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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Boston's ch. 5 victim of diversification push. p23  
Ford-Carnegie election studies may cover TV time. p34  
PERSPECTIVE '69: There's optimism everywhere. p44  
How radio-TV put on a \$3-million inaugural show. p88

## What are the facts about the continuing and growing importance of local movies on TV?

1. 3,033 local movies are now being telecast each week in the TOP 100 MARKETS.
2. These TOP 100 MARKETS encompass a total of 349 stations—including 292 network affiliates—(over 50% of all U.S. commercial TV stations).
3. During our recent survey week these 349 stations programmed 3,033 local movies as follows:
  - 473 in Prime Time
  - 534 in Early Shows
  - 815 in Late Shows
  - 1,211 at other times (mornings; matinees; late, late shows; etc.)
4. These 3,033 local movie telecasts were *in addition* to 629 telecasts of network movies in the same markets.
5. And, the local movie programming trend is up 12% over last year!

*Today, as it was yesterday, and will be tomorrow, movies are television's most popular entertainment.*

**W WARNER BROS.-SEVEN ARTS**  
NEW YORK · CHICAGO · DALLAS · LOS ANGELES · TORONTO · LONDON · PARIS  
ROME · BARCELONA · LISBON · SYDNEY · TOKYO · MEXICO CITY · HONG KONG

**WCCO  
Radio.  
Bigger  
than TV.**

**(In Minneapolis  
St. Paul that is.)**

# More than meets the eye.

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

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

**ALL DAY/ALL WEEK:** WCCO Radio delivers a bigger audience than any television station in the Minneapolis-St. Paul market! (Persons 12+, 5 AM-12 Mid., Monday-Sunday)

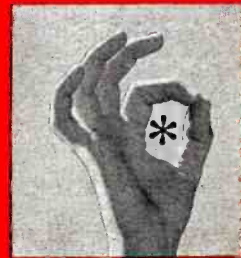
**DAYTIME:** WCCO Radio's audience is larger than all four Twin Cities TV stations combined! (Persons 12+, 7 AM-6 PM, Monday-Friday)

**PRIME TIME:** The WCCO Radio

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

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

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



# WCCO RADIO

MINNEAPOLIS-ST. PAUL REPRESENTED BY CBS RADIO SPOT SALES

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

# **THE SPORTS STATION IN THE DALLAS- FORT WORTH MARKET... KRLD-TV**

Throughout the year, KRLD-TV offers an outstanding line-up of sporting events. With the NFL football season just completed, Channel 4 each week is programming Southwest Conference Basketball, the National Hockey League, CBS Golf Classic, The Killy Style and Outdoors. Upcoming are the Triple Crown races, major golf tournaments, AAU Track Meets and other events.

Contact your H-R representative for the best in sports availabilities.



represented nationally by



**KRLD-TV**



**The Dallas Times Herald Station**

*CLYDE W. REMBERT, President*

## Two ways out

Compromise that may satisfy both hawks and doves on FCC is believed under consideration in handling of proposed notice of inquiry into conglomerate ownerships of broadcast stations and of three long-pending cases of station acquisitions by diversified companies. Plan is to vote approval of pending transfers, then vote to issue notice of inquiry. Question still unresolved is what to do about applications filed by diversified companies while inquiry is pending.

Here are cases that may be approved before issuance of conglomerate inquiry; Fuqua Industries' purchase of WTVM(TV) Columbus, Ga., and WTVG(TV) Chattanooga; Avco's purchase of WRTH Wood River, Ill. (St. Louis), and Bonneville International's (Mormon Church's) acquisition of KBIG Avalon, Calif., and KBIG-FM Los Angeles ("Closed Circuit," Jan. 20).

## Standing pat

Like most other chairmen of holdover independent agencies, FCC Chairman Rosel H. Hyde is staying on job and hasn't offered his resignation to President Nixon. That is presumably because his term expires June 30 and also because he happens to be Republican—one of few who have been heading commissions during Johnson incumbency. If asked, Mr. Hyde would stay on beyond June 30, but it is evident that with discord on FCC he's enjoying it less and less.

## Dispute over code

Westinghouse Broadcasting Co. is seriously considering resigning from National Association of Broadcasters television code because code standards on personal-products advertising were relaxed (BROADCASTING, Jan. 20). WBC President Donald H. McGannon had implicitly threatened to quit code and promulgate own, stiffer standards, but it was subsequently speculated that his basic objections had been satisfied when NAB TV board refused to go all-out and lift ban. Not so. He reportedly still feels code has been too much watered down, that this will only intensify already considerable government and public pressures on TV and that WBC stations may yet find it desirable

to establish own standards outside NAB code structure.

Hard line taken by Westinghouse on personal-products relaxation contrasts with opposite reaction of Storer Broadcasting Co., which has criticized NAB TV board for its refusal to admit all products, including hemorrhoid remedies, as had been recommended by NAB television code review board (see page 9). With two major broadcast companies so far apart, dispute could spread to others on question of product clearance.

## Cheaper birds

Substantial increase in TV use of communications satellites between U. S. and Europe is seen with expected filing this week by Communications Satellite Corp. of reduced television rates for Atlantic circuits, with cuts possibly reaching 40% and with surcharge for color TV eliminated. Comsat charges are to U. S. carriers and apply only to that portion of circuit between mainland and satellite. Separate charges are made by foreign entities for other half of circuit.

Presumably U. S. carriers and foreign telecommunications administrations will adjust rates in accordance with Comsat cuts. Present basic Comsat rate for black-and-white TV is \$1.100 for first 10 minutes plus \$30 for each extra minute. Surcharge for color is \$275 for 10 minutes and \$7.50 per minute for additional minutes.

## Switch pitch

Roy Porteous, who has been VP for central sales of CBS-TV for past seven years and earlier had held key posts with NBC-TV, is slated to join Metro-media Producers Corp. as director of network sales. Mr. Porteous will assume his new post after retiring from CBS-TV at end of January. He was with CBS 12 years. He will make his new headquarters in New York.

## Three in one

Universal Television, which introduced "World Premiere"-movie-made-for-TV and "Name of the Game"-three-production-units-under-one-umbrella concepts on NBC-TV, is preparing project for same network that combines ele-

ments of both of these innovations. Project is "Night Gallery," film created and written by Rod Serling. Slated for presentation as "World Premiere," film will comprise three separate stories, each with own cast. Exception is actress Joan Crawford, who in one of her rare TV appearances will star in each story. Mr. Serling, too, will appear as host for all three. Production, due to get underway in early February, will be done by two separate production units and three individual directors, Boris Sagal, Barry Shear and 21-year-old Steven Spielberg.

## Pre-empting himself

With network-program clearances as important as they always are, NBC President Julian Goodman may find himself in ambiguous position when he appears in Omaha tonight (Jan. 27). Occasion is NBC-affiliate KMTV(TV) Omaha's 11th annual presentation of awards for use of TV in public service, and Mr. Goodman is principal speaker. KMTV plans to cover event live—but to do so must pre-empt NBC's *Monday Night at the Movies*. Mr. Goodman is said to have prepared a major speech on broadcasting and—appropriately—freedom of press.

## Retail upbeat

Alderman Studios Inc., High Point, N. C., pioneer furniture-industry photographic-services firm which less than two years ago entered retail-store TV commercial field with UHF-TV division in New York that taps manufacturer advertising sources to help underwrite production, plans to greatly expand TV commercial production of stores as result of retail reaction at winter markets in Chicago this month. UHF-TV since April 1967 has sold initial color spot packages to 750 stores in 170 markets. New spots expected to break in April.

## Breaking loose

David Gerber, vice president and national sales manager of 20th Century-Fox Television, is understood to be resigning that post to set up his own independent production company, which would release product under Fox TV banner. In addition to sales, Mr. Gerber had responsibilities for program development and general administration at Fox TV.

## A 2½ MINUTE NEWS SUMMARY

A few weeks ago AP tried a new format for broadcast summaries. It met with such a resounding cheer of approval that now it's a permanent feature of AP news. We call it the complete 5 minute summary that takes 2½ minutes.

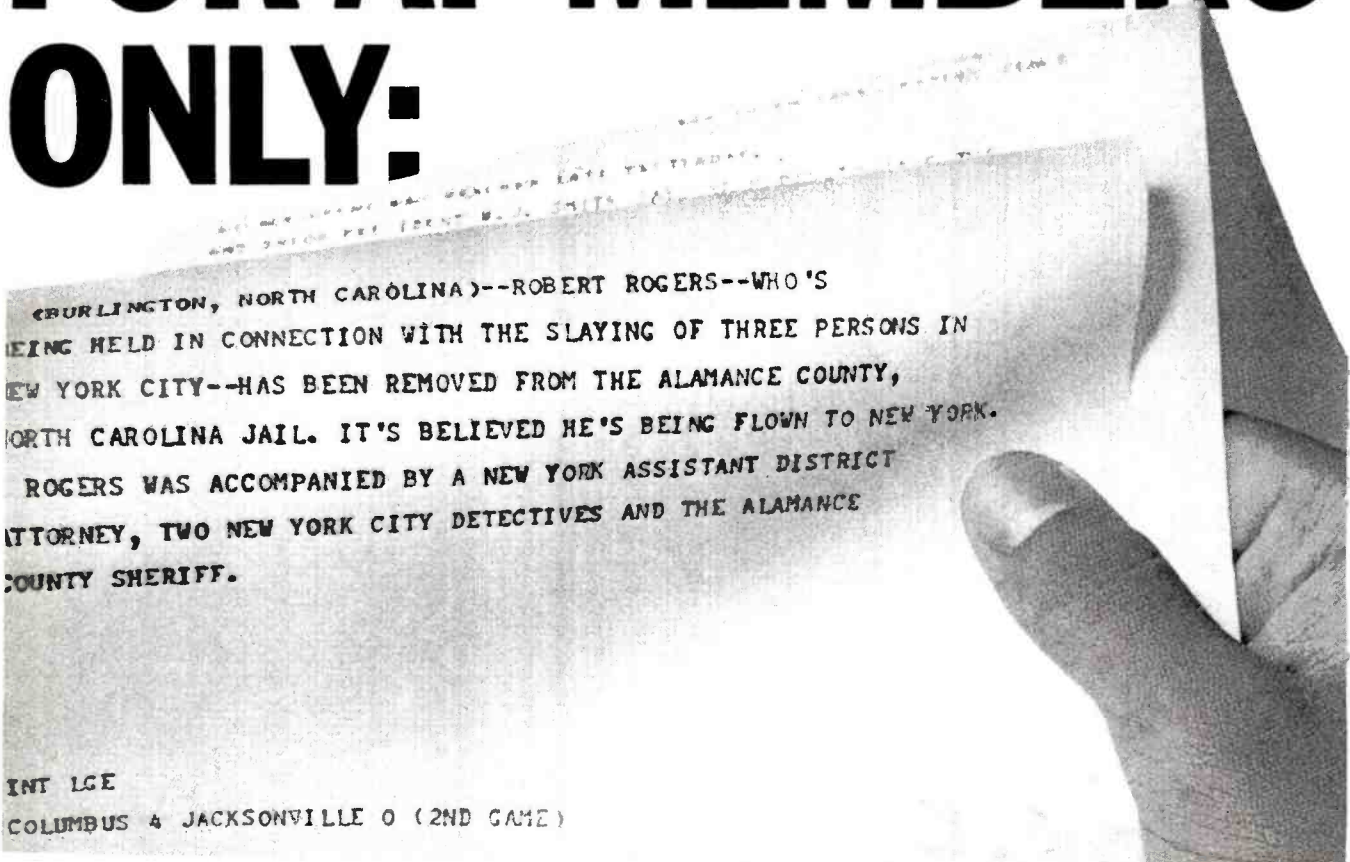
Now, instead of each news item crossing the wire as a single paragraph, each story is datelined and broken into two paragraphs. The first paragraph is a carefully edited capsule of the top of the news, while the second contains secondary details. So if you use just the first paragraph of each item, you have a complete summary of about 2½ minutes. And if particular stories are of special interest to your audience, you can simply expand your coverage by using both paragraphs.

That's still 5 minutes of summary news.

Like most good ideas, AP's new summary format makes things a lot easier for you. First of all, it's far more flexible. That means it will fit your programming requirements without extensive editing. Plus it gives you time for thorough regional and local news without eliminating any of the facts necessary for complete national coverage. Furthermore, with the added datelines, each news item is clearly set apart for easy identification.

If you're interested in having the 2½ minute summary make things easier for you, contact your nearest Associated Press representative, or call Bob Eunson at AP headquarters: 50 Rockefeller Plaza, New York, New York 10020. Phone:(212) PL7-1111.**THE ASSOCIATED PRESS**

# FOR AP MEMBERS ONLY:



(BURLINGTON, NORTH CAROLINA)--ROBERT ROGERS--WHO'S BEING HELD IN CONNECTION WITH THE SLAYING OF THREE PERSONS IN NEW YORK CITY--HAS BEEN REMOVED FROM THE ALAMANCE COUNTY, NORTH CAROLINA JAIL. IT'S BELIEVED HE'S BEING FLOWN TO NEW YORK. ROGERS WAS ACCOMPANIED BY A NEW YORK ASSISTANT DISTRICT ATTORNEY, TWO NEW YORK CITY DETECTIVES AND THE ALAMANCE COUNTY SHERIFF.

INT LGE  
COLUMBUS 4 JACKSONVILLE 0 (2ND GAME)

Unprecedented FCC action strips WHDH Inc. of its license to operate on Boston's channel 5, in favor of competing applicant Boston Broadcasting Inc. 3-1 vote climaxes oldest comparative case in commission's history. See . . .

## Multiple ownerships now up for grabs . . . 25

Deadlock among FCC commissioners kills petition for reconsideration of renewal grant to KSL Salt Lake City. Vote spotlights key role to be played by new commissioner H. Rex Lee in future concentration-of-control cases. See . . .

## KSL renewal sparks more debate . . . 28

KFAC-AM-FM Los Angeles draws 3,000 letters of public support for station sale after newspaper ad hinges continuation of good-music format on transfer, which has been stymied by one-to-customer proceeding. See . . .

## Public at odds with one-to-customer . . . 30

Perspective '69 finds optimistic outlook for TV tempered by wary anticipation of unsettled year; also firm, bullish predictions for radio, new creative angles for commercials, more money problems for public television. See . . .

## Unsettled '69 tempers TV's optimism . . . 44

Perspective on government finds no letup in regulation despite administration change, with Democrats on top at Congress and FCC; also watch for variegated, crucial fairness cases in courts, fewer station sales for FCC. See . . .

## How much change after the fanfare? . . . 66

Chicago lawyer Richard McLaren becomes head of Justice Department's antitrust division, says that Nixon administration will continue traditional Republican policy of "vigorous antitrust enforcement." See . . .

## McLaren is new antitrust chief . . . 70

House Investigations Subcommittee draft report recommends ban on commercials during all news programs—one of five proposed amendments to Communications Act—but report may not reach House floor. See . . .

## Commercial ban sought during news . . . 80

Inauguration coverage is color all the way, as \$3 million, 120 color cameras, 2,500 broadcast personnel do the job. Viewers in 20 other nations also follow change at U. S. helm, thanks to satellite broadcasting. See . . .

## Inauguration gets full coverage . . . 88

Ford Foundation's annual report shows grants totaling nearly \$11.3 million in ETV grants, \$19.4 million in all for noncommercial broadcasting. NAEB reports heavy support from state and local funds. See . . .

## Public television's "sugar daddies" . . . 95

Sandler Films Inc. takes U. S. commercial techniques to Japan, forms Sandler/Shinaha, joint American-Japanese company. Japanese filmmakers "are about where we were eight years ago," Sandler president says. See . . .

## U. S., Japan join filmmaking forces . . . 100

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### Broadcasting

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# Success Story, Baltimore Style!

## BRAGER-GUTMAN'S

LEXINGTON ST. & PARK AVE. MU. 5-2222  
BALTIMORE 1, MARYLAND

December 13, 1968

Mr. Donald P. Campbell  
General Manager  
WMAR-TV  
6400 York Road  
Baltimore, Maryland 21212

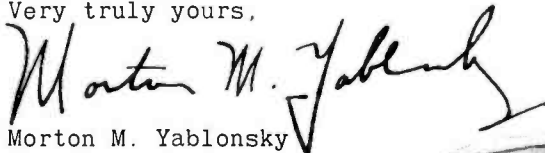
Dear Mr. Campbell:

I wanted to take this opportunity to tell you of one of the most successful promotions we have ever had at Brager-Gutman's. Recently we ran three weeks of our "The Woman's Angle" schedule to introduce the new Gold Star line of Burlington Sheets.

Sylvia Scott's sincere delivery of the selling message was as dynamic and exciting as if she were in our store personally! The sales were nothing short of phenomenal and resulted in a 50% increase in volume for the month in our Linen Department.

We are proud and gratified of our association with Sylvia and look forward to continuing our successful sponsoring of "The Woman's Angle".

Very truly yours,



Morton M. Yablonsky  
Vice President

SYLVIA SCOTT... "THE WOMAN'S ANGLE"  
MONDAY THROUGH FRIDAY, IN COLOR, 1 P.M.

No Wonder... In Maryland  
Most People Watch **COLOR-FULL**

**WMAR-TV** 

CHANNEL 2, SUNPAPERS TELEVISION  
TELEVISION PARK, BALTIMORE, MD. 21212  
Represented Nationally by KATZ TELEVISION





## Attacks code action

Personal-products pot came to rolling boil last week as TV code review board members took issue with National Association of Broadcasters TV board decision to approve feminine deodorants but turn thumbs down on hemorrhoidal remedies, contrary to code board's position.

Blast at some basic TV code policies and actions of television board of NAB has been fired by Bill Michaels of Storer Broadcasting, TV code board member, in letter to TV Board Chairman Charles Tower of Corinthian Broadcasting.

Meanwhile, another major group, Westinghouse, is continuing to consider withdrawal from code on opposite grounds that NAB TV board action made code too permissive (see "Closed Circuit," page 5).

In letter dated Jan. 20, copy of which was obtained by BROADCASTING Friday (Jan. 24), Mr. Michaels:

- Advocated that all NAB members be required to subscribe to code as condition of membership: "If many of our own NAB members will not even subscribe to the code because of a few real and more imaginary objections, how can we hope to impress Congress or the FCC with how we really don't need outside help but can control our own destinies? . . ."

- Charged that current system of operations between TV board and TV code board is "obsolete, often embarrassing, impractical and, in a word, for the birds."

- In allusion to frequent instances in which TV board has overruled code board, suggested code board be eliminated and replaced by subcommittee of TV board itself, thus saving time, money and embarrassment. He did not challenge TV Board's final authority, but asked: "Why have two groups spent endless hours arguing over the same subjects and then wind up obviously in public disagreement? . . . If the network representatives want their specialists [to sit in on code subcommittee] meetings, fine and dandy, but why go through all the turmoil we go through now?"

- Protested that TV board erred in "differentiating between hemorrhoidal remedies and other personal products" when it lifted ban on latter but not on former (BROADCASTING, Jan. 20), "in effect only partially accepting the code board's recommendations." He said his company would not accept advertising for hemorrhoidal products but category

should not be banned for entire industry.

Mr. Michaels concluded: "More and more I find myself looking back at the current code meeting as an exercise in semantics and futility."

Robert Ferguson, WTRF-TV Wheeling, W. Va., and chairman, TV code review board, said he agreed with main thrust of Michael letter, but disagreed on suggestion that code board should be replaced by subcommittee of TV board.

Lesson of imbroglia, Mr. Ferguson says, is that all elements must buckle down, improve communications to avoid future showdown situations. He also said he had "no quarrel" with TV board having final authority.

Goal should be strengthened code board, he added. On substantive issue in present dispute, Mr. Ferguson said code should resolve all questions on products advertised on TV on basis of tastefulness of specific commercials.

Meanwhile, it's understood NBC Radio network has accepted schedule of 30-second announcements for hemorrhoidal, Preparation H, and that NBC-TV network has cleared commercials for feminine deodorants, Feminique and FDS.

## Program rating peak

Highest single-program rating of season helped NBC-TV keep first position in average Nielsen Multi-Network Area ratings for week of Jan. 13-19. NBC's 20.3 topped CBS-TV's 19.6 and ABC-TV's 14.9.

Bob Hope Vietnam Christmas special received 37.0, beating previous high of 36.7 achieved by *Rowan and Martin's Laugh-In* several weeks earlier. NBC shows took next three rankings: *Laugh-In*, Alan King special, and *Julia*, with CBS's *Gomer Pyle, Mission: Impossible*, *Mayberry R. F. D.* and Friday movie "Four for Texas" included in top 10.

MNA ratings for football all-star games show American Football League attracting more viewers than National Football League for first time. Average for AFL game on NBC (2-5 p.m.) was 16.4, 40 share, and NFL on CBS (4-7 p.m.) 15.6, 32 share. During common coverage hour, NBC received 14.3 rating, 32 share, to CBS's 10.2 rating, 23 share. This may influence NBC's consideration of advertising price increase (see page 85).

Comparative figures for 1967 had NFL on top: CBS coverage (4-6:45 p.m.) achieved 16.4 rating, 36 share, and NBC 11.7 rating, 32 share.

## Buys WRVA stations

Southern Broadcasting Co., Winston-Salem, N. C.-based group broadcaster, has purchased WRVA-AM-FM Richmond, Va., from Larus Investing Co. subject to FCC approval.

Parties declined to specify price, but it is believed to be more than \$3 million. FM station will be spun off in separate sale.

Southern's broadcast properties include WTOB Winston-Salem, WGHP-TV High Point, WKIX-AM-FM Raleigh, all North Carolina; WSGN Birmingham, Ala.; KTHH Houston, and KOY Phoenix. Company also owns one-third of WMBB-TV Birmingham, has construction permit for KTVJ-TV (ch. 31) Stockton, Calif., and is applicant for channel 64 at Cincinnati. In addition, Southern has interest in Jefferson Cablevision Corp., which holds franchises for Homewood, Irondale and areas of Jefferson county, all Alabama.

Principals of Southern include James W. Coan, John G. Johnson, Earl F. Slick and Albert L. Butler.

Larus, owner of Larus & Brother, tobacco company, sold its WRVA-TV (now WWBT-TV) to Jefferson Standard Broadcasting Co. last year for \$5 million (BROADCASTING, Oct. 21, 1968).

Also announced last week was sale by John Libby and associates of WCOU-AM-FM Lewiston, Me., to Joseph Alfrano Jr. and others for \$210,000. Buyers own WMLO Beverly and WREB Holyoke, both Massachusetts. Broker was John H. Vondell, Cape Coral, Fla.

## Over \$1 million

Philco-Ford Corp., Philadelphia, is investing about \$1.3 million in network TV, and in spot TV in 66 markets, to promote sales of its color TV receivers and its line of consumer electronics products, starting Feb. 15 and ending March 23. Buys cover 15 prime-time shows on all three networks. Agency is BBDO, New York.

## Second-season buyer

Substantial advertiser in two second-season entries on ABC-TV will be Yardley of London, through Benton and Bowles, both New York. Yardley has purchased alternate half-hour in *This is Tom Jones* (Friday, 7:30-8:30 p.m., starting Feb. 7), and minute per week in *What's It All About, World?* (Thursday, 9-10 p.m., starting Feb. 6). Company also plans to sponsor network

## Week's Headliners



Mr. Schwartz

Miss McKenna

**Alfred L. Schwartz**, general attorney of Metromedia, New York, elected VP and general counsel, and **George Etkin**, associate general counsel, elected secretary of company. They assume duties of **Robert A. Dreyer**, who has resigned to enter teaching field but who will serve Metromedia as consultant (BROADCASTING, Jan. 20). **Mary L. McKenna**, VP and director of research and sales development, named to newly created post of VP-market research (see page 36).

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

special to be announced later.

ABC reported other advertisers have made major purchases in these shows and another new series. *Turn On* (Wednesday, 8:30-9 p.m.). Sponsors include AT&T, through N. W. Ayer; Bristol-Myers, through Young & Rubicam, and Foote, Cone and Belding; Colgate, through Ted Bates; American Tobacco, through BBDO, and Lehn and Fink through Richard K. Manoff.

### Withdraws from hearing

CBS has endorsed objective of FCC proposed CATV rules to remove "existing unfairness" in competitive situation between television stations and cable systems. But it hopes Congress will provide "resolution and guidance" in area before commission acts.

CBS expressed comments Friday (Jan. 24) in pleading withdrawing its notice of intention to participate in oral argument scheduled for Feb. 3 and 4 on proposed CATV rules.

CBS said its decision to withdraw was based on commission statement that interim procedures provided for in rulemaking will be "a focal point of discussion" at argument. CBS said it did not intend to devote its oral presentation to those procedures.

CBS expressed hope that commission would take lead from Congress on

CATV matter after expressing doubt that commission has authority to adopt rules it has proposed to bring CATV within competitive TV program distribution on market. Rules would require CATV systems in major markets to obtain retransmission permission from distant stations whose signals they want to import. CBS also doubts "efficacy of the transmission consent device."

### Eight-hour day

Ideal Toy Corp., New York, is purchasing time and underwriting program costs for eight hours continuously for one day each of 10 major-market TV stations next month to promote sales of its children's games during February.

Through Helfgott and Partners Inc., New York, Ideal has arranged to sponsor consecutive eight-hour blocks of children's programming, starting Sunday (Feb. 2) on WPIX-TV New York and on Feb. 12 on WGN-TV Chicago, KCOP(TV) Los Angeles, WPHL-TV Philadelphia, WKBD-TV Detroit, KTUU(TV) San Francisco, KPLR-TV St. Louis, WPGH-TV Pittsburgh, WXIX-TV Cincinnati and WKRG-TV Cambridge, Mass.

### Up for confirmation

Frank J. Shakespeare Jr., CBS executive named by President Nixon to head U. S. Information Agency, has been scheduled for confirmation hearing by Senate Foreign Relations Committee. Session is set for this morning (Jan. 27).

Robert F. McLaren, slated to be President Nixon's antitrust chief in Department of Justice (see page 70), is to appear for hearing before Senate Judiciary Committee on Wednesday (Jan. 29).

Meanwhile, *Chicago Daily News* said Friday (Jan. 24) that Creed C. Black, newspaper's executive editor, will be named assistant secretary of Health, Education and Welfare. Information is from "administration sources," newspaper said.

Mr. Black "will be responsible for legislative liaison and will participate in policy discussions within the department," story said, noting appointment is expected to be announced formally within few days.

*Daily News* is part of Field Enterprises Inc. interests that also include WFLD-TV Chicago and WCAN-TV Milwaukee. Mr. Black is 43, native of Kentucky and career journalist.

### Playskool for TV

Playskool Inc., Chicago, subsidiary of Milton Bradley Co., announced Friday (Jan. 24) appointment of Harvey & Carlson Inc., New York, as its agency. Herbert Baker Inc., Chicago, was pre-

vious agency.

Playskool enlarged budget from about \$100,000 to \$1 million for 1969, and plans to enter television advertising for first time. Playskool manufactures educational toys for pre-school children.

### Hogan to PKG

Harold (Mike) Hogan, formerly with Campbell-Ewald, joins Detroit office of Chicago-Based Post-Keyes-Gardner as vice president and account supervisor. PKG Friday (Jan. 24) also announced promotion of Robert McIntyre to vice president at Chicago headquarters.

### Trustees added

Washington Journalism Center announced Friday (Jan. 24) appointment of four new members to its board of trustees. One is broadcast owner and two have broadcast news background.

New trustees of Washington Center are Frank Batten, Norfolk-Portsmouth Newspapers, and president of Landmark Communications Inc. (WTAR-AM-FM-TV Norfolk, Va. and WFMY-TV Greensboro, N. C.), Cart T. Rowan, former head of United States Information Agency, presently syndicated columnist and Westinghouse Broadcasting television commentator; Richard S. Salant, president, CBS News, and John E. Ryerson, senior editor, Kiplinger Washington Editors Inc.

### Heads WHCT(TV)

George W. Cyr, who has been director of programming for past seven-and-half years at RKO General's WNAC-TV Boston, has been named general manager of that company's Hartford (Conn.) outlet, WHCT(TV). Mr. Cyr was formerly with stations in Scranton, Pa.; Cleveland; Buffalo, N. Y. and Philadelphia.

### First news conference

President Richard Nixon holds his first news conference as President today (Monday), and it will be open to live radio and television coverage. White House made announcement Friday (Jan. 24).

### Claims conspiracy

Treble-damage antitrust suit for \$1 million has been filed in Indianapolis federal court against CBS, ABC, Corinthian Broadcasting Corp. and Avco Broadcasting Corp., by WTAJ(TV) (ch. 31) Marion, Ind., licensed to Geneco Broadcasting Inc. Charge is that CBS and Corinthian on one hand, and ABC and Avco on other, have conspired to deny station chance for network affiliation.



Think small..



Concern for human needs on the part of Storer stations with special attention to young people, did not await a governmental "war on poverty". Today's increased needs have merely served as an incentive to increase the emphasis. In Detroit, WJBK-TV's "Sores of Discontent" provides a continuing forum for religious and social workers, students and ordinary citizens who have no other way to speak out. In New York, Milwaukee, Miami, Atlanta and Boston, Storer stations are constantly adding editorial and

documentary ammunition for the continuing campaign to upgrade substandard living conditions. Cleveland's WJW-TV climaxed a comprehensive anti-poverty program with a child-oriented documentary which won "best of year" honors from Ohio's Associated Press. In Toledo, WSPD-TV added a practical bonus to its extensive editorial coverage by donating sports equipment for underprivileged youth. Such all-out involvement in community problems takes a lot of doing. But in the guidelines

provided for Storer stations, things that might be considered very "special" elsewhere are accepted routine. That's why Storer stations stand out . . . and another reason why it's good business to do business with Storer.



TOLEDO WSPD-TV	MILWAUKEE WITI-TV	MIAMI WGBS	NEW YORK WHN	ATLANTA WAGA-TV	CLEVELAND WJW-TV	DETROIT WJBK-TV
TOLEDO	CLEVELAND	BOSTON	PHILADELPHIA	LOS ANGELES	CLEVELAND	DETROIT



## ONE MOMENT PLEASE

*Sometimes it's a good idea to get another point of view on your operation—an outside look. Are things really as good . . . or as bad as they look to you?*

*When you think about it, it's really amazing how readily money is appropriated for capital investment in plant and equipment, but how little and how reluctantly it is appropriated for depth research into the audience itself. And after all, they are the target for the whole broadcasting effort.*

*Our company uses the unique skills of the social scientist to examine in detail, program-by-program and personality-by-personality, the strengths and weaknesses of your station and the competitors in your market.*

*Our clients know where they stand, and, more importantly, the reasons why their ratings come out the way they do.*

*One of the principal reasons for our contract renewals year after year is that we do more than just supervise a research project. We stay with you for a whole year to make sure you understand it and that it works for you.*

*Our contribution and the aggressive management effort of some of our clients have helped them to move from third place to first place in several of the country's most competitive markets.*

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



**McHUGH & HOFFMAN, INC.**  
Television & Advertising Consultants

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

## Datebook

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

■ indicates first or revised listing.

### January

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

Jan. 27-28—Meeting of board of directors, *National Association of Educational Broadcasters*. Washington Hilton hotel, Washington.

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. Waslewski, president of National Association of Broadcasters, and Dr. John V. Charyk, president of Comsat. Mayflower hotel, Washington.

Jan. 27—Eleventh annual KMTV (TV) television public service awards dinner. Speaker: Julian Goodman, president, NBC. Omaha.

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. 29—Luncheon meeting of Chicago chapter, *National Academy of TV Arts and Sciences*. Speaker: Gordon Manning, VP and director of news, CBS News, on "Does broadcast journalism deserve to be free?" Knickerbocker hotel, Chicago.

Jan. 29—"Salute to Japanese Television," international council, *The National Academy of Television Arts and Sciences*. Cinema Rendezvous, New York.

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. 3-4—Oral argument before FCC on proposed revisions in commission's CATV rules.

Feb. 4—Annual meeting of *Walt Disney Productions*. Disney studios, Burbank, Calif.

Feb. 5—Newsmaker luncheon, *International Radio and Television Society*. Speaker: Frank Pace, Corp. for Public Broadcasting. 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. 11—Luncheon meeting, New York chapter of *International Advertising Federation*. Speaker: Tom Sutton, international operations, J. Walter Thompson. Biltmore hotel, New York.

Feb. 11-14—Institute on principles of supervisory management, *National Association of Educational Broadcasters*. Sheraton-Biltmore hotel, Atlanta.

Feb. 12-14—Sixth annual convention, *National Association of Television Program Executives*. Workshop sessions emphasizing network-local station relationship; "man of the year" award, and awards presentation for Program excellence. Century Plaza hotel, Los Angeles.

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

Feb. 17—Deadline for comments on FCC's proposed rulemaking that would clarify notification requirements for CATV systems. Proposed amendment specifies that CATV's must notify stations in their market of plans to carry local as well as distant signals, and that they must give similar notice for deletion as well as addition of signals.

Feb. 17—Deadline for comments on FCC's proposed rulemaking concerning establishment of FM translator and booster services.

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

Feb. 17-21—Inside advertising/marketing week sponsored by *Advertising Club of New York*. College students will participate in five-day series of working sessions with leading advertisers, agencies and marketing firms.

Feb. 24—Benefit dinner for Broadcasters Foundation Inc., *Broadcast Pioneers*. WGAL, Lancaster, Pa. receives ninth annual Golden Mike Award. Hotel Pierre, New York.

Feb. 24—Tenth annual "Close-up" dinner and show, *The National Academy of Television Arts and Sciences*. Hugh Downs to be honored. Hotel Commodore, New York.

Feb. 25-28—1969 conference, *Western Radio and Television Association and West Coast Instructional Television*. Speakers include FCC Commissioner H. Rex Lee; Dr. Harold Wigren, educational television consultant, and Alfred Cowles, news secretary to Senator Charles E. Goodell (R-N.Y.). Olympic hotel, Seattle.

Feb. 27—Deadline for reply comments on FCC's proposed rulemaking that would clarify notification requirements for CATV sys-

**WJRZ RADIO REACHES MORE  
AVERAGE PERSONS 12+ PER  
1/4 HOUR MONDAY - SUNDAY 6  
AM - 12 MIDNIGHT THAN ANY  
STATION IN SAN FRANCISCO,  
WASHINGTON, ST. LOUIS,  
CLEVELAND, BALTIMORE,  
NEWARK, HOUSTON, MILWAU-  
KEE, DALLAS-FT. WORTH, CIN-  
CINNATI, ATLANTA, MIAMI,  
DENVER or NASHVILLE.**

**WJRZ the nation's No. 1 country music station**

***WJRZ* / RADIO  
**97****

**HACKENSACK, NEW JERSEY / SERVING METRO NEW YORK**

Source: ARB radio local market reports for October 1968 for New York and other cities listed, total survey area persons 12+ Monday - Sunday 6 A.M. - 12 Midnight. The assertions made in this advertisement are based on the reports cited and are subject to the statistical limitations published in that report.

A man in a plaid jacket is looking towards the left. In the foreground, a large, shiny car wheel is partially visible. The background is dark with some lights, suggesting an outdoor setting at night.

# When you go out to the you're watching

Or in Chicago. Or Houston  
Or Jacksonville. Because ABC  
owns the largest chain of motion  
picture theatres in the world.  
Over 400 theatres. Good, mod-  
ern comfortable ones with plenty  
of parking. Many located in sub-  
urban shopping centers where  
the people are. And the money is  
If you want to see what



# movies in Tucson, ABC.

the theatre of the future will look like, you should see the plans for the new Century City complex in Los Angeles. It will have twin movie theatres, a legitimate theatre, a restaurant, shops and offices.

When you take in a movie at Century City, you'll be watching ABC. When you read *Prairie Farmer*, you are watching ABC.

When you play a top ten record or talk to the porpoises at Marine World, you're watching ABC.

We're many companies, doing all kinds of entertaining

things you probably didn't know we did. There's a lot more to American Broadcasting Companies than broadcasting. Watch us. We're not quite as simple as ABC.

 American Broadcasting Companies, Inc.



# measure fm subcarriers am frequencies

with International's model 1120  
**SECONDARY FREQUENCY STANDARD**

■ All Transistor Circuits     ■ Solid State Integrated Dividers

Using any general coverage communications receiver the International Model 1120 provides the necessary standard signals for measuring frequencies. Easily calibrated against WWV to provide an accuracy of  $1 \times 10^6$  for measuring the frequency of harmonics of FM subcarrier frequencies. The Model 1120 is designed for field or bench use with its own self contained rechargeable battery and charger. Long term stability of  $\pm 10$  cycles over range  $40^\circ\text{F}$  to  $100^\circ\text{F}$ . Short term stability of better than  $1 \times 10^7$  can be obtained. Zero adjustment for oscillator on front panel. All transistor circuits provide outputs at 1 MHz, 100 KHz and 10 KHz. Level of signal can be set with gain control.

Order direct from International Crystal Mfg. Co.

complete  
**\$175**

Keeping You On Frequency Is Our Business.



**CRYSTAL MFG. CO., INC.**  
10 NO. LEE • OKLA. CITY, OKLA. 73102

tems. Proposed amendment specifies that CATV's must notify stations in their market of plans to carry local as well as distant signals, and that they must give similar notice for deletion as well as addition of signals.

## March

March 3—Deadline for reply comments on FCC's proposed rulemaking concerning establishment of FM translator services.

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

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

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

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

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

March 13-18—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 19-22—Institute on principles of supervisory management, *National Association of Educational Broadcasters*. Holiday Inn, Cambridge, Mass.

March 20—Convention of *Catholic Broadcasters Association of America*. 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—Annual stockholders meeting, *Cox Broadcasting Corp.* Atlanta.

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—Technical committee and board of directors meetings of *Association of Maximum Service Telecasters*. Washington.

■ March 23-26—Annual convention, *National Association of Broadcasters*. Speakers include Frank Pace, Corp. for Public Broadcasting and FCC Chairman Rosel Hyde, Shoreham and Sheraton-Park hotels, Washington.

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

March 24—Eighth annual programing seminar, *Mark Century Sales Corp.* Speakers include Harold Krelstein, president, Plough Broadcasting Corp., and FCC Commissioner Kenneth A. Cox. Shoreham hotel, Washington.

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

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

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

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



*"Who says  
you gotta  
go to  
New York  
for the  
best  
videotape  
production?"*



*Those who  
don't know about  
Tele-Color...*

with the finest and newest color television equipment, some of the most knowledgeable and capable technicians in the country, a desire and ability to deliver the best quality product... New York quality and then some.

We offer full, fast, efficient, flexible TV production facilities including total pre and post production service. Here you will find complete color and black and white facilities for producing high and low band recording on 1 and 2 inch videotape, production in studio and with mobile unit, tape to film transfers on 16 mm and Super 8 cartridge, double and single system. We also provide complete audio and video editing and mixing plus videotape dubbing facilities.

