



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Fairness answers get tougher as election pressures mount. p29
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UHF-tuner issue escalates after futile D.C. meeting. p54
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MAR 13 1968

Maxwell AFB Ala. 36112

The Super Market

Kleenex Kotex
 Mirro Aluminum
 FRESHrap
 Northern Tissues
 Ariens Rotary Tillers
 Bergstrom Papers
 White Cloud Tissue
 Speed Queen Washers
 Deltax Rugs
 Page Napkins Tissue
 Badger Northland Farm Equip.
 Wigwam Sox
 Mercury Outboards
 Veg-All Freshlike
 Hamilton Washers Dryers
 Kaukauna Klub Cheese
 Chilton Ware Aluminum
 Paragon Candles
 Eagle Knit Gloves
 Puffs
 R-Way Furniture
 Fox River Beds
 Monarch Ranges
 Waxtex
 Oshkosh B'Gosh Overalls
 Kohler of Kohler
 Gilbert Papers
 Madison Pickles
 Ansul Fire Protection Products
 Charmin Tissue
 Amity Puffs Billfolds
 West Bend Aluminum
 F. W. D. Trucks
 Simplicity Garden Equip.
 Fox Harvesters
 Delsey Tissue

Enough of Your Spot Budget going to the Market producing these Nationally-Known Goods?

* These products are all produced in the Green Bay Television Market. Their manufacturers add strength and stability to our nearly 400,000 TV families in the Land of Milk and Money.

Served First By **WBAY Television 2**

Just ask Blair for the story.

NEWSPAPER

GENERAL AGENCIES
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MAY 11 1968
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OFF-NETWORK SERIES FROM WARNER BROS.-SEVEN ARTS



F TROOP
(65 HALF-HOURS)



77 SUNSET STRIP
(149 HOURS)



MISTER ROBERTS
(30 HALF-HOURS)



NO TIME FOR SERGEANTS
(34 HALF-HOURS)



ROOM FOR ONE MORE
(26 HALF-HOURS)



LAWMAN
(156 HALF-HOURS)



BOURBON STREET BEAT
(39 HOURS)



BRONCO
(68 HOURS)



THE DAKOTAS
(19 HOURS)



THE ROARING 20's
(45 HOURS)



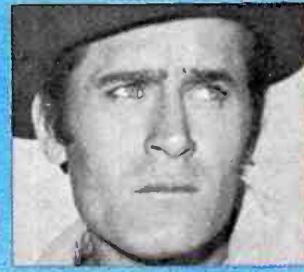
MAVERICK
(124 HOURS)



SURFSIDE 6
(74 HOURS)



THE GALLANT MEN
(26 HOURS)



CHEYENNE
(107 HOURS)



HAWAIIAN EYE
(134 HOURS)



SUGARFOOT
(69 HOURS)

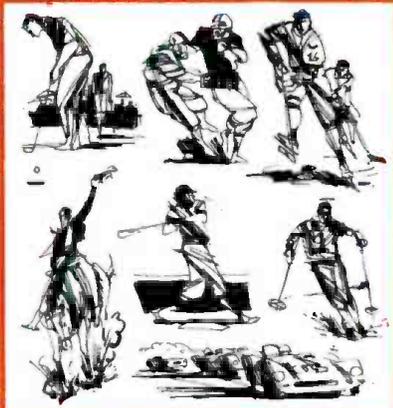


COLT .45
(67 HALF-HOURS)

NOW AVAILABLE IN
SELECTED MARKETS

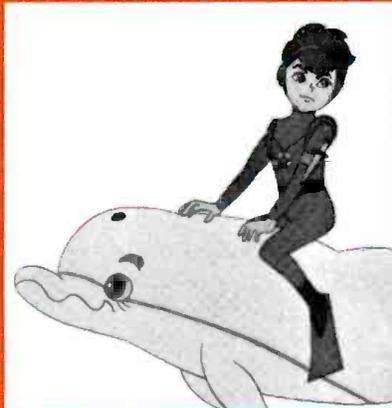
<p>TELEVISION FILM EXHIBIT</p> <p>TFE</p> <p>68</p> <p>EXHIBITOR</p>	<p>SUITE 539A CONRAD HILTON HOTEL</p>
--	---

FIRST-RUN TELEVISION SERIES FROM WARNER BROS.-SEVEN ARTS



THE PROFESSIONALS

13 half-hour TV SPORTS SPECIALS in **COLOR** highlighted by 23 Pro-Stars from Basketball with Wilt Chamberlain to Rodeo with Larry Mahan.



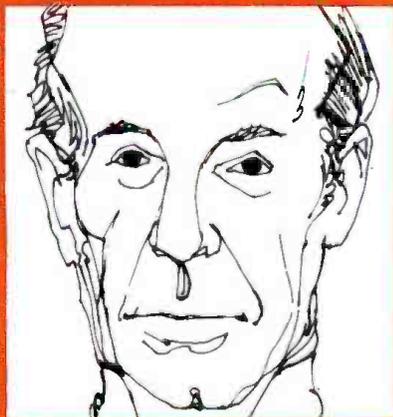
MARINE BOY

78 exciting half-hour underwater adventures in **COLOR** starring Marine Boy, Neptina and Splasher.



COUNTRY MUSIC HALL

26 swinging Country & Western half-hours in **COLOR** hosted by award-winning recording star, Carl Smith.



BOSTON SYMPHONY ORCHESTRA

26 one-hour TV CONCERT SPECIALS featuring conductors Erich Leinsdorf, Charles Munch, William Steinberg, Richard Burgin, Aaron Copland.



MAN IN SPACE

6 one-hour TV SPACE SPECIALS (5 in **COLOR**) about America's trip to the moon and its consequences.

Produced with the cooperation of the United States Air Force and NASA.



NIGHT TRAIN

26 one-hour rhythm and blues variety programs showcasing today's big Nashville sound.



NOW AVAILABLE IN SELECTED MARKETS

WARNER BROS.-SEVEN ARTS

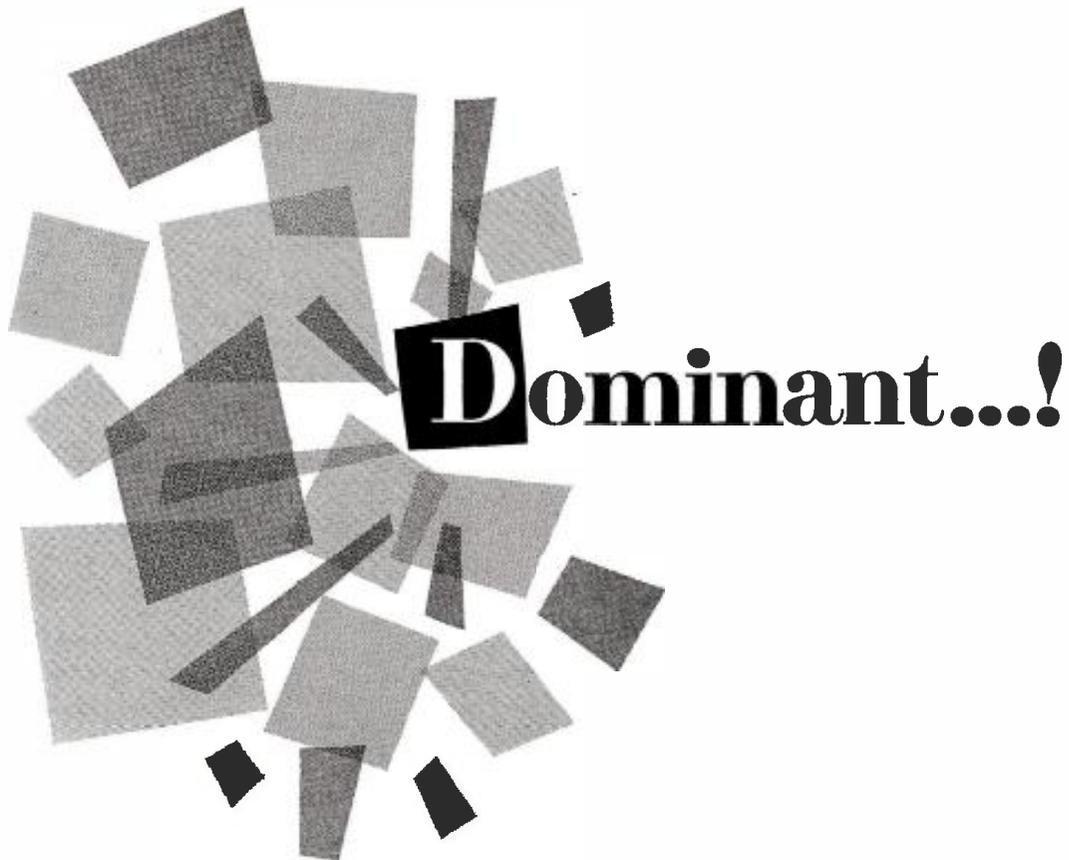
NEW YORK: 200 Park Avenue • (212) 986-1717

CHICAGO: 550 West Jackson Blvd. • (312) 372-8089

DALLAS: 508 Park Avenue • (214) 747-9925

LOS ANGELES: 291 S. La Cienega Blvd., Beverly Hills • (213) 657-1771

TORONTO, ONTARIO: 11 Adelaide St. West • (416) 364-7193



The November 1967 ARB Dallas-Fort Worth television audience estimates show the continuing dominance of KRLD-TV in the nation's 12th ranked television market.

Monday thru Sunday, 9:00 AM to midnight, Channel 4 leads the second station by 26.5% more homes per average quarter hour; the third station by 53.4% more homes; and the fourth station by 107.3% more homes.

Contact your H-R representative to take advantage of KRLD-TV's proven dominance.

KRLD-TV



represented nationally by 

The Dallas Times Herald Station

CLYDE W. REMBERT, President

Million dollar movies

Since beginning of year, Warner Bros.-Seven Arts has put together and is now offering big bundle of recent movies to TV networks. Package includes such blockbusters as "Camelot," "Bonnie and Clyde" and "Who's Afraid of Virginia Woolf?" Reported total of 78 movies are included but studio sources indicate package is not quite that big. Price tag on pictures is said to be \$1 million per title. ABC-TV and NBC-TV, at last check, apparently have passed offer by, but CBS-TV was negotiating. Networks feel price is overblown for many of pictures in package and also have qualms about how graphic realism of more explicit pictures would go over in living rooms. Even if purchase was made they'd have long wait to find out. Stipulation of deal would be that some of titles wouldn't be released to TV for maybe five years.

Convention package

Paramount Television, which broke into syndication at last year's NAB convention with package of 60 feature films (33 in color), is ready to announce second such portfolio in time for this year's convention. Portfolio II out of Paramount will offer 48 pictures, 28 in color. Since last convention, too, Paramount has inherited all of Desilu Sales Inc.'s product as result of merger. Most important items from that list are 118 episodes of "The Untouchables," 39 hours of "Desilu Playhouse" and 78 half-hours of "The Texan."

Back in harness

P. A. (Buddy) Sugg, who left NBC in 1962 to retire to Tampa, Fla., temporarily came out of retirement last week at request of Dr. Frank H. Reichel Jr. president of U.S. Communications Corp. (owned by AVC Corp.), which last December acquired WPHL-TV (ch. 17) Philadelphia and five UHF CP's owned by Daniel Overmyer. Dr. Reichel said Mr. Sugg is "consultant without portfolio." Mr. Sugg had been executive vice president of NBC-owned stations and spot sales when he stepped down in June 1962. U.S. Communications properties are: KEMO-TV San Francisco, WECO-TV Pittsburgh, WBMO-TV Atlanta, WSCO-TV Newport, Ky.-Cincinnati and KJDO-TV Rosenberg-Houston. Only WPHL-TV is on air.

CLOSED CIRCUIT*

Burnett trims staff

Fiscal belt-tightening is underway at Leo Burnett Co., Chicago, with half dozen executive types released, some more to follow. Some staff jobs are not being filled when vacancy occurs. With billing holding even this year agency apparently feels need to keep operations tight, particularly in view of general rising costs. Similiar economy moves made by several New York agencies, including Grey Advertising and Ted Bates.

Wald to NBC News

Shortly to be announced by W. R. McAndrew, NBC News president, will be appointment of Richard C. Wald, vice president of Whitney Communications and last managing editor of New York *Herald-Tribune*, as vice president, NBC News. New appointment is in keeping with NBC plan to beef up its news operations (1968 budget, \$80 million, including sports but no rights).

Mr. Wald, who also had served as HT correspondent in London, will report to NBC News executive vice president Reuven Frank, as does Donald Meany, vice president, special programming.

30's in pairs

Advertising agency sources report that several "orders" for 30-second announcements have been offered television networks "conditioned on 30's being paired" with 30-second commercials of other advertisers. Sources note, however, that there's been no action thus far by networks. Though 30-second announcements' inroads into network TV are deeper, there've been no 30-second unit buys on networks, agency sources report. Recent purchase of 30's by N. W. Ayer & Son for AT&T's Triline telephone on NBC-TV is for "split 30's," time bought in one-minute units that are then divided into 30-second units in line with current "split-30" policy (BROADCASTING, March 4).

Settlement with ASCAP?

Hope remains alive for settlement of protracted litigation, now going into its seventh year, over what rates

TV stations must pay for use of music of American Society of Composers, Authors and Publishers. Leaders of ASCAP and of All-Industry TV stations Music License Negotiating Committee, which initiated suit in October 1961 seeking court determination of "reasonable" rates, held lengthy meeting last Wednesday (March 6). Although neither side came away exuding optimism, both indicated some progress and expressed hope more would follow in another session to be held in next few weeks. All-Industry Committee was led by Chairman Charles Tower of Corinthian Broadcasting; ASCAP delegation was headed by President Stanley Adams and General Counsel Herman Finkelshtein.

Pro bono juridico

President's Task Force on Telecommunications, whose executive director Alan Novak is State Department attorney, is using legal technique of "adversary" proceeding to insure receipt of all sides of some very touchy issues (like television distribution). Group already has contracted certain studies to private research organizations, some of which have raised hackles of broadcasters because of obvious wire orientation. Mr. Novak minimizes alarm, explaining such reports will be submitted to broadcast groups for comment and rebuttal, leaving Task Force as arbiter.

Youth job drive

Plan soon to be unveiled for massive all-media campaign for maximum employment of American youth this summer. Under general chairmanship of Vice President Humphrey and with Henry Ford II and Danny Seymour, president of J. Walter Thompson Co. heading business and media divisions, project will take priority over all voluntary campaigns.

Meetings already have been held by Vice President Humphrey with top network brass and by his aides with second-echelon executives. Cooperation has been offered all down the line and it's likely campaign will be meshed into Advertising Council top project as primary move in direction of keeping young people gainfully employed in top 50 urban areas.

BETTER

is better than good but it isn't good enough. Broadcasters want the best. And even the best doesn't stay that way for long. That's why the best keeps getting better at General Electric. See for yourself at our Booth at NAB.

GENERAL  ELECTRIC

WEEK IN BRIEF

With 1968 an election year that seems bound to be one of the most controversial in some time, fairness problems are likely to be among those most pressing for most broadcasters. See . . .

FAIRNESS ANSWERS? . . . 29

Fairness panel held by House Investigations Subcommittee seeks expert opinion on controversial fairness doctrine, but 21 experts called on for advice point in almost that many directions. See . . .

MANY FAIRNESS ROADS . . . 31

Golden West Broadcasters' portfolio of one TV, four radio stations, a total \$50-million to \$60-million package, is coveted by prospective buyers, ETV station, Bonneville International, Capital Cities and Cox. See . . .

OFFERS FOR GOLDEN WEST . . . 36

New York State Broadcasters Association in Albany, N.Y., meeting gives green light to legal assault on FCC's prohibition of lottery news, cites preparedness to take case to U.S. Supreme Court, if necessary. See . . .

FCC FACES FIGHT . . . 46

Xerox Corp. drops Papert, Koenig, Lois over dissatisfaction with PKL's program choices, wants to sponsor "reaching" not "crisis" shows. Xerox \$4.5-million account is second big broadcast one to leave PKL within month. See . . .

XEROX, PKL SPLIT . . . 47

Informal meeting between All-Channel Television Society and tuner manufacturers produces bitter feelings because TV set manufacturers didn't show up; UHF group takes its case to FCC. See . . .

ACTS TURNED OUT . . . 54

Secretary of Transportation Alan Boyd proposes private or cooperative leasing companies be set up to provide circuits, lease equipment to land mobile and use unassigned radio frequencies on temporary basis. See . . .

INTERIM USE . . . 57

Radio-Television News Directors Association takes issue with parts of report by President's Commission on Civil Disorders and ABA's Reardon Report affecting trial news coverage. See . . .

RTNDA'S COUNTER-PUNCHES . . . 60

Elton Rule, ABC-TV president, dons rose-colored glasses, foresees network "turning the corner" in 1968-69 season; early program buys as against participations are "heartening," second-third quarter sales are good, he says. See . . .

ABC-TV TURNS CORNER . . . 62

Screen Gems International will turn out 47 half-hours of TV product a week in Canada, Australia this year; cites that in many foreign countries coproduction would be best course to follow. See . . .

SGI'S FOREIGN TV SCENE . . . 69

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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What makes a station STAND TALL?



Meat sales stopped at 6:00 p.m., so KIRO took action!

For years Seattle consumers lived with a city ordinance which blocked the sale of fresh meat after 6:00 p.m. in this heavy industrial three-shift area.

KIRO, aroused by this infringement on the public's rights, took up the fight to get this ordinance revoked.

Editorializing. Demanding public hearings. Securing 15,000 petition signatures. Gaining Chamber of Commerce and other civic organization support.

Success!

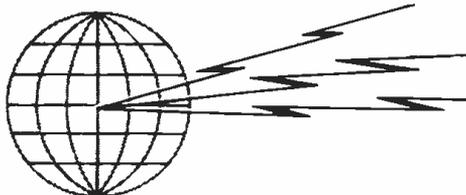
The ordinance was changed but the situation

wasn't. The Meat Cutters Union contract provided for a 6:00 p.m. closing and the stores agreed not to sell meat after that time.

So the KIRO Crusade shifted, demanding meat be sold after 6:00 p.m.

The stores responded by taking a month-long strike rather than capitulating to the Meat Cutters 6:00 p.m. prohibition. The Meat Cutters Union Local 81 filed a \$100,000 suit against KIRO and the stores. A federal Court dismissed it.

Now the Seattle consumer enjoys the right to buy meat after 6:00 p.m.



City Location	FM Radio	AM Radio	Television	International Shortwave Radio
New York, N. Y.	WRFM Stereo			WNYW No. 1
Seattle, Washington	KIRO Stereo	KIRO 50,000 Watts	KIRO ①	WNYW No. 2
Kansas City, Mo.	KMBR Stereo	KMBZ 5,000 Watts		WNYW No. 3
Salt Lake City, Utah	KSL Stereo	KSL 50,000 Watts	KSL ②	WNYW No. 4
*Boise, Idaho	KBOI Stereo	**KBOI 50,000 Watts	KBOI ③	WNYW No. 5
*Idaho Falls, Idaho	KID Stereo	KID 5,000 Watts	KID ④	Studios in New York, N. Y.

*Affiliated With

**C.P.

The BONNEVILLE Group

Bonneville International Corp.

Justice intervenes in KFDM-TV sale

SEES ANTITRUST VIOLATION, ASKS HEARING

Department of Justice has stepped in to block sale of KFDM-TV Beaumont, Tex., to Enterprise Co., publisher of only two daily newspapers in that city. Department feels sale involves "serious" antitrust questions.

Donald F. Turner, chief of department's antitrust division, requested FCC Chairman Rosel H. Hyde in letter Friday (March 8) not to pass on application without hearing.

He said if hearing is held, department would participate and present evidence. He also offered to turn over to commission staff pertinent information in department's files.

Mr. Turner said department initiated investigation into proposed sale because of Enterprise's monopoly newspaper position in Beaumont and because Enterprise competes with KFDM-TV.

As a result of that investigation, he said, department concluded that proposed acquisition "raises serious questions of illegality" under Section 7 of Clayton antitrust act and, consequently, under public-interest standards of Communications Act.

Besides KFDM-TV, Beaumont is served by KBMT(TV) and four AM and four FM stations.

Action, believed to be first of its kind by Justice, brings into open department's

growing concern over antitrust implications in newspaper ownership of broadcast media. Department is understood to be checking into other proposed broadcast-station sales to newspaper-connected applicants.

Action also constitutes modified replay of department's intervention in International Telephone & Telegraph Corp.'s proposed acquisition of ABC. Major difference is that in ABC-ITT case Justice didn't seek to intervene until after commission approved sale, in December 1966. Merger fell apart, however, after Justice took case to court and ITT canceled agreement (BROADCASTING, Jan. 8).

Regardless of effect on KFDM-TV case, Mr. Turner's letter may have impact on commission's policy regarding acquisitions of broadcast media by newspapers. In number of cases involving small communities, commission has permitted acquisitions resulting in single entity owning town's only newspapers and AM and FM stations (see page 40).

Beaumont sale involves purchase price of \$5.5 million. Principal owners of channel 6 facility are family of Darold A. Cannan Sr. (55%) and C. B. (Blakey) Locke, president (26%). Mr. Cannan also owns 46.63% of KFDX-TV Wichita Falls, Tex.

CUIT, Jan. 29). After top-50 proceeding was terminated, staff was instructed to rework order in terms of new policy; draft order says necessary showing has been made by applicants.

Half CATV's originate

Little over half CATV systems originate programs, with time, weather predominant. That's result of mail query by National Cable TV Association, with responses from 324 CATV operators, made public Friday (March 8), week following NCTA-sponsored cablecasting seminar in Salt Lake City (see page 44).

Responses disclosed:

- Almost 52% of respondents originate while more than 48% don't;
- Most often originated programming is time and weather with "talk" programs and sports events ranked second.
- Only about 10% sell advertising

with charges ranging from \$1 to \$30 for one-minute spots; only 87 operators said they planned to sell time at all.

CPB financing out for '68, in for '69

Man who knew told Corp. for Public Broadcasting directors assembled for Senate confirmation hearing Friday (March 8) that CPB can't look for any public funds until after July 1.

Commerce Committee Chairman Warren Magnuson (D-Wash.) said he had agreed on funding plan with Budget Bureau that would mean supplemental budget request expected shortly on Hill is to contain no CPB request (\$9 million had been authorized for fiscal 1968 appropriations).

Instead, Commerce Committees are to amend Public Broadcasting Act to authorize \$9 million for fiscal 1969, which President presumably will accept.

(Later, BROADCASTING was advised that supplemental wouldn't contain funds for equipment and facilities grants, either. Authorization for fiscal 1968, \$10.5 million, would remain unused, thus effectively will be lost to program.)

President earlier had told Congress he intended to ask for \$20 million for CPB in 1969; \$4 million in 1968. Nothing was to be sought for facilities in 1968, a decision educational broadcasters attempted unsuccessfully to reverse (BROADCASTING, Feb 5).

Prospects for prompt committee approval of 15 nominees to CPB board (BROADCASTING, Feb. 19) were as bright as TV lights in hearing room. Nominees were almost outnumbered by home-state Senators who appeared in their behalf.

Only absentee was CPB chairman-to-be, Frank Pace Jr., hospitalized with

Pitching for PTV

Thomas P. F. Hoving, chairman of National Citizens' Committee for Public Television, will address leaders of more than 50 national organizations on how their memberships can aid PTV growth. He speaks at luncheon in New York today (March 11) sponsored by American Jewish Committee and presided over by Morris B. Abram, AJC president.

Top 50 hangup ready for riddance in KSNAN-TV sale

FCC is expected to give favorable consideration, possibly this week, to \$1 million sale of KSNAN-TV (ch. 32) San Francisco to Metromedia Inc. Application, pending since August, will be first on which commission will act under new top-50 market policy. In abandoning proposed rule to limit new ownership of television stations to three (no more than two VHF's) in top-50 markets commission said it would require "compelling public-interest showing" before granting application that would result in applicant owning more stations than rule would have allowed (BROADCASTING, Feb. 12). Metromedia now owns four VHF's in major markets.

Staff had recommended approval when application came up for action last month under old policy (CLOSED CIR-

WEEK'S HEADLINERS



Mr. Lasky

Philip G. Lasky, VP for Westinghouse Broadcasting Co., San Francisco, retires after 40 years in radio-TV to concentrate on personal business interests in other fields. He came to San Francisco in 1935 as VP and general manager of KSFO. In 1940, with associates, he bought KROW Oakland (now KABL). In 1948, Mr. Lasky helped found KPIX(TV) San Francisco, which was sold to Westinghouse in 1954. He continued to manage station and subsequently was named West Coast VP for Westinghouse.

John P. Taylor, manager, marketing services, named division VP for marketing programs of RCA's commercial electronic systems division, Camden,

N. J. He will develop overall marketing plans and strategy for division's broadcast, instructional, and communications products. Veteran of almost four decades in the broadcast equipment industry, he will continue present activities as head of marketing services, research, sales promotion, and advertising for division.



Mr. Sipes

years with network, last six spent in business affairs post. Mr. Iannucci will

Donald Sipes, VP-business affairs, Hollywood, for CBS-TV, moves to New York March 18 to become VP-business affairs for CBS-TV network. He succeeds **Salvatore J. Iannucci Jr.**, who is resigning after 14



Mr. Iannucci



Mr. Rubin

join National General Corp., Hollywood, as VP in charge of administration. Mr. Sipes has been in Hollywood post since March 1965 following two years in New York as director of package negotiations for business affairs department. **Gerald Rubin**, director of business affairs, CBS-TV, New York, will replace Mr. Sipes in Hollywood. Mr. Rubin joined business affairs department in 1965 as director of package negotiations.

For other personnel changes of the week see FATES & FORTUNES

sudden kidney-stone attack. James R. Killian, Massachusetts Institute of Technology chairman, read Mr. Pace's statement.

In it, Mr. Pace cautioned against expecting "any spectacular results in early stages of [CPB] operation," indicating slow planning and staff selection will be CPB's early style.

CPB was topic of day for Senator Magnuson; he addressed luncheon meeting of American Women in Radio and Television on subject, warning that public TV should avoid ratings race with commercial broadcasters.

Networks' pricing lists are not discriminatory

Documentation portraying TV network pricing practices as non-discriminatory to small advertisers is being published in journal of graduate school of business of University of Chicago.

Thrust of article, by Dr. David M. Blank, vice president, economics and research CBS/Broadcast Group, is that evidence refutes charge—and belief—that still persists among important observers of TV business that "the television networks' pricing practices involved the granting of volume discounts which permitted large advertisers to make prime-time purchases on the networks on much more favorable terms than were available to small advertis-

ers," from which number of anti-competitive economic consequences were held to flow.

"Yet the truth is that, at the time of the charges and since, no such discriminating pattern existed in the prime-time prices charged by the networks," Dr. Blank observed, noting that critics are unaware of fundamental changes that had taken place in networks' charges.

Woolworth's saturation

F. W. Woolworth Co. plans to use spot radio and television on 52-week basis in Philadelphia, starting March 11, said to be its first continuous spot effort.

Company has been on radio in 162 other markets but not on 52-week basis.

In Philadelphia, Woolworth will be using more than 500 one-minute color spots on TV (WFIL-TV and KYW-TV) and same number on radio (WFIL, WIP and WIBC) during first five-week cycle.

Agency is Frank B. Sawdon Advertising, New York.

Reinsch, Schneider added

J. Leonard Reinsch, president, Cox Broadcasting Corp., and John A. Schneider, president, CBS Broadcast Group, are new additions announced Friday (March 8) to March 29 symposium on mass media communications explosion

scheduled in Chicago by Broadcast Advertising Club on eve of annual National Association of Broadcasters convention.

Other new additions are Dr. John C. Maloney, Northwestern Medill School of Journalism, who has research report on media and race relations, and George E. Akerson, publisher, *Boston Herald-Traveler* (WHDH-AM-TV Boston).

Luncheon speaker may be Illinois Governor Otto Kerner who headed Presidential Commission on Civil Disorders.

CATV impact study due

Study sponsored by Colorado Springs-Pueblo, Colo., market television stations is said to provide first hard information that FCC's CATV rules are inadequate to protect small-market stations.

Letter disclosing existence of study was filed with commission Friday (March 8) by James A. McKenna Jr., counsel for KOAA-TV Pueblo, who said he was notifying commission of study in advance because Vumore Video Corp. "is circulating information" that it expects commission authorization to begin operation by March 15, and expects to carry Denver stations. KOAA-TV and other stations in area have opposed start of system's operation. KOAA-TV also intends to oppose proposal of another system in area, Pueblo TV Power Inc., to import distant signals.



The smartest put-on in local TV programming

Smart decisions in slotting shows are based on demographics for programming and demographics for ads. But there are new shades to the picture alert programmers must evaluate which go a step beyond pure demographics: That is, that every program

has a life-style that's reflected in the audience it attracts.

Life-style cuts across the arbitrary lines of age, sex, income and the other vertical data. For example, the U.N.C.L.E. viewers. Their preferences for high-ticket items, for convenience foods, for products

and services that weren't even invented ten years ago, are measurably higher than those of the average TV viewer.

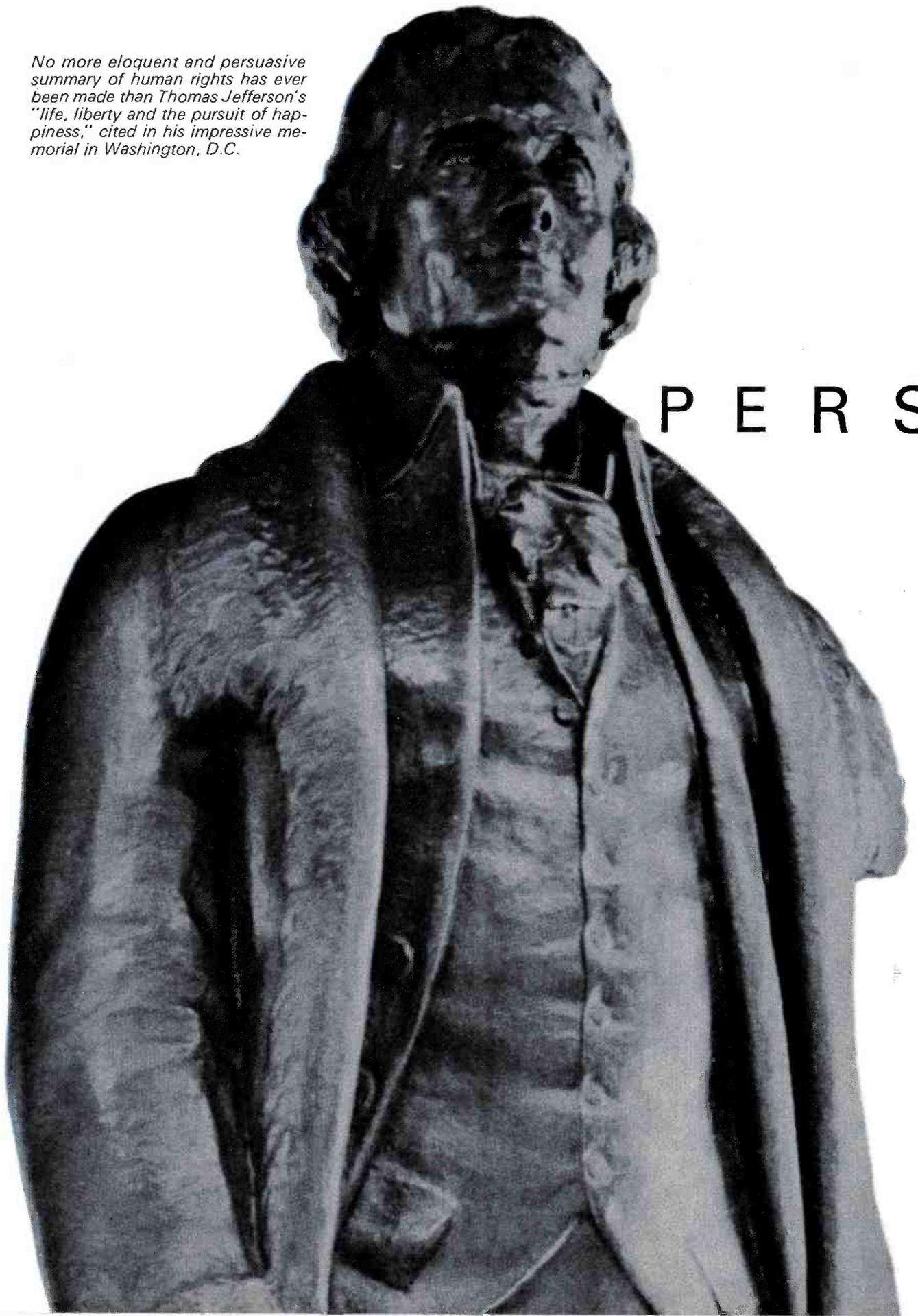
U.N.C.L.E. is a stylish show. It attracts equally stylish viewers. The most modern ones...the market for the forward-moving station.



MGM
TELEVISION 

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

No more eloquent and persuasive summary of human rights has ever been made than Thomas Jefferson's "life, liberty and the pursuit of happiness," cited in his impressive memorial in Washington, D.C.



P E R S

U A S I V E N E S S . . .

(Eighth in a series)

Straightforward, persuasive language is a required ingredient of the frequent editorials which present the views of Storer stations on matters of vital concern to the communities they serve. When audiences are persuaded that their station stands foursquare with them in the public interest, they give greater credence to its commercial messages. This axiom our stations have learned through

proven experience—and it's another reason why it is good business to do business with Storer. ☆☆☆ If you are interested in selling major markets, Storer's national representatives and station sales personnel can give you fast facts on ten of them from coast to coast. For time-buying made easy, contact Storer Television Sales or Major Market Radio—or the Storer station in your area. ☆☆☆



DETROIT WJBK	LOS ANGELES KGBS	MIAMI WGBS	MILWAUKEE WITI-TV	NEW YORK WHN	PHILADELPHIA WIBG	TOLEDO WSPD-TV
TOLEDO WSPD	ATLANTA WAGA-TV	BOSTON WSBK-TV	CLEVELAND WJW-TV	CLEVELAND WJW	CLEVELAND WCJW (FM)	DETROIT WJBK-TV

TELEVISION



WHAT SYNDICATORS ARE DOING TO MEET PROGRAMING NEEDS OF TELEVISION STATIONS. More and more syndicators are increasing output to supply lower price packages to fill daytime slots.

THE COMPUTER'S ROLE IN TELEVISION. Will spot buying be made easier? What do the reps say, agencies and others who have used or are using computers?

SPECTRUM COLLISION. Commercial television and radio, land mobile, military, airlines, commercial common carriers and others. A review of the forces vying for space in the limited confines of the spectrum.

HOW THE NETWORKS COVER AN ELECTION. The costs, the manpower, the technical details of coverage of the conventions, the campaigns and the elections.

CAN LARGE AGENCIES ALSO BE CREATIVE? The current rash of small agencies, all established on the premise that it takes a small agency to do a creative campaign.

OTHER features will include ABC's Summer Olympics, Focus on Finance and Commercials, and the monthly Television Encounter—"Are Television Censors Overly Active?"

CALL OR WRITE:

WASHINGTON
1735 DeSales St., N.W. 20036 202-638-1022
Maury Long or Ed Sellers

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444 Madison Avenue 10022 212-755-0610
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1/3 page	275	265	235
1/6 page	150	140	125
Color \$150 (AAAA)			

DATEBOOK

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

■Indicates first or revised listing.

MARCH

March 11—Monthly talent audition sponsored by New York chapter of National Academy of Television Arts and Sciences. The Lambs, New York.

March 12—Eighth annual presentation dinner of the International Broadcasting Awards, sponsored by Hollywood Radio and Television Society. Trophy winners in 11 TV and 8 radio categories will be announced, in addition to grand sweepstakes winners for both mediums. Century Plaza hotel, Los Angeles.

March 14—Deadline for filing comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

March 14—Anniversary banquet of the International Radio and Television Society. Gold medals to be presented to Presidents Elmer W. Lower, ABC News, Richard S. Salant, CBS News, and William R. McAndrew. NBC News. Waldorf-Astoria hotel, New York.

March 14-15—Annual spring meeting of Arkansas Broadcasters Association. Speakers include Thom Winkler, Manager, NAB radio code. Holiday Inn, North Little Rock.

■March 15—Deadline for applications for grants given by American Association of Advertising Agencies Educational Foundation Inc. to professors at U. S. colleges and universities for development of research programs in areas of advertising, marketing communications and consumer behavior. Apply by letter to: American Association of Advertising Agencies Educational Foundation Inc., 200 Park Avenue, New York 10017.

March 15 — Luncheon of Pacific Pioneer Broadcasters, featuring Irene Ryan of *The Beverly Hillbillies*. Sportmen's Lodge, North Hollywood, Calif.

March 15—Annual Spring Meeting of Indiana Broadcasters Association. Stouffer's Inn, Indianapolis.

March 15—Deadline for entries in Alpha Epsilon Rho (national honorary radio-television fraternity) production awards competition for standard-length films; fiction and documentary. Programs must be student produced and directed but need not be student written or conceived. File entries with: Jeff Greenhawt, production awards chairman, Emerson College, 130 Beacon Street, Boston.

March 16—Annual Alabama AP Broadcasters Association seminar and awards banquet. Birmingham.

March 17-20—National Association of Educational Broadcasters Educational Broadcasting Institute on principles of supervisory management. Hotel Sir Walter, Raleigh, N. C.

March 18-19—Spring convention, Pacific Northwest Community Television Association. Ridpath hotel, Spokane, Wash.

March 18-22—1968 International Convention and Exhibition of the Institute of Electrical and Electronics Engineers. New York Hilton hotel and the Coliseum, New York.

■March 19—Radio Advertising Representatives second annual management meeting. Luncheon speaker is M. William Haratunian, chief of news and current affairs, voice of America (USIA). Other guest speakers include: Guy E. Noyes of Morgan Guaranty Trust Co. of New York, Lawrence V. Stapleton of Trans World Airlines, Merv Griffin, A. O. Knowlton of General Foods, Richard

What mealtime beverage gives you the nutrition that one glass of milk provides... for only 7½ cents a serving? Only a second glass of milk.

Nothing else comes close. Look at it another way. Since there are a little more than two pounds of milk in a quart, milk costs you only 15 cents a pound or less. Try buying any other food with milk's nourishment for as little as that!

Take a good look at these two charts. They list the percentages of the recommended daily dietary allowances that four 8-oz. glasses of milk will provide the average teenage girl or boy, age 12-15. It's easy to see why they need to drink milk, but there are still other important reasons.

The teen years are usually the most active ones in a person's life. So it's obvious that

teenagers, more than anyone else, need both the proper amount of rest and a well-balanced diet. And that means plenty of milk.

The poorly nourished teenager is a growing problem in

our country. Not that teenagers don't eat enough (they seem to eat from morning till night), but they don't always eat enough of the right things. They need a balanced diet to keep them physically fit and mentally alert.

You as a mother must see that your children's progress is not hampered by poor eating habits. Whether you realize it or not, you can be of help to your children's education just by starting them off with a good breakfast that includes milk. It's up to you to make sure that their active school years are healthy ones too.

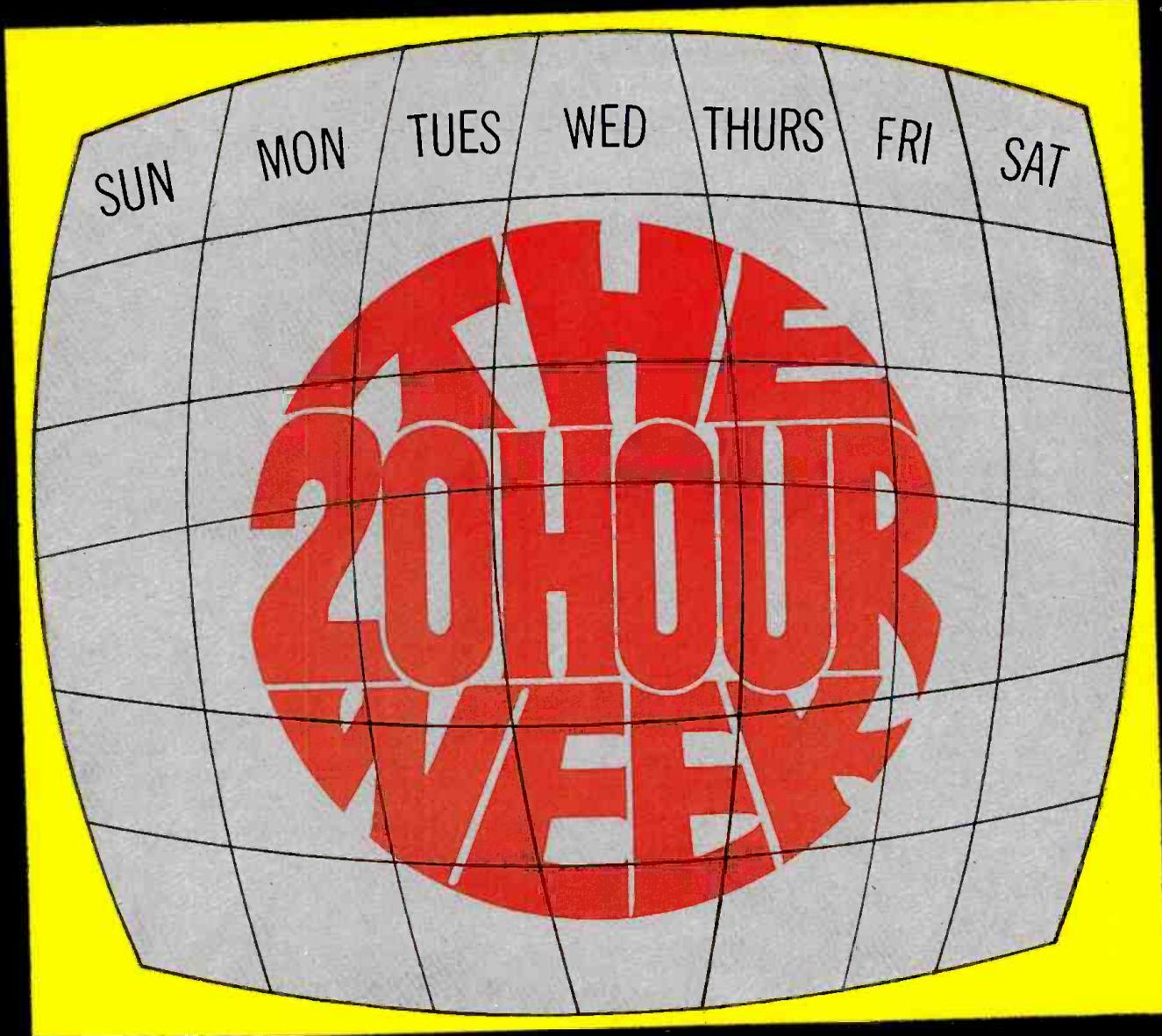
Pound for pound, milk is still your best food buy.

Boy, age 12-15 years	Girl, age 12-15 years
Protein 48%	Protein 58%
Calcium 82%	Calcium 89%
Vitamin A 28%	Vitamin A 28%
Thiamine 27%	Thiamine 32%
Riboflavin 93%	Riboflavin 100%
Vitamin D 100%	Vitamin D 100%
Food Energy 21%	Food Energy 26%
4 8-oz. glasses of milk per day	4 8-oz. glasses of milk per day



american dairy association

*One quart of milk weighs 2.15 pounds.



SUN

MON

TUES

WED

THURS

FRI

SAT

**THE
20 HOUR
WEEK**

TAPE/NET

Announces the 20 hour week First run full color for fall start

A completely new programming concept — available individually or in combination

BINGO AT HOME. Color — 260 half-hours usable in one hour format as well. Viewer participation. No cards to distribute. Play with your home phone numbers.

THE WEAKER (?) SEX. Color — 260 half-hours starring Pamela Mason in The Battle of the Sexes. Pamela Mason trades blows with male guests on their favorite topic. Men vs. women.

SPORTS HOT SEAT. Color — 52 half-hours. Noted sports columnists in depth interviews with top sports figures.

PERRY'S PROBE. Color — 260 half-hours starring Norm Perry. Hard hitting and probing interviews on all subjects of adult appeal.

PEPPERMINT SCHOOL. Color — 260 half-hours starring Rocky Graziano with Toby Tarnow. An unusual nursery school show.

SHOW OF THE MONTH. Color — 12 One-hour High budget specials. Top musicals, drama.

WAYNE & SHUSTER. Color — 4 one-hour specials. Starring this great comedy team in full musical productions.

TOMMY HUNTER SHOW. Color — 39 half-hours starring Tommy Hunter. Musicals with chorus, dancers and guests.

THE STU DAVIS SHOW. Color — 39 half-hours starring Stu Davis. Musicals with a country beat.

WOJECK. Color — one-hour action adventure series for prime time evening entertainment.

FESTIVAL. Color — 12 ninety minute specials. Drama, comedy and musicals.

HOCKEY. Color — 2 hours a week. Top Canadian hockey.

TAPE/NET

A division of Krantz Films

250 West 57th Street, New York, New York (212) 757-4630

Were You Pleased with Your New Ratings?

We hope so, but if you are one of the station owners or managers who just can't figure out why things came out the way they did, maybe we can help.

Ratings can only tell you what happened, not why? The old system of trial and error is a method of correcting rating problems that isn't necessary any more. In time consumed, money spent, and income lost because of unsatisfactory program periods, it can be most expensive.

Through our consultation and supervision of sound, depth research in your market, you can find out not only what your strengths and weaknesses are, but also those of your competitor as well. No matter what you may have heard or read, images are important—not only the station's image as a whole, but the image strength and weakness of every personality and program under your direct control.

Image movement, up or down, in many cases precedes rating change by six months to a year.

Studies for our clients have taken us not only into twenty-one of the top thirty markets, but into markets below the top one hundred. We have also done work for a large number of the leading station groups and two of the three networks. All in all, we have completed over one hundred major TV and radio studies, encompassing some 55,000 in-person, in-depth interviews.

If you are concerned about current ratings and would like a sound objective look at your station and its relationship to the market, give us a call for a presentation with absolutely no obligation on your part.

M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

430 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313
644-9200

J. Mercer of BBDO, Peter A. Berla of Carl Ally Inc., Martin Solow of Solow/Wexton, and Jerry Della Femina of Jerry Della Famina and Partners.

March 19 — Annual stockholders meeting. Boston Herald-Traveler Corp., to elect directors, ratify selection of auditors, read report of president and other matters. Statler-Hilton, Boston.

March 20 — Special stockholders meeting, Reeves Broadcasting Corp., to vote on issuance of new class of 100,000 shares of preferred stock. 304 East 44th St., New York.

March 20-22 — State Educational Television Authority meeting. Hotel Americana, Washington.

March 20-23—Annual West Coast meeting of Association of National Advertisers. Del Monte Lodge, Pebble Beach, Calif.

March 21-27—Fifth Hollywood Festival of World Television. Los Angeles.

March 22 — Annual stockholders meeting, Cox Broadcasting Corp., to elect directors and auditors and other matters. 1601 West Peachtree St., N.E., Atlanta.

March 22—Newsmaker luncheon sponsored by the International Radio and Television Society. Winners of the International Broadcasting Awards competition will be presented. Waldorf-Astoria hotel, New York.

March 23—Georgia AP Broadcasters Association annual awards banquet and news clinic. Regency Hyatt House, Atlanta.

March 23-24—Annual meeting of Louisiana UPI Broadcasters Association. Downtowner hotel, New Orleans.

March 24-26—Spring meeting, Southern CATV Association, Callaway Gardens, Atlanta.

March 25—Deadline for filing comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.

March 28-29—Board meetings of Association for Professional Broadcasting Education. Pick-Congress hotel, Chicago.

