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MOORHEAD, MINNESOTA 56560

8/3/69

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

What happens to broadcasters when cigarettes go? p19
New FCC watchdog resides on Pennsylvania Avenue. p30
ASCAP contract gets its final blessing from court. p39
TELESTATUS: Local market shares of TV audience. p57

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*The audience writes
the script for
"Dear Julia Meade"*

*in letters that bare
their lives. Every
problem answered...
on the air...
with a panel of
experts... or in a
personal note from...
Julia Meade...*

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More than a talk
show...*

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of the year

"something to reckon with"

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—HOLLYWOOD REPORTER

"relaxed atmosphere"

She's breezy, chatty, spontaneous and always ready to break out her exceptional singing voice.
—LEHRER PRESS-CITIZEN

"she is fun to watch"

olly gets her groove on while driving with the musical. It's time and she's singing all the time. She's a star.
—OAKLAND TRIBUNE

FRASER
SUNDAY 7-8 PM

featuring Sandy Baron and top guest stars...
60 minutes each day, 5 days a week
... produced by RKO General, Inc. ...
Executive Producer, Woody Fraser... Distributed by

10 EAST 49 STREET, NEW YORK 10017 (212) 421-8830

special delivery

We received hundreds of letters and many awards for our investigation of teen-age drug abuse in Houston. We also received this "Death Kit" from an anonymous viewer. It's no joke. It's the real thing.

If just one kid "Kicked the Habit" from learning the facts revealed in our "Experiment in Disaster," we feel successful. We also feel encouraged to continue Houston's only full-scale research project into the frightening growth of youthful drug abuse in our city.

ktrk-tv

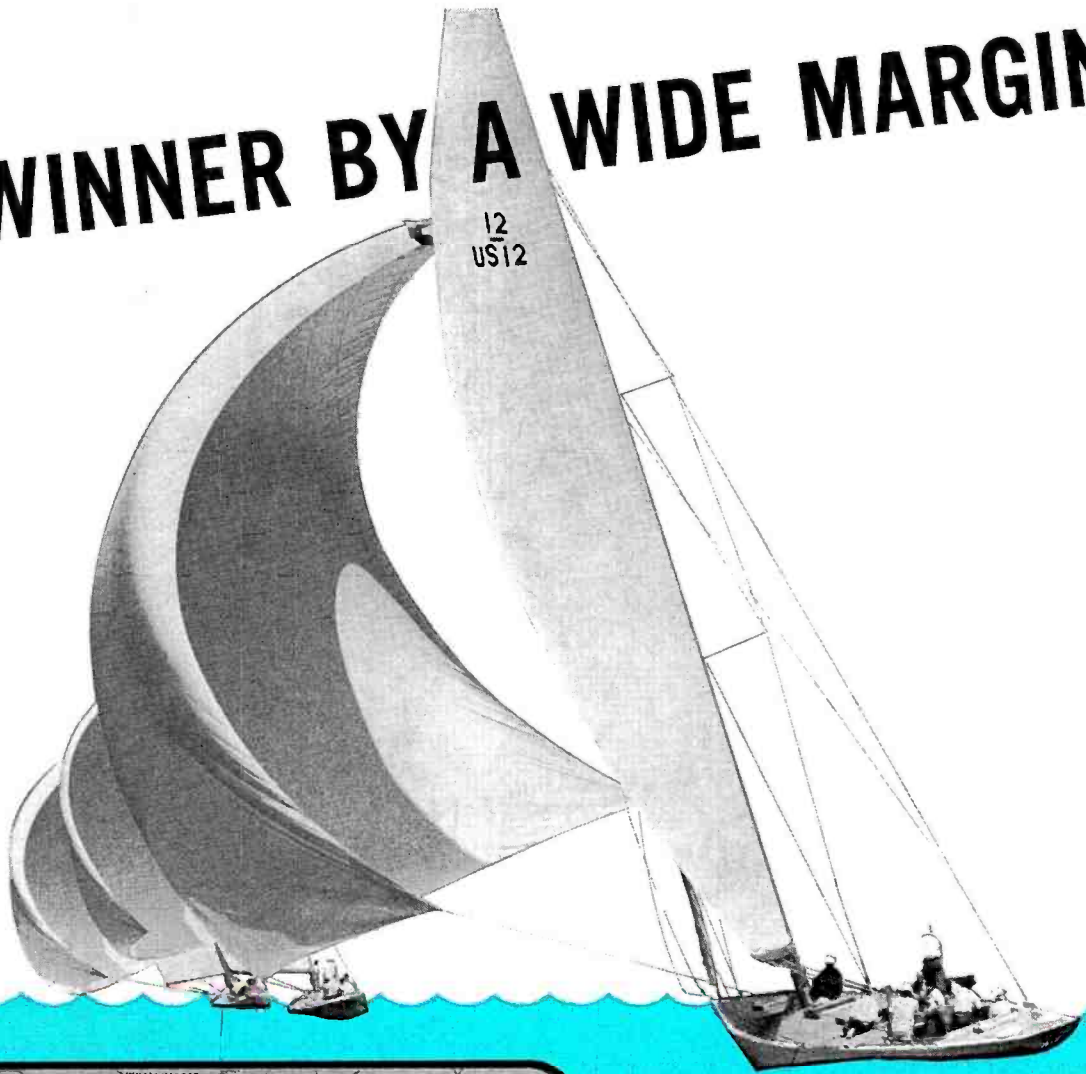
Houston, Texas

Capital Cities Broadcasting Corporation

Represented by Blair



WINNER BY A WIDE MARGIN



Alert and running, Channel 8 should be the first choice in this high-ranking market. It delivers more viewers than all other stations in the market combined*. Its out-front 40% color penetration* rounds out its splendid sales potential for your products.

WGAL-TV

Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco

*Based on Feb.-Mar. 1969 ARB estimates; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

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

End of idyll

After year's sabbatical, David C. Adams will return in September to executive suite of NBC headquarters in New York. Mr. Adams's election as executive vice president at staff level will be announced this week. He will concentrate on policy and planning. In former job of senior executive vice president he had operating responsibilities.

Mr. Adams, highly respected for his business statesmanship, was uncertain whether he would return to field when he embarked on his leave, which began last September with three months in Europe with his family. His wife has recently been in frail health. Mr. Adams, now 56, joined NBC as attorney in 1947, after having served on FCC legal staff.

Holding back

Some feature-film syndicators have begun inserting in sales contracts clauses giving buyers exclusivity for commercial-station presentation in their markets but explicitly reserving cable-television and pay-TV rights. One explanation is that movie distributors don't want stations to sell subsidiary rights to CATV. It's also said that they want to preserve their own rights in case CATV and pay TV become markets for movies.

Changing standards

There is good deal of belief that imminent loss of cigarette commercials will hasten decision of broadcasters to accept advertising for some products that, though widely acceptable, in past have often been turned down for one reason or another. Prime current example is CBS-TV decision to accept feminine-hygiene commercials on selective basis (story page 19). Indications are that CBS was moving in that direction anyway but cigarette crisis hastened decision. Now ABC-TV is expected to follow suit—and NBC-TV, which accepted some personal-products business when code ban was lifted could change its mind about dropping it.

It is this sort of thing, according to current speculation, that is likely to happen more often, not only in personal-products field but in others that some broadcasters have steered away from. At station level there has been some revival of interest in hard-liquor advertising over past several months—again pre-dating cigarette crisis. Current consensus is that broadcasters will continue to shy away from that field

for political as well as other reasons, but in other areas may be quicker to recognize that, as one put it, "the world is not as old-fashioned as it used to be."

Minow in the wings

Reduction in broadcast advertising rates for political candidates and federal subsidies for presidential campaigns are reportedly among recommendations to be made by panel that studied 1968 election campaigns under grant from Twentieth Century Fund. Panel was headed by Newton Minow, former FCC chairman and now Chicago lawyer. Its report will be released in couple of months.

Corn is high

Hee Haw, CBS-TV's bucolic *Laugh-In*, is creating problem for CBS programmers. In as summer replacement (Sundays, 9-10 p.m. EDT), it has shot to top of ratings—and CBS-TV fall schedule is locked up with no room to squeeze it in. In Nielsens for first two weeks of July, *Hee Haw* and NBC-TV's *Laugh-In* ran one-two: former first in total audience, latter first in average audience. CBS sources say show is shoo-in as midseason replacement candidate.

Internal probe

FCC has begun quiet investigation into facts surrounding controversial renewal of WPIX(TV) New York only day ahead of filing of competing application by Forum Communications Inc. Grant was later withdrawn as result of investigation of charges of news distortion in letter of former WPIX staffer, Nancy McCarthy. Letter which had been referred to Commissioner Nicholas Johnson by its recipient in December was turned over to commission staff on May 22, hours after WPIX grant was made, according to staff. One sticky matter presumably to be checked is apparent discrepancy between Commissioner Johnson on one hand and author and addressee of letter on other, as to whether they had requested confidentiality; they said no, he said yes.

House Investigations Subcommittee has been making intensive investigation of commission's handling of WPIX case. And commission would like to be able to answer in affirmative if it is called before a subcommittee and asked if it attempted to get to bottom of matter. Job of collecting facts was given to commission's security officer, Fred Goldsmith.

Regular specials?

Most ambitious roster of specials NBC-TV has ever assembled is being planned for 1969-70 season, and with it reportedly will come new techniques of scheduling specials. NBC sources won't say how many are planned, except that it's most ever. (Current season's total, most yet, is expected to pass 90 before summer is over.) Lid is due to be taken off both specials and scheduling in announcement this week. Presumably scheduling innovations relate to NBC-TV President Don Durgin's assertion to affiliates last spring that TV's future "may more nearly be series of specials than, as now, series interrupted by specials" (BROADCASTING, May 19).

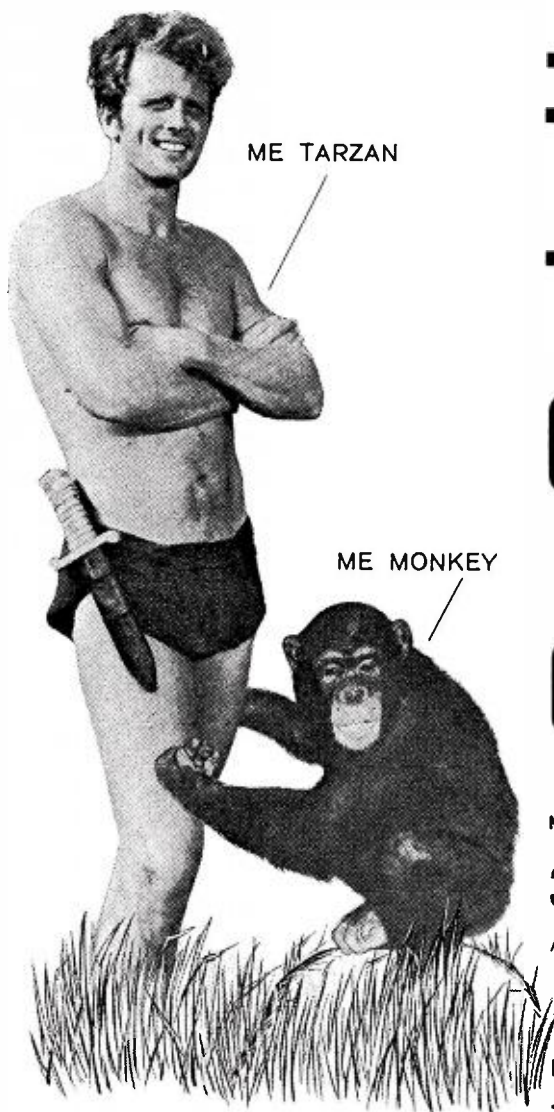
Scramble for status

FCC in effort to get super-grade promotions for 30 staffers appears to have succeeded in causing hard feelings on part of some, notably division chiefs. Irritant is commissioner's decision to put their legal and engineering assistants ahead of division chiefs on list of those eligible for promotion from grade 15 (\$21,589-\$28,069, in 10 steps) to Grade 16 (\$25,044-\$31,724, in nine steps). New super grades (16-18) can be created only with approval of Civil Service Commission, and agency rarely gets anywhere near number of super grades it requests. As result, division chiefs see their chance of getting hefty pay hike as anything but bright.

Commission reportedly will seek some Grade 18's (\$33,495), for top staffers, including Max Paglin, executive director; Curtis Plummer, chief of Field and Engineering Bureau, and James E. Barr, chief of Safety and Special Radio Services Bureau.

One-shot syndication

AFL/NFL Films, in response to "interest expressed from all over the country" will offer half-hour highlight TV program of New York Giants-New York Jets pre-season game for syndication. Game will be played Aug. 17 in New Haven, Conn., and film will be available Aug. 20. Spokesman for production syndication company said about dozen potential advertisers had been approached, but if none come through soon, program will be sold to stations on individual basis. WNEW New York and WCBS-TV New York have local broadcast rights. Radio will be live, but telecast will be delayed.



JOIN THE TARZAN-OF- THE-WEEK CLUB.

CBS DID!

183 Network Stations

NO. 1 IN NEW YORK OVERNIGHT ARBITRON

30 SHARE JUNE '69 NIELSEN

Against THE VIRGINIAN and HERE COME THE BRIDES.

**NOW AVAILABLE FOR FALL SYNDICATION,
THE FULL 57 COLOR HOUR SERIES—
FIRST RUN OFF NETWORK!**

CONTACT KEN ISRAEL



**National General Television
Distribution, Inc.**

600 Madison Ave., New York • PL 2-0300

Broadcasters, beginning to recover from tobacco industry's announcement of plan to terminate all broadcast cigarette advertising by September 1970, turn to question of how to recoup \$220 million in revenues. See . . .

What happens when cigarettes go? . . . 19

AAAA survey finds Los Angeles market best for radio advertising coverage, but most complex in which to make radio buys due to audience splitting, topography and market size. See . . .

How agency men look at Southern Cal . . . 29

Intervention of Nixon administration into FCC's consideration of policy for domestic communications satellites indicates continuing effort of White House to scrutinize all major communications developments. See . . .

New FCC watchdog on Pennsylvania Ave. . . . 30

FCC's Common Carrier Bureau and CATV Task Force argue Section 214—requiring phone companies to seek certificate of convenience and necessity before building CATV's—also applies to phone-company-related CATV. See . . .

FCC argues anticompetitive cable . . . 34

KTAL-TV Texarkana, Tex., receives renewal of license—despite claims it fails to serve black community, has news media monopoly and has violated fairness doctrine. FCC says station has resolved complaints. See . . .

Passing marks are given KTAL-TV . . . 36

After almost eight years of litigation and negotiation, proposed new contract for use of ASCAP music by TV stations finally gets off ground with court approval. Contracts to be mailed soon to licensees. See . . .

ASCAP contract gets final blessing . . . 39

Justice Department warns that broadcasters accepting Radio Moscow program material may have to register as foreign agents, which FCC attorneys say would probably result in forfeiture of license. See . . .

New version of Russian roulette . . . 40

Support for broadcasters' argument for better spectrum management is heard at Small Business Subcommittee on Regulatory Agencies. Need for increasing possibilities for all communications is cited. See . . .

Land mobile gets 'scholarly' airing on Hill . . . 48

Next year marks 50th anniversary of broadcasting, and NAB is putting out feelers to members to determine interest in special promotional material for 1970. How about a "broadcaster rose," folks? See . . .

A 50th birthday with flower power . . . 49

MGM gets court order temporarily preventing financier Kirk Kerkorian from making \$35 million tender offer. MGM charges offer would be financed in part through Transamerica, owner of MGM competitor United Artists. See . . .

Pitch for MGM yields court order . . . 50

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Broadcasting

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How to sell a college education door-to-door

In this rich country there are still bright young people who never make it beyond high school. They come from impoverished backgrounds where a college education is "the impossible dream."

An imaginative project in New Jersey convinced many of them that it's not impossible.

A mobile College Information Center, housed in an office-type trailer, made the rounds of low-income neighborhoods in ten New Jersey cities. It was staffed by a member of the faculty of Union College and was stocked with current information on college curricula, admission requirements, available scholarships and financial aid.

This traveling college counseling service was

funded by a grant from the Bayway plants of Humble Oil and Enjay Chemical. More than 900 young people received the information and encouragement that could mean the difference between a career and a dead end.

This is only a small start on a big job. But it is a start. And we're glad to have a part in it. Because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something extra for people.

Humble is doing something extra.

HUMBLE

Oil & Refining Company . . . Where you get all the extras.

Now comes negotiation

Representatives of National Association of Broadcasters and National Cable TV Association are scheduled to meet tomorrow (Aug. 5) in Washington to start what may be drawn-out negotiations on CATV compromise.

Move for meeting came Friday (Aug. 1) after full, 12-member NAB cable TV committee heard recommendations of five-man sub-committee that had met earlier in week. No formal announcement of position was made, but assumption is that NAB group concluded that attempt be made to come to agreement with NCTA on some form of CATV regulatory and copyright legislation.

This is taken to mean that NAB faction is amenable to compromise, but just how far is uncertain.

William Grant, KOAA-TV Pueblo-Cororado Springs, Colo., who is chairman of both full committee and subcommittee, declined to specify NAB position in advance of meeting with NCTA.

NCTA president Frederick W. Ford, meanwhile, acknowledged plans for Aug. 5 meeting and said he was communicating with M. William Adler, Weston, W. Va., chairman of NCTA, to determine composition of cable TV representation. As of late Friday this had not been completed. NCTA, however, has had copyright negotiating committee in existence for year; Alfred B. Stern, Television Communications Corp., is chairman.

Agreement worked out by staffs of NAB and NCTA during spring was turned down by former's joint board late in June; NCTA board, however, approved statement in principle. Only last week, NCTA called on members to acquaint congressmen with details of agreement which, it said, constitutes a "fair and reasonable compromise" (see page 34).

NH&S tapped by oil firm

After two-month search, Atlantic Richfield Co., New York, selected Needham, Harper & Steers, New York, to handle its \$20 million consumer advertising account (see page 29). Decision was made Friday (Aug. 1) after presentations by Needham, Harper & Steers and two runner-up agencies, Ted Bates & Co. and Cunningham & Walsh. Atlantic Richfield will reimburse agencies for out-of-pocket expense of presentations.

March 4 merger with Sinclair Oil Corp. put Atlantic Richfield into na-

tional market for first time. Prior to merger Atlantic Richfield had outlets on east and west coasts only.

Questions cable building

FCC has designated for consolidated hearing nine applications by AT&T's New York Telephone Co. for authority to construct CATV facilities in number of New York communities.

Among CATV systems affected is Comtel Inc., which provides service in Manhattan without franchise from city. Comtel contends—and state court has agreed—that franchise given telephone company covers service CATV system would provide.

City of New York, which is continuing court fight against nonfranchised CATV service in city, and three cable companies holding city franchises are those named as parties to hearing.

Commission specified issues in hearing to determine facts of telephone company's grant or denial of duct space and pole line arrangements with CATV operators in communities involved, and policies underlying company's actions.

Commission will also seek to learn whether company's tariff offerings caused undue or unreasonable prejudice or disadvantage to CATV firms, and whether public convenience and necessity requires any or all of construction and operation for which authorization is being sought.

Commission action is outgrowth of order issued April 29, designating for hearing New York Telephone Co.'s application for authority to build CATV channel facilities in Hyde Park, N.Y. Better T.V. Inc., Dutchess County, alleged that rival, U.S. Cablevision Corp., had received preferential service (BROADCASTING, April 28).

Commission noted then that oppositions had been filed to eight other telephone company applications and that consolidated hearing involving some or all nine applications might be appropriate.

Commission granted one telephone company application to build CATV channel facilities—for Dimension Cable TV Inc., in Plattsburg. Commission said no questions requiring hearing had been raised in connection with Plattsburg project.

Commission also noted Dimension reported that it had invested over \$275,000 in system which has been operating at lost since it began operating in July 1967.

Combo selling wrong

Plains Television Corp., owner of WICS(TV) Springfield and WICD(TV) Champaign-Danville, both Illinois, was directed by FCC last week to halt combination rate-buying practices.

Commission told Plains Television that it would be "anticompetitive in nature" and against public interest for rate cards, advertising and other literature and sales presentations to indicate to time-buyers that stations may be purchased only in combination. FCC had originally written Plains and 22 other broadcasters regarding matter in January 1968, at which time it told Plains it expected such practices to stop.

However, Plains argued that Springfield, Champaign, Danville and Decatur are single market and are so accepted by advertisers, agencies and rating services. It also contended that limited selling in forced combination was essential to its ability to compete with WCTA(TV) Champaign, which serves entire market by itself.

FCC found that Plains had shown steady increase in profits over past years and could not be considered hardship case. Commission gave Plains 30 days to comply.

Pulse taker

FCC Commissioner Nicholas Johnson was in Los Angeles last week, "feeling pulse of creative community," as one of those whose pulse was felt put it.

On Thursday he lunched with Perry Lafferty, CBS programing vice president in Hollywood. And on Friday he attended lunch at Beverly Hills Hotel to which Tommy Smothers, with whom he has talked in Washington on several occasions, had invited number of television writers and producers.

Contac to O&M

Ogilvy & Mather, New York, received its "biggest single chunk of new billings" in nine years when it was notified Friday (Aug. 1) that it won Menley & James Laboratories \$10 million Contac account (90% of money budgeted in television).

FC&B, Contac's agency for nine years, and winners of creative awards for "Coldiggers" campaign for Contac last year, was notified of brand's imminent departure late in June (BROADCASTING, July 7).

Ogilvy expects to have new campaign ready by Oct. 1. John H. Porter

Week's Headliners



Mr. Antonowsky



Mr. Sonkin



Mr. Avrett



Mr. Kemp

Marvin Antonowsky, VP and director of media research, J. Walter Thompson Co., New York, named to newly created post of VP, research services, ABC-TV. Mr. Antonowsky, who has been with JWT since 1965 and before that with Norman, Craig and Kummel and Kenyon & Eckhardt, reports to Franklin Pierce, VP in charge of planning at ABC-TV. **Paul Sonkin**, director of research at ABC-TV, elected VP, audience measurement, and will report to Mr. Antonowsky. **Seymour Amlen**, associate director of research, made director of program and primary research, ABC-TV.

John G. Avrett, senior VP, Sullivan, Stauffer, Colwell & Bayles, New York, named president of The Marschalk Co. there. Marschalk has been without president since **Richard Bowman** was elected senior VP of parent company, Interpublic, about one year ago. Earlier Mr. Avrett was creative supervisor at Wells, Rich, Greene and VP and creative director of Foote, Cone & Belding.

Frank Kemp, who resigned from Compton Advertising, New York, in June after 30 years of service with agency (BROADCASTING, June 9), joins John F. Murray Advertising Agency, New York, house agency for American Home Products Corp., as senior VP and media director. Mr. Kemp held various media executive posts with Compton and in recent years had been senior VP in charge of media and programming.

William E. Chambers Jr., who resigned as president of Norman, Craig & Kummel in June (BROADCASTING, June 23), has been named executive VP in charge of New York office, Mac Manus, John & Adams. He succeeds **Donald E. Jones**, who returns to corporate headquarters, Bloomfield Hills, Mich., as administrative liaison with branch offices. Mr. Chambers was executive VP and chairman of executive committee at Foote, Cone & Belding before joining NCGK.

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

of Ogilvy & Mather Ltd., London, will transfer to New York as management supervisor on account, and will become director of agency.

Contact billed almost \$9 million in television alone in 1968, company official reported.

Kill anticigarette bill

Anticigarette legislation proposed in California went down drain despite offer of last-minute changes in bill.

California assembly's committee on commerce and public utilities heard proponent of bill offer to change it from outright ban on cigarette advertising to requirement that all advertising contain health warnings about hazards of smoking.

Bill, however, was defeated in com-

mittee even before opponents—broadcasters, publishers, advertising agencies, and tobacco industry—had made their case. Following two-and-half-hour presentation by state senator in support of bill committee member called for immediate vote and killed it.

Many legislators were understood to feel that solution to problem should come at federal level.

All on up side

Ogilvy & Mather International Inc., New York, reported Friday (Aug. 1) gains in net income, fee and commission income, and billings for first six months of 1969, as compared to same period in 1968. Agency said U.S. billings rise was due to new accounts and increased spending by existing clients.

International gain came largely from new accounts.

For six months ended June 30:

	1969	1968
Earned per share	\$1.05	\$0.78
Billings	111,343,444	99,074,603
Fee and commission income	16,989,839	15,368,381
Net income	1,184,478	855,457

Back in service

That errant Atlantic ocean communications satellite is back in service, Communications Satellite Corp. announced Friday (Aug. 1).

Intelstat 3 satellite, which was launched last December, worked well until June 29 when it was found that its despian antenna had ceased functioning. This required Comsat to route trans-Atlantic voice and TV traffic around world via Indian Ocean satellite on Pacific Intelstat 3.

Comsat engineers, however, have been monitoring spacecraft daily and on July 28 found that antenna could be made to move again.

On Friday, Comsat put Intelstat 3 back in service with 132 voice circuits between Andover, Maine, earth station and West Germany, and another 132 circuits between Andover and Cayey, P.R.

At same time, Comsat officials said they were going ahead with scheduled launch of second Intelsat 3 over Atlantic possibly next month (see page 44), even though present one has resumed service. Plan always was, they noted, to have two satellites over Atlantic.

Problem in existing Atlantic satellite, Comsat officials said, apparently was due to fact spacecraft was farthest distance from sun in July, freezing antenna despian mechanism. Now satellite is returning nearer to sun and unlocking antenna.

Seelen named

Appointment of Harry R. Seelen to new post of division vice president, international development and glass operations, RCA, is being announced today (Aug. 4). Mr. Seelen has been with RCA since 1930 in various engineering executive posts.

Net, revenues up

Multimedia Inc., Greenville, S. C.-based group broadcaster and newspaper owner, posted gains in revenues and net income for six months ended June 30:

	1969	1968
Earned per share	\$0.60	\$0.44
Revenues	14,619,202	10,235,237
Pretax income	3,404,986	2,685,196
Net income	1,612,877	1,225,770

Why WMAR-TV, CBS-TV Affiliate in Baltimore, Selected 459 "Films of the 50's and 60's" (246 in Color) including **VOLUMES 12 & 13**

"WMAR-TV has been pre-eminent in the presentation of feature films in the Baltimore market for 21 years. To perpetuate our leadership, we have included Warner Bros.-Seven Arts' features in our million dollar library since they first became available. Our excellent vertical and horizontal scheduling flexibility is based upon Warner Bros.-Seven Arts' features in Volumes 1, 2, 3, 4, 5, 7, 8, 11 and Starlite 2. Volumes 12 and 13, our latest purchase, presented an opportunity to acquire only first-class features without dilution in our movie schedule which includes:



Donald P. Campbell,
Vice President and
General Manager, WMAR-TV

14 WEEKLY LOCAL MOVIES

Channel Two Theatre (Sun.-Thurs.)	11:25 PM
Twilight Movie (Mon.-Fri.)	4:30 PM
Friday's Big Movie	11:30 PM
Big Movie of the Week (Sat.)	11:00 PM
Saturday's Top Movie	5:30 PM
Picture for a Sunday Afternoon	12:00 PM

Represented by Katz Television



WARNER BROS.-SEVEN ARTS

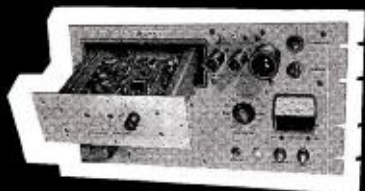
NEW YORK • CHICAGO • DALLAS • LOS ANGELES • TORONTO • LONDON
PARIS • ROME • BARCELONA • SYDNEY • TOKYO • MEXICO CITY



"The bigger they come, the harder they fall"

This old adage could well serve as the only known actuarial table for anyone faced with a lawsuit for libel, slander, piracy, plagiarism, invasion of privacy or copyright violations. But this doesn't mean that small businesses are immune to large damage suits. Large or small, those in the communications industry are considered fair game for anyone with a grievance. How do you protect yourself? With an Employers Special Excess Insurance Policy. Simply decide on the amount you could afford in case of a judgment against you, and we'll cover any excess. For details and rates, write to: Dept. C, EMPLOYERS REINSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta, 34 Peachtree, N.E.

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Datebook®

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

■Indicates first or revised listing.

August

Aug. 4—Deadline for comments on FCC's proposed rulemaking requiring licensees to show nondiscrimination in employment practices.

Aug. 3-5—Summer convention, *Idaho State Broadcasters Association*. Speakers include FCC Commissioner H. Rex Lee. North Shore Motor hotel, Coeur d'Alene.

Aug. 5-7—Hearings before *Senate Communications Subcommittee*, on bill (S. 2004) to prohibit strike applications against existing licensees. Original date was July 15-16. Washington.

Aug. 11—Program on "Mass media—rights of access and reply." during annual meeting of *American Bar Association*. Speakers include FCC Commissioner Kenneth A. Cox; CBS Vice President Richard W. Jencks and *New York Times* Managing Editor Clifton Daniel. Memorial auditorium, Dallas.

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. 18—Deadline for comments on FCC's proposed rulemaking prohibiting stations from recording or broadcasting live telephone conversations unless parties involved are informed beforehand.

Aug. 18—Deadline for reply comments on FCC's proposed rule that would ban radio-TV cigarette advertising. Previous deadline was Aug. 7.

■Aug. 19—Deadline for comments on FCC's inquiry on applications by telephone companies for channel facilities furnished to affiliated CATV systems.

Aug. 20—Deadline for comments on FCC's proposed rulemaking on seven-year retention period for local inspection files of licensees and permittees.

Aug. 20-21 — Meeting, board of directors, *National Cable TV Association*. America hotel, Washington.

Aug. 22—Deadline for comments on FCC's proposed rulemaking on alternative method for indirectly determining power of AM stations.

Aug. 22-24—Annual fall meeting of *West Virginia Association of Broadcasters*. Speakers include Vincent Wasilewski. National Association of Broadcasters president. Greenbrier, White Sulphur Springs.

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

Aug. 26 — Annual stockholders meeting, *Rollins Inc.* Atlanta.

Aug. 28-29—Annual summer meeting of *Arkansas Broadcasters Association*. Velda Rose Towers. Hot Springs.

NAB regional conferences

Oct. 23-24—Palmer House, Chicago.

Oct. 27-28—Statler Hilton, Boston.

Oct. 30-31—Marriott, Atlanta.

Nov. 13-14—Marriott, Dallas.

Nov. 17-18—Brown Palace, Denver.

Nov. 20-21—Sheraton motor inn. Portland, Ore.

Combined workshop-management conference sessions, *Radio Advertising Bureau*
Sept. 3-4—Hilton Inn, Atlanta.
Sept. 10-11—Hotel Pontchartrain, Detroit.
Sept. 29-30—Sheraton Palace, San Francisco.
Oct. 2-3—Marriott motor hotel, Dallas.
Nov. 10-11—Continental Plaza, Chicago.

September

Sept. 2—Deadline for reply comments on FCC's proposed rulemaking prohibiting stations from recording or broadcasting live telephone conversations unless parties involved are informed beforehand of the recording process.

■Sept. 5—New deadline for comments on Part Five of FCC's notice of proposed rulemaking dealing with CATV policy. Previous deadline was Aug. 1.

Sept. 5—Deadline for reply comments on FCC's proposed rulemaking on alternative method for indirectly determining power of AM stations.

Sept. 5—New deadline for reply comments on all portions of FCC's CATV rules except those sections dealing with origination, diversification and reporting requirements. Previous deadline for reply comments was July 2.

Sept. 5—New deadline for reply comments on FCC's further notice of proposed rulemaking issued May 16, in which commission revised certain sections of its earlier proposed rulemaking dealing with CATV policy. Previous deadline for reply comments was July 18.

Sept. 5—Deadline for reply comments on FCC's proposed rulemaking on seven-year retention period for local inspection files of licensees and permittees.

Sept. 5—Deadline for reply comments on FCC's proposed rulemaking requiring licensees to show nondiscrimination in employment practices.

Sept. 6-13—Seminar for broadcast news and editorial directors on *Urban Affairs and Media Opportunities*, Stanford University, Stanford, Calif. For information contact Jules Dundes, Redwood Hall, Stanford, University, Stanford 94305.

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

Sept. 11-13—Annual fall convention of *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.

Sept. 11-13—Annual fall meeting of *Minnesota Broadcasters Association*. Holiday Inn, Duluth.

Sept. 12-14—Annual fall meeting of *Maine Broadcasters Association*. Sebasco Lodge, Sebasco Estates.

Sept. 16-18—Annual conference, *Institute of Broadcasting Financial Management*. Hilton Inn, San Diego.

Sept. 17-19—Fall convention of *Michigan Association of Broadcasters*. Boyne Highlands, Harbor Springs.

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

Sept. 23—FCC newsmaker luncheon, *International Radio & Television Society*. Waldorf-Astoria, New York.

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

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Cigarette aftermath

EDITOR: A quick note to commend you for your editorial, "\$220 Million up in Smoke," in the July 28 issue. It tells the sad story of what happened to broadcasters in a few well-chosen words. We simply had the rug pulled out from under us, unceremoniously.

As for the charge by my good friend, Charlie Crutchfield, that the National Association of Broadcasters' action was a "gutless overreaction, spawned in a climate of fear," I might call Charlie's attention to an old truism that when rape is inevitable, there ain't much left to do but enjoy it.—*Harold Essex, president, WSJS-AM-FM-TV Winston-Salem, N. C., chairman, NAB television board.*

Says the ball was fumbled

EDITOR: In my opinion, it's a tragedy when we capitulate to a few crusading do-gooders and senators and congressmen who demand an end to broadcast advertising of a legal product (as is the case with cigarettes). And it's even more a tragedy when we, as individual broadcasters and as an association, join in the call to eliminate such advertising (as did the National Association of Broadcasters radio and TV boards and code boards). The fact that these boards were trying to delay the elimination of cigarette advertising, knowing there would be further demands for an immediate end to such advertising, does not make our situation any stronger. Our position is indefensible, supposedly acting in the public interest in agreeing to eventually give up cigarette advertising, but delaying that day so we can have the profits of cigarette advertising for a little longer. If cigarette advertising will be contrary to the public interest in 1973, it seems to me it's contrary to the public interest in 1969. (The matter is academic now, since the tobacco companies decided to "dump broadcasting.")

And it seems inconsistent that following this action by the NAB boards, the NAB legal counsel files comments with the FCC saying the commission does not have authority "to ban non-deceptive and otherwise lawful advertising" . . . and that the public-interest standard "provides no authority for the commission to ban any broadcast material, including commercials, in the absence of any specific congressional authority."

And if cigarette advertising is banned from broadcasting, how many

other products which may be dangerous or harmful will be banned within a short time? And how long will it be before advertising of these products is also prohibited in newspapers, magazines, and other media?

No, the answer isn't to give in or to stall. The answer is to stand up and speak up for broadcasting, for advertising, for our rights and for our free enterprise system.—*Art Grunewald (KSON Henderson, Ky.), president, Kentucky Broadcasters Association.*

No bananas

EDITOR: The respect which I have always had for your publication has been diminished by the nature of your attack on FCC Commissioners Nicholas Johnson and Kenneth A. Cox. Your disagreement with their views should be shown by clear and convincing counter-arguments, not by name-calling (e.g. use of "top banana" and "second banana" in your "Even a Crumb" editorial, July 14) or reference to them as "the forces for destruction of commercial broadcasting."—*Charles Rutkin, attorney, Beverly Hills, Calif.*

Lightning struck

EDITOR: I think the Sid Hix cartoon in the July 7 BROADCASTING was one of the best you have published. If possible, we would like to have the original of the cartoon.—*Ron Joseph, manager, WLGW-WJJS-FM Lynchburg, Va.* (Cartoon has been sent)



"He kept tuning out Billy Graham . . . Last night it was struck by lightning!"

'Give us a chance'

EDITOR: Radio-TV employers want people with experience. This I can understand, yet broadcasters should realize that students majoring in broadcasting in colleges and universities are getting practical experience in actual broadcast situations. Give us a chance to display talents learned in four years of college.—*Dennis Hanovich, University of Texas graduate, 4010 Falkirk Lane, Houston.*

BROADCASTING PUBLICATIONS INC.
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Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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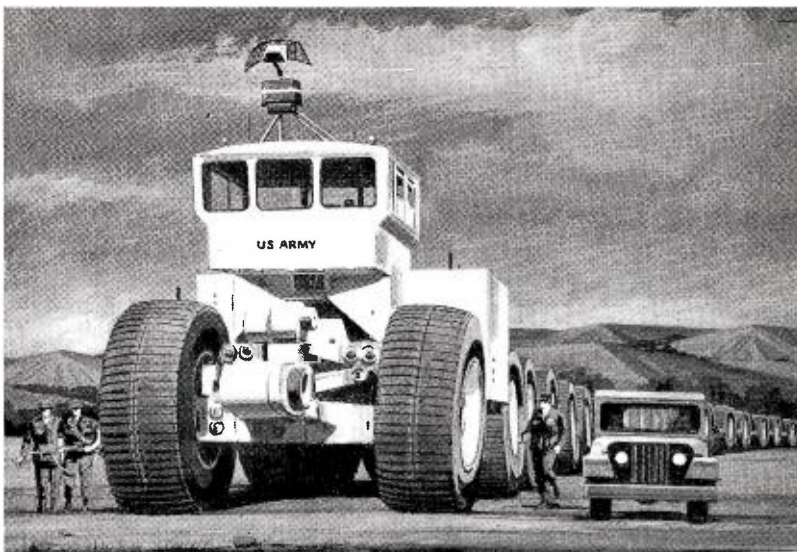
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YOU MAY NEVER SEE A 450 TON TRUCK*

BUT . . . in Greater Western Michigan you'll see WKZO outpull them all.



WKZO's primary service area covers virtually three times as many Ford, Chevrolet and Plymouth dealers as the next-largest station.

With more than 3 times as many Ford, Chevy and Plymouth dealers in our primary area as compared to the No. 2 station, WKZO has the horsepower to speed up sales for you in Greater Western Michigan.

Your Avery-Knodel man can put you in the driver's seat with more car sales with WKZO.

*The Army's 572-foot long overland train can carry a 168 ton payload.

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 WKZO KALAMAZOO-ARTICLE CREAM
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Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

SUBSCRIBER SERVICE

1 year \$10

2 years \$17

3 years \$25

Canada Add \$2 Per Year
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1969 Yearbook \$11.50
 January Publication

Name _____ Position _____

Company _____

Business Address
 Home Address

City _____ State _____ Zip _____

Payment enclosed
 Bill me

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

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

Miller & Rhoads targets customers with radio

Market segmentation, or zeroing in on a specific consumer group, is one of the most effective means of increasing the value of each advertising dollar.

Advertisers are more aware than ever of the value of demographics. They are learning to break down the vast majority into smaller, specific target audiences to achieve greater advertising success.

We have found that an excellent medium for achieving market segmentation is radio. The very nature of radio encourages this segmentation. Radio stations have become oriented towards specific audiences. Reaching any station's audience becomes a matter of gearing advertising to the mood and interests of that audience.

Radio seems to be a prime medium for young people. They are a good example of a segmented market group that can be reached efficiently through radio.

We solved the problem of reaching specific market groups with the solution to another advertising dilemma—department store promotion—and achieved a highly successful advertising program for one of our clients, a department store chain operating throughout the Commonwealth of Virginia.

The history of department store broadcast advertising is fairly well known. It has been much the same as print advertising—strictly product selling on a price basis. Little attention has been paid to the correlation between the audience desired and the audience actually reached. There has been almost a total lack of store image presented through the advertising.

The future of department store advertising in radio and TV today appears most promising. The trend seems to be toward more identifiable image or mood advertising along with the traditional product selling, both aimed at specific market groups.

With a positive image, top quality merchandise, cooperative employees and pleasant surroundings, a department store can attract customers regardless of the sale items of any given day. Short-term product selling and long-term image building in combination, I believe, is essential.

The combination has worked very effectively in the Richmond area for Miller & Rhoads, the largest chain of

top quality department stores in the state of Virginia. With 13 stores across the state, the company is a division of Garfinckel, Brooks Bros., Miller & Rhoads Inc.

A few years ago Miller & Rhoads' advertising was restricted largely to newspapers with only a limited amount of broadcast. About three years ago we began an intensive campaign over the adult "easy listening" station, WRVA, Richmond, Va. We made sure our commercials also were "easy listening." The music matched the music of the station and the copy stressed image. The heavy and consistent schedule achieved the adult image Miller & Rhoads desired.

Miller & Rhoads since then has progressively developed the segmented markets, outlining the age groups and economic levels it wanted to attract. This was easily accomplished since Miller & Rhoads has departments catering to every age and need. Planning started at the buyer's level now could be translated to clear goals and a clearly defined audience. In turn our radio program could be tailored to target audiences.

One of our target audiences was the teen-age and young-adult market. We began advertising heavily on WLEE, Richmond and coordinated in-store merchandising. Results were immediate. Young members of our staff had a chance to write and produce material for themselves and their emotional identity was an important ingredient.

Our third area of concentration is the Negro market via WENZ, Richmond. We have moved away from the tradi-

tional sale and budget-item advertising on this vehicle and now advertise all Miller & Rhoads product lines as well as store image. A fast approaching next step is the use of pure "soul" image commercials to fit the mood of the station and its audience.

Rather than skim the top of the entire Richmond listenership, we have found it more effective to use three of the ten AM stations on a regular year-round schedule with additional spots to support important events. We at Csaky & Warlick are strong believers in sustained schedules aimed at target audiences instead of the in-and-out method. As a result Miller & Rhoads has become one of the leading broadcast advertisers in Richmond.

The variety in sound we have achieved is largely the result of efforts by Pepper & Tanner Inc., Memphis, producer of the commercials, which has developed highly diversified sounds for our various market concentrations. The spots also are versatile, not only in radio, but for television as well. They are designed so that a portion or all can stand as the audio portion of the TV spots, with the visual part having been added later.

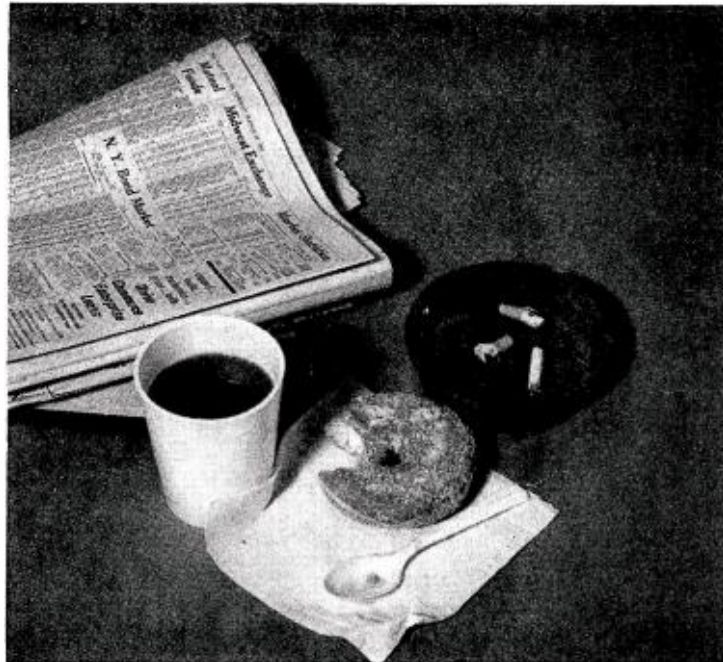
While this backwards approach in TV may be somewhat unconventional—usually the storyboard comes first, followed by the audio part—it has worked well and reduces costs in certain instances.

