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MOORHEAD MN 56500
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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Justice takes new aim at 'mass-media monopoly.' p21
Major-market pay TV plans on Zenith drawing-board. p23
TV revenues, up in '68, look even better in '69. p45
FCC gets Transamerica-Metromedia application. p51

CONCORDIA COLLEGE
MOORHEAD, MINNESOTA 56560

JAN 7 '69

REACH AND EFFICIENCY

the WFIL story

REACH is being Number One in Philadelphia.

Delivering nearly 2 million different listeners weekly.

More Adults 18-34 all day, every day.

More different people in every time period than any other station.

More Total Unduplicated Adults in a week.

EFFICIENCY is delivering these people on a CPM designed to get the most for your advertising dollar. Consistently.

Let your Blair man fill you in on The Fastest Mover in the Fourth Market.

It's a great story.

WFIL RA 5

Source: October 1968 ARB estimates. Time periods referred to standard day parts.

The Sound of the Leader

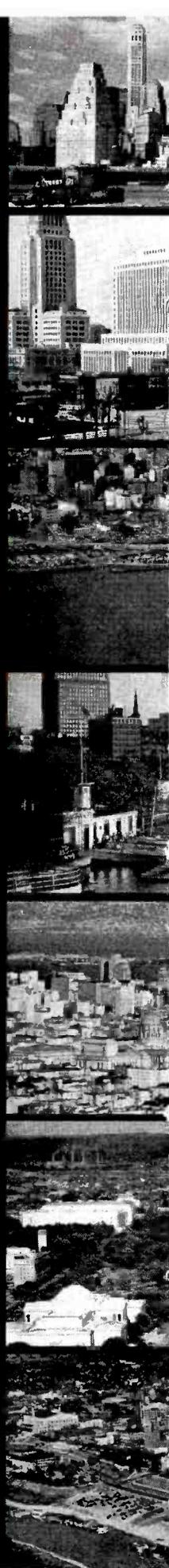
in America's Major Markets.

The sound of the leader is the sound of 14 AM & FM giants commanding 6 of America's top 8 markets plus the south's vital Memphis.

It's the sound of dynamic, contemporary programming designed to serve the community needs and entertainment demands of today's biggest buying audience, the 18 to 49 age group.

It's the sound of high-identity commercial messages beamed over RKO Radio by the country's most perceptive and cost-conscious advertisers.

It's sound business to use RKO Radio. Get the facts from your RKO Radio representative and move with the leader!





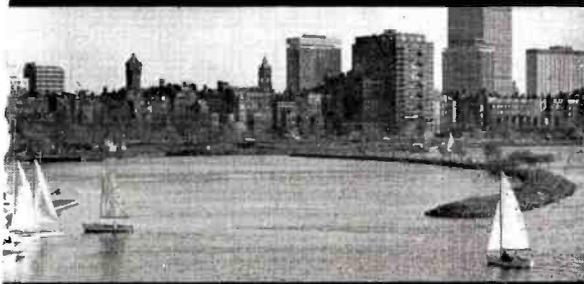
WOR
WOR^{FM}
New York



KHJ
KHJ^{FM}
Los Angeles



CKLW
CKLW^{FM}
Windsor-Detroit



WRKO
WROR
Boston



KFRC
KFMS
San Francisco



WGMS
WGMS^{FM}
Washington, D.C.



WHBO
WHBO^{FM}
Memphis

WOR. The country's premier station has long maintained its unique position through comprehensive news, talk and discussion programming that performs an almost essential service to listeners, community and advertisers.

WOR/FM with its new "Big Town" stereo sound, holds the Number 3 ranking among all contemporary music stations in America's most populous area.

KHJ. "Boss Radio" bosses the country's second largest market. Its contemporary music format captures and captivates the largest young adult and total audiences in the far west.

KHJ/FM with unusually superior coverage, is also among the Los Angeles leaders. It swings 52 minutes of every hour with "now and then" favorites recorded by the original artists.

CKLW is unsurpassed for audience delivery. Its contemporary programming and wide coverage make it first among all stations in the area.

CKLW/FM reprises the style of its AM associate and also offers the unique "Music of the Americas" series and features of special interest to the Motor Cities.

WRKO provides more total audience than any other Boston station, with special dominance in the 18 to 34 age group in the nation's third ranking market for per-family spendable income.

WROR. A limited commercial time policy and a format of present hits and golden favorites make this new FM a fast-growing power in Boston broadcasting.

KFRC serves and sells more San Francisco area listeners than any other station in the country's sixth largest market, with contemporary sound that blankets 37 Northern California counties.

KFMS. RKO Radio's newly programmed, newly named FM signifies San Francisco's most exciting Fine Music Station to the 25 to 49 consumer group.

WGMS is the leading classical music station in the nation. With a lighter touch to its format, the station is constantly increasing its top echelon Washington audience in the country's seventh major market.

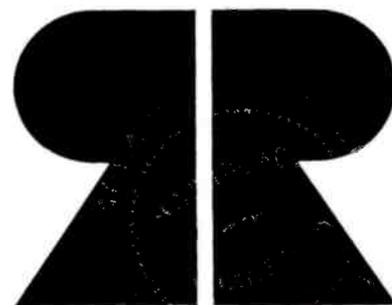
WGMS/FM completes RKO Radio's classical music service to the capital community by providing the more avid classics listener with more serious symphonic selections in full stereo sound.

WHBQ. Contemporary music programming delivers the Memphis area's largest cumulative audience. The station also tops all competition in reaching listeners 18 through 49.

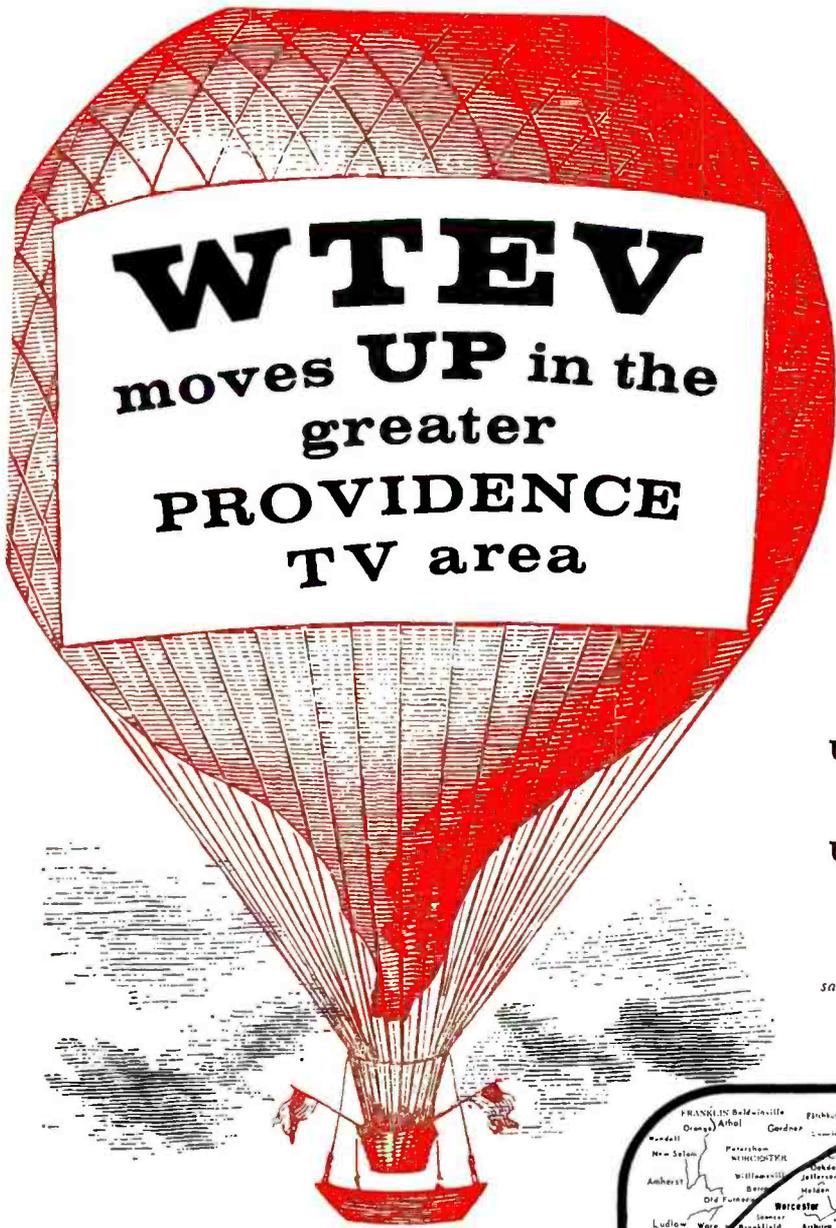
WHBQ/FM offers 52 minutes of current and past hit tunes every hour in a new format designed to attract the affluent young adults in this important southern market.

All audience data based on ARB and Pulse surveys. Specifics on request.

Represented nationally by
RKO RADIO REPRESENTATIVES, INC.
New York • Chicago • San Francisco
Los Angeles • Atlanta • Toronto



RKO RADIO
DIVISION OF RKO GENERAL, INC.



WTEV
 moves **UP** in the
 greater
PROVIDENCE
 TV area

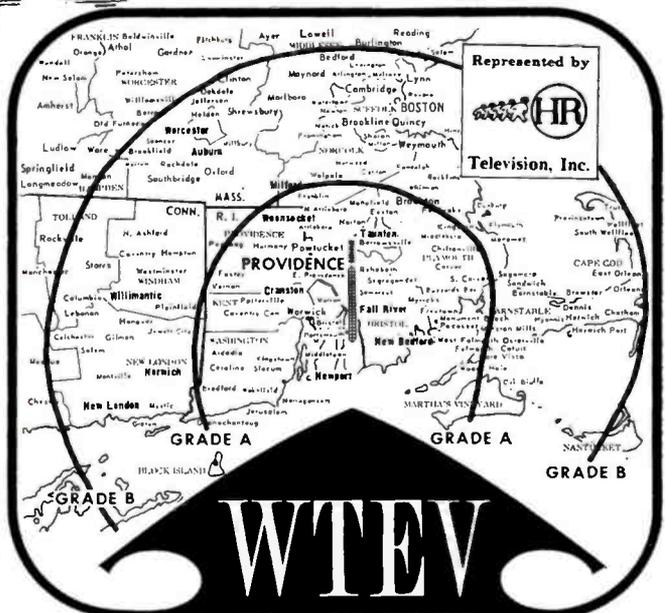
More TV reach
More TV penetration.
 The combination of the new WTEV 1,049-foot tower and programming specifically planned to increase listenership among all age groups is sharply increasing the station's ratings and audience share of the greater Providence market.

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

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

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

Channel
6
 abc



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

Caretakers

FCC is expected to take non-Draconian choice offered by U. S. Court of Appeals in Orlando channel 9 and Jacksonville channel 12 cases: It will authorize competing applicants for those two Florida facilities to operate them on interim basis. Alternative given by court in Sept. 3 decision, and affirmed in order two weeks ago, is to shut down existing stations—WFTV(TV) Orlando and WFGA-TV Jacksonville—for duration of hearings on permanent authorizations.

But question likely to complicate commission's consideration of issue, possibly this week, is what to do about interim profits. General counsel's office is said to be readying recommendation that some or all earnings be turned over to educational television or charitable group. His argument is that lush profits might dampen parties' ardor for quick termination of hearings that have genesis in ex parte scandals of 1950's. Broadcast Bureau, on other hand, is said to doubt commission's authority to direct disposition of profits.

Hold file

Despite best efforts of Under Secretary of State Eugene V. Rostow, chairman of President's Task Force on Communications Policy, and key members of his staff, to get its report released and printed, President Johnson is letting it sit until Nixon administration takes over. To release report, it's thought, would imply President Johnson's approval and that isn't indicated. What Nixon administration will do with it other than for backgrounding is questionable but, based on policy positions thus far enunciated, report is destined to become dead letter.

Unusually well-informed sources said last week that if vote were taken on report, substantial number—possibly majority of 15-man task force—would vote against conclusions so widely leaked.

Time, gentlemen

It's probable that National Association of Broadcasters won't make Jan. 28 deadline FCC had set as final one to submit reply comments in its one-to-customer rulemaking, and has no choice but to ask for another extension of time. Commission has already granted two other similar requests from association. And in view of commission's desire to expedite proceeding success of NAB's request is seen as long-shot. NAB is little further along in generating industry

position than it was four months ago when it told commission it needed time to line up research group, which would provide information for major rebuttal (BROADCASTING, Sept. 9, 1968 et seq.).

NAB is still examining tentative proposals from Ohio University and University of Minnesota, and is expecting third one from several Harvard University professors with independent consultancies. But preparations for upcoming four-day NAB board meeting are certain to further delay research hunt. Accordingly, NAB is expected to seek from commission another postponement, citing, among its other problems, new implications pertinent to proceeding contained in Justice Department's newly affirmed desire to break up cross-ownerships (see page 21).

Moving up

David C. Croniger, vice president and general manager of Metromedia-owned WNEW New York, is slated to become president of Metromedia Radio (six AM and six FM stations plus Metromedia Radio News Service, which is currently being set up [see page 37]). He'll succeed John V. B. Sullivan who six weeks ago became VP-corporate relations of parent Metromedia Inc. (BROADCASTING, Nov. 25, 1968).

Winners' circle

Shortly to be announced will be selection of WGAL Lancaster, Pa., for 1969 Broadcast Pioneers Golden Mike award. Presentation will be made at banquet at Pierre hotel, New York, Feb. 24, to Clair R. McCollough, president, Steinman Stations, which founded WGAL in June 1922. Other recipients of citation have been WLW Cincinnati, WGN Chicago, WSB Atlanta, WTIC Hartford, KDKA Pittsburgh, WHO Des Moines, WOR New York and WSPD Toledo.

Big year

Plans for gala observance of broadcasting's golden (50th) anniversary in 1970 will be considered by board of directors of National Association of Broadcasters at its meeting, Jan. 13-17 in San Juan, P. R. It all began officially, according to records, when KDKA Pittsburgh went on air on Nov. 2, 1920, with Harding-Cox election returns and continued on air thereafter with regular (as distinguished from experimental) call letters. It's recommended that all of 1970 will be observed as golden anniversary, presumably to be climaxed with gala event on actual anniversary.

Stage struck

Metromedia is expanding into still another field: Broadway financing. Through its new Metromedia Music Division it put up reported 50% of money to move "Red, White and Mad-dox," musical comedy, from Atlanta to Broadway later this month. "RW&M," subtitled "a thing with music," opened in Atlanta last Oct. 3 to good notices and caught eye of Broadway producer Edward Padula, who arranged to stage it in New York. It will open for previews at Cort Theater on Broadway Jan. 14 with complete original cast. As part of deal, Metromedia Music Division, which is headed by Tom Valando, presumably gets music-publishing rights.

Fired up

Broadcasters may expect another blast this week from Thomas P. F. Hoving's National Citizens Committee for Broadcasting, which is to hold first full board meeting since it was reorganized into sort of "civic conscience" some months ago. In letter of invitation to news conference set for Wednesday, after board meeting, in New York, Mr. Hoving said board "will reveal the extent of the counterforce with which the committee will meet the broadcast-political pressures that have established improper precedents in the public domain."

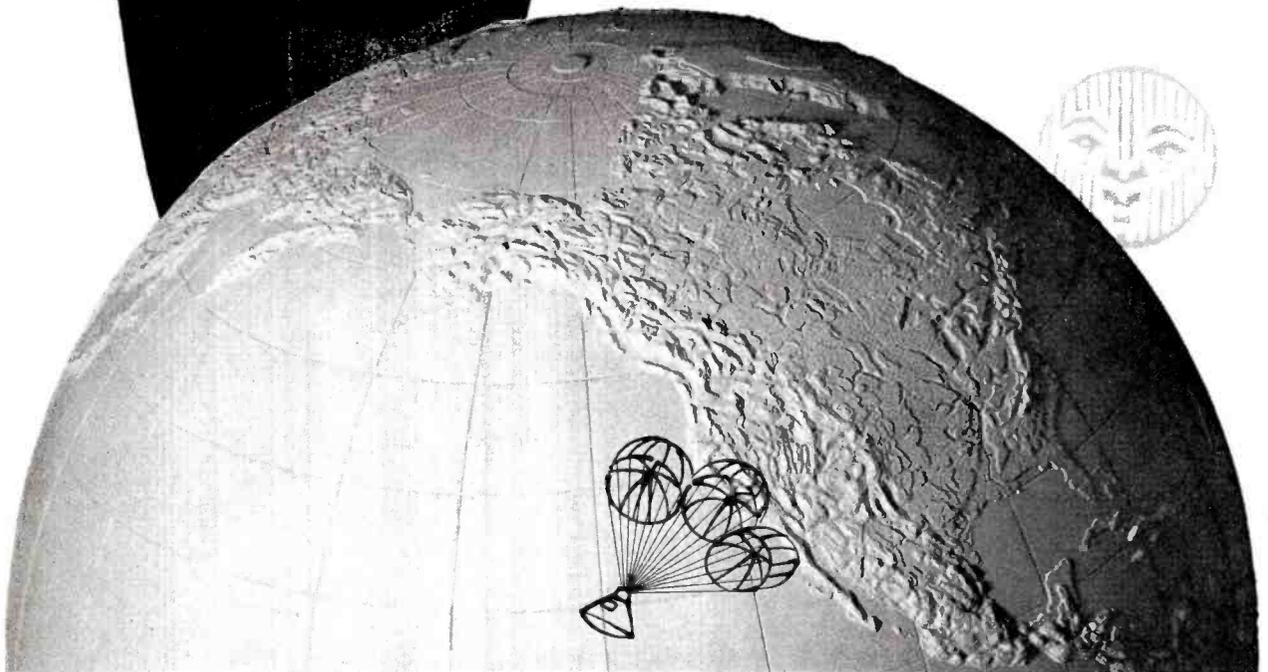
Multiple trouble

Concentration-of-control-of-media question is sure to be major topic for debate in FCC meeting this week. Ready for consideration is petition of two Salt Lake City residents for reconsideration of license renewal for Bonneville International's (Mormon Church) KSL. Residents feel they were unfairly treated in talk program on station, have alleged concentration exists in church's ownership of KSL-AM-FM-TV and *Deseret News* and interlocking relationships with other stations in area.

Also this week number of applications for station sales involving concentration questions are before FCC. These include court-remanded transfer of WFMT(FM) Chicago to *Chicago Tribune's* WGN Continental Broadcasting Co. ("Closed Circuit," Dec. 30, 23, 1968). FCC members who take hard line on concentration matters now have new argument: Justice Department's petition to break up Frontier Broadcasting's "monopoly" of media in Cheyenne, Wyo. (see page 21).

Handwritten: 34470 12061-201

**NOT BAD
... FOR
EARTH MEN!**



**My Favorite Martian congratulates The Apollo 8 Space Crew
Both reached record heights!**

For astronomical details on Apollo 8 moon flight, call NASA
For astronomical details on My Favorite Martian's syndication flight call Wynn Nathan (212) 682-9100



Justice Department opens new front in its war on concentrations of control of mass media, ducks antitrust issue in calling on FCC to force TV station sale because it contributes to "mass media monopoly." See . . .

New threat to cross-ownerships . . . 21

Zenith Radio Corp. pursues subscription-television strategy in talks with potential franchise operators of its Phonevision, may set up shop in either New York, Chicago or Los Angeles; RKO closes Hartford trial. See . . .

How Zenith may launch pay TV . . . 23

Still weary from Apollo 8 climax to hectic news year network newsmen busily work out details for 1969's first major stories: Washington ceremonies for astronauts, inaugural ceremonies for President-elect Nixon. See . . .

Brisk start for big news stories . . . 28

Copyright staff members, after more than a decade of fruitless attempts at copyright revision, are now hinting at forward progress as McClellan sets meeting this week between protagonists in CATV liability struggle. See . . .

Cautious optimism on copyright . . . 30

News at Metromedia Inc. will take on new dimension in second week of February when group formally places Metromedia Radio News into operation on its stations, may provide feeds to other outlets in major markets. See . . .

New audio service in radio news . . . 37

TV broadcasters get their first complete look at FCC's report on their 1967 financial performance, which confirms what they already knew: 1968 is lot better; 1969 may be even better than that. See . . .

Look ahead looks good for TV . . . 45

\$300-million merger of Metromedia Inc. into Transamerica Corp. is formally put into hands of FCC. One major surprise: Metromedia is negotiating to buy existing UHF. March 31, 1970 is cut-off date for FCC approval. See . . .

FCC gets second biggest merger . . . 51

Nevada federal court decision upholding state legislation that would subject CATV systems to public utility-type regulation may provoke cable industry-mounted challenge, through National Cable Television Association. See . . .

Nevada case stirs CATV industry . . . 56

Leftovers are order of day as 91st Congress convenes. Re-introduced legislation touches on old interests: network regulation, pay TV prohibition, full-scale House Commerce Committee probe of CATV. See . . .

Broadcast bills are back again . . . 58

Three TV networks report political broadcast revenues totalling \$8.9 million—more than twice 1964 total of \$4.1 million—with Republicans outdistancing Democrat expenditures, \$5.2 million to \$3 million. See . . .

Campaign '68 yields record buys . . . 60

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Broadcasting

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Subscription orders and address changes: Send to BROADCASTING Circulation Department, 1735 DeSales Street, N.W., Washington, D.C., 20036. On changes, please include both old and new addresses plus address label from front cover of the magazine.

Latest Washington ARB* survey shows that in the important 12 to 34 age group of the 5 stations with the largest youth-young adult audiences

WEAM IS FIRST

in all 4 broad Day-Parts** between 6 am and midnite Monday thru Friday

WEAM has 50% more 12 to 34 audience than the second place station (*Ethnic*)

WEAM has 72% more 12 to 34 audience than the third place station (*Rock & Roll*)

WEAM has 80% more 12 to 34 audience than the fourth place station (*Middle of the Road*)

WEAM has 228% more 12 to 34 audience than the fifth place station (*Rock & Roll*)

Among these
5 leading youth stations:

**WEAM
IS FIRST**

Among Teens
all 4 broad Day-Parts**
6 a.m. to midnite
Monday thru Friday!

WEAM has 32% more Teens than the second place station (*Rock & Roll*)

WEAM has 47% more Teens than the third place station (*Ethnic*)

WEAM has 183% more Teens than the fourth place station (*Rock & Roll*).

WEAM has 309% more Teens than the fifth place station (*Middle of the Road*)

**WEAM
RADIO**

ARLINGTON, VIRGINIA

1390 ON YOUR DIAL

5000 WATTS 24 HOURS A DAY

*all audience estimates are subject to the qualifications detailed in the designated (Washington) report.

**Cume persons—metro survey area—ARB*, October 1968.

Splits stock, ups dividend

John Blair and Co. board of directors has voted to split common stock two-for-one and to increase quarterly cash dividend on common shares.

Stock split will be effected in form of 100% stock dividend payable Feb. 14 to stockholders of record Jan. 15. After split there will be 2,125,000 shares outstanding.

Board declared quarterly cash dividend of 12 cents per share on new common stock, equivalent to 24 cents per share on old common stock, and increase from 20 cents per share paid in prior quarters.

Francis Martin Jr., Blair president, stated that company intends within next few months to file registration statement with Securities and Exchange Commission for secondary sale of Blair stock by some of larger shareholders who are directors, officers or employees of Blair. He said these shareholders will be selling only portion of their holdings.

Mr. Martin added that wider distribution of company stock, which is expected to result from split and secondary offering, will facilitate Blair's objective of filing application with New York Stock Exchange looking toward listing of its common stock on that exchange. Blair shares currently are traded over-the-counter.

Bond to McCann-Erickson

Bond Baking Co. Friday (Jan. 3) announced appointment of McCann-Erickson as its advertising agency, effective immediately. Account bills about \$1 million yearly. It had been handled by Sage Advertising, Helena, Mont. Bond Baking is division of General Host Corp.

Record gross for ITC

Independent Television Corp. signed \$8 million in sales during last 60 days of 1968, giving it record gross for year of \$23 million, firm is to announce today (Jan. 6).

ITC President Abe Mandell said \$19 million of gross was realized from sales in western hemisphere, up 60% over 1967. Mr. Mandell said profits for year will be double that of 1967. Company declined to specify 1967 profit.

Among \$8 million worth of contracts signed in final two months of year were ITC's deal to supply *This is Tom Jones* series for ABC-TV starting Feb. 7; variety series starring Liberace to replace *Red Skelton Show* on

CBS-TV next summer; renewal of *Prisoner* on CBS-TV next summer; renewal of *Saint* by NBC-TV, and contract to produce for NBC two *Kraft Music Hall* shows starring Peter Cook and Dudley Moore.

Takes over station

Seizure by Argentina's military government of privately-owned radio station on Jan. 2 has been reported from Buenos Aires.

Station is Radio Misiones in city of Posadas. Action came after Governor Hugo Jorge Montier of Misiones province demanded name of letter writer who charged governor actually had higher income than \$485 monthly salary he reported. Station refused to give writer's name on ground it has right to protect news source. Argentina's National Radio and TV Board named government representative to take over station's operation.

Live to Honolulu

CBS affiliate in Honolulu, KGMB-TV, is planning to carry 12 national football league games live via satellite in 1969 season, including NFL championship and Super Bowl. Station has been carrying regular games on 7-day delay, using satellite only for championships because of high costs (\$2,000 for first 10 minutes, \$65 each subsequent minute).

Spokesman for KGMB-TV, Bob Temple, general manager of KUTV(TV) Salt Lake City, sister station in A. L. Glassmann Group, said advertisers were willing to pay more for live games this year, and that station hoped to get reduced rates from Comsat with increased use of satellite.

Heads TV-film group

Robert O. Lewis, manager of Chicago production, Leo Burnett Co., elected president of Chicago Unlimited Inc., marking first time since TV-film industry promotion organization was formed that agency executive has held top post. He succeeds Henry Ushijima, head of own film production firm there and TV producer.

UHF hearing delay

Hearings on applications for new UHF stations in Toronto and Montreal originally set for Feb. 4 have been postponed indefinitely by Canadian Radio-Television Commission (BROADCASTING, Dec. 9, 1968).

Looks for standards

National Cable Television Association has proposed that FCC organize committee to formulate "specific technical criteria" for CATV systems, as part of commission's overall review of cable policy.

In petition made public Friday (Jan. 3), NCTA expressed desire to participate in committee deliberations and offered services of its standards and engineering committee.

At same time, however, cable association said that it questions wisdom of commission's determination—as expressed in last month's notice of inquiry and proposed rulemaking on CATV (BROADCASTING, Dec. 16, 1968)—that time has come to move in direction of uniform technical standards for cable systems. CATV is but one of several "links in the chain" affecting picture quality, NCTA said, and should not be subjected to technical standards in absence of correspondingly clear requirements for stations, networks and common carriers.

Game rules by FTC

Federal Trade Commission has proposed new trade regulations that would prohibit rigging of food and gasoline games. Proposals include ban on advertising that would tend to misrepresent public's chances of winning.

FTC said that, based in part on its staff report on games of chance in food and gasoline retailing, it believes rigging and other deceptive practices "are widespread in the industries involved."

FTC staff cited examples of food chains choosing which stores were to get big prizes and of gas companies choosing in advance which service stations were to receive winners. Staff indicated promoters greatly exaggerated customers' chances of winning.

Two new rules are proposed. First would prohibit members of food and gasoline industries and promoters and manufacturers of games from engaging in "advertising and other promotions which misrepresent by any means, directly or indirectly, participants' chances of winning any prize;" or to engage in advertising or other promotions that fail to state clearly exact number of prizes in each category or denomination to be awarded. Rule also would require disclosure of any reduction in amount or number of prizes as game progresses and clear disclosure of geographic area covered by any food or gasoline game.

Rule also would prohibit manipulation or rigging of games so that prizes

Howard Eaton Jr., VP for television programs at Grey Advertising, New York, since 1962, joined Ogilvy & Mather Jan. 1 as VP-director of broadcasting. At Ogilvy & Mather, Mr. Eaton will be in charge of developing TV programs and coordinating client activities in TV. Before 1962, he was media director of Lever Brothers, New York. While at Lever, he was also chairman of broadcast committee of Association of National Advertisers.

Jerome Bess, VP and general manager of WOR-TV New York, appointed principal and executive VP of Frank B. Sawdon Inc. Advertising, New York. Mr. Bess has been with RKO General Broadcasting for seven years in posts that included group VP and VP in charge of station operations for WOR-AM-TV. He began career more than 20 years ago with Sawdon agency.

James P. Storer, VP and general manager of Storer Broadcasting Co.'s WJW and WCJW(FM) Cleveland, named regional radio VP for Detroit and Cleveland for Storer group. Mr. Storer will stay in Cleveland but will assume overall responsibility for group's radio outlets in both cities. At same time **William F. Sherry**, general manager of Storer's WJBK-AM-FM Detroit, resigns. His plans will be announced in near future. James P. Storer joined Storer group at WGBS Miami in 1950. In May 1962 he became general manager of WJW.

Herbert W. Morreal named VP technical services, CBS Electronic Video Recording Division. He joined CBS last October as general manager, EVR cartridge processing plants, after serving GAF (General Aniline & Film Corp.) for more than 30 years.

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

"are dispersed on a predetermined basis."

Second rule would prohibit oil companies from coercing retail dealers to participate in gasoline games of chance.

FTC will hold hearings on both proposals in Washington on Feb. 24. Deadline for written comments is Feb. 10.

VP stripes for two

Robert B. Dewey and **Frank L. Callahan**, account supervisors in Chicago office of Young & Rubicam, each elected VP.

Miller heads HTI/TVQ

John V. Miller Jr., executive vice president of Home Testing Institute/TVQ Inc., named president of market research firm, it was announced Friday (Jan. 3). He succeeds **Henry Brenner**, founder and former owner, who will become consultant to president of HTI/TVQ's parent company, Computer Applications Inc.

See hope for merger

Chief executive officers of National General Corp. and Warner Bros.-Seven Arts Ltd. have voiced view there is "reasonable ground" to believe that satisfactory proposal can be formulated to meet objections of Department of Justice to merger of two companies.

Eugene V. Klein of National General and **Eliot Hyman** of W7 issued statement on Jan. 2 in which they said their

belief was based on conversations with Justice Department. Their proposal would involve divestiture of motion picture production and distribution facilities of W7 but only on basis which would assure continuance of that phase of business as viable and competitive entity.

During recent hearing Justice Department opposed merger on antitrust grounds, but accepted court offer of additional month to determine its position in view of divestiture proposal (BROADCASTING, Dec. 30, 1968). Court hearing will be held on Jan. 29.

Foster-DePaula fight offered

Sports Network Inc. will televise world light heavyweight boxing championship between **Bob Foster** and **Frankie DePaula** at Madison Square Garden, New York, Jan. 22, 9:30 p.m. EST. Schaefer Brewing Co. will sponsor fight in its distribution area. SNI has lined up about 12 stations in Northeast so far, and expects to add more before bout.

Bucking WIBF-TV sale

Four CATV systems in Philadelphia market that claim their efforts to provide service have been frustrated in large part by WIBF-TV (ch. 29) Philadelphia, are seeking to block sale of that station to Taft Broadcasting Co.

CATV systems in petition to deny filed with FCC, say that WIBF-TV owners have managed to prevent public from receiving CATV by asserting

need for protection against competition.

Now, systems add, owners propose "abandoning" public by selling station for what systems say would be profit of \$1 million.

Transfer application provides for sale by **William L. Fox** and family of Jenkintown, Pa., for \$1.4 million. Taft will also assume \$2.8 million in long-term debt, and \$300,000 in short-term obligations (BROADCASTING, Oct. 21, 1968).

Systems filing petition and communities in which they hold authorizations are Teleprompter Corp., Trenton, N. J.; North Penn Cablevision Inc., Lansdale, Pa.; General CATV Inc., Burlington County, N. J., and Norristown Distribution Systems Inc., Norristown, Pa.

Masters restrictions lifted

Augusta (Ga.) National Golf Club, host to Professional Golfers' Association annual invitational Masters Golf Tournament, has lifted blackout on local area live television coverage for April 12-13 match. Blackout in past extended over 225-mile radius.

CBS-TV, which televises Masters, had not received formal notice of change Friday (Jan. 3), but officials said it would make no difference in programing.

Philips promotion on TV

North American Philips Co., New York, will use spot TV in 51 major markets throughout country Jan. 20 to March 22 to advertise its "honest double deal" promotion designed to build sales of Norelco cassette equipment.

Promotion offers purchasers of Norelco recorders and players two money-saving "deals" on special Capitol Records' cassettes featuring such performers as **Glen Campbell**, **Bobbie Gentry**, **Nancy Wilson**, **Peggy Lee** and **Lou Rawls**. LaRoche, McCaffrey & McCall, New York, is agency.

Awards 'meaningless'

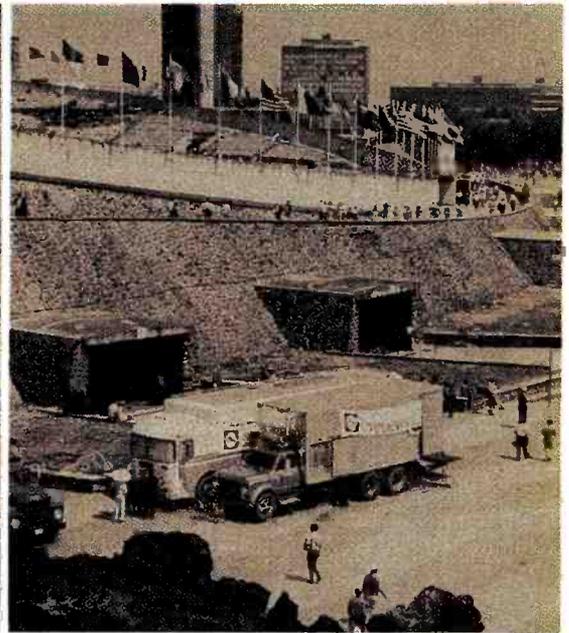
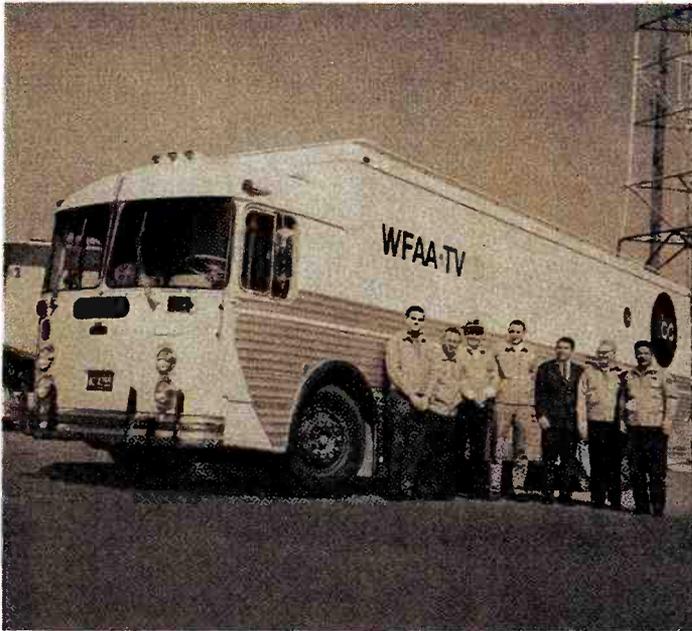
Louis Benito Advertising, Tampa, Fla., has discontinued practice of entering advertising competitions on behalf of clients.

In a letter to his clients, Mr. Benito said: "The number of such advertising competitions has proliferated to the point where everybody eventually wins something from somebody . . . the rewards become virtually meaningless."

After having received some 43 invitations to competitions last year, Mr. Benito observed: "Frequently the biggest reason these groups sponsor competitions of this type is to raise money rather than accurately reward advertising excellence."

Technique is rewarded, he adds, but content is what advertising is all about.

Our Team at the Olympics



Your Man in Dallas-Ft. Worth



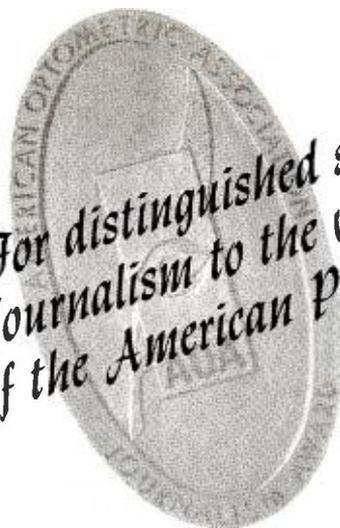
On the scene in Mexico, WFAA-TV helped provide marathon coverage of the Olympic games for ABC. From its million dollar video cruiser, the WFAA-TV remote team relayed live and taped color telecasts to the network and the rest of the world . . . all, by the way, piped thru WFAA-TV's facilities in Dallas-Fort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

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

WFAA-TV DALLAS-FORT WORTH

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

For distinguished service in
Journalism to the visual welfare
of the American People...



THE AMERICAN OPTOMETRIC ASSOCIATION PUBLIC SERVICE AWARDS

AWARDS CATEGORIES:

PRESS (Newspapers, News Syndicates, Wire Services)
MAGAZINES
RADIO
TELEVISION

DEADLINE: All entries must be postmarked not later than July 1, 1969

1. Recognize outstanding articles and broadcasts on the subject of vision as contributing to a better understanding of the importance of vision and its care;

2. Honor writers of articles and radio and television scripts that focus public attention upon the significance and need for vision care.

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Datebook

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

■ Indicates first or revised listing.

January

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

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

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

Jan. 11-12—Seventeenth annual *Retail Advertising Conference*. Agenda includes panel sessions on radio, television and print advertising. Knickerbocker hotel, Chicago.

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

■Jan. 13—New deadline for comments on *FCC's* proposed rulemaking that would require common carriers filing microwave applications for CATV service to notify the affected TV stations on or before the date of application. Rule would also require CATV system to file all necessary requests for distant-signal carriage or other special relief on or before date of microwave application. Previous deadline was Dec. 30.

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

■Jan. 14—Annual stockholders meeting, *Metro-Goldwyn-Mayer Inc* Cinerama theater, New York.

Jan. 14—Network newsmen newsmaker luncheon. *International Radio and Television Society*. Waldorf-Astoria hotel, New York.

Jan. 14—Annual stockholders meeting, *Chris-Craft Industries Inc.*, Pier 66 hotel, Fort Lauderdale, Fla.

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

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

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

Jan. 17—Meeting of *Community TV Association of New England*. New Hampshire Highway motel, Concord, N. H.

Jan. 17-18—Winter television conference, *Society of Motion Picture and Television Engineers*, on color television broadcasting. Speaker: Roy Cahoon, chief engineer, Canadian Broadcasting Corp. Panels on lighting, video tape recording, transmitters and transmission, receivers and film broadcasting are scheduled. Ryerson Polytechnic Institute, Toronto.

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

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

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

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

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*Reg. U.S. Patent Office.

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of Georgia, Athens.

Jan. 23—Special stockholders meeting, Transamerica Corp. Hotel Mark Hopkins, San Francisco.

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

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

Jan. 24-25—Meeting of Georgia CATV Association. Macon, Ga.

Jan. 27—Annual winter meeting, Idaho State Broadcasters Association. Downtowner hotel, Boise.

Jan. 27-30—Twenty-sixth National Religious Broadcasters annual convention. Speakers include E. C. Manning, premier of Alberta, Canada; Dr. Stephen Olford, Calvary Baptist Church, New York; Bishop Goodwin Hudson, Church of England, London; Dr. Eugene R. Bertermann, president of National Religious Broadcasters; Rosel H. Hyde, FCC chairman; Vincent T. Wasilewski, president of National Association of Broadcasters, and Dr. John V. Charyk, president of Comsat. Mayflower hotel, Washington.

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

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

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

Jan. 31—New deadline for reply comments on FCC's proposed rulemaking that would require common carriers filing microwave applications for CATV service to notify the affected TV stations on or before the date of application. Rule would also require CATV system to file all necessary requests for distant-signal carriage or other special relief on or before date of microwave application. Previous deadline was Jan. 17.

February

Feb. 3—New deadline for comments on FCC's proposed rulemaking on future use of 806-960 mc band, in which commission proposed to allocate space to common-carrier and land-mobile services. Previous deadline was Dec. 2.

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

Feb. 5—Newsmaker luncheon, International Radio and Television Society. Waldorf-Astoria hotel, New York.

Feb. 5—Legislative session of Texas CATV Association. Sheraton Crest hotel, Austin, Tex.

Feb. 5-7—Annual winter convention of South Carolina Broadcasters Association. Wade Hampton hotel, Columbia.

Feb. 6-9—Meeting, board of directors, American Women in Radio and Television. Las Vegas.

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

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

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

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

Feb. 12-14—Annual convention, National Association of Television Program Executives.

Los Angeles.

Feb. 14-15—Meeting, board of trustees, educational foundation, American Women in Radio and Television. Executive House, Scottsdale, Ariz.

Feb. 17-19—Annual midwinter conference on government affairs, American Advertising Federation. Statler-Hilton, Washington.

Feb. 25-28—1969 conference, Western Radio and Television Association and West Coast Instructional Television. Olympic hotel, Seattle.

March

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

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

March 11—Spring meeting of New York State Association of Broadcasters. Thruway motor inn, Albany.

March 13—Annual anniversary banquet, International Radio and Television Society. Ed Sullivan will receive 10th annual Gold Medal Award. Waldorf-Astoria hotel, New York.

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

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

March 17—1969 International sales conference, Universal Pictures. Sheraton Universal hotel, Universal City studios, N. Hollywood.

March 20—Convention of Catholic Broadcasters Association of America. Annual Gabriel Awards will be made. Gateway hotel, St. Louis.

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

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

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

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

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

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

April

April 11—Radio day newsmaker luncheon, International Radio and Television Society. Waldorf-Astoria hotel, New York.

April 13-14—Spring board meeting and broadcasting day, Florida Association of Broadcasters. University of Florida, Gainesville.

April 16-18—Meeting of Texas CATV Association. Marriott hotel, Dallas.

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

April 17-19—Annual spring meeting of Oregon Association of Broadcasters. Dunes motel, Lincoln City.

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

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

April 24-29—Fifth semiannual management conference for members of Intermarket As-



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THE NEW AMPEX BC-210 is the first two-Plumbicon* tube color camera that gives you an easy answer to your need for full studio performance plus fast-action field portability—at a price that makes it easy to buy.

The BC-210 color camera can do both studio and remote colorcasting easily. It weighs less than 50 lbs. without lens. The cable, which severely limits other cameras, is less than 1/2 inch in diameter and weighs only 12 1/2 lbs. per 100 feet. A technician can easily

Give your crew a break

STATION MANAGER EXULTS:

The easiest thing about the new BC-210 is owning it. For the price of two big heavy cameras we can get three of these and have some cash left over. We should be able to get more work done in a lot less time and with fewer people, thanks to that new light-weight cable.

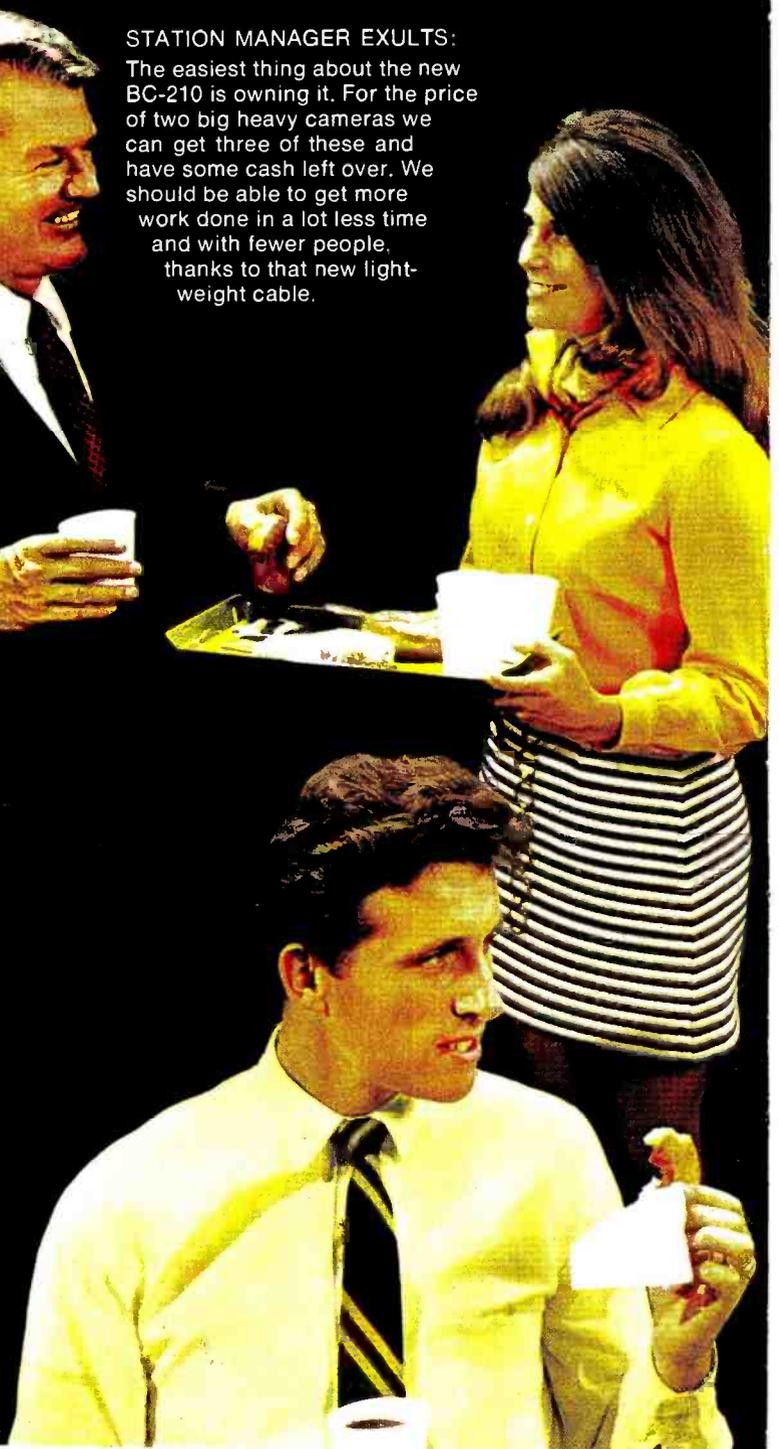
SALES MANAGER SAYS:

We can't work any harder, we've got to work smarter. That's why we invested in the BC-210. It puts out color pictures advertisers can admire for themselves. Plus it has easy portability for location work which opens up all kinds of new business.