March 28-29 — Annual meeting of affiliates of NBC-TV. Waldorf-Astoria, New York.

March 28-29 — Conference on x-radiation measurement standards and instrumentation, sponsored by U. S. Public Health Service and Electronic Industries Association. Principal speakers: James G. Terrill Jr., director, National Center for Radiological Health, PHS, and Robert W. Galvin, chairman, Motorola Inc., Department of Health, Education and Welfare, Washington.

March 28-29—19th annual Atlanta Advertising Institute, sponsored by Atlanta Advertising Club and Southeast Council of American Association of Advertising Agencies, on theme "Communications in the Seventies." Annual advertising awards competition winners within seventh district of American Advertising Federation will be announced. In conjunction with Advertising Institute, southeast council of AAAA will hold annual meeting and election of officers. Regency Hyatt House, Atlanta.

March 29—Seminar, sponsored by Broadcast Advertising Club of Chicago, to discuss promises and problems of communications explosion. Speakers will include: Dr. Joseph Charyk, president, Comsat Corp.; FCC Commissioner Lee Loewinger; Frederick W. Ford, president, NCTA; Chet Huntley, NBC-TV; Walker Standback, executive director, Consumers Union; Paul Knaplund, vice president, IBM; Dr. Nelson Foote, vice president, General Electric; James Robertson of University of Wisconsin, president, NAEB; Newton N. Minow, Chicago attorney and former FCC chairman, and James E. Greeley, Washington attorney. Registration is limited to 700. Sheraton-Chicago, Chicago.

March 29-31—29th national convention of Intercollegiate Broadcasting System. Palmer House, Chicago.

March 29-31 — Annual convention of Na-

1968 RAB REGIONAL SALES CLINICS

March 20—San Francisco, Hyatt House —Burlingame.

March 21—Seattle, Hyatt House—airport.

April 25—Minneapolis, Holiday Inn—airport.

May 21—Kansas City, Mo., Sheraton Motor Inn.

May 23—Chicago, Sheraton Chicago.

June 4—Boston, Somerset Hotel.

June 6—Philadelphia, Sheraton Philadelphia.

June 14—Little Rock, Ark., Marion hotel.

national Association of FM Broadcasters. Palmer House, Chicago.

March 30-April 2 — National Association of Educational Broadcasters' Educational Broadcasting Institute on supervisory management, co-sponsored by American Management Assoc. Sheraton Western Skies motor hotel, Albuquerque, N. M.

March 31—Board meeting of Association of Maximum Service Telecasters. Conrad Hilton, Chicago.

March 31—Meeting of technical committee of Association on Broadcasting Standards. Conrad Hilton, Chicago.

March 30-31—Annual meeting of Association for Professional Broadcasting Education. Pick-Congress hotel, Chicago.

March 31—Annual meeting of Society of Broadcast Engineers. Conrad Hilton, Chicago.

March 31-April 3—Annual convention of the National Association of Broadcasters. Conrad Hilton hotel, Chicago.

APRIL

April 1 — Seventh annual programing-sales seminar, sponsored by Mark Century Corp., dealing with "Radio—the Changing and Challenging Medium." Panelists: Ralph Beaudou, vice president, ABC Radio; Frederic Gregg Jr., chairman and president, LIN Broadcasting; Stan Kaplan, president, WAYS Charlotte, N. C., and Ed Winton, president and general manager of WOCN Miami. Conrad-Hilton, Chicago.

April 1—Deadline for applications for H. V. Kaltenborn radio-television scholarship, sponsored by University of Wisconsin Board of Regents. Applicants send transcript of all college-level credits; letter of application presenting interests, experience and ambitions, and three supporting letters to Harold B. McCarty, University Extension, 606 State St., Madison, Wis. 53706.

April 1-2—Eighth annual Washington conference on business-government relations sponsored by The American University. Shoreham hotel, Washington. For further information write Robert W. Miller, director, business-government relations program, school of business administration, The American University, Massachusetts & Nebraska Avenues N.W., Washington 20016.

April 2—Board meeting of Association of Maximum Service Telecasters. Conrad Hilton, Chicago.

April 2—Meeting of board of directors of Association on Broadcasting Standards. Conrad Hilton, Chicago.

April 2—Annual membership meeting of Association of Maximum Service Telecasters. Conrad Hilton, Chicago.

April 3—Annual membership meeting of Association on Broadcasting Standards. Conrad Hilton, Chicago.

April 3-6—National Association of Educational Broadcasters' Educational Broadcasting Institute on supervisory management, co-sponsored by American Management Assoc. Travel Lodge, Fisherman's Wharf, San Francisco.

April 3-7—Third semi-annual conference of

Indicates first or revised listing.



“This is what I sell.

**I want to show it
to people who are
paying attention.”**

Nothing illustrates so vividly the attention television gets from its viewers as the time and money they spend watching it.

Incredible as it may seem, the average family has its set on more than five-and-a-half hours a day. The average man watches 3.1 hours a day; the average woman, 4.0; the teenager, 2.9; the child, 3.3. Altogether, adults spend four times as much

time with television as they do with newspapers, eight times as much as with magazines.

To watch television, the American people spend three billion dollars a year (more than for newspapers and magazines combined). In the last 20 years people have bought some 135 million sets, of which 77 million are still in use in 56 million homes. Indeed, they enjoy television so much

they can hardly do without it. When television sets get out of order, 26 per cent of their owners have them fixed within 12 hours; 47 per cent within a day. In other words, life without television is almost unthinkable. Television is far and away the medium people enjoy most.

And within television the network people enjoy most, and pay the most attention to, is...

The CBS Television Network

“This is what I sell.



**I want people
to understand
what it can do.”**

The best way to understand how anything works is to work it yourself. The next best way is to watch somebody doing it.

Television's ability to show what a product can do is the secret of its extraordinary impact as an advertising medium. It achieves this not only by showing the product in use—through sight, sound, motion and color—but in use by somebody like ourselves, thus enabling us to identify with the man driving the car, the

woman cleaning the house, the child brushing his teeth. As one media expert puts it: “Television is above all a medium that demands a creatively participant response. . . . It engages you. You have to be with it.”

Once having engaged us, television holds our attention far better than print—for one basic reason: television operates in linear time and the press in space. In television it is easier for the viewer to concentrate on one thing at a time and for the

advertiser to make his points in a fixed and effective order. For example, it has been demonstrated that people become more aware of a product when advertised on television than in magazines, more certain of its advertised value, more likely to believe, and more eager to buy.

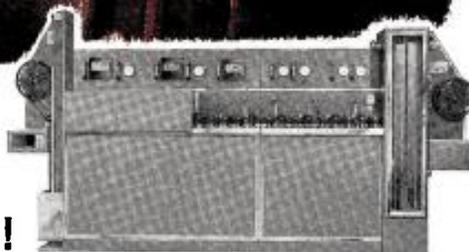
Advertising achieves its greatest impact on the individual through the medium of television. And its mass impact is greatest where audiences are biggest, on . . .

The CBS Television Network



**You can do it easily
...with a TREISE
COLOR PROCESSOR!**

Now that big things are happening in network color, the logical next step for your station is to film your local news in color. You'll gain added interest from your community . . . enhance your value to advertisers . . . and brighten your profit picture. Treise makes it possible by offering you a fully automatic, professional quality processor that will have your local news "on the air" in color within minutes after the exposed film is loaded in the processor. This compact, self-contained unit can be



operated in a 17' x 9' area and is so fool-proof, anyone can run it!

Check these features: Warms up in only 20 minutes • stays on temperature automatically • only processor in its price range that meets or exceeds all Kodak color requirements • even provides 50% additional first-developer time to permit full utilization of new EF Ektachrome film • operates up to 40 fpm (ideal speed for most TV needs). Want more data?

Write for catalogs on Model MTV-30 (illus.), Model MTV-50 (up to 50 fpm), and Model MT-20 (up to 70 fpm)

TREISE ENGINEERING, INC.

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B28 28 28 28
 JOSEPH E. LEVINE PRESENTS **FOR** EMBASSY PICTURES CORP. / TELEVISION
B68 68 68 68

SOLD (Prior to general release) **HONOLULU KGMB-TV**

OPEN MIKE®

Missing the major story

EDITOR: We are approaching the date for another National Association of Broadcasters' convention. We have complained before here in Missouri as a state association and individually of the coverage given by the networks to the NAB convention. It's rather a strange sight to see a battery of cameras and microphones lined up to cover an FCC speech at our luncheons and then see the coverage for our own NAB president and award winners. Through the years some of the finest thoughts to come out of these conventions are spoken by the award winners and our president. It's inconceivable to me that every network as well as the large independent stations would not be on hand for full live or at least taped coverage.

How do we expect the public to understand our industry and it's problems as well as successes if we continue to ignore the best spokesmen we have?—*Don C. Dailey, vice president and general manager, KGBX Springfield, Mo.*

Source for old programs

EDITOR: There has been a rash of letters in your "Open Mike" pages recently in regards to those who wish to build a library of old radio shows, that is, the actual broadcasts. . . .

On an old disk recorder that I had many years ago during the "golden age of radio" and then on a wire recorder and tape recorder, I captured many bits and parts of live radio shows, including full-length shows. . . .

I have never sold or bought any of these. . . . But I fully believe these are the best references anywhere of the great days of broadcasting. . . . —*John R. Cooper, Route 1, Box 36A, Clarksburg, W. Va. 26301.*

AFN seeks old programs

EDITOR: On the Fourth of July, 1968, the American Forces Network, Europe, will celebrate its 25th year of broadcasting to armed forces personnel serving throughout the European continent.

On the night of July 3, AFN intends to have a celebration commemorating its founding. General of the Army Dwight Eisenhower will shortly be invited as our guest of honor. Bob Hope has already been asked to headline our program, which will include at least three European recording and TV stars and a 45-piece orchestra donated by the German network. . . .

In addition to our ambitious anniver-

“This is what I sell.



**I want to advertise it
where the
biggest advertisers
spend most of
their money.”**

The businessman who invests in television can be sure he is in good company. America's biggest advertisers confirm his choice. Year by year they rely on it more and more.

Back in the old days of Arthur Murray, Herb Shriner, and Lucky Pup—in 1950—national advertisers put just three per cent of their budgets into television. By 1966 (the latest year for comparable data) they were spending more on television

than on newspapers and magazines combined! In the same year the 100 largest advertisers, who by and large have had the most experience with television, were putting into it six dollars out of every ten. In 1967 all advertisers together spent nearly three billion dollars in this medium of sight, sound, motion and color.

If you are selling food products, you doubtless know that your industry allots 71 per cent to television. For

drugs, television's share comes to 80 per cent. For toiletries, 72 per cent. For soaps, cleansers, and polishes, 89 per cent. The biggest advertiser in this television-sold industry, Procter & Gamble, weighs in at 91 per cent.

For 20 years more and more of the smart money has been going into television. And within television, for the past 14 years, the smart advertisers have been spending the biggest share of their budgets on...

The CBS Television Network

SPOTMASTER



PortaPak I Cartridge Playback Unit

Your time salesmen, will wonder how they ever got along without it! Completely self-contained and self-powered, PortaPak I offers wide-range response, low distortion, plays all sized cartridges anywhere and anytime. It's solid state for rugged dependability and low battery drain, and recharges overnight from standard 115v ac line. Packaged in handsome stainless steel with a hinged lid for easy maintenance. PortaPak I weighs just 11½ lbs. Vinyl carrying case optional.

Write or wire for full information.

Spotmaster
BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

YOUR HEART FUND FIGHTS

HEART ATTACK
STROKE
HIGH BLOOD
PRESSURE
INBORN HEART
DEFECTS



sary plans, we will produce 26 hour-long documentaries (one for each year of AFN's history, including the current year). We have an urgent need for transcribed or taped material that might exist in the archives of ex-AFN'ers who are still in broadcasting. . . . — *Major Gerald H. Buchanan, chairman, 25th anniversary committee, American Forces Network, Europe, APO New York 09757.*

Radio equipment needed

EDITOR: Father Doug Venne is a missionary in Davao, Philippines. He is presently working on a project to start a radio station in that area. The station would broadcast farming and fishing methods, health information, educational programs, etc. Father Venne figures it will cost \$40,000 to start the station . . . half of this amount for equipment. It would be of great assistance if any of your readers could contribute radio equipment of any kind. Please direct questions or replies to me.—*David Buhler, 3027 Washington Avenue, Racine, Wis. 53405.*

Reaching the white areas

EDITOR: I was pleased to learn that KREX Grand Junction, Colo., is going to get 50 kw daytime [BROADCASTING, Feb. 19]. As a family camper who enjoys the West, I strongly support the addition of more 50 kw's in the Rocky Mountain country. Outdoors people can't seem to get enough weather news and the 50 kw's really fill the white spaces. . . . — *George L. Brooks, president and general manager, KCUE-AM-FM Red Wing, Minn.*

Interference corrected

EDITOR: In the article "FCC cracks down on FM interference to TV" (BROADCASTING, Feb. 19), you reported that Mr. Curtis B. Plummer, chief of the FCC's Field Engineering Bureau, said that St. Lawrence University's WSLU(FM) Canton, N. Y., on 96.7 mc had been forced to go off the air because of interference . . . to WNY-TV (ch. 7) Watertown, N. Y. There is some error in reporting here. . . . It was WSLU's former frequency (89.3) that resulted in the interference problem. . . . Since our station was the "last man in," we assumed the responsibility of remedying the situation, namely, frequency change and tower relocation. . . . The university's FM station [was to be] back on the air by March 7. . . . —*Richard D. Hutto, assistant professor of radio-TV and manager of WSLU(FM) Canton, N. Y.*

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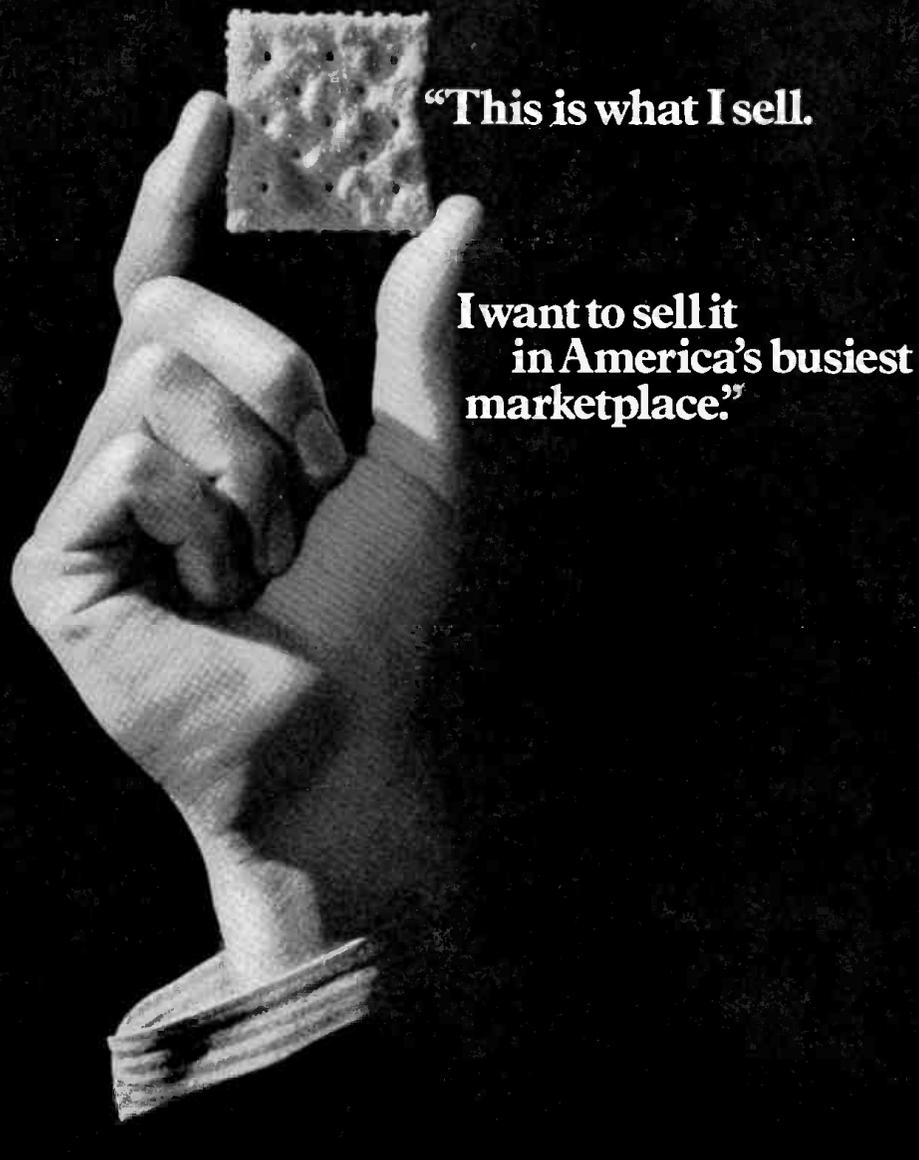
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*Reg. U. S. Patent Office
Copyright 1968, Broadcasting Publications Inc.



"This is what I sell.

**I want to sell it
in America's busiest
marketplace."**

Advertisers display their wares to more customers on the CBS Television Network than in any other marketplace. This is where the biggest audiences come to watch—night and day, for entertainment and news, specials and sports.

The CBS Television Network has attracted the biggest average nighttime audience for 13 consecutive years. This season it leads one network by 12 per cent, the other by

28 per cent. CBS reaches the biggest nighttime audience in every Nielsen age classification. And according to ARB, the network's stations lead, or tie for the lead, in 44 of the nation's 50 biggest markets.

CBS has also attracted the biggest average daytime audience (Monday to Friday) for 10 straight years. This season its average daytime audience exceeds five million homes—12 per cent more than one network, 94

per cent more than the other. It is, in short, the prime marketplace for advertisers who want to reach women. CBS enters more homes in a single day than Good Housekeeping, Ladies' Home Journal, and McCall's sell copies in an entire month.

If you have something to sell, CBS is the place to sell it. That's why, for 14 consecutive years, the nation's advertisers have been putting their largest appropriations on...

The CBS Television Network

ARB audience estimates for individual markets for Nov. 1967, 7:30-11 pm. All other audience estimates based on NTI and Nielsen Audience Composition data: nighttime and daytime averages, other than age, based on household data, Jan.-Dec. each year: current season, Oct. 1967-Feb. I, 1968. as available; nighttime, 6-11 pm; daytime, Monday-Friday, 10 am-5 pm. Specials are evening programs telecast not more than once a month. News and sports, day and evening, seven days a week. Audience estimates subject to qualifications available on request.

MONDAY MEMO

from JOHN MASSEY, Container Corp. of America, Chicago

Time to waken TV's silent partner: packaging

A television program I saw recently described lasers and the new scientific breakthrough that promises exciting applications for virtually all aspects of industry. The show struck both interesting and irritating notes.

Interesting, because lasers certainly are; irritating, because of an obvious oversight.

To paraphrase the program: "Lasers provide extraordinary opportunities in photography—particularly holography. They offer true three-dimensional effects on a two-dimensional plane. The applications are limitless. One example: an opportunity to offer true three-dimensional advertising for the first time."

That irritated me. Especially the last part.

Package Is 'Medium' ■ Packaging has to be the first true three-dimensional medium of advertising above all others. And packaging has been around for a long time.

It isn't surprising that a science writer should fail to view packaging as an advertising medium. The advertising discipline and its practitioners have largely overlooked the potentialities that packaging offers them and their clients.

Packaging is a virtually unexploited advertising medium in its own right. Nor have sufficient thought and attention been given to packaging as a partner of the mass media, particularly television.

Considering all the factors of TV today, the impact of color, motion and emotion as well as the high cost of a national commitment in this medium, it is time that agencies and advertisers took a new look at their package design to be sure they are getting their money's worth—and their campaign's worth.

All of us in the business of marketing and selling are familiar with the concept of "advertising impressions."

Yet how unfortunate that they always are interpreted in the vernacular of television and print. I submit that compared to packaging all other advertising impressions are less than impressive.

There are hundreds, perhaps thousands, of packaging impressions in the daily experience of the average consumer. The galaxy of packaging that confronts a shopper in a supermarket, all by itself, is statistically overwhelming—a constellation of line, color and form. Here is a medium that has over 91-million feet of shelf exposure in supermarkets alone.

We are told that an estimated 1,600 ads or commercials are exposed to the consumer on the average each day. But

a woman pushing a shopping cart down an aisle at the local supermarket must see that many packages in five minutes. Further, she goes there with the purpose of looking at them—and buying them.

We literally spend millions of dollars for advertising in the electronic media, in newspapers and magazines. Yet packaging is relegated to the role of a kind of unsavory relative, if, indeed, we choose to recognize it at all. Packaging as partner, however, could be the key to the mass medium's doing its most efficient selling job.

Hitting the Point ■ In television, for example, the package is able to provide a positive factor that more readily projects advertising at the most critical point of a product's life cycle—the point of sale. A consumer who has been consciously or unconsciously avoiding other forms of advertising will elect to view the "advertising" facing her from the retail shelf. For this visual reinforcement and impact not to be more imaginatively employed in television marketing campaigns represents a real gap in media utilization.

The strengthening of impressions is not merely a matter of repetition of message. It also is an environmental factor. The primary impression from a package can serve to create a more receptive atmosphere for advertising of greater depth from television and the other mass media. Use and reuse of the product already purchased are important considerations in total marketing strategy.

The primary purpose of this strategy must be to move merchandise. Package designers long have recognized that they are purveyors as surely as they are designers. Now advertisers themselves

must begin to appreciate this posture and better incorporate the package into the total advertising and marketing effort.

On Target or Off? ■ The situation of the consumer viewing big-screen, living-color advertising that extolls the merit of the virgin woodland where the product is created and then being obliged to search the shelves for the product packaged in an out-dated carton with a bull's-eye for a brand mark is rather ludicrous. It also is a waste of millions in advertising dollars.

With all our reputed sophistication and imagination, we in the business of advertising, marketing, public relations and, broadly speaking, communications, are really a bunch of traditionalists. We are not as creatively inclined as we would prefer to believe.

Simply put, the idea of a package as an advertising medium is not traditional enough. But why not? The package is an extension of the company as much as a TV commercial or print ad. It is right there in the homes and you can't turn it off, tune it out or close the pages.

The package and the product form a single entity. The package is part of the product. Together they represent a fusion. The package refracts product benefits; it enlarges them and fulfills them in a broader spectrum.

Package cost, though, is not a production cost. It's a marketing investment. The package fits into every aspect of the marketing matrix: It provides convenience, disposability, speed in use, durability. All of these are marketing factors, selling factors, benefits that we relate to advertising.

Packaging is a media partner. Those in package design are ready when you are.



John Massey is director of design, advertising and public relations, Container Corp. of America, Chicago. He also is director of the firm's Center for Advanced Research in Design. Container itself is relatively new in broadcast advertising and currently is co-sponsoring the Chicago Symphony Sundays 8-10 p.m. on WCRB(FM) Boston and WFMT(FM) Chicago. Mr. Massey was elected art director of the year in 1967 by National Society of Art Directors. He is a graduate of the University of Illinois.



WCKT NEWS, MIAMI, GOT A NEW LOOK THE EASY WAY.

IT SWITCHED TO FULL COLOR.

"A lot of color sets were being sold in our area," points out Gene Strul, WCKT News Director. "It made good sense to go to color and boost ratings. The switch was easy. We gained nearly a year and a half jump on our competitors and set the market tone. The result was a definite audience pickup."

How did the switch go? Strul continues, "From a filming and processing point of view it was

easy. We followed Kodak's recommendations right down the line and had no problem. For example, our newsfilm reporters are all journalists, most with a minimum background in photography. We provided each cameraman with a copy of Kodak's recommendations for shooting color. The good-quality film we get tells the story.

"As for processing, our lab man, Frank Broughton, follows

Kodak instructions to the letter. All chemicals are pre-packaged."

A Kodak technical expert is only minutes away by phone to clear up any ME-4 color processing/equipment problem.

Sooner or later all TV stations will be in full color. Why don't you get a head start in your market by contacting Kodak now? It's easy.



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ATLANTA: 5315 Peachtree Industrial Blvd., Chamblee, 30005, 404-GL 7-5211; CHICAGO: 1901 West 22nd St., Oak Brook, 60523, 312-654-0200; DALLAS: 6300 Cedar Springs Rd., 75235, 214-FL 1-3221; HOLLYWOOD: 6706 Santa Monica Blvd., 90038, 213-464-6131; NEW YORK: 200 Park Ave., 10017, 212-MU 7-7080; SAN FRANCISCO: 3250 Van Ness Ave., 94119, 415-776-6055

hey, Dino!

We get cards and letters, too.

January 4, 1968
Dear WBAL-TV:
Your programs have reached our local scene with almost unbelievable force. * I particularly look forward to your specials.
Jesse W. Dearhoff
Baltimore

January 8, 1968
Dear WBAL-TV:
Once more you have demonstrated your unique capability to discover and present program material of significant and lasting value. *
H. J. Seibouse
Baltimore

January 3, 1968
Dear WBAL-TV:
I trust TV 11 will continue to lead in presenting the kinds of programs which will inspire and benefit the people of Baltimore. *
James A. Washam
Baltimore

Stake YOUR advertising on OUR reputation!

WBAL ^{NB} TV
BALTIMORE

Nationally represented by Edward Petry and Company

Maryland's Number One Channel of Communication

Fairness? Answers grow tougher

Facing an election year and questions arising daily, broadcasters find FCC asking court to let it rewrite its rules governing personal attack

With 1968 an election year that seems bound to be one of the most controversial in some time, fairness problems are likely to be pressing for most broadcasters.

These pressures promise to become even more acute if the U. S. Court of Appeals for the Seventh Circuit grants the FCC request for permission to rewrite its personal-attack rules.

The commission earlier this month asked the court to hold in abeyance the industry's challenge to the fairness rules so that it may rewrite the personal-attack regulation (BROADCASTING, March 4). Attorneys for the Radio Television News Directors Association, CBS and NBC met last week to determine how they should respond to the FCC's motion. They have until March 14 to file their answers, with RTNDA and NBC expected to oppose the FCC's request, and with CBS not having made up its mind as yet, although understood to be leaning toward not opposing the FCC move.

Meanwhile, on Capitol Hill, the House Commerce Committee's Investigations Subcommittee heard broadcasters plead for revocation or stringent revisions of the equal-time provisions of the Communications Act and of the FCC's fairness rules and policy.

In a panel-type format, with Roscoe S. Barrow, dean of the University of Cincinnati Law School, acting as moderator, the broadcaster presentations ran up against exceptions from the panel and committee members (see page 31).

Should the federal court grant the FCC's request, broadcasters are expected to find themselves in a hiatus period where the fairness rules would be on the books, but with one portion of them under alteration, all going on while the 1968 presidential campaign mounts in intensity—and with this year's campaign explosively charged with issues of Vietnam, riots, crime in the streets, and racial problems.

Although commission sources noted

that there would be no change in the policy or the rules while the rewriting is going on, it was stressed on high authority that the FCC will not try to enforce them to the extent of assessing fines and other penalties in this period.

But, it was also emphasized the fairness doctrine will continue to be observed by the commission, requiring stations to be fair to persons attacked.

Promises Speed ■ If the court grants its motion, FCC sources say, a notice of rulemaking will be issued and an expedited proceeding initiated so that the rulemaking can be completed in between 45 and 60 days.

This schedule can be assumed to be the ideal the commission is shooting

for; generally commission proceedings of this nature go on for 90 to 120 days—and that is with all deliberate speed.

The FCC's schedule raises another problem feared by the appellants in the seventh circuit. This is related to the Red Lion fairness case which has been held in abeyance by the U. S. Supreme Court while it awaited a decision in the seventh circuit case. The Supreme Court, acting after several requests from RTNDA, CBS and NBC, including taking jurisdiction of their appeals before judgment from the circuit court, decided that it would not hear argument in the Red Lion (WGCB Red Lion, Pa.) case until the seventh



Welcomed by House Commerce Committee Chairman Harley O. Staggers (D-W.Va.) to role as moderator of two-day panel discussion on fairness is

Roscoe L. Barrow (l), dean emeritus of University of Cincinnati law school and author of FCC's 1957 'Barrow Report' on network regulation.

FAIRNESS? ANSWERS GROW TOUGHER *continued*

circuit decided and the loser sought certiorari (which the Supreme Court virtually said it would grant).

The assumption has been that the seventh circuit case would be argued in April, with a decision forthcoming in June. This would permit a petition to be filed with the Supreme Court this summer, and with virtual assurance that it would be granted, consolidation with the Red Lion case and argument this fall, with a Supreme Court decision before the end of the year.

Should the circuit court assent to the FCC's request, it is feared that the revised rule could not be enacted for at least 90 days from the date of the

until the seventh circuit court rules on the FCC's motion. There is some question whether Red Lion would care to wait until 1970 for its case to be decided. There is no question, either, that some FCC circles would prefer to have the fairness question decided in the Red Lion case, rather than face the heavier weight of the industry challenge.

No, But ■ RTNDA sources said it intended to oppose the commission's request. But, they added, they also intend to tell the court that if it wishes to grant the commission's motion, a deadline of 75-90 days should be imposed on the FCC for the revised rule to be brought back to court. And, they

script or accurate summary of the broadcast, a notification of the time of attack and an offer of an opportunity to respond. Similar steps are required where stations broadcast political editorials, but these are not to be revised.

Exactly what the commission has in mind in revising the personal-attack rule has not been made public. The ultimate, it's felt in some circles, is for the commission to delete the affirmative requirements on the part of the broadcaster, but retain the fairness principle requiring a station to offer its facilities when and if a person attacked makes such a request.

Justice Doubts ■ The turnabout by the FCC came virtually on the heels of receipt of a letter from Donald F. Turner, assistant attorney general in

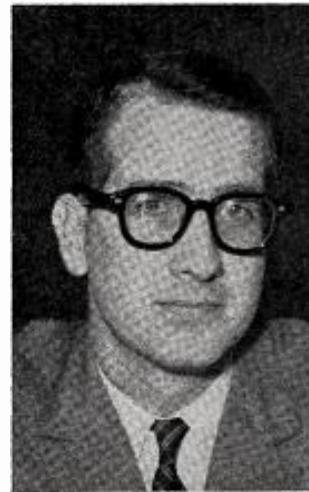


Elmer Lower



Howard Bell

Frank Stanton



Glenn Robinson

rulemaking notice. It must then be filed with the seventh circuit court, and time must be allowed for the parties to refile their briefs, and responses. This, it is calculated, could easily throw the seventh circuit case into the fall for argument, with a decision out in late fall or early winter under ideal conditions. The procedures necessary for filing petitions for review with the Supreme Court, and acceptances, mean several more months must be counted for the filing of briefs and responses by the parties. What concerns the industry attorneys is that the Supreme Court may decide to schedule argument for its fall 1969 term with a decision not coming out until 1970. The court recesses each year from June to October. Red Lion attorneys say they cannot make a decision on what to do

added, RTNDA also intends to ask the court to require that the FCC set aside the personal-attack rule and policy until after the challenge has been litigated.

CBS, which has never contested the fairness rules to the same extent that RTNDA and NBC have, is expected to take a softer line. In fact, its believed in some quarters that CBS may not oppose the FCC request at all. Principal CBS attack has been on the unfair burden of following the personal-attack rule and if it is rewritten to take this off its back, it will have won its case.

The personal-attack rule as now constituted requires a broadcaster to follow these steps where someone has been attacked over his facilities: Send the person or group attacked a tape,

charge of the antitrust division of the Department of Justice. In this letter dated Feb. 29, Mr. Turner stated that the Justice Department is "fully prepared" to support the commission in the fairness case on constitutional and statutory grounds.

"However," he went on, "we have some concern that the rule, as drafted, raises possible problems that might be minimized by appropriate revisions in the rule without materially interfering with the public-interest objectives that the rule is intended to serve. In discussions with members of your staff some possibilities along this line have been considered."

The commission's decision to seek court permission to revise the rule was taken on a 5-to-1 vote the same day—but not without an angry dissent by

Commissioner Lee Loevinger. Commissioner Robert T. Bartley abstained. And, as is common in these instances, Commissioner Kenneth A. Cox issued a statement rebutting Commissioner Loevinger.

Commissioner Loevinger, who had concurred in the adoption of the disputed rules last July but who had declared then that he didn't like the way they were written, termed the commission's action two weeks ago "a cosmetic effort to present a better face in court."

But, he added: "It is not complimentary to the courts to suggest that they will be influenced by this."

The right of the commission to regulate programming, Commissioner Loevinger recalled, has been disputed and debated for years. The issue has

behalf."

Commissioner Cox, defending the commission's action—and relating that he at first was also opposed to the move—chided Mr. Loevinger's "truly remarkable document." Commissioner Loevinger, he said, "imputes motives to those who disagree with him which simply do not exist."

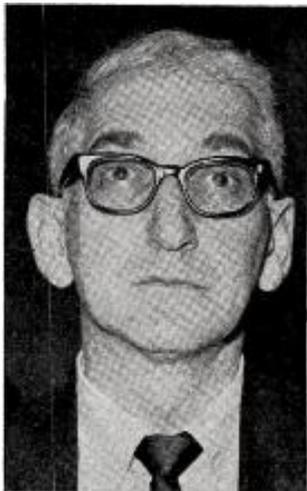
And, Mr. Cox went on, Mr. Loevinger "should [not] be allowed to distort the record without challenge—particularly since the statements he now makes are not, for the most part, the ones he advanced while we were considering the matter."

Commissioner Loevinger's charges of intentional delay, Mr. Cox said, "cast an unwarranted aspersion not only on the commission but also the solicitor

Panel sees many roads to fairness

Despite varying testimony committee is unanimous in support of policy

Communications policy makers on Capitol Hill last week sought expert opinion on the fairness doctrine—past, present and future—but the 21 experts they called on for advice pointed in almost that many directions.



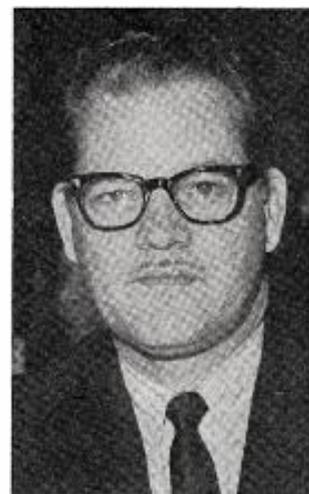
Reuven Frank



William G. Harley



Vincent T. Wasilewski



Jay Crouse

never been tested in courts, he commented, because "licensees have generally deemed it more prudent not to hazard their licenses or antagonize the bureaucracy which had such great discretionary power over their business."

But, he added, the commission and individual commissioners have often invited broadcasters to test the legality of the FCC's actions in the courts.

Sees No Gain ■ Speaking of the proposed revisions, Mr. Loevinger stated that they seem to involve no improvement in the rules "but merely another step away from clarity and precision."

"In any event," he continued, "this endless tinkering with the language of the rules cannot affect the governing legal principles and can amount to no more than an attempt to buttress legal arguments on the commission's

general of the United States, who controls our litigation in the Supreme Court and filed the pleadings in question."

In fact, Mr. Cox said, if the Supreme Court had followed the commission's and the solicitor general's objections to postponement of the Red Lion case, a decision on the legality of the fairness doctrine would have come earlier.

The revision that is contemplated, Mr. Cox concluded is aimed at making the rule more valid "without causing alleged impairment of the interests of the parties and public in free broadcasting journalism."

Voting in favor of the recall request, in addition to Mr. Cox, were Chairman Rosel H. Hyde and Commissioners Robert E. Lee, James J. Wadsworth and Nicholas Johnson.

In contrast, the representative sample of House Commerce Committee members that attended panel discussions held by the Investigations Subcommittee seemed united to a man against any relaxation of restraints on programming freedom for broadcasters.

That broadcasters must continue to look to the courts and not to Congress for relief against the fairness doctrine and related personal-attack rules was driven home midway on the second day of the hearing by Representative William L. Springer (R-Ill), influential ranking minority member of the committee. Describing the doctrine as "a guarantee to citizens," he said flatly that a poll of the committee would find none in favor of abandoning discretion on fairness matters to broadcasting station owners. "If this is the industry

proposal," he added, "it does not strike home. These are public airwaves. Why should citizens have to go begging for their rights?"

Although Mr. Springer's reading of committee sentiment saw no possibility of congressional repeal of the doctrine, the door to some legislative modifications was left ajar by Representative Harley O. Staggers (D-W. Va.), chairman of the full committee and the Investigations Subcommittee. Several times he asked panelists for specific proposals, while stressing: "We don't know at this point if remedial legislation is desirable or needed."

Opposition View ■ Critics of the fairness doctrine itself mostly urged abandonment (a friend of the doctrine said the moderator should rule that possibility out of order as begging the question and threatening to derail the whole discussion).

The American Civil Liberties Union representative, Harriet Pilpel, however, repeated an earlier ACLU suggestion: that authority to rule on fairness decisions should be vested in local boards, leaving the FCC as a court of appeal in those cases not settled on the local level.

Mrs. Pilpel also provided the most radical suggestion heard during the sessions: Reversing the argument of broad-

casters that they be given equal status with newspapers in the exercise of journalistic judgment, she proposed that print media might also need to come under a fairness doctrine.

Several of the law scholars present had advanced the thesis that regulation of entry into broadcasting because of limited channels was an insufficient reason for the government to discriminate between broadcast and print media on matters of content.

"I would venture to suggest," said Mrs. Pilpel, "one could make exactly the opposite argument, namely that the kind of doctrine that has evolved into the fairness doctrine is the kind of a doctrine that may now be urgently needed in one form or another in connection with the print media, and that a right of access, for example, or a right of many-sided presentation would not only violate the First Amendment when involved in broadcasting, but would also not violate the First Amendment when involved in the print media."

The First Amendment, she explained, "does not prohibit Congress from regulating freedom of speech and of the press, it prohibits Congress from making laws abridging freedom of speech and of the press."

Await Court Rulings ■ All present

noted that the matters under discussion were also before the courts, a fact that kept some of the testimony by those involved in the litigation, such as FCC Chairman Rosel H. Hyde, confined to general comments. Mr. Hyde, in particular (and with Chairman Stagger's blessing), volunteered little in the way of advocacy, confining himself to answering direct questions asked and offering for the record texts of existing FCC positions.

One observer noted that pending court cases, when resolved, would "wipe out 50% of the papers being presented."

The format for the hearing rested on eight position papers, coupled with eight formal reply papers. Discussion by the panelists followed presentation of each pair of comments. Held to a minute-by-minute schedule, congressmen cooperated—after some initial grumbling—by remaining relatively silent, at least on the first day. By the second day sufficient discussion time became available to permit committee participation.

But the session that drew the most attendance, with congressmen paying the strictest attention, came on the first day, when congressional questioning was inhibited. The subject: the equal-time provisions of Section 315 of the Communications Act, regulating political broadcasting. The lead-off witness was Frank Stanton, president of CBS, with reply comments by Herbert E. Alexander, Citizens Research Council, a specialist in problems of campaign financing.

Pointed Critique ■ Dr. Stanton charged that the equal-time provisions, although probably well-intentioned when enacted, have "resulted in essentially negative and repressive measures." Resting much of his case on the demonstrated benefits of the suspension of Section 315 restrictions in the 1960 presidential campaign, Dr. Stanton called for a six-year suspension for all offices as a further trial relief from "a mechanical formula that precludes broadcasters both from exercising their judgment and from carrying out their responsibility."

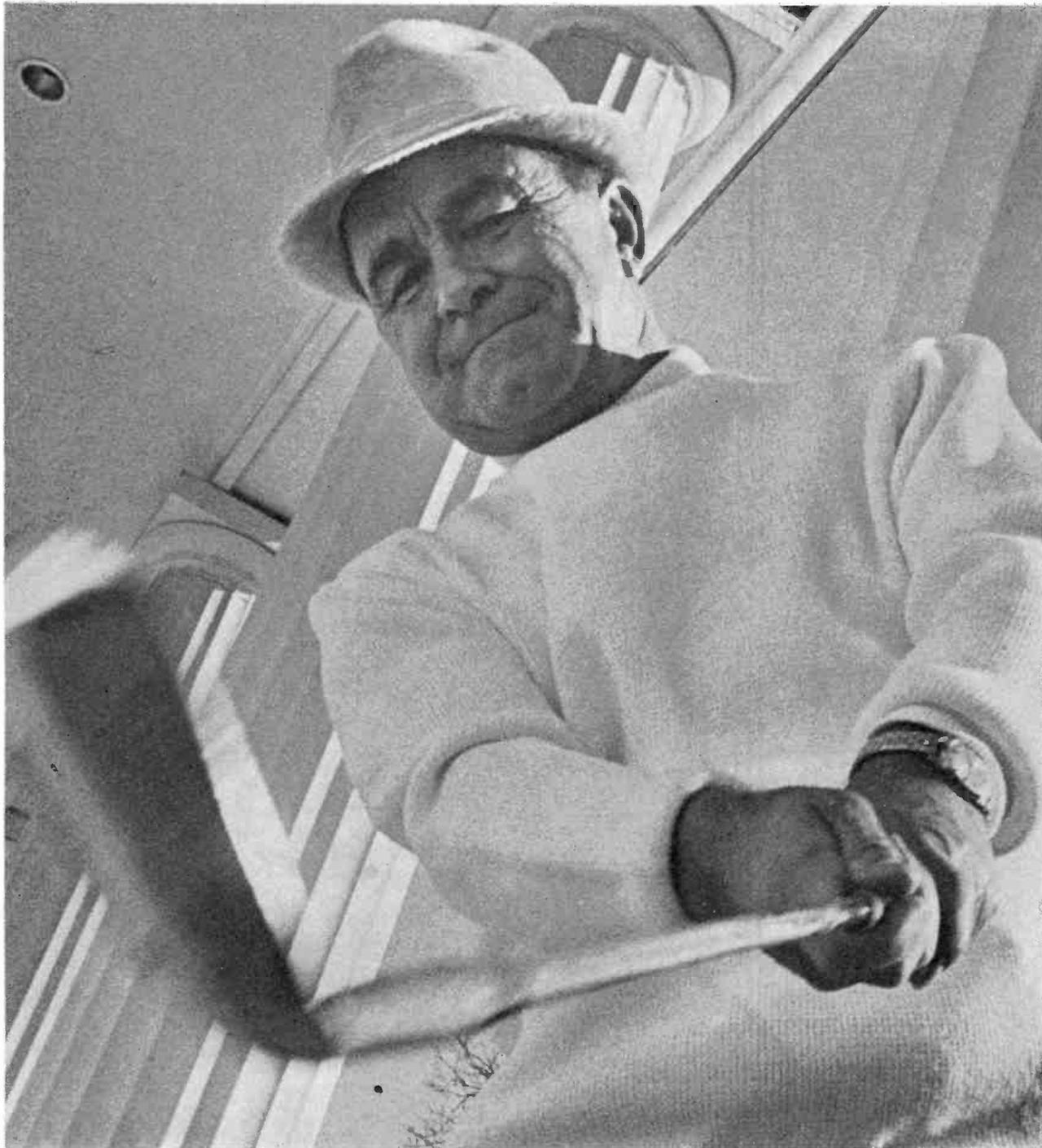
Giving a practical example of how the requirements act to stifle programming in the public interest, Dr. Stanton cited a CBS News memo he had received the previous week advising of the necessity to drop a planned program on presidential candidate George Wallace because of third-party complications. Opinion of counsel, he noted, was that with Mr. Wallace's announcement of the formation of his American Independent Party, the proposed program would no longer be exempt from Section 315 considerations. Thus, a law designed to protect third parties actually operates to their disadvantage, he noted. "Some parties . . . can develop



The voice of a grandpaw or a President?

Could the topic have been the Democratic convention or the President's grandson? This candid was snapped as President Johnson, grandson Patrick Lyndon Nugent in arms, chatted with J. Leonard Reinsch, president of Cox Broadcasting Corp.

and consultant to the Democratic National Committee on Chicago convention planning. Occasion was the President's visit to Marietta, Ga., for the "roll-out" of Lockheed's C-5A transport, the newest and largest cargo plane.



Atlanta Believes in Golf. And WSB-TV.

Golf great Gene Sarazen knows there's a wonderful world of golf in Atlanta. And WSB-TV keeps Atlantans on course with all the major golf events such as "Shell's Wonderful World of Golf," "World Series of Golf," "Bob Hope Desert Classic," "Big Three Golf," and the Atlanta, Doral, Citrus,



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Greensboro, New Orleans, Westchester and Philadelphia Opens. We even have a former golf pro as our sports director. So plan to tee-off and hit the green with your spots on WSB Television, Atlanta's sports leader.

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into meaningful forces in a campaign," he said. "Broadcasters ought to be free to treat them as such."

Objections that minorities "would not get a fair shake" are unjustified; likewise, fears of favoritism in campaigns by broadcasters operating without the restrictions are unfounded, Dr. Stanton charged. Indulging "personal attitudes in the conduct of the public-service function of their stations would be a very risky business. A broadcasting franchise is a very precious thing," he explained.

Mr. Alexander countered that broadcasters, left to their own campaign coverage choices, would tend to concentrate on "confrontation politics." He also noted that Section 315 protects broadcasters from unreasonable demands. He also charged that the industry record in providing coverage in races with only two candidates did not suggest that suspension of Section 315 would result in any substantial increasing of free time for campaigners.

Dr. Stanton replied that two-candidate races (with no third-party equal-time complications under present law) were not a true measure of broadcasters' desires to expand coverage of campaigns because of the ever-present possibility that availability of coverage would encourage the entrance of other candidates.

Mr. Alexander made two counter-suggestions to Dr. Stanton's suspension proposal: Establish "differential equality of access" for major and minor candidates (with major granted equal time to major, and minor to minor), or allow stations a tax reduction for a portion of revenue lost when free time is granted.

Familiar Figure ■ Moderator of the discussion throughout the two-day session was Roscoe L. Barrow, dean emeritus of the University of Cincinnati law school and former director of the FCC network study group that issued, in 1957, a massive set of regulatory suggestions—many of which were adopted—that came to be known as the "Barrow Report." He began the proceedings on Tuesday (March 5) with presentation of a position paper that left no doubt about his sentiments on the issues to be discussed. "The commission's [fairness doctrine] is sound in theory, and I believe, in practice," he observed.

Waving a warning flag he was to unfurl several more times during the discussion he was to moderate, he added: "In deliberating upon the equal-opportunities and fairness doctrine, the caution lamp should be lit because these doctrines are close to the heartbeat of the free society." (In his opening statement he admitted that he saw his role

as a catalyst rather than as a moderator.) He also invoked a sort of Gresham's Law that might operate in the absence of programing regulation: bad broadcasters driving out the good. "Competition between irresponsible and responsible broadcasters might prompt responsible broadcasters to decrease their service in providing equal political opportunities and in broadcasting contrasting viewpoints. . . ."

At one point Mr. Barrow cited the decision in the 1943 NBC case as giving constitutional authority to the FCC in program-content regulation. The point was at once challenged by Glen O. Robinson, University of Minnesota law professor. Mr. Robinson noted that the NBC case resolved an economic question of chain-broadcasting arrangements, not a freedom-of-speech dispute. Nevertheless, retorted Mr. Barrow, the decision looked not just at economic aspects but also at problems of network control that affected programing choices.

By way of concrete suggestions to the panel, Mr. Barrow suggested that attention be given to the possibility of requiring broadcasters to donate time to political campaigns (although, as it turned out, little time was subsequently given by the panelists to this idea). He also, despite agreeing with Chairman Hyde that the commission has ample statutory authority for the fairness doctrine in the 1959 amendments to the Communications Act, suggested that specific enactment of the doctrine by the Congress "would clear the air," especially if such legislation could define the doctrine with the same explicitness as that provided for in the equal-opportunities section.