We have applied our market philosophy for other clients as well. Each time we have found that market segmentation is the key to successful radio—and TV—advertising.



T. Jack Csaky is president of the newly established agency, Csaky & Warlick Advertising Inc. Prior to June 1 the agency was the Richmond, Va., branch office of Liller, Neal, Battle & Lindsey Inc., Atlanta. Mr. Csaky, a native of Hungary, immigrated to the U.S. in 1950. He is a graduate of Richmond Professional Institute and has been an instructor of advertising and marketing there for four years. Mr. Csaky has specialized in advertising in the radio and television media since 1959.

**Ben Levesque automated coffee breaks,
lunch hours and vacations.**



He bought a Gates automatic tape control system.

"Our Gates Automatic Tape Control System does the work of two people. We just tell it what to do and when. It automates programs for 4, 8, 12 hours or more and joins the CBC Network," says Ben Levesque, President, CHRL-AM, Roberval, Quebec, Canada.

A Gates Automatic Tape Control System does the work of two people because it handles all commercial announcements. Switches from tape reels to live announcers to tape cartridges. Even logs time,

"And because it never takes a break, we get continuous programming, automatically," adds Ben, "and this saves us time and money."

Want details and costs for your particular programming?
Write Gates, Automatic Tape Control Division, 1107 East Croxton Ave.,
Bloomington, Illinois 61701, U.S.A. Or call (309) 829-7006.
Ben Levesque did!



**HARRIS
INTERTYPE
CORPORATION**

GATES
Automatic Tape Control Division



Like to see an hour of filthy movies?

Lots of people in our area thought air and water pollution were problems only in New York, Chicago, and Detroit. But it hurts here, too, and we decided to show and tell it like it really is, right around home. It was a dirty, messy job for our crew, and unpleasant viewing for our audiences . . . but sometimes that's the only way to get people excited enough to DO something. And they are! Communicana Group viewers are action people! Call Blair today.

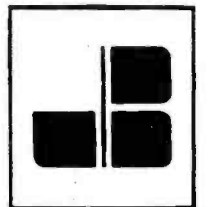
WSJV-TV

SOUTH BEND-**28** ABC
ELKHART

The Communicana Group also includes WKJG-TV, AM and FM, Ft. Wayne; WTRC and WFIM (FM), Elkhart; and *The Elkhart Truth* (Newspaper)

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP

THE COMMUNICANA GROUP
INDIANA COMMUNICATORS

BLAIR TELEVISION

What happens when cigarettes go?

Television networks begin talking of economies as salesmen comb new lists; radio in less trouble

Broadcasters began last week to turn to the job of picking up the pieces from the worst billings disaster in advertising history: the imminent loss of close to \$220 million in cigarette revenues in one swoop.

They were still dazed but beginning to recover from the shock of the tobacco industry's announced plan to terminate all of its cigarette advertising on television and radio in September 1970, if not earlier (BROADCASTING, July 28).

Just how they would go about making up the lost business, representing about 7% of their revenues, was still not clear. But they were making analyses, assembling ideas and beginning to show more confidence that they could do it—in time.

In television, harder hit, there were estimates that advertising revenues might be returned to their old levels—the levels reached immediately before the cigarette cutoff occurs—within one or two years after the cutoff date. But it was also noted that in another sense neither television nor radio will ever really compensate for the loss because, no matter how high billings rise, they would always have been higher if cigarettes had stayed.

Though some of the initial frenzy had dissipated in the week since the tobacco industry's announcement, nobody was pretending that recouping the lost billings would not be difficult, would not obviously slow broadcasting's growth rate, would not dislocate profit-and-loss positions—and perhaps price structures as well—or would not take time.

Although no blueprints had been drawn or were apt to be for some time, the consensus was that the TV loss—representing about \$148 million or 9.5% of network revenues and \$49 million or 3.8% of spot billings—would be attacked both frontally and from the flanks: through stepped-up drives to find new advertisers and win bigger budgets from current ones, and through the initiation of economies that may cover a wide range.

Among economies most generally

considered available to the TV networks were these:

- Reduction in program hours, especially in prime time. Indications were that this appeals more to ABC-TV than to CBS-TV or NBC-TV, but at one or more networks it would be achieved in several ways: temporary or long-term suspension of network programming from, say 7:30 to 8 p.m. (EDT) and/or from 10 or 10:30 p.m. to 11; by starting Sunday-evening programming at 7:30, as on other nights, rather than at 7, as now; or, as ABC authorities have considered in the past, by moving early-evening news into prime time and thus

cutting entertainment program inventory a half-hour a night.

(Another alternative mentioned, though generally considered to have more drawbacks than the others, was to recognize that affiliates do schedule local movies in prime time and give them two hours a week for this purpose.)

- By attempting to renegotiate network-affiliation contracts to reduce station-compensation payments, especially for prime-time programming. Network officials denied they have any present plan to undertake renegotiation, but two—at different networks—mentioned

How stocks dropped after cigarette news

Broadcasting stocks skidded sharply when word of the planned withdrawal of cigarette advertising broke in the middle of an already declining stock market. The extent of the slide in the two-week period from July 17, before the announcement, is charted for a selected group of stocks in the table below.

The first sign of a turnaround for

the stocks as a group came last Thursday (July 31), when the market as a whole also rebounded.

In addition to July 17 prices, which represent a form of index to measure subsequent performances, the table shows the closing prices on the date of the announcement (Tuesday, July 22), where they stood at closing two days later and at the end of the week (July 25), and where they were at the beginning and middle of last week as well as their position at Thursday's closing.

Broadcasting	July 17	July 22	July 24	July 25	July 28	July 30	July 31
ABC	63½	60½	57½	56½	52½	51½	51½
Capital Cities	32½	31½	30½	29½	27	26½	29
CBS	53	50½	47½	47½	44½	43½	45½
Corinthian	24½	22½	23	22½	22	21½	21½
Cox	41½	40½	40	40	38½	37½	38½
Gross Telecasting	18½	18	17½	17½	16½	16½	15½
Metromedia	21½	21½	20½	20½	19½	18½	19½
Pacific & Southern	16	16½	16	15½	15½	14½	14½
Reeves Telecom	17½	17½	15½	15½	14½	14½	15½
Scripps-Howard	24½	24½	24	24	24	22½	21
Sonderling	37½	36½	35½	35½	33½	32	32
Taft	37½	36½	34½	34½	32½	28½	29½
Broadcasting with other major interests							
Avco	26½	25½	25½	25½	25	23½	24½
Bartell Media	11½	11	10½	10½	10	9½	9½
Boston Herald-Traveler	30	30	NA	30	30	30	27
Cowles Communication	11½	10½	10	10½	10½	10½	11½
Gannett	36	35½	35½	35	33	33	34½
General Tire	20	19½	19	18½	18½	18½	18½
LIN	9½	9	8½	8½	7½	7½	8
Meredith Corp.	37½	35	35½	34½	34½	35	35½
Rollins	34½	35½	34½	34½	32½	32½	34
Storer	30½	27	25	25	25½	27½	28½
Time Inc.	41½	40½	40	38½	37	38	39½
Rust Craft	28	28	27	NA	26½	26	26

this course as one that is available if not actually under study now.

■ By seeking less expensive programming. This could include replacing some current programs that have big ratings but that also have costs so high that profits are minimal or nonexistent. Other approaches might be to develop new, less costly forms of programming and to trim production costs of current programs wherever possible.

■ By cutting back on news and public affairs programming. Officials of all three networks had two views on this: They felt that hard-news coverage could not be sharply curtailed and that in the current Washington regulatory climate it would be foolish for either networks or stations to downgrade news or public affairs significantly; but they also felt that managements inevitably will ask whether the current high levels of commitment to this form of programming can be maintained.

■ By reducing further the ratio of originals to re-runs. Officials at none of the networks thought this likely, however. Where most series once produced 39 original episodes a year, most now produce 26 or 24, allowing for pre-emptions in some periods and re-runs in the rest.

■ By effecting operating economies familiar to all companies in times of economic trouble: realigning procedures, letting people go, not replacing those who leave, etc.

Many of the options open to the networks are also available to stations, though the problem for the latter was generally regarded as less pressing than for the networks because cigarettes, as a share of total business, are less than half as important to spot TV than to network.

Similarly, radio was generally regarded as facing a relatively smaller problem of adjustment because cigarettes have cut back on radio. In 1968 they represented about \$20 million, or 5% of radio's national revenues—which in turn contributed only a little over one-third of radio's total billings. Thus a 3% increase in local radio sales would offset the cigarette loss.

This does not mean that anyone felt that any level of broadcasting would get by without feeling the pinch—and some severely. It was regarded, rather, as a matter of degree. And the degree was considered apt to get much worse for stations if, as some feared, the networks should not only fight among themselves for replacement business but start raiding spot.

To a considerable degree, advertising agencies heavy in cigarette billings face the same problem. None seriously thought that all of the cigarette money would be diverted to other media. Rather, much if not most of it was regarded as destined to show up in the manufac-

turers' corporate profit columns.

Thus these agencies must find new clients—or bigger ways to spend current clients' money — or face billings cut-backs that will range into the millions (see story page 24).

Station reps, too, must find new and bigger sources to keep their own billings up, but the initial reaction of major reps has tended to be on the optimistic side (BROADCASTING, July 28).

The extent of the damage, it was agreed, will depend to a great extent on the timing of the cigarette departure.

The National Association of Broadcasters had hoped for a gradual phase-out that would see the last cigarette advertising leave the air by Sept. 1, 1973 (BROADCASTING, July 14).

But the tobacco industry destroyed that hope—and put a lot of broadcast noses out of joint—when Joseph F. Cullman III, chairman of Philip Morris Inc. and of the executive committee of the Tobacco Institute, told the Senate Consumer Subcommittee that cigarette companies would pull out in September 1970 if Congress gives them antitrust protection against such a move. And, he added, the pull-out would occur as early as Jan. 1, 1970, "if the broadcast industry will simultaneously terminate" all cigarette advertising contracts.

The chances of getting congressional immunity against antitrust action seemed a good bit more likely last week than getting agreement on earlier termination "simultaneously" by a system composed of more than 4,250 AM, 2,000 FM and 680 TV stations.

Senator Frank E. Moss (D-Utah), chairman of the subcommittee probing the cigarette-advertising controversy, planned to write the TV networks asking whether they would agree to let tobacco advertisers out of their contracts early. But Senator Moss's letter had not been received late last week, and network officials declined to say how they might respond to it when it arrives. Some said they had not decided. But all made clear that they needed—and would try to get—as much time as possible to minimize the disruption and dislocations.

It also was noted that several companies have new cigarette brands on or poised for the market and will want to keep TV-radio weight behind them for as long as possible to get them established before broadcast advertising has to be abandoned. One company, Reynolds Tobacco, last week launched its second new brand in less than two months (story page 25).

In assessing the areas of probable damage from the tobacco companies' move, broadcasting and agency executives tended to feel that the greatest harm would befall, as one put it, "the weakest network, the weakest stations, the weakest markets."

Without cigarette ads these spots will be open

At least 3,820 minutes will be up for grabs on the three television networks when cigarette advertisers pull out of broadcasting (see pages, 19, 24).

A compilation of the number of minutes ordered by each of the cigarette companies for the season starting in September and continuing for 52 weeks was prepared by BROADCASTING last week from data obtained from various sources. In all cases the figures represent the number of cigarette minutes for the full 52-week period since virtually all cigarette business is placed, according to the networks, on a full-year basis (though some orders allow for changes as the season progresses).

Covered in the listing are all regularly scheduled programs, such as prime-time shows, late-night programming and early evening shows. There is very little cigarette business carried on the networks in daytime periods. Sports and specials are not included.

In the compilation, NBC and CBS have most of the cigarette minutes—NBC has 1,653 and CBS 1,595. ABC has the fewest—a total of 572.

NBC

Sunday: *Bonanza*, 9-10, R. J. Reynolds (Wm. Esty) 78.

Monday: *Laugh-In*, 8-9, American Tobacco (BBDO) 52; Brown & Williamson (Post-Keyes-Gardner) 52.

The consensus supported this view on the theory that existing advertisers would rush to snap up the cigarette spots—almost uniformly among the choicest available—on the stronger networks and stations, giving up somewhat less desirable positions for others to move into, and that this trading-up process would go on until, in the end, the availabilities going begging would for the most part be those on weaker stations and networks.

So far as it applied to networks, however, the theory was challenged sharply by ABC-TV. Officials there did not deny that ABC ranks third, but they contended vigorously that ABC is in a better position than the others because it has substantially less cigarette business to lose—not much more than a third as much cigarette time as either CBS-TV or NBC-TV.

In addition, they argued, ABC has no cigarette business in daytime, "where the money is made," and very little in sports, so that whatever dislocation occurs will be primarily concentrated in evening hours. They agreed there undoubtedly will be some dislocation "but

Monday Night at the Movies, 9-11, American Tobacco (BBDO) 52; P. Lorillard (Benton & Bowles) 52; Reynolds (Esty) 18.

Tuesday: *Debbie Reynolds Show*, 8-8:30, American Tobacco (BBDO) 78. *Tuesday Night at the Movies*, 9-11, American Tobacco (BBDO) 40; Lorillard (B&B) 40; Reynolds (Esty) 17.

Wednesday: *The Virginian*, 7:30-9, Lorillard (B&B) 26. *Then Came Bronson*, 10-11, American Tobacco (BBDO) 26; Lorillard (B&B) 26; Brown & Williamson (PKG) 52.

Thursday: *Daniel Boone*, 7:30-8:30, Brown & Williamson (PKG) 52. *Ironside*, 8:30-9:30, American Tobacco (BBDO) 52; Brown & Williamson (PKG) 52. *Dragnet*, 9:30-10, Reynolds (Esty) 52. *Dean Martin*, 10-11, Reynolds (Esty) 52; Lorillard (PKG) 52.

Friday: *The High Chaparral*, 7:30-8:30, Brown & Williamson (PKG) 52. *The Name of the Game*, 8:30-10, Reynolds (Esty) 104; American Tobacco (BBDO) 26; Lorillard (B&B) 26. *Bracken's World*, 10-11, Brown & Williamson (PKG) 52; Reynolds (Esty) 52.

Saturday: *Andy Williams Show*, 7:30-8:30, American Tobacco (BBDO) 26; Lorillard (B&B) 26. *Adam 12*, 8:30-9, American Tobacco (BBDO) 26. *Saturday Night at the Movies*, 9-11, American (BBDO); 52; Lorillard B&B 52; Reynolds (Esty) 17.

Huntley-Brinkley Report, Mon.-Sat., 6:30-7 p.m., American Tobacco (BBDO) 130; Lorillard (PKG) 65.

The Tonight Show starring Johnny Carson, Mon.-Sat., 11:30 p.m.-1 a.m., R. J. Reynolds (Esty) 26.

CBS

Sunday: *The Leslie Uggams Show*, 9-10, Brown & Williamson (Bates) 51; P. Lorillard (Benton & Bowles) 1. *Mission Impossible*, 10-11, Philip Morris (unassigned) 78.

Monday: *Gunsmoke*, 7:30-8:30, Brown & Williamson (Bates) 52; Lorillard (Grey) 26. *Mayberry R.F.D.*, 9-9:30, Philip Morris (unassigned) 78. *Carol Burnett*, 10-11, R. J. Reynolds (Wm. Esty) 51; Lorillard (B&B) 26.

Tuesday: *Lancer*, 7:30-8:30, Brown & Williamson (Bates) 49; Lorillard (B&B) 25. *The Governor & J. J.*, 9:30-10, Philip Morris (unassigned) 78.

Wednesday: *Medical Center*, 9-10, Brown & Williamson (Bates) 51. *Hawaii Five-O*, 10-11, Reynolds (Esty) 52; Liggett & Myers (Young & Rubicam) 27.

Thursday: *The Jim Nabors Hour*, 8-9, Philip Morris (Unassigned) 77. *Thursday Night Movies*, 9-11, Philip Morris (unassigned) 52; American Tobacco (BBDO) 52; Reynolds (Esty) 6.

Friday: *Friday Night Movies*, 9-11, American Tobacco (BBDO) 52; Reynolds (Esty) 7; Brown & Williamson (Bates) 12; Lorillard (B&B) 13.

Saturday: *Green Acres*, 9-9:30, Philip Morris (unassigned) 78. *Petticoat Junction*, 9:30-10, Reynolds (Esty) 26. *Mannix*, 10-11, Brown & Williamson (Bates) 51; Reynolds (Esty) 51.

Merv Griffin Show, 11 p.m.-1 a.m., Mon.-Sat., Philip Morris (unassigned) 155; Lorillard (Grey) 6.

CBS Evening News Reports, 6:30-7 p.m. Daily, Philip Morris (unassigned) 156; Lorillard (B&B) 104; Reynolds (Esty) 52.

ABC

Sunday: *Sunday Movie*, 9-11, R. J. Reynolds (Wm. Esty) 26; Liggett & Myers (Young & Rubicam) 26; American Tobacco (BBDO) 52.

Monday: *The Survivors* 9-10, American Tobacco (BBDO) 52; Reynolds (Esty) 52.

Tuesday: *Movie of the Week*, 8:30-10, Liggett & Myers (Y&R) 52; Reynolds (Esty) 26. *Marcus Welby, M.D.*, 10-11, Brown & Williamson (Ted Bates & Co.) 52.

Wednesday: *Wednesday Movie*, 9-11, American Tobacco (BBDO) 52; Liggett & Myers (Y&R) 26; Reynolds (Esty) 26.

Thursday: *Tom Jones*, 9-10, American Tobacco (BBDO) 52. *It Takes a Thief*, 10-11, Liggett & Myers 26.

Saturday: *Newlywed Game*, 8-8:30, American Tobacco (BBDO) 52.

not," as one said, "as much as the wailers are saying."

A compilation of cigarette business signed by the three TV networks for the upcoming season bore out ABC's contention that it has much less cigarette time to lose: of more than 3,800 commercial minutes set for regularly scheduled programs, ABC has 572 to NBC's 1,653 and CBS's 1,595 (for listing of programs and cigarette minutes in each, see page 20).

Whatever the extent of trading-up and trading-around when the cigarette positions become available, broadcasters still face the need of finding new customers.

One field being studied with optimism by networks and stations alike is retail. Big chains such as Sears, Roebuck, J. C. Penney and Montgomery Ward are not only moving deeply into spot and local TV and radio, but are showing more and more interest in network.

A relatively new field for TV—one that some sources see as a \$20 million to \$25 million new market for television—is feminine-hygiene products,

recently taken off the banned list of the television code.

Whether it was related to the impending loss of cigarette business could not be ascertained, but CBS-TV authorities confirmed last week that they had agreed to accept advertising for Alberto-Culver's FDS feminine-hygiene product on a selective basis.

ABC authorities said this reversal of CBS-TV's position would force them to re-think their own rejection of such advertising. It could also cause reconsideration at NBC-TV, which accepted some feminine-product advertising, including FDS, but has since decided to stop when current contracts expire.

In spot, aside from the retail surge, reps and stations see the promise of important new clients being developed among the suppliers of retailers as well as among suppliers and retailers working together.

The Station Representatives Association for the past year and a half has been promoting spot TV and radio tests by major fiber companies, soft-goods manufacturers and similar suppliers through the the diversion of co-op ad-

vertising money—primarily from print—to spot advertising carrying the name of the local dealer at the end. The project is credited with bringing a growing number of new advertisers into TV and radio on a significant scale.

In addition to the SRA program and the continuing efforts of the Television Bureau of Advertising and the Radio Advertising Bureau at all advertising levels, individual reps plan to step up new-business efforts that in many cases are already substantial.

As for the TV networks, they're set to scramble as always but say they don't expect to advance their selling seasons. They normally hit the streets in February or March—as soon as their fall program schedules are set—and say that's the target next time around, too.

For the most part they took the position that on the sales side they could not do much before then. Other sources speculated, however, that the big cigarette agencies were not likely to wait that long to begin jockeying into position for trade-up rights for other major clients.

“The new David Frost rare beefsteak in a

“Want to know a secret? . . .
I never told that to anybody before.”

“A few people can start a war,
but it takes everyone to stop one.”

“I am probably
the only living American,
black or white,
who just doesn't give
a damn.”

“I was on a college
tour, not long ago,
stopped at a filling
station. Had my
long limousine—
you know I pulled
through and I travel
with it because a
lot of times I don't
like to fly. And the
fellow came out and
he said, What might
I give you boy?”

“The most exciting
and dramatic thing in life,
is war.”

“My favorite leading lady . . .
Audrey Hepburn and Richard Burton.”

“The first time I acted, I was three years old,
and I was doing a play in church . . .
I was a shepherd.”



dialogues are like marshmallow sundae world."

CECIL SMITH, LOS ANGELES TIMES



David Frost is famous for getting provocative statements from his guests. His new show has also inspired some pretty provocative statements from his critics!

"Frost has already established himself as one of the most literate and intelligent entertainers in the talk-show field ... with ratings in New York about equal to the Merv Griffin show at its peak."

NEWSWEEK

"He's funny, for one thing... More-over, he enjoys himself hugely and laughs at other people as well. All to the good. It's as an interviewer, though, that he really comes into his own... If television serves as an invitation into one's home, I can tell you who I'd like to see visit me... David Frost, that's' who."

TED HOLMBERG,
PROVIDENCE JOURNAL

"His relentless questioning of Adam Clayton Powell kept that controversial figure on a continuous hot seat. Obviously Frost comes well-prepared for each interview and to this research and knowledge, he lends a quick wit."

ANTHONY LA CAMERA,
RECORD AMERICAN, BOSTON

"When Frost is running a panel or interviewing a celebrity, such as Monday evening's Prince Charles, he is superb."

WOMEN'S WEAR DAILY

"Frost comes mighty close to being a perfect interviewer. He thinks fast, he turns aside wrath with either a laugh or another piercing question. Best of all, he listens... One of the most delightful long chats of recent TV history was that between Frost and Arthur Godfrey."

ALAN BRANIGAN,
THE EVENING NEWS, NEWARK

"His conversations with Ed Sullivan, Prince Charles and Rep. Adam Clayton Powell ranged in tone from warm to waspish, but were always informed with intelligence and humor."

CLIFFORD A. RIDLEY,
THE NATIONAL OBSERVER

"Some of the most provocative conversation the tube is giving us at the moment."

LOU CEDRONE,
THE EVENING SUN, BALTIMORE

"He should, I feel, become one of the real sensational new shows on television."

BOB FOSTER, SAN MATEO TIMES

"May be the most resourceful of all the currently employed talk-variety front men. He's a first-class standup satirist and raconteur with excellent timing and a rich sense of the absurd; an alert, witty, well informed conversationalist; a superb, deceptively subtle interviewer, and when the occasion demands—as apparently it frequently will on this show—a playful but tough-minded provocateur who delights in involving himself, his guests and the entire studio audience in uproarious and/or stimulating controversy."

JERRY COFFEY,
FORT WORTH STAR-TELEGRAM

"There is a crackling good quality about Frost's approach to people..."

BOB WILLIAMS, NEW YORK POST

"With three sets of major interviews behind him, David has already out-pointed and forged ahead of the Carson, Bishop, Griffin, Allen, Ludden, Cavett coterie.... David Frost is a heavyweight."

DWIGHT NEWTON,
SAN FRANCISCO EXAMINER

The David Frost Show

Already sold to TV stations in 60 markets across America.

GROUP PRODUCTIONS GROUP
W PRODUCTIONS W PROGRAM SALES
WESTINGHOUSE BROADCASTING COMPANY

Cigarette agencies wait for the word

They're divided in guessing whether broadcast billings will be salvaged or lost

The bulk of the \$220 million in radio-TV cigarette billing is handled by an elite group of about a dozen advertising agencies.

A sampling of executives of these agencies—or those willing to talk about their accounts—indicated last week that for the most part they were nearly as uncertain as the broadcasters as to how drastic an effect the departure of a substantial portion of this billing will have on their operations.

Most agency executives appeared confident because of the size of their agency's over-all billing. But there is the atypical case in which cigarettes may account for as high as 30-to-40% of an agency's total billing. This seemingly is the position of William Esty Co.

Though Esty officials did not make themselves available for comment, it is known the agency derives a sizable portion of its billing, and income, from R. J. Reynolds Tobacco Co. Reynolds last year spent an estimated \$47.5 million in television (spot and network) for three of its cigarette brands, Winston, Salem and its new Doral. (Doral spent only \$6,800 in spot last year in test markets, none in network, but this year it is heavily involved in TV as a brand newly introduced nationally.) All of this billing is handled by Esty. Dancer-Fitzgerald-Sample has Reynolds's other cigarette business—Camel, which spent over \$9.2 million last year in TV, and the new Embra (see story page 25).

The biggest chunks of cigarette business in broadcasting are placed, apart from Esty and D-F-S, by these agencies:

BBDO is agency of record on all American Brands' (formerly American Tobacco Co.) radio-TV placement. According to estimates of the Television Bureau of Advertising and Broadcast Advertisers Reports, American last year spent about \$44 million in spot and network TV. BBDO handles Tareyton and is agency of record for Lucky Strike, Pall Mall and Silva Thins which are handled respectively by Tatham-Laird; Sullivan, Stauffer, Colwell & Bayles, and Norman, Craig & Kummel.

Leo Burnett Co. places most of Philip Morris's brands. Philip Morris, Virginia Slims, Marlboro, Parliament and Alpine, all handled by Burnett, accounted for \$21.7 million in network

and spot television last year. Another substantial slice of PM business is with Wells, Rich, Greene, which has Benson & Hedges—an estimated \$7.7 million in broadcast.

Ted Bates and Co. and Post-Keyes-Gardner have Brown & Williamson business; Bates last year accounted for nearly \$20 million of TV placement for Kools and Viceroy. P-K-G's billing from TV comes to around \$8 million for Raleigh and Belair.

Foote, Cone & Belding and Grey Advertising between them place most of Lorillard's expenditures on TV. FC&B handles True and was named last week to handle Kent (story page 26); the two brands account for approximately \$13.5 million in television. Grey has Newport (acquired this year from Lennen & Newell), Old Gold and Spring, which amount to about \$9.2 million in TV.

J. Walter Thompson Co., the biggest agency of all in both total and broadcast billing, has what in its terms might be judged "nominal" cigarette business—the Chesterfield and Lark brands which last year spent \$5.6 million in TV.

Cigarette advertising tapered off last year

The downward trend in cigarette advertising on television is charted in these figures on 1967 and 1968 expenditures by the big-six tobacco manufacturers. Only one—American Tobacco—boosted its TV budget in 1968, and as a group their TV expenditures dropped from \$216,221,200 to \$190,980,700 (spot slipped from \$46,090,100 to \$43,374,800, network from \$170,131,100 to \$147,505,900).

	1967	1968
AMERICAN TOBACCO		
Spot TV	14,564,700	19,007,200
Network	26,404,500	26,021,900
Total	40,969,200	45,029,100
BRITISH AMERICAN		
Spot TV	7,924,800	4,745,400
Network	24,602,800	23,069,200
Total	32,527,600	27,814,600
LIGGETT & MYERS		
Spot TV	4,863,000	2,362,100
Network	19,910,600	12,651,700
Total	24,773,600	15,013,800
P. LORILLARD		
Spot TV	2,777,400	2,705,200
Network	30,183,700	20,392,000
Total	32,961,100	23,097,200
PHILIP MORRIS		
Spot TV	8,870,200	6,821,500
Network	24,245,300	22,835,900
Total	33,117,500	29,657,400
R. J. REYNOLDS		
Spot TV	7,088,000	7,833,400
Network	44,784,200	42,535,200
Total	51,872,200	50,368,600

SOURCE: Spot TV, LNA/Rorabaugh
Network: TVB/Rorabaugh

Young & Rubicam, also an agency that is giant in size, has the other Liggett & Myers business—the L&M line that it acquired this year from Compton. These brands spent \$9.2 million in network and spot TV last year.

A sampling of the leading agencies with cigarette accounts:

The media director of an agency with several brands said the agency did not expect to lose much billing, because he felt that over-all spending would remain "relatively high," with a large portion (but not all) of expenditures diverted to other media. He doubted there would have to be any reduction in staff, pointing out the agency had planned on a cut-back or elimination of TV-radio advertising when it accepted the account some months ago. He said the agency planned to emphasize couponing.

A spokesman for Young & Rubicam, which only recently obtained the L&M cigarette account from Compton, said: "It's too early to tell" what the effect may be. He pointed out that the timetable for the elimination of broadcast advertising has not been set definitively and therefore declined further comment.

"Cigarette companies would like to transfer their broadcast advertising money to print, I think," said Richard A. R. Pinkham, senior vice president in charge of media at Ted Bates & Co., "but the question is whether the government will restrict print advertising if they do."

"Another question is whether the networks will be able to get the top dollar for shows now sold to cigarette advertisers," he continued. "They will sell them, but it will leave more inventory unsold on the bottom. There will be more buying on CBS and NBC, with ABC feeling the pinch," he predicted.

Mr. Pinkham saw no necessity for cutting back at the agency. "We'll convert some of our broadcast specialists to media generalists, and find other places for others," he noted.

A spokesman for one of the biggest cigarette agencies in the country, with substantial billings in broadcast, said it was his opinion that perhaps no more than half of cigarette broadcast money would be diverted to other media. The remainder, he said, would be used by the cigarette company for "things other than advertising."

He saw no drastic effect of broadcast cuts on agency jobs or economic health. The large agencies, he said, may even find some residual effects such as the opportunity to shift other agency accounts into network schedules vacated by cigarette clients; better negotiation with agencies gaining a little more edge, and more network availabilities

opening up late in the selling season.

Spot-TV patterns, insofar as the agency is concerned, would follow the network situation of more availabilities opening and a shifting of other of the agency's accounts into cigarette spot schedules. "We buy spot pretty much for the year around," he explained.

The account supervisor on a large cigarette account said he had "no idea" whether billing would be allocated to other media once broadcast expenditures are terminated. He said to date his account has given no indication what course it would adopt. He added that he has been under no pressure from his client to try to terminate network TV contracts, but also said that networks have shown no indication that they are willing to accept such an action.

Banzhaf now putting more pressure on print

The cigarette-advertising bag has now been dumped primarily into the lap of newspapers and magazines, and one of the prizes is named John F. Banzhaf III.

Mr. Banzhaf, executive director of Action on Smoking and Health and a principal architect of the campaign against broadcast cigarette advertising, last week fired an open letter to major editors and publishers, urging them to provide space in their publications for antismoking messages if they continue to carry cigarette advertisements. "In the alternative," he said, "we respectfully suggest that legal action may be necessary."

He acknowledged that such action could not be an exact replica of the complaint he filed with the FCC late in 1966, as a result of which the commission required antismoking messages on stations that carry cigarette commercials. But, he insisted, "there are . . . significant similarities [between print and broadcast] upon which one could find support for an affirmative legal duty to warn of the dangers of smoking."

In support of his contention, Mr. Banzhaf cited several government-conferred privileges presently enjoyed by print media—such as "highly advantageous mailing privileges" and "substantial freedom from taxation not enjoyed by other non-publication commercially merchandized products."

He added: "Since these advantages are conferred because the publications serve the public interest and not because of any constitutional requirement, they could be challenged and withdrawn if they no longer served the public interest." In his view, these privileges could thus "form the basis

New brands keep coming

Embura, a new 100mm, thin cigarette, will be introduced this month by R.J. Reynolds Tobacco Co., Winston-Salem, N.C., through Dancer-Fitzgerald-Sample, New York.

The new brand, tailored for women, will compete with Philip Morris's Virginia Slims and American Tobacco Co.'s Silva Thins.

Spokesmen for Reynolds and Dancer were tight-lipped about advertising plans, saying only that "an interesting campaign" was being mapped. If the Embura campaign is anything like that of Reynolds's new Doral cigarettes, television can expect a heavy schedule of advertising.

Two months ago, Reynolds, through William Esty Co., New York, introduced Doral, a high-filtration cigarette, and planned an estimated \$6-million TV campaign for the summer (BROADCASTING, June 30). At the time of the launching (June 16), a Reynolds spokesman said that TV spending for the first 13 weeks would equal the amount currently being spent on Winston cigarettes, one of the most heavily advertised cigarette brands.

for some limited form of fairness or reply doctrine for print media."

Mr. Banzhaf has already sent a similar "open letter to all broadcasters" (BROADCASTING, July 28), in which he urged prompt cessation of cigarette advertising on radio and television, rather than a concerted attempt to hold cigarette manufacturers to their contracts. The statement was written in the wake of the tobacco industry's offer to dump its broadcast cigarette advertising by September of next year, and sooner if broadcasters will permit termination of existing contracts.

The lawyer also warned in his letter to broadcasters that "a refusal to terminate cigarette contracts would be ample grounds for a party to challenge the license of a broadcaster in competitive proceedings."

Philip Morris buys TV ads

A new piece of cigarette business was picked up by CBS-TV last week, but Philip Morris, the source of the business, probably will move the budget into its noncigarette products after September 1970.

Philip Morris's chairman, Joseph F. Cullman III, the man who a week earlier had announced the cigarette industry's decision to forsake radio and TV (BROADCASTING, July 28), joined with CBS-TV Wednesday (July 30) in the announcement of a five-year advertising pact for CBS's coverage of the

U.S. Open tennis championships.

Philip Morris will be a half sponsor of the telecasts, scheduled this year for Aug. 30, 4-5 p.m. EDT, Sept. 6, 4-6 p.m. EDT, and Sept. 7, 2:30-4:30 p.m. EDT.

Mr. Cullman said this year's advertising would be devoted entirely to Marlboro cigarettes, and next year's would probably be cigarettes too. In the final three years of the contract, Philip Morris will advertise its other products, Personna blades, Clark gum and Miller beer, Mr. Cullman reported.

CBS refused to disclose the rights costs agreed upon by the U.S. Lawn Tennis Association and the West Side Tennis Club in Forest Hills, N.Y., where the tournament takes place. CBS televised the finals of the event last year under a one-year agreement.

Kathy Harter, Jack Kramer and Bud Collins will be commentators for this year's coverage.

Finch lauds tobacco men for proposed TV ad ban

Health, Education and Welfare Secretary Robert Finch sent a report on smoking and health to the Congress last week with a covering letter in which he commended the tobacco industry for its move to drop radio and television advertising (BROADCASTING, July 28).

"It would appear that the July 22 announcement by the cigarette industry, to the effect that it is prepared to discontinue its broadcast advertising in the near future, is of major significance," Secretary Finch said. "As you know, the department has long felt, and I personally have shared the opinion, that television and radio advertising of cigarettes has a special impact upon young people.

"We believe that this forthright response by the industry to a very serious problem should be commended."

The report said that new studies "add new evidence that smoking is a health hazard" that may cause cancer, emphysema, nonmalignant dental disease, and other dangerous health problems. It did not, however, contain recommendations concerning labeling and advertising, as some HEW experts had proposed.

Sindlinger finds support for ad

Approximately 53% of persons interviewed by Sindlinger & Co. Norwood, Pa., said they believed Congress should ban cigarette commercials, while an even higher percentage (59.2%) approved the recent proposal of the National Association of Broadcasters for a voluntary phase-out of these commercials over a four-year period.

The nationwide survey was conducted July 14-20 just before the tobacco in-

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended July 20, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended July 20	Total dollars week ended July 20	1969 total minutes	1969 total dollars
	Week ended July 20	Cume Jan. 1-July 20	Week ended July 20	Cume Jan. 1-July 20	Week ended July 20	Cume Jan. 1-July 20				
Monday-Friday Sign-on-10 a.m.	\$ 48.5	\$ 65.4	\$ 121.7	\$ 3,195.2	\$ 357.0	\$ 9,932.5	96	\$ 527.2	2,448	\$ 13,193.1
Monday-Friday 10 a.m.-6 p.m.	1,433.6	41,102.6	2,333.2	79,026.1	1,656.4	65,665.7	834	5,423.2	26,190	185,794.4
Saturday-Sunday Sign-on 6 p.m.	552.4	26,929.4	779.6	30,140.8	594.4	17,860.4	299	1,926.4	8,175	74,930.6
Monday-Saturday 6 p.m.-7:30 p.m.	289.8	9,218.8	523.3	19,682.5	603.9	17,943.6	106	1,417.0	2,696	46,844.9
Sunday 6 p.m.-7:30 p.m.	123.0	3,953.7	120.6	5,994.4	149.7	5,903.6	24	393.3	609	15,851.7
Monday-Sunday 7:30-11 p.m.	3,380.7	139,807.6	4,516.3	189,601.2	4,549.2	187,892.3	417	12,446.2	12,558	517,301.1
Monday-Sunday 11 p.m.-Sign-off	338.5	11,393.8	210.9	2,380.4	561.7	13,980.8	138	1,111.1	2,352	27,755.0
Total	\$6,166.5	\$232,471.3	\$8,605.6	\$330,020.6	\$8,472.3	\$319,178.9	1,914	\$23,244.4	55,028	\$881,670.8

dustry promised a Senate subcommittee that it would drop all TV-radio advertising by next year, Sindlinger noted. To other questions, 82.1% of respondents said that all cigarette advertising should carry a warning that smoking may cause death and 82.6% believed that cigarette smoking is harmful to a person's health.

Sindlinger said that 34.7% of respondents are now cigarette smokers, while half of the non-smokers said they had smoked at some time in their lives.

FC&B gets Kent account after B&B bows out

The broadcast-heavy Kent cigarette account was snared Thursday (July 31) by Foote, Cone & Belding, New York. The new business, worth an estimated \$14 million, had been resigned a few weeks earlier by Benton & Bowles (BROADCASTING, July 21).

When B&B resigned the account, it was reported the client was spending about \$11 million in broadcast. Lorillard Corp., which makes Kent, said the FC&B's "demonstrated ability made it the logical choice to handle Kent cigarettes" in the U.S. Foote, Cone already handles international advertising for Kent, and also Lorillard's True and Newport brands. FC&B is the agency for True's domestic advertising.

Benton & Bowles had noted that it had difficulty in operating effectively on the account since it did not handle creative aspects and did not receive a full 15% commission on the business. An FC&B official said the agency would handle creative work as well as placement of advertising.

In resigning Lorillard, B&B also removed itself from the list of agencies

that will take cigarette accounts. Its chairman, L. T. Steele, cited consumer protests, government restrictions, the health controversy and the increased pressure of sanctions in media as contributing to the agency's decision.

Business briefly:

Burlington Industries, through Don Greene Associates, both New York, will promote its Ballet hosiery on ABC Radio's American Information, Entertainment and Contemporary networks. Burlington will sponsor rotating news broadcasts from Sept. 2-13.

General Motors Corp.'s Chevrolet Division, Detroit, through Campbell-Ewald, New York, will sponsor *The Dionne Warwick Special* on CBS-TV, Wednesday, Sept. 17, 7:30-8:30 p.m. EDT.

AT&T through N. W. Ayer & Son, both New York, will sponsor a Julie Andrews special on NBC-TV, Sunday, Nov. 9, 9-10 p.m. NYT.

Chesebrough-Pond's through J. Walter Thompson, both New York, will introduce a new line of skin treatment products, "Pond's Basics," with a multi-million dollar campaign in network TV and magazines.

Irish International Airlines, through Geyer Oswald Inc., both New York, last week began a new drive-time radio campaign on a number of stations in New York, Boston and Chicago.

Agency appointments:

■ **Siemens America Inc.** and **Siemens Medical of America Inc.**, both Germany, and **Mobil Oil Corp.**, New York, have named **Ries Cappiello Colwell Inc.**, New York, to handle their

accounts. Billings total approximately \$300,000 for Siemens and \$100,000 for Mobil.

■ **Drackett division of Britsol-Myers Co.** Cincinnati has appointed **Young & Rubicam**, New York, to handle **Metrecal**.

■ **Athena Enterprises**, New York, has named **Carl Ally Inc.**, same city to handle special newspaper and TV advertising for the **Warner Bros.** film, "The Arrangement."

■ **The Spatini Co.**, has named **Ron Bloomberg Advertising**, both Philadelphia, to handle its account. Former agency was **Firestone & Associates**, New York.

GF promises clear copy for Orange Plus ads

Orange Plus is not a natural juice, but is instead a frozen concentrate for imitation orange juice, **General Foods Corp.** assured the Federal Trade Commission last week. That fact will be disclosed in all advertising for the product, the company asserted.

The FTC had expressed concern that **General Foods'** advertising, which includes broadcast, "had a tendency to convey the impression that certain fruit-flavored products were natural juices," when in fact they were not.

General Foods further stated that in any advertising for its products similar to **Orange Plus** it would not represent the products as natural juices or would not disparage the nature or quality of any natural juice. The **General Foods'** announcement was accepted by the commission under what it calls "an assurance of voluntary compliance."

Start talking through our hat.



As a broadcaster, you can't keep your mouth shut.

You've got to portray events. Express opinions. Air ideas.

And, no matter how careful you are, someone somewhere in your vast audience may not like the words you say, the pictures you show, the music you play. And the result can be trouble. Big, expensive trouble.

Which is why we urge you to do your talking through our hat—with Broadcasters' Professional Errors and Omissions Insurance from Fireman's Fund. It's the broadest, the best protection you can buy. Here's why:

- 1. Unlike other carriers**, Fireman's Fund protects you on a virtually all-risk basis rather than named perils.
- 2. You're guarded not only from traditional hazards** faced by your own station, but also a) advertising for your own station, b) news materials prepared by you for use by other

stations, c) printed bulletins issued by your station during newspaper strikes.



- 3. You get an individual policy rating.** Most insurers have a single rate structure—but Fireman's Fund tailors the rate to your own programming and past record. Plus, a special rate consideration for more than one station.
- 4. You're protected against multiple claims.** There's one limit per claim; another, higher limit against several claimants in one incident or multiple claims in the course of the year.
- 5. Lower limits than any other carrier.** You can insure yourself against as little as \$10,000 per claim; \$20,000 annual aggregate. (Why pay for more protection than you need?)
- 6. You don't have to take a deductible policy.** If you want full protection, it's yours. Or, if you prefer, you can take your choice of deductibles: as high as \$5,000 and even more.
- 7. You're provided with legal defense.**

Your policy provides that we defend you—even if you have a deductible provision.

- 8. No endless waiting for final judgement** to determine your liability. (With some carriers, you often wait. And wait. And wait and wait and wait.)
- 9. If you need more insurance**, your policy provides that we be given first refusal. Which means your additional coverage will be compatible with primary coverage.

So there you have it. Nine reasons why you should start talking through our hat: the hat that represents the biggest insurer of this coverage in the country.

Call the nearby independent agent who represents us. (You'll find him listed in the Yellow Pages.) And tell him: "I want more facts on Fireman's Fund's Broadcasters' Professional Errors and Omission Insurance."

You'll be saying quite a mouthful. Fireman's Fund American Insurance Companies, San Francisco  

A \$20-million jolt for Tinker

Alka-Seltzer moves to DDB on Nov. 1; Interpublic quitting other Miles accounts

Alka-Seltzer gave Jack Tinker & Partners a splitting headache last week. It pulled an estimated \$20 million in billings out of the agency, leaving the Interpublic subsidiary with an estimated \$3 million in total billings.

Miles Laboratories gave the agency no reason why it was transferring the account, with about \$18 to \$19 million in television advertising, to Doyle Dane Bernbach effective Nov. 1. Doyle Dane has been working on Miles's S.O.S. account for about a year.

Interpublic President Robert E. Healy, in a staff memo consoling the Tinker group last week, expressed his displeasure by resigning all other Miles business in other Interpublic divisions: Bactine and Bactine skin lotion, handled by the Chicago Group, and Sungard, in the Product Development Workshop.