Our mobile unit is fully equipped though compact enough to go anywhere on short notice. Would you believe the North Pole? And we're just a stone's throw from Washington and Washington's National Airport, which puts us close to you wherever you are.

Give us a try... let us show you why those guys are wrong who say "you gotta go to New York for the best TV production". Contact Charlie Riley, President of Tele-Color Productions, Inc.

## **Tele-Color Productions**

1108 Oronoco Street / Alexandria, Virginia 22314 / (703) 683-3203

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Sol Taishoff, *president*; Lawrence B. Taishoff, *executive vice president and secretary*; Maury Long, *vice president*; Edwin H. James, *vice president*; E. T. Taishoff, *treasurer*; Irving C. Miller, *comptroller*; Joanne T. Cowan, *assistant treasurer*.

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

## TELEVISION

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\*Reg. U.S. Patent Office.  
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**BookNotes**

"Open Letter from a Television Viewer," 1968, by Robert Montgomery. James H. Heineman Inc., New York. 152 pp. \$2.25.

What ever happened to Robert Montgomery? Remember the genial homicidal maniac in that 1937 classic shocker, "The Night Must Fall," now making the rounds on TV late, late shows? Recall the producer, director, host and narrator of *Robert Montgomery Presents*, a successful TV series with a seven-year run in the 1950's?

Three weeks ago Mr. Montgomery was on public display as one member of the board of trustees of Thomas P. F. Hoving's National Citizens Committee for Broadcasting (BROADCASTING, Jan. 13). This week he is responsible for another series of shrill indictments against the commercial TV practitioners with whom he consorted so long. Mr. Montgomery has had, in fact, a long 10-year-plus disenchantment with commercial television of which this "open letter" is but another barb.

It's a black-and-white world of commercial broadcasting, according to Mr. Montgomery. Public television is white. Pictured black are the monopolistic networks, those purveyors of violence and sex and managed news and *The Tonight Show* and professional sports and old movies (circa 1937?), where everyone along the broadcasting chain gets rich except the creative talent and where the lower network echelons are miserably trapped, "praying for the day when, if ever, it will be possible to accomplish better things."

According to Mr. Montgomery, "there are now millions of people who, like

me, believe that television lost its way and fell among evil companions who have not only prevented it from realizing its potential but have turned it in another direction." To combat that "air pollution" he suggests breaking up through the Department of Justice the "massive triopoly which the networks represent, and urges the public to make known their views about TV by writing to the FCC."

Commercial television may yet survive Mr. Montgomery's self-described "ill-tempered" analysis. Readers seeking a more rational point of view on the problems and promises of commercial television would be well advised to look elsewhere.

"*Journalistic Escalation: Press, Radio, Television, Periodicals, Public Relations, and Advertising as Seen Through Institutes and Special Occasions of the Henry W. Grady School of Journalism, 1967-68,*" 1968, edited by Dean John E. Drewry. University of Georgia, Athens, Ga. 184 pp. \$3.

This is the 21st publication in a series that stems from the institutes and special programs held at the Henry W. Grady School of Journalism of the University of Georgia and co-sponsored by such groups as the Georgia Association of Broadcasters and the Georgia Radio and Television Institute. Among the speakers who appeared during 1967-68 were Wally Briscoe, National Cable Television Association; Elmo Ellis, WSB Atlanta; Otis Hughes Jr., WMAZ Macon, Ga.; Walter A. Schwartz, president, ABC Radio, and Maurie Webster, vice president, CBS Radio.

**OpenMike****Blair buy was bigger**

EDITOR: Your Jan. 20 story about John Blair & Co.'s acquisition of the 49% minority interest in our subsidiary, American Printers & Lithographers Inc. valued the transaction at \$1.68 million, based on an over-the-counter bid price of \$24 per share for the 70,000 shares of Blair common stock.

The \$24 quotation gives effect to the 100% stock dividend payable Feb. 14, and it therefore applies to the equivalent 140,000 shares, giving the transaction an indicated value of \$3.36 million. —James A. Jurist, *vice president, administration, John Blair & Co., New York*.

**ITU hijacked to Havana**

EDITOR: We have noticed on page 52 of your Dec. 2, 1968 issue (sixth paragraph, first column) the reference that "notifications are made through the regional International Telecommunications Union office in Havana".

As the International Telecommunications Union has in fact no regional office, I take the liberty of drawing your attention to the error which appears to have occurred. —R. Fontaine, *chief of the information and documentation division, International Telecommunication Union, Geneva*.

(The story should have referred to the Inter-American radio office of the Pan American Union.)

# WGN

*...the most  
respected call letters  
in broadcasting*

## **WGN CONTINENTAL BROADCASTING COMPANY**

- **Chicago:** WGN Radio, WGN Television, WFMT Radio,  
WGN Continental Productions Company
- **Duluth-Superior:** KDAL Radio and KDAL Television
- **Denver:** KWGN Television
- **Michigan and California:** WGN Televents, community antenna television
- **New York, Chicago, Los Angeles and San Francisco:**  
WGN Continental Sales Company

It's easy to sell sellers on color

SELL YOUR CAR SELLER.

SELL YOUR HOME SELLER.

SELL YOUR  
FASHION SELLER.

SELL YOUR BEVERAGE SELLER.

SELL YOUR MEAL SELLER.



There's a retail color explosion going on right now in hundreds of markets. Loan companies. Dairies. Department stores. Car dealers. They're all producing color spots. And for a good reason: they move the merchandise.

You undoubtedly know how many color sets there are in your market. You've certainly seen some of the research about the reach and recall-ability of color vs monochrome spots. Well, now's the time to start cashing in locally on color.

Our VR-1200B videotape recorder is the easiest and most flexible way to get on the highband wagon. Built

for highband color from the ground up, the VR-1200B lets you get into color commercial production immediately, then add performance options as you grow. And you can choose the configuration most suited to your needs with overhead monitor or "sidecar" console.

We've gathered some interesting case histories that show how color has helped local retailers. We think you will find their experiences most helpful in selling your local retailers on color. If you'd like a packet, drop a line to *Sell the Sellers* at our world headquarters, 401 Broadway, Redwood City, Calif. 94063.

with a VR-1200B.



SELL YOUR HEALTH SELLER.



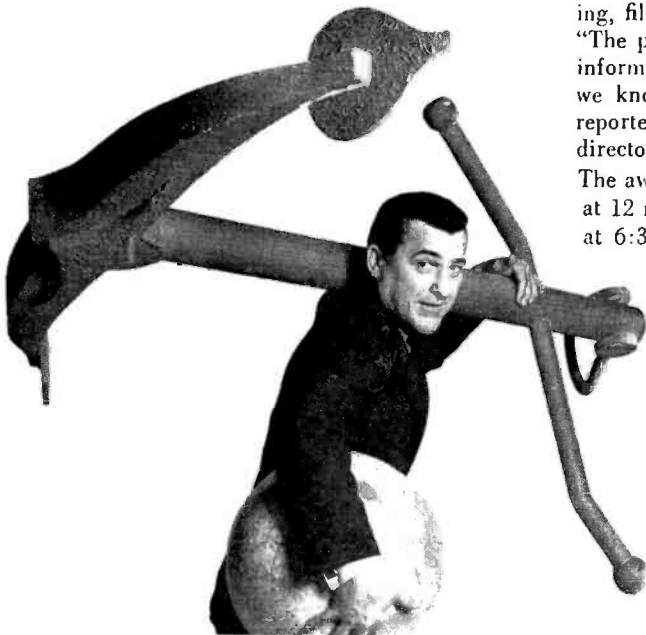
**AMPEX**

SELL YOUR LOAN SELLER.

PAY AS LITTLE



## **Anchorman goes overboard for objectivity, under- whelms the news.**



Harry K. Smith believes the news is more important than the newscaster. That doesn't mean he telecasts in deadpan. He just doesn't get in the way.

The world's jam is Smith's bread and butter, and he quietly thrives on excitement. As anchorman of "News 7," he smoothly spreads his reports on world and national news through the nightly half hour. He communicates with the authority and lucidity gained by the day's conversations with newsmakers and WMAL-TV reporters, wire-service backgrounding, film and tape viewing.

"The payoff," says HKS, "is how much residue of information is left with the viewer, not how much we know." Twenty years' training as newspaper reporter, broadcasting newsman, actor, writer and director, insures a large residue.

The award-winning News 7 is presented weekdays at 12 noon, 5:30 p.m. and 11:00 p.m. Weekends at 6:30 p.m. and 11:00 p.m.

 **wmal-tv 7** abc

The Evening Star Broadcasting Company  
Washington, D.C.

Represented by Harrington, Richter & Parsons, Inc.

## How long is a "mini-movie"?

At a recent Lincoln Center forum on the present state of the television commercial art, I was asked to stand up and say a few words about the length of what was called the "mini-movie." I felt like my kid did in high school when they gave him John Ciardi's arrestingly titled little book, "How Does a Poem Mean?"

For a moment I thought: "If you can't make sense, be provocative!" But then everything fell into place, because the answer is really very simple. "How long is a mini-movie?"

As long as it is good!

Commercials are no more cut by the quarter minute than weighed by the pound. Thankfully, the time has passed when an uncreative supervisor at an advertising agency would say: "Not a bad idea, Schwartz. We'll make it a minute with a 30-second lift." That trap may have saved rendering some extra storyboard frames and shooting a thousand feet of extra footage, but it never created a pair of good commercials and never will.

Once the media buy has set up the required commercial length(s) — and since we're talking about words and pictures on the tube, we need not consider the vast problems of timebuying—once those lengths have been determined, then each length suggests going in its own best creative discipline and direction.

From whence did that discipline and direction spring? Is it unique to the "mini-movie" (which has sometimes been likened to the view of a railroad-crossing accident seen from a train window, and probably has about as much to do with what we consider the "art of the motion picture" as Sputnik has to do with the Wright brothers)?

TV commercials today have hybridized the most exciting creative principles of electronic broadcasting and movie photography. Call them "mini-movies" if you will, but remember that the shoe may be on the other foot—now that Richard Lester (himself a former TV commercial director) has actually copied the style into a wild full-length motion picture, "Petulia."

And more like it are on the way.

It's a "mini" style, all right; and it's getting "mini-er." Because anyone who watches television at all must realize that commercials suddenly seem shorter.

And they are, because 30-second spots are in—with a bang!

The Television Bureau of Advertising has released the latest figures. Projected for 1968, U.S. commercial volume in general is up, about 15%. Ten-second and 20-second spots are up, about 2% each. The old standby one-minute length is actually off a percentage point.

But 30's are zooming through the roof, with a whopping 1968 increase of 775%!

Whatever happened to American advertisers, that they are suddenly responding to Mies's siren song—"Less is more?" Why are they burning the midnight fluorescents extrapolating the impact of a :30—against the cost of a :60? Why were they unwilling to accept the wonderful, swinging truth all along?

I can possibly pose as a historian. But I also am enough of a marketing man to know that ad dollars are a bit harder to come by today. That fact alone is enough to put the crunch against a network whose major fear is an over-all drop in revenue—once they start selling their pizza by the slice.

The smartest advertisers (thank God, they're always the biggest advertisers) began the :30 piggyback parade a long time ago. Despite initial penalties, it has become a perfectly rational and respectable way of advertising.

"How long is a mini-movie?" Thirty seconds? Fine—but if those piggybacked :30's are now going to have to do the creative selling job of a pair of :60's, you can bet they're going to have to be something more than two quick and colorful visual impressions.

Each has to tell a marketing story—

which a :60 can do so well, and a :20 can never do quite.

(And as for :10's, they will always be doomed to be nice little jokes. If brevity is the soul of wit, it also seems to work the other way around.)

The sample reels of the world are filled with commercials that seem to work best in specific lengths. Don't misunderstand; a commercial like Eastman Kodak's two-minute-long "Yesterdays" which won nine international awards could never be cut to a 30-second, or even a one-minute length. With every 10 seconds pruned away, you'd probably prune away another award. Because it was created to be two minutes long. And that's how it works best.

But most of today's great 30-second spots—spots like Revlon's "Nobody Noticed" and Seven-Up's "Thank You America"—were created to be 30-seconds long, and that intent shows, beautifully, every time they're broadcast. If it's a trend, it's a trend in knowing what you are doing creatively with the TV commercial art. And it pays off in dollars going in, and dollars coming out.

As the seconds dwindle down to a precious few, a new breed of advertising communicator arises. He's sharp, he's hip, he may be neurotic, but he's oh so very bright. More often than not, he laughs a lot, sometimes even at himself. And all the time he's awake, he's trying out ways in his head to make his "mini-movie" a maximum piece of selling communication.

To paraphrase E. B. White: "Writing a short poem? Very heavy work indeed. I get just as exhausted as writing a long one."



*Lincoln Diamant is a television production supervisor at Grey Advertising in New York. For the past five years, he has handled Bristol-Myers, Procter & Gamble, Ford and Revlon responsibilities. Before that, Mr. Diamant was at Ogilvy & Mather where he wrote and produced on Lever Brothers, General Foods and on the "Platformate" Shell campaign. His history of U. S. TV commercials, "The One-Minute Art Form," is to be published in the fall by Hastings House.*



## TWO BIG WINNERS: HANK MALFA AND WBTV

Hank Malfa of Cunningham & Walsh is \$1,000 richer for picking the winning programs in the Charlotte market. Hank won the Grand Prize in WBTV's "Top 25" Contest for advertisers and agency personnel.

Five other winners of \$100 each were Doris Gomer of Kincaid Advertising, Margery Laird of The Philadelphia Agency, Carol Liu of McCann Erickson, Frank Charles of SSC & B, and Dean Anderson of Leslie Advertising.

According to both NSI and ARB, Nov., '68, WBTV is a winner too, with the "Top 25" programs in the Charlotte market.

Everybody who buys WBTV wins a big share of the market.

**WBTV**  
**CHARLOTTE**

JEFFERSON STANDARD  
BROADCASTING COMPANY  
WBT/WBT-FM/WBTV/WWBT  
JEFFERSON PRODUCTIONS

Represented Nationally by 



## Multiple ownerships now up for grabs

**FCC yanks channel 5 Boston, spells out how rival applicants can attack renewals and win**

Multimedia owners throughout the country were put on notice last week that they are vulnerable to challenge by local groups with the funds and determination to oppose the renewal of their broadcast licenses.

The notice was served by the FCC in an unprecedented 3-to-1 decision to strip WHDH Inc. of its license to operate on channel 5 Boston, and to award the facility to Boston Broadcasting Inc.

The decision, coming as a stunning climax to what has become the oldest comparative hearing case in the commission's history, made clear that the commission's Policy Statement on Comparative Criteria, adopted in 1965, has changed the rules of the game so far as renewal applicants are concerned.

As implemented last week, the policy, designed to foster diversification of ownership of mass media and the integration of ownership and management, threatens multiple-property owners everywhere. And it holds that a multimedia owner being challenged at renewal time may not count on a merely satisfactory record to retain a license that is under attack.

The channel-5 case dates from 1954, when six original applications were designated for hearing WHDH Inc. won the grant in 1957, and has been operating its television station ever since. But a series of commission actions and court appeals, involving, among other things, charges that a WHDH official attempted improperly to influence the commission chairman before the 1957 decision, has kept the case open.

Because the U. S. Court of Appeals for the District of Columbia has retained jurisdiction over portions of the complex proceeding, the commission specified no termination date for WHDH-TV's operation. However, the commission instructed its general counsel to inform the court of the decision.

The applicant getting the commission's nod last week, BBI, includes attorney Nathan H. David, executive vice president and 6.31% stockholder.

who served as assistant general counsel at the FCC during the early 1940's when the late James Lawrence Fley was chairman. BBI is virtually free of media alliance.

WHDH Inc. is licensee of WHDH-AM-FM Boston and is owned by the Boston Herald-Traveler Corp., which publishes two dailies and a Sunday newspaper in the city. It also holds a controlling interest in Entron Inc., an equipment manufacturer and CATV operator.

Because of these holdings, the commission ranked WHDH "a poor third" in the matter of diversification, behind Charles River Civic Television Inc., whose proposed president is Theodore Jones. Mr. Jones is president of Charles River Broadcasting Co., licensee of WCRB-AM-FM Waltham, Mass., and owner of WCRQ-FM Providence, R. I. Stock in Charles River Civic is to be held ultimately by a foundation.

The commission also ranked BBI far ahead of WHDH Inc. and Charles River Civic on the integration factor. A fourth applicant, Greater Boston TV Inc., com-

posed chiefly of Boston business and professional men, was disqualified because of failure to meet two qualifying issues—one related to the ascertainment of programming needs; the other, a reasonable assurance of securing an antenna site.

The decision reverses an initial decision by Hearing Examiner Herbert Sharfman, who in 1966 recommended the renewal of WHDH-TV's license (BROADCASTING, Aug. 22, 1966). He had based his decision largely on the station's record, which he considered satisfactory and a better index of future service than the promises of the other applicants.

But the commission said that approach "places an extraordinary and improper burden upon new applicants who wish to demonstrate that their proposals, when considered on a comparative basis, would better serve the public interest."

The commission acknowledged that in previous comparative proceedings involving renewal applicants it had given substantial weight to their past record. But that policy had changed by time the 1965 policy statement was issued, it said. Accordingly, it added, "a different approach is required."

The commission said that a renewal applicant's record "is meaningful in the comparative context only if it exceeds the bounds of average performance." Otherwise, it said, "new applicants . . . would be placed at a disadvantage if the renewal applicant entered the contest with a built-in lead arising from the fact that it has a record as an operating station."

The commission, concluding that WHDH-TV's past record is "within the bounds of average performance," said it would not be considered in the comparative evaluation of the applicants. The kind of record that would be considered is one that shows "unusual, attention to the public's needs and interests."

The commission is aware that more

### \$50-million giveaway

Market value of WHDH-TV Boston, facilities of which the FCC gave to a rival applicant last week, is put at more than \$50 million by experts with inside knowledge of the market. Boston is the fifth biggest TV market, has only three VHF's (and two U's). WHDH-TV, on channel 5, is a CBS affiliate.

Ten years ago, it's known, RKO General rejected \$40-million offer for its WNAC-AM-TV Boston, and TV-station prices have skyrocketed since then. Three years ago Travelers Insurance rejected a \$30-million bid from IIT's Harold Geneen for WTIC-AM-FM-TV Hartford, Conn., which, combined with New Haven, is the 13th TV market.

Total revenues of Boston TV stations in 1967, a poor year but the latest recorded, were \$37.1 million.

than the fortunes of the applicants in the Boston channel-5 case are affected by its decision. Commissioner Nicholas Johnson, who voted with the majority, issued a concurring statement in which he said: "The door is thus opened for local citizens to challenge media giants in their local community at renewal time with some hope for success before the licensing agency where previously the only response had been a blind reaffirmation of the present license holder."

Commissioner Johnson noted that none of the nation's 11 largest cities is served by a single network-affiliated VHF station that is independently and locally owned. The commission's decision, he added, is "a step, however small, back toward the commission's often professed but seldom evidenced belief in the benefits of local ownership and media diversity." Boston is the fifth television market.

Commissioner Robert E. Lee, the lone dissenter, saw the same result from a different point of view. "I am very much afraid that this decision will be widely interpreted as an absolute disqualification for license renewal of a newspaper-owned facility in the same market," he said in a dissenting statement. "Competing applications can be anticipated against most of these own-

ers at renewal time."

The significance of the decision is heightened by its coming at a time when the commission is attempting to develop policy governing multiple ownership. It has proposed a rule to prevent the owner of a full-time station from acquiring another full-time outlet in the same market.

And the Department of Justice has suggested that the commission expand that proposal to include a rule that would break up multiple-station and newspaper - broadcasting ownerships within the same market.

Voting with Commissioner Johnson were Commissioners Robert T. Bartley, under whose supervision the decision was prepared, and James J. Wadsworth. Commissioners Kenneth A. Cox, who was chief of the commission's Broadcast Bureau when the case was in hearing, did not participate, and Commissioner H. Rex Lee, who joined the agency in November, was listed as absent.

Chairman Rosel H. Hyde abstained. He issued a statement noting that, on two previous occasions when the drawn-out case was before the commission, he had voted, first, against WHDH and then for it. "This is now the third round and it is no less difficult for me to choose among these competing appli-

cants," he said, adding: "In view of my previous participation and finally the fact that my vote is not essential to resolution of the matter, I have simply abstained."

Although the decision comes 16 years after six original applications for the facility were designated for hearing, it does not mark the end of the road.

Harold Clancy, president of the Boston Herald Traveler Corp., issued a statement within hours of the decision's release on Thursday afternoon indicating that the matter would be pursued before the commission and the courts. He said that although he had not had yet seen the commission's decision, he was familiar with Mr. Scharfman's opinion, and added:

"I cannot imagine any ground for overturning Mr. Scharfman's findings and rejecting his conclusions that can survive the appellate procedure within the commission itself or within the courts.

"This is the 20th anniversary of our original application for a TV license and we are shocked but undismayed by the apparent fact that we shall have to wait even longer before winning the license which we so richly deserve."

One ground on which WHDH Inc. may either seek a rehearing before the commission or appeal the decision to the

## Save-WFMT group goes professional

### Coffee-klatch opposition gives way to antitrust, legal, media experience

Local protectors of broadcasting can build up a good head of steam these days if they know how to organize and tap the talents of the professional. A case history is being developed in Chicago.

If Thomas P. F. Hoving's National Citizens Committee for Broadcasting interjects itself into a station case before the FCC, it could well be the public hearing on the sale of WFMT(FM) Chicago to WGN Continental FM Co., a transaction once approved by the commission but now under review as a result of complaints and court action (BROADCASTING, Jan. 13).

Mr. Hoving has assured the Chicago-area Citizen's Committee to Save WFMT he will appear and testify should the group need his help, according to members of the group which met Jan. 18 to marshal money and resources for their presentation at the hearing. No date has been set. The Chicago group is represented by Harry Booth of Chicago and

Eugene Mulin of Washington.

The Hoving group earlier this month had disclosed details of its long-range plans to work for more strict regulation in the radio-TV field and to seek to separate the FCC from alleged broadcaster influence. At the time the NCCB indicated it would get involved in station proceedings if it felt public issues were at stake.

The save-WFMT meeting showed that the committee has shed its original posture of being made up largely of suburban-society housewives who met over coffee to complain about the possibility of losing their favorite station and its pioneer fine-arts format. The session revealed the committee has been reorganized with prominent legal and intellectual leaders, and its main goal now is the prevention of further concentrations of mass-media control.

WGN Continental is a subsidiary of WGN Continental Broadcasting Co., national group owner, whose Chicago outlets are WGN-AM-TV and which, in turn, is a subsidiary of the Tribune Co. Among its other holdings is the *Chicago Tribune*, but the operations of the paper and the stations are completely separate and autonomous. WFMT's fine-arts format has been retained under WGN Continental stewardship.

In addition to experts in monopoly and antitrust matters other key movers

of the new Save-WFMT group are Mr. and Mrs. Charles Benton, he the son of William Benton, chairman of Encyclopaedia Britannica (the younger Benton was said to be interested in buying WFMT prior to its sale to WGN), and Richard Wade, who headed Senator Robert Kennedy's campaign in Illinois.

Publicity director for the committee is Marc Nathanson, now with Harshe-Rotman & Druk, public-relations firm, and the son of Don Nathanson, president of North Advertising, Chicago. Both Nathansons hold interests in HarriScope Inc., a TV-group owner, but the elder Nathanson is not involved in the WFMT issue.

The committee claimed a half-dozen of the country's top antitrust lawyers have been contacted and will testify, including two from Washington.

Newspaper ads to solicit general public contributions and support are soon to be run. A direct-mail drive will cover a list of 10,000. And inquiries have been made of two members of the FCC. "Who?" a committee source was asked. "Commissioners Nick Johnson and Ken Cox," was the reply.

Commissioner Cox said he has no recollection of contact with any representatives of the committee. Commissioner Johnson could not be reached, but an aide said the commissioner had never had any contact with the group.

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courts is the commission's application of the 1965 Policy Statement on Comparative Criteria.

During the oral argument in the case, in September 1967, WHDH Inc. counsel William Dempsey noted that the hearing record in the proceeding was closed before the statement was adopted, on July 2, 1965. Accordingly, he said that if the statement was to apply, the hearing would have to be tried on that basis.

The commission, in its decision, rejected that argument on the ground that "no element of surprise affecting the fairness of the hearing exists." The commission said that the statement contains no new criteria that would require the introduction of new evidence. "Rather, we restricted the scope somewhat of existing factors and explained their importance more clearly."

When it adopted the policy statement, the commission said it would apply to comparative hearings involving only new applicants. But later it said the statement should apply to hearings in which renewal applications are being contested. At the same time, it said the parties would be free to argue the relative weight to be accorded the evidence concerning the comparative factors.

Besides finding WHDH Inc. lacking on the basis of its comparative criteria, the commission gave the company a comparative demerit because of what it said were unauthorized transfers of control in connection with two changes in the presidency of WHDH Inc.

The first occurred when the late Robert B. Choate, president of the company, succeeded to the presidency of the Boston Herald-Traveler Corp. on the death of Sidney W. Winslow; the second, when Mr. Choate died and George E. Aker-son became president of both.

The commission said that although "routine" changes in officers need only be reported to it, the president in the WHDH Inc. scheme of operation has the power to dominate management of corporate affairs. Accordingly, it said, applications for consent to transfer of control should have been filed.

The commission awarded Boston Broadcasting Inc. a substantial credit for the integration factor after noting that there would be full-time operation in its station by these stockholders: Mr. David; Richard S. Burdick, who will be 5.91% stockholder and who is a former official of WHYY Inc., Philadelphia, licensee of noncommercial TV and radio stations in Philadelphia and Wilmington, Del.; Lawrence Pickard, executive producer of National Educational Television, New York, 2.36%; Mrs. Eunice West, executive of a Boston urban redevelopment project, 1.53%; Julian D. Steele, Boston Regional Planning Project consultant, 0.86%, and Martin B. Hoffman, Boston men's clothing manufacturer, 3.06%.

Other BBI stockholders and their prospective holdings include Special Justice Matthew Brown of the Boston municipal court, chairman of the board, 6.57%; Leo L. Beranek, Sc.D., consulting physicist, president, 5.42%; William J. Poorvu, Boston real-estate developer, treasurer, 6.57%; Alfred P. Rudnick, Boston attorney, 6.57%; Jordan J. Baruch, Sc.D., engineering associate of Dr. Beranek, 5.42%, and C. Charles Marran, president of Spence Shoe Corp., Boston, 5.51%. TV producer Henry Jaffe will own 2.75% and provide production services.

The principals of Charles River Civic include, besides Mr. Jones, Thomas D. Cabot, Boston businessman, chairman of the board, and TV producer Robert Saudek, vice president. All three are nonvoting stockholders. Greater Boston's principals include Boston insurance brokers Arthur D. Cronin, chairman of the board, and Arthur J. Gartland, president.

Somewhat ironically, the issue of the ex parte contacts, which precipitated the series of court cases and commission actions resulting in last week's decision, played no part in it.

The contacts involved two meetings Mr. Choate had with the late FCC

Chairman George C. McConnaughey, and they led in 1958 to a court remand of the decision granting WHDH Inc.'s application. Four years later the commission affirmed its earlier grant, but awarded WHDH Inc. only a four-month license.

WHDH Inc. and a losing applicant, Greater Boston, appealed. But before the court decision decided that case, Mr. Choate died. This led in 1964 to a second remand; the commission was directed to assess the effect of Mr. Choate's death on the 1962 decision.

By this time, competing applications had been filed on top of WHDH-TV's renewal application. Accordingly, the commission consolidated the reopened proceeding with the comparative hearing involving WHDH's renewal application which had already been ordered.

It was in this proceeding that Examiner Sharfman recommended a grant of the WHDH renewal application. In discussing the ex parte matter, he concluded, in effect, that the issue had died with Mr. Choate.

But, the commission said, "in view of our denial of the WHDH application on other grounds, it is unnecessary to determine whether the examiner reached a proper result."

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## KSL renewal sparks more debate

### FCC turns down further review of KSL license; commission is still divided on media control

The sharp division within the commission on questions dealing with concentration of control of media and conglomerates owning broadcast properties was revealed again last week in the tie vote by which a petition for reconsideration of the renewal of Bonneville International's KSL Salt Lake City was killed ("Closed Circuit" Jan. 20).

The 3-to-3 vote also focused attention on the critical role that the commission's newest member, H. Rex Lee, will play in the future in such cases. For it was his decision not to participate that resulted in the deadlock. He joined the commission in November, a month after KSL's license was renewed (BROADCASTING, Oct. 14, 1968).

Three cases in which conglomerates are seeking to acquire stations are scheduled to be considered this week. One of them involves an application by Bonneville International—the Mormon Church—to acquire KBIG Avalon and KBIG-FM Los Angeles, both California. The others include Fuqua Industries, proposed acquisition of WTVM(TV) Columbus, Ga., and WTVC(TV) Chattanooga, and Avco's application to pur-

chase WRTH Wood River, Ill. (St. Louis).

The commissioners who voted to deny the petition for reconsideration of the KSL renewal were Chairman Rosel H. Hyde, Robert E. Lee and James J. Wadsworth. They had constituted the majority in the original decision to renew the KSL license.

Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson, the commission's traditional hardliners on the concentration-of-control-of-media issue, voted to grant the petition and set the application for hearing. Of the three, only Commissioner Cox had voted against renewal originally. Commissioner Robert T. Bartley did not participate in that decision, and Commissioner Nicholas Johnson was absent.

The petition for reconsideration was filed by two Salt Lake City residents, Ethel C. Hale and W. Paul Wharton, who had originally filed a protest against the renewal of KSL's license in July. They charged that a concentration of control of media existed in Salt Lake City. They also claimed that KSL served the interests of its owner, the Mormon

## Fourth delay on one-to-a-customer

### Close FCC vote gives NAB 30 more days to conduct research projects

The National Association of Broadcasters was given one-third of the additional 90 days it had asked the FCC to provide for filing reply comments in the so-called one-to-a-customer rulemaking proceeding. And getting the 30 days— to Feb. 28—was a close thing.

The commission vote was 3-to-2, with Chairman Rosel H. Hyde and Commissioners Robert E. Lee and Kenneth A. Cox voting for the 30-day postponement. There was never any likelihood that the commission would grant the request for 90 days, according to commission sources.

And until Commissioner Cox changed his mind on the matter, the line-up was 3-to-2 against any extension. Commissioners Robert T. Bartley and Nicholas Johnson held to that position in the final vote. Commissioners

James J. Wadsworth and H. Rex Lee were absent.

The commission, in its order granting the extension, noted it had already postponed the deadline for reply comments three times. The last postponement, of 120 days, expired today (Monday).

The rule under consideration would bar the owner of a full-time station from acquiring another full-time station in the same market. What has prompted further broadcasters' concern is a Department of Justice suggestion, filed as a comment in the proceeding, that the commission consider breaking up multiple-station and newspaper-broadcasting ownerships in the same market.

NAB cited two factors in its request for additional time—the difficulty in locating a research organization that could prepare the material on the effects of multiple ownership in a single market and the death, on Dec. 15, 1968, of Dr. Howard Mandel, its vice president for research. At the same time, NAB said it had retained two research groups to prepare reports that would complement each other (BROADCASTING, Jan. 20).

The commission found it “incredi-

ble” that NAB’s “frustration period” extended until less than two weeks before the Jan. 28 deadline. The two firms notified the NAB on Jan. 15 they would be able to undertake the requested research projects.

But, in view of Dr. Mandel’s death, the commission added, it would grant a 30-day extension. The commission said that Dr. Mandel “presumably had begun certain activities to secure data for the preparation of the reply comments.”

The commission said it is interested in the material NAB has promised to provide. But, it said the request for a 90-day extension is “unreasonable in the circumstances.” It referred to a “backlog of applications” awaiting resolution of the rulemaking proceeding and the “uncertainties” in connection with the interim policies under which the proposed rule is being implemented.

The decision will apparently force NAB to reappraise its research plans. Vincent Wasilewski, NAB president, said: “We are very unhappy. This makes it impossible to develop the research we contemplate. We plan to do as much as we can in view of the time limitations.”

Church, rather than those of the public, and criticized the station’s policies regarding news broadcasts, religious programming and editorializing.

Involved in the concentration-of-control-of-media issue in the KSL case is an interlocking ownership of broadcasting and newspaper interests. Besides KSL, the Mormon Church owns KSL-FM-TV, whose license renewals were not attacked in the petitions, and the *Deseret News*, one of two daily newspapers in Salt Lake City. The *News* and the other daily, the *Salt Lake City Tribune*, have a joint operating agreement for combined publishing and business operations.

The *Tribune*, in turn, owns 35% of KUTV(TV), one of the two remaining VHF stations in Salt Lake City. Other owners of the station—the A. L. Glassman family—control KALL Salt Lake City and the *Ogden (Utah) Standard Examiner*. Other members of the family group control KLO Ogden.

The church also owns or controls KIRO-AM-FM-TV Seattle; KID-AM-FM-TV Idaho Falls, Idaho; KMBZ and KMBR(FM) Kansas City, Mo.; WRFM(FM) New York, and an international short-wave station, WNYW New York.

Commissioner Johnson, in addition, in one of four statements issued by the six participating commissioners, called attention to the issue of conglomerate ownership of stations. He said the church is a “significant industrial conglomerate corporation,” with substan-

tial holdings in hotels, real estate and insurance companies, ranches, mills, a department store, and sugar and pineapple plantations. It also has a 5% interest in the *Los Angeles Times*; Commissioner Johnson said the investment is worth \$20 million.

Commissioner Johnson said that the three commissioners favoring renewal of the KSL license “ignore the question of the economic power of the Mormon Church industrial conglomerate” and brush off the question of concentration of control of media. He also said the charge that the station is used to further its owners’ economic and ideological interests should be examined.

Commissioner Bartley also indicated concern about the church’s nonbroadcast interests. “In light of the licensee’s interrelated commercial interests,” he said, a hearing should be held on the question of whether “there is an undesirable concentration of control of mass media or a situation which would tend” to concentrate economic dominance over the Salt Lake City market.

Commissioner Cox favored reconsidering the renewal of the licenses for KSL-FM and KSL-TV, as well as KSL “and of the other stations having interlocking business relations with their licensee.” He also said that the complainants’ charges about KSL’s fairness in handling controversial issues, personal attacks, and the provision of a full informational service to all elements in the community should be explored in a hearing.

But Chairman Hyde and Commissioners Lee and Wadsworth, in a joint statement, said the complainants did not make a case for a hearing on the renewal application. They said the petition provides “no factual basis” for the complainants’ opinions regarding the “alleged evils engendered by the Mormon Church’s control of broadcast and other properties, and there is no apparent violation of the Communication Act or commission rules or policy by this licensee.” They said that many of the complaints about KSL’s programming “simply involve programming judgments or policies which lie within the licensee’s judgment and discretion.”

As for the concentration question, they said that a finding cannot be made that renewal of the KSL license would result in a concentration of control [of media] inconsistent with the public interest. They noted that there is “an independent newspaper voice” in Salt Lake City and two commercial television stations, an educational TV outlet, one FM educational stations, six commercial FM’s, and 11 other AM stations, not controlled by the Mormon Church.

The three commissioners also rejected a claim by the complainant that Chairman Hyde, one of two Mormons on the commission (Commissioner H. Rex Lee is the other) should have disqualified himself from participating because of his membership in the church.

## Public at odds with one-to-customer

KFAC ad campaign prompts 3,000 letters for common ownership in stations' sale

The two full-page ads in the *Los Angeles Times* last week plaintively called for public support, but their "real" intent was to ascertain community needs.

Somewhat conflicting statements came from spokesmen for the companies involved in the ad placement. But, whatever the motive, over 3,000 persons responded affirmatively to the public plea from KFAC-AM-FM Los Angeles, in what is believed to be an unprecedented "low-keyed" effort to persuade the FCC to waive restrictions in its so-called one-to-a-customer interim procedures.

And the commission is due to have all those letters placed in its mailbox shortly.

The Los Angeles stations, currently owned by Cleveland Broadcasting Stations Inc., are enmeshed in the commission's proposed rules that would prohibit acquisition of more than one full-time station in a market (BROADCASTING, April 1, 1968 et seq.). Those rules have been effected by an interim policy that prohibits such acquisitions and have been the subject of a year-long frequently delayed proceeding, which has

been extended yet another 30 days (see page 29).

KFAC has been programming classical music full-time in Los Angeles for some 30 years. KFAC-FM, which duplicates its AM affiliate 50% of the time, has been operating as a classical music station since 1948. Last year the stations were sold by Cleveland to Atlantic States Industries Inc. as part of a package deal that also included WERE-AM-FM Cleveland and WLEC-AM-FM Sandusky, Ohio, three of which were subsequently sold off to comply with the commission's three-month-old interim policy and its seven-station limit on radio group ownership (BROADCASTING, May 27, 1968 et seq.).

The KFAC stations' sale awaits commission approval. And it is here that KFAC as well as ASI are attempting to convince the commission to permit both outlets to remain under common ownership.

The advertisement that KFAC placed, and ASI paid for, last week was headed: "An urgent message to the friends of KFAC." The two ads that ran

were the same in context, with the first running in "Calendar," the Sunday entertainment supplement of the *Times*, and then repeated in the regular edition of the newspaper in the middle of the week.

The ads assured readers that the new owners "earnestly desire to retain the present classical music and cultural programming of the two stations intact." Outlining the proposed FCC rule and its portentous consequences to the continuance of a classical music format and to the "best interest of the community," the ad asked that the citizens of Southern California express their views on whether the classical music service should be retained.

More than 3,000 listeners wrote the station supporting both the common ownership and the music-format issues, and the commission is soon due to receive the whole batch of replies.

A spokesman for ASI maintains that the ads and letters received were meant to be an extension of the 1,000-person survey of the Los Angeles market that ASI previously had conducted. That study was directed by Assistant Professor George H. Litwin of the Harvard Business School, and submitted to the commission in an 83-page brief detailing the effect of the separation of KFAC and KFAC-FM on classical music listeners in Los Angeles, in an effort to persuade the commission to waive its interim policy.

The letters are to be included as supporting material for that study, and purportedly demonstrate, with other surveys, that since the KFAC audience is almost equally divided between AM and FM outlets, the loss of one classical music format through separate ownership would spell economic difficulty for the other facility.

According to Edwin J. Stevens, KFAC vice president and general manager, "if this rule is put into effect and we are not granted a waiver, it will literally mean the end of KFAC as it has been known and has been serving this community for more than 20 years."

However, the ASI spokesman said, "it would be unfair to characterize the advertisement as a campaign" to sway the commission. The letters, he said, would be used as an affirmative showing that the community needs had been ascertained.