(The interpretation that Congress enacted the fairness doctrine in the 1959 amendments was not supported by Mr. Robinson, nor was it supported in a staff study produced for the Investigations Subcommittee by counsel Daniel Manelli.)

Weighing Influences ■ Following the Stanton-Alexander exchange were papers by Elmer Lower, president, ABC News, and Louis Lyons, former curator of the Nieman journalism fellowships at Harvard University and currently a news commentator on noncommercial WGBH-TV Boston. Mr. Lower focused on comparisons between print and electronic media in opinion influence.

Mr. Lower noted that ABC has never advocated "the entire withdrawal of the fairness doctrine." ABC's position on Section 315 would be a trial suspension this year for all offices, or barring that, a permanent suspension for the offices of President and Vice President. Mr. Lyons concurred with Mr. Lower's statement, but noted that television

(compared to newspapers) had not yet fully exploited its journalistic possibilities, becoming an institution in the community in the same sense as newspapers.

Tuesday afternoon sessions heard papers by Mr. Robinson (with comment by Charles A. Siepmann, reputed at the time to be, but not formally identified as, the author of the FCC "Blue Book," a post World War II document advocating sterner regulation of programing and commercial practices of broadcasters, and recently retired as chairman of the department of communications at New York University), and Reuven Frank, executive vice president, NBC News (with comment by Mrs. Pilpel).

Mr. Robinson offered a strong legal brief that the fairness doctrine is probably unconstitutional. Siding with broadcasters all the way, he told the committee: "Frankly, if private censorship is an ill to be cured, I think this cure [government censorship] is worse than the illness."

He drew the immediate fire of Mr. Siepmann, who charged that Mr. Robinson's real target seemed to be not just the fairness doctrine "but all the FCC regulations." He urged more money for the FCC to adequately administer the doctrine by actually monitoring what is broadcast and a reversion to principles of the Mayflower decision banning editorializing by broadcasters. He also gave short shrift to the commission's personal-attack rules. Personal abuse should be banned outright, he suggested: "Call it censorship if you will."

Mr. Frank summarized a basic argument against the operation of the doctrine: "The community of American journalism—and this may be its most important function—is charged with keeping an eye on government. There is a logical flaw in having a part of government judging how it performs this function." He noted that NBC is participating in court cases to overturn the fairness doctrine on First Amendment grounds. He added that his network favors repeal or suspension of Section 315, and advocated an idea also raised by Mr. Alexander that the exemptions to Section 315 be broadened to include all debates, bona fide news conferences and all bona fide news documentary programs.

Mrs. Pilpel, replying to the Frank paper, said that broadcasters seemed to be not much hurt by the operation of the doctrine. Freedom of expression is for the people, not just the broadcasters, she added, and "the people are entitled to that much protection."

The Wednesday (March 6) session to a smaller congressional audience, and despite participation in the dialogue by committee members, seemed less charged with excitement than the previous day's encounter. Positions, a matter for exploration on Tuesday, became a matter for hardening and reiteration



**Relationships between
People can be great.**

Or awful.

We can't tell you exactly what makes the difference. Chemistry maybe. Or understanding. Or interest.

We have a philosophy about programming each of our six ABC owned radio stations. Like friendship, it's a hard thing to define exactly. We call it "People to People Radio." It means that we program each of our stations to meet the particular needs of the community it serves. And we change when the community changes. Sometimes imperceptibly. Sometimes dramatically.

Our personalities know their communities. How they

think. And act. And react. They direct their programs to the interests of the communities they serve. The community (whether it's New York, Los Angeles, San Francisco, Detroit, Pittsburgh or Chicago) reacts. People react to people. It's why people advertise on ABC Radio Stations.

ABC OWNED RADIO STATIONS
PEOPLE TO PEOPLE RADIO 

WABC New York • **KQV** Pittsburgh • **WXYZ** Detroit • **WLS** Chicago • **KGO** San Francisco • **KABC** Los Angeles

on Wednesday.

Stumbling Block ■ Vincent Wasilewski, National Association of Broadcasters president, summed up the broadcasters' case: The doctrine is regarded as "legally unsupportable and, in operation, impractical," he said. An NAB survey, he noted, "shows that 60% of all station managers stated that their reluctance to take on controversial subjects on their stations was due to difficulties they knew they would encounter under the fairness doctrine."

For his pains, Mr. Wasilewski drew a retort from Frank Orme, executive director, National Association for Better Broadcasting, that charged the NAB president with sketching the plot for a TV children's program called "Super Antenna," whose hero was the head of "a great association of broadcasters."

Mr. Wasilewski attempted no reply to what he termed an ad hominem argument. Hyman H. Goldin, associate professor of communications at Boston University and a former FCC economist, was the first to comment after the Orme-Wasilewski exchange. "The last thing I want to do," he declared, "is launch a personal attack on Mr. Wasilewski."

The first paper Wednesday morning was presented by William G. Harley, president, National Association of Educational Broadcasters. He and Lincoln Furber, public affairs director of non-commercial WETA-TV Washington, assigned to reply to Mr. Harley's paper, were in basic agreement. Both assailed

the prohibition in the Public Broadcasting Act passed last year against editorializing by educational stations.

Chairman Staggers had a reply comment on this proposition. He noted that the educational broadcasters had had ample opportunity to oppose such a provision during hearings before his committee last year before the bill was passed. Mr. Harley replied that they had testified that they didn't plan to editorialize but that being prohibited from doing so was more than they had bargained for. Mr. Staggers observed that without such a section no bill could have emerged from his committee, but agreed that the matter might some day come up for re-examination.

The final session on Wednesday afternoon featured papers by Jay Crouse, president, Radio Television News Directors Association, and news director of WHAS-TV Louisville, Ky., and Louis L. Jaffee, Harvard University law professor. Mr. Crouse's paper was answered by Paul Porter, Washington attorney; Mr. Jaffee's paper by Howard Bell, president, American Advertising Federation.

Other panelists, without formal papers or reply comments, but who participated throughout the sessions, were John R. Corporan, vice president-news, Metromedia TV; Mr. Hyde, and Mr. Goldin. Donald McGannon, chairman, Westinghouse Broadcasting Co., was also slated to appear, but was kept away by a death in his family.

Mr. Crouse cited specific examples

of the fairness doctrine's effect on news coverage. "A form of what might be labeled precensorship has already evolved," he said. As seen by a practicing newsman, he said, "the fairness doctrine is a crippling restraint."

Mr. Porter said that "what bothers me is the critical impreciseness of the standard." But it all boils down to "whom you trust"—the FCC or Dr. Stanton? The best the FCC could do, he concluded, would be to abandon any case-by-case or dossier approach and depend solely on an over-all review at license-renewal time.

Mr. Jaffee concluded that the doctrine doesn't do much good: "At bottom, my doubts reflect the general notion that the fairness doctrine overemphasizes the significance of isolated TV communications." But on balance, he concluded that "the fairness doctrine does have a marginal utility."

Mr. Bell used his reply to Mr. Jaffee as a platform to air aspects of the FCC's extension of the doctrine to product advertising, urging the Congress "to consider enactment of legislation specifically overruling this order of the commission."

Mr. Corporan took the brunt of a subcommittee probe into what guarantees the public would have of hearing all sides in the absence of the doctrine. "Broadcasters," he replied, "have a constituency, just as congressmen have. Listeners are the best judges, exerting pressures on the broadcaster in the marketplace."

THE MEDIA

Bids are made for Golden West

But Gene Autry is adamant as Los Angeles educational group, the Mormon Church, Cox and Capital Cities all talk purchase

Los Angeles educational television interests are making a run for the acquisition of channel 55 KTLA(TV) Los Angeles, and say they are prepared to pay \$25 million for the independent and convert it to noncommercial operation. But Gene Autry's Golden West Broadcasters isn't sure it wants to sell the TV outlet or the four A/M stations it owns, in spite of overtures and conversations with interested entities.

First word of a possible sale of the Golden West properties surfaced last December (BROADCASTING, Dec. 4, 1967), when Mr. Autry stated that there were no current negotiations with Mutual Broadcasting Corp. terminating

months of intermittent conversations initiated by Mutual at a reported figure of \$60 million for KTLA and KMPC Los Angeles; KSFO San Francisco, KEX Portland, Ore., and KVI Seattle. Mr. Autry said at that time that if those responsible for rumors of imminent sales did not desist, legal action would be taken.

Last week the California educational group announced it had not but was prepared to negotiate, for a VHF outlet—presumably channel 5. Unofficially, it was said that it felt it could raise \$25 million through contributions from networks and stations in the area, from the Ford Foundation and from public-spirited citizens.

No serious negotiations are underway, Golden West executives said last week. But, three prospective buyers are eyeing KTLA—Bonneville International (Mormon Church), whose executive board is scheduled to meet Friday (March 15) to make a decision; Capital Cities Broadcasting, and Community Television of Southern California, licensee of noncommercial, educational KCET(TV) Los Angeles on channel 28. Capital Cities reportedly is also interested in KSFO.

Cox Broadcasting has its eye on the four radio stations only, reportedly at about \$25 million.

Golden West is principally owned by Gene Autry; his associates are Robert O. Reynolds, owning nearly 30%, and Loyd C. Sigmon, who recently became executive vice president for financing and planning after relinquishing the general managership of the broadcast properties, holding approximately 4%. Golden West also owns the California

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it were
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for man
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will broadcast
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Mr. Autry and his associates have been reluctant to discuss the overtures that have been made to them. Mr. Autry does not want the stations "hawked" on the ground that they are not for sale; but, it's understood, in the light of the wishes of his associates he would be disposed to sell to the right people under proper auspices and for cash.

Not Arizona ■ The Autry-controlled properties in Arizona—KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson—are not Golden West properties and have not become involved in any prospective negotiations.

Arch Madsen, president of Bonneville International, contacted last Thursday, said his group had under "exploratory negotiation" the possible acquisition of KTLA. He confirmed reports that a meeting of the board of Bonneville International would be held in Salt Lake City Friday, at which time a decision would be made. Bonneville International's interest in Los Angeles, it is presumed, is whetted by the fact that there are 200,000 Mormons in the Los Angeles area, containing also one of the largest of the Mormon temples.

Also discussed with Golden West officials and attorneys has been the possible acquisition of KTLA and the San Francisco radio station by Capital Cities through Howard Stark, New York broker, who has been identified with acquisitions made by Golden West. But, it's learned, there's no present disposition to sell any of the radio properties piecemeal, if at all.

Capital Cities cannot bid for Golden West's KMPC in Los Angeles because it already owns KPOL-AM-FM there, which it bought in 1966 for \$8.2 million. Moreover, having its full quota of five VHF television stations, Capital Cities

would have to sell one of its properties in order to acquire KTLA.

Perhaps the most intriguing prospective purchaser is the educational group in Los Angeles. John W. Luhrin, president of KCET, said his group has been considering the possibility of purchasing a VHF property for a month.

Promises of support from foundations and civic-minded Angelanos, as well as from presumably happy commercial telecasters in that market glad to see a competitor turned into a non-commercial station, were mentioned by KCET officials as the basis for their belief they could raise the necessary \$25 million. If the educators actually got the channel-5 facility, it would be a repeat of the transfer of ownership of channel 13 in New York in 1961 when the commercial WNTA-TV (now WNDT[TV]) officially assigned to Newark, N.J., was sold to noncommercial Educational Broadcasting Corp. for \$6.2 million.

KCET officials said they had no intention of giving up channel 28; they would use their present facilities, they said, for in-school instruction or as part of a classroom circuit. Actually, KCET has an application pending before the FCC for channel 58. There is no barrier to an educational group owning two stations in the same community.

More for Others ■ Should KTLA go noncommercial, knowledgeable station men in Los Angeles calculate that this would mean about \$14 million in revenues for the 10 other commercial TV stations operating there. Six of the 10 are VHF stations.

An interesting sidelight is that local stations are already contributing \$1.8 million to KCET so that the station can equip itself completely for color.

Acquisition of the four radio properties in one transaction, with the consideration also in the \$25-million range, has been discussed, it's understood, between J. Leonard Reinsch, president of

Cox Broadcasting, and Mr. Autry. If Cox Broadcasting acquires the Golden West radio group, it will have to sell one of its radio stations in order to comply with the FCC limitation of seven under one ownership. This purchase would be, of course, contingent on Golden West's sale of KTLA to one of the current bidders.

Reshuffle of Command ■ Last month the management structure of Golden West was changed. William D. Shaw, general manager of KSFO, was named vice president and general manager of the radio division, with headquarters in San Francisco.

Stanley L. Spero was named vice president and general manager of KMPC. Carolo Anneke, general manager of KTLA, left late last month and has not been replaced.

Also KMPC is now moving under the same roof with KTLA to the former Paramount Sunset Studio lot which Golden West bought last year for \$4.5 million.

NLRB examiner finds for union in WMAN case

A National Labor Relations Board trial examiner has recommended that Richland Inc. (WMAN Mansfield, Ohio) be ordered to cease and desist from unfair labor practices. Trial Examiner Frederick U. Reel said the station should be ordered to bargain in good faith with the National Association of Broadcast Employees and Technicians, AFL-CIO, which represents the station's announcers and engineers.

The examiner also said the company should be ordered to quit saying it would never sign a contract with NABET, that it should refrain from threatening employees with reprisals if they engage in union activities, and that it should stop promising benefits to employees who refuse to support a union. The examiner recommended two employees be paid for sick leave the examiner said had been denied them because of their union activity.

The examiner's order is not final and may be either approved, denied, or modified by the NLRB.

NAB TV code adds two

Two Kaiser Broadcasting stations, WKBF-TV Cleveland and KVHK-TV San Francisco, were added to the National Association of Broadcasters television code between Dec. 15, 1967 and Jan. 15, 1968, according to an announcement last week from NAB. It was further noted that in the same one-month period there were no station withdrawals from the TV code.

The FCC mailman's work keeps growing



Mr. Ray

was trying to tell them something

Broadcasters who were in Washington for the National Association of Broadcasters' annual state presidents conference (BROADCASTING, Mar. 4) are trying to figure out if William B. Ray

about public reaction toward broadcasting.

Mr. Ray, chief of the FCC's complaints and compliance division, mentioned that his office received about 35,000 complaints against broadcasters in 1967, and that only a "miniscule number" are valid complaints.

Questioned as to whether the 35,000 was a larger number than the previous year, Mr. Ray replied that the number of complaints is increasing yearly and "we don't have a chairman like Newton Minow urging people to write in."

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Dirksen, Martin fill NAB speakers list

The speaker roster for the National Association of Broadcasters March 31-April 3 Chicago convention was completed last week with the addition of Senate Minority Leader Everett M. Dirksen (R-Ill.). Senator Dirksen will address the closing management luncheon on April 3.

The concurrent Broadcast Engineering Conference filled its speaker list with Edgar T. Martin, manager of engineering, Voice of America. He will speak to the engineering conference luncheon on April 3.

With the convention only three weeks away registration is running at about the 1967 pace. As of Wednesday, March 6, a total of 3,109 had pre-registered; 2,237 for the management sessions and 872 for the engineering sessions.

Two new features have been added to this year's convention, one on the unofficial agenda, the other a part of the official program.

On Sunday, March 31, the annual NAB convention mass will be held in the upper church of Old St. Mary's Church. At the request of broadcasters, an NAB Protestant service will be held for the first time this year at Orchestra Hall on South Michigan Avenue.

At the Wednesday television session the National Academy of Television Arts and Sciences has been given a spot to present its annual award to a TV station for an outstanding locally produced program or series.

Board Elections ■ Also on the Wednesday session will be the annual election of NAB TV board members. Six seats on the 15-man board will be up this year, three of them being vacated by board members who have completed two two-year terms. At least 11 broadcasters, including three incumbents, are reported to be running for the six seats. The seats being vacated are held by Robert Ferguson, WTRF-TV Wheeling, W. Va.; John T. Murphy, Avco Broadcasting Corp., Cincinnati, and Joseph S. Sinclair, Outlet Co. Stations, Provi-

dence, R. I.

The three board members seeking a second two-year term are: Roger Clipp, Triangle Stations, Philadelphia; Arch Madsen, Bonneville International Stations, Salt Lake City, and Willard Walbridge, KTRK-TV Houston.

Others whose hats are in the ring for one of the six seats are: Charles Batson, Cosmos Broadcasting Corp., Toledo, Ohio; Joseph Baudino, Westinghouse Broadcasting Co., Washington; Richard C. Block, Kaiser Broadcasting Corp., Oakland, Calif.; Donald P. Campbell, WMAR-TV Baltimore; William Putnam, Springfield Television Stations Springfield, Mass.; A. Louis Read, WDSU-TV New Orleans; Peter Storer, Storer Broadcasting Co., Miami Beach, and Fred Weber, Rust Craft Stations, Steubenville, Ohio.

Star Stations argue for WIFE renewals

Star Stations of Indiana Inc. took exception last week to an FCC hearing examiner's recommendation that its WIFE-AM-FM Indianapolis license renewals should be denied for broadcast practices "offensive to the public interest" (BROADCASTING, Dec. 25, 1967). In a brief supporting exceptions to the initial decision Star claimed that the public was not affected "in any way" by the practices.

The practices that the examiner found odious were those in which Star allegedly defrauded numerous advertisers by furnishing affidavits of performance that contained false and misleading information about the times and dates of ads broadcast on the stations. But Star reiterated its claim that it should not receive sanctions for practices that the commission has no clear rule against.

Star noted that "while the station held itself out as open to do business with and, indeed, entered into private contractual relationships with a comparatively insignificant number of advertisers, the greater public—the listening public which is the ultimate concern of the commission—was not in any way affected by the practices."

The Broadcast Bureau in its brief said it supported the examiner's decision, but took exception to his failure to conclude that Don Burden, former president of Star's parent company, had submitted false and misleading statements regarding his knowledge of the extent and nature of the billing practices. The bureau said that the examiner had a "clear mandate" to draw a conclusion on this subject.

In a related matter Star asked the commission to reopen the hearing rec-

ord to show, among other things, that Mr. Burden had made restitution totaling \$6,100 to advertisers who "may have been sent incorrect bills" and that he was no longer president of Star, but instead chairman of the board (BROADCASTING, Jan. 8). In its brief Star concluded it has shown that "it has the ability to clean its own house without the supervision of the commission."

Media concentration issue flares up again

The question of whether the FCC will permit a company to acquire all of the broadcasting properties in a small community—even if it already owns the local newspaper—has been answered in the affirmative on several occasions over the years. But the issue of monopoly control of media in such cases still retains its heat so far as the commissioners are concerned.

That was indicated last week with the release of three separate statements accompanying an announcement that the commission had approved the sale of financially ailing WAKM(FM) Bedford, Pa., from Ford Bedford Enterprise Inc. to the Inquirer Printing Co.

The Inquirer, which bought the station for \$53,887 (including \$20,000 in liabilities), owns the only AM station in the town of 3,700, WBFD, a day-timer, and its only newspapers, a weekly and a daily.

But Commissioner Lee Loevinger, of the four commissioners voting to approve the sale, noted that Bedford is served by 10 AM and five FM stations located within 30 miles, plus two CATV systems and "numerous broadcasting stations" slightly farther from the community. He also pointed out that 13 newspapers circulate in the county.

"In these circumstances talk of 'monopoly control of local media' is more than unwarranted—it is absurd," he said. "The separate dissenting opinions being filed in this matter appear to be attempts to make ideological mountains of fact which don't even amount to genuine molehills."

Rebuttal ■ Commissioner Kenneth A. Cox, one of the dissenters, fired back that talk of monopoly control wasn't absurd. "In fact, if this is not such a monopoly, I don't see how one could ever exist." Then he added: "It seems a little odd that such a condition doesn't even qualify as a monopolistic molehill to one who was once this country's chief trustbuster"—a reference to Commissioner Loevinger's two-year hitch as assistant attorney general in charge of the Justice Department's antitrust division before joining the commission in 1963.

Commissioner Cox said of the out-



Senator Dirksen



Mr. Martin

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side 15 stations said to be serving Bedford, only one AM and two FM's could be expected to put signals into the community. He said the outside papers circulating in the county are published in cities much larger than Bedford and could not be expected to devote "any significant attention" to Bedford affairs.

Commissioner Nicholas Johnson, in a separate dissenting statement, said the Inquirer's purchase is "one of the more egregious recent departures" from the commission's professed allegiance to diversity. "But," he added, "it is not, unfortunately, atypical of the commission's readiness to approve transfers to applicants who would never be considered suitable licensees in comparative proceedings. Transfer policy is the loophole through which these government-authored threats to freedom of expression find their way into communities like Bedford, Pa."

Station's Losses ■ A key factor in the proceeding was the financial losses of WAKM from the time it went on the air in December 1966. Commissioner Loevinger said that the licensee cannot afford to continue taking losses and that the combination of the two stations might permit better programming and more efficient operation than would be possible with either one alone.

Commissioner Cox, however, said the commission had consented to the crea-

tion of a monopoly of local media out of a feeling of sympathy with a licensee who has lost money. The commissioner, asserting that the licensee had held out for "the highest possible price" as a means of minimizing its losses, concluded: "We cannot protect the interest of the public in diversity unless we are willing to see broadcasters absorb their losses by requiring them to sell to purchasers who pose no concentration problems."

Joining Commissioner Loevinger in the majority were Chairman Rosel H. Hyde and Commissioner James J. Wadsworth, as well as Commissioner Robert E. Lee, who joined in the concurring statement. Commissioner Robert T. Bartley was in the minority, along with Commissioners Cox and Johnson.

Court rules legislature controls R.I. CATV

Rhode Island cable-TV prospects received bad news last week. The state supreme court ruled that municipalities cannot grant franchises to CATV's unless they have explicit delegation of authority to do so from the general assembly of the state legislature.

The court's edict came in upholding a superior court ruling last year that

the East Providence city council improperly granted a CATV franchise in 1966 to Full-Channel TV Inc. Full-Channel appealed that ruling to the supreme court.

Last week's decision was considered wide ranging for Rhode Island towns and cities, since it held that no license or franchise for any business activity could be issued unless that power was delegated to the municipality by the state.

Meanwhile, argument on a motion to dismiss is scheduled to be held tomorrow (March 12) on a complaint filed by the state public utilities commission against the Westerly, R.I., cable system, New England Telephone Co., and others. The utilities commission claims that it is the only body authorized to grant CATV franchises. The Westerly system, which began in 1966, now has less than 1,000 subscribers. It is the only operating system in the state. It leases its lines from New England Telephone.

Changing hands . . .

ANNOUNCED ■ *The following station sale was reported last week subject to FCC approval.*

■ WKMF Flint, Mich.: Sold by John Carroll and associates to Martin F. Beck and group for a consideration in the neighborhood of \$600,000. Buyers own WGLI Babylon, N. Y. Mr. Carroll's group bought the station in 1963 for \$250,000. WKMF operates on 1470 kc with 5 kw days, 1 kw nights. It was founded in 1953 and is affiliated with ABC.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 74).*

■ KAH1 and KAF1(FM) Auburn, Calif.: Sold by Donnelly C. Reeves to F. Robert Fenton and John McCabe for \$315,000. Mr. Reeves has been granted CP for a new AM in Roseville, Calif., contingent on FCC approval of the sale of KAH1. Mr. Fenton is 60% owner of KFIV Modesto, Calif. Mr. McCabe is advertising director for Save Mart Stores, supermarket chain in Modesto. KAH1 is daytimer on 950 kc with 5 kw. KAF1(FM) operates on 101.1 mc with 3.2 kw.

■ WCBC(FM) Catonsville, Md. (Baltimore suburb): Sold by J. Stewart Brinsfield Sr. and J. Stewart Brinsfield Jr. to George E. Hull and Carl G. Brenner for \$300,000. Messrs. Brinsfield own WHRN Herndon, Va., WCIR Beckley, W. Va., and a new AM in Naples, Fla. Messrs. Hull and Brenner are licensees of WBMD Baltimore. WCBC operates on 105.7 mc with 2.8 kw.

■ KRAL Rawlins, Wyo.: Sold by Mal-

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com Wyman to Korral Radio Inc. for \$100,000. Korral Radio is owned by Philip Sterling and wife, who also own KDOM Windom, Minn. KRAL is on 1240 kc with 1 kw days, 250 w nights.

New TV Stations

***WGIQ(TV) (ch 43) Louisville, Ala.** has set Aug. 1 as target date to begin telecasting in association with seven stations of the Alabama ETV Network. The station will operate with 708 kw visual, 70.8 kw aural with an 801-foot tower, 8 a.m. to 10 p.m., Monday through Friday.

WXTV(TV) (ch 41) Paterson, N. J., a Spanish-language station, has set July 1 as target date to begin telecasting. The station will operate from an 890-foot tower above average terrain with 1,020 kw visual and 204 kw aural.

St. Louis ETV loses

CP for new facilities

Matching funds that weren't there and inaccurate geographical coordinates added up to a rescinded construction permit for the St. Louis Educational Television Commission last week.

The commission on Feb. 14 had granted the educational group a permit to make changes in its noncommercial station, KETC(TV).

But the commission set aside the grant after it determined that the educational group had relied on matching construction funds from the Department of Health, Education and Welfare, which have not yet been made available.

The commission also found that the geographical coordinates for the transmitter site specified in the application and on which the Federal Aviation Administration approval was based were incorrect.

The educational group had asked for a waiver of the short-spacing rule to permit relocation of the KETC transmitter at a site southwest of St. Louis that would be 157 miles from the center of Evansville, Ind., and 168.1 miles from the site proposed in a pending application. The new site and the tower on it have been donated to KETC.

The construction permit included authorization to increase power and antenna height.

Lexington UHF joins ABC

WBLG-TV (ch. 62) Lexington, Ky., will be a primary affiliate of ABC-TV when it goes on the air in early June, it was announced last week. The station is owned equally by Roy White of Lexington and Reeves Broadcasting.

Springfield replies to CATV complaint

Springfield Television Broadcasting Corp. has answered its CATV critics who have called on the FCC to revoke its TV licenses.

The Community TV Association of New England asked that the commission revoke Springfield's licenses or impose the maximum monetary penalty against its WWLP(TV) Springfield, and satellite WRLP(TV) Greenfield, both Massachusetts. The association said Springfield had not informed CATV owners of anti-CATV editorial comments that were allegedly of a "vituperative nature" (BROADCASTING, Feb. 26).

Springfield said last week that it had mailed copies of the editorials to the 24 CATV operators in the WWLP-WRLP service area, but had received no response. The association "sat silently for a year and a half," Springfield claimed, "then, in a great gush of emotional purple prose . . . asks the commission to impose the administrative death sentence . . ." Springfield alleged the association has employed the fairness doctrine "as a blackjack to silence the voice of a competitor."

Meanwhile, Community TV modified its petition to ask the commission to

revoke all of Springfield's licenses in light of its complaint against two of the stations. Springfield also owns WJZB (TV) Worcester, Mass.; WKEF(TV) Dayton, Ohio; WENS-TV Pittsburgh, and WJHF(TV) Raleigh, N. C.

Court to review grant of Rochester ch. 13

A federal court has stayed the FCC's grant of Rochester, N.Y., channel 13 to Flower City Television Corp., but has imposed an expedited briefing schedule that looks to argument the week of April 22. The stay was granted at the request of the eight unsuccessful applicants. The court told the appellants to file a single brief in the case.

The channel 13 grant was made by the FCC on a 4-to-2 vote last year with Commissioners Robert T. Bartley and Nicholas Johnson dissenting (BROADCASTING, Aug. 7, 1967).

Appealing are Federal Broadcasting System (WSAY Rochester and WNIA Cheektowaga, both New York), Genesee Valley Television Co., Community Broadcasting Inc., Heritage Radio and Television Co., Main Broadcasting Co., Citizens Television Corp., Rochester Telecasters Inc. and Star Television Inc.

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Interconnection sought by ETV

Educational broadcasters planned to ask the House Education Subcommittee last Friday to consider the interconnection of broadcast facilities within the proposed "networks for knowledge concept" that is included as an amendment to the Higher Education Act.

The bill (H.R. 15067) envisions the interconnection of universities, research centers and libraries to exchange educational resources such as books, library collections, catalogues, instructional materials, etc., through computers and other electronic systems.

Impetus for such legislation came from President Johnson who, when signing the Public Broadcasting Act last November, said: "We must consider new ways to build a great network for knowledge, not just a broadcast system, but one that employs every means of sending and of storing information that the individual can use."

James Fellows, director of research and development, National Association of Educational Broadcasters, in planned testimony urged that nothing in the present bill "should be used to prevent grants which include the interconnection of broadcast facilities."

Pointing out that interconnected networks for educational broadcasting are either operating or in advanced planning in 20 states, John Witherspoon, general manager of San Diego State College's KEBS-TV, recommended that the bill be broadened to include operation of educational broadcasting facilities. Mr. Witherspoon said "there is little point to establishing a computer network and a broadcast network and various other kinds of networks" that could be combined in one system.

Mr. Fellows urged the subcommittee to consider the present proposals within the context of the Public Broadcasting Act and the new function of the Corp. for Public Broadcasting.

Also testifying for educational broadcasters was Luke F. Lamb, director of educational media, Oregon State System of Higher Education.

Savannah UHF grant approved

The FCC's review board has upheld a hearing examiner's initial decision that would grant channel 22 at Savannah, Ga. to Lewis Broadcasting Co. Lewis Broadcasting is wholly owned by J. Curtis Lewis, who has no other broadcast interests and is currently the mayor of Savannah. The board action denied a competing application of WSGA Television Inc., whose principals own

WSGA Savannah. The board said that the Lewis application "is entitled to greater weight" than that of WSGA because of the commission's policy objective of maximum diffusion of control of mass-media communications.

Color prime topic at CATV meeting

Color cablecasting was what it was all about for the more than 100 cable operators who met in Salt Lake City for a program origination workshop sponsored by the National Cable Television Association.

The sessions ranged from panel discussions on CATV-community public relations to practical exercise in creative programming with a single keynote—color—and a prediction from some cable sources that major-market color cablecasting will be a reality within five years.

It also became known during the workshop that Bill Daniels, multiple CATV owner and CATV broker, has invested in color equipment for use in several of his California systems. Mr. Daniels reportedly is set to purchase \$70,000 to \$75,000 of equipment through Telemation Inc. for systems near Twenty-nine Palms, Calif. The package will include two live cameras and two color video-tape recorders (International Video Corp.) and one film camera. Other color systems were sold as well.

According to one NCTA source, what gave this meeting a boost in the arm over previous sessions is that some color equipment manufacturers and film packagers apparently discovered a market in cable this year. Included in/or conducting various panel discussions, demonstration and instruction classes were Lyle O. Keys, president of Telemation Inc.; Keith Covey of ColorTran Industries Inc.; Matt Spinello and Jim Crooks of Ampex Video, and Jack J. Lawson, vice president-sales, Sparta Electronic Corp. Film packagers were represented by Robert Weisberg, Telemation Program Services; John Brunson, Programing Corp. of America, and Gene Dodge, Modern TV.

Featured at the workshop were two color studios—one a fully automated one-man studio operation with weather-time facilities, a single live camera (IVC) and projection equipment; the other, a two-camera setup with conventional film chain, multiplexer and full-control facility. Both studios were offered through Telemation and are said to provide "acceptable" color. A basic color setup sells for a reported \$20,000.

Among the speakers at the workshop

was George Hatch, KUTV(TV) Salt Lake City, and cochairman of the ad hoc copyright negotiating committee, who warned that "in all likelihood, what Congress will enact will be the last [copyright] legislation for 45 years," therefore "you'd better talk to your senators and congressmen in a hurry." He also expressed dissatisfaction with the current legislation before Congress that has specific language covering telecasts of live presentations. He said it may "open wide a huge new area of copyright liability."

TV's get protection in two CATV cases

The FCC terminated one show-cause proceeding against a CATV system and issued a cease order against another last week.

The commission dismissed the show cause against Welch Antenna Co., serving Welch, W. Va., because the CATV had reached agreement with a complaining TV station, WHIS-TV Bluefield, W. Va., over carriage and nonduplication protection. WHIS-TV will receive protection starting April 1.

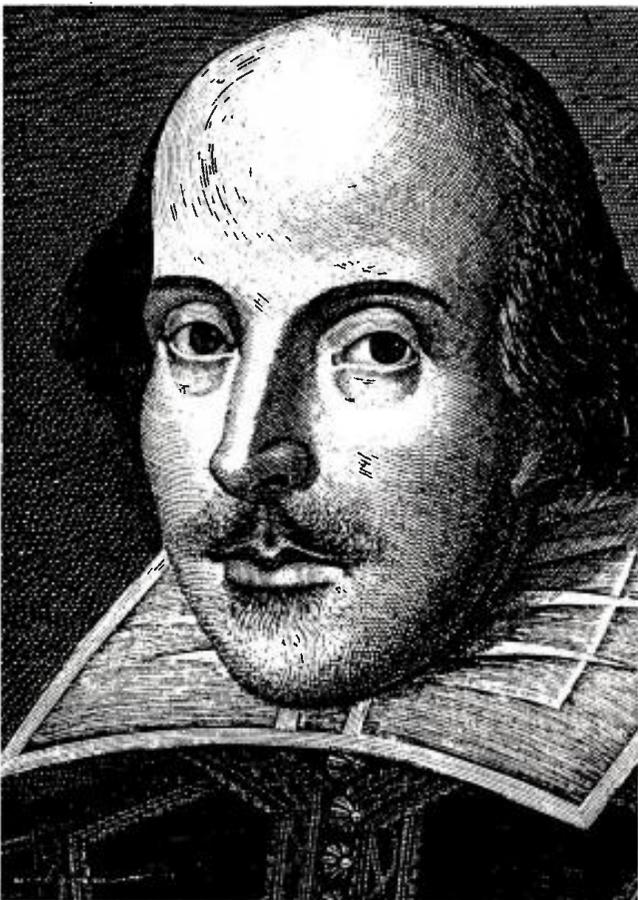
The commission also ordered Willmar Video Inc., serving Willmar, Minn., to provide program exclusivity to KCMT (TV) Alexandria, Minn. Willmar Video is within the station's grade-A contour.

The CATV argued that no "effective request for program exclusivity" had been received in the "form (or) style" provided for in the rules. The commission said that the important question is whether a CATV has been given enough information to determine the program to be deleted without searching through the entire day's schedule of each station carried on the cable. The FCC said the KCMT schedule was sufficient.

Metromail unit established

The formation of the Metromail Division of Metromedia Inc. to provide for a unified national organization in the direct-mail field is being announced today (March 11) by the parent company. The division encompasses three basic services—media marketing, creative marketing and business communications—that formerly were handled respectively by the O. E. McIntyre, Dickie-Raymond and Sampson-Hill companies. Metromedia is also engaged in the fields of TV-radio station ownership; television and theatrical-motion-picture production and distribution (Wolper Productions); outdoor advertising (Foster & Kleiser) and transit advertising (Metro Transit Advertising and Mutual Transit Advertising).

Ohio State just gave us an award for introducing him to a lot of Boston children.



We were honored for our five part production of "This Man Shakespeare", telecast last May on our Classroom 5 educational series.

The 1968 Ohio State University Award was for meritorious achievement among local TV shows in the category of Fine Arts and Humanities.

The citation reads: "... an excellent contribution to children's understanding and enjoyment of Shakespeare's 'Hamlet'..."

For this, we thank our producer, Michael D. Neben; dramatic director, Paul Barry; and Samuel Hirsch, Drama Critic from the Boston Herald Traveler, whose professional skill and dedication helped make this award possible.

And, lest we forget, thank you, William Shakespeare. After all, "the play's the thing".

WHDH-TV, 50 Morrissey Blvd., Boston, Mass. 02025, telephone (617) 288-5000
Represented nationally by Blair Television, a Division of John Blair & Company



FCC faces court fight

Rules forbidding airing of lottery contests to be challenged

The New York State Broadcasters Association last week gave the green light to a legal assault on the FCC's prohibition of lottery news, approved a new slate of officers, and heard Governor Nelson Rockefeller announce the appointment of a committee to help Negroes and Puerto Ricans find jobs in broadcasting.

During a busy one-day meeting in Albany, NYSBA directors unanimously approved plans to challenge FCC regulations that prohibit the broadcast of lottery information even if such information pertains to a legal, voter-approved game. (The commission's rules are based on a U.S. criminal code provision prohibiting lottery broadcasts.) NYSBA and Metromedia Inc., New York, a group broadcaster, and the city and state of New York are mounting the attack, and are said to be prepared to go as far as the U.S. Supreme Court in an effort to get the rule declared unconstitutional. (BROADCASTING, March 4).

NYSBA and Metromedia have not yet presented the commission with their initial request for a declaratory ruling.

Formal submission is expected within a week.

Later in the day, NYSBA members, representing 112 AM, 43 FM and 24 TV stations, elected Walter A. Schwartz, president of the ABC Radio networks, to the association presidency. He succeeds Robert K. King, vice president and general manager of WKBW-TV Buffalo.

C. Glover DeLaney, vice president and general manager of WHEC Inc., Rochester, and head of the Gannett Newspapers' broadcasting division, was elected vice president; William McKibben, manager, WBEN-AM-FM Buffalo, and John B. Lynch, president, WWSC-AM-FM Glens Falls, were re-elected to one-year terms as secretary and treasurer, respectively.

NYSBA's banquet was the scene of an announcement by Governor Rockefeller of plans to establish a committee to aid Negroes and Puerto Ricans in finding jobs in broadcasting and journalism. The governor also applauded efforts by NYSBA and Metromedia to reverse the lottery regulation.

Two Societies — In his speech, the governor said formation of the committee was prompted by the recent report of the National Advisory Commission on Civil Disorders, which concluded that the nation may move toward two societies—one white and one black—but which generally applauded media coverage of last summer's several race riots (BROADCASTING, March 4).

"We are not going to see the urban problems of this nation clearly as long as we see them exclusively through the eyes of white men," the NYSBA was

told.

Moreover, Governor Rockefeller said: "The Negro community shouldn't be projected only in the flames of riot and the torment of disorder, but in everyday events . . . Much of the good news—the constructive, positive efforts of people to make a better life for themselves in the central city—too often goes unreported."

Governor Rockefeller said he had named Dr. Samuel Gould, chancellor of the State University of New York, to set up the group, called the Committee on Minority Employment Opportunities in the News Media. Members will be selected from broadcasting, newspapers and journalism schools.

IRTS meeting to hear top network officials

Speakers at the seventh annual college conference of the International Radio and Television Society in New York April 18-19 will include Walter A. Schwartz, president of ABC Radio; Richard S. Salant, president of CBS News and Don Durgin, president of NBC-TV.

The three network heads will talk on their individual specialties. Other speakers will include John F. White, president of National Educational Television, and Wallace A. Ross, founder and director of the American TV-Radio Commercials Festival. Faculty members attending the conference will have an opportunity to meet with Dr. Frank Stanton, president of CBS, during an informal seminar.

BROADCAST ADVERTISING

Rising media costs cited by BBDO

BBDO last week published a judgment that surprises nobody in the broadcast business, least of all the advertising fraternity. Said BBDO in effect: All advertising media will cost more in 1969.

According to "future media trends," a new feature of the BBDO media department's 1968 audience coverage and cost guide (published annually), both daytime and nighttime network television will cost 5% more on the average in 1969 than in 1968. The network audience size won't increase appreciably in daytime and only 1% in prime time while the cost-per-thousand will go up 5% and 4% respectively, according to the projection. Moreover, said BBDO, \$1.06 will be needed in 1969 to buy an audience equal in size

to that purchased in 1968 with \$1 in daytime network TV, and \$1.04 for every \$1 in prime-time network TV.

Spot television and network and spot radio also will be up, in average cost increases, 5% in daytime and early fringe time in spot television; 6% for prime-time 20-second commercials and 7% for "late fringe" periods in spot TV. Compared with \$1 this year, purchases in spot TV in 1969 work out to \$1.06, \$1.03, \$1.05 and 1.05 in 1969 in the daytime classifications respectively of daytime, early fringe, prime time (20's) and late fringe to achieve an audience equal in size.

Radio spot (drive-time periods only) was shown as costing 4% more (yearly average) and network 3% more. In dollar terms it'll take \$1.05 and \$1.04 in 1969 for drive-time spot radio and network radio to buy an audience equal to what \$1 can buy in 1968.

Higher rates were also projected for newspapers, magazines, Sunday supplements and outdoor advertising.

BBDO, however, warned the booklet's users that its projections ought to be used in a general way only and though "easy to use, they should never be used blindly." Inflation, said BBDO, can speed up or slow down "at any time."

Tape-film firm formed

A new commercial production company, CPI Television Corp., has been formed in Glendale, Calif.

The new firm, at 1616 Victory Blvd., will feature complete high-band color video tape and commercial film services on the basis of a rate card for retail client productions. Victor H. Turner, producer with Eagle Advertising, Los Angeles, is the company's executive producer; Stephen Taylor, director of operations.

Telephone number for CPI Television and its program subsidiary, Fox Chase Productions, is (213) 241-3621.

D.C. court hears Florida TV appeals

The refusal of the FCC to permit interim operation of TV channels in Jacksonville and Orlando, both Florida, was challenged in federal appeals court in Washington last week.

At issue is the denial by the commission of petitions by applicants that the channel 12 operation in Jacksonville and the channel 9 station in Orlando be terminated and put into the hands of a combination of applicants in each city, pending the outcome of comparative hearings. On the air on those channels are WFGA-TV Jacksonville and WFTV(TV) Orlando, both since 1957.

Both stations were involved in *ex parte* charges following congressional hearings in 1958 and 1959. Neither, however, was found to be responsible, and their grants were renewed by the FCC in 1964. The U. S. Court of Appeals for the District of Columbia remanded the cases back to the commission in 1965 with orders to hold new hearings and to permit new applicants to file for the facilities. The court said the records in both cases were "stale." The commission followed these instructions, and there are now three applicants plus WFGA-TV for channel 12 in Jacksonville and seven applicants plus WFTV for channel 9 in Orlando.

In denying the requests for interim operation, the FCC said it had discretion on whether or not to permit interim operation. The other applicants claimed, however, that the FCC had permitted this arrangement in Rochester

and Syracuse, N. Y., and should agree to it in Jacksonville and Orlando.

The argument was heard by Circuit Judges Warren E. Burger and Edward A. Tamm. Senior Circuit Judge Walter M. Bastian, who was not present, is the third member of the panel and will hear the argument by way of a tape recording.

FCC revamps handling of CATV waivers

The FCC, staggering under a backlog of CATV petitions for waiver of the carriage and nonduplication rules, is temporarily modifying its processing priorities. Its aim is to expedite consideration of cases in which commission action would have a "more significant" effect on the status quo.

This commission has been dealing with petitions in the order they are filed. But while this has the advantage of being fair, the commission said last week, "small CATV systems, which frequently can best make out a persuasive hardship case, are taken in order and engender difficulties out of proportion to their impact on broadcasting, while action on larger systems, where commission action will have more significant effect on the status quo, is delayed."

As a result, the commission said it would continue chronological processing, but action will be deferred in cases involving CATV systems with fewer than 500 subscribers.

Currently pending are some 300 petitions for waiver of the carriage and

nonduplication rules—many have been on file at least a year.

The FCC said it believes the new procedure will "preserve many of the benefits of chronological processing, direct available staff first to the cases with the greatest potential impact, and defer action in possible hardship situations."

The commission said it may make an exception in its new system of priorities in the case of a new system in a larger community if it appears that there could have been a substantial system growth since a subscriber count was last given the agency.

And broadcast licensees may call the commission's attention to cases presenting special circumstances that require earlier action than would be provided under the new procedure. But the commission said, a "persuasive showing of hardship" will have to be made before it considers the matter.

The commission said that systems with pending waiver requests will be expected to supplement their petitions if their subscribers number above 500.

WFOX sale consummated

L&P Broadcasting Corp., Chicago, has assumed operating control of WFOX Milwaukee following FCC approval Feb. 14 of the purchase, it was announced last week by Robert F. Bell, general manager of L&P's station properties. The group owner acquired WFOX for \$260,000 from Fox Broadcasting Corp. Sandy Sandison continues as station manager. L&P also operates WVOX and WSDM(FM), both Chicago. Leonard Chess is president of L&P.

Program choices split Xerox, PKL

Papert, Koenig, Lois Inc., New York, lost a big one last week: The Xerox Corp. Loss of the account, according to officials of both companies, was due to differences over television programming.

Xerox (Rochester, N. Y.) is the second big broadcast spender to leave PKL within the past month. Quaker Oats withdrew "by mutual agreement" its Puss 'n Boots cat food and Diet Frosted Wheat and Rice Puffs accounts last month (BROADCASTING, Feb. 19). Quaker placed about \$2 million annually through PKL; Xerox spent about \$4.5 million, more than half of it on television specials.

According to PKL spokesmen, Xerox had expressed dissatisfaction in recent months over some of PKL's program choices. Xerox had been sponsoring

such specials as CBS-TV's *Death of a Salesman* and ABC-TV's *Rise and Fall of the Third Reich*, which was presented last week.

Xerox spokesmen would not comment on the program differences, except to confirm reports that the company wanted to sponsor what it calls "reaching" shows and not "crisis" shows. They did not explain these terms, but said that programs bought would remain "meaningful." Apparently Xerox has decided to sponsor more conventional TV fare.

PKL's relationship with Xerox began in October 1961 and ends officially this June. Termination is being effected with "mutual good wishes," spokesmen said.

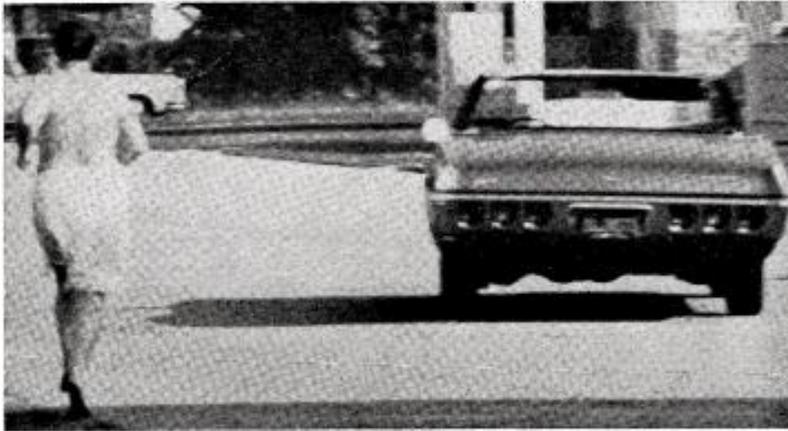
Business briefly . . .

Quaker Oats Co., Chicago, through Compton Advertising there, plans to use heavy network and spot television schedules starting this spring to introduce new Cap'n Crunch Crunch Ber-

ries breakfast cereal. Regular Cap'n Crunch was introduced in 1965 through highly successful TV exposure. Cartoon characters involved were created by Jay Ward Productions, Hollywood.

New York Life Insurance Co., through Compton Advertising, New York, has purchased half-sponsorship of an NBC News special, *American Profile: Home Country, USA*, to be broadcast April 5 (10-11 p.m. NYT) on NBC-TV. Also participating are **Abbott Laboratories** (Tatham-Laird & Kudner), **Colgate-Palmolive Co.** (Ted Bates & Co.) and **Procter & Gamble** (T-L & K). The program was produced, directed and written by Bob Rogers; NBC News correspondent Chet Huntley will be the reporter.

NBC-TV has reported sales of participations to five companies: **Pontiac Motor Division**, **General Motors Corp.**, Pontiac, Mich. (MacManus, John & Adams, Bloomfield Hills, Mich.) in



COMMERCIAL PREVIEW: Cars try to get gassed

The theme of Sinclair Refining Co.'s new campaign, breaking March 11 on 110 television stations and supported with intensive network radio in the spring and summer, is: "If your car had a mind of its own, it would head for a Sinclair station for The Better Gasoline."