"[Tinker] turned the Alka-Seltzer sales curve into an increasing share of the market," Mr. Healy noted. "Factory dollar sales for the 12 months ending June 1969, increased by 64% when compared with the 12 months ending June 1964. So much for the fortunes of the employes and shareholders of Miles Laboratories under the aegis of Jack Tinker & Partners."

He also praised the agency for its creative efforts: "Their creativity demolished forever the repellent views of dripping stomach acid and hammering heads that other savants of our industry believed were necessary to sell products like Alka-Seltzer." It was estimated Tinker had won over 100 awards for Alka-Seltzer commercials.

Mr. Healy insisted that Tinker would survive despite the big loss. The agency also recently lost the \$3 million Toni account (BROADCASTING, June 2), and was combined with another Interpublic subsidiary, Erwin Wasey, last month (BROADCASTING, July 14), although it continues to operate as a separate group.

The Alka-Seltzer exodus from Wade Advertising, Chicago, in 1964, when billings were \$12 million (BROADCASTING, July 6, 1964), was a crucial factor in that agency's subsequent failure. It was also a determining factor in the rise of Tinker; the agency did not even have a media department in 1964.

Tinker had just completed production of a new Alka-Seltzer commercial (see photo) featuring live actors rather than animated characters used often in the past. The newer commercials started in some markets in July and are being expanded nationally this month.



One of the final TV commercials by Jack Tinker & Partners for Alka-Seltzer broke less than two weeks ago in a few major markets and will be expanded into other national regions by mid-August. The commercial, a miniature prototype of the prison melodrama of the 1930 movies, is built around "tough guy" George Raft (extreme right). He is supported by "underworld heavies"

Robert Strauss, Mike Mazurki and an unidentified actor. The unpalatable prison food prompts a rebellious and bilious Raft to start the slow pounding of prison cups on the tables accompanied by a rising chant of protest and demand from hundreds of prisoners: "Alka-Seltzer . . . Alka-Seltzer." N. Lee Lacy Associates produced the commercial for Tinker.

FTC revises Preparation H order

Product is placed in spot radio but is barred by NAB TV code

The Federal Trade Commission, which has been struggling with the problem of advertising claims for hemorrhoid preparations for several years, moved last week to soften its tough order prohibiting certain claims of American Home Products' Preparation H—but not much.

The commission was under a court order issued last December to modify its prohibitions, which were termed by the court as "too broad." The court found that the commission had relied on too limited a definition of hemorrhoids, which the court expanded to include not only the varicose vein itself but also the tissue "contiguous to the vein."

Subsequently the commission attempted to reach accord with American Home on an agreed-upon order, but ultimately rendered its own modified order because the proposed pact would not "adequately protect the consumer from the misrepresentations which have been found to have been made in the advertising of Preparation H."

More than medical semantics are involved in the hemorrhoidal dispute. Nearly half of American Home's expenditures in national and regional spot radio for the first quarter of 1969 were allocated to Preparation H. According

to Radio Advertising Bureau estimates, American Home spent \$1,745,000 on the product during that period. Advertising for Preparation H is specifically prohibited by product type by the TV code of the National Association of Broadcasters. Some TV stations accept Preparation H commercials, however.

In January 1967 the trade commission ordered four manufacturers of hemorrhoid preparations to stop advertising their products as cures. The commission objected to claims that the products would reduce or shrink hemorrhoids; avoid the need for surgery as a treatment for them; eliminate all itch and relieve all associated pain, and heal, cure or remove hemorrhoids.

The commission further prohibited American Home from misrepresenting in its advertising directly or by implication the efficacy of any other of its products because "the respondent has, by past conduct, demonstrated that the misrepresentations with which it has been charged are not isolated examples of its practices" (BROADCASTING, Jan. 9, 1967).

The court, on appeal by American Home, struck down the over-all advertising prohibition, saying the commission's order must bear a "reasonable

relationship to the unlawful practice found to exist." And the commission last week restricted its order to non-prescription drugs for the treatment or relief of hemorrhoids or of its symptoms.

But the commission and American Home failed to see eye-to-eye on what constitutes "reasonable precision" in its advertising about Preparation H's effects on the swelling and pain and itch of hemorrhoids.

According to Commissioner Mary Gardiner Jones, who wrote the opinion for the commission, the American Home proposal would prohibit shrink claims, but would provide that Preparation H "helps" shrink hemorrhoids, and affords temporary relief from the pain of and the itching of hemorrhoids. All three stipulations, the commissioner said, would fail to comply with the court order.

The commissioner said Preparation H can, according to the appeals court, help reduce certain types of swelling of the hemorrhoidal tissue by lubricating the affected area. But the court did not recognize any pain-relieving qualities in the product, except as a lubricant. And although the court did not support the commission's finding on evidence that Preparation H will not afford "in many cases" temporary relief from pain and itch, the commissioner said that "does not justify a conclusion that the evidence supports an affirmative claim that temporary relief will always be afforded in all cases by the product."

Accordingly, the commission modified its order to prohibit representations that use of the product will afford "any relief from pain or itching associated with hemorrhoids in excess of affording temporary relief of many types of pain and itching of hemorrhoidal tissue."

Three left in race for Atlantic Richfield

Atlantic Richfield Co., New York, was reported close to a decision late last week on the selection of an agency for the oil firm's national consumer account. The competition had narrowed to three agencies—Ted Bates & Co., Cunningham & Walsh, and Needham, Harper & Steers, all of New York—which made final presentations Thursday (July 31). Billings are estimated at \$20 million.

N. W. Ayer & Son, New York, and its Los Angeles subsidiary, Jorgensen, Macdonald, have been handling Atlantic Richfield's advertising on the East and West Coasts, respectively. Mid-continent advertising has been the business of Cunningham & Walsh, New York. Lewis & Gilman Inc., Philadelphia, will continue to handle Atlantic Richfield corporate advertising.

How agency men look at Southern Cal

4A survey finds L.A. best radio market despite some buying difficulties; TV competition noted

Southern California is a different market. It's a region that is considered best for advertising coverage by radio but at the same time the medium is the most difficult of all to buy for coverage. And though Southern California has the highest percentage of households owning color-TV sets among major metropolitan areas, it trails in both multiset ownership and in time spent watching TV.

These peculiarities are among the highlights of a market analysis published and released last week by the American Association of Advertising Agencies under the title, "What Makes Southern California Different?" The analysis is based on responses from media, creative and research directors at agencies throughout the country, including Southern California. The 165-page report was published for the AAAA Southern California Council.

Media directors picked the Los Angeles metropolitan area as "the best radio market" of the top-10 markets, citing such factors as the large number of stations (70 AM and FM stations); varying types of formats; the high degree of car ownership resulting in strong opportunities for out-of-home listening, and competitive pricing resulting from fragmentation of the audience among many outlets.

Conversely, the Los Angeles area was voted the most complex in which to buy radio. Media directors pointed to the splitting of the audience among the multitude of stations; the topographical setting (alternating mountains and valleys), which precludes good coverage throughout the area if only certain stations are bought; the wide expanse of the market, which requires "buying deep" in order to obtain adequate coverage.

"However, with the broad range of programing formats offered by Los Angeles stations, each pre-selecting its own audience, the market cannot be adequately covered with fewer than five stations," the analysis points out. "Many buys will be spread across six or seven stations in order to achieve maximum reach."

Many of the factors that make radio a difficult buy extend also to TV, the AAAA report says. For example, 11 television stations compete in Los Angeles county, contrasted with six in Chicago and eight in New York.

The analysis stresses that the Los Angeles area trails both Chicago and New York in terms of time spent viewing, resulting mainly from low daytime and late-night watching.

"Compounding the difficulty of reaching Los Angeles households, even in the average fringe and prime-time periods, is the fact that network stations tend to command a lesser share of total viewing than is clearly the case in three of the four other major markets," the report states.

Commenting on other media, the analysis points out that this "area on wheels" is geared advantageously to the outdoor advertising medium, but the heavy automobile traffic works to the detriment of newspapers. But though Southern California's commuting drivers cannot read their newspapers en route to work, the vast area (covering more than 4,083 square miles) is served by about 30 daily newspapers and about 300 others that circulate throughout the 100 different suburban areas and municipalities.

Los Angeles was considered by media officials to be the best market in terms of coverage by radio and outdoor; New York for coverage by television and car cards; St. Louis, Chicago, Washington and Detroit for coverage by newspapers.

The AAAA study was based on responses from 26 media directors, 29 creative directors and 23 research directors at agencies.

RKO independents offer 30's at 50% rate

The three independent stations of RKO Television will price their 30-second time slots at 50% of their usual one-minute rate, starting this fall, it was announced last week by Tom Judge, vice president and general manager of RKO Television Representatives Inc.

Currently, the stations—WOR-TV New York, KHJ-TV Los Angeles and WHCT-TV Hartford, Conn.—operate on a 60-second rate card, with 30-seconds often priced at 60% of the minute rate. RKO Television's network-affiliated stations, WNAC-TV Boston and WHBQ-TV Memphis, introduced a straight 30-second rate some time ago, with a minute twice the 30-second base.

Mr. Judge said this latest move to the 30-second basic unit is in response to the trend toward multiple use of the minute spot by advertisers in order to avoid the previously higher rate of the 30's. He said the new rate structure will enable advertisers "to carry out more tailored campaigns for all their products and be assured that the commercial will play to the audience to which it is best geared."

New FCC watchdog on Pennsylvania Avenue

Nixon administration will make itself felt in establishment of communications policy

The White House's public intervention into the FCC's consideration of domestic communications-satellite policy apparently presages a continuing effort on the part of the Nixon administration to keep a close watch on—and to exercise influence over—major developments in communications.

White House aides reject suggestions that the administration's plans for setting up a small committee of government specialists to review all aspects of the complex communications-satellite issue ("Closed Circuit," July 28) indicates a lack of confidence in the commission.

"The question of confidence has nothing to do with it," said one Presidential aide. "It's simply that this [communications-satellite issue] is a big one. It's one that we ought to concern ourselves with."

But he also indicated the White House would be interesting itself increasingly in commission matters. "Big problems are looming on the horizon," he said. "It would be surprising if we didn't take a look at them."

He declined to specify which problems might attract the administration's attention. But the policy questions involved in the current inquiry into the relationship between computers and communications regulations might be one. The general question of spectrum management could be another.

Whatever the issue, the White House will not necessarily tackle it with a committee, as it is doing in the case of communications-satellite policy, the aide said. It might work through one of the executive agencies—the Justice Department, for instance, or the Office of Telecommunications Management—which would enable it to maintain a low silhouette. The aide said this technique has not yet been used.

The Department of Justice's anti-trust division increasingly over the past several years has contributed comments to commission rulemaking proceedings and filed pleadings aimed at breaking up or preventing what it considers anticompetitive broadcast ownerships.

White House sources also dispute the notion that such interest is unusual or unprecedented on the part of an

administration. They noted that the Johnson administration established a task force on communications policy to make a comprehensive study of a host of communications matters.

Commission officials made no secret of their unhappiness over the letter from White House aide Dr. Clay T. Whitehead, notifying the commission that the White House was establishing a small working group that would review the domestic-satellite matter and issue a report in 60 days.

The commission has been studying the matter for four years and, according to some officials, was prepared to announce its policy determination regarding an interim system last year. However, although an independent agency, it felt obliged to await the results of the task-force report, which was completed in December. Then the commission felt it had no choice but to maintain liaison on the matter with the new administration which came into office in January and permit it to consider the matter.

Chairman Rosel H. Hyde, in responding to Dr. Whitehead's letter, reflected the commission's impatience. He noted that the domestic-satellite issue has been studied extensively by the commission and President Johnson's task force and that the commission feels "it is vital to proceed without further undue delays in the formulation of national policy in this area."

But he also indicated the difficulty a government agency has in saying no to the President by adding: "At the

same time, we would, of course, welcome any further exchange of views or comments which the Chief Executive might wish to make in this new field."

Dr. Whitehead's letter indicated the committee would not focus on the commission's domestic-satellite proposal but, rather, on "the general structure and direction of the industry. . . ."

Dr. Whitehead, who will serve as chairman of the committee, had not yet named its members last week. He was planning to write the secretaries of commerce and transportation, the attorney general, the Office of Telecommunications Management, the President's Council of Economic Advisors, the Office of Science and Technology and the FCC, asking them to name representatives to serve.

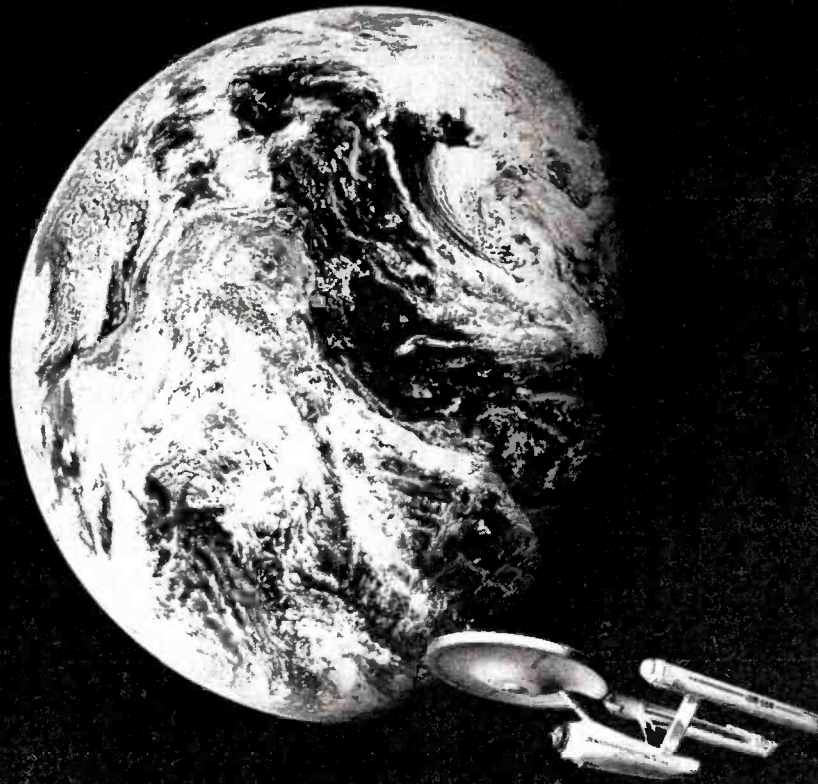
The commission's proposal for an interim system has not yet been made public. But it's understood it would provide for a multipurpose system that would be managed by the Communications Satellite Corp. ("Closed Circuit," June 2). Comsat, according to one source, would be given the responsibility of working out a mutually satisfactory agreement with potential users—common carriers and broadcasters, among them—on ownership and management of the system. The FCC reached no decision on ownership.

This proposal—apparently aimed at accommodating the conflicting views in part of the parties involved—is understood to have run into opposition from a number of quarters. Comsat reportedly feels that conflicting views of the parties would produce a stalemate; it believes it should be named the manager of the project, directed only to confer with other principals.

AT&T, the dominant carrier of voice and TV and radio traffic in the U.S. is said to be having second thoughts about the wisdom of a domestic-satellite system. The company three years ago proposed a single, multipurpose system as a pilot project, but, reportedly, it now feels there is a serious question as to whether such a system would be more efficient and economical for users than a terrestrial network. However, AT&T is agreeable to a pilot project that would permit its assumptions to

CPB money bill moves on

The House Communications Subcommittee last week approved a proposed \$20-million authorization for the Corp. for Public Broadcasting. The bill (H. R. 4212) now goes to the parent Commerce Committee this week. Omitted from the bill, however, was an authorization for appropriation of "such sums as may be necessary" for each of the next five fiscal years beginning July 1, 1971. The bill had previously been passed by the Senate (S. 1242) with that provision.



star trek is out of this world

In terms of national and international viewers of TV and the market share captured, Star Trek is really out of this world!

Star Trek is currently being seen in over 60 countries of the world and in 61 markets nationally.

The ARB Network Program Analysis, Spring 1968, reveals that in the 61 domestic markets, Star

Trek had a share of 30 or more. The average share of Star Trek for these markets was 39.5. Star Trek was seen by 11% of all women in these 61 markets; 13% of all women under 50; and 11% of all men.

Get your share of the world aboard the Enterprise! Some of the many TV stations who have are: KTSM, El Paso / WGN, Chicago / KTVU, San

Francisco / KCOP, Los Angeles / WTCN, Minneapolis / WPIX, New York / WKBG, Boston / WKBF, Cleveland / WKBS, Philadelphia / WKBD, Detroit / WISN, Milwaukee / WKEF, Dayton / WPGH, Pittsburgh / WATL, Atlanta / WAST, Albany / WCKT, Miami.

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be tested.

In addition, the hardware manufacturers—companies that build satellites and ground-station equipment—are said to favor establishment of a number of specialized systems for individual users (telephone, broadcasting, computer-data, among others) rather than one multipurpose system. Such a variety of systems, obviously, would provide a greater market for their wares.

It is not known whether or to what extent such interested parties have expressed their views to the White House. But it is known that the White House committee will obtain the views of industry representatives in its review.

Besides questions involving ownership and management of the system, the White House is concerned over elements in the project which impinge on the President's responsibilities in the field of international relations. The use of frequencies assigned for satellite communications—4gc and 6gc—would have to be coordinated with the needs and plans of other nations. And some foreign governments as well as the International Telecommunication Union are said to have expressed so informally reservations about the U.S. plans for a domestic system. The State Department is currently developing the U.S. position on satellite communications to

be presented at an international conference in Geneva in 1971.

In addition, a domestic communications satellite would be lofted into a synchronous orbit over the equator; and its "parking space" would involve the U.S. in negotiations with other nations planning systems of their own. Canada, for instance, has plans for a domestic system.

Philadelphian buys Tennessee AM

Group radio station owner H. Calvin Young Jr. is selling his WENO Madison, Tenn., outlet to Philadelphia broadcaster Martin W. Field for \$1.2 million, subject to FCC approval.

Mr. Young, sole owner of the suburban Nashville station, has an 87.5% interest in WGUS North Augusta, S. C., and WGUS-FM Augusta, Ga. He also owns 75% of WSHO New Orleans.

Mr. Field, chairman and 95% owner of Field Broadcasting Co., controls WPEN-AM-FM Philadelphia and is engaged in real-estate development and building in Pennsylvania, New Jersey, Florida and Hawaii.

Mr. Field's brother is also an active broadcaster. Entertainment Communications Inc., 80.5% owned by Joseph Field, two months ago received

FCC approval to purchase KBRG(FM) San Francisco for \$550,000; KLEF(FM) Houston for \$375,000, and WAYL(FM) Minneapolis for \$650,000 (BROADCASTING, June 9). Entertainment Communications is still awaiting commission approval of its proposed purchase of WWOM-AM-FM New Orleans for \$820,000.

Harvey Glascock, president of Field Broadcasting, was from 1964 to 1968 vice president and general manager of WNEW-AM-FM New York and retired in January as chairman of Metromedia Music, a division of Metromedia Inc. He is buying WSTU Stuart, Fla., for \$347,500 subject to FCC approval (BROADCASTING, June 2).

WENO, which went on the air in September 1957, is a full-time station on 1430 kc with 5 kw day and 1 kw night. Broker handling the sale was Blackburn & Co.

Changing Hands

Announced:

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

■ WENO Madison (Nashville), Tenn.: Sold by H. Calvin Young Jr. to Martin Field, Harvey Glascock and others for \$1.2 million (see story this page).

■ WJZZ(FM) Bridgeport, Conn.: Sold by Kenneth M. Cooper, Edwin B. Laughlin, James K. Patrick Jr., John H. Staub II and Arthur R. Bell to Herbert W. Hobler and others for \$380,000. Sellers own WFTT(TV) Bridgeport. Buyers own WHWH Princeton and WTOA(FM) Trenton, both New Jersey. WJZZ is on 99.9 mc with 25 kw and has an antenna height of 650 feet above average terrain.

■ WIBU Poynette and WWCF(FM) Baraboo, both Wisconsin: Sold by William C. Forrest to Thomas R. Holter for \$292,000. Mr. Holter was formerly president, general manager and 17% owner of WISM-FM Madison, Wis. WIBU is on 1240 kc with 1 kw day and 250 w night. WWCF(FM) is on 94.9 mc with 37 kw and has an antenna height of 1,300 feet above average terrain.

■ WDLR Delaware, Ohio: Sold by R. J. and W. R. Reynolds, William C. Clay Jr. and Robert V. Doll to John L. Sinclair and John B. Deacon for \$190,000. Mr. Sinclair owns 50% of WANT Richmond, Va., and 25% of WCVL Crawfordsville, Ind. Mr. Deacon is an investor. WDLR is a daytimer on 1550 kc with 500 w. Broker: Chapman Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For

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Perhaps that's why so many people
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Colin M. Sefp
Roy Rowan
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the Record," page 60).

■ WORJ Orlando and WORJ-FM Mount Dora, both Florida: 60% sold by Gordon Sherman to Walter Beinecke Jr. for \$380,000. Mr. Sherman owns 33 1/3% of the applicant for a new AM at Fort Lauderdale, Fla., and Mr. Beinecke owns WTMC Ocala, Fla. WORJ is a daytimer on 1270 kc with 5 kw. WORJ-FM is on 107.7 mc with 28 kw and has an antenna height of 230 feet above average terrain.

■ KCOY Santa Maria, Calif.: Sold by Ed J. Zuchelli and others to James H. Ranger for \$250,000. Mr. Ranger is station broker. KCOY is full time on 1440 kc with 1 kw.

Mount Dora AM sale prompts court action

A would-be buyer of WVGT Mount Dora, Fla., is filing a breach-of-contract suit in a Greensboro, N. C. court, charging that the station's owner renegeed on the sale agreement at the last minute.

Terrence Gladden, owner of WTD Piedmont, Ala., said he contracted to buy the station for \$27,500 in February. Mr. Gladden claims that with papers ready for signing, WVGT's owner, David Rawley Jr., sold out to Cherry Hill Broadcasters Inc. for \$35,000.

Mr. Gladden is seeking damages from the station, and has filed a complaint with the FCC. But an FCC staff member said the commission's policy in such cases is to leave jurisdiction to local authority unless a licensee's character or fitness is involved.

Sale of the station to Cherry Hill is pending FCC approval (BROADCASTING, April 7). WVGT is a daytimer on 1580 kc with 1 kw.

AWRT relocating headquarters to D.C.

American Women in Radio and Television has found a home in Washington and a new executive director in Patti Searight.

Marion Corwell, AWRT national president, announced last week that Miss Searight, formerly a public affairs officer in the State Department and a long-time broadcast professional, will be the full-time liaison between Miss Corwell, AWRT's board of directors, and the membership of over 2,000 women executives in broadcasting and communications. She replaces Margo Anderson, who plans to stay in New York.

Miss Searight's staff will be drawn partially from the former New York headquarters personnel. New offices are at 1321 Connecticut Avenue N.W.

Court denies cable plea for reversal of FCC ruling

The U.S. Court of Appeals for the Ninth Circuit last week affirmed the FCC's CATV nonduplication rule as it dissolved its own stay of a commission order denying a waiver of the rule to a Montana cable company. The court concluded that other judicial decisions had established the propriety of the rule.

The company, Great Falls Community TV Cable Co., serving Great Falls, sought a waiver in 1967 after two nearby stations requested program exclusivity. When the commission denied the waiver, the company asked the court to review the order. A stay was granted in 1968, but final disposition was withheld pending decisions in other courts bearing on the case.

Great Falls challenged the commission's waiver denial principally on grounds that the nonduplication rule violates the First Amendment and that the commission violated due-process statutes by denying the waiver application without an evidentiary hearing.

As to alleged First Amendment violations, the court held that the appropriateness of the commission's response to that issue "has been uniformly sustained in decisions by other courts of

appeals, with which we agree." On the due process question, the court found that Great Falls had not asserted a right to a due-process hearing before the commission and had not even requested such a hearing.

Corporate realignment accomplished by FC&B

Foote, Cone & Belding stockholders at a special meeting in Chicago last week approved transfer of the agency's U.S. and international business to two new wholly owned subsidiaries and authorized a change in corporate name to Foote, Cone & Belding Communications Inc.

The domestic business will be conducted by Foote, Cone & Belding Advertising Inc. and the international business by FCB International Inc. A third subsidiary, FCB Cablevision Inc., already holds the agency's interests in cable-television properties.

Richard W. Tully, corporate chairman, explained that the new structure should augment the company's ability to serve its advertising clients and to pursue its other operations more effectively through specialization of functions and a streamlining of responsibilities and communication. The changes are expected to become effective by the end of the year.

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MICHIGAN —Fulltimer in single station market. Also a college town. Price \$250,000, 29% down, balance negotiable.

Contact Richard A. Shaheen in our Chicago office.

KANSAS —Fulltimer in important growing market; a real good facility. Price \$160,000, 29% down, balance negotiable.

Contact George W. Moore in our Dallas office.

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More competition in cable

Common Carrier Bureau and CATV Task Force want tighter controls on phone-company CATV's

The FCC's Common Carrier Bureau and CATV Task Force have argued that the commission's so-called Section 214 requirements can be applied to a telephone-company-related CATV system as well as to the telephone company itself.

The two commission units made the argument last week in separate proposed findings and conclusions of law that they filed in show-cause proceedings directed against GT&E and two subsidiaries — General Telephone of Illinois and GT&E Communications, a CATV firm.

If adopted by the commission, the two units' proposed findings and conclusions would mark another step by the agency toward reducing what CATV systems claim is the telephone companies' advantage over them in competition for providing broad-band cable service.

The bureau and the task force concluded that the General System companies had engaged in anticompetitive activities in an effort to extend GTI's monopoly position into the CATV distribution facilities in Bloomington and Normal, adjoining Illinois communities. And they said the commission should prohibit the companies from building or operating the systems for which GTEC was given franchises by the two towns until the commission granted it 214 authorization.

The pleadings were filed in the same week in which the commission ordered GT&E, General Telephone Co. of Florida and GTEC not to begin operating their CATV distribution facilities in Manatee county, Fla. The commission ordered the companies to show cause in a hearing why they should not be barred from further construction, operation or offering of facilities not completed as of June 26.

The order was issued in response to a petition by Manatee Cablevision Inc., holder of a nonexclusive franchise to provide CATV service in the county. Manatee has charged that the General System companies have engaged in anticompetitive practices, and have sought to evade the requirements of Section 214.

The commission has held that Section 214 of the Communications Act empowers it to require telephone companies to seek a certificate of convenience and necessity before building CATV channel facilities. This holding, sustained by an appeals court, has been appealed to the U.S. Supreme Court by AT&T, the General System Companies, The United System Companies, and the National Association of Regulatory Utility Commissioners.

But the Common Carrier Bureau and the Task Force argued that, in the GTI case, at least, the commission can require the CATV company subsidiary

to apply for Section 214 permission. "It is well settled doctrine," the bureau said, "that the fiction of corporate entity will be disregarded whenever it has been adopted or used to evade the provisions of a statute."

Originally, GTI had applied for Section 214 authorization to build facilities for GTEC. However, after commission processing of the application hit a snag, in major part because of oppositions filed by two CATV companies whose bids had been denied by the Bloomington and Normal city councils, GTI withdrew its application last April and GTEC proceeded to build its own system.

GTEC had given each of the communities a \$200,000 bond to assure completion of the CATV system by next month. In addition, it has spent or committed a total of \$1 million on construction. Thus it stood—and still stands—to lose some \$1.4 million.

The hearing on the order to the General companies to show cause why they should not be ordered to cease and desist from construction, operation and offering of CATV facilities in the two Illinois communities was ordered by the commission in May on a petition by TeleCable Corp., one of the two losing franchise applicants. Bloomington-Normal Perfect Picture Co. was the other.

Telecable is owned by Landmark

Friendly cablemen may come calling

NCTA urges members to buttonhole congressmen over repudiated cable pact

The National Cable TV Association isn't waiting for signals from the National Association of Broadcasters' CATV negotiating committee. NCTA told its members last week that they should try to see their congressmen during the planned congressional recess this month and acquaint them with the NCTA-NAB staff agreement, which, NCTA says "may serve as a basis for legislation."

Congress is expected to recess from Aug. 13 to after Labor Day.

While congressmen are home, the

NCTA said, cable operators should offer their representatives a tour of CATV facilities and, if the cable TV system has cablecasting capabilities, "introduce him to local originations as a new vehicle for regular communications with his constituents."

The agreement hammered out between the staffs of NCTA and NAB during the summer was accepted by the NCTA board and the NAB executive committee. It was rejected by the NAB's joint board in June (BROADCASTING, June 23). The NAB board, however, urged talks to continue and authorized Vincent T. Wasilewski, NAB president, to appoint a negotiating committee. William Grant, KOAA-TV Pueblo-Colorado Springs, was named chairman of the 12-member committee, and is also chairman of a five-man subcommittee which has met in Washington twice last month. The full committee was to have met in Washington Friday (Aug.

1)—following which, it is anticipated, arrangements will be made to hold sessions with an NCTA group for the first time.

In NCTA's message to members, published in the July 29 issue of its membership bulletin, the staff agreement is reprinted in capsule form, and members are told: "It is likely that this agreement may serve as the basis for legislation to be considered by Congressman Torbert H. Macdonald's House Subcommittee on Communications and Power as a reasonable legislative settlement when hearings resume in September. NCTA would consider such legislation a fair and reasonable compromise for all concerned."

Mr. Macdonald's committee is expected to resume hearings on CATV legislation, but it is not certain that these will take place in September. The House subcommittee held sessions last May (BROADCASTING, May 26).

Communications, which owns WTAR-AM-FM-TV Norfolk, Va., and WFMY-TV Greensboro, N.C., and newspapers in those cities. Through subsidiaries it owns and operates seven CATV systems in Alabama, West Virginia and North Carolina that serve a total of 20,000 subscribers. Principals of Normal-Bloomington include the families of the late Adlai Stevenson and Loring Merwin, who own WJBC and WBNQ-FM, both Bloomington, and the market's only daily newspaper.

The commission's Common Carrier Bureau and CATV Task Force base their contention that the General companies acted in an anticompetitive manner in part on GTI's policy regarding leasing pole attachment rights to CATV systems. GTI owns about 40% of the utility poles in the two communities, the Illinois Power Co. the remainder.

GTI's pole-attachments policy in recent years has fluctuated from affirmative to negative, but it is now firmly negative. GTI's admitted reason for this policy is that leasing pole space to CATV systems would be "inconsistent" with the company's efforts to market a CATV channel service.

Thus, the commission's task force noted, GTI's purpose was "to use its established position and control over utility poles in Bloomington and Normal to extend its monopoly into the CATV distribution facilities area."

The commission units also said GTEC played a role in the attempted "monopolization." The task force said that GTEC alone among the franchise applicants could either promise to proceed without being delayed by GTI's refusal to grant pole attachments or assure the communities that no more poles would be set.

The General companies, in a joint pleading, denied that they had engaged in anticompetitive activities. They said that GTEC received the franchises simply because it made the communities the best offer, not because of GTI's policy on pole attachments. They also said that GTI did not attempt to deny anyone entry into the CATV business.

Telecable never requested a pole-attachment agreement, and Normal-Bloomington wanted GTI's channel service only as a means of bypassing the need to seek franchises from the two communities, the companies said. They added that Normal-Bloomington submitted its franchise bid in the belief it could secure pole-attachment agreement if it received the franchises.

Furthermore, the General companies said, if either of the nonaffiliated companies had received the franchises, they, "just as GTEC," could own their own facilities if they chose not to use GTI's facilities. GTEC, whose system is being built by Jerrold Corp., is attaching its

facilities to Illinois Power Co. poles. In some areas it is setting its own poles and in others it is placing its cable underground.

The General companies also disputed the contention that Section 214 could be applied to GTEC. They said that the requirement applies only to carriers and noted that the commission has frequently held that CATV systems are not carriers. There are no rules restricting or prohibiting the ownership of CATV systems "by companies which may in some manner be affiliated" with a telephone company, the pleading added.

The General companies, in urging the commission to terminate the pro-

ceeding without issuing a cease and desist order, said that causing GTEC to lose \$1.4 million would not help the public interest. "It would reward the private interests of Telecable," which, the companies charged, is using the commission's processes to thwart the judgment of local franchising authorities.

Telecable, which also issued findings, expressed arguments similar to those of the commission's common carrier bureau and CATV Task Force, and concluded that the commission must issue an order permanently barring the General companies, individually or collectively, "from operating or otherwise controlling CATV distribution facilities" in Bloomington and Normal.

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Passing marks are given KTAL-TV

Renewal hinges mainly on an understanding station had reached with 12 black groups

KTAL-TV Texarkana, Tex., which had been caught in a crossfire of complaints from a number of black groups on the one hand and a conservative group on the other, was granted a renewal of its license by the FCC last week. The vote was 6 to 0.

The commission, in a letter to the station, indicated its decision was based principally on the agreement KTAL-TV had reached with 12 black groups, which had originally urged the commission to deny the station's license-renewal application (BROADCASTING, July 28).

At the same time the commission rejected the request of Dr. Mitchell Young, national president of Freedom Inc. of Texarkana, that it deny the station's renewal application. Dr. Young had alleged that the station violated the fairness doctrine in connection with a controversy over a "freedom of choice" plan for Texarkana schools. He also asserted that the licensee, KCMC Inc., has a monopoly of news media in the area and that Texarkana newspapers owned by the licensee's principals "almost completely blackened out any conservative news items."

The black groups, as well as the Texarkana Junior Chamber of Commerce, had claimed that KTAL-TV failed to serve the needs and interests of Texarkana (BROADCASTING, Jan. 13, March 3). And the commission said that, although the population of Texarkana is 28% Negro, the station apparently failed to include any Negro leaders in its survey of its viewer's tastes, needs and desires. It also noted that the licensee acknowledged that it maintained color-origination equipment in its auxiliary studio in nearby Shreveport, La., but not in Texarkana.

The commission, while stating that the station could have made a greater effort to serve its city of license, noted that it had met with representatives of the complaining groups and resolved their complaints. The commission said it should encourage that practice.

"Such cooperation at the community level should prove to be more effective in improving local service than would be the imposition of strict guidelines by the commission," it said.

Dr. Young filed his fairness doctrine complaint after KTAL-TV denied his request for time to respond to a statement broadcast on April 23 by Dr. Denzer Burke of Texarkana attacking the "freedom of choice" plan that had been adopted by the local school board and calling for the resignation of the

board members who supported it.

Dr. Young alleged the statement ran for 40 seconds. He said a summary of his response was carried on April 25 but that the summary was only 10 seconds in length and did not convey the full meaning of the message.

However, the commission said there is no mechanical formula for achieving fairness and that "what is required is that . . . the broadcaster must affirmatively make a reasonable effort on an over-all basis to present contrasting viewpoints."

And on that basis, the commission said, KTAL-TV met its obligations. The commission said that the station reported 20 broadcasts during April and May in which the "freedom of choice" was discussed. On at least three occasions, according to transcripts filed by the licensee, Dr. Young's views were publicized.

Dr. Young's charge of monopoly control of news media apparently was based on ownership of the station's principals — W. E. Hussman-B. M. Palmer family—of the only daily newspapers in Texarkana. They also have substantial interests in eight other newspapers in Texas and Arkansas, and own KAMD Camden, Ark.

The commission has taken an increasingly tough position on the concentration-of-control-of-media question in a number of recent cases. But it said its review of that issue in connection with KTAL-TV raised no questions which would warrant denial of the station's license-renewal application. Nor did it find any basis on which it could hold that the station's principals had operated their newspapers in a way that would call into question their qualifications as a licensee. It also said the principals' operation of the Texarkana stations provided no reason for withholding renew-

NAEB to hear John W. Macy

The National Association of Educational Broadcasters has announced two of the principal speakers at the association's annual convention, Nov. 9-12 in Washington: John W. Macy Jr., president of the Corp. for Public Broadcasting, and Dr. James E. Allen Jr., assistant secretary for education, Department of Health, Education and Welfare. Both will focus on public broadcasting and social responsibility.

al of KTAL-TV's license.

Dr. Young's charge that the Texarkana newspapers failed to carry "conservative" news items involved the allegation the papers published 10 fictitious letters attacking "freedom of choice" as well as other erroneous information on that issue.

The commission said the licensee reported that the letters had been published inadvertently and that the newspapers published a front-page apology after the error was discovered. The charge that other erroneous information was published was denied.

KTYM in soup again, but deeper this time

The FCC last week threw the book at KTYM-AM-FM Inglewood, Calif., which two years ago survived a license-renewal dispute over charges of anti-Semitic broadcasts. A commission field investigation that began last December resulted in an order last week designating the station's license-renewal applications for hearing.

Among the questions to be included in the hearing are whether the licensee, Trans America Broadcasting Corp., misrepresented programing and commercial practices; whether Trans America sold time to time brokers for resale

and whether it maintained adequate control over its foreign-language broadcasts.

Political programing questions to be answered, the commission said, concern the lack of records of political candidates' broadcasts; discriminatory rates to certain candidates; failure to keep and permit public inspection of a record of requests for broadcast time by candidates, and whether rates for advertising by or in support of candidates for public office were discriminatory, in violation of the political broadcasting law.

The Inglewood hearing will also determine whether Trans America filed "true, complete and accurate political-broadcast reports for the primary and general election campaigns of 1968," and whether the licensee failed to broadcast proper station-identification announcements and announcements on the stations that programs were sponsored.

In 1967 KTYM's renewal application was challenged by the Anti-Defamation League of B'nai B'rith for allegedly broadcasting anti-Semitic programs. The commission renewed the license, ruling that KTYM had offered ADL broadcast time to air its views. ADL appealed the commission order granting the renewal without a hearing and a federal appeals court upheld the commission's

decision.

Last week's order designating the license renewals for hearing was adopted by Chairman Rosel H. Hyde and Commissioners James J. Wadsworth, Robert T. Bartley, Kenneth A. Cox, Nicholas Johnson and H. Rex Lee.

KTYM operates daytime on 1460 kc with 5 kw, directionalized. KTYM-FM operates on 103.9 mc with 1.6 kw.

Arizona broadcaster offers instant surveys

Dale Bennett, president and general manager of KPIN Casa Grande, Ariz., has announced formation of a low-cost radio audience-station evaluation survey, Kwik-ee Survey Co, offering 300 completed telephone responses for \$139.50.

Limited to one station in each market, service includes work-sheets documenting the inquiries. The form lists the phone numbers called, time of calls, and each respondent's listening choice, sex, age and comments.

Conducting the service on a time basis, an interviewer randomly selects phone numbers from the directory and makes continuous calls for five-and-one-half hours. Information may be obtained by writing 406 Paseo de Paula, Casa Grande.

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Plenty of verbiage due on strike bill

Hearings will be held this week and possibly after Hill August recess

An overflowing witness list was released last week by the Senate Communications Subcommittee, under the chairmanship of Senator John O. Pastore (D-R.I.), for this week's hearings on the senator's bill to afford broadcast licensees some protection against competing applications at renewal time.

Because so many witnesses want to testify on the bill (S.2004), further hearings will be scheduled, probably shortly after the Congress returns from its August recess.

Testimony begins tomorrow (Aug. 5) with Dr. Eli Rubenstein, from the surgeon general's scientific advisory committee on television and social behavior, as the first witness. The commission headed by Dr. Rubenstein is conducting a study of TV violence urged by Senator Pastore.

Other Tuesday witnesses include Frank P. Fogarty, vice president, Meredith Corp.; Morton H. Wilner, president, Federal Communications Bar Association; Robert J. Crohan, president of the Rhode Island Broadcasters Association, and Frank P. McIntyre, vice president, KLTU-KWIC Broadcasting, Salt Lake City.

On Wednesday (Aug. 6), John F. Banzhaf, of anticigarette renown, is scheduled to testify. Other witnesses are Richard C. Block, vice president-general manager, Kaiser Broadcasting Co.; Kenneth Harwood, dean, Temple University; E. Berry Smith, president of the Indiana Broadcasters Association, and Stanford Smith, general manager of the American Newspaper Publishers Association.

Thursday (Aug. 7) will feature primarily critics of the bill, and of broadcasting. Perhaps the best known of these is the Rev. Dr. Everett C. Parker, director of the Office of Communication of the United Church of Christ—the organization which won for citizens' groups the right of public intervention in FCC cases, and which recently won its fight to lift the license of WLBT(TV) Jackson, Miss.

Other criticism of the proposed legislation will come from Earle K. Moore, appearing as general counsel for the National Citizens' Committee for Broadcasting; Lawrence K. Grossman, president of Forum Communications Inc., which has filed an application for the facility occupied by WPIX(TV) New York, and Anthony Martin-Trigona,

owner of now-dark WTAF(TV) Marion, Ind., and a frequent thorn in the side of broadcasting's establishment during the past year.

Thursday's only support for broadcasters will probably come from former FCC Commissioner Lee Loevinger, who has expressed displeasure with the commission's acceptance of competing applications.

The present FCC, which started all the furor earlier this year by lifting the license of WHDH Inc. to operate on Boston's channel 5, and awarding the facility to a competing applicant, has reportedly mustered a majority in opposition to the Pastore bill. However, the commission's statement of its position is said to be couched in language likely to soothe broadcasters.

That language is understood to indicate that the WHDH decision, which precipitated a rash of further "strike" applications, was issued in response to a one-of-a-kind situation and is not controlling.

Two commissioners will reportedly issue separate statements. Commissioner Robert E. Lee will present an endorsement of the Pastore bill in principle; Chairman Rosel H. Hyde will also issue a separate statement, but his position is less clear. Reports on the chairman's attitude toward antistrike legislation have varied, and present indications are that he will not support the Pastore bill.

ADA prescribes remedies for cable control, services

The Americans for Democratic Action last week issued a resolution calling on Congress, the FCC and local governments to implement legislation designed to prevent "virtually unrestricted private control by the franchised [CATV] carrier over all programing and service content other than the relay of local on-air broadcasting which is required by the FCC. . . ." ADA also called for franchising and regulating cable systems as a monopoly public utility and common carrier.

The Washington-based group, whose chairman is Harvard economist and former ambassador to India John Kenneth Galbraith, called for the prompt establishment of national policies for coaxial cable communications services.

It said only Congress has the ultimate responsibility and power to prevent abridgements of the public's rights in communications "which threaten to result from the unstructured and under-regulated private manipulation of these new communications technologies."

Basing its concern on the "total public interest," ADA called on Congress to revise or replace the Communications Act of 1934, terming it irrelevant

to national requirements and technical capabilities. ADA offered some "principles for federal legislation" to regulate electronic communications in the public interest. Among its proposals:

- A universal, two-way, switched, wide-band carrier system analogous to the present narrow-band telephone carrier system should be established;

- Content and program services must be completely free to innovate and respond to public needs, with a maximum degree of free and fair competition provided producers of communications services;

- There should be no overlapping of ownership or control among carrier systems, content or program suppliers, and equipment suppliers.

ADA further recommended immediate adoption of legislation requiring cable systems to install circuitry adaptable to conversion from the usual, one-way grid system to a two-way "telephone exchange" pattern interconnected by trunks into all other exchanges. The additional investment required for such circuitry, ADA suggested, should be guaranteed by the federal government through long-term credit or credit guarantees.

CPB council to review 'public' radio support

The Corp. for Public Broadcasting has announced formation of a Radio Advisory Council, comprising 12 noncommercial radio station managers.

