letter applications

■ **Pocatello Broadcasting Co., Pocatello, Idaho.** Requests KSNM-FM.

■ **Belvidere Broadcasting Co., Belvidere, Ill.** Requests WKWL(FM).

■ **City and Farm Broadcasting Corp., Columbus, Neb.** Requests KTTT-FM.

■ **FM-104, Mercer, Pa.** Requests WWIZ(FM).

Call letter actions

■ **Worcester Collegiate Radio Network, Worcester, Mass.** Granted *WICN(FM).

■ **John Carroll University, University Heights, Ohio.** Granted *WJCR(FM).

Existing FM stations

Final actions

■ **WCOV-FM Montgomery, Ala.**—Broadcast Bureau granted mod. of CP to change trans., change ant.; make changes in ant. system. ant. height to 390 ft. Action May 22.

■ **KGFM(FM) Bakersfield, Calif.**—Broadcast Bureau granted mod. of CP to change trans.; change ERP to 4.8 kw vert., remote control permitted. Action May 22.

■ **KRDO-FM Colorado Springs**—Broadcast Bureau granted mod. of CP to change type trans. and ant.; ERP to 96 kw; ant. height to 2010 ft. Action May 22.

■ **WFMT(FM) Chicago**—FCC affirmed application by WGN Continental FM Co. to move ant.-trans. from 221 North La Salle Street to 130 East Randolph Street and for related technical modifications. Action May 21.

■ **WTWC(FM) Urbana, Ill.**—Broadcast Bureau granted CP to install new trans.; ant.

(Continued on page 85)

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Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—\$2.00 minimum.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted 30¢ per word—\$2.00 minimum.

Deadline for copy: Must be received by Monday for publication next Monday. Display ads \$25.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.

All other classifications 35¢ per word—\$4.00 minimum.

No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036

RADIO

Help Wanted—Management

We will pay a good salary and bonus (based on profits) to an experienced, smart general manager who can supervise a small market station in his spare time and sell most of the time. We want someone with a "community touch" and a "program feel" and the ability to hire and guide salesmen. Part of a larger corporation with plenty of room to progress. Reply with full experience and salary information to Box E-228, BROADCASTING.

Regional Sales Manager for a group of large, medium and small market stations. Salary's good. Incentive's good. Profit sharing's great. So are our other fringe benefits. Please tell us all about yourself, including what you've been making. Box E-283, BROADCASTING.

Great deal, good market, a wonderful place to live, awaits a selling manager for a FM station, Pulse rated #2. Opportunity of a lifetime for the right man with the right sales ability. Box F-16, BROADCASTING.

Need young aggressive salesman who wants to manage. Small market Midwest. Salary plus stock to right man. Full details 1st letter. Reply Box F-37, BROADCASTING.

Wanted, Manager: Small, northern California, top station, desires top flight ad-lib announcer/salesman, capable of earning at least 15 thousand plus. Start, 700 per month, gas trade and fringe worth another 100. End of six months, if satisfactory, another 100 base. Work with owner-manager, and assume management within 18 months, which will pay additionally 20% of net. Soft sell market, in the heart of Redwood National Park, right on Pacific Ocean. Permanent accounts, one weekly paper, no television. Many hours of work and fun, excellent future. Write full details, and/or phone Bill Stamps, KP0D, Crescent City, California 95531, 707-464-3183. Opening in July.

Why buy a station—will share profits with a top sales-station manager. Call VanderPlate, 201-827-6500.

Salesman-manager or salesman-announcer New Mexico country daytimer, emphasizing good community service and uplift. Opportunity to build station's and your income. Stock options to right man. Write: 5 Crestway, Silver City, N.M.

Sales

Successful, pro salesman, preferably RAB trained, salary, bonuses. Ideal climate, ideal working conditions. Box E-96, BROADCASTING.

Wanted: Sales manager for small market station in North Carolina. Station covers large metro market. Good potential for someone who wants to make money. Please send complete details. Box F-2, BROADCASTING.

Lost—One top announcer-salesman to agency. Find—One replacement . . . Fast . . . group owned . . . Permanent future for right man. Southeast. Box F-9, BROADCASTING.

If you value your future—if you are beginning to click as an imaginative salesman—if you want to get on the right track to management—if you like living where living is easy—if you like to work and get paid accordingly—let's talk it over. Box F-15, BROADCASTING.

Opportunity is knocking . . . successful FM stereo in 4th largest market seeking regional and national time salesman. Forseeable future—management! Box F-17, BROADCASTING.

Unusual opportunity to combine sales and news as manager of long established auxiliary studio. Base plus 20% on both existing and new business; beginning guarantee. If you can sell you'll earn in excess of \$8,000 the first year and over \$10,000 the second. Midwest. Send resume, photo, tape. Box F-47, BROADCASTING.

Wanted: experienced combination salesman, sport's announcer, manager, small station. Send resume, KDEW Radio, Box 326, Dewitt, Arkansas 72042.

Sales continued

Professional radio man to run my sales dept., must be willing to sell for a living. WJCM, Sebring, Fla.

Wanted—Good salesman to take a top sales position with best small market station in Oklahoma. Good pay, fringe benefits. Call Jack Brewer, 405-224-2890.

Broadcast sales engineer—CCA Electronics is expanding—Additional sales personnel are needed to cover active leads—Sales territories have been re-adjusted—Two areas are now open for aggressive representatives. The first covers Ohio and West Virginia; The second Nebraska, South Dakota, North Dakota, Minnesota and Iowa. We require experienced equipment salesman or station managers with a following in these areas. Advance against commission with realistic anticipated income of \$25,000.00. Mail complete resume to: CCA Electronics Corporation, 716 Jersey Avenue, Gloucester City, New Jersey 08030.

Announcers

First Class License. Chicago. Permanent. Immediate. All details, requirements, first letter please. Box D-156, BROADCASTING.

Experienced DJ, Expert in news delivery, board operation, (very tight), commercials, ad libbing limited. 3 to 5 years in successful top 40 would be ideal. Box E-95, BROADCASTING.

Announcer needed by middle-music network station in Texas resort city. Do not send tape. Box E-199, BROADCASTING.

1st phone, light maintenance, must have sales ability. Single market, northern California. Box E-220, BROADCASTING.

Young, progressive management in southern market needs adult top 40 dj who can read news and do production. Some experience required. Salary dependent upon ability. Send tape and resume. All inquiries will be answered. Box F-12, BROADCASTING.

Announcer-newsman with mature voice, at least three years experience. Salary range: \$7300-\$8800. MOR, community-minded station in suburban Cleveland, Ohio. Box F-22, BROADCASTING.

"Soul" personality. first phone, for only ethnic station in Hartford. If you can deliver news, air-sell, you have it made! Rush tape & details to Box F-33, BROADCASTING.

Downstate Illinois; Afternoons, 3-4 nights. Must be experienced, versatile. Tape, resume photo. Box F-41, BROADCASTING.

West Michigan AM and FM has immediate opening for bright lively morning man for modern country station. Send tape, resume, salary expectations. Box F-63, BROADCASTING.

Need bright morning personality jock for midwest group station. Contemporary format, good money for the right man. Send tape, resume soonest to KEWI, Topeka. Kansas 66603.

Experienced announcer, light contemporary music, opportunity for sales. contact Manager, WAFB, Staunton, Va. 703-396-2377.

Experienced announcer for 5 kw MOR operation. Immediate opening for qualified applicant with 3rd endorsed. Permanent position. Good conditions. Fringe benefits. Send tape, resume to WASA, Havre de Grace, Md.

Open now, morning man type, some TV, mature, experienced. MOR format, six hour split shift M-5, Contact Cy Young, WDSM AM/TV, Duluth, Minnesota, 218-727-9434.

Greenwich, Conn. Fine opportunity for able morning announcer to replace man entering service July 1. Contact Hank Hovland, WGCH, 122 E. Putnam Ave., Greenwich, Conn. 06830.

Announcers continued

Experienced and versatile announcer needed immediately. Good pay with fringe benefits. Opportunity for advancement in progressive organization. Resume and tape to Art Martin, WMRN, Box 518, Marion, Ohio.

East central Ohio MOR station looking for conscientious announcer, beginner or limited experience. Must have third with endorsement. Contact Mr. Valliquette, WTNS, Coshocton, Ohio.

Wanted: Announcer with first phone ticket, emphasis on announcing. No maintenance. CGW station in Virginia. Opportunity for sales position available immediately. Send tape and resume to P.O. Box 231, Bassett, Virginia, or call 703-629-2509 day, 703-647-8493 night.

First phone combo, no maintenance, world's best climate. Most compatible staff Florida Gold Coast. Full time net work. All fringe benefits and a great place to work. Call 1-305-276-5503 for manager.

Wanted: First phone announcer wanting to join top flight MOR station. Send tape, resume, picture to Box 770, Chickasha, Oklahoma or call Jack Brewer at 405-224-2890.

Wanted: First phone announcer wanting to join top flight MOR station. Perfect job for man wanting to attend college. Send tape, resume, picture to Box 770, Chickasha, Okla. or call Jack Brewer, area code 405-224-2890.

Central Florida station, near Disneyworld, needs nighttime top-40-dj-salesman. Send tape to Box AX, Eustis, Florida. Prompt reply urged!

Technical

Chief Engineer wanted for northeast 1kw 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 E-184, BROADCASTING.