Series of humorous TV spots feature a policeman, a man in a Turkish bath, a newly married couple, etc. chasing their willful autos to the nearest Sinclair station. Spots were created by Cunningham & Walsh and filmed in Fort Lauderdale, Fla., by Motion Associates East.



COMMERCIAL PREVIEW: O'Brien paints the world

Two animated characters, "Brushman and Roller," will be featured in a new series of television commercials for O'Brien Paint Corp., South Bend, Ind., when the nearly 100-year-old company moves into television this spring for the first time. O'Brien has used the characters successfully in radio until now. Clinton E. Frank Inc., Chicago, is the agency.

The cartoon pair emphasize the ease and economy of O'Brien paint in the six commercials being produced by Frank through Cascade Studio, Hollywood. A minute version will be used in network participations on ABC-TV and 10-second versions are for local spot placement. O'Brien distributes nationally through independent paint dealers.

Frank McGee Sunday Report and six prime-time programs; **Minute Maid Co.**, Orlando, Fla. (Marschalk Co., New York), in 12 nighttime shows; **American Home Products Corp.**, New York, (Ted Bates & Co., New York), in eight prime-time shows; **Thomas J. Lipton Inc.**, Englewood Cliffs, N. J. (Edward H. Weiss & Co., Chicago), also in eight programs; and the **Seven-Up Co.**, St. Louis (J. Walter Thompson Co., New York), in seven nighttime programs.

Mattel Inc., Hawthorne, Calif., through Carson/Roberts/Inc., Los Angeles, is expanding its saturation sponsorship of Saturday morning programming on all three networks to morning and early afternoon programs throughout the week. Mattel is to co-sponsor a total of 19 programs on Saturdays and 13 shows during the week. On weekday afternoons, the toymaker will be on four CBS-TV programs including soap operas. Mattel also will be participating in four afternoon shows on ABC-TV, including reruns of *The Fugitive* and two game shows. The objective of the expanded schedule is to reach mothers with products for preschool children.

Bird & Son Inc., East Walpole, Mass., through Reach, McClinton & Co., Boston, has purchased 13-week sponsorship in NBC Radio's *David Brinkley Reports*.

Florists' Transworld Delivery Association, through Post-Keyes-Gardner Inc., both Detroit, and **Morton Salt Co.**, through Needham, Harper & Steers, both Chicago, have bought first-quarter sponsorships on CBS Radio's *News and Dimension*.

GF returns to NBC as program sponsor

For over a decade, NBC-TV has sought General Foods Corp.'s network-program business, an effort rewarded last week with an announcement that GF has ordered an alternate-week sponsorship of *Julia*, a new half-hour comedy-drama that starts on NBC next fall.

General Foods, White Plains, N.Y., has consistently placed all its program buys on CBS-TV. Next season, GF's lineup on CBS in prime time includes one-half of the new *Mayberry RFD* series, two-thirds of *Gomer Pyle* and various participations scattered throughout the CBS schedule.

In reporting the new buy, handled through Young & Rubicam, New York, NBC said this was the first General Foods program sponsorship in prime time on that network since the 1956-57 season. *Julia* is slotted in the Tuesday, 8:30-9 p.m. period on the new NBC

schedule. *Mayberry* is a Monday entry and *Gomer* has a Friday berth on CBS's fall line-up.

GF's last program buy of a night-time show on NBC was full sponsorship of *The Adventures of Hiram Holliday* in 1956-57. Though it had not purchased a program sponsorship on NBC since that time, GF was represented on the NBC schedule as a participating sponsor in several shows, including such current series as *The Virginian*, *Daniel Boone* and *Tuesday Night at the Movies*.

What the buy means in terms of dollar investment was not disclosed, but it was noted that on the basis of minute costs, the buy in *Julia* comes to some \$165,000 every other week.

Rep life complicated by requests for data

Advertising agencies are making the television-station rep's job tougher these days. In fact, agency requests for detailed information have just about doubled the average rep's workload, according to Television Advertising Representatives Inc., New York.

A study just completed by TVAR shows that agencies are asking for detailed data on station audiences, reflecting the increasing effort to pinpoint television audiences for marketing purposes.

A summary, based on information contained on "avail requests" forms filled out by TVAR salesmen, shows that agencies formerly requested information primarily on homes and ratings before making a station buy. Later, a third element relating to audience composition was added: men, women, teenagers or children.

Now, according to the TVAR study, an increasing number of spot-TV buys involve four or more audience factors: age of audience as well as ratings, homes and gender of audience.

Age A Big Factor ■ That the age of audience has become an increasingly important factor is confirmed by TVAR avail requests records that show that during the last quarter of 1967, 53% of the requests for availabilities involved one or more specific age groups. In other words, agencies wanted to know if a show reached a particular age group in more than half the cases.

And where age was a factor in making a spot buy, agencies relied exclusively on one group in approximately 34% of the cases, TVAR said. In these cases, the agency does not request information on all viewers, but instead limits its request for information to a particular age group. Where agencies ask for information on a particular age

NONCOMMERCIAL PREVIEW: Mary Jane 101's

Sometime in the future, if the possession and use of marijuana is made legal, would television carry commercials for "101 mm Joints"? Looking forward to that time, Los Angeles viewers this week will see "commercials" extolling cannabis sativa as if it were legal today, on a four-night, 12-hour special on KCET (TV), the city's noncommercial TV.

Stan Freberg, advertising's most gainfully untamed soul, has created six taped vignettes on the subject. The spots, varying in length from 45 seconds to five minutes, will be slotted throughout KCET's prime-time examination of marijuana. In the most ambitious production in its

more than three-year history, the viewer-supported station will broadcast *POTpourri: Many Views of Marijuana* March 11-March 14, 7:30-10:30 p.m. PST.

In one spot that he created and taped for the program, Mr. Freberg, who is one of several outside talents to participate, plays Marshall McMedia ("Just call me an oracle. I like the word"), an educator who has written that "classical tome," "Understanding Pot." Grass is a cool narcotic, Professor McMedia decides, until you get caught using it. Then it's hot.

POTpourri was produced for KCET by Richard Scott, M.D.



It ain't Prince Albert, man

group, they ask for data on viewers in the 18-49 group about half the time.

Near 100% ■ An analysis of avail requests received by TVAR in 1967 shows that 99.5% of the agency requests asked for more than just ratings and homes data.

In 20.9% of the cases, agencies also requested data on men viewers; in 53.5% of the cases, agencies wanted information on women viewers; 12.6% of the requests wanted data on teenagers and/or children; 12.9% on adults; 2.4% also requested data on lady of the house viewers (an A. C. Nielsen Co. service), and 1% wanted area of dominant influence data.

Requests for ADI data, provided by the American Research Bureau, increased significantly during the year. TVAR reported that, assuming half of all avail requests came from "ARB agencies, ADI ratings were involved in approximately 5% of the spot-TV buys during October-December 1967."

TVAR said that agency emphasis on detailed information has increased the complexities involved in buying and selling TV. Spokesmen said there will be an increasing demand for age and ADI data in coming months, and predicted an even more complicated situation with the availability of additional local demographic data this autumn.

BAR network-TV billing report for week ended Feb. 25

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Feb. 25, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Feb. 25	Total dollars week ended Feb. 25	1968 total minutes	1968 total dollars
	Week ended Feb. 25	Cume Jan. 1-Feb. 25	Week ended Feb. 25	Cume Jan. 1-Feb. 25	Week ended Feb. 25	Cume Jan. 1-Feb. 25				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 145.8	\$ 80.7	\$ 676.3	\$ 359.7	\$ 2,662.2	73	\$ 440.4	563	\$ 3,484.3
Monday-Friday 10 a.m.-6 p.m.	1,313.6	9,997.3	3,394.7	26,384.8	2,386.8	19,833.8	943	7,095.1	7,196	56,215.9
Saturday-Sunday Sign-on-6 p.m.	1,188.5	10,461.3	721.9	9,981.3	503.2	4,059.2	254	2,413.6	1,908	24,501.8
Monday-Saturday 6 p.m.-7:30 p.m.	249.3	2,937.5	659.5	4,884.1	616.8	5,774.4	83	1,525.6	639	13,596.0
Sunday 6 p.m.-7:30 p.m.	66.0	1,585.0	240.9	2,115.0	184.2	1,709.0	18	491.1	183	5,409.0
Monday-Sunday 7:30 p.m.-11 p.m.	5,656.4	43,563.3	6,965.8	54,516.0	6,369.1	51,687.1	439	18,991.3	3,353	149,766.4
Monday-Sunday 11 p.m.-Sign-off	291.5	2,530.3	35.4	348.1	403.8	3,156.6	72	730.7	533	6,035.0
Total	\$6,765.3	\$71,220.5	\$12,098.9	\$98,905.6	\$10,823.6	\$88,882.3	1,882	\$31,687.8	14,375	\$259,008.4

Johnstone Inc. to go under Marschalk wing

The Marschalk Company Inc. will absorb Johnstone Inc., effective April 1. Both agencies are subsidiaries of the Interpublic Group of Companies Inc., and both are based in New York.

Late last year, Marschalk absorbed The Fletcher Richards Co., another Interpublic subsidiary. Last week's announcement was the latest development in the restructuring of the Interpublic Group (BROADCASTING, Nov. 13, 1967, et seq.).

Toni Robin, president of Johnstone, will become vice chairman of Marschalk and managing director of Johnstone, which becomes a Marschalk division. Three other Johnstone executives will become officers of Marschalk: Robert Mahmarian, senior vice president,

and Milton Raymond and Clay Stevens, who become vice presidents.

It was also announced that Austin D'Alton, a senior vice president at Marschalk, had been named executive vice president and head of the agency's New York office.

BBDO picks \$3 million in Pillsbury accounts

The Pillsbury Co., Minneapolis, last week named BBDO as agency for its nutritional products, snack products, prepared vegetable products, calorie control products and protein products. The billing amounts to about \$3 million, of which an estimated \$2.3 million is in broadcast.

A. L. Powell, director of communications for Pillsbury, said BBDO is receiving the following individual products: Gorilla Milk Instant Breakfast,

Space Sticks, Sweet*10 and Sprinkle Sweet, all from Campbell-Mithun, Minneapolis, plus Snack-a-Tizers refrigerated snacks, Pillsbury and Hungry Jack instant potatoes, all from Leo Burnett Co. In addition, Burnett is assigned Coffeetime snack mixes and Funny Face, a presweetened dry beverage mix, which bill about \$500,000 with \$350,000 in broadcast. They had been at Campbell-Mithun.

The loss of these products ends a 16-year relationship between Campbell-Mithun and Pillsbury, a spokesman for the company said.

B&W allowed to use tar-nicotine figures

The Federal Trade Commission has modified a 1960 consent order to permit the Brown & Williamson Tobacco Corp., Louisville, Ky., and its agency, Ted Bates & Co., New York, to make accurate representations of government findings concerning the tar and nicotine content of Brown & Williamson's filter cigarettes as compared with other filter brands.

The action follows the release late last year of government ratings of the tar and nicotine levels of various brands of cigarettes (BROADCASTING, Dec. 4, 1967). The ratings were based on data supplied by the new cigarette-testing laboratory of the FTC.

The original provision of the 1960 order had prohibited Brown & Williamson and its agency from saying the government or any of its agencies had found that the smoke of Life cigarettes or any other filter cigarette is lower in

JOSEPH E. LEVINE PRESENTS FOR EMBASSY PICTURES CORP. / TELEVISION

SOLD (Prior to general release) **JACKSONVILLE WFQA-TV**



**We didn't want to blow our own horn
so we asked AL HIRT to do it for us.**

We're proud that TV 5 ...

- is number 1 in local news coverage
- delivers 470,800 Michigan television homes
- is 32nd in the nation in total retail sales

AL HIRT'S LATEST ALBUM
"The Happy Trumpet"



• ARB/Nielsen November 1967
Sales Management's Market Figures

FLINT-SAGINAW-BAY CITY

WNEM TV 5

Represented By: STORER TELEVISION SALES, INC.

tar or nicotine content than the content of any other filter cigarette. The new modified order permits the comparison if the government has actually found the cigarette to have a lower tar and nicotine content.

Other provisions of the consent order are still in effect. Under the order the company and agency may not use pictorial demonstrations purporting to prove that the filter used in Life cigarettes, or any other filter cigarettes they promote, absorbs or retains all of the tars or nicotine in the smoke, or that the filter used in these cigarettes absorbs more of the tars or nicotine than the filter of other cigarettes, without proof of such a claim.

The 1960 order also prohibits the claim that the U. S. government approves or sanctions Brown & Williamson's filter cigarettes.

Brown & Williamson uses spot and network television to advertise Viceroy, Kool, Raleigh, Belair, duMaurier, Capri

100 and Dover Long cigarettes. The company spent \$25,192,500 in network television in 1967, according to the Television Bureau of Advertising.

WNEW puts up SRO sign for Giants football

WNEW New York has sold out its coverage of the New York Giants 1968 football season to seven advertisers.

Sponsors for the four preseason and 14 regular-season games are L & M cigarettes (Compton Advertising), Manufacturers Hanover Trust Co. (Young & Rubicam), Ford Motor Co. (J. Walter Thompson Co.) and Trans World Airlines (Foote, Cone & Belding), with Sinclair Refining Co. (Cunningham & Walsh) buying one-minute adjacencies to the games.

The pregame *Pro Football Report*, the *Half-Time Show*, and the postgame

Locker Room Report will be cosponsored by Pepsico (BBDO) and Equitable Life Assurance Society of the U.S. (Foote, Cone & Belding.)

WNEW renewed its contract with the Giants last November for another three years, after covering the football team for seven consecutive seasons. Chip Cipolla, Marty Glickman and Al Derogatis again will handle the reporting.

RAR to offer data on employed housewives

"Employed Housewives—a Major Mass Market," a specialized study by Radio Advertising Representatives working with Westinghouse Broadcasting Co.'s marketing information bank, will be introduced at the national representatives annual management meeting March 19 at the New York Princeton Club.

Among the findings in the study are that 3.6 million housewives with children under six, 9.8 million with children under 18, work. Working housewives are in general better-educated, and their family income is on the average about one-third higher than the family with the unemployed wife, the rep's study points up.

The study also discloses differences in shopping days and times, preferences for different types of stores, brand loyalty, and receptivity to new products.

Rep appointments . . .

- WPHO-TV Toledo, Ohio, and KVII-TV Amarillo, Tex.: H-R Television Inc., New York.
- KLRA Little Rock, Ark.: Edward Petry & Co., New York.
- KSND Seattle; WHLL Wheeling, W. Va.; KOZN Omaha; KUDL Fairway, Kan.; KISD Sioux Falls, S. D.: Alan Torbet Associates Inc., New York.
- WLKN Lincoln and WDME Dover-Foxcroft, both Maine: Vic Piano Associates Inc., New York.
- WMPP Chicago and WESY Greenville, Miss.: Greener, Hiken, Sears, New York.
- Iowa Radio Network (14 stations): Walton Broadcasting Sales Corp., Chicago.

Agency appointments . . .

- Tuborg Importers Ltd. has appointed Gilbert Advertising Agency Inc., both New York, as agency for Tuborg Danish beer. Tuborg spends most of its estimated \$250,000 budget in radio and consumer magazines. The beer was previously imported by Danisco Inc., with

Advertisers warmly greet 'This Morning'

ABC-TV last week said that among the some 30 advertisers participating in its new daily 90-minute variety series *This Morning*, Calgon Corp. has signed for a substantial contract. Calgon is the longest continuing sponsor of NBC-TV's *Tonight* show, is a user of daytime series on ABC-TV and markets five products nationally through its consumer-products division. It is a subsidiary corporation of Merck & Co., Pittsburgh, and places its advertising through Ketchum, MacLeod & Grove, Pittsburgh and New York.

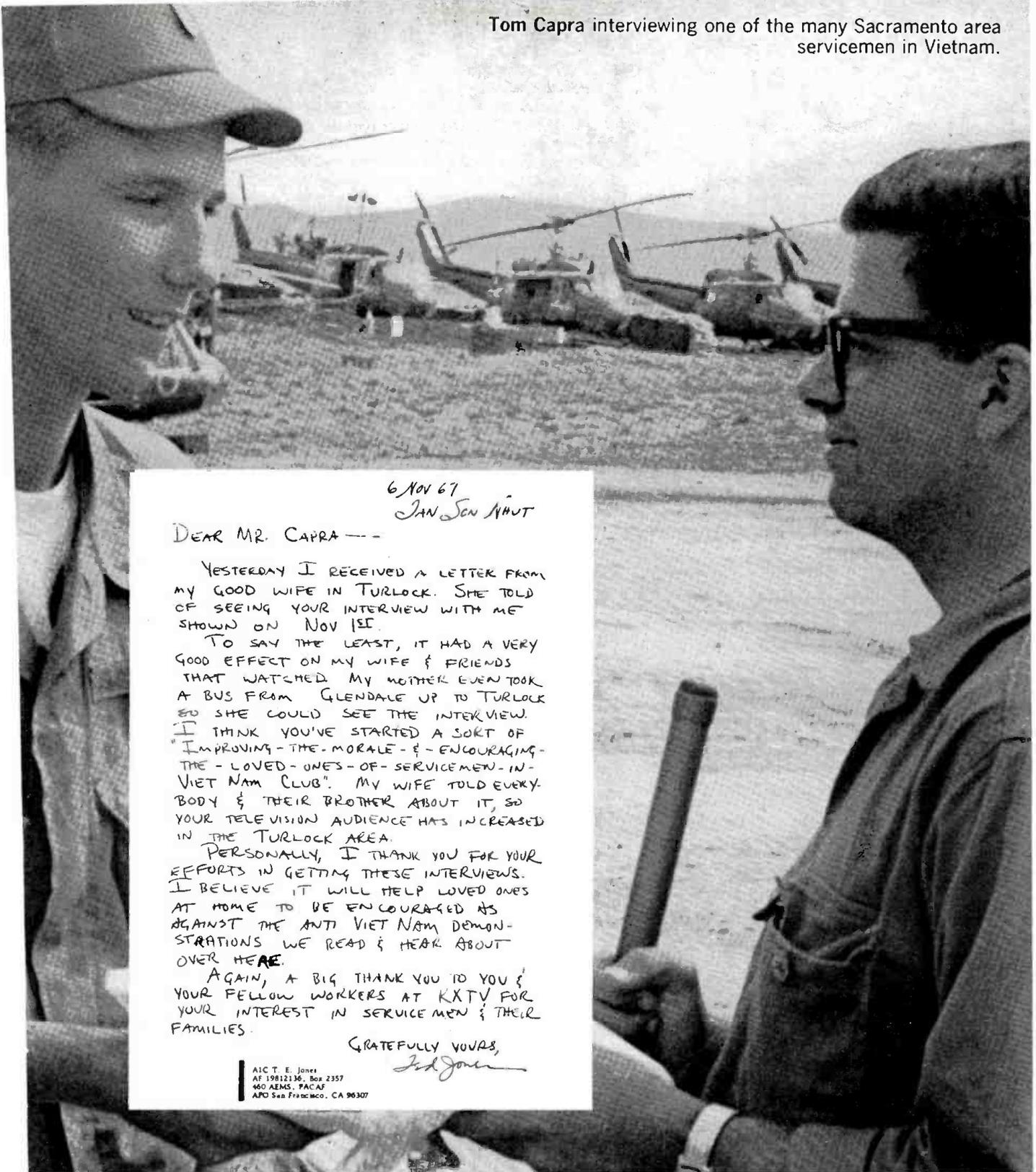
Among other advertisers in the

show are Armour, Bristol-Myers, Campbell, Colgate-Palmolive, du Pont, General Electric, General Foods, Gillette, Lehn & Fink, Minute Maid, Norwich Pharmacal, Rexall and Warner-Lambert.

This Morning, starring Dick Cavett, started on the network last week. It is telecast 10:30 a.m.-noon. During the premiere week, Calgon and agency officials met with the show's host. L to r: Dick Cavett; John H. Lockhart Jr., Calgon's advertising and sales promotion manager; John Weaver of KM&G, and William G. Schulze, a Calgon vice president.



Tom Capra interviewing one of the many Sacramento area servicemen in Vietnam.



6 NOV 67
JAN SON NHUT

DEAR MR. CAPRA ---

YESTERDAY I RECEIVED A LETTER FROM MY GOOD WIFE IN TURLOCK. SHE TOLD OF SEEING YOUR INTERVIEW WITH ME SHOWN ON NOV 1ST.

TO SAY THE LEAST, IT HAD A VERY GOOD EFFECT ON MY WIFE & FRIENDS THAT WATCHED. MY WIFE EVEN TOOK A BUS FROM GLENDALE UP TO TURLOCK SO SHE COULD SEE THE INTERVIEW. I THINK YOU'VE STARTED A SORT OF "IMPROVING-THE-MORALE-&-ENCOURAGING-THE-LOVED-ONES-OF-SERVICEMEN-IN-VIET NAM CLUB". MY WIFE TOLD EVERYBODY & THEIR BROTHER ABOUT IT, SO YOUR TELEVISION AUDIENCE HAS INCREASED IN THE TURLOCK AREA.

PERSONALLY, I THANK YOU FOR YOUR EFFORTS IN GETTING THESE INTERVIEWS. I BELIEVE IT WILL HELP LOVED ONES AT HOME TO BE ENCOURAGED AS AGAINST THE ANTI VIET NAM DEMONSTRATIONS WE READ & HEAR ABOUT OVER HERE.

AGAIN, A BIG THANK YOU TO YOU & YOUR FELLOW WORKERS AT KXTV FOR YOUR INTEREST IN SERVICEMEN & THEIR FAMILIES.

GRATEFULLY YOURS,

A1C T. E. Jones
AF 19812136, Box 2357
400 AEMTS, PACAF
APO San Francisco, CA 96307

think you've started a sort of 'Improving-the-morale-&-encouraging-he-loved-ones-of-servicemen-in-Vietnam Club!'

1C T. E. JONES

Thank you letters. Not the polite kind. But the kind that come from the heart. Thousands of them came in response to our filmed Vietnam interviews with servicemen from the Corinthian markets.

We sent crack teams to Southeast Asia to find out how local fighting men them-

selves felt about the war, so as to make the war more personal, more immediate and more meaningful to our local television viewers.

Their letters tell us that we did our job.



KOTV, Tulsa
KHOU-TV, Houston
KXTV, Sacramento
WISH-TV, Indianapolis
WANE-TV, Fort Wayne

CORINTHIAN

Responsibility in Broadcasting
Represented by H-R/Corinthian Sales.

Doyle Dane Bernbach, New York, as agency.

■ Motorola Inc., Chicago, moves national advertising account of its consumer products division from Leo Burnett Co. to Clinton E. Frank Inc. Account bills in excess of \$5 million a year.

■ Air West Inc., San Francisco, proposed airline to result from anticipated merger of Bonanza Air Lines Inc. (Phoenix), Pacific Air Lines Inc. (San Francisco) and West Coast Airlines (Seattle), has appointed McCann-Erickson Inc. to handle its projected \$1.5 million annual account. Appointment was made following presentations by agencies handling each of the existing accounts. McCann-Erickson handles West Coast, J. Walter Thompson has Pacific and MacManus, John & Adams serves Bonanza. Air West will be supervised out of McCann's San Francisco office.

■ Mrs. Paul's Kitchens, Philadelphia, has appointed J. M. Korn & Son for frozen prepared vegetables and Lee Keeler Inc. for frozen dinners and specialty items. Aitkin-Kynett Co. Inc. will continue to handle advertising on the frozen prepared seafood line. All agencies are in Philadelphia.

■ National Bank of North America moves its account from Reach McClinton to Hicks & Greist, both New York. The bank has used radio and television in the past. The account bills an estimated \$1 million.

'Electography' makes its debut

The 3M Co., St. Paul, Minn., held the first in a planned series of advertising agency and industry presentations in New York last week aimed at popularizing the term "electography" to connote the growth and development of various elements surrounding video taping.



Mr. Savidge

Jack W. Savidge, marketing manager for 3M's magnetic production division, told a group of program and commercial production executives from BBDO, Young & Rubicam and MacManus, John and Adams that electography is "a production technology that combines modern video tape, the electronic camera and related equipment with the growth of professional expertise and art in using them to make motion pictures."

The assembled advertising executives saw a 10-minute film on electography produced by the Videotape Center (owned jointly by 3M and Metro-Goldwyn-Mayer) that focused on the new technology that has developed in the production of tape commercials and

programming.

The 3M promotion in support of electography begins this month with advertisements in business and professional publications and will continue with special exhibits at the National Association of Broadcasters' convention in Chicago March 31-April 3 and the meeting of the department of audio visual instruction of the National Education Association in Houston March 25-27. Presentations will be made on behalf of electography to advertising agencies, producers, advertisers and educational and public-service organizations, according to Mr. Savidge.

Also in advertising . . .

Now, now ■ RKO General Broadcasting National Sales released last week an updated version of its 12-minute color film originally released last year, and a 20-page booklet of marketing information on the "Now Generation," consumers between 18 and 34.

New in New Haven ■ Van Leeuwen Advertising Inc., has set up shop at 200 College St., New Haven, Conn., it was announced by president Louis Van Leeuwen. New agency offers complete advertising, marketing and public relations services.

Butler moves ■ John C. Butler & Co. has moved to 205 East 42d Street, Suite 1215, New York 10017, telephone: (212) 899-6161. The representative firm was at 500 Fifth Avenue.

EQUIPMENT & ENGINEERING

Set manufacturers tune out ACTS

ANGERED BY COLD SHOULDER, UHF GROUP TAKES ITS CASE TO FCC

An informal meeting that had been conceived as a means of permitting UHF broadcasters and TV-set manufacturers to exchange ideas on the development of UHF-set tuners appeared to have failed in that respect last week. What the meeting did produce was bitter feelings among broadcasters.

The All-Channel Television Society, the UHF trade association, made it clear after the closed-door meeting in Washington Tuesday that it had given up on informal get-togethers with Electronic Industries Association members. ACTS issued a statement saying it would ask the FCC to conduct a formal en banc inquiry on the tuner matter.

ACTS leaders were incensed at the absence of set manufacturers Tuesday. Representatives of three tuner manufacturers (none of them EIA members) were present, and two discussed im-

proved tuners that, they said, would be in production in about a year. But Charles N. Hoffman, a vice president of Warwick Electronics Inc., and chairman of the EIA consumer products division, was the only set-manufacturer representative present.

And, ACTS spokesmen said later, only the set manufacturers can give them the specific information they want as to whether and when improved new tuners will be ordered for their sets, and for what price sets; the broadcasters' concern is lower-priced sets.

ACTS Representatives ■ ACTS was represented at the meeting by William Putnam, Springfield Television Broadcasting Co.; David M. Baltimore, WBRE-TV Wilkes-Barre-Scranton, Pa.; Warren P. Williamson III, WKBN-TV Youngstown, Ohio; David Steel Sr., WCTU-TV

Charlotte, N. C.; Robert F. Adams, executive secretary of ACTS, and Martin Firestone, counsel for ACTS.

"Our big complaint," said one ACTS spokesman, "is that the manufacturers are not giving us the kind of tuner that is possible under the present state of the art." He said ACTS is not demanding—for now—that single knob tuning be built into all sets—that might not be possible at reasonable cost within present capabilities.

But UHF broadcasters are concerned over the fact that, he said, viewers frequently have a more difficult time tuning in UHF channels than they do VHF channels. "This is not only separate treatment but separate and unequal treatment," he said. It is this matter of "comparability" that ACTS wants to discuss with set manufacturers.

Jack Wayman, vice president of EIA's

Rank Taylor Hobson Varotal V lenses now fit all major TV cameras



Hurray!

That means that I can keep my favorite Varotal V lens when I buy my new camera. No matter what I choose?

Right. In addition to all monochrome cameras and RCA color cameras, our lenses now fit General Electric, Norelco, Sarkes Tarzian and Marconi color cameras.

And that means when I buy a new camera and need a new lens, I can order the camera with a Varotal V?

Right again. Our lens fits 2-tube, 3-tube, and 4-tube color cameras. Image Orthicon, Plumbicon, and Vidicon.

How did you do it?

With a new Lens-Pak developed by Rank Taylor Hobson.

Does it work as well as a lens without the pak?

Better. The focal length of the Varotal lens can be easily changed by finger-tip control. And the Lens-Pak has a "ride the rails" device that allows "close-up" focusing to less than 1 inch.

Hmmm. Sounds like something I should look in on.

Fine. Why not look in on us at the N A B Show, Booth 251.

* * *

While you're there, we'll show you the newest thing in color T.V. monitors and in color title card and transparency scanners. And we have another electronic device on display that takes unusable color film and applies calibrated gamma correction to make the film acceptable for T.V. use.

ALBION OPTICAL COMPANY
260 N. ROUTE 303 WEST NYACK, N. Y.
Sole U. S. Agents for

Rank Taylor Hobson

consumer products division, confirmed the impression that neither side had persuaded the other at the meeting. He indicated that the kind of tuner comparability ACTS's members want would run the price of UHF tuners to a point where buyers would balk.

Costs Would Climb ■ He noted that manufacturers pay less for UHF tuners than they do for VHF tuners. But if a manufacturer paying \$3.50 for a VHF tuner (which comes to about 30 cents for each of the 12 channels) were to put a comparable UHF tuner in his set he would have to pay \$21 (30 cents for each of 70 channels)—with the result that \$42 would be added to the retail cost of the set. He said the average factory cost of the current UHF tuner is \$3 to \$4, which adds \$6 to \$10 to the retail price.

Mr. Wayman also referred to an EIA statement on the present state of the art of television sets' all-channel capability in rebuttal to ACTS's complaints that manufacturers are dragging their feet in building improved tuners into their sets. The statement notes that tuner costs have been decreasing over the years while improvements have been made in them.

The statement also noted that all-channel set saturation is being achieved at a faster rate than had been expected when the all-channel act, requiring all sets shipped in interstate commerce to be capable of receiving UHF as well as VHF signals, became effective in April 1964. Former Chairman Newton N. Minow had predicted that 75% of the nation's sets would have all-channel capacity by 1972, but the statement says this point will be reached by 1970.

Reason for Absenteeism ■ There was also a clue in the statement as to why set manufacturers stayed away from a meeting where they were likely to be pressed for details on their plans. It said that the industry is "highly competitive" and that "any UHF tuning innovation in the distant future and even in the new model lines to be introduced in June by individual companies is proprietary information."

The meeting was set up by the office of Commissioner Robert E. Lee, who is chairman of the government-industry Committee for All Channel Broadcasting, whose primary function is to boost UHF development. The meeting followed by a day a CAB session at which UHF broadcaster feelings on the tuner issue were made plain. Mr. Putnam said it is "a fraud on the public to sell them a cheap tuner."

Sarkes Tarzian of Sarkes Tarzian Inc., a tuner manufacturer who attended both meetings, said on Monday that "a reasonably economic way" must be found before UHF-VHF equality in tuners could be obtained. He said UHF tuners now do "much more" than VHF tuners.

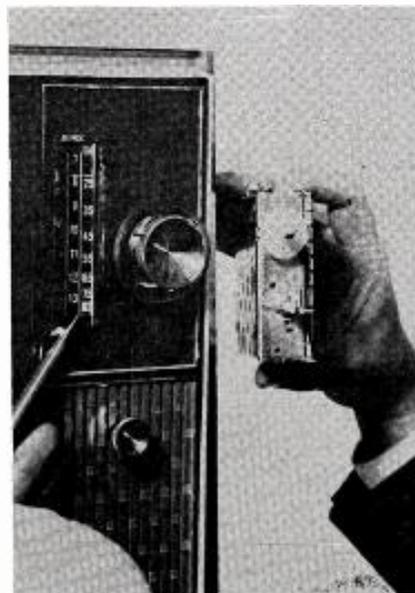
One-knob all-channel tuner revealed by Oak

Oak Manufacturing Co., Crystal Lake, Ill., for 20 years a major supplier of television tuners and related components to set manufacturers, has developed a single-knob controlled all-channel VHF-UHF tuner. It also is highly compact and is said to have greater stability through use of thick-film integrated circuit modules. Until now TV sets have required two tuners and two knobs to tune both VHF and UHF channels.

Volume production of the new tuner is expected later this year. Set manufacturers currently are receiving samples of the device and patents are pending. Oak Manufacturing is a division of Oak Electro/netics Corp.

The tuner also provides optional detent positions for up to a dozen channels each in both VHF and UHF, thus permitting the viewer to snap-lock easily from channel to channel, a feature not previously practical in the UHF band. The new tuner measures only 1½ by 3½ by 4 inches.

Oak also is introducing a new integrated-circuit VHF tuner as well as printed inductance switch sections for use in tuners.



New Oak tuner

ACTS last fall had requested the commission to arrange a meeting with EIA members as a follow-up to a letter in which Chairman Rosel H. Hyde had queried set manufacturers on their plans for improving set tuners (BROADCASTING, Oct. 16, 1967). ACTS said the question of how UHF tuning devices

could be improved might best be resolved through such a meeting.

Second Meeting ■ Members of Commissioner Lee's staff said Tuesday a second meeting, this time with set manufacturers present, might be helpful. But ACTS, in its statement, said it had no confidence any more manufacturers would attend a second informal meeting than attended Tuesday's session.

"Therefore," it said, "the All-Channel Television Society will [this week] file with the FCC a letter requesting the commission, by the adoption of a formal public notice, conduct a formal en banc inquiry for the purpose of exchanging views with respect to the proper development of all-channel tuners and related equipment."

The tuner-manufacturer representatives who discussed the improved UHF tuners their companies were working on were Ralph Benson, of the Standard Components Division of Standard Kollsman Industries, and Edward D. Chalmers, of the Oak Manufacturing Co. division of Oak Electro/netics Corp. (see story at left).

A commission news release on the meeting reported that the manufacturers' representatives said the new equipment would give UHF-TV tuning the ease and facility now available for VHF-TV and would not "significantly" affect the cost of the inexpensive sets for which they were designed.

Push Buttons, Too ■ The release quoted the manufacturers as saying that the tuners embody completely new concepts and will be compatible with automatic frequency control devices to eliminate difficulty in precise tuning and will incorporate easy tuning devices, including push buttons.

And, "in the face of criticism of inadequate efforts to include in TV sets an effective UHF tuner comparable to a VHF tuner," the release added, "the manufacturers emphasized that only recently has development of transistors permitted the advanced technology needed to design new tuning devices." ACTS's representatives, however, remained unimpressed. "We don't know when or whether the set manufacturers will put them in their sets," one said.

Some ACTS members last week indicated the association is considering petitioning the commission to require set manufacturers to provide for comparability in UHF-VHF tuners. ACTS submitted a memorandum at the Tuesday meeting that concluded that the commission has the necessary authority under the All-Channel Receiver Act. The memorandum says that the authority is "explicit" in the language of the act and "implicit" in the legislative history of the law, which empowers the commission to insure that all sets are "capable of adequately receiving" all television signals.

And Commissioner Lee, at the CAB

meeting on Monday, said that he feels that the law could "conceivably" be construed as providing the necessary authority. He said he reached that position after discussing the matter with the commission's general counsel, Henry Geller.

EIA, however, disagrees. In the statement issued by Mr. Wayman, it said that the commission, which had urged adoption of the all-channel bill, "made clear its purpose [was] to obtain only the most limited authority needed to accomplish the statutory goal of assuring that receivers are capable of efficiently receiving all channels and that it would seek to insure adequate or effective capability of all-channel reception and not the best possible capability."

Interim use of vacant channels

Alan Boyd offers plan to EIA; association outlines new projects

A new proposal for the relief of spectrum-hungry land mobile services on an interim basis was made last week by Alan S. Boyd, secretary of transportation.

Recommending that land mobile services be permitted to use unassigned radio frequencies on a temporary basis until the primary user claims them, Mr. Boyd also proposed a new wrinkle in land mobile spectrum management: the leasing company.

Mr. Boyd's plan was broached in a speech to Electronic Industries Association members, meeting in Washington for EIA's spring conference.

Proposed Method ■ Under the Boyd plan, a private or cooperative leasing company would be established in various markets dedicated to providing circuits and leasing equipment to land mobile services. It would have the right to use any or all unused frequencies in the area, both government and non-government. If a UHF television channel were used, Mr. Boyd pointed out, and the FCC finally made a grant on that channel, the leasing company would relinquish it and either replace or adapt equipment for another unused frequency. One TV channel, Mr. Boyd noted, would accommodate 240 mobile radio channels. "While that channel remains unused for television, why can't it be devoted to another worthwhile use?" Mr. Boyd asked.

Mr. Boyd referred to the situation in

New York where the city's police department has been using frequencies assigned to the forestry service "on the sound premise that timber is not a major industry in Manhattan."

In Los Angeles, Mr. Boyd said, there are 450 usable mobile channels in portions of the spectrum not being used for which equipment is available immediately. And, he noted, minor modifications of existing equipment could make another 300 channels usable within six months. This is a 40% increase in land mobile communications capability, he said.

Cites Immediate Relief ■ "The beauty of the secondary-user plan," he concluded, "is that it would permit the use of a valuable resource to the fuller advantage of everyone without disturbing the existing primary-allocation formulas in any way. It would provide immediate relief. It would permit revision of the basic primary-allocation system if, at a later time, that should become feasible."

There was no comment from the FCC on Mr. Boyd's idea. From unofficial sources, however, it was learned that some commissioners and staff believe the Boyd plan may have some merit.

Other highlights of the EIA meeting:

■ New EIA members, all in consumer products, are Admiral Corp., Packard-Bell Electronics Corp., Bell & Howell Co., and Lear-Jet Industries Inc. Admiral withdrew from the association about 10 years ago; Packard Bell, three years ago. Bell & Howell and Lear-Jet are first time members.

■ A pilot program on reporting retail sales and inventories in the consumer products area was authorized, with a report on its feasibility due in time for the next EIA meeting in June. At the present time, EIA collects information on consumer products production and distributor sales and inventory.

■ EIA President Robert W. Galvin, Motorola, was authorized to continue merger negotiations with the Association of Electronic Manufacturers, a trade organization whose members include parts and accessory makers selling through sales distributors.

■ Instituted its \$100,000 service training program with a first class for military servicemen awaiting discharge at the Great Lakes Naval Training Center in Glencoe, Ill., with plans to enlarge this program to encompass 20 military posts in 10 states within six months. The program is aimed at developing television technicians for home service calls.

■ Due April 1 is a consumer products division yearbook, first of its kind, that will consolidate all information and statistics on home entertainment products in one volume. The yearbook also will contain a chronology and a history, as well as general sketches of how TV, radio, phonographs and tape recorders work.

'Beam-tilt' moves ahead

CAB meeting told

FCC to approve new

UHF measurement plan

The joint FCC-industry Committee for the Full Development of All-Channel Broadcasting (CAB) held its monthly meeting at FCC headquarters last week with the presumed intent of meeting the commissioners and giving the commissioners a chance to meet it. Not all could make it. Absent were Chairman Rosel H. Hyde and Commissioners Nicholas Johnson and James J. Wadsworth.

But that didn't impede coverage of a full agenda of items concerning UHF broadcasters in an all-day meeting that was marked by some acrimonious dialogue between UHF and a representative of the Electronic Industries Association, and that spilled over into a closed-door huddle with tuner manufacturers the next day (see page 54).

The broadcasters, however, received some good news. Commissioner Robert E. Lee, CAB chairman, said the commission staff has been given orders to draft an approval in the so-called "beam-tilt" proceeding.

The proceeding was urged by WKBN-TV Youngstown, Ohio, last April. At stake is the present method of determining a TV station's field intensity contours, which UHF owners claim is depriving them of carriage by CATV systems within their television stations' service areas.

The proposed rule change would specify that the power in the pertinent vertical direction shall be used to predict the distance to a station's grade A and grade B contours. UHF's normally use narrower vertical beams and more electrical beam tilt than do VHF's in order to obtain greater effective radiated powers and better close-in coverage. The present rule states that only the horizontal power is to be used in predicting those contour distances.

But the UHF's claim that with their increased tower heights and higher-gain antennas, any power directed in the horizontal plane is wasted and in effect has no practical significance in a TV station's coverage. It would be more meaningful, they claim, to use the power a station radiates in the direction of the horizon to compute the distance to the contours. Location of these predicted lines, the UHF's note, is virtually the "absolute determinant" as to carriage

FCC inaction on Homealert system criticized

CBS Radio President Clark B. George last week scored FCC delay in testing and approving a system for automatic emergency alerts via home radios, a prototype of which, Homealert, has been developed by CBS Laboratories.

Addressing a meeting of the Atlanta Broadcasting Executives Club, Mr. George pointed out that the only commission action on this question since 1964, when CBS submitted its system for approval, has been inconclusive field tests during January 1967, and that no other action has been scheduled.

He said: "All over the U.S. in recent years mayors, governors, and

other local, state and national officials have had plenty of reason to wish they could contact their communities on a moment's notice. We can be certain there will be more in years to come.

"Virtually everybody has a radio. In fact, there are many more radios than people in the U.S. If the FCC were to just give the word, every radio made from now on could include a device such as the one CBS developed."

The Homealert system operates on a broadcast subaudible signal that switches radios on and tunes them to a preselected station for an emergency announcement.

of their stations by CATV's in their service areas.

(It's understood that there is no commission action pending on a proposed rule change that would have an effect in many cases of reducing UHF stations' predicted grade B contours by revising methods of computing such coverage [BROADCASTING, May 1, 1967]. Presumably such action won't be taken until after commission consideration on a rulemaking proposed by engineering firm Kear and Kennedy two weeks ago. The firm urged exploration of possibilities of using actual field-strength measurements to determine station coverage, instead of present theoretical field-strength charts [BROADCASTING, March 4].)

UHF Tuners ■ CAB-invited comments from Jack Wayman, staff vice president of EIA's Consumer Products Division, on UHF tuner developments provided the framework for a brief, but heated dialogue on what the UHF's feel the TV-set manufacturers should provide in the way of tuning convenience (one knob, detent two, see page 54), and what the manufacturers say cannot now be provided at a "reasonable" cost, principally because of little customer demand for such convenience. The dialogue turned more toward a discussion of whether manufacturers should or could create a demand for a convenient UHF tuner before it was suggested that the closed meeting on Tuesday would answer some of the broadcasters' questions.

A resolution that would consolidate two separate commission proceedings dealing with CATV was passed by the CAB. It recommends that whatever consideration the commission "may undertake" in two aspects of the Community Antenna Relay systems (CARS) proceeding it should be consolidated

with a request made by the All-Channel Television Society to adopt rules licensing CATV systems. Both aspects of the CARS proceeding involve transmission of locally originated CATV programming (BROADCASTING, Oct. 23, 1967, Feb. 19). As noted by counsel for ACTS, the resolution reflects that organization's continuing concern with CATV head-end program origination.

In other actions:

■ The CAB voted to abandon recommendation of a prospective Standard Rate & Data Service practice that would place the letters "UHF" onto listed station call letters.

■ CAB also set up a subcommittee to follow the progress of the commission's hearing on AT&T's rate structure. Several broadcasters complained that they were paying higher cable costs for independent programming based on a few hours a week of use of transmission facilities. The subcommittee named: Fred Weber, Rust Craft Broadcasting Co.; W. Robert McKinsey, WJRJ-TV Atlanta; William Hyland, Sports Network Inc.; Howard W. Pappert, AT&T, and William Carlisle, National Association of Broadcasters.

■ ACTS will undertake a mail survey to ascertain what problems UHF's have in obtaining network affiliation or in obtaining network programming that affiliates don't take.

CAB members also heard three presentations by rating service representatives. A. C. Nielsen Co.'s Gale Metzger reported in essence that while network-affiliated UHF's get audiences, generally independent UHF's in competition with VHF's must provide strong programming in order to generate audience. American Research Bureau's R.R. Ridgeway reported an approach to ethnic measurement with ARB's personalized dairy technique used in the San Antonio, Tex.,

market. Med-Mark Research's Albert B. Petgen reported that, in effect, alleged built-in biases in the diary techniques were responsible in part for a poor showing of UHF audience.

The presentations were not made without a few moments of controversy however. The ARB representative pointedly refused to say, when asked, how much more expensive his survey technique was over conventional diary methods. The Nielsen representative wanted the use of its figures in the Med-Mark report corrected. Several UHF broadcasters indicated somewhat petulantly they would prefer the use of electronic metering techniques, but wanted to know why they couldn't be used outside of certain restricted areas. The services said they were willing to provide the technique if the UHF's were willing to foot the costs.

NAB asks for delay on CARS comments

The National Association of Broadcasters has requested the FCC to extend for 120 days the deadline for comments on the commission's proposal to permit CATV systems to use microwave facilities to relay original programming.

NAB, in a petition filed last week, said the additional time is needed to prepare comments on the whole range of issues involved in the general question of CATV program origination.

The commission issued its notice of proposed rulemaking last month in concluding a proceeding in which it established a new service—Community Antenna Relay Service (CARS)—in the 12,700-12,950 mc band for CATV systems using microwave (BROADCASTING, Feb. 19).

The order effectively bars CARS licensees from transmitting original programming by limiting the use of CARS frequencies to the relay of broadcast signals. There had been no such limitation previously on the use that CATV systems could make of microwave. And there are no restrictions on CATV systems that do not use microwave.

Accordingly, the commissioner posed a rule that would permit CATV systems to use CARS frequencies to serve as additional outlets for community self-expression. It noted that it had already found that such service would be in the public interest, but raised a number of questions as to the desirability and technical feasibility of the proposal.

Broad Implications ■ NAB, in its petition, said that the proposal has "much broader implications" than those indicated in the proposal. "We

submit that the commission should not approach such an important question on a piecemeal basis. . . . To make frequencies available for program origination before an over-all policy on the matter has been established would be akin to putting the cart before the horse."

The present deadline for comments and reply comments—March 22 and April 2—will not provide sufficient time to prepare comments on the varied issues involved, NAB said. It asked that the deadline for comments be moved back to July 22.

Among the issues NAB said should be considered is whether the proposed use of the spectrum should be authorized at a time when studies are underway—by the commission, among others—on the availability and use of the spectrum.

Other Questions ■ NAB also said the commission should consider a host of possible limitations on systems transmitting CATV-originated programing. The commission specifically asked for comment on whether commercials should be barred, but NAB said there is the broader question as to whether CATV-originated programing transmitted on microwave should be subjected to the same obligations imposed on broadcasters. These would include a prohibition on the dissemination of gambling information and obscene or pornographic matter, as well as the requirements of the equal-time law and the fairness doctrine.

Other questions reflect broadcasters' traditional concern over the emergence of CATV as a full-fledged competitor. One asks whether the commission should "authorize the use of radio frequencies to foster the growth of hybrid CATV-pay-TV."

Another asks whether "CATV should be permitted to originate entertainment programs such as movies, sports, etc., in competition with the very broadcast signals which form the basis of the systems' operations."

And, NAB asks, "should the commission permit the use of licensed microwave facilities to be used as part of an eroding process which would siphon off popular programs from free television available to all and make those programs available only to persons who are economically and geographically in a position to pay the CATV subscription fee?"

FCC alters nighttime rule

The FCC has amended its rules to permit nighttime coverage requirements for class II and class III station assignments to conform with those for class II-A stations operating on certain class I-A channels. The rules now stipulate

that a proposed new or changed nighttime operation must provide a first primary AM service to at least 25% of the area or population to be served. The rule became effective March 8.

Rogers' X-ray bill passed in subcommittee

A House subcommittee has approved a bill empowering the Secretary of Health, Education and Welfare to set standards regulating the amount of radiation emitted by color-TV sets and other devices. The bill was supported by the Electronic Industries Association, which helped draft it.

The measure (H.R. 10790) is an outgrowth of hearings held last month by the Health Subcommittee of the House Commerce Committee on a Public Health Service survey of X-radiation levels of color-TV sets (BROADCASTING, Feb. 5). Representative Paul Rogers (D-Fla.), who conducted the hearing, also was the bill's sponsor.