Named to the council were Myron M. Curry, KFJM Grand Forks, N. D.; Richard Estell, WKAR East Lansing, Mich.; Albert P. Fredette, WAMC(FM) Albany, N. Y.; Robert C. Hinz, KOAC Corvallis, Ore.; Ken Kager, KUOW(FM) Seattle; William H. Kling, KSJR-FM Collegeville, Minn.; Will I. Lewis, WBUR(FM) Boston; Marjorie Newman, WFSU-FM Tallahassee, Fla.; Roger Penn, WAMU-FM Washington; Karl Schmidt, WHA Madison, Wis.; William H. Siemerling, WBFO(FM) Buffalo, N. Y., and John B. Witherspoon, KEBS(FM) San Diego.

CPB also announced the winners of fellowships for a year's study abroad. Television recipients are Raymond G. Dilley, director of school services for Vermont Educational Television, who will work with the Japanese broadcasting system, and James H. Lewis, director of news and public affairs, noncommercial WJCT-TV Jacksonville, Fla., who will work with the Swedish Television Network. Studying radio with the Canadian Broadcasting Corp. will be Juris Jansons, news director of noncommercial KUOW(FM), and working with the British Broadcasting Corp. radio networks will be Jack Mitchell, public affairs director of noncommercial WHA.

ASCAP contract gets final blessing

Negotiators surmount countless hurdles; now the new agreements will be mailed

The proposed new contract for use of ASCAP music by TV stations, almost eight years in litigation and negotiation, was finally and formally given court approval last week after the negotiators resolved the last in what had seemed to be an endless series of snags.

Copies of the new contract, already given informal approval by 320 or more stations, will be mailed out in the near future by the American Society of Composers, Authors and Publishers to all of its TV-station licensees for signature.

Leaders of the All-Industry TV Stations Music License Committee, representing broadcasters in the case, have estimated that if TV-station revenues increase by 6% annually station payments to ASCAP over a 10-year period will be \$53 million less under the new contract than under the one it replaces (BROADCASTING, Aug. 26, 1968, et seq.).

The committee is headed by Charles Tower of Corinthian Broadcasting and the principal negotiators with him in recent years have been Andrew Murtha of Time-Life Broadcast, Elisha Goldfarb of RKO General and Donald Schapiro and Michael Finkelstein of the New York law firm of Barrett Knapp Smith and Schapiro, committee counsel. Herman Finkelstein, general counsel, and President Stanley Adams have headed the ASCAP negotiating team.

Basic terms of the new deal have been agreed upon for months, but a series of essentially technical and procedural disagreements have arisen and been disposed of one by one.

The latest related to a provision in the new contract giving independent auditors for ASCAP a right to check stations' claimed broadcast revenues—on which their ASCAP fees are based—against the broadcast revenues they report to FCC. It developed that a few stations include some nonbroadcast revenues—on which they have not in the past had to pay ASCAP fees—in the broadcast revenues they report to FCC.

ASCAP contended the FCC reports had to be controlling because they provide an authoritative check on the accuracy of the revenue figures that stations report to ASCAP. Committee officials contended that stations have never paid on nonbroadcast revenues and

should not start now.

It took more than a month, at least two trips to court, numerous negotiating sessions and a letter from the FCC defining "incidental broadcast revenues" to resolve that one. In the compromise that was finally reached, according to committee representatives, the main difference for stations is that those which itemize their deductions in reporting to ASCAP will now have to pay on any revenues they receive from syndication. Stations that take the optional standard ASCAP deduction will not.

The all-industry committee, supported by some 350 to 360 stations, filed suit against ASCAP in 1961 asking the court to establish reasonable fees after negotiators failed to come to terms. That suit was terminated last Monday (July 28) when Judge Sylvester J. Ryan, presiding over the case in the U.S.

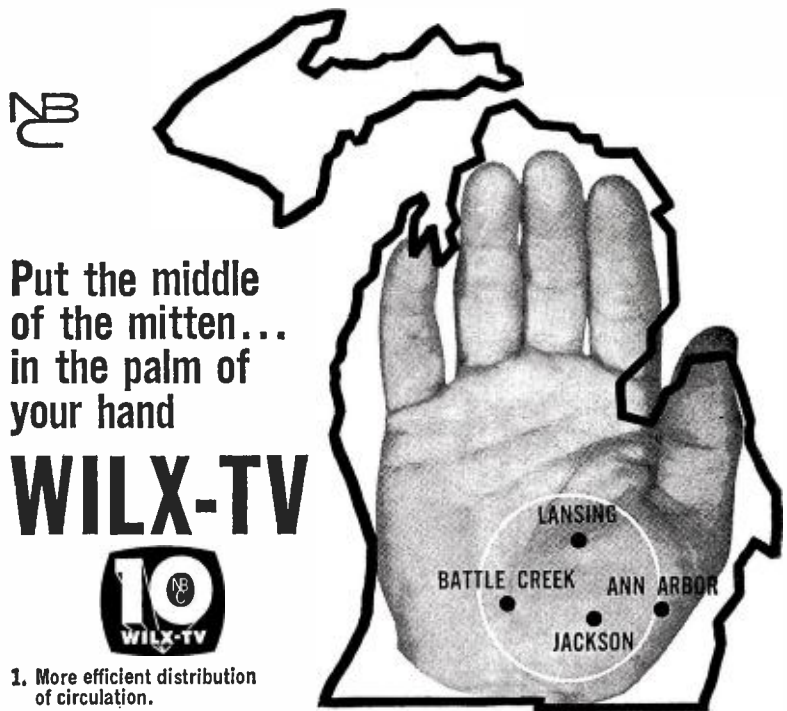
Southern District Court in New York, formally approved the new contract.

Copies of the agreement had been distributed earlier to stations represented by the committee. Informal approval by the bulk of them had to be secured before the committee and ASCAP could ask Judge Ryan to give his approval. Virtually all of them—90% or more—had done so before the final snag developed.

In addition to copies of the contract from ASCAP, stations will receive shortly an explanatory manual that is being prepared by Mr. Tower and his committee.

New production house

CoBurt Corp., Hollywood, has been formed to function in the areas of motion-picture and television production, licensing, franchising and music recording. CoBurt principals are producer Pierre Cossette, president, and business executive Burt Sugarman, board chairman. The company will begin taping early next month a one-hour TV special for presentation on CBS-TV on Sept. 17.



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New version of Russian roulette

If U.S. stations take Radio Moscow material, they may risk licenses as foreign agents

Broadcasters who accept broadcast material reportedly being offered by Radio Moscow may do so if they wish. But they could find themselves obliged to register as Radio Moscow agents.

This was the advice being circulated last week by the Department of Justice, which said it understood that "a number of radio stations throughout the United States" have received offers of taped material for broadcast from Radio Moscow.

The advice immediately raised questions in the minds of some FCC attorneys. Not the least concern was whether registration would cause a broadcaster to forfeit his right to continue as a licensee.

The department, in a letter to BROADCASTING and the National Association of Broadcasters, said a station using the Radio Moscow material "may" incur an obligation to register under the Foreign Agents Registration Act, since it would be "acting as a 'publicity agent' for or in the interests of a foreign principal (Radio Moscow) . . ."

Registration involves filing an initial

registration statement and supplemental statements at six-month intervals for as long as the agency relationship continues. The department says "no stigma attaches to registration," nor does it limit the activities of the registrant.

The act is a "disclosure statute," the department added, designed to protect the nation's defense and its internal security by requiring a foreign agent to disclose his relations with foreign governments and his activities for foreign principals.

Commission attorneys, who rarely if ever have need to study the Foreign Registration Act, found it difficult to accept the idea that a broadcaster using material from a foreign principal runs the risk of being required to register as a foreign agent.

But if a broadcaster were required to register, one attorney noted, he would probably be unable to retain his license. The attorney pointed to Section 310(a) (1) of the Communications Act, which says that a station license shall not be granted to or held by "any alien or the representative of an alien."

A Justice Department official sought to eliminate the notion that registration is automatically required in cases where broadcasters carry foreign-originated material. He stressed the word "may" in the department's letter. But, he said, "there is always the possibility that in accepting a direct solicitation of material an agency relationship might develop."

The official also noted that a broadcaster does not incur an obligation if he accepts material from a registered foreign agent. Radio Moscow maintains an agent in New York, but has not made its offerings through him.

The questions to be considered in determining whether a broadcaster would be required to register are whether the material involved is "political propaganda," as defined in the act, and whether he is airing it as "an agent, representative, employe or servant," or at "the order, request or under the direction or control, of a foreign principal."

(The department is inviting inquiries from broadcasters on the subject. Questions should be addressed to J. Walter Yeagley, assistant attorney general, Internal Security Division, Department of Justice, Washington, D. C. 20530.)

But the registration act apparently is not the only statute that would condemn broadcasters who carry the Radio Moscow material—the Subversive Activities Control Act is another.

The commission, which has received inquiries from members of Congress about the offerings made to their broadcaster-constituents, has replied that the act requires programs "sponsored" by a Communist organization to be identified as such. Commission officials last week also said that commission rules would also require disclosure.

Radio Moscow has been offering U.S. stations taped programs on a variety of subjects since December (BROADCASTING, Feb. 3). The Justice Department does not know how extensive Radio Moscow's efforts have been, or whether any stations have carried the material offered. The commission has no evidence either that the programs have been carried in the U.S.

But Mr. Yeagley reported that one of the tapes dealt with the 24th anniversary of the German's defeat in World War II, and quoted from articles in Soviet periodicals recounting "the triumph of the Socialist system."

The broadcast is also said to describe the development of the North Atlantic Treaty as "an unfortunate outgrowth" of the war and as a means of "waging war" against Socialist countries. The

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Vietnam war is referred to as a "war of American aggression."

In its letter the department noted that a registrant who disseminates political propaganda must label and file with the Justice Department copies and reports on that dissemination. The law would also require a broadcaster-registrant to precede the airing of that material with an announcement notifying his audience of his relationship to the material and of the fact that he is registered with the department as an agent.

New C&W series comes from San Francisco

The Judy Lynn Show, starring the country and western vocalist, has been placed in TV syndication by National Telefilm Associates.

Negotiations for the distribution of 39 half-hour color shows, produced by KEMO-TV San Francisco, a U.S. Communications outlet, were handled by Peter Rodgers, NTA executive vice president.

Besides KEMO-TV, other U.S. Communications stations which bought this first series produced by a U.S. Communication station for syndication are WPHL-TV Philadelphia, WXIX-TV Cincinnati-Newport, Ky, WATL-TV Atlanta, and WPGH-TV Pittsburgh. Other buyers are WFLD-TV Chicago, KTXL(TV) Sacramento-Stockton, Calif., KOLO-TV Reno, KORK-TV Las Vegas, KGSC-TV San Jose, Calif., and WSTV-TV Steubenville, Ohio.

Two CATV's lose on program exclusivity

Complaints from two broadcasters resulted in the FCC last week issuing orders to Michigan and West Virginia CATV systems to show cause why they should not provide program exclusivity.

Great Lakes Community TV Inc., operator of a Petoskey, Mich., cable system, was ordered to show cause why it should not provide exclusivity to WTOM-TV Sheboygan, Mich. WTOM-TV alleged that, although the commission had previously directed Great Lakes to provide exclusivity and had denied the Great Lakes petition for reconsideration, the CATV system had refused to comply.

However, Great Lakes cited a request for a hearing and temporary stay of the program-exclusivity rule, filed by American Cablevision Co., operator of a system at Sault Ste. Marie, Mich. American had asked the commission to schedule a hearing to determine the quality of WTOM-TV's signal.

The commission said it had denied American's request on June 25 and

had ordered American to show cause why it should not provide carriage and program exclusivity for WTOM-TV. Issuance of such an order to Great Lakes is also appropriate, the FCC said.

In response to another complaint, the commission issued an order to Wheeling Antenna Co., owner of a Wheeling, W. Va., CATV system, to show cause why it should not provide program exclusivity for WSTV-TV Steubenville, Ohio-Wheeling, W. Va.

The commission noted that WSTV-TV had requested "single-channel" carriage and program exclusivity from Wheeling Antenna since April 1966. Last May the station told the commission that the exclusivity provided by Wheeling

has not been single-channel, and on July 7 it requested the commission to issue the show cause order.

Big tune-in for Kennedy

An estimated 35 million people in the U.S. watched the TV address by Senator Edward M. Kennedy (D-Mass.) on July 25 (Friday) 7:30-8 p.m. EDT, according to NBC Research. All three networks televised the speech in which Senator Kennedy offered an explanation of his involvement in the accident July 18 which took the life of Mary Jo Kopechne, a former secretary of Senator Ted Kennedy's assassinated brother, Senator Robert F. Kennedy.

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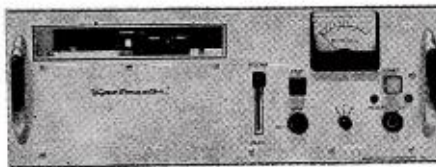
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Dems get tips on convention reforms

Newsmen suggest party institute its own changes as prelude to solving congestion, radio-TV problems

A Democratic party reform commission, meeting on Capitol Hill, heard representatives of the broadcast and print media offer widely varying diagnoses of, and cures for, the problems confronting newsmen who cover national political conventions.

All speakers at the day-long hearing July 26 agreed that a more efficient, disciplined convention, with reasonable balance between the party's needs and the requirements of news media, must somehow be effected. Some indicated that the Republicans run a better show. The specifics of their solutions, however, were as varied as the witnesses' backgrounds.

CBS News correspondent Roger Mudd, appearing as chairman of the executive committee of the radio-TV correspondents' congressional galleries, gave a variety of suggestions designed to increase the access and space allocated to nonnetwork correspondents. (The networks will appear before the commission at a later date.)

Sig Mickelson, vice president of Time-Life Broadcast Inc., had a different viewpoint: He called for a tight convention floor, with smaller delegations and no access to the floor for anyone except delegates. "The convention is more serious than a mere pageant for television viewers," he said.

From Neil Hickey of *TV Guide* came an analysis that probably corresponded more closely than any other to the view held by network news personnel. Praising the competence of TV newsmen and arguing that "television news has a right to your cooperation," Mr. Hickey concluded his statement with this thought: "I think the surest way to guarantee . . . success is for the national committee to forget about television's presence as much as it can, go about the vastly more important business of nominating a man for the Presidency of the U.S.—and let television newsmen go about theirs."

The commission's chairman, Representative James G. O'Hara (D-Mich.), seemed to agree that television has a rightful place on the convention floor, and indicated in a statement that the Democrats might do well to alter their proceedings accordingly.

"Despite the miraculous developments in electronic reporting," he said, "we still conduct our public business in almost the same manner which we did at our first convention in 1832. Some streamlining, pruning of political

ceremonial rites and a better realization of what is newsworthy is in order."

The O'Hara commission, established in accordance with a resolution adopted at the 1968 convention, still seems stalemated on basic solutions to the universally acknowledged problem of overcrowded conventions. Several commission members seemed unsympathetic to any reduction in the number of delegates, while newsmen generally called for fewer restrictions upon their work.

Complicating the picture further, a print representative said there have been too many television cameramen permitted on the floor, while a spokesman for still photographers said they should be free to take pictures from vantage points similar to those of television.

In a statement that strongly urged the party to clean its own house before worrying about the media, Dr. Penn Kimball of Columbia University had this to say:

"The legitimate route by which a political party can improve its 'image' via the mass media is through internal reform of the procedures by which delegates are selected and by which it formulates its positions on the central issues of national and world concern. Media arrangements cannot be evaluated apart from fundamental measures to make the conventions more relevant to the grave policy questions of our time."

Among the ills cited by Dr. Kimball:

White House services are of Mutual interest

Mutual announced last week it will furnish its 500 affiliated stations with the Sunday religious services held at the White House ("Closed Circuit," July 28).

Mutual has been taping the services at 11 a.m. for a feed at 12:36 p.m. EDT. The first MBS broadcast was July 20 at 3:36 p.m. in observance of the Apollo 11 flight to the moon.

The 30-minute interdenominational services, which were begun shortly after President Nixon took office, are held in the East Room whenever the Chief Executive is in Washington, and attendance is by invitation. Speakers have included evangelist Billy Graham; Norman Vincent Peale, Marble Collegiate Church, New York, and Terrence Cardinal Cooke, archbishop of New York.

"Too many delegates and too few of them have been adequately prepared"; rules of procedure are often arbitrarily invoked from the podium; conventions last too long, with excessive interludes of "meaningless ritual"; the formulation of national policies is put off until the time has arrived to pick a presidential candidate. All these problems, he said, are simply reflected in one way or another by the media.

Mr. Mudd offered a few suggestions for the benefit of nonnetwork broadcast newsmen. These included a proposed distinction between nonnetwork independents and nonnetwork group-owned stations. Noting that the latter often broadcast live, while the former rely more on "direct audio line, telephone beeper or by film shipped home by air express," the CBS newsmen urged that each group be allocated separate booth space in 1972. Each group would negotiate on its own with the party for booth space; each would pay a filing fee to cover booth construction cost, and the division of independent booth space among the participants would be left to the independents, Mr. Mudd said.

He also noted that nonnetwork reporters were given 45 floor passes last year—only after they protested the original allotment of 25. He urged that the number be raised to 150.

Another of his proposals called for location of "bullpen" space for independents, and air express facilities, as close to the convention floor as possible.

The O'Hara commission announced its intention of meeting with network representatives, but no date has yet been set.

FCC waives leapfrogging for New York CATV system

Hornell Television Service Inc., a CATV operator serving Hornell, N.Y., received permission from the FCC last week to carry the distant signals of independents WNEW-TV, WOR-TV and WPIX-TV all New York, on its Canis-tesco, N.Y., system.

The commission said waiver of the leapfrogging provision — prohibiting signal importation of a station farther away than another—appears justifiable. Hornell also plans to leapfrog UHF WPGH-TV Pittsburgh, an action inconsistent with the commission's proposed rulemaking which would restrict CATV systems from importing signals other

than those closest to the system.

The commission said any new rules adopted as a result of the proceeding would be applicable to any CATV system that begins operation after Dec. 20, 1968, with the exception that service authorized by the commission to start while the proposed leapfrogging rule is under consideration will be grandfathered.

The order—adopted by Chairman Rosel H. Hyde and Commissioners James J. Wadsworth, Nicholas Johnson and H. Rex Lee with Commissioner Robert T. Bartley concurring and Kenneth A. Cox dissenting—said Hornell was not required to petition for authorization to import signals at Canisteo since it is not within the grade A contour of any major-market TV station.

Hornell plans to purchase two Canisteo CATV systems, the commission said—Canisteo TV Inc. and Ford Walton TV Service. Canisteo carries signals of WBEN-TV and WKBW-TV, both Buffalo, and WRQC-TV, WHEC-TV and WOKR(TV) all Rochester, and WSYE(TV) Elmira, all New York. Ford Walton carries the same signals with the exception of WOKR(TV), and in addition, it carries signals of WGR-TV Buffalo and noncommercial WXXI(TV) Rochester.

The commission said Hornell, adjacent to Canisteo, already receives the three New York independents via microwave from a common carrier and only two and one-half miles of trunk line are necessary to extend the signals into Canisteo. The system will carry in-state signals only, the commission said. And the operator plans to originate local news and sports programs.

IATSE strike continues at Reeves in New York

A federal mediator last week stepped into the labor-management dispute that has halted production of a number of programs and commercials at Reeves Production Services, New York.

By the weekend, there was no settlement in sight of the strike that started July 23 when approximately 70 members of Local 52 of the International Alliance of Theatrical Stage Employees walked out over a wage-hour dispute. In support of the strike, other technicians refused to cross picket lines.

RPS, a division of Reeves Telecom, had been negotiating with the video technicians since their contract expired on July 1.

The union wants a wage hike, and a gradual (over a three-year-period) reduction of the work week to 35 hours. Management, citing rising costs, indicated it believes these demands are too high.

After the moon TV goes to Mars

Network news crews also are kept busy with Nixon in Asia and Europe

Without ever leaving the country, U.S. television viewers last week were treated to a tour of the opposite part of the world and to new sights of the moon and Mars through the network news organizations.

President Nixon's trip to the Philippines, Indonesia, Thailand, Vietnam, India, Rumania and England received the most coverage of the three news events. ABC-TV expanded its 15-minute *Weekend News* reports July 26, 27 and Aug. 2 to half-hours, and broadcast a one-hour special July 31 on the Asian segment of the journey. Mr. Nixon's arrival home at Andrews Air Force Base Aug. 3 was expected to be covered between 10 and 11 p.m. EDT.

CBS-TV had scheduled five special reports: July 27, 7:30-8 p.m. EDT; July 29, 10-10:30 p.m.; Aug. 1, 11:30-12 p.m.; Aug. 2, 7:30-8 p.m. and Aug. 3, a half-hour report on the President's return (and later inserted a sixth—a 23-minute special July 30 to cover the President's visit to Vietnam).

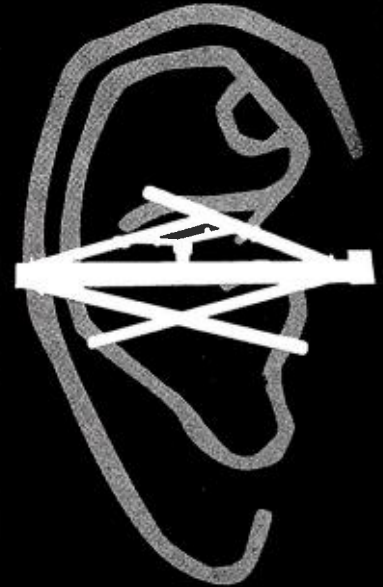
NBC-TV's plans were similar, five planned specials July 25, 12:30-1:30 a.m., July 28, 7:30-8 p.m., Aug. 2, 6-7:30 a.m., Aug. 3, 8:30-9:30 a.m. and Aug. 3, 10-11 p.m., with an extra put in on July 30 at 11:30-12 p.m., also on the Vietnam segment.

The radio networks sent crews on the trip for reports during regularly scheduled news programs and for several specials, but they could not cover to any great extent the two visual stories of the week—color films of the moon taken by astronaut Edwin Aldrin from inside the lunar module, and pictures of Mars from Mariner 6 and 7 spacecrafts.

The moon film released by the National Aeronautics and Space Administration Monday was shown by all three television networks at 2 p.m. EDT. It showed the actual landing, astronaut Neil Armstrong's first steps on the moon, and a scene of the American flag and the outside black-and-white camera planted on the moon's surface. The color, a greenish blue, was said by the astronauts to be a distortion in the film. They reported the moon was actually a gray cast.

The Mariner series of pictures, taken at various distances from the planet with slow scan, black-and-white vidicon cameras (BROADCASTING, July 28), received seven minutes of coverage on ABC-TV, 37 minutes on CBS-TV and

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45 minutes on NBC-TV. Actual transmissions began at 9:35 p.m. EDT, July 29 and 9 p.m. EDT, July 30. The climax of the first set of Mars pictures was due to take place at 11 p.m., EDT, Friday (Aug 1) when the TV pictures taken from only 2,000 miles away were to be shown from the Jet Propulsion Laboratory at Pasadena, Calif.

With hardly a pause, the networks will continue the moon story as it reaches its climax with a news conference and parades Aug. 12 and 13.

Next Intelsat 3 try slated for next month

Another attempt to place an Intelsat 3 communications satellite over the Atlantic ocean may be made in mid-September, officials at the Communications Satellite Corp. said last week following the failure of the spacecraft launched July 28.

Comsat, which acts as manager for the 68-nation international telecommunications satellite consortium, said that it has two more Intelsat 3's and that one would be sent to Cape Kennedy as soon as an investigating committee determines what went wrong with the latest launch. According to a preliminary report from the National Aeronautics and Space Administration, the unsuccessful flight last month was due to a malfunction in the third stage of the rocket vehicle. This put the spacecraft into a 147-mile to 300-mile orbit around the earth, making it impossible to move it to its prescribed 22,300-mile-high synchronous orbit. The spacecraft, which cost Comsat \$11.7 million (\$6 million for the satellite, and \$5.7 million for the launch and rocket), could not be located until three days after the launch.

The new communications satellite is

needed to fill a hole in the Atlantic-ocean communications system caused by the failure late in June of the Intelsat 3 satellite that had been operating since 1968. Last month's failure to achieve orbit is the second in five Intelsat 3 launches during the last two years. The first last September was destroyed by the control officer at Cape Kennedy when it veered off course immediately after launch.

Comsat plans to place both of the final Intelsat 3's over the Atlantic. At present Comsat is using an Intelsat 2 and occasionally the Early Bird satellite for Atlantic communications; it has an Intelsat 3 over the Pacific and another over the Indian ocean. Each Intelsat 3, manufactured by TRW Inc., is capable of carrying 1,200 voice circuits or four TV channels.

In 1971 Comsat has scheduled a series of Intelsat 4 satellites that are due to carry between 5,000 and 6,000 voice circuits or 12 full TV channels. The Intelsat 4's are being built for Comsat by Hughes Aircraft Co.

High-level meeting set on adult-education and TV

A seminar to prepare for a conference which will, among other things, consider how TV can be used for adult education, is scheduled to take place Nov. 15.

The seminar, to be held at the Johnson Foundation's "Wingspread" estate near Racine, Wis., will be for members of the advisory committee of the Galaxy Conference on Adult Education. That conference is to be held in Washington Dec. 6-11.

Among other topics, the Galaxy conference will take up the question of TV and continuing education, with John W. Macy Jr., president of the

Corp. for Public Broadcasting, and Henry Alter, National Educational Television, among the principal speakers.

Members of the advisory committee include Frank Pace Jr., chairman of the board, CPB; C. Scott Fletcher, executive consultant, Educational Television Stations division of the National Association of Educational Broadcasters; Ralph Lowell, Lowell Institute, Boston and president of noncommercial educational WGBH-FM-TV Boston; Senators Vance Hartke (D-Ind.) and Ralph W. Yarborough (D-Tex.); Representative Roman C. Pucinski (D-Ill.); former Vice President Hubert H. Humphrey, now at Macalester College, Minneapolis; Mrs. Richard M. Nixon.

General chairman of the Galaxy conference is Dr. Alexander Charters, University of Syracuse. Program chairman is Dr. Russell Smith, New York University.

MGM makes another big network sale

Metro-Goldwyn-Mayer Inc. has completed its second large feature film transaction in TV within two weeks, licensing a group of motion pictures to CBS-TV for \$8,990,000, the company announced last Thursday (July 31).

Earlier MGM reported it had made a similar agreement with NBC-TV covering 25 films at a price of \$17.8 million (BROADCASTING, July 28). Though MGM would not divulge the number of features in the CBS transaction it was learned that 11 motion pictures are in the group, including one two-parter. They will be available for telecasting this September.

Among the films in the CBS-MGM agreement are "The Cincinnati Kid," "The Comedians," "Butterfield 8," "The Legend of Lylah Clare," and "Live a Little, Love a Little." MGM said none of the features in the package has been shown previously on TV.

TV production houses reach working agreement

Goodson-Todman Productions, New York/Hollywood, producer of game shows for television, has formed a limited association with Jack Barry Productions, Hollywood, which recently produced several network game-show pilots.

Mr. Barry's organization will make its headquarters at Goodson-Todman's Hollywood office at 9460 Wilshire Boulevard. Goodson-Todman will provide sales assistance, financial backing and creative help on Mr. Barry's program packages, but Mr. Barry will not be involved in all of the Goodson-Tod-

Program notes:

Friendly bunch ■ ABC-TV will present a one-hour color special titled *A Special Bunch of Friends* during the 1969-70 season. The program, which will serve as a pilot for a potential ABC-TV weekly series, will feature John Hartford, Jennifer Warren, Pat Paulsen, Mason Williams and Bob Einstein, all performers of the contemporary scene.

Griese in Florida ■ Brandywyne Productions, Boston, will produce *The Bob Griese Show* this fall in which the quarterback for the Miami Dolphins will be host of a 13-week half-hour football interview series to be telecast in Miami, West Palm Beach, Orlando, Tampa, St. Petersburg, Tallahassee and Jacksonville, all Florida. He is represented by Mattgo Enterprises, New York.

Black history ■ Master Radio Service, Delmar, New York, has prepared for release *365 Days of Black History*, a new audio series of thirty minute programs that spotlights a different achievement of the Negro race for each day.

New offices ■ Panorama Film Productions, a division of Standard Radio and Television Co., KNTV-TV San Jose, Calif., has opened its main offices and facilities there. Panorama will offer complete motion-picture production services.

Spook show ■ Western Video Productions will produce a one-hour color TV-special, *Vincent Price in an Evening of Edgar Allen Poe*. Mr. Price will read excerpts from "The Tell Tale Heart," "The Cask of Amontillado," "The Pit and the Pendulum" and "The Sphinx."

man projects.

Mr. Barry was the master of ceremonies on ABC-TV's *Generation Gap* last season and recently acquired KKOP Redondo Beach, Calif.

Goodson-Todman has 25 half-hours of programing on the air at the present time, including *To Tell the Truth*, *What's My Line*, *Password*, *The Match Game* and *Beat the Clock*.

Special study shows more blacks on TV

Results are derived from viewing network schedules in July and November 1968

A couple of researchers at Michigan State University, Lansing, Mich., have measured the appearance of blacks on TV shows and commercials in the 1967-68 and 1968-69 seasons and have come to the conclusion that although there are more blacks now appearing in television shows, there aren't more shows with blacks.

The study was made by Dr. Bradley S. Greenberg, associate professor of communications at MSU, and Joseph R. Dominick, senior research assistant and candidate for a PhD. The report, which was supported by a \$10,000 grant from the Educational Foundation of the American Association of Advertising Agencies, compared the number of Negroes in TV dramatic shows, variety shows, game shows and all commercials for the hours 1-4 p.m. and 7:30-11 p.m. for one week during July 1968 and for a similar week in November 1968. Viewed were the three network affiliated TV stations in the Lansing, Mich., area: WJIM-TV Lansing, CBS; WILX-TV Onandaga, NBC, and WJRT-TV Flint, ABC.

The authors said they found that the biggest increase in black characters came in those appearing in minor roles—mostly blacks assisting a white leading character. Where a black does star, he usually is a co-star with a white actor.

The typical black in a dramatic show is a male, works for a law enforcement agency, plays a minor role, is in his 20's or 30's, seldom plays a villain and dresses and talks according to white standards, according to the MSU researchers. The typical black in a commercial is also a male, also in his 20's and 30's, usually in a minor role, and, they added, "he seldom speaks, usually doesn't touch the product, dresses according to white standards, and is shown with lots of other people."

Quantitatively, the study found that the number of Negroes appearing in

dramatic shows increased by 5%, from 32% in July to 37% in November, with the most significant increase occurring in prime time when the percentage went up from 34% to 52%. By network affiliate the greatest jump occurred on ABC, which went from 25% to 50%; NBC increased from 31% to 47%, while CBS actually decreased, from 38% to 23%.

In commercials, ads with blacks increased from 5% to 7% from July to November, with prime time increasing from 4% to 7%. CBS affiliates jumped from 5% to 8%, while ABC moved up from 4% to 6% and NBC from 6% to 7%.

Underway is an extension of this research that will attempt to measure the effects of the increased use of blacks on TV on the white and the black community. This study was made in the Cleveland area and is being evaluated by Dr. Greenberg and his assistants at the university.

One of the interesting sidelights in the Greenberg-Dominick study, "Blacks on TV: Their Presence and Roles", was the indication of network clearances by the three stations watched. The authors reported that of a total of 45½ hours watched per station, the CBS affiliate deviated from the network for two hours in July and three hours in November; the NBC station for eight hours in each viewing period, and the ABC station for five hours in July and four-and-a-half in November. They noted, however, that the NBC affiliate has a share-time agreement with noncommercial, educational WMSB(TV) Onandaga.

The study on blacks in TV is one of a series Dr. Greenberg and his associates are doing on communications among the urban poor. He already has authored or co-authored seven other papers in this series. They are being underwritten by grants from MSU and the National Association of Broadcasters as well as AAAA. Dr. Greenberg also has submitted a report on

TV and violence to the President's Commission on the Causes and Prevention of Violence—expected to be part of the commission's mass media report.

Dingell hits networks on program control

A belated congressional voice was sounded last week in defense of the FCC's proposed 50-50 rule on network programing, a week after the commission had heard oral argument on the four-and-a-half-year-old proposal (BROADCASTING, July 28).

Representative John D. Dingell (D-Mich.) urged the commission to "act both promptly and decisively to cut back sharply on network ownership and syndication of programing." Mr. Dingell is chairman of the subcommittee on regulatory and enforcement agencies of the House Select Committee on Small Business.

In a July 29 letter to FCC Chairman Rosel H. Hyde, the Michigan congressman said that network control of programs violated the antitrust laws. He also remarked that where a network requires an advertiser to take a program owned by it this was "some sort of 'tying' arrangement," which also is an antitrust violation. He said that the only way small program producers could survive is by opening up the prime-time market to independent producers. And, he concluded, only by "a reversion to having independent producers deal directly with the buyer of prime-time or local affiliate," can diversity in programing be achieved.

Mr. Dingell asked that his letter be made a part of the public records in the rulemaking proceeding.

The FCC's proposal would prohibit stations from taking more than half of network-owned entertainment programs during prime time. A Westinghouse Broadcasting alternative would forbid a station in a three-station market from taking more than three hours of network programing from 7 to 11 p.m.

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FCC to test rate principles

Procedure designed to speed AT&T inquiry; new charges for audio-video expected Oct. 1

The FCC, in an order aimed at speeding up its drawn-out inquiry into AT&T rate structure, said last week that pricing principles for the interstate services of AT&T will be determined and tested in specific rate cases now pending.

For broadcasters, this means AT&T will submit new proposed rates for program-transmission service in light of principles worked out by the parties in the case in a series of informal conferences between March and May (BROADCASTING, June 2).

Under the agreement embodying those principles, AT&T was obligated to make cost and market studies before filing new tariffs in any service. They are due to be completed and submitted to the commission by Oct. 1.

As a result, it is expected that AT&T, which had been scheduled to file new proposed tariffs for audio and video service by Sept. 1, will file them instead on Oct. 1, to become effective 30 days later.

AT&T originally announced in January 1968 that it intended to file new—and higher—tariffs for program-transmission service. These were filed, but the effective date has twice been postponed, and they are now to be superseded.

One factor involved in the revision of the program-transmission tariffs is the conclusion of a commission hearing examiner that AT&T rates, as they apply to part-time users, are discriminatory. The conclusion was reached in a case brought by Hughes Sports Network Inc.

Besides the program-transmission case, one involving the Telpak service is now pending. Commission officials indicated that a decision would be made as to whether to consider the two cases separately or to consolidate them.

Originally, the commission had planned to develop ratemaking principles through a general inquiry, in what has been dubbed Phase 1B of the study of AT&T rates. The new approach was worked out in an effort to speed resolution of the current phase, which began with on-the-record proceedings in October 1967.

The commission noted it has long been concerned lest pricing principles be used that would permit the company to support competitive services, such as Telpak and other private-line services, by higher prices for Message Toll Telephone (MTT) service, which is used by the general public and accounts for 80% of the interstate services.

During the Phase 1B of the hearing, AT&T opposed the use of fully distributed costs for rate-making purposes, and urged in its place the use of long-run incremental costs—those which are added to provide a particular service.

The commission in its order noted that the agreement of the parties in the case "properly" recognized the relevance of both types of costs in considering rate levels. And, without reaching a conclusion regarding the costs it should consider, the commission accepted the concept in the agreement that the complex economic theories which have been advanced in the hearing and the reconciliation of the views of the experts can best be accomplished by relating the principles to specific rate proposals.

The commission acted on a vote of 5-to-1, with Commissioner Nicholas Johnson dissenting and Commissioner H. Rex Lee abstaining from voting.

Last of PSA holdovers falls before FCC rule

The FCC last week amended its presunrise operation rules to limit the power of daytime and limited time class II stations west of their clear-channel dominant stations to 500 w at 6 a.m. local time or sunrise at the I-A station. The commission said after Sept. 14 presunrise operations by those stations may be conducted only with presunrise authorization.

Stations restricted are 30 of the 56 class II stations, which are assigned to 25 I-A clear channels, operating west of I-A stations. These stations were not restricted in their use of presunrise power when the commission adopted its rules for presunrise operations by class III regionals, class II's assigned to

I-B clear channels and I-B clear-channel stations (BROADCASTING, July 3, 1967, et seq.). The commission said international agreements could subject the 500 w power limitation to further reduction.

The amendment rules that class II stations located east of dominant co-channel class I-A stations will continue to be barred from presunrise activity because of the possibility of interference to the dominant's signal.

Under the terms of the order stations now operating under the old presunrise rules may continue to operate through Sept. 14 with sign-on adjusted to 6 a.m. local time or sunrise at the dominant station, whichever is later. To expedite matters, the commission said it would act on letter requests by eligible class II stations specifying power of 500 w—or licensed facilities, if less—without interference calculations as required. Requests must contain a description of the method used to reduce power and must be filed by Sept. 1.

Japan's color sets dominate imports

Imports of color TV receivers between 1967 and 1968 more than doubled, the Department of Commerce reported last week, releasing official figures for imports in selected items of electronic products.

In 1967, 318,000 color TV sets were shipped to the U.S., with the bulk (308,000) having picture tubes that were more than 10 inches in size. In 1968, there were 666,000 color TV sets imported, with 650,000 having larger-than-10 inch picture tubes.

Even the dollar value of these imports doubled in the two years, it was noted. In 1967, the value of the color TV receivers imported was \$53,213,000, with \$52,270,000 attributed to larger-than-10 inch picture sizes. In 1968, this had shot up to \$106,033,000, with \$104,179,000 related to the above-10 inch sets.

The 666,000 sets sent to the U.S. in 1968 are calculated to be more than 10% of the total 5,972,000 color TV

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"Project Thank You was the best thing to happen to W.G.A.N. in a

long time. Charles R. Stanford. Portland Me.



"I have told everyone who inquired that "Project Thank you" program was a tremendous success from every point of view. It did raise money to buy gifts for our servicemen in Vietnam; it was a great public service to the community; it did gain for us stature in the eyes of our listeners; and your organization is everything that you claim to be." Michael O. Lareau W.O.O.D. Grand Rapids, Mich.



"Every day since the broadcast, we have had innumerable calls from people who could not get through on the phones during the program, ... others are phoning in to compliment K.G.U. on the part (we) played." Jim Hawthorne, Hawaii.



Sen. Ed. Brooke:

I still can scarcely believe the thousands of man hours that have gone voluntarily into Project Thank You. The fact that every person involved does not receive one dime for themselves gives confidence and a willingness to contribute. THE EAGER COOPERATION OF THE BROADCAST INDUSTRY HAS BEEN GRATIFYING. RADIO AND TV STATIONS FROM COAST TO COAST HAVE WILLINGLY HOSTED Project Thank You marathons. This type of programing in the public interest merits the appreciation of all Americans.

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BROADCASTING, Aug. 4, 1969

sets sold in the U.S. last year.

The bulk of the imported color TV sets, the report indicates, came from Japan whose shipments were estimated to have been worth \$104,915,000.

In other electronic consumer imports reported by the government: black-and-white TV receivers over 2 million units valued at \$97 million; solid state AM-only radio receivers, over 14 million, valued at more than \$60 million; AM-FM or FM only, 13.6 million, valued at \$157.5 million; auto, 868,000, valued at \$11.9 million.

Radio receivers with tubes slumped severely; only 709,000 such sets were imported in 1968, compared to almost 2.4 million in 1967. The value of last year's imports of tube-sets also was virtually one-third of the preceding year—\$7.5 million compared to \$23 million.

Japan accounted for the highest dollar volume of radio receiver imports, almost \$175 million, but it was noted that almost \$50 million worth came from "other" countries (Hong Kong, Taiwan, Okinawa etc.).

The importation of color picture tubes also increased, reaching 314,000 units in 1968, valued at over \$21.5 million. More than half of this valuation was attributed to color tubes coming from the Netherlands (obviously the Philips' Plumbicon tube), with a surprising \$5.5 million worth from Canada, and \$4.9 million worth from Japan.

Land mobile gets 'scholarly' airing

Fewer fireworks occur before Dingell group; better management need cited

Representative John D. Dingell (D-Mich.) called his Small Business Subcommittee on Regulatory Agencies into session last week to hear representatives of the Departments of Commerce and Transportation, as well as the Office of Telecommunications Management, discuss the problems of spectrum management. What he heard was rarely related directly to the problems of broadcasters, but the testimony did provide some general support for an argument often advanced by the industry—that the problems of the spectrum can best be met by better management of the resource.

However, the subject of the day was wider than broadcasting alone, and that orientation also found its way into the hearing. As Myron R. Tribus, assistant secretary of commerce for science and technology, put it: "Our concern should be to increase the possibilities for com-

munications, not just broadcasting. In the future many systems will probably use a combination of channels in series, some in cable, some on sharply diffused microwave, some on diffuse broadcast, some on satellites. It's done now. More will occur in the future."

For broadcasters, the overriding concern here is whether a general clamor for communications will lead the FCC to require sharing of UHF channels 14-20, with land-mobile radio as the commission has proposed in a rulemaking (BROADCASTING, Feb. 10 et seq.)—or even allocate the channels outright to land mobile, as some have urged.

Another issue is crystallized in legislation introduced by Representative Dingell, an advocate of land mobile. Earlier this year, the congressman introduced three bills (H. R. 3057, 3058 and 3059) that would: (1) hand over to the Commerce Department all frequency allocation for telecommunications; (2) abolish the FCC and scatter its functions among three proposed new agencies and the Department of Transportation, and (3) authorize the secretary of commerce to conduct "a comprehensive study" of allocations, in order to formulate a new allocation system.

Past hearings on the bills this year have been strongly land-mobile-oriented. Last week's was less so: It was a quiet, broad, scholarly morning of testimony, during which the sound of axes grinding was rarely heard.

Implicit support for some conclusions previously drawn by broadcasters did thread through the hearing, however. Mr. Tribus noted that the spectrum—or "electrospace," as he frequently called it in order to convey its multidimensional character—is nearly saturated, but added that the present "era of growth is about over. We must now apply our technical skills to developing more efficient ways to use this limited natural resource."

The Commerce Department official also cited a need for "a solid research base" based upon "a thorough grasp of the scientific and technological options"; a systems analysis capability; an electro-space concept of the problem, and a decision to "regard all forms of communication as potentially interchangeable."

Secor D. Browne, assistant secretary of transportation for research and technology, also noted the lack of an adequate data base and indicated that "the nature of the traffic which a channel is carrying," rather than simply the "number of authorized radio transmitters," should be considered.

Mr. Browne also noted that the study of spectrum policies carried out for the FCC by the Stanford Research Institute is highly pertinent to the question of

"whether there is actually a shortage of this resource or if the spectrum is poorly allocated or ineffectively utilized."

At the least, he said, SRI's data "raise a question regarding the efficiency of the present block assignment of frequencies to a particular service"—a point pressed at some length by broadcasters, particularly the Association of Maximum Service Telecasters, in comments on the proposed rule that would allow channel-sharing.

General James D. O'Connell, director of the Office of Telecommunications Management—which oversees government frequencies—said in response to a congressman's question that, in one respect, he's "glad" there is a crisis in allocations, since it serves to focus attention on past inadequacies of spectrum management.

One scheduled witness—Robert Radcliffe, WKPT-TV Kingsport, Tenn.—was unable to appear. Mr. Radcliffe had intended to testify concerning the problems that would confront his UHF station if, as land-mobile interests have proposed, channels 14-20 were reallocated entirely and he was forced to move off his channel (BROADCASTING, July 28).