FLOORMAN SAYS:

I'm sure looking forward to working with that new light cable the BC-210 uses. It's hard to believe that 3000 feet weigh only 375 pounds—compared to 3000 pounds for conventional cable.

And for remotes, the camera lifts right off the tripod with its own handle and sits on a clear, smooth underside. It's plenty rugged because it's all solid state.



shoulder 300 or 400 feet of cable for fast-reaction coverage of local news or sports. And maintenance is easy too—kept easy by the simple design. If you want to lift your station to the top of your market, do it the easy way: the BC-210 color camera.

For complete information, call your Ampex man or write the Video Products Sales Manager at our world headquarters: Ampex Corporation, 401 Broadway, Redwood City, California 94063.

with our new BC-210...the easy color camera

CAMERAMAN SAYS:

Think of it—a color camera with only three little knobs under the big bright viewfinder (which is removable!) At last I'll be able to concentrate on being creative with my camera instead of being its slave.

VIDEO ENGINEER SAYS:

Talk about easy! Set-up time on the new BC-210 should let me get home without a wilted collar once in a while. All major controls are at the CCU. Give it a five minute warm-up, register one channel, and you're ready to go.

CHIEF ENGINEER SAYS:

It will be a great change to see my crew go home once without looking like they've gone five rounds—with less griping about heavy this and complicated that.

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The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22½" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is \$94.50, with Tape Timer \$119.50.

Write or wire for complete details.

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Silver Spring, Maryland

sociation of Advertising Agencies. Nassau Beach hotel, Nassau, Bahamas.

■April 24-May 1—Ninth international television contest, "Golden Rose of Montreux," of European Broadcasting Union. Montreux, Switzerland.

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

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

May

■May 4-9—Advanced advertising management seminar of *Association of National Advertisers*. Gurney's Inn, Montauk, N. Y.

■May 6-8—Annual spring meeting of *Illinois Broadcasters Association*. St. Nicholas hotel, Springfield.

May 8-10—Spring meeting, *Kansas Association of Radio Broadcasters*. Statler-Hilton inn, Sallina.

■May 11-13—Spring meeting of *Pennsylvania Association of Broadcasters*. Hershey motel, Hershey.

■May 12—New date for oral argument before FCC on its proposed rulemaking to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities. Previous date was Dec. 12.

May 13—Annual meeting and performer's award luncheon, *International Radio and Television Society*. Waldorf-Astoria, New York.

■May 13—Radio Day luncheon meeting, *Advertising Club of Metropolitan Washington*. Hotel America, Washington.

May 15-16—Annual spring convention, *Ohio*

Association of Broadcasters. Imperial House South, Dayton.

■May 16-17—Spring meeting of *Iowa Broadcasters Association*. Holiday motor lodge. Clear Lake.

May 19-23—Annual international television symposium and technical exhibition. Information: Case-Box 97, 1820 Montreux, Switzerland.

May 23-25—Spring meeting, *Illinois News Broadcasters Association*. Wagon Wheel lodge, Rockton.

■May 25-26—Meeting of *Alaska Broadcasters Association*. Mount McKinley National Park.

June

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

■June 12-14—Spring meeting of *Colorado Broadcasters Association*. Manor Vail, Vail.

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

■June 14-17—Annual convention of *Georgia Association of Broadcasters*. DeSoto-Hilton hotel, Savannah.

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

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

■June 18-20—Spring meeting of *Montana Broadcasters Association*. Prince of Wales hotel, East Glacier.

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

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

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

OpenMike

'Nothing finer . . .'

EDITOR: Except for the day the FCC granted a construction permit for KKO-TV Ventura, nothing finer has happened to New Horizons Broadcasting Corp. than your special report (BROADCASTING, Dec. 23, 1968).

It presented the most accurate and understanding picture of the birth of a station I have ever read. It didn't skip anything . . . —Julian F. Myers, president, KKO-TV Ventura, Calif.

Not convinced

EDITOR: The way Julian F. Myers is going into the television business, I doubt that his KKO-TV will last out [this] year . . .

A good television station manager or bookkeeper will show KKO-TV was in trouble before it hit the air. Limited financial assets in pioneering a UHF station in any market is a sure-fire way to go broke . . .

Take a look at Kaiser Broadcasting which has spent millions of dollars in

UHF and it still is running deeply in the red on operations of all its stations . . .

—Mel Lucas, West Sacramento, Calif.

Christmas every Monday

EDITOR: . . . The best Christmas present you give to me, and I am sure to our industry, is the quality and quantity of reporting the many facets of our troubled industry. Never before have I appreciated more than I do now, the excellence of this reporting and the great service rendered by BROADCASTING each week . . . —Arch L. Madsen, president, *Bonneville International Corp.*, Salt Lake City.

Says \$6 million isn't right

EDITOR: THE \$6-MILLION FIGURE IN THE MEDIA MERGER STORY (BROADCASTING, Dec. 30, 1968) IS INCORRECT. VALUE OF PROPERTIES INVOLVED IS \$18 MILLION.—Emil Mogul, *Basic Communications Inc.*, New York.

(The figure in the story on the merger of Basic Communications Inc. and Western Michigan Telecasters Inc. into Basic Communications Corp. was provided by one of the attorneys handling the transaction.)

How a ham can make good on television

Plumrose Inc. started a program two years ago that the industry decided was founded on dreams and only proved that Plumrose was still living in the world of Hans Christian Andersen, a world of fairy tales.

Plumrose pioneered in 1967 in selling imported meat products to the American consumer via television.

Perhaps fairy tales do come true because since then our product acceptance and growth have been phenomenal. Just this past fall, we doubled the size of our packing plant in Springfield, N. J., which is also our headquarters facility.

This pioneering is in the Plumrose tradition. We in the Plumrose family have always been proud of our status maintained in the business community and of the achievements accomplished in the more than 100 years we have been engaged in world trade.

At present, our fine foods are sold in well over 120 different countries which span five continents. In relation to Plumrose Ltd. of Denmark, Plumrose Inc. is a relatively young company, established in the U. S. 18 years ago, and only five years ago we established the Springfield, N. J., facility.

In many ways, we are comparable to early successful Europeans who decided to expand their horizons and pioneer in America. And there is perhaps a connection between the methods we used to expand our American operation and in the birthplace of Plumrose Ltd. in Odense, Denmark, which is also the birthplace of Denmark's most renowned export, Hans Christian Andersen.

We learned from him—tell the stories that are in your heart and the world will soon know all about you.

Plumrose now is the largest television advertiser of imported meat products in the U. S. In many areas of the country, Plumrose maintains a larger TV schedule than all the meat producers and distributors—including domestic firms.

The success of this technique of selling our sliced and canned Danish meats in key market areas is demonstrated by the ever-increasing sales to both the retailer and the consumer.

Working with our advertising agency, Daniel & Charles, Plumrose decided the best way to show the quality of our

delicious, lean Danish meats was to use television. When we first plunged into the market with a substantial test program in 1967, not even American meat companies were budgeted in this area. We were certain that this mass media approach to selling our imported meats had merit, and we launched our campaign in six key market areas.

In 1968, we increased our TV campaign budget and added 11 market areas to our existing schedule areas. Like Hans Christian Andersen, we have a good story to tell and our sales record has shown it. The year 1969 will show seven additional market areas receiving advertising support from our TV dollars.

Plumrose's success in television selling can also be measured by the fact that other importers are now starting TV campaigns and even domestic companies are following our lead. However, Plumrose still maintains its lead in the TV area just as it maintains its lead in sales among all imported meats.

Through the use of TV, we have built a strong consumer demand for Plumrose canned and sliced meats and have removed them from the strictly specialty foods category. We have educated the retailers about our program, convincing them of our support in reaching the consumer. Our brokers and distributors throughout the U. S. have benefited by this mass media approach. We have given them a powerful sales tool to use in developing their existing retail business and expanding into new accounts.

We realize that Danish hams are different and should have a broad ap-

peal, once known on a customer level. Our meats are leaner. And if one picture in a magazine is worth a thousands words, then 30 seconds or 60 seconds of a commercial on television are infinitely more effective.

Our commercials have showed how appetizing our meat is, and in depicting a consumer who attempts unsuccessfully to find fat to cut away from our product, we have vividly demonstrated the advertising theme that "all you throw away is the package".

As our company expanded in the U. S., so did our promotional outlook. In 1968, Plumrose brought in Frank Bengtsen from Denmark to serve as director of advertising and promotional activities, and retained the public relations firm of Bob Perilla Associates to work with and capitalize on the efforts of the staff of Daniel & Charles.

Our promotional effort has not, of course, been limited to television, although it is our major budgetary expense. Print and in-store promotions have been used to provide us with an all-media look. Our local retailers like to work with us because we work with them on their local level. Our advertising and public relations agencies provide them with local promotions and the kind of consumer results that are as tasty as our hams.

Judging by the number of ever-changing dramatic shows on television, it would seem that the public has been saturated with performers who are hams that cannot perform. Judging by our success on television, the public is buying Plumrose as a ham that really does perform.



Knud Sorensen has been with the Plumrose operation in the U. S. since 1952. He is president of Plumrose Inc., Springfield, N. J., and is also president of the Danish-American Trade Council. The latter group works to facilitate trade between the two countries and involves major U. S. companies which deal with Denmark. He joined Plumrose Ltd. in Denmark in 1946, after serving a business apprenticeship with a General Motors dealer there. The U. S. company is a leading importer of Danish meats.

Take A Book...Any Book!



PULSE: July-Aug-Sept 1968

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- First in Total Audience!
- First in Daily Household Cumes (126,400)
- First in No. of Different Persons Reached in week (394,800)
- First in Homes and Total Audience Reached 6-10 am (117,100 and 235,000)
- First in Homes and Total Audience Reached 10-3 pm (107,300 and 229,700)
- First in Homes and Total Audience Reached 3-7 pm (128,900 and 269,200)

A.R.B.: October 1968 — Metro

IN TOTAL CUME... REACHING
487,000 PERSONS WEEKLY!!... 20% more
than any daily circulation newspaper in Ohio

HOOPER: July-Aug-Sept 1968

FIRST IN SHARE OF AUDIENCE 17.6%!!!
Total Rated Time Periods 6 am — Mid.

Audience data quoted is subject to the same
limitations imposed by the research firm.

WLXY 1260



Norm Wain Bob Weiss Joe Zingale

W

**Westchester
Corporation**
3940 Euclid Avenue
Cleveland, Ohio 44115

New threat to cross-ownerships

Justice, ducking antitrust issue, asks FCC to force TV station sale by media 'monopoly'

In an action sparked by a squabble over a CATV franchise in Cheyenne, Wyo., the Justice Department last week opened a new front in its war on concentrations of control of mass media: It asked the FCC to break up an existing "mass media communications monopoly" by requiring the licensee involved to sell off its television station.

Target for the department's unprecedented petition was Frontier Broadcasting Co. and its broadcasting, newspaper and CATV interests in Cheyenne. The department explicitly reserved judgment on the question of whether Frontier had broken any antitrust laws. It said simply that ownership of KFBC-TV gives Frontier "a lock" on monopoly power in Cheyenne, which is contrary to the public interest and which the commission's licensing authority should not be used to perpetuate.

The department requested the commission to hold a hearing on Frontier's pending application for renewal of the television station's license. It said the commission should grant no more than a "qualified renewal" which would give Frontier "a reasonable opportunity" to sell the station at its market value. That result, the department said, would eliminate "the mass-media communications monopoly" and also be equitable to Frontier. KFBC-TV, on channel 5, is affiliated with all three television networks.

Beside the television station, Frontier owns Cheyenne's only full-time AM station, KFBC (of the three daytimers in town, one, KCHY, has a construction permit for full time), holds a construction permit for the community's second FM station and operates the only CATV system in Cheyenne. In addition principals of Frontier, the McCracken family, control Cheyenne Newspapers Inc., which publishes the only morning, afternoon and Sunday newspapers in Cheyenne.

Frontier also owns KTVS(TV) Sterling, Colo., and KSTF(TV) Scottsbluff, Neb.,

both satellites of KFBC-TV and has a CP for KVRL(TV) Rawlins, Wyo. And the McCracken family owns a monthly farm journal, the *Wyoming Stockman-Farmer*, holds varying interests in newspapers in Worland, Laramie, Rawlins and Rock Springs, all Wyoming, and has an interest in KVRS Rock Springs.

Justice department officials cautioned questioners against generalizing from the petition in the Frontier proceeding.



Edwin M. Zimmerman, antitrust chief of the Justice Department, is pursuing—but giving his own twist to—intervention in FCC proceedings. The petition filed last week to seek divestiture in Cheyenne was first of its kind.

"Cheyenne is an individual case," said one.

However, a number of licensees with newspaper interests in the community where their stations are located have been made uneasy by the department's action. Absent a change of philosophy after the Nixon administration takes office, the petition could constitute a precedent for other interventions by Justice at the FCC.

The FCC itself, in a report prepared for the Senate Antitrust and Monopoly Subcommittee last year, listed 44 communities (including Cheyenne) where the owner of the only newspaper had an interest in the only television station. The report also lists three other situations where control appears even more concentrated than in Cheyenne (see page 23).

Furthermore, even if the Cheyenne case proves unique, Justice's petition serves to advertise the department as a potential ally of parties opposing multiple-station or multi-media owners in cases before the commission. In view of the department's position in the Cheyenne case, moreover, those making an antitrust argument would not be obliged to allege antitrust-law violations; they have only to charge the degree of concentration of control violates the "public interest" standard the commission is obliged by the law to uphold.

Justice Department antitrust-division attorneys are said to have had the Cheyenne situation under study for some time. However, the department moved only after receiving copies of pleadings in which Cheyenne Enterprises Inc. urged the commission to deny the license-renewal application for KFBC-TV, or to condition renewal on a proscription against Frontier's operating a CATV system in Cheyenne. Enterprises, which had hoped to interest Justice in the case, based its petition on the charge that Frontier has monopoly control over the flow of news infor-

mation into the area. It also specifically alleged antitrust-law violations.

Enterprises filed its petition with the commission in September, almost a year after being turned down by the Cheyenne city council in its bid for a CATV franchise. Frontier had been granted its franchise in 1965, but has only recently completed construction of the system and begun operating it.

The franchise is nonexclusive. But Enterprises counsel, as quoted in Frontier's opposition to the Enterprises petition to deny, had urged the city council to "grant us the franchise and cancel theirs, because two existing franchises . . . won't work."

The ownership of Enterprises is equally divided between Gencoe Inc., a multiple-CATV owner, and a group of Cheyenne residents headed by Willets A. Brewster. Mr. Brewster and other stockholders hold the construction permit for KDOWN-TV, a UHF station in Cheyenne, but have not yet begun construction.

The Justice Department petition marks the third time within nine months that the department has moved to break up or prevent what it considered an unhealthy concentration of mass-media control. But this is the only case of the three in which the department did not allege antitrust law violations. And the case is believed to be the first in which the department has intervened in a license-renewal proceeding.

Last March, Donald F. Turner, then chief of the department's antitrust division, urged the commission to deny the then pending transfer of KFDM-TV Beaumont, Tex., to the Enterprise Co., publisher of the only daily newspapers in that city. He said a department investigation of the proposed transfer had turned up "serious" antitrust-law questions. The parties eventually withdrew their transfer application (BROADCASTING, Aug. 12, 1968).

Then, last month, the department forced the Gannett Co. to dispose of WREX-TV Rockford, Ill., which it had acquired in 1963. (Gannett promptly sold the station to Gilmore Broadcasting Co.) The department said Gannett's acquisition of two daily newspapers in Rockford in 1967 resulted in a violation of the Clayton Act prohibition of mergers that lessen competition or tend to create a monopoly (BROADCASTING, Dec. 9, 1968).

(That action spurred FCC Commissioner Nicholas Johnson to complain that commission attorneys were permitting Justice to do what he felt was the commission's job of breaking up concentrations of control of media that involve broadcasters ["Closed Circuit," Dec. 30, 1968]. One situation on which he requested comment, in a memorandum to the general counsel's office was Frontier Broadcasting's ownership in-

terests in Cheyenne.)

Besides moving in these individual cases, the department has urged the commission to consider a rule that would break up newspaper-broadcasting and multiple-station combinations in the same market (BROADCASTING, Aug. 5, 1968). The department made the recommendation in the rulemaking proceeding in which the commission has proposed barring the owner of one full-time station from acquiring another in the same market.

In its petition for a hearing on the license-renewal application for KFBC-TV, Justice suggests one reason it is not moving against Frontier on the basis of the antitrust law: It notes the courts have held that "the offense of monopolization requires proof of monopoly power and proof of . . . the willful acquisition or maintenance of that power as distinguished from the growth or development as a consequence of a superior product, business acumen or historic accident."

And Frontier, the department acknowledged, "may argue that it was the initial licensee of the television station, that it did not acquire other going concerns in the television or newspaper fields, and that its present dominance is solely the result of its own legitimate efforts and business acumen." (Frontier, in its opposition to Enterprise's petition, noted that its stockholders acquired their newspaper and AM interests before the commission originally licensed KFBC-TV, in 1953. It also pointed out that all of the broadcast facilities granted subsequently to Frontier have been authorized by the commission with full knowledge of the other mass media with which Frontier is associated.)

But the department said it was putting "to one side" the question of whether Frontier's seeking of a CATV franchise or a renewal of its television license, or any other conduct constitutes a violation of the antitrust laws. This is not necessary as a basis for questioning whether the renewal of the television-station license is in the public interest, the department said, adding:

"So long as the license exists and is in Frontier's hands, no competing force can operate a VHF station in the Cheyenne area." The department said it was unlikely that another television station will begin operations in Cheyenne "in the foreseeable future," although two UHF allocations exist.

"The license which is under consideration here provides Frontier with a lock upon its monopoly power," Justice said. "Since the public-interest standard of the Communications Act is affirmatively concerned with the desirability of competition and diversity in communications, it is peculiarly appropriate that the licensing procedure not be used to

perpetuate a monopoly position."

The department estimates that Frontier's share of advertising revenues in Cheyenne "is on the order of 85-90%." (The department said it lacks the actual figures because Frontier declined to supply them.) "A market share this high," Justice added, "is sufficient to support a finding that Frontier has monopoly power in the Cheyenne mass-media market." Department attorneys last week said that in recent cases involving mergers of direct competitors, the Supreme Court has held that a share of market as low as 10% to 12% may be presumed to indicate monopoly.

In opposing the sale of KFDM-TV Beaumont to the Enterprise Co., the department said that the newspapers' share of the advertising revenues in the Beaumont market in 1966 was 31% and that KFDM-TV's share was 12%. In the WREX-TV proceeding, the department said that the combined revenues of WREX-TV and the Gannett newspapers was about 75% of the total advertising revenue of all mass media in the area.

Although the Cheyenne controversy developed from a request that the renewal of the television license be conditioned on Frontier's being barred from operating a CATV service in Cheyenne, that condition was not enough to satisfy the Justice Department. Last week's petition notes that the commission, in its proposed overhaul of its CATV rules, is considering a ban on cross-ownership of CATV and television stations in the same community (BROADCASTING, Dec. 16, 1968). But it adds that even if separation were assured, "it is doubtful that the power Frontier wields as a result of its newspaper and broadcast interests, would be appreciably limited."

One Justice Department attorney who cautioned against generalizing from the petition in the Frontier case said that a variety of factors must be considered in each concentration-of-control situation, including the question of whether outside newspapers or television signals are available in a particular market.

Cheyenne, with a population of some 50,000, is about 100 miles from Denver, the nearest major urban area. Frontier claims that the entire Cheyenne area is heavily overshadowed by Denver. The department, in its petition, said that if this were true Frontier's market power would be "relatively modest."

But the department considers Cheyenne "relatively isolated." It notes that Frontier, in its opposition to Enterprises' petition to deny, conceded that the Denver television stations do not provide a technically satisfactory service in Cheyenne. The department also said that Frontier has made no showing that Denver newspapers or television stations "offer a meaningful alternative for local Cheyenne advertisers or for those desiring local news."

Other sitting ducks in Justice gallery?

Cheyenne, Wyo., the target of last week's move by the Justice Department against an alleged monopoly of media, is one of 14 communities where the FCC has said that the only television stations and only newspapers are under common control.

The 14 communities were listed in an FCC analysis of cross-media ownerships prepared for the Senate Antitrust and Monopoly Subcommittee last spring (BROADCASTING, April 1, 1968). Copies of the FCC's report to the subcommittee were also furnished to the Justice Department.

In addition to Cheyenne, where Justice has asked the FCC to force a divestiture of KFBO-TV (see page 21), the FCC cited the following communities containing only one television station in common ownership with local newspapers:

Fort Smith, Ark., where KFSA-TV is owned by Donrey Media Group (Don W. Reynolds), which also owns the *Southwest American* and *Times Record*; Albany, Ga., where WALB-TV is owned

by Gray Communications Systems Inc., which also owns the *Albany Herald*; Dodge City-Ensign, Kan., where KTVC (TV) is owned by Southwest Kansas TV Co., which is 24.8% owned by the same interests that own the *Dodge City Globe*; Topeka, Kan., where WIBW-TV is owned by Stauffer Publications Inc., owner of *Topeka State Journal* and *Capital*.

Also Columbus, Miss., where WCBV-TV is principally owned by Birney Imes Jr., who is also the publisher of the *Columbus Commercial Dispatch*; Meridian, Miss., where WTOK-TV is 11.5% owned by James B. Skewes, publisher of the *Meridian Star*; Watertown, N. Y., where WWNV-TV is owned by the Brockway Co., which owns the *Watertown Times*; Akron, Ohio, where WAKR-TV is owned by Summit Radio Corp., which is 45% owned by the *Akron Beacon Journal*; Ashtabula, Ohio, where WICA-TV is owned by the family of D. C. Rowley who also has a majority interest in the *Ashtabula Star Beacon*.

Also Anderson, S. C., where WAIM-TV is owned by Wilton E. Hall, publisher of the *Anderson Independent and Mail*; San Angelo, Tex., where KCTV

(TV) is principally owned by Houston H. Harte and associates, who are also owners of the *San Angelo Standard-Times* and *Evening Standard*; Bluefield, W. Va., where WHIS-TV is owned by the Daily Telegraph Printing Co., publisher of the *Bluefield Telegraph* and *Sunset News-Observer*; and LaCrosse, Wis., where WKBT (TV) is 27.5% owned by Lee Enterprises Inc., publisher of the *LaCrosse Tribune*.

The same FCC report to the Senate subcommittee cited three other communities where the only television stations, only AM stations and only newspapers were under common ownership. These were Rock Island, Ill., where WHBF-AM-TV are 75% owned by the J. W. Potter Co., publisher of the *Rock Island Argus*; Zanesville, Ohio, where WHIZ-AM-TV are 60% and 63%, respectively, owned by the Zanesville Publishing Co., publisher of the *Zanesville Times Recorder* and *Signal*, and Temple, Tex., where KTEM and KCEN-TV are principally owned by Frank W. Mayborn, who is publisher of the *Temple Telegram*. The FCC document noted, however, that there is one other TV station in the combined Temple-Waco market: WACO-TV.

Programming

How Zenith hopes to launch pay TV

It aims for high-budget entry in major market as RKO decides to close its Hartford experiment

Zenith Radio Corp. was reported last week to be pursuing a subscription-television strategy that anticipates the opening of a "showcase" operation for its Phonevision system as quickly as possible in one of the nation's biggest markets, probably New York, Chicago, or Los Angeles.

Officials of Zenith and its Phonevision-development subsidiary, Teco Inc., were said to be holding talks with potential franchise operators of its over-the-air STV system in all three cities—and also in others—but the most intensive were said to be with RKO General for a Phonevision operation on its WOR-TV New York.

These reports circulated in informed quarters after RKO General had announced earlier in the week that after six and a half years it would terminate the Phonevision tests on its WHCT (TV) Hartford, Conn., on Jan. 31. RKO General's announcement said the com-

pany was "endeavoring to work out options" to use the Phonevision system "in specific major markets" but mentioned only "the Hartford area" among those currently included.

Field Communications Inc., operator of WFLD-TV Chicago, is said to have a Phonevision option for the Chicago area, and Kaiser Broadcasting Corp., group owner whose interests include KBSC-TV Corona-Los Angeles was said to have one for the Los Angeles area. There were indications, however, that other broadcast operators had shown interest in Phonevision rights in one or both of these areas as well as other areas. One source called the current options "rather loose."

The fact that RKO's WOR-TV is a VHF station (ch. 9) while WFLD-TV and KBSC-TV are U's (ch. 32 and 52, respectively) lent further support to speculation that, of the current option holders in the three cities, Zenith would prefer

RKO General as well as the nation's number-one market.

The idea of a "showcase" operation in one of the very biggest markets holds the attraction that, assuming it succeeds, it will be the best possible enticement to prospective Phonevision operators in other markets. Conversely, observers note, a "showcase" flop could have the opposite effect, but apparently Zenith officials are sufficiently confident to consider the risk worth taking.

There were reports that Zenith hoped to have 100,000 subscribers equipped to receive programs as quickly as possible after the start of STV operations in New York or one of the other top cities. But Zenith authorities would say only that the Hartford tests had shown that 10% penetration was needed there but that a smaller percentage of subscribers would be viable in big markets and a higher percentage in small ones.

They also called attention to an ex-

Kaiser Broadcasting:

DOING THINGS IN A BIG WAY IN CLEVELAND

BIG FACILITIES.

Two color studios, hi-band video tape, latest special effects.

BIG COVERAGE.

1 million watts from 1079' tower at Cleveland antenna farm. Predicted Grade B coverage comparable to the network stations.

BIG STAFF.

107 people . . . doing things in a big way . . . celebrating first birthday January.



**BIG FIRST RUN
COLOR PROGRAMMING
THE DONALD O'CONNOR
SHOW**

90 minutes, prime time
weeknights

TEN O'CLOCK NEWS
John Herrington anchors
Cleveland's only ten
o'clock news service.

PAY CARDS
The season's exciting new
game show

PLUS Perry Mason, Lucy, Hazel,
big movies on The Best of Kaiser.



BIG AUDIENCES.

WKBF TV is Cleveland's top-
rated independent station,
Average TV HH 9 AM-Midnight
S/S (Oct 68 ARB)

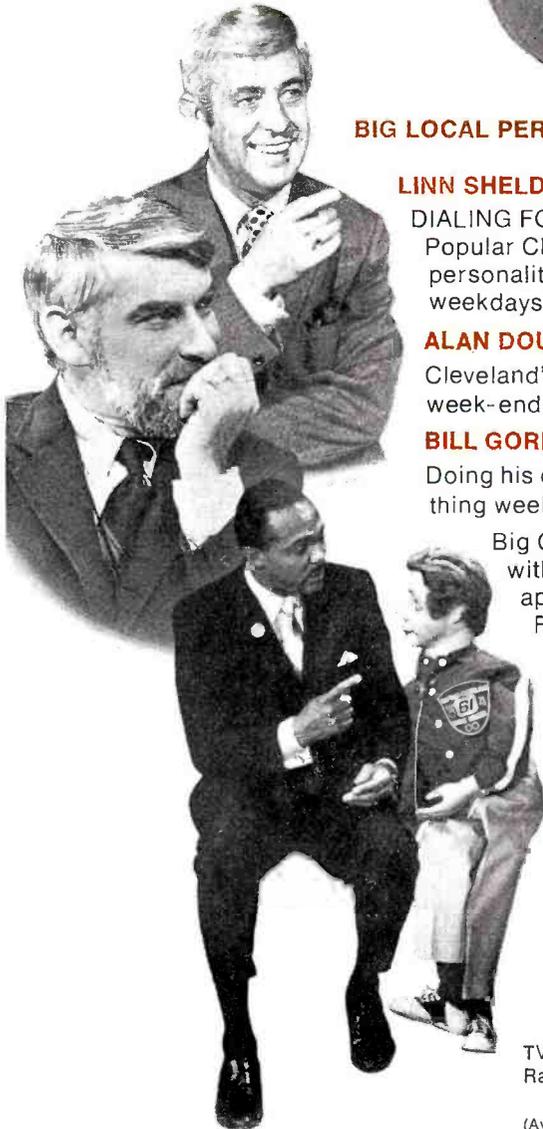
BIG LOCAL PERSONALITIES.

LINN SHELDON,
DIALING FOR DOLLARS
Popular Cleveland
personality 1-3:30 PM
weekdays.

ALAN DOUGLAS
Cleveland's top
week-end talkmaster.

BILL GORDON
Doing his own special
thing weekends.

Big Children Shows: CAPTAIN CLEVELAND
with Sgt. Sacto, Pvt. Clem and weekly
appearances by Mayor Carl Stokes . . . plus
FLINTSTONES, DENNIS, SUPERMAN,
McHALE'S NAVY, FAVORITE MARTIAN.



WKBF TV

KAISER FOR CLEVELAND

Represented by AVCO TV SALES

TV: Los Angeles • Philadelphia • Boston • Detroit • San Francisco • Cleveland
Radio: Boston • San Francisco • Cambridge

(Available data are estimates only, subject to qualifications of the source report)

tensive report on the Hartford tests filed with the FCC in 1965, and this included estimates that a system with 100,000 subscribers could come out with an annual pre-tax profit of \$2,591,000 if each subscriber spent at the \$65 average annual rate achieved in Hartford (BROADCASTING, March 15, 1965).

The 1965 estimates indicated 20,000 subscribers would be minimum for a viable operation, assuming the \$65 annual spending rate. A system with 20,000 connections would have a pre-tax profit of \$1,100, while one with 40,000 subscribers would have \$618,800, and one with 75,000 subscribers, \$1,780,400, according to the Zenith-Teco exhibits.

Cash flow from profits and depreciation would be \$4,038,200 on the 100,000-subscriber system, \$542,500 on the one with 20,000, \$1,400,700 on the one with 40,000 and \$2,944,600 on the one with 75,000.

The 1965 exhibit also offered a detailed look at the probable costs involved. For a 100,000-subscriber system, equipment costs alone were put at \$13,441,000. The exhibit said this projection anticipated color equipment although black-and-white equipment was then being used—and still is in Hartford.

Zenith has now developed solid-state, compatible color decoders, and company spokesmen said last week they could not estimate production cost but indicated it probably would exceed the \$13.4-million estimate. Other sources speculated that the color-equipment cost for a system serving 100,000 subscribers might exceed \$20 million.

Among other expenses for a 100,000-subscriber system estimated in the 1965 report were \$2,275,000 for program product and a \$520,000 subscription franchise fee among other direct costs that added up to a total of \$3,325,400 (somewhat higher if subscribers spent more than a \$65 annual average). Another \$4,683,600 was put down as indirect expense.

Income for such a system was estimated at \$10.6 million, consisting of \$6.5 million gross program income (100,000 subscribers at \$65 average), \$3.9 million in decoder rental fees (100,000 at \$39 a year) and \$200,000 in decoder installation payments (100,000 at \$10 each, depreciated over five years).

Just how start-up costs of the magnitude indicated by the 1965 exhibits might be shared between Zenith and its franchise operators was not clear last week, but one Zenith official left no doubt that he felt "all parties concerned" must invest "millions of dollars."

Other Zenith authorities said their

company would make the sizable investment required to manufacture equipment but that the decoders should be purchased by franchise operators for rental to subscribers. The encoding equipment would of course be used by the operators themselves.

As for money to acquire STV programming, it was suggested that several alternative approaches to financing might be devised. Observers thought that, in general, financial commitments between Zenith-Teco and the franchisees might be determined to a con-



Zenith Board Chairman Joseph S. Wright inspects the company's latest-model decoder unit, which reportedly can be used compatibly with color or black-and-white transmissions and receivers.

siderable extent by negotiation in each case.

For a 20,000-subscriber system, the 1965 estimates put gross income at \$2,120,000, direct costs at \$925,400 and indirect costs at \$1,193,500, with equipment costs of \$2,711,500. The pre-tax profit of \$1,100 was reduced, in this 1965 example, to \$600 after payment of a 48% federal corporation tax.

If that is the probable annual experience of a 20,000-subscriber system, it seems obvious that the six-and-a-half-year RKO-Zenith test in Hartford—which was deliberately held to 5,000 subscribers for a while, never got above about 7,000 and is currently believed to have about 4,500—was a money-losing proposition throughout.

The cost of putting in new color decoders, as well as the fact that FCC's go-ahead for STV left no need for further testing, were among the factors cited for the decision to halt the Hartford experiment.

Announcing the move last week, RKO General President John B. Poor said:

"With the recent decision by the FCC to allow nationwide expansion of STV, the major purposes of the test have now been fulfilled. The Hartford project has proved that subscription TV can be a worthwhile supplement to television viewing, and has been the principal source of information on which the FCC has made its historic decision."

Other reasons also dictated the suspension of the trial at this time, Mr. Poor stated. Among considerations cited:

- Continued operation in Hartford, if approved by the FCC, would require the complete conversion of the present black-and-white system to color. It would not be practical to produce the advanced solid-state color decoder developed through data supplied by the experiment until the FCC issues future technical standards. Manufacture of the units would then require many months of "lead" time.

- RKO General is trying to work out options to use the Zenith Phonevision system in specific major markets. These now include the Hartford area.

RKO General began the first major trial of subscription TV in the U.S. on June 29, 1962, under a special authorization from the FCC, using a system designed by the Zenith Radio Corp. Prime-TV hours were devoted to pay TV, using the facilities of RKO General-owned WHCT (TV) Hartford (ch. 18).

It started with 200 subscribers and as the operation developed under controlled conditions, the subscription rose to 7,000 families in 1967, according to RKO General officials. This year the operation has been cutting back, with pay-TV hours reduced from 34 a week last spring to 12 a week in November, with subscribers down to about 4,500 (BROADCASTING, Nov. 25, 1968).

Through coded TV signals broadcast over the air and "unscrambled" at home by a special "decoder" attached to the set, subscribers were offered shows not on free TV. These included current motion pictures, sports events, supper-club acts, summer theater, off-Broadway shows, concert and educational features.

A schedule of STV programs will be continued in Hartford through Jan. 31. Subsequently, WHCT will extend its present commercial TV programming throughout the prime evening hours now devoted to STV.

Joseph S. Wright, chairman of the Zenith Radio Corp., Chicago, commented that "the principle objectives of the trial have been achieved" and said the Hartford project "has shown that STV can be a worthwhile supplement to TV."

Mr. Wright reported that Zenith and Teco Inc., which is licensed to promote

Now watch! KXTV Sacramento has appointed Blair Television.



What's new in Sacramento? Corinthian station KXTV's new building, new faces, new programming. And an exciting new sales effort launched with the appointment of John Blair & Company, the nation's number one television sales organization. All in a mightier-every-minute California market dominated by space-age industry. Now watch KXTV make news.



and develop the Phonevision system of STV in North America, plan to step up their efforts to implement over-the-air subscription TV. He said that the first STV operation under the FCC order can begin in possibly a year and

that other markets will follow, so that several could be functioning in 1970.

He added that Zenith is continuing preparations for the production of its new solid-state decoders for home sets that unscramble color as well as black-

and-white programs transmitted on VHF and UHF frequencies. He said that final tooling of the decoders will be released after the FCC adopts the necessary technical standards for the new services in the next few months.

Brisk start for big news stories

Parade ceremonies for astronauts will precede elaborate, colorful coverage of Nixon inauguration

Still weary from the Apollo 8 climax to 1968's unprecedented coverage of world-wide events, network newsmen were busily working out details for 1969's first planned major news story when they suddenly had to swing into their first big unscheduled project.

Planning for coverage of President-elect Nixon's inauguration Jan. 20 was temporarily interrupted by scheduling of ceremonies honoring the Apollo 8 astronauts in Washington and New York on Thursday and Friday (Jan. 9 and 10).

The three television networks plan to cover Thursday's Washington ceremonies for astronauts Frank Borman, James Lovell and William Anders at both President Johnson's (11 a.m. EST) White House presentation of the National Aeronautics and Space Administration's distinguished service medal to the spacemen and their news conference that afternoon in the State Department auditorium.

The three networks also plan live coverage of the New York ticker-tape parade honoring the trio, about noon Friday. Last Thursday (Jan. 2) NBC also was tentatively anticipating some coverage of the Friday evening dinner for the astronauts at the Waldorf-Astoria hotel. ABC and CBS had not yet decided on dinner coverage, nor had details of presenting the astronauts' activities been worked out fully by any of the three networks.

Plans for network radio coverage of the events also were incomplete.

Both radio and television schedules for the Jan. 20 Washington inauguration are massive. For television, it will be the first inauguration completely in color.

The inauguration-day schedule calls for Mr. Nixon to arrive at the White House about 10:30 a.m. to meet President Johnson. At about 11 a.m., they are to drive to the Capitol. At noon, Supreme Court Chief Justice Earl Warren's swearing in of the new government heads will begin, first with Vice President-elect Agnew, followed by Mr. Nixon, who will then deliver his inaugural address.

There will be an official Capitol

luncheon for the new President at 12:30 p.m.—closed to broadcast coverage. At 2 p.m., the President is to emerge from the Capitol and drive to the head of the inauguration parade, which will go back to the White House. There will be seven inaugural balls in Washington that evening.

ABC, which will handle television pool coverage at the White House, will begin broadcasting at 10 a.m. and continue until about 3:30 p.m. Frank Reynolds and Howard K. Smith will serve as co-anchors for coverage with William H. Lawrence providing commentary. Tom Jarriel and Marlene Sanders will cover events from the White House lawn; John Scali and Bob Clark events inside the Capitol, and Peter Jennings will roam the parade area in a mobile unit. As of Thursday, ABC had not planned coverage of the inaugural balls.

NBC coverage, also scheduled to begin at 10 a.m., is to run continuously until between 4 and 5 p.m. Chet Huntley and David Brinkley will be anchors.

In addition, that morning NBC will carry a special three-hour edition of *Today* devoted entirely to preinauguration activity. It also has scheduled a special half-hour review of the day's events at 7:30 p.m., with Frank McGee as anchorman. Live coverage of the inaugural balls will be carried from 11:30 p.m. to 1 a.m.

CBS-TV coverage will begin at 10 a.m. and run to 4:30 p.m., with Walter Cronkite as anchorman. He will be

assisted by Roger Mudd, Eric Sevareid and Harry Reasoner. CBS-TV will carry live coverage of the balls from 11:15 p.m. to midnight.

As of Thursday, ABC-TV did not yet have sponsors for its coverage. Eastern Air Lines and the Borden Co. are co-sponsoring the NBC-TV coverage with participation sponsorship of the inaugural ball coverage. The Savings and Loan Foundation is providing full-sponsorship of the CBS-TV daytime coverage; Bristol-Myers' Clairol is sponsoring the ball broadcast.

Radio coverage plans on ABC's four networks were incomplete last week, but were expected to be similar to those of CBS and NBC.

NBC Radio coverage will begin at 10 a.m.; CBS's when Mr. Nixon arrives at the White House about 10:30 a.m. The radio networks will then carry extensive reports on the day's activities, including full coverage of the inauguration and address, plus periodic reports on developments at the Capitol and parade.

CBS Radio will carry five-minute reports at 25 minutes after the hour through 6:25 p.m. and will broadcast a 25-minute wrap-up of the day's highlights at 7:35 p.m., with Dallas Townsend as anchorman. During the day's live coverage, Robert Trout will serve as anchorman, with Mr. Townsend reporting from the Capitol and Robert Pierpoint from the White House.

Russ Ward will anchor NBC Radio coverage.

Mutual will cover the swearing-in

Radio-TV to help raise funds for inaugural costs

The 1969 Presidential Inaugural Committee is asking more than 2,500 radio-TV stations to air its public-service spots promoting the sale of the official inaugural medal and lithoprint of Richard M. Nixon. The proceeds of the sale are used to repay the committee's privately subscribed \$2-million budget.

The spots are contained in promotional kits that are being distributed by ABC, NBC and Mutual to their

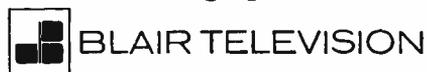
affiliates. CBS-affiliated stations will receive similar kits directly from the inaugural committee. Radio promotion kits are already in the mail; the TV kits are scheduled for mailing this week.

Accompanying each kit is an opinion from Robert W. Barker, committee general counsel, that the spots may be credited by the stations that air them as public-service announcements. The inaugural committee is considered a non-profit organization, quasi-governmental in character and governmental in function.

Now watch! WISH-TV Indianapolis has appointed Blair Television.



Who's ahead in Hoosierland? Indianapolis and WISH-TV. Hub of a metropolitan area that leads the state in industrial production, trade and distribution, Indianapolis is growing in population, sales and income. And the number one coverage station in big-and-getting-bigger Indianapolis is WISH-TV. Now this out-front Corinthian station has appointed the country's foremost broadcast sales organization as its national representative. There'll be no catching up with WISH-TV now.



ceremony and inaugural address live, beginning at noon. It will then carry four five-minute broadcasts of parade highlights. It also will broadcast reports of highlights of the inaugural balls from 11:05 p.m.-midnight.

UPI Audio will carry the swearing-in and inaugural address live beginning about 11:30 a.m. and it will then provide spot coverage of the parade until President Nixon returns to the White House. The UPI Audio broadcast will be anchored by Don Folsom, assisted by John Chambers, Scott Peters and Bill Greenwood.

In addition to news coverage, NBC has two entertainment interests related to the inauguration story. NBC's Ed McMahon last week accepted an invitation to serve as producer of the inaugural gala, the entertainment program in Washington on Saturday (Jan. 18) preceding the Monday inauguration. The network has no plans for special coverage of the event.

And *Rowan and Martin's Laugh-In* will provide its own rare recognition of the new President the night of the inauguration on the program's regular 8-9 p.m. EST broadcast. The comedy show has scheduled a taped segment showing Mr. Nixon being welcomed to "beautiful downtown Burbank" by the program's hosts. The sequence was recorded during last fall's campaign at the time Mr. Nixon also contributed his "sock it to me" appearance on the program.

Specials help NBC-TV to solid lead in NTI's

NBC-TV took a strong lead in the Nielsen Television Index report for the week of Dec. 16-22, with four of its programs receiving the top rankings. The network's 21.3 average rating was followed by CBS-TV with 19.4 and ABC-TV with 15.7.

Season averages, excluding premiere weeks, were NBC 20.0, CBS 19.6 and ABC 15.6.

Aiding NBC's rating were three specials Dec. 19. They were Bob Hope with a 35.5 rating and 55 share, the highest rated special of the season; Andy Williams with a 28.6 rating and 43 share, and *The Little Drummer Boy* with a 26.5 rating and 43 share. The specials placed first, fourth and seventh in the week's rankings. The second and third shows, also on NBC, were *Dean Martin* and *Laugh In*.

ABC placed in the top 20 with two programs, *Lawrence Welk* and *Hollywood Palace*, while CBS's usually popular series, *Family Affair*, *Gunsmoke*, *Mayberry R.F.D.*, *Gomer Pyle* and *Mission: Impossible* all received ratings over 25.

A cautious optimism on copyright

Mood changes as McClellan schedules meeting, Supreme Court, FCC actions encourage movement

Hopes for major copyright-revision legislation, which reached a nadir last year so low that Register of Copyrights Abraham L. Kaminstein said in writing to Senator John L. McClellan (D-Ark.), chairman of the Senate Copyright Subcommittee, that he was tempted to say "the hell with it," have brightened perceptibly at the subcommittee and at the office of the register. Staff members, long used to insoluble problems and nonnegotiating negotiators, and on guard against unseemly displays of optimism after more than a decade of fruitless attempts at revision, are now hinting at an anticipation of forward progress.

Several reasons may account for the changed mood on Capitol Hill, but foremost among them is undoubtedly a display of promptness in consideration of a revision bill by Senator McClellan. He promised last year that the Senate would move first in consideration of copyright in the 91st Congress (the House acted first in the 90th Congress, but after a jurisdictional squabble between the House Commerce and Judiciary Committees during which the part of the legislation dealing with liabilities and exemptions for CATV systems—Section 111—was eliminated from the bill).

This year Senator McClellan has started the new session promptly with a meeting of cable, motion-picture, broadcasting and music-rights interests, set for Wednesday (Jan. 8).

Other factors behind a growing optimism for the legislation this year are, paradoxically, the U. S. Supreme Court decision that certain uncomplicated cable systems, at least, are not liable for payment of copyright fees under existing law (BROADCASTING, June 24, 1968) and the FCC's proposed rulemaking that would drastically change the conditions under which cable systems operate (BROADCASTING, Dec. 16, 1968).

Both the Supreme Court decision and the FCC rulemaking, staff members agree, have had the effect of changing relative bargaining strengths of the parties involved in the prelegislative negotiations, but neither is seen as necessarily affecting, except indirectly, the final outcome of revision legislation.

When Congress acts on copyright, it is noted, its action will take precedence over both the Supreme Court decision, which expounded the old law, and over the FCC, whose proposed

rules are regarded as dependent upon copyright agreements. But by changing the bargaining positions of the parties the court and the commission have added motion to the negotiating process, which all too often in the past has been either stuck on dead center, or hanging fire until a court or commission action, or both.

Evidence that the proposed FCC rules will have little substantive impact on this week's meeting is contained in a set of three examples of CATV sections, of the sort that might be included in the final legislation, provided for the use of participants by the copyright office. None of the examples (which, the office takes pains to explain, are not proposals) were drafted in the light of the December FCC rulemaking.

The office points out that the examples are based on positions received prior to the commission's notice of proposed rulemaking. A McClellan staff member also points out that it doesn't matter. It is Congress's job to revise the copyright law, he notes, and it is the task of subsequent regulation to fit itself to whatever action Congress takes.