Qualified engineer of good character for network radio station in southwest. Box E-198, BROADCASTING.

First class engineer. Do you enjoy outdoor sports, hunting, fishing, camping? This is the place for you. New Radio-TV center under construction. Operation, maintenance, transmitter. Glenn Hall, WVNY, Box 211, Watertown, New York.

Needed immediately . . . first phone engineer capable of maintaining AM & FM transmitter and studio gear and installation and maintenance of background music service. Send complete resume to Gene Rader, Director of Engineering, P.O. Box 910, Roswell, N.M.

NEWS

News director for ABC affiliate in beautiful cosmopolitan university town in northeast. Handle local morning and noon newscast. Direct reporters. Excellent for pro. Box D-58, BROADCASTING.

News director—challenging, rewarding, opportunity. top-rated, heavy news, 3 man staff, mid-west group. Box F-58, BROADCASTING.

Excellent opportunity—Immediate opening for newsman. Send tape, resume and picture air mail to KEWI, 700 Kansas, Topeka, Kansas 66603.

Aggressive news director. A pro to dig, write, deliver. Top notch station where the news is important. Extra income possible from play-by-play sports. Send resume, tape, photo to Hayward Talley, WSMU, Litchfield, Illinois 62056.

Wanted: AM News director. College graduate under 30 with experience. Located in beautiful Colorado. Station is now acquiring two additional properties plus going to 50KW within three months. No money, but great opportunity for growth and great living in the interim. Send resume and picture. We have TV too. Send all material to Dave Allen, Program Director, XYZ Television Inc., P.O. Box 789, Grand Junction, Colorado 81501.

Program, Production, Others

Needed, take charge program director for south-eastern Michigan 24 hours a day highly commercial AM station. Network affiliate. Schafer automation. Excellent fringe benefits. Salary open. Box E-213, BROADCASTING.

Artist-Midwest net-work VHS layout, hand letter, hot press, all color. Some print and design and resume and salary requirements. Box F-34, BROADCASTING.

Producer-director for southwest top 50 market, full color. Must have commercial experience. State salary desired and send full resume. Box F-56, BROADCASTING.

Program Director/morning man for east coast medium market in contemporary station. Must be good announcer, productive and capable of supervising people. Excellent opportunity for ambitious, hard-working person. Send tapes and resume to WRNC, Raleigh, N.C.

Woman broadcaster needed for syndication of women's program. Relocation not necessary. Resume, picture, tape to Jolly Roger Productions, Box 356, Salem, Ohio 44460.

Situations Wanted Management

General manager—twenty years experience, proven record. Prefer major market but will consider other, salary open. Box E-201, BROADCASTING.

Strong major market manager with ability and ambition is looking for career advancement. Have diversified experience and record of success to qualify for any station management or group executive position. My business and personal reputation is excellent, therefore I desire association only with a good responsible company that needs and is willing to pay for high quality professionals. Absolutely confidential. Box F-1, BROADCASTING.

Management opportunity wanted by well seasoned, hard working pd, who has long provided elements essential to attain top ratings and sales success! Experience over 12 years—all phases. Contemporary-MOR programming specialist. Number one ratings as drive-time air personality, too! Central New York area preferred, but others considered. Box F-14, BROADCASTING.

Manager, sales manager, thoroughly experienced retail, regional, direct selling and station operation. Desire full responsibility small, medium station. Highest industry references, Box F-25, BROADCASTING.

General manager—Experienced all phases. Excellent reputation & references. Strong on sales-programming—administration. Prefer midwest Box F-43, BROADCASTING.

Absentee owner . . . Need a good general manager to protect your investment? I can do the job for you. Fully qualified all phases—particularly sales. Midwest only. Box F-44, BROADCASTING.

Husband manager #2 market FM. Wife traffic director same market. Form team of management, on the air, administrative, for absentee owner. Write Box F-75, BROADCASTING.

Young, aggressive manager looking for opportunity to advance. Currently managing in major market. "Non-Radio" owners afraid to expand. Excellent references. Contact: Michael Drew, 1-419-475-4700 evenings.

Working partnership wanted for well qualified jockette—tight board—local news. Invest for profits and/or exchange present partnership. 219-563-4426.

Mature manager, announcer, copywriter who sells and has a 1st ticket wants work. Any dept. Familiar with MOR, C&W. Call 301-894-2825 evenings.—No collect.

Sales

Ever hear of a salesman being held down because he produces and station can't afford to promote him? Here's one! Will consider management only. Box F-8, BROADCASTING.

Announcers

Announcer-DJ, top 40, first phone, married, draft exempt. Desires major market, but all replies considered. Box E-16, BROADCASTING.

DJ, tight board, production, solid news, 3rd phone. Box E-140, BROADCASTING.

Looking for bright young talent? How about a draft-exempt, married college grad with a first phone? How about one who's now working major market MOR but wants to relocate for good opportunity in MOR or Top 40 regardless of market size? You can get all this and more if you act quickly! Box E-235, BROADCASTING.

Announcers continued

Experienced disc jockey, newscaster, dependable, creative writer/salesman, 3rd endorsed, tight board, will relocate, South Carolina preferred. Box E-240, BROADCASTING.

Boss Jock. Top 30 only . . . air checks available. Box E-247, BROADCASTING.

Very experienced DJ, four years college, broadcasting school, live discotheque, tight board, top 40 or MOR, draft exempt, 3rd phone. Box E-263, BROADCASTING.

Second phone/combo/personality! Top notch night club singer and broadcast graduate up for grabs. Ready to put power in your punch for a boost in your rating. Good voice, tight board, college, no drifter—Family. Box F-5, BROADCASTING.

Happy dj, authoritative newscaster. Married, 2 years experience. Want sales. Not floater. Box F-11, BROADCASTING.

Teacher seeks return to broadcasting. Two years experience. Strong news, D.J., programming. Articulate, creative, reliable. 3rd endorsed. Prefer California, N.J., N.Y.C. Box E-19, BROADCASTING.

1st phone Announcer (no maintenance) worked MOR medium market. Seeking Top 40, preferable Northeast but will consider all serious offers. Box F-20, BROADCASTING.

Walkin' talkin' idea factory. Looking for a high class, adult, entertainment-oriented, creativity conscious, thoroughly professional operation. Copy and production equal to top agency stuff plus housewife grabbing talk and music. 20 years. Currently Michigan. First phone soon. Box F-23, BROADCASTING.

D.J.—Newscaster. School graduate beginner, looking for a start. Mature voice, draft deferred, 3rd endorsed, will travel. Box F-26, BROADCASTING.

Pennsylvania; Northeast: first phone experienced D.J. Some television studio operation. Desires to join sound organization offering reasonable salary and fringe benefits. Box F-35, BROADCASTING.

Male Student, Boston, wants to travel, completing third year college, broadcasting major, third endorsed, seeks full time summer D.J. position in small or medium market, Top 40, northeast, border states, or northern midwest, available now through Sept. 1, will send audition tape. Box F-40, BROADCASTING.

First phone experienced D.J. single, television "Master Control" experience wishes to permanently settle in Florida. Box F-45, BROADCASTING.

Clean cut, good character, creative, draft exempt, 21 years old wants midwest location. Broadcasting school graduate with college background. DJ, tight board, solid news. Tape on request. Box F-46, BROADCASTING.

I'm 22, draft exempt and ready for your staff. Any format. Currently employed east coast, will work anywhere. Get my tape and resume. Box F-52, BROADCASTING.

Beginner—Like hard work, go anywhere. 3rd endorsed. Box F-55, BROADCASTING.

Available immediately: Broadcasting school grad. Beginner. Will relocate. C&W, MOR preferred, also news reporting. 3rd endorsed. Box F-59, BROADCASTING.

1st phone qualified jock with limited experience, prefer Pa., Conn., N.J. or N.Y. Any format, service complete. Box F-64, BROADCASTING.

Energetic beginner, tight board, interested in sales, married. Box F-65, BROADCASTING.

Experienced dj-announcer newscaster—3rd endorsed. Tight board, good production, available immediately. Box F-66, BROADCASTING.

Experienced dj wants work—digs contemporary music. Strong news and production. Married, complete military, willing to travel. Box F-67, BROADCASTING.

Bright personality: First phone, broadcast school graduate, experienced, draft exempt, Box F-63, BROADCASTING.

Carriage trade maturity. Do the job for the advertiser, double in copywriting, talk shows. 3rd endorsed. Recent settler California. 415-961-5704 or Box F-70, BROADCASTING.

Top 40—First phone three years experience. Eastern market preferred. Will consider all. Write Box F-71, BROADCASTING.

Announcers continued

Some experience—want more. Mature voice—interested in news, MOR. Broadcast school grad. Chuck Manning 215-352-5194.

First phone—Broadcast school graduate. Stable, married, military completed. Lloyd Smith, 748 Ash, San Diego, Calif. 92101. 714-274-8069.

Age 24, married with baby. Draft free. College & broadcast grad. Foreign languages. 3rd endorsed. Eager to learn. Will combine announcing & sales. Salary must be liveable for three. Few months experience. Peter Godeanu, 98-01 67th Ave., Forest Hills, N.Y. 212-275-4115.

3rd phone endorsed seeks progressive rock morning slot. Experienced in San Francisco. Contact Mick Hursh, 1883 44th Ave., San Francisco, Calif. 94122.