Better Apollo TV under Sylvania study

Sylvania Electric Products Inc., New York, is conducting an experimental program to improve the quality of both black-and-white and color television pictures from Apollo spacecraft.

Under a \$63,600 contract from the National Aeronautics and Space Administration, Sylvania is developing an enhancement technique that will "exaggerate signal detail prior to conversion by lightening dark areas and sharpening edges," according to the program manager, George Biernson.

Conversion is necessary to change the slow scan rate of 10 pictures per second from the spacecraft to the commercial TV transmission rate of 30 pictures per second. "The conversion process can degrade the picture quality," Mr. Biernson said.

Technical topics:

New design ■ Bardwell & McAlister Inc., Hollywood, has introduced a line of lightweight, portable Mini-Mac quartz lights, designed for broad fill and flood lighting applications in studios.

Stereo mixer ■ Shalco, Inc., Smithfield, N.C., announces a new stereo mixer. The precision step-type attenuator is rated one-half watt and provides 75 to 80 db isolation between channels.

Promotion

A 50th birthday with flower power

The wheels are spinning at the National Association of Broadcasters in preparation for a year-long celebration of broadcasting's 50th anniversary, to be observed throughout 1970 with appropriate fireworks-on-the-airwaves.

Questionnaires have already been sent to NAB members, and were due back in the association's public-relations offices by last Thursday (July 31). Their primary purpose is to get some idea of broadcasters' interest in special promotional materials that may be used during the year. At the week's end, NAB had received about 1,200 responses from member stations, about a one-third response, with several hundred more expected.

No specific campaign has yet been developed, but whatever emerges is likely to involve a good look at the future, not just the past. A history of the past 50 years would include events as disparate as the flights of Lindbergh and the Apollo 11 crew; with that as background, it's felt, a look ahead offers almost limitless opportunity to excite the public's imagination.

Still, the springboard is the past 50. A letter to members from NAB's vice president-public relations, John M. Couric, made the point this way:

"The year-long observance will focus on the industry as a whole—radio and television—and tell broadcasting's story of service to the American people."

Although the script hasn't been written for 1970, some of the props are already in the networks. As outlined in the questionnaires, a number of 1970 promotions are likely to center around prizes that seem appealingly remote from the troubles plaguing NAB in Washington—flowers.

Chief among these is a rare rose, not scheduled to be marketed until 1971, and available only from broadcasters during 1970. The flower has officially been christened by horticulturists—understandably, if somewhat incongruously—as "the broadcaster rose." Suggested uses, according to the questionnaire, are as follows: 'Individual plants as prizes to listeners/viewers/studio audiences/program participants; gifts for rose gardens to cities, hospitals, state houses; beautification of your own station grounds, etc.'

Two hundred of the plants are to be force-grown for on-camera studio use early next year.

To help extend the spirit throughout

the year, NAB suggests three other "flower programs." For spring, the marigold reigns, in the form of seeds of a new, never-before-marketed strain. The seed grower will offer a \$10,000 prize to anyone who grows a pure white marigold from the seeds furnished by broadcasters.

For summertime, a similar contest is foreseen, this one focusing on sunflowers. The questionnaire suggests that broadcasters offer dollars-per-inch for the largest flower head grown from the seeds.

For autumn, "a giant pumpkin contest" is the suggestion, with dollars per pound for winning entries. The seeds to be furnished are said on occasion to produce pumpkins up to six feet around, and weighing 100 pounds or more.

Among the other possible promotions is something for children, dubbed the "egghead promotion." The questionnaire describes it in this way:

"A special promotion packet of seeds for children. Seeds are grown in an egg shell and produce green 'hair' in about a week. Children cut the 'hair' but it keeps growing. Suggested use: idea for a tie-in promotion with one of your dairy sponsors."

Other suggestions include anniversary medallions, special license plates, and a book on broadcasting's 50 years. Separate chapters on music, news, commentary, etc., might also be issued as individual paperbacks.

The response so far is said to be positive and constructive, with the "egghead" and rose promotions faring particularly well. The over-all nature of the celebration is expected to emerge week by week, with the special anniversary logo and the final results of the questionnaire scheduled for announcement within the near future.

ABC's fall promotion

ABC-TV has launched what it describes as its most extensive fall promotion campaign. The first spots were aired July 24, following by four days the start of CBS-TV's fall campaign and by 17 the first NBC-TV promos (BROADCASTING, July 14).

ABC's promotional effort is concentrated in a 10-week period and the on-air campaign is divided into two phases. The first phase takes the viewer behind the scenes of the network's 12 new fall shows in production. This is followed by a spot campaign using footage from upcoming shows. A strong campaign is also planned for the post-premiere period.

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Pitch for MGM yields court order

Film company charges tender offer is financed, in part, by a competitor

The bid by financier Kirk Kerkorian to gain control of Metro-Goldwyn-Mayer Inc. (BROADCASTING, July 28) slowed down last week when the U.S. District Court for the Southern District of New York issued a temporary restraining order preventing his Tracy Investment Co., Las Vegas, from solic-

iting shares of MGM stock.

Justice Walter R. Mansfield issued the temporary order on Tuesday (July 29) and continued it after a hearing on the following Monday in response to a suit filed by MGM. The action was aimed at forcing Mr. Kerkorian to withdraw his \$35-million tender offer and to return to stockholders any shares already tendered (BROADCASTING, July 28).

In its complaint, MGM charged that a successful bid by Mr. Kerkorian for "working control" of MGM would represent a "substantial lessening of competition in the movie industry." MGM claimed that Tracy intends to pay for the tendered MGM shares in part with

the proceeds of a \$30-million secured loan from Transamerica Financial Corp., a subsidiary of Transamerica Corp., which, in turn owns 99.6% interest in United Artists Corp., a competitor of MGM.

"While Transamerica would not have a direct stock ownership in MGM," the suit states, "it would have the power to dominate, control and influence the principal shareholder of MGM (Mr. Kerkorian) and through it, the management of MGM."

If his tender offer for one million shares at \$35 per share is successful, Mr. Kerkorian, through his wholly owned Tracy Investment Co., will be the largest single shareholder of MGM, with

The Broadcasting stock Index

A weekly summary of market activity in the shares of 85 companies associated with broadcasting.

	Stock Symbol	Ex-change	Closing July 31	Closing July 24	Closing July 17	1969		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
Broadcasting									
ABC	ABC	N	51½	57½	63¼	76½	49	4,796	\$ 306,900
Atlantic States Ind.		O	6	8	8¾	15½	6	1,798	17,100
Capital Cities	CCB	N	29	30¼	32½	37½	26½	5,748	192,600
CBS	CBS	N	45½	47½	53	59½	42½	25,378	1,341,900
Corinthian	CRB	N	21½	23	24¾	37¼	21	3,384	89,700
Cox	COX	N	38¾	40	41½	59	37	2,891	120,300
Gross Telecasting	GGG	A	15½	17½	18½	24½	15½	805	16,100
Metromedia	MET	N	19½	20½	21½	53½	18	5,507	142,500
Pacific & Southern		O	14½	16	16	26½	14½	1,616	27,500
Reeves Telecom	RBT	A	15½	15½	17½	35½	15½	2,230	39,000
Scripps-Howard		O	21	24	24½	31½	21	2,589	64,700
Sonderling	SDB	A	32	35½	37½	47½	31½	985	37,700
Starr Broadcasting		O	7½	7½	7½	7½	6½	338	2,300
Taft	TFB	N	29½	34½	37½	43½	27½	3,415	124,600
							Total	61,480	\$ 2,522,900
Broadcasting with other major interests									
Avco	AV	N	24¾	25½	26¼	49½	23¾	12,872	\$ 352,300
Bartell Media	BMC	A	9½	10½	11½	22¼	8¾	2,292	26,900
Boston Herald-Traveler		O	27	NA	30	71	27	574	17,200
Chris-Craft	CCN	N	12	13½	15½	24¼	12	3,201	53,200
Cowles Communication	CWL	N	11½	10	11½	17½	10	3,620	43,900
Fuqua	FQA	N	31	33½	34½	47	31	5,073	185,500
Gannett	GCI	N	34¼	35½	36	42	33¼	4,736	172,900
General Tire	GY	N	18½	19	20	34½	17½	17,914	387,400
Gray Communications		O	9	8½	9	12½	8½	475	4,600
Lamb Communications		O	4¼	4½	4½	10	4½	2,650	13,300
Liberty Corp.	LC	N	15½	16	15¾	23¾	14½	6,743	107,900
LIN		O	8	8¼	9½	32½	7¾	1,890	21,000
Meredith Corp.	MDP	N	35½	35½	37½	59½	32½	2,762	111,500
The Outlet Co.	OTU	N	17½	19	20	30½	17½	1,332	28,000
Plough Inc.	PLO	N	60½	59½	62	72½	57½	6,788	463,300
Post Corp.		O	14½	16	16	40	14½	566	10,500
Rollins	ROL	N	34	34½	34½	38½	30½	7,942	289,900
Rust Craft	RUS	A	26	27	28	38½	25½	1,169	33,900
Storer	SBK	N	28½	25	30¾	62	24½	4,213	151,700
Time Inc.	TL	N	39½	40	41¾	100½	36½	7,238	363,700
Wometco	WOM	N	17½	18½	18½	23½	17½	5,860	117,200
							Total	99,910	\$ 2,955,800
CATV									
Ameco	ACO	A	8¾	9½	10¼	14½	7¾	1,200	\$ 13,200
American TV & Communications		O	12¾	14½	14½	15	11½	1,775	24,400
Cable Information Systems		O	3½	4½	3½	5	2½	955	3,300
Columbia Cable		O	9¾	10½	10½	15½	9¾	580	6,700
Cox Cable Communications		O	14	16½	17	21¾	14	3,550	63,900
Cypress Communications		O	10½	12½	12½	23	10½	808	10,700
Entron		O	3½	3½	3½	10¼	3½	607	2,400
H & B American	HBA	A	13¾	14½	14½	20½	11½	5,016	80,300
Sterling Communications		O	5¼	6½	17½	10½	5¼	500	3,800
Teleprompter	TP	A	49¾	53½	55½	70½	46	1,006	52,600
Television Communications		O	12½	14	14	20¼	11½	2,090	31,400
Vikoa	VIK	A	21½	24½	24½	33½	20	1,795	51,200
							Total	19,882	\$ 343,900

about 17% of the shares outstanding.

The loan from Transamerica was the major subject of argument in the court hearing. Former U.S. Supreme Court Justice Arthur J. Goldberg, who represented Tracy Investment, told the court that, if necessary, Tracy would be willing to seek the \$30-million loan from a source other than Transamerica.

In continuing the temporary restraining order, Justice Mansfield did not rule on the basic control questions, but said he would reach a decision "as soon as possible."

MGM also has filed a \$10-million damage suit against Tracy, asserting that the tender offer was "false and misleading" and "anticompetitive." A spokesman for Tracy said that "we're coming pretty close to the million shares." The offer was originally scheduled to expire today (Aug. 4), but it has been extended to Aug. 8.

ITC's gains last year: Gross 100%; profits 130%

Independent Television Corp. achieved a record gross of \$30 million for the fiscal period ended April 30, it was announced last week by Abe Mandell, ITC president.

Mr. Mandell said this was more than a 100% increase over the gross for the previous fiscal year, while net profits were 130% higher than the 1967-68 year. He stated that gains in sales of more than 100% were registered by each division of the company (network sales, domestic syndication and foreign syndication).

Network sales included *This is Tom Jones* on ABC-TV, renewed for the coming season; *The Prisoner* on CBS-TV, renewed for next year; *The Saint* on NBC-TV, a mid-season replacement, and three summer replacement series:

The John Davidson Show on ABC-TV; *The Liberace Show* on CBS-TV and the *Kraft Music Hall from London*, on NBC-TV.

Miami production house files for stock sale

Transcommunications Corp., Miami, television program production house, has filed with the Securities and Exchange Commission a public offering of 100,000 common shares. The company had announced plans to go public two months ago (BROADCASTING, June 9).

Price of the stock is \$12 per share and the offering is being handled by Lockwood & Co., New York, which will purchase 10,000 shares for \$1,000.

Transcommunications was organized in March and owns Eastern Video Productions, a Miami-New York producer-

	Stock Symbol	Ex-change	Closing July 31	Closing July 24	Closing July 17	1969		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
Programming									
Columbia Pictures	CPS	N	29 $\frac{3}{4}$	30	31	42	25	5,863	\$ 194,900
Commonwealth United	CUC	A	8 $\frac{1}{8}$	8 $\frac{1}{8}$	8 $\frac{3}{8}$	24 $\frac{3}{4}$	8 $\frac{1}{2}$	12,428	132,000
Disney	DIS	N	75 $\frac{3}{4}$	75 $\frac{3}{4}$	75	86 $\frac{3}{4}$	69 $\frac{3}{4}$	4,367	327,500
Filmways	FWY	A	23 $\frac{3}{4}$	23 $\frac{3}{4}$	25 $\frac{3}{4}$	38 $\frac{1}{2}$	19 $\frac{1}{4}$	1,120	28,800
Four Star International		O	4 $\frac{3}{4}$	4 $\frac{3}{4}$	4 $\frac{3}{4}$	10	3 $\frac{3}{4}$	666	3,200
Gulf & Western	GW	N	20 $\frac{3}{8}$	21 $\frac{3}{4}$	23 $\frac{3}{8}$	50 $\frac{1}{2}$	19	16,061	421,600
Kinney National*	KNS	N	22	21	23 $\frac{3}{4}$	39 $\frac{1}{2}$	19	4,120	113,800
MCA	MCA	N	23 $\frac{3}{8}$	27	28	44 $\frac{1}{2}$	23 $\frac{1}{4}$	8,059	255,900
MGM	MGM	N	33 $\frac{1}{2}$	35	29 $\frac{1}{2}$	44 $\frac{1}{2}$	25	5,762	158,500
Transamerica	TA	N	24 $\frac{3}{8}$	25 $\frac{1}{2}$	27 $\frac{1}{2}$	38 $\frac{3}{4}$	23	61,869	1,817,400
Trans-Lux	TLX	A	24 $\frac{1}{2}$	24 $\frac{1}{2}$	26 $\frac{1}{2}$	58 $\frac{1}{2}$	21 $\frac{1}{2}$	979	22,900
20th Century-Fox	TF	N	18 $\frac{1}{2}$	20	19 $\frac{1}{2}$	41 $\frac{1}{2}$	16 $\frac{1}{2}$	8,006	182,100
Walter Reade Organization		O	8 $\frac{3}{4}$	9 $\frac{1}{2}$	9 $\frac{1}{2}$	15 $\frac{1}{2}$	8 $\frac{1}{4}$	2,083	21,900
Wrather Corp.		O	9 $\frac{1}{2}$	10 $\frac{1}{4}$	11	23	8 $\frac{3}{4}$	1,760	22,000
							Total	133,143	\$ 3,702,500
Service									
John Blair	BJ	N	19 $\frac{1}{4}$	22 $\frac{1}{4}$	23 $\frac{1}{4}$	28 $\frac{1}{4}$	17 $\frac{3}{4}$	2,265	\$ 62,300
Comsat	CQ	N	45 $\frac{3}{4}$	45 $\frac{1}{2}$	47 $\frac{1}{4}$	55 $\frac{1}{2}$	41 $\frac{1}{4}$	10,000	510,000
Creative Management		O	13 $\frac{1}{4}$	14	14	20 $\frac{1}{2}$	13	1,020	15,300
Doyle Dane Bernbach		O	22	22	22 $\frac{1}{2}$	32 $\frac{1}{2}$	21 $\frac{1}{2}$	2,104	52,600
Foote, Cone & Belding	FCB	N	11 $\frac{1}{2}$	12	12	15 $\frac{1}{2}$	11	2,147	26,000
Grey Advertising		O	14 $\frac{1}{2}$	16	15 $\frac{1}{2}$	18 $\frac{1}{2}$	13	1,163	17,400
Movielab	MOV	A	8	7 $\frac{3}{8}$	8 $\frac{1}{4}$	14 $\frac{1}{2}$	7 $\frac{3}{4}$	1,407	13,400
MPO Videotronics	MPO	A	8 $\frac{1}{8}$	9 $\frac{3}{4}$	10	22 $\frac{1}{2}$	8 $\frac{3}{4}$	542	6,000
Nielsen		O	28 $\frac{3}{4}$	30	32	37 $\frac{1}{2}$	28 $\frac{3}{4}$	5,240	174,200
Ogilvy & Mather		O	20 $\frac{1}{2}$	20 $\frac{1}{2}$	20 $\frac{3}{8}$	35	17 $\frac{1}{2}$	1,090	30,500
Papert, Koenig, Lois	PKL	A	16 $\frac{1}{4}$	19 $\frac{1}{2}$	21 $\frac{1}{2}$	30 $\frac{1}{2}$	10 $\frac{1}{2}$	721	16,100
J. Walter Thompson		O	24 $\frac{1}{2}$	26	26 $\frac{1}{2}$	41	24 $\frac{1}{2}$	790	23,100
Wells, Rich, Greene		O	9	9 $\frac{1}{4}$	11 $\frac{1}{2}$	18	8 $\frac{1}{4}$	1,501	18,000
							Total	29,990	\$ 964,900
Manufacturing									
Admiral	ADL	N	15 $\frac{1}{4}$	16	16 $\frac{1}{4}$	21 $\frac{1}{2}$	14 $\frac{1}{4}$	5,110	\$ 85,600
Amplex	APX	N	38 $\frac{1}{2}$	40	43 $\frac{1}{4}$	44 $\frac{3}{4}$	32 $\frac{3}{4}$	10,571	465,100
General Electric	GE	N	86 $\frac{1}{2}$	84 $\frac{3}{4}$	87 $\frac{3}{4}$	98 $\frac{1}{2}$	83 $\frac{1}{4}$	91,025	8,192,300
Magnavox	MAG	N	42 $\frac{1}{4}$	43 $\frac{1}{2}$	44 $\frac{1}{2}$	56 $\frac{1}{4}$	41	16,561	776,300
3M	MMM	N	102	105	105	112 $\frac{1}{2}$	94	54,388	5,493,200
Motorola	MOT	N	119 $\frac{3}{4}$	113	113	133 $\frac{3}{4}$	102 $\frac{3}{4}$	6,148	719,300
RCA	RCA	N	39 $\frac{1}{2}$	38 $\frac{1}{2}$	39 $\frac{1}{2}$	48 $\frac{1}{2}$	35 $\frac{1}{2}$	62,713	2,594,800
Reeves Industries		A	5 $\frac{1}{2}$	5 $\frac{1}{2}$	5 $\frac{1}{2}$	10 $\frac{1}{2}$	4 $\frac{1}{2}$	3,437	20,200
Visual Electronics	VIS	A	12 $\frac{3}{4}$	12 $\frac{3}{4}$	13 $\frac{3}{4}$	37	12	1,326	22,500
Westinghouse	WX	N	56	58 $\frac{1}{2}$	58 $\frac{1}{2}$	71 $\frac{1}{2}$	53 $\frac{1}{2}$	38,509	2,387,600
Zenith Radio	ZE	N	40 $\frac{1}{4}$	48 $\frac{1}{8}$	43 $\frac{3}{4}$	58	35 $\frac{1}{2}$	18,935	823,700
							Total	308,723	\$21,580,600
							Grand total	653,130	\$32,070,600
Standard & Poor Industrial Average			100.48	101.48	104.84	116.85	89.48		

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

Shares outstanding and capitalization as of June 30
* Reflects merger of Warner-Seven Arts into Kinney on July 8.

of video-taped television programs, and Manchester Color Labs Inc., New York, motion picture processor and distributor.

Of the net proceeds of the stock sale, \$127,063 will pay an installment on studio and mobile equipment, \$230,000 will go toward the purchase price of Manchester Color Labs and \$100,000 will pay off a bank loan. An additional \$75,000 will be used for developing, producing and purchasing video tapes and films, and the balance will be added to working capital.

Transcommunications has 587,373 common shares outstanding, of which Donald H. Ross, board chairman and president, owns 30.7% and management officials as a group, 68.6%.

Reade expands offerings of stock, acquires Pyramid

Shareholders at the annual meeting of the Walter Reade Organization, a New York communications company engaged primarily in theatrical TV film distribution, last week authorized a doubling of common shares to 6 million in order to permit the company to continue its acquisition program.

Walter Reade Jr., chairman and president, told stockholders that pre-tax operating profits for the first half of 1969 would be a "few cents" per share under the same period last year, but that "the third quarter is historically strong for the company" and that "1969 would be above 1968." Mr. Reade said that the company will expand in the communications field and said he would look forward to acquisitions in the broadcast area.

Meanwhile, the board of directors of Pyramid Publications Inc., New York, agreed to a merger with Reade. Pyramid had a net income after taxes of \$370,622 for the year ended Dec. 31, 1968.

Strikes are blamed for Zenith income dip

Labor strikes and unexpected delays in achieving full production of the new Chromacolor color TV picture tube were cited by Zenith Radio Corp., Chicago, last week for lower sales and earnings during the year's first half.

Zenith's Rauland division now, however, is turning out more than 3,000 Chromacolor tubes daily, Zenith said, and the TV receiver production gap is expected to be closed during the second half of the year.

Zenith said it is continuing to make "preliminary preparation" for the commercial introduction of over-the-air subscription television which was authorized by the FCC last year on a national basis. But manufacture of the

Financial notes:

■ Mid America Media, Kankakee, Ill., has announced completion of the separation of the Kankakee Daily Journal Co. from its broadcast properties (BROADCASTING, Feb. 24). Burrell L. Small, president of Mid America, now owns WKAN Kankakee; WIRL-AM-TV Peoria, WRRR Rockford, WQUA Moline, all Illinois, and Kankakee TV Cable Co. Len H. Small, president of the Kankakee Daily Journal Co., owns the *Kankakee Daily Journal*, the *Ottawa* (Ill.) *Daily Times* and the *LaPorte* (Ind.) *Herald-Argus*.

■ Scripps-Howard Broadcasting Co., Cincinnati-based group broadcaster, reported net income of \$2,453,992 or 95 cents per share on revenues of \$11,212,108 for the six months ended June 30. No comparative figures were available because the company has changed its reporting from a 13-period basis to a monthly basis.

■ Storer Broadcasting Co., Miami Beach, has declared a regular quarterly dividend of 25 cents per share on common stock, payable Sept. 9 to stockholders of record Aug. 22.

■ Gray Communications Systems Inc., Albany, Ga., newspaper publisher, group broadcaster and multiple CATV owner, has declared a dividend of 7½ cents per share, payable Aug. 15 to stockholders of record Aug. 7.

■ Ampex Corp., Redwood City, Calif., has filed with the Securities and Exchange Commission seeking registration of \$60 million of convertible subordinated debentures to be offered for public sale through Blyth & Co., San Francisco, and Lazard Freres & Co., New York. The proceeds will be used to pay off bank loans. Ampex, a manufacturer of broadcast equipment, has 10,803,000 common shares outstanding.

■ Publishers Co., Washington-based printing and publishing firm, has acquired Trevvett, Christian and Co., Richmond, Va., printing company. Terms were not disclosed. Publishers' purchase of WONS and WBGM(FM) Tallahassee, Fla., has been approved by the FCC (BROADCASTING, July 21). The company is awaiting commission approval of its proposed purchase of WKWK-AM-FM Wheeling, W. Va. (BROADCAST-

ING, June 9).

■ Turner Communications Corp., Atlanta, reported sales of \$4,425,652 for the nine months ended May 31. Net income amounted to \$314,265 or 99 cents per share, compared to \$125,169 or 62 cents per share a year ago. Turner, which owns WGOW Chattanooga and is seeking FCC approval to buy WTMA-AM-FM Charleston, S. C., and WMBR Jacksonville, Fla., announced plans to merge with Rice Broadcasting Co., which owns WJRJ-TV Atlanta.

■ Ogilvy & Mather International Inc., New York, has declared a regular quarterly dividend of 15 cents per share payable Aug. 29 to stockholders of record as of Aug. 12.

■ The boards of directors of Filmways Inc. and Skye Recording Co., both New York, have approved a plan for Filmways to acquire Skye for an undisclosed amount of common stock. Skye provides recording services, development of artists and writers and record manufacturing and distribution.

■ Creative Cine-Tel Inc., New York, has filed with the Securities and Exchange Commission, offering 200,000 shares for public sale at \$5 per share. CCT is a newly formed company which has acquired The Ernest Bogen Film Co. and Tripod Distribution Inc., which license motion picture rights to television and theatrical distributors.

■ Chris-Craft Industries Inc., New York, boat manufacturer and group TV station owner, has revised the exchange offer previously made for Piper Aircraft Corp. stock (BROADCASTING, March 10). The new registration statement filed with the Securities and Exchange Commission seeks to offer 400,000 shares of \$2 convertible preferred stock and 2.4 million warrants with cash in exchange for up to 300,000 Piper shares at the rate of one preferred share, six warrants and \$10 for each Piper common share. Chris-Craft now owns 33.88% of Piper.

■ S & S Productions, New York, has filed with the Securities and Exchange Commission for a public offering of 100,000 shares at \$6 per share. S & S was organized in March to engage in television, theatrical and film production. Board Chairman Robert L. Shelley owns 85% of 200,000 shares.

necessary equipment on a large scale is waiting for the FCC's engineering standards, Zenith said, noting court litigation on pay TV also pends.

Zenith estimated the first subscription TV operations "should be underway within one year" after issuance of the technical standards and a favorable ruling by the U.S. Court of Appeals in

the District of Columbia which already has heard argument. The court is expected to act early this fall.

For the six months ended June 30:

	1969	1968
Earned per share	\$0.86	\$0.92
Net sales	320,854,000	337,706,000
Income before federal income taxes	35,211,000	37,661,000
Provision for federal income taxes	18,935,000	20,251,000
Net income	16,276,000	17,410,000

Addenda to SEC report on stock-trading in June

The Securities and Exchange Commission has reported the following additional common stock transactions of stockholders owning more than 10% of broadcasting or related companies in its *Official Summary* for June (BROADCASTING, July 28):

■ Ampex Corp.—C. P. Ginsburg sold 500 shares, leaving none. Following stock purchases involved exercise of options: James E. Brown bought 500 shares. John P. Buchan bought 375 shares, giving him a total of 8,800 held personally and 50 held by children. Thomas E. Davis bought 2,200 shares, giving him a total of 3,950. D. F. Flanigan bought 1,320 shares. William A. Gross bought 750 shares, giving him a total of 2,068. Arthur A. Hausman bought 6,625 shares, giving him a total of 10,025 held personally and 100 held by wife. Rein Narma bought 1,700 shares, giving him a total of 1,803. B. A. Olerich bought 2,300 shares, giving him a total of 3,300. Robert R. Owen bought 560 shares, giving him a total of 740. John L. Porter bought 1,150 shares, giving him a total of 1,475 held personally and 6 held as custodian. E. A. Scaft bought 1,400 shares. Felix E. Probandt bought 699 shares, giving him a total of 1,001. Henry W. West Jr. bought 500 shares, giving him a total of 5,460. D. J. Yomline bought 275 shares, giving him a total of 1,256.

■ Avco Corp.—Herman H. Kahn through trading account sold 500 warrants, leaving none.

■ Filmways Inc.—M. Mindlin Jr. exercised option to buy 886 shares, giving him a total of 1,967.

■ Fuqua Industries Inc.—L. D. Rahilly sold 2,000 shares, leaving 15,795 shares and 7,780 warrants. Members of Mr. Rahilly's family sold 3,600 shares and 2,000 warrants, leaving 720 shares and 592 warrants.

■ Grass Valley Group Inc.—William T. Bacon Jr. bought 1,000 shares, giving him a total of 3,000. Mrs. William T. Bacon bought 500 shares, giving her a total of 1,300.

■ Gross Telecasting—D. E. Simpson through trading account bought 635 shares and sold 1,270 shares, leaving 30 short through trading account and 100 held personally.

■ Memorex Corp.—E. S. Seaman sold 1,400 shares, leaving 3,400.

■ Meredith Corp.—Donald L. Arnold bought 1,300 shares, giving him a total of 1,341. Robert A. Burnett bought 2,450 shares, giving him a total of 3,450. H. Y. Engeldinger bought 1,700 shares, giving him a total of 3,100. Mrs. J. P. Eves sold 100 shares, leaving 100. Mr. Eves holds 1,600 shares. Allan W. Ferrin bought 1,850 shares, giving him a total of 1,860 held personally and 450 held by members of family. Lester H. Mugge sold 500 shares, leaving 2,100. G. D. Thornton bought 1,500 shares, giving him a total of 1,902. Darwin Tucker bought 3,200 shares, giving him a total of 5,200.

■ National General Corp.—G. L. Polone bought 400 shares, giving him a total of 1,300.

■ Richmond Newspapers—J. H. Wilkinson Jr. bought 200 class A shares, giving him a total of 1,500 class A shares.

■ Tele-Tape Productions—Mrs. Henry Schuette sold 1,000 shares, leaving 25,400. Henry Schuette holds 113,400 shares. Robert F. Schuette sold 1,300 shares, leaving 91,630.

■ Walter Reade Organization—S. Gunsberg sold 7,000 shares, leaving 33,500. W. H. McElnea Jr. through trading account bought 5,167 shares and sold 4,965 shares, giving him a total of 22 held through trading account and 500 held personally.

Company reports:

Foote, Cone & Belding Inc., New York advertising agency and multiple CATV owner, reported a decline in gross billings and net income for the six months ended June 30:

	1969	1968
Earned per share	\$0.47	\$0.50
Gross billings	124,726,000	133,187,000
Net income	1,019,000	1,090,000
Shares outstanding	2,148,463	2,159,197

Motorola Inc., Chicago, reported improved sales and earnings for the six months ended June 30:

	1969	1968
Earned per share	\$2.41	\$2.17
Sales	406,641,115	360,907,189
Net income	14,829,784	13,271,813

Communications Satellite Corp., Washington, reported record revenues and an increase in net income for the six months ended June 30:

	1969	1968
Earned per share	\$0.35	\$0.33
Operating revenues	21,768,000	14,252,000
Net income	3,501,000	3,304,000

Metro-Goldwyn-Mayer Inc., New York, producer and distributor of television programs and motion pictures, reported declines in gross revenues and net income for the 40 weeks ended June 5:

	1969	1968
Earned per share	(\$2.49)	\$1.52
Gross revenues	150,101,000	167,009,000
Pretax income	(23,040,000)	19,169,000
Net income	(14,412,000)	8,742,000

Cohu Electronics Inc., San Diego, manufacturer of broadcast and closed-circuit television systems, reported a 12% gain in net sales and a 171% increase in net income for the six months ended June 30:

	1969	1968
Earned per share	\$0.19	\$0.07
Net sales	4,994,034	4,449,322
Pretax income	548,395	179,256
Net income	272,395	89,256
Shares outstanding	1,400,052	1,393,296

Memorex Corp., Santa Clara, Calif., recording tape manufacturer, reported a record 40% increase in sales and a record 52% rise in net income for the six months ended June 30:

	1969	1968
Earned per share	\$0.83	\$0.56
Sales	35,703,000	25,498,000
Pretax income	6,403,000	4,236,000
Net income	3,073,000	2,016,000
Average shares outstanding	3,686,449	3,627,000

Gannett splits stock, issues higher dividend

A three-for-two split in its common stock and a 10.8% increase in its cash dividend were announced last week by Gannett Co., Rochester, N. Y.-based newspaper and broadcasting group.

Quarterly dividend is 18 cents per share, up from 16¼ cents per share. Stock split is to be distributed Oct. 6 to shareholders of record Sept. 12. The dividend is payable Oct 1 on pre-distribution shares to stockholders of record Sept. 12.

Gannett also announced that Grover C. Cobb, former chairman of the National Association of Broadcasters, had been elected a director of Gannett Co. Mr. Cobb's appointment as vice president for broadcasting for Gannett became effective Friday (Aug. 1).

CABLECOM-GENERAL, INC.

a subsidiary of

THE GENERAL TIRE & RUBBER COMPANY

and operator of 38 community antenna television systems in 10 states,

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Broadcast advertising

Fred Jolley, art producer-director, **Dennis Keane**, account supervisor, and **William Sheehan**, sports broadcasting supervisor, Dancer - Fitzgerald - Sample, New York, all named VP's.

Richard Humphrey, general manager of Boston office, and **Donald Mayer**, VP, New York office, Reach, McClintock & Co., New York, both named senior VP's in respective offices. **Robert Sommer**, assistant to president, and **Neil Dougherty**, both with New York office, named VP's there. **Gil Coleman**, manager of Las Vegas office, named VP there.

David Herzbrun, VP-creative supervisor, Papert, Koenig, Lois, New York, joins LaRoche, McCaffrey and McCall there as VP-copy group head.



Mr. Karol
agent in Detroit office.

John Karol, VP and director of special projects, CBS-TV network sales, New York, retires after almost 40 years with network.

Hal Protter, with Tele-Rep, Chicago office, appointed sales manager in Detroit office.

Tom Burchill, with RKO Radio Representatives, New York, joins Edward Petry & Co., radio division, there as eastern sales manager.

Sheldon Marks, senior media buyer, AC&R Advertising, New York, appointed associate media director.

Lewis Freifeld, with Metro TV Sales, Los Angeles office, appointed manager there.

Joseph Pernica, associate research director, Benton & Bowles, New York, named VP.

Kevin Athaide, president, Dimensions for Decision Inc., New York, market research company and affiliate of Kenyon & Eckhardt there, elected VP and research director of K&E. **Jonis Gold**, special projects creative group head, also named VP of K&E.

Edward Chebra, account supervisor, Clyne Maxon Inc., New York, joins Bozell & Jacobs there in same capacity.

William Codus, general sales manager, CBS/FM National Sales, New York, appointed general manager.

Richard Routh, manager, New York office, Meltzer, Aron & Lemen, San Francisco, named VP for agency.

Dave McGahey, with WFIL-TV Philadelphia, appointed sales manager, WFIL-FM there.

Donald Ambuhl, VP-finance, Norman, Craig & Kummel, New York, elected treasurer.

Cullie Tarleton, sales representative, WBT(TV) Charlotte, N.C., appointed assistant general sales manager for WBT there.

Ben Patch, sales manager, KMPX(FM) San Francisco, joins KSHE(FM) Crestwood, Mo., as general sales manager.

Robert Shield, retired TV commercial announcer for institutional and product advertising, Dupont, Wilmington, Del., among others, joins Milici Advertising Agency, Honolulu, as director of broadcast production.

Laurence Atseff, senior media buyer, Leo Burnett Co., Chicago, appointed media supervisor, D. P. Brothier & Co., Detroit, division of Leo Burnett.

Ben Baldwin Jr., assistant VP and manager of Beaumont, Tex., office of Aylin Advertising Agency, Houston, named VP and general manager of Southeast Texas operations, in addition to managing Beaumont office.

Stanley Gerber, associate media director, and **Evan Juro**, account supervisor, Grey Advertising, New York, both named VP's.

Bruce Seratti, marketing director, KABC Los Angeles, joins KLAC there as director of sales service. **Bill Powell**, also with KLAC, appointed to newly created post of assistant sales director.

C. Anthony Wainwright, former VP and associate creative director, Tatham-Laird & Kudner, Chicago, opens his own firm there at 237 East Delaware Place to handle special marketing assignment including food and drug products. Phone (312) 943-8448.

Walter Lecat, executive art director, and **John Giesen**, account supervisor, Leo Burnett Co., Chicago, named VP's.

Bob Milford, southeastern regional account executive on Chevrolet for Campbell-Ewald Co., moves from Atlanta to Detroit headquarters of agency to become senior account executive on Chevrolet truck broadcast, newspaper and national magazine advertising. **Frank Hoag**, assistant field service director, replaces Mr. Milford in Atlanta.

Al Cannerella, formerly senior research analyst, Metromedia TV Sales, New York, appointed assistant research director of WPix Inc., which includes WPix(TV) and WPix-FM New York, and WICC Bridgeport, Conn.

Media

Harry Denis, executive VP, Courtland Broadcast Corp., Cleveland, also named president of Courtland subsidiary, Collinwood Publishing Co., same city. He was previously VP and station manager at Courtland station WFAS White Plains, N. Y. He is succeeded at WFAS by **Arnold Starr**, former general sales manager with NBC.

Tom Piskura, program manager, KPX(TV) San Francisco, joins WHTN-TV Huntington, W. Va., as general manager.

William Schwartz, station manager, WUAB(TV) Lorain-Cleveland, appointed general manager.

Bill Bosse, operations and station man-

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ager, KOY Phoenix, appointed general manager.

Weston Harris, program manager, WNBC-TV New York, appointed station manager.

Jim Magnuson, general sales manager, KEZI-TV Eugene, Ore., appointed station manager.

James McQuade, director, CBS/FM broadcasting, New York, appointed general manager of CBS/FM stations. **Herbert McCord**, with CBS Radio Spot Sales, New York, appointed to newly created position of station manager, WCBS-FM there.

Mel Madeiros, with KPua Hilo, Hawaii, appointed operations manager.

Robert McDaniel, operations manager, WCTU-TV Charlotte, N.C., joins WATU-TV Augusta, Ga., in same capacity.

Programing

Tony Graham, program manager, Westinghouse Broadcasting Co.'s WBZ Boston, appointed national radio program manager for company in New York.

John Thayer Jr., VP and national program director in charge of program development, ABC Radio, New York, joins Taft Broadcasting Co.'s office there as sales executive for syndicated *The Dennis Wholey Show*, scheduled to go into production in August.

Roger Hurlock, president of Allied Artists Pictures Corp., New York, resigns to form own company, Hurlock-Cine-World Inc., that city, which will distribute Allied's features and other product to schools, film societies and other non-theatrical outlets. **Emanuel Wolf**, board chairman of Allied, said he intends to take on additional post of president shortly.

Lee Stone, midwestern manager, Trans-Lux Films, New York, joins Screen Gems, same city, as midwestern sales representative.

Garey Wheatley, production technician, noncommercial WHYI-TV Wilmington, Del., appointed producer-director.

Hilary Anderson, assistant continuity director, WFLD-TV Chicago, joins WLS there as director of broadcast standards and practices.

Milton Kaplan, executive VP and assistant general manager, King Features Syndicate, New York, appointed general manager and chief operating officer.

Leni Zimmerman, production coordinator and associate producer, WNEU-TV New York, joins WTOP-TV Washington, as associate producer.

Robert Wilbor, with Warwick & Legler Inc., New York, joins WSMS-TV Fort Lauderdale, Fla., as production manager.

Jim McGovern, documentary film producer-writer-narrator of *Pursuit*, local TV series, KMSP-TV Minneapolis-St. Paul, forms scripting firm with offices at 934 Hampden Avenue and 773 University Avenue, St. Paul 55114.

Dan Daniels, formerly with WRNC Raleigh, N.C., joins WYNA there as program director.

Robert Jones, with WKIX Raleigh, N.C., joins WRNC there as program director.

Bruce Oyen, with Teletronics, New York, joins eastern division of Western Video Industries Inc., New York office, as manager of commercial sales.

Paul De'ak, production manager, KNBC-TV Los Angeles, appointed manager of production and operations.

Mel Brandt of New York re-elected president of American Federation of Television and Radio Artists and **Bill Baldwin** of Los Angeles re-elected national first VP. Other officers elected during AFTRA convention in New York (BROADCASTING, July 28): **Joe Slattery**, Chicago, 2d VP; **George Herman**, Washington, 3d VP; **Bill Bransome**, Philadelphia, 4th VP; **Lou Gillette**, Seattle, 5th VP; **Bill Cole**, Los Angeles, 6th VP; **Gaines Batson**, New Orleans, 7th VP; **Ray Scott**, Minneapolis, recording secretary, and **Jack Costello**, New York, treasurer.

Harold Kinsie, general manager, Mid-America Labs. division of Technicolor Inc., Chicago, resigns to join Eskay Film Services there. He is succeeded at Mid-America by **Dick Murphy**, who transfers from Technicolor in Hollywood.

News



Mr. Gifford

Alec Gifford, news director, WVUE-TV New Orleans, appointed corporate news director, Screen Gems broadcasting division, New York, parent company. **Joe Vaughn**, editorial director, WXYZ Detroit, appointed news director. **Jerry Jorgenson**, newscaster, KCMO-AM-FM-TV Kansas City, Mo., joins WXYZ-TV in same capacity.

George Copeland, news reporter and announcer, WITN-TV Washington, N.C., appointed news director.

Bob Martin, with news staff, WKY Oklahoma City, appointed news director.

Jay Mann, newsman, WBBH-TV Fort

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Myers, Fla., joins WATU-TV Augusta, Ga., as news director.

Joel Heller, executive producer and creator of *Dimension*, CBS News series on CBS Radio, appointed to newly created position of executive producer, resources development and production department, CBS News, New York.

George Hulcher, news editor, Westinghouse Broadcasting Co.'s KYW-TV Philadelphia, appointed assistant news director.

Dale Osborn, member of news staff, KMPC Los Angeles, appointed to news staff, KEX Portland, Ore. Both are Golden West Broadcasters stations.

Brian Healy, associate producer, *The David Susskind Show*, joins WTOP-TV Washington, as news producer. **Steve Littman**, with WTOP-TV, appointed public affairs producer.

Bill Marcroft, assistant sports director, KUTV-TV Salt Lake City, appointed sports director.

Lou Dixon, formerly with WJRD Tuscaloosa, Ala., **John McMillan**, reporter, *Dayton Daily News*, Dayton, Ohio, and **William Abbott Jr.**, law student, Tulane University, New Orleans, join WDSU-TV New Orleans, as reporters.

Kyle Hill, newsman, WICS-TV Springfield, Ill., joins WKRC-TV Cincinnati, as news staff producer.

Bryce Brasel, news director, KBON Omaha, appointed to newly created position of manager of news and operations. He is succeeded by **Duke Snyder**, assistant news director.

Mike Cinnamon and **Dave Rogers**, both with WIS-TV Columbia, S.C., appointed weekend news editor and assistant sports director, respectively.

Drew Von Bergen, Louisville, Ky., bureau manager, UPI, appointed regional executive for Kentucky and southern West Virginia. He succeeds **Robert Gornall**, who resigns. **Robert Weston**, Cincinnati bureau manager, succeeds Mr. Von Bergen in Louisville.

James Baker, formerly with AP, Milwaukee, joins news staff of WTMJ-AM-TV there.

Promotion

George Vickery, president of own PR firm, Miami, joins Fuqua Industries, Atlanta, as PR and advertising director.

Charles Stroud, formerly promotion and advertising manager, WLS Chicago, joins



Mr. Vickery WKBD-TV Detroit, as promotion manager.

Theresa Brown, with Doubleday & Co., New York, joins Westinghouse Broadcasting Co. there in PR department as trade press representative.

Charles Watson, PR writer, National Educational Television, New York, joins NBC there as corporate information coordinator.

Irving Paley, formerly director of advertising and sales promotion, MCA Inc., New York, joins Janis Co., Chicago PR firm, as VP in New York office.

Don Alloway, assistant PR director, Free Europe Inc., New York, joins ABC-TV there as PR manager, ABC News, that city.

Bruce Phillips, public relations director, Norwich University, Northwood, Vt., joins National Cable TV Association, Washington, as PR assistant.

Kelly Mansfield, Washington bureau correspondent, *Business Week* magazine, joins PR staff of Henry J. Kaufman & Associates there.

Jack Rossin, member of news department, KYW Philadelphia, joins WKBS-TV Burlington, N.J.-Philadelphia, as audience promotion supervisor.

Ted Weber, formerly with Burton Browne Advertising, Chicago, opens his own PR office at 400 North Michigan there.