One of the three draft sections reflects proposals made by the copyright proprietors' interests. Another is oriented toward the interests of CATV operators and the third represents a middle ground. The drafts are not meant to be mutually exclusive and the copyright office says that it fully expects "a complete redrafting will be necessary before committee action can be expected."

The draft reflecting proprietors' interests would provide for full liability on importation of distant signals into certain specified major markets and provide for compulsory licenses involving a "reasonable license fee" for most other retransmissions. Exemptions are strictly limited.

The CATV-oriented draft would exempt systems carrying local signals and those with fewer than 1,000 subscribers. Distant-signal importations would, in most cases, be subject to a compulsory license.

The middle-ground draft provides for exemptions of systems with fewer than 500 subscribers and sets two categories of systems importing distant signals into major markets. Established systems would have full liability, while newer systems could import under a compulsory license for a limited period



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Perspective



A showcase for your advertising message

A new team in the White House, ominous rumblings from Capitol Hill and proposals of far-reaching changes in broadcast and CATV matters by a presidential task force and the Federal Communications Commission make the beginning of 1969 a most critical time in radio-TV history.

Set in the frame of these events *Broadcasting's* eleventh annual Perspective issue, January 27, is of particular

importance.

Here, in one issue, will be a review of what the best minds in the business see for the future. The magazine's team of investigative reporters has talked to people at all levels—advertising, legislative, government, network, association, station—to produce well-rounded and authoritative facts and opinion on the months that lie ahead.

The basic economy continues sound, with both Television Bureau of Advertising and Radio Advertising Bureau predicting a good year. Advertiser and agency sources seem basically optimistic. *Broadcasting's* own estimate of radio and

TV time sales will be a part of the report.

While ominous clouds continue to hover on the Hill some observers predict more sound than action in the months ahead. Those close to the Nixon camp feel the new President will be more sympathetic to the problems of broadcasters than some of his predecessors.

With more and more broadcasters dipping a toe into CATV that industry faces a turbulent year. Its problems as well as its gains will be reviewed in detail in Perspective 1969.

A new circulation high of 40,000 copies of the January, 27 PERSPECTIVE will provide advertisers unlimited opportunities to get their sales messages across to all of the nation's important buyers, both nationally and regionally. As a reference source, PERSPECTIVE has become accepted by broadcasting's most prominent influentials as the most meaningful year-end wrap-up of events past, present and future in the broadcast field. Regular rates will apply for PERSPECTIVE '69. Deadline, January 20.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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of time.

The problem that copyright language on CATV may, in fact, have regulatory content as well by discriminating among kinds of cable operations, for example, is one that confronted lawmakers in the House when Section 111 was dropped. That lesson has not been lost on the Senate subcommittee. One goal now is the development of final language with a minimum of regulatory content. Another is a harmonious resolution of intercommittee conflicts before arriving at floor debate on any measure.

Such collaboration between committees could serve as a model for subsequent House consideration of a Senate-passed bill. The dropping of Section 111 in that body in 1967 (an action which, in Senate eyes, rendered the bill unpassable) is seen as a result of indecision on the part of both the House committee chairmen on how to compromise their differences. No further progress at reconciliation of differences, or even attempts at progress, were forthcoming.

Needless to say, much still depends on the ability of the industry to come to a measure of agreement of the contents of new legislation. Stern opposition by any of the politically powerful parties could block further progress, as progress has been blocked in the past. But adding to the increasingly optimistic air detectable in the subcommittee office are signs of progress in other controversial areas surrounding the over-all revision bill.

Educational groups and publishers, who long posed seemingly unsolvable problems in revision efforts, show signs of reaching workable accommodations. But CATV has been widely recognized as the major stumbling block, if not the only one, to a new law.

Staff members will make no prediction on detailed progress beyond this week's meeting. Further action, including the possibility of other meetings, they say, is contingent on next Wednesday's results. But no more hearings are contemplated, and if a sufficient measure of agreement can be reached, the subcommittee will meet to report out a bill. Such action, it's hinted, could come early in the present session.

ABA sets Chicago agenda

Developments in the field of fair trial and free press will be among topics discussed Jan. 25 in Chicago during the annual meeting of the American Bar Association. This year's meeting is the first anniversary of the adoption of the Reardon Report which tightened the release of pretrial information and trial coverage. The ABA also will explore plans for a possible network TV drama series, *The Law in America*, which initially would be aired as specials.

FCC gets new test on revised CATV rules

Retransmission rights claimed by cable firm in Pensacola-Mobile area

When the FCC proposed new and drastically revised CATV rules last month, it said that it would consider waivers of the existing rule against importation of distant signals into the top-100 markets only if the CATV applicants first obtained retransmission rights from the distant stations involved (BROADCASTING, Dec. 16, 1968). Last week, for the first time, the commission received a request for this interim authorization from a top-100 market firm that said it had sought and received the required consent.

Pensacola Omni-Vision Inc. told the commission that it had obtained retransmission rights from WWOM-TV New Orleans and WJHG-TV Panama City, Fla., for its proposed CATV system in Pensacola, Fla. The cable company offered as evidence letters of consent from the president of WWOM-TV and the general manager of WJHG-TV.

Omni-Vision has a pending request, filed on Aug. 26, 1968, for permission to import the signals under existing commission rules.

The firm argued that interim authorization of its system with the two distant signals would be consistent with the commission's proposed rules not only because it had obtained retransmission consent, but also because the proposed operation would provide independent service presently unavailable to Pensacola residents (WWOM-TV) and additional in-state programming (WJHG-TV) in accordance with the provisions of the proposed rules and interim procedures. The commission has acknowledged the right of CATV subscribers to receive these kinds of additional programming, Omni-Vision said, by proposing to include one independent signal per CATV system in the limited category of signals that could be provided on systems within 35 miles of an operating TV station, and by proposing to waive its prohibition against "leapfrogging" (carrying the signal of a more distant station before a closer one of the same type) in some cases where the community of a distant station is located in the same state.

These needs are especially acute in Pensacola, the firm said. The city is part of the Mobile, Ala.-Pensacola market (ranked 73d) and the three commercial stations available to Pensacola residents are oriented toward the larger city of Mobile. Two of these—WALA-TV and WKRQ-TV—are licensed to Mobile; the other, WEAR-TV Pensacola, was said

by Omni-Vision to direct its attention primarily to Mobile although "nominally licensed to Pensacola." As corroboration, the firm said that WEAR-TV has filed an application to be formally identified with Mobile rather than Pensacola.

Omni-Vision also said that its Pensacola franchise is in jeopardy because "without the early commencement of operations by this system it is not unlikely that the city of Pensacola may cancel the franchise for failure to do so within a specified period."

Because of its compliance with commission rules and because of the special needs of Pensacola, the firm said, its private interests "reflect and are consistent with the public interest requirements of the local community and of the commission's CATV regulatory program."

Omni-Vision proposed, with commission approval, to operate with all local signals plus the two different signals, in accordance with its previous petition for waiver. That request was opposed by the three commercial stations in Mobile-Pensacola.

988 SAG members earn more than \$25,000 each

As of mid-1968, 988 members of the Screen Actors Guild earned more than \$25,000 in the previous year (and as much as \$100,000), for total earnings of \$53 million, an individual average of \$54,000 for the year. For the same period, 1,500 SAG members earned between \$10,000 and \$25,000 for a total of \$23 million, averaging \$15,000 each. A total of 1,800 members earned from \$5,000 to \$10,000 for a total of \$13 million or an average of \$7,200 each. A total of 6,600 members earned between \$1,000 and \$5,000 for a total of \$15 million, averaging \$2,400 each. Less than \$1,000 in earnings in the year was recorded for some 8,500 SAG members including screen extras in New York and Hollywood who are members.

Not included in this breakdown are earnings accrued to SAG members as actors in live TV, radio, stage and the variety field. The figures, instead, cover actors in motion pictures, TV programs, TV commercials and industrial pictures. They were collected and collated in the guild's pension and welfare office where earnings above an established ceiling are not reported. Ceiling on earnings reports are \$100,000 for a feature film, \$2,500 per actor per episode for a half-hour TV show, \$4,000 for hour episodes, \$5,000 for 90-minute episodes and \$6,000 for two-hour programs.

Total amount received by actors in all fields covered by SAG contracts for 1967 was \$108,973,275, with one-third of this total coming from work in TV programs.



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"We invested in the Kodak ME-4 Process for two reasons," says Del Blumenshine, Film Laboratory Supervisor for Grand Rapids' WOOD-TV. "One, we wanted the dramatic impact of color for our news coverage. And, two, we wanted to keep pace with our industry where the move is to full color.

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"The quality of our processing is what sold the commercial side of our business. The processor now works a

shift-and-a-half every day. The commercial work is paying our color processing bills and then some. It's made our switch to color film a lot more livable."

The Kodak ME-4 Process is a great investment. Processors are available

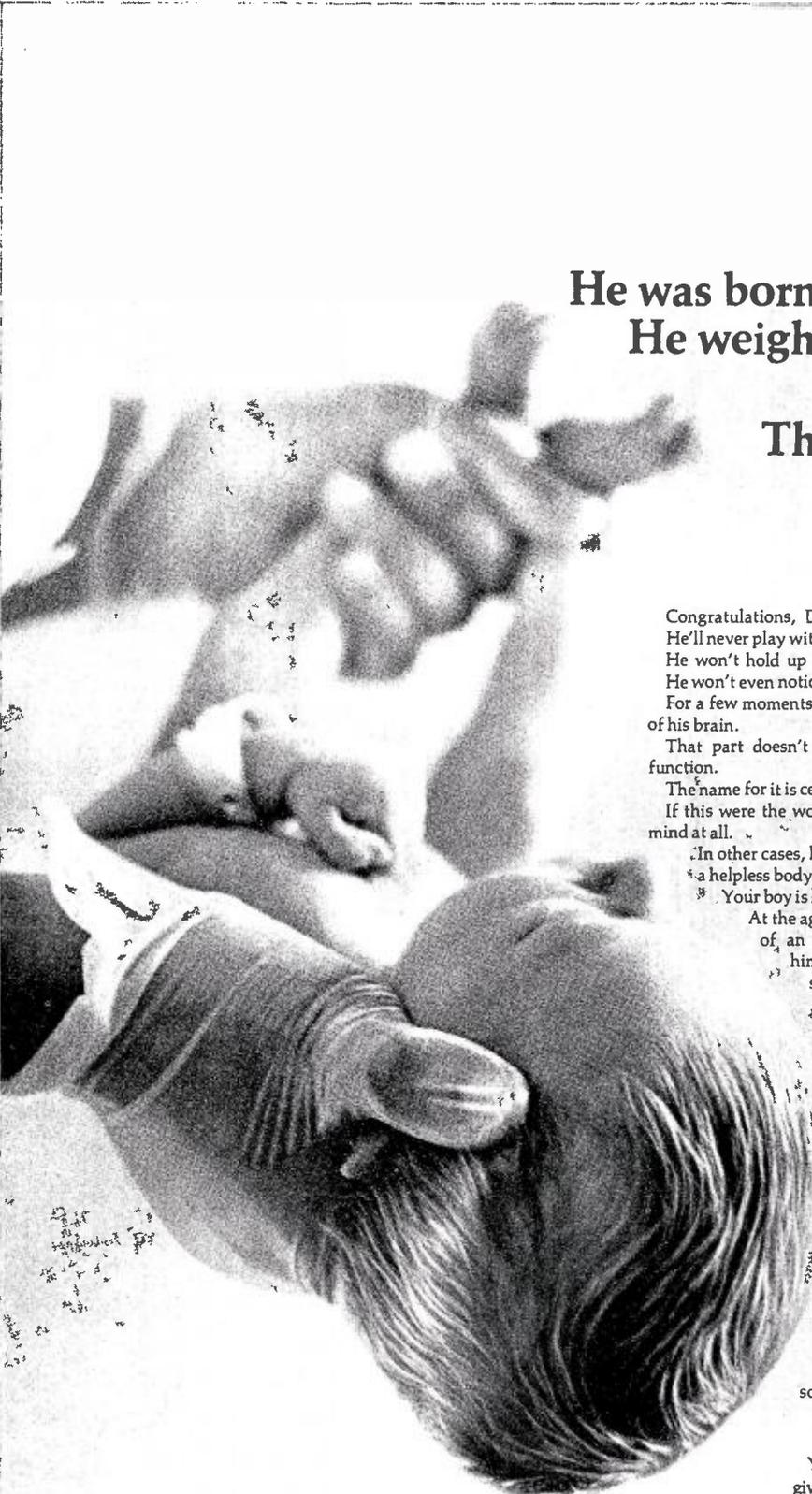
in many sizes, at many different prices. Chemicals come from Kodak packaged for easy use. And, Kodak experts help set the system up and are available to assist when needed. Call one of our Regional Chief Engineers for more detailed information. In Chicago, call Dick Potter. In New York, Ray Wulf is your man. John Waner is the one to call in Hollywood. Get with it.



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He was born 3 hours ago.
He weighs 4½ pounds.

The problem is,
he'll live.

Congratulations, Dad. You have a beautiful baby. He'll never play with the beads on his crib. He won't hold up his arms for you to pick him up. He won't even notice you're there. For a few moments at birth, oxygen didn't get to part of his brain.

That part doesn't work. Part of his body doesn't function.

The name for it is cerebral palsy.

If this were the worst case, your son would have no mind at all.

In other cases, he might have the IQ of a genius in a helpless body.

Your boy is somewhere in between.

At the age of 30, he may still have the mind of an 8-year-old. Treatments to teach him to do a few simple things for himself will take every cent you have.

And finding a place in life for him—even as a messenger boy—will be harder than training an engineer. Maybe you'll say it's God's will. Maybe you'll say it's just one of those things. You find your own way to live with it.

We can't cure your boy yet.

But we've already found ways to help prevent this condition in others. There are even a few faint clues that may lead to medical help for some who have it.

And we can help out now with treatments and care—if somebody helps us.

We hope you're somebody.

You help a whole family when you give to UNITED CEREBRAL PALSY.

New audio service in radio news

Metromedia opens voice circuits next month, feeding own stations and others it can sell

Radio news at Metromedia Inc. will take on a new dimension in the second week of February when the group owner formally places Metromedia Radio News into operation ("Closed Circuit," Dec. 23, 1968).

"The bugs have been worked out. We are ready to go." Alan Walden, Metromedia Radio's national news coordinator, who will head the new audio service, said last week. In addition to servicing Metromedia-owned stations in seven cities, MRN will also be offered to other stations around the country, Mr. Walden and David C. Croninger, vice president and general manager of Metromedia's WNEW New York, explained in an interview.

The service will be offered widely and without discrimination, though, they acknowledge, MNR was conceived to "fill a need in the industry for a voice news service run by broadcasters, staffed by broadcasters and designed for broadcasters, particularly independents."

While no "outside" stations (non-Metromedia-owned) are yet signed, Metromedia Radio has obtained expressions of interest from a number of stations, of which "at least six outlets are in major markets." Mr. Croninger said. Contracts will be for a minimum of one year and will give exclusivity to one station in a market. "We will sign contracts after Feb. 1," he said, and pricing will be "competitive."

Metromedia officials said they were not prepared to disclose prices. Charges for the service will vary, depending mostly on such factors as the size and make-up of a market and the number of radio stations in it.

As a measure of what charges could run, Mr. Croninger said that if the service was actually billed in Metromedia markets, such as New York where it owns WNEW-AM-FM, the charge would come to about \$500 a week, or in Cleveland where it has WHKM, WMMS(FM) to approximately \$150 a week. The pricing schedule, he indicated, "could go as low as \$50 per week in some markets."

In addition to its stations in New York and in Cleveland, Metromedia Radio is in five other cities: WASH(FM) Washington, KLAC, KMET(FM) Los Angeles, KNEW, KSAN(FM), Oakland-San Francisco, WIP, WMMR(FM) Philadelphia and WCBM Baltimore.

Mr. Walden said the service will emphasize extended live coverage of major news events and will not be limited

to "spot feeds but will provide voice news reports, interviews, statements by newsmakers and actualities" at the rate of 200 to 300 reports per week in a typical news week in which there are no special stories warranting live coverage. Reports usually will be of one minute or less duration.

"Independents," he said, "do not want long-term commitments" in the news area but want coverage provided with a maximum of flexibility. Stations can use as much of what is provided as they wish. Mr. Walden said, and because MRN will be operated and staffed by broadcast newsmen, "it can be easily integrated in any programming format." Subscribers will be cued in advance of all news-report feeds.

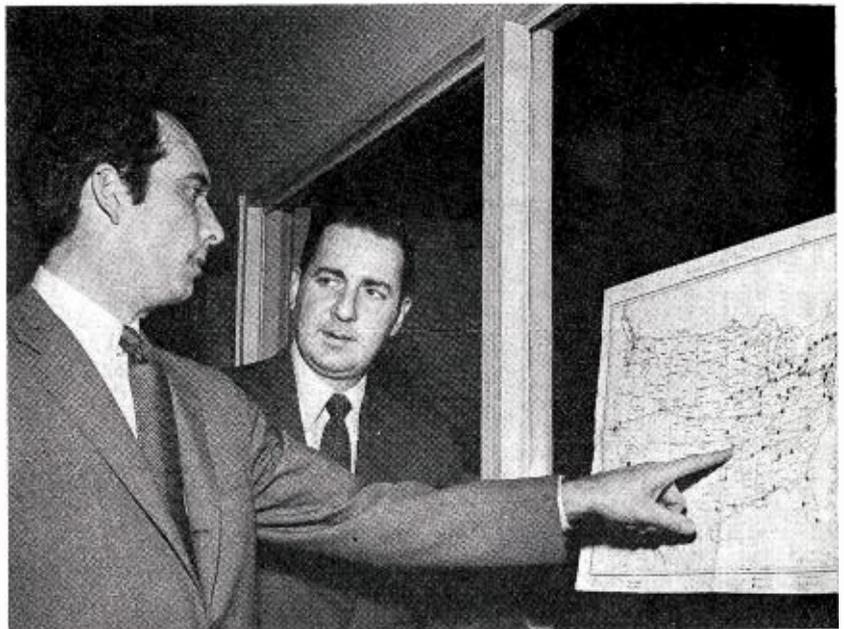
Mr. Walden said, "we have a four-point platform that we think will appeal to many stations. MRN will be totally exclusive to one station in a market; it will be broadcast oriented and will not use print reporters; it will be conceived and designed by independent broadcasters for independent broadcasters, and it will deliver the product by broadcast line, not telephone line." He said all of its broadcast coverage will be over "high-grade AT&T broadcast lines which are more expensive but deliver higher technical quality" than the

phone lines used by reporters (through beeper or other means).

Main point of distribution will be in Washington, where Metromedia has been operating a news bureau for the past four years. It started with a few people functioning mainly as an added source of information for the Metromedia Radio outlets but now has about a dozen people, including Pye Chamberlayne, who is bureau chief, and Dan Blackburn, who is chief diplomatic correspondent.

Second point of distribution will be in New York where WNEW already has one of the largest independent news staffs in the country. There are 26 on the staff in New York and, according to Mr. Walden, with its manpower the operation is able to accommodate MRN "without interfering with our local news at WNEW." In addition, other cities where Metromedia has radio outlets will be utilized, an outgrowth of the years when the group owner formed its news bureau in Washington with the belief that a service ultimately could be run in which "one station feeds all the stations and all the stations feed each one." A national desk will be maintained at all times.

Actual testing of the feasibility of "full-scale service" for Metromedia



Map, showing possible lines and connection points Metromedia Radio News might employ, serves as a briefing tool for David C. Croninger (l), vice president

and general manager of WNEW New York, and Alan Walden, national news coordinator for Metromedia Radio.

.100% transmitter redundancy... 100% transmitter standby...

Off-air time—even just when switching from main transmitter to standby—is one budget-spoiler that parallel operation can take care of once and for all. Our parallel VHF-TV's have been logged at 150,000 hours of combined operation—with less than 60 minutes off-air!

But that's only one of the budget advantages of parallel operation.

Consider initial cost. If you bought a 25KW main and a 25KW standby, you would invest about \$279,000. Reduce the standby power to 12.5KW and you would still spend about \$245,000. But a pair of RCA transmitters—parallel mains for 25KW—cost only about \$237,000.

Consider day-to-day costs. In many areas, operating costs, maintenance costs, power costs, tube costs all drop markedly. (See new brochure for substantiating data)

Consider performance. Parallel operation assures 100% redundancy for full-time dependability. By diplexing two transmitters you gain a standby "hot" exciter that is ready to go when needed. And, of course, with RCA transmitters you deliver superior monochrome and color pictures all the time.

We've worked out a number of standard packages that meet most of the standard requirements. For low-band systems, we offer parallel 6KW, 12.5KW, or 15KW's. For high band, channels 7-13, we offer parallel 5KW, 12.5KW or 25KW systems.

As soon as you're ready for "paralleling" call your RCA Broadcast Representative. Or write for our new brochure to RCA Broadcast Equipment, Bldg. 15-5, Camden, N. J. 08102.

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ON AIR

ON

ON AIR

ON AIR

ON AIR

ON AIR

Radio Stations was begun in 1967, Mr. Walden explained, when the Washington bureau staff expanded to six people and permanent broadcast facilities were set up in such key news centers as the White House, the Pentagon, the Senate and the House and the State Department.

The "kick off" of the service is dated by Mr. Walden to last April when Dr. Martin Luther King Jr. was assassinated and the service provided a total of seven hours of live coverage with six men assigned to the story.

The decision was then made to cover the major primaries in the spring of 1968 in Indiana, Nebraska, Oregon and California, "with live coverage and in a fashion networks employ."

An inquiry from WHDH Boston for coverage of the California primary added that station to Metromedia's own outlets during that period. When Senator Robert F. Kennedy was assassinated in June, Metromedia Radio had full news facilities at the Ambassador hotel. Mr. Walden, who was on the scene—he had combined the news coverage of the primary in California with a visit of Metromedia properties in that state—immediately called the phone company informing it that Metromedia wanted all of its lines held open for broadcasting.

Mr. Walden and his news personnel went on the air and broadcast over a period of six days—eight hours alone the night of the assassination and six hours on the subsequent day, moving to the Good Samaritan hospital where Senator Kennedy was taken and, after his death, broadcasts originated at Metromedia-owned KLAC Los Angeles, with coverage including the funeral service at St. Patrick's Cathedral in New York, the funeral train from New York to Washington, and the cortege to Arlington National Cemetery. "From begin-

ning to end," Mr. Walden said, "we never left the story. The coverage proved we could do it." Still other tests came in coverage of space shots.

Soon after, Metromedia hired news talent overseas to give it that necessary complement to domestic news coverage facilities. Hired were Stephen Laird in Paris, Alan Dawson in Saigon, Norman Moss in London and Bayard Stockton in Athens. These people are deployed to trouble areas for coverage as needed.

During the Republican and Democratic national conventions, Metromedia officials who had planned "extensive live coverage" felt that they would have coverage that independent stations "might want," and initial inquiries by phone were made to non-Metromedia stations—were they interested, and what could such an independent group covering the conventions offer them? As a result of that inquiry, WINZ Miami, WCFL Chicago, WING Dayton, Ohio, WKNR Dearborn-Detroit and WGNV Newburgh, N. Y., said they were interested and they were provided with live coverage.

WCFL and WKNR eventually informed Metromedia that they wished to pay for the service and did so on a spot basis for convention coverage. "We had our first 'subscribers,'" Mr. Walden commented. "We knew then what we were capable of doing in live broadcasts and we had developed our own techniques."

One-liners back in radio fold

Taking successful page from 'Laugh-In's' book, 'Funnybirds' move fast

Not to be outdone by television's *Laugh-In* some 35 radio stations in the U.S. and Canada recently started programming the medium's own version of a bright, fast-paced, freaked-out cocktail party. The patter goes like this.

(Male voice doing an imitation of John Wayne): "Say, stranger . . . that's a right nice lookin' pair of .38's ya got there . . ."

(Girl): "Oh, thank you sir . . ."

(Salesgirl's voice): "Well, how was I to know she wasn't wearing any . . . all I said was, 'Dearie, your hose are wrinkled' . . ."

(Boy, with a nebbish voice): "I knew a girl who was Republican . . . a very, very liberal Republican."

The sound the radio stations are playing is *The Funnybirds*, a new radio comedy show turned out of Hollywood by veteran broadcast producer Harry O'Connor. There's no way of avoiding a comparison with *Laugh-In*. The one-

and two-line topical comedy bits laced with short, upbeat music cues are distinctly reminiscent of the TV show's blackout routines. They are sprayed at the listener buckshot style, 90-seconds worth a show, five new shows a week, 130 shows in the series.

The voices used are versatile and vital, able to give sometimes tired lines a fresh, hip reading. Included among the voice specialists heard on the series are Paul Winchell (Jerry Mahoney's ventriloquist daddy), John Erwin (he does devastating imitations of John Wayne, Senator Everett Dirksen and David Brinkley), Arte Johnson ("verrr-ry inter-es-ting" man of *Laugh-In*), Rege Cordic (well-known Pittsburgh and Los Angeles disk jockey), Jean Williams (the "Hey, Culligan man" lady) and stage and film character actors Jesse White and Marvin Kaplan. So far 16 performers have appeared in *The Funnybirds* and before the 130 shows are completed as many as 35 different voices are expected to be used.

The shows are distributed by Mr. O'Connor monthly, 20 to 25 shipped out at a time. Currently they are on stations in such top markets as Los Angeles, New York, St. Louis, Cleveland, Houston, Dallas and Toronto. In each market, without exception, the comedy series is being used by either a middle-of-the-road station or one that adheres to a top-40 music format.

The Funnybirds is the second humor series for radio Mr. O'Connor has created and produced since breaking away from Mel Blanc Associates earlier this year. *The Amazing Radio Adventures of Bonnie and Clyde*, the first series, now is in some 120 markets. Still set to come out of Mr. O'Connor's expanding shop are a 90-second comedy show starring Judy Canova as a country and western style "Dear Abby," and a 90-second straight narration program called *A Better Idea* and starring Rege Cordic. Mr. O'Connor also plans to bring out another major comedy series in time for sales effort at the next National Association of Broadcasters convention in Washington in March.

Halt in production sought by Capote

Novelist Truman Capote has filed suit in the U. S. District Court for the Southern District Court of New York to enjoin Paramount Pictures from producing a TV series for ABC-TV based on his novel, "Breakfast At Tiffany's."

Charging copyright infringement, Mr. Capote asked the court to halt production on *Holly Golightly*, a comedy series.

Mr. Capote asked for the impounding of the pilot film of the TV series or an order from the court that he be paid \$10,000 for each TV film episode.

Program notes:

New game show ■ The ABC-owned television stations will telecast a new Monday-Friday daytime game show, *The Anniversary Game*, starting Jan. 27, and a night-time version on Saturday starting Jan. 25. The series will be produced by Circle Seven Productions, an arm of the ABC Television Stations division, and will be distributed by ABC Films. It will be produced at KGO-TV San Francisco.

Acquisition ■ Sinatra Enterprises has acquired the international syndication rights to CBS's special, *Ann-Margret and the Men in her Life!* The one-hour special, broadcast Dec. 1, 1968, by the network, was a Winters-Rosen production. Sinatra Enterprises will syndicate the musical everywhere but in the U. S.

CBS FOUNDATION INC. NEWS FELLOWSHIPS FOR 1969-1970

CBS Foundation established in 1957 at Columbia University in New York a group of one-year CBS Foundation Fellowships for eligible persons engaged in news and public affairs in the radio and television field. The Fellows have all University expenses paid and, in addition, receive a stipend designed to cover living and other necessary costs during the fellowship year. Eight fellowships are offered for 1969-1970.

Purpose of the Fellowships

CBS Foundation has established the fellowships to offer a year of study for men and women in radio and television news and public affairs who show promise of greater development and who seem most likely to benefit from the study year provided.

The fellowships make it possible for a holder to select, from the wide curriculum of Columbia University's graduate faculties, courses which, in the opinion of the Fellow and with the advice of a University representative, can contribute most advantageously to a broadening and strengthening of his background for continued work in news and public affairs. Courses may range across such varied fields as economics, labor relations, public administration, political science, modern languages, diplomatic history, American history, Far Eastern affairs. With the approval of the University, the Fellow may become a candidate for a graduate degree.

In addition to the study program, CBS Foundation Fellows will meet from time to time as a group to hear invited speakers on subjects related to the news and public affairs field and to discuss these subjects with them; and they will be invited from time to time to observe and discuss news and public affairs programs and techniques at CBS News offices and studios in New York.

The Fellowship Year

While Fellows will be expected to meet the attendance standards of the courses in which they enroll, no final examination or paper or report will be required. The year is intended to be one in which promising people can, through detachment from their routine work, find both formal and informal opportunities to build up

their knowledge of particular subjects and, at the same time, increase their understanding of the potentialities of radio and television for news and public affairs programming.

The thirteenth series of fellowships, for the academic year 1969-1970, will start in September 1969.

Requirements for Applicants

1. Qualification in one of the following categories:
 - a. News and public affairs staff employees of (1) CBS News, (2) CBS Owned radio stations, (3) CBS Owned television stations, (4) U.S. stations affiliated with CBS Radio, but not owned by it, and (5) U.S. stations affiliated with the CBS Television Network, but not owned by it.
 - b. Regular members of the staffs of non-commercial educational radio and television stations who are engaged for a substantial portion of their time in news and public affairs programs.
 - c. Teachers of courses in the techniques of radio and television news and public affairs at colleges and universities.

An applicant must be fully employed in one of categories a, b and c, and must have *sufficient fulltime experience* in the field to indicate ability and promise of greater development.

2. Completion of an official application form including:
 - a. A statement by the applicant's employer promising the applicant his present job, or an equivalent job, at the end of the fellowship year.
 - b. A statement covering the applicant's personal history; educational background; experience in news and public affairs; and the studies the applicant desires to pursue and their relation to work performed or contemplated.

Address request for an application form and other correspondence to:

JULIUS F. BRAUNER
Executive Director, CBS Foundation Inc.
51 West 52 Street, New York, N. Y. 10019

Applications must be postmarked not later than February 21, 1969. The Selecting Committee will announce its selections early in May.

The Selecting Committee (for 1969-1970)

Public Members

MARK ETHRIDGE, Lecturer in Journalism, University of North Carolina; Former Trustee, Ford Foundation; Retired Publisher, Courier Journal and Louisville Times; Director and Consultant to the Publisher, Newsday; Former President, National Association of Broadcasters; Former Director, Associated Press; Former Chairman, U.S. Advisory Commission on Information.

BILL D. MOYERS, Publisher, Newsday; Former Special Assistant and Press Secretary to the President of the United States; Former Deputy Director of the Peace Corps; Member of the Visiting Committee of the John Fitzgerald Kennedy School of Government, Harvard University; The Advisory Council on International Studies and World Affairs of the State University of New York; and the Council on Foreign Relations.

JOHN F. WHITE, President, National Educational Television; Member of Communications Task Force of The Urban Coalition; Former Chairman of International Television Federation (Intertel); Member of National Advisory Council to National Academy of Television Arts and Sciences; Member of Board of Directors, United Negro College Fund; Former General Manager, WQED, Pittsburgh; Former Vice President, Western Reserve University.

Columbia University Members

GEORGE FRAENKEL, Dean of Graduate Faculties.
HARVEY C. MANSFIELD, Professor of Government.

CBS News Members

RICHARD S. SALANT, President, CBS News.
GORDON MANNING, Vice President,
Director of News, CBS News.

The Selecting Committee reserves the right to revoke or terminate an appointment in cases where it deems such action advisable, or to award fewer than eight fellowships. The decisions of the Committee are final.

Tuition and fees at Columbia University will be paid for each Fellow. In addition, each Fellow will receive a stipend for living and other expenses. These stipends are adjusted to individual family-size situations, and are therefore of varying amounts; they are intended, with the expenses paid to Columbia on behalf of each Fellow, to average approximately \$8000 for each Fellow for the academic year.

TV network showsheets: first-quarter schedules

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsorship. Abbreviations: sust., sustaining; part., participating; eff., effective. All times Eastern. Showsheets are published in BROADCASTING at the beginning of each quarter.

Sunday morning

8:30-10 a.m.

ABC-TV 8:30-9:30 No network service; 9:30-10 *The Beatles*, part.
CBS-TV 8:30-9 *Sunrise Semester*, sust.; 9:30 *Tom & Jerry*, sust.; 9:30-10 *Adventures of Aquaman*, sust.
NBC-TV No network service

10 a.m.-noon

ABC-TV 10-10:30 *Linus the Lionhearted*, General Foods; 10:30-11 *King Kong*, part.; 11-11:30 *Bullwinkle*, Deluxe Reading, General Mills; 11:30-12 *Discovery '69*, part.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.; 11-11:30 *Camera Three*, sust.; 11:30-12:00 *Face the Nation*, part.
NBC-TV No network service

Sunday afternoon-evening

Noon-1 p.m.

ABC-TV 12-1 No network service
CBS-TV 12-12:30 *Face the Nation*, part. (2d feed); 12:30-1 No network service.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Directions*, sust.; 1:30-2 *Issues and Answers*, part.
CBS-TV No network service. 1:30-2:30 *CBS Children's Film Hour*, eff. 1/26.
NBC-TV 1-1:30 *Meet the Press*, Sperry Rand; 1:30-2 *Religious series*, sust.

2-5 p.m.

ABC-TV No network service. 2-4 *NBA Basketball* (eff. 1/26); 4-5 *The American Sportsman* (eff. 1/26).
CBS-TV 2-2:30 *National Hockey League Games*, part. (various times); 2-2:30 *Children's Film Hour*, cont. (eff. 1/26).
NBC-TV 2-5 No network service.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:30 *The Killy Style*, part.; 5:30-6 *Original Amateur Hour*, part.
NBC-TV 5-5:30 No network service; 5:30-6 *Frank McGee Sunday Report* 6-7 p.m.

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:30 *The 21st Century*, Union Carbide; 6:30-7 No network service.
NBC-TV 6-6:30 *GE College Bowl*, General Electric; 6:30-7 *Wild Kingdom*, part.

7-8 p.m.

ABC-TV *Land of the Giants*, part.
CBS-TV 7-7:30 *Lassie*, part.; 7:30-8 *Gentle Ben*, part.
NBC-TV 7-7:30 *Huckleberry Finn*, part.; 7:30-8:30 *Walt Disney*, RCA, Kodak, Gulf.

8-9 p.m.

ABC-TV *The FBI*, Ford.
CBS-TV *Ed Sullivan Show*, part.
NBC-TV 8-8:30 *Walt Disney*, cont.; 8:30-9 *Mothers-in-Law*, P&G.

9-10 p.m.

ABC-TV *Sunday Night Movie*, part.
CBS-TV *Smothers Brothers Comedy Hour*, part.
NBC-TV *Bonanza*, Chevrolet, R J. Reynolds

10-11 p.m.

ABC-TV *Movie*, cont.
CBS-TV *Mission: Impossible*, part.
NBC-TV *My Friend Tony*, part.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV 11-11:15 *News with Harry Reasoner*
NBC-TV No network service.

Monday-Friday

7-10 a.m.

ABC-TV No network service.
CBS-TV 7:05-7:55 *News with Joseph Benti* (two feeds); 8-10 *Captain Kangaroo* (two feeds).
NBC-TV 7-9 *Today*, part.; 9-10 No network service.

10-11 a.m.

ABC-TV 10-10:30 No network service; 10:30-noon *Dick Cavett Show*, part.; 10:30-noon No network service, eff. 1/27.
CBS-TV 10-10:30 *Lucy Show*, part.; 10:30-11 *Beverly Hillbillies*, part.
NBC-TV 10-10:25 *Snap Judgment*, part.; 10:25-10:30 *News*, part.; 10:30-11 *Concentration*, part.

11-noon

ABC-TV *Dick Cavett*, cont.; eff. 1/26 No network service.
CBS-TV 11-11:30 *Andy Griffith*, part.; 11:30-12 *Dick Van Dyke*, part.
NBC-TV 11-11:30 *Personality*, part.; 11:30-12 *Hollywood Squares*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Bewitched*, part.; 12:30-1 (Mon. & Fri.) *Funny You Should Ask*, part.; 12:30-12:55 (Tues., Wed., Thurs.) *Funny You Should Ask*, part.; 12:55-1 *Childrens Doctor*, Bristol-Myers.
CBS-TV 12-12:25 *Love of Life*, part.; 12:25-12:30 *News with Joseph Benti*, part.; 12:30-1 *Search for Tomorrow*, P&G
NBC-TV 12-12:30 *Jeopardy*, part.; 12:30-12:55 *Eye Guess*, part.; 12:55-1 *Edwin Newman News*, part.

1-2 p.m.

ABC-TV 1-1:30 *Dream House*, part.; 1:30-2 *Let's Make a Deal*, part.
CBS-TV 1-1:30 *Sunrise Semester*, part.; 1:30-2 *As the World Turns*, part.
NBC-TV 1-1:30 No network service; 1:30-1:55 *Hidden Faces*, General Foods, part.

2-3 p.m.

ABC-TV 2-2:30 *Newlywed Game*, part.; 2:30-3 *Dating Game*, part.
CBS-TV 2-2:30 *Love Is a Many Splendored Thing*, part.; 2:30-3 *Guiding Light*, P&G
NBC-TV 2-2:30 *Days of Our Lives*, part.; 2:30-3 *Doctors*, part.

3-4 p.m.

ABC-TV 4-4:30 *Dark Shadows*, part.; 4:30-5 No network service.
CBS-TV 4-4:25 *The Art Linkletter Show*, part.; 4:25-4:30 *News with Douglas Edwards*, part.; 4:30-5 No network service.
NBC-TV 4-4:25 *Match Game*, part.; 4:25-4:30 *Flood Kalber News*, part.; 4:30-5 No network service.

5-7:30 p.m.

ABC-TV 5-6 No network service; 6-7:30 *ABC Evening News with Frank Reynolds*, part. (three feeds).
CBS-TV 5-6:30 No network service; 6:30-7:30 *CBS Evening News with Walter Cronkite*, part. (two feeds).
NBC-TV 5-6:30 No network service; 6:30-7:30 *Huntley-Brinkley Report*, part. (two feeds).

11 p.m.-1 a.m.

ABC-TV 11-11:30 No network service; 11:30 p.m.-1 a.m. *Joey Bishop Show*, part.
CBS-TV No network service.

NBC-TV 11-11:30 No network service; 11:30 p.m.-1 a.m. *Tonight Show*, part.

Monday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *Avengers*, part.; 8:30-9 *Peyton Place I*, part.
CBS-TV 7:30-8:30 *Gunsmoke*, part.; 8:30-9 *Here's Lucy*, part.
NBC-TV 7:30-8:30 *Dream of Jeannie*, part.; 8-9 *Rowan and Martin's Laugh-In*, part.

9-10 p.m.

ABC-TV *Outcasts*, part.
CBS-TV 9-9:30 *Mayberry R.F.D.*, part.; 9:30-10 *Family Affair*, part.
NBC-TV 9-11 *Monday Night Movies*, part.

10-11 p.m.

ABC-TV *Big Valley*, part.
CBS-TV *Carol Burnett Show*, part.
NBC-TV *Movies*, cont.

Tuesday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *Mod Squad*, part.; 8:30-9:30 *It Takes a Thief*, part.
CBS-TV 7:30-8:30 *Lancer*, part.; 8:30-9:30 *Red Skelton Hour*, part.
NBC-TV 7:30-8:30 *Jerry Lewis*, part.; 8:30-9 *Julia*, part.

9-10 p.m.

ABC-TV 9-9:30 *It Takes a Thief*, cont.; 9:30-10 *N.Y.P.D.*, part.
CBS-TV 9-9:30 *Red Skelton*, cont.; 9:30-10 *Doris Day Show*, part.
NBC-TV 9-11 *Tuesday Night Movies*, part.

10-11 p.m.

ABC-TV *That's Life*, part.
CBS-TV *CBS News Hour* (alt.), 60 Minutes (alt.), part.
NBC-TV *Movies*, cont.

Wednesday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *Here Come the Brides*, part.; 8:30-9 *Peyton Place II*, part.; 8:30-9 *Turn-On*, part., eff. 2/5.
CBS-TV 7:30-8:30 *Daktari*, part.; 7:30-8:30 *Glen Campbell Goodtime Hour*, part., eff. 1/29; 8:30-9 *Good Guys*, part.
NBC-TV *Virginian*, part.

9-10 p.m.

ABC-TV 9-11 *Wednesday Night Movies*, part.
CBS-TV 9-9:30 *Beverly Hillbillies*, part.; 9:30-10 *Green Acres*, part.
NBC-TV *Kraft Music Hall*, Kraft

10-11 p.m.

ABC-TV *Movie*, cont.
CBS-TV *Hawaii Five-0*, part.
NBC-TV *Outsider*, part.

Thursday evening

7:30-9 p.m.

ABC-TV 7:30-8 *Ugliest Girl in Town*, part.; 7:30-8 *Flying Nun*, part., eff. 2/6; 8-8:30 *Flying Nun*, part.; 8-8:30 *That Girl*, part., eff. 2/6; 8:30-9 *Bewitched*, Quaker Oats, Chevrolet.
CBS-TV 7:30-8 *Blondie*, part.; 7:30-8 *The Queen & I*, part., eff. 1/16; 8-9 *Jonathan Winters Show*, part.
NBC-TV 7:30-8:30 *Daniel Boone*, part.; 8:30-9:30 *Ironside*, part.

9-10 p.m.

ABC-TV 9-9:30 *That Girl*, part.; 9:30-10:30 *Journey to the Unknown*, part.; 9-10 *What's It All About, World*, part., eff. 2/6.
CBS-TV 9-11 *Thursday Night Movies*, part.

NBC-TV 9-9:30 *Ironside*, cont.; 9:30-10 *Dragnet*, part.

10-11 p.m.

ABC-TV 10-10:30 *Journey to the Unknown*, cont.; 10:30-11 No network service; 10-11 No network service, eff. 2/6.
CBS-TV *Movies*, cont.
NBC-TV *Dean Martin Show*, part.

Friday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *Operation: Entertainment*, part.; 8:30-9 *Felony Squad*, part.; 7:30-8:30 *Tom Jones Show*, part., eff. 2/7; 8:30-9 *Generation Gap*, part., eff. 2/7.
CBS-TV 7:30-8:30 *Wild, Wild West*, part.; 8:30-9 *Gomer Pyle-USMC*, General Foods.
NBC-TV 7:30-8:30 *High Chaparral*, part.; 8:30-10 *Name of the Game*, part.

9-10 p.m.

ABC-TV 9-9:30 *Don Rickles Show*, part.; 9-9:30 *Let's Make a Deal*, eff. 2/7; 9:30-10 *Guns of Will Sonnett*, part.
CBS-TV 9-11 *Friday Night Movies*, part.
NBC-TV *Name of the Game*, cont.

10-11 p.m.

ABC-TV *Judd for the Defense*, part.
CBS-TV *Movies*, cont.
NBC-TV *Star Trek*, part.

Saturday

8-10 a.m.

ABC-TV 8-9 No network service; 9-9:30 *Casper Cartoons*, part.; 9:30-10 *Adventures of Gulliver*, part.
CBS-TV 8-8:30 *Go-Go Gophers*, part.; 8:30-9:30 *Bugs Bunny/Roadrunner Hour*, part.; 9:30-10 *Wacky Races*, part.
NBC-TV 8-9 No network service; 9-9:30 *Super 6*, part.; 9:30-10 *Top Cat*, part.

10-11 a.m.

ABC-TV 10-10:30 *Spiderman*, part.; 10:30-11 *Fantastic Voyage*, part.
CBS-TV 10-10:30 *Archie Show*, part.; 10:30-11:30 *Batman/Superman Hour*, part.
NBC-TV 10-10:30 *Flintstones*, part.; 10:30-11:30 *Banana Splits*, part.

11 a.m.-noon

ABC-TV 11-11:30 *Journey to Center of the Earth*, part.; 11:30-12 *Fantastic Four*, part.
CBS-TV 11-11:30 *Batman/Superman Hour*, cont.; 11:30-12 *Herculoids*, part.
NBC-TV 11-11:30 *Banana Splits*, cont.; 11:30-12 *Underdog*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *George of the Jungle*, part.; 12:30-1:30 *American Bandstand*, part.
CBS-TV 12-12:30 *Shazzan!*, part.; 12:30-1 *Jonny Quest*, part.
NBC-TV 12-12:30 *Storybook Squares*, part.; 12:30-1 *Untamed World*, part.

1-2 p.m.

ABC-TV 1-1:30 *American Bandstand*, cont.; 1:30-2 *Happening*.
CBS-TV 1-1:30 *Moby Dick/Mighty Mightor*, part.; 1:30-2 *Lone Ranger*, part.
NBC-TV No network service.

2-5 p.m.

ABC-TV 2-2:30 No network service; 3:30-5 *Pro Bowlers Tour*.
CBS-TV No network service.
NBC-TV No network service.

5-7:30 p.m.

ABC-TV 5-7:30 *Wide World of Sports*, part.; 6:30-7:30 No network service.
CBS-TV 5-7:30 No network service; 6:30-7:30 *News with Roger Mudd* (two feeds), part.
NBC-TV 5-6 *Shell's Wonderful World of Golf*; 6-6:30 No network service; 6:30-7:30 *Huntley-Brinkley Report* (two feeds), part.

7:30-9 p.m.