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### Changing Hands

#### Announced:

The following station sale was reported last week, subject to FCC approval.

▪ KACT Andrews, Tex.: Sold by Clint and Marshall Formby to Richard A. Peterson and Gary L. Miller for \$85,000. Messrs. Formby own KPAN Hereford, KFLD Floydada and KLVT Level-

land, all Texas. Messrs. Peterson and Miller own KBSN Crane, Tex. KACT is a daytimer on 1360 kc with 1 kw. Broker: Hamilton-Landis & Associates.

### Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 108):

▪ **KTHI-TV** Fargo-Grand Forks, N. D.: Sold by Fuqua Industries to the Evening Telegram Co. for \$1,491,000 (see story this page).

▪ **KCTV** Salinas, Calif.: Sold by Allen C. Bigham Jr. to James E. Coyle for \$206,000. Mr. Coyle has minority interests in KALI and KECC-TV, both El Centro, and KVEZ-FM San Mateo, all California. Commissioner Nicholas Johnson dissented. KCTV is a daytimer on 980 kc with 1 kw.

### Cable TV

▪ **Pittsburg, Kan.:** KSEK Cablevision has been sold by Stauffer Publications Inc. to United Artists Theater Circuit Inc. for a consideration understood to be almost \$750,000. The CATV system, the only one owned by the newspaper-broadcast group, began operating in September 1967, and has 1,350 subscribers. Purchaser operates 375 movie houses and owns 13 other cable TV systems in Arkansas, Kansas, Nebraska, Oklahoma, and Texas.

▪ **Robinson, Ill.:** Robinson Television Co. has been sold by John P. Gwin to Cox Cable Communications Corp. for an undisclosed amount of cash and Cox Cable stock. The Robinson system, which was founded in 1964, has about 1,300 subscribers. Cox Cablevision, a public corporation 80% owned by Cox Broadcasting Corp., is a multiple CATV owner with systems in Pennsylvania, Washington, Oregon, California, Florida and Georgia. It also owns microwave relay systems in Indiana and Illinois. The purchase price is estimated at more than \$400,000.

### Minshall gets ch. 20 in Gainesville, Fla.

A Florida broadcaster has acquired his second UHF in that state with the grant by the FCC review board of his application for ch. 20 at Gainesville, Fla.

The board granted the application of William E. Minshall, who is majority stockholder of wrvx(tv) (ch. 34) Fort Pierce-Vero Beach.

In the same action, the board denied the application of University City Television Cable Co., which operates a CATV system at Gainesville. It said that University City had failed to provide sufficient proof that it was cognizant of the community's programing needs and interests.

### FCC okays KTHI-TV sale for \$1.49 million

The sale of KTHI-TV Fargo-Grand Forks, N. D., from Fuqua Industries to the Evening Telegram Co. for \$1,491,000 was approved by the FCC last week. A request by Pembina Broadcasting Co., licensee of KTHI-TV, for a waiver of the three-year holding rule was also approved.

Pembina was previously owned 80.8% by Producers Inc. and Producers was wholly owned by Polaris Corp., which merged with Fuqua.

The vote was three-to-two in favor of the sale and the rule waiver. Commissioners Nicholas Johnson and Robert T. Bartley dissented and Commissioners Kenneth A. Cox and H. Rex Lee did not participate.

Commissioner Bartley, in a dissenting statement, said he would not grant a waiver of the three-year rule without a hearing on issues involving possible trafficking by Morgan Murphy, president of the Evening Telegram Co. In a similar charge against Mr. Murphy last year (BROADCASTING, Dec. 2, 1968), the FCC found that Mr. Murphy had not engaged in trafficking.

The Evening Telegram Co. owns KXLY-AM-FM-TV Spokane, Wash., and WISC-TV Madison, Wis. It also has an interest, through Spokane Television, in

the construction permit for KAPP-TV Yakima, Wash.

The Fuqua properties include WTAC Flint, Mich.; KXOA-AM-FM Sacramento, Calif.; WJBF-TV Augusta, Ga., and WROX and WTVW-TV, both Evansville, Ind.

KTHI-TV, an ABC-TV affiliate, is on channel 11 with 304 kw visual.

### NCTA obtains more time on pay-TV rulemaking

At the request of the National Cable Television Association, the FCC has extended the deadline for filing comments in its third further notice of proposed rulemaking for the carriage of subscription-television signals by CATV systems. The new deadline is March 3; reply comments are due April 3.

NCTA requested the extensions on grounds that it was involved in preparation of comments in the CATV rule-making proceeding and that it was difficult to prepare comments until technical standards for CATV and STV have been adopted.

The FCC agreed that CATV technical standards may affect comments to be filed in the STV proceeding, but that comments and reply comments could be filed with comments on technical matters in the CATV proceeding.

### EXCLUSIVE LISTINGS!

#### NEW ENGLAND

—Daytimer with early sign on in single station market serving a total trading area of 60,000 population, plus a summer-winter resort area. Excellent potential for increased billings and profit. Priced \$175,000 which is eight times cash flow. 29 per cent down—balance liberal terms. Station can pay-out on present volume.

Contact C. L. "Lud" Richards in our Washington office.

**CALIFORNIA**—Established FM station including background music franchise in growing market. Splendid equipment automated and studios recently re-modeled. Included in the deal are two late model automobiles. Station has excellent coverage. Price \$175,000—\$25,000 down, balance 10 years.

Contact Don C. Reeves in our San Francisco office.

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# “Stunning...Smashing



On the night of January 3, “Prudential’s On Stage” presented a 90-minute drama entitled “Male of the Species.” It was an original, contemporary play written by British dramatist Alun Owen, and produced especially for the NBC Television Network.

Hosted by Laurence Olivier, the presentation starred Sean Connery, Michael Caine, Paul Scofield and a wonderfully talented girl named Anna Calder Marshall in her American television debut.

Within the next few days, “Male of the Species” received some of the most glowing newspaper reviews ever accorded any television play anywhere.

*“It is difficult to remember when American television offered so many delightful performances in a single production. Sir Laurence Olivier gave his lines a stunning sophistication... Scofield is such an incredible actor that his portrayal sticks in one’s mind.”*  
—Rick Du Brow, *UPI*

*“All performances were superb and the production... was of Broadway quality. Fine acting and stimulating writing..”*  
—Kay Gardella, *NY Daily News*

*“A thoroughly civilized and delightful 90 minutes.”*  
—Cynthia Lowry, *American*

*“A smashing triumph on all counts. The acting was...w.”*



# ...Sparkling...Superb!"



formly superb. The dialogue was sparkling, original and immensely listenable." —Tom Mackin, Newark Evening News

"As scintillating a 90 minutes as has occupied the little screen in many a long day...literate and articulate and filled with earthy, pungent humor." —Cecil Smith, Los Angeles Times

"A moment of rare maturity and matchless quality."

—Rex Polier, Philadelphia Bulletin

"Delicious...a star-studded special that provided solid entertainment worthy of its prestigious 'names.'"

—Harry Harris, Philadelphia Inquirer

"An enchanting 90 minutes of adult education...the dialogue

crackled and the whole production was perfectly scaled to fit the TV screen." —Ann Hodges, Houston Chronicle

**Note: "Prudential's On Stage" will be presenting three more plays on NBC—all originals, all contemporary—later this season. We'll give you the dates and times as soon as they're determined. Drama is much too big a story on NBC this season to keep to ourselves.**

**NBC Television  
Network**

# Electoral studies may cover TV time

## Ford, Carnegie foundations considering deep look at campaigns, elections

A wide-ranging look at "the national electoral process" has been scheduled for today (Jan. 27) by the Ford Foundation and the Carnegie Corp. of New York, and may be followed by substantive studies—on such subjects as campaign financing, which inevitably gets around to television.

Officials emphasized, however, that no decision had been made to follow up with either studies or other activities.

A joint announcement by the two foundations last week did not mention today's meeting but said "a series of discussions" had been started and that "the views of a number of political scientists, other scholars, political leaders and other figures will be invited."

"The survey is a preliminary to possible future formal conferences or studies," the announcement continued, "but no such activities have been decided upon. The survey will range widely over such aspects of the electoral process as campaign financing, the nominating process, and voter registration, and the role of the electoral college. Other foundations may join in the exploration later."

Outside of Ford-Carnegie circles there was considerable speculation that further studies would be made and that television would figure prominently in them. One such report came from another foundation whose officials had apparently been informed of, if not requested to join in, the Ford-Carnegie program.

A Ford Foundation official told BROADCASTING that today's meeting had been called and that 25 or 30 experts had been invited. He said they would talk about such "areas of concern" as those mentioned in the official announcement and "see if there are areas where foundations can act, or areas where they should not act," and then decide what, if anything, the foundations might do.

In the past, foundations—and others—have proposed campaign reforms that usually managed to include some provisions for a great deal more free time on television for candidates.

The most recent was a Committee for Economic Development study whose scope seemed in many respects to parallel the agenda for today's Ford-Carnegie meeting. It included a proposal that the equal-time section of the Communications Act be repealed and that the FCC then "encourage far more extensive 'free' campaign coverage" (BROADCASTING, Dec. 30, 1968).

Harry Ashmore of the Center for the

Study of Democratic Institutions has advocated that broadcasters be forbidden to sell political time 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 advocated that "compulsory, sustaining, prime time" be guaranteed to major candidates by law (BROADCASTING, Nov. 18, 1968).

Any new study of campaign financing would seem likely to duplicate in large part one that is currently being made under the auspices of the 20th Century Fund. The research and public-education organization created its Commission on Campaign costs in the Electronic Era last spring with former FCC Chairman Newton Minow, now a Chicago lawyer, as commission chairman (BROADCASTING, May 27, 1968, et seq.). Its report is expected by June 1.

## Diversified service group in media creations

A new multiservice entertainment corporation, Media Creations Ltd., is being formed. A registration statement has been filed with the Securities and Ex-

change Commission to sell 280,000 shares of common stock in the company.

Media Creations is to be a consolidation of Wakeford-Oroloff Inc., a California producer of TV commercials; J. H. Film Services Inc., a New York film commercial storage and distribution house; Manchester Color Laboratories Inc., a New York film processor, and Music Promotions Ltd., of Gurnsey Islands, Great Britain, a firm set up for promotion of music written by John Barry, a British composer of contemporary music and film scores.

Three principals in the new firm are Barry Epstein, a former California bank loan officer; Richard M. Adler, the one-time manager of music group Brazil '66, and Robert Goldsamt, a former employe of two New York investment banking houses. The underwriter for the project is Shaskan & Co., New York.

## Ala. affiliate switches

Two Gadsden, Ala., radio stations have traded network affiliations. WGAD, on 1350 kc with 5 kw daytime and 1 kw nighttime, has joined CBS. It had been with ABC Information Network. Ed Z. Carrell is president and general manager. WQQX, formerly with CBS Radio, has gone with the ABC Entertainment Network. It is on 570 kc with 5 kw daytime, 500 w nighttime. Michael H. McDougald is president and general manager.

## Campaign consultants may organize group

Some 50 political-campaign experts are expected to meet in New York this week with an eye toward forming a nonpartisan American Association of Political Consultants.

The all-day meeting is set for Friday (Jan. 31) at the Plaza hotel.

Leaders in the movement are Joseph Napolitan, a key figure in the management of Hubert Humphrey's campaign for the Presidency last year; Clifton White, who was prominent in the planning of President Nixon's campaign; Martin Ryan Haley, also a leading political consultant and government-relations adviser, and Walter De Vries, currently a fellow at the Kennedy Institute at Harvard, who has done political-campaign work for former Michigan Governor George Romney, now secretary of housing and urban development in the Nixon cabinet.

The proposed association would apparently be similar, but on a national basis, to the International Association

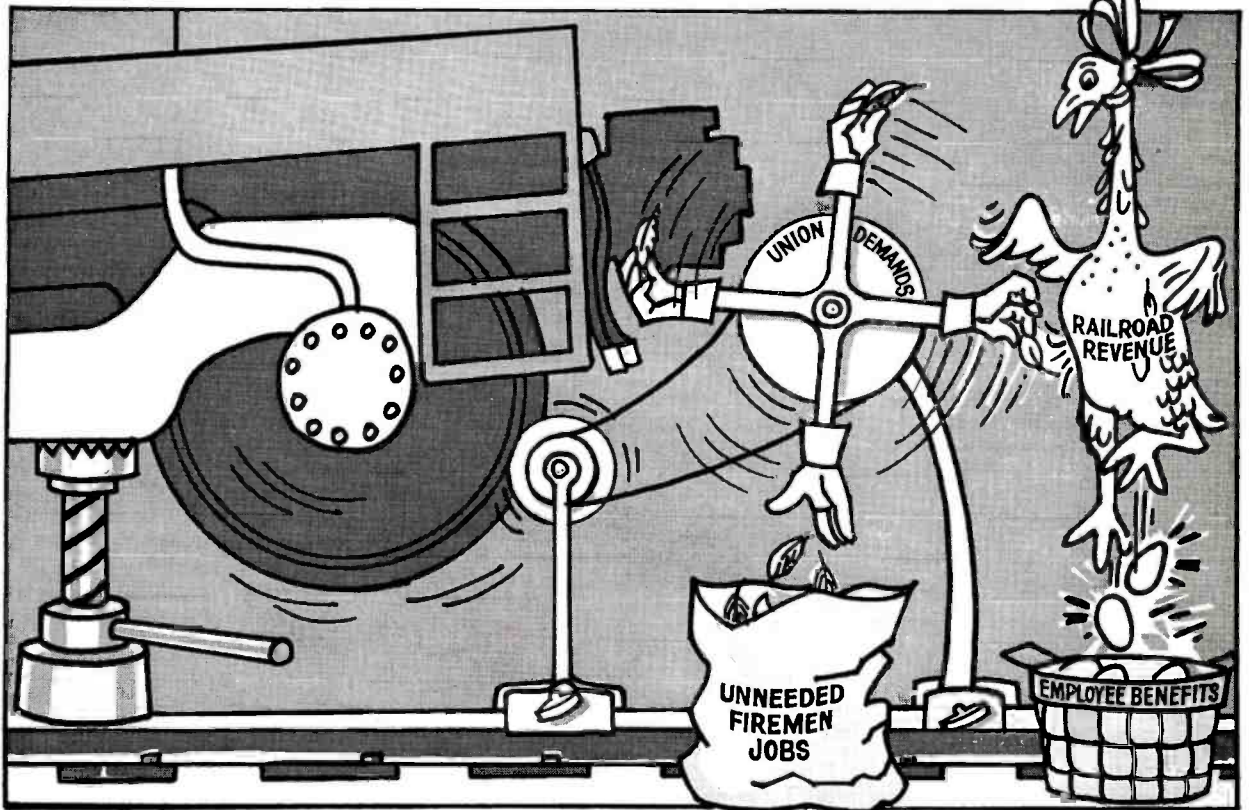
of Political Consultants formed in meetings in Paris last fall. Mr. Napolitan was elected vice president of the international association, and Messrs. White and Haley were elected to its board of directors.

Michael Bongrand of France, president of the international organization, will be one of the speakers at the Friday meeting.

The sessions are slated to consider what the goals of such an association should be and what standards should be set, as well as take initial steps toward organization. One source close to the planners expressed the view that the proposed association would operate as a sort of "professional exchange service," develop noncompetitive information and establish ethical standards for political campaigning.

The group at the Friday meeting is slated to include political-campaign planners, pollsters, advertising-agency people with political-campaign experience, film producers, government-relations counselors and representatives of various organizations involved in the electoral process.

# The amazing featherbed machine



**A Presidential Railroad Commission rejected it.**  
**Congress provided for a Board to deal with it.**  
**That Board ruled against it.**  
**The Courts agreed.**  
**Billions of dollars were wasted on it.**  
**Now, the Union wants it back.**  
**Aw, come on, fellows!**

This will surprise—and maybe shock you.

But we have to tell you that the problem of featherbedding firemen on freight and yard diesels is alive again.

No doubt you thought the featherbedding firemen problem was settled. The railroads thought it was. And so did all of the impartial investigating groups that found firemen on diesels unnecessary. There's no coal for them to shovel, no fires for them to stoke. And with both the engineer and brakeman in the cab of a road locomotive, there are no look-out duties for a third man to perform.

So the railroads got a green light to eliminate the firemen featherbedding jobs. But the men were protected. They received other railroad jobs at no loss in earnings or got generous severance allowances.

Despite all this, the leaders of the Firemen's union are demanding that we return to featherbedding! That we restore the unnecessary jobs—even though that means hiring new people with no previous railroad experience—regardless of the damaging cost to you the public ... and the serious effects on the ability of railroads to make progress.

And railroads must continue to make progress...faster...to keep ahead of your growing transportation needs.

**American  
 Railroads**  
 WASHINGTON, D. C.

## There must be a stop to featherbedding

# New faces on House Commerce panel

## Broadcasting matters set aside as Havana hijackings occupy committee

House Commerce Committee Chairman Harley C. Staggers (D-W. Va.) last week charted his committee's first investigatory excursion, and the committee compass pointed straight for Havana. Meanwhile, the vacancies on the committee that have thus far prevented the committee from getting down to business were in the process of being filled.

The panel's first business, Mr. Staggers said, would be an investigation of air safety in general and hijacking in particular. Studying the problem of unscheduled airline operations to Cuba will be an enlarged Commerce Committee. Being added by House leadership are four new committee seats—two Democrats and two Republicans. In addition, the retirement of North Carolina Democrat Horace R. Kornegay has created another committee vacancy.

One of the House members picked for Commerce Committee seats is a former broadcaster. He is Representative James F. Hastings (R-N.Y.). The other newly named Republican is Fletcher Thompson (Ga.).

The three new Democratic members are Representatives Robert O. Tiernan of Rhode Island, Richardson Preyer of North Carolina and Robert C. Eckhardt of Texas.

Representative Hastings, 42, is a native of Allegheny, N. Y., and was elected to the 91st Congress to fill the vacancy that occurred in New York's 38th congressional district when Senator Charles E. Goodell was appointed to fill the unexpired term of the late Senator Robert F. Kennedy.

For over 12 years Representative Hastings served in various positions at WHDL-AM-FM Olean, N. Y. He started his career in radio in 1953 as commercial manager, and later became sales manager and station manager of the stations. In 1960 he was made vice president in addition to station manager.

Mr. Hastings was elected to the New York State Assembly in 1962 and three years later was elected to the state senate.

The other new Republican member of the committee represents Georgia's fifth district and is a native of East Point. Congressman Thompson was first elected to the U. S. House of Representatives in 1966 and was re-elected to his second term last November. During the 90th Congress he was assigned to the House Post Office and Civil Service Committee and the Government Operations Committee. If he accepts assignment to the Commerce Committee, he will be forced to vacate one or both of the other committee seats.

Representative Robert O. Tiernan was elected to the 90th Congress in March, 1967, by special election to fill a vacancy and was re-elected to the 91st Congress.

Congressman Richardson Preyer of Greensboro, N. C., represents North Carolina's sixth district and was elected to his freshman term last fall. In 1963 he was an unsuccessful candidate for governor of North Carolina.

Congressman Robert C. Eckhardt of Houston was first elected to Congress in 1966 and previously was a member of the Texas House of Representatives.

## Metromediagives McKenna new title in research shift

In a reorganization of the various research activities of Metromedia Inc., Mary McKenna has been named to the new position of vice president, market research, relieving her of day-to-day supervision over divisional media research operations.

In announcing Mrs. McKenna's new title and responsibilities, John W. Kluge, board chairman-president, said that the 14 Metromedia operating divisions will

now conduct their own research, with Mrs. McKenna providing over-all guidance and consultation.

A spokesman said that of the 61 staffers who had been under Mrs. McKenna's supervision, 47 already have been assigned to divisional duties and the remaining 14 await assignments. There had been reports that Metromedia's research complement would be drastically reduced.

Mrs. McKenna, who had been vice president and director of research and sales development for the company since 1959, said the separation of media and marketing research "results from Metromedia's continuing growth." She noted that she will now be able to devote her attention entirely to market research functions on the corporate level.

## ABC theater complex to be built on Coast

The nonbroadcast operation of ABC Inc., which last year opened a multimillion-dollar marine recreational, educational and research complex on the West Coast, last week announced plans for construction of a \$20-million entertainment center in Los Angeles. The project includes, in two buildings built over a 2,300-car garage, a 2,000-seat legitimate theater, two motion-picture theaters, a restaurant, office space and a shopping area.

It will be built in the Century City complex in the western section of Los Angeles on acreage formerly part of the 20th Century-Fox film studios. Plans call for groundbreaking for the entertainment center by this summer, with projections that the three theaters would be ready for opening by Christmas, 1970.

The construction of the two motion-picture theaters will mark ABC's entry into Southern California as a motion-picture exhibitor after an absence of more than 15 years. The theaters will be under ABC's management and will become the flagships of the corporation's theater operations in the



Rep. Thompson



Rep. Hastings



Rep. Eckhardt



Rep. Preyer



Rep. Tiernan



THE QUALITY  
LIBRARY OF  
OUTSTANDING  
FEATURE FILMS  
FOR  
TELEVISION

FROM  
THE WALTER READE  
ORGANIZATION



Television Division

area. The legitimate theater will be leased out to an independent theater operator.

Announcement of the entertainment project was made at a news conference in Los Angeles by Samuel H. Clark, group vice president for nonbroadcast operations at ABC Inc. The entertainment center will be located on a four-and-a-half acre site directly across from the ultra-modern Century Plaza hotel. Century City, a subsidiary of the Aluminum Co. of America, is a recent real-estate development that includes office buildings, high-rise apartment buildings, department stores and other shopping facilities as well as the Century Plaza hotel.

## KABC, ABC Radio occupy new \$1-million home

The American Broadcasting Co. has opened its new \$1-million radio plant in Los Angeles. The office and studio structure, which actually is an expanded and remodeled version of an existing facility, is on 11 acres of ground fronting on LaCienega Boulevard in an area south of Hollywood. The facility now houses not only KABC-AM-FM Los Angeles, as it did before, but also the headquarters of the western division of the ABC Radio network.

The new ABC radio plant covers more than 16,000 square feet, more than double the space occupied by the original broadcast facility. Included in the plant are 13 studios and control rooms, a conference room complete

with kitchen and bar; color television and stereo tape equipment; a fully automated FM system, and a helipad to accommodate the KABC helicopter. All electronic equipment in the facility is transistorized. More than 120 people are employed at the plant.

The building expansion and modernization project took more than two years to complete.

## Trouble along cable strikes discordant note

AT&T and public-television interests reopened discussions last week to try to solve problems of pre-emptions on the experimental interconnected educational network.

In the original agreement that created the noncommercial network, AT&T reserved the right to pre-empt the channels "without notice . . . in the event that the facilities are required for other uses" (BROADCASTING, Dec. 9, 1968). Since the interconnection experiment was launched at the beginning of the year, AT&T has interrupted service an average of seven out of 10 nights, according to National Educational Television, supplier of most of the programming and technical operator of the network under the auspices of the Corp. for Public Broadcasting.

"This was not the understanding the corporation or NET had in negotiating this special reduced rate tariff," NET field services told its affiliates. "The understanding was that there would be very few, if any, station pre-emptions

during the six-month experimental period."

An AT&T spokesman said that "AT&T is just as concerned as CPB about the pre-emptions" and that the company is trying to make arrangements immediately to eliminate them. If a request comes in from a regular commercial user for extra channels, the spokesman pointed out, AT&T must pre-empt the noncommercial network to supply them. So far, all the interruptions have been regional, he added, and include requests for broadcasting a state political event, a spot news item and a sports event.

George Schneidewind, director of field services for NET, reported that most of the interruptions have cut out one or two stations, but occasionally one of the stations feeds others. "Sometimes we're notified very late," he said, "then the stations have to program whatever they have available." At other times network programming is interrupted in progress. NET has been taping the lost shows and sending them to stations for repeat broadcasts.

A CPB spokesman anticipated no "big battle" or cancellation of the experiment in any case. Other groups involved in establishing the network were the Ford Foundation, National Association of Educational Broadcasters and the Eastern Educational Network.

## Barrett appointed director of communications group

Edward W. Barrett, former dean of the Columbia University Graduate School of Journalism, was appointed last week as director of a new communications institute within the Academy for Educational Development Inc.

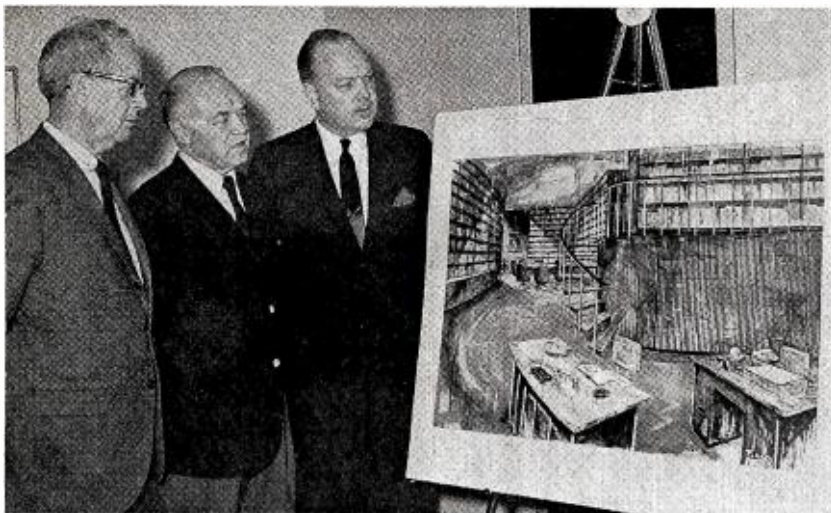
The academy is a nonprofit New York organization which conducts studies and develops plans for business, educational and governmental bodies, such as school boards, philanthropic foundations and individual universities. The newly formed communications institute is to study the relation of mass communications to formal education. An advisory board is to be named soon.

Mr. Barrett resigned as dean of Columbia's graduate journalism school Aug. 2 in a "basic disagreement" over school policy on student conduct (BROADCASTING, Aug. 12, 1968).

## Media reports:

**CPB moves** ■ Corp. for Public Broadcasting has moved into offices at 555 Madison Avenue, New York 10022. Phone: (212) 582-2020.

**New studios** ■ April 1 is the target date for completion of a new broadcast center for KWON Bartlesville, Okla. The 4,800 square foot, two-level building will be adjacent to the present station.



Studying the architectural rendition of the proposed Broadcast Pioneers Reference Center which will be headquartered in the NAB building in Washington (BROADCASTING, Dec. 23, 1968) are (l-r) G. Richard Shafto of Cosmos Broadcasting, president of Broadcast Pioneers Educational Fund; Roger W.

Clipp, president of Broadcast Management Inc. and Ward L. Quaal, president of the WGN Continental Broadcasting stations. Mr. Clipp and Mr. Quaal have been named co-chairmen of a campaign designed to raise \$750,000 to establish and operate the projected reference center.

# How to win a dirty war at sea.

For years, some oil tankers have dumped their leftover "persistent oils" at sea.

These are oils not easily broken up by sea bacteria. The Government forbids dumping them in certain areas near shore where they might harm marine life and foul the beaches.

Humble forbids its tankers to dump them anywhere at all.

Our research people also are working on other ways to keep the seas and beaches clean. Examples: better dispersants to help break up oil slicks; safe, efficient compounds for cleaning oil from beaches; and agents that solidify oil to prevent

spillage into the seas in case of accident.

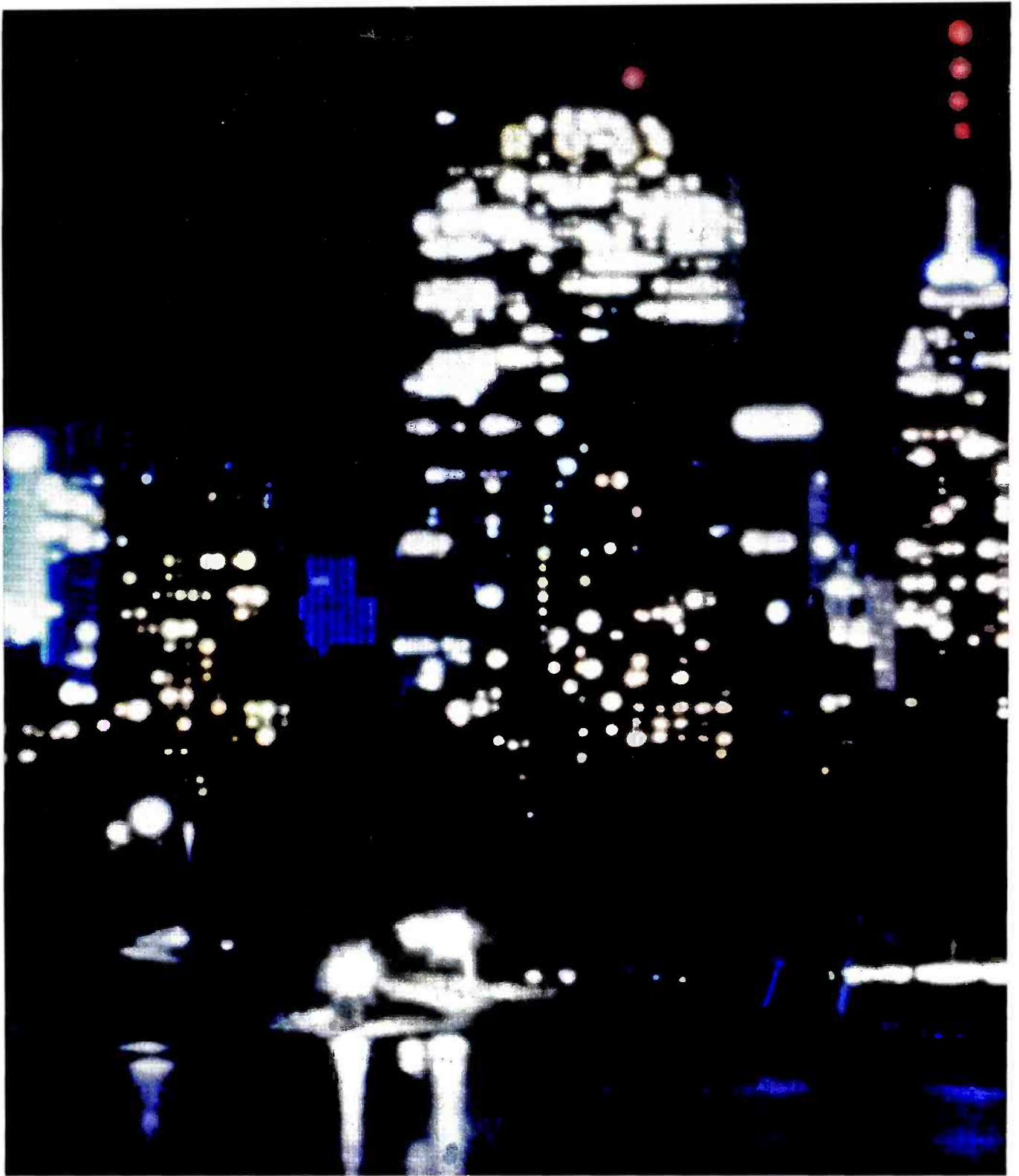
The ocean belongs to all the people. Some day it may provide food for a hungry world. Those who use it should leave it as clean as they find it. That's what Humble is trying to do.

Because we've learned, as we go about the business of making good products and a fair profit, that there's added satisfaction in doing something more for people.

Humble is doing something more.

**Humble Oil & Refining Company**  
America's Leading Energy Company





## How the East

Today, more than 60% of all the video tape sold in New York is Memorex.

Obviously, we have a rather active sales and service staff. We also happen to have some rather substantial selling points: 78V is durable, reliable, unbelievably

uniform. It doesn't flake off and build up oxide on the heads. It doesn't attract dropout-developing dust or debris.

It doesn't fray, snap, or stick.

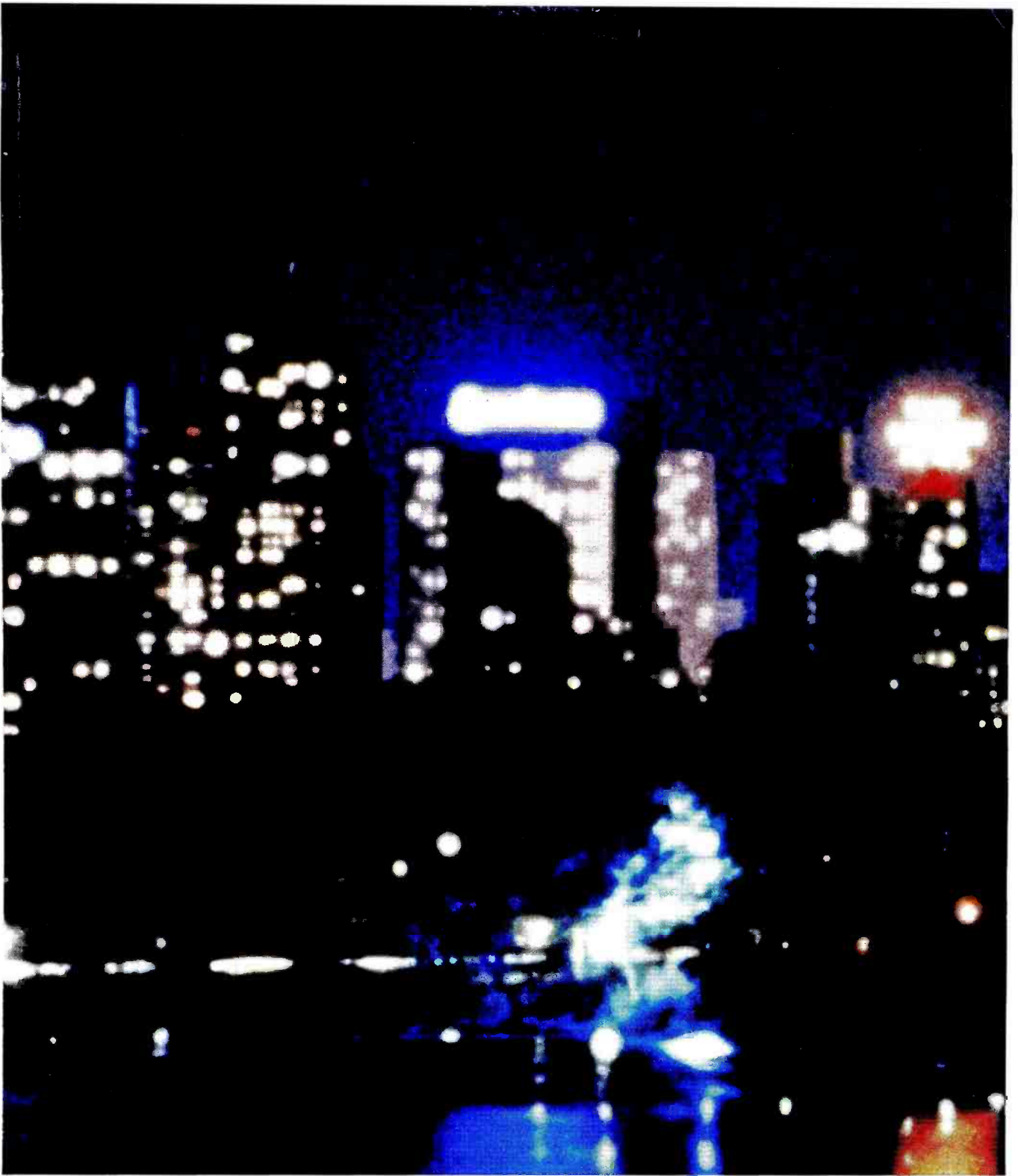
And it gives a superior picture. And a superior sound.

That's how we took New York: with a great tape.

We test Memorex 78V at least 37 different ways during production.

We measure its backing, oxide, binder, surface, uniformity, dimensions, abrasiv-





**was won.**

ty, magnetic properties, and response.

We use over 52 different pieces of quality control equipment, 31 of which were developed by Memorex engineers.

To make sure the tape is indeed a precision tape, we then subject it to 11

different micrographic inspections after production. As you can see, at Memorex, we believe in giving a salesman something to go on.

Memorex Corporation, Memorex Park, Santa Clara, California 95050.

**MEMOREX**

# OUR LUCY



## The best Lucy in San Francisco.

It's official. The November ARB ratings are out and our "I Love Lucy" (7:00-7:30 pm every weekday night on KTVU-2) tops *both* network Lucy shows.\* And that's not all!

Our Lucy, with a 15 rating, a 31 percent share, reaches 225,000 homes and tops no less than 14 prime-time network situation comedies. And *that's* not all!

Our Lucy delivers more homes and more

men and women 18-34 and 18-49 than the Merv Griffin Show. Our Lucy also tops the Mike Douglas Show in all audience categories, across the board.

Our Lucy is Queen of San Francisco-Oakland television and she's got the figures to prove it.

Our Lucy. You can't beat her but you sure can join her. On KTVU: San Francisco-Oakland Television, Channel 2.

**2's company!**  
KTVU

Represented by Metro TV Sales

\*November 1968 ARB, San Francisco Report  
Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. Original reports can be reviewed for details on methodology.

Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WNCN AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland.



## New angle found: 'commercial ETV'

### Norris application poses hybrid operation to help local educators—at a fee

John H. Norris, on behalf of newly formed Western Broadcasting Corp., last week applied for a construction permit for channel 40 in Greensburg, Pa.—a filing set apart from the norm by two unusual factors.

One is the troubles that Mr. Norris and his father, the Rev. John M. Norris, have encountered at the FCC over the years. The other is the nature of Mr. Norris's proposed operation: He calls it CETV—commercial educational television.

What Mr. Norris envisions is a hybrid operation in which "the applicant would make available approximately 40% of his broadcast day primarily to local educators for the purpose of increasing the local activity and encouraging more local participation than the average educational station can provide." Some of the educational programming would be in prime time, he said. The station would sell time to educational stations, at modest rates in keeping with similar charges made by regular noncommercial stations to school systems.

According to Mr. Norris, this arrangement would benefit both the educator and the commercial broadcaster. The educator would be able to present his programming side by side with more widely viewed commercial shows, without the expense involved in construction of educational facilities. The broadcaster profits, Mr. Norris noted, because he is able to tap an additional source of revenue.

Mr. Norris also said that, except when the educators would prefer to use state or national educational programming, they will produce the programs. This, he said, is an acknowledgement of the fact "that educators are best in the field of education and that commercial TV personnel are better at providing entertainment, etc., than the educator would be."

Another unusual element in the application involves the ascertainment of community needs. According to Mr. Norris, "we have deliberately not contacted religious leaders in the community since we plan on cooperating so extensively with the educators of the community, who will rely not only on local funds but on state and national funds for participation. For this reason we do not wish to embarrass them since an issue of separation of church and state might arise." The station would,

Mr. Norris said, include programs featuring clergy and laymen of various faiths in its schedule.

Mr. Norris has had his share of problems with the commission.