Music is my bag. Rock, MOR, whatever. Experienced, smooth, family. Airmen or PD. Ohio, Michigan, Indiana. Personal interview preferred. Call after 6 p.m., Mansfield, Ohio, 419-525-0747, Quick.

Super worker: Looking for the best—a station I would be proud to work for. 2 years experience, college grad, good production. Call or write: Tom Curtis, 313-263-7656, Adrian, Michigan.

Top 40 jock with "the" top professional reference, seeks medium or major market. Aircheck, good and tight. Arty Simon (212) JA 3-6562.

Creative—third class endorsed, seeking first opportunity. 100 mile radius—Detroit. 14593 San Juan, Detroit, Michigan.

Beginner: Announcing school, TV training, 3rd endorsed. Interested in news. Bill White, 703-587-0117.

Technical

Chief engineer 6 years of management experience, AM-FM. 2 years of television transmitter experience. Have designed and installed music recording studios. Directional antenna experience. Married. Presently employed with a station in dire financial trouble. And wish to find security. My employers know of this ad. Box F-32, BROADCASTING.

NEWS

Sports, sports-news . . . married, 5 years radio-TV. Sports and news degree. Box F-13, BROADCASTING.

Chicago area stations—A hard-driving, young, married newsman with three years of diversified experience in radio and newspaper is available immediately. Box F-53, BROADCASTING.

News vet. Experienced, 7 yrs, all facets news and sports. Seeks major market berth. Good writer, sharp delivery . . . references . . . (216) 836-0610.

Programming, Production, Others

Program Director—I am your man if your station is losing money. Willing to grow with you. 10 years RGB broadcasting experience. Available immediately. Warm climate only. Box E-253, BROADCASTING.

Creative, big voiced, production, promotion minded PD in medium market looking for new opportunity. Box F-24, BROADCASTING.

Professional Program director (Top 40) looking for permanent position with cooperative management. Will relocate anywhere. Straight D.J. Bit can be arranged. Box F-36, BROADCASTING.

Station manager/operations #2 market FM seeks position to "get back into action". Tight board—production—1st phone. Like news, prefer AM, MOR, or country. I am a proven ratings getter. Write Box F-73, BROADCASTING.

Mature, young woman now traffic director in #2 market, wants move to network same area. Top service for top salary. Write Box F-74, BROADCASTING.

TELEVISION—Help Wanted

MANAGEMENT

CATV Manager for large community CATV system in major N.E. area. State experience, personal background and salary desired. Send snapshot. Box D-241, BROADCASTING.

TELEVISION—Help Wanted

Management continued

Network-owned station in Midwestern major market seeking Public Affairs Manager. Expected to manage department, maintain community relations, create and produce public affairs series. Must know budgets and assist on License work. Ability to write copy and repertorial narrative is helpful but not requirement. Prior broadcast experience and salary requirements should be stated in reply. An equal opportunity employer. Box E-266, BROADCASTING.

General manager for medium market television station—Midwest. Must be strong on organization and knowledgeable in all areas of station operation, include resume first letter. Box F-76, BROADCASTING.

Midwest sales manager. We need a knowledgeable broadcast executive who can effectively represent our consulting service to midwest TV and radio station owners. This opening is in the territory that includes Illinois, Wisconsin, Indiana and Michigan and travel would be required 2 days per week. Our services include "Executive Search" and recruitment of air talent, acquisition of broadcast properties for clients, and evaluation of station personnel. Qualifications must include proven record as salesman, substantial interest in every phase of station operation, and ability in problem solving. Candidates should possess a college degree and have a strong desire to become a leader in the broadcast industry. Base salary of \$18,000 plus liberal commission arrangement. Total earnings will exceed \$25,000 first year. Stock options available for right man. Call Ron Curtis, President, Nationwide Management Consultants: 312-337-5318.

Sales

Experienced salesman for major upstate New York market. Aggressive self-starter with management potential. Salary plus commission. Box E-73, BROADCASTING.

We are a young east coast communications company that recently entered the videotape equipment leasing and commercial production fields. We have two mobile units, the latest color equipment and qualified personnel. What we need is a highly motivated sales exec who has the ability to "move" our equipment and organize our commercial production division. This is more than just a job. We offer income incentives, stock options and other benefits. If you want to grow with us reply in confidence stating current earnings, sales volume and availability. Box F-50, BROADCASTING.

Major group station in nation's 13th largest city has immediate opening for hard working salesman. Write local sales manager, WOAI-TV, Box 2641, San Antonio, Texas. An equal opportunity employer.

Announcers

Major market midwest TV station has immediate opening for staff announcer. Radio or TV experience essential. Outstanding opportunity for dependable person in college community. Full details, including salary requirements in first letter to Box E-214, BROADCASTING.

Needed! On-camera and booth announcer for northeast top 50 market VHF. Man we select must possess good voice and personality. Knowledge of audio operation helpful. Will consider radio man if voice is good. Resume, audio/video tape to Box F-10, BROADCASTING.

Experienced television announcer for commercials and some news, weather and sports. Excellent pay for right man. Send VTR or SOF with resume to this top-100 midwest television station. Box F-42, BROADCASTING.

Technical

Chief Engineer for large CATV system. Reply giving complete details including salary required. Excellent position. Box D-242, BROADCASTING.

Wanted CATV engineer for new major system in southeast. Graduate engineer preferred but will consider experienced CATV man. Reply to Box E-65, BROADCASTING.

Immediate opening for right man in number two engineering slot. TV serving large Southern market, member of progressive group. Applicant must have desire to be chief, along with strong background, both technical and administration. Excellent salary and fringe benefits. Send resume and references to Box E-218, BROADCASTING.

Excellent opportunity for a licensed engineer. One of our transmitter engineers is going to France. If you would like to apply for his job contact KCOY-TV, Channel 12, 1503 North McClelland, in smog and snow free Santa Maria, California, 93454.

Technical continued

VHF, full color, newest, best equipped station in the market needs experienced studio and transmitter engineers for permanent positions. Presently constructing UHF satellite and intercity microwave system. Write Chief Engineer, KIII-TV, P.O. Box 6669, Corpus Christi, Texas 78411.

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. 712-1122.

Immediate opening—Engineer with first phone experience in switching, projection, and general control room-transmitter operation. Maintenance experience not required but helpful. Write or phone Phil Witt, Chief Engineer, WCOV-TV, P.O. Box 2505, Montgomery, Alabama 36105.

NEWS

Opportunity for alert Newsmen who can gather, write and deliver news, Texas, VHF. Box E-188, BROADCASTING.

News director with experience and editorial skills for station in Texas Gulf coast city. Box E-207, BROADCASTING.

Midwest network affiliate needs versatile young newsmen able to write news, shoot film and do some on-air news and sports. Send resume and tape to Box E-269, BROADCASTING.

TV Newsmen for top-rated Washington Post-Newsweek Station, Florida. Good at reporting, writing, on-air. Contact Bill Grove, WIXT-TV, Broadcast House, Jacksonville, Florida 32207. An equal opportunity employer (M/F)

Sharp young news photographer for major Northeastern market. Call Phil Keirstead, 203-278-6097.

Programing, Production, Others

Major market station wants creative cameraman-editor for TV commercial unit. Only those with commercial film production experience need apply Box D-170, BROADCASTING.

Midwest TV Station seeking production man. Would be directing commercials and shows, and in charge of Production people. Must have ability to lead people and produce great commercials. Send resume and salary desired to Box E-224, BROADCASTING.

Photo technician—full charge of color movie processor and complete photo lab at VHF station in Florida. Box E-229, BROADCASTING.

Program director for major southern CBS affiliate. Top ratings and top facilities. We are looking for a man with creative ideas who is in tune with the young generation and knows contemporary graphics. Our candidate is probably now a production manager or executive producer ready for the move up to program director. This is the right opportunity. Creative atmosphere, progressive company, bright future and good salary for the right man. An equal opportunity employer. Box F-51, BROADCASTING.

Promotion Director—Creative professional in TV Station, sales, copywriting and research. Send resumes to Milton Grant, WDCA-TV, Washington, 16, D.C.

TELEVISION

Situations Wanted Management

Experienced general manager desires larger challenge. Twenty years broadcast experience in the past four years I directed a medium market station to top rating in the country and new billing record. Married, 40, four years college. Box F-54, BROADCASTING.

Technical

Engineering Manager, currently responsible for major AM/FM/TV group operation. BSEE. Have built many complex broadcast facilities from ground up. Knowledgeable on budgets, union relationships, FCC, personnel and operations. Box F-18, BROADCASTING.

1st phone, 7 yrs experience, studio and transmitter operator, 40 yrs old, family man. Box F-39, BROADCASTING.

News

Newsmen, 10 years radio and television including television network affiliate news director. Box E-230, BROADCASTING.

News continued

Excellent news references, prefer west. From Presidents to slums, ekistics and ecology documentaries. Humble but guarantee results as in-field airman, special projects cinematographer, producer or administrative. \$12,000 minimum, 3 weeks vacation. 816-454-0870. Box F-22, BROADCASTING.

Apollo 10? No, I'm not asking for the Moon, just plenty of space to put my multiple talents to work as News Director, producer or anchorman. Highly skilled writer with publication credits. More than 20 years experience, 7-plus in present position. Want fresh opportunity with news-conscious station or group. Box F-29, BROADCASTING.

Murrow-trained former CBS 3rd market newsmen and supervisor seeks news directorship. Currently anchorman major chain. Will consider doubling in right market. Box F-48, BROADCASTING.