ABC-TV 7:30-8 *Dating Game*, part.; 8-8:30 *Newlywed Game*, part.; 8:30-9:30 *Lawrence*

Specials in the first quarter

ABC-TV

Jan. 9, 7:30-8:30 p.m.: *Tom Jones*.
Jan. 13, 7:30-8:30 p.m.: *The Undersea World of Jacques Cousteau*.
Jan. 13, 9-10 p.m.: *Give Us This Child*.
Jan. 13, 10-11 p.m.: *Jean Claude Kiley*.
Jan. 14, 8:30-11 p.m.: *NBA All-Star Game*.
Jan. 24, 9-10 p.m.: *U.S.-France Ski Show*.
Jan. 25, 6-7:30 p.m.: *Bing Crosby Pro-Am*.
Jan. 26, 5-7 p.m.: *Bing Crosby Pro-Am*.
Feb. 1, 6:30-7:30 p.m.: *Andy Williams San Diego Open*.
Feb. 2, 5-7 p.m.: *Andy Williams San Diego Open*.
Feb. 9, 7-8 p.m.: *View from Space*.
Feb. 10, 10-11 p.m.: *Heart Attack*.
Feb. 15, 7:30-8 p.m.: *Feelin' Groovy at Marine World*.
Feb. 16, 5-7 p.m.: *Phoenix Open*.
Feb. 25, 8:30-9:30 p.m.: *Mama Cass*.
Mar. 4, 7:30-8:30 p.m.: *The Undersea World of Jacques Cousteau*.
Mar. 9, 4-6 p.m.: *Citrus Open*.
Mar. 16, 8-9 p.m.: *Carol Channing-Pearl Bailey*.
Mar. 17, 9-11 p.m.: *Three Young Americans*.

CBS-TV

Jan. 22, 7:30-8:30 p.m.: *The Enchanted Isles*.
Feb. 18, 7:30-8:30 p.m.: *National Geographic III*.
Feb. 20, 7:30-8 p.m.: *He's Your Dog, Charlie Brown*.
Feb. 20, 8-9 p.m.: *Andy Griffith: The Things I Remember Most*.
Mar. 26, 7:30-8:30 p.m.: *Adventures in Unconquered Worlds*.
Mar. 30, 4:30-5:30 p.m.: *Young Peoples Concert II*.

NBC-TV

Jan. 7, 9-11 p.m.: *First Tuesday* (news special).
Jan. 11, 2 p.m.: *Senior Bowl*.
Jan. 12, 3-6 p.m.: *Super Bowl*.
Jan. 16, 8:30-10 p.m.: *Bob Hope Show*.

Wellk, part.
CBS-TV 7:30-8:30 *Jackie Gleason Show*, part.; 8:30-9 *My Three Sons*, part.
NBC-TV 7:30-8 *Adam 12*, part.; 8-8:30 *Ghost & Mrs. Muir*, part.; 8:30-9 *Get Smart*, part.

9-10 p.m.

ABC-TV 9-9:30 *Lawrence Welk*, cont.; 9:30-10:30 *Hollywood Palace*, part.
CBS-TV 9-9:30 *Hogan's Heroes*, part.; 9:30-10 *Petticoat Junction*, part.
NBC-TV 9-11 *Saturday Night Movies*, part.

10-11 p.m.

ABC-TV 10-10:30 *Hollywood Palace*, cont.; 10:30-11 No network service.
CBS-TV 10-11 *Mannix*, part.
NBC-TV *Movies*, cont.

11 p.m.-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 11-11:30 No network service; 11:30-1 *Tonight Show*, part.

NET major supplier for CPB interconnection

Corp. for Public Broadcasting's inter-connected network was scheduled to begin operations Sunday (Jan. 5), with National Educational Television initially handling the operational functions.

Most of the programing filing the

Jan. 16, 10-11 p.m.: *Alan King Show*.
Jan. 19, 2 p.m.: *AFL All-Star Game*.
Jan. 23, 7:30-8:30 p.m.: *Lions Are Free*.
Jan. 25, 7:30-8:30 p.m.: *Down on the Farm*.
Jan. 28, 7:30-8:30 p.m.: *Arctic Odyssey: The David Humphreys Polar Expedition*.
Feb. 4, 9-11 p.m.: *First Tuesday* (news special).
Feb. 5, 7:30-9 p.m.: *Hallmark Hall of Fame, "Teacher, Teacher"*.
Feb. 7, 10-11 p.m.: *Experiment in Television*.
Feb. 8, 6-7 p.m.: *Bob Hope Desert Classic*.
Feb. 9, 4:30-6 p.m.: *Bob Hope Desert Classic*.
Feb. 9, 10-11 p.m.: *Fred Astaire Show*.
Feb. 12, 9-10 p.m.: *The Beat of the Brass*.
Feb. 16, 4:30-5:30 p.m.: *Experiment in Television*.
Feb. 16, 8:30-9 p.m.: *Children's Letters to God*.
Feb. 16, 9-10 p.m.: *Ice Capades*.
Feb. 17, 9-10 p.m.: *Bob Hope Show*.
Feb. 17, 10-11 p.m.: *Jack Benny Show*.
Feb. 19, 10-11 p.m.: *Academy of Professional Sports Awards*.
Feb. 23, 5:30-5:30 p.m.: *Experiment in Television*.
Feb. 28 (tba): *Prudential's On Stage*.
Mar. 2, 4:30-5:30 p.m.: *Experiment in Television*.
Mar. 4, 9-11 p.m.: *First Tuesday* (news special).
Mar. 8, (tba): *NCAA Basketball Tournament*.
Mar. 15, (tba): *NCAA Basketball Tournament*.
Mar. 16, 4:30-5:30 p.m.: *Experiment in Television*.
Mar. 18, 7:30-8:30 p.m.: *Wonderful World of Pizzazz*.
Mar. 19, 9-10 p.m.: *Bob Hope Show*.
Mar. 19, 10-11 p.m.: *Andy Williams Show*.
Mar. 20 (tba): *NCAA Basketball Tournament*.
Mar. 21, 10-11 p.m.: *Bell Telephone Hour*.
Mar. 22 (tba): *NCAA Basketball Tournament*.
Mar. 23, 4:30-5:30 p.m.: *Experiment in Television*.
Mar. 30, 4:30-5:30 p.m.: *Experiment in Television*.

8-10 p.m. period Sunday through Thursday is supplied by NET. The regular schedule includes Public Broadcast Laboratory programs Sunday, 8-9:30; *NET Journal* Monday, 9-10 p.m.; *NET Festival* Tuesday, 9-10 p.m.; *The World We Live In and News in Perspective*, Wednesday, 8-8:30 and 9-10 p.m., alternating with *International Magazine* and *Your Dollar's Worth*, and *NET Playhouse* Thursday, 8-9 p.m.

NET will also supply specials such as *Dateline: Southeast Asia*, an analysis of major events affecting that part of world in 1968; *Dateline: East Europe*, a similar program; and *The President's Farewell*, an analysis of Lyndon B. Johnson's administration. In addition, one-and-a-half hours per week of NET's Flexible Service (re-runs) will be available.

NET Journal will include a discussion of "The Nixon Administration" on Inauguration night, Jan. 20; *Children in the Balance*, a documentary on Biafra; and a documentary on air safety. *Black Journal* will substitute monthly for *NET Journal*. *NET Festival* will be-

gin with an eight-part series on "the film generation," presenting programs on the "personal cinema," war, "cinema of the absurd," teen-age community film workshops, dance, visual arts, music and woman as subjects of film.

Remaining time slots will be programmed by the six regional educational television networks (Tuesday, 8-9 p.m.) and the program service of Educational Television Stations (ETS) division of the National Association of Educational Broadcasters (Wednesday, 8:30-9, and Thursday, 9:30-10). ETS has scheduled *Book Beat* and *Washington Week in Review* for those periods.

NET estimates 130 of its 148 affiliated stations will receive the interconnection service. The network was established through an agreement between the Corp. for Public Broadcasting and AT&T for reduced rates (BROADCASTING, Nov. 11, 1968).

Film distributors merge in California

Winters/Rosen Distribution Corp., Hollywood, and TV Cinema Sales Corp., Beverly Hills-based film distribution company, have merged. TV Cinema Sales is wholly owned by Jerry Weisfeldt, formerly vice president in the sales division of Television Enterprises Corp. and also formerly vice president in charge of domestic sales for Four Star International. With the merger, Mr. Weisfeldt becomes executive vice president in charge of sales for the reorganized W/R Distribution Corp., which is a division of Winters/Rosen Productions.

Among the products brought to the merged organization by TV Cinema Sales are *The Masterpiece Group* of 25 feature films, 13 Cheryl-TV feature

films including two first-run color science-fiction films, 78 color half-hour programs in *The Buck Owens TV Rancho* series and an hour color documentary, *Always Another Wave*, which stars Eddie Albert.

Leonard Freeman makes a point

Films over 20 episodes of 'Hawaii Five-O' on location without problems

Since last May, six days a week, week after week, Leonard Freeman Productions has been grinding out CBS-TV's hour *Hawaii Five-O* series. The independent film company has turned out more than 20 episodes of the adventure series about the four-man state police unit that serves the seven Hawaiian Islands. All except one episode were filmed in the islands.

Now, with option time fast approaching, executive producer Leonard Freeman looks back on the months spent in location shooting with unequivocal enthusiasm. By Feb. 15, 1969, CBS-TV has to decide whether the series will be picked up for next season. But to Mr. Freeman this decision is in part, at least, immaterial. "Win, lose or draw," he says, "we've accomplished it. We lost not a single day of production. Not one location fell out on us. We proved that you can shoot a television series entirely on location some 2,600 miles from Hollywood."

How did Mr. Freeman and his company of more than 50 do it? They exported a complete so-called Hollywood studio on wheels. It consists of 10

trucks (including one for catering), hauling some \$385,000 worth of equipment. The trucks—all of them—were transported to each individual location scene. Among the Hawaiian sites where filming took place were the \$3 million estate of late industrialist Henry J. Kaiser and Oahu State Prison, the first time these locations have been used for filming. As many as 20 different locations were used to film a single segment.

The company takes eight days to shoot one episode. The basic production crew of 24 was supplemented by 35 people hired in Hawaii. Local actors filled most of the performing parts. A guest star or two, however, was flown over from the mainland for each episode.

There was no sound stage available for shooting interior scenes. Freeman Productions, instead, took over an abandoned warehouse in the sugar-cane fields some 15 miles from Honolulu and converted it into a stage. The company has worked there about one day per episode.

The logistics and cost of filming the sights and sounds of Hawaii for weekly television were staggering. Was it worth it? Leonard Freeman has no doubts.

"I felt the eye of history was turning to the East," he says "that's where the action is. The Pacific Ocean is our Mediterranean of the future. We wanted to give television a new look. The bonus we got was the potpourri of people and their wonderful faces."

Mr. Freeman is no stranger to location work. Involved prominently in the production of both *Naked City* and *Route 66*, he has turned the hazards of location shooting to his advantage.

"But unless you have a dice-shooting streak in you, don't do location," he observes.

Equipment & Engineering

Color TV sales up 10.3% in '68 reports EIA

Distributor sales of U.S.-produced color TV sets to dealers were up 21.5% during October compared to sales for the same month a year ago, the Electronic Industries Association has reported.

For the 10-month period, color sales were 10.3% ahead of the same period in 1967.

For October, monochrome sales advanced 7.8%; total TV sales were up 14.9%; home and auto radio sales were down 2.7%. For the 10 months of the year, monochrome sales were up only 1.7%; total TV sales were up 5.9% and

home and auto sales were up 5.4%.

Home radio sales, however, registered a decline in October with sales down 11.8%; for the January-October period home radio sales were down 4.2%.

Sales for the 10 months of the year:

	Television	
	1968	1967
Color	4,507,537	4,086,343
Monochrome	4,469,508	4,394,087
Total	8,977,045	8,480,430
	Radio	
Home	9,202,072	9,602,186
Auto	8,418,017	7,118,658
Total	17,620,089	16,720,844

KASL liable to fine

The FCC has notified KASL Newcastle, Wyo., of its apparent liability for \$1,000 for operation with daytime

facilities after sunset and failure to inspect transmitting equipment five days each week. The commission noted that KASL was also cited for the latter violation in May of 1967; however, it was added, the present proceeding is confined to alleged violations occurring within the past year. The station has 30 days to pay or contest the forfeiture.

New Zenith facility

Zenith Radio Corp. has a new \$5.5 million distribution center under construction on an 18-acre tract in Northlake, Ill. The two-story, 503,000-square foot facility, set for completion by mid-1969, will be expansion headquarters for the distributing subsidiary of Zenith.

Look ahead looks good for television

Late word on slow '67 comes at end of hot '68
and all signs point to hotter business this year

In the waning days of 1968, television broadcasters last week got their first complete look at the FCC's report on their 1967 financial performance, and it confirmed what most of them already knew: 1968 was better.

A lot better.

And tentative forecasts suggest that 1969 may be even better than that.

Against an FCC-reported total TV revenue gain of 3.3% in 1967, last year's increase is expected to be on the order of 8% to 10%, according to a BROADCASTING canvass of authoritative sources.

The FCC's final 1967 report, which followed piecemeal reports issued over several months after computer problems forced the commission to return to manual tabulations (BROADCASTING, April 15, Sept. 16, Oct. 7), showed network time sales off slightly (1.2% below 1966), spot sales even and local sales up 5.5%. Total network revenues, including sales of programming as well as time, were up 5.5%. (For details, see chart below).

Measuring the resurgence that began to become evident late in the first quarter, the Television Bureau of Advertising is currently estimating that 1968 TV sales exceeded 1967's by about 9%.

Harvey Spiegel, TVB vice president, sales and marketing, breaks it down this way: networks, up about 3%; spot, up 13%; local, up 17%. This calculates to \$1,326.0 million for network revenues, \$985.0 million for national spot and \$427.4 million for local spot in 1968, or a total of \$2,738.4 million.

The 3% gain estimated for networks may be a misleading indication of the way network business has been going. All three networks started their new seasons later in 1968, meaning that their lower, rerun-season rates were in effect longer, and their election coverage in November cut their revenue gain for that month to about 5% over November 1967. In October, however, after the new season had got under way, revenues were 10% higher than in the same month a year ago.

A check with leading station representatives by BROADCASTING meanwhile found them almost uniformly bullish about 1968 results and, subject to the normal reservations associated with long-range forecasting, about 1969 prospects as well.

Their estimates of their own sales gains last year over 1967 ranged from 4% to 20% and averaged 14%—almost on the nose with TVB's estimate of a

13% increase for spot TV as a whole. Their non-arithmetical estimates of 1968 ranged from "good" to "fantastic."

They were almost unanimous in expecting 1968 momentum to carry over and assure a good first quarter, even though several noted that first-quarter sales were just a little slow in starting. They saw this as part of the late-buying pattern that seems to be developing into an entrenched part of agency life.

They were more guarded in predicting for the full year 1969 but their tone was optimistic and some said they expected to beat this year's record by 6% to 9% or 10%.

Following are typical comments from some of the rep firms queried:

One major rep estimated over-all business for 1968 was up 14%-15% over 1967 to a new record high. Although the fourth quarter was "good" it was not up as much as the second and third quarters, when sales showed their major recovery from last year's slump.

The rep was "very optimistic" about 1969, but noted that "when you go from a record year, you start from a higher base that makes it hard to predict how much more things will go up. But we do expect sales should be up."

He also reported that in buying for

What happened to TV's dollars in 1967

TV networks			15 network-owned stations			604 other stations		
INCOME	\$1,287,400,000	100%	INCOME	\$ 313,600,000	100%	INCOME	\$1,231,200,000	100%
Network time sales	606,900,000	47.1%	From networks	40,700,000	13.0%	From networks	205,200,000	16.7%
Program and talent sales	637,000,000	49.5%	National-regional spot	228,800,000	73.0%	National-regional spot	642,900,000	52.2%
Sundry and other sources	43,500,000	3.4%	Local advertising	37,400,000	11.9%	Local advertising	327,900,000	26.6%
			Program and talent sales	1,000,000	0.3%	Program and talent sales	9,300,000	0.8%
			Sundry and other sources	5,700,000	1.8%	Sundry and other sources	45,900,000	3.7%
EXPENSES	\$1,231,572,000	100%	EXPENSES	\$ 209,347,000	100%	EXPENSES	\$ 961,675,000	100%
Paid to owned stations	40,700,000	3.3%	Agency commissions	50,300,000	24.0%	Agency commissions	172,400,000	17.9%
Paid to affiliates	202,500,000	16.4%	Technical expenses	23,103,000	11.0%	Technical expenses	118,300,000	12.3%
Agency commissions	90,900,000	7.4%	Program expenses	85,323,000	40.8%	Program expenses	323,889,000	33.7%
Technical expenses	40,125,000	3.3%	Selling expenses	24,239,000	11.6%	Selling expenses	91,349,000	9.5%
Program expenses	758,806,000	61.6%	General & administrative	26,382,000	12.6%	General & administrative	255,737,000	26.6%
Selling expenses	29,658,000	2.4%						
General & administrative	68,883,000	5.6%						
PROFIT	\$ 55,800,000	4.3%	PROFIT	\$ 104,300,000	33.3%	PROFIT	\$ 254,500,000*	20.7%
(before federal tax)			(before federal tax)			(before federal tax)		

* This is correct profit figure for 604 stations; difference between income and expenses in table above is due to figures for technical, program, selling and general-administrative expenses which are totals for only 532 stations.

the first quarter so far, "the activity level is better than at the same time in 1968, but the initial dollar volume was not as great as we anticipated." However, he said that this is being corrected by a last minute spurt in buying.

A rep with a small list of stations in major markets reported business up an average of 15% for the fourth quarter and for the year. A spokesman conceded that "although we're sorry to honestly admit it, we have to credit the economy with it climbing the way it is. Business is so good we couldn't louse it up if we tried."

Projections for both the first quarter of 1969 and the year are reported to "look very good." The spokesman said that in addition to expectations that VHF spot sales will continue to rise, there also is major encouragement from the rep's list of five large market UHF stations "which have been rising steadily

in their markets."

The spot TV sales organization of one network described 1968 as "fantastic," with sales up over the previous year "by better than 10%."

Fourth-quarter sales, more than 20% above the same 1967 period, were "the highest we've had in our history," according to a spokesman. The high percentage gains for the year were laid primarily to recovery from 1967.

Although 1969 is expected to be "good," he said that first-quarter sales were "coming in very slowly." He ascribed this to a tendency "that's been growing every year to buy later and later."

The vice president in charge of sales for a leading station representative characterized 1968 as an "excellent year" with sales topping 1967 volume by an approximate 12%. He attributed the rise to confidence in the economy by

advertisers following a sluggish 1967.

Fourth-quarter sales were running about 15% ahead of last year, he reported, and based on January business to date, he was looking forward to a "very good first quarter in 1969." He was optimistic that 1969 as a whole will be an improvement over 1968, which, he pointed out, was "only slightly better than 1966."

The president of a major representative company said sales had risen by an estimated 19% in 1968 over 1967, but he stressed that a more realistic comparison would be with 1966.

"We are only slightly over 1966," he pointed out. "Let's face it, 1967 was a disastrous year and it was expected that we would fare better in 1968. We're delighted that business has improved. We fully expect that the momentum of 1968 will carry over into 1969 and we're projecting a gain of 8% to 9% for

Broadcast financial data of 3 national television networks and 619 TV stations, 1967 (in millions of dollars)

Item	Networks	% Change from Previous Year	15 Owned and Operated TV Stations	% Change from Previous Year	604 Other TV Stations	% Change from Previous Year	Total 3 Networks and 619 Stations	% Change from Previous Year
A. Revenues from the sale of time:								
1. Network time sales to advertisers	606.9	(1.2)	—	—	—	—	—	—
2. Deductions from network revenue from sale of time to advertisers:								
a. Paid to owned and operated stations	40.7	0.2	—	—	—	—	—	—
b. Paid to affiliated stations	202.5 ¹	0.7	—	—	—	—	—	—
Total participation by others (excluding commissions) in revenue from sale of network time	243.2	0.7	—	—	—	—	—	—
3. Total retentions from sale of network time	363.7	(2.4)	40.7	0.2	205.2 ¹	0.8	609.6	(1.2)
4. Nonnetwork time sales:								
a. National and regional advertisers	—	—	228.8	(0.9)	642.9	0.3	871.7	0.0
b. Local advertisers	—	—	37.4	7.8	327.9	5.2	365.3	5.5
Total nonnetwork time sales	—	—	266.2	0.2	970.8	1.9	1,237.0	1.6
5. Total time sales	363.7	(2.4)	306.9	0.2	1,176.0	1.7	1,846.6	0.6
6. Deduct—Commissions to agencies, representatives, etc.	90.9	(0.9)	50.3	(0.2)	172.4	0.1	313.6	(0.2)
7. Net time sales	272.8	(2.8)	256.6	0.3	1,003.6	2.0	1,533.0	0.8
B. Revenues from incidental broadcast activities:								
a. Talent and programs	637.0	9.3	1.0	(9.1)	9.3	0.0	647.3	9.1
b. Sundry broadcast revenues	43.5	7.9	5.7	3.6	45.9	5.5	95.1	6.5
Total from incidental broadcast activities	680.5	9.2	6.7	1.5	55.2	4.5	742.4	8.8
C. TOTAL BROADCAST REVENUES	953.3	5.5	263.3	0.3	1,058.8	2.1	2,275.4	3.3
D. TOTAL BROADCAST EXPENSES	897.5	8.8	159.0	3.0	804.3	10.1	1,860.8	8.8
E. BROADCAST INCOME (before federal income tax)	55.8	(29.1)	104.3	(3.5)	254.5	(16.9)	414.6	(15.9)

¹ Total retentions from sale of network time of \$205.2 million by 604 other TV stations includes revenues received from miscellaneous TV networks in addition to receipts from the 3 national TV networks.

Number of UHF television stations reporting profit or loss by volume of total broadcast revenues, 1967¹ (in thousands of dollars)

	Total number of stations reporting	Number of stations reporting profits	Number of stations reporting profits of:					Number of stations reporting losses	Number of stations reporting losses of:					
			\$300 and Over	\$200 to \$300	\$100 to \$200	\$50 to \$100	Less than \$50		Less than \$50	\$50 to \$100	\$100 to \$200	\$200 to \$400	\$400 and Over	
Revenues of:														
\$1,000-\$2,000	26	19	1	9	6	3	7	1	1					5
\$800-\$1,000	9	6	1		3	1	3	1						1
\$600-\$800	11	4		1	2	1	7	2	2	1				2
\$400-\$600	19	8			4	4	11	3	2	1		4		1
\$200-\$400	18	4			1	3	14	5	2	2		1		4
\$100-\$200	12	3				3	9	3	4	1		1		
Less than \$100	10						10	4	2	2		1		1
Totals	105	44	2	10	11	7	14	19	13	8	7	1	14	

¹ Excludes part-time stations and satellite stations. Profits are before federal income tax.

this year."

He said that every month but August had shown a gain over the comparable month of 1967 and the fourth quarter of 1968 was "particularly strong."

The vice president and sales director of a large representative firm estimated that sales in 1968 jumped by an average of 15% over-all at the stations his company represents, though he pointed out there are variations, depending on the market. All stations have shown gains over 1967, but some gained more than others, he noted.

Fourth-quarter sales ran "very strong" and the first quarter of 1969 seemed, improved over the first quarter of 1968, though activity has not been especially brisk. He preferred not to make a prognosis for 1969 as a whole but he said there is reason for optimism.

He characterized 1968 as "a come-back year" from 1967 when advertisers were in a period of readjustment, cutting back on expenditures in all media. He offered the view that advertisers probably felt they had reduced advertising expenses too drastically in 1967 and decided to step up their activities substantially in 1968.

A spokesman for another major TV rep estimated a spot sales increase of 15% in 1968 over 1967. The fourth quarter was even more encouraging, with an 18% increase over 1967's fourth quarter. He described the 1969 first-quarter outlook as "off now, as far as business on the books goes, but we're very optimistic." He expects an 8% increase in the first quarter of 1969, compared to first-quarter 1968. A 7% increase over this year's sales is anticipated in 1969 as a whole. He cited the increased use of 30-second spots, increased color penetration, and new brand intro-

(Continued on page 50)

Broadcast expenses of 3 networks² and TV stations in 1967¹ (in thousands of dollars)

	Networks	15 network owned and operated TV stations	532 other TV stations	Total 3 networks and 547 TV stations
Technical	\$40,125	\$23,103	\$118,300	\$181,528
Program	758,806	85,323	323,889	1,168,018
Selling	29,658	24,239	91,349	145,246
General and administrative	68,883	26,382	255,737	351,002
Total broadcast expenses	897,472	159,047	789,275	1,845,794

Number of television stations reporting profit or loss by amount of profit or loss, 1967¹

Item	Total		Network Affiliated		Independent	
	VHF	UHF	VHF	UHF	VHF	UHF
Total number of stations reporting	449	105	424	79	25	26
Number of stations reporting profits	374	44	356	42	18	2
Profitable stations as percent of total	83.3	41.9	84.0	53.2	72.0	7.7
Number of stations reporting losses	75	61	68	37	7	24
Unprofitable stations as percent of total	16.7	58.1	16.0	46.8	28.0	92.3
Number of stations reporting losses of:						
Less than \$10,000	9	3	8	2	1	1
10,000- 25,000	11	6	11	5	—	1
25,000- 50,000	7	10	6	7	1	3
50,000-100,000	14	13	14	9	—	4
100,000-200,000	13	8	12	6	1	2
200,000-400,000	11	7	10	5	1	2
400,000 and over	10	14	7	3	3	11

¹ Excludes part-time stations and satellite stations. Profits are before federal income tax.

Number of VHF television stations reporting profit or loss, by volume of total broadcast revenues, 1967¹ (in thousands of dollars)

Revenues of:	Total number of stations reporting	Number of stations reporting profits	Number of stations reporting profits of:										Number of stations reporting losses	Number of stations reporting						
			\$5,000 and over	\$3,000 to \$5,000	\$1,500 to \$3,000	\$1,000 to \$1,500	\$600 to \$1,000	\$400 to \$600	\$200 to \$400	\$100 to \$200	\$50 to \$100	Less than \$50		Less than \$50	\$50 to \$100	\$100 to \$200	\$200 to \$400	\$400 and over		
Over \$10,000	24	24	16	5	2	1														
\$8,000-\$10,000	10	10	1	6	1	2														
\$6,000-\$8,000	9	8		3	5								1							1
\$4,000-\$6,000	44	44	2	27	11	4														
\$3,000-\$4,000	33	33		6	13	8	1	4	1											
\$2,000-\$3,000	43	41			4	14	7	10	4	1	1	2								1
\$1,500-\$2,000	45	41				3	10	21	4	1	2	4								
\$1,000-\$1,500	71	60				1	3	31	14	5	6	11								4
\$800-\$1,000	50	43						19	13	6	5	7								2
\$600-\$800	38	30						5	5	8	12	8								1
\$400-\$600	38	22							1	6	3	12								2
\$200-\$400	29	13									5	8								2
\$100-\$200	6	2										2								
Less than \$100	9	3																		
Totals	449	374	17	16	41	28	33	21	91	47	29	51	6	27	14	13	11	10		

¹ Excludes part-time stations and satellite stations. Profits are before federal income tax.

FCC's reports of TV market revenue for 1967 compared to 1966¹

Markets	No. stations reporting	Total 1967 revenues ² (000)	Total 1967 expenses (000)	Total 1967 income ³ (000)	Network			Spot ⁴			Local ⁵		
					1967 (000)	1966 (000)	Gain or loss (000)	1967 (000)	1966 (000)	Gain or loss (000)	1967 (000)	1966 (000)	Gain or loss (000)
Albany-Schenectady-Troy, N.Y.	3	\$8,618	\$5,910	\$2,708	\$2,113	\$2,013	\$100	\$5,553	\$5,480	\$73	\$2,226	\$2,144	\$82
Albuquerque, N.M.	3	3,336	3,009	327	852	774	78	1,136	1,327	(191)	1,741	1,809	(68)
Amarillo, Tex	3	2,782	3,139	(358)	603	649	(46)	866	1,055	(189)	1,484	1,350	134
Anchorage	3	933	965	(32)	191	*	—	156	*	—	593	*	—
Atlanta	4 ²	14,324	9,196	5,128	2,220	2,204	16	9,986	10,050	(64)	4,419	4,185	234
Bakersfield, Calif.	3	1,885	2,170	(285)	573	552	21	544	630	(86)	749	884	(135)
Baltimore	4 ²	15,938	10,016	5,922	2,618	2,650	(32)	11,339	11,102	237	4,349	4,383	(34)
Bangor, Me.	3	1,634	1,761	(128)	659	667	(8)	400	431	(31)	648	663	(15)
Beaumont-Port Arthur, Tex.	3	2,448	2,382	66	706	686	20	959	1,017	(58)	1,046	1,111	(65)
Binghamton, N.Y.	3	3,007	2,221	786	1,002	942	60	1,093	1,224	(131)	1,196	1,081	115
Birmingham, Ala.	3	8,279	3,772	4,507	2,564	2,444	120	4,696	4,766	(70)	2,105	2,193	(88)
Boston	5	37,112	21,850	15,261	4,899	4,944	(45)	30,918	29,087	831	9,096	8,756	340
Buffalo, N.Y.	3	16,255	9,190	7,065	2,798	2,951	(153)	12,437	12,127	310	4,039	3,661	378
Cedar Rapids-Waterloo, Io	3	4,032	3,559	473	1,071	1,091	(20)	2,062	2,090	(28)	1,275	998	277
Charleston, S.C.	3	2,353	2,086	267	777	801	(24)	569	609	(40)	1,146	1,072	74
Charleston-Oak Hill-Huntington, W.Va.-Ashland, Ky.	4	6,437	4,022	2,415	2,175	2,129	46	2,507	2,911	(404)	2,205	1,843	362
Charlotte, N.C.	3 ²	8,629	6,195	2,434	2,261	2,290	(29)	4,401	4,474	(73)	2,254	2,070	184
Chattanooga	3	2,929	2,321	607	859	865	(6)	1,170	1,256	(86)	1,130	1,151	(21)
Chicago	6	75,903	51,764	24,140	7,770	7,776	(6)	64,664	61,822	2,842	13,031	11,863	1,168
Cincinnati	3	13,479	8,386	5,093	2,651	2,754	(103)	8,439	9,026	(587)	3,493	3,438	55
Cleveland	3	30,749	14,900	15,850	4,636	4,447	189	20,856	20,256	600	7,516	6,141	275
Colorado Springs-Pueblo, Colo.	3	2,052	1,975	77	552	540	12	942	953	(11)	847	860	(13)
Columbia, S.C.	3	2,865	1,897	968	688	663	25	1,492	1,433	59	989	914	75
Columbus, Ohio	3	12,139	7,553	4,585	1,749	1,868	(119)	7,691	7,208	483	4,501	4,272	229
Corpus Christi, Tex.	3	2,024	1,867	157	591	609	(18)	682	780	(99)	942	922	19
Dallas-Fort Worth	5	20,904	13,784	7,120	2,888	2,929	(41)	13,507	14,021	(514)	6,611	6,265	346
Davenport, Iowa-Rock Island-Moline, Ill.	3	4,360	3,985	375	1,550	1,661	(111)	2,132	2,287	(155)	1,017	901	116
Dayton, Ohio	4	9,290	5,438	3,852	2,291	2,201	90	4,344	4,645	(301)	3,753	3,240	517
Denver	4	11,346	9,683	1,663	1,597	1,620	(23)	7,447	7,060	387	3,382	3,052	330
Des Moines-Ames, Iowa	3	4,953	4,633	320	1,164	1,192	(28)	2,775	2,982	(207)	1,606	1,458	148
Detroit	4	31,175	18,426	12,750	5,254	5,460	(206)	23,371	21,794	1,577	7,194	7,106	88
Duluth, Minn.-Superior, Wis.	3	2,942	2,765	177	1,032	1,056	(24)	1,143	1,181	(38)	828	849	(21)
El Paso	3	2,654	2,804	(150)	531	538	(7)	821	921	(100)	1,455	1,294	161
Erie, Pa.	3	2,355	2,181	174	902	931	(29)	754	780	(26)	914	818	96
Evansville, Ind.	3	3,174	2,862	312	842	855	(13)	1,180	1,315	(135)	1,385	1,211	174
Fargo-Valley City, N.D.	3	3,009	3,118	(109)	877	878	(1)	876	942	(66)	1,238	1,068	170
Flint-Saginaw-Bay City, Mich.	3	5,860	5,308	552	1,373	1,440	(67)	3,279	3,596	(317)	2,042	1,786	255
Fort Wayne, Ind.	3	3,455	2,861	595	817	853	(36)	1,641	1,751	(110)	1,353	1,086	267
Fresno-Hanford-Visalia, Calif.	5	4,359	4,219	140	969	978	(9)	2,400	2,790	(390)	1,550	1,637	(87)
Grand Rapids-Kalamazoo, Mich.	3	8,991	5,615	3,376	2,121	2,184	(63)	5,224	5,489	(265)	1,890	1,558	332
Green Bay, Wis.	3	4,166	3,720	446	1,188	1,172	16	1,839	1,679	(160)	1,249	1,167	82
Greensboro-High Point-Winston Salem, N.C.	3	5,592	4,280	1,312	1,554	1,576	(22)	2,899	2,886	13	1,737	1,692	45
Greenville-Washington-New Bern, N.C.	3	2,823	2,472	351	906	912	(6)	1,069	1,210	(141)	959	891	68
Greenville-Spartanburg, S.C.-Asheville, N.C.	3	5,395	3,414	1,981	1,337	1,273	64	3,235	2,709	526	1,445	1,611	166
Harrisburg-Lancaster-York-Lebanon, Pa.	5	6,128	4,383	1,745	1,737	1,800	(63)	3,403	3,362	41	1,882	1,761	121
Hartford-New Haven-New Britain-Waterbury, Conn.	5	15,422	8,546	6,876	2,532	2,644	(112)	11,819	12,155	(236)	3,194	2,378	816
Hilo, Hawaii	3	—	—	—	—	—	—	—	—	—	—	—	—
Honolulu	4	5,301	6,928	(1,627)	687	746	(59)	1,687	1,584	103	3,117	3,057	60
Houston-Galveston, Tex.	4	16,031	10,914	5,116	2,359	2,443	(84)	11,628	11,361	267	4,324	3,540	884
Huntsville-Decatur, Ala.	3	1,322	1,151	170	302	226	76	515	481	34	628	—	—
Idaho Falls-Pocatello, Ida.	2	—	—	—	—	—	—	—	—	—	—	—	—
Indianapolis-Bloomington, Ind.	4	16,936	10,414	6,522	2,221	2,338	(117)	10,763	11,337	(574)	6,209	680	5,529
Jacksonville, Fla.	3	5,903	4,835	1,068	1,315	—	—	3,933	—	—	1,590	—	—
Johnstown-Altoona, Pa.	3	4,048	2,607	1,441	1,531	1,514	17	1,827	1,883	(56)	926	865	61
Joplin, Mo.-Pittsburg, Kan.	3	1,855	1,427	429	610	—	—	894	—	—	449	—	—
Kansas City, Mo.	3	13,071	8,016	5,055	2,201	2,279	(78)	9,688	9,750	(62)	3,336	3,341	(5)
Knoxville, Tenn.	3	3,930	3,014	916	1,064	1,017	47	2,110	2,197	(87)	1,168	1,018	150
Las Vegas-Henderson, Nev.	3	1,949	1,952	(3)	279	243	36	290	425	(135)	1,359	1,743	(384)
Lincoln-Hastings-Kearney, Neb.	5	3,185	2,704	481	955	1,029	74	1,222	1,373	(151)	1,178	1,095	83
Little Rock, Ark.	3	4,389	4,116	273	931	895	36	1,966	1,835	131	1,901	1,852	49
Los Angeles	11	92,636	65,993	26,643	8,175	8,135	40	82,824	83,158	(334)	20,460	20,587	(127)
Louisville, Ky.	3	8,065	6,060	2,005	1,950	2,023	(73)	4,396	4,810	(414)	2,675	2,444	231
Lubbock, Tex.	2	—	—	—	—	—	—	—	—	—	—	—	—
Madison, Wis.	3	2,926	2,216	709	757	735	22	1,593	1,503	90	822	847	(25)

Markets	No. stations reporting	Total 1967 revenues ² (000)	Total 1967 expenses (000)	Total 1967 income ³ (000)	Network			Spot ⁴			Local ⁴		
					1967 (000)	1966 (000)	Gain or loss (000)	1967 (000)	1966 (000)	Gain or loss (000)	1967 (000)	1966 (000)	Gain or loss (000)
Memphis	3	8,066	4,933	3,133	1,901	1,934	(33)	4,376	4,742	(376)	2,585	2,138	447
Miami	4	16,172	10,439	5,733	2,143	2,082	61	11,430	11,412	28	4,034	3,808	226
Milwaukee	4	14,426	10,261	4,166	2,501	2,512	(11)	9,502	9,576	(74)	4,744	4,017	627
Minneapolis-St. Paul	4	18,754	13,950	4,804	2,710	2,727	(17)	10,467	10,727	(260)	7,277	6,652	625
Mobile, Ala.-Pensacola, Fla.	3	3,556	3,144	413	1,052	1,095	(43)	1,650	2,021	(371)	1,277	1,190	87
Monroe, La.-El Dorado, Ark.	2	—	—	—	—	—	—	—	—	—	—	—	—
Montgomery, Ala.	3	2,233	1,890	342	654	647	7	916	1,004	(88)	880	982	(102)
Nashville	3	7,259	5,846	1,413	1,607	1,607	0	3,556	3,721	(165)	2,926	2,800	126
New Orleans	4#	10,463	8,520	1,943	1,797	1,912	(215)	5,971	6,065	(94)	4,336	4,429	(93)
New York	7	129,484	85,312	44,172	15,552	15,321	231	115,708	111,144	4,564	14,201	12,779	1,422
Norfolk-Portsmouth-Newport News-Hampton, Va.	3	6,292	5,352	940	1,632	1,657	(25)	2,473	2,777	(304)	2,575	2,359	216
Odessa-Midland-Monahans, Tex.	3	1,964	2,167	(203)	502	430	72	726	734	(8)	753	837	(84)
Oklahoma City-Enid	4#	8,057	6,528	1,529	1,782	1,769	13	5,572	6,020	(448)	1,820	1,876	(56)
Omaha	3	6,372	5,328	1,044	1,694	1,631	63	3,351	3,251	100	1,894	1,797	97
Orlando-Daytona Beach, Fla.	3	4,744	3,802	943	1,158	1,118	40	2,551	2,574	(24)	1,698	1,545	153
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	3	3,032	1,963	1,069	1,026	1,014	12	1,524	1,506	18	641	615	26
Peoria, Ill.	3	3,609	3,652	(43)	910	915	(5)	1,447	1,415	32	1,618	1,563	55
Philadelphia	6	45,042	30,415	14,626	6,491	6,785	(294)	36,389	35,318	1,071	10,414	9,648	766
Phoenix-Mesa	5-	8,097	6,844	1,253	1,108	1,085	23	4,695	4,598	97	3,323	3,269	54
Pittsburgh	3	22,723	14,353	8,370	4,060	4,144	(84)	16,981	18,122	(1,141)	5,805	5,890	(85)
Portland, Ore.	4	10,513	8,567	1,946	1,997	2,012	(15)	7,126	7,345	(219)	3,055	3,076	(21)
Portland-Poland Spring, Me.	3	3,823	3,911	(88)	1,145	1,230	(85)	1,932	1,853	79	1,145	1,231	(86)
Providence, R.I.-New Bedford, Mass.	3	8,603	7,717	886	2,111	2,150	(39)	5,983	6,175	(192)	1,949	1,999	(50)
Reno	3-	1,447	1,754	(307)	366	—	—	292	—	—	829	—	—
Richmond-Petersburg, Va.	3	4,580	3,768	813	1,253	1,322	(69)	2,116	2,244	(128)	1,785	1,518	267
Roanoke-Lynchburg, Va.	4	3,589	3,540	50	1,167	1,165	2	1,427	1,359	68	1,288	1,261	27
Rochester, N.Y.	3	5,845	5,129	716	1,551	1,609	(58)	2,783	3,065	(282)	2,250	2,061	189
Rochester-Austin, Minn.-Mason City, Iowa	3	2,141	1,716	424	696	684	12	618	705	(87)	897	848	49
Rockford-Freeport, Ill.	3	3,357	3,115	242	1,216	1,221	(5)	918	899	19	1,329	1,253	76
Sacramento-Stockton, Calif.	3	10,353	8,386	1,967	1,752	1,771	(19)	7,266	7,874	(608)	3,037	3,001	36
Salt Lake City-Ogden-Provo	3	6,371	5,778	593	1,224	1,180	44	3,031	3,158	(127)	2,550	2,288	262
San Antonio, Tex.	4	6,534	5,418	1,116	1,403	1,415	(12)	3,377	3,539	(162)	2,788	2,474	314
San Diego	2	7,130	5,601	1,529	1,277	—	—	4,064	—	—	1,874	—	—
San Francisco-Oakland	4	41,338	22,717	18,621	4,377	4,444	(67)	34,985	33,393	1,592	8,657	10,276	(1,619)
San Juan-Caguas, P.R.	5#	7,890	7,683	207	1,826	1,888	(62)	3,804	3,841	(37)	1,472	769	703
Seattle-Tacoma	5	14,714	10,689	4,025	2,304	2,355	(51)	10,091	10,728	(637)	4,783	4,336	447
Shreveport, La.-Texarkana, Tex.	3	3,962	3,679	283	1,113	1,114	(1)	1,954	2,212	(258)	1,390	1,456	(66)
Sioux City, Iowa	3#	2,245	2,956	(711)	958	—	—	760	—	—	722	—	—
South Bend-Elkhart, Ind.	3	2,958	2,618	340	750	791	(41)	1,314	1,256	58	1,139	887	252
Springfield-Decatur-Champaign-Urbana-Danville, Ill.	5	5,724	4,558	1,166	1,275	1,263	12	2,591	2,702	(111)	2,329	2,160	169
Spokane, Wash.	3	3,796	3,550	246	1,078	1,086	(8)	2,125	2,338	(213)	1,119	1,173	(54)
St. Louis	4	18,919	13,246	5,672	3,109	3,217	(108)	15,289	15,438	(149)	3,773	3,592	181
Syracuse, N.Y.	3	7,800	5,413	2,386	1,855	1,875	(20)	5,431	5,583	(152)	1,781	1,643	138
Tampa-St. Petersburg, Fla.	4	9,225	7,072	2,153	1,723	1,731	(8)	6,066	6,219	(153)	2,886	2,774	112
Toledo, Ohio	3	7,473	6,082	1,391	2,210	—	—	3,849	—	—	2,361	—	—
Tucson, Ariz.	4#	2,562	3,113	(551)	539	511	28	952	1,011	(59)	1,381	1,332	49
Tulsa, Okla.	3	5,752	4,964	788	1,315	1,308	7	3,327	3,764	(437)	1,888	1,903	(15)
Wailuku, Hawaii	1	*	*	*	*	—	—	—	—	—	—	—	—
Washington	6	24,515	19,680	4,835	3,065	3,068	(3)	19,049	17,955	1,094	4,137	4,093	44
Wichita Falls, Tex.-Lawton, Okla.	3	2,381	2,082	299	650	615	(35)	651	889	(238)	1,188	1,104	84
Wichita-Hutchinson, Kan.	3	4,857	4,017	840	1,206	1,431	(225)	2,116	2,344	(228)	1,855	2,026	(171)
Wilkes-Barre-Scranton, Pa.	3	4,078	3,606	472	1,170	1,215	(45)	1,908	2,058	(150)	1,449	1,296	153
Youngstown, Ohio	3	2,818	2,654	164	755	766	(11)	1,301	1,298	3	828	802	26
TOTALS:													
Markets of three or More stations	403	\$1,193,870	\$853,629	\$340,241	\$206,962	—	—	\$825,732	—	—	\$315,102	—	—
Markets of less than three stations	168	\$128,242	\$109,705	\$18,537	\$38,919	—	—	\$46,009	—	—	\$49,706	—	—
All Markets	285	\$1,322,122	\$963,334	\$358,778	\$245,881	—	—	\$871,741	—	—	\$364,807	—	—

¹ Before commission to agencies, representatives and others.

⁴ One station operated for only part of the year.

² Total time sales less commissions, plus talent and program sales.

^{*} Data withheld to maintain confidentiality of individual station figures

³ Before Federal Income Tax.

Figures in parentheses indicate loss.

Broadcast revenues, expenses, and income of television networks and stations, 1966-1967 (in millions of dollars)

	1967	1966	% Change 1966-1967
BROADCAST REVENUES			
3 networks	\$ 953.3	\$ 903.9	5.5
15 network owned and operated stations	263.3	262.4	0.3
All other stations			
471 VHF	989.9	976.9	1.3
133 UHF	68.9	59.8	15.2
Subtotal	1,058.8	1,036.7	2.1
INDUSTRY TOTAL	\$2,275.4	\$2,203.0	3.3
BROADCAST EXPENSES			
3 networks	\$ 897.5	\$ 825.2	8.8
15 network owned and operated stations	159.0	154.3	3.0
All other stations			
471 VHF	717.7	663.5	8.2
133 UHF	86.6	67.1	29.1
Subtotal	804.3	730.6	10.1
INDUSTRY TOTAL	\$1,860.8	\$1,710.1	8.8
BROADCAST INCOME (before federal income tax)			
3 networks	\$ 55.8	\$ 78.7	(29.1)
15 network owned and operated stations	104.3	108.1	(3.5)
All other stations			
471 VHF	272.2	313.5	(13.2)
133 UHF	(17.7)	(7.4)	—
Subtotal	254.5	306.1	(16.9)
INDUSTRY TOTAL	\$ 414.6	\$ 492.9	(15.9)

Note: Data are for 3 networks and 608 stations in 1966, and 3 networks and 619 stations in 1967.

(Continued from page 47)

ductions as reasons for renewed spot sales in 1968.

The vice president and sales director of a group-owned company reported that sales had climbed by about 20% at each of the stations represented, with a large portion of the gains achieved in the second, third and fourth quarters.

He said the fourth quarter represented "a very substantial gain" over the corresponding period of 1967. There hasn't been sufficient activity as yet to gauge prospects for the first quarter of 1969, he pointed out.

He pointed to a potentially depressing factor in 1969: the second quarter of 1968 was "particularly good" for spot TV, he observed, because network time was sold out early and spot received some extra spill-over. He could not project whether this circumstance would recur in 1969.