After declaring a standard for any product, manufacturers would have between one and two years to comply. Violators would face fines of up to \$1,000 for each offense to a ceiling of \$200,000.

Land-mobile report open for comment

The report of the Advisory Committee for the Land Mobile Radio Services has been incorporated in a formal FCC docket. Its number is 18060.

The docket will contain the report itself, the minutes of the standing and executive committees, copies of the individual reports of the various working groups, and any relevant comments and correspondence.

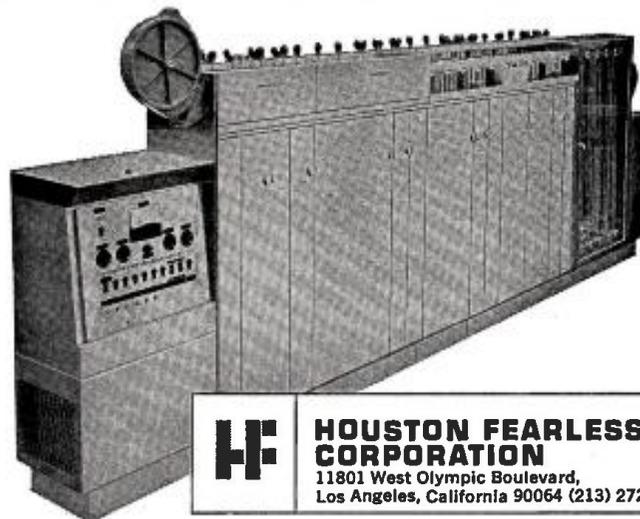
The purpose, the commission said in making the announcement last week, is to facilitate public access to the material. Comments are not being invited, although they may be submitted.

The report, which was submitted to the commission on Nov. 30, 1967, contains the findings of a government-industry committee that made an exhaustive study of the possibility of getting additional use of the spectrum now allocated to land-mobile radio (BROADCASTING, Dec. 4, 1967).

It has stirred considerable controversy as a result of its conclusion that land-mobile needs additional spectrum space—and its implication that the additional space should come from that part of the spectrum now reserved for television.

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RTNDA throws counter-punch

Criticizes implications in riot commission report, adoption of Reardon Report

The Radio Television News Directors Association took issue last week with critical portions of the report of the President's Commission on Civil Disorders. The report had found that while TV-radio coverage of the 1967 riots generally was balanced there is still much room for improvement (BROADCASTING, March 4).

The RTNDA response came from the group's president, Jay Crouse, news director of WHAS-TV Louisville, following a meeting of the RTNDA board in Los Angeles March 2-3. At the same meeting the news association called for local action to discourage implementation of the Reardon report of the American Bar Association which would dry up sources of criminal trial news (BROADCASTING, Feb. 26).

Mr. Crouse said he was "greatly disturbed" by some implications in the summary of the riot report from the presidential commission headed by Governor Otto Kerner of Illinois. He noted the report charged that important segments of the news media failed to report adequately on the causes and consequences of civil disorder and on the underlying problems of race relations.

Cites Radio-TV's Record ■ "This is totally unfair to responsible radio and television stations and newspapers who have attempted to do just what the commission says was not done," Mr. Crouse said. "If the commission members could have worked with RTNDA judges each year for the past 10 years, reviewing literally hundreds of radio and TV documentaries and special reports on racial relations and civil disorders (reports done at the local level on local problems), I doubt they would have made such a sweeping indictment," he added.

RTNDA also expressed concern for the commission's recommendation that coordination with police in reporting riots "can be improved." Certainly they can, Mr. Crouse admitted, "but this implies that coordination has been bad in the past," he said.

It also ignores the efforts made in most major cities, Mr. Crouse continued. RTNDA further has repeatedly discussed this problem at its national conventions with news directors outlin-

ing their cooperative efforts with local authorities, he said.

The RTNDA code of ethics for its members requires responsibility in this area, Mr. Crouse said. "In fact in some cases we may be going too far," Mr. Crouse said. "The fact that the Detroit riot went unreported for half a day (at the urging of local authorities) raises a real question as to the public's right to know what is going on," he said, explaining "there is a responsibility to keep innocent bystanders from being involved in a riot on a Sunday afternoon drive."

RTNDA also took issue with the committee's claim that the news media could be guilty of "exaggeration of both mood and event" in covering the 1967 riots. There may have been some individual cases of exaggeration, Mr. Crouse conceded, "but to impugn everyone for these few exceptions is a serious exaggeration in itself. Particularly when the commission summary itself claims the riots pose such a serious problem for the nation that 'if we are heedless, none of us shall escape the consequences.'"

Questions Approached ■ If the summary statement is correct, Mr. Crouse noted, "it would seem most difficult to exaggerate the seriousness of the 'mood and the event'. The commission seems to take a two-faced approach in this regard."

Concerning the free press-fair trial issue raised by the ABA's recent adoption of the Reardon report, the RTNDA board called upon its members "to take all necessary action at the local level to prevent implementation . . .

RTNDA has maintained since the recommendations were first proposed that they open the door to management of crime news by the judicial and by local law enforcement officials."

Since the ABA has chosen to ignore these warnings, the fight must now be made at the local level, RTNDA said. RTNDA urged its members "to cooperate to the fullest extent with other news media in seeing that city, county and state judicial, law enforcement officials and elected officials are fully informed of the real dangers of the recommendations."

RTNDA said it is prepared to institute court challenges to the recommendations, "particularly to the provision threatening contempt of court proceedings against news media, as such court challenges become necessary." RTNDA asked members to report immediately to its freedom of information committee "any attempts to implement the Reardon recommendations."

Other Opposition ■ In a related meeting, held in Sacramento on Feb. 29, the California Freedom of Information Committee, which includes representatives of broadcasters and publishers associations and various press clubs, called an emergency session for the sole purpose of discussing the Reardon report.

The group was greeted with a letter from the president of the California State Bar, conciliatory in nature, which assured that it will not necessarily rubber stamp the recommendations of the ABA. In part the letter, signed by John H. Finger, president of the State Bar Association said: ". . . it should be made clear in the meantime that the state bar is a constitution agency of the state of California and is in no way bound by any action or recommendation of the ABA, which is a voluntary organization. It should not be assumed that the state bar board of governors would agree with either the approach to the problem or the substance of the rules recommended in the Reardon report."

Mr. Finger, an attorney from San Francisco, suggested that "an exchange of views" take place between the state bar and the press. His letter was delivered by Ben Martin, executive director of the California Newspaper Publishers Association.

The emergency meeting in Sacramento took place a day after film crews from three Los Angeles TV stations had been chased from covering a nonjudicial hearing in Santa Ana, Calif. Crews from KNXT(TV), KNBC(TV) and KABC-TV had set up cameras and lights in the Santa Ana Chamber of Commerce building to cover a hearing on a highway patrolman's complaint who said he

NBC-TV schedules Rusk

NBC News announced last week that it would cover testimony on the Vietnam war by Secretary of State Dean Rusk before Senator J. W. Fulbright's (D-Ark.) Senate Foreign Relations Committee today (March 11) starting at about 10 a.m. and following through to conclusion.

CBS News, in line with its previous policy statement (BROADCASTING, March 4) will present either a half-hour or an hour special report this evening (9-9:30 or 10-11 p.m. EST) including highlights of the hearings and appearances by Messrs. Rusk and Fulbright. In addition, CBS News said it will be on standby throughout the hearing for live coverage of important news.



Representative of NAB and NCTA who attended last week's meeting were (seated l-r): Irving Kahn, Teleprompter Corp., New York; Alfred Stern, NCTA committee chairman; Robert W. Ferguson, WTRF-TV Wheeling, W. Va., NAB committee chairman; Douglas A. Anello, NAB general counsel, and John T. Murphy, Avco Broadcasting Corp., Cincinnati.

Standing (l-r): Walter Scheier, special NCTA copyright counsel, New York; Paul Comstock, NAB vice president for government affairs (partially hidden); Wally Briscoe, NCTA executive director; Jack Crosby, Gencoe Inc., Aus-

tin, Tex.. NCTA chairman; Richard Dudley, WSAU Wausau, Wis.; Robert Beisswenger, Jerrold Corp., Philadelphia; Bruce E. Lovett, NCTA general counsel; Arch Madsen, KSL-TV Salt Lake City; William Carlisle, NAB vice president for television; Charles H. Tower, Corinthian Broadcasting Corp., New York; Willard Walbridge, KTRK-TV Houston, and Ralph Demgen, Willmar Video Inc., Willmar, Minn.

Not present was John F. Dille Jr., Communicana Group of Indiana.

was fired for not giving out enough tickets, when they were ordered to leave the building. Robert Hill, hearing officer for the California state personnel board, told the TV crews that there would be no news filming. He said the radio and TV newsmen could stay but no tape recording would be allowed. Asked by what authority he was taking this action, Mr. Hill said it was policy of the state personnel board not to permit radio-television coverage of its proceedings.

Four Star, Morris settle

The William Morris Agency Inc., Beverly Hills, Calif., last week accepted an undisclosed sum in settlement of a debt owed by Four Star International Inc., North Hollywood. The debt, for commissions due on the sale of nonnetwork television shows, is estimated to be under \$1 million. Abe Lastfogel, president of William Morris, said that the talent agency "will be happy to assist" Four Star International attain its "dynamic plans" for future growth. David B. Charnay, president and chief executive officer of Four Star International (formerly Four Star Television), cited the settlement as a major step in the rehabilitation of his television production and distribution organization.

BROADCASTING, March 11, 1968

NAB, NCTA meet on copyright issue

For the first time in three years the National Association of Broadcasters and the National Cable Television Association have held formal talks aimed at producing a bi-industry agreement on CATV copyright.

Last week in Washington, representatives of the two groups met in what was termed a friendly atmosphere. Although the exact points of agreement and disagreement and the extent of each was being kept quiet, representatives of both groups indicated that something concrete could come out of the next meeting, tentatively set for April 10 in Washington.

The meeting, which ran from 10 a.m. to after 3 p.m., included a point-by-point discussion of the material covered by the Hatch-Stern ad hoc broadcaster-CATV copyright committee that met throughout last summer. The Hatch-Stern meetings (George C. Hatch, KUTV-TV Salt Lake City, and Alfred R. Stern, Television Communications Corp., New York) were attended at one time or another by 26 broadcasters, 20 cable operators plus NAB and NCTA personnel.

The outgrowth of that series of meetings was general agreement in many areas, but continued disagreement on two points: Should CATV origination of entertainment programs and/or commercials change the CATV's copyright obligations, if any, in the carriage of station signals, and should CATV carriage of outside signals in underserved areas pursuant to compulsory copyright license be subject to restrictive covenants contained in broadcaster-copyright contracts (BROADCASTING, Dec. 18, 1967).

It was understood that the general feeling following last week's NAB-NCTA meeting was that more progress had been made in that one session than in all the Hatch-Stern meetings.

Mendelsohn signs NBC pact

Lee Mendelsohn Film Productions, Hollywood, has signed a long-term agreement with NBC-TV for the joint development of TV specials, it was announced last week. The Mendelsohn firm will produce a minimum of two programs a year for NBC-TV. Already in development are five specials, including *Children's Letters to God*, *The American Woman*, *Hi and Lois*, *The Builders* and a sequel to *The Fabulous Funnies*, recently on NBC-TV.

Elton Rule finds that ABC-TV has turned the corner

With sales healthy and programing firm, ABC-TV last week was pronounced ready for what may be a most critical 1968-69 season, the first following buffeting during two years of an ABC-International Telephone Telegraph Corp. merger that never came off.

The reading came from Elton H. Rule, ABC-TV's president of six weeks on the job, who in an interview with BROADCASTING said that six weeks was obviously not long enough to "evolve a policy" but sufficient time for him to become "pleasantly surprised" with the passing of a "dilemma" and the network "turning the corner."

Mr. Rule, former vice president and general manager of ABC-owned KABC-TV Los Angeles, was elected president of the television network about a week after ABC's bid to merge with ITT was rejected (BROADCASTING, Jan. 8, 15).

During the interview, Mr. Rule discussed his network from the point of view of sales, programing and general prospects. In the programing area, Mr. Rule talked fully about the 1968-69 season for which ABC had just set its schedule (see story, page 63).

He said the network was "very optimistic" in the sales area, that early program buys as against participations were "heartening" and that second- and third-quarter sales were doing well. He estimated that ABC-TV is running 25% ahead of last year in business placed in the fourth quarter in context of a "stronger economy" with advertisers showing "confidence in our schedule."

Bigger buyers for the fall include automobile makers Oldsmobile,

Chevrolet (*Bewitched*) and Ford (*FBI*); Bristol-Myers, Noxema, S. C. Johnson, Colgate-Palmolive, Quaker Oats (*Bewitched*) and J. B. Williams (*The Lawrence Welk Show*), and cigarette advertisers Brown & Williamson, P. Lorillard and R. J. Reynolds Tobacco.

For the fourth-quarter alone (first quarter of the new season), ABC's new *Mod Squad* (Tuesday, 7:30-8:30 p.m.) and *That's Life* (Tuesday, 10-11 p.m.) are nearly sold out to advertisers though they had only seen scripts and not pilots. Yardley, which had been on NBC's *Monkees*, is in ABC's new *The Ugliest Girl in Town* (Thursday, 7:30-8 p.m.)

The fall schedule was announced early in the week to affiliates but Mr. Rule said "we'll get down to the specifics" at the ABC-TV affiliates convention on April 28 in Los Angeles. More than anything else, Mr. Rule stated, he wants to "try for a continuing stability in programing." He said ABC would no longer "change a show for change's sake, that's not to be the modus operandi."

When he assumed command, Mr. Rule said: "We were supposed to have been in a fantastic dilemma. It was said as many as 14 programs in the schedule would have to be replaced next season. At the time, our people hadn't seen our new programs.

"Now the impetus is with us, we are rolling and have turned a cor-

ner."

Mr. Rule said several replacement shows earned places on the new schedule while other midseason changes in time periods paid off, making "our program decisions considerably easier" for the fall. He said ABC would replace six-and-a-half hours on the schedule.

Among the viewpoints in programing presented during the interview:

■ ABC is keeping to youth-appeal shows while rounding out its schedule with such veteran series as *Welk* and *The Hollywood Palace*.

■ Tuesday night, Mr. Rule would expect, will be one of ABC's strongest next season. That night is a superb example of what Mr. Rule said is ABC's philosophy of an uninterrupted "audience flow" in a given evening. "The flow," he explained, "ought to follow" for the full evening and "not change in each time period."

The line-up Tuesday is *Mod Squad*, *It Takes a Thief*, *Felony Squad* and *That's Life*. This follows the flow concept while also providing full counterprograming: *Mod* against CBS's new *Lancer* western and NBC's comic Jerry Lewis; action thriller *Thief vs. Red Skelton* (CBS) and NBC's new "comedy-drama" *Julia*; *Life*, musical comedy starring Robert Morse, against an NBC movie and news on CBS.

■ No network would be expected to continue a series that's run a course of several seasons on the air and has fallen off, but ABC no longer will dump a show after, say, one or two seasons without first trying various remedies of "medical care or surgery," of replacing talent or strengthening the script. "We would rather a show stay on the schedule



Mr. Rule

Dinah Shore climbs the Hill for royalty bill

Senators learned last week that lobbying can be fun as they found Dinah Shore on Capitol Hill seeking support for royalty payments to recording artists. Miss Shore was guest of honor at a Senate party given by Senator Howard Baker (R-Tenn.), who represents her native state, and took the opportunity to explain her views on a pending copyright amendment that would allow performers to receive compensation each time a record is played on the air. Miss Shore pointed out that at present only composers and music

publishers receive royalty payments.

Miss Shore was in Washington in her capacity as national Easter Seal chairman to present the first sheet of 1968 Easter Seals to President Johnson in the White House, but she had also agreed to do some "missionary" work for the National Committee for the Recording Arts, headed by Stan Kenton. The amendment she supports has been introduced by Senator Harrison Williams Jr. (D-N. J.).

The list of legislators Miss Shore met included Senators Thomas H. Kuchel (R-Calif.), George Murphy (R-Calif.), Jacob K. Javits (R-N. Y.), Robert F. Kennedy (D-N. Y.), Albert Gore (D-Tenn.), John Sparkman (D-Ala.), Ed-

ward V. Long (D-Mo.), Peter H. Dominick (R-Colo.), and Representatives James H. Quillen (R-Tenn.), and Joe L. Ewins (D-Tenn.).

Other stars who have lobbied for the same cause in the past have included Peggy Lee and Tony Bennett.

NCRA is working with some other stars now. Rudy Vallee has said that he will go to Washington for the cause, as have Bing Crosby, Phil Harris and some of the country-and-western people from Nashville such as Chet Atkins and Boots Randolph.

Tex Ritter is NCRA's Nashville chairman and Mitch Miller is eastern chairman.

Last week in the Senate lobby Senator

than replace with it an unknown quantity. And that it be in the same time period and that the show receive help." ABC in the past, he said, "experimented with change more than necessary."

▪ ABC, he said, has gained program strength, and, he reminded, the network was in a position of "owning the television motion picture business in 1968-69," referring to "our list of the most outstanding movie titles in the television business" for next season.

▪ A program is being implemented immediately to improve ABC's talent, programing development and planning activities. Mr. Rule said this phase would receive more budget. Leonard Goldberg, programing vice president, Mr. Rule said, will spend a greater percentage of his time on the West Coast for program-development purposes, specifically starting with the 1969-70 season.

Mr. Rule, who has now moved his family to New York and is in that city "to stay," recalled that the ABC-TV position after Jan. 1 "looked difficult" as the network had been identified for two years with an impending merger, a matter that had been "superimposed over anything we did." He said ABC was no longer regarded in the light of what it did or what it was going to do but "what it would do after the merger took place." That period, he said, was "unfortunate, it delayed progress."

ABC, he said, now has a "clean bill of health" and its plans for financing have been made public (BROADCASTING, Feb. 26). The company, Mr. Rule continued, "will proceed vigorously" to get on with matters not yet completed, such as in the colorization of all studios requiring changeover. "We've been limited in development and in financial handcuffs," he said.

Kennedy reportedly said to Miss Shore:

"I don't know what the issue is, but you've sold me."

Convention anchormen picked

CBS Radio last week picked Robert Trout and Dallas Townsend as the anchormen for its coverage of the Republican and Democratic national conventions this coming summer. Mr. Trout has covered every nominating convention since 1936 and Mr. Townsend has performed in a similar capacity since 1948.

More moves in fall chess game

ABC-TV adds two to line-up, plans to drop

'Garrison's Gorillas', start season at end of September

ABC-TV has added two series, *Dream House* and *The Don Rickles Show*, to its fall schedule and will not renew *Garrison's Gorillas*.

These were the key decisions, affecting Monday, Tuesday and Friday nights, in firming a final line-up for 1968-69. ABC officials last week also said the network will not open its season earlier than Sept. 29 (CBS-TV expects to start Sept. 22 and NBC is unlikely to begin earlier than that date).

In another decision, ABC plucked a spy-adventure series, *Man in a Suitcase*, from its standby list for a May 3 start on Fridays at 8:30-9:30 as a summer replacement for *Operation: Entertainment*. The latter show will return in a new time period next fall (on Friday, 7:30-8:30). *Suitcase* stars Richard Bradford as McGill, a former U. S. espionage agent, and is produced by ATV Limited in London.

Several weeks ago advertising agency sources had indicated that *Dream House*, a half-hour game show, was being considered for a prime-time berth (BROADCASTING, Feb. 19). The new Rickles series, also a half-hour, is a Goodson-Todman taped production described as a nonprize game show featuring comic Rickles with celebrity guests and panelists.

Other Changes Due ▪ There will be new "increments" built into several series, according to ABC-TV President Elton H. Rule (see page 62). For example, *That's Life*, Tuesday, 10-11, will star Robert Morse in a taped musical-comedy show. *The Avengers* will change locales next season with episodes filmed in Ireland, Scotland and France as well as in England. In addition, that series will change the female lead.

The schedule:

Sunday — 7-8, *The Land of the Giants*; 8-9, *FBI*; 9-conclusion, movie.

Monday — 7:30-8:30, *The Avengers* (originally penciled in at Friday, 8:30-9:30); 8:30-9, *Peyton Place I*; 9-10, *The Outcasts*; 10-11, *The Big Valley*.

Tuesday — 7:30-8:30, *Mod Squad* (originally penciled in at Monday, 7:30-8:30); 8:30-9:30, *It Takes a Thief*; 9:30-10, *Felony Squad*; 10-11, *That's Life*.

Wednesday—7:30-8:30, *Here Come the Brides*; 8:30-9, *Peyton Place II*; 9-conclusion, movie.

Thursday—7:30-8, *The Ugliest Girl in Town*; 8-8:30, *Flying Nun*; 8:30-9, *Bewitched*; 9-9:30, *That Girl*; 9:30-10:30, *Tales of the Unknown*; 10:30-11, no network programing.

Friday—7:30-8:30, *Operation: Entertainment*; 8:30-9, *Dream House*; 9-9:30, *Don Rickles Show*; 9:30-10, *Guns of Will Sonnett*; 10-11, *Judd*.

Saturday—7:30-8, *Dating Game*; 8-8:30, *Newlywed Game*; 8:30-9:30, *Lawrence Welk*; 9:30-10:30, *Hollywood Palace*; 10:30-11, no network programing.

Talent show set for summer

A summer musical competition will take over half of Jerry Lewis's spot on NBC-TV (Tuesday, 8-8:30 p.m. NYT) from June 11 to Sept. 3. *Showcase '68*, a series of nine talent contests filmed in nine different regions of the country, will conclude with a one-hour show Sept. 3 to select a grand winner from the nine semifinalists. The series also will feature a different nationally known star on each program. NBC sources indicate its movie may start a half-hour early to fill the 8:30-9 p.m. period.

Advertisement for "FOR" featuring large stylized numbers "28" and "68". The text reads: "JOSEPH E. LEVINE PRESENTS FOR EMBASSY PICTURES CORP. / TELEVISION". Below the numbers, it says "SOLD (Prior to general release) SYRACUSE WHEN-TV".

Krantz Films forms TAPE/NET for TV

In an expansion move designed to provide first-run programming for independent TV stations, Krantz Films Inc., New York, last week announced the formation of TAPE/NET, a corporate division that will produce and distribute shows in syndication.

Steve Krantz, president, said his company is earmarking \$3 million for new programming, but added that a total of \$15 million is involved in TAPE/NET product, including \$12 million in productions in Canada to which Krantz has distribution rights. The new programming, largely on tape, will be introduced at the National Association of Broadcasters convention in Chicago next month and will be available for the fall season.

TAPE/NET will make its production headquarters in Toronto. Mr. Krantz reported that three daily 30-minute series are now in production. They are: *The Weaker (?) Sex*, featuring Pamela Mason in discussions with rotating male guests such as Cleveland Amory,



Mr. Krantz

Truman Capote, Sidney Poitier, David Merrick and Peter Ustinov; *Peppermint School*, a program aimed at preschoolers featuring Rocky Graziano and Toby Tarnow, in which the former middle-weight champion will conduct daily exercises, story telling and singing sessions with youngsters, and *Bingo At Home*, a participation series.

In addition, Krantz Films has a distribution contract with the Canadian Broadcasting Corp., the CTV Network in Canada and CFTO-TV Toronto for the syndication of selected programming from their schedules. Among the programs already set for distribution in the U. S. are *Festival*, a group of twelve 90-minute specials, including drama, comedy and musical; four Wayne and Schuster specials; *Show of the Week*, a series of 39 one-hour specials with comedy and dramatic talent; *Perry's Probe*, an interview-discussion series, starring Norm Perry; 39 half-hours of country-and-western-music programs with Tommy Hunter; *Sports Hot Seat*, 52 half-hours of in-depth interviews with top sports figures; *The Stu Davis Show*, a country music series, and *Uncle Bobby*, a children's series.

Mr. Krantz, who was vice president and general manager of Screen Gems (Canada) before organizing his own firm three-and-a-half years ago, said last week that production from Canada is of high quality and can be released in the U. S. on an equitable basis because of simultaneous exposure across the border.

"An important ingredient of TAPE/

NET is that we will recapture one minute of time in each program that we will sell to a national or regional advertiser," Mr. Krantz said.

Racism charge leveled against TV show

Plymouth may be out "to win you over this year," but Harry Belafonte doesn't think he's included. The Negro singer last week charged that the Chrysler-Plymouth Division of the Chrysler Corp., and its advertising agency, Young & Rubicam, practical racial discrimination against him. Mr. Belafonte made the charge in Hollywood where he taped a guest star appearance on the Petula Clark special, which Plymouth will sponsor on NBC-TV April 2.

According to Mr. Belafonte, the advertiser was against his appearance on the show and, after he was signed to do it, sought to have him replaced. He also claimed that both advertiser and agency objected to a scene near the close of the special when, after completing an antiwar duet with Miss Clark, she impulsively touched his arm. He further claimed that Doyle W. Lott, advertising manager of the Chrysler-Plymouth Division, demanded that the scene be done over again. Representatives of Y&R, according to Mr. Belafonte, backed Mr. Lott and threatened to cancel the show unless the singers consented to redo the offend-

Movies, football seen as reshaping TV's profile

Movies' domination of prime time is resulting in major changes in the TV industry according to an analysis, released yesterday (March 10) by A. W. Zelomek, visiting professor at the University of Virginia's Graduate School of Business Administration.

Mr. Zelomek finds that expansion of network movies "may result in increased autonomy of affiliated stations." As first- and second-run features are exhausted, network-affiliated stations and independents will be forced to strengthen their local positions by more diversified programming.

Football's TV success has encouraged added coverage of other sports events, Mr. Zelomek's analysis indicates. But the increasing pigskin glut, especially on week end afternoons, may result in a letdown. The report

finds that regional and local sports will gain and affect national sports.

Although syndication sales have deteriorated, Mr. Zelomek finds that program packagers' economic position is not hopeless. He sees a strong likelihood that artistic and cultural programming may revive this segment of the industry, and this will be a factor in strengthening independent stations even further.

The growth of prime-time movies is also forcing a re-examination by leading national advertisers of TV's price policies. Any loss at this time is being offset by increased local advertising. But Mr. Zelomek pointed out that problems of local advertising are "much more complex than those of national TV advertisers."

The survey showed that news and news-interpretation programs, both at

the network and local levels, are expanding and that there is concern that there is a sufficient number of professional journalists to handle the explosive change. The 1968 presidential election, the report indicated, "will provide a major challenge in television news reporting and interpretation."

The establishment of the Corp. for Public Broadcasting will also provide a new challenge to the industry, the report said. A negative attitude by the industry to public TV, Mr. Zelomek said, would be "inconsistent with the post-depression American political and economic history."

Mr. Zelomek is president of International Statistical Bureau, New York. Material for the analysis was gathered by students in Mr. Zelomek's marketing class.

ing scene.

Mr. Lott and the Plymouth Division denied Mr. Belafonte's charge of racism. They issued a news release that among other things said: "The performances of Miss Clark and Belafonte have contributed to the most outstanding TV program in which Plymouth has been involved." Mr. Lott said: "This thing is being blown out of all proportion," and revealed that he had approved the segment in question after seeing rushes of it at a screening.

Plymouth Division made it clear that "if there was any incident during the taping, and we are trying to check it out, it resulted solely from the reaction of a single individual and by no means reflects the Plymouth Division's attitudes or policy on such matters." Miss Clark has been Plymouth's commercial spokeswoman for the last year.

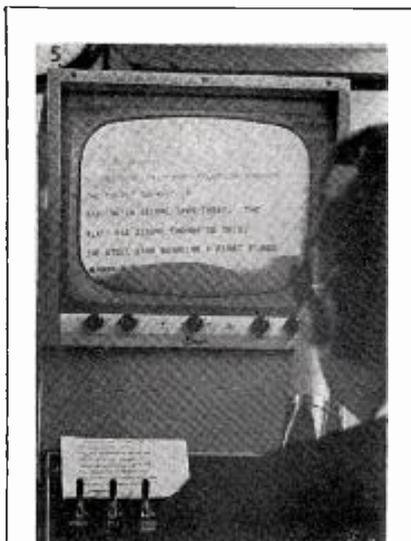
Program notes . . .

NET election analysis ■ National Educational Television said last week it will provide a one-hour analysis of the New Hampshire primary Wednesday, March 13. On the 17 interconnected stations of the Eastern Educational Network, the show will be seen within hours of the vote tabulation, at 8 p.m. Appearing on the show will be the two newsmen assigned to cover the primary for *The New York Times*, Washington bureau chief Tom Wicker and national political correspondent Warren Weaver. They will be joined by Lester Markel, *Times* associate editor, acting as moderator, and Frank Burt Freidel Jr., Harvard University professor of history.

Decision to talk foreign policy ■ NBC-TV will present a two-hour special, "Great Decisions 1968," on the *Today* show, Monday, March 18 (7-9 a.m.) in an analysis and examination of the great decisions of foreign policy facing the U. S. this year. The program will be produced in collaboration with the Foreign Policy Association.

End of Yorty's term ■ Samuel Yorty's term on local television is at an end. The celebrated mayor of Los Angeles is making another move—a forced one. It will take him off KHJ-TV Los Angeles, the RKO General-owned independent that has been carrying his weekly discussion-interview program for the last year. Mayor Sam, who bows off the station on March 17, fell victim to low ratings and insufficient advertiser support. He's being replaced by William F. Buckley's *Firing Line*. The mayor's TV advisers are negotiating with other local stations for a return of *The Sam Yorty Show*.

BROADCASTING, March 11, 1968



TV speeds radio news

WRAJ Anna, Ill., is using closed-circuit television in a practical way: to telecast broadcast news from the newsroom to the announcer on duty alert to late-breaking news.

The system, promoted on the air as "Video News Monitor", enables the announcer to continuously monitor the UPI broadcast wire, often reading bulletins directly from news ticker. The closed-circuit TV camera is mounted on a bracket in front of the Teletype printer in the newsroom.

UPI also installed a modified Teletype printer that prints lines half the usual length, making possible the enlargement of letters for easy reading.

'Susann' in syndication ■ *Jacqueline Susann and the Valley of the Dolls*, a one-hour color special on the American

authoress, is now being offered in syndication by 20th Century-Fox Television. It was first telecast Jan. 27 on WABC-TV New York.

Filmways moves ■ Filmways Inc., formerly at 51 West 51st Street, New York, has moved to expanded headquarters at 477 Madison Avenue. New telephone number is (212) 758-5100.

New Location ■ VIA Film Ltd., producer of television commercials, documentaries, sales and industrial films, has moved to expanded studio and office facilities at 333 Park Avenue South, New York 10010; telephone (212) 777-0100. Ira Marvin, director, and Zoli Vidor, A.S.C., director-cinematographer, founded the company last June, and producer-art director Paul Heller became third partner last fall.

WABC-FM sets up quickie format change

In about six days WABC-FM New York turned around its format and over the past weekend (on March 9) was to begin broadcasting what, for lack of time to pick a better or different title, is being called "now music."

By changing, the station takes on an entirely new sound—changing from show tunes and some jazz with a one-shot program devoted to a psychedelic music sound to a new format mix of baseball coverage and the new music (a synthesis of elements found in contemporary pop, folk, electronic, "evolution psychedelic," and soul). At the same time, officials acknowledged last week, the station may no longer be affiliated with the FM service of ABC Radio's four services.

Except for news feeds, WABC-FM, with the new format, is to cut away from the FM network. Future status of its affiliation with that service has yet to be determined, it was indicated.

B28 28 28 28
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B68 68 68 68
SOLD (Prior to general release) **MOBILE WKRG-TV**

Dry run precedes KFVB's switch to all news

In the second-floor of a Hollywood hotel that has known better days, some 50 men and three or four women have been taking lessons in how to work for radio's most exhaustive and expensive program format. Mostly young; Caucasian, Oriental, Negro, they have been attending a news school tutored by executives of Westinghouse Broadcasting Co.

A hand is raised. "When do we interrupt a story for a live report?" somebody asks.

"The only time you interrupt is when an editor stands over you and drums his fingers on the copy," answers a man sitting at the table at the front of the room. "Then you'll know that the story is of such major proportions that we all don't have much longer to go."

Questioning, orienting, indoctrinating, testing, perfecting. The class has been going on this way since Feb. 19. But it really began more than a month earlier when Westinghouse announced that KFVB Los Angeles, a station it acquired exactly a year before, would go all news, all-the-time like two of the group's other stations, WINS New York and KYW Philadelphia (BROADCASTING, Jan. 15). Last week the class was scheduled for a dry run. Everything to be done during a typical broadcast day was tried except talking into a live microphone. Like the real thing, it was an around-the-clock, seven-days-a-week operation. (Free-lance and part-time newsmen handled news reports for KFVB during the training period.) But last week's dry run was piped into nearby hotel rooms where Westinghouse executives listened and evaluated.

At 6 a.m. today (March 11) KFVB ends all try-outs and goes on



the air with its specially designed all-news sound. Similar to the New York and Philadelphia operations, KFVB will present news reports from its newsmen, mobile units and correspondents in the field; from the wire services, and from Westinghouse's Washington and foreign news bureaus. The station promises that stories will be constantly up-dated, new facts added, new angles pursued, new approaches taken. Lines will be kept open among the seven Westinghouse-owned radio stations and also to the Washington news bureau. Twice a day feeds will come in from overseas correspondents. Editorials and local reviews of cultural events will be presented regularly.

"We'll be presenting news not history," Gordon Davis, vice president in charge of the Los Angeles station, assures. "We can be compared to an evolving daily newspaper getting out new editions every half-hour or 45 minutes. When a major story breaks we'll be able to have as many as 35 people covering it."

Westinghouse has scoured the West Coast for first-class, experienced newsmen. KFVB's news staff of 10 has been increased some six-fold. The station's engineering staff of five

has doubled. The over-all staff is now more than 100, about double its size under KFVB's music-and-news format.

The bigger staff needed more room. So KFVB's cramped facilities above Hollywood Boulevard have been ripped apart and rebuilt. The news room has been tripled in space. Yet the reconstruction will be used for only a short time. The station has been scouting locations and in about a year may have a new facility built from the ground up.

Lots of new equipment has gone into the station. Portable tape recorders, two-way transistors, at least three new mobile units (making a total of six) have been added in recent weeks or are on order. A new transmitter also is being added to keep the station, which used to be off the air about four hours a week, in constant operation.

Westinghouse officials will not disclose how much the company is investing in the new operation, but local observers believe KFVB will be the most expensive radio operation in the market.

"We're going first-class all the way," says Mr. Davis. It would appear that he's not exaggerating.

'Africa' earns Polk award for ABC news

ABC News was named last week among nine winners of the 20th annual George Polk Memorial Awards given by Long Island University. The awards are a memorial to Mr. Polk, a CBS correspondent killed in Greece in 1948.

The winners will be given bronze plaques and citations at a luncheon in New York on March 28. ABC News

was cited for its four-hour TV documentary, *Africa*, called "a milestone in TV journalism."

Other winners were *Newsday*, a Long Island newspaper, for community-service coverage; R. W. Apple Jr., *New York Times*, foreign reporting; J. Anthony Lukas, *New York Times*, local reporting; Clayton Fritchey, *Newsday* Specials national reporting; Catherine Leroy, free-lance, news photography; *The Paris Review*, magazine reporting; Saul Maloff, *Newsweek*, criticism; Alan F. Westin, book award.

McLendon gets green light for no-news FM

KOST(FM) Los Angeles, which began wearing McLendon Corp. colors as an all-classified-ad station, has received FCC permission to become an entertainment-oriented, no-news station.

KOST was KGLA(FM) when McLendon acquired it in July 1966, and transformed it into a classified-ad-page of the air. The calls were changed to KADS

(FM) (Kay-Ads).

The commission, in approving the station's sale in 1966, required McLendon to file an application for renewal within a year, to permit an early review of the station's unique operations.

Last summer, McLendon notified the commission that the plan had failed. The station lost \$86,000 in the six-month period ending June 30, 1967, McLendon said, and a survey was being conducted to determine what new format should be attempted (BROADCASTING, Aug. 21, 1967).

In September, McLendon filed an amendment to its renewal application proposing a format including a minimum of 75% music, with 0.7% of the balance devoted to public affairs and 0.3% to all other programming.

No News ■ The amendment said that no news would be carried because the survey indicates that news and talk shows are adequately covered by the 20 FM's and 12 AM's in the city.

These include KFVB, which is to become an all-news station today (March 11) (CLOSED CIRCUIT, Feb. 26, also see page 66). Another station serving the area with an all-news format is XTRA Tijuana, Mexico. Its U.S. sales rights are owned by McLendon.

KOST's license renewal will run for the remainder of the normal term for California stations, which ends Dec. 1, 1968.

The commission vote on the renewal was 4 to 2, with Commissioners Kenneth A. Cox and Nicholas Johnson dissenting.

McLendon's other stations are KLIF, KNUS(FM) and a construction permit for ch. 27, Dallas, KILT and KZAP(FM) Houston, KABL-AM-FM Oakland-San Francisco, WYSL-AM-FM Buffalo, N.Y., WNUS-AM-FM Chicago, WWWW(FM) Detroit, and KCND-TV Pembina, N.D. McLendon plans to sell KILT and KZAP (FM) to LIN Broadcasting, and to acquire WCAM Camden, N.J., and KYXI Oregon City, Ore.

Four Star offers Australian cartoon

Arthur! (and the Square Knights of the Round Table), a new cartoon series currently in production in Sydney, Australia, has been acquired by Four Star Entertainment Corp. for distribution in the U. S., Latin America and the Far East, exclusive of Australia and New Zealand.

Four Star will introduce the series at the National Association of Broadcasters' convention in Chicago and will release it for presentation next fall. *Arthur!* is a series of 39 fully animated half-hour color cartoons with bridges for a total of 117 individual segments.

Taft, Nicholson-Muir to syndicate new series

The second series in a program development effort by Taft Broadcasting Co. and Nicholson-Muir Inc., New York, is *Card Party*, scheduled for release next fall, it was announced last week.

The half-hour series, in which contestants compete at a variety of popular card games, is designed for daytime or early evening stripping. Lawrence H. Rogers II, president of Taft, said he has advanced the production schedule of the pilot for *Card Party* so that it will be available for the National Association of Broadcasters' convention.

As with *Matches 'n' Mates*, the first series developed by Taft in association with Nicholson-Muir, *Card Party* will be ready for a fall start on Taft outlets as well as other stations, according to Mr. Taft.

Showcorporation to handle RKO shows

The acquisition by RKO General of a substantial interest in Showcorporation of America, New York TV-distribution company, was announced last week by Henry V. Greene Jr., vice president in charge of television for RKO General, and Robert Manby and Fred Schneier, principals in Showcorporation.

Under the agreement, Showcorporation has obtained distribution rights for TV programs produced by RKO General and previously distributed by RKO Pictures. The programs are *Firing Line with William Buckley Jr.*, *Surf's Up*, *Aero Classic*, *Shirley Temple's Storybook*, *Hollywood Backstage*, *Murray the K at Shea*, *Baby* and *Fashion*, *Italian Style*. In addition, Showcorporation, under previous agreements with RKO General, has worldwide TV-distribution

rights to a large number of feature films.

Showcorporation is located at 10 East 49th Street, New York 10022. Telephone: 421-8830.

Cleveland TV distributor switches to New York

Olas Corp. has moved its headquarters from Cleveland to New York from where it will distribute its travel-adventure TV programming, it was reported last week by Robert S. Buchanan, president.

The company, formed three years ago, is distributing 247 one-hour episodes and 105 half-hour segments of *Of Land and Seas*. Mr. Buchanan said the programs are in color and on video tape. The series has been sold in Los Angeles; San Francisco; Minneapolis; St. Louis; Dallas; Fort Wayne, Evansville and South Bend, all Indiana; Buffalo, N. Y.; Orlando, Fla.; Miami; Kansas City, Mo.; Flint, Mich.; Milwaukee and Washington.

Olas' headquarters is at 52 Vanderbilt Avenue, New York 10017. The company's production and quality control operations will remain in Cleveland.

Specials win for ABC-TV

ABC-TV reported last Thursday that its "night of specials" on Wednesday, March 6, scored well in the ratings in New York. On that evening, the network pre-empted its 7:30-11 p.m. programming and substituted four specials: *The Savage World of the Coral Jungle*, *The NOW Generation*, *Monte Carlo . . . C'est la Rose* and Part I of *The Rise and Fall of the Third Reich*. ABC-TV said the New York Nielsens showed the network averaged a 16.4 rating and a 34.7 share for the evening, as compared with a 15.6 rating and a 32.1 share for CBS and 15.7 rating and a 33.2 share for NBC.

In the current issue of **THE VIEWER**

PROFESSOR LOUIS L. JAFFE

Law School of Harvard University

writes on:

CATV and the FCC

Cigarettes and the Fairness Doctrine

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Visual Electronics files stock offer

Visual Electronics Corp., New York, distributor of television and radio broadcast equipment, registered for a public offering 40,000 shares of stock with the Securities and Exchange Commission last week.

The stock will sell at a maximum of \$25.37 per share, which is expected to yield approximately \$8 million.

All of the 40,000 shares will be sold by Joseph Stevens Allen, vice president of Visual Electronics Laboratories a wholly owned Visual subsidiary, which was acquired from Mr. Allen in February 1966 for \$446,332. Mr. Allen presently has an option to purchase 60,000 common shares of Visual stock at \$9.20 per share.

Visual has 1,125,299 shares outstanding, of which James B. Tharpe, board chairman, owns 26.7% and management officials as a group own 28.5%.

According to the report filed with the SEC, Visual has undertaken a program for developing a color-camera line and intends to acquire all of the outstanding stock of Educational Electronics Inc., Newton, Mass., for expansion into television systems and equipment, closed-circuit television systems and equipment for educational and industrial use. As of Dec. 31, 1967, Educational Electronics had sales of \$900,000 and a net income of \$35,000.

For nine months ended Dec. 31, 1967 Visual paid 54 cents in earnings per share on \$586,000 in net earnings. Average number of shares outstanding is 1,090,000.

National Union drops sharply

National Union Electric Corp. last week reported an earnings decline of more than \$3 million in 1967 compared to 1966. The company is a diversified manufacturer, one of whose major divisions is Emerson Television and Radio Co.

For the full year:

	1967	1966
Earnings per share	\$1.74	\$3.96
Net income	3,413,815	6,591,190
Net sales	134,395,795	151,037,551
Average number of shares outstanding	1,964,234	1,666,319

MCA acquisition approved

The merger of Spencer Gifts Inc. into MCA Inc. has been authorized by the board of directors of both companies, it was announced last week. Under the plan of the merger, revealed last De-

ember, shareholders of Spencer will receive one share of MCA common stock for each three shares of Spencer.

TV helps push MCA net up 15%

MCA Inc. reported last week that net incomes in 1967 climbed by more than 15% over 1966.

Lew R. Wasserman, president, said the rise resulted from improved box-office results of motion pictures; increased profitability of television production and record earnings of MCA's music-publishing and savings-and-loan companies.

MCA announced last week that the company's board of directors has declared a quarterly dividend of 20 cents a share on MCA common stock, payable April 10 to stockholders of record March 20. The board also declared a quarterly dividend of 37½ cents a share on its outstanding convertible preferred stock to holders of record March 20, payable April 1.

For the year ended Dec. 31:

	1967	1966
Earned per share	\$3.20	\$2.76
Gross revenue	224,338,898	218,137,751
Net income	15,680,140	13,619,194

Zenith sets new sales high, but profits drop

Zenith Radio Corp., Chicago, set a new sales record in 1967 for the seventh consecutive year although profits ranked second highest.

Joseph S. Wright, president, said color-TV sales in 1967 jumped 30% in both units and dollar volume. Monochrome-TV-set sales are slowing, as in the industry generally, he said, but at Zenith they still exceeded a million units for the year.

Based on a preliminary report, Zenith's sales in 1967 topped \$653.9 million, up 5% over the previous year. Net income after taxes was \$41 million, compared to nearly \$43.5 million in 1966.

Talent-theater merger off

Tentative agreement to merge General Artists Corp., the talent agency, and Trans-Beacon Corp., movie theater operator and licensing agent for personalities and properties, has been canceled. Trans-Beacon was to have been the surviving entity. General Artists is traded over-the-counter; Trans-Beacon is listed on the American and Pacific Coast stock exchanges.

RCA sets stockholders meeting for May 7

RCA will hold its annual stockholders meeting on May 7 in Clowes Memorial Hall at Butler University in Indianapolis.

In a notice of the meeting distributed to stockholders, it was stated that stockholders will act upon the continuation of the amended RCA incentive plan; amend the RCA stock-option plan, and elect directors to its board.

The proxy statement listed the annual salaries and other remuneration of top executives, including Brigadier General David Sarnoff, board chairman, \$290,000; Elmer W. Engstrom, chairman of the executive committee, \$250,000 plus \$40,000 in incentive payment; Robert W. Sarnoff, president, \$225,000 plus \$35,000 incentive, and Walter D. Scott, board chairman of NBC, \$160,000 plus \$23,000 in incentive.

The RCA board of directors last week declared a quarterly dividend of 25 cents a share, payable May 1 to holders of record March 18. It also declared dividends of 87½ cents a share on the \$3.50 cumulative preferred stock and \$1 per share on the \$4 cumulative convertible series first preferred stock, both for the period April 1 to June 30 and both payable July 1 to holders of record on June 14.

Financial notes . . .

- H&B American Corp., Beverly Hills, major community antenna television operator, announced it would temporarily omit cash dividends on its common stock and use all available cash resources for the acquisition of additional CATV systems.

- Metro-Goldwyn-Mayer Inc. directors last week declared a quarterly dividend of 25 cents a share, payable April 15 to stockholders of record, March 18.

- Trans-Lux Corp. has declared regular quarterly dividend of 15 cents a share on the common stock. It is payable March 29, to stockholders of record at the close of business on March 19.

- Republic Corp., which has a television and movie film processing facility among other diversified interests, reports net earnings for the first quarter ended Jan. 31 were \$1,579,000, the highest in the Beverly Hills, Calif., company's history and 97% more than in the same period last year. Net sales of Republic for the period were \$24,062,000, an increase of 26%. Earnings per share were 50 cents, compared to a restated 25 cents per share in 1967's first quarter.

SGI evaluates foreign TV scene

Plans heavy production in Canada and Australia;
says coproduction best course in many countries

Screen Gems International will be turning out a total of 47 half-hours of television production a week in Canada and Australia this year, a sales conference of the division was told in Hollywood last week. In addition to the 32 half-hours a week of television now being produced in Canada and distributed primarily to the Canadian market, TV production has started on "a reasonable scale" in Australia and will account for 15 half-hours a week. Screen Gems International has spent several million dollars in production since embarking in this direction seven years ago with a \$500,000 investment in Canada for a five-minute show involving journalist Pierre Berton.

One of the prime purposes of last week's sales conference, the first for the Screen Gems Inc.'s division since 1961, was to evaluate the direction of the international television industry. According to a summary of this discussion given by SGI President Lloyd Burns, international TV has evolved from a very glamorous division to "basically hard work."

Explained Mr. Burns: "Our original markets are shrinking, because as

they become more nationalistic they use less imported film. This is made up to a certain extent by the increase in the channels in particular markets and the opening up of new markets. Additionally, prices are on an average higher than they were five or six years ago."

Yet the sales conference also heard words of caution. "Everybody has to dig in at the moment," Mr. Burns pointed out. "And while the industry is doing more dollar volume—there will be more made this year than last year, following the pattern of the last several years—I have a feeling that this is beginning to level off."

Coproduction Route ■ The sales conference came to the conclusion that in many foreign countries coproduction is probably the right course for SGI to follow. The division has coproduced a filmed series, *Sea Sprite*, that has sold in about 30 countries, including a few markets in the U.S. SGI also has coproduced, with a studio in Hamburg, Germany, *Intercontinental Express*.