Carol Slade, administrative assistant for fund raising and PR, hospital development program, Provident hospital, Baltimore, joins WBAL-TV there as assistant manager of community service for urban affairs.

Julie Hoover, assistant director of industry and audience relations, ABC-TV, New York, appointed manager of audience information.

Equipment & engineering

Billie Clark, director of engineering, Quality Broadcasting Corp., Santurce, P.R., joins RKO General Inc., New York, as director of engineering.

Richard O'Connell, formerly central division manager, RKO Pictures, New York, joins Color System Inc., color reproduction equipment firm, Kansas City, Mo., as VP-marketing and sales.

Gino Nappo, manager of field engineering, Philips Broadcast Equipment Corp., Montvale, N.J., appointed Southeast regional sales manager, Atlanta office. **Charles Golsen**, also with Philips Atlanta office, appointed sales engineer for Southeast district.

John Porter, corporate controller, Ampex Corp., Redwood City, Calif., elected VP-general manager of Ampex magnetic tape division. He succeeds **Leonard Sainsbury**, who resigns.

Emil Sellars, formerly engineering manager, WBTW-TV Florence, S.C., joins WIS-TV Columbia, S.C., as assistant chief engineer.

Edward De La Hunt, with CCA Electronics Corp., Gloucester City, N.J., and QRK Electronics Corp., Fresno, Calif., appointed area representative for two firms for Nebraska, North and South Dakota, Iowa and Minnesota.

David Allen, sales and technical representative, Marks & Fuller Co., Rochester, N. Y., joins Berkey-Colortran's southern sales office, Alexandria, Va., as southern marketing manager.

Deaths

Thomas Oakley, 59, president of Quincy Broadcasting (WGEM-AM-FM-TV Quincy, Ill.), VP of Quincy Cablevision and general manager of *The Quincy Herald-Whig*, died July 27, in Quincy, Ill. He is survived by three sons, all *Herald-Whig* executives.

Alfred Pote, 65, senior VP and assistant to president, Page Communications Engineers, Washington, and former part owner of WMEX Boston, died of cancer July 24 in Georgetown University hospital, Washington. His experience in communications-electronics engineering spanned 40 years. While in charge of research and development on gas discharge tubes for Raytheon Laboratories in 1928, he developed some of first TV tubes and designed, built and operated first TV transmitter used in New England. He was inventor of saturable core voltage regulator and basic electric circuit techniques and helped design high-sensitivity radio receivers. He served as consultant on radio communications for Department of Defense from World War II to his death. He is survived by his wife, Ann.

Francis C. Coughlin, 67, freelance broadcast writer-producer, died at his home in Chicago July 24 of heart attack. Among his work had been writing scripts for early Kay Kyser programs, among others. He is survived by his wife, Margaret, and son.

William Dubilier, 81, inventor who developed several systems of wireless telephony and telegraphy and held 600 patents, died July 25 in West Palm Beach, Fla. He invented mica condenser, universally used in broadcasting and for high-frequency equipment. He is survived by his wife, Florence, and two sons.

Ben Gedalecia, 54, market research executive for various agencies in New York, died Aug. 26 in that city of heart ailment. He had been VP in charge of market research for BBDO, J. Walter Thompson Co., McCann-Erickson and Clyne Maxon Inc.

TELEVISION

Local market shares of audience

Which markets need spot support, and how much money should be spent, by market, are questions of vital concern to both the national advertiser and the local station. This month "Telestatus" provides the audience data critical to these decisions—the local-market performance of network TV average programs.

National advertisers use spot television to increase network advertising weight in specific markets to achieve a predetermined level. These market goals are derived from the advertising budget and the market's share of the brand's projected sales. Thus, a spot schedule is usually indicated where a market has an unusually high brand sales potential, or where the network weight delivered for the brand is below the national average used in planning, or both.

The first factor, market brand potential, varies by product and cannot be generalized. The second factor, local-market network audiences, must be generalized because planning is based upon next season's *anticipated* network performance. The prevalence of network "package" buys, which tend to deliver average audience levels, supports the use of average data.

The following ARB tabulation shows the American Research Bureau's Areas of Dominant Influence (ADI) in terms of percent of the total number of U.S. TV households. Also given, in like percent terms, are the network audiences in each ADI market during daytime and prime-time hours. It is this market audience figure, when compared to the market's share of population, which indicates whether the network commitment will perform above or below the national plan average in that market. For example, the New York market contains 9.88% of total U.S. TV households. The New York audience attracted by the average ABC daytime program is 8.87% of the total national audience the average ABC daytime program attracts. This is the starting point for creating the spot market list and allocating spot dollars.

A few technical notes: Market definitions are the current ARB ADI. Audience data is from the ARB November 1968 sweep. ADI percents will not exactly total 100% because of rounding.

"Telestatus" appears in the first BROADCASTING issue of each month.

A "Telestatus" report on ARB-based local-market seasonal adjustment factors for spot TV will appear on Sept. 1.

ADI Household Audience % U.S. Program Household Audience

ADI Market	ADI % U.S. TV Households	Daytime Mon-Fri, Sign-on-5pm EST			Early Prime Sun-Sat, 7:30-9pm EST			Late Prime Sun-Sat, 9-11pm EST			Total Prime Sun-Sat, 7:30-11pm EST		
		ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
1. New York	9.88	8.87	6.67	9.77	8.23	6.91	8.45	9.40	8.17	9.35	8.83	7.61	9.35
2. Los Angeles	5.53	4.99	3.25	4.00	5.08	3.97	5.12	4.44	4.30	4.75	4.75	4.15	4.75
3. Chicago	4.29	4.51	3.74	3.44	4.88	3.88	4.19	5.38	4.93	4.90	5.14	4.46	4.90
4. Philadelphia	3.60	4.10	3.06	3.54	4.14	2.87	3.65	4.60	3.72	3.96	4.38	3.34	3.96
5. Boston	2.49	1.88	2.27	2.33	2.90	2.43	2.71	2.01	2.10	2.90	2.44	2.25	2.90
6. San Francisco	2.39	2.26	1.27	1.53	2.30	1.76	2.51	2.10	1.87	2.30	2.20	1.82	2.30
7. Detroit	2.38	2.82	2.13	2.17	2.77	2.17	2.44	3.01	2.41	2.75	2.89	2.30	2.75
8. Cleveland	2.13	3.00	1.70	2.57	2.76	2.02	2.33	2.84	1.90	2.37	2.80	1.95	2.37
9. Washington	1.70	1.34	1.07	1.48	1.75	1.27	1.53	1.72	1.44	1.66	1.73	1.36	1.66
10. Pittsburgh	1.67	1.57	2.13	1.56	1.85	2.12	1.46	1.80	2.32	1.58	1.83	2.23	1.58
Markets 1-10	36.06	35.34	27.29	32.39	36.66	29.40	34.39	37.30	33.16	36.52	36.99	30.47	36.52
11. St. Louis	1.45	1.28	1.51	1.24	1.24	1.48	1.58	1.59	1.74	1.72	1.42	1.63	1.72
12. Dallas-Ft. Worth	1.39	1.36	1.42	1.30	1.51	1.23	1.27	1.60	1.48	1.44	1.55	1.37	1.44
13. Minneapolis-St. Paul	1.22	.99	1.14	1.09	1.12	1.14	1.08	1.16	1.46	1.21	1.14	1.32	1.21
14. Indianapolis	1.12	.81	1.25	1.11	.98	1.16	1.20	1.11	.95	1.11	1.05	1.05	1.11
15. Baltimore	1.11	.76	1.09	.94	1.22	1.25	1.02	1.30	1.32	1.12	1.26	1.29	1.12
16. Houston	1.10	1.14	1.20	.87	1.08	1.05	1.23	1.26	1.00	1.27	1.17	1.02	1.27
17. Atlanta	1.07	.75	1.06	1.15	.91	1.11	1.18	.96	1.11	.88	.93	1.11	.88
18. Seattle-Tacoma	1.07	2.02	.65	.91	1.52	.67	1.05	1.31	.73	1.05	1.41	.70	1.05
19. Miami	.99	.72	.95	.90	.82	1.12	.76	.80	1.02	.60	.81	1.07	.60
20. Cincinnati	.97	1.00	.87	.97	1.16	1.01	1.09	1.13	.87	.89	1.15	.93	.89
Markets 11-20	11.49	10.83	11.14	10.48	11.56	11.22	11.46	12.22	11.68	1.29	11.89	11.49	11.29
Markets 1-20	47.55	46.17	38.43	42.87	48.22	40.62	45.85	49.52	44.84	47.81	48.88	41.96	47.81
21. Buffalo, N.Y.	.96	.88	1.03	.64	.94	1.10	.77	1.05	1.03	.85	1.00	1.06	.85
22. Hartford-New Haven, Conn.	.95	.58	.86	.76	1.02	1.11	.76	.99	1.19	.83	1.00	1.15	.83
23. Milwaukee	.95	1.06	.85	.83	1.00	.85	.82	1.10	1.08	1.19	1.05	.98	1.19
24. Kansas City, Mo.	.89	.71	.86	.68	.89	.95	.85	.90	.94	.77	.89	.95	.77
25. Sacramento-Stockton, Calif.	.88	1.33	.73	.57	1.23	.73	1.11	.85	.64	.79	1.03	.68	.79
26. Tampa-St. Petersburg, Fla.	.85	.45	.77	.79	.55	1.00	1.07	.61	.77	.78	.58	.87	.78
27. Memphis	.84	.84	1.08	1.09	1.02	.93	.68	1.01	.75	.76	1.01	.83	.76
28. Portland, Ore.	.82	.91	.65	.70	.77	.71	.78	.76	.68	.70	.76	.69	.70
29. Providence, R.I.	.82	.83	.70	1.02	1.03	.89	.90	.87	.75	.92	.95	.81	.92
30. Nashville	.77	.76	.90	1.09	.60	.96	.90	.50	.73	.83	.55	.83	.83
Markets 21-30	8.73	8.35	8.43	8.17	9.05	9.23	8.64	8.64	8.56	8.42	8.82	8.85	8.42
Markets 1-30	56.28	54.52	46.86	51.04	57.27	49.85	54.49	58.16	53.40	56.23	57.70	50.81	56.23
31. Denver	.74	.62	.66	.59	.76	.58	.72	.87	.73	.80	.82	.66	.80
32. Columbus, Ohio	.72	.81	.82	.38	.81	.91	.79	.65	.76	.70	.73	.83	.70
33. Charleston-Huntington, W.Va.	.72	.80	.57	1.29	.78	.57	.96	.72	.57	.78	.75	.57	.78
34. Birmingham, Ala.	.70	1.51	.61	.48	1.36	.58	.53	1.21	.41	.53	1.29	.49	.53
35. New Orleans	.69	.87	1.04	.86	.70	.82	.81	.84	.65	.88	.77	.73	.88
36. Grand Rapids-Kalamazoo, Mich.	.68	.35	.80	.73	.46	.75	.77	.46	.93	.60	.46	.85	.60
37. Syracuse, N.Y.	.68	.55	.92	.78	.65	.78	.76	.64	.57	.67	.64	.66	.67
38. Albany-Schenectady-Troy, N.Y.	.67	.63	.60	.86	.67	.69	.82	.61	.58	.70	.64	.63	.70

ADI Household Audience % U.S. Program Household Audience

ADI Market	ADI % U.S. TV Households	ADI Household Audience % U.S. Program Household Audience											
		Daytime Mon-Fri, 5-5pm EST			Early Prime Sun-Sat, 7:30-9pm EST			Late Prime Sun-Sat, 9-11pm EST			Total Prime Sun-Sat, 7:30-11pm EST		
		ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
39. Charlotte, N.C.	.67	.28	.90	.60	.35	.79	.59	.33	.86	.58	.34	.83	.58
40. San Diego	.66	.52	.46	.57	.68	.52	.78	.52	.55	.68	.59	.54	.68
Markets 31-40	6.93	6.94	7.38	7.14	7.22	6.99	7.53	6.85	6.61	6.92	7.03	6.79	6.92
Markets 1-40	63.21	61.46	54.24	58.18	64.49	56.84	62.02	65.01	60.01	63.15	64.73	57.60	63.15
41. Louisville, Ky.	.64	.39	.71	.72	.50	.72	.71	.35	.75	.67	.42	.74	.67
42. Oklahoma City	.63	.55	.62	.75	.68	.64	.71	.65	.57	.62	.67	.60	.62
43. Dayton, Ohio	.62	.64	.77	.46	.59	.86	.65	.54	.57	.63	.57	.70	.63
44. Greenville-Spartanburg-Asheville, N.C.	.61	.56	.51	.85	.61	.54	.64	.52	.51	.55	.56	.53	.55
45. Norfolk-Portsmouth-Newport News-Hampton, Va.	.60	.79	.91	.53	.76	.76	.53	.53	.76	.53	.64	.76	.53
46. Phoenix	.58	.52	.52	.42	.42	.50	.49	.52	.60	.55	.47	.55	.55
47. Harrisburg-Lancaster-Lebanon-York, Pa.	.57	.44	.48	.76	.61	.43	.69	.61	.50	.67	.61	.47	.67
48. San Antonio, Tex.	.56	.85	.61	.52	.55	.58	.51	.57	.51	.55	.56	.54	.55
49. Flint-Saginaw-Bay City, Mich.	.55	1.19	.45	.72	.79	.43	.59	.71	.50	.58	.75	.47	.58
50. Salt Lake City	.53	.77	.39		.61	.45	.44	.59	.54	.55	.60	.50	.55
Markets 41-50	5.89	6.70	5.97	5.73	6.12	5.91	5.96	5.59	5.81	5.90	5.85	5.86	5.90
Markets 1-50	69.10	68.16	60.21	63.91	70.61	62.75	67.98	70.60	65.82	69.05	70.58	63.46	69.05
51. Tulsa, Okla.	.53	.54	.65	.44	.63	.61	.49	.66	.48	.41	.65	.54	.41
52. Greensboro-Winston-Salem-High Point, N.C.	.52	.37	.65	.41	.51	.61	.41	.43	.56	.37	.47	.58	.37
53. Wichita-Hutchinson, Kan.	.52	.33	.45	.71	.58	.55	.50	.62	.54	.61	.60	.54	.61
54. Orlando-Daytona Beach, Fla.	.51	.44	.48	.60	.47	.48	.54	.49	.52	.44	.48	.50	.44
55. Shreveport, La.-Texarkana, Tex.	.50	.72	.66	.57	.64	.59	.42	.66	.44	.38	.65	.50	.38
56. Toledo, Ohio	.49	.73	.60	.35	.64	.51	.41	.66	.45	.43	.65	.48	.43
57. Richmond, Va.	.48	.46	.70	.35	.51	.59	.44	.44	.56	.34	.48	.57	.34
58. Little Rock, Ark.	.48	.64	.57	.56	.62	.51	.53	.60	.44	.51	.61	.47	.51
59. Wilkes Barre-Scranton, Pa.	.47	.56	.45	.53	.68	.46	.48	.51	.51	.50	.59	.49	.50
60. Omaha, Neb.	.45	.65	.46	.48	.44	.51	.44	.53	.46	.47	.48	.48	.47
Markets 51-60	4.95	5.44	5.67	5.00	5.72	5.42	4.66	5.60	4.96	4.46	5.66	5.15	4.46
Markets 1-60	74.05	73.60	65.88	68.91	76.33	68.17	72.64	76.20	70.78	73.51	76.24	68.61	73.51
61. Jacksonville, Fla.	.45	.28	.77	.40	.26	.61	.39	.25	.56	.42	.25	.58	.42
62. Davenport, Iowa-Rock Island-Moline, Ill.	.44	.35	.49	.57	.46	.48	.48	.50	.55	.45	.48	.52	.45
63. Des Moines-Ft. Dodge, Iowa	.44	.38	.47	.32	.43	.45	.40	.47	.47	.34	.45	.46	.34
64. Knoxville, Tenn.	.44	.20	.51	.77	.26	.47	.47	.20	.36	.42	.23	.41	.42
65. Mobile, Ala.-Pensacola, Fla.	.43	.39	.62	.43	.47	.60	.40	.39	.50	.34	.43	.55	.34
66. Roanoke-Lynchburg, Va.	.43	.31	.67	.60	.29	.60	.45	.27	.51	.44	.28	.55	.44
67. Rochester, N.Y.	.42	.41	.45	.36	.50	.42	.42	.50	.40	.43	.50	.41	.43
68. Champaign-Decatur-Springfield, Ill.	.41	.40	.55	.33	.37	.53	.41	.47	.53	.43	.42	.53	.43
69. Fresno-Visalia, Calif.	.41	.67	.40	.54	.48	.39	.60	.40	.33	.49	.44	.36	.49
70. Cedar Rapids-Waterloo, Iowa	.39	.49	.51	.32	.45	.49	.33	.42	.46	.34	.44	.47	.34
Markets 61-70	4.26	3.88	5.44	4.64	3.97	5.04	4.35	3.87	4.67	4.10	3.92	4.84	4.10
Markets 1-70	78.31	77.48	71.32	73.55	80.30	73.21	76.99	80.07	75.45	77.61	80.16	73.45	77.61
71. Raleigh-Durham, N.C.	.39	.43	.57	.16	.60	.51	.29	.53	.33	.25	.56	.41	.25
72. Green Bay, Wis.	.38	.44	.47	.50	.36	.52	.35	.41	.49	.39	.39	.50	.39
73. Johnstown-Altoona, Pa.	.38	.16	.56	.65	.28	.51	.45	.18	.52	.50	.23	.52	.50
74. Spokane, Wash.	.37	.51	.39	.37	.40	.36	.46	.34	.32	.40	.37	.34	.42
75. Portland-Poland Spring, Me.	.36	.30	.39	.50	.32	.42	.42	.28	.27	.30	.30	.34	.30
76. Greenville-New Bern-Washington, N.C.	.36	.25	.66	.42	.30	.46	.37	.30	.41	.37	.30	.43	.37
77. Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill.	.35	.20	.56	.45	.23	.45	.41	.29	.41	.41	.26	.43	.41
78. Jackson, Miss.	.35	.49	.58	.51	.24	.54	.39	.23	.38	.2	.24	.45	.29
79. Chattanooga	.34	.59	.42	.48	.42	.34	.38	.33	.35	.31	.37	.35	.31
80. Lincoln-Hastings-Kearney, Neb.	.32	.38	.36	.25	.33	.42	.24	.33	.48	.28	.33	.45	.28
Markets 71-80	3.60	3.75	4.96	4.29	3.48	4.53	3.76	3.22	3.96	3.50	3.35	4.22	3.52
Markets 1-80	81.91	81.23	76.28	77.84	83.78	77.74	80.75	83.29	79.41	81.11	83.51	77.67	81.13
81. Springfield, Mass.	.31	.39	.25	.33	.40	.34	.34	.35	.36	.34	.37	.35	.34
82. Albuquerque, N.M.	.31	.38	.30	.23	.30	.28	.33	.37	.38	.38	.33	.33	.38
83. Ft. Wayne, Ind.	.30	.38	.41	.33	.41	.32	.31	.30	.28	.31	.35	.30	.31
84. Sioux Falls-Aberdeen, S.D.	.29	.06	.61	.29	.06	.59	.22	.08	.47	.28	.07	.52	.28
85. Honolulu	.29	.35	.13	.15	.33	.27	.17	.31	.27	.25	.32	.27	.25
86. Peoria, Ill.	.28	.27	.40	.30	.32	.28	.34	.31	.29	.35	.31	.29	.35
87. Bristol-Johnson City, Tenn.	.27	.12	.39	.44	.08	.30	.37	.07	.29	.30	.07	.29	.30
88. South Bend-Elkhart, Ind.	.27	.34	.51	.25	.27	.39	.24	.21	.37	.27	.24	.38	.27
89. Evansville, Ill.	.26	.53	.27	.28	.35	.30	.25	.37	.28	.26	.36	.29	.26
90. Duluth-Superior, Wis.	.26	.28	.30	.27	.25	.32	.26	.29	.34	.29	.27	.33	.29
Markets 81-90	2.84	3.10	3.57	2.87	2.77	3.39	2.83	2.66	3.33	3.03	2.69	3.35	3.03
Markets 1-90	84.75	84.33	79.85	80.71	86.55	81.13	83.58	85.95	82.74	84.14	86.20	81.02	84.16
91. Lansing, Mich.	.25	.19	.45	.23	.18	.36	.23	.17	.38	.24	.17	.37	.24
92. Rockford, Ill.	.25	.35	.29	.19	.31	.25	.23	.36	.29	.25	.34	.27	.25
93. Amarillo, Tex.	.25	.28	.34	.34	.24	.29	.24	.31	.34	.26	.28	.32	.26
94. Salinas-Monterey, Calif.	.24	.38	.14	.23	.32	.20	.28	.29	.13	.26	.30	.16	.19
95. Fargo, N.D.	.24	.22	.30	.27	.22	.31	.25	.23	.33	.19	.23	.32	.26
96. Augusta, Ga.	.24	.55	.28	.27	.41	.31	.22	.33	.18	.17	.37	.24	.17
97. Wheeling, W.Va.-Steubenville, Ohio	.24	.16	.35	.43	.18	.30	.28	.20	.27	.31	.19	.28	.31
98. Wichita Falls, Tex.-Lawton, Okla.	.24	.28	.28	.35	.26	.23	.29	.28	.20	.29	.27	.21	.29
99. Baton Rouge	.24	.18	.48	.45	.18	.32	.33	.16	.26	.30	.17	.28	.30
100. Springfield, Mo.	.23	.02	.21	.41	.03	.27	.32	.04	.25	.33	.03	.26	.33
Markets 91-100	2.42	2.61	3.12	3.17	2.33	2.84	2.67	2.37	2.63	2.60	2.35	2.71	2.60
Markets 1-100	87.17	86.94	82.97	83.88	88.88	83.97	86.25	88.32	85.37	86.74	88.55	83.73	86.7
101. West Palm Beach, Fla.	.23	.25	.15	.42	.25	.18	.27	.23	.16	.25	.24	.17	.25
102. Columbus, Ga.	.23	.44	.34	.13	.34	.36	.14	.31	.24	.11	.32	.29	.11
102. Terre Haute, Ind.	.23	.18	.45	.27	.20	.39	.23	.18	.29	.20	.19	.34	.20
104. Columbia, S.C.	.23	.17	.19	.42	.18	.21	.32	.10	.22	.22	.17	.22	.22
105. Waco-Temple, Tex.	.23	.32	.29	.33	.15	.29	.27	.21	.25	.23	.18	.27	.23
106. Beaumont-Port Arthur, Tex.	.23	.15	.41	.28	.19	.35	.27	.23	.33	.24	.21	.34	.24
107. El Paso	.23	.17	.28	.23	.17	.23	.24	.21	.22	.31	.19	.23	.31

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ADI Market	ADI % U.S. TV Households	Daytime Mon-Fri, 5-7pm EST			Early Prime Sun-Sat, 7:30-9pm EST			Late Prime Sun-Sat, 9-11pm EST			Total Prime Sun-Sat, 7:30-11pm EST		
		ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
108. Binghamton, N.Y.	.23	.09	.40	.19	.13	.35	.18	.12	.34	.17	.13	.34	.17
109. Youngstown, Ohio	.22	.23	.22	.32	.23	.25	.27	.29	.28	.28	.26	.27	.28
110. Burlington, Vt.-Plattsburgh, N.Y.	.22	.13	.40	.23	.11	.34	.19	.08	.21	.16	.09	.27	.16
Markets 101-110	2.28	2.13	3.13	2.82	1.95	2.95	2.38	1.96	2.54	2.17	1.98	2.74	2.17
Markets 1-110	89.45	89.07	86.10	86.70	90.83	86.92	88.63	90.28	87.91	88.91	90.53	86.47	88.9
111. Colorado Springs-Pueblo, Colo.	.22	.34	.18	.19	.28	.21	.21	.29	.25	.24	.28	.24	.24
112. Sioux City, Iowa	.22	.28	.14	.30	.30	.15	.27	.33	.17	.27	.32	.16	.27
113. Tucson, Ariz.	.22	.28	.18	.23	.22	.17	.19	.26	.23	.23	.24	.21	.23
114. Madison, Wis.	.21	.15	.27	.14	.18	.28	.14	.20	.27	.15	.19	.28	.15
115. Charleston, S.C.	.21	.26	.37	.26	.22	.27	.20	.21	.23	.20	.21	.25	.20
115. Monroe, La.-El Dorado, Ark.	.21	.17	.47	.18	.13	.30	.20	.23	.18	.20	.18	.23	.20
117. Huntsville-Decatur-Florence, Ala.	.20	.09	.30	.25	.11	.23	.21	.09	.24	.23	.10	.24	.23
118. Quincy, Ill.-Hannibal, Mo.	.20	.14	.36	.27	.13	.32	.23	.14	.32	.25	.13	.32	.25
119. Joplin, Mo.-Pittsburg, Kan	.20	.21	.19	.38	.22	.18	.27	.26	.16	.28	.24	.17	.28
20. Lafayette, La.	.20	.34	.36	.18	.27	.30	.14	.27	.21	.15	.27	.25	.20
Markets 111-120	2.09	2.26	2.82	2.38	2.06	2.41	2.06	2.28	2.26	2.20	2.16	2.35	2.25
Markets 1-120	91.54	91.33	88.92	89.08	92.89	89.33	90.69	92.56	90.17	91.11	92.69	88.82	91.18
121. Corpus Christi, Tex.	.20	.21	.21	.23	.22	.23	.18	.22	.24	.16	.22	.23	.16
122. Montgomery, Ala.	.20	.09	.15	.38	.15	.17	.30	.14	.14	.24	.15	.15	.24
123. Lubbock, Tex.	.20	.18	.30	.29	.10	.19	.29	.15	.15	.31	.12	.17	.31
124. Yakima, Wash.	.19	.25	.24	.20	.18	.26	.28	.17	.23	.24	.18	.24	.24
125. Columbia-Jefferson City, Mo.	.19	.11	.28	.20	.08	.24	.22	.10	.27	.23	.09	.25	.23
126. Topeka, Kan.	.18	.06	.31	.09	.13	.33	.12	.10	.35	.12	.11	.34	.12
127. Minot-Bismarck, N.D.	.18	.14	.23	.28	.14	.24	.16	.14	.27	.18	.14	.25	.18
128. Odessa-Midland, Tex.	.18	.15	.30	.18	.12	.28	.19	.18	.19	.22	.15	.23	.22
129. LaCrosse-Eau Claire, Wis.	.18	.18	.24	.22	.06	.33	.18	.10	.32	.20	.08	.32	.20
130. Rochester, Minn.-Mason City, Iowa-Austin, Minn.	.17	.15	.25	.18	.16	.23	.16	.19	.24	.17	.18	.24	.17
Markets 121-130	1.87	1.52	2.51	2.25	1.34	2.50	2.08	1.49	2.40	2.07	1.42	2.42	2.07
Markets 1-130	93.41	92.85	91.43	91.33	94.23	91.88	92.77	94.05	92.57	93.18	94.11	91.24	93.25
131. Savannah, Ga.	.17	.30	.29	.25	.09	.18	.22	.14	.19	.21	.12	.18	.21
132. Lexington, Ky.	.17	.15	.18	.28	.17	.20	.20	.15	.14	.15	.16	.17	.15
133. Austin, Tex.	.17	.13	.28	.10	.09	.24	.17	.15	.22	.15	.12	.23	.15
134. Erie, Pa.	.17	.16	.15	.35	.16	.16	.22	.17	.17	.23	.17	.16	.23
134. Macon, Ga.	.17	.18	.44	.04	.15	.31	.05	.10	.30	.05	.12	.30	.05
136. Utica, N.Y.	.17	.09	.12	.28	.17	.14	.23	.16	.11	.21	.17	.13	.21
137. Eugene, Ore.	.16	.25	.06	.25	.19	.06	.29	.17	.06	.24	.18	.16	.24
138. Abilene-Sweetwater, Tex.	.16	.26	.19	.32	.13	.16	.25	.13	.13	.23	.13	.14	.23
139. Tallahassee, Fla.	.16	.16	.31	.16	.02	.33	.12	.17	.23	.13	.01	.27	.13
140. Wausau-Rhinelander, Wis.	.16	.19	.27	.08	.17	.31	.05	.18	.29	.07	.17	.30	.07
Markets 131-140	1.66	1.71	2.29	2.11	1.34	2.09	1.80	1.35	1.84	1.67	1.35	2.04	1.67
Markets 1-140	95.07	94.56	93.72	93.44	95.57	93.97	94.57	95.40	94.41	94.85	95.46	93.2	94.92
141. Las Vegas	.16	.10	.13	.26	.11	.13	.26	.16	.14	.23	.14	.14	.23
142. Lower Rio Grande Valley	.15	.14	.25	.26	.14	.20	.15	.13	.20	.19	.14	.20	.19
143. Chico-Redding, Calif.	.15	.36	.16	.15	.15	.16	.21	.19	.13	.13	.17	.15	.13
144. Wilmington, N. C.	.15	.25	.17	.24	.20	.08	.20	.18	.08	.14	.19	.08	.14
145. Bakersfield, Calif.	.14	.19	.14	.19	.16	.12	.17	.15	.10	.15	.15	.11	.15
146. Boise, Idaho	.14	.19	.15	.11	.11	.20	.17	.15	.22	.18	.13	.21	.18
147. Traverse City-Cadillac, Mich.	.14	.18	.23	.15	.09	.25	.13	.03	.24	.12	.06	.25	.12
148. Santa Barbara, Calif.	.13	.14	.06	.10	.18	.10	.13	.14	.10	.11	.16	.10	.11
149. Bangor, Me.	.13	.11	.24	.18	.09	.19	.15	.08	.14	.11	.08	.16	.11
150. Albany, Ga.	.13	.03	.09	.30	.05	.10	.21	.04	.08	.19	.04	.09	.19
Markets 141-150	1.42	1.69	1.62	1.94	1.28	1.53	1.78	1.25	1.43	1.55	1.26	1.49	1.55
Markets 1-150	96.49	96.25	95.34	95.38	96.85	95.50	96.35	96.65	95.84	96.40	96.72	94.77	96.47
151. Florence, S.C.	.12	.05	.25	.08	.05	.19	.08	.02	.19	.08	.04	.19	.08
152. Watertown-Carthage, N.Y.	.11	.21	.30	.06	.06	.21	.05	.02	.19	.06	.04	.20	.06
153. Reno	.11	.09	.11	.17	.09	.15	.15	.09	.11	.13	.09	.13	.13
154. Bluefield, W.Va.	.11	.07	.06	.34	.06	.05	.24	.07	.06	.19	.07	.05	.19
155. Meridian, Miss.	.11	.12	.22	.05	.10	.25	.04	.10	.21	.05	.10	.23	.05
156. Cheyenne, Wyo.	.11	.08	.17	.09	.07	.25	.13	.09	.20	.10	.08	.22	.10
156. Dothan, Ala.	.11	.02	.01	.11	.02	.01	.09	.02	.01	.09	.02	.01	.09
158. Alexandria, Minn.	.10	.05	.03	.24	.04	.04	.23	.04	.04	.23	.05	.04	.23
159. Billings, Mont.	.10	.15	.12	.07	.11	.14	.11	.11	.14	.11	.13	.14	.11
160. Idaho Falls-Pocatello, Idaho	.09	.13	.16	.09	.08	.15	.07	.08	.15	.11	.11	.15	.11
Markets 151-160	1.07	.97	1.43	1.30	.68	1.44	1.19	.64	1.30	1.15	.73	1.36	1.15
Markets 1-160	97.56	97.22	96.77	96.68	97.53	96.94	97.54	97.29	97.14	97.55	97.45	96.13	97.62
161. Ft. Smith, Ark.	.09	.11	.22	.06	.10	.14	.08	.10	.11	.06	.12	.12	.06
162. St. Joseph, Mo.	.09	.16	.10	.05	.15	.11	.06	.15	.09	.06	.15	.10	.06
163. Great Falls, Mont.	.09	.12	.09	.11	.10	.09	.12	.10	.11	.12	.11	.10	.12
164. Alexandria, La.	.09	.02	.07	.22	.03	.07	.16	.03	.06	.15	.04	.06	.15
165. Columbus, Miss.	.08	.05	.20	.02	.07	.16	.03	.07	.16	.03	.06	.16	.03
166. Lake Charles, La.	.08	.06	.08	.21	.06	.08	.14	.08	.09	.12	.07	.08	.12
167. Marquette, Mich.	.08	.13	.17	.03	.06	.17	.04	.09	.15	.04	.08	.16	.04
168. Mankato, Minn.	.08	.05	.18	.04	.07	.15	.04	.07	.16	.05	.07	.15	.05
169. Rapid City, S.D.	.08	.09	.19	.01	.12	.19	.01	.12	.18	.01	.12	.18	.01
170. Laurel-Hattiesburg, Miss.	.08	.04	.02	.22	.05	.03	.15	.06	.03	.10	.06	.03	.10
Markets 161-170	.84	.83	1.32	.97	.81	1.19	.83	.87	1.14	.74	.88	1.14	.74
Markets 1-170	98.40	98.05	98.09	97.65	98.34	98.13	98.37	98.16	98.28	98.29	98.33	97.27	98.36
171. Clarksburg-Weston, W.Va.	.08	.07	.08	.14	.06	.12	.08	.05	.10	.08	.06	.11	.08
172. Ottumwa, Iowa-Kirkville, Mo.	.08	.18	.07	.04	.15	.05	.06	.15	.04	.06	.15	.04	.06
173. Ardmore-Ada, Okla.	.07	.09	.02	.14	.08	.03	.11	.09	.03	.10	.08	.03	.10
174. Roswell, N.M.	.07	.05	.07	.09	.01	.11	.08	.02	.13	.08	.01	.12	.08
175. Eureka, Calif.	.07	.13	.13	.08	.06	.10	.11	.10	.07	.09	.08	.08	.09
176. Casper-Riverton, Wyo.	.07	.13	.06	.09	.10	.07	.10	.12	.05	.08	.11	.06	.08

ADI Household Audience % U.S. Program Household Audience

ADI Market	ADI % U.S. TV Households	Daytime Mon-Fri, Sign-on-5pm EST			Early Prime Sun-Sat, 7:30-9pm EST			Late Prime Sun-Sat, 9-11pm EST			Total Prime Sun-Sat, 7:30-11pm EST		
		ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
177. Tyler, Tex.	.07	.09	.04	.13	.08	.05	.08	.08	.04	.08	.08	.05	.08
178. Grand Junction, Colo.	.07	.14	.11	.08	.04	.12	.05	.12	.15	.04	.03	.14	.04
179. Medford, Ore.	.07	.09	.07	.07	.07	.10	.10	.08	.09	.09	.07	.09	.09
180. Biloxi, Miss.	.06	.09	.07	.07	.09	.06	.06	.10	.05	.07	.10	.05	.07
Marks 171-180	.71	.97	.78	.87	.74	.81	.83	.81	.75	.77	.77	.77	.77
Marks 1-180	99.11	99.02	98.87	98.52	99.08	98.94	99.20	98.97	99.03	99.06	99.10	98.04	99.13
181. Butte, Mont.	.06	.04	.09	.04	.10	.15	.03	.12	.15	.03	.11	.15	.03
182. Yuma, Ariz.	.06	.07	.05	.09	.03	.07	.08	.03	.07	.06	.03	.07	.06
183. Greenwood, Miss.	.06	.13	.04	.04	.16	.04	.03	.13	.03	.03	.15	.03	.03
184. Lima, Ohio	.06	.04	.06	.10	.05	.05	.07	.05	.04	.08	.05	.05	.08
185. Twin Falls, Idaho	.05	.12	.08	.03	.04	.08	.02	.05	.09	.07	.05	.08	.07
186. Salisbury, Md.	.05	.03	.08	.03	.04	.10	.02	.03	.08	.03	.04	.09	.03
187. Harrisonburg, Va.	.05	.08	.02	.02	.08	.03	.02	.06	.03	.02	.07	.03	.02
188. Presque Isle, Me.	.04	.07	.13	.03	.03	.10	.01	.01	.05	.04	.02	.07	.04
189. Panama City, Fla.	.04	.04	.01	.12	.01	.01	.11	.01	.01	.09	.01	.01	.09
190. San Angelo, Tex.	.04	.03	.08	.05	.01	.08	.05	.02	.07	.05	.01	.08	.05
Marks 181-190	.51	.61	.64	.55	.54	.71	.44	.50	.62	.50	.53	.66	.50
Marks 1-190	99.62	99.63	99.51	99.0	99.62	99.65	99.64	99.47	99.69	99.56	99.63	98.70	99.63
191. Ft. Myers, Fla.	.04	.06	.02	.05	.03	.02	.06	.02	.03	.05	.03	.03	.05
192. Zanesville, Ohio	.04	.03	.04	.01	.03	.03	.02	.03	.02	.02	.03	.03	.02
193. Bellingham, Wash.	.04	.02	.03	.03	.04	.03	.05	.03	.04	.05	.04	.03	.05
194. Missoula, Mont.	.04	.02	.07	.05	.02	.06	.02	.01	.06	.03	.01	.06	.03
195. Hays, Kan.	.03	.03	.01	.08	.02	.01	.06	.02	.01	.06	.02	.01	.06
196. Lufkin, Tex.	.03	.07	.06	.02	.04	.05	.03	.06	.03	.03	.05	.04	.03
197. Klamath Falls, Ore.	.03	.04	.01	.05	.03	.01	.03	.02	.01	.05	.02	.01	.05
198. Laredo, Tex.	.03	.01	.03	.05	.01	.02	.05	.01	.02	.04	.01	.02	.04
199. Tupelo, Miss.	.02	.01	.01	.01	.02	.01	.01	.02	.01	.01	.02	.01	.01
200. North Platte, Neb.	.33	.29	.34	.35	.25	.34	.34	.23	.31	.35	.24	.33	.35
Marks 191-200	.99.95	99.92	99.85	99.42	99.87	99.99	99.54	99.20	99.34	99.41	99.34	99.33	99.48
201. Ensign, Kan.	.02	.02	.03	.02	.02	.03	.01	.02	.03	.02	.02	.03	.02
202. Pembina, N.D.	.02	.02	.01	.02	.02	.01	.02	.02	.01	.01	.02	.01	.01
203. Helena, Mont.	.02	.01	.01	.01	.01	.01	.01	.01	.01	.03	.0	.01	.03
204. Glendive, Mont.	.01	.01	.01	.01	.01	.01	.01	.01	.01	.01	.01	.01	.01
204. Jackson, Tenn.	.07	.07	.05	.07	.07	.05	.07	.07	.04	.06	.07	.05	.06
Marks 201-204	100.02	99.99	99.90	99.49	99.94	100.04	99.61	99.27	99.38	99.47	99.41	99.38	99.54

Source: ARB Fall 1968 NPGA "Potential" figures

ForTheRecord®

As compiled by BROADCASTING, July 22 through July 29 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 authoriza-

tion, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *—educational.

New TV stations Application

■ Kenosha, Wis.—Wisconsin Television Corp. Seeks UHF ch. 55; ERP 239 kw vis., 47.8

kw aur. Ant. height above average terrain 363 ft; ant. height above ground 391 ft. P.O. address: 505 Kenosha National Bank Building 625 57th Street, Kenosha 53140. Estimated construction cost \$88,000; first-year operating cost \$60,000; revenue \$80,000. Geographic coordinates 42° 32' 03" north lat.; 87° 56' 11" west long. Type trans. RCA TTU-12ALA. Type ant. RCA TPU-30J. Legal counsel none indicated, consulting engineer E. Harold Munn Jr., Coldwater, Mich. Principals: Donald L. Patrick, president (52%), James L. Kastle, vice president (8%), John B. Boltz, secretary, Larry Krueger, treasurer (each 4%), et al. Messrs. Krueger, Kastle and Patrick are Control Data Corp. employees. Mr. Boltz is social worker. Ann. July 25.

Start authorized

■ *WMUL-TV Huntington, W. Va.—Authorized program operation on ch. 33, ERP 398 kw vis., ant. height above average terrain 1,280 ft. Action July 9.

Final actions

■ Boulder, Colo.—Continental Divide Electronic Inc., a division of International Electronic Development Corp. FCC granted UHF ch. 14; ERP 4.85 kw vis., 2.61 kw aur. Ant. height above average terrain 920 ft.; P.O. address: 285 South 40th Street, Boulder, 80302. Estimated construction cost \$28,863; first-year operating cost \$17,050; revenue \$21,900. Geographic coordinates 40° 04' 19" north lat.; 105° 21' 14" west long. Type trans. RCA TTU-1B. Type ant. RCA TPU-6B. Legal counsel Arnold & Porter, Washington; consulting engineer Louis D. Brevogole III, technical director. Principals: Roger D. McGrath, president (14.42%), et al. Mr. McGrath is in printing and publications with Wood Ibis Inc. as vice president. self-employed in electronics concern and is part-

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950
408-375-3164

time projectionist. Action July 12.

■ **Greenville, N.C.**—University of North Carolina. Broadcast Bureau granted UHF ch. 25; ERP 534 kw vis, 114 kw aur. Ant. height above average terrain 1146 ft; ant. height above ground not indicated. P.O. address: c/o Henry W. Lewis Television Engineering Office, Chapel Hill, N.C. 27514. Estimated construction cost \$546,000; first-year operating cost \$920,242; revenue none. Principals: Henry W. Lewis, acting vice president for University Relations, et al. Principals own *WUNC-FM-TV Chapel Hill, *WUAG(FM) Greensboro, *WUND-TV Columbia, *WUNE-TV Lineville, *WUNF-TV Asheville, *WUNG-TV Concord, and new TV at Wilmington, all North Carolina. Action July 15.

■ **Wilmington, N.C.**—University of North Carolina. Broadcast Bureau granted UHF ch. 39; ERP 450 kw vis, 96 kw aur. Ant. height above average terrain 927 ft; ant. height above ground 957.65 ft. P.O. address: c/o Henry W. Lewis Television Engineering Office, Chapel Hill, N.C. 27514. Estimated construction cost \$310,000; first-year operating cost \$920,242; revenue none. Geographic coordinates 34° 19' 16.2" north lat.; 78° 13' 42.5" west long. Type trans. GE 4TT-57A. Type ant. GE TY-106-D. Legal counsel none; consulting engineer Alan B. MacIntyre, Television Engineering Office, Chapel Hill. Principals: Henry W. Lewis, acting vice president for University Relations, et al. Principals own *WUNC-FM-TV Chapel Hill, *WUAG-TV Greensboro, *WUND-TV Columbia, *WUNE-TV Lineville, *WUNF-TV Asheville, *WUNG-TV Concord, and new TV at Greenville, all North Carolina. Action July 15.

Other actions

■ Review board in Jacksonville, Fla., TV proceeding, Docs. 10834, et al., granted Broadcast Bureau's request for extension of time filed July 22. Action July 24.

■ Review board in Terre Haute, Ind., TV proceeding, Docs. 18321-22, granted request for extension of time to file exceptions, filed July 24 by Terre Haute Broadcasting Corp. Action July 28.

Action on motion

■ Hearing Examiner Chester F. Naumowicz Jr. in Minneapolis (Viking Television Inc. and Calvary Temple Evangelistic Association), TV proceeding, on examiner's own motion, changed hearing time from 10 a.m. to 9 a.m. Aug. 6 (Docs. 18381-2). Action July 23.

Call letter application

■ West Virginia Educational Broadcasting Authority, Grandview, W. Va. Requests *WSWP-TV.

Call letter actions

■ Broadcasters Unlimited, Fort Smith, Ark. Granted KAON-TV.