"The networks have had a good 1968 and, when they do well, we do well." So said the head of TV sales for a rep firm specializing in major markets. He estimated the 1968 increase to be between 15% and 20%. The fourth quarter was about 15% above fourth-quarter 1967. He anticipated that same 15% increase for the first quarter of 1969 compared to the first quarter of last year. Of 1969 as a whole, he said: "We are optimistic for the first half, and for the second half we don't know." Two factors, he believes, contributed to a good business year, the general economy and the fact that the networks sold out.

Sales were up 4% in 1968 at another firm with a short, but big, market list,

according to a company spokesman. Fourth-quarter sales were up 6% over that "devastating fourth quarter last year." The firm expects sales to be up 7% in the first quarter of 1969, compared to last year's first quarter. The reason for the 1968 increase, according to the spokesman: "We hustled."

The record of '67; costs up, income down

For the second time in a decade, television profits turned downward in 1967; TV broadcasters registered \$414.6 million as income before federal income taxes. This was 15.9% less than 1966's \$492.9 million.

The only other time this happened in the last 10 years was in 1961, when TV broadcasters reported profits of \$237 million, down from 1960's \$244.1 million.

Total revenues and expenses as well as total and local time sales, however, were up. Network time sales were down; national spot remained even.

These are the highlights of the 1967 TV financial figures issued by the FCC last week about four months later than usual. A skeleton report, on network figures, was issued last April, and reports on the top-10 and the top-50 markets were issued last September and October.

Total broadcast revenues for the three TV networks, their 15 owned stations and 604 other stations reached \$2,275.4 million in 1966—up 3.3% from 1966's \$2,203 million.

Expenses also went up; 1967's \$1,-

860.8 million was 8.8% higher than 1966's \$1,710.1 million.

On total revenues, the three TV networks took in 5.5% more in 1967 than in 1966—\$953.3 million compared to \$903.9 million; profits slipped a deep 29.1%—\$55.8 million in 1967 compared to \$78.7 million in 1966.

The 15 network-owned stations boosted revenues barely, a 0.3% rise, to \$263.3 million in 1967 compared to \$262.4 million in 1967. Profits slipped by 3.5%, with \$104.3 million in 1967 compared to \$108.1 million in 1966.

The revenues of the 604 other TV stations inched up 2.1% to \$1.05 billion in 1967 compared to \$1.03 billion in 1966. Profits dropped a sharp 16.9% to \$245.5 million in 1967 vs. \$306.1 million in 1966.

In time sales, the total in 1967 was \$1.84 billion—with network sales accounting for \$609.6 million, down by 1.2%; national spot, \$871.7 million, no change, and local \$365.3 million, up 5.5%.

The 133 UHF stations did better in revenues in 1967, but heavier expenses drove losses higher. Revenues for the year totaled \$68.9 million, up 15.2% over 1966's \$59.8 million. Losses in 1967 totaled \$17.7 million compared to losses in 1966 of \$7.4 million. In 1966 there were only 114 such UHF stations.

Of the 148 stations reporting profits in 1967, 374 were VHF, with 356 of these affiliated with a network. Of the 44 UHF stations reporting a profit, 42 were network-affiliated.

Seventeen stations, all VHF, reported profits of \$5 million or more. Of these, 16 were network affiliated and one was independent.

Of the 136 stations reporting losses, 75 were VHF and 61 UHF. Sixty-eight of the VHF's and 37 of the UHF's were network affiliated. Of the 31 independents reporting losses, seven were VHF and 24 UHF.

Twenty-four stations reported losses of \$400,000 or more; 10 of these were VHF and 14 UHF. Seven VHF and three UHF were affiliated with networks, three VHF and 11 UHF were independents.

Reporting revenues of over \$10 million in 1967 were 24 VHF stations, with 16 of these stations reporting profits before federal income tax of \$5 million or more. One station that had revenues of \$6 million to \$8 million reported losses of \$400,000 and more.

Of the 19 UHF stations with revenues of \$1 million to \$2 million that reported profits in 1967, one reported income of \$300,000 and over; nine, \$200,000 to \$300,000; six, \$100,000 to \$200,000, and three, less than \$50,000. Seven UHF stations in that same revenue classification reported losses;

with five reporting losses of \$400,000 or more.

Expenses went up all along the line—to a total of \$1,845,794,000 in 1967 compared to \$1,710,122,000 in 1966. Technical expenses hit \$181,528,000, up from \$172,014,000; program expenses, \$1,168,018,000, from \$1,073,145,000; selling, \$145,246,000, from \$139,828,000, and general and administrative costs, \$351,002,000, from \$325,135,000.

Original investment in tangible broadcast property for 612 stations was figured at \$1,184,759,000; the depreciated figure was \$661,067,000. The networks and their 15 owned stations showed \$237,636,000 as original cost and \$147,334,000 as the depreciated figure. The 467 VHF stations had original costs of \$833,406,000 and depreciated costs of \$440,348,000; the 130 UHF stations were \$113,717,000 at original cost and \$73,385,000 at depreciated cost.

Of the 51,718 people employed by three networks and 612 stations as of Dec. 31, 1967, 45,206 were full-time employes.

TV stations reporting \$14,990,881 in payments to proprietors, partners or stockholders numbered 346. Two stations each paid \$300,000 or more under this category; their combined payments totaled \$795,713.

There were 136 stations reporting losses totaling \$32,725,028 in 1967.

Seventy-one reported payments totaling \$2,243,236 to proprietors, partners or stockholders, and 129 reported depreciation expenses totaling \$15,463,865. Twelve of the losing stations reported payments that alone exceeded the amount of their losses, while 64 reported payments and depreciation expense that individually or combined exceeded the amount of their losses.

In analyzing payments to stockholders, the FCC did not include dividends or other payments from surplus.

The shrinkage in the rate of TV growth is perhaps best exemplified in the figures for individual markets. The 403 stations reporting time sales of \$25,000 or more in 117 markets in 1967 showed total revenues of \$1,193,869,782. This is \$31,618,694 more than the time sales reported for 370 stations in 110 markets in 1966; the difference between 1965 and 1966 was \$136,620,000.

The top-10 markets in revenues, pretty much the same as the year before, were New York, seven stations, with \$129.5 million; Los Angeles, 11 stations, \$92.6 million; Chicago, six stations, \$75.9 million; Philadelphia, six stations, \$45 million; San Francisco-Oakland, four stations, \$41.3 million; Boston, five stations, \$37.1 million; Detroit, four stations, \$31.2 million; Cleveland, three stations, \$30.7 million; Washington, six stations, \$24.5 million, and Pittsburgh, three stations, \$22.7

million.

The extra profitable markets, where profits were over \$15 million, were New York, \$44.2 million; Los Angeles, \$26.6 million; Chicago, \$24.1 million; San Francisco-Oakland, \$18.6 million; Cleveland, \$15.8 million, and Boston, \$15.3 million.

But there were more than a score of special markets where profit before federal income taxes amounted to 33-1/3% or more of revenues. These were Atlanta, Baltimore, Birmingham (Ala.) Boston, Buffalo (N.Y.), Charleston-Oak Hill-Huntington (W.Va.)-Ashland (Ky.), Cincinnati, Cleveland, Columbus (Ohio), Dallas-Fort Worth, Dayton (Ohio), Detroit, Grand Rapids-Kalamazoo (Mich.), Greenville-Spartanburg (S.C.)-Asheville (N.C.), Hartford-New Haven-New Britain-Waterbury (Conn.), Indianapolis-Bloomington (Ind.), Johnstown-Altoona (Pa.), Kansas City (Mo.), Memphis, Miami, New York, Paducah (Ky.)-Cape Girardeau (Mo.)-Harrisburg (Ill.), Pittsburgh, San Francisco-Oakland.

In Birmingham and Cleveland profits were 50% of revenues.

There were however, 13 markets where expenses exceeded revenues; they were Amarillo, Tex.; Anchorage; Bakersfield, Calif.; Bangor, Me.; El Paso; Fargo-Valley City, N. D.; Las Vegas-Henderson, Nev.; Odessa-Midland-Monahans, Tex.; Peoria, Ill.; Portland-Poland Spring, Me.; Reno; Sioux City, Iowa, and Tucson, Ariz.

TheMedia

FCC gets second biggest merger

Metromedia, Transamerica set March 31, 1970 as cut-off date if approval still withheld

The \$300-million merger of Metromedia Inc. into Transamerica Corp. was put into the hands of the FCC last week when applications seeking FCC approval to the transfer of control of the 17 Metromedia broadcast stations was filed.

Although the documents spell out in great detail the terms of the proposed merger announced last fall (BROADCASTING, Oct. 14, 1968), there was one major surprise:

Metromedia is negotiating to buy an existing UHF television station. If it succeeds, and if Transamerica doesn't object, it may mean that Transamerica may have to sell the construction permit it holds through its United Artists sub-

sidary for KUAB(TV) (ch. 20) Houston in order to remain within the FCC's ownership limit of seven TV stations.

The UHF station was not identified in the applications filed at the FCC. Metromedia and Transamerica officials declined to comment on this move.

In spelling out its reasons for merging, Metromedia said it needs funds in order to expand its news, public-affairs and entertainment programming. It is aiming, it said, to provide independent stations, particularly UHF stations, with better syndicated programs in those three fields.

The agreement specifies that either party has the right to cancel the merger agreement after March 31, 1970, if the commission by then has not issued its

final approval order, or if conditions attached to the transfer grants are not acceptable to Transamerica.

The Metromedia-Transamerica merger is the second largest of a broadcast-oriented company into a conglomerate. The first was the ABC-ITT merger that was cancelled by ITT after the Department of Justice attacked the FCC approval in court. That merger started out as a \$379-million exchange of stock in December 1965. It rose to a \$661-million deal due to rising stock prices by the time ITT called it off on Jan. 1, 1968.

At a news conference in New York last October, John R. Beckett, president and chief executive officer of Transamerica, and John W. Kluge, chairman

and president of Metromedia, announced the agreement of both boards to the merger.

Stockholders of Metromedia, however, must approve the merger. They are scheduled to meet Feb. 14.

Under the terms of the agreement, Transamerica will exchange three-fourths of one of its common shares for each common share of Metromedia. Metromedia has 5,335,918 common shares outstanding. Also, as of Nov. 1, 1968, Metromedia held in reserve 234,574 common shares for issuance on conversion of 5% subordinated convertible notes, due Aug. 1, 1975; 527,611 shares for issuance upon conversion of 5½% subordinated convertible notes due Sept. 15, 1982; 56,987 shares for issuance on exercise of common-stock purchase warrants, and 301,855 shares reserved for issuance on the exercise of stock options to employees.

Also listed are an "indeterminate" number of common shares, with a market value at the time of issuance of \$1 million, to be paid to Gilman Kraft and George Korsen in connection with Metromedia's agreement last March to purchase a theater program publication in California.

Following the consummation of the Metromedia-Transamerica merger, Metromedia stockholders will own 13% of the parent company. Mr. Kluge is the largest single individual stockholder of Metromedia; he holds slightly over 9%.

As of Nov. 1, 1968, Transamerica had 29,700,458 shares of common stock outstanding, and 279,444 shares of 4½% convertible preferred stock outstanding, as well as 47,437 shares of \$4.80 convertible preferred stock outstanding. Reserved were 1,188,521 shares of common for issuance in connection with previous acquisitions, and 495,990 shares for issuance under that company's stock option plans.

Early next month, Transamerica plans a two-for-one stock split of outstanding common stock and at the same time plans to revise its authorized shares from 50-million common and 1.2 million preferred to 150-million common and five million of a new class of preference stock.

Transamerica's principal subsidiaries are Occidental Life Insurance Co. of California; United Artists Corp., Transamerica Insurance Co., Transamerica Title Insurance Co., Transamerica Land Capital Inc. and DeLaval Turbine Inc. Its assets exceed \$3 billion, and its 1967 revenues were \$1.1 billion. Consolidated net earnings in 1967 reached an all-time high of \$68.2 million, equal to \$2.78 a share. Through its United Artists subsidiary, Transamerica is the owner of WUAB(TV) (ch. 43) Lorain-Cleveland as well as the KUAB permit.

At the present time United Artists owns 100% of WUAB. An option for



A pensive trio, having paid a filing fee of \$1,650, eye the remainder of their seven cartons of Metromedia-Transamerica merger documents being received at the FCC. They are (l to r) Washington lawyers Harry M. Plotkin, representing Transamerica, Thomas J. Dougherty, Metromedia, and James R. Harvey, group vice president, Transamerica.

one-third ownership, however, is held by Ohio Radio Inc., one-time competitor for the TV grant there which dropped out before a comparative hearing. It has informed WUAB it intends to exercise that option (BROADCASTING, Dec. 23, 1968).

Following the merger Metromedia will be operated as an autonomous subsidiary of Transamerica. The agreement provides that Mr. Kluge will remain as chairman and president of Metromedia at his present salary. It also provides that his employment contract will be revised to change the date on which Mr. Kluge may elect to become a consultant to the company to five years after the effective date of the merger. Mr. Kluge's contract, which expires in 1976, provides for base compensation of \$150,000 in 1968, \$162,500 in 1969 and \$175,000 in 1970 and thereafter, plus incentive compensation of 4/10 of 1% of the consolidated operating profit before income taxes for the preceding year, provided such profit is \$11 million or more. The total of his basic and incentive compensation is limited to \$250,000 a year. In 1967, Mr. Kluge received \$186,028 in direct remuneration; he had \$65,975 as contributions by the company to its profit sharing plan.

This employment agreement permits Mr. Kluge to become a consultant to the company any time after Jan. 1, 1971, at annual pay of \$75,000 for a five-year period. This will be changed

under the agreement with Transamerica.

The merger contract also shows that Metromedia will pay not more than \$500,000 to Kuhn, Loeb and Co. and Eastman Dillon Union Securities and Co. for assistance and financial advice in connection with the merger.

Metromedia showed total assets of \$176.2 million as of Oct. 27, 1968, with \$55 million as current assets, \$77 million for plant and equipment and property, \$12.1 million for film licenses, \$4.2 million sundries and \$27.7 million as intangible assets. Current liabilities totaled \$31.1 million, long-term film licenses were listed at \$64.4 million, and retained earnings as of Dec. 30, 1967, were given as \$34.15 million. Net income for the 43 weeks ended Oct. 27 was given as \$8.5 million. Metromedia's gross revenues in 1967 were \$153.6 million, with net income before extraordinary items of \$7 million, or \$3.15 a share.

Metromedia now owns five TV stations (one of them UHF) six AM stations and six FM stations. It also owns Foster and Kleiser, outdoor advertising; Metro Transit Advertising and Mutual Transit Sales, Metromail, Ice Capades, Mt. Wilson Skyline Park, Metromedia Producers Corp., *Playbill* Magazine, Argyle Analearn Associates, Metromedia Music and Metromedia Records.

The broadcast group includes WNEW-AM-FM-TV New York; WTTG(TV) and WASH(FM) Washington; KLAC, KMET(FM) and KTTV(TV) Los Angeles; KNEW Oakland, Calif.; KSAN-FM and KNEW-TV (ch. 32) San Francisco; KMBC-TV Kansas City, Mo.; WCBM Baltimore; WIP and WMMR(FM) Philadelphia; and WHK and WMMR(FM) Cleveland. Also part of the broadcast group are Metro TV Sales and Metro Radio Sales, national sales representatives,

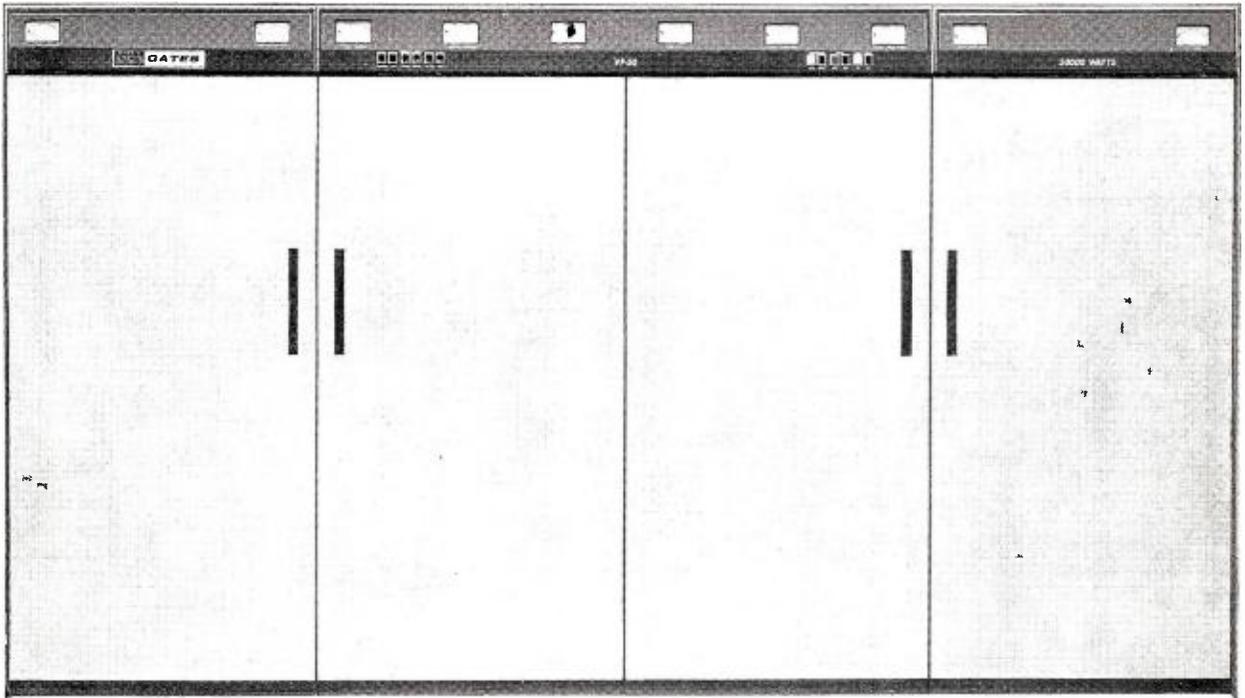
In its papers, Metromedia disclaimed any interest in WREP(TV) (ch. 25) Boston permit holder. Metromedia holds an option, for which it paid \$250,000, to purchase the station no later than three years after it commences operation. The station is still being built.

If the Boston station were counted against the Metromedia-Transamerica portfolio, it would result in the group having one television station over the FCC-permitted maximum of seven.

Other complications required Metromedia to ask for a waiver of the FCC's three-year rule, since it acquired KNEW and KSAN(FM) in 1966 and KNEW-TV and WASH(FM) in 1968. In that rule, the FCC said that a hearing would be necessary where a licensee sells a station he has held for less than three years.

It also asked for a waiver of the FCC's interim dupopoly policy, which provides that a single entity may own only a single broadcast service in a

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community.

In discussing these rules, Metromedia said the transfers are not within the spirit of the three-year regulation and are not what was contemplated in the interim duopoly policy. The transfers are not a sale or purchase of broadcast properties in the usual sense, Metromedia averred, and the merger will not result in any basic change in the operation of the Metromedia stations.

The company stressed, in an attachment to the application as reason for merging, that it has the knowledge and experience to do more programing, but that this is a risky business. Some of its programs (like *Truth or Consequences*) have been successful, it said; others have been disastrous. The *Woody Woodbury Show*, Metromedia said, has resulted in a \$900,000 loss.

The company said it believes it is in the best position of any independent operator to provide impetus to make UHF a success.

But at the present time Metromedia said it does not have enough venture capital to embark on such a course.

Through the merger with Transamerica, however, Metromedia said, it can immediately secure the resources to produce news, public-affairs and entertainment programs that would help make independent stations viable and

successful competitors to VHF network stations. The merger, it said, will permit spreading the risks of new and program production over a far larger group of stockholders.

Metromedia said it planned growth in three areas—radio news service (see page 37), TV news service and TV programing. All, however, are contingent on FCC approval of the merger.

Metromedia's radio service is capable of functioning as a limited network, the company said, pointing to its 10-man Washington bureau, plus correspondents in London, Paris and Saigon. This service, Metromedia said, now supplies an average of 300 reports a week; future plans call for offering the service to all independent broadcasters who sign for it. Metromedia has TV news bureaus in New York and Washington, and plans more packaged features by the addition of bureaus in Washington, London and on the West Coast.

The document also emphasizes that there will be complete separation between these news services and any other commercial or financial interests of the combined companies.

It noted that since the announcement of the merger, Metromedia's television production staff has proposed about a dozen series of TV shows—talk, celebrity, children, games—costing about

\$250,000 weekly, which can be provided for syndication if financing is available.

Pulitzer to purchase KOAT-TV for \$5 million

An application to sell KOAT-TV Albuquerque, N. M. (BROADCASTING, Dec. 9, 1968), to the Pulitzer Publishing Co. was filed at the FCC last week.

Pulitzer is seeking to buy the channel 7 ABC-TV affiliate for \$5 million from the Steinman station group. Pulitzer purchased KVOA-TV Tucson, Ariz., from Steinman last July for \$3 million. The Steinman group bought KVOA-TV and KOAT-TV in January 1963 for a combined price of \$3,250,000.

Pulitzer, which publishes the St. Louis *Post-Dispatch*, also owns KSD-AM-TV St. Louis.

The Steinman stations are WGAL-AM-FM-TV Lancaster, WKBO Harrisburg, WORK York, WEST-AM-FM Easton, all Pennsylvania; WDEL-AM-FM Wilmington, Del., and WTEV(TV) New Bedford, Mass.-Providence, R. I.

KOAT-TV, established in September 1953, has 73.5 kw visual and an antenna height above average terrain of 4,240 feet.

Kahn bullish on CATV despite the new rules

The restrictions proposed for the cable-TV industry by the FCC (BROADCASTING, Dec. 16, 1968) have done nothing to deter the optimism of at least one CATV owner and operator.

Irving B. Kahn, chairman and president of Teleprompter Corp., gave a bullish report on the state of the industry and his specific company to the Society of Security Analysts in New York Thursday (Jan. 2), noting that the new rules, "far from stifling CATV, invite the industry and particularly our company to take a giant stride forward."

The FCC "has for the first time acknowledged that we are a factor to be reckoned with—which is an accomplishment in itself," Mr. Kahn remarked. He pointed out that there is still "plenty of growth for existing systems," and that the "freeze" area in major markets,

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where there is a restriction on imported signals, has actually been reduced. He also noted that "far more restrictive 'freezes' in the television industry proved to materially increase, rather than depreciate the value of existing properties.

"We welcome proposed restrictions on cross-ownership of TV stations and CATV systems in the same market," Mr. Kahn said. "We believe that CATV should be able to develop as a separate but equal service, not a subsidiary to established communications media."

The FCC's encouragement of program origination "merely accelerates an interest we long have had," the CATV president declared, "and we plan to enter the programming area forcefully during 1969, both through acquisition of programming capabilities and through internal development."

The FCC reached no conclusion on regulating origination of commercials by CATV systems, but Mr. Kahn is optimistic in that area. He feels the type of commercial where an institution receives a credit line for sponsoring a program would be welcome, since this would make public-service programs for "little groups" available more often. "There's a Wall Street firm that wants to sponsor our stock quotations in this manner," he reported, "and we intend to apply for this type of commercial in Manhattan within 90 days." The New York City Board of Estimate recently prohibited commercial origination while allowing limited program origination (BROADCASTING, Dec. 23, 1968).

Changing Hands

Announced:

The following station sales were reported last week, subject to FCC approval (for other FCC activities see "For the Record," page 68).

▪ KRIO McAllen, Tex.: Sold by Jim R. Phillips, Jackson E. Cagle and others to Jack R. Crosby, Benjamin J. Conroy Jr. and others for \$725,000. Mr. Phillips is vice president of KNEI Brady, Tex. Mr. Cagle, as trustee, has interest in KRBC-AM-TV Abilene, Tex., KENM Portales, N. M., and KACB-TV San Angelo, Tex. Mr. Crosby has in-

terest in KTEO San Angelo and KROP Brawley, Calif. He also has interest in WXTV(TV) Paterson, N. J. Messrs. Crosby and Conroy have numerous CATV interests and Mr. Conroy owns KRME Hondo, Tex. KRIO is full time on 910 kc with 5 kw day and 1 kw night.

▪ KABH Midland, Tex.: Sold by Neil W. Shirley and Charles F. Johnson to Walton A. Foster, W. J. Duncan, Forrest A. Harding and Marvin C. Hanz for \$75,000. Messrs. Foster and Duncan own KWFR-AM-FM San Angelo, Tex. Mr. Harding is an attorney and a member of the Texas legislature. Mr. Hanz is an attorney and investor. KABH is a daytimer on 1510 kc with 500 w. Broker: Hamilton-Landis & Associates.

NCTA seeks assistance from FCC on CATV rules

The National Cable Television Association last week asked the FCC for temporary relief from the "automatic-stay provisions" of its CATV rules, pending resolution of the commission's rulemaking proceeding on cable policy.

In a petition filed with the commission, NCTA argued that existing and proposed CATV rules in effect grant a de facto license to a CATV system when it meets commission requirements. Under the proposed rules, NCTA said,

this quasi-license is granted "based upon a go-no-go policy"—in other words, upon a fixed standard of compliance which the system either meets or does not—in order to streamline administrative procedures and relieve the present backlog of petitions.

However, NCTA said, the commission "perhaps through inadvertence" kept in force its present automatic-stay provisions when it announced the proposed CATV rules and interim procedures last month (BROADCASTING, Dec. 16, 1968). According to NCTA, the stay is inconsistent with a go-no-go policy, frustrates the commission's attempt to relieve its CATV backlog, and is unfair to the parties in CATV proceedings, particularly those whose proposed operations are entirely consistent with the proposed rules. "It is, in effect, at least a temporary revocation of the de facto license," NCTA said.

The cable association contended that "the benefits of the automatic stay" could be maintained for a short period of time without undue delay of CATV service. As one alternative to present procedure, NCTA suggested that the stay be terminated within 30 days from the filing of a petition for special relief which invoked the automatic stay, if in that time the commission failed to find good cause for further delay. Thus, NCTA said, "in the

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event the proposed CATV service complies with the proposed rules and the commission's underlying go-no-go policy, the commission need do nothing and the CATV system could get into operation within a reasonable time." In other cases, NCTA suggested, the commission could extend the stay perhaps by delegated authority to the chief of its CATV task force.

Pocatello channel may change hands

An unusual contest in which a new applicant is seeking a television channel already occupied by an operating station has been set for hearing by the FCC.

At stake is channel 6 Pocatello, Idaho. The present occupant is KTLB (TV), which is seeking renewal of its license. It is unaffiliated and has suspended operations on several occasions since 1965 because of technical and financial difficulties.

The challenger is Eastern Idaho Television Corp., which is applying for a construction permit for a new station. Eastern Idaho's principals are also seeking a CP for channel 6 in Nampa, Idaho, in a comparative hearing in which they are opposing a group headed by actor Robert Taylor.

The licensee of KTLB is KBLO Inc., which is owned by the Granite District Radio Broadcasting Corp. That company, in turn, owns KNAK Salt Lake City and KBLI Blackfoot, Idaho. Principals of the company are Howard D. Johnson, 28.49%; Lucile M. Johnson, 28.47%, and Gage A. Anderson and family, 19.33%.

Eastern Idaho's principals are M. Walker Wallace, chairman and treasurer, 20%; James U. Lavenstein, president, 30%; and Daniel T. O'Shea, vice president, 29%. Mr. Lavenstein, a broadcast consultant in Salt Lake City, and Mr. O'Shea, vice president and 50% owner of Balboa Film Distributors Corp., are former CBS officials. Mr. Wallace of Salt Lake City has interests in insurance, real estate, banking, mining and ranching.

Alabama ETV's seek grants

By gubernatorial order, the Alabama Educational Television Commission, Birmingham, has been granted authority over educational radio, a new project of the state.

AETC General Manager Raymond D. Hurlbert said, "Alabama now will be eligible for grants from federal organizations . . . which make funds available to specifically designated state agencies."

The Alabama ETV Commission coordinates programming and technical operation of the state's eight ETV stations.

Nevada decision stirs CATV industry

Court rules CATV systems are essentially a local business and should be regulated as such

A Nevada federal court decision upholding state legislation that would subject CATV systems to public-utility-type regulation may provoke a cable industry-mounted challenge to that opinion.

The decision by the U. S. District Court for Nevada, written by District Judge Bruce Thompson for himself and two colleagues, dismissed contentions by cable operators TV Pix Inc. and Wells TV Inc. that state regulation of their businesses imposed an unconstitutional burden on interstate commerce and that Congress, through the FCC, had pre-empted such regulation. The court opinion would permit the Nevada Public Service Commission to issue certificates of public convenience and necessity to CATV's, require "just and reasonable rates," and "compel safe and adequate service and facilities."

The implications contained in the opinion are considered serious enough that what had been a civil matter between private parties, may soon be joined by the National Cable Television Association. NCTA is said to be actively considering whether to pursue the case on an industry-wide basis. "It's that important," said one source.

What the court has done is to knock out the underpinnings of a historic cable argument that was frequently presented before state legislatures mulling over possible CATV public-utility regulation. The industry position has been that federal regulation, reaffirmed by the U. S. Supreme Court last June (BROADCASTING, June 17, 1968), pre-empted local control over CATV because the service was found to be engaged in interstate commerce. An unfavorable opinion to CATV's in the Nevada case, it was conceded by some cable sources, would provide rough sledding in upcoming legislative sessions where PUC regulation is expected to be introduced.

Massachusetts is but one example where CATV public-utility regulation was successfully scuttled last year by cable interests, which offered much the same arguments as the Nevada cable operators (BROADCASTING, April 22, 1968 et seq.). But similar legislation is certain to be reintroduced this year.

The Nevada court indeed acknowledged that CATV (which it termed a "beneficial parasite") is in and is an "integral part" of interstate commerce, but determined that it constitutes the "last stage" of such commerce. CATV service is much more local than national in nature, the court said, because it involves the use of cable equipment

through the public streets, the awarding of local franchises, the selling of intrastate advertising and services, and the collecting of local intrastate fees.

"In this perspective," the court concluded, a CATV system "is essentially a local business and, in its impact on interstate commerce, is analogous to a local express or parcel delivery . . . organized to facilitate the final interstate delivery of goods to the named consignee. Appropriate state regulation of such primarily local facilities or services in interstate commerce, in the absence of federal legislative intervention, is not proscribed by the commerce clause of the Constitution."

State public utility regulation of CATV is not an area of the law "inherently requiring national uniformity," the court said. "It is settled that Congress, in enacting the federal Communications Act of 1934, did not intend absolute pre-emption of the field to the exclusion of all state regulation." And matters of quality of service and the rates CATV's charged were found by the court to be "subjects which lend themselves naturally to local control and supervision."

Although the court acknowledged that some day the FCC might undertake CATV public-utility-type regulation, it said it wasn't necessary to rule upon whether the commission might have the power to do so. "The possibility has been indicated," the court said, "that CATV may, in the years to come, become destructively competitive with live broadcasting. If this should occur, it may bring about more thorough federal regulation of community antenna companies to the exclusion of state regulatory bodies."

But the determinative question, the court said, was whether the commission had in fact regulated in this area. It concluded that "not only has the FCC failed to promulgate regulations concerning rates, quality of service and franchises of [CATV] companies, it has, through the years, sought to eschew legislative authority in this area."

Buffalo strike settled

A two-month strike at WBBM-TV Buffalo, N. Y., ended last week after about 90 cameramen, news editors, technicians and other employees returned to work. The employees, members of Local 25 of the National Association of Broadcast Employees and Technicians, voted in favor of a new, two-year contract that includes a \$10 weekly raise in each year.



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Broadcast bills are back again

Hill legislation reintroduced deals with network regulation, cable TV, and pay TV

The 90th Congress, which expired last week, may be out with the old year, but some of its pending legislation is already back with the new year and already before the brand-new 91st Congress, three days old today (Jan. 6). Several members of the House Commerce Committee, back in business at the same old stand, are seeing to it that the committee's docket of bills awaiting action won't be empty of broadcast-oriented matters, even for a day.

Among bills left over from last year and planned for reintroduction on Congress's opening-day session (Jan. 3) is a network-regulation proposal submitted last year by Congressmen John Dingell (D-Mich.), John E. Moss (D-Calif.) and Richard L. Ottinger (D-N. Y.). Another, also submitted last year by Mr. Dingell, would prohibit the FCC from authorizing any broadcast pay television.

Another matter not new to the halls of Congress—cable television—was the subject of another first-day submission. But the resolution urging a full-scale probe of CATV by the Commerce Committee, introduced by committee member Lionel Van Deerlin (D-Calif.), is new. It represents the first official reaction to the FCC's sweeping rulemaking on cable television announced last month (BROADCASTING, Dec. 16, 1968).

The resolution itself only calls for a thorough study of cable-TV problems, "with special emphasis on the carriage of distant signals, origination and carriage of commercials, and other matters dealt with in the proposed [FCC] rules" and calls for a report on its findings, together with recommendations, if any, "as soon as practicable" during the term of the 91st Congress.

But in introductory remarks prepared for insertion in the *Congressional Record*, Representative Van Deerlin takes Congress to task for "largely ignoring its responsibilities to set policies for this potent new medium. We have been leaving all the big decisions to the courts and the FCC," he charges.

"Lacking legislative guidance," he adds, "federal rulemakers outside Congress have surrounded CATV with a mishmash of occasionally conflicting decisions." In his own district, he notes, people in one community are entitled to unlimited CATV while residents of another community, separated from the first "by only a dry riverbed," are subject to FCC orders that have effectively blocked new hookups.

While critical of the commission ("I have often been less than enchanted by the way the FCC tackles its work," he said) Mr. Van Deerlin allows that the FCC may have, in its proposed rules, "prescribed exactly what is needed." But on the other hand, he adds, "the FCC rules might also be inequitable, and might well be weighted against either the broadcasters or the cable operators." Determining which view is correct, he notes, citing conflicting views on the FCC action by both broadcasters and cable interests, would be a purpose of the study.

Another purpose would be a determination of the need for "a thorough revision—by the Congress—of the Communications Act," to bring it abreast of the needs of a cable era, he suggests.

Mr. Van Deerlin proposes that a study should be the first order of Congress. "I personally do not pretend to know all—or even any—of the answers to the CATV dilemma," he explains. And blaming the FCC, he holds, is unfair in the light of the commission's previous pleas for congressional guidance on cable matters. But, he says, "We must regain the initiative—really our constitutional responsibility—to control, guide and direct the destiny of CATV—which is already a fixture in some three-million American homes."

The Dingell-Moss-Ottinger network

regulation bill, which lay fallow in the Commerce Committee after its introduction last year (BROADCASTING, Feb. 12, 1968), has been promised continued backing this year by Mr. Dingell, who has said he will continue to press for hearings on the measure. The bill would provide for direct regulation of networks by the FCC, put service limits on the amount of prime-time programming networks could offer, ban network ownership of programs (except for programs shown only on network-owned stations) and prohibit networks or network personnel from owning majority interests in other enterprises (specifically including athletic teams or sports promotion firms).

The other bill set for first-day introduction by Mr. Dingell would amend the Communications Act to specifically state that "nothing in this act shall be held to empower the commission to authorize any person to engage in broadcasting pay-television programs."

A third bill, introduced in the 90th Congress by Mr. Dingell and Mr. Moss may also be introduced in the early days of the 91st Congress. The measure would require hearings on all station and construction-permit sales (open to all comers), restrict OP sales for more than recovery of out-of-pocket expenses and restrict station sales to "fair market value," which the FCC would be empowered to determine (BROADCASTING, Feb. 12, 1968).

A spot check of Senate Commerce Committee members turned up no plans for first-day bill submissions on broadcasting matters. Historically, senators generally wait until after the President's state-of-the-union message before filling the hopper with legislative proposals.

Siegel quells reports that he will resign

Simon B. Siegel, executive vice president of ABC Inc. and its ABC Division, moved last week to put an end to reports that he plans to quit and that some of the men under him are jockeying for his job.

In a memo sent to all ABC department heads last Monday night (Dec. 30) Mr. Siegel reviewed the rumors and said: "Nothing could be further from the truth. I have no intention of resigning. Indeed I am presently engaged, as most of you know, in a series of important long-range plans for



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our company with Leonard H. Goldenson [President of ABC Inc. and ABC].

Mr. Siegel's memo cited "a spate of published rumors recently concerning the management of our company," and described them in this way: "In essence [they] allege that I will resign or retire this spring and that, knowing this, certain ABC executives have started an internal rivalry to compete for and eventually assume my position at ABC."

Mr. Siegel said that "normally I would not dignify such rumors with a reply, but since they are recurring and since they deal specifically with my authority and responsibility in management, I feel that it is essential to deny them flatly—to end them once and for all."

The reports have circulated both in and out of print intermittently since late last summer when, according to inside sources, Mr. Siegel did resign in heated opposition to parts of a management consultant's proposals for restructuring of ABC but after a brief cooling-off period withdrew the resignation and both sides agreed to forget it happened ("Closed Circuit," Sept. 30, 1968).

Competition starts for CBS grants

Opening of the 13th annual competition for the eight CBS Foundation news fellowships offered at Columbia University is being announced today (Jan.

6) by Ralph F. Colin, president of the foundation. Deadline for applications is Feb. 21, and winners of the grants—which are for the 1969-70 academic year—will be announced in May.

The fellowship grants average about \$8,000 each to cover tuition and fees at Columbia and living and other necessary expenses. Fellows are offered a program of lectures and dinner discussions, as well as a year of study at Columbia to expand their backgrounds to meet the growing responsibilities of broadcast news and public-affairs programming.

The fellowship competition is open to news and public-affairs staff employees of CBS News, of CBS-owned radio and TV stations, of independently owned U. S. stations affiliated with the CBS Radio or CBS-TV networks and of non-commercial educational radio and television stations, as well as to teachers of courses in the techniques of broadcast news and public affairs at colleges and universities.

The public members are Mark Ethridge, lecturer in journalism at the University of North Carolina and retired publisher of the *Louisville (Ky.) Courier Journal* and *Times*; Bill D. Moyers, publisher of *Newsday*, and John F. White, president of National Educational Television. CBS News is represented by Richard S. Salant, president, and Gordon Manning, vice president and director of news. Columbia University members are Dr. George Fraenkel, dean of graduate faculties, and Dr. Harvey C. Mansfield, professor of government.

Broadcast Advertising

Campaign '68 yields record buys

**Network TV use costs candidates
\$8.9 million, NBC alone gets \$4.2 million**

The three major television networks reported political broadcast revenues totaling \$8.9 million for the presidential primary and election campaign of 1968—more than twice the 1964 total of \$4.1 million—with Republicans outdistancing Democrats in expenditures for the past year, \$5.2 million to \$3 million.

The figures were provided by the FCC based upon the political broadcasting report that all networks and radio and TV stations were required to file by Dec. 24. The commission will issue a complete survey of the 1968 campaign later this year.

Last week's early report showed that NBC accounted for almost half the

1968 total—\$4.2 million to \$3 million for CBS and \$1.7 million for ABC. The 1968 total of \$8.9 million for all networks bought 36 hours, 35 minutes of campaign time for all candidates, with NBC accounting for 15 hours, 45 minutes; CBS 15 hours, and ABC, 5 hours, 50 minutes.

The presidential and vice presidential candidates appeared in person in 32 hours and one minute of program time paid for by themselves or their supporters compared to 17 hours, 34 minutes of similar time in 1964. The candidates appeared in 15 hours, 16 minutes of sustaining (free) time in 1968 (6 hours, 17 minutes in 1964), and in 48 hours, 54 minutes of com-

Television network programs devoted to presidential and vice presidential contests, including appearances of supporters (in hours and minutes)

	Time paid for candidates or supporters		Time on commercial sponsored programs	Sustaining time
	Time	Time on		
Primary campaigns				
Republican	4:40	11:05	3:51	
Democratic	3:05	27:12	9:25	
Other	—	0:38	—	
Total	7:45	38:55	13:16	
General Election				
Republican	12:00	9:37	1:05	
Democratic	12:35	14:07	0:39	
Other	4:15	8:19	1:17	
Total	28:50	32:03	3:01	
Primary campaigns and general elections				
ABC	5:50	30:59	2:57	
CBS	15:00	12:20	4:57	
NBC	15:45	27:39	8:23	
Total¹	36:35	70:58	16:17	

¹ Time devoted to appearances of presidential and vice presidential candidates only, excluding supporters, was: 32:01 paid by candidates or supporters; 48:54 on commercially sponsored programs; 15:16 sustaining time.

mercially sponsored time (14 hours, 44 minutes in 1964).

Spot announcements during the general election campaign accounted for most of the difference between Republican and Democratic expenditures in 1968. With a total of 110 network spots during that time, compared to only 37 for the Democrats, the GOP outspent its opponent by more than three to one—\$2.6 million to \$840,000. The Democrats led slightly in expenditures for paid program time during the general election, \$1.66 million to \$1.61 million.

In the primaries, the Republicans led in expenditures by nearly two to one—conspicuous intraparty battles among Democratic candidates notwithstanding—with \$1.01 million to the Democrats' \$510,000. Over-all primary expenditures rose from slightly over \$250,000 in 1964 to just over \$1.5 million in 1968. (The 1964 figure represents Republican expenditures only; the Democrats bought no network time at all during the 1964 primaries.)

A further source of increased political broadcast revenue in 1968 was the third-party candidacy of George C. Wallace. The FCC report shows that candidates outside the two major parties bought no time on the networks in 1964; in 1968, with Mr. Wallace a major factor in the campaign, the "other" category accounted for a total of \$680,000, nearly \$600,000 of which was spent on program time.

The report also shows that 16 hours, 17 minutes of free network time were made available during 1968 for candidates and their supporters. NBC accounted for nearly half, with 8 hours, 23 minutes; CBS provided 4 hours, 57 minutes, and ABC accounted for 2 hours, 57 minutes.

Program time and announcements paid for by candidates or supporters, 3 TV networks

	Program Time, 1968		Announcements, 1968		Total Charges	
	Minutes	Charges	Number	Charges	1968	1964
Primary campaigns						
Republican	280	\$ 460,946	21	\$ 553,054	\$1,014,000	\$ 256,629
Democratic	185	343,686	11	172,344	516,030	0
Other	0	0	0	0	0	0
Total	465	804,632	32	725,398	1,530,030	256,629
General election						
Republican	720	1,614,401	110	2,586,617	4,201,018	1,911,616
Democratic	755	1,665,515	37	844,313	2,509,828	1,895,395
Other	255	592,094	4	89,397	681,491	0
Total	1,730	3,872,010	151	3,520,327	7,392,337	3,807,011
Both campaigns						
Republican	1,000	2,075,347	131	3,139,671	5,215,018	2,168,245
Democratic	940	2,009,202	48	1,016,657	3,025,859	1,895,395
Other	255	592,094	4	89,397	681,491	0
Total	2,195	4,676,643	183	4,245,725	8,922,368^a	4,063,640

^a ABC—\$1,718,217
CBS— 2,963,336
NBC— 4,240,815

Woolworth's expands spot TV to 40 markets

F. W. Woolworth Co., New York, has announced it will increase its spot-TV coverage to 40 markets during 1969. Woolworth executives said the decision to expand the coverage to 40 markets from only five markets used in 1968 was a result of its "highly successful" test of spot TV in Philadelphia, Cleve-

land, New York, Chicago and Denver areas last year (BROADCASTING, Oct. 28, 1968). The expanded TV schedule will stress the theme: "It's fun to shop Woolworth's."

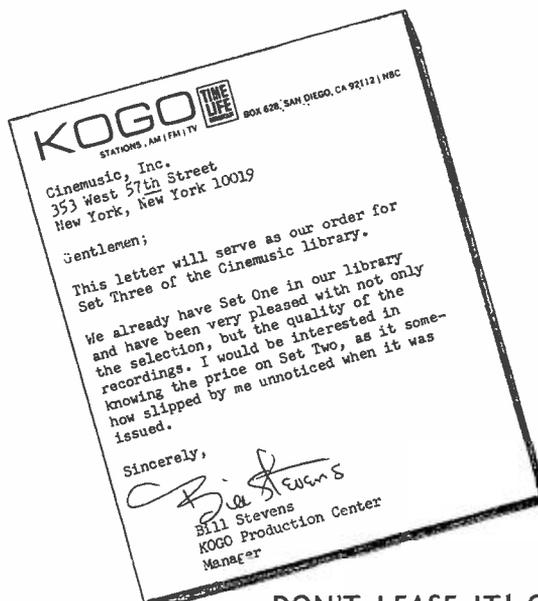
The company also will sponsor a one-hour special starring Andy Williams on NBC-TV May 4.

Woolworth radio spots will be heard in 192 markets this year, about a 40% increase over last year.

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How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ending Dec. 22, 1968
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Dec. 22	Total dollars week ended Dec. 22	1968 total minutes	1968 total dollars
	Week ended Dec. 22	Cume Jan. 1-Dec. 22	Week ended Dec. 22	Cume Jan. 1-Dec. 22	Week ended Dec. 22	Cume Jan. 1-Dec. 22				
Monday-Friday Sign-on-10 a.m.	\$	\$ 271.4	\$ 169.2	\$ 5,405.9	\$ 336.0	\$ 17,011.9	95	\$ 505.2	4,110	\$ 22,698.2
Monday-Friday 10 a.m.-6 p.m.	1,321.9	62,801.3	2,690.8	141,375.3	2,059.7	115,570.9	836	6,072.4	45,638	319,747.5
Saturday-Sunday Sign-on-6 p.m.	582.5	54,792.1	4,160.5	63,916.9	741.0	33,835.9	256	5,194.0	13,232	152,544.9
Monday-Saturday 6 p.m.-7:30 p.m.	262.9	18,728.8	756.7	30,343.2	709.4	30,974.5	94	1,729.0	4,695	80,046.5
Sunday 6 p.m.-7:30 p.m.	123.9	5,597.8	324.6	11,728.4	170.7	9,550.7	15	619.2	1,045	26,876.9
Monday-Sunday 7:30-11 p.m.	5,957.9	248,077.9	7,247.7	303,648.8	8,055.8	307,311.6	445	21,261.4	22,420	839,038.3
Monday-Sunday 11 p.m.-Sign-off	254.4	17,941.9	41.1	6,581.1	433.3	23,091.7	71	728.9	4,057	47,614.7
Total	\$8,503.6	\$408,211.2	\$15,390.6	\$562,999.6	12,505.9	\$537,347.2	1,812	\$36,400.1	95,177	\$1,508,558.0*

papers is also planned.