According to Mr. Burns, faith in international production was overwhelmingly reaffirmed and plans for expansion were outlined. "We decided that we

Briton suggests the colonies' TV needs help

Michael Young, a British sociologist, has proposed the establishment of a BBC-style television network in the United States to televise programs from the BBC, from the commercial network in Britain, and from some European stations. He said he thought these sources could provide four hours of programming nightly on a network based in New York or Boston.

The purpose of the network, he said, would be to help raise the quality of American television.

The money from the network, he suggested, could come from the British government acting through the British Export Council. The justification for the project would be that this kind of network, with commercials by British exporters, would improve the flow of British products to the United States.

These and other views on Ameri-

can television were expressed by Mr. Young in an article in *The Listener*, published by the BBC. Mr. Young is chairman of the British government's Social Science Research Council and the founder of the Consumers Association. He is also chairman of the Advisory Center on Education in London.

Mr. Young recognized the difficulties of trying to set up such a network—the financing of the venture and the approval that would have to be obtained from the FCC.

As an interim solution, he said, British television should provide more programs to National Educational Television in the form of regular nightly or weekend programming.

Mr. Young also thought the venture might get off to a better start with the assistance of the Ford Foundation-financed Public Broadcast Laboratory.

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will have our own production organizations in some countries, while in other countries we may go the way of co-production," he said.

Six major overseas executives from SGI attended the sales conference. They spent four days in Hollywood (March 3-6) and were scheduled to continue their meeting in New York later in the week (March 7-9). While in Hollywood, the international executives screened all of Screen Gems Inc.'s new production for the 1968-69 season, some of the company's international productions, met with producers, directors and stars of the new shows and did sightseeing. In addition to Mr. Burns, SGI executives attending the Hollywood sessions included Joe Joel, vice president and director of Far Eastern operations; Bruce Ledger, vice president and general manager, SG (Canada) Ltd.; Vernon Burns, vice president and director of European operations; Harold Winston, general manager for Mexico; Helios Alvarez, general manager for Brazil; and Toru Ohnuki, general manager for Japan.

ITV pushes British color-TV conversion

Britain's Independent Television Authority is speeding up its program to get color on ITV screens in London, the Midlands and North by the fall of 1969. Seven main UHF stations will begin operation in 1969, nine in 1970, and 10 in 1971.

The authority also discloses, in its report for 1966-67, that it had to pay the Exchequer \$1,440,000 in excess of what it considered to be fair. After disbursements for running costs and other expenses, the authority was left with a surplus of \$8,971,160, from which it decided on a payment to the Exchequer of \$2,880,000 taking into account its expanded building program. Without disputing the expenditure forecasts, the government directed the authority to make a payment of \$4,320,000 which, the authority has said unofficially, is a process of government

"milking" that may hold long-term disadvantages for ITV viewers. Since 1961 the ITA has paid out a total of almost \$16 million from its surpluses to the government.

SG International forms new overseas arm

In an expansion move, Screen Gems International has organized a new unit, Screen Gems (Australia) Productions to produce live programs for Australia and the Far East.

Lloyd Burns, SG International president, said the new unit will coproduce with Channel 7 in Sydney two daily programs, *People In Conflict* and *Marriage Confidential*. Mr. Burns noted that the international division already has a production operation in Canada, which now is producing 32 half-hour programs weekly on Canadian television.

FATES & FORTUNES

BROADCAST ADVERTISING

David P. Guthridge, management executive with Campbell-Ewald, Chicago, named VP in charge of development. **Terry Galanoy**, creative director of Earle Ludgin & Co., Chicago, joins C-E, that city, in similar position. **Robert Powell**, media director with C-E, Chicago, named VP and management supervisor; he is succeeded by **William Frame III**, media director with McCann-Erickson, Chicago. **Paul Dreiske**, from Tatham-Laird & Kudner, and **Leo Burnett Co.**, both Chicago, joins C-E, that city, as copy supervisor.

Mrs. Jonne Murphy, director of media services, Radio Advertising Bureau, New York, promoted to director of member services for RAB's large market division. **John Flynn** succeeds Mrs. Murphy who replaces **Joyce Reed**, RAB's new director of retail services (BROADCASTING, March 4).

Dick Madison, account supervisor with Harry M. Frost Co., Boston, joins **Reilly, Brown, Tapply & Carr**, that city, as VP and director.



Mr. Opperman



Mr. Pietras

Henry J. Opperman and Edward R. Pietras, account group heads with North Advertising, Chicago, named senior VP's.



Mr. Moore



Mr. Katz

Tod Moore, VP and director for The Katz Agency, New York, assumes responsibility for station relations, Katz Television. **John Katz**, New York sales manager, Katz Radio, takes over new business development for Katz Radio. Both changes, effective April 1, are in preparation for retirement in July of **Edward Codel**, senior VP (BROADCASTING, Feb. 19). **Donald (Chips) Barabee**, with Avery-Knodel, New York, and **Thomas Watson**, with WHN, that city, join Katz Television sales staff.

Stephen J. van Ophuijsen and **Arthur Zarin** appointed administrator and coordinator, respectively, sales development, NBC Radio, New York.

Paul Dietz, creative director with Wermen & Schorr, Philadelphia agency, joins **J. M. Korn & Son**, that city, as VP for creative services.

Earl Cole, copy group head with **Ted Bates & Co.**, Chicago, elected VP and

creative supervisor.



Mr. Dersh

Stanley Dersh, creative associate for art at Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.

Donald K. Reece, director and account executive, Gordon-Kietzman-Dennis, Oklahoma City, joins **Smith & Douglas Advertising**, Dallas, as VP, member of account service staff.

Don Heller, VP and assistant general manager, and **Samuel Feinberg**, director of regional sales, both with WPHL-TV Philadelphia, appointed general sales manager and director of sales, respectively, of parent U. S. Communications Corp., group owner.



Mr. McGrath



Mr. Sutter

Patrick J. McGrath and **Richard J. Sutter**, VP's and management supervisors with Benton & Bowles, New York, elected senior VP's and members of board of directors. **Mark Bollman**, senior VP, also elected director.

Frank Martello of **Leo Burnett Co.**

elected president of new Broadcast Advertising Producers Society of America. Others named: Lincoln Diamant, Grey Advertising, VP; John Edgerton, Sullivan, Stauffer, Colwell & Bayles, treasurer, and Catherine Land, Grey Advertising, secretary.

Mark J. Wolters named director of marketing services, responsible for administration of newly merged media and marketing departments at Winius-Brandon Co., St. Louis. Ralph Greb named associate director, marketing services. George R. Bishop, Viola S. Arnold and Evelyn M. Langan named media directors.

Ben R. Midgow elected president of M. M. Fisher Associates, Chicago agency, succeeding Jack L. Fisher who becomes chairman and continues as chief executive officer of agency.

Werner Wolff, manager of TV-radio department at Post-Keyes-Gardner, Chicago, named VP and manager of creative operations.

Thomas A. Wright, VP in charge of computer services, Leo Burnett Co., Chicago, resigns.

Joel Heathcoate, formerly copy supervisor at Procter & Gamble, Cincinnati, joins Knox Reeves Advertising, Minneapolis, in similar capacity.

Jerry R. Lyman, with Adam Young-VTM, Los Angeles, for three years, named manager of radio division in firm's Chicago office.

Doug Gabrielle, head of TV-radio production, Kenyon & Eckhardt, Chicago, named administrative assistant to VP for creative services. Bob Woolson named director of TV-radio business and traffic department.

John J. Horak, senior account representative on RCA at J. Walter Thompson Co., New York, and before that on Ford dealers account in JWT's Detroit office, joins Clinton E. Frank Inc., Chicago, as account executive on Toyota account.

Donald J. Day, VP and account group head for Fuller & Smith & Ross, Pittsburgh, joins Erwin Wasey, Los Angeles, as account supervisor.

Jon L. Fischer, senior art director for Campbell-Ewald, New York, has joined Carl Alley Inc., that city, as art director.

George Feldman, director of research and sales promotion for KGO-TV San Francisco, appointed director of re-

C&W doubles board

Cunningham & Walsh last week expanded its board of directors from six to 12. New directors are Thomas T. Ryan, senior VP director of account management; Edward T. Baczewski, VP-account group supervisor; William T. Brooks, VP-manager of marketing services and account group supervisor; Lowell K. Cohn, VP-assistant director of creative services; Daniel H. Dolgins, VP-manager of account management and account group supervisor, and James R. Frankenberry, VP-account group supervisor.

search for WABC-TV New York. Both are ABC stations.

William Thomas Jr., with The Marchalk Co., Cleveland, joins PRO Time Sales as manager of Cleveland and Detroit offices.

Warren Rogers, VP and senior group supervisor with Compton Advertising, New York, named creative division supervisor.

Angelo Gallo, from Grey Advertising and Kenyon & Eckhardt, both New

York, joins Rockwell, Quinn & Wall, that city, as art director.



Mr. Owett

Bernard S. Owett, creative supervisor for art and television with J. Walter Thompson Co., New York, elected senior VP-creative supervisor.

Alden F. Schutte, art director from Stahlka, Feller & Klenk Advertising, Buffalo, N. Y., and Comstock Advertising Co., that city, joins Rich Advertising Co., that city, in similar position.



Mr. Moore

Michael D. Moore, associate media director with Benton & Bowles, New York, elected VP.

Don Reynolds, advertising manager of Dutch Boy Paint division of National Lead Co., New York, joins Goodwin, Dannenbaum, Littman & Wingfield, Houston agency, in newly created position of assistant to president.

Thomas D. Coolican, VP of Coolican, Coe and Coolican, Syracuse, N. Y.,



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Eight on APRTA directors slate

AP Radio-Television Association nominating committee announced last week slate of eight candidates to fill expiring terms of four members of association's board of directors. Candidates follow, with incumbents and incumbent status in parentheses.

Eastern district—one director representing stations under 5 kw to be elected every four years: **Frank A. Balch**, general manager, WJOY Burlington, Vt.; **John B. Lynch** (first-term incumbent), president and general manager, WWSC Glens Falls, N. Y.

Central district—one director-at-large to be elected every four years: **Rex Davis**, news director, KMOX-AM-FM St. Louis; **Harold Salzman**, news director WLS-AM-FM Chicago. (James

Borman, director of news and public affairs, WCCO Minneapolis, is retiring incumbent.)

Southern district—one director representing stations of 5 kw and over to be elected every four years: **Fred Hammond**, news director, WWL New Orleans; **Russ Kilgore**, news director, WKRK-AM-FM Mobile, Ala. (F. O. Carver, director of public relations, WSJS Winston-Salem, N. C., is retiring incumbent.)

Western district—one director representing stations under 5 kw to be elected every three years: **Willard Shoecraft**, general manager, KIKO Miami, Ariz.; **Milton Cook**, news director, KACE Riverside, Calif. (Gene Shumate, president and news director, KRXX Rexburg, Idaho, is retiring first-term incumbent.)

agency, joins Conklin, Labs & Bebee agency, that city, as art director of marketing development.

Robert Taft, from Cunningham & Walsh and The Marschalk Co., both New York, **William Adams**, with BBDO, New York, and on special assignment for United Nations, and **Charles Polis**, art director with Fuller, Smith & Ross, that city, join creative department of Hicks & Greist, that city.

Gary E. Holt, creative director with Rutledge Advertising Co., St. Louis, joins Lynch, Phillips & Waterbury, that city, as copy chief.

Martin J. Malone, with Geyer-Oswald, New York, as VP-art supervisor and producer, print and TV, joins Ross Roy of New York Inc., agency, as senior art director and producer, print and TV.

Alan Silverman, account executive with WADO New York, appointed general sales manager.

John H. Brock appointed national sales manager of wis-TV Columbia, S. C., succeeding **Jack Spring**, named national sales manager of WTOH-TV Toledo, Ohio. Both are Cosmos Broadcasting stations.

Bella Werner joins John C. Butler & Co., New York, as director of radio research.

David E. Michels, national sales manager of WBAL-TV Baltimore, named assistant director of sales.

Robert W. Hall, media supervisor with Dancer-Fitzgerald-Sample, San Francisco, joins Honig-Cooper & Harrington, that city, as associate media director.

Harry A. Bernard, art director with Nadler & Larimer, New York, and **Alfred H. Roswig**, copywriter at Mogul Baker Byrne Weiss, New York, join LaRoche, McCaffrey and McCall, that city, in similar positions.



Mr. Stuart

Robert A. Stuart, assistant to president of Television Advertising Representatives, New York, appointed general sales manager.

James Baldwin, with Rutledge Advertising Co., St. Louis, named associate crea-

tive director.

William F. Neary, sales promotion director with WECT(TV) Wilmington, N. C., joins WTVR(TV) Richmond, Va., as sales development coordinator.

Patty Hodge named director of merchandising for KGB San Diego.

Joseph J. Rogers joins Blair Television, Philadelphia, as account executive, succeeding **Warren G. Paul**, named to Blair's New York market division sales staff.

Loren Collard, with Young & Rubicam, New York, as TV producer, joins Knox Reeves Advertising, Minneapolis.

William Jaeger, sales manager with Triangle Publications broadcast division (WFBG Altoona, Pa., and WNBK Binghamton, N. Y.), joins WTOH-TV Toledo, Ohio, as general sales manager.

Boyd Browning, executive on Friskies pet food account for Erwin Wasey Inc., Los Angeles, appointed executive for Anderson-McConnell Advertising Agency, Hollywood.

J. Milton Seropan, manager of San Francisco office of Paul H. Raymer Co., joins Bernard Howard & Co., San Francisco, as account executive.

James W. Dodd, sales service manager of NBC International, New York, appointed manager for sales, promotion and planning.

Robert Wisner, formerly with Papert, Koenig & Lois, New York, and **James D. Block**, previously with J. Walter Thompson Co., New York, join Cunningham & Walsh, New York, as account executive and copywriter, respectively.

MEDIA

J. Strider Moler, president and general manager of WXVA Broadcasting Corp. (WXVA-WZFW[FM] Charles Town, W. Va.), resigns, effective March 30.

Sam Sherwood, general manager of KDWB St. Paul, elected VP of parent ValJon Inc.

Walter Schwartz, president of ABC Radio, elected president of New York State Broadcasters Association, succeeding **Robert King**, VP and general manager of WKBW-TV Buffalo. **C. Glover Delaney**, VP and general manager of WHEC Rochester, elected VP, NYBA.

Julia R. Setterholm joins law department of NBC, Los Angeles, as attorney.

E. E. Bliss of Houma Cablevision elected president of Louisiana Association of Cable Operators. **Henry Busch** of All Channels Cable TV elected VP, and **John Mankin Jr.** of Leesville Cable TV elected secretary-treasurer.

Howard Teel and **N. L. Pavlovich** elected president and secretary-treasurer, respectively, of Arizona CATV Association.

Dr. William Hanford, director of Delaware Educational Television Network, resigns to become dean of college of fine arts at Wisconsin State University at Stevens Point.

CBS newsmen hit again

CBS News producer **Russ Bensley**, who received multiple shrapnel wounds on March 1 at Khe Sanh (BROADCASTING, March 4), was wounded again March 2 during Vietcong mortar attack on Marine base outside Danang, to where he had been evacuated. Mr. Bensley was one of seven men wounded when mortar round fell between two Navy hospital barracks. His condition was listed as "serious but not critical," with shrapnel wounds in wrist, legs and lower abdomen.

PROGRAMING

Lewis Klein of WFIL-TV Philadelphia, elected president of National Association of Television Program Executives. Also elected: **Ian Harrower** of WWJ-TV Detroit, first VP, and **Herb Victor** of WMAL-TV Washington, second VP.

Dale Juhlin named executive producer and **James Becker** named director at WGN Continental Productions, Chicago.

Charles H. Schultz, executive producer for CBS-TV, New York and Hollywood, joins Belafonte Enterprises, Los Angeles, as executive producer in charge of projects in TV and motion pictures.

John Geller, former music director of NBC-TV's *The Doctors* for Score Productions, appointed VP, production manager.

Rhett Hamilton Walker, production director with KRLA Pasadena, Calif., joins KRUX Glendale, Ariz., as operations manager.

Jack Leary, with KYW-TV Philadelphia, joins WTVJ(TV) Miami as operations manager.

Don Hofmann, program director for KMBY-AM-FM Monterey, Calif., joins KDAY Los Angeles as operations manager.

Dick Drury, program manager for WHK Cleveland, appointed VP in charge of creative broadcast sales for The Heller Corp., Hollywood.

Ed Robbins, production manager and program director for KPAT-AM-FM Berkeley, Calif., appointed assistant program director for KCBS San Francisco.

Robert H. Kinkead, production manager for WHDH-TV Boston, appointed director of programing, succeeding **Robert B. Cheyne**, named director of public relations for parent Herald-Traveler Corp.

Walter Boris Jr., with WKBF-TV Cleveland, named producer-director.

Albert Osborne, associate director with WTTV(TV) Bloomington-Indianapolis, named producer-director.

Marcia Sicard named community affairs and woman's director for WPTA (TV) Roanoke, Ind.

David M. Kennedy, coordinator of sports for NBC, joins Trans-World Enterprises as director of programs and sales and head of newly created office in New York.

NEWS

Bos Johnson, WSAZ-AM-TV Huntington, W. Va., elected treasurer of Radio-Television News Directors Association. **Ernest J. Schultz Jr.**, WKY-TV Okla-

homa City, elected RTNDA director, both to fill vacancies.

Bill Hill, producer with NBC News, New York, named executive producer for NBC News, West Coast, and KNBC (TV) Los Angeles. **Ed Adler**, manager, news operations, West Coast, appointed manager, TV news programs. **Art McCarrroll**, local assignment editor, West Coast, named manager, TV news assignment.

Arthur James Lagios, from WAAB Worcester, Mass., and WBZ Boston, joins ABC News, New York.

UPI adjusts world-wide

Eric Riel, UPI manager for Canada, named business manager for Asia. **John Alius**, UPI manager for Mexico and Central America, named manager for Canada. **H. D. Davis**, UPI manager for Brazil, named for Mexico and Central America. **John Virtue**, UPI bureau manager, Sao Paulo, Brazil, named manager for Brazil.

Alberto Schazin, editor of Brazilian and Latin American special services, New York, named manager for Rio de Janeiro. **Martin Leguizamon**, manager in Uruguay, named manager for Venezuela. **Jack Brannan**, manager for Venezuela, named assistant editor, Latin American services, New York.

Ronald Wills, with Tokyo bureau, named regional executive, central division, USA. **Richard Stone**, UPI manager in Indonesia, transferred to Indianapolis, Ind., bureau. **Vicente Maliwanag**, with Manila bureau, joins Djakarta bureau on temporary basis.

Mike Conard, named newspaper manager of UPI's Portland, Ore., bureau. **Roger Norum**, correspondent and general news editor with UPI's New York audio department, named UPI, Saigon, audio network correspondent.

John E. Nance, on temporary assignment with AP's Saigon bureau, named chief of Manila bureau succeeding **Tony Escoda**, who resigns to become managing editor of *Philippines Herald*.

Barry Sheft, assignment editor, with WGBS Miami, named news director.

Robert G. Palmer appointed news and public affairs director for KOA-AM-TV Denver, succeeding **Thompson R. Watt**, news director, who resigns for reasons of health.

Norman Wagy, news and editorial director for WJW-TV Cleveland, named

news director. **Frank Lecjaks**, editorial research director, named editorial director for WJW-AM-TV.

Al Mann, newsman with KNXT (TV) Los Angeles, joins KMOX-TV St. Louis as news director.

Paul Carson, with WGVA Geneva, N. Y., named news director, succeeding **Bob Lane**, who joins WNYR Rochester, N. Y.

Bob Young, news director of WBBQ Augusta, Ga., joins news staff of KIMN Denver.

FANFARE

Edward E. DeLong, research director and member of editorial staff of *The Rock Island (Ill.) Argus*, named promotion and merchandising manager for WHBF-AM-FM-TV Rock Island, Ill., helping assume duties of **Heber E. Darton**, recalled to active naval service at Great Lakes Naval Training Center.

John Korbelak, supervisor, booking and traffic for NBC Enterprises, New York, appointed manager, sales service.

EQUIPMENT & ENGINEERING

Bruce L. Birchard, industrial division head for Sony Corp. of America, Inglewood, Calif., named VP and head of newly created industrial and commercial VTR division.

Carl W. Claras, director of manufacturing for International Video Corp., Mountain View, Calif., named VP.



Mr. Marten

George B. Marten, senior technical editor for General Electric Co.'s advertising and sales promotion department, Schenectady, N. Y., appointed advertising and sales promotion technical communications specialist for visual communication products department. **O. A. (George) Lively**, sales manager of GE's distribution protective equipment department, Pittsfield, Mass., named to newly created post of manager of marketing and planning for visual communication products department, Syracuse, N. Y. **Stanley W. Wickliffe**, manager of special markets for distribution sales operation, Los Angeles, appointed to newly created position of marketing supervisor for western region of closed-circuit TV business section, that city.

Dr. Anthony P. van den Heuvel named manager of reliability and advanced devices section at IIT Research Institute, Chicago, where for several years he has lead research in advanced electronic devices, particularly thin film.

Paul A. Rock, design and field engineer specializing in color TV at Gener-

al Electric Co., Syracuse, N. Y., named chief engineer at noncommercial WTTW-TV (TV) Chicago replacing Walter Allis. Donald Newsom named assistant chief engineer.

John F. Garrety, VP and manager in charge of engineering and electronics, Empire State Building and its master TV and FM radio transmitting antennas for Helmsley-Spear Inc., New York, named also to newly created position of executive assistant to senior VP in charge of management department.

Paul J. Weber, corporate marketing services manager for Ampex Corp., Redwood City, Calif., appointed marketing manager of magnetic tape division.

Robert Wheatley, project manager for CATV construction department of Jerrold Electronics Corp., Philadelphia, named operations manager.

INTERNATIONAL

Norman Botterill, general manager of CJLH-TV Lethbridge, Alberta, appointed director and VP of broadcasting operations for parent firm, Selkirk

Holdings Ltd. **William A. Speers**, managing director of CKWX Vancouver, B. C., appointed VP of Selkirk Holdings. **Balt Elton**, general manager of CJCA Edmonton, Alberta, appointed general manager of CKWX, succeeding Mr. Speers. **Cameron Perry**, general manager of CFGP Grande Prairie, Alberta, appointed general manager of CJCA, succeeding Mr. Elton. All are Selkirk Holdings stations.

Franz Elmendorff, VP with MCA TV, Munich, Germany, appointed European manager of MCA TV.

Eric Dunn, Toronto news editor for Broadcast News Ltd., retires for reasons of health.

DEATHS

Robert D. Work, 66, who retired in 1962 as VP, board director and member of plans board, Young & Rubicam, died Feb. 29 of heart attack in Key Biscayne, Fla. Mr. Work was agency's first male employe when hired in 1923 as office boy and copy trainee. During his career, he was associated with advertising copy for such clients as Gulf

Oil, General Electric, Procter & Gamble and Beechnut. He is survived by his wife, Edith, and three daughters.

Stanley Burt Jones, 74, who retired in 1958 as executive and copywriter with Young & Rubicam, died March 1 at his home in New York. Following World War I Mr. Jones joined J. Walter Thompson Co., starting at Y&R in 1939. He is survived by his wife, Mary, and daughter.

William F. Maag Jr., 84, president of WFMJ-AM-TV Youngstown, Ohio, died Feb. 29 at his home near Youngstown. Mr. Maag, publisher of the *Youngstown Vindicator*, put WFMJ on the air in 1939. He put WFMJ-TV on air in 1953.

Bryce Haynes, 75, secretary-treasurer and member of board of directors, Audio Devices Inc., New York, died Feb. 24 at his home in Bradford, R. I., after long illness. Mr. Haynes, with tape-manufacturing company for 27 years, retired from full-time business activity in 1962 but continued as officer and board member. He is survived by his wife, Nina, and daughter.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Feb. 29 through March 6 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATIONS

Anaheim, Calif.—Orange Empire Broad-

casting Co. Seeks UHF ch. 56 (722-728 mc); ERP 3,715 kw vis., 743 kw aur. Ant. height above average terrain 1,919.3 ft.; ant. height above ground 133 ft. P. O. address: 231 North Euclid Street, Anaheim 92800. Estimated construction cost \$941,154; first-year operating cost \$750,000; revenue \$400,000. Geographic coordinates 33° 51' 00" north lat.; 117° 39' 13" west long. Type trans. GE TT-59-A. Type ant. GE TY-97-A. Legal counsel Cohen and Berfield; consulting engineer Silliman, Moffett and Kowalski. Principals: Raymond E. Wieck Jr., president (15%) Robert A. Lewis, executive vice president (15%), Keith D. Carlsgaard, vice president, secretary, treasurer, et al. Mr. Wieck is sole owner of mercury refining and research company. Mr. Lewis is executive vice president of Gold Coast Productions Inc. Dr. Carlsgaard is dentist and 50% partner in rock and mining company. Ann. Feb. 28.

*Garden City, N. Y.—Long Island Educational TV Council Inc. Seeks UHF ch. 21 (512-518 mc); ERP 715 kw vis., 143 kw aur. Ant. height above average terrain 384.14 ft.; ant. height above ground 406.5 ft. P. O. address: 220 Old Country Road, Mineola, N. Y. 11530.

Estimated construction cost \$528,164; first-year operating cost \$286,000. Geographic coordinates 40° 43' 55" north lat.; 73° 36' 12.4" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Krieger and Jorgensen; consulting engineer George Coast afforded 10 days from release date P. Adair. Ann. Feb. 28.

FINAL ACTION

Savannah, Ga.—Lewis Broadcasting Corp. Review board granted UHF ch. 22 (530-536 mc); ERP 198 kw vis., 39.6 kw aur. Ant. height above average terrain 507 ft., above ground 509 ft. P. O. address: c/o J. C. Lewis Jr., Box 6447, Savannah 31401. Estimated construction cost \$686,425; first-year operating cost \$420,000; revenue \$480,000. Geographic coordinates 32° 04' 37" north lat.; 81° 05' 47" west long. Studio and trans. both located in Savannah. Type ant. RCA TFU-30J, type trans. RCA TTU-10A. Legal counsel Pierson, Ball and Dowd; consulting engineers Lohnes and Culver, both Washington. Principal: J. C. Lewis Jr. is sole owner; in addition Mr. Lewis is mayor of Savannah, owner of cab company, various investment companies, motor inn, insurance agency, and tractor company. In same action board denied application of WSGA Television Inc. for same facility. Action March 5.

OTHER ACTIONS

■ Review board in Sacramento, Calif., TV proceeding, Docs. 17778-79, granted petition for acceptance of late filed application for review filed Jan. 23 by Grayson Television Co., and denied application for review, filed Jan. 23 by Grayson Television Co. Action Mar. 4.

■ Review board in Santa Maria, Calif., TV proceeding, Doc. 16430, granted to extent indicated and denied in all other respects request of Key Television Inc. filed on Jan. 10. Reply pleadings filed by Central Coast Television, on Jan. 8 dismissed and Central of document to submit new reply document in accordance with rules. Action March 1.

■ Review board in Largo, Fla., TV proceeding, Doc. 17051, granted motion for extension of time filed on Feb. 27 by WLCY-TV Inc., and extended to March 12 time within which to file exceptions to initial decision. Action Feb. 28.

■ Review board in Patchogue, N. Y., TV proceeding, Docs. 17889-90, granted petition filed on Feb. 27 by Granik Broadcasting Co.

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and extended to March 11 time within which parties may file reply pleadings to petitions to enlarge issues filed by Long Island Video Inc. and Granik Broadcasting Co. on Jan. 11 respectively and oppositions to petition to enlarge issues filed by Long Island Video Inc. on Feb. 16. Action Feb. 29.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Feb. 29 in Sacramento, Calif. (Grayson Television Co. and Hercules Broadcasting Co.) TV proceeding, designated Examiner Jay A. Kyle, in lieu of Examiner Chester F. Naumowicz, Jr., to serve as presiding officer; scheduled prehearing conference for March 11.

■ Hearing Examiner Thomas H. Donahue on Feb. 27 in Utica, N. Y. (Rust Craft Broadcasting Co., P. H. Inc. and Roy H. Park Broadcasting Inc.) TV ch. 20 proceeding, denied petition by P. H. Inc. for leave to amend application (Docs. 17932-4).

■ Hearing Examiner Jay A. Kyle on Feb. 27 in Gainesville, Fla. (Minshall Broadcasting Co. and University City Television Cable Co.) TV proceeding, rescheduled March 18 (Docs. 17609-10).

■ Hearing Examiner Chester F. Naumowicz, Jr., on Feb. 28 in Patchogue, N. Y. (Long Island Video Inc. and Granik Broadcasting Co.) TV ch. 67 proceeding, scheduled prehearing conference for Feb. 28 to discuss petition filed by Granik Broadcasting Co. for continuance (Docs. 17889-90). (Action Feb. 28) and by separate actions, granted petition by Granik for continuance; and scheduled following procedural and hearing dates: March 15, exchange of exhibits, March 19, notification of witnesses, and March 26, commencement of hearing; and granted petition by Granik for extension of time to March 11 to file responses to presently pending petitions for leave to amend (Docs. 17889-90).

RULEMAKING PETITION

Marquette, Mich., Northern Michigan University—Requests following changes in table of television assignments: in Escobana, Mich., on ch. 3, requests ch. 13; in Marquette, Mich., on channels 13 and 19, requests channels 3 and 19. Ann. Mar. 4.

■ Commission has denied request to assign UHF ch. 43 to Baytown, Tex., and has terminated rulemaking proceeding on question (Doc. 17496). Baytown is approximately 25 miles from center of Houston. Action Feb. 28.

RULEMAKING ACTIONS

■ Commission has denied petition (RM-1169) filed by KLUW-AM-FM Salt Lake City for rulemaking on a proposal to amend TV table of assignments (Sec. 73.606) to assign ch. 13 to Salt Lake City for fourth VHF commercial TV service. Action March 6.

■ Commission has amended its TV table of assignments and assigned Ch. 24 to Ironwood, Mich. Action Feb. 28.

DESIGNATED FOR HEARING

■ Commission designated for hearing mutually exclusive applications of George T. Herreich, d/b as KFPW Broadcasting Co. and Cleve L. Cotner, Mike Meyer, Carle Robbins, Ernest S. Stephens, and Gilbert Forsgren, d/b as Broadcasters Unlimited for new television station to operate on ch. 24 at Fort Smith, Ark. Action Feb. 28.

Existing TV stations

FINAL ACTIONS

■ Commission has waived provisions of Sec. 73.610 (mileage separation requirements) and granted application of *KEET(TV) Eureka, Calif., to relocate transmitter at new site approximately 13 miles east of the present KEET site and about 12 miles east of Eureka. Grant includes authorization to increase antenna height to 1,510 feet. KEET is authorized to operate with ERP of 32.4 kw vis. and 6.46 kw aur. Action March 6.

WEEQ-TV La Salle, Ill.—Broadcast Bureau granted mod. of license covering change in aur. ERP to 3.02 kw. Action Mar. 1.

■ FCC granted mod. of CP's to extend completion dates for following stations: *WGIQ(TV) Louisville, Ala. to Aug. 29; *WFLA-TV Tampa, Fla. to Aug. 29; *WNDT (TV) Newark, N. J. to Aug. 29; *WNBE-TV New Bern, N. C. to Aug. 29; *WVIZ-TV Cleveland to Aug. 29; *KTYM(TV) Medford, Ore. to Aug. 29; *WOLO-TV Columbia, S. C. to Aug. 29; *WRCB-TV Chattanooga to Aug. 29 and *WMUL-TV Huntington, W. Va. to Aug. 29. Action Feb. 29.

OTHER ACTION

■ Review board in Houston, TV proceeding, Doc. 15827, granted motion to accept

amendment, filed Feb. 8 by Crest Broadcasting Co. and accepted amendment. Action Mar. 4.

ACTIONS ON MOTIONS

■ Hearing Examiner David I. Kraushaar on Feb. 29 in Moline, Ill. (Moline Television Corp. [WQAD-TV] and Community Telecasting Corp.) TV proceeding, granted motions by Moline Television and extended to March 6 time to file objections to a notice of taking depositions; and to March 7 to oppose motion for production of certain documents and submission of motion to limit or suppress interrogatories (Docs. 17993-4).

■ Hearing Examiner Jay A. Kyle on Feb. 28 in Largo, Fla. (WLCY-TV Inc. [WLCY-TV]) TV proceeding, corrected in various respects transcript of record, and further ordered that official copies of exhibit which were erroneously marked by official reporter as having been identified on July 14, 1967 and rejected on July 16, 1967 are corrected to read as being identified and rejected on July 7, 1967 (Doc. 17051).

DESIGNATED FOR HEARING

■ Commission has designated for hearing the mod. of CP applications of WSTE(TV) Fajardo, P. R., and has dismissed earlier application for mod. of CP. Action Feb. 28.

New AM stations

APPLICATIONS

Denver—Denver United Investors Inc. Seeks 1090 kc, 10 kw. P. O. address: 1600 York Street, Denver 80206. Estimated construction cost \$67,000; first-year operating cost \$81,384; revenue \$310,000. Principals: Dr. John F. Bookhardt, president, Lorenzo B. Francis, vice president, Reverend John H. Jackson Jr., vice president, and Sheldon W. Greene, vice president-legal. Stock has not yet been issued. Dr. Bookhardt is medical doctor. Mr. Francis is government employee. Mr. Greene is attorney. Reverend Jackson is Methodist minister. Ann. Feb. 28.

Brockport, N. Y.—Brockport Broadcasting Inc. Seeks 1560 kc, 1 kw. 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 is 97% owner of two automobile agencies and one car rental agency, and is sole owner of motel. Mr. Sweeting is manager of advertising division of film company. Mr. Pepper is automobile salesman and owner of real estate company. Mr. Donaher is 50% partner in insurance company. Ann. Feb. 28.

Humboldt, Tenn.—Communications Associates Inc. Seeks 1090 kc, 5 kw. P. O. address: Box 33, Humboldt 38343. Estimated construction cost \$17,930; first-year operating cost \$30,000; revenue \$36,000. Principals: Jesse Hill Ford Jr., president (60%), James Sentee III (20%) et al. Mr. Ford is freelance author/writer and lecturer. Mr. Sentee is 50% partner in law firm. Ann. Feb. 28.

Soddy, Tenn.—Lee J. Cooper d/b as Ra-ad of Soddy. Seeks 1240 kc, 0.25 kw. P. O. address: 952 Washington Building, Washington 20005. Estimated construction cost \$7,510; first-year operating cost \$28,880; revenue \$36,000. Principal: Lee J. Cooper (100%). Mr. Cooper is employed by WAPO Chattanooga. Ann. Feb. 28.

FINAL ACTIONS

Blacksburg, Va.—William B. Mathews Jr. FCC granted 1430 kc, 1 kw-D. P. O. address: Route 2, Box 271, Blacksburg 24060. Estimated construction cost \$16,932; first-year operating cost \$32,000; revenue \$47,000. Mr. Mathews is assistant athletic director at Virginia Polytechnic Institute in Blacksburg. He has no other broadcast interests. And in same action dismissed application of Lester L. Williams in return for reimbursement by Mr. Mathews of \$1700 of expenses Mr. Williams incurred in preparing and prosecuting application. Mr. Williams has interest in WYTI Rocky Mount, WODY Bassett and WODI Brookneal, all Virginia. Action Feb. 28.

OTHER ACTIONS

■ Review board in Mishawaka, Ind., AM proceeding, Doc. 14855, denied petition for further continuance of oral argument filed on Feb. 26 by Northern Indiana Broadcasters Inc. Action Feb. 29.

■ Review board in Springfield, Mo., AM proceeding, Docs. 17921-23, granted petition filed on Feb. 27 by Giant Broadcasting Co. and extended to March 4 time within which to file reply to opposition to petition to enlarge issues filed by Upshur Broadcasting Co. on Feb. 16. Action Feb. 29.

AM proceeding, Docs. 16290-91, granted petition for extension of time filed March 4 by Ohio Radio Inc. and extended to March 12 time within which to file oppositions to petition to enlarge issues and to designate expedited procedures filed by WMGS Inc. Action March 6.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Feb. 26 in Jenkins, Ky. (Cardinal Broadcasting Co.), AM proceeding, designated Examiner Forest L. McClennig to serve as presiding officer; scheduled prehearing conference for April 18 and hearing for May 14 (Doc. 18055).

■ Hearing Examiner Thomas H. Donahue on March 1 in Sallisaw, Okla., and Booneville, Ark. (Big Basin Radio and Booneville Broadcasting Corp.), AM proceeding, granted joint petition by applicants and continued hearing from March 1 to April 1 (Docs. 1775-6).

■ Hearing Examiner Isadore A. Honig on March 1 in East St. Louis, Mo. (East St. Louis Broadcasting Co., and Metro-East Broadcasting Inc.), AM proceeding, granted petition by Metro-East and extended time from March 7 to April 1 to file proposed findings; and on examiner's own motion, extended from March 22 to April 16 date for filing replies (Docs. 17256-7).

■ Hearing Examiner Isadore A. Honig on March 4 in Henrietta, Geneseo and Warsaw, all New York ("What The Bible Says Inc.," Oxbow Broadcasting Corp., and John B. Weeks), AM proceeding, granted petition by "What The Bible Says Inc." for leave to amend application to update information as to available funds and construction costs (Docs. 17571-3).

■ Hearing Examiner Jay A. Kyle on Feb. 27 in Bellaire, Tex. (T. J. Shriner), AM proceeding, rescheduled March 18 hearing conference for March 19 (Doc. 17635).

■ Hearing Examiner Forest L. McClennig on March 1 in Costa Mesa - Newport Beach, both California (Charles W. Jobbins), AM proceeding in Docs. 15752, 15754-6, 15758-60, 15762, 15764-6, granted petition by Charles W. Jobbins and reopened record to reflect dismissal of application of Jobbins for new AM station at Grass Valley (Doc. 13997), and again closed record.

■ Hearing Examiner Chester F. Naumowicz Jr. on March 1 in Springfield, Mo., Gilmer, Tex. and Ozark, Ark. (Babcom Inc., Upshur Broadcasting Co., and Giant Broadcasting Co.) AM proceeding, granted petition by Upshur Broadcasting Co. for leave to amend application to update financial showing (Docs. 17921-3).

DESIGNATED FOR HEARING

■ Commission has designated for consolidated hearing AM applications of Risner Broadcasting Inc., Lebanon, and Lee Mace, Bagnell, both Missouri, with FM application of Risner Broadcasting Inc. to operate on ch. 279 (103.7 mc) ERP 25.5 kw, ant. height 251 ft. (Doc. 17899). AM applications request authority to operate on 1080 kc. Risner with 250 w, directionalized ant.-D, and Mace with 1 kw, directionalized ant.-D. Action Feb. 28.

■ Commission has designated for hearing mutually exclusive applications of Fred Kaysbier for new daytime AM station at Alamogordo, N. M., to operate on 1360 kc with 5 kw. Action Feb. 28.

Existing AM stations

FINAL ACTIONS

KHAR Anchorage — Broadcast Bureau granted CP to replace expired permit which authorized changes in ant. system. Action Feb. 28.

KMCW Augusta, Ark.—Broadcast Bureau granted mod. of CP for extension of completion date to July 2. Action Feb. 28.

Buckley-Jaeger Broadcasting Corp. of California, KKHI-AM-FM San Francisco, and KGIL San Fernando, Calif.; KOL-AM-FM, Seattle—Broadcast Bureau granted mod. of licenses to change name of licensee to Buckley Broadcasting Corp. of California. Action Feb. 29.

WDRG-AM-FM Buckley-Jaeger Broadcasting Corp. of Connecticut, Hartford, Conn.—Broadcast Bureau granted mod. of licenses to change name of licensee to Buckley Broadcasting Corp. of Connecticut. Action Feb. 29.

WRKV Rockville, Conn.—Broadcast Bureau granted mod. of CP to extend completion date to July 10. Action Feb. 28.

WEAS Savannah, Ga.—Broadcast Bureau granted mod. of CP to extend completion date to March 12. Action Feb. 28.

WNTN Newton, Mass.—Broadcast Bureau granted mod. of CP to extend completion date to May 2. Action Feb. 28.

KEYZ Williston, N. D.—Broadcast Bureau

granted mod. of CP to extend completion date to June 30 (alternate main trans.) Action Feb. 28.

WNAL Nelsonville, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 3. Action Feb. 28.

WTFL Philadelphia — Broadcast Bureau granted mod. of CP to extend completion date to Sept. 11. Action Feb. 28.

KRME Hondo, Tex. — Broadcast Bureau granted mod. of CP for extension of completion date to June 15. Action Feb. 28.

INITIAL DECISIONS

■ Application by WFNC Fayetteville, N. C., for CP to increase daytime power to 50 kw, directionalized, has been granted in initial decision by FCC Chief Hearing Examiner James D. Cunningham. Ann. March 6.

■ Grant of application of WESX Salem, Mass., to operate during daytime with 1 kw but without directional ant. sys. has been proposed by Hearing Examiner Basil P. Cooper in initial decision. Ann. March 1.

OTHER ACTION

■ Review board in Bowling Green, Ohio, AM proceeding, Docs. 16290-91, granted petition for extension of time filed Feb. 28 by WMGS Inc. and extended to March 15 time within which to file oppositions to petition to enlarge issues filed by Ohio Radio Inc. on Feb. 20. Action March 4.

ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on Feb. 29 in St. Louis (Great River Broadcasting Inc.) AM proceeding in Docs. 17210-15, 17217, 17219, granted request by Kansas Broadcasting Inc. (KUDL) and scheduled further prehearing conference for March 12; further ordered that hearing now scheduled for March 12 is postponed to date to be agreed upon at March 12 prehearing conference. Action Feb. 29.

■ Hearing Examiner Chester F. Naumowicz Jr., on Feb. 29 in Macon, Miss. (J. W. Furr (WMBC)) AM proceeding, denied motion and rejected amendment filed with motion for leave to amend application. Further ordered that in event Furr propose to meet any portion of issue added by review board's order released Nov. 29, 1967 by written exhibits, he shall exchange copies

on or before March 11, and, in event any portion of case is to be presented orally, he shall give written notice of identity of witnesses on or before March 11 together with brief statement as to scope of testimony; that if Broadcast Bureau wishes any of Furr's witnesses produced for cross-examination it shall give notice on or before March 14, and that hearing shall resume on March 19 (Doc. 17444).

■ Office of opinions and review on Feb. 29 in Indianapolis (Star Stations of Indiana Inc., renewal of licenses of WIFE-AM-FM), granted motion by Star Stations of Indiana Inc. and extended time to March 4 to file exceptions and supporting brief to initial decision (Doc. 16612).

FINES

■ Commission has notified KBAR Burley, Idaho of apparent liability for forfeiture of \$500 for willfully or repeatedly failing to observe the provisions of Sec. 73.57 of rules. Action Feb. 28.

■ Commission has notified KAWL York, Neb. of apparent liability for forfeiture of \$500 for willfully or repeatedly failing to observe provisions of Sec. 73.93(b) of rules. Action Feb. 28.

■ Broadcast Bureau notified KASL Newcastle, Wyo. that it has incurred an apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements. Action March 4.

RULEMAKING PETITIONS

WCDG Glasgow, Ky.—Requests amendment of rules so as to allocate ch. 288 to Glasgow. Ann. March 4.

KGLE Glendive, Mont.—Requests amendment of rules to allocate ch. 243 to Glendive. Ann. March 4.

WKXL Concord, N. H.—Requests amendment of rules to assign ch. 288A to Concord. Ann. March 4.

RULEMAKING ACTION

■ Commission has amended rules to conform nighttime coverage requirements for class II and class III station assignments with those for class II-A stations operating on certain class I-A channels. Action Feb. 28.

CALL LETTER APPLICATIONS

■ Woods and Watkins, Garden City, Ga. Requests WNMT.

■ WFOX, L & P Broadcasting Corp., Milwaukee. Requests WNOV.

CALL LETTER ACTION

■ Fetzer Broadcasting Co., Cadillac, Mich. Granted WWAM.

DESIGNATED FOR HEARING

■ FCC designated for hearing application of Edward D. Hyman d/b as Sierra Blanca Broadcasting Co. to change facilities of KRRR Ruidoso, N.M. from operation unlimited time on 1340 kc with 250 w night, 1 kw-LS, to daytime operation on 1360 kc with 5 kw. Action Feb. 28.

PROCESSING LINE

■ Broadcast Bureau on Feb. 29 adopted pursuant to Section 1.571(c) of commission's rules, April 12, following standard broadcast applications will be considered as ready and available for processing.

Applications from top of processing line: NEW Camden, S.C., req: 1130 kc, 1 kw-D; NEW Red Springs, N.C., req: 1510 kc, 1 kw 500(CH)-D; NEW Wisconsin Dells, Wis., req: 990 kc, 500-w-D. KBRR, Leadville, Colo., on: 1230 kc, 250 w-U, req: 1230 kc, 250 w, 1 kw-LS, S.H.; KMFJ Mendocino, Calif., on: 1520 kc, 1 kw-D, req: 1300 kc, 1 kw, D; KHOS Tucson, Ariz., on: 940 kc, 250 w, DA-2-U, req: 940 kc, 250 w, 1 kw-LS, DA-2, U; NEW Winona, Miss., req: 1190 kc, 500 w-D; NEW Bentonville, Ark., req: 1140 kc, 500 w-D; KBUB Sparks, Nev., on: 1270 kc, 1 kw-D, req: 1270 kc, 5 kw-DA-D; NEW Ponce, P. R., req: 1490 kc, 250 w, 1 kw-LS, U; WGHN Grand Haven, Mich., on: 1370 kc, 500 w-D, req: 1370 kc, 500 w, DA-N, U; NEW Seneca Falls, N. Y., req: 1110 kc, 1 kw-D; NEW LaFollette, Tenn., req: 1540 kc, 1 kw, 500 w(CH)-D; WHOD Jackson, Ala., on: 1290 kc, 1 kw-D, req: 1230 kc, 250 w, 1 kw-LS, U; NEW Circleville, Ohio, req: 1540 kc, 1 kw, DA-D; NEW Heath, Ohio, req: 1000 kc, 250 w, DA-D; NEW Houston, req: 850 kc, 10 kw, DA-D; WELK Charlottesville, Va., on: 1010 kc, 1 kw-D, req: 1400 kc, 250 w, 1 kw-LS, U; NEW Charlottesville, Va., on: 1400 kc, 250 w, 1 kw-LS, U; WIXI Lancaster, Ky., on: 1280 kc, 500 w-D, req: 1280 kc, 1 kw-D; WCRV Washington, N.J., on: 1580 kc, 500 w-D, req: 1580 kc, 1 kw, D; KOHO Honolulu, on: 1170 kc, 1 kw-U, req: 1170 kc, 5 kw-U; NEW Oak Ridge, Tenn., req: 1540 kc, 1 kw, 500 w(CH)-D; KLOK San

Jose, Calif., on: 1170 kc, 5 kw, 10 kw-LS, DA-2, U, req: 1170 kc, 5 kw 50 kw-LS, DA-2, U; WKLO Louisville, Ky., on: 1080 kc, 1 kw, 5 kw-LS, DA-2, U, req: 1080 kc, 1 kw, 10 kw-LS, DA-2, U; KLUCC Las Vegas, on: 1050 kc, 500 w-D, req: 1140 kc, 10 kw-D; NEW Hattiesburg, Miss., req: 1580 kc, 1 kw-D; NEW Hattiesburg, Miss., req: 1580 kc, 1 kw-D; NEW Johnstown, N.Y., on: 930 kc, 1 kw, DA-D, req: 930 kc, 1 kw-D; KGCA Rugby, N.D., on: 1450 kc, 250 w, U, req: 1450 kc, 250 w, 1 kw-LS-U; NEW Fergus Falls, Minn., req: 1410 kc, 500 w-D; NEW New Boston, Tex., req: 1530 kc, 1 kw-D; NEW Clifton, Ariz., req: 1490 kc, 250 w, U, and NEW Yazoo City, Miss., req: 1520 kc, 250 w, D.