He is president of WXUR-AM-FM Media, Pa., two stations owned by Faith Theological Seminary which, in turn, is headed by fundamentalist minister Dr. Carl McIntire. The stations have been a source of controversy since the seminary acquired them five years ago.

Their renewal application went through the FCC hearing process because of alleged fairness violations involving charges of one-sided emphasis on right-wing political viewpoints and fundamentalist theology. However, the hearing examiner last month recommended grant of a full renewal over the contrary conclusion of the FCC's Broadcast Bureau (BROADCASTING, Dec. 23, 16, 1968).

Mr. Norris is also vice president of WGCB-AM-FM Red Lion, Pa., which are owned by his father, 85-year-old Rev. John M. Norris. The two stations are challenging the FCC's fairness doctrine before the Supreme Court this year (see page 75). The Rev. Mr. Norris also has a long-pending application for a UHF construction permit in Red Lion.

Principals of Western Broadcasting Corp., the CETV applicant, are Mr. Norris, president (21%); Robert F. Nitz, vice president (20%); Thomas H. Moffit, vice president (20%); George E. McDonald, secretary-treasurer (15%); Fague Springmann (15%) and Fred W. Wise (9%), both directors.

### 'Slight' progress seen in hiring of minorities

The City Commission on Human Rights in New York has issued two reports in which it accused advertising and broadcasting of continuing to discriminate against members of minority ethnic groups in employment practices and in "image-making."

Officials also held out the possibility of punitive action against offenders, including possible appeals to FCC for action against the licenses of offending stations.

William H. Booth, chairman of the commission, issued both reports. The first summarized 10 days of hearings last March and the second was based on a follow-up survey conducted in November by the commission staff. Mr. Booth said there had been "a slight degree of progress" since March but added that "it is hard to use even the word tokenism in describing minority-group participation in the advertising and broadcasting industries."

The first report pointed out that, as of September 1967, of 18,980 employees in 40 New York agencies, 634 were

Negroes and 291 were Puerto Ricans. The second report noted that as of September 1968 with 35 agencies reporting, there were 829 Negroes out of total employment of 16,062 and 216 Puerto Ricans.

A compilation for the three television networks showed that in the fall of 1967, there were 10,880 employees, including 568 Negroes and 141 Puerto Ricans. A year later there were 721 Negroes and 216 Puerto Ricans out of a total of 10,703.

The commission stressed that "minority representation was heaviest in the lower job categories, including custodial."

A report out of Washington last week, however, gave a substantially better picture of one segment of broadcasting when the National Association of Educational Broadcasters said that almost eight out of every hundred people employed by educational broadcast stations are members of minority groups, the National Association of Educational Broadcasters reported last week.

NAEB based its findings on a special study last August when 122 educational TV and radio stations employing 3,695 persons identified 7.72% of their staffs as members of minority groups. Of this number, 5.34% were specifically noted as Negroes, NAEB said. Other minorities: Latin-Americans, Orientals and American Indians.

The greatest concentration of minority employees in educational broadcasting, NAEB noted, is among technicians, with on-camera talent and clerical positions second and third.

### Cables may challenge state jurisdictions

The U. S. Supreme Court may be asked to review a federal court decision upholding a state's right to place CATV systems under state public utility jurisdiction.

Consideration is being given this course by two CATV systems in Nevada which lost their fight against such a state law. A three-judge U. S. district court upheld the Nevada move last month, holding that the state had the right to regulate the CATV industry, even though cable TV is subject to FCC jurisdiction (BROADCASTING, Jan. 6).

The systems, TV Pix Inc., Elko, and Wells TV Inc., Wells, have retained former FCC Commissioner Lee Loewinger to advise them on whether they should appeal, and to handle the case if an appeal is undertaken.

An appeal directly to the Supreme Court is possible when a constitutional question is decided by a three-judge federal district court.

## TV in '69: Can the boom go on?

Agency, network officials, reps view spot gains, cloudy cigarette ad future, dominance of '30's

A pervasive optimism blankets the television industry as it faces the economic prospects of 1969.

Despite a curtain of question marks shading the general economic outlook for the nation—from the actions of a new administration to the possible repercussions of an end to the Vietnam War—television observers are displaying little of the caution they exercised a year ago in the wake of 1967's setbacks.

The consensus clearly is that television billings will continue to grow during 1969. The division is only in determining by how much. And the major restraint in forecasting large gains comes primarily from the fact that so much progress was made in 1968 that it requires extra-spectacular performance to top such a record.

As all crystal-ball gazers are quick to qualify their predictions, officials of networks, advertising agencies and station representatives generally preface their forecasts for the year with warnings that 1969 is even more unsettled than most years.

Notes one rep: "There is just no one wise enough to predict how the economy will go with as many variables as you have this year—the inauguration, the surtax, the war, possible regulatory changes, the whole climate under a new administration."

Despite the disclaimers, the general feeling is one of a sunny outlook ahead. A large part of this, of course, results from 1968's healthy spring-back from the gloom of the previous year.

As Television Bureau of Advertising President Norman (Pete) Cash reports, TVB estimates that over-all television billings in 1968 grew by 8.7%; network was up 3.1%; spot increased 13.1%, and local television advertising had a 17% leap over the previous year.

(BROADCASTING has estimated an even better 1968, with a 12.8% over-all gain in TV time sales [see page 46].)

Industry observers see no reason—outside of a catastrophically unexpected reversal in the whole economy—to expect any stunting of further growth. Predictions of individual reps and agency media experts range from a maintenance of last year's over-all bill-

ings level to a further increase of as high as 17%. The average prediction is for a healthy increase slightly behind last year's spectacular showing, probably at about the 6% level.

The majority of individual opinions are that local advertising will again show the way in billings growth, with estimates of increases ranging from 2% to 13%. National spot is expected to be close behind once again, however, with the handicappers predicting spot growth from 4% to 15%. Network growth generally is expected to continue its steady annual upward climb, although individual projections vary from increases of 4% to 12%.

One of the most typical observations for the year comes from veteran observer Dr. David M. Blank, vice president, economics and research, CBS Broadcast Group. He forecasts a 7% growth for network; 10% for spot, and 13% for local advertising. In general, he sees the year as being "very strong, reflecting the economy in general, but somewhat less vigorous than 1968, which was extraordinary."

Network TV's fast breakaway in 1969 has been one cause of general optimism for all of 1969, according to top executives at the networks. Elton H. Rule, ABC-TV president, evaluates the situation this way:

"This year gives every indication of being better for network television than 1968.

"After the soft first quarter of 1968, which reflected the unsettled condition of the entire economy during 1967, business began building rapidly. The momentum of the final three quarters of last year has carried over into 1969.

"Revenues for the first quarter are already at an all-time high level for a first quarter and we are looking forward to a similar performance in each succeeding quarter this year. We are anticipating record billings for ABC-TV in 1969.

"Daytime is particularly strong with Monday-through-Friday sales exceeding prior years in the first quarter of 1969. With the strength of our improved program structure and affiliate support, daytime should remain strong throughout the year.

"Prime-time sales are at a record level and look as if they will sustain that pace through the year. One increasing source of sales strength in 1969 may come through more program sponsorship by key advertisers. Sponsors are again becoming interested in the continuity of advertising through product identification offered by series sponsorship.

"Strong advertiser demand is continuing for Joey Bishop and for such ABC sports presentations as *American Sportsman*, *NBA Basketball*, *Pro Bowlers Tour*, *Wide World of Sports* and our golf package.

All of these programs are virtually sold out through the first six months of this year. We have also just finished a record season for NCAA football in terms of both audience and sales, and hope for a banner sales year for our football package in 1969."

Equally optimistic is Thomas H. Dawson, CBS-TV president, who says:

"The CBS Television Network has just completed a tremendously successful year. Our fourth quarter was the greatest in our history and as we enter 1969 we anticipate an equally strong performance as already indicated by our sales for the first quarter of the new year. In fact our sales for the past year came as close to the SRO mark as any network could possibly achieve and all the portents for 1969 are for more of the same—and better.

"I say better because this year we won't be faced with pre-emption of regular programming for political broadcasts and we will be adding *The Merv Griffin Show* in August which will give us an additional seven-and-a-half hours of commercial programming.

"As far as our schedule is concerned we are optimistic because we have the strongest daytime lead in years and in the nighttime we anticipate very changes in an already powerful lineup.

"We also look forward to continued leadership and accomplishment from the CBS News divisions whose broadcasts comprise such an important part of our regular network schedule."

Within the industry, observers agree on economic factors in several areas. The growth of retail advertising continues as a major focus of attention and

The key to the strong showing of local advertising. The continuing rise of the 30-second commercial as the dominant unit of time is another factor commanding the attention of practically all observers.

Some observers talk of the need for networks to add one more commercial minute per hour as a method of increasing billings in this area because of widespread sell-out of the allotted six minutes during the fourth quarter of 1968 and the first quarter of this year. Most, however, expect the rise in network billings to once again come primarily from further increases in the price of time since, as one network executive notes, "network pricing is structured to sell out."

The future of cigarette advertising also weighs heavily on most minds, although opinion is divided on what the immediate effects will be. Expert guesses range from predictions of an increased voluntary withdrawal by cigarette manufacturers, who might turn to print this year, to the possibility of unprecedented heavy new cigarette campaigning on television as the manufacturers rush to get on as much as they can in anticipation of the lowering of a government ban.

On the whole, however, the consensus of observers seems to be that there will be little dramatic change in cigarette advertising this year, and almost certainly no definite major government action. Says CBS's Dr. Blank: "There are some long-range worries from Washington, but nothing that should hit this year. Even if the cigarette manufacturers continue to withdraw advertising voluntarily, if their rate of withdrawal is no more than that of 1968, there will still be enough new business generated to compensate for the loss."

The middleman—the independent media buyer—remains a hot topic for 1969, and opinion here, too, is divided. Generally most experts feel that while the middleman's use may slacken somewhat, or his role change slightly, he is of enough value to smaller agencies and clients that he certainly will not disappear from the scene within the year.

In programing, the big concern of agencies and clients is over the elimination of violence. Somewhat secondary to this is interest in the slippage of movie popularity. While many experts see a cutback to six nights of movies and a continued slackening of audience interest in the form, advertiser interest apparently will not be appreciably affected.

Many observers also are anticipating some weakening of the 90-minute format and the special, coupled with renewed interest in sponsorship of the half-hour format, particularly in situa-

tion comedies. But, on the whole, little dramatic change is expected in programing during the year.

Strongest individual interest is focused on what happens to late-night network programing with CBS's introduction of the *Merv Griffin* show next fall. Observers also continue to keep an eye on the phenomenon of the talk show and stripping of syndicated programs by local independents.

Station reps view the year optimistically, although most are at pains to warn that last year's record successes make it much more difficult to score another large percentage gain this year.

One of the more optimistic, the vice president of a large rep, predicts that television billings will increase "about 8% to 9%" in the first half of the year, based on the fact that "I've heard the networks are completely sold out for the first quarter, which is a better position than last year."

He declines to attempt any forecast for the last half of the year, citing, as do most others, the fact that there are too many unknown factors this year with "the new administration, stock market fluctuations and the whole economic situation."

Another large rep reports first-quarter billings "about equal to last year," and on that basis says, "our projections for the year are a little less optimistic than the 15% to 16% increase we had in '68. That's just awful tough to top. Right now, with the level of activity very high, we hope to be about the same as last year."

The president of a smaller rep foresees national spot going up by about 15% and network increasing 10% to 12%. He makes no prediction for local billings but notes, "local goes up every year."

Another rep predicts "network will probably be the same or slightly behind" 1968, with spot up about 6% and local up 4% to 6%. Another predicts national spot will increase 8% to 9% and local will be up "very well," while a network spot sales arm is forecasting an 8% increase in 1969.

Television billings will increase by 4% during 1969, with the pace accelerating during the second half, according to Jim LaMarca, associate media director, Wells, Rich, Greene. Bucking the predictions of most of his fellow industry experts, Mr. LaMarca sees the greatest billings gain in network television, which he thinks will be up about 7%, compared to 4% for spot and 2% for local.

While Mr. LaMarca feels "the middleman will remain important, particularly for small and medium-size agencies, this is not to say that the nature of the time-buying services as they now exist won't change somewhat." He adds



Dr. Blank



Mr. Rule



Mr. Petcavage



Mr. Dawson



Mr. Kemp



Mr. Tommaney



Mr. Boden



Mr. Miller



Mr. Bahr



Mr. Ephron

## Roaring comeback in 1968

For businesses whose growth rates had come almost to a halt in 1967, television and radio made remarkable recoveries in 1968. Total radio time sales rose by \$148 million; total television, by \$236 million. For both media 1968 was far and away their best year ever.

Nearly \$100 million of radio's increase came from local advertisers—who have been its main source of support since television began to move strongly into national advertising. But television also made big gains in the local field,

the results of redirected selling after national sources leveled off in 1967. Meanwhile both were expanding their billings in national spot, which is TV's biggest source of revenue.

Tables below and at right show annual time sales since records have been kept. The BROADCASTING estimates are based on a survey tabulated by Sinrod & Tash, certified public accountants of Washington. In all cases these are net time sales after the deduction of all frequency and promotional discounts but before deduction of commissions to agencies and station representatives.

## Television time sales 1948-1968

Year	National Network	% change from previous year	National Non-Network	% change from previous year	Local	% change from previous year	Total	% change from previous year
1948*	\$ 2,500,000	....	.....	....	\$ 6,200,000	....	\$ 8,700,000	....
1949	10,796,000	....	\$ 7,275,000	....	9,460,000	....	27,530,000	....
1950	35,210,000	+226.1	25,034,000	+244.1	30,385,000	+221.2	90,629,000	+229.2
1951	97,558,000	+177.1	59,733,000	+138.6	51,304,000	+ 68.8	208,595,000	+133.2
1952	137,664,000	+ 41.1	80,235,000	+ 34.3	65,171,000	+ 27.0	283,070,000	+ 35.7
1953	171,900,000	+ 24.9	124,318,000	+ 54.9	88,474,000	+ 35.8	384,692,000	+ 35.9
1954	241,224,000	+ 40.3	176,766,000	+ 42.2	120,131,000	+ 35.8	538,122,000	+ 39.9
1955	308,900,000	+ 28.1	222,400,000	+ 25.8	149,800,000	+ 24.7	681,100,000	+ 26.6
1956	367,700,000	+ 19.0	281,200,000	+ 26.4	174,200,000	+ 16.3	823,100,000	+ 20.8
1957	394,200,000	+ 7.7	300,500,000	+ 6.9	174,000,000	- 0.1	868,700,000	+ 5.5
1958	424,500,000	+ 7.7	345,200,000	+ 14.9	181,300,000	+ 4.2	951,000,000	+ 9.5
1959	445,800,000	+ 5.0	424,200,000	+ 22.9	200,600,000	+ 10.6	1,070,600,000	+ 12.6
1960	471,600,000	+ 5.8	459,200,000	+ 8.3	215,800,000	+ 7.6	1,146,600,000	+ 7.1
1961	480,300,000	+ 1.2	480,100,000	+ 4.6	199,600,000	- 7.5	1,160,000,000	+ 1.2
1962	521,500,000	+ 8.6	554,100,000	+ 15.4	227,900,000	+ 14.2	1,303,500,000	+ 12.4
1963	537,900,000	+ 3.1	616,000,000	+ 11.2	249,800,000	+ 5.7	1,394,700,000	+ 7.9
1964	563,400,000	+ 4.7	710,100,000	+ 15.4	275,700,000	+ 14.5	1,549,900,000	+ 11.1
1965	594,000,000	+ 5.4	785,700,000	+ 10.5	302,900,000	+ 9.9	1,682,600,000	+ 8.6
1966	616,700,000	+ 3.8	871,700,000	+ 10.9	346,400,000	+ 14.4	1,834,800,000	+ 9.1
1967	609,600,000	- 1.2	871,700,000	0	365,300,000	+ 5.5	1,846,600,000	+ 0.6
1968†	624,200,000	+ 2.4	1,012,600,000	+ 16.2	445,870,000	+ 22.1	2,082,670,000	+ 12.8

\* In 1948 FCC reported only "total revenues" (from time, talent and services) from "network programs" and from business "sold directly by stations." Hence figures for that first year of television financial reporting are not comparable with figures for time sales in ensuing years.

† 1968 figures estimated by Broadcasting. All others are from FCC.

that he thinks "they are going to act more and more like legitimate media departments at agencies—the barter and wheeling-and-dealing will gradually diminish."

Mr. LaMarca says movies have lost their glamour for both viewers and advertisers because "as you've extended the number of movies to seven days a week, you made it less of a treat for people." Nevertheless, he says they will remain a good spot-buying vehicle. He foresees the network-special lineup for next year as of "the same sort as last year."

Albert Petcavage, media vice president, Doyle Dane Bernbach, forecasts a rise in television billings again this year "only because they are following the continuing trend." He sees retail advertising as the biggest area for growth, with the gains to be made largely in local advertising, although, he notes, "it is possible that a Sears Roebuck could go national."

Mr. Petcavage sees the two most important effects on television billings coming from the emergence of the 30-second spot as the basic unit of com-

mercial buying and from developments in the use of media-buying services. In the programming area, he sees no significant moves at this time by advertisers in or out of any particular type of participation programs.

Sam Vitt, senior vice president and executive director, media and program department, Ted Bates, predicts that television billings during 1969 will remain at the same level as last year. He expects no change in the division of the billings, with network retaining 48% of the market, spot 35% and local advertising 17%.

Mr. Vitt considers the two dominant factors in television this year to be the continuing growth of 30-second commercials and the increasing audience share being picked up by independent stations. He expects 1969 to be a critical year for media buyers as "they try to find their niche in the business." Further, Mr. Vitt expects more network emphasis on specials and less on movies.

James Tommaney, senior vice president, LaRoche, McCaffrey & McCall, sees his own agency's television billings

growing by about 15% on the basis of expansion the past two years. However, he sees general industry billings growing at a somewhat slower rate because of limitations. "Television is still a tremendously hot medium, as demonstrated in the fourth quarter of 1968," he said, "but it would have grown even more in the quarter if it hadn't been limited by the number of availabilities.

"They [network advertisers] were handicapped by the lack of availabilities when they reached the saturation point of six commercial minutes [per hour]. I can't see too much total growth unless there is more money charged for the time or unless there is more commercial time made available, which they could do if they increased to seven commercial minutes in sell-out time."

Mr. Tommaney finds spot "in ferment" because of the media-buying services, but says in many cases the services should provide increased interest in spot "because they are getting more value for some advertisers." He sees "no sign of diminishing interest this year" in the buying services, adding, that "as long as the buying serv-

# Radio time sales 1935-1968

Year	National Network	% change from previous year	Regional	% change from previous year	National Non-Network	% change from previous year	Local	% change from previous year	Total	% change from previous year
1935 <sup>1</sup>	\$ 39,737,867	....	1	....	\$ 13,805,200	....	\$ 26,074,476	....	\$ 79,617,543	....
1936 <sup>2</sup>	.....	....	.....	....	.....	....	.....	....	.....	....
1937	56,192,396	+41.4	\$2,854,047	....	23,177,136	+57.4	35,745,394	+37.1	117,908,973	+48.1
1938	56,612,925	+0.7	"	....	28,109,185	+21.6	32,657,349	-8.7	117,379,459	-0.8
1939	62,621,689	+10.6	"	....	30,030,563	+6.8	37,315,774	+14.2	129,968,026	+10.7
1940*	71,919,428	+13.1	1,869,583	....	37,140,444	+23.8	44,756,792	+23.0	155,685,247	+20.5
1941	79,621,534	+13.7	2,752,073	+47.2	45,681,959	+23.0	51,697,651	+15.5	179,753,217	+15.4
1942	81,744,396	+2.7	3,444,581	+25.2	51,059,159	+11.8	53,898,916	+4.2	190,147,052	+5.8
1943	99,389,177	+21.6	6,256,508	+81.6	59,352,170	+16.2	64,104,309	+18.9	228,102,164	+20.0
1944	121,757,135	+22.5	7,612,366	+21.7	73,312,899	+23.5	84,960,347	+29.3	287,642,747	+26.1
1945	125,671,834	+3.2	8,391,702	+9.1	76,696,463	+4.6	99,814,042	+17.5	310,484,046	+7.9
1946	126,737,727	+0.8	8,043,381	+3.1	82,917,505	+8.1	116,389,301	+16.6	334,078,914	+7.6
1947	127,713,942	+0.8	7,012,689	-12.8	91,581,241	+10.4	147,778,814	+27.0	374,086,686	+12.0
1948	133,723,098	+4.5	7,329,255	+4.3	134,759,761	+14.4	170,998,165	+15.6	416,723,279	+11.4
1949	128,903,467	-3.6	5,994,858	-18.2	108,314,537	+3.4	182,144,301	+6.5	425,357,133	+2.1
1950	124,633,089	-3.3	6,897,127	+15.0	118,823,880	+9.7	203,219,834	+11.6	453,564,933	+6.6
1951	113,984,000	-8.5	8,481,000	+23.0	119,559,000	+0.6	214,519,000	+5.6	456,543,000	+0.6
1952	102,528,000	-10.0	7,334,000	-13.5	123,658,000	+3.4	239,631,000	+11.7	473,151,000	+3.6
1953	92,865,000	-9.4	5,192,000	-29.2	129,635,000	+4.8	249,544,000	+4.1	477,206,000	+0.9
1954	78,917,000	-15.0	4,767,000	-8.2	120,168,000	-7.3	247,478,000	-0.8	451,330,000	-5.4
1955	60,268,000	-23.6	3,809,000	-20.1	120,393,000	+0.2	272,011,000	+9.9	456,481,000	+0.7
1956	44,839,000	-25.6	3,585,000	-5.9	145,461,000	+20.8	297,822,000	+9.5	491,707,000	+7.7
1957	47,951,000	+6.9	3,709,000	+3.5	169,511,000	+16.5	316,493,000	+6.3	537,664,000	+9.3
1958	42,786,000	-8.7	3,733,000	+0.6	171,939,000	+1.4	323,207,000	+2.0	541,665,000	+0.9
1959	35,633,000	-23.4	.....**	....	188,143,000	+9.4	359,138,000	+11.1	582,914,000	+7.6
1960	35,026,000	-1.7	.....	....	202,102,000	+7.4	385,346,000	+7.3	622,474,000	+6.8
1961	35,837,000	+2.3	.....	....	199,980,000	-1.1	381,425,000	-1.0	617,242,000	-0.9
1962	37,326,000	+4.2	.....	....	212,113,000	+6.1	415,810,000	+9.0	665,249,000	+7.8
1963	41,797,000	+12.0	.....	....	224,701,000	+5.9	445,243,000	+7.1	711,741,000	+7.0
1964	43,783,000	+4.8	.....	....	237,290,000	+5.6	482,695,000	+8.4	763,768,000	+7.3
1965	44,602,000	+1.9	.....	....	254,107,000	+7.1	529,073,000	+9.6	827,782,000	+8.4
1966	47,217,000	+5.9	.....	....	284,552,000	+12.0	589,210,000	+9.7	911,979,000	+10.2
1967†	47,957,000	+1.6	.....	....	292,370,000	+2.7	596,748,000	+2.9	937,075,000	+2.8
1968†	49,022,000	+2.2	.....	....	340,522,000	+16.5	695,458,000	+16.5	1,085,002,000	+15.8

<sup>1</sup> Nationwide and regional networks combined.

<sup>2</sup> Data not available.

† 1967 and 1968 figures estimated by Broadcasting. All others are from FCC.

\* Figures prior to this date not comparable in all categories.

\*\* Regional network calculations discontinued in 1959.

ices can perform in some areas, we think they should be used and will be." He further notes that "when the services are successful, they make spot competitive and even make it competitive with network for an advertiser who has no piggyback partner."

The only significant programing factor seen by Mr. Tommney is the continuation of a "very great concern by advertisers about violence." He sees no major changes in the types of programing, despite the decline in movie popularity.

Eugene Schiess, broadcast director, Ogilvy & Mather, would not project the outlook for billings in 1969, but he foresees an advertising rate increase unless the networks start putting seven minutes of advertising in a show. He thinks the 30-second commercial will also gain importance this year, and that the media-buying organizations will probably maintain their present position.

There is a definite "lack of product" in the movie category, he notes, and there are "very few westerns on the drawing boards for next year." There

will be fewer shows dependent on violence, Mr. Schiess feels, because advertisers don't want it. Specials and situation comedies will continue to be strong, in his opinion.

Edward Richardson, associate media director of Geyer-Oswald, predicts 1969 will bring a slight overall increase in billings, although the last quarter will probably not be as high as the last quarter of 1968. Two factors may affect the trends in television advertising, he feels: Cigarette advertising may be legislated out of existence, and the cost factor in sports programs may limit advertising there.

"Movies as an overall vehicle—contingent on titles, of course—will still be strong," Mr. Richardson says. "No other substantial programing has come along besides movies, except for a few variety shows like Red Skelton, Carol Burnett and Jackie Gleason." Specials will also continue to be popular, he believes.

Mr. Richardson thinks advertisers will find in 1969 they can do just as well through their agencies as through the middlemen buying-services. "The

bargains they have been getting have not been with the dominant stations," he declares.

"Television will probably be up, barring a recession or depression," says George Simko, manager of the media department at Benton & Bowles. "Spot will continue to surge—it's clear that retailers are coming in—and this could have an effect on local retailers." Mr. Simko cites the 30-second commercial as a significant factor in 1969 television advertising. If it becomes an accepted policy, it will profoundly affect advertising, he feels, noting that John Blair & Co. published a 30-second rate card this year.

As for the media buyers, Mr. Simko doesn't see a great arithmetic increase because they were popular last year. "I'm not sure they play as significant a role as everyone talks about now," he says. "There will probably still be certain situations next year where the outside buyer can get a better deal."

Movies will continue to be strong, according to Mr. Simko, although audiences have dropped a little this year. Situation comedies will also remain

strong, and talk shows and strip programming will continue as local staples, he forecasts. "We'll also be watching the effect of Merv Griffin on CBS," he says.

Frank Kemp, senior vice president for programming and media, Compton Advertising, believes the general economy will flourish in 1969 and advertising as a whole with it. He projects that network-TV billings will rise by at least 4% this year; spot TV by about 7% and local by approximately 10%, abetted by expanded use of the medium by local retailers for an overall gain of about 6%.

Mr. Kemp envisions accelerated use of 30-second spot-TV announcements and a continued emphasis of scatter plans on network TV. The sole advertising category that holds out bleak prospects, in his opinion, is cigarettes, which may shift more of its budget into print. He further believes the role of the outside media buyers will diminish this year because, he says, larger agencies that have employed them on an experimental basis have discovered they can buy more efficiently than the specialists. But he thinks they may have a market at small and medium-sized agencies.

He foresees no drastic overhauling of network-TV programming. There will be movement toward de-emphasis of violence and an accent on doctors'

series and those of the *Laugh-In* genre. The quality of feature films on the networks has slipped, he says, and this may lead to the reduction of movie nights to six by next fall.

Warren Bahr, executive vice president and director of media relations, Young & Rubicam, projects a boost of 17% in overall TV billings this year and points to continuing growth in local sales as a strong factor in the medium's healthy prospects for 1969. "I think the general economy will be good and this will help advertising as a whole," Mr. Bahr says. "I'm a firm believer in housing starts as a barometer of the economic outlook, and the number of construction projects begun or slated to begin this year is up."

Mr. Bahr is an outspoken critic of outside media buyers. He says their importance will decrease this year, and "I hope I'm not wrong. They are a detriment to our business."

He believes the swing to 30's will continue and add to the investments in spot TV. Network television's growth will be up over 1968, he predicts, but says he was "disenchanted" with the quality of the bulk of network programming. The top salable formats, in his view, are specials and feature films, which "continue to be good entertainment overall, even though ratings have dipped somewhat."

Less optimistic than many of his col-

leagues is Mort Keshin, senior vice president and media director of Lennen & Newell, New York, who projects a TV billings rise of only about 3% in 1969. "I just have a feeling that TV will not grow so strongly as it has because advertising budgets are not rising proportionately with TV rate increases, and the primary medium, TV, is likely to suffer," he says. "I think, too, the trend to 30's will build up a large inventory, some of which will not be bought. This condition will make the outside media buyers more important and lead to less revenue to stations."

He believes there will be no major changes in network-TV programming for the fall. Mr. Keshin feels that movies seem to have lost some of their appeal because of the diminishing supply of attractive features and believes that one feature-film segment will be dropped by the networks in the fall. Specials will continue to be attractive to certain types of advertisers seeking such values as prestige or seasonal support for their products.

Norman, Craig & Kummel's television billings will hold to the rate of increase of total billings in the agency, about 6%, according to Sheldon Boden, NC&K's media director. The increase in television rates in the fourth quarter of 1968 may affect 1969 advertising, though, he notes. He sees a continuation of higher rates through-

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out the year. In addition, Mr. Boden feels that the use of middlemen by larger agencies will decline in the latter part of the year: "As the differential efficiencies [between agency and media buyer] drop, the media buyers will decrease in importance."

A trend in programing, he says, is that agencies are getting more involved in the creation and sales of programing, especially to local stations. This includes both series and specials, he said, "for the need for good programing is obvious."

Erwin Ephron, vice president, director of media, Papert, Koenig, Lois, and research adviser to BROADCASTING, sees total television billings for the year up about 5%. Mr. Ephron stresses that while a general economic forecast is the key to the year's billings activity, there are several factors within the industry itself which can have an important impact, particularly the advertising decision made by the cigarette manufacturers.

Mr. Ephron foresees the possibility of a major jump in tobacco advertising during the year. "It all depends on how they read the future," Mr. Ephron said. "If they anticipate an embargo on television ads for 1970-71, they may launch as many new brands as heavily as they can, and that could make the year a big one. That's what happened in England." Other economic factors anticipated by Mr. Ephron are the activity of local television advertisers, particularly the large retailers, and the success of CBS' new late-night programing with Merv Griffin.

Mr. Ephron predicts that "middlemen will gradually become less important over the next year." In programing, he notes that "we've already seen the resurgence of the half-hour show," and this year's slippage of movie popularity "should make it easier for new programs," although he sees no slackening of advertiser support for prime-time movies, since "they remain the best low-risk buy for an advertiser."

Louis T. Fischer, senior vice president and media director at Dancer-Fitzgerald-Sample, expects television billings to go up 5% to 6% during the year. About 4% of the increase he predicts will come from rate increases. Mr. Fischer also expects spot to make the largest gains again this year.

He thinks media buying services "won't grow as rapidly" as in 1968 "but they will be around because they are useful to small agencies and clients who don't want to go through an agency."

Mr. Fischer thinks there may be some return of interest to sponsorship or cosponsorship of half-hour programs, with a reduction in the number of movies and movie nights, and a drop in popularity of the 90-minute program

format.

Hal Miller, vice president and media director for Grey Advertising, thinks it is reasonable to expect that both spot and network TV "will show healthy increases in 1969." He believes the surge toward the 30-second announcements will help spot because it fulfills a need of advertisers.

"I think network TV will continue strong," he says. "And it may sound strange, but when network TV is strong, so is spot TV. And vice versa."

He thinks 1969 will be "the year of decision" for feature films on the networks. If ratings continue to dip as they have, he says, it is likely that at least

one feature-film segment will be trimmed from the schedules.

The escalating cost of commercials and possible new techniques that could reduce overhead were frequently mentioned by agency executives as they assayed their placements for the rest of 1969.

Frequent mention was made of the mini-movie commercial, the use of multiple images in a spot and other refinements in the art of making a television sales message that sells (see page 56).

One agency executive last week noted that the cost factor had become such a problem that many major advertisers were instituting cost-control projects.



## The WJEF Countrypolitans

They've got a lot to look forward to

Actually, the typical WJEF Countrypolitans already has a lot. With a house on it. And two cars. And three children.

But because he's under thirty, and has a good job, he's busy acquiring things and looking forward to a promising future.

He may be a banker, businessman or farmer. But more likely, he has a well paying job in one of the 50 Kent and Ottawa County plants

which have 400-plus employees each.

The WJEF Countrypolitans may surprise you in a lot of ways, but not in his listening habits. WJEF is his station, his way of life. We keep him tuned to his favorite music, sports, and both local and CBS news.

Ask Avery-Knodel how you can tune in the WJEF Countrypolitans.



*The Folger Stations*

**RADIO**  
WJEF GRAND RAPIDS  
WJFM GRAND RAPIDS  
WJAM GRAND RAPIDS  
WJAM-TV GRAND RAPIDS

**TELEVISION**  
WJEF-TV GRAND RAPIDS  
WJEF-TV GRAND RAPIDS  
WJEF-TV GRAND RAPIDS  
WJEF-TV GRAND RAPIDS

# WJEF

**CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY**  
Avery-Knodel, Inc., Exclusive National Representatives

**KATZ IS NO. 1  
IN LISTENERS  
IN AMERICA'S  
8TH  
LARGEST NEGRO  
MARKET**

IN  
**St. Louis**  
YOU NEED  
**double  
exposure**



— the general advertising  
of your choice and  
**ALWAYS**

**KATZ**

only full-time Negro Radio  
in the Central Middle West

●  
KATZ blankets the market  
within the market — over  
1/3 million consumers

●  
**SPECIAL RADIO  
FOR ST. LOUIS  
24 HOURS A DAY**

Represented Nationally by  
**BERNARD HOWARD & CO., INC.**

## '67's reverses brought '68's successes

TVB's Cash says the decline in income two years ago inspired the hard work responsible for last year's comeback

"The Television Bureau of Advertising and the TV industry owes a great deal to the advertising recession of 1967," according to Norman E. (Pete) Cash, president of TVB. "Much of the success we now enjoy started in that dismal year. Some of our ability to maintain this success is based on things we learned then."

Mr. Cash said this last week in a special statement in which he cited television's gains in 1968 and predicted even better things for 1969. His statement continued:

"It is somehow appropriate that as we start 1969, we're reminded of 1967 by the FCC's publication of our industry's 'progress' that year. TV's before-tax income fell 15.9% to a level below that of 1964. One out of every four TV stations reporting to the FCC reported a loss for the year and six stations left the air.

"It was a bad year, and yet, for those who survived, there have come strengths that might not have arrived without that year. When the national and regional spot advertiser cut back, TV stations met their local retailer as the retailer was discovering TV. Even that 1967 FCC report shows local time sales at 20% of all time sales, the first time it had been that high since 1957. This discovery of TV by the retailer—and particularly the department store—in 1967 led to a better understanding of how to use television in 1968 and predictions of great local TV growth just ahead.

TVB's estimate is that local TV will reach the \$545-million level in 1968 when the final figures are in. That's 17% ahead of 1967, an increase of 79-million dollars in advertiser investment in local TV.

"The pace of this growth in local TV can be seen by the example of Sears. Latest (October) BAR reports for TVB show Sears in 73 of the 75 measured markets with a total of 3,820 commercials per week, more than double the 1,637-per-week of October a year ago.

"Headlines announce the continued growth of Sears and other retailers for 1969. (BROADCASTING Jan. 13 said Sears will triple money going into 'controlled experiments' in the effective use of all major media, including TV and radio.)

"The cutback in the nation's economy that created the cutback in advertising in 1967 caused advertisers to re-evaluate the ways in which they invested their remaining ad dollars. The 3.1% increase in advertiser investments TV received in 1967, when total advertising



Mr. Cash

moved ahead only 1.2%, helped lead to TV's predicted total growth of 8.7% in 1968, at a time when total advertising grew by 7.6%.

"This 1968 recovery didn't happen by accident. The reorganized TVB sales team with great cooperation from member station representatives made more in-depth sales calls than ever before. Armed with new proof of the availability and efficiency and flexibility of spot television, these TVB-representative sales teams were responsible for much of the change in spot business this year vs. last: a predicted increase of 13.1% or 130-million more spot dollars. This is particularly significant when the forecasted network TV increase of 3.1% or 45-million new dollars is added. National and regional advertisers are being sold—and re-sold.

"The spirit of cooperation created in the recession of 1967 has continued over into the progress of 1968 and 1969. The Systems of Spot (SOS) project continues to make spot television an easier medium to purchase. TVB's confirmation form is now being used by better than one-third of all spot business. The Station Representatives Association and American Association of Advertising Agencies have brought order to the standardized availability form. The standard invoice form is being worked on by the 4A's and TVB. By the end of 1969, three years after the TVB ad hoc

committee on systems and the 4A's investigated the problem, we will have the majority of television business flowing through standardized forms.

"There still remain important things to be done. Television's total selling expenses in 1967 according to the FCC were over \$145 million, \$5 million more than in 1966. These expenses hurt profits and so TVB has doubled its salesman's training conferences for 1969 with the second year of the sales managers conferences. Sales clinics will be held for this, their 10th year, all in an effort to equip the television salesman with the best information about both his medium and his client's needs.

"The 7.6% increase in total advertising for 1968 is still far behind the need for advertising. It's advertising's smallest share of gross national product since 1951 and smallest share of personal consumption expenditures since 1953.

"The business problems of 1967 taught all of us much that will benefit us in the future. There are, however, new problems to be solved and TVB believes that working on these will have even more lasting benefits both for the telecaster and the total public.

"During 1968, TVB has been talking with business leaders about the application of advertising toward the solution of social problems. From the need to hire the hard-core unemployed to the need to protect our homes at night, the audiences of television can meet the needs of business. Industry is learning how to communicate these needs through sponsored public-service programs and commercials.

"TVB's research during 1968 showed the public's desire for business to do more to help solve social problems but dramatized the fact that more people turn first to the government for solutions to more problems. If the public turns first to government, we've been asking business, does this assure the best government for business and for the total public?

"TVB believes the growing appreciation of television as a social force through business sponsorship will be one of 1969's greatest contributions to business, to television and to the total American public."

### FC&B gives good report

Foote, Cone & Belding's chairman, Richard W. Tully, last week estimated the agency's billings for 1968 will exceed \$260 million. Anticipated earnings, he said, will be between 90 cents and \$1 per share. Mr. Tully announced the estimates at a board meeting when it was said that a regular quarterly dividend of 20 cents per share of common stock, payable March 10 to stockholders of record Feb. 17, would be declared.

# Think Young (Adults) WLBW-TV does...



**THE RICK SHAW SHOW**, area's only Mon. thru Fri. live entertainment program for, by and featuring young adults...



**SATURDAY HOP**, the area's only teenage bandstand show...



Hosted by **RICK SHAW**, South Florida's No. 1 disc jockey.

### Shaw Show Teen Caravans:

- Raised \$7000 for Key West Teen Center
- Raised \$2200 for West Palm Beach's John I. Leonard High School Band Uniforms
- Raised \$2100 for Broward County Heart Association
- Cleared \$1700 for City of Pompano Beach Youth Athletic and Recreation Fund
- Cleared \$1100 for Dania Chamber of Commerce Youth Fund
- Attracted 5,000 teenagers to Miami Museum of Science and Natural History "Around the World" fund raising fair
- Entertained servicemen aboard USS BUSHNELL at Port Everglades, Fla....
- 915th Wing at Homestead Air Force Base.