News-documentary writer/producer . . . Three years major market background. Strong writing ability. Box F-60, BROADCASTING.

Sports-weather-news! Versatile pro giving up sports & news service in major market. Open to all offers. Box F-69, BROADCASTING.

Programing, Production, Others

TV Art Director/Graphic Artist. Eight years experience; color production, set design, animation, illustration, graphics. Resume and portfolio on request. Box E-225, BROADCASTING.

Weatherman, professional meteorologist with AMS Seal backed by several years of solid broadcast experience desires permanent relocation. Box F-21, BROADCASTING.

Creative young talent. Draft exempt. B.A., M.S.-TV. Two years experience all phases of broadcast in college station including NYC. UHF TV station credits as producer, director, A.D., writer, researcher. Salary and position no object. Will relocate. Box F-27, BROADCASTING.

Art director—14 years experience, hard working, good common sense. Resume will speak for itself. Box F-57, BROADCASTING.

WANTED TO BUY—Equipment

We need used 250, 500, 1 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

FM—equipment for 3KW ERP Mono, need everything from mike to antenna. Box E-92, BROADCASTING.

Need sound effects record library reasonably priced. Box E-268, BROADCASTING.

Wanted to buy 250 or 1 KW FM transmitter, reasonable. Box E-286, BROADCASTING.

400 to 500 foot self supporting tower. Give details & price. Mr. Lee, WSBC, 2400 W. Madison St., Chicago, Ill. 60612.

Complete commercial sound recording equipment. Must be the very best. All or any part. Phone (312) 478-0050, Mr. Bickett, after 5:00 pm call (312) 692-7245.

FOR SALE—Equipment

Coaxial-cable—Helix, Styroflex, Spirolite, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list: S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

McMartin TBM 4500—A stereo monitor includes remote modulation meter. Like new \$1650. GE BMI-A FM frequency modulation monitor. Excellent condition \$400. KBIQ-Seattle 98133. 206-546-3128.

5 KW, RCA Type 5DX AM Transmitter; more information, Willard Shoecraft, KIKO, Globe, Arizona. Phone 602-425-4471.

Gates BC-5B transmitter. Excellent condition. Available immediately. KRLC, Lewiston, Idaho, 208-743-1551.

Andrew Multi-V 8 Bay FM antenna. In service now and giving excellent performance. Reasonably priced. Will consider donating to bona-fide non-profit organization. John R. Kreiger, KVET, 113 West 8th Street, Austin, Texas 78701. AC512-478-8521.

We're increasing TPO and will have available one Gates FM-10B, 10kw FM transmitter used five years and in excellent condition. Package includes M-6095 exciter, M-6146 stereo generator, M-6160 sub-carrier generator and solid state power supply. D. E. Wright, WRIC, 529 Third Street, Wausau, Wisconsin 54401. (715) 845-4275.

FOR SALE—Equipment

continued

Two RCA TK-41, two TK-42 cameras. Fully updated, presently in service, available soon. Jim Wulliman, WTMJ, Milwaukee, Wis. 414-271-6000.

New Collins TT 400/200 turntables. Due to the acquisition of QRK by CCA Electronics, it has been mutually agreed, QRK will no longer manufacture these turntables for Collins. QRK has available a limited number of these turntables at 10% discount, with full warranty. QRK will maintain a complete inventory of parts for Collins TT 400/200 turntables. Contact QRK (209) 251-4213 or your CCA area representative: CCA Electronics Corporation, 716 Jersey Avenue, Gloucester City, New Jersey (609) 456-1716.

I used 280' S.S. Blaw Knox AM tower, A-3 lighting & transformer on ground. Immediate shipment. Drawings available. A.T.E.C., 3747 W. Berridge Lane, Phoenix, Arizona 85019, phone 602-939-0177.

Nems-Clark 108-E phase monitor. Up to 8 towers. \$295.00. R. Barrett, P.O. Box 1031, New London, Conn. 06320.

Spotmaster, Scully, Magnecord, Crown, Amega, Infonics, duplicators. Lease, finance, trade. Audiovox, Box 7067-55, Miami, Florida 33155.

Broadcast crystals, New or repairs for Gates, RCA, Bliley, W. E. and J-K oven holders. AM monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Edson Electronic Co. Box 96, Temple, Texas 76501. Phone 817-773-3901.

Self-supporting and guyed towers. Any type ground wire—68¢ per pound. Bill Angle, P.O. Box 55, Greenville, N. C. 752-3040.

For sale equipment—See display ad for Ed Ries & Assocs.

MISCELLANEOUS

Deejay Manual is a collection of funny radio one-liners, bits and gimmix. \$3.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service (Dept B) 1735 East 26th Street, Brooklyn, N.Y. 11229.

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Wanted—Information on the whereabouts of David L. Webster, also known as Dave Lawrence. Reward for information. Call 404-267-6310 collect.

R-A-D-I-O—Radio's most exciting game! (Play it like Bingo) Terrific audience builder. Give away FM/or AM Radios with your station logo, fixed to your station frequency. Exclusive for your market! Write BROADCAST PROMOTIONS, Box 808, Huntsville, Alabama 35804.

TV Program Salesman. Carry our new, exciting syndicated "game" show with you, and make an easy, profitable sale in every market. Liberal commissions. Write, telling what territory you cover. Box E-277, BROADCASTING.

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.

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.

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-week 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.

INSTRUCTIONS continued

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.

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.

Announcing, programming, production, newscasting, sportscasting, console operation, disc 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

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course). Total tuition \$360. Class begins at all R.E.I. Schools June 30, and Aug. 4. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office, 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922.

R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

Broadcasters are passing their first phone exams in six to twelve weeks through tape recorded lessons at home, plus one week personal instruction. During 1967-68, one week sessions were held in Memphis, Seattle, Minneapolis, Washington, D. C., Portland and Los Angeles. An outstanding success rate has brought expansion in 1969 to Boston, Detroit, Atlanta, Denver and New Orleans. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 1060D, Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

Follow the leader to a fast first phone . . . The nation's original four week accelerated course with results guaranteed . . . Tuition \$295.00, GI approved, next class June 9th. Tennessee Institute of Broadcasting, 2106-A 3th Ave. South, Nashville, Tennessee . . . Phone 615-297-8084.

Help Wanted

NEW MEXICO IS A GOOD PLACE TO LIVE!

Openings for DJ's, salesmen, engineers, newsmen and combos in small to medium sized markets. Applicants from nearby states preferred. Send typed resume and requirements. New Mexico Broadcasters Association, Box 1964, Santa Fe, New Mexico 87501

RADIO—HELP WANTED

Management

STATION BROKER

New station brokerage firm needs a Radio or Television Executive capable of assisting clients in the acquisition of broadcast properties. Outstanding financial opportunity for the right man. Earnings should exceed \$50,000.00 per year.

Chicago base and limited travel.

Call Ron Curtis
312-337-5318

Nationwide Management Consultants
645 North Michigan Avenue, Chicago, Illinois 60611
Specialists in Executive Recruitment

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 July 9, Oct. 1, Jan. 7. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results. April 68 graduating class passed FCC 2nd class exams. 100% passed FCC 1st Class exams. New programmed methods and earn while you learn job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combo men and announcers.

Follow the leader to East Hartford, Connecticut . . . the nation's original four week accelerated first phone course with results guaranteed . . . tuition \$295.00, next class June 23 . . . Technical Institute of Broadcasting, 800 Silver Lane, East Hartford, Conn., 06118 . . . Phone 203-246-4443 . . . Associated with TIB, Nashville, Tenn.

Go First Class! First class license in four weeks or less. Total cost \$295.00. Money-back guarantee. Classes begin on 1st and 3rd Monday of each month. Write or call: Tennessee Electronics Institute, 121 Fairfax Ave., Nashville, Tennessee 37203. 615-297-3213 or 889-2480.

What are the needs of the broadcast industry??? Employees who have a good basic understanding of all station operations, with flexible announcing ability, 1st class tickets, can run tight board, able to write & produce good commercial material, help develop good Sponsor relationships, can obtain listener response. This type of extensive training is the reason Don Martin graduates are always in demand. For free brochure call or write, Don Martin School of Radio & TV, (est. 1937) 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

Help Wanted

Management continued

DENVER

Top rated Denver Radio Station is seeking General Manager with a record of accomplishment. Sales Management experience acceptable. Salary \$24,000.00 plus strong incentive. Send resume in strictest confidence.

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NEWS

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50 Sylvania TV Cameras, General Purpose, Studio View finder, Studio TV, Industrial and Film Chain Types; 3 Sylvania Studio Movieplex Systems; 22 Sony EV & PV Model Video Tape Recorders; 3 Ampex 7500/c Video Tape Recorders; 5 Sylvania TV Microscopy Systems; 28 Conrac and Tektronix TV and Waveform Monitors; 3 Sylvania 3-Bay Consoles; Lenses; Special Effects Controls; Power Supplies; Mikes; Etc. 4 1967 GMC 9' Handi Vans.

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(Continued from page 78)

height to 145 ft. Action May 23.

■ Kankakee Valley Broadcasting Co., Knox, Ind.—Broadcast Bureau granted mod. of CP to change trans., add vert. polarization; ERP 3 kw; ant. height 300 ft.; remote control permitted; condition. Action May 22.