■ Washoe Empire, Elko, Nev. Granted KEKO-TV.

■ Central Texas College, Belton, Tex. Granted *KNCT-TV.

Designated for hearing

■ FCC designated for hearing application of Santa Fe Television Inc., for CP for new TV on ch. 2 in Santa Fe, N.M. Action July 23.

Existing TV stations

Final actions

■ KGO-TV San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 17, 1970. Action July 17.

■ KCOY-TV Santa Maria, Calif.—FCC granted petition by Central Coast Broadcasters Inc. for reconsideration of grant without hearing of license renewal of KEYT-TV Santa Barbara, Calif. KCOY-TV requested designation for hearing of renewal application of Key Television Inc., licensee of KEYT-TV, to determine whether it has requisite qualifications to be licensee. Action July 23.

■ WHDH(TV) Boston—FCC granted petition

by WHDH Inc. for stay pending appeal. Action July 23.

■ Asbury Park, N.J.—FCC denied petition by Atlantic Video Corp. (controlled by Walter Reade Jr.) for partial reconsideration of action Jan. 21 by Chief, Broadcast Bureau, dismissing application for extension of time to complete construction, cancelling CP for ch. 58 and deleting call letters WRTV(TV). Action July 23.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Los Angeles (National Broadcasting Co. [KNBC(TV)] and Voice of Los Angeles Inc.), TV proceeding, on request of all parties, continued prehearing conference to Sept. 2 (Docs. 18602-3). Action July 23.

■ Hearing Examiner Forest L. McClenning in Washington (United Television Co. [WFAN-TV], et al.), AM and TV proceeding, pursuant to agreements reached at July 22 prehearing conference, cancelled hearing presently scheduled for Aug. 18 and scheduled further prehearing for Sept. 29 (Docs. 18559-63). Action July 22.

Call letter action

■ KHER(TV), Radio Longview Inc., Longview, Tex. Granted KHER-TV.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ WTVM(TV) Columbus, Ga. (Martin Theatres of Georgia Inc.). Contract dated May 19, 1969, replaces one dated Aug. 24, 1967; effective July 30, 1969, to July 30, 1971. First call right. Programs delivered to station's control board. Network rate, \$700 (\$850 as of Dec. 1, 1969); compensation paid at 30% prime time.

■ WLUC-TV Marquette, Mich. (Post Corp.). Contract dated March 5, 1969, replaces one dated March 6, 1967; effective June 1, 1969, to June 1, 1971. First call right. Programs delivered to nearest ABC-TV primary affiliate and relayed to WLUC-TV at its own expense (except for live sustaining programs). Network rate, \$375 (\$400 as of Nov. 16, 1969); compensation paid at 30% prime time.

■ WAKR-TV Akron, Ohio (Summit Radio Corp.). Contract dated May 19, 1969, replaces one dated July 17, 1967; effective July 2, 1969, to July 2, 1971. First call right. Programs delivered to station's control board. Network rate, \$150; compensation paid at 30% prime time.

CBS

■ Formula: Same as ABC.

■ KHSL-TV Chico, Calif. (Golden Empire Broadcasting Co.). Contract replaces one dated Sept. 11, 1966; effective Aug. 14, 1969, to Aug. 14, 1971, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$350; compensation paid at 32% prime time.

■ WLUC-TV Marquette, Mich. (Post Corp.). Amendment dated May 13, 1969, amends contract dated Nov. 12, 1966; effective Sept. 11, 1966, to March 31, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$400; compensation paid at 32% prime time.

■ WLAC-TV Nashville (WLAC-TV Inc.). Amendment dated July 4, 1969, amends contract dated Nov. 7, 1966; effective Aug. 5, 1968, to Aug. 5, 1970, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,225 (\$1,275 as of Jan. 4, 1970); compensation paid at 32% prime time.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ WLUC-TV Marquette, Mich. (Post Corp.). Contract dated April 1, 1968, and amended May 23, 1969, replaces contract dated March 20, 1964; effective April 1, 1968, to April 1, 1970. First call right. Programs delivered to AT&T testboard in Green Bay, Wis., and delivered to WLUC-TV at its expense. Network rate, \$350 for full-rate periods; compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

■ WSM-TV Nashville, (WSM Inc.). Contract dated Dec. 1, 1967, replaces one dated June 14, 1961; effective Dec. 1, 1967, to Aug. 1, 1971, and self-renewable for two year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,125 for full-rate periods; compensation paid at 33½% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ WTAP-TV Parkersburg, W. Va. (Broadcasting Services Inc.). Contract dated Dec. 1, 1967, replaces one dated April 25, 1960; effective Dec. 1, 1967, to Sept. 15, 1968, and self-renewable for one-year periods thereafter. First call right. Programs delivered to WTRF-TV Wheeling, W. Va.—Steubenville, Ohio, and WHIZ-TV Zanesville, Ohio.

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Summary of broadcasting

Compiled by FCC, July 1, 1969

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,242 ¹	4	8	4,254	67	4,321 ¹
Commercial FM	1,985	1	32	2,018	163	2,181
Commercial TV-VHF	494	2	10	506	16	522
Commercial TV-UHF	123 ²	0	53	174	158	334 ²
Total commercial TV	617	2	63	680	174	856
Educational FM	368	0	7	375	47	422
Educational TV-VHF	71	0	6	77	5	82
Educational TV-UHF	89	0	11	100	13	113
Total educational TV	160	0	17	177	18	195

* Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

Network rate, \$100 for full-rate periods; compensation paid at 25% of all equivalent hours multiplied by prime-time rate.

New AM stations

Starts authorized

■ **WTBQ** Warwick, N.Y.—Authorized program operation on 1110 kc, 250 w-D. Action July 24.

■ **WCCP** Clemson, S.C.—Authorized program operation on 1560 kc, 1 kw-D. Action July 24.

Final actions

■ **Brockport, N.Y.**—Brockport Broadcasting Inc. Broadcast Bureau granted 1560 kc, 1 kw, DA-D. P.O. address: Lester Building, Brockport 14420. Estimated construction cost \$65,000; first-year operating cost \$80,000; revenue \$85,000. Principals: Erwin L. Duryea, president, Richard W. Sweeting, vice president, Robert A. Pepper, secretary, George T. Donaher, treasurer (each 14.3%) et al. Mr. Duryea owns 97% of two automobile agencies and one car rental agency, and owns motel. Mr. Sweeting is manager of advertising division of film company. Mr. Pepper is automobile salesman and owns real estate company. Mr. Donaher owns 50% of insurance company. Action July 22.

■ **FCC denied motion** filed by Karin Broadcasting Co. for temporary stay of review board order granting application of Victory Broadcasting Co. for 1380 kc, St. Louis (Docs. 17210-15, 17217 and 17219). Action July 23.

■ **FCC denied request** by competing AM applicants. Sundial Broadcasting Co., Parma, and Howard L. Burris, Warren, both Ohio, for stay of commission's order directing Sundial to comply with requirements of publication rules. Action July 23.

■ **Edna, Tex.**—FCC denied request by H. H. Huntley for review of new board decision denying his application for new AM on 1130 kc, 10 kw DA-D at Yorkum, Tex., and granting application of Cosmopolitan Enterprises Inc. for new station with same facilities at Edna, Tex. (Docs. 16572, 16573). Action July 23.

Other actions

■ **Review board** in Tempe, Ariz., AM proceeding, Doc. 17777, rescheduled oral argument for Sept. 11 in Washington before panel of review board. Action July 25.

■ **Review board** in Boynton Beach, Fla., AM proceeding, Docs. 18310-12, granted Broward County Broadcasting Co.'s petition for extension of time to file exceptions to initial decision filed July 22. Action July 24.

■ **Review board** in Blue Ridge, Ga., AM proceeding, Docs. 18526-27, granted motion to enlarge issues filed May 23 by R-J Co. Action July 29.

■ **Review board** in Stirling, N.J., AM proceeding, Doc. 18292, dismissed objection of finalization of initial decision filed June 9 by Molly Pitcher Broadcasting Co. Action July 23.

■ **Review board** in Kettering, Ohio, AM proceeding, Docs. 17243-50, rescheduled oral argument for Sept. 18 in Washington before panel of review board. Action July 25.

■ **Review board** in Cedar City, Utah, AM proceeding, Docs. 18458-59, granted Broad-

cast Bureau's petition for extension of time filed July 25. Action July 29.

Actions on motions

■ **Chief. Office of Opinions and Review** in Crowley, La. (Rice Capital Broadcasting Co.), AM proceeding, granted petition by KSIG Broadcasting Co. and extended to Aug. 18 time for filing reply to opposition to application for review (Doc. 16785). Action July 29.

■ **Chief. Office of Opinions and Review** in Greenwood and Saluda, both South Carolina (United Community Enterprises Inc. and Saluda Broadcasting Co.), AM proceeding, granted petition by United Community Enterprises Inc. and extended to July 28 time for filing opposition to applications for review filed by Saluda Broadcasting Co., Grecco Inc., and Radio Greenwood Inc. (Docs. 18503-4). Action July 24.

Call letter application

■ **Bowie City** Broadcasting Co., New Boston, Tex. Requests KNBO.

Call letter action

■ **Wilkes County** Radio, Wilkesboro, N.C. Granted WWWC.

Existing AM Stations

Final actions

■ **WPRN** Butler, Ala.—Broadcast Bureau granted remote control. Action July 18.

■ **KQIQ** Santa Paula, Calif.—Broadcast Bureau granted CP to increase power to 1 kw; install DA-D; change ant.-trans. and studio location; install new type trans.; conditions. Action July 22.

■ **KOSI** Aurora, Colo.—Broadcast Bureau granted license covering permit for installation of auxiliary trans. at main trans. location; remote control permitted. Action July 17.

■ **KICM** Golden, Colo.—FCC granted extension for 90 days, commencing July 25, of temporary authority to operate. Action July 23.

■ **WMNZ** Montezuma, Ga.—FCC granted application by William E. Blizzard Jr. for renewal of license for remainder of normal license term to April 1, 1970. Action July 23.

■ **KNVI** Makowao, Hawaii—FCC granted application of Qualitron Aero Inc. to change city designation to Kahului, Hawaii, and move trans. site. Action July 23.

■ **KWAL** Wallace, Idaho—FCC granted petition by Metals Broadcasting Co. for stay of commission's action June 25. Metals Broadcasting had been notified its application for renewal of KWAL had been dismissed and call letters deleted, effective July 31. Action July 23.

■ **WROY-AM-FM** Carmi, Ill.—Broadcast Bureau granted remote control. Action July 23.

■ **KVDB** Sioux Center, Iowa—Broadcast Bureau granted mod. of CP to change trans. and studio location to South city limits. 420 ft. East of US-75, Sioux Center, Iowa. Action July 23.

■ **KLUV** Haynesville, La.—Broadcast Bureau granted license covering increase in power to 1 kw; and installation of new trans.. Action July 17.

■ **WPTX** Lexington Park, Md.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 30. Action July 23.

■ **WFRV(TV)** Escanaba, Mich.—Broadcast Bureau granted mod. of CP to change type ant. Action July 17.

■ **WORV** Hattiesburg, Miss.—Broadcast Bureau granted license covering new station; specify type trans. Action July 17.

■ **WSWF** Seneca Falls, N.Y.—Broadcast Bureau granted license covering new station; specify type trans. Action July 17.

■ **WBKC** Chardon, Ohio—Broadcast Bureau granted license covering new station; specify studio location as same as trans. Action July 17.

■ **KPNW** Eugene, Ore.—Broadcast Bureau granted CP to add MEVO and make changes in ant. system. Action July 23.

■ **WCMN** Arecibo, P.R.—FCC notified of apparent liability forfeiture of \$500 for violation of rules by consistently modulating in excess of 100% on negative peaks. Action July 23.

■ **KXRB** Sioux Falls, S.D.—Broadcast Bureau granted license covering new station; specify type trans.; specify studio location as same as trans. Action July 17.

■ **KMOR** Murray, Utah—Broadcast Bureau granted license covering changes; specify type trans. Action July 17.

■ **FCC** granted application of Beacon Radio Inc. for extension of time to construct WISS Berlin, Wis. by decision prepared by Commissioner Robert E. Lee. Action July 23.

■ **KSGT** Jackson, Wyo.—Broadcast Bureau granted CP to change from 1340 kc, 250 w. U to 1340 kc, 250 w, 1 kw-LS. U; remote control permitted. Action July 22.

Actions on motions

■ **Hearing Examiner** Basil P. Cooper in Graham, Asheboro, Rose Hill and Greensboro, all North Carolina, and Blacksburg, Va. (Broadcasting Service of Carolina Inc., RCR Ltd., Duplin County Broadcasters, WEAL Inc. [WEAL] and Blue Ridge Broadcasting), AM proceeding, granted request by Blue Ridge Broadcasting and scheduled further prehearing conference for July 22 (Docs. 18441-5). Action July 18.

■ **Hearing Examiner** Jay A. Kyle in Ponce and Manati, both Puerto Rico (Radio Antilles Inc., Zaba Radio Corp. and Arecibo Broadcasting Corp. [WMNTI]), AM proceeding, continued without date hearing now scheduled for Aug. 18; and ordered further hearing conference for Sept. 29 (Docs. 18564-6). Action July 24.

■ **Hearing Examiner** Chester F. Naumowicz Jr. in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KFRRI]), AM proceeding, following July 23 prehearing conference, ordered hearing to resume Aug. 5 and that on or before July 29, any party proposing to present evidence shall identify witnesses and give brief summary of scope of testimony of each (Docs. 17624-5). Action July 23.

Fines

■ **WATM** Atmore, Ala.—Broadcast Bureau notified of apparent forfeiture liability of \$200 for violation of rules by failing to have required maintenance logs available for inspection. Action July 24.

■ **WINT** Winter Haven, Fla.—Broadcast Bureau notified of apparent liability forfeiture of \$200 for violation of rules by failing to provide data concerning equipment performance measurements as required. Action July 17.

■ **WAML** Laurel, Miss.—Broadcast Bureau notified of apparent forfeiture liability of \$200 for violation of rules by failing to provide data concerning equipment performance measurements as required. Action July 24.

New FM stations

Applications

■ **Sun City, Ariz.**—Sun City Broadcasting Corp. Seeks 106.3 mc, 3 kw. Ant. height above average terrain, 99.6 ft. P.O. address: Box 55, Sun City 85351. Estimated construction cost \$5,159; first-year operating cost \$26,058; revenue \$35,000. Principals: Russell C. Lash, president-treasurer, and Frederick L. Madeira, vice president-secretary (each 50%). Messrs. Lash and Madeira each own 50% of investment company. Mr. Lash is auto dealership owner. Mr. Madeira is life insurance agent. Ann. July 22.

■ **Searcy, Ark.**—Horne Industries Inc. Seeks 99.3 mc, 3 kw. Ant. height above average terrain 153 ft. P.O. address: Highway 67

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<p>MERL SAXON CONSULTING RADIO ENGINEER 622 Hoskins Street Luffkin, Texas 75901 634-9558 632-2821</p>	<p>RAYMOND E. ROHRER Consulting Radio Engineers 427 Wyatt Bldg. Washington, D. C. 20005 Phone: 347-9061 <i>Member AFCEE</i></p>	<p>E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan—49036 Phone: 517-278-6733</p>	<p>JOHN H. MULLANEY and ASSOCIATES Suite 71, 1150 Connecticut Ave., N.W. Washington, D. C. 20036 Phone 202-223-1180 <i>Member AFCEE</i></p>
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East, Searcy 72143. Estimated construction cost \$16,670; first-year operating cost \$6,000; revenue \$10,000. Principals: C. R. Horne, president (90.5%), et al. Principals own KWCB Searcy. Ann. July 28.

■ Metter, Ga.—Radio Metter. Seeks 104.9 mc, 2.91 kw. Ant. height above average terrain 179 ft. P.O. address: Box 238, Metter 30439. Estimated construction cost \$18,746.35; first-year operating cost \$8,000; revenue \$5,000. Principals: Howard C. Gilreath, sole owner. Mr. Gilreath owns WMAC Metter, 60% of WPGA-AM-FM Perry and 89.8% of WCLA Claxton, all Georgia. Ann. July 28.

■ *Peoria, Ill.—Bradley University. Seeks 88.3 mc, TPO 10 w. Ant. height above average terrain 257 ft. P.O. address: 1501 West Bradley Avenue, Peoria 61606. Estimated construction cost \$2,625; first-year operating cost \$3,000; revenue none. Principals: Board of Directors, Bradley University. Principals control applicant for new educational TV at Peoria. Ann. July 22.

■ *Cedar Rapids, Iowa—Mount Mercy College. Seeks 88.9 mc, TPO 10 w. Ant. height above average terrain 141 ft. P.O. address: 1330 Elmhurst Drive, Northeast, Cedar Rapids 52402. Estimated construction cost \$323; first-year operating cost \$225; revenue none. Principals: Board of Trustees, Thomas Donovan, chairman of board, et al. Ann. July 28.

■ Fremont, Mich.—Stuart Noordyk. Seeks 99.3 mc, 3 kw. Ant. height above average terrain 184 ft. P.O. address: c/o WSHN Fremont 49412. Estimated construction cost \$18,532; first-year operating cost \$10,000; revenue \$15,000. Principals: Stuart Noordyk, sole owner. Mr. Noordyk owns WSHN Fremont and musical equipment sales company. Ann. July 22.

■ *Aberdeen, S.D.—Northern State College. Seeks 90.1 mc, TPO 10 w. Ant. height above average terrain 70.2 ft. P.O. address: Radio FM Dept., Aberdeen 57401. Estimated construction cost \$4,255; first-year operating cost \$3,200; revenue none. Principals: Board of Regents; Dr. R. D. Gibb, commissioner of higher education, et al. Board controls KUSD-AM-FM-TV Vermillion and KESD-TV Brookings, both South Dakota. Ann. July 22.

■ *Kingsville, Tex.—Texas A & I University. Seeks 91.9 mc, TPO 10 w. Ant. height above average terrain 108 ft. P.O. address: University Boulevard & Engineering Avenue, Kingsville 78363. Estimated construction cost \$6,114.73; first-year operating cost \$19,500; revenue none. Principals: Board of Directors; J. C. Martin Jr., president of board, et al. Ann. July 22.

Starts authorized

■ WTWX(FM) Guntersville, Ala.—Authorized program operation on 95.9 mc, ERP 3 kw, ant. height above average terrain 300 ft. Action July 24.

■ WCOV-FM Montgomery, Ala.—Authorized program operation on 92.3 mc, ERP 50 kw, ant. height above average terrain 390 ft. Action July 11.

■ KDFR(FM) Tulare, Calif.—Authorized program operation on 106.7 mc, ERP 870 w, ant. height above average terrain not indicated. Action July 7.

■ WLEX-FM Lexington, Ky.—Authorized program operation on 98.1 mc, ERP 50 kw, ant. height above average terrain 350 ft. Action July 11.

■ *WIUP-FM Indiana, Pa.—Authorized program operation on 91.3 mc, ERP 1 kw, ant. height above average terrain 88 ft. Action July 17.

■ WNVF-FM Norton, Va.—Authorized program operation on 106.3 mc, ERP 700 w, ant. height above average terrain 580 ft. Action July 22.

■ WVNY(FM) Burlington, Vt.—Authorized program operation on 92.9 mc, ERP 36 kw, ant. height above average terrain 2,700 ft. Action July 17.

Final action

■ *Parowan, Utah—Iron County School District. Broadcast Bureau granted 90.9 mc, 10 w. Ant. height above average terrain 88.5 ft. P.O. address: c/o Karla L. Hulet, 75 North 300 West, Cedar City, Utah 84720. Estimated construction cost \$4,006.20; first-year operating cost not indicated; revenue none. Principals: Joe A. Reidhead, superintendent of board of education, et al. Action July 17.

Other actions

■ Review board in Waukegan, Ill., FM proceeding, Docs. 13292, 13940, 17242, grant-

ed petitions for extension of time filed July 14, by Edward Waiter Pliszczek and Jerome K. Westerfield and filed by The News-Sun Broadcasting Co. July 15. Action July 16.

■ Review board in Wichita, Kan., FM proceeding, Docs. 18515-16, granted petition to construe or enlarge issues filed April 28 by Jaco Inc. Action July 18.

■ Review board in Hardinsburg, Ky., FM proceeding, Docs. 17856-57, adopted memorandum opinion and order holding in abeyance consideration of joint request for approval of agreement and dismissal of application filed May 19 by Blancett Broadcasting Co. and Breckinridge Broadcasting Co., pending receipt of further information as indicated and receipt of Broadcast Bureau's comments thereon. Action July 25.

■ Review board in Berwick, Pa., FM proceeding, Docs. 17884-85, granted request for extension of time filed July 18 by Berwick Broadcasting Corp. Action July 23.

Actions on motions

■ FCC denied petition by Lee Enterprises Inc., asking reconsideration of commission order designating Lee's application for new Billings, Mont., FM for hearing on issue of possible undue concentration of media control (Doc. 18514). Action July 23.

■ Chief, Broadcast Bureau, in proceeding on amendment of FM assignment table for Lineville and Roanoke, both Alabama, granted extension of time for filing comments to Aug. 12 and for reply comments to Aug. 22 on proposal for assignment of ch. 237A to Lineville and substitution of ch. 272A for 237A at Roanoke (Doc. 18574). Action July 28.

■ Chief, Broadcast Bureau, on request by Kennebec Valley Broadcasting System Inc., extended to Aug. 5 time to file responses to petition for rulemaking filed by Lakes Region Broadcasting Corp. in matter of amendment of table of FM assignments (Plymouth, New Hampshire). Action July 24.

■ Chief Hearing Examiner Arthur A. Gladstone in Raytown, Mo. (Brinsfield Broadcasting Co.), FM proceeding, in absence of presiding hearing officer, continued without date hearing scheduled for July 24 (Doc. 18529). Action July 23.

■ Hearing Examiner Jay A. Kyle in Eufaula, Ala. (Dixie Radio Inc.), FM proceeding, granted request by applicant and rescheduled hearing for Sept. 30 (Doc. 18364). Action July 23.

■ Hearing Examiner Herbert Sharfman in Flora and Salem, both Illinois (Flora Broadcasting Co., Doyle Ray Flurry and Salem Broadcasting Co.), FM proceeding, granted petition by Salem Broadcasting Co., based on pendency of rulemaking which may affect hearing, and extended certain procedural dates; extended hearing to Oct. 27 (Docs. 18288-90). Action July 23.

■ Hearing Examiner James F. Tierney in Middlesboro, Ky. (Cumberland Gap Broadcasting Co.), FM proceeding, following July 18 hearing, examiner approved further procedural steps proposed by parties; and ordered further hearing for Sept. 3 (Doc. 18520). Action July 22.

Rulemaking petitions

■ WDEA Ellsworth, Me.—Requests rulemaking to allocate 820 kc to State of Maine, as class II-A assignment. Ann. July 25.

■ Lloyd A. Gatling and James F. Hope Jr., Suffolk, Va.—Request amendment of FM Table of Assignments to add ch. 221A to Whaleyville, Va. Ann. July 25.

Rulemaking action

■ Sarasota, Fla.—FCC denied request by Trend Broadcasting Inc. for waiver of minimum spacing requirements to permit acceptance of application. Trend requests 105.5 mc with ERP of 3 kw and ant. height of 222 ft in Sarasota. Action July 23.

Call letter applications

■ Warren J. Shonort, Falmouth, Ky. Requests WWJS(FM).

■ Tryon Broadcasting Co., Oneonta, N.Y. Requests WGNR-FM.

■ Howard W. Pingree, Centerville, Utah. Requests KSTU(FM).

Call letter actions

■ Pocatello Broadcasting Co., Pocatello, Idaho. Granted KSNM-FM.

■ Belvidere Broadcasting Co., Belvidere, Ill. Granted WKWL(FM).

■ Dexter Broadcasting Co., Dexter, Mo. Granted KDEX-FM.

■ KLIK Radio 950 Inc., Jefferson City, Mo. Granted KJFF(FM).

■ City & Farm Broadcasting Inc., Columbus, Neb. Granted KTTT-FM.

■ FM-104 Inc., Mercer, Pa. Granted WWIZ(FM).

■ Central Texas College, Killeen, Tex. Granted *KNCT-FM.

Existing FM stations

Final actions

■ KVFS(FM) Vacaville, Calif.—Broadcast Bureau granted mod. of CP to change type trans. and type ant.; condition. Action July 17.

■ WXOS(FM) Plantation Key, Fla.—Broadcast Bureau granted license covering new station; specify type trans. Action July 17.

■ WKLS(FM) Atlanta—Broadcast Bureau granted CP to change ant.-trans. location to Shepherd Lane, North Druid Hills Division, Atlanta; install new dual polarized ant.; make changes in ant. system; ERP to 78 kw vert.; ant. height to 840 ft.; remote control permitted. Action July 18.

■ Lankford Broadcasting Co., Duquoin, Ill.—Broadcast Bureau granted mod. of CP of FM to install circular polarized ant.; ERP 3 kw; ant. height 185 ft.; condition. Action July 17.

■ WMDR(FM) Moline, Ill.—Broadcast Bureau received data submitted Nov. 4, 1968, in accordance with commission first report and order in Doc. 18125, released July 19, 1968, to mod. CP; 96.9 mc; change trans. and studio location; change type trans.; change ant. system; ERP to 50 kw; ant. height to 500 ft. (Doc. 18125). Action July 14.

■ KSKU(FM) Hutchinson, Kan.—Broadcast Bureau granted CP to install new trans.; ERP to 100 kw; ant. height to 550 ft.; remote control permitted. Action July 18.

■ KEWI-FM Topeka, Kan.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 24. Action July 22.

■ KBMO-FM Benson, Minn.—Broadcast Bureau granted license covering new station; specify type trans. and ant. Action July 17.

■ E. O. Roden & Associates Inc., Gulfport, Miss.—Broadcast Bureau granted mod. of CP of FM to change type trans. and type ant.; ERP to 3 kw; ant. height 290 ft.; condition. Action July 17.

■ KSGM-FM Ste. Genevieve, Mo.—Broadcast Bureau granted CP to install circular ant.; change ERP to 29.5 kw; ant. height to 285 ft. Action July 18.

■ KDNA(FM) St. Louis—Broadcast Bureau granted license covering new station. Action July 17.

■ WALK-FM Patchogue, N.Y.—Broadcast Bureau granted CP to install new ant. Action July 18.

■ WCLV(FM) Cleveland—Broadcast Bureau granted CP to make changes in ant. system; change ERP to 19.5 kw vert. Action July 18.

■ WCSC-FM Charleston, S.C.—Broadcast Bureau granted mod. of SCA to make changes in programming. Action July 23.

■ WVNY(FM) Burlington, Vt.—Broadcast Bureau granted request for SCA on 41 and 67 kc. Action July 18.

Action on motion

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM and KRON-TV, granted petition by Chronicle Broadcasting and extended to July 29 time for reply by Chronicle to Broadcast Bureau's outstanding motion to produce (Doc. 18500). Action July 22.

Fine

■ WWMO(FM) Reidsville, N.C.—Broadcast Bureau notified of apparent forfeiture liability of \$200 for violation of rules in that results of daily trans. inspections re-

(Continued on page 72)

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Group owners—northeast single—sales experience. Management experience not necessary. Box H-44, BROADCASTING.

Wanted: Brave men for perilous job with poor pay in paradise. (Hawaii). Radio manager must have experience all phases, good record, be very dependable, and be under 40 years of age. Also need program director with proven rating record, and disc jockeys with good experience and special talent. Experienced newsmen who are not afraid of work. All information tapes, resume first letter. Write Box H-47, BROADCASTING. All replies confidential.

General manager for a growing chain of West Coast FM stations. Opportunities for growth and ownership for an aggressive experienced individual. San Francisco area based operations. Forward resume and salary requirements. Box H-63, BROADCASTING.

Expanding young company needs manager. Position open due to purchase of third station. If you're really good, contact Lou Erck, KHAP, Aztec, New Mexico. Phone 505-334-6911. Immediate opening.

Wanted—A young man for broadcast management. Will train in all aspects of broadcasting. Prefer married man with sales experience of some kind. Military obligation satisfied. Salary open. Apply to Box 49, Park Rapids, Minnesota 56470. Include picture and brief resume.

Sales

Iowa opportunity for salesman or program man wanting sales. Continuous sales training offered. Box F-249, BROADCASTING.

Major midwest market station offers modest salary plus percentage of station gross. Big money for producer. Box G-268, BROADCASTING.

Young, aggressive, experienced radio salesman wanted for top station in major southeastern market. Send complete resume first letter including rate card and commission statements for past three months. Strong chance for advancement for right man. Box H-18, BROADCASTING.

Experienced FM radio salesmen required for central California area. Ownership and management opportunities available. Send resume and salary history to Box H-64, BROADCASTING.

If you are a successful salesman, with experience in competitive markets and are looking for greater opportunity, you'll find it at KVOC, Box 2090, Casper, Wyoming. Our station ranks tops. Excellent working conditions, if you're Mr. Right.

We have challenging sales position available with broadcast group within 100 miles of Chicago. To arrange for personal interview, call me collect at area code 608-365-6641. Robert O. Moran, WBEL.

Immediate opening—sports director-salesman. Good salary, fringe benefits. Must know play-by-play basketball, football. Write Manager WITY Danville, Ill.

Experienced professional salesman for all new FM station in central Ohio. Excellent opportunity for permanent person. Prefer family man. Complete details to Chas. Chamberlain, Box 69, Bellefontaine, Ohio 43311.

Announcers

First Class License. Chicago. Permanent. Immediate. All details, requirements, first letter please. Box D-156, BROADCASTING.

Third phone announcer needed immediately at progressive, high power, Maryland AM/FM station reaching the Baltimore and Washington markets. Contemporary/MOR. Network affiliate. Excellent salary, opportunity unlimited for right man. Rush tape, resume and photo to Box F-176, BROADCASTING.

You're probably 25-30 years old, been in radio 5 years or more, sold on personality approach, love Burt Bacharach, in or ready for major market, insist it be done right, happy where you are now but read the ads looking for something better or bigger. You're in up-tempo MOR, or looking for that, you have a major market voice and would go to MOR major market personality station that knows what's happening. Send me your tape, history, and price. Box G-60, BROADCASTING.

Western Penna. Fulltime—needs Housewife audience air personality. Must have experience. Box G-109, BROADCASTING.

Evening announcer for Lake Erie area station. Opportunity for beginner with good voice and reading ability. Box C-110, BROADCASTING.

Near St. Louis. Experienced, versatile announcer. No beginners. To \$125. Tape, resume, photo. Box G-144, BROADCASTING.

Good morning and afternoon air personalities for MOR station in southeast, top 100 market. Send resume and tape to Box G-224, BROADCASTING.

Nightman to run tight-formatted top 40 segment with strong midwest station. Progressive member of established chain operation . . . opportunity for advancement outstanding. Salary, benefits, and bright future for right third endorsed. Send tape and resume. Strong production a must. Box G-231, BROADCASTING.

Immediate opening - rockjock - music director - first phone-medium midwest market. Fringe benefits. Must know music. Write G-265, BROADCASTING.

Immediate opening. C. & W. small Florida AM. Morning Man. Gather local news. Box H-1, BROADCASTING.

Maryland station. First phone announcer. Some transmitter work but mostly announcing, must be willing to work any shift. Tape, photo, and resume to Box H-8, BROADCASTING.

Mature and experienced announcer for 10,000 watt CBS affiliate MOR. State qualifications and salary requirements. Box H-56, BROADCASTING.

Contemporary 5kw daytimer seeks experienced afternoon drive man who can maintain above average ratings. Good salary, good benefits, excellent equipment. Prefer married man, draft free. References will be checked. Tape, resume, to Tom Wall, KHOB, Hobbs, N.M. 88240. No collect calls.

Announcer with first phone who would like to move ahead in small market. Some experience preferred MOR/NBC affiliate. KOJM Havre, Montana 59601. Phone (406) 265-7841.

KOY, Phoenix, rated #1 overall, is looking for pros. Very contemporary M-O-R. Animated, natural styles only. Good mid-range voices only. Many company benefits.

1st phone announcer to do part-time board shift plus sports, news. Great opportunity with successful station in beautiful California valley. Send tape, resume. KVON, Napa.

Five kilowatt fulltimer needs experienced top 100 announcer with third endorsed. Send tape and resume to KWEW, Box 777, Hobbs, New Mexico 88240.

WASK Lafayette, Indiana, has an opening for a good sounding experienced MOR performer. Send air check and salary requirement to Jerry Collins.

Announcers continued

Need experienced part-time football and basketball play-by-play announcer within commuting distance, WAWK, Kendallville, Indiana. Call 219-347-2400. Ask for Mr. King or Manahan.

Strong personality, 1st ticket for afternoon show on top station in northeastern Mass. Cape Cod area. \$9,000/yr. plus pension, insurance benefits top. Also, Production man 1st ticket, salary open. Contact George Grey, WBSM, New Bedford, Mass. 617-993-1767.

WCOA Radio—one of the south's most respected stations. Up to date MOR NBC station seeking friendly reliable air host. Work in a splendid vacationland on Florida seacoast, with a staff of 30 radio professionals. Stable staff. Send tape, resume, photo, to Dave Paviocik, WCOA Radio, Box 1669, Pensacola, Florida 32502.

Rock dj—WEAM, Arlington, Va. Send tape, resume and current pic to Dick Hudak, WEAM, Box 589, Arlington, Va.

Immediate opening—announcer relaxed non-screamer contemporary format. Football, basketball play-by-play ability mandatory. Good pay, hospitalization, other generous benefits. Tell all, send tape: Manager WFVA, Fredericksburg, Va. phone (no collect calls accepted) 703-373-7721.

First phone announcer for established Wisconsin AM/FM operations prefer experienced announcer who wishes to settle in small southwest Wisconsin community. Send complete resume and audition tape to WFWW, P.O. Box 1, Platteville, Wis.

WHMC progressive rock AM, station in Washington, D.C. seeking two professionals with first phones and knowledge of progressive rock music. Call P.D., Barry Richards, area code 301-948-9400 or write c/o WHMC Radio, Gaithersburg, Md. 20760. Needed immediately.

First phone announcer . . . No maintenance . . . nighttime top 40/MOR . . . \$600 area . . . send resume, tape to: Ritchie Haney, WINA, Charlottesville, Virginia. Equal opportunity employer.

"New York State!" Progressive group owned station looking for bright up and coming MOR announcer. Immediate opening. Send tape and brief resume, program director, WINR AM-TV, Binghamton, New York 13902.

Madison, Wis.—#1 AM music/news—#1 FM stations have career opportunity for young salesman on way up—strong on creativity. Six station Mid-West Group seeks man with management potential to sell AM/FM combination. Our people earn far more, enjoy excellent living conditions, opportunity for management and stock interest. WISM, Madison, Wis.—A Mid-West Family station.

First ticket all night personality needed for radio's only all request station. Must be mature in thinking and willing to learn this formula. Send tape and resume to: Len Talbot, Program Director, Radio Station WORC, 8 Portland Street, Worcester, Mass., 01608 or call 617-799-0581.

Michigan regional looking for announcer experienced in production and play-by-play sports MOR 3rd phone. Send tape, resume and salary requirements to WPAC, Ann Arbor, Michigan.

WRMF, Titusville, Florida, at Cape Kennedy . . . has opening for announcer. Immediate. Permanent.

Top pay for enthusiastic professional with big, mature voice at unique MOR operation. 8 to 5 five days in beautiful new stereo center. Group owner, growth potential. Home of MSU. Tape, resume to: WSWM, Box 289, East Lansing, Michigan 48823.

First phone combo, no maintenance, world's best climate. Most compatible staff Florida Gold Coast. Full time network. All fringe benefits and a great place to work. Call 1-305-276-5503 for manager.

Philadelphia suburban station has opening for good staff man. Well established adult operation. Play-by-play sports. Good fringe benefits. 215-696-3690.

Wanted for major market a modern CGW dj with 1st phone, with strong production background. Must be able to come-on strong. Call 919-724-5081. Salary . . . \$130 plus bonus and sales opportunity.

Technical

Chief Engineer wanted for three stations in Ohio. Must be familiar with 1000 watt AM and 3000 watt FM equipment. Good salary plus travel between stations. Box G-23, BROADCASTING.

Chief engineer. Full time 5kw directional, medium market, east coast. Strong on maintenance. Excellent fringe benefits. Give complete details and salary requirements. Box G-135, BROADCASTING.

First class engineer for Engineering Department of station group. Some travelling required. Company benefits. Send complete resume and salary requirements. Box G-136, BROADCASTING.

Chief engineer: Unusually attractive responsible position. Successful experience in effective supervision, directionals, multiplex necessary. Follow up on this one—you'll be surprised. Box G-149, BROADCASTING.

First phone maintenance . . . chief engineer . . . disk jockey . . . immediate opening . . . Write Box G-264, BROADCASTING.

Responsible chief engineer needed to maintain extensive Schafer automation system. Brand new equipment. You'll be in charge of pleasant living and working conditions with a 24 hour commercial AM operation. Good pay for the right man, and the more you can do, the more you can make. Reply to Box H-45, BROADCASTING.

Wanted: chief engineer. Minimum 5 years experience. Able to maintain all equipment in 5 kw directional. No announcing. Salary open. Medium-size mid-western market. Send resume, photo to BROADCASTING, Box H-48.

Immediate opening for chief engineer with Class IV contemporary station. Contact John Bomer, WBSR, Pensacola, Fla. An equal opportunity employer.

Chief Engineer for AM-FM Stereo small market station. Small amount of air work. Salary open. Good opportunity with established community-minded station. WBYS Radio, Box 600, Canton, Illinois 61520.

First class chief: Immediate opening with 5 kw AM and 50 kw FM facility in central Virginia. Experience with directional system preferred. Send resume with photo and salary requirements to: WCHV, Box 631, Charlottesville, Va. 22902.

Central Massachusetts 5 kw directional 24 hour operation has an immediate opening for a chief engineer. Salary commensurate with ability. Send full resume to Leo W. Grant, Chief Engineer, Radio Station WORC, 8 Portland Street, Worcester, Massachusetts 01608.

First class licensed engineer morning shift for automated good music station, announcing ability helpful but not essential. Fringe benefits. Send resume with first reply (no collect phone calls) to: Irv Laing, WQTE, P.O. Box 306, Monroe, Michigan 48161.

One or two engineers for two or three weeks to help set up FM station. Must be able to work with coax cable and RCA FM transmitter. Call Darrell Dixon, WSLM, Salem, Indiana 812-883-3401.

Chief engineer—for daytime directional FM full-time. Small market, university town—Valparaiso, Indiana. Position available Sept. 1. Call Len Ellis 219-462-6111.

NEWS

One news man and one staff announcer needed for expansion of 5kw in ideal community near both New York and Philadelphia. Rush full details with tape which will be returned. Box G-184, BROADCASTING.

News director for well oiled medium operation. Tired of chasing rainbows? Ready to settle down in small but growing community in Pennsylvania? \$175 for a professional radio journalist interested in doing a job on the local scene. Not a rip and read position for a clock watcher. Box H-43 BROADCASTING.

Excellent opportunity—immediate opening for newsmen. Send tape, resume and picture air mail to KEWI, 700 Kansas, Topeka, Kansas 66603.

Crack newsmen needed at once for one of Florida's top news departments. 500,000 metro market. Thoroughly experienced newsmen only with mature voice and plenty of hustle. Send tape, resume, photo to Bob Raymond, News Director, WDBO, Orlando, Fla. 32802.

Wanted: Newsmen—competent morning man. Eight-hour shift. Little or no extra work. Immediate opening. If successful, you get a contract. Send aircheck, sample copy and resume to Jim Cragg, WLIP, 625 57th St. Kenosha, Wis. 53140. Also wants sports director who can sell his own play-by-play, organize and deliver broadcasts and specials. Expanding two-college, multi prep market. Accent on selling. Include P.B.P., aircheck, sports copy and resume to above address.

NEWS continued

Need aggressive news director, September first. 100,000 university town market. New York State. News is our bag. If its yours send us resume and air check. Robert Newman, WTKO, Ithaca.

Programing, Production, Others

News and sports director for Maryland AM-FM. Recognized area leader in local news and play-by-play sports. Network affiliate. Excellent opportunity. Send resume, tape, and photo. Box F-398, BROADCASTING.

Good staff and production man for 5kw fulltime in eastern market. Must have two or three years minimum experience in "MOR". Station active in sports and heavy news. Salary \$125-\$140 based on experience. Excellent growth opportunities with group. Send audition tape and resume to operations manager, Box G-183, BROADCASTING.

Copywriter with proven production skill for top rated major New England AM FM send resume, samples and tapes. Box G-202, BROADCASTING.

Program director—deejay—first ticket—no maintenance. Knowledgeable—pop contemporary music, games and contests. A central Pennsylvania top rated station. Need references. \$7,500 to 10,000 to start. Great opportunity. Letter and tape first time. Box G-263, BROADCASTING.

First phone—sports—maintenance—sales—is there such a man? If so and you'd like above average earnings—write BROADCASTING Box G-266.

Producer—director, 1-2 years exp. to join noncommercial community supported Florida station expanding in local live remote, and in-school programing. Send resume, salary requirements. Audition VTR if possible. Box G-276, BROADCASTING.

Energetic, experienced production continuity man with young ideas. Needed at once, for modern country sound. No floaters. Good starting salary. Contact Gary Hagerich, General Manager, WCNW, 8686 Michael Lane, Fairfield, Ohio 45014.

Situations Wanted Management

New England—manager—good! Presently employed. A-1 producer. Box G-239, BROADCASTING.

Station manager available, good salesman. Responsible, mature, productive, Box H-25, BROADCASTING.

20 Years experience in general management with first phone—tops in sales & promotion. Desire top salary and incentive. Can invest \$10-20m as down payment on substantial interest with possible later purchase of control. Box H-36, BROADCASTING.

Top producing rep salesman seeks opportunity in radio station management. Desire to be totally involved in community affairs as well. Prefer to buy in or buy out. Best professional, personal and financial references. Northeast preferred. Box H-40, BROADCASTING.

General manager: 12 years experience. Strong on sales and administration. Excellent reputation. Community minded, family man. Can invest. Prefer small or medium market, midwest or west. Box H-55, BROADCASTING.

Sales

Ten years experience, all phases, with first phone. Presently in small market management. Want advancement working for equitable employer. Box G-66, BROADCASTING.

Announcers

Experienced DJ, tight board, production, solid news. Will relocate immediately. Box G-158, BROADCASTING.

Ten years experience, all phases, with first phone. Presently in small market management. Want advancement working for equitable employer. Box G-65, BROADCASTING.

Young sports broadcasting team seeking position calling football, basketball games. Three years college experience; references, tapes. Box G-166, BROADCASTING.

Sports Personality—complete military obligation early October. Radio-TV sports announcer with American Forces Vietnam Network, Saigon. Play-by-play varsity sports while attending Univ. of Md. Part time civilian newscaster. Sharp interviewer. Good camera appearance. Crisp delivery. Knows sports. Box G-211, BROADCASTING.

2 yrs. experience, excellent flexible voice, 26, 3rd endorsed, tight board, northeast preferred. Box G-277, BROADCASTING.

Beginner: Hard worker, Wishes chance. 3rd ticket. Box H-4, BROADCASTING.

Announcers—continued

1st phone, large-major market contemporary, prefer Northeast. Box H-5, BROADCASTING.

Announcer 20 yrs. exp. Desires a change Network quality. Box H-7, BROADCASTING.