**WLBW-TV**   
MIAMI, FLORIDA 

# Bullish predictions for radio billings

Heavy retail use expected to continue;  
more national buyers rediscover medium

Ebullient over the first billion-dollar year in its history, radio is moving into 1969 with a firm confidence that it can consolidate its gains and march ahead to another record-shattering year.

Overshadowed by television for so many years, radio staged its big comeback in 1968 (see BROADCASTING, estimate, page 47).

Radio's bullish prospects are predicted on the supposition that the generally solid economy will continue. Specialists in the field say they can foresee at this time no overriding factors that will substantially affect the economic health of the country, but acknowledge that any depressant circumstances could influence adversely all types of advertising, including radio.

Industry sources are projecting that radio billings will increase by about 6 to 10%, with local sales jumping by about 10% to 12%, spot by 5% to 7%, and network by 2% to 3%.

The move to radio by local retail establishments was a high spot of 1968 and this marketing trend is expected to accelerate in 1969. There is evidence that many of the large packaged-goods advertisers are rediscovering radio on both the national-spot and network levels, and hopes are high that budgets in this area can be expanded. And there is increasing awareness on the part of advertisers, both buyers and sellers of radio agree, that radio often fills creative requirements of sponsors, and beyond that, can be used to test campaigns that frequently can be adapted for television.

The need for more adequate research continues to plague radio, but again both agencies and sellers point to a noticeable improvement in materials provided by the various rating services and the assistance provided by the four-network Radio All-Dimension Audience Research (RADAR) project. One of the advertiser categories that is not likely to show billings gains in 1969 is cigarettes. But there is a consensus that these expenditures probably would hold to 1968 levels.

Though most agency and station sources are reluctant to predict a banner year for the radio networks, spokesmen for ABC, CBS, Mutual and NBC are optimistic that 1969 will be an improved year for their medium.

Walter A. Schwartz, president of ABC Radio, looks forward to increased advertiser interest in network radio as a

basic media buy in 1969, spurred by more sophisticated audience-measurement techniques, continuing growth of radio audiences and improvement in the quality and number of affiliates. He notes that the four networks of ABC Radio — Contemporary, Information, Entertainment and FM—now have more than 1,000 affiliates, and he projects "continued growth in 1969."

"By all indications radio will experience another period of growth and progress in 1969," Mr. Schwartz observes. "This will be reflected by increased set sales, the continuing growth of radio audiences, greater efficiency in station operations and a significant surge of advertiser interest in the increasing value of radio as a basic tool in modern, marketing strategy."

Clark G. George, president of CBS Radio, says he expects 1969 to be a "notable" year for the network, based on audience and advertiser reaction to program changes made during the past 12 months. He points out that CBS Radio sales activity continued "at the high 1967 pace," with the network having attracted 126 advertisers compared to 113 in 1967.

"Our CBS-owned AM stations in 1969 achieved impressive gains over 1967 and we are projecting another healthy sales increase for 1969," Mr. George says. "Radio industry revenues in 1969 will be up about 6%, according to estimates by the CBS/Broadcast Group economics and research department. A part of this gain will come from increased usage by advertisers of FM radio. This is another area for growth for the industry which makes the future look bright indeed."

Mr. George notes that CBS-owned stations—WCBS New York, WBBM Chicago, KNX Los Angeles and KCBS San Francisco—have made impressive gains in adult audience from October to November 1967 to October 1968 (according to the American Research Bureau) and WCAU Philadelphia, WEEI Boston and KMOX St. Louis continue to rank among the leading stations in their markets, he says.

William Cummings, vice president in charge of sales for Mutual, predicts "a very good sales year" for 1969. He notes that 1968 was the company's "best year" in the past five or six years and, based on first-quarter figures and projections for the summer and fall, 1969 should surpass the 1968 per-

formance.

Mr. Cummings expresses the view that radio as a whole is becoming a more vital medium in this period of fast-breaking events of national and international significance. He believes reliance on radio for initial information on crisis developments has elevated the medium's stature at both the audience and advertiser levels.

"We have had larger billings from both the automotive and household-products field and we expect these gains to continue and increase," Mr. Cummings adds. "Here at Mutual, we are most bullish about 1969."

Robert E. (Buck) Buchanan, vice president and associate media director of the broadcast department, J. Walter Thompson Co., says more of its clients used radio in 1968 than in 1967 and he believes this trend will continue, provided the economy holds up to expectations.

"We believe radio is a fine complementary medium to television and other media," Mr. Buchanan comments. "It permits advertisers to gain efficiency with a relatively small amount of dollars and we find its advantageous for both small and large advertisers. In many instances when we do not use radio, it is because of copy and creative considerations, rather than the built-in values of the medium."

He could not detail specific percentage increases that might be projected, he says, because all media plans have not been set, but he believes the agency might spend as much, if not more, than it did in 1968.

Norman, Craig & Kummel's radio billings will be "sizeably up" in 1969, according to media director Sheldon Boden, who estimates a 30% to 40% increase.

Radio's advantages, he notes, are in the effectiveness of repetition and frequency, and some degree of selectivity. He feels that the increase in television advertising rates in the fourth quarter of 1968 may affect the use of radio in 1969. Mr. Boden mentions Colgate-Palmolive as one advertiser increasing its use of radio in 1969.

Sam Vitt, senior vice president and executive director, media and programming department, Ted Bates & Co., indicates that radio spending will be about the same or slightly higher in 1969.

He believes there will be more



Mr. George



Mr. Topol



Mr. Labunski



Mr. Schwartz



Mr. Simko



Mr. Roth



Mr. Vitt



Mr. Cummings

spending this year in radio by packaged-goods advertisers. Mr. Vitt notes that radio research has been improving and said that radio sales personnel are becoming more marketing-oriented and selling on a more sophisticated basis.

Though cigarette companies cut their budgets in radio last year, Mr. Vitt observes, he believes that prospects for advertising in this area "look pretty good." One uncertainty in radio advertising pointed out by Mr. Vitt: UHF TV may take over some of the local money that was heavy in radio last year.

Paul Roth, vice president in charge of media for Kenyon & Eckhardt, said: "We're enthusiastic about radio in 1969; the forecast is that it's going up." He declined to predict a percentage increase but notes that several of the agency's larger clients have been raising their investment in the medium.

He acknowledges that adequate research is—and probably always will be—a problem, but said progress is being made through information provided by RADAR and several of the rating services.

"What we feel is particularly exciting is that we've been able to develop creative concepts on a crash basis for radio and when they proved successful, they served as a springboard for television campaigns," Mr. Roth points out. "Our current campaign for Lincoln-Mercury, 'Lincoln-Mercury Leads the Way' is an example. On the whole, radio is being used in many of our large multimedia campaigns."

Ogilvy & Mather's radio billings for 1969 will be "as good as last year's or better," says Art Topol, vice president and associate media director. The agency now puts about 8% of its billings into radio, primarily in spot.

"Radio has always had the advantages of any other media," Mr. Topol notes. "It is now just being more recognized."

Ogilvy has no cigarette account, so Mr. Topol had no comment on prospects for cigarette advertising, and he declined to name specific clients planning to use radio in the coming year.

James LaMarca, associate media director at Wells, Rich, Greene, predicts a "substantial increase in radio of 8%" in 1969, with cost efficiency the main attraction to advertisers.

The one potential problem he expects is that "the upsurge in FM might tend to fractionalize the radio audience even further than it is." But Mr. LaMarca admits he does not know how that would affect profits.

Cigarette advertising, says Mr. LaMarca, will largely depend on government action. If the government decides to take positive action on cigarette advertising, I think they will do it first in television. If they do, that will provide a substantial jolt for radio."

Mr. LaMarca expects the government will soon take action on cigarettes in television, and, while that will be a boost for all other media, the effect, he believes, will be temporary. In the long run he thinks the total advertising expenditures by cigarettes will drop off.

Some of the larger soap companies, like Colgate and P&G, will be attracted by radio's efficiencies in the coming year, according to Mr. LaMarca. As such advertisers begin to saturate the television medium, he expects they will move into radio.

Radio will see a general increase in billings in 1969, continuing an existing trend, predicts George Simko, manager of the media department at Benton &

Bowles. But he hesitates to break down the upbeat trend into network, spot and local forecasts.

Radio's advantage is low cost, he notes, and significantly better creative use in advertising is noticeable. The medium's disadvantages include a difficulty in measuring audience because of constant changes in popularity, and the depth needed in the number of stations used and frequency of spots to reach a large audience.

Stephen B. Labunski, president, NBC Radio, states that the substantial increase in radio advertising by major corporations in 1968 in both network and spot is a trend that should continue to develop in 1969. He attributes these gains to renewed recognition by advertisers and their agencies of the effectiveness of radio as a sales medium and to more authoritative and detailed methods of audience measurement.

He points to Colgate-Palmolive Co., Sinclair Oil, and automotive and petroleum products as a whole as examples of companies that had expanded their investments on NBC Radio substantially in 1968.

"In 1968, NBC Radio sales revenues were 14% higher than in the previous year," Mr. Labunski reports. "Combined billings for the six NBC-owned radio stations were 18% higher. 1969 shows promise as a strong radio year."

Bright prospects for radio in 1969 are also predicted by knowledgeable agency executives.

James Tommaney, senior vice president. LaRoche, McCaffrey & McCall, estimates that radio billings in general will be up, perhaps even doubling at his agency. He cites three reasons for this: "Creative departments are learning that radio can be exciting, that a radio

commercial can be as good as television; the good job that radio did in the 1968 RADAR study provided increased tools for selling, and advertisers are considering other media as a reaction to television clutter."

National-spot radio billings will probably increase in 1969, comments Jeremy Sprague, media director of Foote, Cone & Belding, while network and local billings will probably remain about the same. Mr. Sprague feels rising TV costs will help radio this year, along with two qualities of its own: a broader range of programming and better audience measurements. Cigarette advertis-

ing, he adds, will probably remain about the same.

Louis T. Fischer, senior vice president and media director, Dancer-Fitzgerald-Sample, expects radio billings, on a dollar basis, to go up about 10% during this year, primarily because of rate increases.

He expects increased and better use of radio advertising because "there is now interest at the agencies in doing radio commercials" and "radio ownerships and management are finally aware that they have a unique personal medium and are programming for specific segments of audience."

## Radio time sales could go up 10%

David sees at least 7% increase in '69 coming off medium's bigger growth last year

"Radio's progress has been dramatic in the past several years. But our biggest 1969 danger is that we may lose perspective. Complacency some months last year was as pervasive in radio as Hong Kong flu."

That was the warning that came last week from Miles David, president of the Radio Advertising Bureau, as he reviewed the medium's record for 1968 and ventured a forecast on the outlook for 1969. His special statement continued:

"True, radio has now attracted many of the major corporations which had not been in the medium for years. True, radio has broken through with many big retailers for big dollars. True, in 1968 radio achieved a 12% growth rate which apparently led other media [BROADCASTING estimates a higher rate of radio growth in 1968—15.8% (see page 47)].

"But the reality is that we will have to maintain our intense, demanding and essentially come-from-behind drive in order to continue to make unusual progress. Like the American Football League, post-TV radio came of age last year. Now here's how we see 1969.

"Nationally: We anticipate a year of continued solid growth. A considerable head of steam has been built up among advertisers and agencies who first began using the medium seriously again in 1966-68. Other advertisers and agencies are still in the exploratory/testing stage. There are enough new probes into the medium underway to generate continuing expansion.

"However, given the rate of turnover among both advertiser and agency middle management, we will have to run fast just to keep the newly attracted companies sold. It's a fact of life that when RAB achieves a breakthrough at a major company, we often find we

have to resell a whole new group of executives who have just appeared to replace some of the people we sold two months earlier.

"This is where complacency hurts. All of us have to keep selling, keep communicating, keep probing for the objections to radio based on obsolete concepts. Literally we can sell anybody radio today if we smoke out the objections which are mainly based on bad information.

"But for every advertiser/agency executive who has been exposed to new information and become convinced, there still remain others who have not yet been reached. Even with RAB's all-out 1968 effort to sell to 100 decision-makers a week face-to-face—Operation 5200—we don't believe we've reached any more than the upper



Mr. David

two quintiles of the decision establishment. Our goal in 1969 is to continue and expand the number of face-to-face selling contacts.

"We're pleased that sales professionalism throughout radio has advanced steadily with the medium's growth and that the industry is selling constructively and informatively. This has helped RAB in its effort immeasurably. And it's been a big factor in radio's progress.

"We've also been assisted, incidentally, by the creative people who have made beautiful progress in learning how to use radio with the kind of guided imagination that makes sales impact.

"Our prediction? The economy is of course a factor which will make 1969 different. It's an inflationary economy seeking deflation. We anticipate it will be an up-and-down, inconsistent economy of pauses and starts. But the total year should be a good growth year and one in which radio again moves faster proportionately than most other media. We anticipate a 7% over-all growth rate as a realistic goal given the drive toward deflation. But we have our sights set on 10% as achievable if we all continue to go all-out.

"Locally: Just over two years ago, one of our nation's leading chain retailers was virtually invulnerable to radio for a variety of reasons. Today that company is the largest single local account of many radio stations. Much intelligent soul-searching on the part of the company's executives and intense efforts by our industry to help them make a decision in favor of radio preceded their radio entry.

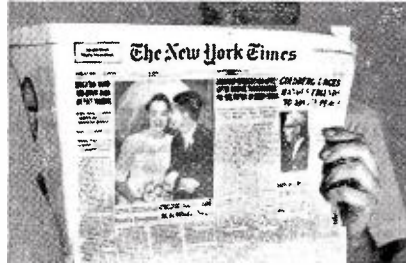
"Along the way one of the contributions RAB was happy to make was assistance in creation of a radio manual for all of this chain's stores. It was prepared to reflect the policy and judgment of corporate headquarters executives as well as perspective RAB could provide on radio.

"Today we are working with many other chains to produce separate, individual manuals on use of radio to the specifications and within the policies of these stores. We believe that the 205% growth in use of radio by retailers between 1966 and 1968 is just the beginning."

"We anticipate that 1969 will see unusual growth in retailer use of radio, which suggests a final perspective point for the national advertiser.

"Retailers with their greater year-round consistency as advertisers could begin to occupy prime availabilities.

"Fantastic? Maybe. But wouldn't it have been equally fantastic to predict in 1967 that Sears would grow 695% in use of radio in two years or that Bristol-Myers, for example, would double its use of radio in a single year?"



## What's it mean - a masthead?

Not much really until you've demonstrated a level of integrity.

Naturally it costs money and creates problems when you stand behind your masthead. But, your reader buys your publication simply because he has come to know and expect you to perform to a given level.

We make medicines for doctors to prescribe. We take the responsibilities for these medicines.



This is our masthead

For a free copy of This is Lederle, write to Public Relations Department



**LEDERLE LABORATORIES**

A Division of American Cyanamid Company, Pearl River, New York

# The name of the game: the commercial

The creative man's challenge in '69 is to excite the jaded audience—and his new ideas are doing just that

"Nobody is more impatient than the creative man. He gets bored more quickly than anybody else," testifies one observer.

But the creative man's boredom is often surpassed by the boredom of his audience, whose attention span can be briefer than the 30 or 60 seconds it takes to deliver a product message.

Take the jaded spirit of the viewer now with some 20 years of commercial television under his belt, add the increased use of 30-second TV spots clamoring for the viewer's attention, and the creative man becomes more vital than ever before. Armed with a native wit, eager to experiment and responsive to the whims of fashion, the creative man in 1969 will enjoy even more freedom.

The ubiquitous art director, credited with great influence and expensive taste over the last few years, is expected to remain a strong force in commercial production in 1969. The art-director phenomenon, accused by some of displacing sound marketing, commended by others for infusing needed creativity, should continue. The head of a major New York film house predicts, as a

result of the domination of the art director, that "the field will be wide open for graphic artists and still photographers."

One technique creative people are toying with and which is meeting with some success is animation. Sam Magdoff, president of the Film Producers Association as well as president of Elektra Films, a company that produces approximately 50% live-action and 50% animated spots, sees for animation "a tremendous comeback from near obscurity." What feature-film animators became aware of 25 years ago, says Mr. Magdoff, the agencies are just now discovering: That animation is versatile. The result is a "fresh look" in animated spots.

Sophisticated animation with candid copy seems to offer a change of pace and is consistent with current trends toward light-hearted advertising. "We can't drop the humorous approach," insists Mr. Magdoff; the industry has outgrown its old lackluster methods.

Yet, according to Ray Betuel, vice president and creative group head at Foote, Cone & Belding, New York, animation provides an alternative to

live action even without humor: "Animation was always equated with a joke, but now they are doing animation with some straight copy."

E. Manning Rubin, vice president and associate creative director at Grey Advertising, is a very cost-conscious businessman, having been one of the authors of the American Association of Advertising Agencies' controversial report on commercial costs last May. He sees animation used as a possible means of saving money—"it can be cheaper than lush live action"—if the producers exercise some caution. While animation itself has not proven inexpensive, one area of savings is in extras' fees and residuals to principals.

One technique which will be developed in the coming year will be the use of multiple images. Inspired by a number of feature films and by films shown at Canada's Expo '67, the multiple image is fast becoming high fashion in commercial production. Although the multiple image has been greeted with enthusiasm by many producers, others maintain it is only a fad, or that it is impossible to translate to the small TV screen.

"I think it will work if you are care-

## How mini-movies help Pontiac's 'Breakaway'

Klein/Barzman/Hecht Film, a Hollywood based commercial-production house, has produced 10 television commercials in recent months, all for the Pontiac Motor division of General

Motors Corp., Detroit. But K/B/H claims these are not TV commercials, but instead are "mini-movies."

What's a mini-movie? It is a television commercial with higher budget, deeper casting, more extensive production values (see page 23).

All of the mini-movie spots in the

campaign are keyed to Pontiac's new theme, "Breakaway." The cost of the production, which started last fall as an introduction to the 1969 Pontiac models, is estimated at about \$300,000, or an average of some \$30,000 a spot. The 10 spots are being shown in network and spot TV in time versions ranging from 60 to 20 seconds.

Many of the spots were filmed on location, ranging from the Mojave desert to the Lakeside country club in the San Fernando Valley. The campaign stars such name actors and performers as George Raft, George Brent, Rudy Vallee, Slapsy Maxie Rosenbloom, J. Carrol Naish, Robert Strauss, Mike Mazurki, Leo Gorcey, Lon Chaney Jr., Elisha Cook Jr., Broderick Crawford, Jack Nicklaus, Iron Eyes Cody and Scatman Crothers. The last pair of spots produced for the campaign are built around Paul Revere & The Raiders, contemporary-music singing group, and French singer Jean-Paul Vignon.

Klein/Barzman/Hecht believes that the recognizable faces and popular personalities in the cast lend a "movie" aura to the spots and generate viewer interest. Agency for Pontiac is MacManus, John & Adams.



Paul Revere & The Raiders, contemporary musical group, star in one of the 10 mini-movie commercials produced

for Pontiac and MacManus. John & Adams by Klein/Barzman/Hecht Film, Hollywood.





**Our 150th Colonel is a lady.** There's a very special tradition at PGW. Each employee receives a Tiffany watch in recognition of his or her first five years as a loyal and successful associate.

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# If our 4-tube color great... who'll buy You might.

## It all depends on

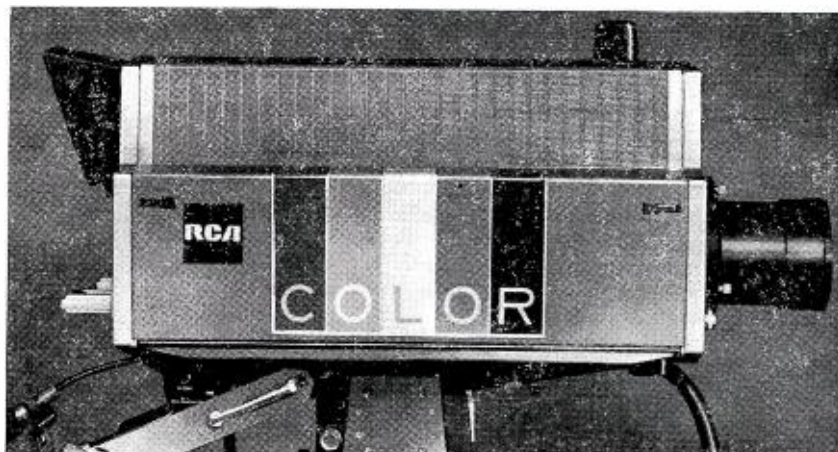
The TK-42 is the camera for the broadcaster who must have the most accurate and realistic color reproduction of a sponsor's product. This is the camera that delivers crisp, clean color in almost perfect degree. Now, over 400 are in use by top TV stations. It's the camera with the big I.O.—that gives top resolution and eliminates the need for contouring. Better than any other camera, it handles the problem of large contrasts between highlights and shadows, or variations in light levels.

Now let's look at the TK-44A. This is the lightweight, easy-to-handle, simple to set-up, color camera. It solves different problems.

It's the latest design in 3-tube cameras. It uses RCA's exclusive "contours with a comb" that produces snappy, brisk colors without raising the noise level. It weighs in at only 98 pounds (without the lens), ideal for field use. And RCA has as many lenses for both field and studio applications as you will ever need. The TK-44A also has built-in "Chromacomp" that will precisely color-match the output of the TK-42, or of any other color camera. "Chromacomp" can also produce striking special color effects.

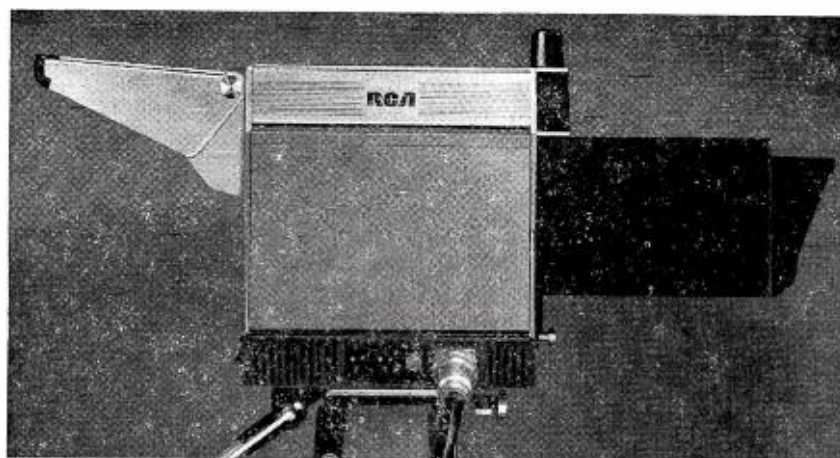
Call your RCA Field Man for complete information. Or write: RCA Broadcast Equipment, Bldg. 15-5, Camden, N.J. 08102.

# camera is so our new 3-tuber?



RCA TK-42  
(4-TUBE)

## your needs!



RCA TK-44A  
(3-TUBE)

# RCA

ful how many images you put on and if you keep the images simple," says Mr. Betuel, "It's a lot different from Expo where you had wall-to-wall pictures." He predicts that many of the multiple-image commercials will fail.

Wallace Ross, director of the annual American Television Commercials Festivals, a man who has occasion to review hundreds of radio and TV commercials a year, traces the multiple-image technique back to Marshal McLuhan. Commercial producers, he says, have absorbed the theory that the sophisticated viewer can wade through and select from a mass of impressions. But Mr. Ross adds: "That's something I'm not quite ready to accept personally in terms of the small screen." He suggests that the multiple-image commercial asks too much of the TV viewer, but admits that the industry will continue to experiment with the technique.

Others have suggested that multiple image is a device that will get an advertiser more than his money's worth out of the 30-second spot. The president of a production company specializing in video tape says it will be used as a way to get more information into a short spot, but "because it is a very stylized kind of thing, it will have a peak of imitation, but then it will decline."

Sam Magdoff suggests that a variation on the multiple-image technique, the collage-in-motion, will be in vogue in 1969. He describes the technique as a rapid series of images, one after another. This bombardment of the senses, says Mr. Magdoff, is very much in line with the current art scene, and is "closer in tune to our life today, so there will be more of it."

"I see a definite trend in the last year's work toward the candid testimonial," says Mr. Ross of another commercial format that has met with success. He cites General Foods' Maxim and Lever Bros.' cold-water All commercials as examples. The testimonial, he claims, is put to better use, is less stagey, incorporates quicker cutting, better editing.

Mr. Betuel sees a tendency to use entertainment figures and sees a danger there: "Advertising copywriters are not often comedy writers, and it can fall flat."

"Of course there is the continuation of what I call the mini-movie approach," adds Mr. Ross, "many tried to be humorous and witty. I think the great influence of Benson & Hedges was felt all year long." One weakness in this entertainment form of commercial, says Mr. Ross, is the tendency to leave the product message until the closing seconds of the spot, often without a proper lead-in. "It's very European in its quality, but not good ad-

vertising," says Mr. Ross. The strong influence over the coming year, he explains, will be the adult, self-deprecating copy, the candid sell.

Many of the new styles being explored by producers of radio commercials are related to trends in TV—the light-hearted appeals, the fast and fancy editing. Maurie Webster, vice president at CBS Radio, describes what is the aural equivalent of multiple-image technique. He calls it an "unstructured commercial." It is, he says, "a string of non sequiturs, each one contributing to the thought they are trying to get across."

Echoing the kinds of remarks made about television one or two years ago, Mr. Webster claims that one of the most significant new developments in



*Commercial techniques may change, but Noxell Corp., Baltimore, still believes a little sex appeal goes a long way. For years the advertiser has been using Swedish star Gunilla Knutson to exhort men to "take it off" with Noxzema shave cream. And now that Noxzema lime shave cream will be introduced, the spots will again bring the Scandinavian miss back to TV with can and citrus fruit in hand.*

radio is the involvement of the art directors. The copywriter is only half a team, and he usually likes to bounce off an art director. A radio commercial, says Mr. Webster, is "no longer just lines of copy, but a whole situation."

Radio advertising seers expect listeners will be hearing more and more rock music incorporated into commercials. The use of popular recording artists in commercials is strong, with McCann-Erickson's campaign for Coca-Cola a prime example.

When questions of money arise, TV and radio go their separate ways. Radio, often considered a bargain medium by advertisers, is looking ahead to bigger

commercial production budgets. Television, however, is in its usual uproar over rising costs.

The American Association of Advertising Agencies' analysis of television commercial costs, released last May, produced a lot of good intentions among agencies and their clients, but whether the report has had any real budget-trimming effect is debatable. One film house executive claims: "We just built a prop for \$10,000, which is more than we would spend on a whole commercial some years ago. You have to decide whether that prop will pay for itself."

One agency broadcast executive said they were saving money by cutting out those "seven glorious days and seven wonderful nights on exotic location." But if there will be any cutback in location shooting, there has been no evidence of it to date. One estimate places 70% of commercial production on location.

Sam Magdoff believes the decision whether to shoot on location or in the studio involves no budget considerations. Creativity, not cost, is the sole factor. "If you want the Taj Mahal, it's cheaper to go there than to build it," he adds.

Run-away production, or commercial production overseas, is one cost-cutting method on the increase and one with which the unions are very concerned. Harold Klein, executive director of the Film Producers Association, explains: "In Spain there are now excellent facilities for shooting commercials. You have also got them in South America. There is more production going on in South America than ever before."

Mr. Klein is sympathetic to the plight of the advertiser: "I don't know that there is really going to be any effective cost control. If anything the cost is going to go higher." He cites as an example a series of three-year contracts with 12 major unions involved in commercial production that were negotiated in the last year.

Manning Rubin does not agree. He believes advertisers will counter rising costs with cost-control efforts: "All of the major television advertisers are experimenting in methods of cost control." Increased use of commercial testing will be one result of heightened awareness of costs. As for the production houses: "I know of two production companies that are working with two young guys who don't insist on all that over-production, and I think that could be a trend this year," says Mr. Rubin.

The chief broadcast executive of a major TV agency has concluded: "I'm not saying I'm for or against them, but what has started will continue—that is, the consolidation plans. I don't blame clients for trying to use the heft of their

# Are you just another little Contemporary Rocker?

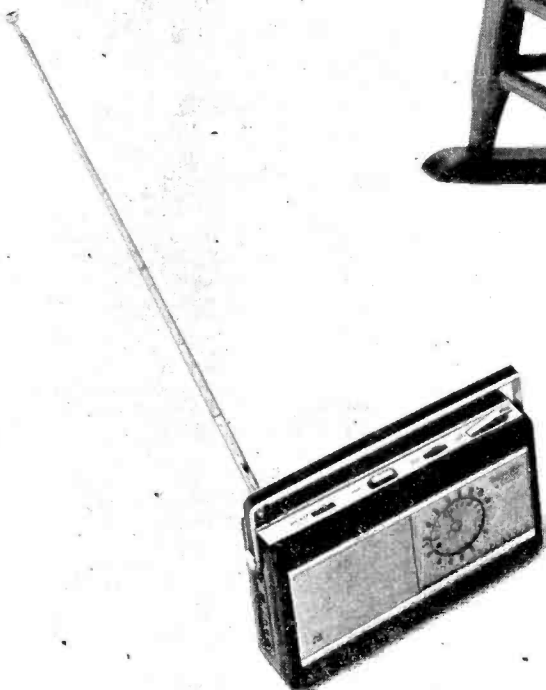
Is your station just another Contemporary Rocker relying solely on the excitement of music off the charts to woo your audience? Or are you truly a Contemporary station in tune with what is today's really truly Contemporary audience? People like Linda here who discovered the music when she was a teenager but who is now a young housewife. She still digs the music, but she wants to be involved with what's going on. She wants sharply paced news. She wants to hear about the people who are making the scene in all of the lively arts.

That's why so many leading contemporary stations now belong to the American Contemporary Network. They enjoy compatible network service with the sound they want, the pace they want. And they get it without fat. Our network program service is designed to turn your youthful audience on.

Our people are station people with contemporary station experience. We know your problems. Many of America's leading contemporary formatted stations have joined this unique network. Get in the groove with us now while there's still room.

 **american  
contemporary  
radio network**

A division of the ABC Radio Network



buying dollars to get a break."

"One thing they don't seem to be concerned with is the cost of talent," says Wallace Ross. He is particularly impressed with the rapidity with which industry developed and used a pool of Negro talent in the last year.

Many of the production companies are taking a pretty glum view of 1969. "For '69 we don't see any uptrend in the number of commercials over '68. The trend has been for the last two years for fewer commercials actually

produced," says FPA's Harold Klein. One agency broadcast executive says: "The last four years have seen, not less money spent on commercials, but less units made. I think even less money will be spent this year." Sam Magdoff adds: "Every year for the last several years there have been dozens and dozens of companies forming and of course this eats into the income of all the companies."

The commercial production industry anticipates that two recent technical de-

velopment, in the tape field will make an impact in 1969: The ability to edit tape frame-by-frame and the miniaturization of video-tape recording equipment, in particular, the light-weight hand-held tape camera.

One agency executive, alert to tape's creative potential, says enthusiastically: "It's a hell of a great idea to tape on location. I think tape should have a great year because it will help solve the problem of the ponderousness of the equipment."

## Public TV searches for a bankroll

### Long-term financing heads critical list as noncommercial outlets, color production increase

This is the year that noncommercial television goes national—or at least makes a stab at it. The success—or failure—of that movement depends on money, which has been noncommercial television's problem all along.

There are, however, elements of hope among advocates of public broadcasting, although, in the same breath, they will itemize their fears too. And there are positive expressions that, under recent nurturing and long-time private foundation support, public TV has come a long way from being a mere school-room educational tool.

As the year begins, a regular, national interconnection of ETV stations is an actuality, principally due to the plugging of the Corp. for Public Broadcasting and special rates from AT&T. The interconnection of ETV stations began this month on a five-day-a-week, prime-time basis.

The whole arrangement, which is predicated on a six-month trial basis only, was hammered out late in 1968. It provides for the interconnection of 150 ETV stations for two hours a night from 8 p.m. to 10 p.m., Sunday through Thursday, at a fee for lines that is about one-fifth of what commercial telecasters would pay for the same hookup.

That rate is between \$70,000 and \$80,000 monthly; it would be about \$450,000 per month for commercial broadcasters. CPB has set aside \$500,000, and the Ford Foundation the same amount, to carry out this project.

Notwithstanding CPB's success in establishing a national network, the corporation's future is still uncertain. There's no question of CPB having a future; the question now is: What kind? Currently two main problems face CPB: the establishment of long-term financing, and the selection of a president.

The first is a delicate one. Financing

of public broadcasting must be removed decisively from the crutch of an annual appropriation by Congress, in order to allay fears of political pressures. At the same time, funds must be provided to ignite the corporation's activities. To provide this "seed" money, the 90th Congress gave CPB \$5 million last summer, and former President Johnson proposed another \$20 million in his budget message to Congress for the 1970 fiscal year.

(The Carnegie Commission on Public Broadcasting in its 1967 report suggested an annual budget for CPB of \$104 million when the corporation reached maturity, about 10 years from its founding.)

In order to operate at the level it has chosen CPB must develop a permanent plan of raising funds that is not tied solely to federal appropriations.

The Carnegie Commission had recommended that the necessary sums be raised through an excise tax on the sales price of TV receivers. The outcry from TV set manufacturers effectively silenced that proposal, for the moment at least, but other ideas have emerged.

Among them was the idea of requiring all commercial television stations to lay aside a portion of their gross receipts to be used for public broadcasting. Another would have public broadcasting share in the license fees, which presumably would be increased, now collected by the FCC from broadcast applicants.

CPB's finance committee, which is headed by Pittsburgh financier James Hughes, has been working on these concepts, in conjunction with officials at the Department of Health, Education and Welfare and the Bureau of the Budget. So far, there has been no indication that any sort of plan is shaping up. CPB sources, however, promise that perhaps in two or three months a financial program may eventuate.

One of the most important reasons for this lack of progress, of course, is the change in administration in Washington.

Former President Johnson was virtually a surrogate father to the concept of public broadcasting. President Nixon's views, however, are not known, although public-broadcasting advocates believe he too is favorable to the idea. They note that both major party platforms in the 1968 election contained planks favoring public broadcasting.

Even more to their liking, however, are the backgrounds of some of Mr. Nixon's appointees: physicist Dr. Lee A. DuBridge, president of the California Institute of Technology, as science adviser to the President, was a member of the Carnegie Commission; Clifford M. Hardin, chancellor of the University of Nebraska, as secretary of agriculture, a stout advocate of educational broadcasting, and Vice President Spiro T. Agnew who, as governor of Maryland, actively supported educational television for his state and personally dedicated last year the Maryland Center for Educational Broadcasting in Baltimore.

The search for a president to take operating command of CPB has undoubtedly been interwoven with CPB's financial future. A committee headed by John D. Rockefeller III, chairman of the Rockefeller Foundation, has been actively seeking someone to fill that position, thus far, unsuccessfully. Among those whose names have entered speculation most recently is John W. Macy Jr., former chairman of the U.S. Civil Service Commission.

CPB, however, has not been entirely inactive. Aside from its successful push to initiate national networking of ETV stations, it is also providing about \$750,000 for cultural and public-affairs programming to National Educational Television, New York, and to individual stations for programs to be used on the

# Sacramento-Stockton, FOURTH IN THE WEST IN AUTOS

## ADI MARKET\*

1. Los Angeles
2. San Francisco
3. Seattle-Tacoma
4. SACRAMENTO-STOCKTON
5. Portland
6. Denver
7. San Diego
8. Phoenix
9. Salt Lake City

## PASSENGER CAR REGISTRATIONS†

4,659,880
1,888,720
963,290
<b>834,740</b>
739,700
665,810
520,380
500,920
475,510



## KCRA-TV

**KELLY BROADCASTING CO.**  
**SACRAMENTO, CALIFORNIA**  
 Serving the West's fourth largest TV market

\*ARB's "Area of Dominant Influence"  
 †SRDS Consumer Market Data by ADI Jan. 1, 1968

interconnected network. It also has offered up to \$100,000 in individual grants to ETV and educational radio stations upon application to help upgrade local public affairs programming.

It has further authorized similar grants to the six regional educational networks, also upon application. And late last year it presented NET with \$150,000 to pay for the October, November and December programs of *Black Journal*.

But what of the remainder of 1969? And the year following?

Frank Pace, president of International Executive Service Corp., who is

educational broadcasting and, to a lesser degree, focus it toward an eastern establishment.

CPB, when it was formally incorporated last March, received \$5 million from Congress, plus \$1-million gifts each from CBS and the Carnegie Foundation, as well as smaller amounts from the Communications Workers of America and the United Auto Workers.

Meanwhile, the future of the other half of public broadcasting, construction grants to states is bleak compared to the high hopes that were rampant when the program commenced as part of the Public Broadcasting Law. The grants,

\$1.5 million to \$2 million in the coming fiscal year, and that this probably will reach a level of \$3 million annually.

As before, the Ford Foundation, undoubtedly the godmother of ETV, will continue support for educational broadcasting stations. There is fear, however, that this fount of funds may begin turning to other areas.

Word from Ford is that it will be concentrating most of its time and energy this year in aiding the establishment of the interconnected network of public broadcasting stations. One Ford official commented: "Two hours a night, five nights a week, is a long way from the real need."

For 1969 Ford intends to continue its competition among ETV stations and regional networks for new TV programs. Last year 17 stations received grants under this category, amounting to a total of \$5 million. This year, 120 proposals are pending for grants in this category. Ford already has provided a grant of \$7 million for NET.

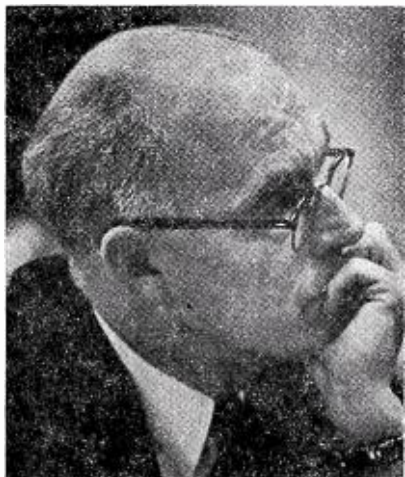
For its fiscal year, which ended Sept. 30, 1968, Ford approved almost \$11.3 million in grants and paid out \$19.4 million.

Meanwhile, what of public-broadcasting stations themselves? As of Jan. 1, these numbered 180 TV (100 of them in the UHF band), 377 FM stations, and 25 in the AM band. William G. Harley, president of the National Association of Educational Broadcasters, sees their numbers augmented in this year with the "greatest spurt" in instructional TV systems. He also sees virtually all ETV stations with color.