■ KCRF-FM Winnsboro, La.—Broadcast Bureau granted remote control. Action May 21.

■ WCLI-FM Corning, N.Y.—Broadcast Bureau granted license covering changes. Action May 22.

■ WBRE-FM Wilkes-Barre, Pa.—Broadcast Bureau granted remote control. Action May 21.

■ KNWC-FM Sioux Falls, S.D.—Broadcast Bureau granted license covering new station. Action May 20.

■ KASE(FM) Austin, Tex.—Broadcast Bureau granted CP to change studio and remote control location to 705 North Lamar, Austin; install circular polarized ant.; ERP to 26.5 kw; ant. height to 360 ft.; remote control Permitted. Action May 22.

Call letter applications

■ KDB-FM, KDB Broadcasting Co., Santa Barbara, Calif. Requests KRXX(FM).

■ WMYR-FM, Robert Hecksher, Fort Myers, Fla. Requests WHEW(FM).

Call letter actions

■ KCVR-FM, KCVR Radio, Lodi, Calif. Granted KXXX(FM).

■ WENE-FM, WENE Inc., Endicott, N.Y. Granted WMRV(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WALY Herkimer, WATN Watertown, WAUB Auburn, WBAZ Kingston, WBen Buffalo, and WBOO Oswego, all New York; WCTC-AM-FM New Brunswick, N.J.; WGR-AM-FM Buffalo, WHEC Rochester, WHEN Syracuse, WHLD-AM-FM Niagara Falls, WINR Binghamton, WINS New York, and WKAL Rome, all New York; WKER Pompton Lakes, N.J.; WLFH Little Falls, WMSA Massena, WOSC-AM-FM Fulton, WROC Rochester, WSNY Schenectady, WSOQ North Syracuse, WOXR-AM-FM New York, WWTY Watertown, WEHF-FM Elmira, WLLI-FM Hempstead, WKOP-FM Binghamton, and WLIB-FM New York, all New York; WLVP(FM) Franklin, N.J.; WRFM(FM) New York, WRUN-FM Utica and WTFM(FM) Lake Success, all New York. Actions May 22.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WADV(FM) and WBEN-FM, both Buffalo, N.Y.; WBJH(FM) Trenton, N.J.; WBNY-FM Buffalo, N.Y.; WCHR-FM Trenton, N.J.; WDCX(FM) and WDKC(FM) Albany, both New York; WFME(FM) Newark, N.J.; WFMN(FM) Newburgh and WHFM(FM) Rochester, both New York; WIXL-FM Newton, WKDN-FM Camden, WMVB-FM Millville, WVNJ-FM Newark, WOBM(FM) Toms River, and WPAT-FM Paterson, all New Jersey; WPIX-FM New York; WRNJ(FM) Atlantic City; WROW-FM Albany, WRVR(FM) New York, WSLU(FM) Canton, *WAER(FM) Syracuse and *WAMC(FM) Albany, all New York; *WBGO(FM) Newark, N.J.; *WCSQ(FM) Central Square, *WCWP(FM) Brookville and *WECW(FM) Elmira, all New York; *WGLS-FM Glassboro, N.J. Actions May 22.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WIQT Horseheads, WIRY Plattsburgh and WIZR-AM-FM Johnstown, all New York; WJJC Salem, N.J.; WJLL Niagara Falls, N.Y.; WJLK-AM-FM Asbury Park, N.J.; WJTN-AM-FM Jamestown, WKAJ-AM-FM Saratoga Springs, WKBW Buffalo, WKNY Kingston, WKSN-AM-FM Jamestown, WLNA-AM-FM Peekskill, WLNG Sag Harbor, WLSV Wellsville and WMCR Oneida, all New York; WMID Atlantic City; WNBZ Saranac Lake, N.Y.; WNNJ Newton, N.J.; WNYC-AM-FM New York, WPAW East Syracuse, WRNY Rome and WSGO Oswego, all New York; WSLT Ocean City-Somers Point, N.J.; WSEF-

AM-FM Baldwinsville, N.Y.; WSNJ-AM-FM Bridgeton, WTMR Camden and WTTM Trenton, all New Jersey; WVIP-AM-FM Mount Kisco, WVOAS-AM-FM Liberty and WOTT Watertown, all New York. Actions May 22.

■ Broadcast Bureau granted renewal of licenses for following stations: *WGSU(FM) Geneseo, N.Y.; *WHPH(FM) Hanover, N.J.; *WHRW(FM) Binghamton, *WIBC(FM) Ithaca, *WIRQ(FM) Rochester, and WKCR-FM New York, all New York; *WNTI(FM) Hackettstown and WPRB(FM) Princeton, both New Jersey; *WNYE(FM) Brooklyn, *WRUR-FM Rochester and *WSHR(FM) Lake Ronkonkoma, all New York; *WSOU(FM) South Orange, N.J.; *WSPE(FM) Springville, *WTSC-FM Potsdam, *WVCR-FM Loudonville, *WVHC(FM) Hempstead, *WCNY-TV Syracuse, *WMHT(TV) Schenectady, *WNYE-TV New York, and *WXXI-TV Rochester, all New York. Actions May 22.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WTOA(FM) Trenton, N.J.; WVBR-FM Ithaca, WXQL(FM) Glens Falls, WGR-TV Buffalo, WHEN-TV Syracuse, WINR-TV and WNBK-TV, both Binghamton, WNEW-TV New York, WNY-TV Syracuse, WROC-TV Rochester, WWTY-TV Carthage, *WBFO(FM) Buffalo, WAST-TV Albany, WBen-TV and WKBW-TV, both Buffalo, WKTV(TV) Utica, WNE-D-TV Buffalo, WNYC-TV and WPIX(TV), both New York, and WTEN(TV) Albany, all New York; WNDT(TV) Newark, N.J. Actions May 22.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WABY Albany and WACK Newark, both New York; WAWZ-AM-FM Zarephath, N.J.; WBNR Beacon, WETA Batavia, WBUZ Fredonia, WBVM Utica, WCBM Corning, WCGR Canandaigua, and WCLI-AM-FM Corning, all New York; WCRV Washington, N.J.; WCSS Amsterdam, WDLA Walton, WDLG Port Jervis and WDOS Oneonta, all New York; WDVJ Vineland, N.J.; WEBR-AM-FM Buffalo, WELV Ellenville and WENY-AM-FM Elmira, all New York; WERA Plainfield, N.J.; WFAS-AM-FM White Plains, WFBL Syracuse, WFLR Dundee, WGBB Freeport, WHAZ Troy, WHAM Rochester, WHCU-AM-FM Ithaca and WHHO Hornell, all New York; WHTG-AM-FM Eatontown, N.J.; WIGS-AM-FM Gouverneur, N.Y. Actions May 22.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WFMH-FM Cullman, Ala., to Aug. 8; *KAXR(FM) Flagstaff, Ariz., to Nov. 11; KPAY-FM Chico, Calif., to Nov. 28; WORJ-FM Mount Dora, Fla., to Oct. 1; WANM(FM) Tallahassee, Fla., to Nov. 12; WCHD(FM) Detroit to Dec. 7; WALM-FM Marshall, Mich., to Nov. 13; KTIS-FM Minneapolis to Dec. 4; WSJC-FM Magee, Miss., to Aug. 15; WBIV-FM Wethersfield township, N.Y., to July 15; KPNW-FM Eugene, Ore., to Nov. 25; WGSA-FM Ephrata, Pa., to Dec. 8; WSUR-TV Ponce, P.R., to Nov. 21; *WSBF-FM Clemson, S.C., to Nov. 8; *WFMQ(FM) Lebanon, Tenn., to Sept. 1; KJWE Burien, Wash., to Dec. 8; KDUX-FM Ocean Shores, Wash., to Nov. 1. Actions May 21.

Translator actions

■ Broadcast Bureau granted licenses covering following new VHF TV translators: K09HO Thorne Bay, Alaska; K04FL Lakeshore, Calif.; K06FR, K12GV, K10GL and K08GC Laytonville, Calif.; K09FW Willits, Calif.; K08GC Alma, Pleasanton, Glenwood, and Mule Creek area, all New Mexico; K13JB and K11IX, both Gabbs, Nev. Actions May 21.

■ Broadcast Bureau granted licenses covering following new UHF TV translators: K81BH Gypsum, Gypsum Valley, Dotsero and Riland, all Colorado; K71BO Herington, Kan.; W74AO Manchester, Manchester Center and Bennington, all Vermont. Actions May 21.

■ K07FP Show Low, Ariz.—Broadcast Bureau granted CP to change trans. and make changes in ant. system. Action May 22.

■ K06FX Show Low Lake area and Shun-

way area, all Arizona—Broadcast Bureau granted mod. of CP to change frequency to ch. 70 (806-812 mcs); change call sign to K70FA; change principal community to Show Low, Ariz.; change trans. and make changes in ant. systems. Action May 22.

■ K04FE Hilo, Hawaii—Broadcast Bureau granted license covering new VHF TV translator; specify type trans. Action May 21.

■ K70CL Fort Dodge, Iowa—Broadcast Bureau granted license covering permit for changes in UHF TV translator. Action May 21.

■ W78AL Williamsport, Pa.—Broadcast Bureau granted mod. of CP to change trans. location of UHF TV translator to Hillside adjacent to Wildwood Cemetery, 0.5 mile north of Williamsport; make changes in ant. system. Action May 20.