Although no specific figures have been released on its ad expenditures, the company says its ad budget has increased about 30% in the last two years.

Woolworth's agency is Frank B. Sawdon Inc., New York.

AAF announces agenda for annual conference

Members of the advertising, government and regulatory communities will again share their common problems during the American Advertising Federation's 11th annual government affairs conference to be held in Washington Feb. 17-19.

Tentative plans call for Theodore F. Koop, vice president of CBS, Washington, and Charles Roberts, chief White House correspondent for *Newsweek*, on a Monday afternoon (Feb. 17) panel of newsmen providing a look at political

developments. A Tuesday afternoon panel on "advertising and society" will feature Commissioner Mary Gardiner Jones of the Federal Trade Commission, and Thomas B. Adams, chairman, and Campbell-Ewald, and Victor Nyborg, president of the Association of Better Business Bureaus.

A Wednesday morning panel on "advertising and the law" will include FTC Chairman Paul Rand Dixon, FTC Commissioner Philip Elman and Representative Paul Rogers (D-Fla.), with attorneys Ira Millstein of Weil Gotshall & Manges, Gilbert Weil, Association of National Advertisers, and Fred Rowe of Kirkland, Ellis, Hodson, Chaffetz & Masters. Theodore W. Pierson of Pierson, Ball & Dowd, will moderate. Other conference participants are Walter E. Terry, senior vice president, D'Arcy Advertising, and chairman of the AAF board, and Representative Bob Wilson (R-Calif.).

Rep appointments:

- KVOO-TV Tulsa, Okla.: Tele-Rep Inc., New York.
- WPGH-TV Pittsburgh: Peters, Griffin, Woodward, New York.
- CKLW-TV Windsor, Ont.-Detroit: Robert Soloman and Associates, Detroit.
- WILK Wilkes-Barre, Pa.: Mort Bassett & Co., New York.
- WEAQ Eau Claire, Wis.: Grant Webb & Co., New York.

Business briefly:

Anderson Co., Gary, Ind., through Reincke, Meyer & Finn, Chicago, has bought into NBC Radio's *Monitor* for its Anco windshield wipers. Northern Laboratories, Manitowoc, Wis., through Mathis and Associates, Milwaukee, has purchased time on *Monitor* for Capri shampoo.

International

Stanton backs report urging review of USIA

CBS Inc. President Frank Stanton is one of 56 national business, foundation and education leaders who last week endorsed a congressional recommendation to reappraise the U.S. Information Agency (BROADCASTING, April 1, 1968).

The recommendation emanated from the House Foreign Affairs Subcommittee on International Organizations and Movements, headed by Representative Daniel B. Fassel (D-Fla.). It was embodied in a report on "The Future of U.S. Public Diplomacy" released Dec.

22 by the subcommittee.

The 175-page report calls attention to the recent deterioration of the "U.S. image abroad" and suggests that a thorough reappraisal of U.S. overseas information programs would be the logical first step in any effective remedy for that situation.

Dr. Stanton said of the report: "Your draft report is a most comprehensive document, and a truly amazing record to have been compiled in so short a time. I concur not only readily but eagerly to the conclusions set forth and hope they gain widespread currency among those who must deal with our

country's public diplomacy in the future." Dr. Stanton is head of the U. S. Advisory Commission on Information.

BBC publications to drop cigarette ads

The British Broadcasting Corp. will no longer accept cigarette advertising in its publications as of July 1.

Although the BBC does not carry commercials on either radio or TV, its publications such as *Radio Times* and *The Listener* do carry such ads. Industry sources said removal of the cigarette

ads would cost the BBC \$840,000 a year.

In letters to three leading cigarette manufacturers the BBC noted that the ban applies only to cigarettes and would not affect other tobacco products.

Leonard Marks urges Hill review of USIA

Leonard H. Marks, who resigned as director of the U. S. Information Agency in mid-November 1968, provides his valedictory to the agency in USIA's 30th semiannual review of operations, released today (Jan. 6). In his remarks he joins with a number of other proposals in urging "a new and expanded study . . . be undertaken of USIA and its directions for the future."

Accordingly, Mr. Marks recommends a legislative study by the 91st Congress. A similar proposal has been offered by the U. S. Advisory Commission on Informations, headed by CBS President Frank Stanton (see page 62).

In the review, television is cited as a global review medium. USIA has placed increased emphasis in serving television sets abroad. It's noted, even to the extent of using satellites for

special programs where instantaneous transmission was warranted.

A "new sound" for the Voice of America has been widely copied, the report also observes, even by Radio Moscow and several other East European broadcasters.

Future attention, Mr. Marks says, should be given to information and cultural programs, so that this nation's historical heritage is "not forgotten in the emphasis we give our space-age achievements." To this end, Mr. Marks urges that planning begin now for "strong USIA participation in the U. S. 1976 bicentennial. It is not too early to begin planning suitable themes and programing marking the 200th anniversary of the founding of the world's greatest democracy," he adds. Mr. Marks was named head of the U.S. delegation to an international satellite conference last week (see below).

Marks heads delegation to satellite conference

Appointment of Leonard H. Marks, former director of the U.S. Information Agency, as chairman of the United States delegation to an international

communications satellite conference was officially announced last week.

Mr. Marks, who previously was a Washington communications lawyer, will carry the rank of ambassador (BROADCASTING, Oct. 7, 1968). He will return to private law practice after the conference, which is scheduled to be held in Washington Feb. 24.

Other members of the U.S. delegation: Rosel H. Hyde, FCC chairman; James D. O'Connell, director of telecommunications management, executive office of the President; Frank E. Loy, deputy assistant secretary of state for economic affairs, who will be vice chairman; Ward P. Allen, deputy assistant secretary of state for international organization affairs; William K. Miller, director, office of telecommunications, Bureau of Economic Affairs, Department of State; James McCormack, chairman, Communications Satellite Corp., who will also be a vice chairman; John A. Johnson, vice president for international affairs, Comsat.

The official name of the international meeting is: The Plenipotentiary Conference to Establish Definitive Arrangements for the International Telecommunications Satellite Consortium.

FocusOnFinance

Nation Wide undergoes reorganization phase

A large West Coast CATV operation has put its several subsidiaries under a new corporate head. Nation Wide Cablevision Inc. is the new name, which embraces all of the stock of Nation Wide Cablevision Inc. of California and Total Telecable Inc. of Seattle. Both subsidiaries and their corporate parent are owned by Kaufman and Broad Inc., Los Angeles, a home builder which did \$69 million worth of business in its housing division last year.

The reorganization, which suggests possible future public offerings, was termed as necessary to obtain a "financing package" by its president, Sanford N. Levine. Mr. Levine said Kaufman and Broad had "thought about" going

public with Nation Wide, but that no such decision had been made.

Accompanying the announcement of the new corporation was disclosure of several financing arrangements for the firm: one, the sale of a \$3-million, 5% 25-year subordinated note to institutional investors through the Morgan Guaranty Trust Co. of New York, and the other, a \$4-million demand clearing loan, which will increase to \$6 million on a seven-year basis, through the Bank of America.

Nation Wide now has 32 franchises in Los Angeles, San Francisco and Seattle

markets totaling a potential 275,000 homes, with cable in front of 60,000 homes and 26,500 subscribers. By year end Nation Wide projects a potential 109,000 homes and 42,500 subscribers, and revenues at an annual rate of \$2.8 million.

TV camera developer plans to go public

Princeton Electronic Products Inc., Princeton, N. J., which plans to develop a television camera designed to function at light levels lower than those of con-



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The Broadcasting stock index

A weekly summary of market movement in the shares of 74 companies associated with broadcasting, compiled by Roth Gerard & Co.

	Stock symbol	Ex-change	Closing Jan. 2	Closing Dec. 26	Closing Dec. 19	1969-1968		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
Broadcasting									
ABC	ABC	N	65 $\frac{1}{2}$	67 $\frac{1}{2}$	68	76 $\frac{1}{2}$	43 $\frac{1}{2}$	4,709	\$353,200
CBS	CBS	N	52 $\frac{3}{4}$	54 $\frac{1}{2}$	54 $\frac{1}{2}$	60 $\frac{3}{4}$	43 $\frac{1}{2}$	23,665	1,307,500
Capital Cities	CCB	N	76 $\frac{1}{2}$	78 $\frac{1}{2}$	81 $\frac{1}{2}$	89 $\frac{1}{2}$	42 $\frac{1}{2}$	2,811	244,600
Corinthian	CRB	N	36 $\frac{5}{8}$	37 $\frac{5}{8}$	36 $\frac{1}{2}$	40 $\frac{1}{2}$	22 $\frac{1}{2}$	3,384	114,600
Cox	COX	N	59	58 $\frac{3}{4}$	61	64 $\frac{3}{4}$	43 $\frac{1}{2}$	2,879	167,000
Gross Telecasting	GTI	O	32	32	33	37	28	400	13,200
Metromedia	MET	N	49 $\frac{1}{2}$	51 $\frac{1}{2}$	53 $\frac{1}{2}$	57 $\frac{1}{2}$	34 $\frac{1}{2}$	4,862	262,500
Pacific & Southern	O	O	21 $\frac{1}{2}$	21	21	24	6	1,614	37,100
Reeves Broadcasting	RBT	A	34 $\frac{3}{4}$	34 $\frac{1}{2}$	35 $\frac{1}{2}$	43 $\frac{1}{2}$	9 $\frac{1}{2}$	1,825	63,600
Scripps-Howard	SH	O	31	31	30	34	24	2,389	76,400
Sonderling	SDB	A	39 $\frac{1}{2}$	41	41 $\frac{1}{2}$	47 $\frac{1}{2}$	23 $\frac{1}{2}$	930	36,700
Taft	TFB	N	40 $\frac{1}{2}$	40 $\frac{1}{2}$	40 $\frac{1}{2}$	45 $\frac{1}{2}$	30 $\frac{1}{2}$	3,363	139,600
							Total	52,831	\$2,816,000
Broadcasting with other major interests									
Avco	AV	N	48 $\frac{1}{2}$	49 $\frac{1}{2}$	51 $\frac{1}{2}$	65	37	14,075	\$710,800
Bartell Media	BMC	A	20 $\frac{1}{2}$	22 $\frac{1}{2}$	21 $\frac{1}{2}$	23 $\frac{1}{2}$	9	2,106	31,900
Boston Herald-Traveler	BHT	O	69	68	70	71	48	569	40,400
Chris-Craft	CCN	N	40 $\frac{1}{2}$	39	39	45	26 $\frac{1}{2}$	1,153	47,300
Cowles Communications	CWL	N	17	17 $\frac{1}{2}$	17 $\frac{1}{2}$	18 $\frac{1}{2}$	12 $\frac{1}{2}$	3,625	54,800
Fuqua	FQA	N	44	45 $\frac{1}{2}$	44 $\frac{1}{2}$	47 $\frac{1}{2}$	32 $\frac{1}{2}$	3,781	162,100
Gannett	GCI	O	38 $\frac{1}{2}$	40 $\frac{1}{2}$	41	44	23	4,736	202,500
General Tire	GY	N	33 $\frac{3}{4}$	33 $\frac{1}{2}$	34 $\frac{1}{2}$	36 $\frac{1}{2}$	23 $\frac{1}{2}$	17,061	612,100
Gray Communications	LB	O	10 $\frac{3}{4}$	10 $\frac{1}{2}$	11 $\frac{1}{2}$	15	9	475	5,500
LIN			28 $\frac{1}{2}$	28 $\frac{1}{2}$	27 $\frac{1}{2}$	31	16	1,550	43,800
Meredith Publishing	MDP	N	50 $\frac{1}{2}$	51	45	53 $\frac{1}{2}$	23 $\frac{1}{2}$	2,732	136,300
The Outlet Co.	OTU	N	30	30 $\frac{1}{2}$	31 $\frac{1}{2}$	34	20 $\frac{1}{2}$	1,184	36,900
Rollins	ROL	N	76 $\frac{1}{2}$	77 $\frac{1}{2}$	76	85	43	3,959	329,600
Rust Craft	RUS	A	35 $\frac{1}{2}$	34 $\frac{1}{2}$	34 $\frac{1}{2}$	36 $\frac{1}{2}$	29 $\frac{1}{2}$	1,184	42,300
Storer	SBK	N	61 $\frac{1}{2}$	62 $\frac{1}{2}$	59 $\frac{1}{2}$	64 $\frac{1}{2}$	36	4,188	225,600
Time Inc.	TL	N	100	100 $\frac{1}{2}$	103 $\frac{1}{2}$	109 $\frac{1}{2}$	86 $\frac{1}{2}$	7,018	727,200
Wometco	WOM	N	34 $\frac{3}{4}$	34 $\frac{3}{4}$	35 $\frac{1}{2}$	38	17 $\frac{1}{2}$	3,815	128,300
							Total	73,211	\$3,537,400
CATV									
Ameco	ACO	A	14 $\frac{3}{4}$	14 $\frac{1}{2}$	16 $\frac{1}{2}$	19 $\frac{1}{2}$	7 $\frac{1}{2}$	1,200	\$19,800
Cox Cable		O	20	20 $\frac{1}{2}$	20	25	16	2,500	52,500
Cypress Communications		O	19 $\frac{1}{2}$	20	18	23	12	808	15,400
Entron	NRN	O	9 $\frac{1}{2}$	10 $\frac{1}{2}$	10 $\frac{1}{2}$	10 $\frac{1}{2}$	4	607	6,200
H & B American	HBA	A	18 $\frac{3}{4}$	21 $\frac{1}{2}$	22 $\frac{1}{2}$	28 $\frac{1}{2}$	9 $\frac{1}{2}$	2,956	76,900
Teleprompter	TP	A	64	64 $\frac{1}{2}$	66 $\frac{1}{2}$	83	23 $\frac{1}{2}$	994	75,500
Television Communications		O	17 $\frac{1}{2}$	18 $\frac{1}{2}$	16 $\frac{1}{2}$	—	—	2,090	37,100
Vikoa	VIK	A	27 $\frac{1}{2}$	29 $\frac{1}{2}$	30 $\frac{1}{2}$	39 $\frac{1}{2}$	12 $\frac{1}{2}$	1,587	60,900
							Total	12,742	\$344,300
Programing									
Columbia Pictures	CPS	N	41 $\frac{1}{2}$	40 $\frac{1}{2}$	43 $\frac{1}{2}$	45 $\frac{1}{2}$	23 $\frac{1}{2}$	4,701	\$206,800
Commonwealth United	CUC	A	21 $\frac{1}{2}$	22	22 $\frac{1}{2}$	24 $\frac{1}{2}$	6 $\frac{1}{2}$	6,087	142,300
Disney	DIS	N	83	85 $\frac{1}{2}$	91 $\frac{1}{2}$	93 $\frac{1}{2}$	41 $\frac{1}{2}$	4,230	336,300

ventional cameras, is seeking to go public.

The registration statement filed with the Securities and Exchange Commission revealed that the company already has a working model of the compact, portable unit, but that the device requires substantial additional work before it can function commercially. The camera is designed for surveillance in banks, hospitals, apartment houses and public buildings.

The company is offering 200,000 common shares for public sale through Philips, Appel & Walden Inc., New York. The offering price is \$6 per share, which would bring \$1,320,000 to the company.

Of the net proceeds of the stock sale, \$400,000 will be used to pay salaries of technical, engineering and management personnel, \$450,000 will be used for equipment and supplies in research and development projects and the balance will be used for general overhead.

Princeton Electronic Products, orga-

nized in June 1968, plans to develop a variety of electronic communications devices and equipment, including a compact system which, when used with an ordinary TV receiver, stores still graphic information on a conventional tape recorder or dictating machine and a portable device for playback of high density audio-optical recordings.

Dr. Steven R. Hofstein, 29-year-old president of the company, was formerly a member of RCA's research staff. He owns 50% and has a five-year contract for \$23,000 the first year and \$26,000 each year thereafter. Officers and directors as a group own 83.2%.

Allied Artists offers 233,314 shares for sale

Allied Artists Pictures Corp., New York, has filed a registration statement with the Securities and Exchange Commission offering 233,314 common shares to stockholders at the rate of one new share for each four shares

held.

The offering price is estimated at \$13 per share maximum, which will bring to the company \$3,033,082.

The company distributes feature and specialty motion pictures for theatrical, nontheatrical and television exhibition, as well as producing and financing the production of motion pictures. Net proceeds of the stock sale will be added to the company's general funds and be available for financing the production and acquisition of feature motion pictures or their distribution rights.

Allied Artists Television Corp., a subsidiary which distributes films for television, licensed the English version of the adult motion picture *A Man and a Woman* to ABC in October 1967, for two network showings between Oct. 30, 1969, and April 30, 1971.

Company reports:

H & B American Corp., Beverly Hills, Calif., group CATV owner, reported an increase in operating revenues but a

	Stock symbol	Ex-change	Closing Jan. 2	Closing Dec. 26	Closing Dec. 19	1969-1968 High Low		Approx. Shares Out (000)	Total Market Capitalization (000)
Programming (cont.)									
Filmways	FWY	A	38½	38	40	42	16½	961	38,400
Four Star		O	7½	6½	6½	10	5	666	4,800
Gulf & Western	GW	N	49½	51	51½	66½	38½	11,680	686,200
MCA	MCA	N	43½	42½	45½	53½	42	7,764	351,300
MGM	MGM	N	43½	45½	47½	55	35½	5,759	263,500
Transamerica	TA	N	73	77½	79½	87½	43½	28,859	2,489,100
Trans-Lux	TLX	A	56	54½	56	83½	21½	753	48,900
20th Century-Fox	TF	N	34	34	35½	40½	24½	7,035	270,800
Walter Reade		O	13½	14½	16½	17	7	1,662	27,600
Warner-Seven Arts	WBS	A	43½	44½	44½	49½	26½	3,810	186,700
Wrather Corp.		O	17½	20	20	20½	4	1,710	32,500
							Total	86,677	\$5,085,200
Service									
John Blair	JB	O	51	52	50	52	20	1,080	\$53,500
Comsat	CQ	N	54½	55½	54½	64½	41½	10,000	593,800
Doyle Dane Bernbach	DDB	O	31	30	31½	41	31	2,104	64,200
Foote, Cone & Belding	FCB	N	14½	14½	16½	20½	13	2,157	32,400
General Artists		O	18½	29	17	26	10	610	8,700
Grey Advertising	GRA	O	17½	17½	17½	20	12	1,201	19,800
MPO Videotronics	MPO	A	21½	18½	15½	21½	10½	517	7,900
Movielab	MOV	A	12½	11½	11½	17½	11½	1,404	17,000
Nielsen	N	O	35	36½	36½	40	27	5,130	187,200
Ogilvy & Mather	OM	O	24	26	23½	26	14	1,090	25,100
Papert, Koenig, Lois	PKL	A	12½	12½	12½	14½	4½	791	5,400
Wells, Rich, Greene		O	13	12½	14½	22	15	1,501	24,400
							Total	27,585	\$1,039,400
Manufacturing									
Admiral	ADL	N	20½	20½	20½	25½	16½	5,110	\$107,900
Ampex	APX	N	38½	38½	39½	42½	26½	9,629	370,700
General Electric	GE	N	94½	95½	97½	100½	80½	91,068	9,072,600
Magnavox	MAG	N	55½	58½	58½	62½	36½	15,442	887,900
3M	MMM	N	103	108½	108½	119½	81	53,793	6,119,000
Motorola	MOT	N	132½	129½	134½	153½	97	6,122	857,100
National Video	NVD	A	14½	14½	14½	24½	11½	2,782	45,200
RCA	RCA	N	47½	46½	47½	55	44½	62,606	3,060,000
Reeves Industries	RSC	A	8½	8½	7	9½	4½	3,240	22,700
Westinghouse	WX	N	69½	66½	70½	78½	59½	38,064	2,869,100
Zenith Radio	ZE	N	57	56½	56½	65½	50½	18,860	1,162,200
							Total	306,716	\$24,574,400
							Grand total	562,810	\$37,569,200
Standard & Poor Industrial Average			113.14	114.47	116.63	118.03	95.05		
N-New York Stock Exchange			Shares outstanding and capitalization as of Nov. 29						
A-American Stock Exchange									
O-Over the counter (bid price shown)									

decline in net income for the year ended July 31, 1968.

	1968	1967
Earning per share	\$0.35	\$0.47
Operating revenues	12,319,904	11,046,750
Income before federal income tax and extraordinary credit	1,309,750	819,367
Net income	1,657,363	1,994,754
Average shares outstanding	4,923,123	4,289,968

Notes: Extraordinary credits are gain on sale of CATV systems less related income taxes and federal income tax reductions from carryforward of operating losses. All figures are restated to reflect acquisition of six companies acquired in poolings of interest. Two of the pooled companies, Jack Kent Cooke Inc. and Continental Cablevision Inc., were acquired in October 1968.

KOSI manager buys guides

Robert N. Kindred, general manager of KOSI-AM-FM Aurora-Denver, has purchased 90% of the outstanding stock, valued at \$100,000, of Guestguide Publishers Inc. The firm publishes *Guestguide* magazine, a twice-

yearly information publication serving over two million travellers in Colorado, and the *Rocky Mountain Greeters Guide*, a twice-a-month travel digest. Mr. Kindred has been associated with KOSI for about eight years. No successor has been named yet to his post.

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TELEVISION

How radio and TV stations are distributed

This month, "Telestatus" examines the physical distribution of television and radio stations by TV market grouping. TV markets are used because they have become the common basic geographic unit for most major advertisers.

The analysis shows that, contrary to common assumption, radio stations have a greater major-market concentration than TV. The top 50 markets, con-

taining 69% of the population, have 38% of the country's TV stations and 48% of its radio stations.

The following tables use market rankings based upon American Research Bureau's "Area of Dominant Influence" and contain the markets as listed in the December "Telestatus" report (BROADCASTING, Dec. 2, 1968). The counts are based upon the physical location of stations.

The data in these tables was supplied by ARB and is based upon material contained in the "ARB Television Market Analysis" and Standard Rate & Data for spot radio.

"Telestatus" appears in the first BROADCASTING issue of each month. A "Telestatus" report on Papert, Koenig, Lois estimates of local-market color-set ownership will appear in the issue of Feb. 3.

Radio and TV stations by market

ADI market ranking	TV households	TV stations	Radio stations					Total
			AM stations		FM	AM & FM		
			1 kw or less	More than 1 kw, less than 50 kw	50 kw	All power		
1-10	20,740,000	66	306	157	41	325	829	
11-20	6,597,200	50	234	87	24	166	511	
21-30	5,018,700	42	262	80	16	149	507	
31-40	3,999,900	39	219	88	9	129	445	
41-50	3,366,400	40	209	73	7	102	391	
51-75	6,388,700	84	482	179	18	258	937	
76-100	4,013,900	91	373	120	5	152	650	
101-150	5,359,700	139	526	166	4	205	901	
151-205	2,029,800	78	264	80	2	66	412	
TOTAL U.S.	57,514,300	629	2,875	1,030	126	1,552	5,583	

Source: ARB, from "ARB Television Market Analysis" and SRDS. Note: Radio station counts do not include: 1) approximately 300-400 FM stations which do not supply SRDS with data; 2) approximately 100-150 AM stations whose data is not available to SRDS at any given time; 3) many college and university stations; 4) radio stations in Puerto Rico, Guam, Okinawa and the Virgin Islands.

Radio and TV station distribution by TV market

ADI market ranking	TV house-holds % population	% TV stations	Radio stations					Total
			AM stations		FM	AM & FM		
			1 kw or less	More than 1 kw, less than 50 kw	50 kw	All power		
1-10	36.1%	10.5%	10.6%	15.2%	32.5%	20.9%	14.8%	
11-20	11.5%	7.9%	8.1%	8.4%	19.0%	10.7%	9.2%	
21-30	8.7%	6.7%	9.1%	7.8%	12.7%	9.6%	9.1%	
31-40	6.9%	6.2%	7.6%	8.5%	7.1%	8.3%	8.0%	
41-50	5.9%	6.4%	7.3%	7.1%	5.6%	6.6%	7.0%	
51-75	11.1%	13.4%	16.8%	17.4%	14.3%	16.6%	16.8%	
76-100	7.0%	14.5%	13.0%	11.7%	4.0%	9.8%	11.6%	
101-150	9.3%	22.0%	18.3%	16.1%	3.2%	13.2%	16.1%	
151-205	3.5%	12.4%	9.2%	7.8%	1.6%	4.2%	7.4%	
TOTAL U.S.	100%	100%	100%	100%	100%	100%	100%	

Source: ARB, from "ARB Television Market Analysis" and SRDS.

Fates & Fortunes

Broadcast advertising



Mr. Simler

Mr. Muer

J. Taggart Simler, St. Louis office manager, Blair Television, elected VP. **Raymond J. Muer**, St. Louis office manager, Blair Radio, also elected VP.

David Berger, associate director of re-

search; **Warren L. Burmeister** and **Paul B. Repetto**, account supervisors, Foote, Cone & Belding, Chicago, named VP's. **Thomas F. Randolph**, VP, FC&B, New York, appointed general manager of San Francisco office.

Ralph W. Klapperich, VP, Knox Reeves Advertising Minneapolis, named executive VP for accounts. **Dwight Bohmbach**, VP and creative director, named senior VP and chairman of plans board. **Claude W. Stevens**, media director, and **Harold Goldberg**, research director, named VP's.

Eleanor Holtzman, VP and director of research, McCann-Erickson, New York, joins Delehanty, Kurnit & Geller there in newly created position of VP, marketing-research services.

George W. Couch Jr., VP in marketing operations for Anheuser-Busch Inc., St. Louis, elected VP-marketing, succeeding **Edward H. Vogel Jr.**, who retires. **Charles S. Aubert**, brand manager for Budweiser, named VP-marketing operations.

Alan B. Fendrick, budget director, Grey Advertising, New York, elected VP-finance.

Peter L. Coughlin, account executive, WSBK-TV Boston, joins Edward Petry & Co., New York, as manager of Boston office.

Bill Alford, national sales manager, WMT-AM-TV Cedar Rapids-Waterloo, Iowa, becomes director of sales for WMT-TV. **Jerry Bretey**, with WMT, be-

comes director of sales, WMT-AM-FM.

Robert A. Stuart, VP and general sales manager, Television Advertising Representatives Inc., New York joins WKBS-TV Burlington, N. J.-Philadelphia as general sales manager-assistant general manager.

William M. Cochran, with Pillsbury Co., Minneapolis, joins Tele-Research Inc., Los Angeles, as VP. Firm does advertising pretesting.

William W. Campbell and **William J. Sheehy**, both with WLKY-TV Louisville, Ky., appointed local sales manager and regional sales manager, respectively.

Gerry Gilbert, account executive, WFLA Tampa, Fla., joins WALT there as sales manager.

Monte Kobey, with sales department, KRUX Glendale, Ariz., appointed local sales manager.

G. David Sault, account executive, WAYE Baltimore, appointed local sales manager.

Media

Clair L. Stout, secretary, treasurer and director of Golden West Broadcasters. Los Angeles, also elected VP.

Don Schiller, executive producer, KQOG-TV Ventura, Calif., appointed general manager.

Frank E. Mullen, radio-TV pioneer, recovering from stroke, suffered in November, at Westwood convalescent hospital, 12121 Santa Monica Boulevard, West Los Angeles. Mr. Mullen, 72, started with KDKA Pittsburgh in 1923 and at one time was executive VP of NBC.

Programming

George Carroll, production manager WTRF-TV Wheeling, W. Va., appointed program director.

Jim Gallant, creative production director, WLW Cincinnati, appointed program director.

Ralph E. Davis, post-production manager for industrial film, Wilding Inc., Detroit, marketing-communications subsidiary of Bell & Howell, named VP and manager of motion picture production division.

Bob Liddle, with KIXI Seattle, appointed program director for KIXI-AM-FM.

Bill Mazer, with WNBC New York, joins WOR there as interviewer.

News

Ike Beal, director of sales liaison and administration, CBS News, New York, becomes manager of program administration. CBS News. He succeeds **Bruce**

Defense slot for Packard

David Packard, head of Hewlett-Packard Co., Palo Alto, Calif., diversified electronics manufacturer with a broadcast test and monitor facilities production unit in Berkeley Heights, N. J., will be number-two man at the Department of Defense in the Nixon administration. Mr. Packard was named deputy defense secretary by President-elect Nixon, to serve as chief aide to Secretary of Defense-designate Melvin Laird. Mr. Packard has announced that he will put all Hewlett-Packard stock in trust for the duration of his government service, with dividends and capital gains diverted to charity and educational organizations. In addition, before taking office in the Pentagon, he is to resign all directorships he holds in other firms, some of which do business with Defense Department.

Lang, who resigns to join Reeves Broadcasting Corp., New York, as assistant to president for broadcasting and CATV operations.

Ken Coy, anchorman, KCMO-TV Kansas City, Mo., joins WDAF-TV there in same capacity.

Janet Staihar, with AP, Baltimore, appointed AP correspondent for Atlantic City. She succeeds **Robert Dobkin**, who joins AP, Washington.

Bill Houston, newsman, KVVV-TV Galveston-Houston, joins WOAI-TV San Antonio, Tex. as sports director.

Tom Becherer, formerly with UPI and KTvi(TV) St. Louis, joins KMOX-TV there as newsman.

Equipment & engineering

Joseph D. Giarraputo, senior financial analyst, CBS, New York, appointed director, financial planning, Broadcast EVR (component of CBS/Comtec Group).



Mr. Hastings

Jerry Hastings, manager of CATV systems division, Jerrold Electronics Corp., Philadelphia, appointed to newly created position of director of marketing for Jerrold.

Charles H. Power, video-tape engineer, Reeves Video Division, Reeves Broadcasting Corp., New York, appointed director of engineering.

Richard Deutsch, product manager, antennas and accessories, Channel Master Corp., Ellenville, N.Y., division of

Avnet Inc., appointed national manager, distributor sales. **Martin Charles**, product manager, home entertainment products, appointed merchandising manager of Channel Master.

International

Roderick L. Turner, group product manager, Colgate-Palmolive Co., New York, becomes president and general manager of Colgate-Palmolive Ltd., Toronto.

Richard N. Hunter, VP and manager, The Hollingbery Co., Atlanta, station rep firm, resigns to form new company



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Deaths



Mr. Lundy

David E. Lundy, 60, former president of Blair Television, New York, died Dec. 27 in Sacramento, Calif. Mr. Lundy joined Blair in 1958 as manager of Los Angeles office and was elected president of Blair Television in 1962. Since January 1968, he had been general television consultant for Blair TV's West Coast operation. Mr. Lundy is survived by his wife, Mary, and daughter.

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Mr. Cohn

David E. Cohn, 68, former newspaperman and government official, died Dec. 27 at George Washington University hospital, Washington, of emphysema. Mr. Cohn was with Bureau of Budget of Budget

his wife, Janet, and daughter. Carter Davidson, 52, editorial director of WBBM-TV Chicago since 1964 and former foreign correspondent, died Dec. 27 in Chicago, of heart attack. Mr. Davidson worked for Ohio and Indiana newspapers before becoming AP correspondent in Jerusalem, London, Paris and Berlin. Prior to joining WBBM he was reporter for *Chicago Sun-Times*. He is survived by his wife, Elizabeth, son and daughter.

his wife, Janet, and daughter.

hal Humphrey, 56, syndicated television columnist for *Los Angeles Times*, died Dec. 30 in Los Angeles, of heart attack. Mr. Humphrey joined *Los Angeles Mirror* in 1948, moved to *Times* when *Mirror* ceased publication. He is survived by wife, Phyllis, and two children.

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ForTheRecord

As compiled by BROADCASTING, Dec. 23 through Dec. 30 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Starts authorized

- WBBH-TV Fort Myers, Fla.—Authorized program operation on ch. 20, 506-512 mc, ERP 524 kw vis. Action Dec. 16.
- *WKHA(TV) Hazard, Ky. — Authorized program operation on ch. 35, 596-602 mc, ERP 417 kw vis. Action Dec. 16.

Other actions

- Review board in Anaheim, Calif., TV proceeding, Docs. 18295-18300, granted to extent indicated and denied in all other respects petition to enlarge issues filed Sept. 20 by Golden Orange Broadcasting Co.

Action Dec. 23.

- Review board in Minneapolis, TV proceeding, Docs. 18382-18383, granted motion for extension of time filed Dec. 24 by Viking Television Inc., extended to January 31, 1969, time to file responsive pleading to petition to enlarge and modify issues and petition for deletion of issues, both filed by Calvary Temple Evangelistic Association, Dec. 16, and motion to enlarge issues filed by Viking Television Inc. on Dec. 16. Action Dec. 27.

Action on motion

- Chief Hearing Examiner James D. Cunningham in Lynchburg, Va. (WLVA Inc.), TV proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. as presiding officer; scheduled prehearing conference for Feb. 4, 1969, and hearing for March 12, 1969 (Doc. 18405). Action Dec. 18.

Call letter action

- Granik Broadcasting Co., Patchogue, N. Y. Granted WSNL-TV.

Existing TV stations

Final actions

- KBSC-TV Corona, Calif.—Broadcast Bureau granted renewal of license. Action Dec. 19.
- WSB-TV Atlanta — Broadcast Bureau granted license covering utilization of formerly licensed ant. to operate lower six bays as auxiliary ant. Action Dec. 13.

- WATU-TV Augusta, Ga.—Broadcast Bureau granted mod. of CP to change ERP to 340 kw vis., 34 kw aur.; change type trans.; type ant.; specify studio location as Seventh at Reynolds, Augusta; increase ant. height to 1580 ft. Action Dec. 18.

- *WTIU(TV) Bloomington, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to June 19, 1969. Action Dec. 19.

- WISH-TV Indianapolis—Broadcast Bureau granted licenses covering permit which authorized changes. Action Dec. 13.

- KVOS-TV Bellingham, Wash.—Broadcast Bureau granted mod. of CP to extend completion date to June 24, 1969. Action Dec. 24.

Action on motion

- Hearing Examiner Chester F. Naumowicz Jr. in Fajardo, P. R. (WSTE-TV Inc.) (WSTE(TV)), TV channel 13 proceeding, granted motion by WSTE-TV for discovery and production of documents and ordered Telesanjuan Inc., licensee of WTSJ(TV), to make available to WSTE-TV Inc. its program logs for periods in question at time and place mutually convenient to parties, but no later than Jan. 3, 1969 (Docs. 18048-9). Action Dec. 26.

New AM stations

Application

- Falmouth, Mass.—Falmouth Broadcasting Co. Seeks 1270 kc, 500 w-D, P.O. address c/o David H. Amend, Box 546, Falmouth 02541. Estimated construction cost \$39,240; first-year operating cost \$35,000 revenue \$35,000. Principals: David H. Amend, president (9.3%), Arthur P. Vidal Jr., vice president, Henry P. Little, clerk, D. Norman Brady, William L. Connell (each 18.7%) et al. Mr. Amend is vice president of bank. Mr. Vidal owns 51% of construction company Mr. Little is partner in real estate company. Mr. Brady is associate rector of church and Mr. Connell is electrical shop foreman in U. S. Coast Guard. Ann. Dec. 26

Other actions

- Review board in Boynton Beach, Fla., AM proceeding, Docs. 18310-13, granted to extent indicated and denied in all other respects petition to enlarge issues filed Oct. 17 by Broward County Broadcasting Co. Action Dec. 23.

- Review board in Prentiss, Miss., AM proceeding, Docs. 18208-9, granted petition filed Dec. 20 by Miss Lou Broadcasting Corp., extended to Jan. 6, 1969, time to file oppositions to petition for reconsideration filed by Broadcast Bureau Dec. 16. Action Dec. 24.

- Review board in South Charleston, W. Va., AM proceeding, Docs 18366-18367, denied petition to delete issues filed Nov. 13 by William D. Stone. Action Dec. 27.

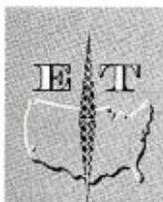
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Actions on motions

■ Hearing Examiner Thomas H. Donahue in Parma and Warren, both Ohio (Sundial Broadcasting Co. and Howard L. Burris), AM proceeding, continued hearing scheduled for Feb. 3, 1969, to date to be determined later; scheduled further conference for Jan. 31, 1969; scheduled informal engineering conference between Dec. 20, 1968, and Jan. 31, 1969; by separate action granted petition by Howard L. Burris for leave to amend application to reflect two additional business interests (Docs. 18368-9). Action Dec. 20.

■ Hearing Examiner David I. Kraushaar in Vinita and Wagoner, both Oklahoma (Vinita Broadcasting Co. and Wagoner Radio Co.), AM and FM proceeding, ordered time extended for filing motions to correct transcript until Jan. 13, 1969 (Docs. 18085-7). Action Dec. 24.

Call letter actions

■ Ozark Broadcasting Co., Ozark, Ark. Granted KZRK.

■ Harry P. Brewer, Windsor, Colo. Granted KUAD.

■ Calhoun County Broadcasting Co., Calhoun City, Miss. Granted WJRL.

■ Circuit Broadcasting Co., Hattiesburg, Miss. Granted WORV.

■ Tylertown Broadcasting Co., Tylertown, Miss. Granted WTYL.

■ Mt. Carmel Broadcasting Co., Mt. Carmel, Pa. Granted WMIM.

■ George G. Cory, Crozet, Va. Granted WPED.

Existing AM stations

Final actions

■ WFIX Huntsville, Ala.—Broadcast Bureau granted license covering change in ant-trans. location; remote control permitted. Action Dec. 17.

■ KDEO El Cajon, Calif.—Broadcast Bureau granted license covering use of former main trans. as alternate-main trans. Action Dec. 16.

■ KIEV Glendale, Calif.—Broadcast Bureau granted renewal of license. Action Dec. 10.

■ KTOB Petaluma, Calif.—Broadcast Bureau granted renewal of license subject to condition. Action Dec. 24.

■ Harry P. Brewer, Windsor, Colo.—Broadcast Bureau granted mod. of CP for AM station to change ant-trans. location to 1.2 miles southwest of Windsor on State Highway 257. Action Dec. 19.

■ WUST Washington — Broadcast Bureau granted license covering increase in power and additional changes. Action Dec. 18.

■ WTHB Augusta, Ga.—Broadcast Bureau granted license covering change in ant-trans. location and changes in ant. system. Action Dec. 23.

■ KOEL Oelwein, Iowa—Broadcast Bureau granted mod. of license to operate main and auxiliary trans., by remote control from 109 Frederick, Oelwein. Action Dec. 18.

■ WTRE Greensburg, Ind.—Broadcast Bureau granted license covering new station; specify type trans. Action Dec. 24.

■ WCTW New Castle, Ind.—Broadcast Bureau granted CP to make changes in DA ant. pattern. Action Dec. 26.

■ WDLV Donaldsonville, La.—Broadcast Bureau granted mod. of CP to extend completion date to April 15, 1969. Action Dec. 18.

■ WFYC Alma, Mich.—Broadcast Bureau granted mod. of CP to extend completion date to May 30, 1969. Action Dec. 18.

■ WIRT Hibbing, Minn.—Broadcast Bureau granted license covering permit for new station. Action Dec. 13.

■ KWEB Rochester, Minn.—Broadcast Bureau granted license covering permit for changes; specify type trans. Action Dec. 23.

■ WMBC Columbus, Miss.—Broadcast Bureau granted license covering new station; specify type trans. Action Dec. 23.

■ KHAD Desoto, Mo.—Broadcast Bureau granted license covering new station. Action Dec. 24.

■ WCRV Washington, N. J.—Broadcast Bureau granted license covering increase in power, change of ant-trans. location and installation of new type trans. Action Dec. 18.

■ WROC Rochester, N. Y.—Broadcast Bureau granted CP to increase night MEOV. Action

Dec. 26.

■ WGNI Wilmington, N. C.—Broadcast Bureau granted license covering change in ant-trans. location. Action Dec. 18.

■ WHOK Lancaster, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to June 24, 1969. Action Dec. 18.

■ WBLY Springfield, Ohio—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Dec. 18.

■ KZYX Weatherford, Okla.—Broadcast Bureau granted mod. of CP to extend completion date to June 24, 1969. Action Dec. 18.

■ Edward A. Romance, Mt. Carmel, Pa.—Broadcast Bureau granted mod. of CP of AM station to change ant-trans. location to north of State Highway 49017, 0.3 mile west of western city limits of Mt. Carmel; change studio location to Marble Hall Hotel, 3rd and Oak Street, Mt. Carmel; change type trans. Action Dec. 18.

■ WNAE Warren, Pa.—Broadcast Bureau granted CP to change location of auxiliary trans. to same as main trans. Action Dec. 19.

■ WNOO Chattanooga—Broadcast Bureau granted license covering change in ant-trans. and studio location. Action Dec. 18.

■ WHER Memphis — Broadcast Bureau granted CP to change trans. location to 0.5 mile east of U. S. Highway 51, on Wolf River, Memphis; change studio and remove control location to 1331 Union Avenue, Memphis; conditions. Action Dec. 23.

■ KOPY Alice, Tex.—Broadcast Bureau granted CP to make changes in ant. system. Action Dec. 18.

■ KTHH Houston—Broadcast Bureau granted CP to install new alternate-main trans. at main trans. location. Action Dec. 19.

■ KTFS Texarkana, Tex.—Broadcast Bureau granted CP to increase daytime power to 1 kw. Install new type trans.; conditions. Action Dec. 19.

■ WJOY Burlington, Vt.—Broadcast Bureau granted license covering change in ant-trans. and studio location; change ant. ground system. Action Dec. 18.

■ George G. Cory, Crozet, Va.—Broadcast Bureau granted mod. of CP for AM station to make changes in ant-trans. system. Action Dec. 19.

■ WGH Newport News, Va.—Broadcast Bureau granted mod. of CP to make changes in DA ant.-nighttime pattern. Action Dec. 26.

■ WPMH Portsmouth, Va.—Broadcast Bureau granted mod. of CP to extend completion date to May 8, 1969. Action Dec. 26.

■ WDMP Dodgeville, Wis.—Broadcast Bureau granted license covering new station. Action Dec. 18.

Other action

■ Office of Opinions and Review granted request by Continental Broadcasting Inc. for authorization to file pleading in proceeding on renewal of license of WNJR Newark, N. J.; pleading will be accepted provided it does not exceed 35 pages in length (Doc. 16050). Action Dec. 23.

Action on motion

■ Hearing Examiner Herbert Sharfman in Milton, Fla. (Milton Broadcasting Co.), renewal of license of WEBY, pending action on applicant's appeal from ruling directing production of document, etc., filed Dec. 16.

rescheduled further hearing session from Jan. 3, 1969, to Feb. 7, 1969 (Docs. 17613). Action Dec. 24.

Call letter application

■ WUSM, Southeast State Broadcasting Corp., Havelock, N. C. Requests WKVO.

New FM stations

Applications

■ Birmingham, Ala.—First Security and Exchange Co. Seeks 99.5 mc. ch 258, 29.5 kw. Ant. height above average terrain 1,030 ft. P.O. address c/o Edward P. Ellis, 1220 C & S National Bank Building, Atlanta 30303. Estimated construction cost \$30,527.50; first-year operating cost \$34,000; revenue \$34,000. Principals: Edward P. Ellis, sole owner. Mr. Ellis is partner in law firm, director of construction company and has interest in bank. Ann. Dec. 27.

■ Tulare, Calif.—Arthur Nersasian. Seeks 106.7 mc. ch 294, 852 w. Ant. height above average terrain 2,526 ft. P.O. address 801 South Fifth Street, Montebello, Calif. 90640. Estimated construction cost \$19,000; first-year operating cost \$38,000; revenue \$40,000. Principal: Arthur Nersasian, sole owner. Mr. Nersasian owns rubbish hauling-trucking business. Ann. Dec. 27.

■ Waipahu, Hawaii—Mauna Kea Broadcasting Co. Seeks 92.3 mc. ch 222, 60.16 kw. Ant. height above average terrain minus 362 ft. P.O. address 6505 Wilshire Boulevard, Suite 617, Los Angeles 90048. Estimated construction cost \$33,760; first-year operating cost \$48,000; revenue \$50,000. Principals: Saul Levine, president (80%) and F. E. Wilson, vice president (20%). Messrs. Levine and Wilson have respective interests in KBCA-FM Los Angeles. Mr. Levine is lawyer. Ann. Dec. 27.

■ Syracuse, N. Y.—Frank J. Santacroce. Seeks 102.9 mc. ch 275, 7.3 kw. Ant. height above average terrain 1,200 ft. P.O. address 222 Mt. Pleasant Avenue, Amherst, Pa. 19002. Estimated construction cost \$16,049.30; first-year operating cost \$15,880; revenue \$35,000. Principal: Frank John Santacroce, sole owner. Mr. Santacroce formerly held 50% interest in restaurant but has no current business interests indicated. Ann. Dec. 27.

■ Carlisle, Pa.—WIOO Inc. Seeks 93.5 mc. ch 288A, 3 kw. Ant. height above average terrain 179 ft. P.O. address 33 West High Street, Carlisle 17013. Estimated construction cost \$31,500; first-year operating cost \$15,000; revenue \$15,000. Principals: Harold Swidler, president and Norman Swidler, vice president-treasurer (each 50%). Messrs. Swidler each own 25% of WIOO Carlisle. Ann. Dec. 27.

■ Moncks Corner, S. C.—William T. Friddell Sr. Seeks 105.5 mc. ch 288A, 3 kw. Ant. height above average terrain 267 ft. P.O. address 102 Jolly Lane, Moncks Corner 29461. Estimated construction cost \$17,150; first-year operating cost \$12,000; revenue \$12,000. Principal: William T. Friddell Sr., sole owner. Mr. Friddell owns drive-in theater and owns engineering company. Ann. Dec. 27.