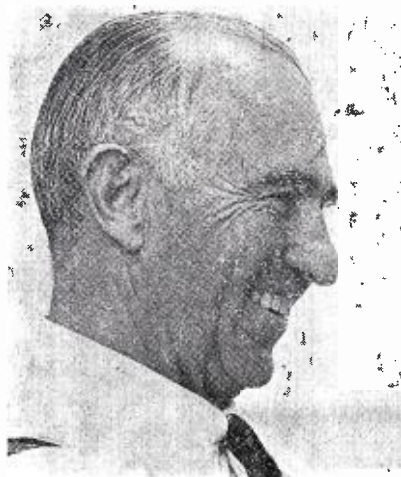
He foresees the expansion of the live, interconnected TV network and the development of a similar network for educational radio, plus the continued growth of regional networking. In addition, Mr. Harley says, he looks forward to an "expanding record" of programs and employment for minority groups.

But perhaps part of the wave of the future for educational broadcasters occurred a few months ago. Trans World Airlines, whose commercial TV budget is over \$5.6 million out of a total advertising budget of about \$30 million, gave \$150,000 to noncommercial WNDT-TV New York-Newark, N. J., for the continuance for six months of that station's nightly *Newsfront*. The program is also carried by 16 other stations on the Eastern Educational Network. The airline will receive on-air credit for its sponsorship.

This is not the first business firm helping ETV through donations, nor will it be the last. But if President Nixon's belief that the private sector must be brought into the fabric of public problems comes to pass, perhaps the TWA action is a sign of the new society for educational broadcasting.



NAEB's Harley



CPB's Pace

chairman of CPB's 15-man board, not long ago said that CPB hopes to initiate TV programming for children, particularly in the educational area; sponsor a number of one-year fellowships at public TV and radio stations; study the current status of noncommercial radio, and "make a major effort to develop and expand effective promotion of public TV and radio at the local level. . . ."

Mr. Pace sees nothing sensational in CPB's first year of operation, but he anticipates the inauguration of several activities—for one, the training of young people in "conceptual and imaginative" programming as well as in the managerial fields.

He also notes that CPB is, as he puts it, "bringing a sense of cohesiveness and participation in the whole public broadcasting process" to educational stations that up to now were involved primarily in their own communities.

CPB, organized in 1967 when former President Johnson signed the Public Broadcasting Law, has not been free from criticism. There is a strong feeling among a substantial segment of educational TV and radio that CPB hasn't moved fast enough. And there's also the fear among this same group that the very success of CPB may enhance the drift already underway to centralize

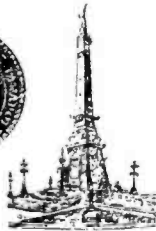
under which a federal contribution up to 75% of a state ETV or educational radio project is permitted, are handled by HEW. Last year Congress gave HEW \$4 million for this purpose, and for fiscal 1970, former President Johnson asked that \$5,625,000 be appropriated, as well as \$375,000 for administration of the program, now part of HEW's Office of Education.

As of Jan. 1, the educational broadcasting facilities program in HEW had 75 TV applications pending with an aggregate of \$33 million in requests for federal funds, according to Raymond J. Stanley, who is chief of the program.

What depresses educational broadcasters who are as eager for these funds as they are for CPB aid in programming, is the fact that the construction grants program is \$28.4 million behind schedule. Congress had authorized \$10.5 million for fiscal 1968, \$12.5 million for fiscal 1969 and \$15 million for fiscal 1970. But, in 1968 it appropriated no money, for 1969 it appropriated only \$4 million, and for the coming fiscal year, former President Johnson asked for only \$5.6 million.

In the new fiscal year, construction grants for the first time will be made for radio. Mr. Stanley estimates that educational radio stations will ask from





## CITY OF INDIANAPOLIS

RICHARD G. LUGAR, MAYOR

December 6, 1968

Mr. James Hetherington  
WFBM Stations  
1330 North Meridian Street  
Indianapolis, Indiana 46202

Dear Jim:

Thank you for your editorial entitled "Flanner House and Watkins Park #2" dated November 27, 1968.

I deeply appreciate your original editorial, your giving me an opportunity to reply, and your subsequent editorial. I believe that this type of exchange offers one of the prime ways in which complex issues may be brought to decisions with full public knowledge. I am certain that the final Park Board agreement is superior to anything which would have been drafted prior to your editorial and my reply.

Sometimes, I realize that you are unaware of the good effects of your editorials. I felt it only fair to point out that the constructive points raised in your initial editorial led to a superior agreement and many hours of discussion under the guidance and careful draftsmanship of Mark Murphy.

Sincerely,

Richard G. Lugar  
Mayor

RGL:mep

# The station that serves best sells best.

the WFBM  
STATIONS



# How much change after the fanfare?

## With Democrats still controlling FCC, Congress, broadcasters may not notice administration shift

Amid traditional pomp and ceremony, the power and majesty of the U.S. government were transferred last week from the administration of Lyndon B. Johnson to that of Richard M. Nixon. But for broadcasters, concerned as always about government regulation of their business, the inauguration of a Republican President after eight years of Democratic rule promised little immediate change.

Democrats remain in the majority on the FCC. And that agency has been moving toward tougher, not lighter regulation. As one commission official—a Republican—put it: "Some people around here think that Humphrey won." The Department of Justice, which in the recent past has been urging the commission to pursue a tougher policy on concentration of control of media, is in new hands, but there is no word yet that its policy has changed.

While the Republicans have the White House, the Democrats remain in

control of Congress, where the laws are made. And Democrats are still angry about broadcasters in general and the networks in particular because of the coverage given their Chicago national convention last August. What's more, members of both parties are nervously watching the Supreme Court, where the constitutionality of the commission's fairness doctrine is to be decided this year.

But Congress frequently huffs and puffs on broadcast matters without doing much about them. There is no way of knowing whether this year will be different. There follow in-depth reports on how the FCC and Congress shape up, in terms of matters affecting broadcasting, at the dawning of the Nixon era.

Broadcasters attempting to assess the FCC in these first weeks of the Nixon administration might well conclude that, at the commission as at other human institutions, the more things change, the more they remain the

same.

In the early and middle 1960's, with the commission under the direction of Kennedy-style liberals—first Newton N. Minow and then E. William Henry—and with the Democrats in control of the White House, broadcasters seemed to be constantly in fear of the commission adopting drastic regulatory measures.

Today, the commission is under the direction of Rosel H. Hyde, a Republican nearing the end of a five-year career in government that provides little evidence of an antibusiness bias, and there is a Republican in the White House. Yet broadcasters still feel there is reason to fear the adoption of drastic regulation.

And the odd thing is that feeling is based more on evidence than on the chronic nervousness that in many cases seems to go with the licenses issued by the commission.

A year ago, the commission delighted broadcasters by abandoning a proposal



Chairman Hyde



Robt. E. Lee



Mr. Wadsworth



Mr. Bartley



Mr. Johnson



Mr. Cox



H. Rex Lee

to reduce the number of television stations they could acquire in the top 50 markets. But a few weeks later it stunned the industry with a notice of proposed rulemaking aimed at diversifying the ownership of broadcast properties in a community; it would bar the owner of a full-time station from acquiring another full-time outlet in the same market. (BROADCASTING April 1, 1968). And today there are those within the commission—those who find no fault with the present structure of the broadcasting industry—who feel broadcasters will be lucky if the commission restricts its efforts to diversify ownership to the limits of that proposal.

For there appears to be a growing hostility on the part of the commission toward newspaper-connected applicants seeking broadcasting properties. Conglomerates attempting to enter the broadcasting business or to expand their holdings in it are running into trouble; indeed, the commission is considering issuing a notice of inquiry into the question of conglomerates holding any broadcast licenses ("Closed Circuit," Jan. 20): None of this, of course, can bring joy to such applicants as Transamerica Corp. and Metromedia Inc., as they look forward to their contemplated \$300 million merger.

Even the possibility that the commission will move toward a policy of breaking up multiple-station ownerships and newspaper-broadcasting combinations in the same market—as suggested by the Department of Justice's antitrust division—cannot, in the present climate, be ruled out.

In addition, networks have reason to worry about the four-year-old rulemaking restricting the amount of programing they may own or control. The proposal once was all but given up for dead, but it seems to have revived, if only because the commission reopened the proceeding last year instead of terminating it. New comments are due March 17, and an oral argument before the commission has been scheduled for May 12.

There is more. This may be the year in which spectrum space long allocated to television is made available to land-mobile radio. The commission seems to be laying the groundwork for a much larger role for CATV in the nation's communications system. And pay television, which broadcasters had long sought to bar from the market place, has finally been approved by the commission, as a new nationwide service—although in a manner designed to prevent it from becoming too tough a competitor for free television. In still another proceeding affecting all broadcasters, the FCC is expected to adopt this year enforceable rules prohibiting racial discrimination in hiring.

Broadcasters worried about these matters cannot count on much help from the White House soon. President Nixon, who comes from a prestigious Wall Street law firm, is not expected to preside over an administration that takes a particularly hard-nosed approach to the business of regulating business. Indeed, during the campaign he said he would favor less regulation of the broadcasting industry rather than more, and would consider appointing a broadcaster to the commission (BROADCASTING, Oct. 7, 1968).

And he may feel more freedom in making appointments to the commission than did his predecessor. For Mr. Johnson's every move relating to the commission was viewed against the background of his family's ownership of Texas Broadcasting Co., licensee of KTBC-AM-FM-TV Austin. The controlling shares, owned by the former first lady, were placed in trust after Mr. Johnson became President.

But there is little Mr. Nixon can easily do this year about easing the regulatory pressure, if that is his intention. The FCC term expiring is that of the retiring chairman, Mr. Hyde, who is known as a friend of the industry. The President can name a new chairman—although he is expected to save that job for the person he appoints to succeed Mr. Hyde—but, unless there are resignations from the commission, the Dem-

ocrats will retain their 4-to-3 majority, and the new President will not have an opportunity to give the agency a new direction through an appointment until June 1970. That is when the term of Democrat Kenneth A. Cox, an authentic, hard-nosed regulator, expires.

Furthermore, several of the tough issues have internal pressures of their own that place them outside the ideological arena. The commission, for instance, had been studying the pay-TV question for 17 years, and felt it could delay action no longer—once it had devised a suitably circumscribed pay-TV system—even though the House Commerce Committee had urged further delay. The issue is now in the courts, where the commission's order has been appealed.

The notice of proposed rulemaking looking to an overhaul of the CATV rules was dictated by the realization that the present rules requiring hearings in cases of importation of distant signals were too cumbersome. The proposed rules, which would eliminate the need for hearings, are designed to equalize competition between broadcasters and CATV systems by requiring cable operators to obtain retransmission permission of stations originating programs they want to carry.

But the proposed rules also envisage a new kind of CATV system—one that would originate programing and operate as a common carrier on one or more of its channels. The proposals also open the possibility of such expanded CATV operations as the so-called "wired city" concept.

It is a result of pressure from land-mobile radio users, and their powerful friends on Capitol Hill that the commission is considering permitting land mobile services to use the lowest seven UHF channels on a sharing basis, and reallocating 115 mc between 806 and 960 mc—which includes UHF channels 70-83—for land-mobile use. It seems unlikely that the commission will conclude the proceeding without making some television frequency space available to land-mobile.

Another technology-created problem that cuts across ideological barriers and that the commission is expected to resolve this year involves the proposed establishment on at least a pilot basis of a domestic communications-satellite system. The issue, which involves such questions as whether the system would be available for all communications purposes or be limited to broadcast use, has been before the commission since 1965. Some of the difficulty in resolving the questions is said to have resulted from differences between the commission and President Johnson's Task Force on Communications Policy. However, with the task force now dis-

CBS News Photo



President Nixon

banded and its report not yet officially released, the commission is believed to be moving ahead toward its own resolution of the problems.

(Commission planning for the future use of satellites appears to be stimulating a new controversy. The commission, in preparing for an international conference on space and radio astronomy to be held next year, has proposed making frequencies available on a worldwide basis for direct communications—satellite-to-home television service. And the frequencies it has suggested are those between UHF channels 14 and 70. Use of the frequencies for that purpose, however, would be subject to agreement among the countries that would be affected.)

But the problems growing out of ideological differences within the commission are currently attracting the most attention. And it is on those that the commission seems most volatile.

This volatility is traceable to a number of factors, chiefly the departure from the agency last June of Commissioner Lee Loevinger. Although it was he who had first suggested the so-called one-to-a-customer rulemaking (which was issued on a 6-to-0 vote), he had been Chairman Hyde's vigorous and effective supporter in a number of controversies. He provided the intellectual gloss, articulation and, when necessary, sheer, table-thumping power that the more gentle-mannered Chairman Hyde needed to beat back the commission's hard-liners.

Commissioners Kenneth Cox and Nicholas Johnson, in cases dealing with group owners acquiring new properties, are joined by Commissioner Robert T. Bartley.

An indication of the problem the chairman faces in presiding at commission meetings has been given by several officials who have attended when controversial items were on the agenda. "The chairman will speak his piece on an item, arguing his position," said one. "But he doesn't push too hard. And when he finishes, he gets no help from those who share his views"—Commissioners Robert E. Lee and James J. Wadsworth. "There is silence."

But more than Mr. Loevinger's voice, Chairman Hyde misses his sure vote. It is that vote—now held by Commissioner H. Rex Lee—that is the object of much of the efforts at persuasion within commission meetings. Commissioner Lee, who joined the FCC in November after a long career in government that included a six-year tour as governor of American Samoa, has not yet committed himself on a number of controversial issues.

The issues on which he is being

## Out go TV sets, wires; Nixon likes summaries

Television has lost its most distinguished viewer—the President of the U. S.—at least during working hours.

In one of his first unofficial acts as President, Mr. Nixon ordered removed from the White House Oval Office the specially constructed set of three television receivers, which former President Johnson had used to monitor the three networks.

Gone from the office, also, are the news tickers, with which the former President had helped keep himself informed.

President Nixon said he preferred written summaries of news, including what newspapers across the country were reporting, to the constant stream of newswire information.

President Nixon made his preparations for getting the news a few days after George Christian, who had been news secretary to President Johnson was expressing his thoughts on the communication of news by Presidents and their assistants to the public.

Mr. Christian, interviewed on NBC's *Meet the Press* the day before he and his boss left office, said that, if he had it to do over again, he would recommend "more televised news conferences" to the President.

The comment was in response to a question as to whether he thought Mr. Johnson could have been a more effective President if he had held regular televised news conferences. Mr. Christian said he thought the impromptu news conferences Mr. Johnson held in his office with the regular White House reporters were "more productive from the news standpoint than large-scale news conferences."

But, he said, he recognized the "great demand, particularly from the news media, the broadcast media, for live televised news conferences."

Mr. Christian also had this bit of advice for President Nixon's news secretary, which had been passed on by earlier White House news secretaries: "Tell the truth, and keep your sense of humor. I think if you try to do that the other things come along."

wooded most ardently at the moment involve concentration of control of media and questions of conglomerates in broadcasting. But there are some at the commission who feel that if he is persuaded by Commissioners Cox and Johnson on these matters, he will adopt their generally hard-nosed approach on other issues. They see him, for instance, going on to vote for the proposal to restrict network ownership of programming and taking the Cox-

Johnson hard line on license-renewal proceedings.

However, no one at the commission claims an ability to "read" the new commissioner. And those who have talked to him do not get the impression that he is an ideologue. Furthermore, there are those who feel that the new commissioner would like to exercise some influence of his own—perhaps to bridge the gap between Chairman Hyde, on the one hand, and Commissioners Cox and Johnson on the other. And he could hardly do that if his vote on every critical issue were predictable.

There are other factors contributing to the volatile character of the commission besides the absence of Mr. Loevinger. One is the growing interest of the Department of Justice's antitrust division in intervening in commission matters to prevent or break up what it considers an undue concentration of control of mass media—whether or not it is prepared to claim antitrust-law violations are involved. The new attorney general, John N. Mitchell, and his antitrust division chief, Richard L. McLaren, will have to decide whether to continue that policy. But in the meantime, at least, it is causing the commission to worry more about transfer and renewal cases that could raise concentration-of-control-of-media questions.

Another is the increasing interest on the part of the public in participating in license-renewal and station-sale proceedings. And there is no reason to believe that interest will slacken, especially since citizens' efforts to force the commission to hold hearings on applications have proved successful in the two cases that have gone to court—one involving the license renewal of WLBT(TV) Jackson, Miss.; the other the sale of WFMT(FM) Chicago to the WGN Continental-Chicago Tribune complex.

What's more, there is the continuing campaign of antismoking crusader and gadfly John F. Banzhaf III to force the nation's broadcasters to obey the commission's ruling that they carry a "significant" number of health-hazard warnings if they broadcast cigarette commercials. The commission is now pondering some half-dozen complaints he has filed against stations that he says have not complied with the commission's ruling.

There is another factor in the volatility marking the commission these days—the ferment in American society itself. It was in a climate created by the ongoing Negro revolution and the Johnson administration's efforts to improve the Negro's economic condition that the commission gave favorable attention to a request by the United Church of

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# Involvement

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## McLaren is new antitrust chief

He doesn't offer strong hope for easing of push against conglomerates

There was a changing of the guard at the Department of Justice last week, but there was no indication whether there will be any change in the department's policy bearing on concentration of control of mass media.

Attorney General John N. Mitchell, who was confirmed in that post by the Senate on Monday (Jan. 20), held a news conference on Tuesday to introduce several of his top aides, including Richard McLaren, of Chicago, who is to become assistant attorney general in charge of antitrust.

Mr. McLaren, 50, and a partner in the Chicago law firm of Chadwell, Keck, Kayser, Ruggles and McLaren, has defended a number of companies against antitrust prosecution. He also was chairman of the American Bar Association's antitrust section.

But, at the news conference, he sought to dispel any notion that his



Mr. McLaren

appointment signals any slackening of efforts to enforce the antitrust laws. He noted that, historically, "Republican administrations have been characterized by vigorous antitrust enforcement and," he added, "the Nixon administration will be no exception."

However, he declined to discuss policy matters in any detail or indicate wheth-

er there would be any changes in policy direction. He said only that he would study problems in his area of responsibility and make recommendations to Mr. Mitchell.

The antitrust division under two previous Democratic chiefs, Donald F. Turner and Edwin M. Zimmerman, has developed a policy of using the FCC processes to break up or prevent media combinations it felt were not in the public interest regardless of whether it was prepared to charge a violation of antitrust law.

Its first use of the tactic resulted in collapse of the ABC merger into International Telephone & Telegraph Corp., after the commission had given its approval. The division has also urged the commission to consider breaking up multistation and newspaper-broadcasting ownerships in the same market.

Mr. McLaren will also find himself involved in broadcasting matters in dealing with what has become a controversial issue in the enforcement of antitrust law—conglomerate mergers, which unite companies that are in different lines of business.

At least one conglomerate merger involving broadcasting properties is known to be awaiting Justice Department clearance—the proposed acquisi-

Christ that it propose rules to prohibit broadcasters from discriminating in employment on the basis of race.

It was the networks' coverage of the antiwar demonstrations at the Democratic convention that led to hundreds of complaints being submitted to the commission that the networks had distorted the news and faked events they covered. The commission, which obtained the networks' replies to the complaints, has not decided what, if anything, to do about the matter.

And, finally, it was at a time of growing concern over the use of drugs that CBS's WBBM-TV Chicago did a program on a marijuana party—which the commission is now investigating to determine if the party, presented as a spontaneous college-campus happening, was staged.

The FCC's chief hearing examiner, James D. Cunningham, following an inquiry, concluded that the party was "prearranged," but CBS attorneys have been given an opportunity to file a response and to make an oral presentation before the full commission (see page 92).

Clearly, though, Mr. Cunningham has handed the commission what can best be described as a hot potato. The Chicago convention-coverage complaints are involving the commission in the delicate question of broadcasters' news judg-

ment. And the pressures being exerted on the commission by Justice and citizens groups, combined with the sharp division within the agency on a host of controversial issues indicate that the days ahead will be particularly difficult for the agency. For Chairman Hyde, one official sympathetic to him said of the time remaining to him in government: "The next five months will be horrendous." What, then, will they be for broadcasters?

Many of the problems confronting the FCC are overflowing the boundaries of that agency and coming to the attention of Congress. CATV regulation is one example. But some members of Congress have things of their own in mind for broadcasters.

Despite manifold uncertainties, surrounding communications issues, stemming primarily from the occupation of the White House by a party with minority status in both houses of Congress, but also resulting from unsettled but landmark court cases affecting the most basic regulatory philosophies of the FCC, seasoned staff observers on Capitol Hill say they expect the 91st Congress to be a busy place.

Congressional concern ranges from copyright to news coverage, from space satellites to CATV. What will emerge from that concern, however, remains unclear.

Some areas, to be sure, can be singled out as particularly likely prospects for action, which in turn can range from impassioned speechmaking to the enactment of law. And in between, of course, are all the various pressures that Congress together, or members of Congress singly, can bring to bear on policy decisions taken elsewhere in the federal establishment—in the regulatory agencies, at the White House, or even in the judiciary.

Two key areas will be the judiciary committees—first the Senate's, then, if the Senate acts, the unit in House. The issue is copyright revision, and lurking within are the problems of assessing copyright liability for cable television use of broadcast material and broadcasters' use of recorded music. That copyright will be a major issue was assured last year by Senator John L. McClellan (D-Ark.) when he promised to make an early effort at revision this year after efforts became snagged—chiefly on CATV problems.

Also left undecided last year was a copyright amendment offered by Senator Harrison Williams (D-N.J.) that would entitle recording artists to fees for airplay of phonograph records similar to those long granted composers, and, by assignment, publishers. The amendment was strongly opposed by broadcast interests, but at one point last

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tion by Westinghouse Electric Corp., Westinghouse Broadcasting Co.'s parent, of MCA. It is assumed that Transamerica's proposed takeover of Metromedia Inc. is also under department scrutiny.

Under the Democrats, the division took a cautious approach to such mergers, indicating doubt that present antitrust law could be used to attack them. As a result the division was frequently criticized by liberals in Congress for not taking a more activist role.

The nationwide trend toward conglomerates indicates that there will be more rather than fewer of them involving broadcasting properties, assuming the commission itself does not adopt an anticonglomerate policy. Mr. McLaren differs from his two predecessors in background. The two Democrats came from teaching posts—Mr. Turner was at Harvard and Mr. Zimmerman was at Stanford.

Mr. McLaren has practiced law since 1946, when he joined the firm of Hodges, Pantaleoni & Downey, in New York. He remained there until joining his Chicago firm.

The antitrust chief-designate is a native of Chicago and graduated from Yale in 1939 and its law school in 1942.

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year, Copyright Subcommittee staff members felt that the Williams amendment had sufficient subcommittee votes to be reported out. Artists and recording companies can be expected to renew their push for fees during deliberations on the revision bill this year.

The CATV issue, however, remains the legislation's major stumbling block and the parties at dispute—broadcasters, cablemen and the copyright proprietors—are seen as politically powerful enough individually to stop any unacceptable Hill action. Some observers, however, see sentiment developing among the parties to accept congressional imposed solution, provided a compromise can be drafted that all could accept, even if only reluctantly.

Efforts to bring the parties to agreement among themselves on a CATV section have so far met with no success, and agreement is no longer expected as a real possibility. Individual meetings with interested groups are now proceeding under the aegis of the Copyright Subcommittee and the office of the register of copyrights. After the talks, the register's office is to prepare a single draft, which will be presented to the parties. If the draft looks politically feasible, the way will be cleared for committee action and floor debate.

What then happens on the House side

is a matter for conjecture. Two years ago, when the House took the lead in considering a revision bill, floor debate turned into a donnybrook that resulted in elimination of the CATV section. Passed to the Senate, the measure remained in committee for the remainder of the 90th Congress.

Another thorny CATV issue, the FCC's proposed rules for regulation of cable systems, is also sure to provoke heated Capitol Hill discussion. The only House Commerce Committee hearing thus far definitely promised by Committee Chairman Harley O. Staggers (D-W.Va.) will be an investigation of the commission's proposed rules and a determination of their expected impact on broadcasters, cablemen and the general public. A resolution calling for such a probe was offered during the first-day session of the 91st Congress by Representative Lionel Van Deerlin (D-Calif.), who is expected to hold the second-ranking spot on the Communications Subcommittee, once House subcommittee assignments are worked out.

Certain pending matters elsewhere carry with them automatic congressional consideration, if not actual action, by invoking legislative responsibility or calling for specific legislation. Sometimes a law's expiration can guarantee Hill activity. Sometimes, also, a past Congress's unfinished business (as in copyright revision efforts), can guarantee a continuing legislative effort, ranging from argument in closed committee session, through public hearings to actual legislation.

President Johnson's communications task force report, for example, is bound to cause congressional repercussions regardless of its fate in the hands of a new administration. (Widening ripples from the document have been already rocking some congressional canoes, although the report itself seemed to have sunk without a trace in the waning days of the Johnson administration. It still has not been officially released by the White House.)

Another proceeding with issues intertwined with those of the task force is the forthcoming international communications satellite conference. The satellite meeting points up one aspect of the task force's potential congressional import. Whether or not its report is ever released and its recommendations brought formally to the Hill, the broad policy questions remain and require answers.

Expiration of the Cigarette Labeling Act on June 30, which now requires health warning on packs but none in advertisements, is sure to trigger activity of some sort in Congress—and probably passage of legislation to extend the act. The effort will bring into focus arguments for and against cigarette ad-

vertising, especially on TV. If the act is allowed to expire, the Federal Trade Commission will be technically at liberty to require a stronger "death" warning on cigarette packages and in all advertising, including broadcast. A majority of the FTC commissioners favors such tightening—even to the point of banning all cigarette commercials from television.

In the unfinished-business category are legislative recommendations flowing from previous hearings. Still to be announced are the findings of three House Investigations Subcommittee probes into charges of news staging (focusing on the WBBM-TV Pot Party documentary), trafficking in construction permits (concerning transfers of UHF construction permits from D. H. Overmyer to U.S. Communications Corp.) and into problems with the fairness doctrine and the equal-time requirements in Section 315 of the Communications Act.

Each report is expected to contain some legislative proposals that, if concurrence of the full Commerce Committee can be obtained, would be a start, a push for enactment by the whole Congress. The Overmyer report is expected to contain suggestions for the tightening of FCC procedures in license and CP transfers of the sort already put into effect by the commission following the subcommittee probe last year—in itself a textbook example of how Congress can influence broadcast regulation without actually passing laws.

A draft of the pot-party report contained recommendations, which may or may not appear in final report, that "deceptive" practices on news programs be prohibited by law, and that stations be required to keep for inspection all film or tape, whether or not broadcast, for at least six months.

Draft proposals for the fairness-doctrine report call for tighter cross-ownership restrictions for broadcasting properties as a means of assuring a multiplicity of broadcast voices should the courts overturn the FCC's doctrine.

The report may also call for a clarifying amendment to the equal-time law, spelling out a definition of "legally qualified candidates" in such a way as to exclude nonserious fringe candidates. The failure of an attempt to suspend Section 315 last year to permit televised presidential-candidate debates led Representative Staggers to promise an attempt this year to amend the law.

That and other efforts to adjust broadcast regulation as it impinges on program content could, of course, be snuffed out abruptly by a court decision holding such content regulation uncon-



Representative Staggers

stitutional. Hill observers are keeping a weather eye on the U.S. Supreme Court building, where two significant appeals are being argued. Either the Red Lion fairness case or the Radio-Television News Directors Association personal-attack-rules case could, it's believed, cause the undoing of a whole regulatory apparatus that many in Congress would rather see strengthened than destroyed. A decision unfavorable to the FCC, say, on personal-attack rules, would, it's feared, undermine both the fairness doctrine and the equal-time laws, leaving the commission as nothing more than a "frequency cop," as one staff member put it.

If the court demolishes fairness and equal time the resulting congressional uproar would likely dwarf all other issues on the Hill. If content regulation is struck down on clear constitutional grounds it is not likely that Congress could contrive a saving remedy, although it's not inconceivable that an attempt would be mounted to amend the Constitution. If, on the other hand, a court decision left room for congressional maneuver, reaction would likely be fast as well as furious.

Besides protecting their access to local radio and TV stations, the practicing politicians on Capitol Hill confront another transcendent issue this year—violence. Sensing a touched nerve in the electorate last year, many congressmen proved quick to jump on the anti-violence bandwagon and point with alarm at televised entertainment and news programming as a major cause of it all. Late last year more than 40 representatives introduced legislation calling for the FCC to conduct a thorough study of violence in television programming. At the same time pressures began building for a congressional investigation of the coverage during the Democratic convention, including related disturbances.

Already this year the number of

cosponsors of the resubmitted violence-study resolution has passed 60, with new resolutions being introduced almost daily.

Whether the House Commerce Committee will hold public hearings on the convention coverage remains problematical. The Investigations Subcommittee, under Chairman Staggers, has conducted a voluminous study of the convention coverage. Possible future moves are a published report, open hearings, a combination of both or no further action at all, Mr. Staggers has indicated. But deliberative action is to be the order of the day. "I'm not going to let anyone pick this up and run with it," Mr. Staggers told BROADCASTING.

Senator Pastore, however, is understood to be firmly committed to wide-ranging hearings on violence and news coverage.

Congress also holds the power of the purse. Significant shifts are underway in the Senate Appropriations Committee. At stake are budgets for the FCC and other regulatory agencies, as well as the level of federal support for noncommercial broadcasters. Shaping up in the Senate is a formidable parlay of legislative power, with Commerce Committee Chairman Warren G. Magnuson (D-Wash.) taking over the reins of the Appropriations Subcommittee on Health, Education and Welfare, which rules on ETV money. Senator John O. Pastore (D-R.I.), Communications Subcommittee chairman, is reportedly slated to take over Senator Magnuson's chairmanship of the Appropriations Subcommittee which passes on funds for the regulatory agencies.

Poised to put out fires, make friends and influence congressmen are the Washington-based trade and industry associations. The National Association of Broadcasters is in the process of expanding its government-affairs department and has reallocated its budget to permit flexibility in funding ad hoc research projects to deal with issues as they arise at the FCC and in Congress. In addition, the New York-based Television Information Office is to seek expanded support in an effort to enlarge its operations by reaching wider groups among the citizenry at large. The TIO redirection, and expanded research and government-affairs efforts, were given the imprimatur of the NAB television, radio and joint boards during the winter meeting in San Juan, P.R., two weeks ago (BROADCASTING, Jan. 20).

The NAB sees a crash effort necessary to head off or modify concentration-of-control proposals, such as the one-to-a-customer rulemaking at the commission, and Hill and Justice Department agitation against joint ownership of newspaper and broadcast properties.



Senator Pastore

Threats against portions of the spectrum allocated to broadcast service are to be met where ever land-mobile interests can bring their pressure to bear. The Association of Maximum Service Telecasters also plans a major effort on the land-mobile front this year.

The opening shots in another frequency-allocation battle—the earmarking of spectrum space for direct satellite-to-home broadcasting — have already been fired this year. The futuristic-sounding problem has turned up in down-to-earth planning for an international radio regulation conference to be held next year. The FCC proposal to open channels 14 to 70 for satellite broadcasting is being objected to by NAB.

The association opposes a permissive approach toward a service that could develop into a major threat to local-service telecasting. The broadcasters term the commission's tentative proposal "precipitate and premature," adding that the NAB would oppose such frequency allocations until "the proper role of such broadcasting service is determined."

Similarly, threats against programming freedom, or, conversely, possibilities for relief against existing constraints, will bring responses and counter-responses from the associations, the politicians, and their respective batteries of lawyers.

Uncertainties still abound. Congress will warily appraise the new administration. New initiatives, in the face of these uncertainties, may prove fewer than those of earlier years. But the actions set in motion during the previous years provide a more than full agenda for the regulators, and the regulated. If 1969 is not noted for new departures, it will not lack for action on the old. The ongoing issues and unanswered questions are present in abundance.



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# Brakes on station trading

## Sales volume off \$20 million in 1968; brokers see action if FCC eases policies

A "wait-and-see" attitude on the part of broadcasters, to determine if a change in the administration will also result in a change in the FCC's policies, may hold station sales down for the first part of 1969.

This seems to be the consensus of most station brokers, often the middlemen in the station-trading process.

One broker sees a holding back in sales "attitudes" until the Nixon administration has made clear its intentions in the regulatory field, but forecasts that after the first six months of the year, sales activity will "open up." He noted that sales volume may fall from the 1968 level, but that unit sales would probably remain about the same.

Another brokerage firm predicts a "somewhat better" pace of sales activity this year, but would change that prediction to "appreciably better" if the FCC clarifies its position on multiple-ownership rules.

Increasing costs of broadcast properties will drive this year's dollar volume up, said another broker, but there will be fewer unit sales. He added that, hopefully, the commission will ease up on its multiple-ownership policy which it has carried to "ridiculous extremes" and will allow broadcasters to acquire the full complement of radio and TV stations instead of attempting to cut them off when they approach the mark of acquiring a full complement.

Another broker said the FCC has made it "more and more difficult to transfer stations," and that television sales will be "specialized situations," since most of the larger TV's are, or will be, in the hands of larger corporations. That trend is continuing, he said, because it is the "nature of the TV business." He noted that, if the FCC approves the pending sales of WNEM-TV Bay City-Saginaw, Mich., there will no longer be any individually-owned TV stations left in the top-50 markets.

The dollar volume of sales last year—\$152.45 million—was down nearly \$20 million from 1967's \$172.1 million. In terms of unit volume, sales of radio and radio-TV combinations coincided with those of 1967, while TV-only transfers dropped one-third, from 30 to 20.

The largest transaction in 1968 was a stock deal aggregating about \$15 million. It involved the transfer of KTAR-AM-FM Phoenix, KTAR-TV Phoenix-Mesa, KYUM Yuma, and KYCA Prescott, all Arizona, from John J. Louis Jr. family

to Combined Communications Corp., a complex owned by the Louis group and Karl Eller and others. Also to be brought into the CCC complex are Eller Outdoor Advertising Co., Myers-Leiber Sign Co. and *Phoenix Magazine*—all owned by Mr. Eller.

In other approvals, Jefferson Standard Broadcasting Co. sold WBTW(TV) Florence, S. C., to the *Bluefield* (W. Va.) *Daily Telegraph* for \$4.5 million, then purchased WRVA-TV (now WWBT(TV)) Richmond, Va., from Larus tobacco interests for \$5 million.

Metromedia purchased its fifth TV station from S. H. Patterson for \$1 million—KSAN-TV (now KNEW-TV) San

purchase of KXYZ-AM-FM Houston from Lester Kamin and others by ABC Inc. for 20,000 ABC shares valued at \$1 million, plus assumption of obligations of up to \$1.5 million.

WMT-AM-FM-TV Cedar Rapids, Iowa, was sold by Mrs. Helen Mark and family to Jane Morton Norton and others for \$10 million, and KLAS-TV Las Vegas was purchased from H. M. Greenspun by financial giant Howard R. Hughes for \$3.65 million plus obligations expected to boost the price to \$4.5 million.

Group broadcaster John B. Walton sold KVII-TV Amarillo, Tex., to Marsh Media Ltd. for \$2 million, and the Steinman group sold KVOA-TV Tucson, Ariz., to the Pulitzer Publishing Co. for \$3 million.

Another Tucson station, KGUN-TV, was sold by James S. Gilmore to May Broadcasting Co. for \$2.9 million, and a group owned by Gamble-Skogmo Inc.—KRSI-AM-FM St. Louis Park and WEBC Duluth, both Minnesota, and WNAX Yankton, S. D.—was sold to Roy H. Park Broadcasting Co. for the same price.

Other major FCC sale approvals last year included WWAY(TV) Wilmington, N. C., from William G. Broadfoot, Charles B. Britt and associates to Lyell B. and Buckner Clay and families for \$1.3 million, and WAST(TV) Albany, N. Y., from Glen Alden Corp. to Sonderling Broadcasting Corp. for \$8 million.

The Globe Newspaper Co. sold 40% of WKBG-TV and WCAS, both Cambridge, Mass., and WJIB(FM) Boston to Kaiser Broadcasting Corp. for \$2.4 million, giving Kaiser 90% ownership.

Also approved last year was the first \$1-million FM sale—WDBN(FM) Medina, Ohio, from Theodore Niarhos and associates to Robert McBride Miller and others.

General sales activity so far in 1969 appears at least on a par with that of 1968, if not slightly better. However, one stock transaction, if it is approved by the FCC and passes the Justice Department's antitrust scrutiny, could give the market a shot in the arm—the \$300-million merger of Metromedia into Transamerica, involving Metromedia's five TV stations, its six AM's and its six FM's. The transaction would be the biggest merger of a broadcast-based company into a conglomerate.

A look at other sales still pending FCC approval seems to indicate that 1969 will be particularly active in the area of TV station trading, where group broadcasters predominate.

Meredith Corp. is seeking approval to buy WNEM-TV Bay City-Saginaw, Mich., for \$11.5 million. Lee Enterprises is selling WKBT(TV) La Crosse, Wis., to Lamb Communications for \$5.7 million, and buying 72.8% of the Journal

### No. of stations changing hands

	Radio only*	Combined Radio-TV†	TV only
1954	187	18	27
1955	242	11	29
1956	316	24	21
1957	357	28	38
1958	407	17	23
1959	436	15	21
1960	345	10	21
1961	282	13	24
1962	306	8	16
1963	305	13	16
1964	430	20	36
1965	389	15	32
1966	367	11	31
1967	316	9	30
1968	316	9	20
Total	5,001	221	385

\* Note: In computing the number of stations traded an AM-FM facility, or an AM-only or FM-only was counted as one radio unit.

† Includes single properties consisting of radio and TV stations.

Francisco—then picked up WASH(FM) Washington from Everett L. Dillard for \$425,000 and sold WCBM-FM (now WMAR-FM) Baltimore to the A. S. Abell Co. for \$200,000.

LIN Broadcasting Co. was also active in station trading during 1968. It bought WAVY-TV Portsmouth, Va., from Tidewater Teleradio for \$7.4 million, while that company sold WAVY, that city, to Seaboard Broadcasting for \$600,000. LIN also purchased KILT and KZAP (FM), both Houston, from the McLendon Corp. for \$6.5 million.

William Grant and others sold KOA-AM-FM-TV Denver to General Electric Broadcasting Co. for \$10 million in GE stock, then disposed of KOAA-TV Pueblo, Colo., to William M. White Jr. and others for \$1.5 million.

Another stock transaction was the

Times Co. and its WRJN-AM-FM Racine, Wis., for about \$4 million.

Taft Broadcasting is buying WIBF-TV Philadelphia for \$4.5 million; ISC Industries is seeking to purchase KFEQ-TV St. Joseph, Mo., for \$3.15 million; the Dallas Morning News has applied to buy KFDM-TV Beaumont, Tex., for \$5.5 million, and, because of antitrust questions raised by the Justice Department, the Gannett Co. has agreed to sell WREX-TV Rockford, Ill., to Gilmore Broadcasting Corp. for \$6.85 million.