■ K06EQ Midland, Tex.—Broadcast Bureau granted license covering permit for new VHF TV translator. Action May 21.

■ W79AU Independence, Va.—Broadcast Bureau granted CP to make changes in ant. system. Action May 22.

■ W79AU Independence, Va.—Broadcast Bureau granted license covering new UHF TV translator. Action May 22.

CATV

Application

■ Booth American Co.—Requests addition of distant signals of WKZO-TV Kalamazoo, Mich., to WKNX-TV, Saginaw, Mich.; WKBD-TV, Detroit, and CKLW-TV, Windsor, Ont. to Mount Pleasant, Mich. (Flint-Saginaw-Bay City, Mich.—ARB-46). Ann. May 22.

Final actions

■ FCC denied request by Nevada Television Cable Co. (operator of Nevada, Mo., CATV system) for waiver of nonduplication requirements of rules. Action May 21.

■ FCC denied request by Armstrong Utilities Inc. (operator of CATV systems at Butler and Ellwood City, both Pennsylvania) for waiver of program exclusivity requirements of rules. Action May 21.

Ownership changes

Applications

■ KPAL Palm Springs, Calif.—Seeks transfer of control of KPAL Broadcasting Corp. from Harry Malzlish, deceased (85% before, none after) to Leonard and Stephen Malzlish, co-administrators of estate (both none before, 85% after). No consideration involved. Ann. May 23.

■ WTCA-AM-FM Plymouth, Ind.—Seek assignment of licenses from Community Service Broadcasters Inc. for purpose of incorporation. No consideration indicated. Principals: Kenneth E. Kunze (100% before, 80% after), Jeanne C. and James C. Kunze (each none before, 10% after). Ann. May 23.

■ WZZM-FM-TV Grand Rapids, Mich.—Seeks transfer of control of West Michigan Telecasters Inc. from William C. Dempsey, Arthur K. Hamp, et al. (as a group 100% before, none after) to Synergistic Communications Corp. (none before, 100% after). Consideration: exchange of stock of three corporations. Principals: Synergistic becomes parent of West Michigan Telecasters with West Michigan retaining 55% of Synergistic, Elinor Bunin Productions Inc. and HMH Inc. Henry M. Hogan Jr., 41.84% after transaction, et al. Mr. Hogan owns HMH Inc., Elinor Bunin owns Elinor Bunin Productions. HMH publishes *The Eccentric*, Birmingham, Mich. Bunin creates designs and films for TV and movies. Ann. May 23.

■ WHTV(TV) Meridian, Miss.—Seeks transfer of control of Delta Communications Corp. from Heyman H. D. Walker (11.6% before, none after) to F. Carrington Weems, Charles Weiner (39.4% after) et al. Consideration: \$209,750. Principals: Messrs. Weems and Weiner each own 50% of applicant for new TV at Salinas-Monterey, Calif., and 37.5% of WNFA-TV Tallahassee, Fla. Mr. Weems owns real estate firm and 25% option on WNFA-TV. Ann. May 8.

■ KFLY-AM-FM Corvallis, Ore.—Seeks assignment of licenses and CP from Radio

Broadcasters Inc. to Radio KFLY Inc. for \$200,000. Sellers: James L. Hutchens, president (41½%), et al. Mr. Hutchens owns KPTN Central Point, Ore., CP of which has been revoked by initial decision by Hearing Examiner Chester F. Naumowicz March 18. Buyers: Juniper Broadcasting Inc., 100%. Gary Capps, president (16.66%), et al. Juniper owns KGRJ Bend, (see below) and 80% of KACI The Dalles, all Oregon. Mr. Capps also owns 3.52% of KSRV Ontario and KLBK LaGrande, both Oregon. Ann. May 23.

■ KTIX Pendleton, Ore.—Seeks assignment of license from Roderick Sound Inc. to Eastern Oregon Broadcasters Inc. for purpose of corporate reorganization. No consideration involved. Principals: Juniper Broadcasting Inc., 100%. Gary Capps, president (16.66%), et al. (See KFLY-AM-FM above). Ann. May 23.

■ KZAK-AM-FM Tyler, Tex.—Seek transfers of control of Oil Center Broadcasting Co. from John Dorris (28.72% before, none after) to Aubrey Irby (48.94% before, 77.66% after). Consideration: \$500. Principals: Aubrey Irby, president, et al. Mr. Irby owns 33¼% of business copy machines firm and 50% of business music service. Ann. May 8.

Actions

■ KXLR North Little Rock, Ark.—FCC granted assignment of license from Little Rock Great Empire Broadcasting Inc. to KXLR Inc. for \$450,000. Seller: Berniece L. Lynch, sole owner. Mrs. Lynch owns KBYE Oklahoma City and has CP for new FM in that city. Buyers: William F. Buckley, chairman of board (63¼%), Peter H. Starr, president (31¼%) and Michael F. Starr, vice president (5%). Buyers own KOZN and KOWH-FM, both Omaha; KISD Sloux Falls, S.D.; KUDL Fairway and KCJC(FM) Kansas City, both Kansas. They also own WBOK New Orleans, WLOK Memphis and KYOK Houston. Mr. Buckley owns the *National Review* and is author and TV commentator. Michael Starr owns 50% of application for new AM at Platte, Neb., but intends to dispose of same. He is also attorney. Action May 13.

■ KFOW Long Beach, KFOR-FM and SCA Los Angeles. KDIA Oakland, all California; WOL and WMOD(FM) both Washington; WWRL New York; WDIA and WTCV(FM) both Memphis; WLKY-TV Louisville, Ky.; WOPA and WGLD(FM) and SCA both Oak Park, Ill., and WAST(TV) Albany, N.Y.—Broadcast Bureau granted transfers of control and assignment of licenses [WOPA and WGLD(FM)] from Sonderling Broadcasting Corp. of Illinois to Sonderling Broadcasting Corp. of Delaware for purpose of corporate reorganization. No consideration involved. Principals: Egmont Sonderling, president (22.2%), Mason A. Loundy, vice president (5.2%), et al. Action May 23.

■ WRIZ Coral Gables, Fla.—FCC granted assignment of license from Mission East Co. to Robert W. Sudbrink for \$481,666. Seller: Jack Roth, sole owner. Mr. Roth, applicant for new FM at Miami, owns KONO and KITY(FM), both San Antonio, Tex.; WAME Miami and WWOK Charlotte, N.C. Buyer: Mr. Sudbrink owns WRMS Beardstown, Ill., and KYND Burlington, Iowa. He also has application pending FCC approval to purchase KLVL-FM Pasadena-Houston. Action May 21.

■ WAME Miami—FCC granted assignment of license from WAME Broadcasting Co. to Mission East Co. for \$1 million. Seller: Stephanie Wyszatycki, sole owner. Buyer: Jack Roth, sole owner. Mr. Roth owns KONO and KITY(FM), both San Antonio, Tex.; and WWOK Charlotte, N.C. He is also applicant for new FM at Miami. Action May 21.

■ WBOK New Orleans, WLOK Memphis and KYOK Houston—FCC granted assignments of licenses from WBOK Inc., WLOK Inc., and WYOK Inc., respectively, to Starr WBOK Inc., Starr WLOK Inc. and Starr WYOK Inc., respectively, for \$3 million. (\$700,000 for WBOK, \$900,000 for WLOK and \$1,390,000 for KYOK). Sellers: Jules J. Paglin, president and Stanley W. Ray Jr., executive vice president (each 50%). Sellers own WXOK Baton Rouge and WGOK Mobile, Ala. Buyers: William F. Buckley Jr., chairman of board (63¼%), Peter H. Starr, President (31¼%) and Michael F. Starr, vice president (5%). Buyers own KOZN and KOWH-FM, both Omaha, KISD Sloux Falls, S.D.; KUDL Fairway, and KCJC(FM) Kansas City, both Kansas. They

also own KXLR North Little Rock, Ark. Mr. Buckley owns the *National Review* and is author and TV commentator. Michael Starr owns 50% of application for new AM at Platte, Neb., but intends to dispose of same. He is also attorney. Action May 13.

■ WIBF-TV Philadelphia—FCC granted transfer of control of WIBF Broadcasting Co., permittee, from William L. and Irwin C. Fox and Dorothy Kotin (each 19¼% before, none after), Benson Apartment Corp. (29¼% before, none after) and Fox Brothers Management Corp. (12¼% before, none after) to Taft Broadcasting Co. (none before, 100% after). Sellers: Messrs. Fox and Mrs. Kotin own WIBF-FM Jenkintown, Pa. Buyers: Lawrence H. Rogers II, president, et al. Buyers own WKRC-AM-FM-TV Cincinnati; WTVN-AM-TV and WBUK(FM) Columbus, Ohio; WBRC-AM-FM-TV Birmingham, Ala.; WGR-AM-FM-TV Buffalo, N.Y.; WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton, Pa. Consideration: \$1.4 million plus adjustments and assumption of liabilities that may bring total to \$4.5 million. Action May 7.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through May 28. 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.

■ East Palo Alto, Calif.—Peninsula Cable Television Corp. has applied for a 20-year franchise. The firm already has franchises in Belmont, Redwood City and San Carlos, all California.

■ Arcadia, Fla.—DeSoto Cablevision Inc. has been granted a franchise. Subscribers will pay \$9.95 for installation and \$4.95 monthly. The company will pay 3% of its gross revenue for three years and 6% thereafter. The system will provide a minimum of five channels at the start, with a weather and music service.