PRESUNRISE SERVICE AUTHORITY

■ Pursuant to Sec. 73.99 of commission rules until further notice, following AM station has been granted sunrise service authority from 6:00 a.m. local time or sunrise at given station, whichever is later, to sunrise times specific in instrument of authorization with daytime ant. system and with power as shown: WMAP Monroe, N.C., 202 w. Action Feb. 28.

■ Pursuant to Section 73.99 of the Commission Rules until further notice, following AM stations have been granted sunrise service authority for operation between 6:00 a.m. and sunrise times specified in basic instrument of authorization, with daytime antenna system and with power as shown: WOSC Fulton, N.Y., 500 w, action Feb. 12; WTMP Tampa, Fla., 500 w, action Feb. 14; WDOE Dunkirk, N.Y., 310 w, action Feb. 16; KBOP Pleasanton, Tex., 250 w, action Feb. 21; and WYND Sarasota, Fla., 500 w. Action Feb. 28.

Following are temporary pre-sunrise operation grants pending final outcome of ABS, v. USA & FCC (Case No. 31835 US Court of Appeals, Second Circuit): WWNW Beckley, W. Va., 1000 w, action Feb. 14; KPQ Wenatchee, Wash., 5000 w, action Feb. 20; KXOA Sacramento, Calif., 940 w, action Feb. 21; WFLA Tampa, Fla., 4280 w, action Feb. 23; WGH Newport News, Va., 1140 w, and WLEE Richmond, Va., 5000 w; and WIL St. Louis, 3850 w. Actions Feb. 28.

New FM stations

APPLICATIONS

Delano, Calif.—Jesse L. Koonce. Seeks 98.5 mc, ch 253, 12.5 kw. Ant. height above average terrain 620 ft. P.O. address: 1009 Kensington Street, Delano 93215. Estimated construction cost \$26,100.50; first-year operating cost \$12,000; revenue \$12,000. Principals: Jesse L. Koonce (100%). Mr. Koonce is 50% partner with son in credit reporting company, credit reporting and collection agency, and collection agency. Ann. Feb. 28.

Delaware, Ohio — Delaware-Marysville Broadcasting Service Inc. Seeks 104.9 mc, ch 285, 3 kw. Ant. height above average terrain 224 ft. P.O. address: Radio Building, Frankfort, Ky., 40601. Estimated construction cost \$16,440; first-year operating cost \$12,000; revenue \$15,000. Principals: William C. Clay Jr., president and chairman and R. J. Reynolds treasurer (each 40.33%) et al. Mr. Clay is 40.33% owner of WFKY and WKYW-FM, both Frankfort, Ky., has 6.33% interest in WMST Mount Sterling, Ky. is 28.4% owner of bank, 44% owner of concrete pipe company, 40% owner of tobacco company and has numerous other business interests. Mr. Reynolds has same broadcast interests as Mr. Clay is sole owner of trucking business, has interests in concrete pipe company and dry cleaning establishment. Ann. Mar. 5.

Westerville, Ohio—Mid-Ohio Communications Inc. Seeks 103.9 mc, ch 280, 2 kw. Ant. height above average terrain 356 ft. P.O. address: 13076 North Walnut Street, Galena Ohio 43021. Estimated construction cost \$27,918; first-year operating cost \$20,000; revenue \$20,000. Principals: William R. Bates, president (45%) et al. Mr. Bates is radio engineer and also self-employed in electric service station. Ann. Mar. 1.

FINAL ACTIONS

Blue Ridge, Ga.—Fannin County Broadcasting Co. Review board granted 103.9 mc, ch. 280, 3 kw. Ant. height above average terrain 240 ft. Action Feb. 28.

Hutchinson, Kan.—Sound Sales Inc. FCC granted 99.1 mc, ch. 256, 10 kw. Ant. height above average terrain 554 ft. P.O. address: 2627 East 4th (Box 1691) Hutchinson 67501. Estimated construction cost \$64,877.64; first-year operating cost \$54,000; revenue \$55,000. Principals: D. W. Wright, president (52%), Kermit Kruse, vice president and assistant secretary and William H. Humiston, secretary-treasurer (each 24%). Mr. Wright is semiretired. Mr. Humiston is sales repre-

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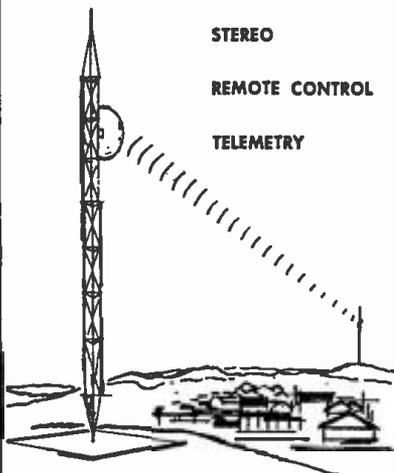
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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, March 7, 1968

	ON AIR		NOT ON AIR		Total Authorized
	Lic.	CP's	CP's	CP's	
Commercial AM	4,159*	15	86		4,262
Commercial FM	1,758	40	256		2,048
Commercial TV-VHF	493*	8	14		518
Commercial TV-UHF	118*	27	161		307
Educational FM	323	6	30		362
Educational TV-VHF	67	4	5		76
Educational TV-UHF	53	22	34		109

STATION BOXSCORE

Compiled by FCC, Dec. 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,153*	1,732	611	320	120
CP's on air (new stations)	16	48	34	6	26
CP's not on air (new stations)	87	252	173	36	39
Total authorized stations	4,258	2,031	822	362	185
License deleted	1	1	0	1	0
CP's deleted	0	2	0	0	0

* In addition, two AM's operate with Special Temporary Authorization.

* In addition, three VHF's operate with STA's, and two licensed UHF's are not on the air.

representative for Greater Kansas Radio Network. Mr. Kruse is account executive for KTVH(TV) Hutchinson, Kan. Action Feb. 27.

*Chatanooga, Tenn.—Tennessee Temple College. FCC granted 89.7 mc. ch. 208, 10 w. Ant. height above average terrain 197 ft. P. O. address: 1815 Union Avenue Chattanooga. Estimated construction cost \$4,950; first-year operation cost \$3,000; revenue none. Principals: Dr. Lee E. Roberson, president and Dr. J. R. Faulkner, vice president and others. Dr. Roberson is pastor of church and president of Tennessee Temple College. Dr. Faulkner is co-pastor of church and vice president of college. Action Feb. 27.

OTHER ACTIONS

■ Review board in Murphy, N.C., FM proceeding, Docs. 17086-87, denied motion to defer action, filed Feb. 5 by Cherokee Broadcasting Co. Action Feb. 28.

■ Review board in Eugene, Ore., FM proceeding, Docs. 17951-52, granted joint petition for approval of agreement, filed Feb. 13, by KUGN Inc. and Pacific Northwest Broadcasting Corp., the agreement is approved; that application of KUGN Inc. is dismissed with prejudice; that application of Pacific Northwest Broadcasting Corp. is granted subject to condition set forth below; and that this proceeding is terminated. Action March 1.

■ Review board in Wellsboro, Pa., FM proceeding, Docs. 17995-96, denied motion for extension of time filed on Feb. 26 by Tloga Broadcasting Co. Action Feb. 28.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on Feb. 29 in Waco, Tex. (Centex Radio Co., [KEFC(FM)] KWTK Broadcasting Co. and Morbro Inc.) FM proceeding, scheduled certain procedural dates and continued March 20 evidentiary hearing to May 9 (Docs. 17939-41).

■ Chief Hearing Examiner James D. Cunningham on Feb. 19 in Pompano Beach, Fla. (The World Christian Radio Foundation Inc., Almaron Inc. of Florida and Sunrise Broadcasting Corp.) FM proceeding, designated Examiner Charles J. Frederick to serve as presiding officer; scheduled prehearing conference for April 25 and hearing for May 15 (Docs. 18019-21).

■ Chief Hearing Examiner James D. Cunningham on Feb. 19 in Hannibal, Mo. (Mark Twain Broadcasting Co. and Great River Communications Inc.) FM proceedings, designated Examiner Basil P. Cooper to serve as presiding officer; scheduled prehearing conference for April 24 and hearing for May 16 (Docs. 18017-8).

■ Chief Hearing Examiner James P. Cun-

ningham on Feb. 29 in Vidalia, Ga. (Radio Vidalia and Vidalia Broadcasting Co.) FM proceeding, designated Examiner Thomas H. Donahue to serve as presiding officer; scheduled prehearing conference for April 19 and hearing for May 15 (Docs. 18014-5).

■ Hearing Examiner Charles J. Frederick on Feb. 29 in Pompano Beach, Fla. (The World Christian Radio Foundation Inc., Almaron Inc. of Florida and Sunrise Broadcasting Corp.) FM proceeding, granted motion by The World Christian Radio Foundation Inc. and dismissed with prejudice its application (Docs. 18019-21).

■ Hearing Examiner Charles J. Frederick on March 1 in Fort Wayne, Ind. (The Gospel Broadcasting Co. of Fort Wayne Inc. and Fort Wayne Broadcasting Co.) FM proceeding, received in evidence Gospel Broadcasting Co. exhibits 5 and 11 and closed record in proceeding (Docs. 17594-5).

■ Hearing Examiner Isadore A. Honig on Feb. 29 in New Orleans. (Americana Broadcasting Corp. and Loyola University) FM proceeding, granted joint motion by applicants and reopened record; received in evidence Americana exhibit 3-A and Loyola Exhibit 17 and closed record (Docs. 17607-8).

■ Hearing Examiner David I. Kraushaar on Feb. 29 in Miami (Miami Broadcasting Corp. and Mission East Co.) FM proceeding, on examiner's own motion, scheduled hearing conference for March 8 (Docs. 17401, 17403).

RULEMAKING PETITIONS

KBRI Brinkley, Ark.—Requests issuance of notice of proposed rulemaking looking towards amendment of FM table of assignments. Ann. March 4.

KSRF-FM Santa Monica, Calif.—Requests commission to adopt notice of proposed rulemaking which adds Santa Monica ch. 68 to 73.606 (b) of rules. Ann. March 4.

■ Amendment of FM table of assignments to provide for new channel assignments for FM stations in California, New York, Missouri, Kentucky, Illinois, Texas, Wisconsin, Kansas and Florida has been proposed by FCC in notice of proposed rulemaking.

Following are proposals for additions to FM table: Holister, Calif. ch. 228 A, Liberty, Ky. ch. 288 A and Dexter, Mo. ch. 272 A, Rockford, Ill. on ch. 248, 285 A, req. ch. 248, 265 A, 285 A; Mendota, Ill. on ch. 265 A, req. ch. 261 A; Peru, Ill. on ch. 261 A, req. ch. 265 A; Livingston, Tex. ch. 221 A; La Crosse, Wis. on ch. 227, req. ch. 227, 240 A; Wichita, Kan. delete ch. 275, add ch. 236; Great Bend, Kan. delete ch. 235, add ch. 282; El Dorado, Kan. delete ch. 237 A, add ch. 257 A; Hutchinson, Kan. delete ch. 258, add ch. 275;

Marion, Ill. on ch. 232 A, req. ch. 296 A; Vero Beach, Fla. on ch. 292 A, req. ch. 228 A.

DESIGNATED FOR HEARING

■ Vidalia, Ga. (Radio Vidalia and Vidalia Broadcasting Co.) FCC designated for consolidated hearing in applications for new FM station to operate on Ch. 249, 97.7 mc with ERP of 3 kw; Radio Vidalia with ant. height of 139 ft. and Vidalia Broadcasting with ant. height of 289 ft. Action Feb. 14.

Existing FM stations

FINAL ACTIONS

*WHPK-FM Chicago—Broadcast Bureau granted CP to replace expired permit. Action Feb. 27.

*KBUZ-FM, Mesa, Ariz.—FCC granted CP to install new trans., install dual polarized ant., change ERP to 100 kw and ant. height to 170 ft. condition. Action Feb. 27.

*KANG(FM) Angwin, Calif.—Broadcast Bureau granted CP to replace expired permit for change in ant. system, install new type trans., change in frequency, change ERP, ant. height and install new type ant. Action Feb. 29.

KECR(FM) El Cajon, Calif.—FCC granted mod. of CP to extend completion date to April 7. Action Feb. 27.

WRMF-FM Titusville, Fla.—Broadcast Bureau granted mod. of CP to change type trans., type ant., ant. height 230 ft.; condition. Action March 1.

KREB(FM) Monroe, La.—Broadcast Bureau rescinded December 27, 1967 grant of application for renewal of license on Feb. 28 for failure to meet condition placed upon grant. Application returned to deferred action status. Action Feb. 28.

WOBM(FM) Toms River, N.J.—Broadcast Bureau granted mod. of CP to change type trans., type ant., specify studio at trans. site. Action Feb. 29.

KGAF-FM Gainesville, Tex.—FCC granted mod. of CP for extension of completion date to June 30. Action Feb. 27.

KTXN-FM Victoria, Tex.—FCC granted amendment to CP to change applicant to Cosmopolitan Enterprises of Victoria Inc. and to consider application as change in facilities of KTXN-FM as follows: change frequency to Ch. 236 (95.1 mc); ERP to 40 kw; install new trans.; new ant.; make changes in ant. sys.; and increase ant. height to 155 ft. Action Feb. 27.

WPRE-FM Prairie Du Chien, Wis.—Broadcast Bureau granted mod. of CP to change type trans., install circular polarized type ant.; condition. Action March 1.

■ Broadcast Bureau granted mod. of CP to extend completion dates for following FM stations: WVVL-FM Waterville Me., to April 15; WORO(FM) Corozal, P. R., to Aug. 23; WCHQ(FM) Camuy, P. R. to July 31; WMIN-FM St. Paul, Minn. to Aug. 28; WERI(FM) Auburn, Ala. to July 15; WDWL-FM Vineland, N. J. to June 30; WRLJ(FM) Jacksonville, Fla. to Sept. 18; WVCM Norfolk, Ky. to Aug. 27 and WJAG-FM Norfolk, Va. to July 24. Action Feb. 27 and on March 4 bureau granted mod. of CPs to extend completion dates for following stations: KAWT-FM Douglas, Ariz. to Aug. 6; WHIV-FM Mount Dora, Fla. to Aug. 15; KEYC-FM Mankato, Minn. to April 18 and KALL-FM Salt Lake City, to Aug. 1.

OTHER ACTION

■ Review board in Albany, Ore. FM proceeding, Docs. 17472-73, denied joint request for stay of further hearings, filed February 27 by KNND(FM) and KRKT(FM) and Albany Radio Corp. Action March 6.

ACTION ON MOTION

■ Chief Hearing Examiner James D. Cunningham Feb. 29 in Sacramento, Calif. (Dale W. Flewelling) proceeding on revocation of license for KKRO(FM), designated Examiner Jay A. Kyle to serve as presiding officer; scheduled prehearing conference for March 11 in Washington and hearing for April 16 in Sacramento (Doc. 18038).

RULEMAKING PETITION

■ WBNB-FM Charlotte Amalie, V.I., has petitioned commission for inclusion in exception to general power-height limitations for Zones 1 and 1A class FM stations. WBNB-FM broadcasts 3.2 kw of power with an antenna height of 1500 feet. If petition is granted WBNB-FM proposes to increase facilities to 50 kw at its present antenna height to provide 1 mv/m signal over all Virgin Islands.

CALL LETTER APPLICATIONS

■ WGOS-FM Community Service Broad-

(Continued on page 85)

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- HELP WANTED 30¢ per word—\$2.00 minimum.

DEADLINE: Monday Preceding Publication Date

- DISPLAY ads \$25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

RADIO

Help Wanted—Management

We're looking for an ambitious man, 28-35, with solid sales and programming background to take over management of established station in medium market of North Carolina. Send complete resume. Box B-277, BROADCASTING.

Assistant manager . . . also actively head local sales department. Ethnic radio experience helpful—not essential. Ideal location . . . state income expected in first letter. Box C-31, BROADCASTING.

Manager very strong in sales and general management for strong Indiana day-timer, in city of 100,000. \$15,000 to \$25,000 for right man with fringe benefits and incentive bonuses based on increase over existing business. Only managers or sales managers currently employed apply. Write Box C-70, BROADCASTING. Air mail replies.

General manager for powerful regional hard rock operation in northeast. Must be #1 personal salesman, an inspiring shirt-sleeve sales manager and capable of succinct but firm program supervision with no wasted motion. Salary open. Challenging career opportunity for dynamo to whom hours mean nothing and who is now operating a successful rock-er. We will not contact your present employer until you say so. Sell us c/o Box C-145, BROADCASTING.

Assistant manager working toward station manager. Management experience essential. Capable of handling all activities. Strong on sales, capable announcer. Satisfactory credit standing. Medium market. Pacific northwest. Middle-of-the-road music and news, daytime. No smog, freeways, or race problems. Fishing, hunting, boating, skiing, golf facilities unexcelled. Send resume, references, tape with news and commercials, salary requirements. Replies confidential. Box C-150, BROADCASTING.

Experienced manager wanting fourth ownership \$15,000 investment opportunity. New, small-market AM. Prosperous area. Nice facilities, real estate. Well financed. Good frequency. Box C-151, BROADCASTING

We can offer opportunity and growth to you as a commercial manager of this recently purchased Airmidia station. This man must have proven sales record, be able to plan promotions, create selling ideas, direct and organize sales force, using modern control system. Can lead to manager of Airmidia station. Send resume: Hudson C. Millar, WIRA, Fort Pierce, Florida.

Help Wanted—Sales

Looking for super income potential, fringe benefits—excellent working conditions with medium-large market station? Look no further. Large group-owned station needs a super salesman for top 40 operation, number one in market of over half million—sunny south location. Give references—present billing and income. All replies confidential. Write Box C-71, BROADCASTING.

Salesman-sportscaster, High school and college sports. 5 kw station, city of 20,000. Good opportunity. Apply now to Box C-72, BROADCASTING.

We offer challenge, opportunity for advancement and growth to young men (25-35) wanting a future in sales, sales management and management with Airmidia. Immediate openings for two salesmen—one with WIRA, can easily lead to management of Airmidia station; one to be manager or commercial manager of WOJV, Negro format, both Fort Pierce, Florida. Must have proven sales experience, love radio, and be work dynamos, full of ideas and imagination. You can go far with Airmidia. Send resume to Hudson Millar.

Sales—(cont'd)

Personable, self-starter who likes people, can become involved in community. Pleasant announcing voice helpful for brief board shifts, heavy selling. Air mail resume to: KSEW, Box 258, Sitka, Alaska 99835.

WRNW, outstanding FM station outside New York city, in Mt. Kisco, New York, needs experienced salesman for local and regional accounts, salary plus commission. Contact WRNW, 78 Lexington Ave., Mount Kisco, New York.

A great opportunity awaits in northwest Florida. Aggressive 5 kw NBC good music station has opening for young man with proven track record. Join our professional broadcast organization. Send complete resume including sales history. Mail to Bill Tewell, Commercial Manager, Box 1669, Pensacola, Florida.

Need part time help in the sales or management field. Need not affect your present position. Write Box 812, Denton, Texas 76201.

Like to sell but want to be your own boss? New idea in jingles packages, all markets. need sales force. Sabre Productions, Inc., 755 Steves Ave., San Antonio, Texas 78210.

Announcers

MOR morning or afternoon man. Experienced only. Mature, Major university town in Northeast. Box M-175, BROADCASTING.

Hard working contemporary music personality to work in 180M southern market. Salary open. Send resume and tape to Box A-360, BROADCASTING.

Announcer-salesman. Send complete info in confidence. No contact with your boss; no refs needed. Fine medium market operation; good pay, working conditions. Box B-91, BROADCASTING.

Adult oriented air personality with imagination and experience needed by high image midwest metro. 50 kw station with strong position in market. Forward tapes and resume to Box B-297, BROADCASTING.

Experienced announcer—morning-man slot, bright MOR, friendly voice, no chatter . . . NYC metro area . . . \$600 mo. resume, tape, photo, references. Box C-8, BROADCASTING.

Southeast major market top forty format station needs morning dj (6-10AM-M-S) with 1st ticket, programing & production necessary. Send resume, tape, photo, salary requirements to Box C-13, BROADCASTING

Production man-announcer wanted by leading top 40, medium market station in east. Must be creative and versatile; capable of producing consistently good, attention getting continuity; utilizing a wide range of techniques, deliveries and production aids. Excellent opportunity in group operation. Rush tape and resume to Program Director. Box C-16, BROADCASTING.

Northwestern Pennsylvania expanding college-industrial community is currently looking for 2-3 young but mature announcers who are news programming conscious and who would like to become an integral part of the community. Third class tickets and draft exempt. We are waiting for your tapes and resume. Write to Box C-27, BROADCASTING.

Two summer relief announcer positions available at major upstate New York radio and TV station. \$150.00 per week for top men, skilled in news operation and record programs. Openings available May through December and June through September. Send tape and resume to Box C-73, BROADCASTING.

Announcers—(Cont'd)

New Jersey metropolitan area station needs experienced announcer/newsman. Good pay for person seeking permanent position at good music adult station. Interview required. Box C-57, BROADCASTING.

First phone announcer-salesman for central Missouri daytime. Twenty hours board, rest in sales. Good salary plus commission. If you produce, age is no factor, send tape, resume stating all, first letter. Box C-126, BROADCASTING.

Top rated group operator needs red-hot R&B and jive disc jockies for Negro programmed station. Experience on Negro station important. Top pay and excellent working conditions for man who has ability to do modernized version of rhythm and blues show. Box C-148, BROADCASTING.

Mid. Road dj for N.J. AM/FM in suburban market. Box C-152, BROADCASTING.

Increasing staff. Immediate opening. Experienced announcer-salesman. Will train in sales. Growing community, good working conditions, profit sharing. Ralph Meador, Manager, KLEX, Lexington, Mo. 816-259-3232.

Small station with MOR format, local orientation, good equipment, wants self-starter who enjoys being creative. Airmail resume to: KSEW, Box 258, Sitka, Alaska 99835.

Tan your hide in Oceanside. Southern California. Experienced, permanent morning man. 1st phone MOR. All fringe benefits. Ideal place to live. Contact PD, Mike Wynn, PDQ, KUDE, Oceanside, Calif. 714-757-1320.

WFIX has opportunity for announcer experienced in MOR adult format. Established organization in space capital of the world offers excellent future. Send resume, tape and photo to Manager, WFIX Radio, P.O. Box 7, Huntsville, Ala. 35804.

Our production manager has been promoted within our 7 station chain. Replacement should have 1st class ticket, ability to create hard sell commercial copy, administrative ability, short air trick. In return we offer security, insurance program, retirement plan, paid vacation, opportunity for advancement and salary commensurate with experience and ability. Send resume, tape photo, immediately to Bob Todd, WGEK, 4800 E. Raymond St., Indianapolis. Personal interview at our expense a must.

Combination announcer-news editor needed by ABC affiliate half hour from Ann Arbor, East Lansing and Detroit. WHMI, Howell, Michigan.

Immediate opening. Experienced morning man, contemporary format. Sports experience preferred but not necessary. Want dependable, mature man. First opening in 8 years. Send tape and resume to: Manager, WILS-AM-FM, Lansing, Michigan.

Immediate opening for announcer with 1st class license. Experience not as important as integrity at MOR station that is expanding. Located 35 miles from St. Louis. Send tape and resume to WINU, P.O. Box 303, Highland, Illinois.

We offer challenge, opportunity for advancement and growth to the right man to be final man to make up this leading recently acquired Airmidia station. What do you offer? Are you an announcer-engineer looking for a future; are you capable of AM-FM maintenance knowledgeable in MOR music, good on news and production; then you are our man. You'll go far with Airmidia. Send tape and resume to Hudson Millar, WIRA, Fort Pierce, Florida.

Needed one announcer experienced in play-by-play. Good working conditions, salary negotiable. Call John J. Balles, Gen. Mgr., WJAT, Swansboro, Ga. 912-237-2011.

Announcers—(Cont'd)

WJAS, Pittsburgh, seeks summer replacement announcer capable of handling monitor-type format. MOR, mature, tight production, interview ability. Your chance to make your mark with an NBC owned station. Send tape, resume, photo to Mel Berman, WJAS, Pittsburgh, Penna. 15220.

Good announcer . . . 5:00 p.m. to midnight . . . Middle of the Road, AM-FM operation. Above average remuneration . . . send resume and tape to WKAJ, Saratoga Springs, New York.

WKBW radio has an opening! You'd better be sharp. You'd better be very, very good. No "Ron radio" need apply. Send non-returnable tape, complete resume, and picture to: Jeff Kaye, Program Director, WKBW Radio, 1430 Main Street, Buffalo, N. Y. 14209.

New station WFEM FM, Ellwood City, Penn., a member of the Great Scott group. Complete staff hired except for PD who can do news and play by play; and one salesman-announcer. Enthusiasm more important than experience. Send tape and full particulars to H. Scott, WPAZ, Box 638, Pottstown, Penna. 19464.

Combination play-by-play and news man. Excellent opportunity. Salary and talent. University and high school sports. Send resume, picture, complete background plus air check to James P. Schuh, Program Director, WSPT, Stevens Point, Wisconsin or call 715-341-1300.

Florida calls! Immediate opening. Adult sound, successful full-timer needs all around announcer-producer to work with staff of professionals. Experience, endorsed third, and love of radio essential. Send tape, snapshot, full details airmail to Art Ross, PD, WTMC, Ocala, Florida 32670.

Need experienced first phone announcer—start April 20—good permanent position with opportunity for advancement. \$150.00 per week, \$5.00 raise very six months, 45 hour air shift, 48 hour total. Car necessary. No collect calls. Radio station, WTOR, Torrington, Connecticut. 203-489-4181.

Immediate opening for experienced announcer with first phone for night shift. Network MOR station. Call Manager at 318-442-6611.

Good voiced announcer with production and news experience. Good opportunity with growing group operator for rapid advancement to PD or management. Send tape and resume to P. O. Box 22082, Greensboro, N. C.

Technical

Chief engineer wanted for full-time, upstate New York operation. Fine opportunity for capable maintenance man—who is a self starter—and takes pride in his work. Send full particulars—first letter—to General Manager, Box B-273, BROADCASTING.

First phone-maintenance and operation for FM Xmitter and studio, college station in the east with new equipment. Send resume to Box B-305, BROADCASTING.

Immediate opening in upper east Tennessee area for man with first phone who can do light maintenance and some air work. Send resume to Box C-75, BROADCASTING.

2 engineers with 1st class license needed. Radio, TV and full time FM Stereo in medium midwest market. Technical operations and maintenance only. Prefer one to have previous radio or TV station experience. Will consider one without broadcast experience if tech school or other experience. Fine industrial community and schools. Rush resume, please include phone number. Box C-76, BROADCASTING.

First phone for transmitter and studio. Excellent opportunity for experienced man; excellent salary and chance for advancement. No announcing. Location: Mid-U.S. Box C-133, BROADCASTING.

Chief engineer—first phone. Medium Pa. market sixty miles from Philadelphia. One KW station. Maintenance only transmitter, studio, remote equipment. No announcing. Ideal for technician with experience to move up to chief. \$130 per week, fringe benefits. Send resume to Box C-154, BROADCASTING.

AM station going FM and UHF TV; needs engineers with AM or TV experience. KVET, 113 W. 8th, Austin, Texas 78701.

Chief engineer, excellent facilities. Little announcing. Soon to install new transmitter and FM. No smog, ice, snow, tornadoes, sandstorms, hurricanes. Mexico is next door. Send complete details to KVOZ, Laredo, Texas.

Technical—(cont'd)

Chief engineer. Midwest 5 kw daytimer. Permanent position for experienced man. No air work. WAIK, Galesburg, Illinois, (309) 342-3161.

First phone man for transmitter, no announcing. Will train beginner. Station WAMD, Aberdeen, Md.

Chief engineer who can work in at least one other department. Non-directional AM going FM later in year. Good opportunity for qualified person who would like living in city of 15,000. Send photo, background, experience and salary requirements. WBYS, Canton, Illinois.

First phone for transmitter and maintenance. Write or phone Don Cook, WCNW, Fairfield, Ohio, phone 513-692-5958.

Florida daytimer wants first phone engineer capable of maintenance. Short announcing shift. Write Manager, WLEL Radio, P. O. Box 4008, Daytona Beach, Florida, or phone (904) 767-1131. No collect calls please.

Needed immediately—1st phone engineer at WEOK AM-FM, Poughkeepsie, N.Y. Contact Lou Pellis or Fred Brill, tel. (914) 471-1500.

Permanent salaried position open for right man . . . first phone . . . maintenance . . . call Bob Olson, WJMS Radio, Ironwood, Michigan. (906) 932-2411.

Two first class ticket engineers needed by growing Illinois station group. Salary based on experience and qualifications. Apply John F. Hurlbut, Jel-Co. Radio, Inc., P. O. Box 553, Mt. Carmel, Illinois.

ABC radio networks in Chicago will need vacation relief men starting March 30, 1968. Must have first class license. Audio operations, production & remote broadcast experience necessary. Write Bill Gilmore, ABC Radio, 360 N. Michigan Avenue, Chicago, Illinois. 60601.

NEWS

Experienced on-air news director needed by southern California contemporary station to expand and manage department. Send resume, tape, and photo to Box A-341, BROADCASTING.

Major metro AM needs experienced, aggressive, AM newsmen. Big voice, showmanship, strong on local news, 'beepers', rewrite. Send tape, resume & pic. To Box C-77, BROADCASTING.

Newsman. Must be experienced in gathering, writing and delivering the news. Progressive southern market. Benefits, good starting salary. Box C-155, BROADCASTING.

This 35,000 plus market really generates news . . . We've been first with it for years . . . but we've decided one more reporter could put us even further ahead. Filling this new position will be an investigative, interpretive reporter who will have time to develop the "entire" story. He'll have college or training and will be part of a five man staff receiving excellent salaries and fringe benefits. If you're the man, rush tape and resume to Morry Alter, News Director, KSIT, Davenport, Iowa.

Newsman wanted immediately for Central Florida's top station. Should be experienced in gathering, writing, and on-air reporting. Phone Bob Raymon, News Director, 305-241-1491, WDBO, Orlando, Florida.

Newsman for tight top 40 format in metropolitan Washington, D. C. Call or write Harry Averill, WEAM, Arlington, Virginia. 703-534-8300.

Local newsmen for WELV, Ellenville, New York. Contact H. Borwick, WVOS, Liberty, New York.

News director for Chicago suburban station. Must be experienced in gathering, writing, and delivering news . . . plus ability to take charge of news operation, immediate opening. Send tape, resume and salary requirements first reply. WNWC, Arlington Heights, Illinois, 60004.

Central Pennsylvania full time news-talk formatted station has immediate opening for experienced news writer-broadcaster for news team that pulls no punches. Opportunity to learn talk. \$100 per week for qualified person. Call Terry Parker, News Director, WRTA, Altoona, Pennsylvania. 943-6112, or send tape and resume.

Radio newsmen wanted for early morning shift. Possibility for some TV. Tape and info to Bob Lee, WWTW, Cadillac, Mich., P. O. Box 627.

Production—Programing, Others

Gal Friday. Gather and write news, write good commercial copy, voice with seductive qualities. Good pay, successful small market AM-FM stations. Box B-92, BROADCASTING.

Group operator has immediate opening for program director in New Orleans. Top 40 rock experience important. Must be promotion minded, contest oriented, idea man and rating conscious. Production ability on commercial spots important. Annual salary top four figures up to \$15,000 plus merit raises and annual bonus. Send complete details with an outline of your successful ideas. Box C-149, BROADCASTING.

N.J. MOR AM/FM seeks production buff to handle short air trick, production, etc. Tape, resume and dollars first. Box C-153, BROADCASTING.

Good opportunity for board man strong in production . . . 10,000 watt station . . . medium market Rush tape, photo, resume. Box C-156, BROADCASTING.

Projection and sound expert, to be in charge of systems in motion picture theatres; and coordinate and advise on installations in new theatres, including automated systems. Experienced only. Full time, with fast-growing nation-wide circuit of theatres. Box C-157, BROADCASTING.

Combination salesman, copywriter, and week-end announcer. Will consider part of these abilities. Selling a must. Top salary-fringe. Send resume and tape. KXOW, P.O. Box 579, Hot Springs, Arkansas.

Production manager copywriter for Chicago suburban station. Must be a pro willing to accept the challenge of stereo production and have the desire to train for program director position. Immediate opening. Send tape, resume and salary requirements first reply. WNWC, Arlington Heights, Illinois. 60004.

Situations Wanted—Management

Excellent general manager available, outstanding record and background, top industry references. Box C-74, BROADCASTING.

Experienced manager . . . excellent record and references. Proven ability. Small to medium midwest market preferred. Can invest. Box C-78, BROADCASTING.

General manager: Professional salesman, money making programmer, cost conscious, community relations, experienced all phases. Excellent references. Now managing small market station. Available 30 days. Box C-80, BROADCASTING.

Veteran station manager with proven track record seeks realistic opportunity. Box C-81, BROADCASTING.

New England—top rated salesman—presently employed in motion picture theatres. 36. Experienced in all phases. Desire general manager position—small or medium market. Box C-82, BROADCASTING.

24 years, all phases of radio. Highest recommendations. Seek small S. C. market. Combo/mgr. sales mgr. Box C-110, BROADCASTING.

Religious station, college graduate—Radio degree seeks management position. Experience all phases management also production, sales, announcing. Prefer eastern location. Box C-137, BROADCASTING.

To multiple station owner looking for strong station manager, top salesman, excellent all around operation, organization offering attractive situation to relocate man of 19 years experience, announcer thru station management. Now in major market sales. Box C-147, BROADCASTING.

Sales

Excellent time salesman established at major market station. Seeks position with station or group leading into management. Young, highly productive, with solid broadcast background. Box C-83, BROADCASTING.

Announcers

Experienced announcer, creative versatile dj. Authoritative newscaster, aggressive salesman, third endorsed, tight board, dependable. Box B-78, BROADCASTING.

First phone combo: experienced, college, management potential, like? Box B-158, BROADCASTING.

DJ, tight board, solid news, commercials, third phone. Box B-217, BROADCASTING.

Sportscaster, 21, play-by-play, college, draft exempt, eight months experience. Box B-294, BROADCASTING.

Situations Wanted—Announcers

Continued

Sportscaster. Experienced. Dynamic play-by-play. First phone. Some TV. Box C-32, BROADCASTING.

NYC broadcast school grad seeks first position. Adult—announcer, MOR, dj, 3rd endorsed. College, single, 28. Audience appeal and more. Box C-40, BROADCASTING.

Experienced young Negro dj announcer, top references, salary secondary to opportunity. Available on short notice, 3rd endorsement. Box C-41, BROADCASTING.

Rock, top forty, rhythm and blues, authoritative newscaster, 3rd class, draft free, Box C-65, BROADCASTING.

Morning man. 33. 15 years in Dallas. New York markets. #1 in 12 station area. Bright but intelligent approach to music-information-humor-telephone format. Call 516-368-0238 or write Box C-79, BROADCASTING.

Experienced coach and announcer seeks permanent radio/TV affiliation. Knowledgeable play-by-play and analysis. Copywriter. Masters degree, veteran. Box C-84, BROADCASTING.

DJ radio or TV newscaster, experienced. 3rd class endorsed. Solid theatrical background. Box C-85, BROADCASTING.

Responsible, married, 16 yr professional of Baltimore radio, desires new location, prefer Miami, Florida or nearby southern area. Especially strong on late evening or all night program. If you are interested in a well balanced, informative, entertaining show, then I am interested in you. No unimaginative, rock, top 40, revolving door policies considered. Box C-86, BROADCASTING.

Negro soul jock, any format, first class license. Box C-87, BROADCASTING.

Negro dj, rhythm and blues preferred, 3rd phone, good voice, needs break. Box C-88, BROADCASTING.

Announcer, Negro, modern approach, some experience. Tape available. Box C-89, BROADCASTING.

Six years experience—three with major market station. First phone, college, family. Prefer midwest MOR and/or TV but will relocate with proper offer. Desire opportunity for advancement. Ready for PD. Box C-90, BROADCASTING.

Young with great potential, top 40 dj—announcer—3rd endorsed—little experience—military completed—will relocate—available immediately. Box C-91, BROADCASTING.

Any announcer openings at a Florida money maker? 3rd phone, 5 years MOR experience, military complete. Box C-92, BROADCASTING.

Hot 100 new sound, 3rd endorsed, draft deferred. Good commercial delivery and production ability. Experienced. Box C-93, BROADCASTING.

Career Academy graduate, anxious to work under fire. DJ, news oriented, strong commercial delivery. Call collect after 5 P.M., 203-537-2604. Or Box C-94, BROADCASTING.

Boss personality jock, mellow production, first phone, college grad, experienced, single, draft exempt. Wants major teen nite spot and will get it! Box C-113, BROADCASTING.

Good voice announcer, dj, authoritative, newscaster, family man. Will relocate, Box C-114, BROADCASTING.

Disc jockey, announcer, air personality, experienced bright swinging dj. Bright sounds. Authoritative, newscaster. Family man. No prima donna, or floater. Willing to relocate. Box C-115, BROADCASTING.

Perspicacity is alive and embodied in John Yarborough—newscaster-disc jockey. Whatever your format the perspicacious Mr. Yarborough is more than capable. Under 30, unmarried, accent free and some experience in NY area. Box C-117, BROADCASTING.

Announcer-newsperson. Family man with six years experience in all phases. Prefer medium to large market. MOR only. Box C-118, BROADCASTING.

Good jock. Now in top market. May be what you're looking for. Why not find out? Box C-121, BROADCASTING.

Situations Wanted—Announcers

Continued

Radio announcer with very good background desires to return to radio or TV or both. Graduate of radio school. Have had 2 years of college. Prefer in person audition. Will go anywhere in country. Sober, mature, dependable. Box C-122, BROADCASTING.

Experienced sportscaster wants play by play baseball position. Box C-125, BROADCASTING.

Tennessee, Kentucky preferred. First phone. Announcer, some experience. Box C-127, BROADCASTING.

10 year veteran in radio desires new challenge. Familiar all phases. Would like to program or jock your country or MOR station. Not a genius, willing to learn and work hard. First phone, family, excellent work record. Please no blue sky story, personal interview a must. Any market . . . but a livable wage. No hurry, now at 50 KW contemporary in top 15 market Box C-128, BROADCASTING.

Jet-set jock . . . Personality, top 40, swinger, experienced, 3rd class, looking for larger market, better pay, married, mid 20's, draft free, employed now. "Will wait for right offer." Box C-134, BROADCASTING.

Third endorsed, prefers midwest, college, three years experience, production, strong on news. Box C-136, BROADCASTING.

Los Angeles, San Francisco, want a very knowledgeable, controversial talker for your telephone talk show? Try me. Box C-138, BROADCASTING.

Experienced, ambitious announcer, homesick for the Pacific northwest. Military completed. Family. Box C-143, BROADCASTING.

Have rate card will fly. Seeking management position where these qualifications will be utilized: broadcast "idea" salesman, creative programing, Bachelor Science degree, radio/TV, developing active advertisers, commercial pilot license, instrument and multi-engine rating. Resume is in Box C-158, BROADCASTING.

Almost two years experience. Some college, third phone. Box C-159, BROADCASTING.

Attention Philadelphia area! Good music announcer seeks summer position. Degree in radio, 2 years experience, 3rd phone with endorsement. Box C-160, BROADCASTING.

First phone, married. Top 40. Five years experience. Medium, metro market only. Draft exempt veteran. William. 612-PA4-9067, 741-2251.

First phone, experienced Negro R&B announcer. Presently employed. Ready for big times in same music. Age 26. Family. Available on notice. John Carter, 5756 South Parkway, Chicago, Illinois, phone 312-324-7533.

Radio-tv announcer looking for first position. Broadcasting school graduate. 3 yrs college, Military completed. 3rd endorsed. Will relocate. Dependable, anxious to get started. Paul Siragusa, 79 Chatsworth Ave., Kenmore. N.Y.

Excellent play-by-play man. Just graduated from top broadcasting school. Salary open. 201-267-7264, after 5:30.

First phone, uppermidwest middle-aged, no experience. DJ, MOR, some announcing, dedicated to entertain. Box 44, Chisholm, Minn. 55917

Top 10 markets and suburbs: Give your listeners what your competition isn't. Jazz record host will provide 60 to 90 minute Monday through Saturday series. Yours to sell for total profits or run sustaining. First offer accepted for returning tapes after playing. JAZZ, 103 Middle Road, Muscatine, Iowa.

Excellent voice, references. Young, versatile, professional announcer. Immediately available. 408-476-0967.

Technical

First phone, desires chief engineer job with announcing. Box C-95, BROADCASTING.

NEWS

Immediate availability. Television-radio newscaster. Over 15 years metro experience. Commercials, writing, editing, documentaries, stable, mature. Metro area only. Box C-116, BROADCASTING.

Situations Wanted—News

Continued

Newscaster, reporter, women's director, former model. Experienced radio-television in major market. Want well-paying, permanent opportunity in fast-moving market. Box C-140, BROADCASTING.

Bright college grad, 22, strong news, sports, MOR; relocate, prefer Orlando, Tampa, Jacksonville or other Florida. 5 years in broadcasting. For real, want full career! Parke Hayes, Box 144, Hillsdale, Michigan 49242. Available 4/1.

Production—Programing, Others

Solid top 40 experience . . . devotion, music director. Box C-96, BROADCASTING.

Professional music director . . . top 40 . . . now! Box C-97, BROADCASTING.

Sales and promotion minded, top 40, take charge PD detail man . . . young family man. First ticket. Prefer medium market. Will wait for right offer. Box C-98, BROADCASTING.

Topnotch take-charge gal, legal background, presently with radio tape/disc producers as administrative assistant, traffic manager, collections correspondent, seeks similar position, radio, TV, films. NYC only. Box C-99, BROADCASTING.

Production director—announcer, 11 years experience MOR to classical, also strong on news and sports—prefer central or south Florida. Box C-100, BROADCASTING.

Radio group: music-programing-operations. And I can announce, too! Can you afford me? Box C-123, BROADCASTING.

Continuity/production director — 3½ years experience. Nice person. Married. Conscientious. Clever? Send job/station information. Receive copy, resume, production tape. Midwest. Box C-139, BROADCASTING.

Director of commercial production: Topfite creative writing and production; all-media work experience. Wants larger TV market challenging opportunity. Degree. Write Box C-142, BROADCASTING.

TELEVISION—Help Wanted

Sales

Southwest TV major market network VHF. Exceptional opportunity for salesman of proven ability to join aggressive sales-oriented operation. Assume established list with opportunity to grow. Send complete resume including references and picture to Box B-279, BROADCASTING.

One of the nation's first UHF-TV stations seeks salesman. Unusual growth potential for experienced man. Mid-west location. Send resume, salary requirements to Box C-101, BROADCASTING.

Should have at least 3 to 5 years rep. experience and/or national TV sales experience with an indie. If you can't "take over and go," don't respond. Mid-west background desired but not required. Call or write Don Heller 215-735-2320. U.S. Communications, 1500 Walnut Street, Phila. 19102.

Announcers

Staff announcer. Good background for on-the-air and booth work for major VHF color operation. Also need responsible news anchor and desk man with general staff experience. No problem child please. Send tapes to Box C-111, BROADCASTING.

Radio announcer who needs TV break will be considered, chance for weather and news shows, Ohio station. Contact Barry Lillis, 419-225-3010 (no collect calls).

Technical

1st class engineers for operations, transmitter and maintenance. Midwest network VHF, medium market. Good place for family living. Send details, photo and salary requirements. Box B-76, BROADCASTING.

Television engineer—for studio operation, live, film and VTR. Color experience preferred. Southwest VHF station. Box C-144, BROADCASTING.

AM station going FM and UHF TV; needs engineers with AM or TV experience. KVVET, 113 W. 8th, Austin, Texas 78701.

Immediate opening for two experienced television engineers with 1st class licenses for northern California VHF station. Send resume to Chief Engineer, KVIQ-TV, Eureka, California 95501.

TELEVISION—Help Wanted

Technical—(Cont'd)

Southeast first class phone TV maintenance and operational experience preferred, others considered, Vic Bankowski, C.E., P.O. Box 19, WHNT-TV, Huntsville, Alabama.

New UHF station in growing market with four season recreation requires broadcast engineers with color. VTR and control room experience. First Class License required. Send resume to WVNY-TV, P. O. Box 22, Burlington, Vt.

Television studio VTR and transmitter engineers for operation, maintenance of ETV system in American Samoa. Good living conditions, liberal benefits. Send resume to: R&D Office, NAEB, 1346 Conn. Ave., Washington, D. C. 20038.

Instructor-operating and maintenance techniques of radio and b&w TV studio equipment. Day school only. Year around. Must have good technical background. Call or write N.E. Vilander, Director of Instruction, Central Technical Institute, 1644 Wyandotte, Kansas City, Missouri 64108

Fetzer Television of Cadillac, Michigan needs technicians with first phone license to work in AM-FM-TV operation. Experience desirable but will accept inexperienced man with good potential. Excellent opportunity to obtain diversified experience. Call collect 616-775-3478.

TELEVISION—Help Wanted

NEWS

Need general radio and television reporter for midwest metropolitan market. You will be required to shoot film as well as do radio air work. Box C-14, BROADCASTING.

NBC-TV affiliate looking for all around experienced newsmen, who can gather, shoot film, and handle on the air work! Knowledge of sports very desirable, but not essential. Call or write Program Manager, WICS-TV, Springfield, Ill. 217-528-0465.

TELEVISION—Help Wanted

Production—Programming, Others

We need a super-whiz. Man or woman. Must know film editing, all phases including A-B-C rolls, matching, sync, 16mm mag, maybe even handle camera. Must know studio and location recording techniques; tape editing (all kinds), sound mixing, microphone applications, post-equalizing, ash-tray emptying, script and copy writing, studio sweeping and operation of old G-E vacuum cleaner at times. We provide top facilities, long hours and interesting assignments. Reputation and company name are excellent. You'll have opportunity; you'll work with talented people, have chance for part-ownership in time and exercise total creative freedom within bounds of accepted good taste. This company produces records, Radio-TV commercials, films of all types; fully equipped and growing like crazy. All staff members enjoy equal freedom, adequate salaries which grow as company grows. Fringe benefits don't exist, but are coming. Work load is heavy, but continue. If you don't enjoy work, if you can't discipline yourself to handle the drudgery along with the fun, forget it. Send full details, photo, samples of work and state salary requirements first letter. Married? Make certain your spouse is interested, too. Include all facts. Mere letters of inquiry will be unanswered. If you meet our high (we're not kidding) standards, you'll receive all information in a hurry. Box C-102, BROADCASTING.

Southern station in top 50 market seeking talented artist to create on-air and promotion art. Liberal benefits (profit-sharing, retirement, etc.) add to incentives of pleasant working conditions and climate. Write first portfolio will be requested and returned. Box C-103, BROADCASTING.

Studio crew member, midwest VHF, top fifty markets. Must have experience. Solid future with growing corporation. Send resume to Box C-120, BROADCASTING.

Producer-director for large production center in southeast. Heavy on cultural and public affairs production. Independence and creative ability a must. Salary open. Box C-129, BROADCASTING.

TELEVISION—Help Wanted

Production—Programming, Continued

Expanding ETV station needs experienced producer-director starting July 1, 1968. Salary \$7500-8000 for eleven months. Master's Degree required. Film-making experience desirable. Bowling Green State University is an equal opportunity employer and as such will give consideration for employment without regard to race, color, creed, or national origin. Send credentials to Dr. Duane Tucker, WBGU-TV, Bowling Green, Ohio.