In other big-ticket TV transfers awaiting FCC action, the Pulitzer Publishing Co. is purchasing KOAT-TV Albuquerque, N. M., for \$5 million from the Steinman group; Detroit Evening News Association is buying KOLD-AM-TV Tucson, Ariz., for \$4 million from Gene Austry and associates; T. B. Lanford and others are buying KKTU-TV Colorado Springs from Willard W. Garvey for \$2.1 million, and Filmways Inc. is seeking approval to buy KIMA-TV Yakima, KEPR-TV Pasco, both Washington, and KLEW-TV Lewiston, Idaho, in exchange for about \$3 million worth of its preferred convertible stock.

Other pending TV purchases include KRTV-TV Great Falls, Mont., by Joseph S. Sample for \$1,070,000 and WDCA-TV Washington by the Superior Tube Co. for \$4.8 million.

Major pending purchases of radio properties include Atlantic States Industries acquisition of KFAC-AM-FM Los Angeles, WERE-AM-FM Cleveland and WLEC-AM-FM Sandusky, Ohio, for \$9 million, although it intends to spin off the Cleveland FM and the Sandusky stations. ASI also has an application to purchase KLYD-TV Bakersfield, Calif., for \$1.7 million.

The Starr Broadcasting Group, which is going public, is buying three of the OK group stations—KYOK Houston, WLOK Memphis, and WWOK New Orleans—for \$3 million and KXLR North Little Rock, Ark., for \$450,000.

The Bonneville group is seeking approval to buy KBIG Avalon-Santa Catalina, Calif., and KBIG-FM Los Angeles from John H. Poole and family and Kevin Sweeney for \$1.7 million, and Harrison M. Fuerst and others have applied to purchase KTLN Denver for over \$1 million.

Broadcaster Jack Roth is involved in a number of pending purchases. He is seeking to buy WAME Miami for \$1 million; WKNR Dearborn and the construction permit for WKHM-TV Jackson, both Michigan, for \$5.7 million, and WWOK Charlotte, N. C., for \$500,000. Robert W. Sudbrink, who is seeking approval to buy Mr. Roth's WRIZ Coral Gables, Fla., for \$475,000, is selling his WRTH Wood River, Ill., to Avco Broadcasting for about \$3 million, and buying KLVF-FM Pasadena (Houston) Tex., for \$150,000.

## A 15-year record of station trading

### Dollar volume of transactions

	Total	Radio only	Combined Radio-TV	TV only
1954	\$ 60,344,130	\$ 10,224,047	\$ 26,213,323	\$ 23,996,760
1955	73,079,366	27,333,104	22,351,602	23,394,660
1956	115,605,828	32,563,378	65,212,055	17,830,395
1957	124,187,560	48,207,470	47,490,884	28,489,206
1958	127,537,026	49,868,123	60,872,618	16,796,285
1959	123,496,581	65,544,653	42,724,727	15,227,201
1960	99,341,910	51,763,285	24,648,400	22,933,225
1961	128,804,167	55,532,516	42,103,708	31,167,943
1962	101,742,933	59,912,520	18,822,745	23,007,638
1963	105,393,078	43,457,584	25,045,726	36,799,768
1964	205,756,736	52,296,480	67,185,762	86,274,494
1965	135,123,766	55,933,300	49,756,993	29,433,473
1966	135,718,316	76,633,762	28,510,500	30,574,054
1967	172,072,573	59,670,053	32,086,297	80,316,223
1968	152,455,412	71,310,709	47,556,634	33,588,069
Total	\$1,860,569,352	760,250,984	600,581,974	499,836,394

Note: Dollar volume figures represent total considerations reported for all transactions, whether majority or minority interests were involved. In many transactions involving joint radio-television properties, individual values were not assigned to the radio and television stations. Such sales are reported in the column headed "Combined Radio-TV."

## Crucial court cases on '69 dockets

### Fairness doctrine review, San Diego CATV, pay TV warrant close judicial attention

Broadcasting, pay television and CATV will each command the attention of federal courts during 1969—and, in each instance, the major decisions will help either to resolve or to intensify an existing crisis of collective identity.

For pay TV, a struggling infant christened last month by the FCC, the issue is nothing less than its very existence. For CATV, a swaggering adolescent with growing pains, the question is one of its role in a regulatory world where it stands poised between local authority and changing federal requirements.

For broadcasting, a mature but troubled adult, the recurrent issue will be clothed in the name "fairness," but it extends beyond the FCC rules and policies that bear that description. The question is that of the rights and duties of electronic journalism, and it may receive more careful and varied judicial scrutiny this year than ever before.

The upcoming fairness cases are united only by this underlying theme. Their subjects range from cigarette advertising to race relations to an all-out attack on the FCC's fairness rules. The protagonists range from the major forces in broadcasting to a church group to a young, crusading lawyer. In one way or another, however, all raise the same question: In what sense and to what extent does freedom of the press apply to broadcasting?

The most comprehensive and far-reaching answer to that question could come from Supreme Court's decisions in a twin challenge to the FCC's fair-

ness doctrine and rules. The court agreed this month to review a decision in which the U.S. Court of Appeals for the Seventh Circuit in Chicago ruled that the commission's personal-attack and editorializing rules contravene the First Amendment (BROADCASTING, Jan. 20). The case pits the FCC against the Radio-Television News Directors Association and eight broadcast groups, who filed the original challenge in the seventh circuit, along with CBS and NBC, whose challenges to the rules in another court were later consolidated into the Chicago case.

The case will be heard along with one involving Red Lion Broadcasting Co. (WGCB-AM-FM Red Lion, Pa.), in which a Washington federal court upheld the fairness doctrine itself after Red Lion had protested an FCC order requiring the stations to furnish free rebuttal time to author Fred J. Cook, who charged he was attacked on a commercially sponsored program. The court held that the fairness doctrine, upon which the order was based, was constitutional.

The cases are strongly related, though not identical, in their significance. The seventh-circuit court noted the similarity in its decision by taking specific exception to the Red Lion ruling. The three judges contended that the commission's order requiring Red Lion to provide free time was "essentially an anticipation of the personal-attack rules which are here being challenged."

But if the cases themselves are similar, the resultant lower-court interpretations of fairness could hardly be

more disparate.

Where the Red Lion ruling supported the FCC's position, the seventh-circuit decision was equally staunch in its defense of what the three judges consistently termed "the broadcast press." The Chicago court rejected the commission's long-held contention that the need for regulation of broadcast ownership implies a corresponding right to regulate broadcast content. The judges chose instead to emphasize as pivotal the role of the media in disseminating news and ideas—an emphasis, they said, which gives the broadcast media as much right to freedom of the press as the print media enjoy.

The court also found that the fairness rules are vague, that they impose an undue burden on licensees, and that they open the door to possible FCC censorship (BROADCASTING, Sept. 16, 1968).

The court did not overturn the underlying fairness policy. It said that the rules invoke unconstitutional mandatory requirements, whereas the doctrine allows considerable latitude for good-faith judgment on the licensee's part. The commission found little solace in this distinction when it appealed the seventh-circuit decision, arguing that the court's interpretation would make it difficult to enforce the underlying policy in any way if the decision was allowed to stand.

Another aspect of the fairness question—the ongoing controversy concerning cigarette advertising on the air—is expected to be appealed to the high court within a short time. The basis of the probable appeal is a ruling by the U.S. Court of Appeals for the District of Columbia, upholding the FCC's requirement that broadcasters carrying cigarette commercials must also devote a reasonable length of time to anti-smoking messages.

The case began after attorney John F. Banzhaf III complained to the FCC two years ago that WCBS-TV New York had refused to provide him time to reply to cigarette advertising. Later that year, the commission ruled that the issue of cigarette smoking and health is a "controversial issue of public importance" and therefore invokes the fairness doctrine.

The action brought four appeals—by WTRF-TV Wheeling, W. Va., the National Association of Broadcasters, and the Tobacco Institute along with leading cigarette manufacturers, all in opposition—and by Mr. Banzhaf, who argued that the decision should have gone further and required equal time for anti-smoking announcements.

The Washington court favored the FCC on all counts. It found that there is a "meaningful distinction" between newspapers and broadcasting that justi-

fied the imposition of such fairness requirements. Additionally, the court said that a primary First Amendment goal is to promote wide debate and dissemination on matters of public importance, and that "when the public stake in the argument is no less than life itself" there is a public-interest need to "redress the balance" between the economic power of the tobacco industry and the less formidable clout of anti-smoking forces (BROADCASTING, Nov. 25, 1968).

The court also rejected Mr. Banzhaf's argument for equal time on the ground that the FCC had discretion in the matter. Both Mr. Banzhaf and the broadcast and tobacco interests have said that they plan to take the case to the Supreme Court.

Still another case—this one presently before the District of Columbia circuit—involves, in legally correct parlance, questions of fairness and response to community needs. In more direct language, a broadcast outlet has been charged with racism. The station is WLBT(TV) Jackson, Miss., accused by the United Church of Christ and several co-complainants of denying Negroes in its service area reasonable access to station facilities, of fairness violations, and of misrepresentations to the FCC.

The church has fought against renewal of WLBT's license since 1964. The following year, after the commission granted WLBT a one-year renewal without a hearing, the church appealed the decision to the court in Washing-

## Johnson court appointees expire at Nixon behest

The name of Harold Barefoot Sanders Jr., placed in nomination for judge of the U. S. Circuit Court for the District of Columbia by Lyndon Johnson earlier this month, was withdrawn last week by President Nixon.

In all, President Nixon withdrew from consideration 14 separate appointments and 141 postmaster nominations made by Mr. Johnson during his last month in office after the convening of the 91st Congress.

As circuit court judge, Mr. Sanders would have served on the appellate court that handles most cases involving the FCC. He was a White House legislative assistant during the Johnson administration.

White House News Secretary Ronald Ziegler said by way of comparison, that when President Kennedy assumed office, he withdrew 1,243 such nominations submitted by outgoing President Eisenhower. Mr. Ziegler did not know how many of the individuals involved were subsequently reappointed.

ton. The result was a landmark ruling in which the court told the commission it should have granted standing to the church and should have held a full evidentiary hearing on the case. The decision established a public right of intervention in license-renewal proceedings.

After the hearing, however, an FCC examiner held that many of the church's allegations were unproven. A five-man commission majority agreed and granted WLBT a full three-year renewal, over a blistering dissent from Commissioners Kenneth A. Cox and Nicholas Johnson, who called the renewal "a serious piece of obstruction to participatory democracy and the efforts of American government to establish confidence among Negro and other citizens who have been victimized by discrimination" (BROADCASTING, July 1, 1968).

The case was then appealed by the church and by the American Civil Liberties Union. It will be heard in the same court that originally granted standing to the church.

The problem of fairness, as manifested in these cases, is one that could only plague a medium sufficiently powerful to exert influence, provoke debate and arouse concern among many and diverse segments of the population. The judicial problems facing broadcasting's stepchildren, pay TV and CATV, are neither so multifaceted nor so widely known to the general public, but are no less acute.

For pay television, the question of life vs. death is still unsettled. The FCC finally adopted an order authorizing a nationwide system of pay TV last month—after 17 years of study, delay and heated debate—and was promptly informed that the nation's theater owners would take their fight against the new service to the courts (BROADCASTING, Dec. 23, 1968). The commission expected such opposition, from both the Congress and the theater owners, and had set the effective date of its order back six months to allow for congressional action and any judicial review.

The appeal was delivered as promised this month. The National Association of Theater Owners and the Joint Committee Against Toll TV, which includes primarily theater owners, asked the court of appeals in Washington to review the order (BROADCASTING, Jan. 13). The action could delay implementation of the rules beyond the June 12 date set by the commission, since the court case is unlikely to be resolved by that time.

For CATV, 1969 will not be a legal watershed comparable to last year, when the Supreme Court in two major decisions exempted cable systems from existing copyright law and affirmed the FCC's jurisdiction over CATV. The

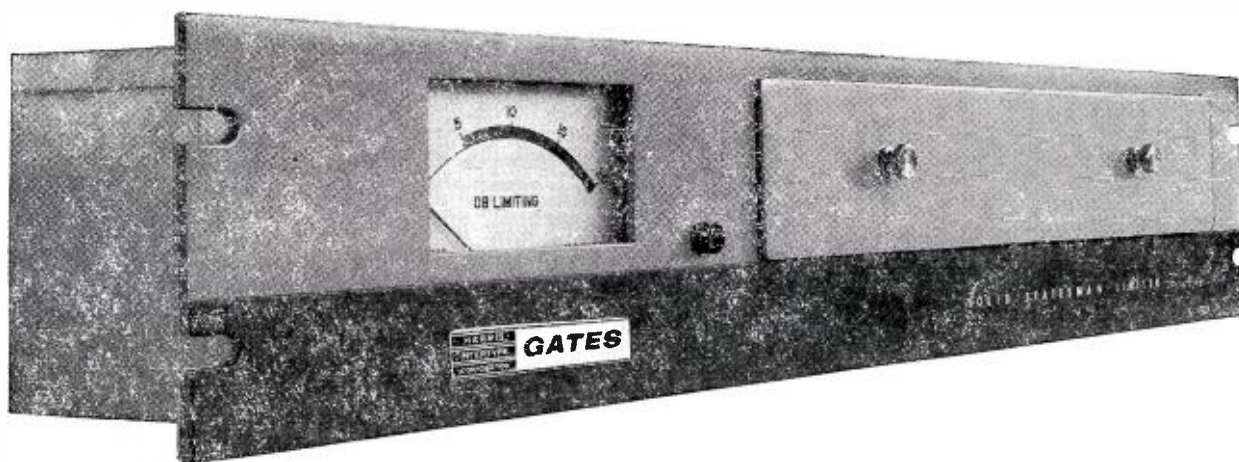
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most important case scheduled for court action this year—the San Diego case—is of uncertain status in the wake of last month's FCC notice of proposed changes in cable policy (BROADCASTING, Dec. 16, 1968).

The case is in the Washington appellate court on appeal from an FCC ruling that restricted importation of Los Angeles TV signals by San Diego CATV systems. The commission overturned a hearing examiner's decision in the case when it ruled that CATV could reasonably be expected to hamper UHF development in the San Diego area (BROADCASTING, July 1, 1968).

The commission's proposed rules and interim procedures, however, would allow such CATV systems to import distant signals if they had obtained consent from the originating station, and would eliminate hearing requirements on the question of CATV impact on UHF development. Thus, if the rules were adopted, the San Diego decision would be obsolete. The case

will still be carried forward and adjudicated under existing rules, but at present it is an unknown quantity.

It is likely, however, that the commission's interim procedures themselves will become an object of legal attack. CATV interests have already complained, in petitions for reconsideration filed with the FCC, that the interim rules impose a freeze on CATV and hamper the development and implementation of CATV technology. Unlike the proposed rules, the interim procedures are already in effect and are to remain in force for the duration of the CATV rulemaking proceeding. They are presumably subject to the right of appeal.

Another, perhaps equally significant, judicial battleground for CATV this year may be the question of state and local regulation. Two decisions at the turn of the year helped to set the stage.

In one, a Nevada federal court ruled that CATV is essentially a local business, and should be regulated as such. The court would permit the state's

Public Service Commission to issue certificates of convenience and necessity, regulate rates, and "compel safe and adequate services and facilities" (BROADCASTING, Jan. 6).

In another case, an Ohio federal judge ruled that two CATV systems did not have to obtain franchises from their cities of operation because they have leaseback arrangements with telephone companies, which are already regulated. The judge strongly suggested that most regulatory jurisdiction concerning CATV should belong to the FCC, and that the commission will continue to assert greater authority over the cable television industry (BROADCASTING, Jan. 15).

The concepts of CATV regulation expounded in the two decisions seem irreconcilable. Although the number of similar cases throughout the country is not large, such disputes should provide a significant counterpoint to the broader CATV questions to be raised by the FCC during 1969.

## CATV destiny in FCC, congressional hands

### Restrictive rules, unsettled copyright liability spell either bust or boom for cable economy

The cable TV industry, less than six months ago primed for bigger and better growth, began the new year reeling from the effects of the FCC's proposed regulations. Today, it is hitching up its trunks to do battle.

Cable-TV leaders are now formulating their campaign to oppose the commission's latest proposals, issued last December. The strategy apparently is to turn to Congress for relief. As for the FCC, "we're dead," these CATV sources say.

Only last June, at the industry convention in Boston, ebullience was the watchword. The industry was gleeful at two victories. The U. S. Supreme Court held that cable-TV operators need pay no royalties to copyright owners, and the FCC agreed that telephone companies must apply for and receive certificates of convenience and necessity from the commission before they undertake construction of special circuits for lease to CATV entrepreneurs.

The only negative note was the fact that the Supreme Court also held that CATV properly belonged under the regulatory jurisdiction of the FCC. CATV leaders worried about that, but the concern was obliterated by the general optimism.

If CATV now turns to Congress, there are questions, principally whether cable operators have the influence they need on the Hill to combat the commission's, the broadcasters' and the copyright

owners' own clout.

At this juncture, Congress is only tentatively involved in CATV. There is the three-year-old copyright law revision, active in the Senate Judiciary Subcommittee presided over by Senator John L. McClellan (D-Ark.). Even though the senator had urged all parties to come to some agreement, it was evident at the meeting earlier this month between the senator and his staff and representatives of all the parties, that

not much progress has been made.

The House last year passed the revised copyright law, but CATV provisions were stricken after that body's judicial and commerce committees found themselves at odds. The Senate committee staff plans to hold individual meetings with the various parties and then try to fabricate a CATV provision that will satisfy all—or none.

Then there is the resolution by Representative Lionel Van Deerlin (D-Calif.) calling for the House Commerce Committee to conduct an inquiry into the FCC's treatment of CATV, and the comment by House Commerce Chairman Harley O. Staggers (D-W. Va.) that such a hearing will take place "soon." This, indeed, could result in some major pressures on the FCC to ease what the cable industry claims are the heavy restrictions. On the other hand it could result in nothing more tangible than a forum for the cable leaders to air their complaints.

What irks the CATV industry so much is that the FCC's promulgations came almost the very same week that a presidential task force called cable TV an answer to TV's problems.

The task force, appointed by President Johnson in 1967 to study and recommend communications policy for the country, saw in CATV the medium for more diversity in TV programming and a hope for an outlet for local expression.

Even before that task force report,

### FC&B California CATV makes \$2-million debut

Foote, Cone & Belding, one of the nation's 10 largest advertising agencies, last week opened its most ambitious CATV system. The agency, which has been involved in cable television for about two years, made operational Newport Beach Cablevision, Newport Beach, Calif., a 20-channel system built at an estimated cost of \$2 million.

Located on the Southern California coast, the system has a total of 15,600 homes in its franchise area. It proposes an eventual installation of 108 miles of cable, but as of last week only some 38 miles were operational. The balance of the system is scheduled for completion by September. Subscribers will be able to receive all Los Angeles signals and one San Diego station.

a base for CATV optimism was the recommendation by the advisory committee to New York Mayor John Lindsay that CATV be encouraged to provide local programs.

There were other encouraging signs. Last year, nationally prominent research organizations began to speak glowingly of CATV's future.

The authoritative Arthur D. Little Inc., Cambridge, Mass., found, for example, that by 1973 CATV should have between 6.4 million and 9 million subscribers, with annual revenues reaching between \$380 million and \$540 million. Equipment sales in 1973, the Little company forecast, would reach \$110 million to \$310 million.

The Little report comes to one conclusion that shocked broadcasters but certainly gave CATV operators cause for joy. From a long-range point of view, the company said, the need for additional spectrum space by land-mobile services "may lead Congress to decide to phase out broadcast television slowly." Thus, Little surmised, by the early 1980's, "television signals will be carried primarily by cable." And, it added, in the one reference that worried the cable owners of today, "conversion of privately-owned cable systems to common carriers will be underway."

As to federal regulation, the Little firm commented: "We do not believe that future controls will seriously limit CATV growth primarily because the public has shown it wants the service. And, as a corollary to this, the Little report found significance in the fact that many broadcasters are engaged in CATV, particularly CBS and NBC, and even ABC with a special CATV division but with no operating systems yet.

"The increasing involvement of the three major networks among others in cable-TV systems should," the report concluded, "lessen the conflict between the National Association of Broadcasters and cable-TV interests."

Actually, at the beginning of this year, there were an estimated 1,900 cable systems serving 3.5 million customers, according to the National Cable TV Association. This would be 6.4% of the nation's TV homes.

The year also saw more CATV firms entering the public financial markets. Five CATV firms went public during 1968, and others were in various stages of planning. Even though their prices fell an average of 16.4% following the FCC announcement of its proposed rules, cable TV stocks led the list of BROADCASTING Magazine's roster of public companies with an average increase of 57.66% in prices during the year; the highest advances of any group in the list.

Among the new public CATV companies were American Television and

## Cleveland import issue gets more attention

The FCC last week set oral argument for March 3 in a proceeding involving importation of distant signals into the Cleveland market area by three Ohio CATV systems.

The three systems—Telerama Inc., Akron Telerama Inc. and Lorain Cable TV Inc.—were denied permission to import distant signals when an FCC examiner's initial decision in the matter became official last month. The examiner concluded that importation would have an adverse effect on UHF service in Cleveland (BROADCASTING, Nov. 11, 1968).

The commission said that its new action on the CATV systems' petitions was taken in light of its proposed revisions in cable policy. The economic issues in the case will no longer be pursued, the commission said, but consideration will be given to "the issues raised by Telerama concerning equitable considerations and its ability to survive." One of the hearing issues was whether the equities established by Telerama's investment in CATV operations in areas following Feb. 15, 1966, sufficiently outweigh the probable impact on UHF to warrant authorization of distant signals. The examiner ruled negative.

Communications Inc., TV Communications Corp., Cox Cable Communications Inc., and Columbia Cable Systems Inc.

Also upbeat during the year was the sale of Meredith-Avco Corp. to American Television and Communications Inc. for \$14 million. Meredith-Avco, owned jointly by Meredith Corp. and Avco Corp., both group broadcasters, transferred eight systems with 24,000 subscribers plus a half interest in two systems with 20,000 subscribers to ATC, which has 36 systems serving 70,000 subscribers.

And last year saw the first multi-system owner go over the 200,000 subscriber level. This was H&B American Corp., Beverly Hills, Calif., which acquired Jack Kent Cooke's 20 systems and 81,000 subscribers for 1.6 million shares of H&B American stock, valued at over \$30 million.

But with all the bright signs, this year's aura is far from rosy and the principal cloud is the FCC's proposals.

Simply stated, the commission proposes to require that all CATV systems carry "local" stations (those providing a Grade B or better signal in the community). It would also permit CATV systems operating within 35 miles of a top-100 market to carry "distant" signals but only after receiving retransmission rights from those stations. But,

since most TV stations do not own the rights to all the programs they broadcast, in reality the CATV system must secure these rights from the copyright owner, presumably at a fee.

For other than the top-100 market areas, CATV systems would be required to carry "local" stations and permitted to provide customers with other signals that would give them three full-network services, plus one independent and any educational programs that are aimed at the area. Prohibited would be any leapfrogging, using a distant station in preference to a nearer one with the same programming.

The commission also said that it would order CATV systems to originate programs, but left the question of whether they could sell advertising for a later decision. It also proposed to ban the cross-ownership of CATV and TV stations in the same area.

The commission said it would undertake at a future date to look into the general question of cross-ownership of CATV systems by broadcasters, multiple ownership of CATV systems, and whether such broadcast rules as equal time, fairness, and sponsorship identification, should be imposed on CATV operators.

All this, the commission said, is in the interest of eliminating the "unfair" competition that exists between cable TV and broadcasting.

That reference to unfair competition is what hurt CATV owners the most. CATV leaders have hammered at that assumption as false and erroneous. And further rubbing salt into the CATV industry's wounds was the FCC's decision to impose the policy immediately, pending adoption of the regulation. Even so, the commission said it would hold an oral hearing on some of the proposals next month.

Broadcasters, inwardly cheered by the FCC's proposals, nevertheless felt that the recommended inhibitions on CATV were still not severe enough. They urged that the press be turned a few more notches; that the mileage zones in the top 100 markets run for a 60-mile radius, and that in markets below the top 100, the zone be established at 75 miles.

They also called for the same requirements set out for the top-100 market CATV's to apply to CATV cable systems in other markets.

Nor were broadcasters too happy about the origination concept. They asked that CATV origination be limited solely to public-service programs, and that a complete ban be placed on advertising.

Perhaps the most acute dissatisfaction among CATV spokesmen comes from the belief that even where a CATV system meets all the restrictions and secures all the approvals, a TV sta-

tion could still object and force a hearing. And such a hearing, according to some CATV advocates, could very well run up to three years.

What the new CATV proposals do, if adopted, the cable industry stresses, is not only to put cable under the control of broadcasters, but in a real sense actually under the thumb of copyright owners, principally motion-picture producers.

The official CATV position was expressed by Frederick W. Ford, president of the NCTA. Long-range prospects "are still very bright," he said the other day, but the obstacles by the FCC must be resolved "on a fair and equitable" basis by Congress.

Terming the FCC proposals "manifestly unfair," Mr. Ford, who is a former FCC commissioner and chairman, commented: "Any considered review of the regulatory history of the FCC would indicate that ultimately the commission will recognize the outrageously unfair nature of some of the proposals and refuse to adopt them."

Also sanguine in their early comments were such leaders of CATV as Irving Kahn, Teleprompter; Alfred R. Stern, Television Communications Corp.; and Theodore Baum, Vikoa Inc.

Bill Daniels, Denver-based CATV broker and management consultant, said that until the FCC's announcement, "investors were standing in line." Now, he said, with CATV owners, and broadcasters too, "confused," things have slowed down. But optimistic as ever, Mr. Daniels commented he sees the year off to a "slow start, but a fast finish."

During 1968, Mr. Daniels said, his firm participated in cable-system sales that amounted to between \$30 million and \$35 million. This business could have been doubled, he said, if it weren't for the uncertainties regarding the FCC's attitude toward CATV.

E. Stratford Smith, a Washington lawyer who for many years was the principal legal adviser to the CATV industry, termed the FCC proposals "a potential disaster." He hastened to add, however, that this need not be true if the rules are modified. "The FCC must be persuaded to ameliorate the proposed rules," he said, adding that he anticipated that Congress, after hearings, will provide guidelines that will force the commission to revise the proposals.

Perhaps the most bitter and the most pessimistic outlook for CATV was expressed by the industry's own leader, Robert H. Beisswenger, president of the Jerrold Corp., Philadelphia, who was elected national chairman of NCTA only last June.

Referring to the FCC's proposals as "dastardly," Mr. Beisswenger said the FCC is out to "kill" CATV and is doing it with "illusionary" claims.

Instead of opening up new areas for CATV, as the FCC claims, he observed, the result of the proposals would end up with a deficit of two million people. He came to this result, he said, by adding the population of the so-called newly opened areas to pragmatic market-place considerations.

Using Princeton, N. J., as an example of an area that would be available for CATV under the new rules, Mr. Beisswenger noted that the 12,000 people

there now get 15 good TV signals off the air from New York, Philadelphia and Wilmington, Del. That's no new CATV market, he commented; that's a negative figure.

Under the commission's present rules, Princeton can be served by a CATV system providing only local signals; if it attempted to bring in distant signals it would be liable to objections from TV stations and protracted hearings.

Even if someone were to build in Princeton, under the proposals, Mr. Beisswenger observed, he still would have to get permission from the stations, and if anyone objected, be forced into an FCC hearing.

"The FCC," he said, "is forcing the cable industry into the villages of the country."

As of mid-January, the Jerrold Corp. had laid off almost 600 employees. Although there were other reasons, including a backup of inventory, Mr. Beisswenger said that it was the FCC's proposals that made these actions necessary.

There are other clouds on CATV's horizon, although none as serious as the FCC proposed regulations. In Nevada, for example, a federal court upheld the move placing CATV under the jurisdiction of the state public utilities commission. But there were bright spots too. Last year, the FCC approved for commercial use in New York only the utilization of the 18 mc amplitude modulated link (AML) developed by Teleprompter Corp. and Hughes Aircraft. This would result in the first breakaway from CATV's reliance solely on cables.

## Broadcast Advertising

### Commercial ban sought during newscasts

#### House Investigations Subcommittee proposal evolves from WBBM pot party promotion

Totally noncommercial news programs are contemplated in a legislative recommendation inserted last week in a House Investigations Subcommittee draft report. The proposal, subject to adoption by the subcommittee, would recommend amending the Communications Act to ban all commercials in a wide range of news programming.

Sponsorship of the legislative recommendation, added to closely guarded page proofs of the subcommittee's "pot-party" report some time last week by the government printer, remained unclear. Equally uncertain, but thought to be unlikely, were the chances for the proposal's adoption as a formal recommen-

dation to the Congress by a majority of the subcommittee's members.

The proposal was added to four others in the draft of the report that would support amendments to the Communications Act that would prohibit "deception in news broadcasts"; make violations of state and local as well as certain federal laws grounds for license revocation; require material edited out of news programs to be kept for inspection for at least six months, and govern the offering of preview opportunities for nonstation personnel ("Closed Circuit," Jan. 13).

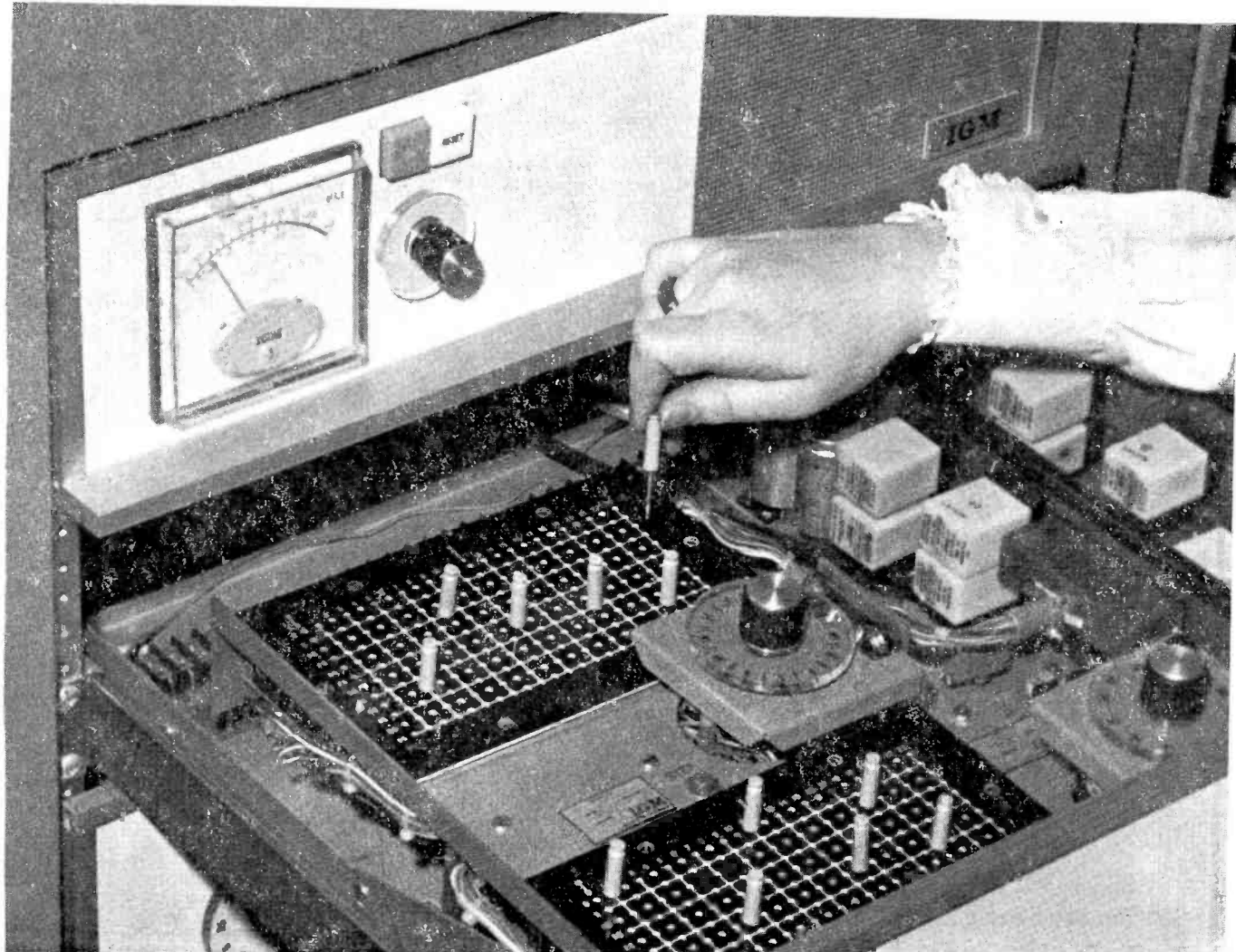
In its entirety, the fifth proposal reads: "A new section should be added

to the Communications Act prohibiting the commercial sponsorship, including spot advertising, of and within news programs, including newscasts, news interviews, news documentaries, special news features, special news reports and on-the-spot coverage of news events."

The report covers subcommittee findings following an intensive probe into news-staging charges surrounding a special film report on marijuana aired late in 1967 by WBBM-TV Chicago, entitled *Pot Party at a University*. The draft report, itself subject to subcommittee approval, parallels the findings of an FCC probe of the program. An FCC examiner has charged the party was prearranged for the filming (BROADCASTING, Jan. 13).

During the House hearing the fact that WBBM-TV ordered a special ratings survey of the film's impact prompted considerable questioning by subcommit-





## When your star salesman rushes in at the last minute... YOUR IGM CONTROL SYSTEM MAKES IT EASY TO ADD THOSE EXTRA SPOTS

**Control problems** that might otherwise "bug" an operator are eliminated when you're IGM-equipped. For instance—accommodating a sudden increase in your spot load without re-shuffling all the rest of the entire day's programming.

An **IGM system** makes it a simple matter of resetting the timing on the commercial channel. And that's it! No need to change the programming of other inputs such as music. Your IGM system does it for you. Or, using one of IGM's exclusive peg clock units, as shown above, your system can be pre-programmed 24 hours in advance even though your commercial load varies from hour to hour.

Being "people-engineered" is just one form of IGM design leadership. IGM was the first to bring all solid state engineering to automation equipment; first to make use of ICs in applications where they really do a better job; first and still exclusive with plug-in circuit board construction. And, if your problems include developing a consistent musical personality for your station, IGM is again your best choice, as the world's largest supplier of taped music for radio.

**For immediate information** on equipment or music services, contact International Good Music, P.O. Box 943, Bellingham, Wash. 98225. Telephone (206) 733-4567.

### IGM audio control systems

Advanced, state of the art design, "human engineered," wide choice of optional features and accessories.



### IGM taped music services



Contemporary to classical, announced or unannounced. World's largest, highest-quality taped music service for radio.

"Tomorrow's engineering today"



tee and staff members. The draft report suggests that commercial considerations were instrumental in the production and airing of the pot-party footage. The program was also promoted through newspaper advertising.

Subcommittee consideration of the report and its recommendations awaits reorganization of the panel for the 91st Congress, a process that has been delayed by vacancies on the parent Commerce Committee, which were in the final stages of being filled last week (see page 36). Clearance of the report for release was withheld late last year when Republican members of the subcommittee insisted on a full-fledged meeting for discussion of the draft text.

The issue came to a head after adjournment last year when copies of another draft report, on the fairness doctrine, were circulated among the membership for comment (BROADCASTING, Nov. 25, 1968). The Investigations Subcommittee also has a third report in process—on construction-permit and license transfers. It has not yet been circulated in draft form to the membership.

## Spot-TV's reach cost less in 1967

### Spot concentration in biggest markets emphasized in new study

Television Advertising Representatives' annual estimate of spot-television expenditures per TV family shows a 3% overall decline in 1967: \$15.46 per family as compared to the 1966 estimate of \$15.94. The drop is accounted for, says TVAR, by an increase in the number of television homes while spot-TV expenditures remained the same.

The top-20 markets continued to lead in per-family expenditures, and showed only a slight decline (.4%) from 1966. Advertisers spent \$19.63 per family in the large markets in 1967, and \$19.71 in 1966.

The greatest decrease (6.2%) occurred in the 21st through 40th markets, where expenditures averaged \$12.21 per family as compared to \$13.02 in 1966. Smaller market expenditures decreased 2.6%, or \$8.00 per family in 1967, down from \$8.21 in 1966.

In 1967, the same three cities as in 1966 attracted largest investments per family: Chicago (\$27.51), Los Angeles (\$26.73) and San Francisco (\$26.10).

TVAR notes that variations in the averages continue to exist, where markets below the top-40 receive more spot-TV dollars per family than some of the larger markets. For example,

Jacksonville, Fla., ranked 70th, received almost twice as many dollars per family as 35th-ranked Toledo, Ohio.

TVAR bases its estimates on FCC financial data and American Research Bureau rankings.