■ Fort Pierce, Fla.—Florida Cablevision Corp. has applied for a 20-year franchise. The firm is offering to pay a minimum of \$12,500 for subscribers and pole fees in 1970, and \$15,000 per year beginning in 1971. The minimum payment would be increased if subscribers showed a substantial increase. Florida Cablevision already operates in the Fort Pierce area under a 15-year nonexclusive franchise granted in 1959.

■ Aurora, Ill.—Consolidated Cable Utilities Inc., Aurora, has been awarded a franchise. The company will pay about \$1,000 a month plus 5% of its gross income. Subscribers will pay an installation fee plus \$5 a month. The system must be made available to 30% of Aurora's homes within two years. The firm also holds franchises in Oswego and Yorkville, both Illinois.

■ Mansfield, N.J.—Washington Cable Co. of Washington, N.J., represented by George Sisko, has applied for a franchise.

■ Glens Falls, N.Y.—Champlain Cablevision Corp., Troy, N.Y., has been awarded a franchise. The company will pay at least 6% of its gross receipts. The firm has franchises in Lake George and Port Henry and operates systems in Whitehall and Ticonderoga, all New York.

■ Fremont, Ohio—Three firms have applied for a franchise: *Fremont (Ohio) News-Messenger*, Wolfe Broadcasting Corp. (WFRO-AM-FM Fremont), and Swartzlander Radio Ltd.

■ Springfield, Ore.—The 10-year franchise of Teleprompter of Oregon has been renewed.

■ New Hope, Pa.—Fred Lieberman of Glenside, Pa. has applied for a 20-year non-exclusive franchise. Subscribers would pay \$5 per month for private residences and \$10 per month for commercial establishments. Subscribers would also pay installation charges of \$15 for residences and \$25 for businesses. The company would pay 3% of its subscription receipts. Free service would be provided to the boro hall, police station, fire house, churches and schools.

■ Red Bank, Tenn.—Red Bank-White Oak TV Cable Co. has been granted a 10-year franchise.

Seymour Berns is president of the National Academy of Television Arts and Sciences—you know, the guy who supervises the giving out of all those Emmy nominations and awards. So say a little prayer for him.

The head of program practices for CBS-TV? Football coach of Cal Tech? Dog catcher in Boy's Town? Surely, none of those jobs could be as thankless and as inevitably a losing proposition as being the man where the buck stops passing during the annual Emmy awards recriminations.

Seymour Berns faces his industry colleagues and the nation in less than a week—on June 8. That's when CBS-TV, in a 90-minute telecast (10-11:30 p.m., EDT), presents the 21st yearly rendition of the television academy awards—the Emmy.

It's not like the days before a big game. In any given athletic contest on a given day a given team can win. But how can Seymour Berns and the national academy win? They have handed out a total of 283 nominations. Imagine, some critics have said in effect, 283 nominations — staggering, ridiculous. Yet, according to some in the industry, how could they have left out Barbara Stanwyck? What kind of a fixed wheel are they running anyway?

After last year's Emmy show and telecast, which by most standards were a shambles, there were questions raised by CBS-TV over whether it would carry the presentations this year (the three networks provide coverage of the event on a rotating basis). Seymour Berns and the academy solved this problem by planning substantial changes and by determining to do more and better advance work—bringing the producer in much earlier.

The news problem was even stickier and not easily solved (if, indeed, it has been). News was treated shabbily last year. It was sort of thrown away. And all three presidents of news of the three commercial networks said the hell with it. Who needs this? And many in the industry felt they were right.

Getting the news people calmed down was Seymour Berns's big job in the last year. He was involved in long meetings with them. He helped convince them that the disregard and and poor-cousin treatment of the past would not continue.

"What most people don't know or don't realize," explains Mr. Berns, "is that we carry very little control of the show. The show is done by the host network. The network works under certain ground rules, but as a show it's not our baby. The problem of our academy has is that if the show is lousy, then everybody is mad at the academy."

Continuing, Mr. Berns points out: "We keep getting hit with criticism and it's not really properly directed at

Seymour Berns and the unrewarding task of awarding Emmys

us. Much of it is not our fault. Obviously, we can't do a show that everybody's happy with."

The key to the unhappy situation, according to Mr. Berns, turns on what Emmy inherently is and is not. "I think it's a mistake to try to make a show out of it," he says. "It's not a show; it's an event. And I think that reporting the event is the thing. You can't compete as a show—after all, you're competing with specials that don't have anything superimposed on them, like having to give X-number of awards. I think for us to get involved in a bastard form is a mistake."

What conclusions can be drawn from

Week's Profile



Seymour Berns—president, National Academy of Television Arts & Sciences, and VP in charge of television production, National General Television Productions Inc., Los Angeles, subsidiary of National General Corp., Los Angeles; b. May 29, 1921, Chicago; directed at CBS-TV such shows as Art Linkletter's House Party, Bride and Groom, Meet Millie, Frankie Lane Time, 1952-53; directed The Red Skelton Show at CBS-TV, 1953-54; directed Shower of Stars series, 1954-55; back to directing Red Skelton Show, 1955-64; directed Jack Benny Program, 1958-60; produced and directed Benny series 1959-63; producer of The Red Skelton Show, 1964-68; m. Ann Sampter of Cedarhurst, N.Y., Feb. 14, 1950; children—Tracy, 16.

such contentions? Seymour Berns has some to make: "I don't think people tune in to see an award show as an entertainment show per se," he believes. "I think they tune in to see excitement—who's going to win—who's wearing what dress. This to me is what an award show really should be. Award shows keep tripping over their own feet because they're trying to be entertainment shows. If you do an award show and present the genuine excitement of the event and the emotion of the people, at least you're being honest and you might get criticized for being dull, but you can't get criticized for being lousy. But if you do a lousy entertainment show, you should get clobbered."

Seymour Berns will be ready to take his clobbering this year, if that's the way it turns out. But if won't be for lack of trying something new and different.

Earlier in the year the academy, under Mr. Berns, announced that Emmys will be given only to programs and for achievements on programs that have been on the air for no more than two seasons. Also, it was declared, once a program or individual achievement has been honored it can't repeat as a winner. Boy—did those proposals get clobbered. They were hooted out of sight.

Instead, the big change this year is that the winners in the news and documentary categories were announced May 26, two weeks before the formal presentation of the awards on national TV (so that explanations for the awards could be spotlighted in depth). Also fewer awards actually will be presented on network TV air. And for the first time there is a possibility of no awards being given in some categories.

Seymour Berns came to his position of multiple toil and trouble with the TV academy via some 20 years at CBS radio and TV where as director, then as a producer-director, he dealt successfully with massive talents and temperaments.

Last April, Mr. Berns was appointed as vice president in charge of television production for National General Television Productions Inc., a subsidiary of National General Corp. In his new commercial position, he's charged with spurring the ubiquitous NGC parent company into full-scale TV production. Mr. Berns is functioning in all areas of TV production, including live and filmed series, specials and live/tape specials. In addition, he still has another year to go on his two-year term as president of NATAS.

This circumstance has an ominous implication. Seymour Berns explains the reason: "I will be responsible for next year's Emmy show, too." Then he adds quietly: "If I live through this one, that is."

Cooling it

The outlines of an accommodation between broadcasting and cable television may have emerged in the proposals jointly submitted to their boards last week by the staffs of the National Association of Broadcasters and National Cable Television Association.

At the very least, the proposals deserve earnest consideration by both sides, or, to be more precise, by all the sides that have chosen up in the ongoing controversy over what to do about cable. The militants among the "pure" broadcasters and the "wired city" dreamers among the cable operators will automatically recoil from any kind of compromise. It would be healthier if the extremists reopened their minds.

This publication is reserving judgment on the substance of the proposals that have been advanced. The package needs to be examined in all parts in greater detail than was possible at the time of this writing.

It is our feeling now, as it has been all along, that in the interests of the broadcasters and the cable operators, not to mention of the public, regulatory policy ought to be directed toward giving both systems a fair shot at the market. We have thought that copyright protection of the broadcaster's programs was the best protection he could get against the unfair use or duplication of his signal by CATV. At first glance the copyright proposals in the NAB-NCTA recommendations look promising.

Some of the other ingredients of this proposed compromise must be looked at in context with larger consequences. Broadcasters ought to be very sure, for example, that no precedent is being set for their own regulation when they suggest the imposition of government restraints on cable interconnection or program origination or advertising carriage. We say that knowing that some broadcasters have already argued vigorously for even harsher restraints on wire.

Whatever the outcome, it must be hoped that the new proposals will get broadcasters and cable operators talking again, instead of yelling at and about each other.

The fantastics

Consider these facts: The first colorcasts from outer-space. Amazing quality; technological perfection. Eight days of perfect space flight with every scheduled event a triumph.

Three courageous young men doing what never had been done before. They worked, performed, kidded and exclaimed over and over again "fantastic" as they viewed the moon from less than 10 miles away and the earth 250,000 miles distant. They had insisted upon color coverage to encourage public support of the space program. Their "mission accomplished" came when President Nixon told them that "one of the things that was so impressive about the flight was that the television coverage was so great."

Now ponder these questions:

If pay TV were full blown would its entrepreneurs have undertaken the box-office risk?

If cable television had achieved its "wired city" ultimate, would it have gambled on such an extraordinary event when many of its practitioners today quibble about even merest local originations?