Producer/director. We have opening at full color WLWT, for experienced person to produce and direct major live programs that hold top ratings in our market. Candidates should have a minimum of 2 yrs. experience directing live entertainment, news, or sports programming. We want a creative, aggressive, well-organized college graduate, under age 30, with the potential to eventually assume greater management level responsibility. Send a detailed confidential resume of your experience, education, age and present income to Warren Baker, Production Manager, WLWT, AVCO Broadcasting Corp., 140 W. 9th Street, Cincinnati, Ohio 45202. An equal opportunity employer (M/F).

Young aggressive producer/director for major market VHF. Applicant must be creative producer, excellent organizer, sharp director and self-starter. Best, all-color facilities. Excellent working conditions. The man we're looking for is no button-pusher. Write immediately, no calls, Chief Producer, WTMJ-TV, Milwaukee, Wisconsin 53211. Include resume and salary requirements.

Producer/director experienced switcher. Immediate opening with bright future for right person at Richmond/Petersburg "V" network affiliate. Send full particulars, including salary to John Mackin, Operations Manager, WXEX-TV, 124 W. Tabb Street, Petersburg, Va., or telephone 703-733-7876.

TELEVISION

Situations Wanted—Management

CATV—multiple system management team with broadcast experience interested in association with stock participation incentive. Forming new communications division to diversify corporation of extreme interest. Replies in strict confidence. Box C-11, BROADCASTING.

Have reached full potential in present position. Experienced, energetic television executive heavy in sales and all aspects of television station management. Would accept general manager or general sales manager position, with chance to move up. Would like to locate with organization who remunerates commensurate with performance. Can supply excellent references. Box C-105, BROADCASTING.

Top level TV/radio executive. 15 years major market experience in all phases TV, radio, advertising. Built and operated UHF. Resume available. Kenneth D. Caywood, 319 Lincoln Park Blvd., Dayton, Ohio 45429. (513) 299-4495.

Announcers

Wanted immediately?—Mature experienced announcer—works TV booth and on camera work. Call 423-4817, 114 East Prospect, Shreveport, Louisiana,

Technical

Assistant chief engineer position desired in northeast. Experience in high band color VTR and management. Box C-119, BROADCASTING.

Director of engineering: 19 years all phases of broadcast engineering. 14 years management. Seeking top position with future. Heavy experience both construction and administration. Box C-131, BROADCASTING.

Situations Wanted—News

Experienced, youthful photographer-reporter desires Viet Nam assignment. Box C-37, BROADCASTING.

Radio/television announcer newsmen for large newspaper and broadcast chain with no advancement within. College, Box C-107, BROADCASTING.

TELEVISION—Situations Wanted

News—(cont'd)

Newsmen, presently editing 2 newscasts daily, anchoring 1 on air, needs change. Mid or south-west medium or large market preferred. Real pro, no appeal to the youthful-charm-wire-copy operation. \$200 minimum. Box C-130, BROADCASTING.

Experienced major market newsmen will relocate for reporter, newscaster or news director position. Box C-141, BROADCASTING.

June/September employment desired by top Northwestern TV/radio journalism student. Two years experience. Desires to do all facets of TV news operation. Will go anywhere. Roger Hilkert, 610 Lincoln Street, Evanston, Illinois, 312-491-0591. After March 15, 1925 Harlan Road, Toledo, Ohio 419-536-7771.

Production—Programming, Others

Executive producer: creative, energetic, productive. Age 29. Seeks to develop exciting local programming and documentaries for aggressive station. Experienced in programming, production, writing. Presently in major market. Box B-259, BROADCASTING.

Production manager. Outstanding qualifications and experience in top 10 market. Available immediately. Box C-5, BROADCASTING.

17 years television broadcasting. 3 years supervisory. Desires position, southern states. Box C-104, BROADCASTING.

Producer-director, instruction/ETV: three years Armed Forces radio-TV experienced all phases production. Degree. Prefer mid-west—available May. Box C-106, BROADCASTING.

Experienced-knowledgeable-dependable production man, desires challenging relocation. References and experience prove capability. Director material. Employed—Mid Michigan market. Box C-132, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Stereo equipment needed—immediate buyer for used Ampex PD-10 stereo duplicator with minimum of three slaves. Box B-270, BROADCASTING.

1 or more portable new or used cartridge tape recorders of broadcast quality like ATC CPS-1. Please write with technical description of equipment. Box C-109, BROADCASTING.

Wanted: 4 RCA or Marconi b&w used camera chains in perfect condition. Channel 3, Box 1875, Monterrey, Mex.

Color television tape playback unit. Contact Chief Engineer at KSWO-TV, Box 708, Lawton, Oklahoma.

Wanted: All equipment for the construction of small black and white television studio. Seeking donations but will consider purchase. Supt. of Schools, Dr. James P. Harrison, Nether Providence Township, Wallingford, Pennsylvania 19086, 215 LO 8-9000.

FOR SALE—Equipment

Coaxial-cable—helix, styroflex, spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

For sale: must move, real buy on known brand 5-kw AM transmitter. Box B-99, BROADCASTING.

TK26 Color Film Camera available, ideal for low budget color. Contact Jim Lockerd, Chief Engineer, KSWO-TV, P. O. Box 708, Lawton, Oklahoma, 355-7000.

UHF 12½ kw RCA transmitter (used). Negotiable sale price to include freight and proper operation upon installation. Price does not include flitplexer which is individually required for each specific channel. Transmitter not being used but available for inspection, \$75,000.00. Box B-275, BROADCASTING.

TK-41-C and TK-41-B modified to 41-C. Box B-302, BROADCASTING.

FOR SALE—Equipment

Continued

Scotch audio recording tape, lowest prices. Tape Center, P. O. Box 4305, Washington, D. C. 20012.

Scully, spotmaster, Russco, QRK, Trade-finance. Write for lists. Audiovox, Box 7067-55, Miami, Florida 33155.

1 phase monitor—2 Tower W.E. 2A; 1 phasing unit—2 Tower 5-10 kw. W.E. 33A; 1 kilowatt AM composite transmitter—suitable for auxiliary—large, well-built, some components floor mounted. Contact: Elbyrne F. St. Clair, Chief Eng. Radio Station WDEJ, Post Office Box 150, Roanoke, Virginia 24002.

Audio consoles complete with re-recording equalizers, compressor, three outputs including combining networks. Complete control facilities, patch board included. Other assorted audio equipment all in good condition. 212-PL 7-8855. Box C-63, BROADCASTING.

One MVR15 video tape recorder with good head and one unused, rebuilt head. Somewhat battered, but all modifications are in accordance with Machtronics Corporation. One MVR66 in like-new condition, complete with electronic editing. Head is in good condition, tapes are interchangeable between machines. Also, one Kintel vidicon studio camera. Contact Jesse Waymire, Chief Engineer, KRTV, P. O. Box 1331, Great Falls, Mont. 59401.

Retiring FTR 192-A, 3 kw transmitter. Buy it for the parts as is for only \$400, complete with tubes, but has defective plate transformer. Crating and shipping extra. Tubes alone worth the price. Contact WRFL, Box 605, Winchester, Virginia or telephone 703-667-2224.

Andrew 8-bay multi-v antenna. 103.7 but tunable any frequency \$1,150. 3 1/2 Steatite cox cleaned \$40. 20 foot sections. Bendix station guardian with directional coupler, \$225. Ken Freeman, CE, WBBQ, Box 1443, Augusta, Ga. 30903. 803-824-5441.

5 kw AM transmitter, RCA-5DX transmitter just removed from service; available immediately with tubes and spare parts \$3500 FOB. Youngstown, Ohio, WKBN, W. P. Williamson, III, Phone: 216-782-1144.

Ampex VR-1000C videotape recorder/reproducer for monochrome broadcast. Refurbished. Rebuilt quad head. Picture, waveform, and audio monitors, \$10,500. Write Box C-108, BROADCASTING.

Translator power. Now put your translator where antenna should be for best coverage, not where power line happens to be. Use the TELAN thermo-electric generator. No moving parts, simple to operate, leave unattended 6-12 months. General Instrument Corp., Thermoelectric Division, Box 544-B, Hicksville, New York 11802, 516-681-4300, ext. 205.

MISCELLANEOUS

Deejays! 6000 classified gag lines. \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

"365 Days of laughs"—daily radio gag service—may be available in your market. Sample a month! \$3.00. Box 3736. Merchandise Mart Sta., Chicago 60654.

Keeping your promises? Between-renewals program content analysis saves headaches at renewal time. Smart management tool to check compliance with proposals. Noyes, Moran & Company, Inc., 1027 Curtiss, Downers Grove, Ill. 60515. (312) 969-5553.

Insurance sales seminars. Three or five day sales training program conducted by Dr. Napoleon Hill, author of "Think and Grow Rich" and E. Harold Keown, associate. Write Box 437, Charleston, South Carolina. 29402.

Custom ideas! You supply details—we supply ideas. Programming, advertising, promotional, etc. Economical. Satisfying guaranteed. The SRM Company, P. O. 9013, Richmond, Virginia 23225.

Are you satisfied with the sound of your station? If not write the Sound Doctor, Box 3694, Birmingham, Alabama.

INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog. Desk 8-B, 1505 N. Western, Hollywood, California 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, new-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for April 10-June 26. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92847. (Formerly of Burbank, California).

Are you tired of low pay and bad weather? Come to sunny Sarasota and train for your First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin April 15, May 20, June 24. Call 955-6922 or write today—R.E.I., Inc., 1336 Main Street, Sarasota, Florida.

R.E.I. in the center of the U.S. can train you for the First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin April 15, May 20, June 24. Call WE-1-5444 or write 3123 Gillham Road, Kansas City, Missouri.

"Yes it's New" R.E.I. at 809 Caroline Street, Fredericksburg, Virginia. But it's R.E.I.'s famous (5) week course for the 1st Phone License that makes it dependable. Call 373-1441. Tuition and class schedule is the same for all R.E.I. schools.

Earnings up to \$300 weekly, 1st class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s first school specializing in training 1st class F.C.C. technicians and announcers—D.J.'s-news-casters production personnel. Announcer Training Studios, 25 W. 43 St., New York 10036. Veteran approved, licensed by N.Y. State. Phone OX-5-9245.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, Detroit, Atlanta, Minneapolis, Denver, Seattle, Memphis or Los Angeles. Sixteen years FCC license teaching experience. Proven results. For references and reservations write, Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90286.

Guaranteed first phone, 4-6 weeks. Broadcast Engineering Academy, Box 22471, St. Louis 63126.

INSTRUCTIONS—(Cont'd)

See our display ad under Instructions on page 85. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California 90028. HO-2-3281.

Help Wanted

Complete Staff

New 5 kw, full-time AM-FM in Northeast. Sales, P.D., News, Announcers, Chief Eng., Announcer-1st, Gal Friday, etc. Resumes-tapes-(no calls) to:

Don Roberts, G.M.
114 State St., Augusta, Me.

WE RECRUIT EXECUTIVES

AND OTHER IMPORTANT TV/RADIO PERSONNEL

Call 312-337-5318
For Search Charges.



Nationwide Broadcast Personnel Consultants

645 NORTH MICHIGAN AVENUE
CHICAGO 60611

RADIO—Help Wanted

Sales

One of America's

Great FM stations is looking for an experienced, professional salesman. Excellent growth potential with important broadcast company. Good salary, plus commission, plus fringe benefits. Send us your sales record, resume and references NOW!

WJBI Cincinnati
W. 8th and Matson Place

SALESMEN

Looking for sales management? Upstate New York regional station serving four-county area with quarter million population has immediate opening. Excellent account list, company benefits in group operation.

Call Paul Dunn, WGVA
315-789-1200
An Equal Opportunity Employer

Help Wanted

Sales—(Cont'd)

MR. RADIO STATION OWNER OR MANAGER

We sell your r.o.s. unsold time! Roberts Advertising Inc. has been selling air time for 53 satisfied radio stations for over five years. We sell for only one station in a market, and you must be within 800 miles of Chicago. Roberts salesmen will sell their proven program during a two week campaign once a year. We do all the work—all you do is log and air the spots.

Your r.o.s. unsold time will mean big profits to you once each year, plus additional accounts and leads for your salesmen. Call collect: Area Code 312-743-5056 or write for station references in your area and details. Roberts Advertising Inc., 2705 W. Howard Street, Chicago, Illinois 60645.

RADIO

Help Wanted

Announcers

Morning Man

Midwest metro needs bright sound for Number One Top 40 adult oriented operation. Must be capable in production as well as willing to sound bright and cheery at 5:00 a.m. Top salary. Medical, health and pension plan available at no cost. Send tape to

Box C-69, Broadcasting.

Washington DC's

"New Soul Sound" Radio Station is looking for a Top Notch R&B Top 40 DJ, with programing and production knowledge. Unlimited opportunity for right man.

Call E. C. Myers, General Manager, WOOK. Area Code 202-882-9389.

Situations Wanted

Production—Programing, Others

The Unique Dimension

EXCLUSIVE TAPED "INSIDE" NEWS FEATURES TO SUPPLEMENT RADIO NEWS AND PROGRAMING. EXCLUSIVE INTERVIEWS FROM WORLD OF SPORTS, TRAVEL, POLITICS, MEDICINE, ENTERTAINMENT, BUSINESS, THE ARTS, SCIENCE, INTERNATIONAL SCENE!

The Garsand Group

covering now what the others are just beginning to hear about
BOX C-124, BROADCASTING.

COMPUTER DANCE

CONTEMPORARY RADIO'S HOTTEST NEW PROMOTIONAL IDEA!

Franchised to stations on a no charge—exclusive market basis
WRITE—WIRE—PHONE: JACK T. SHARP ADVERTISING AGENCY
14055 CEDAR RD., CLEVELAND, OHIO 44118 (216) 371-2000

Help Wanted

Announcers

WSEB AND WSEB-FM

Wanted... versatile announcer, salesman not afraid of work.

Beautiful Sebring, Fla.

Production—Programing, Others

PROGRAM DIRECTOR—TOP 40

Number one station in medium size Midwest market of 350,000 needs a contest-promotion minded leader to take charge of all programing responsibilities. Send tape and resume to

Box B-281, Broadcasting.

TELEVISION—Help Wanted

Management

MANAGEMENT

Our clients want Executive, Administrative, Programing, Sales, and Engineering applicants under 35 years of age with college degrees. Radio and TV. If you qualify, send resume in complete confidence to Nationwide Broadcast Personnel Consultants.

645 N. Michigan Ave., Chicago, Ill. Employer pays our fee.

Sales

TOP SALES OPPORTUNITY

Major market VHF network affiliate in New England, offers outstanding income and advancement to an experienced salesman. We want an ambitious, self-starting creator, capable of the work necessary to develop new accounts, in addition to selling and servicing a large active list of major advertisers in this market. Income potential based on commission, \$20,000+. Excellent fringe benefits. Send a photo and tell us about yourself. All replies confidential.

Box C-66, Broadcasting.

TELEVISION

Help Wanted

Technical

TV- ENGINEERS Wanted IN Florida

VHF color station

No Executive positions

send full resume & references

Box B-256, Broadcasting.

BROADCAST FIELD ENGINEERS RCA

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. V. Maguire, RCA Service Company, CHIC, Bldg. 225 Cherry Hill, Camden, N. J. 08101. We are an equal opportunity employer.

RCA

TELEVISION

Situations Wanted—Management

Major Market TV Manager

Is looking for managerial position, preferably west coast. Thoroughly experienced in every phase of station management in top metropolitan market. National agency and advertiser contacts on first name basis. Well known in network and industry circles. Excellent references. Salary important but secondary to growth potentialities.

Box C-68, Broadcasting.

FOR SALE—Equipment

75% DISCOUNT COLOR-B&W STUDIO CAMERAS

3—GE, PE25 Color Cameras complete with lens, cable, PD9C power pedestal, monitors, etc.

@ \$22,500

3—GE, PE17 B&W Cameras complete with lens, cable, PD1 pedestals, monitors, etc. @ \$3,900

1—Varotal V, 10:1 Zoom Lens \$3,800

1—Telemet Transistorized Spec. Effects including 3801, 4301, 4302 \$3,900

5—GE, TP21 Transistorized 24 Volt PS @ \$195

All Equipment in Limited Use
Contact: Duane Weiss, c/o WRGB, Schenectady, N. Y.

FOR SALE—Equipment

Continued

**USED
BROADCAST
VIDEOTAPE
RECORDERS**

AMPEX { VR-1000B
VR-1000C
VR-1100
RCA { TR-4
TR-22

Accessories available for some units. Priced from \$7,500 to \$30,000. Write: Box C-112, Broadcasting.

INSTRUCTIONS

Obtain
**YOUR FCC 1ST CLASS LICENSE
IN 6 WEEKS**
at the

**DON MARTIN SCHOOL
OF RADIO & TV**
(America's Foremost School of
Broadcasting) est. 1937

- Individualized Instruction
- Most Comprehensive Methods
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- Highly qualified instructors
- One Low cost until completion
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Next Class Scheduled to Start
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Register Now—Classes Limited
For additional information call or write:

**DON MARTIN SCHOOL
OF RADIO & TELEVISION
ARTS & SCIENCES**

1653 N. Cherokee HO 2-3281
Hollywood, Calif. 90028

WANTED TO BUY—Stations

Wanted To Buy

A.M. Radio, fulltime or daytime in small market, or purchase majority interest. All replies in confidence.

Box C-135, Broadcasting.

FOR SALE—Stations

Long Established

Regional full-time hard rock facility in northeast needs management. Excellent real estate and building. Will cost high 6 figures.

Box C-146, Broadcasting.

(Continued from page 78)

casters Inc., Miami Beach, Fla. Requests WBUS(FM).

- KATN-FM, Treasure Valley Broadcasting Co., Boise, Idaho. Requests KBBK-FM.
- KXOL-FM, KXOL Inc., Fort Worth, Tex. Requests KCWM(FM).

RENEWAL OF LICENSES, ALL STATIONS

- Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries on March 4: WCCV-FM, WCHV both Charlottesville and WHAP Hopewell, all Virginia.
- FCC granted renewal of license of KSTT Davenport, Iowa. Action Feb. 29.
- FCC granted application of KOST-FM Los Angeles for license renewal. Action March 6.

Translators

ACTIONS

- K74BR, K76BO Parker, Ariz. Broadcast Bureau granted licenses covering operation of UHF TV trans. stations. Action Feb. 28.
- K09FW Willits, Calif.—Broadcast Bureau granted license covering changes in existing VHF TV trans. station. Action Feb. 28.
- Delta Communications Corp., Laurel, Miss.—FCC granted CP for new UHF TV trans. station to serve Laurel on ch. 18 by rebroadcasting programs of WHTV-TV, ch 24, Meridian; condition. Action Feb. 21.
- K12GB Boise and Collister, both Idaho.—Broadcast Bureau granted mod. of CP for VHF TV trans. station to extend completion date to Sept. 1. Action March 1.
- K76BC Walker, Minn.—Broadcast Bureau granted CP for UHF TV trans. station to change primary station to WIRT-TV, ch. 13, Hibbing, and change type trans. Action March 1.
- WSJC Magee, Miss.—Broadcast Bureau granted CP to change from DA-2 to DA-N; conditions. Action March 1.
- K04EX Atkinson, Neb.—Broadcast Bureau granted license covering changes in existing VHF TV trans. station. Action Feb. 28.
- K07CM Panaca, Nev.—Broadcast Bureau granted license covering changes in existing VHF TV trans. station. Action Feb. 28.
- K03BZ Rogue River, Savage Creek and Fouts Creek, all Oregon.—Broadcast Bureau granted license covering changes in existing VHF TV trans. station. Action Feb. 28.
- K07HQ Umatac, Guam.—Broadcast Bureau granted license covering new VHF TV trans. station. Action Feb. 28.
- K10BS Thompson, Utah.—Broadcast Bureau granted license for operation of VHF TV trans. station. Action Feb. 28.
- K111B Chelan Station, Wash.—Broadcast Bureau granted license covering new VHF TV trans. station. Action Feb. 28.
- Broadcast Bureau granted CPs to replace expired permits for changes in following VHF TV trans. stations: K03AN, K07CJ both Dutch John, Green Lake and Manila, all Utah. Action March 1.

CATV

ACTIONS ON MOTIONS

- Chief Hearing Examiner James D. Cunningham on Feb. 26 in Amherst, Greenfield, Monson, Palmer and Ware, Mass. (Pioneer Valley Cablevision Inc.) CATV proceeding, designated Examiner Isadore A. Honig to serve as presiding officer; scheduled pre-hearing conference for March 20 and hearing for April 22 (Doc. 18034).
- Chief Hearing Examiner James D. Cunningham on Feb. 29 in Lower Belle, Malden, Dupont City, Rand and George's Creek, W. Va. (Asbury & James TV Cable Service) CATV proceeding, corrected in various respects transcript of hearing (Doc. 17968).
- Hearing Examiner Charles J. Frederick on Feb. 29 in California Water and Telephone Co., The Associated Bell System Companies, and the General Telephone System, and United Utilities Companies, tariffs for channel service for use by CATV systems, proceeding in Docs. 16928, 16943, 17098, postponed indefinitely proceeding pending decision in Doc. 17333.
- Hearing Examiner Jay A. Kyle on Feb. 28 in Kalamazoo, Mich. (Fetzer Cable Vision) CATV proceeding in Docs. 17200-3, 17207-8, by separate actions, denied requests by Booth American Co. and Allegan Tele-ception Inc. requesting issuance of separate initial decisions.

APPLICATIONS

- Crawfordsville Community Cable Corp.—Requests distant signals from WGN-TV, WFLD-TV and WTTW(TV), all Chicago, and WCIA(TV), Champaign, Ill. to Crawfordsville, Ind. (Indianapolis, ARB 18). Ann. Feb. 28.
- Pennwire Television Co.—Requests distant signals from WPIX-TV and WOR-TV, both New York to Lewistown, Burnham borough, Derry township and Granville township, all Pennsylvania. (Johnstown-Altoona, Pa.-ARB 29 and Harrisburg-Lancaster-Lebanon-York, Pa.-ARB 30). Ann. Feb. 28.

ACTIONS

- The Commission has denied reconsideration petitions by WGAN-TV and WCHS-TV, both Portland, Me., directed against commission action authorizing importation of distant television signals by Fletcher's TV Service Inc., CATV system in Rumford, Me. (Doc. 17378). Action Jan. 31.
- Commission has waived evidentiary hearing provision of section 74.1107 of rules and granted Rumford Television Service, operator of CATV system at Rumford, Me. authority to import distant signals from two Boston stations, one Manchester, N.H. station, and one Burlington, Vt. station. Grant was opposed by WGAN-TV, Portland, Me. Action Jan. 31.

Ownership changes

APPLICATIONS

- KNEZ Lompoc, Calif.—Seeks assignment of license from Cannon Broadcasting Co. to

FOR SALE—Stations—(Cont'd)

La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-3430

**Confidential Listings
RADIO—TV—CATV
N.E.—S.E.—S.W.—N.W.**

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Miss.	small	daytime	\$ 63M	SOLD	Gulf	VHF	profitable	\$300M	CASH
Colo.	medium	daytime	120M	nego	Ore.	small	fulltime	105M	terms
Fla.	medium	fulltime	550M	29%	N.Y.	medium	daytime	150M	nego
Gulf	metro	daytime	175M	terms	M.W.	metro	FM	100M	terms
East	major	profitable	600M	29%	Calif.	metro	VHF	1.2MM	SOLD

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H&B Communications for \$127,000. Principals of H&B Communications: H&B Communications is a publicly-held corporation. Principal of Cannon Broadcasting Co.: Edward C. Cannon, president. Ann. March 5.

KMPX(FM) San Francisco—Seeks assignment of license from Leon A. Crosby, Donald McMahan, J. Edmund Williams, Walter Samulski and Franklin Mieuli, d/b as Crosby-Pacific Broadcasting Co. to Leon A. Crosby, Marilyn I. Crosby, Walter Samulski and Franklin Mieuli d/b as Crosby Pacific Broadcasting Co. for \$12,000. Consideration is for 10% interest of J. Edmund Williams.

KRIH Rayville, La.—Seeks assignment of license from Aycock Inc. to Ewing Inc. for \$57,250. Principals of Aycock Inc.: C. S. Aycock, president (84.5%) et al. Principals of Ewing Inc.: F. C. Ewing, president (40%), F. C. Ewing V, vice president, Robyn B. vice president and Thomas E., vice president (each 10%) and Frances G. Ewing secretary-treasurer (30%). F. C. Ewing is 100% owner of WGRM Greenwood, Miss. F. C. Ewing V is commercial manager of WGRM. Robyn B. Ewing is announcer and salesman for WJBO Baton Rouge, La. Thomas E. Ewing is program director and announcer for WGRM. Frances G. Ewing is secretary and bookkeeper for WGRM. Ann. Feb. 28.

WCUM-AM-FM Cumberland, Md.—Seeks assignment of license from Group "B" Broadcasting Co. to WCUM Inc. for \$200,000 plus assumption of original purchase money mortgage balance. Principals of Group "B" Broadcasting Co.: Clifford S. Brown, president and Harry M. Brown, vice president (each 49%). Principals of WCUM Inc.: Thomas C. Feldman, president and treasurer, Ralph J. Baron, vice president, Susan C. Feldman, secretary and Judith M. Baron (each 25%). Mr. Feldman is general sales manager of WEBB Baltimore, 33.3% owner of restaurant. Mr. Baron is president, treasurer and 25% owner of WILA Danville, Va., vice president and 25% owner of WILE Raleigh, N.C. and president and 40% owner of WENZ Highland Springs, Va. Mrs. Baron is secretary-treasurer and 40% owner of WENZ Highland Springs, Va., secretary and 50% owner of WILA Danville, Va. Mrs. Feldman is housewife and student.

WTOW-AM-FM Towson, Md. — Seeks transfer of control from Harry J. and Maryhelen Daly d/b as (jointly 51% before, none after) WTOW Inc. to Towson Radio Inc. (49% before, 100% after). Principals of Towson Radio Inc.: T. E. Paisley Jr., president, treasurer (3%), John M. Horan (38.8%), Barry Munro (15.7%) et al. Mr. Paisley Jr. is general manager of WTOW-AM-FM. Mr. Horan is vice president of bank. Mr. Munro is regional manager of Xerox Corp., Fort Washington, Pa. Consideration: \$360,000. Ann. Feb. 28.

KOCW(FM) Tulsa, Okla.—Seeks assignment of license from Grayhill Inc. to Dawson Communications Inc. for \$42,500. Principals of Grayhill Inc.: Claude H. Hill, secretary-treasurer (89.99%) et al. Principals of Dawson Communications Inc.: Lynn A. Christian, president and Hirschel B. Abelson, secretary-treasurer. Ann. March 4.

WKMG Newberry, S.C.—Seeks assignment of CP from James B. Gowan, James R. Kelly and Joe E. Morris d/b as Service Radio Co. to Service Radio Co., Inc. for \$1,000. Mr. Morris is selling his 33.3% interest to Franklin D. R. McClure and Donald P. Estelle (each 16.6%). Principals of Service Radio Co.: James R. Kelly, James B. Gowan and Joe E. Morris (each 33.3%). Principals of Service Radio Co. Inc.: James R. Kelly, James B. Gowan (each 33.3%), Franklin D. R. McClure and Donald P. Estelle (each 16.6%). Messrs. Kelly, Gowan, and Estelle have no other broadcast interests. Mr. McClure has 25% interests in WJES Johnston, WKKR Pickens both South Carolina and WKYK Burnsville, N.C.

KWEL Midland, Tex.—Seeks assignment of license from D-J Broadcasting Inc. to M. G. Weber d/b as KWEL Radio for \$120,000. Principals of D-J Broadcasting Inc.: W. J. Deane, president and 100% owner. D-J Broadcasting is licensee of KOTN Pine Bluff, Ark. Principals of KWEL Radio: M. G. Weber (100%). Mr. Weber is sole owner of laundry and dry cleaning business and is parttime engineer for KLIF Dallas. Ann. Mar. 4.

KFTV Paris, Tex.—Seeks transfer of control from Mrs. Dorothy M. Hendrix to Michel T. Halbouty. Principal: Dorothy M. Hendrix, president (100%). Principals: Michel T. Halbouty; sole owner. Mr. Halbouty is 100% owner of geology and petroleum en-

gineering company, is president and chairman of oil company, is controlling stockholder and chairman of four banks and is stockholder in two additional banks. Ann. March 4.

WKYE Bristol, Va.—Seeks assignment of license from Charles J. and Mary Jane McGuire to Jackson S. White Jr. Assignment involves involuntary bankruptcy. Mr. White will be sole owner. Mr. White has no other broadcast interests or other business interests indicated. Ann. March 4.

WWIS Black River Falls, Wis.—Seeks assignment of license from Falls Communications Inc. to Robert E. Smith for \$51,000. Principals of Falls Communications Inc.: Mary Ann McDonald, president (69%) and John R. McDonald (30%). Principal of assignee: Robert E. Smith (sole owner). Mr. Smith is owner of WIKK-AM-FM New Richmond, Wis. Ann. Feb. 28.

ACTIONS

KAHI and KAFI(FM) Auburn, Calif.—Broadcast Bureau granted assignment of license from Donnelly C. Reeves to Auburn Broadcasting Corp. for \$315,000. Principals: F. Robert Fenton, president (75%), and John McCabe, treasurer (25%). Mr. McCabe is advertising manager of retail store chain. Mr. Fenton is 60% owner of KFIV Modesto, Calif. Action March 4.

WCBC(FM) Catonsville, Md.—Broadcast Bureau granted assignment of license from Christian Broadcasting Co. to Key Broadcasting Corp. for \$500,000. Christian owns WHRN Herndon, Va., and its stockholders J. Stewart Brinsfield Sr. and J. Stewart Brinsfield Jr., own new AM application in Catonsville, and WCIR Beckley, W. Va. and are applicants for new AM in Naples, Fla. Principals of Key: Carl G. Brenner, president, George E. Hull, chairman of board. Key is licensee of WBMD Baltimore. Action March 4.

KGFL Roswell, N. M.—Broadcast Bureau granted assignment of license from KGFL Inc. to Southwest Broadcasters Inc. for \$50,000 with covenant not to compete within 25 miles for five years. Principals: James Gordon Douglas III, president (10%), Harry T.

Starkland, vice president (25%) et al. Mr. Douglas is private investor, owns 25% of Pandex Inc. and Kycoga Co. New York and Hazard, Ky., respectively. Mr. Starkland is president, director and stockholder of electronic equipment manufacturer. Action March 4.

WAKM(FM) Bedford, Pa.—FCC granted assignment of license from Fort Bedford Enterprises Inc. to Inquirer Printing Co. for \$33,887 and assumption of certain liabilities of approximately \$20,000. Principals: John H. Biddle, president (49.5%), Hugo K. Frear, vice president (50%). Action Feb. 28.

WBTW(TV) Florence, S. C.—Broadcast Bureau granted assignment of license from Jefferson Standard Broadcasting Co. to Daily Telegraph Printing Co. for \$4.5 million plus \$2,350 for equipment and other expenses. Principals: Hugh I. Shott Jr., president. Daily Telegraph is licensee of WHIS-AM-FM-TV Bluefield, W. Va. Action Feb. 28.

Sioux Falls, S. D.—Northwestern College. FCC granted 96.5 mc, ch. 243, 100 kw. Ant. height above average terrain 295 ft. P. O. address: 50 Willow Street, Minneapolis 55403. Estimated construction cost \$53,436.20; first-year operating cost \$12,000; revenue \$12,000. Principal: Cornelius Keur, general manager. Applicant is licensee of KTIS-AM-FM Minneapolis; KFMW-AM-FM Fargo, N. D., KNWS-AM-FM Waterloo, Iowa and KNWC Sioux Falls, S. D. Action Dec. 11.

WFOX Milwaukee—FCC granted assignment of license of Fox Broadcasting Corp. to L & P Broadcasting Corp. for \$260,000. Principals: Leonard and Phil Chess. Applicant is licensee of WVON Cicero, Ill. Action Feb. 14.

KRAL Rawlins, Wyo.—Broadcast Bureau granted assignment of license from Radio Twelve-Forty Inc. to Korral Radio Inc. for \$100,000. Principals: R. Wylie Sterling, president (75%) and William L. Pope, vice president and general manager (25%). Mr. Sterling is president of KDOM Windom, Minn. Mr. Pope is sales manager and station manager of KPOC Pocatontos, Ark. and KDOM Windom, respectively, and is also associated with WBFJ Woodbury, WENK Union City and WGSN Murfreesboro, all Tennessee. Action March 4.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through March 6. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

■ Vestavia, Ala.—Telvue Corp. has been granted a nonexclusive franchise. Firm plans to provide a system of local channels including a 24-hour news and music channel, and a weather channel.

York, Ala.—Twin City CATV Co. has applied for an exclusive 25-year franchise. City would receive 1% of firm's annual gross revenues.

Lodi, Calif.—Multi-View Systems Inc., Lodi, and California Antenna T-V Inc., Sacramento, have each applied for a franchise.

Fruita, Colo.—Comtronics Cable TV Inc. Grand Junction, Colo. has applied for a franchise.

Rocky Ford, Colo.—Rocky Ford Investment Co., represented by Lee Sturgeon and Ed Patrick, has applied for a franchise. Installation and monthly fees would be approximately \$15 and \$6, respectively. City would receive 2% of gross revenues. Silver King Cable Co., Denver (multiple CATV owner), is a previous applicant.

■ Riviera Beach, Fla.—TelePrompter Corp. (multiple CATV owner) has been granted a 30-year franchise. Installation and monthly fees will be \$14.95 and \$4.95 respectively.

■ Winthrop, Mass.—Winthrop Cablevision Corp. has been granted a 25-year franchise. Firm will pay the city \$92 for each mile of

cable installed in addition to a franchise fee of \$100.

■ Moberly, Mo.—International Telemeter Corp. (multiple CATV owner), a subsidiary of Gulf & Western Industries, has been granted a 10-year franchise. In addition to an initial \$20,000, the city will receive 5%, or no less than \$7,500 of the firm's annual gross revenues, after the first year. Installation will be free and monthly charge \$5.

Blooming Grove, N. Y.—NCD Corp. has applied for an extension of its franchise rights to include the town of Salisbury Mills.

■ Peekskill, N. Y.—U. S. Cablevision of Poughkeepsie has been granted a nonexclusive franchise. Installation and monthly fees will be \$19.95 and \$4.95, respectively. Continental CATV, Hoboken, N. J. (multiple CATV owner) already has a franchise in Peekskill.

Bluffton, Ohio—Reynolds Cable Television Corp. has applied for a franchise.

■ Wellston, Ohio—Jackson County Cable Services Inc. has been granted a nonexclusive franchise. Installation and monthly fees will be \$19.95 and \$4.95, respectively.

Dillon, S. C.—Kaiser CATV Corp. has been awarded the construction contract for system to be operated by International Telemeter Corp. (multiple CATV owner), a subsidiary of Gulf and Western Industries.

■ Paris, Tenn.—Middle Tennessee Cable TV has been granted a 25-year franchise. The \$20 installation fee will be waived for the first 60 days of operation, and \$4.75 monthly will be charged for the proposed 12-channels. City has the option to purchase system after ten years.

■ Rocky Mount, Va.—Communi-Cable TV of Rocky Mount has been awarded a franchise with a high bid of \$3,055. In addition, the franchise calls for the city to receive 3% of the firm's annual income, with a minimum guarantee of at least \$500 annually.

DEATH came suddenly and swiftly to the couple as they reached the crest of a small hill on a lonely gravel road. . . . Their tan, four-door sedan had slowed down to less than 20 miles an hour when Sheriff Henderson Jordan . . . tall, strapping war veteran appeared on the side of the road.

"With dramatic suddenness he issued a command to halt. Barrow reached for an automatic rifle on the floor of the car. Bonnie raised a similar gun held in her lap. Neither fired a shot, however. Steel-jacketed bullets from six large-caliber pistols poured at least 75 shots into their automobile. As the car came to a sharp halt in a two-foot ditch both were dead."

The 29-year-old author of those words is now 62 and spends his time in Crossett, Ark. (pop. 5,370), the largest city in Ashley county (pop. 24,220), where he does some front-porch bird watching in those rare moments each day when he's not supervising the operation of KAGH-AM-FM, handling publicity for some community events, selling time to local merchants or typing out a story for the midday *Hometown News*.

Top Story ■ Julian Haas was a seasoned reporter for the *Shreveport* (La.) *Times* when Clyde Barrow and Bonnie Parker ran into a police ambush outside Arcadia, La., in May 1934. It was about 50 miles from Shreveport to that lonely, gravel road, and minutes after the shooting Julian and a staff photographer were on their way to the scene. When they got there, Mr. Haas recalls, "the photographer was jumping on top of cars and shooting away, then he got in my car and drove back to Shreveport." Although the other events of that day almost 34 years ago are still etched in his memory, Julian Haas can't remember exactly how he got back to Shreveport.

Somehow he did make it back to his desk at the *Times* and his front-page by-lined story in the next day's editions gave a detailed description of the death of Bonnie and Clyde.

Julian Haas looks as much like Hollywood's version of a hard-nosed reporter as Sophia Loren looks like Marjorie Main. And his soft, Southern accent sounds nothing like the brash outpourings of Lee Tracy as the star reporter in "Front Page."

News has been a vital part of his life since 1927, when as a senior at Tulane University he was a student in the school's first journalism course. In the decade that followed he went from cub reporter on the *New Orleans Times-Picayune* ("I learned how to make nine mistakes in a 10-line obituary") to Atlanta correspondent for International News Service.

Between New Orleans and Atlanta novice newsman Haas turned into a seasoned reporter. He spent four years working out of Panama City and Cristo-

Top newsman keys station to local needs

bal-Colon, Panama, as Central American correspondent for first the *Panama Star and Herald* and later the *Chicago Daily News Foreign Service*. ("A few revolutions, a few tornadoes—the usual run-of-the-mill stuff.")

Then in 1931 he went back to his hometown of Shreveport and the city desk of the *Times*. It was in Shreveport that Mr. Haas got his first taste of radio when he often would deliver the 10 p.m. news from the *Times'* remote studio over KWKH.

He left the *Times* in 1935 to go into general sales work in Little Rock, Ark.

WEEK'S PROFILE



Julian Francis Haas—owner, KAGH-AM-FM Crossett, Ark.; b. June 5, 1905, Shreveport, La.; attended Columbia University, New York; BA in liberal arts, Tulane University, New Orleans, 1927; reporter, 'New Orleans Times-Picayune,' 1927; Central American correspondent, 'Panama Star and Herald,' 1928; Central American correspondent, *Chicago Daily News Foreign Service*, 1928-31; reporter, 'Shreveport Times,' 1931-35; reporter, International News Service, Atlanta, 1935-36; salesman, Little Rock, Ark., 1936-41; salesman, KARK Little Rock, 1941-43; commercial manager, KARK, 1943-52; purchased KAGH October 1952; put KAGH-FM on air, March 1967; m. Rose Marie Frank of Little Rock, Ark., April 15, 1935; children—Lieutenant Julian F. Haas Jr., 30, U.S. Navy, and Mrs. Carol Haas Cross, 25; past president, now director of Arkansas Broadcasters Association; member—National Association of Broadcasters Small-Market Radio committee; past president, Crossett Chamber of Commerce; hobbies—golf, bird watching.

That same year he and a Little Rock girl, Rose Marie Frank, eloped and were married in "Texarkana, USA. I can't remember if it was the Arkansas or Texas side."

In 1941 Mr. Haas joined KARK Little Rock as a salesman, three years later he was made commercial manager and he held that job until October 1952 when he purchased KAGH for \$32,000.

At that time Mr. Haas recalls, KAGH had 100 w, but in less than a year, it was moved to 1340 kc and "250 big, powerful watts." The only trouble then was picking up the signal outside the city limits after sundown.

Since KAGH couldn't adequately serve the community or county that way, Mr. Haas decided to give up the nighttime service and go daytime only with 250 w on 800 kc.

Nine years later he decided to re-enter nighttime radio. The credit for that decision, he says, belongs to FCC Commissioner Robert E. Lee. Mr. Haas was in the audience at the National Association of Broadcasters' 1966 convention in Chicago when the commissioner took the cover off his crystal ball and peered into FM's future: It was bright.

Taking Commissioner Lee at his word, Mr. Haas applied for an FM channel, got it and in March 1967 put KAGH-FM on the air.

New Talent ■ It was also in 1967 that Julian Haas started a high-school broadcast club. Its purpose was to interest some youngsters in a broadcasting career and to give KAGH's owner a chance to find some talented youths who could work at the station. Presently two students are on the staff.

When he talks of the 11 high-school students who have worked for him over the years, Julian Haas's voice exudes a paternalistic pride. He points out that four are college graduates, five are now in college and two started college.

He feels that working at the station has been good experience for the boys. "I've taken kids who have never made the honor roll, but all the boys have learned how to plot their time—to study. It's actually helped a couple get through college."

And there's pride when he talks of Crossett, of Ashley county, of his friends who listen to KAGH and for whom the station is programmed. He admits "it's a damn hackneyed phrase, but you have to serve all your people. You have to program to local needs. We like to think we're running the station like a good daily newspaper."

Any good small-town daily carries gossip as well as news and in Crossett KAGH has both: 22 newscasts a day, plus *Party Line* from 8:30-9 a.m. That show, Mr. Haas says, is like an ether-borne backfence. "You can always tell a woman is pregnant when she wants to trade her evening gown for a bassinet."

The dirty 30

THE growing acceptance of 30-second commercials by the television networks is likely to lead to the establishment of the 30 as a standard length. In itself that phenomenon may forbode no disaster for the business, but the networks' practices in pricing and placing 30's could have troublesome effects in spot and local advertising.

The networks are selling minutes at minute rates and permitting advertisers to fill them with two 30's. Not only that, advertisers are permitted to buy minutes to share with other advertisers, with the two cross-exchanging 30-second segments within the minutes that are bought.

It takes little knowledge of arithmetic to calculate that by these practices networks have in effect priced their 30's at half their minute rate. That does little to help the individual station sell 30's to spot or local advertisers at prices exceeding half the stations' minute rates. Traditionally the 30, in spot or local sale, has commanded considerably more than half the minute rate, for the quite logical reason that research has proved the 30 to be considerably more than 50% as effective as the minute length.

In prime time, network affiliates face problems. Most breaks in or between network programs give the stations 40 seconds to sell to spot or local accounts. This length accommodates two 20's, which are usually priced at considerably more than one-third of the minute rate, or one 30 (at more than half the minute rate) and one 10 (at much more than one-sixth the minute rate). If the station break remains fixed at present lengths, and if advertisers begin insisting on buying fractions of minutes at the same fractions of the minute rate, stations will feel it in their P&L statements.

Stations must beef up their showings of proof that 30's are worth more than half the price of 60's. They might also begin considering whether station breaks need modernizing in position and length.

FCC takes a powder

THE hard-line regulators on the FCC and its staff have often challenged broadcasters to court tests of the agency's powers of program regulation. Now the hard-liners want to cut and run from a meaningful showdown on the constitutionality of the fairness-doctrine rules, and they have persuaded a majority of commissioners to cut and run with them. The performance is to be admired more for its legal slickness than its principle.

As reported in BROADCASTING's March 4 issue, the commission, by a vote of 5 to 1 (Robert Bartley abstaining and Lee Loevinger dissenting), has petitioned the U.S. appellate court in Chicago to withhold action on the fairness-doctrine challenges filed by the Radio Television News Directors Association, CBS and NBC. The commission wants time to rework part of the rules that are under attack. Mr. Loevinger described the action with precision. It is, he said, "merely a cosmetic effort to present a better face in court."

It is really a little late in the game for the commission to be having second thoughts about the personal-attack rule that it now wishes to reconsider. The rule is part of a codification resulting from a proceeding that was initiated way back in April 1966. The rules were not adopted until July 1967, after the commission took plenty of time to consider volumes of comment—including a detailed legal presentation submitted by the RTNDA and a number of station licensees to argue that the proposed rules would

be unconstitutional. Nor can the FCC now pretend to be caught in court without warning. In its original comments—filed more than a year before the FCC took final action—the RTNDA said it was laying the foundation for a judicial appeal which it promised to take if the FCC adopted the rules it was proposing.

None of that history appeared in a concurring statement issued by Commissioner Kenneth A. Cox a fortnight ago when the FCC asked the appellate court to hold the current cases in abeyance. Mr. Cox addressed himself primarily to an attack on Commissioner Loevinger's dissent (another missive in an ongoing correspondence from poison-pen pals) and secondarily to a defense of the commission's decision to reconsider the rule as an act of high concern for the public interest.

It was understandable that Mr. Cox would wish to explain his latest vote on the matter. In November 1967, confidently implying that he expected the courts to sustain everything the FCC had done, Mr. Cox told a regional meeting of the National Association of Broadcasters in Kansas City that he welcomed the litigation.

In Kansas City Mr. Cox was merely acting in the tradition of those on the commission who think that broadcasting is entitled to less protection under the First Amendment than unlicensed media can claim. When E. William Henry was FCC chairman, he publicly invited broadcasters to attack the constitutionality of FCC program controls. Mr. Henry's predecessor, Newton Minow, often made the same offer. (It may be of some interest to note that Mr. Minow, now in private practice in Chicago, is among the lawyers representing CBS in its appeal, which takes a considerably gentler attitude toward FCC powers than do the appeals filed by the RTNDA and NBC.)

But until the FCC adopted its fairness rules, it had been careful to apply its policies in ways that could be constitutionally tested only if licensees committed violations and laid their licenses on the line. When parts of the fairness doctrine were codified into rules, the rules themselves became susceptible to the constitutional attacks that the RTNDA, NBC and, with somewhat less intensity, CBS have been prosecuting. Obviously the hard-liners on the FCC have belatedly realized that they have stumbled, or rather swaggered, into the kind of fight they have been loudly inviting but cleverly avoiding up to now.

If the FCC succeeds in ducking this fight, broadcasters can expect to be pecked into groveling submission by the case-by-case application of individual sanctions.



Drawn for BROADCASTING by Sid Hix
 "Well, Mort Werner beat the Grim Reaper."



Next time you're on the road, all keyed-up from "turnpike tension," stop in Houston and ease up. Enjoy a great meal, a quiet, air-conditioned room, the swimming pool, then sit down in front of the TV set. Tune in KPRC-TV, and unwind!

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unwind with
KPRC-TV*
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NOW there is a new number **1**
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KTXS-TV



**AMERICA'S MOST MODERN BROADCASTING FACILITIES-
 PLUS FULL POWER TO GIVE YOU GREATER COVERAGE!**

THE SOUTHWEST'S FINEST BROADCAST STUDIOS...

West Texas' newest and finest television station . . . An entire new operations plant with over 22,000 square feet of studios, stages, taping facilities, art production, film processing, and remote color equipment.

**ABILENE-SWEETWATER'S
 MOST POWERFUL STATION...**

Now operating at full power, with 316,000 watts. Increasing our coverage pattern to over 122,000 TV homes . . . Serving the largest area of any station in the "Big Country."

**THE FINEST PROGRAMMING
 FROM TWO NETWORKS...**

Combining the top rated shows of CBS and ABC into a powerful program schedule that is not available anywhere else in the Southwest. Supplemented by live local color programming from new KTXS-TV studios.

TOTAL COLOR...

Offering full color . . . live, film, tape, slides and network. We have complete GE color equipment from antenna to transmitter, enabling us to give you the finest in color TV.

TALLEST TOWER...

Our tower height was 568 feet above ground and is now 1,080 feet, 3,550 feet above sea level, making KTXS-TV the tallest television tower in the "Big Country."

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