■ Killeen, Tex.—Central Texas College. Seeks 88.7 mc. ch 204, 93.3 kw. Ant. height above average terrain 1,167 ft. P.O. address c/o Phillip R. Swartz, Box 848, Killeen 76541. Estimated construction cost \$100,760; first-year operating cost \$12,600; revenue none. Principals: Central Texas College board of

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regents. William S. Bigham, president et al. Ann. Dec. 23.

Starts authorized

- WRTM(FM) Blountstown, Fla.—Authorized program operation on 102.3 mc, ch. 272. ERP 3 kw. Action Dec. 17.
- KNEI-FM Waukon, Iowa. — Authorized program operation on 103.9 mc, ch. 280, ERP 3 kw. Action Dec. 12.
- KKWB(FM) Breckenridge, Minn. Authorized program operation on 101.7 mc, ch. 269. ERP 3 kw. Action Dec. 17.
- WJNS-FM Yazoo City, Miss.—Authorized program operation on 92.1 mc. ch. 221, ERP 3 kw. Action Dec. 12.
- WPQR-FM Uniontown, Pa. — Authorized program operation on 99.3 mc, ch. 257, ERP 3 kw. Action Dec. 18.
- KMFL(FM) Marshall, Tex.—Authorized program operation on 102.9 mc. ch. 275, ERP 56 kw. Action Dec. 13.

Final actions

- Brinkley, Ark. — Tri-County Broadcasting Co. Broadcast Bureau granted 102.3 mc. ch. 272A, 3 kw. Ant. height above average terrain 192 ft. P.O. address: 226 West Cedar Street, Brinkley, 72021. Estimated construction cost \$20,495; first-year operating cost \$7,500; revenue \$8,000. Principal: Mason W. Clifton, sole owner. Mr. Clifton is owner of KBRI Brinkley. Action Dec. 16.
- *Chico, Calif.—Chico State College Foundation. Broadcast Bureau granted 91.1 mc. ch. 216, 7.2 w. Ant. height above ground 100 ft. P.O. address: c/o Dr. John Sutthoff, West 1st and Normal Avenue, Chico 95926. Estimated construction cost \$4,500; first-year operating cost \$2,000; revenue none. Principals: Chico State College Foundation, Dr. Frank Bennett, chairman, Ned Richardson, vice chairman et al. Mr. Bennett is dentist. Mr. Richardson owns KPAY Chico and holds CP for KPAY-FM, that city. Action Dec. 27.
- Danville, Ill.—Kickapoo Broadcasting Co. Broadcast Bureau granted 99.1 mc. ch. 256, 50 kw. Ant. height above average terrain 500 ft. P.O. address: 602 East Green Street, Champaign, Ill. 61820. Estimated construction cost \$92,532; first-year operating cost \$60,000; revenue \$60,000. Principals: Paul K. Bresee, president (49%), Howard Russell Bresee, treasurer (39%) and others. Messrs. Bresee are partners in investment firm and insurance company and each have numerous other business interests. Action Dec. 16.
- Horseheads, N. Y.—Chemung County Radio Inc. Broadcast Bureau granted 100.9 mc. ch. 265A, 3 kw. Ant. height above average terrain minus 104 ft. P.O. address: c/o Manuel N. Panosian, Hanover House, Hanover Square, Horseheads 14845. Estimated construction cost \$17,286; first-year operating cost \$20,000; revenue \$30,000. Principals: John Arikian, president (49%) and Manuel N. Panosian, vice president-treasurer (51%). Mr. Arikian is teacher. Mr. Panosian is 40% owner of shoe store, clothing store and women's uniform store. He is also sole owner of one coin laundry and owns 66% of another. Messrs. Arikian and Panosian own WIQT Horseheads, N. Y. Action Dec. 19.
- Sioux Falls, S. D.—Sioux Empire Broadcasting Co. Broadcast Bureau granted 93.5 mc. ch. 228, 3 kw. Ant. height above average terrain 119 ft. P.O. address: 952 Washington Building, Washington 20005. Estimated construction cost \$36,384; first-year operating cost \$20,000; revenue \$25,000. Principals: Elder C. Strangland (75%) and Wallace L. Strangland (25%). Elder Strangland owns KIWA Sheldon, Iowa, and Wallace Strangland is manager of that station. Action Dec. 13.
- Rutland, Vt.—Central Vermont Broadcasting Corp. Broadcast Bureau granted 98.1 mc. ch. 251B, 50 kw. Ant. height above average terrain minus 295 ft. P.O. address: West Proctor Road, Rutland 05701. Estimated construction cost \$49,177.35; first-year operating cost \$20,000; revenue \$25,000. Principals: John J. Carusone, president (41.7%), Louis M. Carusone, secretary (41.4%) et al. Messrs. Carusone are both attorneys and manufacturers of precast homes. Principals own WHWB Rutland. Action Dec. 16.

Other actions

- Review board in Rockmart, Ga., FM proceeding, Docs. 13814-5, granted to extent indicated and denied in all other respects petition to enlarge issues filed Oct. 2 by Georgia Radio Inc. Action Dec. 23.
- Review board in Albuquerque, N. M., FM proceeding, Docs. 18213-14, granted joint petition for approval of agreement filed Oct. 23 by R. Edward Cerles and Jack

Hughes. Action Dec. 23.

Actions on motions

- Chief Hearing Examiner James D. Cunningham in Flora and Salem, both Illinois (Flora Broadcasting Corp., Doyle Ray Flurry and Salem Broadcasting Co.), FM proceeding, scheduled prehearing conference for Dec. 23 (Docs. 18288-90). Action Dec. 20.
- Hearing Examiner Forest L. McClenning in Port Jervis, N. Y. (Port Jervis Broadcasting Co. and Murray Hill Associates), FM proceeding, granted request by Jervis Broadcasting Co. and cancelled procedural dates; continued hearing scheduled for Jan. 6, 1969, to March 10, 1969 (Docs. 18267-8). Action Dec. 27.

Rulemaking petitions

- KAWW Heber Springs, Ark.—Requests that table of FM assignments be amended to include ch. 244A for Heber Springs. Ann. Dec. 30.
- Thomas S. Land and Bryan Davidson, Salem, Ill.—Requests amendment of rules to assign ch. 265A and ch. 280A, or either, to Flora, Ill. Ann. Dec. 30.
- Chief, Broadcast Bureau granted request by WGLI Inc. and extended to Feb. 20, 1969, time to file reply comments in amendment of rules, table of FM assignments, Bay Shore, N. Y. (Doc. 18345). Action Dec. 23.

Call letter application

- Tri-County Broadcasting Co., Brinkley, Ark. Requests KBRI-FM.

Call letter actions

- Northern Arizona University, Flagstaff, Ariz. Granted *KAXR(FM).
- Western Bible Institute, Morrison, Colo. Granted *KWBI(FM).
- Regency Broadcasting Inc., Savannah, Ga. Granted WXLM(FM).
- Allen D. Lee, Jerome, Idaho. Granted KFMA(FM).
- Lincoln Christian College, Lincoln, Ill. Granted *WLCC(FM).
- KMAR Broadcasting Corp., Winnsboro, La. Granted KCRF-FM.
- Fosston Broadcasting Co., Fosston, Minn. Granted KEHG-FM.
- Virginia Polytechnic Institute, Blacksburg, Va. Granted *WUVT-FM.

Existing FM stations

Final actions

- *KUAC(FM) College, Alaska — Broadcast Bureau granted licenses covering changes. Action Dec. 24.
- KNIX(FM) Phoenix — Broadcast Bureau granted CP to change ant.-trans. location to South Mountain Park, 8.2 miles south of Phoenix Post Office, Phoenix; install new type trans., new type ant.; change ERP to 100 kw, ant. height 1640 ft.; waived rules to permit location of main studio beyond corporate limits of Phoenix, at 600 East Gilbert Drive, Tempe, Ariz. Action Dec. 19.
- KAVR-FM Apple Valley, Calif.—Broadcast Bureau granted license covering new station. Action Dec. 16.
- KDNO(FM) Delano, Calif.—Broadcast Bureau granted license covering new station; specify type trans., specify studio location as same as trans. Action Dec. 23.
- KPOL-FM Los Angeles—Broadcast Bureau granted CP to install new dual polarized ant.; ant. height 540 ft.; conditions. Action Dec. 23.
- KNBR-FM San Francisco—Broadcast Bureau granted CP to install circular polarized ant.; make changes in ant. system. ERP 45 kw, ant. height 1240 ft.; remote control permitted. Action Dec. 23.
- KBOS(FM) Tulare, Calif.—Broadcast Bureau granted mod. of SCA to make changes in programming. Action Dec. 17.
- KLIL(FM) Ukiah, Calif.—Broadcast Bureau waived rules to permit establishment of main studio beyond the corporate limits of Ukiah, at North State Street, Ukiah; granted license covering new station, specify type trans. Action Dec. 24.
- *WPKN(FM) Bridgeport, Conn.—Broadcast Bureau granted license covering changes. Action Dec. 24.
- WKCI(FM) Hamden, Conn. — Broadcast Bureau granted mod. of CP to change ERP to 12 kw, ant. height to 870 ft. Action Dec. 19.

■ WWDC-FM Washington—Broadcast Bureau granted CP to install circular polarized ant.; make changes in ant. system. ERP 20 kw, ant. height 400 ft. Action Dec. 23.

■ WLBE-FM Leeshurg, Fla.—Broadcast Bureau granted CP to replace expired permit. Action Dec. 26.

■ WRMF-FM Titusville, Fla.—Broadcast Bureau granted license covering new station. Action Dec. 23.

■ WZZW(FM) Augusta, Ga.—Broadcast Bureau granted request for SCA to operate on sub-carrier frequency of 67 kc. Action Dec. 23.

■ *KBGL(FM) Pocatello, Idaho—Broadcast Bureau granted license for operation. Action Dec. 19.

■ WYCA(FM) Hammond, Ind. — Broadcast Bureau granted CP to replace expired permit. Action Dec. 26.

■ WFMS(FM) Indianapolis—Broadcast Bureau granted CP to install new trans., new ant., make changes in ant. system, ant. height 275 ft. Action Dec. 26.

■ *WVHI(FM) Muncie, Ind.—Broadcast Bureau granted CP to install new type trans.; ERP 280 w.; ant. height 70 ft. Action Dec. 16.

■ *KCOE-FM Cedar Rapids, Iowa—Broadcast Bureau granted license covering new station. Action Dec. 23.

■ KABI-FM Abilene, Kan.—Broadcast Bureau granted license covering new station, specify type trans., type ant. Action Dec. 23.

■ KEWI-FM Topeka, Kan.—Broadcast Bureau granted mod. of CP to extend completion date to June 24, 1969. Action Dec. 26.

■ WMSK-FM Morganfield, Ky. — Broadcast Bureau granted mod. of CP to change type ant.; change ERP to 3 kw. Action Dec. 19.

■ WALM-FM Marshall, Mich. — Broadcast Bureau granted mod. of CP to extend completion date to April 8, 1969. Action Dec. 26.

■ WWWW(FM) Saginaw, Mich.—Broadcast Bureau granted mod. of CP to specify studio and remote control location as 1148½ South Washington, Saginaw; change type trans., type ant.; ant. height 295 ft. Action Dec. 19.

■ WLOL-FM Minneapolis—Broadcast Bureau granted CP to change ERP to 72 kw; condition. Action Dec. 19.

■ *KMTS(FM) Moberly, Mo.—Broadcast Bureau granted license covering new station. Action Dec. 23.

■ WPAT-FM Paterson, N. J.—Broadcast Bureau granted CP to replace expired permit. Action Dec. 26.

■ WHFM(FM) Rochester, N. Y.—Broadcast Bureau granted license covering installation of new trans. and changes. Action Dec. 24.

■ WSEF-FM Seneca Falls, N. Y.—Broadcast Bureau granted mod. of CP to change studio location to 1 Water Street, Seneca Falls; remote control permitted; change type trans.; install circular polarized ant.; ERP 3 kw. Action Dec. 23.

■ KPOK-FM Portland, Ore.—Broadcast Bureau granted license covering changes. Action Dec. 18.

■ WPQR-FM Uniontown, Pa. — Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Action Dec. 23.

■ WAEL-FM Mariaca, P. R.—Broadcast Bureau granted mod. of CP to change type trans., type ant.; ERP 10.5 kw, ant. height 1950 ft. Action Dec. 19.

■ WTCV(FM) Memphis—Broadcast Bureau granted license covering new station Action Dec. 24.

■ KEIR(FM) Dallas — Broadcast Bureau granted license covering installation of new ant. and change ERP to 20 kw. Action Dec. 23.

■ KSPL-FM Diboll, Tex.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 kc. Action Dec. 13.

■ WDYL(FM) Chester, Va.—Broadcast Bureau granted license covering new station. Action Dec. 18.

■ KNDX(FM) Yakima, Wash. — Broadcast Bureau granted mod. of CP to extend completion date to June 7, 1969 (Doc. 15937). Action Dec. 24.

■ KNDX(FM) Yakima, Wash. — Broadcast Bureau granted mod. of CP to extend completion date to June 7, 1969 (Doc. 15937). Action Dec. 24.

Actions on motions

- Chief Hearing Examiner James D. Cunningham in Albany, N. Y. (Regal Broadcasting Corp. [WHRL-FM], Functional Broadcasting Inc. and WPOW Inc.), FM proceeding, pursuant to an understanding reached by counsel for all parties, extended date for exchanging exhibits previously scheduled for Jan. 6, 1969, to date to be specified by the presiding hearing examiner;

PROFESSIONAL CARDS

<p>JANSKY & BAILEY Consulting Engineers 1812 K St., N.W. Wash., D.C. 20006 296-6400 <i>Member AFCCB</i></p>	<p>JAMES C. McNARY Consulting Engineer National Press Bldg. Wash., D. C. 20004 Telephone District 7-1205 <i>Member AFCCB</i></p>	<p>—Established 1926— PAUL GODLEY CO. CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 <i>Member AFCCB</i></p>	<p>GEORGE C. DAVIS CONSULTING ENGINEERS RADIO & TELEVISION 527 Munsey Bldg. 783-0111 Washington, D. C. 20004 <i>Member AFCCB</i></p>
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<p>KEAR & KENNEDY 1302 18th St., N.W. Hudson 3-9000 WASHINGTON, D. C. 20006 <i>Member AFCCB</i></p>	<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS, TEXAS 75209 (214) 631-8360 <i>Member AFCCB</i></p>	<p>GUY C. HUTCHESON 817-261-8721 P. O. Box 808 1100 W. Abram Arlington, Texas 76010</p>	<p>SILLIMAN, MOFFET & KOWALSKI 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 <i>Member AFCCB</i></p>
<p>GEO. P. ADAIR ENG. CO. CONSULTING ENGINEERS Radio-Television Communications-Electronics 2029 K St., N.W., 4th Floor Washington, D. C. 20006 Telephone: (202) 223-4664 <i>Member AFCCB</i></p>	<p>KEAN, SKLOM & STEPHENS CONSULTING RADIO ENGINEERS 19 E. Quincy Street Riverside, Illinois 60546 (A Chicago Suburb) Phone 312-447-2401 <i>Member AFCCB</i></p>	<p>HAMMETT & EDISON CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 <i>Member AFCCB</i></p>	<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY, MISSOURI 64114</p>
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<p>E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan—49036 Phone: 517-278-6733</p>	<p>JOHN H. MULLANEY and ASSOCIATES Suite 71, 1150 Connecticut Ave., N.W. Washington, D. C. 20036 Phone 202-223-1180 <i>Member AFCCB</i></p>	<p>ROSNER TELEVISION SYSTEMS ENGINEERS 120 E. 56 St. New York N. Y. 10022 CONTRACTORS 29 South Mall Plainview N. Y. 11803</p>	<p>Serving The SOUTHEAST FREDERICK A. SMITH, P.E. <i>Consulting Engineer</i> 5 Exchange St. Charleston, S. C. 29401 A/C 803 723-4775</p>

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Summary of broadcasting

Compiled by BROADCASTING, Jan. 2, 1969

	Licensed	On Air CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,221 ¹	15	4,236 ¹	64	4,300 ¹
Commercial FM	1,894	43	1,937	196	2,133
Commercial TV-VHF	497 ²	9	506 ²	11	517 ²
Commercial TV-UHF	119 ²	51	168 ²	163	331 ²
Educational FM	354	8	362	30	392
Educational TV-VHF	70	5	75	2	77
Educational TV-UHF	70	27	97	14	111

Station boxscore

Compiled by FCC, Dec. 1, 1968

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,218 ¹	1,873	615 ²	349	140
CP's on air (new stations)	17	59	57	12	30
Total on air	4,235 ¹	1,932	670 ²	361	170
CP's not on air (new stations)	66	196	176	32	18
Total authorized stations	4,301 ¹	2,128	848 ²	393	188
Licenses deleted	2	0	1	0	0
CP's deleted	0	1	0	0	0

¹ Includes two AM's operating with Special Temporary Authorization, and 25 educational AM's.

² Includes three VHF's operating with STA's, and two licensed UHF's that are not on the air.

scheduled hearing conference for Jan. 6, 1969 (Docs. 18210-12). Action Dec. 23.

■ Hearing Examiner Forest L. McClennan in San Antonio, Tex. (Bexar Broadcasting Co. and Turner Broadcasting Corp. (KBBUC-FM)). FM proceeding, granted petition by Bexar Broadcasting Co. for leave to amend application to show availability of loan from the Security National Bank of San Antonio (Docs 18238-9). Action Dec. 27.

Call letter application

■ *KKKK-FM, Bay Area Educational TV Association, San Francisco. Requests *KQED-FM.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF TV translators: K02CW and K13EY, both Creighton, Nebraska; K06CG Clifton, Kan.; K70BH, K73AW and K76AN, all Qultauque and Turkey, both Texas. Actions Dec. 18.

■ Broadcast Bureau granted renewal of licenses for following stations: WELW Willoughby, Ohio; KARL-FM Carlsbad, Calif.; KDIG(FM) San Diego; KDTA Delta, Colo.; KERN-FM Bakersfield, KGOL Palm Desert, KINS Eureka and KOSO(FM) Patterson, all California; KQEO and KRST(FM), both Albuquerque, New Mexico; KSCO-AM-FM Santa Cruz, KTIIP Porterville and KVIQ-TV Eureka, all California; *KVTI(FM) Dallas; KXRX San Jose, Calif. Actions Dec. 20.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WSEA(FM) Georgetown, Del., to June 1, 1969; WMRO-FM Aurora, Ill., to June 8, 1969; WCTC-FM New Brunswick, N. J., to July 9, 1969; KAFE-FM Santa Fe, N. M., to Feb. 15, 1969; *KFUV(FM) New York, to March 1, 1969; KBYE-FM Oklahoma City, Okla., to Feb. 10, 1969; WJJM-FM Lewisburg, Tenn., to Feb. 1, 1969. Action Dec. 24.

■ Broadcast Bureau granted mod. of CP's for following stations to extend completion dates: KFMV(FM) Magnolia, Ark., to July 2, 1969; WKOS(FM) Plantation Key, Fla., to May 2, 1969; WFMG-FM Hibbing, Minn., to June 30, 1969; WMDC-FM Hazlehurst, Miss., to May 27, 1969; WHUC-FM Hudson, N. Y., to March 7, 1969; WRPC(FM) San German, P. R., to June 30, 1969; KFBC-FM, Cheyenne, Wyo., to Feb. 5, 1969. Actions Dec. 19.

■ Broadcast Bureau granted mod. of CP's and extended completion dates for following stations: KGUS(FM) Hot Springs, Ark., to Dec. 31; WCSI-FM Columbus, Ind., to March 30, 1969; WANM(FM) Tallahassee, Fla., to Feb. 1, 1969; KNIR-FM New Iberia, La., to Jan. 31, 1969; KOYN-FM Billings, Mont., to July 2, 1969; WKJB-FM Mayaguez, P. R., to April 1, 1969; WDAL-FM Meridian, Miss., to June 26, 1969; *KSOR(FM) Ashland, Ore., to March 29, 1969; WTZE-FM Taze-

well, Va., to Jan. 31, 1969; WTMB-FM Tomah, Wis., to May 27, 1969. Actions Dec. 18.

Translator actions

■ Broadcast Bureau granted licenses covering following new UHF TV translators: K75CL rural area around Forsyth, Mont.; K27AA Bend, Ore.; K69AA rural San Pete county, Aurora and rural Juab county, and K76BM Fillmore, all Utah. Actions Dec. 17.

■ Broadcast Bureau granted licenses covering following new UHF TV translators: K70EN Manhattan, Kan., and K70EP Quincy, Wash. Action Dec. 17.

■ Midnight Sun Broadcasters Inc., Copper Center, Alaska—Broadcast Bureau granted CP for new VHF TV translator to serve Copper Center on ch. 4 by rebroadcasting KFAR-TV Fairbanks, Alaska. Action Dec. 9.

■ Midnight Sun Broadcasters Inc., Gakona, Alaska—Broadcast Bureau granted CP for new VHF TV translator to serve Gakona on ch. 4 by rebroadcasting KFAR-TV Fairbanks, Alaska. Action Dec. 9.

■ Ketchikan Pulp Co., Island, Alaska—Broadcast Bureau granted CP for new VHF TV translator to serve Thorne Bay, Alaska, on ch. 9 by rebroadcasting CFTK-TV Prince Rupert, British Columbia. Action Dec. 13.

■ Prescott TV Booster Club Inc., Prescott, Ariz.—FCC granted application for CP for new 1 w VHF TV translator to rebroadcast *KAET(TV) Phoenix; denied petition by H & B Communications Corp. opposing request of Prescott TV Booster Club. Action Dec. 18.

■ Hoopa Valley Chamber of Commerce, Hoopa, Calif.—Broadcast Bureau granted CP for new VHF TV translator to operate on ch. 7 by rebroadcasting KIEM-TV Eureka, Calif. Action Dec. 13.

■ Hoopa Valley Chamber of Commerce, Hoopa, Calif.—Broadcast Bureau granted CP for new VHF TV translator to serve Hoopa on ch. 12 by rebroadcasting KVIQ-TV Eureka, Calif. Action Dec. 13.

■ K07II Morro Bay, Calif.—Broadcast Bureau granted mod. of CP of VHF TV translator to make changes in ant. system. Action Dec. 17.

■ K71CA Stockton, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to June 17, 1969, of VHF TV translator. Action Dec. 17.

■ K11GN Clarinda, Iowa—Broadcast Bureau granted assignment of license of VHF TV translator to City of Clarinda, Iowa. Action Dec. 17.

■ K131L Fort Sumner, N. M.—Broadcast Bureau granted CP for new VHF TV translator to replace expired permit. Action Dec. 17.

■ Mitchell Community T.V. Inc., Mitchell, Ore.—Broadcast Bureau granted CP's for new VHF TV translators to serve Mitchell on ch. 7 by rebroadcasting KATU-TV Portland, Ore., and on ch. 5 by rebroadcasting KBOI-TV Boise, Idaho. Action Dec. 13.

■ K05CP Toquerville, Utah—Broadcast Bureau granted license covering new VHF TV translator; specify type trans. Action Dec. 11.

CATV

Applications

■ Buckeye Cablevision Inc.—Requests distant signals from CKLW-TV Windsor, Ontario (Detroit); WBGL-TV Bowling Green, Ohio; and WTVS-TV and WKBD-TV both Detroit. Perrysburg, Maumee, and Ottawa Hills, all Ohio. Ann. Dec. 19.

■ Jackson County Cable Service Inc.—Requests distant signals from WOSU-TV Columbus, Ohio, to Wellston and Jackson, both Ohio. Ann. Dec. 23.

■ Jefferson Cable Co.—Requests distant signals from WPIX(TV) and WOR-TV, both New York, to Reynoldsville, Sykesville, Rathmel and Big Soldier, all Pennsylvania. Ann. Dec. 19.

■ Middlesboro TV Systems Inc.—Requests distant signals from WELG-TV Lexington and WKSO(TV) Somerset, both Kentucky, to Middlesboro, Ky. Ann. Dec. 23.

■ Mountain States Video Inc.—Requests distant signals from KTVU(TV) and KQED(TV), both San Francisco; and KTLA(TV), KTTV(TV), KCOP(TV), KCET(TV), KMEX-TV, KWHY-TV, KLXA(TV) and KMTW-TV, all Los Angeles, to Commerce, Aurora and Arvada, all Colorado. Ann. Dec. 19.

■ Pultitzer Publishing Co.—Requests distant signals from WGN-TV, WCIU-TV and WFLD-TV, all Chicago, to Clayton, Mo. Ann. Dec. 19.

Other actions

■ Review board in Akron, Ohio, CATV proceeding, Docs. 17357-59, adopted order granting motion to correct transcript filed Dec. 6 by Akron Telarama Inc. and Telarama Inc.; adopted order granting motion to correct transcript filed Dec. 3 by United Artists Broadcasting Inc. Action Dec. 23.

■ Review board in Akron, Ohio, CATV proceeding, Docs. 17357-59, adopted order certifying to commission initial decision released Nov. 5 and related pleadings; adopted order certifying to commission statement and request for extension of time filed December 18 by United Artists Broadcasting Inc. Action Dec. 23.

■ Office of Opinions and Review in Toledo, Ohio (Buckeye Cablevision Inc.) request for special relief, granted request by D. H. Overmyer Telecasting Co. and extended to Dec. 26 time to file reply to opposition to petition for order to show cause filed by Buckeye Cablevision Inc. Nov. 29 (Doc. 17882). Action Dec. 19.

■ Buckeye Cablevision Inc.—FCC prohibited from providing signals of Detroit-Windsor, Ontario, TV stations to any new subscribers to its Toledo, Ohio, CATV system from feeder or distribution cable which was not in operation on or before Feb. 2, 1968, pending further FCC order. Action Dec. 23.

Actions on motions

■ Chief Hearing Examiner James D. Cunningham in Owensboro, Ky. (Top Vision Cable Co.), CATV proceeding in Evansville, Ind., TV market, ordered, in light of commission's action in notice of proposed rulemaking and notice of inquiry of Dec. 13, Dec. 18, 1967, dismissed as moot request of Top Vision Cable Co. filed Dec. 12, for establishment of new procedural dates (Doc. 18378). Action Dec. 27.

■ Hearing Examiner Herbert Sharfman in Clinton, Iowa (Clinton TV Cable Co.), CATV proceeding in Quad City (Davenport, Iowa-Rock Island-Moline, both Illinois) TV market, set certain procedural dates and scheduled hearing for Feb. 10, 1969 (Doc. 18024). Action Dec. 11.

Ownership changes

Applications

■ KBBA Benton, Ark.—Seeks assignment of license from J. Winston Riddle, Melvin P. Spann and David C. McDonald Jr. to Messrs. Riddle and Spann and Patricia Kirk McDonald, executrix of estate of David C. McDonald Jr., deceased. No consideration involved. Each principal owns 33 1/3% of KBBA. Ann. Dec. 19.

■ KGEF and KGFM(FM), both Bakersfield, Calif.—Seek transfers of control of KMO Inc. from Carl E. Haymond, trustee (86.6% before, 39% after) to C. Dexter Haymond (10.07% before, 55% after) and Elizabeth Jackson Haymond (3.33% before, 6% after). Transaction is gift. No consideration involved. Ann. Dec. 23.

■ KCFI Cedar Falls, Iowa—Seeks assign-

(Continued on page 77)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—\$2.00 minimum.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted 30¢ per word—\$2.00 minimum.

Deadline for copy: Must be received by Monday for publication next Monday.

Display ads \$25.00 per inch, 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.

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

Manager-Sales Manager for high potential San Francisco Bay area FM station. \$1000/month plus profit-sharing. Write Box A-34, BROADCASTING.

Ethnic market station needs energetic manager who will also sell in one of the 50 largest markets. We want a young married man over 25. Call Mr. Roblak collect. Area code 202-265-2955.

Sales

Dynamic rapidly expanding group operator has openings for 2 shirtsleeved salesmen in top-Pulse rated sunny Florida C&W. Rapid advancement into management due to acquisitions. Call Mr. Karp, prepaid, 813-784-1438 for appointment or send resume to Box L-156, BROADCASTING.

Attention Texas salesmen. Outstanding opportunity for top notch salesmen with proven track record. San Antonio's number one station is adding a man. We have had no personnel changes in two years. Good base, excellent fringe benefits. Growing corporation. Only pros considered. All replies treated in confidence. Contact General Manager. Box M-193, BROADCASTING.

Junior salesman for aggressive small market New England station on coast. Resume to Box M-202, BROADCASTING.

Unique sports package ready for national distribution. Easy profits to agent and station. Liberal commissions, own expenses, territories open. Additional line OK. Send resume. All Pro Reports, Box A-8, BROADCASTING.

Make big money selling radio stations needed and attractively priced sports package. Easy sale, liberal commissions, own expenses, territories open, send resume. Additional line OK. All Pro Reports, Box A-9, BROADCASTING.

Top 10 market, successful new station, rated 5th, adding aggressive salesman. Many virgin accounts. Big money for a big producer KIRL, P.O. Box 3993, St. Louis, Missouri.

Immediate opening—Young salesman—Management potential—Salary + Commission—Experience a must—WBNR, Beacon-Newburgh, New York.

Selling sales manager for two station 150,000 market. Great opportunity for hustler with management possibilities. Tom W. Talbot, WJIL, Niagara Falls, N.Y.

Salesmen needed, Salary plus-commission, Permanent. Full/part time. 219-563-4111.

Wanted—man experienced in sales-announcing. Must be dependable. Also active in Civic Affairs. Must be able to furnish good credit references. References will be checked thoroughly. Must also be capable of moving into position of responsibility. Good salary. Call 703-935-2816.

Announcers

Need personality lock for metro midwest group station. Modern format. Send tape, resume soonest to Box L-56, BROADCASTING.

DJ—RGR—small market. OK . . . has the "glamour" finally worn off? Is the \$90 a week as a DJ equal to the \$300 the salesmen earn? Does a Cadillac have more appeal than a Volvo? Use your experience as a DJ to become a salesman with one of the top RGR stations in the country. Live in a pleasant economical East Coast suburb only minutes away from the most exciting city in the world. We'll train you. Show you how to make over \$15,000 your first year. If you are honest, have reasonable intelligence and are willing to work hard you may be our man. Send resume, recent pic and references. Box M-213, BROADCASTING.

Announcer—small market station near metropolitan New York. Send tape, resume. Box M-251, BROADCASTING.

Wanted—two announcers, morning and night, Northeastern Penna. market. Good salary for right men. 3rd endorsed. Send tape and resume to Box M-266, BROADCASTING.

Announcers—(cont'd)

Young, experienced announcer for professional MOR station in Midwest. Good voice. Good pay for the right man. Box A-22, BROADCASTING

R&B station on west coast needs announcers with first phone license immediately. Rush tapes, resume to KYAC Radio, Seattle, Washington.

Mountain northwest—Adult format, strong local news, pioneer automation station offers seasoned announcer average-plus salary, opportunity learn advanced automation, sales if desired. Send tape, resume: Dale Peterson, Mgr., KCID, Caldwell, Idaho 83605.

Bright morning man, WBME, Belfast, Me. Send tape, references or call Scott, 207-338-2277.

Worth checking—Announcer, third, needed by ABC affiliate, half hour from Ann Arbor, East Lansing and Detroit. WHMI, Howell, Michigan.

WJAT Swainsboro, Ga., has immediate opening for announcer with third class endorsed license. Good salary and working conditions plus additional income from play by play. Fringe benefits including group, hospital, life and disability insurance. Early reply important. Send air check, resume, reference and snapshots to John Bailes, General Manager, P.O. Box 289, Swainsboro, Ga. 30401.

DJ—big voice and brain union—benefits—contemporary gas. WMOD, 2000 P Street, N.W., Washington, D.C.

Young and growing modern music station expanding staff. Need young announcer with 3rd endorsed and at least one yr. of experience. Rush tape, resume, photo, and availability to Mr. Richard Blaha, WRAC, 2200 N. Greenbay Rd., Racine, Wis. 53405.

Experienced air personality for daytime slot with contemporary MOR format, modern studios and equipment. Six station medium market. Minimum three years experience. Contact Rod Wolf, Mgr., WRTA, Altoona, Pa.

Wanted—announcer with first phone for MOR station. Send complete details, tape, resume and picture to Frank Teas, WSMN, 502 West Hollis Street, Nashua, New Hampshire.

First phone announcers, no maintenance. Two openings with opportunity for advancements. 5,000 watter near Washington, D.C., in Virginia suburbs. Send tape and resume or call for interview, 703-368-3108.

Technical

First class engineer wanted for group owned station in top ten market. Experienced man preferred but inexperience man with ability and desire to succeed considered. Equal opportunity employer. Box M-200, BROADCASTING

Chief engineer wanted for 1 KW non-directional AM. Devote full time to engineering; no announcing or other duties. Mostly new equipment. If you're a competent, take-charge engineer, contact Box M-261, BROADCASTING.

Somewhere there is a good engineer who can handle a short sign-on show and some sales. He should like living in a progressive and competitive medium Southern market at a well-equipped, top-rated station. Good income assured. Resume and tape. Box A-29, BROADCASTING.

1st phone—opening immediately for beginner, directional array and FM, some announcing on FM. Furnish complete details. We have an old established engineering department to train you. William Tidmore, Chief, WPPA Pottsville, Penna.

NEWS

Need News director for metro midwest group station. Modern format. Send tape, resume soonest to Box L-57, BROADCASTING.

News director, plus back-up-man on sports. Emphasis news! Gather, write, deliver. Great Plains station, college community. Salary plus sports talent. Write Box M-179, BROADCASTING.

News—(cont'd)

Morning Newsman—Top 40 format. Large northeast market. Heavy weights only. Salary open. Send tape, resume and photo. Box A-17, BROADCASTING.

Need man to gather and deliver news for Southern station. Mature and imaginative. Prefer experience but trained man acceptable. Resume and tape. Box A-28, BROADCASTING.

Newsman wanted—local coverage. WELV, Ellenville, N.Y. Contact immediately, Sy Dresner, 914-647-5678 or 561-5236.

If you're an authoritative newsman looking for a good medium size market to sink your teeth into and show the world what you can do . . . then WTOD. Toledo wants you. Send immediately, a recent air check, photo, resume and salary expected to : Donn Williams, Program Director, WTOD, 3225 Arlington, Toledo, Ohio. If you're in a hurry . . . great . . . call 419-385-2507 collect . . . but only if you're good. Got a first phone??? your chances are even better.

Programing, Production, Others

One of the nation's best known radio giants is losing its afternoon traffic man to the Army for two years. If you have a first phone and desire to work with real pro's in a dynamic atmosphere. Send resume, tape and picture right away to Box M-245, BROADCASTING. PS. We are one of six stations in a great chain.

We need a unique combination—Mature experienced program director/morning man for modified Top-40 AM radio in a southwestern AM/FM/TV operation. Our man will be responsible for the "total sound". Send tape, resume, references to Box A-24, BROADCASTING.

Situations Wanted

Management

A key man is available. General Manager with outstanding, consistent record is ready for much larger challenge. In mid-thirties, happily married. Want to associate with strong, progressive broadcast company that needs, wants and can afford top management talent. Geographical location not important, only the opportunity. Resume available. Box A-3, BROADCASTING.

Hard working, well trained Broadcaster seeking managership of medium or small market station. Background includes 15 years in sales and programing. Creative, aggressive, age 35. Prefer Southeast. Florida. Box A-26, BROADCASTING.

General Manager-Manager, successful, experienced in all phases, hard worker, prefer West Coast. Box A-33, BROADCASTING.

Let me give you a new Cadillac in Feb. "Chevrolet" if you are in a small market or cash. No gimmicks. Just a lot of hard work on my part and profit for each of us, excellent references. Write Box A-41, BROADCASTING.

Sales

No tickie, no laundry; no sellee, no payee, if you have a radio station in a medium or small market east of the Mississippi, I could make you an extra \$5,000 in the next three months. No investment on your part. Best of references. Phone 703-353-0578, collect between 5-6 PM Monday thru Friday.

Announcers

Top personality seeks top personality station, MOR or rock. Box M-140, BROADCASTING.

DJ, tight board, good news, commercials, third phone. Box M-141, BROADCASTING.

Los Angeles pro—available, daytime shift, southern California. First phone. Box M-176, BROADCASTING.

Announcer/dj—experienced, personable, upbeat, tight board, too 40 format. Not floater or prima donna. Willing to relocate. Box M-264, BROADCASTING.

Situations Wanted

Announcers—(cont'd)

Soulful announcer, d.j. dynamic in performance, neat, will relocate, 3rd endorsed, vet. dependable. Mature, want to settle. Box A-5, BROADCASTING.

Announcer-d.j., swinging personality, 3rd endorsed. Will relocate. Vet. dependable, available, mature. Box A-6, BROADCASTING.

1st phone—Bill Wade School graduate with limited experience. Stable family man seeking top 40. 22, service completed. Write Box A-10, BROADCASTING. If your opening is permanent.

First phone—announcer, 5 yrs. experience, married, veteran, age 31, prefer modern C/W. No floater, but will not tolerate non-pro attitude. Presently employed program/music director. \$7,800. Light selling. No maintenance. Box A-13, BROADCASTING.

Top rated announcer. Nine years experience major markets. First phone. Outstanding references. Box A-15, BROADCASTING.

Third phone, college, two years experience, good voice. Box A-30, BROADCASTING

If you want a machine on the air, go automation. If you want a personality on the air, go with me. Top 40 dl with 3½ years experience. Box A-31, BROADCASTING.

Young, experienced announcer with first phone for hire. Box A-38, BROADCASTING.

Announcer-1st phone—21—4-F looking for immediate opening in the west. Prefer top 40. Country or lively MOR. John Maguire, 82 LaSalle Ave., Framingham, Mass. 01701. Tel. No. 617-877-5855.

For good stations only! Want a real personality? Writer, producer, associated with 1910 Fruitgum Co. and Kasenez-Katz Associates: My real thing is announcing, though. Know rock inside out. 5 months experience. Announcing school grad., 3rd endorsed. Call Teddy Gutkowski; 201-925-1581 after 6. Draft exempt.

Graduate of Elkins Institute of broadcasting and college. Desires position announcing on top 40, soul, or MOR operation. Negro, 1st phone, some experience, veteran. Chaley Bingham, 2603 Inwood Rd., Dallas, Texas 75235.

Programing, Production, Others

Watch what happens. Highly recommended, take-charge top-40 troubleshooter. Thirteen years experience includes L.A. and other majors. Present salary five figures. Looking for progressive management willing to pay for performance. Box A-1, BROADCASTING.

College degree in radio-TV-film. Top personality. Good at production—direction—news—programming—announcing. Take anything. Looking for radio-TV. Combo. 4 years experience. Box A-16, BROADCASTING.

Programing consultant—Are your ratings slipping? Format problems? Programing consultant, with proven track record in music, news, talk, sales, now setting-up 1969 itinerary. All replies confidential. Box A-39, BROADCASTING.

TELEVISION—Help Wanted

Management

General manager—sales manager rapidly growing city soon 750,000. Unusual opportunity for married man between 29 and 35. Call Mr. M. Silverman collect. Area code 202-265-4734.

Sales

Northern Ohio "V" wants local salesman, experienced with proven performance. Group station in one of Mid-America's most prosperous markets. Box A-23, BROADCASTING.

Announcer

Experienced television announcer needed for top rated NBC affiliate in Atlantic states. News background mandatory. Talent, pension and hospitalization, company paid. Send full resume to Box M-242, BROADCASTING.

Teen host—producer is looking for a talented host for his teen show, originating from a major station in Washington, D.C. Contact Mr. Ed Bartich (301) 384-6813.

Technical

Television studio technician requires first class radio telephone license. Minimum three years experience. Write: Lou Bell, Chief Engineer, K.N.T.V., 645 Park Avenue, San Jose, Calif. 95110, (408) 286-1111.

TELEVISION—Help Wanted

NEWS

TV news anchorman wanted for expanding news operation. Must be a "take charge" guy, with a solid background in news gathering and reporting. Midwesterner preferred. A college degree is mandatory. Send resume and audition VTR, which will be returned. Box M-256, BROADCASTING.

Major midwest TV/AM station wants sportscaster. Rewrite, play-by-play, studio shows. Will need resume, audio and video tape. Write Box A-14, BROADCASTING.

One experienced TV photographer with journalism degree or comparable experience for WCKT-TV News, Miami. Phone Gene Strul, PL 1-6692.

Female newscaster to do daily TV news show, conduct SOF interviews and act as "girl Friday" to news manager. Must be attractive, personable and a "self-starter." College degree preferred. Contact Manager of News, WTWO-TV, P.O. Box 299, Terre Haute, Indiana 47808.

Programing, Production, Others

TV copy writer. Progressive North East station needs copy writer with creative imagination to write and produce commercials and on-air promotion. Artistic ability helpful. Should be familiar with VTR, film and slides. Prefer college grad. Send resume and sample to Box A-21, BROADCASTING.

Exceptional opportunity for television graduate or person with experience to break into Cable TV local programing. Be in complete charge of local channel in Southwestern community. Do everything—produce, direct, sell, perform, etc. Full details first letter to Box A-27, BROADCASTING.

Producer-director-writer needed to help handle increasing commercial and programing load. If you have a little directing experience and want an opportunity to grow, you're halfway home. Add some talent for writing good, basic commercials and you're the man we want. Send resume and samples of commercial copy to Gary Rockey, Operations Manager, WTWO-TV, P.O. Box 299, Terre Haute, Indiana 47808.

TELEVISION

Situations Wanted—Management

Executive Vice President—General Manager—National Sales Manager for medium to large market or group. Thoroughly experienced all phases: station-ownership, management, sales management—sales (national and local), promotion, programing, film-buying and network newscasting—announcing. Leader in community affairs. 15 years in television; 13 prior years in radio. Total experience: 28 years. Age—44. Nationally known as successful administrator—developer—troubleshooter. A professional, quality competitor. Accomstomed to much responsibility. Capable of developing prestige properties and substantially increased profits. Box A-4, BROADCASTING.

Currently General Manager small market television. Sales record, best references. Seeking change to larger market with chance to earn. Sales Manager or Sales Box A-32, BROADCASTING.

Announcers

Versatile weathercaster—commercials announcer. News background. Desire major market with additional duties of public relations off camera. Age 33. Minimum \$15,000. Box M-247, BROADCASTING.

Seven year radio-TV major midwestern market veteran with broadcasting college degree, desires re-establishment in field of primary endeavor after nine years industrial absence. All I ask is an opportunity. Box A-20, BROADCASTING.

NEWS

Top pro TV news reporter. 11 years of solid broadcast news experience. Desire well paid position in top 50 market. Prefer northeast. Box M-223, BROADCASTING.

Programing, Production, Others

Sports director—aggressive, creative, organizational. Want daily competitive market with station commitment to "specials." Ambitious local sports minded stations only. Box H-255, BROADCASTING

Continuity promotion, available immediately, 15 years experience. Relocate. Box A-19, BROADCASTING.

WANTED TO BUY—Equipment

We need used 250, 500, 1 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted to Buy—Equip.—cont'd

Need: FM equipment, used-Xmitter 250 to 1Kw. Reply Box A-25, BROADCASTING.

VTR-TR4 tape recorder or equal must be good condition and low priced. Bob Paasch, P.O. Box 1118, Miami, Fla. 33138.

FOR SALE—Equipment

Coaxial-cable—Heliac, Styroflex, Spiruline, etc., and fittings. Unused mat!—large stock—surplus prices. Write for price list, S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

RCA TTU-18 UHF Transmitter. Some parts missing. Exciters alone worth the price. Dick Lange, WHUT, Box 151, Anderson, Indiana 46015.

Best deals—spotmaster, Scully, Magnecord, CBS Audimax—Volumax, Amega film equipment, Langevin, Fairchild, QRK, Rusco. Other top brands. Lease, trade, finance. Audiovox, Box 7067-55, Miami, Florida 33155.

One Gates stereo limiter, one Gates stereo top level, two Gates cartridge II. Solid state record-playback units and two playback only units. Excellent condition. Dick Hardin, WBUD, Trenton.

UPI color news slides for sale. Complete UPI News Slide File available for fraction of original cost. Started in 1967; sales includes 1968 updating and file catalog. Original total cost \$1,200. Any reasonable offer considered. Box A-2, BROADCASTING.

Film processor. Fulton automatic model FO-1. Black and white reversal. 1200 ft. caoacity. Best offer. Call M. Silverman, area code 202-265-4734.

McMartin TBM 4000 SCA monitor—\$800. Tuned to 97.3 mc. Excellent condition. Contact: Chief Engineer, WGH Radio, P.O. Box 98, Newport News, Virginia 23607. Phone: 1-703-826-1310.

For sale 300 ft. TV cable tower. Guyed. U.S. Towers, 249 Bartow Lane, Petersburg, Va.

MISCELLANEOUS

Deejays! 11,000 classified gag lines, \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

1969 Creative Radio Advertising Ideas—new proven ability—complete production spots—copy—any product. Dick LaDonna Productions, Asheville, N.C. 704-254-8385.

INSTRUCTIONS

F.C.C. License Course available by correspondence. Combination correspondence-residence curriculum available for BSEE Degree. Grantham Schools, 1505 N. Western Ave., Hollywood, California 90027.

New Orleans now has Elkins' famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully CI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for veterans training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, newscasting, sportscasting, console operation, disk jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

INSTRUCTIONS—(cont'd)

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Jan. 8, April 2. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st Class exams; New programed methods and earn while you learn; job opportunities. Contact AT3, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combom-en, and announcers.

Radio Engineering Incorporated Schools has the finest and fastest course available for the 1st class Radio Telephone License (famous 5 week course). Total tuition \$360. Classes begin at all R.E.I. Schools Feb. 10, Mar. 17, Apr. 21. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office, 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922.

R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

Why pay more? First phone license in four weeks \$295.00. Guaranteed results—rooms \$8.00 weekly. Next class starts January 13th. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tennessee. Phone 297-8084.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, D.C., Minneapolis, Los Angeles. Proven results. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266. (213-379-4461).

Tape recorded lessons for first phone. Bob Johnson Radio License Training, P.O. Box 292, Westfield, Mass. 01085. (413-568-3689).