Would this be the kind of live spot programing that could be undertaken by noncommercial TV, no matter what its intentions, when its money comes from government subsidy?

Now reconsider Soviet Russia, the only other nation with a manned-space capability. It has yet to let its own people

(much less the entire world) look in live on any kind of space shot.

Let those who would dismember our free broadcasting system, who would have government control the programing, who inveigh against multiple owners, network owners and newspaper owners, who fret and fume about a bit of filmed "violence" or pot party reportage, who file strike applications, take note.

Or would they prefer the Soviet system, because that is what they would get.

Bright side

Looking into the future can be a pretty gloomy business for broadcasters these days. In the context of the times, therefore, the economic forecast that Dr. David M. Blank offered at the CBS-TV affiliates' convention a couple of weeks ago is singularly reassuring.

Dr. Blank, who is vice president in charge of economics and research for the CBS/Broadcast Group, foresaw no serious slackening in television's historic annual growth rate of 10% over the long haul—not even if cigarette advertising should disappear along the way (BROADCASTING, May 26).

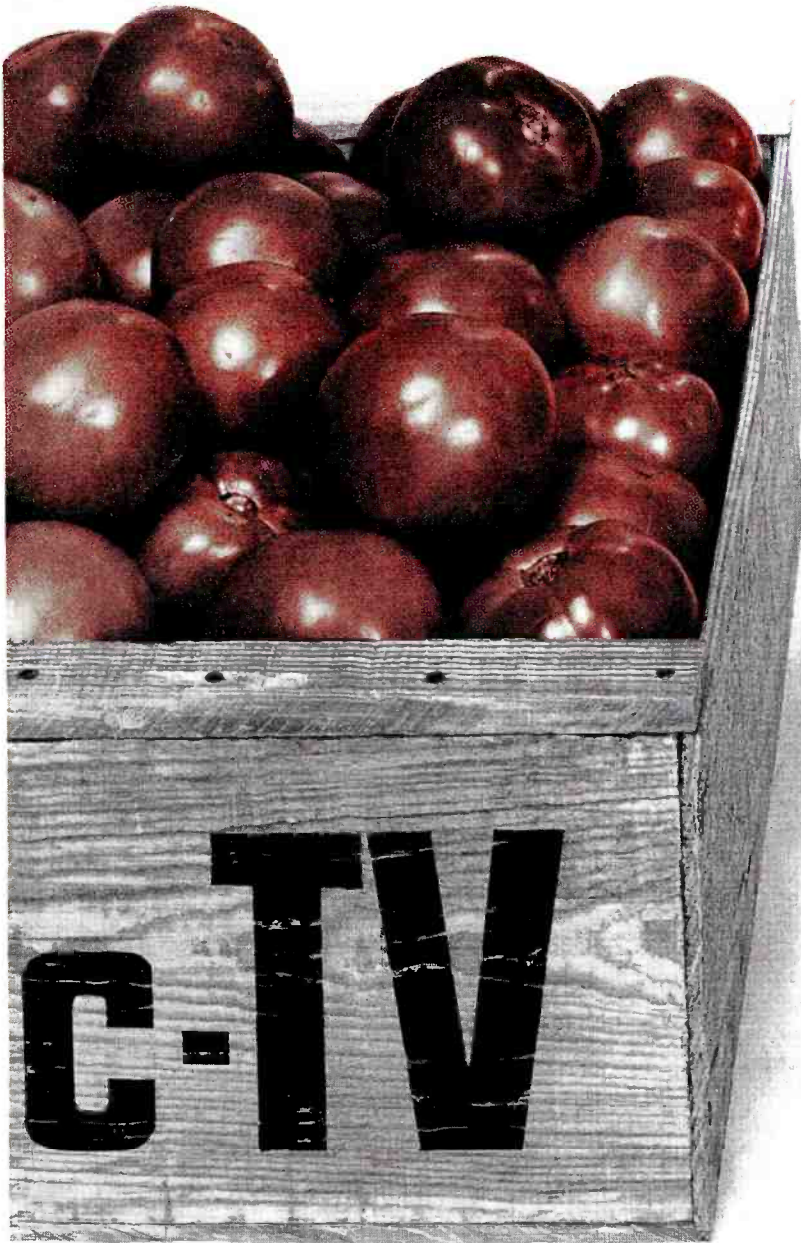
Dr. Blank's track record is excellent, and we do not in any way challenge his latest forecast when we urge broadcasters to remember that no growth rate is likely to be automatic. They'll have to work for it. Nor should it be forgotten that revenue gains do not necessarily mean higher profits—as any broadcaster knows from hard experience.

If, however, broadcasters work hard enough at keeping the growth rate up and the cost spiral down, the outlook is promising indeed. They might even be able to afford the monumental efforts needed to fend off the onslaughts mounted against them in Congress and at the FCC and other governmental levels.



Drawn for BROADCASTING by Sidney Harris
"Looks like they're going in for documentaries now. They changed my name from Nab Rush to Ludwig Milczyk."

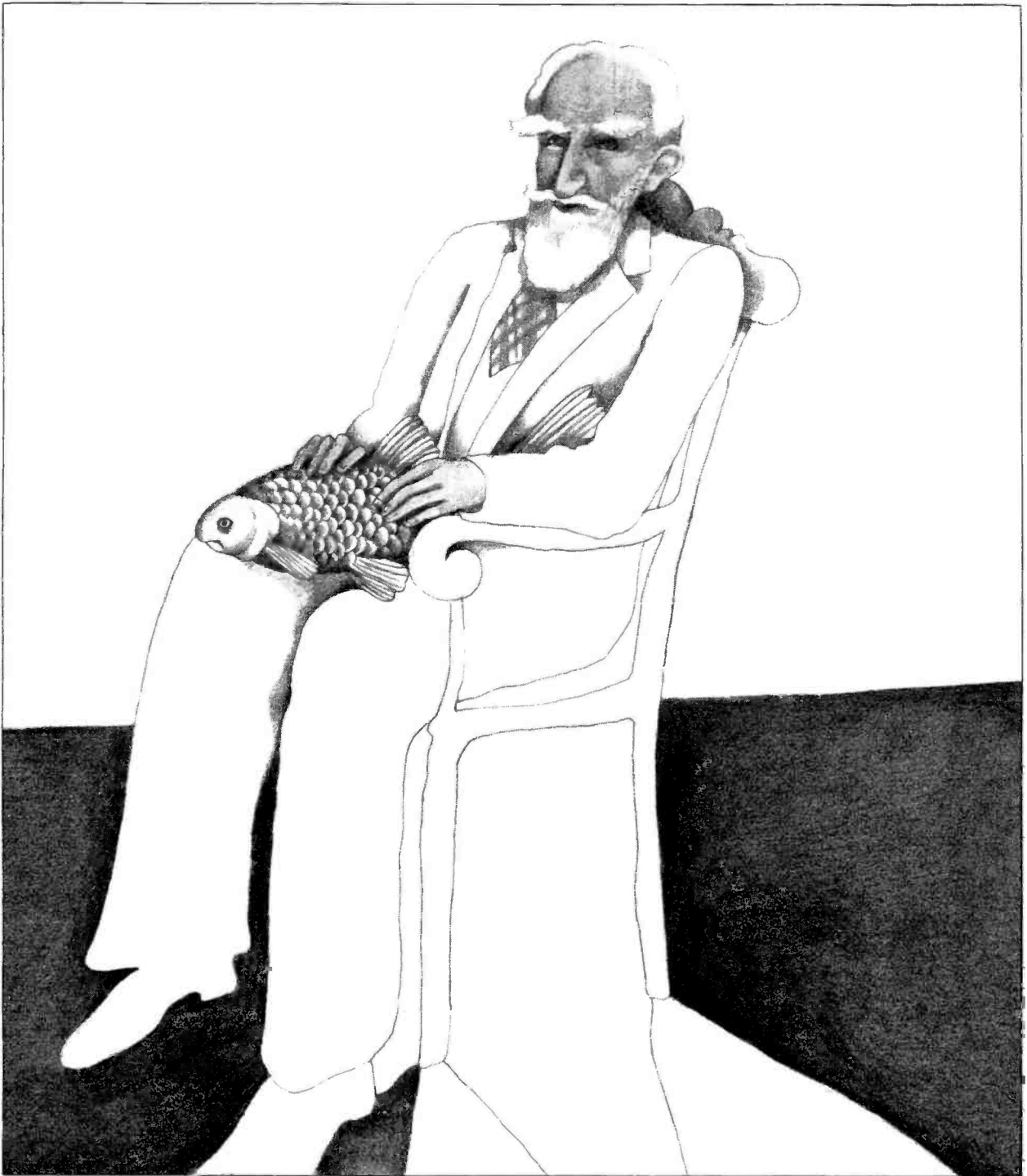
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**We Hunt
for the best...**

**you should,
too.**

We look at hundreds of plump television programs, then pick the ones that are firm and vine-ripened. We simmer down as many as a hundred pounds of these beauties to select a single half-hour of thick, rich-tasting television. It may take us a little longer to hunt for the best, but that's what makes KPRC Television KPRC-TV.



GHOTI? George Bernard Shaw developed that word to display the difficulty in English communication. According to him, the *gh* is pronounced as an *f* like in cough, the *o* like an *i* in women, and the *ti* like *sh* as in nation. So the word, ghoti, is pronounced quite simply, fish.