Experienced play by play, news, air shift 3rd endorsed military exempt. Willing to relocate. Box H-10, BROADCASTING.

Soul, disc jockey, newscaster, announcer, dependable, creative writer/salesman, tight board, third endorsed. Will relocate. Box H-17, BROADCASTING.

Soul dj, tight board, good news, commercials, third phone ready now. Write Samuel Lloyd, Box H-20, BROADCASTING.

Experienced sportscaster seeking larger market. Drilled in all phases of radio. Would be interested in television. Family man—Dependable. Box H-21, BROADCASTING.

First phone—broadcasting school graduate, willing to relocate—news or MOR DJ. Box H-23, BROADCASTING.

First phone, experienced, draft exempt, good voice. Looking for permanent top 40 position. May I come and stay with you. Will relocate. Box H-28, BROADCASTING.

\$ pulling voice. Made big in VO Field, high time for announcing. Box H-30, BROADCASTING.

Exp. DJ announcer newscaster, 3rd, endorsed, tight board, married. Box H-31, BROADCASTING.

Young pro, now, for medium, metro market. Bright, happy MOR sound. Personality, production, veteran. Box H-38, BROADCASTING.

Announcer/newscaster, 25, 3rd class license, 3 years experience, military obligation terminated. Bilingual, N. Y. metropolitan area. Box H-41, BROADCASTING.

Ohio, mature MOR dj, first phone announcer must move west to dry climate. Box H-53, BROADCASTING.

Negro. Beginner, bright dj, announcer/sportscaster seeks career in broadcasting, will persevere. Broadcasting school professional training. Dependable family man. Box H-58, BROADCASTING.

Mature announcer—3rd class endorsed graduate radio school. Prefer Los Angeles or area or on shipboard. Good voice. Box H-65, BROADCASTING.

First phone, 2 years experience. Howard Thayer, LaMoille, Illinois 61330.

First phone—6 years experience. P.D.—M.D.—Sales—engineer—announcer—manager. Minor—medium—major markets. College. Married. Capable. References. 901-363-9265.

Experienced first phone announcer available immediately. Call 914-452-2838 or write James R. Taylor, 319 Dutchess Turnpike, Poughkeepsie, New York 12603.

Family man, draft exempt, 3rd ticket—Wanted chance to prove himself. Wants midwest—will relocate. Call or write Bill Heaton, Minnesota Lake, Minnesota 56068 or call 507-462-3426.

1st phone, news, dj, production, Single male, draft exempt, will relocate. Fred Edwards, 4312 52nd Street, San Diego, Calif. 92115. Phone 582-7271.

Graduate, Midwestern Broadcasting School. Third. BS in SS. Seek east coast spot. Ronald Kolodziej, 887 Wentworth, Calumet City, Ill. 60409.

First phone announcer—dj. Excellent ratings. Mature. Sober. Solid in community. C&W, MOR, top 40. Midwest. Phone 618-244-0472 or write Box 656, Mt. Vernon, Illinois 62864.

Broadcast school grad. 1st phone, veteran, dj, news. Ed Selby, 371 Nautilus, La Jolla, Calif. 92437. 714-454-7289.

Announcer—1st phone—8 years—Good knowledge MOR, C&W. Mature voice. Employed major market 50 kw. Phone 1-414-338-8840.

1st phone soon—will guarantee five months. 3rd now. Mature, 25, 4 years business experience, some experience studio equipment, interesting voice, grad. broadcasting school, Great Lakes preferred. Larry Wade 313-535-9200.

Experienced MOR, easy-listening personality with TV background. Smooth, professional delivery. 1st phone, 7 years major market voice and ability. Working on degree. 25 years old, family, Want medium or major market. Will interview between Aug. 10-31. Call 207-768-3447.

1st phone dj. Bill Wade grad. Vet, married, experience. Will relocate. Write 624 E St., Apt. 16, National City, Calif. 466-0054.

Announcers continued

1st phone broadcast school grad. Service complete. Stable. Vance Wedeking, 371 Nautilus, La Jolla, Calif. 92037. 714-454-7289.

Technical

Experienced engineer/chief available—\$140. Midwest-Northeast. Box G-216, BROADCASTING.

Engineer ten years, radio, CCTV, parttime only in south-west Ohio. Box H-11, BROADCASTING.

Chief engineer seeks sole access to equipment maintenance nights. Absolutely no air pollution. Seek station programed for worthy ads, causes, music. Box H-50, BROADCASTING.

Chief engineer—3 years experience. Installation, re-design, complete maintenance. Min. \$675. Anxious to move up. Some announcing considered. David P. Hebert, 206-336-2575 or 920 S. 6th, Mt. Vernon, Washington 98273.

Chief engineer—automation—AM, FM, major market experience. Heavy maintenance. Call—Write: James Campbell, 2362 11th, N. St. Paul, Minn. 55109—612-777-9753—good references.

NEWS

Young, experienced newsmen, radio-TV degree. seeks top fifty market. Suburban, electronic obituary columns need not respond. Box H-6, BROADCASTING.

Shot at, tear-gassed while filming or reporting that something extra. Want head or join documentary unit or quality news operation. Pay own interview trip if start soon. Box H-27, BROADCASTING.

Clean-cut, experienced radio-broadcast newsmen. Mobile, 24, instinctively competitive drive, seeks challenging slot, inside or out, anywhere, anytime, with contemporary, medium-metro news operation. Box 151, Ocean City, 21842.

Programing, Production, Others

Copywriter, broadcast school graduate. MOR operation. 203-658-6196 or Box G-63, BROADCASTING.

Defeat the "Acapslla Fella" beat boss radio exciting details. Box H-2, BROADCASTING.

Radio-TV sports director seeks position with heavy play-by-play schedule. Box H-22, BROADCASTING.

Music programmer, editor, etc. Extensive knowledge of discs and tapes. New Jersey or NYC area. Box H-33, BROADCASTING.

Production/annr pro with first phone is looking. Seven years all phases, including current pd of 5 kw MOR. Slice 'n splice a specialty. Midwest medium or major only. Box H-59, BROADCASTING.

Experienced 1st phone program director in suburban metro area seeks position with major market top 40 station. Any shift considered. 29 years old, single, draft exempt. Prefers southwest but will consider other locations. Tape and resume upon request. Box H-60, BROADCASTING.

The Dream Machine and Gramophone Company, a late night radio show that fills the generation gap. It's like having Rod McKuen, on the payroll. It's poetry in motion written fresh everyday. Three hours a night Monday thru Friday. You have to hear it to believe it. Tape available. Box H-67, 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.

Sales

Creative commercial writer wanted. 3 station competitive market. Finest facilities to work with. Rush details to Box H-16, BROADCASTING.

Sales service manager wanted. Immediate opening for experienced individual to be responsible for inventory control of spots and programs, local and national. Send resume and salary requirements to: Julian Kanter, General Manager, WAST-TV, Box 4035, Albany, N. Y. 12204.

Announcers

Announcer—Midwest—top station in market has opening for an all-around experienced professional. Must be effective on-air salesman. Send VTR and resume to Box H-3, BROADCASTING.

Excellent opportunity for experienced TV sportsman—must produce own show. Number 1 rated CBS station in deep south. Send comprehensive resume and VTR. Box H-37, BROADCASTING.

Announcers continued

TV weatherman—excellent salary and opportunity in midwest for proven TV weatherman. Will also perform announcer duties including on-camera commercials. Send resume and VTR to Box H-66, BROADCASTING.

Seeking announcer for radio and television. Great opportunity for young experienced announcer with long range potential. Send complete resume, picture and air check to Marvin R. Chauvin, Program Director, WOOD-TV 120 College Ave. Se., Grand Rapids, Michigan 49502.

Technical

Chief Engineer for large CATV system. Reply giving complete details including salary required. Excellent position. Box D-242, BROADCASTING.

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.

TV studio technicians. Two years operation and maintenance experience. Color TV studio and maintenance experience. Color TV studio equipment and Videotape. Salary range \$159 to \$224 for 40 hour week. Regular six months increases plus numerous fringe benefits. Write Director of Engineering, WCCO-TV, Minneapolis 55402.

Assistant chief engineer for UHF ETV station. Must have 5 years experience all phases of operation and maintenance. Salary \$11,000. Send resume to Sam Edens, WHRO-TV, 5200 Hampton Blvd., Norfolk, Virginia 23508.

Experienced TV transmitter technician wanted. Please send experience resume to Director of Engineering, WNAAC-TV, Government Center, Boston, Mass. 02114.

Wanted: Engineers with FCC first class license. Only experienced need reply. Fully colorized station operation AMPEX, GE and Norelco color equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C.E. WNHG, 135 College St., New Haven, Conn. 06510.

Temporary help positions for technicians available for approximately Sept. to March at full color Chicago ETV station. Contact Chief Engineer, WTTW, 5400 N. St. Louis Ave., Chicago, Ill. 60625, Tel.: 312-583-5000.

Fetzer TV needs engineers with first class license for WWUP-TV in Michigan's upper peninsula. No experience necessary. Good pay and many company benefits. Excellent hunting and fishing area. Write P.O. Box 627, Cadillac, Michigan or phone 616-775-3478 collect.

NEWS

Newscaster-Commentator top Florida TV market. Experienced only need apply. Strong delivery . . . authoritative . . . good eye contact. Dig, write, interview. Send resume, salary requirements. VTR first response. Equal opportunity employer. Box G-123, BROADCASTING.

Photographer, Processor operator for growing news operation in Shenandoah Valley. News experience helpful, good photography background a must. Contact N. Doyle Satterthwaite, WSAV News Dir., Harrisonburg, Virginia 22801.

Programing, Production, Others

Commercial Production Unit of major market TV station seeking creative camera-man-editor with experience in commercial film production. Applications only from those with such experience will be accepted. Box F-331, BROADCASTING.

Midwest University—with complete broadcasting instructional program and professional radio and TV operations—Seeks two staffers with M.A. degrees and minimum ten years practical experience.. Box G-142, BROADCASTING.

Leading VHF in northern midwest market going all color, needs man experienced in full color production, commercial and programing. Send full resume and salary requirements to Box G-232, BROADCASTING.

West Coast Network VHF need sharp program director for station in a top 25 market. Should be familiar with features, news operation and be creatively interested in local production. Most interested in an individual with a record of outstanding performance under competitive conditions, regardless of size of present market you're working in. Incl. full details first letter and reply immediately to Box G-252, BROADCASTING.

Traffic: full color midwest station seeks traffic manager. Send resume and salary requirements to Box H-14, BROADCASTING.

Producer/director for contemporary production minded top ten television market. Reply to Box H-15, BROADCASTING.

Programing, Production cont'd

Sports director, strong on air, good reportorial and play-by-play background needed. For medium sized Midwestern market. Please send air check, resume and salary requirements to Box H-19, BROADCASTING.

Group owned station in Major southeast market seeks creative aggressive director. Must do own switching. Send resume and full details to Box H-34, BROADCASTING.

News photographers, with journalism degree or comparable experience, for expanded news-documentary department. Contact: Gene Strul, News Director, WCKT-TV, Miami, Fla. PL 1-6692. Equal opportunity employer.

TELEVISION

Situation Wanted Management

Sales and/or management. Number 1 or number 2 man? A seasoned, experienced, professional broadcaster will soon be available. Personal sales effort at the local or agency level. Organizational ability from initial application, construction, to on-air and daily operations. Knowledgeable film buying, network negotiations. Cost conscious administrator accustomed to working within limited budgets. Industry references available. All inquires receive thorough consideration and prompt reply. Box G-241, BROADCASTING.

General Manager. VHF or UHF. Experienced all areas. Knows bottom line needs. Well known. Family. College grad. Fine p.r. man. will upgrade your station, both sales and image. Box G-257, BROADCASTING.

Announcers

TV announcer. Long Experience. Large market calibre. Box H-52, BROADCASTING.

Fifteen years experience including network and four years radio navigation in the far east playing colonialist. Box H-54, BROADCASTING.

Technical

Former Chief Engineer Radio-TV; 20 years experience; BSEE. Available short term projects. Contract or per diem basis. Installation, equipment modification. Box G-85, BROADCASTING.

Experienced film lab technician. Can set up and manage color or b/w newfilm and production operation. Background includes television news photography and journalism. Box G-255, BROADCASTING.

First phone. 11 years radio. Have sincere desire to learn television. 618-877-2085.

News

Experienced Journalist, idealist wants in-depth position in urban affairs area. BS, MA. Box G-230, BROADCASTING.

Experienced news director in major eastern market seeks strong news station. Phillip Keirstead, 31 Woodland, Hartford, Conn. 06105.

News director—11 years radio-television news, now heading eight-man department. Resume proves involvement and variety of experiences; references prove dedication to profession and loyalty to employer; enclosures prove respect for my name, ability, competitive spirit, personal and professional involvement with newsmakers of local and national reputation. Box H-26, BROADCASTING.

Young experienced news photographer wishes to relocate with progressive news department—preferably large market area. M. M. Smith, 17857 Chillicothe Road, Chagrin Falls, Ohio 216-543-9144.

Programing, Production, Others

Versatile children's entertainer. Highly experienced magician, ventriloquist, clown. Currently producer/host of imaginative children's show in top 50 market. Many creative ideas. Resume and VTR available upon request. Box G-201, BROADCASTING.

Production manager/executive producer. I'm the senior producer-director in a top ten market station, but I need a place to grow and learn more. Ready to move up to key management position. Fully experienced in live, VTR, film, radio, and have public relations experience also. You'll find me creative, versatile, capable and striving for the best product. Box 237, BROADCASTING.

Want to upgrade local programing? Documentary and public affairs producer in medium midwest market available now. Experienced all phases local programing including news. Strong on air. Five figure salary. Box G-262, BROADCASTING.

Production manager, top 10 market—producer/director (sports, remotes, commercials) and administrative experience. MA, 29, married. Seeking new production/programing challenge, preferable with major market group station. Box H-9, BROADCASTING.

Programing, Production, Others continued

Operations-productions Mgr. Young-dedicated-professional. Presently in top ten market. Box H-32, BROADCASTING.

Florida . . . programming/news . . . presently managing small market network. V. . . no awards . . . no degrees . . . just 10 years of experience . . . 4 at present station. VTR available but prefer personal interview. Excellent references . . . 34 and married. Five figures required. Box H-57, BROADCASTING.

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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.

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Coaxial-cable—Helix, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Gates BC-5B transmitter. Excellent condition. Available immediately. KRLC, Lewiston, Idaho, 208-743-1551.

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30,000 feet #10 soft drawn, non-insulated new copper wire for antenna ground system. Cost us a Grand. Make offer. KOLY, Moberidge, S.D.

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Financial statements or reports late? Billings inaccurate? Contact: Radio Accounting Service, 214-674-2775.

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Follow The Leader to a fast first phone with T.I.B. . . . offering the nation's original four week accelerated course with results guaranteed . . . tuition: \$295.00 . . . free placement.

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CBS basic needs disc jockeys who are pros with proven records of audience growth. For the right MOR personality \$10,000 salary plus unusual incentive plan. Send late PIX—tape—health certificate, availability date and resume to:

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Woman
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Put punch in your news, documentary programing. Award winning metro-NY area broadcast Journalist now available. Wants creative outlet—Rip read operations need not respond.

Box H-13, BROADCASTING

Programing, Production, Others

#1	#1	#1	#1	#1	#1	#1	#1
Station "A"		Station "B"					
#1	6:10 AM	+ 30.7%	14.3%	#1			
#1	10-3	+ 100%	4%	#1			
#1	3-7	+ 50%	20%	#1			
#1	7-12 Mid	+ 45%	- 39.4%	#1			
*Percentages indicate increase or decrease in audience compared with prior PULSE after GRAHAME RICHARDS joined forces with Station "A". Station "B" had been #1 for three years prior to this PULSE. If your station has a rating problem, let's cure it! Contact Grahame at 3104 Belmont Blvd., Nashville, Tenn. 37212, or phone collect at (615) 291-2685.							
#1	#1	#1	#1	#1	#1	#1	#1

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Box H-42, BROADCASTING

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RCA

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Group operator needs chief engineer: Eastern seaboard. Send resume, salary requirements to:

Box H-12, BROADCASTING

Programming, Production, Others

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Program and promotion director to create a swinging independent TV environment with vital, alive station breaks, ID's, promos and local live; a guy who loves the vitality but hates the bubble gum of top 40 radio—must have TV production experience and be hot copy writer. Small west coast U with fine facilities and a bearded manager.

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Box H-51, BROADCASTING

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One of the Best.

Box H-61, BROADCASTING

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Situation Wanted

Programing, Production, Others

continued

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continued

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Iowa	med.	fulltime	550M	Terms	S.E.	med.	daytime	120M	cash
Mass.	metro	profitable	525M	29%	Ida.	med.	profitable	200M	29%
N.W.	major	daytime	300M	nego.	N.Y.	metro	FM	90M	29%



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(Continued from page 64)

quired had not been entered in maintenance log since Sept. 18, 1968. Action July 24.

Call letter applications

- KLYX(FM). KWAM Inc., Memphis. Requests KWAM-FM.
- WDBJ-FM. James L. Gibbons. Roanoke. Va. Requests WFVR(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-terminating auxiliaries: KDKA-AM-FM Pittsburgh. KYW-AM-TV Philadelphia. WEPB Pittsburgh. WGAI Scranton. WJGT Philadelphia. WJCL Erie. WJSM-AM-FM Martinsburg. WSHP Shippenburg. WPSB(FM) Philadelphia. WQMU(FM) Indiana. WRCP-FM Philadelphia. WPHL-TV Philadelphia and KDKA-TV Pittsburgh, all Pennsylvania; K05AC and K10AE both Dayton and Tongue River. K04DZ and K12BK both Worland. K08AJ and K13AS both Lusk. K70AX Plinedale, and K70EB, K72CX and K74DB all McKinney and Little America, all Wyoming. Actions July 24.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-terminating auxiliaries: WANE Waynesburg. WATS Sayre. WAVL Apollo. WAZL-AM-FM Hazleton. WBLF Bellefonte. WBVP-AM-FM Beaver Falls. WCDL-AM-FM Carbondale. WCHA-AM-FM Chambersburg. and WCHE West Chester, all Pennsylvania; WDEL Wilmington and WDOV-AM-FM Dover, all Delaware; WEDO McKeesport. WEU Reading. WESA-AM-FM Charleroi. WEST-AM-FM Easton. WFAW Farrell. WFBG Altoona. WFIL-AM-FM Philadelphia. WFLN Philadelphia. WFRB Franklin. WGAL-AM-FM Lancaster. WGRP-AM-FM Greenville. WGSB-AM-FM Ephrata. WHAT Philadelphia. WHJB Greensburg. WEPN Elizabethtown. and WHVR Hanover, all Pennsylvania; WILM Wilmington, Del.; WIOO Carlisle. WIP Philadelphia. WIXZ McKeesport. WJAS-AM-FM Pittsburgh. WJUN Mexico. and WKBO Harrisburg, all Pennsylvania; WKEN Dover, Del.; WLSH Lansford. WLYC-AM-FM Williamsport. WMBB Uniontown. WMRP-AM-FM Lewisport. WNAE Warren. WNAR Norristown. WNOW-AM-FM York. WNPV Lansdale. WOKY York. WPAM Pottsville. WPEL-AM-FM Montrose. WPGM Danville. WPIC-AM-FM Sharon. WPIV-AM-FM Pittsburgh. WRAW Reading. WRTA Altoona. WSAJ Grove City. WSCR Scranton. WSKE Everett. WTV Titusville. WTRN Tyrone. WVSC-AM-FM Somerset. WWGO Erie. WWPB Williamsport. WWSF Loretto. WYNS Lehighton. WAEB-FM Allentown. WBYO-FM Boyertown. WEPF-FM Pittsburgh. WEND-FM Ebensburg. WFEM(FM) Ellwood City. WFMZ(FM) Allentown. WGMF-FM Tyrone. WGBI-FM Scranton. WHP-FM Harrisburg. and WIBF-FM Jenkintown, all Pennsylvania; WJBR(FM) Wilmington, Del.; WKGF(FM) Pittsburgh. WLAN-FM Lancaster. WMMR(FM) Philadelphia. WEPN-FM Elizabethtown. WNUF(FM) New Kensington. WOKU-FM Greensburg. WALB(FM) Philadelphia. and WRRN(FM) Warren, all Pennsylvania; WSTW(FM) Wilmington, Del.; WTAE-FM Pittsburgh. WYCR(FM) York-Hanover. *WARC(FM) Meadville. *WDFM(FM) State College. *WUDQ(FM) Pittsburgh. *WGEV(FM) Beaver Falls. *WHHS(FM) Havertown. *WJRH(FM) Easton. *WKPS(FM) New Wilmington. *WMUH(FM) Allentown. *WNTF(FM) Mansfield. *WPWT(FM) Philadelphia. *WQSU(FM) Selingsrove. *WRTI-FM Philadelphia. *WUHY-FM Philadelphia. *WUSV(FM) Scranton. *WVBU-FM Lewisburg. *WVTF-TV Hershey. *WLVT-TV Allentown. *WPSX-TV Clearfield. *WQED(TV) Pittsburgh. *WQEX(TV) Pittsburgh. *WQLN(TV) Erie. *WUHY-TV Philadelphia. *WVIA-TV Scranton. WBRG-TV Wilkes Barre. WFBG-TV Altoona. WGAL-TV Lancaster. and WHP-TV Harrisburg, all Pennsylvania; WHYI-TV Wilmington, Del.; WJET-TV Erie. WJYH-TV Lancaster. WNEP-TV Scranton. WSEE(TV) Erie. and WTAE-TV Pittsburgh, all Pennsylvania. Actions July 24.

Other actions, all services

■ Chief, Broadcast Bureau, in proceeding on petition for rulemaking to require broadcast licenses to show nondiscrimination in

their employment practices, granted extension of time for filing comments to Oct. 3 and for reply comments to Nov. 3. Petition requesting additional time filed July 23 by National Association of Broadcasters (Doc. 18244). Action July 28.

■ Broadcast Bureau granted licenses covering use of former main trans. for auxiliary purposes only: WNHC New Haven, Conn.; WVTS(FM) Terre Haute, Ind.; KGGF Coffeyville, Kan.; WATN Watertown, N.Y. Actions July 17.

■ Broadcast Bureau granted licenses covering changes in following: KHAR Anchor-age; WWDG-FM Washington. Actions July 17.

Translator action

■ W70AV Raleigh, N.C.—Broadcast Bureau granted license covering new UHF translator, and granted CP to make changes in ant. system. Action July 17.

CATV

Final actions

■ Petoskey, Mich.—FCC ordered Great Lakes Community TV Inc., CATV owner, to show cause why it should not be ordered to cease and desist from further violation of rules by failing to provide program exclusivity for WTOM-TV (ABC, NBC) in Cheboygan, Mich. Action July 29.

■ KUX-85 Myrtle Beach, S.C.—CATV Task Force granted CP for new Community Ant. Relay station to bring distant signals of WUSN-TV and WCIV(TV) both Charleston, S.C., to CATV system at Myrtle Beach, S.C.; condition. Action July 22.

■ Wheeling, W. Va.—FCC ordered Wheeling Antenna Company Inc. [WACO], CATV owner, to show cause why it should not be ordered to cease and desist from further violation of rules by failing to provide program exclusivity for WSTV-TV (CBS, ABC) Steubenville, Ohio. Action July 29.

Ownership changes

Applications

■ WJZZ(FM) Bridgeport, Conn.—Seeks assignment of license from Newsvision Co. to Nassau Broadcasting Co. for \$380,000. Sellers: Kenneth M. Cooper, general partner, and Edwin B. Laughlin, James K. Patrick Jr., John H. Staub II and Arthur R. Bell, limited partners. Sellers own WFTT(TV) Bridgeport. Buyers: Herbert W. Hobbler, president (40.88%), et al. Buyers own WHWH Princeton and WTOA (FM) Trenton, both New Jersey. Ann. July 25.

■ WAYL(FM) Minneapolis—Seeks assignment of license and SCA from Contemporary Radio Inc. to Entertainment Communications Inc. for purpose of corporate reorganization. No consideration involved. Principals: Joseph M. Field, president, et al. Ann. July 23.

■ WALY Herkimer and WOTT-AM-FM Watertown, both New York—Seek transfers of control of RMC Productions Inc. and RBG Productions Inc. from Robert W. Robb (27.3% before, 8.6% after) to Daniel Marc Bernheim (43.9% before, 55.2% after). Consideration: Exchange of stock. Mr. Bernheim's increase in control due to decrease in total shares outstanding after divestiture by Mr. Robb. Principals: Reach, McClintock and Co. Inc. owns various advertising agencies and 100% of RMC Inc. RMC Inc. owns RBG Inc. Ann. July 17.

■ WWCF(FM) Baraboo and WIBU Poyette, both Wisconsin—Seek assignment of licenses from William C. Forrest to Community Service Radio Inc. for \$292,000. Sellers: William C. Forrest, sole owner. Buyers: Thomas R. Holter, sole owner. Mr. Holter is former 17% owner, president and general manager of WISM-FM Madison, Wis. Ann. July 25.

■ WFAW-AM-FM Fort Atkinson and WDLB-AM-FM Marshfield, both Wisconsin—Seek assignment of licenses from Nathan L. and Robert W. Goetz to Goetz Broadcasting Corp. for purpose of corporate reorganization. No consideration involved. Principals: Nathan L. Goetz, president, and Robert Goetz, vice president-secretary-treasurer (each 50%). Ann. July 23.

Final actions

■ KCOY Santa Maria, Calif.—Broadcast Bureau granted assignment of license from Arenze Broadcasters to James H. Ranger

for \$250,000. Sellers: Ed. J. Zuchelli, president, et al. Buyer: James H. Ranger formerly had interest in KCOY-AM-TV and is presently station broker. Action July 23.

■ WORJ-AM-FM Orlando and Mont Dora, both Florida—Broadcast Bureau granted transfers of control of Orlando Radio & Television Broadcasting Corp. from Gordon Sierman (100% before, 40% after) to Osceola Broadcasting Co. (none before, 60% after). Consideration: \$380,000. Seller: Mr. Sierman owns 33 1/3% of applicant for CP for new AM at Fort Lauderdale, Fla. Buyers: Osceola Co., 100%. Walter Beinecke Jr. votes stock for Osceola Co. Action July 23.

■ KIMA-TV Yakima. KEPR-TV Pasco, both Washington, and KLEW-TV Lewiston, Idaho—FCC granted transfers of control of Cascade Broadcasting Co. from Thomas C. Bostic, president (58.6% before, none after), John H. Reber, vice president, William F. Grozan, vice president-sales (both 15% before, none after), et al. to Filmways Inc. (none before, 100% after). Consideration: Exchange of stock involving about \$3 million. Sellers: Mr. Bostic, member of CBS-TV Affiliates Advisory Board, will head broadcast division of Filmways. Messrs. Reber and Grozan assume management positions in Filmways Broadcasting division. Sellers own KIMA-AM-FM Yakima and KEPR-AM-FM Kenewick-Richland-Pasco, all Washington. Buyers: Martin Ranshoff, president, et al. Filmways' interests primarily include motion pictures and television program production and distribution. TV programs include CBS-TV's *Patticoat Junction*, *The Beverly Hillbillies* and *Green Acres*. Action July 3.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through July 29. 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*.

■ *Chickasaw, Ala.*—Mobile Cable TV Co. Inc., 55% owned by Teleprompter Corp., New York (multiple CATV owner), has been granted a franchise.

■ *Westmorland, Calif.*—Columbia Television Co. Inc., represented by Jack Bush, James H. Carter and John Butler, has applied for a franchise. The firm would provide 11 channels, including FM.

■ *Dade City, Fla.*—Pasco County Cable Vision has requested a franchise. Fred R. Rutledge is manager of the firm. The company offered to pay 6% of the first \$100,000 with an increase of 1% for each additional \$100,000 up to a maximum of 10%.

■ *Haines City, Fla.*—TM Cable-TV has applied for a 20-year franchise. Buddy Dykes is owner of the company.

■ *Pahokee, Fla.*—Seminole Broadcasting Co., operator of WSWN-AM-FM Belle Glade, Fla., has applied for a franchise.

■ *Perinton, N.Y.*—People's Cable Corp., Pittsford, N.Y., has been granted a franchise. The board will hold a hearing Aug. 14 on an application by Monroe Cablevision for a second franchise.

■ *Pulaski, N.Y.*—Jefferson Cablevision Co., Brownsville, N.Y., represented by William and Howard Maxon, has been granted a 10-year franchise. The firm will pay 5% of its gross annual income.

■ *Corpus Christi, Tex.*—Three firms have applied for a franchise: Cablecom-General Inc., multiple CATV owner; Telecable Corp. of Norfolk, Va., owned by Landmark Communications Inc.; and Coastal Cablevision Inc. of Corpus Christi. Jack Ryan of Corpus Christi is president of Coastal Cablevision and principals of the firm include Time-Life Broadcast Inc. and the McLendon Stations. Cablecom offered to pay the city a guaranteed minimum of \$400,000 over the five-year life of the franchise and a projected maximum of \$574,090. Telecable offered to pay a minimum and a maximum of \$750,000 and \$1,067,865. Cablecom would charge \$4.48 monthly with no installation charge; Telecable would charge \$9.95 for installation and a \$4.95 monthly fee; Coastal Cablevision would charge \$5.95 monthly with an installation fee of \$15. Cablecom would provide 15 channels initially while Telecable would offer eight.

If there was a shingle outside Chuck Blore's door it would read: "I will do your radio commercial because I can do it better than you."

Chuck Blore is not bashful about voicing his opinions. There's no shilly-shallying about him. And don't look for modesty or humility. He's very direct. The thing is he's at the top of a chosen career and it has left him with unabashed admiration for his accomplishment.

Chuck Blore's a specialist—a radio specialist. He is among the country's leading producers of radio commercials. He specializes in radio to the complete exclusion of television because radio is what he knows and likes best. He's also convinced that when properly used radio can do an even better selling job than television.

Chuck Blore is an unusually friendly person with an instant smile. His enthusiasm for his work is contagious. Even more, he has the energy of the ever-young. The way it springs out of him might intimidate those who think life is less than a romp in the park.

Last May, during National Radio Month, Chuck Blore was singled out by CBS Radio's *Dimension* feature. In a 3-minute-and-50-second program devoted to the radio specialist, program host Ralph Story called Mr. Blore "the gentle pitchman," explaining that his commercials "have changed the sound of radio advertising everywhere—changed it in the direction of a gentle, intelligent sell."

Dimension's opinion notwithstanding, Chuck Blore does more than tickle the cash register with a feather. He maintains that unlike the other half-dozen or so freelance radio specialists such as Stan Freberg (the high lama of the business), Alan Alch, Dal Williams, Bea Shaw, Bob Klein, Alan Barzman, Mel Blanc, Johnny Gunn, Herb Vigran, Chuck Blore Creative Services—the organization he co-founded in 1963—does not come up with vertical solutions to problems. Chuck Blore's creative output ranges from one-minute musical comedies to dramatic sketches, humorous skits, pure whimsy and even includes that old standard, the two-man dialogue.

Chuck Blore will not work directly for advertisers. He works only with advertising agencies that are willing to call for specialized help from the outside. It works as it does in the medical business. An agency is the general practitioner to its client. It calls in a specialist when the need arises. Chuck Blore is a nationally recognized specialist. He's a specialist because there are few stations or agencies that could afford to hire him on a permanent, exclusive basis.

He makes a point of consulting with the agency. If for no other reason than future survival, he never pushes him-

Imagination has its rewards for Chuck Blore

self above the client. And he never, never advertises his work as a miraculous cure-all. But Chuck Blore does insist on doing all the creative work. Don't bring him a story board and expect him to just follow directions.

What does a Blore commercial sound like? What does he do? It depends on the marketing problem. To reach a low-income ethnic audience for Rainier Ale, the Blore organization created "Lose the Blues," a 30-second song featuring Pearl Bailey. To generate sales interest and consumer demand for Hoffman Cup O' Gold candy bars, "The Hoffman Hootenanny" was created as a story told and sung by Roger Miller. To translate a successful TV campaign for Laura Scudder potato chips to radio, Chuck Blore used children in natural situations talking and playing up to the theme, "noisiest chips in the

Week's Profile



Chuck Blore — co-founder and chairman, Chuck Blore Creative Services, Hollywood; partner. Programming db, Hollywood; partner. The Film Factory, Hollywood; b. April 10, 1929, Los Angeles; disk jockey, KTKT Tucson, Ariz., 1949-55; disk jockey, K TSA San Antonio, Tex., 1956; program director, K ELP El Paso, 1957; program director, KFWB Los Angeles, 1957-62; program consultant, K EWB (now KNEW) Oakland, Calif., K DWB Minneapolis-St. Paul, 1959-62; vice president for programming, Crowell-Collier Broadcasting Corp., Hollywood, 1960-62; co-founded Chuck Blore Creative Services, Hollywood, 1963.

world." For Bekins Van and Storage a virtual musical comedy in 60 seconds was created.

In the beginning, the commercial work was mostly for local and Western regional advertisers. But success has a way of being noticed. Now the client list is fat with such names as American Telephone & Telegraph, General Motors Corp., Coca-Cola Bottling Co., and with national business outweighing local business 85% to 15%.

It's more than the usual Hollywood hyperbole. Chuck Blore's days as a radio station program director are now part of the legend of the industry, at least among West Coast broadcasters. He learned his trade as a disk jockey in Arizona and Texas and then made K ELP El Paso move strikingly fast when he was installed as program director in 1957. The station's climb didn't escape the sharp eye of Robert M. Purcell, the head of broadcasting of Crowell-Collier Corp. C-C acquired KFWB Los Angeles in October 1956 and before the end of the next year Chuck Blore was ensconced as program director.

Wow—did things start to happen. Disk jockeys were presented alive, never taped. They were encouraged to be performers and entertainers instead of merely announcers. Their four-hour shifts were reduced to three. And they were required to spend at least three hours preparing for their stints.

The sound was popular music, ranging beyond the Top Forty. A cut of a long-play album was played regularly. Another feature was "The Pick of the Week," played every hour of the KFWB broadcast day.

Mr. Blore, teaming with Milt Klein, formerly sales manager for KFWB and general manager for K H J Los Angeles, started Chuck Blore Creative Services in December, 1963. They invested \$50 each and started producing commercials in a virtual shack behind Chuck Blore's house in North Hollywood. Stan Hoffman, now musical director of CBS, also was in from the start.

Last year the company spread its wings. It opened The Film Factory, which essentially produces promotional song films, and Programing db, a radio programing consultancy. Also set up for business are such record and music publishing operations as Mother Music, Rain, Stan-Mar and Million-Air Music.

Chuck Blore is one of radio's best-known spokesmen. He ranges far and wide and is consistently talking to agencies and industry groups on behalf of radio. In everything he says, two keys are constantly turned: radio should be entertainment from sign-on to sign-off, and the listener must be involved. "I believe there are new and exciting things to do every instant," Mr. Blore says, in what could easily serve as his career-style. "I would make my radio station 1% better than the norm."

Half-year later

Of all the independent agencies in the federal government, the FCC seems to be the one least coveted for a career by responsible executives who have earned distinction elsewhere. The Nixon administration, virtually since it assumed office, has had lines out for qualified Republicans to fill two impending commissions as well as a third to become available a year from now.

The FCC isn't enticing because of the well-publicized turmoil within its ranks, and because of the unconscionable brow-beating some of its members take from congressional committees which have been infiltrated by antibroadcasting lobbies, prodded by a couple of FCC commissioners and their long-haired functionaries.

President Nixon's awareness of the importance of communications in this space-satellite era became evident when he asked Chairman Rosel H. Hyde to continue in office beyond his June 30 retirement until an equally qualified and dedicated candidate for the chairmanship could be found. Since then Mr. Nixon has been eyewitness to extraordinary communications from earth to moon, has become the first chief executive to communicate by live TV with the world's first moon-walkers, and is even now maintaining daily contact with the people of the United States (most of it in full color) on his spectacular post-lunar global flight.

There are candidates, of course, for the seven-year term (from last June 30) of Chairman Hyde as well as the remaining two years of the term of Commissioner James J. Wadsworth, whose transfer to his chosen field of diplomacy has been in the works for weeks. But evidently no one actively seeking appointment has cleared White House muster, while those the White House has importuned haven't yet yielded.

Even with the appointment of the successors to Messrs. Hyde and Wadsworth (both Republicans) the balance of power would remain with four Democrats. The four-to-three balance won't shift, barring a highly unlikely Democratic resignation, or an act of God, until the term of Commissioner Kenneth Cox expires on June 30, 1970.

In certain other government agencies (the Securities and Exchange Commission and the Federal Power Commission, for example) incumbent Democratic chairmen submitted their resignations, enabling President Nixon to shift the party balance.

This has been hinted in FCC circles, but not one of the four Democrats has tumbled. The pay, which this year went up to \$38,000 (\$40,000 for the chairman), is pretty good.

It's bedrock now

The changes that have taken place in popular music—and, continue to take place—are so generally accepted that they tend to go unnoticed until one deliberately stands back and compares today's sounds, or variety of sounds, with those of earlier years. In next week's issue BROADCASTING will stand back and undertake such an examination, with special attention to one music style: rock, one of the first real musical innovations of the radio era and now one of the most pervasive influences in all popular music today.

All forms of music owe much of their popularity—and record companies their sales—to radio and the massive audiences it gives them. But the new forms that have emerged and flourished over the years also owe another debt. It is a debt related to the fact that they exist at all, and it is owed basically to the competition in the music

business created by Broadcast Music Inc.

Before BMI was formed in 1940, the American Society of Composers, Authors and Publishers had the music field virtually to itself. It operated as a sort of closed club, admitting only select members. BMI, stressing an open-door policy, sought out the new and little-known composers, writers and publishers that ASCAP shunned. In the process it opened new fields with such success that ASCAP, which for so long regarded them with contempt, is belatedly but vigorously trying to cultivate them now.

Rock is only one of the diversifying influences that BMI made possible. The whole "Nashville school" of music is essentially a BMI creation; it is and for years has been one of the dominant forces in U.S. music, thanks both to BMI and to radio for giving it a chance to be heard. The real beneficiary, of course, is the public. The diversity of music forms and radio-music formats is so great that a listener requires considerable ingenuity to avoid finding the kind he prefers, whatever it may be.

No time to panic

To television station salesmen and sales representatives and television network salesmen has fallen the considerable job of finding a couple of hundred million dollars in new business to replace the cigarette billings that are now doomed. The job is indeed considerable. It is not impossible.

To begin with it must be remembered that television is losing its cigarette business not because other media are better advertising vehicles but because they are worse. It is television's unmatched power that made it the number-one target of anticigarette forces. Nor should it be forgotten that the one condition the tobacco companies have attached to their offer to give up broadcast advertising is a governmental ratification that will prevent defections. No cigarette maker could go out of television while a rival's brands stayed on unless it wanted also to go out of business.

There will no doubt be dislocations caused by the disappearance of cigarette advertising but these need not include indiscriminate rate cutting or radical cutbacks in programming budgets. The time calls for salesmanship, a craft that has not been severely tested during recent years.



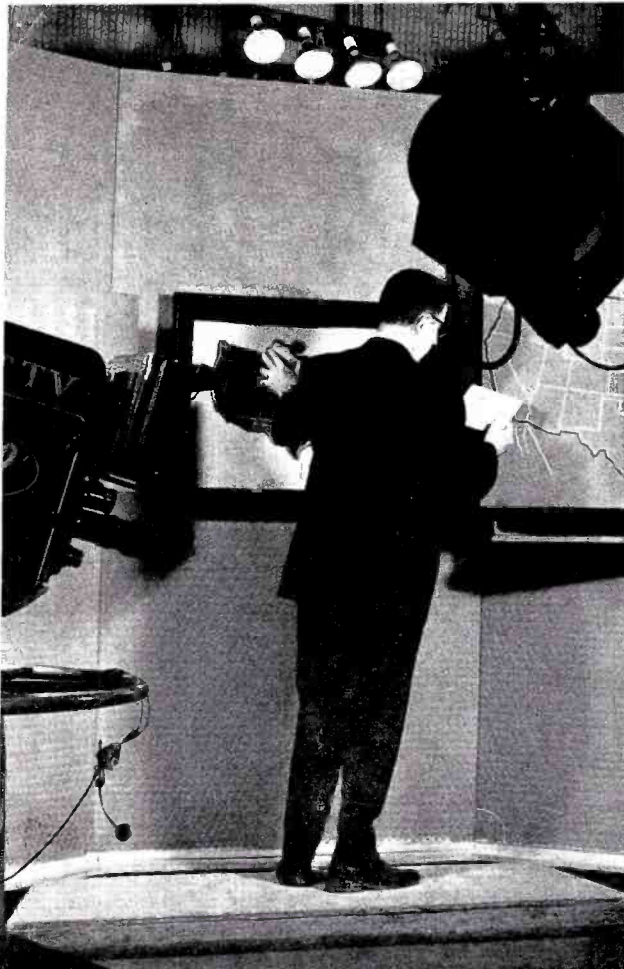
Drawn for BROADCASTING by Sid Hix
"Elwood's studying lip-reading . . . he doesn't want to miss what's blipped."



Escape to KPOL

Angeles' extraordinary radio station—for advertisers and listeners.

Check current ratings, your Blair Radio Man or KPOL Salesman. KPOL-A Capital Cities Broadcasting Station.



The Year-'Round Lavalier

E-V Around most TV stations, E-V lavaliers are taken pretty much for granted. Just hang one around your neck, or clip it onto lapel or pocket—and start talking.

Nothing could make us happier. Because we take great pains to insure the absolute reliability of these tiny microphones. And frankly, no other type of microphone poses a bigger design problem. The lavalier gets dropped, stepped on, swung by its cord, smashed and banged—not once, but often during its life. Most of the abuse is accidental—but inevitable.

So we developed a "nesting" principle of construction that is based on tolerances so tight that the internal element acts as a solid mass, reducing damage due to shock. And we use nothing but Acoustalloy® diaphragms... almost indestructible despite heat, humidity, dirt, or high intensity noise or shock.

We've also spent years developing cable specifications—and methods for attaching it. We've taken into account all the tugs and twists that are the fate of any lavalier cable. That's why our strain relief is so effective. And knowing that no cable can last forever, we've made replacement easy and fast.

Of course reliability by itself is not enough. So our field testing of E-V lavaliers is also devoted to sound quality. We must satisfy major network and independent stations on every score. As a result, E-V lavaliers can be mixed in the same program with stand microphones with no change in voice quality.

In the process of developing the lavalier, we've also made it smaller. Our original model was 7" long and 1" in diameter. Today's Model 649B is just 2-1/4" long, 3/4" in diameter, and weighs a mere 31 grams!



Normal trade discounts apply to list prices shown.

Of course TV studios aren't the only places you'll find E-V lavaliers. They're used in classrooms, lecture halls, conferences, stages and business meetings. And they offer the same year-round reliability with no compromise of sound quality.

Every E-V professional lavalier is protected by our unique 2-year unconditional warranty against failure of any kind, plus the lifetime guarantee of workmanship and materials that is an integral part of every E-V microphone. Full details are waiting at your nearby Electro-Voice microphone headquarters. Or write us about your special needs. We're ready to solve the toughest sound problems—off the shelf—all year 'round!

high fidelity systems and speakers • tuners, amplifiers, receivers
 • public address loudspeakers • microphones • phono needles
 and cartridges • organs • space and defense electronics



ELECTRO-VOICE, INC., Dept. 891BR
 660 Cecil Street, Buchanan, Michigan 49107