One week personal instruction for first phone in Atlanta, Detroit, Seattle. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266.

Portland, Denver, New Orleans, Boston will host one week personal instruction sessions for first phone in 1969. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266.

**RADIO—Help Wanted
Management**

OWNERSHIP

We have several clients willing to offer ownership as incentive to get good executives. Please send well-prepared resume immediately to:

Ron Curtis
Nationwide Management Consultants
645 N. Michigan Ave.
Chicago, Ill. 60611
312-337-5318

Announcers

AM DRIVE NEWSMAN

Immediate opening for well trained, good voice newsman with metropolitan city experience. Excellent working facilities. Metropolitan market. Our staff notified. Starting salary \$7,800. Send tape to:

Box M-248, Broadcasting.

Sales

**RADIO & TV TIME
SALES MANAGER**

New York

UNLIKE MANY OPPORTUNITIES THIS ONE IS WORTH PURSUING. Our company is long established, well-known and respected among radio & TV management throughout the country. We want a person who can sell, motivate as well as lead & has a successful background in radio & TV time sales or print media. Performance with our organization... is immediately rewarded! Salary plus. Our employees know of this opening. Submit your resume to:

Box A-35, Broadcasting.

NEWS

NEWSMAN

ABLE TO DEVELOP, WRITE AND BROADCAST STORIES in professional manner. Send tape and resume of experience to:

Bob Shea, KXOK,
4255 West Pine Boulevard
St. Louis, Missouri 63108

Technical

**Field Service
Engineers**

Immediate openings for field service personnel on the East Coast, in the Midwest and in California.

Experience is required on either VTR's, color cameras or switching systems.

Your inquiry will receive an immediate reply. Please forward it, in complete confidence, to Mr. R. E. Rutman, 2655 Bay Road, MS 2-20, Redwood City, California. Ampex is an equal opportunity employer.

AMPEX

Technical—(cont'd)

**RADIO
DIRECTOR
OF
ENGINEERING**

Midwest location. Salary up to \$17,000 for Chief Engineer with Electrical Engineering degree or equivalent.

Call Jerry Jackson
312-337-5318
Nationwide Management Consultants
645 N. Michigan Ave,
Chicago, Ill. 60611

Program, Production, Others

MUSIC DIRECTOR

A major FM Stereo station in a major eastern market is looking for a Music Director who can make MORE out of MOR. We know that "moderate" doesn't have to mean "dull". Do you have the experience and taste to prove it for us?

Send your resume, in confidence to
Box A-7, Broadcasting.

**Advertising
COPYWRITER
For Leading Omaha Adv. Agency
Print-Radio-TV**

College graduate. Experience preferred, however, will train person with right background and talent. Superior working conditions. Top salary. Bright future.

Apply to Jean Sullivan
Millard Rosenberg Advertising
Suite 101-B
Swanson Bldg. 8401 W. Dodge Rd.
Omaha, Nebr. 68114

**Situation Wanted
Management**

Radio-TV Pro

20 years talent end, seeks initial managerial slot. Ivy grad, personable, knowledge production, programming, play by play, news, good music, editorials, community involvement.

Box A-12, Broadcasting.

Announcers

FLORIDA ONLY! !

Network air personality relocating in Florida where he is a property owner. Seeks station affiliation. Fluid ad libber, penetrating interviewer, a musician with excellent taste in MOR music, knows the pulse of the American housewife as few others do. Widely travelled in Europe & Orient. Concise, knowledgeable news man and a top-flight commercial and news writer. Station experience as chief announcer, emcee and newsman at 2 major market CBS stations, prior to network assignment. No floater... presently in 18th year with network. A new talent-tool for your sales department. No health nor habit problems. Bio. pic and tape at your request.

Box A-40, Broadcasting.

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is disenchanted with fabulous New York City. He wants to return to his first love: conducting a radio/television talk show. The only logic involved is his outstanding success with such shows in New York and Philadelphia. Sales figures, audience statistics and endorsements are available. So are fascinating tapes. This man knows and has interviewed everybody. By satisfying his need to get away from Manhattan's questionable charms, you have a unique chance to obtain a top-quality talent. I disagree with this project but will release him from contract in favor of right position.

Box A-37, Broadcasting.

Program, Production, Others

PUBLISHING EXEC.

Young, dynamic publisher available to organization interested in entering printing, publishing field. Wide newspaper experience. Top administrator. Now in Chicago area. Will relocate for opportunity. Write

Box A-36, Broadcasting.

Help Wanted—ALL NEWS

WTOP Radio

Needs BROADCASTERS. Immediate opening with all news station in Nation's Capital. Positions available for professional newscasters, reporters, editors. Send tape and resume (no phone calls) to

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TV Help Wanted—Management

BUSINESS MANAGER

Top-ten market TV station has immediate opening for Business Manager. Top starting salary. Call

RON CURTIS 312-337-5318
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**CHICAGO
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Do you have the ability to direct and train a sales department? If so, one of Chicago's leading broadcast companies has an immediate opening for a bright, young individual who is ready to assume management responsibility in the third largest television market. Top salary plus incentive.

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All inquiries will be treated with confidence.

**TELEVISION—Help Wanted
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NEWSMAN

For one of nation's most successful joint radio-TV news operations. Top 50 market in capital city on East Coast. Man we want will be co-anchorman on late night newscast. Must be all-around good newsman, with solid background in news.

Call News Director, 518-465-3231

Programing, Production, Others

Art Director

for network affiliate, group owned, Flagship in South's most progressive city. Graduate. Two artist department. 1-2 years color TV experience. Versatile. Must know photography, type, printing, production. Responsible for on-air, set design, advertising. Great potential for growth. Not a job for a lightweight. Send resume with complete job history. If you're in a top-50 market, here's a chance to get to a great spot in the teens. Equal opportunity employer.

Box M-262, Broadcasting.

**DOCUMENTARY
 WRITER/PRODUCER**

Pacific Coast major market TV station needs experienced documentary writer/producer at once.

This writer should have considerable experience in a metropolitan TV news department and some experience as a documentary writer. We want to talk to top notch creative people with ability to research—write and produce—as part of the west's best TV news Staff.

Send examples of your work and complete resume to:

Box A-18, Broadcasting.

TV—Situations Wanted NEWS

Sports Director

Department phased out. Available immediately. Seek TV or AM-TV combo featuring heavy local sports schedule. Veteran pro, top play by play man. Major market preferred. \$15,000 minimum. Have VTR, SOF, audio tapes.

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FOR SALE—Stations

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Inauguration Coverage

Exclusive . . . exciting reports for your station . . . top pro team on the scene with interviews. Direct from Washington . . . Ceremony-Parade-Ball, January 20th. Write now!

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Radio & TV in Mass.

Nat'l Miss American Teenager contest available in your city or town. Write

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Employment Service

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BROADCAST PERSONNEL AGENCY
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FOR SALE—Stations—(cont'd)

Confidential Listings

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 N.E.—S.E.—S.W.—N.W.**

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Daytimer in single station coastal market. Good growth and cash flow! Never offered for sale before. Principals only.

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Fla.	small	fulltime	\$100M	Nego	West	small	daytime	\$107M	\$25M
M.W.	small	profitable	200M	\$65M	Ky.	small	daytime	80M	Nego
Ariz.	med.	fulltime	90M	29%	N.Y.	med.	profitable	600M	29%
East	suburb	daytime	600M	29%	M.W.	metro	profitable	370M	Terms
M.W.	major	daytime	200M	cash	M.W.	major	daytime	168M	Nego



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Not affiliated with Columbia Broadcasting System, Inc. Or any other institution.

(Continued from page 72)

ment of license from KCFI Inc. to Cedar Falls Broadcasting Inc. for \$240,000. Sellers: Donald Blanchard, president, Harry Campbell, vice president (each 25%), Russell Salter (1%) et al. Messrs. Campbell and Blanchard each own 25% of WIXN Dixon, Ill. Mr. Salter owns WBEL, Beloit, Wis., and WKKD Aurora, Ill. Buyer: Robert F. Goodwin, sole owner. Mr. Goodwin is employee of WMAL-AM-FM-TV Washington. Ann. Dec. 23.

■ *KDPS-TV Des Moines, Iowa—Seeks assignment of license from Des Moines Independent Community School District to State Educational Radio and Television Faculty Board at request of state legislature. No consideration involved. Assignor: Roger L. Hudson, assistant secretary, board of education, et al. Assignee is licensee of *KDPS-FM Des Moines. Assignee: Robert Ray, chairman of board et al. Assignee is applicant for new educational TV on ch. 12 at Iowa City, Iowa. Ann. Dec. 27.

■ WXON(TV) Detroit—Seeks assignment of CP from Aben E. Johnson Jr. to WXON-T.V. Inc. for purpose of incorporation. No consideration involved. Principal: Mr. Johnson is sole owner of WXON(TV) and has CP for WAXN(TV) Hammond, Ind. Ann. Dec. 23.

■ WUSM Havelock, N. C.—Seeks assignment of license from Friendship Broadcasters Inc. to Southeast State Broadcasting Corp. for \$84,500. Sellers: Jack S. Younts, president (38%), Elizabeth M. Younts (13%) et al. Mr. and Mrs. Younts own WEEB Southern Pines, S. C. Buyers: Charles P. Wenk, president (43.40%), Bruce I. Kent, secretary-treasurer (30.19%), et al. Messrs. Wenk and Kent are employees of broadcasting company owning WHRF-AM-FM Riverhead and WPAC-AM-FM Patchogue, both New York. Ann. Dec. 23.

■ WCLE-AM-FM Cleveland, Tenn. — Seeks transfer of stock of Southeast Enterprises Inc. from R. A. Sharpe (25% before, none after) to Teresa T. and Richard Allison Sharpe and Carol S. Carter, executors of estate of R. A. Sharpe, deceased (as a group none before, 25% after). No consideration involved. Ann. Dec. 23.

Actions

■ WAPX Montgomery, Ala.—Broadcast Bureau granted transfer of control of Sparling of Alabama Inc. from Judson G. Sparling (21% before, 20% after), Rex Moore and George Dean Jr. (each 32% before, none after) and Gretchlin Jenkins, Michael E. Creech and William A. Stewart (each 5% before, none after) to Harry C. Powell Jr. and Lawrence R. Picus (each none before, 40% after). Principals: Mr. Powell owns real estate marketing firm. Mr. Picus is sole owner of WOBJS Jacksonville, Fla. Consideration: \$96,000. Action Dec. 17.

■ WIS-AM-TV and WSFA-TV all Montgomery, Alabama; and WTOL-TV Toledo, Ohio—Broadcast Bureau granted assignment of licenses from Cosmos Broadcasting Corp. to The New Cosmos Broadcasting Corp. for purpose of corporate reorganization. No consideration involved. Principals: Francis M. Hipp, chairman of board-president et al. Hipp family, which now owns 60% of Cosmos Broadcasting, will own 47.7% of The New Cosmos Broadcasting Corp. Action Dec. 13.

■ KERN-AM-FM Bakersfield, Calif.—Broadcast Bureau granted sale of stock of Urner Broadcasting Co. from Edward E. Urner (56% before, 51% after) and Ernest R. Winn (19% before, 15% after) to James L. Norman (25% before, 34% after). Consideration: \$11,250. Action Dec. 16.

■ KXO El Centro, Calif.—Broadcast Bureau granted transfer of control of KXO Inc. from Mozelle Y. Hanan, administratrix of estate of Marco Hanan, deceased (55.48% before, none after) to William J. Ewing (29.11% before, 50% after), Gordon Belson (10.1% before, 25% after), J. Edgar Snively (5.4% before, 20% after) and Edward Muzylofski (none before, 5% after). Mr. Ewing has 37½% interest in law firm, 50% interest in real estate investment firm and 7.6% interest KSND Seattle. Mr. Belson has real estate interests. Messrs. Snively and Muzylofski have no other business interests indicated. Consideration: \$65,000. Action Dec. 19.

■ KLAN Lemoore, Calif.—Broadcast Bureau granted assignment of license from Radio Lemoore Inc. to Sadler and Fischer Enterprises for \$99,500. Sellers: Frederick W. Volken, Melvin J. Vierra and N. V. Parsons (each 33⅓%). Buyers: William H. Sadler Jr., president and Joseph P. Fischer, vice president (each 50%). Mr. Sadler has no other business interests indicated. Mr. Fischer is sales manager for KELI Tulsa, Okla. Action Dec. 26.

■ KSLV Monte Vista, Colo.—Broadcast Bureau granted assignment of license from Colorado Radio Corp. to George O. Cory, sole owner, as individual. No consideration involved. Principal: Mr. Cory has interest in KRAI Craig and KUBC Montrose, both Colorado. Sale of KUBC is pending FCC approval. Action Dec. 18.

■ WTBY Waterbury, Conn.—Broadcast Bureau granted assignment of license from Lowell W. Paxson to Trend Broadcasting Inc. for purpose of incorporation. Principals: Lowell W. Paxson (64%), Jean L. Paxson (26%) and Burton O. Waterman (10%). Mr. Paxson owns WKSN-AM-FM and WNYE (TV), all Jamestown, New York. He also has application to purchase WYND Sarasota, Fla. Consideration: \$1. Action Dec. 18.

■ WVOJ Jacksonville, Fla.—Broadcast Bureau granted transfer of control of Victory Broadcasting Corp. from Von Hoffmann Corp. (53.33% before, none after) to National Telephone Directory Corp. (none before, 93.33% after) for purpose of corporate reorganization. No consideration involved. Principals: George W. Von Hoffman Sr., chairman of board, Malcolm W. McDonald, president, John M. Feltmann, vice president et al. Ann. Dec. 18.

■ WWPF Palatka, Fla.—Broadcast Bureau granted assignment of license from George W. Hall and Mrs. Robert E. Williams to J. P. Hall, administrator of estate of George W. Hall, deceased, and Mrs. Robert E. Williams. No consideration involved. Principals: John P. Hall (75%) and Mrs. Robert E. Williams (25%). Action Dec. 13.

■ WJCM Sebring, Fla.—Broadcast Bureau granted assignment of license from Highland Radio Inc. to Community Enterprises Inc. for \$75,000. Principals of Highland Radio Inc.: James O. Blackman, Howard C. Johnson and Robert D. Ortt. Principals of Community Enterprises Inc.: Thomas D. Thompson, president (40%), C. Wesley Ward, secretary-treasurer, George W. Courtney Jr., vice president and Edward R. Kennedy (each 20%). Mr. Thompson is retired Air Force officer. Mr. Ward is manager of WLQH Chiefland, Fla. Mr. Courtney is chief of audio section in Marine Corp. Mr. Kennedy is vice president of Newspaper Enterprise Association Inc. and World Almanac, a newspaper features service company. He also has ownership interest in NEA. Action Dec. 13.

■ WANM(FM) Tallahassee, Fla.—Broadcast Bureau granted assignment of CP from WMEN Inc. to Tallahassee Broadcasting Co. for purpose of incorporation. No consideration involved. Principal: B. F. J. Timm, sole owner. Action Dec. 20.

■ WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C. WIOD-AM-FM Miami; WIIC-TV Pittsburgh; and KTVU(TV) Oakland-San Francisco—Broadcast Bureau granted transfers of control of Cox Broadcasting Corp. from Atlanta Newspapers Inc., Dayton Newspapers Inc. and Springfield Newspapers Inc. (as a group 58.67% before, none after) to Cox Enterprises Inc. (none before, 58.67% after) for purpose of corporate reorganization. No consideration involved. Principals: James M. Cox Jr., chairman of board, Jack Tarver, president, Robert W. Sherman, vice president et al. Action Dec. 30.

■ WAZA Bainbridge, Ga.—Broadcast Bureau granted assignment of license from Radio Bainbridge Inc. to Sovage Broadcasting Inc. for \$55,000. Seller: J. W. Woodruff owns 30.8% of WRBL-AM-FM-TV Columbus, Ga. and 57.5% of WGPC-AM-FM Albany, Ga. Buyers: Glenn T. Williams, president, William Roy Simpson, secretary-treasurer and Harry A. Schultz, vice president (each 33⅓%). Mr. Williams is sales manager for WSEM Donaldsonville, Ga. Mr. Simpson is manager of WSEM. Mr. Schultz is journeyman pipefitter. Action Dec. 18.

■ WSEM Donaldsonville, Ga.—Broadcast Bureau granted assignment of license from WSEM Radio Inc. to Seminole Broadcasting Co. for purpose of obtaining local identification with Seminole county, Ga. No consideration involved. Principals: Dallas F. Wurst, president and Hudson J. Owen, secretary-treasurer (each 50%). Action Dec. 13.

■ WPEH Louisville, Ga.—Broadcast Bureau granted transfer of control of Peach Broadcasting Co. from B. L. Williamson (24% before, none after), Henry Edward and John O. Braselton (each 25% before, none after) and Stephen D. Frankum (2% before, none after) to Otis G. Stephens (24% before, 100% after). Principal: Mr. Stephens owns 25% of WLOW Washington, Ga. Consideration: \$5,697. Action Dec. 16.

■ WWNS and WMCD(FM), both Statesboro, Ga.—Broadcast Bureau granted transfer of control of WWNS Inc. from William W. McDougald (50% before, none after) to Donald

O. McDougald (50% before, 100% after). Consideration: \$80,000. Action Dec. 18.

■ WKAK(FM) Kankakee, Ill.—Broadcast Bureau granted assignment of license from Kenneth C. Baker, Willis G. Maltby and Claude P. Baker to WKAK Inc. for purpose of incorporation. No consideration involved. Each principal has 33 1/3% interest in WKAK. Action Dec. 13.

■ WTIM-AM-FM Taylorville, Ill.—Broadcast Bureau granted assignment of license from Community Broadcasters Inc. to Public Service Broadcasters Inc. for \$270,000. Sellers: Milburn H. Stuckwisch, president and Jon R. Ulz, secretary-treasurer (each 50%). Mr. Stuckwisch owns 50.17% of WCSJ Morris, Ill. Mr. Ulz was formerly in educational field. Buyers: Donald G. Jones, president (20%) et al. Mr. Jones is news director for WSMI-AM-FM Litchfield, Ill. Action Dec. 19.

■ KASI-AM-FM Ames, Iowa—Broadcast Bureau granted assignment of license from KASI Iowa Inc. to Ames Broadcasting Co. for purpose of corporate merger. No consideration involved. Principal: Dale Cowle, sole owner. Action Dec. 13.

■ WMT-FM-TV Cedar Rapids, Iowa—Broadcast Bureau granted assignment of license from WMT-TV Inc. to Eastern Iowa Broadcasting Inc. for purpose of corporate merger. No consideration involved. Principals: Ralph S. Jackson, president, Lewis W. Van Nostrand, vice president-general manager et al. Principals own WMT Cedar Rapids. Action Dec. 20.

■ KOUR Independence, Iowa—Broadcast Bureau granted assignment of license from Plains Broadcasting Inc. to Leighton Enterprises Inc. for \$100,000. Sellers: Jeanne P. Donald, treasurer, Ray G. Gruetzmacher, president, H. Darrell Shanklin, vice president and Sherwood Lorenz (each 25%). Jeanne Donald is sole owner of WTCH-AM-FM Shavano, Wis. and 33 1/3% owner of CP for WISS Berlin, Wis. Messrs. Gruetzmacher and Lorenz also own 33 1/3% each of CP for WISS. Buyers: Alver Leighton, president, (68%), Gene Randolph (8%) et al. Messrs. Leighton and Randolph own KLGK Redwood Falls, Minn. Mr. Leighton owns 50% of KLFJ-FM Litchfield, Minn., and owns 60% of KDLM Detroit Lakes, Mich. Action Dec. 13.

■ WCMI-AM-FM Ashland, Ky.—Broadcast Bureau granted transfer of control of Charbert Industries Inc. from Charles B. and Robert E. Levinson (each 50% before, same after) to Charles B. Levinson, individually and as trustee for Robert E. Levinson. No consideration involved. Action Dec. 18.

■ WHIC Hardinsburg, Ky.—Broadcast Bureau granted assignment of license from Breckinridge Broadcasting Co. to Breckinridge Broadcasting Inc. for purpose of incorporation. No consideration involved. Principals: O. C. Carter, president, Robert D. Ingram, vice president and Paul L. Fuqua, secretary-treasurer (each 33 1/3%). Action Dec. 13.

■ WTTL Madisonville, Ky.—Broadcast Bureau granted assignment of license from Hopkins County Broadcasters to Hopkins County Broadcasters Inc. for purpose of incorporation. No consideration involved. Principals: Conway M. Smith, president (78%) and Hobert M. Thomason (22%). Mr. Thomason has no other business interests indicated. Mr. Smith owns WDEC-AM-FM Americus, Ga. Action Dec. 13.

■ WDSU-TV New Orleans—Broadcast Bureau granted assignment of license from Royal Street Corp. to WDSU-TV Inc. for corporate business purposes. No consideration involved. WDSU-TV Inc. is wholly-owned subsidiary of Royal Street Corp. Principals: Dwight W. Martin, vice president-treasurer, Thomas B. Lemann, secretary et al. Action Dec. 20.

■ WUOK Cumberland, Md.—Broadcast Bureau granted assignment of license from WKYR Inc. to Reams Communications Inc. for purpose of corporate merger. No consideration involved. Principal: Frazier Reams Jr., sole owner. Mr. Reams owns WKBZ Muskegon, Mich. He also owns 40% of WCWA-AM-FM Toledo, Ohio. Action Dec. 13.

■ WUNN Mason, Mich.—Broadcast Bureau granted assignment of license from Wirth Broadcasting Co. to Family Radio Evangelistic Corp. for \$100,000. Seller: M. H. Wirth, president and majority stockholder. Buyers: Warren J. Bolthouse, president; Roker Bonney, vice president et al. Mr. Bolthouse has no other business interests indicated. Mr. Bonney is manager of department store. Action Dec. 20.

■ WQTE Monroe, Mich.—Broadcast Bureau granted sale of stock transfer of 560 Broadcasting Corp. from Richard E. Jones (50% before, 45% after) to Thomas M. and Richard P. Jones and Sally Jones Lenart (each

none before, 1.67% after). Richard E. and Thomas M. Jones own applicant for new AM at Kealahouka, Hawaii. No consideration involved. Action Dec. 20.

■ WLRC Whitehall, Mich.—Broadcast Bureau granted transfer of control of White Lake Radio Corp. from Clarence Stellstra (30% before, none after) and Eldon Stellstra (10% before, none after) to Raymond A. Plank and Leonard Schoenherr (each 30% before, 50% after). Consideration: \$10,000. Action Dec. 18.

■ KOBE Las Cruces, N. M.—Broadcast Bureau granted transfer of control of Las Cruces Broadcasting Co. from William and Dorothy N. Blieden (jointly 50% before, none after) to Walter Rubens (jointly with wife 50% before, 100% after). Principal: Mr. Rubens is KOBE general manager. Consideration: \$55,000. Action Dec. 13.

■ WPTR Albany, N. Y.—Broadcast Bureau granted transfer of control of WPTR Inc. from Rust Broadcasting Co. (100% before, none after) to William F. Rust Jr. (none before, 100% after). Principal: Mr. Rust and children own 100% of Rust Broadcasting, parent of WPTR Inc. Transfer is for tax and other purposes. Mr. Rust is majority stockholder of WAEB-AM-FM Allentown, WNOW-AM-FM York and WRAW Reading, all Pennsylvania. He also has controlling interest in WHAM and WHFM(FM), both Rochester, New York. Consideration: \$60,000. Action Dec. 19.

■ KALV Alva, Okla.—Broadcast Bureau granted assignment of license from Avlin Inc. to Martin Broadcasting Corp. for \$116,000. Sellers: Roger W. Lovett, president et al. Buyers: Lynn Martin, president, Luther W. Martin, vice president, Jeanne F. Martin and Marjorie E. Martin (each 25%). Jeanne and Marjorie Martin have no other business interests indicated. Luther Martin owns 20% of printing company and 25% of electronic parts firm. Lynn Martin is co-owner of color photography business. Action Dec. 13.

■ WATH Athens, Ohio—Broadcast Bureau granted transfer of control of Radio Athens Inc. from Andrew H. Kovian (70% before, none after) to Irene Kovian, administratrix of estate of Andrew H. Kovian, deceased (none before, 70% after). No consideration involved. Action Dec. 16.

■ WELW Willoughby, Ohio—Broadcast Bureau granted assignment of license from Radio Quests Inc. to Radio 1330 Inc. for \$275,000. Sellers: Kenneth Mapes, president, and Nettie Mapes (each 40%) et al. Buyers: Radio 1330 Inc. is wholly owned by Multicom Inc. Principals of both corporations are Laurence Goldstein, president, Jared E. Wlninger, vice president, Harry Axelband, Abe Saul Goldstein, Nat M. Marcus and Ruth Norma Silberman (each 8.9%) et al. Laurence Goldstein has 20% interest in advertising agency. Mr. Wlninger has 50% interest in advertising agency. Mr. Axelband is sole owner of women's clothing store. Abe Saul Goldstein has 60% interest in insurance company. Mr. Marcus owns business consultant and investment firm. Mrs. Silberman has no other business interests indicated. Action Dec. 20.

■ WMCK McKeesport, Pa.—Broadcast Bureau granted transfer of control of Mon-Yough Broadcasting Co. from Robert M. Cox, George W. Munnell, Frank R. Tully et al (as a group, 100% before, none after) to Westchester Corp. (none before, 100% after). Principals: Robert C. Weiss, president, Norman Wain, vice president-secretary, Joseph T. Zingale, vice president-treasurer (each 26.73%) et al. Principals own WIXY and WDOK(FM) both Cleveland. Consideration: \$450,000. Action Dec. 13.

■ WAPA-TV San Juan, P. R.—Broadcast Bureau granted assignment of license from WAPA-TV Broadcasting Corp. to New APAW Broadcasting Corp. and from New APAW Broadcasting Corp. to APAW Corp. for purpose of corporate merger. No consideration involved. Principals: Abe Schneider, chairman of board et al. Screen Gems Inc. motion picture and TV film production company, is sole owner of WAPA-TV. Action Dec. 24.

■ WMQM Memphis—Broadcast Bureau granted assignment of license from Century Broadcasting Co. to Dalworth Broadcasting Co. for purpose of corporate merger. No consideration involved. Principals: Kurt A. Meer (75%) and Century Life Insurance Co. (25%). Action Dec. 13.

■ WABH Deerfield, Va.—Broadcast Bureau granted transfer of control of Deerfield Broadcasting Co. from James R. Reese Jr. (50% before, none after) to Ralph O. Hamilton (50% before, 100% after). Seller: Mr. Reese is vice president of Continental Communications Inc., owner of WPDJ Clarksburg, W. Va. Consideration: \$5,000. Action Dec. 18.

■ KISW(FM) Seattle—FCC granted assignment of license from Ellwood W. Lippen-cott to Seattle, Portland and Spokane Radio for \$75,000. Principals: Dena Pictures Inc. (80%) and Alexander Broadcasting Co. (20%). Dena Pictures, program production company, is owned by comedian Danny Kaye and Sylvia Fine Kaye. Alexander Broadcasting is owned by Lester M. Smith. Principals own KJR Seattle; KJRB Spokane, Wash.; KXL-AM-FM Portland, Ore.; KCKN-AM-FM Kansas City, Mo.; and WUBE and WCXL (FM), both Cincinnati. Action Dec. 19.

■ WPDJ Clarksburg, W. Va.—Broadcast Bureau granted assignment of license from WPDJ Radio Corp. to Continental Communications Inc. for \$185,000. Sellers: L. Clark Tierney Jr., C. M. and Helen S. Tierney and Claude F. Wheeler. Buyers: Henry C. Wilson, president-treasurer (37.43%), Louis S. Amann (11.02%) et al. Mr. Wilson is with defense electronics firm. Mr. Amann is representative for two stock-brokers, own 75% of real estate investments firm and has 4% interest in real estate development company. Action Dec. 13.

■ WEMP-AM-FM Milwaukee—Broadcast Bureau granted transfer of control of Consolidated Broadcasting Corp. from Arthur M. Wirtz (56.3% before, none after) to Wirtz Corp. (23.7% before, 80% after). Principals: Mr. Wirtz owns 80% of corporation owning all stock of Wirtz Corp. Consideration: \$160,500. Action Dec. 17.

Community-antenna activities

The following are activities in community antenna television reported to BROADCASTING, through Dec. 30. Reports include applications or permission to install and operate CATV grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

■ Fairfield, Calif.—California Antenna T-V Inc. has applied for a franchise.

■ Pomona, Calif.—GT&E Communications Inc., Vandergrift, Pa., Nation Wide Cablevision Inc., Montebello and San Pablo, Calif. (both multiple CATV owners), Pomona Valley Cablevision and Times-Mirror Co. have each applied for a franchise. Monthly fees would be \$5.95 for Nation Wide, \$4.95 for Pomona Valley and Times-Mirror and \$5.50 for GT&E.

■ Inverness, Fla.—Leesburg Cablevision Inc., Cable TV Inc. and Cox Cablevision Corp., Atlanta (multiple CATV owner), have each applied for a franchise.

■ *Oakdale, Fla.*—Ben Lewis has been granted a franchise. Installation and monthly fees will be \$25 and \$4.95, respectively.

■ Pompano Beach, Fla.—Cablevision of Broward County has applied for a franchise. Previous applicant is Telemirror Corp., New York (multiple CATV owner).

■ Pittsfield, Ill.—Illinois Transmission Co. has applied for a franchise.

■ *Herington, Kan.*—Herington CATV Inc. has started construction of a system serving the Herington area.

■ Waterville, Me.—Bartell Telephone and Television System Inc., a subsidiary of Bartell Media Corp., New York (multiple CATV owner), and Robert Drapeau, both Waterville, have each applied for a franchise.

■ Pittsford, N. Y.—Monroe Cablevision Inc. has applied for a franchise for a 20-channel system. Installation and monthly fees would be \$9.95 and \$4.75, respectively. Previous applicant is Cable Television of Rochester Inc., a subsidiary of Vikoa Inc., Hoboken, N. J. (multiple CATV owner).

■ Rochester and Monroe county, N. Y.—Peoples Cable Corp. has applied for a franchise.

■ Lisbon, Ohio—Lisbon Cable TV Corp., Coshocton, has purchased the franchise of Columbiana CATV Inc.

■ *Walters, Okla.*—Thompson Theatres Inc. has been granted a franchise.

■ *Clarks Summit, Pa.*—Northeastern Television Cable Co., Hazleton, Pa., has been granted a nonexclusive franchise.

■ *Evans City, Pa.*—Armstrong Utilities Inc., Butler, Pa. (multiple CATV owner), has been granted a franchise.

■ *Beaumont, Tex.*—Jefferson Cablevision Corp., Birmingham, Ala. (multiple CATV owner), has been granted a 25-year franchise. Monthly fees will be \$5.95. City will receive \$380,000 first five years and \$2,475,000 last 20 years.

■ Lake Jackson, Tex.—Brazosport Cablevision Inc. has applied for a franchise. Monthly fees would be \$5.

Planning for growth is more than organization and detail. It also is persistence, follow-through and an appetite for excellence.

Putting the philosophy to the test has been a career within the career of Albert J. Gillen, executive vice president of Poole Broadcasting Co., licensee and operator of WJRT-TV Flint-Saginaw-Bay City, Mich., and WPRI-TV Providence, R. I.

Headquartering at WJRT-TV where he recently turned the general managership of that station over to Pat Shannon, formerly with WLWI(TV) Indianapolis, Mr. Gillen now is able to devote his entire attention to the operation of Poole Broadcasting and its goals of eventually becoming owner of the full complement of TV-radio outlets. Ed Pfeiffer, formerly of WFAA-TV Dallas-Fort Worth, is manager of WPRI-TV (WPRO-TV before its purchase by Poole in 1967).

Although until now Mr. Gillen hasn't served on national industry committees or projects, he is getting his chance as the result of the respect his peers have for his sales and administrative performance over the years for major operators. He was one of three new directors elected to the board of the Television Bureau of Advertising at the TVB annual meeting in Chicago in November.

Mr. Gillen prior to joining Poole Broadcasting Co. had been in sales executive positions with Capital Cities at WPRO-TV Providence, with the Newhouse group's WAPI-AM-FM-TV Birmingham, Ala., and WSYR-AM-TV Syracuse, N. Y., and with WHAS-TV Louisville, Ky. In each assignment he was deeply involved in local community and industry affairs, demonstrating that his pattern for growth is service.

Striving for the best was a lesson Mr. Gillen learned early from his Long Island school-teacher father but he also soon learned that in the business of life economic factors often weight heavily if one is to achieve the best in obtaining an education, for example. Running out of money, young Mr. Gillen had to drop out of school at Queens College in New York and get a full-time job. True to his philosophy he was both methodical and persistent in the effort.

Having been told by a college adviser that the real action in business is in the marketing and advertising end of the system, Mr. Gillen chose to work for an advertising agency. But this was then 1940 and more was necessary than making the decision.

Pounding up and down the pavement of Madison Avenue, Mr. Gillen clocked a total of 75 personal pitches before he landed a job in the mail room of Compton Advertising. Soon he was promoted to the agency's merchandising staff and he became involved in marketing and

Albert J. Gillen: Growth comes by design

research details for Procter & Gamble products such as Ivory Soap, Duz and Crisco as well as Krueger beer and Boscul coffee. Field work with distributors and brokers as well as agencies rounded out the experiences which Mr. Gillen considers the heart of the business.

His touch on the pulse of product movement became still more sensitive when Compton moved him into mer-

Week's Profile



Albert John Gillen—executive VP, Poole Broadcasting Co. (WJRT-TV Flint-Saginaw-Bay City, Mich., and WPRI-TV Providence, R. I.; b. Dec. 11, 1919, New York; BS in business administration, 1948, Syracuse University; U. S. Coast Guard, 1942-45; merchandising department, Compton Advertising, New York, 1940-42; WSYR Syracuse, N. Y., 1945-49, first in merchandising and promotion then radio salesman; sales manager, WSYR-TV Syracuse, 1949-52; director of sales, WHAS-TV Louisville, Ky., 1952-57; VP and director of sales, WAPI-AM-FM-TV Birmingham, Ala., 1957-60; general sales manager, WPRO-TV (now WPRI-TV) Providence, 1960-64, when he joined Poole Broadcasting; director—Television Bureau of Advertising, Flint Chamber of Commerce, Flint Goodwill Industries, Musical Performing Arts Association; m. Doris Vivien Bosvi of Queens Village, N. Y., March 5, 1944; children—Jeffrey Dana, 17, and Douglas John, 15.

chandising of client radio schedules. But like that of most young men of the day Mr. Gillen's career was interrupted by World War II.

After the end of the war in 1945 Mr. Gillen decided completing his formal education was more important to personal long-range growth than returning to Compton. So he and his wife of a year enrolled together at Syracuse University, she in psychology and he in marketing (major) and radio (minor). They graduated together in 1948, she cum laude; he, magna cum laude, and 10th in the class of 1,200.

Being a straight-A student wasn't enough at Syracuse for Mr. Gillen. He attended classes early morning and evening but the rest of the time he worked at WSYR there, initially as merchandising and promotion manager and then in radio sales. In 1949 he was promoted to sales manager of WSYR-TV and built and organized the sales staff of the then new TV outlet. Learning how to satisfy the instant selling action demands of the local advertiser rounded out the earlier national brand experience he had gained at Compton.

In 1952 Mr. Gillen became sales manager of WHAS-TV Louisville and in 1957 he rejoined the Newhouse group as sales manager of WAPI-AM-FM-TV Birmingham. In 1960 he went to Capital Cities as sales manager of WPRO-TV Providence. In 1964 John B. Poole left Capital Cities as executive committee chairman to buy WJRT-TV for \$6 million and soon he asked Mr. Gillen to join him at Flint.

The Poole group's purchase of WJRT-TV was a spin-off of Capital Cities' buy of WJR Detroit properties, Capital already owning its full limit of VHF outlets. Poole Broadcasting acquired WPRO-TV in 1967 for \$16.5 million when Capital Cities chose to give up the Providence outlet (now WPRI-TV) to acquire KTRK-TV Houston. Mr. Gillen is a minority stockholder in Poole Broadcasting.

A staunch supporter of the free enterprise system, Mr. Gillen feels the least government intervention is the best way for broadcasting to accomplish most effectively its roles of service for both viewer and advertiser. "The primary thing we must remember is that we are in the service business," he says, explaining that to the sponsor this means "moving the merchandise" and to the viewer providing the programs that inform as well as entertain.

WJRT-TV's *Tell It Like It Is*, a weekly prime time controversial issues series, is one of his special personal prides. The project entails neighborhood discussion groups which pick up the topic after watching the show.

Spare time comes seldom for Mr. Gillen. When it does, he loves best to head "for the outdoors."

Everybody's pigeon

The political agonics of 1968 have inevitably led to a spate of proposals for reform in this country's election system. However they may differ in other respects, most of the proposals at some point focus on the essentiality—and the expense—of political campaigning on television.

The latest has come from the Committee for Economic Development which has urged radical changes in the whole mechanism of choosing candidates and conducting campaigns (BROADCASTING, Dec. 30, 1968). As part of its plan the CED wants television exposure vastly increased on both the commercial and noncommercial systems, at no cost to the politicians.

To achieve that aim the CED proposes that Section 315 be repealed, so that frivolous candidates would not be entitled to the larger blocks of time that serious candidates would get. It also proposes larger public subsidies for the noncommercial system. With 315 out of the way, the CED suggests, the FCC should "encourage far more extensive 'free' campaign coverage on an equitable basis."

The basic aim of the CED is not significantly different from that of other proposals that have surfaced recently. Harry Ashmore, of the Center for the Study of Democratic Institutions, Santa Barbara, Calif., wants broadcasters to be prohibited from selling any time for political advertising and required to give candidates "adequate" access to the air (BROADCASTING, Dec. 23, 16, 1968). Roscoe Barrow, former dean of law at the University of Cincinnati and special aide to the House Investigations Subcommittee, has proposed legislation granting "compulsory, sustaining, prime time" to major candidates (BROADCASTING, Nov. 18, 1968). These and like proposals are sure to arise in the new Congress.

Broadcasters ought to be thinking now of how to set matters straight when discriminatory legislation comes up for consideration, as it undoubtedly will. There is no more reason for a law requiring broadcasters to carry political oratory at no charge than for one requiring newspapers and billboards to give away their space, button makers to donate buttons, airlines to absorb the costs of chartered jets—or all those political experts, including advertising agencies, to forgo the large salaries and fees that they collect by working for parties or candidates.

The case that broadcasters must make is for complete repeal of Section 315, with no strings attached.

Outlook

Log 1968 as a dark year full of paradoxes.

It was by all odds the year in which broadcasters did their finest in reporting the news—much of it grim—wherever it happened. It was because of these prodigious journalistic achievements that 1968 was a nightmare in which broadcasters were pilloried for allegedly provoking violence, and for almost all other happenings of a disturbing nature.

Instead of criticism, broadcasters generally should have been applauded for operating beyond the usual call. Commercial schedules were jettisoned and extraordinary expenses were incurred so the public would be served—far better than any other public in the world.

But broadcasters got it from all sides—the FCC, Congress and the local tin-horns who were stung by the revelations of the TV camera's honest, factual reporting and couldn't alibi themselves out of trouble.

As the new year breaks the outlook is bad. Some, but not

most, broadcasters know it. The networks know it. The National Association of Broadcasters, spokesman for the majority of broadcast licensees, knows that it is on the spot and could be the fall guy.

The 44-member NAB board meets Jan. 13-17 in San Juan, P. R. President Vincent T. Wasilewski will present to the board plans for strengthening the broadcasters' position in Washington and at the grass roots. There's no time for ad-hoc committees to study and report weeks or months later.

The unvarnished fact is that broadcasters are in a state of emergency.

Whether new legislation and the punitive rules now pending get off the ground depends on the kind of case broadcasters make in Congress, along with the as-yet-undisclosed attitude of the incoming Nixon administration. The GOP should be more conciliatory. It won the election, and it used radio and television to great advantage.

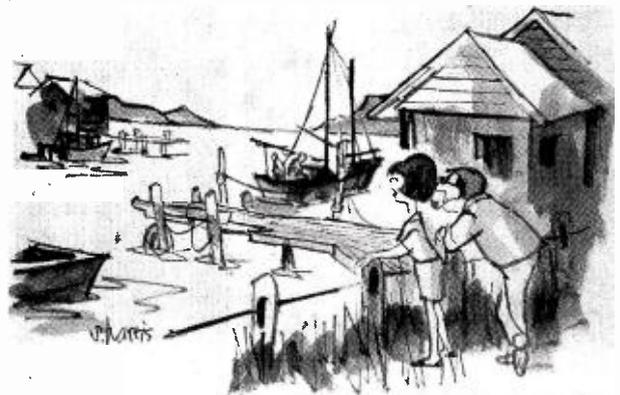
The greatest danger is that the public, which has always stoutly defended American broadcasting because it liked what it was getting, will be swayed by the wild talk of the dissidents.

Broadcasters have no alternative. They must mount the biggest offensive ever to prevent the unreasoning politicians, the envious competitors, the bureaucratic trouble-makers and irresponsible do-gooders from perpetrating a great hoax upon the American people—the promise of better broadcasting when the inevitable result would be more government controls that would stifle freedom of the broadcast press.

Welcome aboard

Editor & Publisher, the newspapers' trade magazine, may be getting angry letters from some of its unreconstructed subscribers. In an editorial in its Dec. 28 issue, the magazine suggested that governmental tampering with broadcast news could lead to governmental tampering with printed news, an implied admission that neither broadcasting nor print journalism was entitled to exclusive protection of the First Amendment.

This is pretty revolutionary stuff to be coming from an organ serving newspapermen who like nothing better than to overlay attacks on radio and television. We hope *Editor & Publisher* continues to educate its readers to the facts of modern life.



Drawn for BROADCASTING by Sidney Harris

"It's so beautiful, dear—just like a commercial."



Closer to home

Assuming its share of the responsibilities for informing the public on the status of black people, the Fetzer television station in Kalamazoo produced a timely documentary. The program explored the current and future opportunities in employment, housing and education for black citizens in five major cities served by the station. Programmed in sequence with the network series "Of Black America," it did what no network program could do: focused on the problem right at home.



The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

WWTV
Cadillac

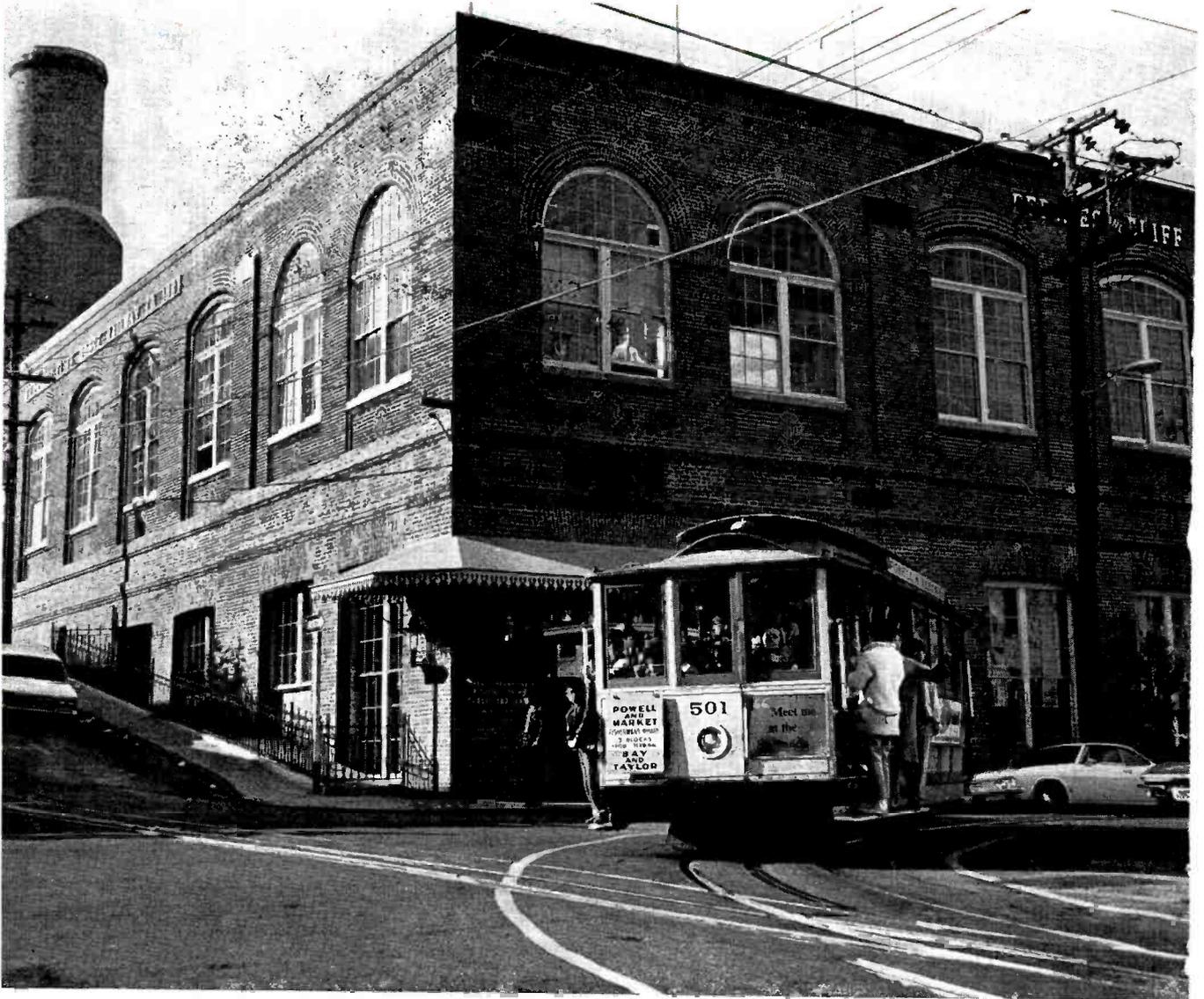
WWUP-TV
Soull Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac

WWAM
Cadillac

If you lived in San Francisco...



...you'd be sold on KRON-TV