Market <sup>1</sup>	Spot TV billings (In \$000) FCC Report	Spot TV billings per TV family
New York	\$115,708	\$20.66
Los Angeles	83,824	26.73
Chicago	64,664	27.51
Philadelphia	36,389	17.41
Boston	30,911	18.17
Detroit	(a)	(a)
San Francisco	34,985	26.10
Cleveland	20,856	17.00
Washington	19,049	16.53
Pittsburgh	16,981	14.89
Baltimore	11,336	13.18
St. Louis	15,289	18.50
Hartford-New Haven-		
New Britain-Waterbury,		
Conn.	11,819	14.43
Providence, R.I.	5,983	7.72
Dallas-Ft. Worth	13,507	17.46
Cincinnati	8,439	11.74
Minneapolis-St. Paul	10,467	15.39
Indianapolis	10,763	16.23
Atlanta	9,986	15.67
Miami	11,430	18.25
Buffalo-Niagara Falls,		
N.Y.	12,437	19.96
Seattle-Tacoma	10,091	16.73
Kansas City, Mo.	9,688	16.22
Milwaukee	9,502	16.03
Sacramento-Stockton,		
Calif.	7,266	12.44
Houston-Galveston	11,628	20.29
Dayton, Ohio	4,344	7.82
Columbus, Ohio	7,691	14.84
Johnstown-Altoona, Pa.	1,827	3.75
Harrisburg-Lancaster-		
York-Lebanon, Pa.	3,403	7.01
Tampa-St. Petersburg,		
Fla.	6,066	12.55
Memphis	4,376	9.11
Charlotte, N.C.	4,401	9.18
Syracuse, N.Y.	5,431	11.43
Toledo, Ohio	3,849	8.21
Portland, Ore.	7,126	15.32
Grand Rapids-Kalamazoo,		
Mich.	5,224	11.40
Denver	7,447	16.62
Birmingham, Ala.	4,696	10.55
Nashville	3,556	8.04
Albany-Schenectady-		
Troy, N.Y.	5,553	12.58
New Orleans	5,971	13.64
Asheville, N.C.-Green-		
ville-Spartanburg, S.C.	3,235	7.50
Greensboro-Winston		
Salem-High Point, N.C.	2,899	7.09
Flint-Saginaw-Bay City,		
Mich.	3,279	8.15
Louisville, Ky.	4,396	10.94
Charleston-Huntington,		
W.Va.	2,507	6.28
San Diego	4,064	11.14
Oklahoma City	5,572	15.36
Norfolk-Portsmouth-		
Newport News-		
Hampton, Va.	2,473	7.21
Omaha	3,351	10.27
Wichita-Hutchinson, Kan.	2,116	6.57
San Antonio, Tex.	3,377	10.67
Tulsa, Okla.	3,327	10.51
Salt Lake City-Ogden-		
Provo, Utah	3,031	9.84
Phoenix	4,695	15.63
Davenport, Iowa-Rock		
Island, Ill.	2,132	7.10
Poland Spring-Portland,		
Me.	1,932	6.49
Rochester, N.Y.	2,783	9.42
Orlando-Daytona Beach,		
Fla.	2,551	8.64
Richmond-Petersburg,		
Va.	2,116	7.21
Roanoke-Lynchburg, Va.	1,427	4.87
Shreveport, La.-		
Texarkana, Tex.	1,954	6.80
Scranton-Wilkes Barre,		
Pa.	1,908	6.95
Green Bay, Wis.	1,839	6.72
Little Rock, Ark.	1,966	7.23

Market <sup>1</sup>	Spot TV billings (in \$000) FCC Report	Spot TV billings per TV family
Champaign-Springfield-		
Decatur-Urbana-		
Danville, Ill.	2,591	9.68
Mobile, Ala.-Pensacola,		
Fla.	1,650	6.23
Cedar Rapids-Waterloo,		
Iowa	2,062	7.91
Jacksonville, Fla.	3,933	15.20
Spokane, Wash.	2,125	8.22
Knoxville, Tenn.	2,110	8.17
Ames-Des Moines, Iowa	2,775	11.18
Paducah, Ky.-Cape		
Girardeau, Mo.-		
Harrisburg, Ill.	1,524	6.42
Youngstown, Ohio	1,301	5.64
Columbia, S.C.	1,492	6.59
Greenville-Washington,		
N.C.	1,069	4.77
Binghamton, N.Y.	1,093	4.99
Madison, Wis.	1,593	7.31
Lincoln-Hastings-		
Kearney, Neb.	1,222	5.67
Fresno, Calif.	2,400	11.19
Chattanooga	1,170	5.48
Evansville, Ind.	1,180	5.77
South Bend-Elkhart, Ind.	1,314	6.46
Ft. Wayne, Ind.	1,641	8.50
Rockford-Freepport, Ill.	918	4.81
Peoria, Ill.	1,447	7.64
Albuquerque, N.M.	1,136	6.38
Sioux City, Iowa	760	4.45
Beaumont-Port Arthur,		
Tex.	959	5.67
Rochester-Austin, Minn.-		
Mason City, Iowa	618	3.75
Erie, Pa.	754	4.74
Montgomery, Ala.	916	5.89
Honolulu	1,687	11.06
Duluth, Minn.-Superior,		
Wis.	1,143	7.73
Joplin, Mo.-Pittsburg, Kan.	894	6.04
Amarillo, Tex.	866	5.96
Charleston, S.C.	569	3.94
Fargo-Valley City, N.D.	876	6.33
Wichita Falls, Tex.-		
Lawton, Okla.	651	4.84
Tucson, Ariz.	952	7.36
El Paso	821	6.72
Colorado Springs-Pueblo,		
Colo.	942	8.15
Corpus Christi, Tex.	682	6.11
Bakersfield, Calif.	544	4.99
Bangor, Me.	400	3.74
Huntsville-Decatur, Ala.	515	4.82
Odessa-Midland-		
Monahans, Tex.	726	6.80
Las Vegas-Henderson,		
Nev.	290	3.58
Reno	292	4.63

(a) Data for Detroit have been excluded inasmuch as the FCC total for that market does not include billings for CKLW-TV Windsor, Ont.-Detroit. Excluding CKLW-TV, billings per family came to \$15.44 in 1967.

<sup>1</sup> Market rankings based on net weekly circulation of the leading station in the market. (Source: American Research Bureau, television market analysis, 1967).

## Quaal wants coalition of defense forces

There are too many voices attempting to speak for advertising in Washington and the message may be getting lost in the uproar, Ward L. Quaal, president, WGN Continental Broadcasting Co., told the Chicago Advertising Club last week. His solution: a single new voice, to be called the United Committee of Advertising Organizations.

"Why must we have 15 or 20 different voices speaking for advertising there?" he asked. "Overall they are doing a good job, including our broadcast organizations. But no one voice is

## How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ending Jan. 12, 1969  
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Jan. 12	Total dollars week ended Jan. 12	1969 total minutes	1969 total dollars
	Week ended Jan. 12	Cume Jan. 1-Jan. 12	Week ended Jan. 12	Cume Jan. 1-Jan. 12	Week ended Jan. 12	Cume Jan. 1-Jan. 12				
Monday-Friday Sign-on-10 a.m.	\$ ---	\$ ---	\$ 92.4	\$ 149.5	\$ 351.9	\$ 554.2	70	\$ 444.3	111	\$ 703.7
Monday-Friday 10 a.m.-6 p.m.	1,303.9	2,084.9	2,430.6	5,074.9	2,055.7	5,008.3	768	5,790.2	1,236	12,168.1
Saturday-Sunday Sign-on-6 p.m.	659.4	1,251.9	776.4	3,043.9	2,765.9	3,087.7	247	4,201.7	448	7,383.5
Monday-Saturday 6 p.m.-7:30 p.m.	198.9	517.6	770.9	1,295.2	626.7	1,694.6	75	1,596.5	140	3,507.4
Sunday 6 p.m.-7:30 p.m.	72.0	294.0	115.9	231.7	375.5	591.1	17	563.4	39	1,116.8
Monday-Sunday 7:30-11 p.m.	5,244.8	8,814.5	7,131.5	12,263.7	6,623.0	12,119.7	422	18,999.3	729	33,197.9
Monday-Sunday 11 p.m.-Sign-off	429.5	560.7	40.8	81.6	463.8	716.3	68	934.1	108	1,358.6
<b>Total</b>	<b>\$7,908.5</b>	<b>\$13,523.6</b>	<b>\$11,358.5</b>	<b>\$22,140.5</b>	<b>\$13,262.5</b>	<b>\$23,771.9</b>	<b>1,667</b>	<b>\$32,529.5</b>	<b>2,811</b>	<b>\$59,436.0</b>

speaking for advertising, and we are being hit on all sides."

Mr. Quaal said: "We can do something on Capitol Hill with the right people organized in what I would call the UCAO." The organization's two responsibilities would be to "tell the story to government and to the consumers of America."

An umbrella group such as the UCAO could tell the positive accomplishments of advertising all down the line from the national to state and local levels, Mr. Quaal explained. The youth of the nation should know the truth about advertising, Mr. Quaal said. By Jan. 1, 1970, he said, 50.2% of the population will be aged 25 or less. "Are we in advertising ready for them?" Mr. Quaal asked.

Mr. Quaal was honored at the ad club's dinner meeting as advertising man of the year for 1969.

### Agency appointments:

- Personal Products Co., a division of Johnson & Johnson, names Sullivan, Stauffer, Colwell & Bayles, New York, for a new, feminine hygiene deodorant spray being developed by J & J. When national, the brand is expected to have a budget in excess of \$3 million.

- Toni Co., Chicago, names Post-Keyes-Gardner there for Deep Magic brand products previously handled by North Advertising. North recently received other new Toni assignments, Scatter Perm and Lektro Set.

- Samsonite Corp., Denver, has named Erwin Wasey, Los Angeles, to handle the Samsonite toy division, previously handled by Grey Advertising, New York. Included are Lego building toy, and Manning Manufacturing Corp.

## Wilkins warns on comparative spots

### Grey executive says testing spots can be impractical and expensive

Trying to test alternative advertising strategies by running two different commercials and comparing their sales results is a good way to waste time and money. And that is about all such tests are good for.

That seemed to be the conviction of Arthur H. Wilkins, vice president and director of market research for Grey Advertising, in a talk at a three-day seminar conducted by the Association of National Advertisers last week on "how to use research as an effective management tool" (BROADCASTING, Jan. 20).

The impractical nature of such tests, Mr. Wilkins said, makes even more important "the research used to develop the strategy"—which was the focal point of his talk.

Although comparative tests may produce evidence that has "some bearing" on how good a strategy is, they need to be run for a long time to produce dependable findings. For one thing, he said, one commercial may "wear out" faster than the other. For another, one-time tests don't take competition into account.

"The point," Mr. Wilkins said, "is that the amount of advertising needed to produce a given share [of sales] increment is substantially larger if you advertise to a segment where competition is heavy than if you choose a seg-

ment where competition is weak.

"This means that the only way to test the strategy is over time, using two samples of markets (or perhaps a split-cable facility). Before accepting this expensive and time-consuming—one year? two years?—procedure, you will probably want to see whether the facts are not clear enough to select your target on the basis of the facts available in a comprehensive study of the market."

In another seminar talk, Paul Gerhold, president of the Advertising Research Foundation, noted "the shrinking role of agencies in marketing activities and the new emphasis on advertising as the agency function."

He also singled out other developments such as "the profit squeeze on all agency services," and predicted that agency research would continue to "orient toward advertising rather than marketing, toward the agency's internal needs rather than toward client services," while still providing "broad research facilities and consultation for clients that want this type of service."

The seminar, covering a wide range of research subjects from computers to concept development for new products, was held Jan. 19-22 at the Sterling Forest Conference Center, Tuxedo, N. Y.

## Private consumer group urged by Senator Hart

Senator Philip A. Hart (D-Mich.), chairman of the Senate Judiciary Subcommittee on Antitrust and Monopoly Legislation and long an advocate of a separate government bureau to serve consumers, partially reversed his posi-

tion last week. In a speech set for delivery at the Cleveland City Club Forum Friday (Jan. 24), Senator Hart says an independent—nongovernment—organization should do the job.

The proposed council, which would be federally chartered and at least partially funded by the government, would serve as a consumers' representative before government agencies and bureaus, dispense product information, serve as an ombudsman and, on the local level, arbitrate disputes between suppliers and consumers.

A major function of the independent council, Senator Hart says, "would be to represent consumers before the government itself. This will be considerably easier to do if it does not draw all of its life blood from the federal treasury."

## Super marketing plan centers on spot TV

The Pathmark grocery chain is using Arlene Francis to describe the pleasures of "the Pathmarking experience" in a one-minute commercial placed in New York and Philadelphia.

The spot will have a three-week flight on WCBS-TV, WNBC-TV and WNEW-TV New York, and KYW-TV and WCAU-TV Philadelphia. Radio spots on WNEW, WOR, WABC and WNBC New York will support the television campaign.

Venet Advertising, New York, produced the commercial with Tulchin Productions Ltd., New York.



## Meeting set on new pact

The Negotiating Committee of the American Association of Advertising Agencies and the American Federation of Musicians will resume negotiations on March 3 on a new television and radio commercial announcements agreement. Terms of a new agreement will be retroactive to Feb. 1 when the current pact expires. An AFM spokesman said that signatories to the contract are advertising agencies and producers of TV and radio commercials.

## Business is better at Benton & Bowles

### B&B Bloede describes his agency's outlook at meeting in Italy

If business isn't up and away at Benton & Bowles at least it is getting off the ground—by a minimum of \$10-15 million billings increase in 1969 over 1968, according to the agency's own estimate.

This assessment was to be presented at an agency meeting last Friday (Jan. 24) in San Remo, northern Italian resort city, by the agency's president, Victor G. Bloede.

In summary, Mr. Bloede told members at Benton & Bowles International's third annual business-planning conference:

- Benton & Bowles had set its sights in early 1968 on acquiring accounts in the tobacco, beer, whiskey, brokerage, travel and insurance businesses, and has already moved into some of these areas. The agency received the Kent cigarette account, with estimated billings of \$11 million, and Century 100's, also a P. Lorillard account, with some \$2-million billings earlier this month (BROADCASTING, Jan. 20).

- The agency is continuing to strengthen its management (including account management) team, including the delegation of profit responsibility to the management supervisor on each account, while delegating "quality control" of its advertising to the creative department, including the appointment of a creative-plans board to exercise the control.

- There's a move away from the "creative boutique." As expressed by Mr. Bloede: The creative boutique is "the little cell made up of two or three talented creative people who offer no services other than the creation of advertising. For what is beginning to happen is that some of the advertising campaigns coming out of these boutiques, particularly for grocery-store products, cigarettes and drug products—just aren't working.

"The execution may be interesting but often real selling substance is lacking. Those of us who still believe that most successful advertising still begins with sound strategies and good selling ideas are going to gain from this."

Mr. Bloede said his agency would continue to raise "our own standards in creative work," knowing also that it was necessary to "spend an enormous amount of time and energy to bring greater uniqueness and greater flair to the execution of these ideas [of strategy and basic selling]. We are dedicated to

the idea that our work will be strategically sound—but never stodgy or dull."

- In the international arena, B&B expects to build itself into a major agency. Among the moves the agency has in mind this year, Mr. Bloede said, are expansion into the Pacific and the Far East, entry into Latin America and Scandinavia and a build-up of its office in West Germany (B&B also has affiliated agencies in Canada, the United Kingdom, the Netherlands, Belgium and Italy).

## First network radio-TV buys for Michaels/Stern

In its first sponsorship of network TV and radio programs, Michaels/Stern & Co., Rochester, N.Y., clothing manufacturer, has signed for the new *Merv Griffin Show* on CBS-TV and five-minute radio sports series on Mutual, starring Bill Stern, both starting next fall.

In the past, Michaels/Stern has used radio and TV locally in cooperative buys with retailers. On both programs, local retailers will be provided with dealer tags at the end and will be given an opportunity to buy adjacencies. The agency for Michaels/Stern is Ogilvy & Mather, New York.

## How Lever uses minorities in ads

Since mid-1963, when the company sponsored what is claimed to be the first integrated TV spot to be shown to American audiences on a national network, through the end of 1967, Lever Bros., New York, has been represented on television by a total of 167 integrated commercials. They have involved 13 different Lever products and have received 467,051 showings throughout the country. These commercials, covering more than half of the company's product line every year, have been televised on a regular rotating basis throughout the nation.

This accounting was given last week by Lever's vice president for advertising, Samuel Thurm, to a luncheon meeting of the Hollywood Radio and Television Society. "Since 1963," Mr. Thurm said, "we have periodically reminded our marketing executives and our advertising agencies of Lever's stated intention to take affirmative action to include Negroes and members of other minority groups in our commercial advertising and that in selecting programs for sponsorship, we would view with favor television programs making the same effort."

Mr. Thurm pointed out that his company is still not satisfied with its progress in more fairly representing minori-

ries in its advertising. But apart from the individual company level, Mr. Thurm called for greater effort and progress from the entire advertising industry. "We, who have even succeeded in selling refrigerators—let alone ice boxes—to Eskimos and Coke or Pepsi Cola to aboriginal peoples, are still trying to marry good intentions and effective, affirmative actions in the day-to-day operations of what we in advertising self-indulgently like to consider the most sophisticated and creative of all endeavors," he said. The key point he made was that "the advertising industry must realistically observe the fact that progress has been far too gradual and much too unfulfilled."

## AFL scores ratings touchdown over NFL

NBC-TV gathered further statistical justification for an increase in football advertising prices next year from the New York Nielsen ratings of the Jan. 19 All-Star games of the American and National Football Leagues.

The network had intimated a price increase might be in prospect after the AFL, whose contract is with NBC, and the New York Jets triumphed in the Super Bowl Jan. 12 (BROADCASTING, Jan. 20). A network spokesman

added at the time, "the All-Star game will also be a good barometer in any decision to increase prices."

Now the AFL has again succeeded in topping the NFL, this time in New York Nielsen ratings. The AFL All-Star game, broadcast on WNBC-TV from 2 to 5 p.m., received a 20.6 rating, 50 share, an increase of 87% over last year. The NFL Pro Bowl game, on WCBS-TV from 4 to 7 p.m., declined in popularity by 24%, achieving a 10.5 rating, 22 share. The simultaneous coverage period (4-5 p.m.) showed the AFL with a 21.3 rating, 45 share, and the NFL with a 5.1 rating, 11 share.

Although pleased with the New York ratings, NBC will do nothing until after national ratings are tabulated. New York interest in the AFL is presumed to be only natural because the local team was the Super Bowl winner.

ABC-TV is also pleased with its football ratings for the season. ABC broadcasts the Saturday National Collegiate Athletic Association games, and calls 1968 "its best year ever" in both Nielsen ratings and sales. The average rating for 18 games of the 1968 season was 12.6, as compared to 10.9 in 1967, for a total estimated audience of 23.7 million. ABC's new optional "wild card" game, for which the network selected the Notre Dame-USC contest, delivered

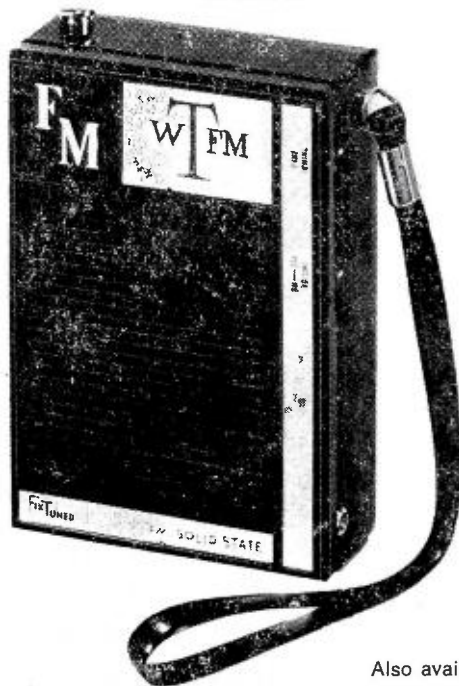
13 million average audience homes, "more than any other regular-season professional or collegiate football game."

## Admen told to give ads some character

Some 200 members of the Advertising Club of Los Angeles last week were given a few tips on the proper perspective for making television commercials in these days of war in Vietnam, insurrection in the streets and moon shots as commonplace as taxes. A 60-second commercial can emulate real life, the ad executives were told. "It can have drama. It can have honesty. It can have mood, pacing. It can have a feeling. It can have some intelligence and it can have a sense of proportion. Yes, it even can have some finesse. It can say something and have character and personality."

This advice came from Stewart Greene, the man who masterminded award-winning TV commercial campaigns for Alka Seltzer, Braniff International Airlines and American Motors, among others. Mr. Greene, currently senior vice president and chief operating officer in charge of creative services for Wells, Rich, Greene Inc., New York, emphasized that in today's bub-

**pocket  
size**



**SOLID STATE  
FIXTURE  
FM PORTABLE**

Exclusively designed and engineered by Fixtune Electronics — the leading manufacturer of 'one station' radios. Solid State chassis with built-in A.F.C., guarantees noise free, drift free reception. Full length telescopic antenna, improves reception in fringe areas. Hand carry strap. Packed in mailable two color gift box, complete with earphone and battery.

1. Fine tuning control for sharp pin point tuning.
2. Fixtuned only to your station — with your station logo on front plate.
3. Black and silver plastic cabinet.
4. Now in stock for immediate delivery.
5. Sample available — \$20.00 each.  
(COST: 100 UNITS \$12.50 each)

Also available now, walnut cabinet table model — write for details

**FIXTURE SOLID STATE ELECTRONICS INC., 1 West 30th Street, New York, N.Y. 10001 (212) 683-9353.**

bling and troubled cauldron of events, it is difficult to attract people merely to a sales pitch. And that it is doubly difficult for advertisers and agencies—trying to make a sale—to keep things in their proper perspective.

"A little longer cigarette," Mr. Greene, who has campaigned on behalf of Benson & Hedges 100's brand ("they're longer than king size"), pointed out, "is after all just a little longer cigarette." Say this obvious fact about the longer cigarette with feeling and sincerity, he suggested, and maybe people will like and remember you and buy the product.

"I think today when so many products are alike, so much is going on, having people know about your product and having people respect and like you could be a major virtue," Mr. Greene said. "The thing about people today, especially the young people, is that you can't kid them. You can't attempt to be something you aren't. You can't drop some 'in' expressions in to some 'way out' commercials and make it."

Concluded Mr. Greene: "You can't create something you don't feel or understand. You have to do what you

can and if you happen to be lucky enough to be part of the times, to really feel, to really belong to an era, maybe some of that will come through on the screen."

## Companies cautioned on corporate advertising

"This year American industry will spend well over one-quarter billion dollars on what we call corporate advertising. It is my rough estimate that well over half of this money will be wasted."

That statement was made by Paul C. Harper, chairman of the board of Needham, Harper & Steers, before a luncheon meeting of the sales and marketing executives of Pittsburgh last Monday (Jan. 20).

Mr. Harper went on to tell the monthly gathering of Pittsburgh executives that a common flaw in corporate campaigns is self-indulgent, ego-involved advertising, advertising that lacks any concrete objectives "except making management feel good." He advised corporate advertisers to resist the temptation to use pictures of the company presi-

dent or factory in their campaigns.

Once your objectives are defined, Mr. Harper advised, give free rein to the creative resources of your agency.

"Only if the agency and the advertising department are given freedom within bounds can you get such results as the Xerox *Black America* series last summer—a daring experiment in both subject matter and format which exceeded even that daring company's expectations," he said. "But the trouble is that since so much corporate advertising is an ego exercise, the temptation to dictate to the advertising department and the agency is overwhelming. Only if such freedom is accorded can corporate advertising really be lifted above the level of banality or pomposity."

## Ashtabula union takes turndown to appeals court

A labor union that unsuccessfully challenged the license renewal of WREO Ashtabula, Ohio, has filed an appeal with the U. S. Court of Appeals for the District of Columbia.

Local 880 of the Retail Store Em-

## Cookies and biscuits get continental touch

Stella D'Oro Biscuit Co., New York, which bakes cookies and biscuits European style, adopted a slogan in 1961 that urged consumers to "add the continental touch to your table."

In two weeks, starting Feb. 10, the company will break with a national-spot television campaign using three new commercials (minutes, 30-second and 10-second spots). They will run in 33 major markets through April. The commercials were produced by the advertiser's agency, Firestone and Associates, New York, the agency whose president,

Murray Firestone, created the continental ad theme now carried through in the new commercials filmed in Rome two months ago.

One commercial for dietetic kichel was filmed during a concert in an opera house. An elderly rake in his opera box attempts to attract the attention of a young beauty in the audience below by blowing kichel down at her. (The agency notes that this demonstrates "the lightness of the little eight-calorie cookies.") He arouses a dozing priest who is hit with a stray kichel, and the ire of the girl's chaperone and finally his own wife who sits beside him in the box.

Another commercial is for bread sticks—"a nice thing to have on the table"—and shows a European business mogul who keeps his supply in an elegant cigar humidor. A third commercial was filmed on the balcony of a Roman hotel and contrasts the resulting effects of a big American-style breakfast on an American-tourist couple to an Italian man and woman enjoying a continental breakfast of coffee and biscuits.

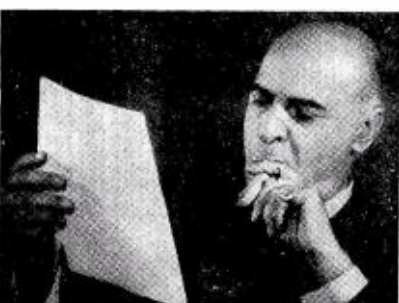
Allan Buitekant, agency vice president, was creative director. John Crawford, the agency's copy chief, wrote the commercial scripts. Deanna Stevens was producer and the EUE Division of Screen Gems was the production company, with Mike Elliott the cameraman. Special music, arranged by Mitch Leigh, was used as background for the couple-on-the-balcony commercial.



*A flirt's desire: some kicks through kichel*



*The supreme delight: a humidor-fresh bread stick*



ployes Union charged WREO with fairness-doctrine violations because of the station's alleged refusal to carry advertisements urging a boycott of a department store against which the union had gone on strike. The union claimed that WREO had reacted to economic pressure from the department store.

The FCC, however, rejected this charge when it ruled last month that WREO had demonstrated its good faith by offering both the store and the union an invitation to air their views after the station had decided to broadcast no further announcements on either side of the issue.

According to the commission, WREO's action made it unnecessary to rule on whether the union had even raised a legitimate fairness issue, since the offer of time would "suffice to discharge the station's fairness-doctrine obligations, had a controversial issue of public importance been present."

## Ban-the-beer bill back in legislative hopper

Representative Jerry L. Pettis (R-Calif.) has re-introduced a bill (H. R. 3818) to amend the Communications Act of 1934 to prohibit the broadcasting of any advertising of alcoholic beverages between certain hours.

Mr. Pettis along with Representatives Richard T. Hanna (D-Calif.), Odin Langen (R-Minn.), George E. Brown Jr. (D-Calif.), James C. Corman (D-Calif.), Neal Smith (D-Iowa), and Tim Lee Carter (R-Ky.) sponsored the bill last year (H. R. 14445) in the second session of the 90th Congress.

If the legislation is passed it will become effective 90 days after the date of its enactment.

## IRTS, agencies set up timebuying course

The International Radio and Television Society, in conjunction with leading advertising agencies, will conduct a broadcast timebuying training program in New York for disadvantaged students at the college level.

The 13-week, two-hour-a-week course is expected to begin in mid-March. Interested applicants should write to Dr. Edward Lewis, chairman of cooperative education of the Borough of Manhattan Community College, who is handling the initial screening.

The program was conceived by the IRTS's Ad Hoc Committee on Urban Affairs under the chairmanship of Richard Pinkham of Ted Bates & Co. The faculty is headed by Herbert Mane-loveg of BBDO, who has arranged a teaching staff from the media departments of some of the top agencies. The

classes will be held in the offices of the media department of BBDO. Eight agencies reportedly already have committed themselves to hiring graduates of the course.

### Business briefly:

**STP Division of Studebaker Corp.**, South Bend, Ind., has purchased participations on NBC Radio. Atwood Richards, New York, is the agency.

NBC-TV buys announced last week include: **General Motors**, Detroit, through MacManus, John & Adams, Bloomfield Hills, Mich., in the *Frank McGee Sunday Report* and 12 night-time series; **Armstrong Cork Co.**, Lancaster, Pa., through BBDO, New York, in the *Frank McGee Sunday Report*, *First Tuesday* and five night-time series; **RCA**, through J. Walter Thompson, both New York, in six night-time programs; and **Coca-Cola Co.** foods division, Houston, through The Marschalk Co., New York, in six prime-time series.

**Sterling Drug** for Lysol, through SSC&B, New York, has renewed on CBS Radio's *Arthur Godfrey Time* and has ordered more than 1,600 announcements in *News-on-the-Hour* and *Dimension* for 52 weeks for Bayer aspirin and Cope (through Dancer-Fitzgerald-Sample) and Ironized Yeast and Campho-Phenique (through Thompson-Koch). **La-Z-Boy Chair Co.**, Monroe Mich., through Marvin Hahn Inc., Birmingham, Mich., bought into *News-on-the-Hour*, *Dimension* and *Lowell Thomas and the News*.

**Miller-Morton Co.**, Richmond, Va., for Chap Stick and Chap-Ans, has scheduled the largest television campaign in the brands' history for 1969. The campaign will include spot buys on prime-time shows, weekend sports and news programs in more than 20 top markets. Miller-Morton will be a participating sponsor in *The Daring Old Men*, produced by Westinghouse Broadcasting Co. and scheduled for telecast Feb. 8-9 in 20 markets.

**Nestle Co.**, White Plains, N. Y., has been marketing its freeze-dried coffee, Taster's Choice, in western New York and northern Pennsylvania, using a 12-week saturation spot television and radio campaign. Leo Burnett Co., Chicago, is the agency.

**Eastern Air Lines**, through Young & Rubicam, and **Philip Morris**, through Leo Burnett, all New York, will sponsor NBC-TV's second telecast of the Tony Awards April 20 (10-11:30 p.m. EST.) **United Air Lines**, through Leo Burnett, both Chicago, has purchased time on NBC-TV's *Frank McGee Sunday Report* and 10 prime time programs.

# Every Delta passenger meets 6 or more PR experts



(Passenger Relations makes the difference on Delta)

What's the difference between so-so service and special service? It's people. People like the 6 or more of our 16,000 employees you'll meet on your Delta trip. Special people. People who genuinely enjoy helping you. People with pride in their jobs. They're the difference that makes the difference. Come see!

**DELTA**  
Best thing that ever happened to air travel

## Inauguration gets full coverage

Some 2,500 broadcast personnel are involved;  
total network cost is estimated at \$3 million

The inherent drama of a President taking office and a former President leaving Washington after 38 years of federal service, of a demonstration by some hippies and yuppies, of a two-and-a-half-hour parade that started on a bleak afternoon and ended well into a deepening night, of balls at which thousands were jammed into space designed for hundreds—all was captured on Monday (Jan. 20) as television engaged in its quadrennial blanket coverage of a presidential inauguration.

For the first time the inauguration and its allied events were shown completely in color with more than 120 color cameras in use around the city and at several suburban locations. The only black-and-white cameras were those used for superimposing.

Although CBS and NBC declined to

reveal cost figures, observers estimate the total three-network TV coverage costs could approach \$3 million.

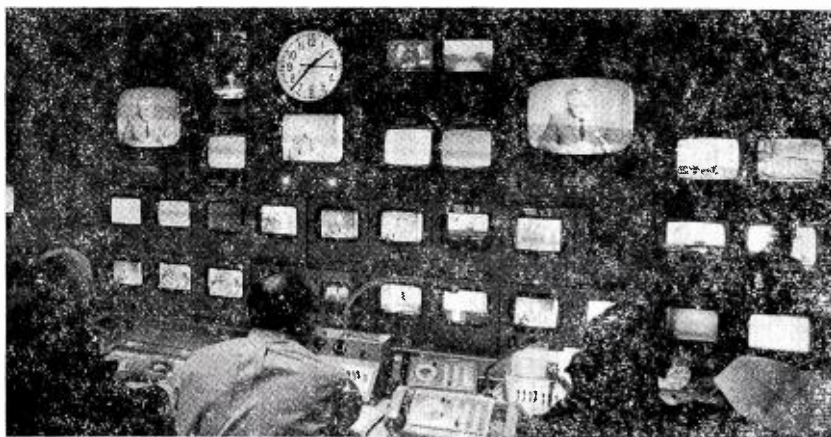
ABC sources said coverage came to \$500,000 out of pocket plus about \$350,000 in pre-emptions. The network recouped slightly less than \$100,000 from commercial sponsorship of its coverage.

With some 2,500 broadcast newsmen and technicians from 125 organizations accredited to some form of inauguration coverage, the networks alone had more than 1,100 on the scene. While radio, both in the U. S. and in foreign countries covered the day's events, it remained basically a television story, the last part of a 10-month political epic that began with a primary election in March 1968 in New Hampshire.

Viewers in the U. S., and, via satel-

lite, those in about 20 other nations (see page 90) were able to follow the change in power as Richard M. Nixon was sworn in as the 37th President and Lyndon Johnson flew home to Texas later in the day.

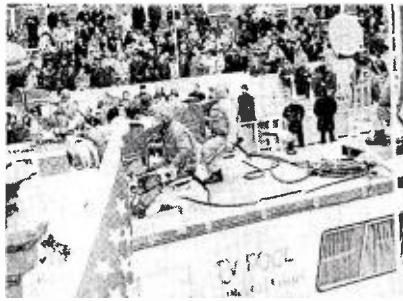
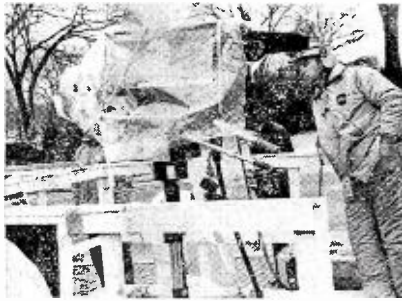
The individual network and pool cameras were everywhere: at the Statler Hilton hotel where Mr. and Mrs. Nixon spent inauguration eve; at the Capitol where the swearing-in took place; along the parade route; in front of and on the grounds of the White House; atop the Washington monument; atop the Treasury building; at the Washington Hilton and Shearson-Park hotels where two of the six balls were held; at former Secretary of Defense Clark Clifford's suburban Rockville, Md., home, where the Johnsons had lunch, and at Andrews Air Force base in Maryland



*As the incoming President Nixon and outgoing President Johnson met in front of the White House last week (lower left), color television was on the scene. As the day wore on, the hand-held color cameras (right) were used for parade coverage. Picture selection fell to directors, like CBS's Robert Vitarelli (center in photo at left).*

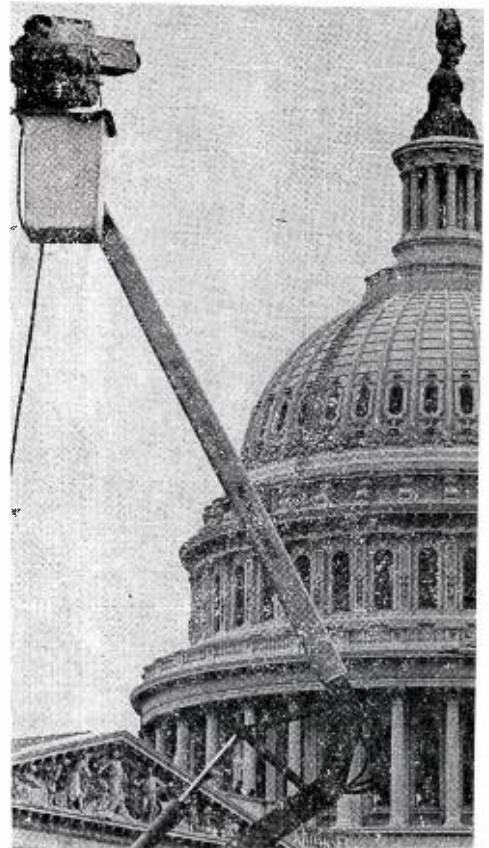






Camera locations for the inauguration were in the air, on the ground and in between. An NBC cameraman watches the swearing-in from his cherry-picker perch (right), as an ABC cameraman (upper left) waits for the parade to start. Preceding the President's car in the parade were the two TV pool trucks

(upper right). The cameras in use came from other cities, such as the mobile unit from WMAQ-TV Chicago (lower left) and the feed went around the world via satellite. A commentator for TVE Madrid, Spain, using the Eurovision feed, describes the inauguration for his viewers (lower right).



from where the Johnson family flew to Texas.

According to the networks, ABC had 21 of its own cameras and contributed eight to the pool; CBS operated 31 cameras unilaterally and supplied 12 to the pool; NBC had 48 unilateral cameras and had 12 in the pool. Added to the networks' 132 cameras were two used by the European Broadcasting Union and two used by National Educational Television, although the latter used taped highlights rather than live coverage.

Additionally, Metromedia's WTTG (TV) Washington rolled out its color mobile unit for coverage of the ball that night at the Smithsonian Institution, also feeding it to the group's WNEW-TV New York.

The largest number of cameras, not including the mobile units and hand-held color cameras, used by all networks, was 37 in and around the Capitol. At the Lafayette Park-White House parade reviewing area there were 32 stationary camera positions.

To man the radio-TV cameras and microphones ABC had more than 200 people in Washington, CBS had 450 and NBC had 454.

ABC-TV's inauguration coverage ran from 10 a.m. to 4:30 p.m. CBS-TV's ran 10 a.m. to 5 p.m. and picked up ball coverage from 11:15 p.m. to midnight. NBC-TV ran a special 7-10 a.m. edition of the *Today* show from Washington, had its formal coverage from 10 a.m. to 5:30 p.m., ran a spe-

cial on the day's events at 7:30 p.m., and then returned to the inaugural balls from 11:30 p.m. to 1:13 a.m.

Of the three TV networks only CBS had coverage of the demonstrations during the parade and that was a live pick-up. Joseph Benti was near the scene of the rock-throwing incidents along the parade route.

Just before the President's car came into sight, Mr. Benti, speculating on the delay in getting the parade started, talked about the demonstrators as the cameras showed troops shoving them back. A few moments later the rock throwing was on camera and Mr. Benti commented on the situation.

In about two minutes of on-air conversation between Mr. Benti and Walter Cronkite immediately following the incident, Mr. Benti noted that the demonstrators were only a very small, but significant part of a generally friendly crowd. He continued:

"Walter, if I just may add one observation, I tended to be guided in my remarks by the memory of Chicago [the demonstrations at the Democratic National Convention] but I think if we had ignored this and anything had happened, then we would have been negligent, too. So we were obligated to be here and, of course, with all the thousands of people both behind me and to either side of that group, it is a pity but they are the ones we have to focus on. But that was the potential for trouble."

Mr. Cronkite replied: "We could not

fail to report it, Joe. You are absolutely right. It is part of the story and the history of this inaugural. It has not happened in previous inaugurals and it's too bad that it should happen here today. But it shouldn't be overemphasized."

CBS replayed about 30 seconds of the tape of the incident with Mr. Benti's running account, on Mr. Cronkite's news program that night as part of the inaugural coverage.

CBS also taped Sunday's (Jan. 19) protest march and demonstration and used a little more than a minute of that on its late-night news program.

On the Wednesday Walter Cronkite news program, Mr. Cronkite mentioned an appearance on CBS's *Capital Cloakroom* in which House Minority Leader Gerald Ford said that the half-hour delay in the presidential parade had been caused by Secret Service concern over protecting the President from possible embarrassment or harm at the hands of demonstrators. CBS had speculated on this possibility for the delay during the wait in Monday's coverage.

CBS News personnel, while stressing that any of the violence coverage was carefully played within the perspective of the over-all inauguration, also were personally critical of ABC and NBC for not filming the protests.

Both NBC and ABC showed no demonstration footage on Monday, although ABC filmed the episode. ABC also shot the protest on Sunday, some of which it used on its Sunday evening news

## Same time, same show; only faces are different

As 132 TV cameras went live and some 2,500 broadcast newsmen and technicians from all over the world described the inauguration of Richard M. Nixon as the 37th President of the U.S., a 59-year-old veteran of inaugural proceedings sat down in front of a CBS Radio microphone and, as he has since 1933, described what was happening in Washington.

Robert Trout began his coverage of inaugurations by describing the parade for Franklin D. Roosevelt in March 1933. One of the big differences between then and now: Mr. Trout talks of the equipment, the huge mobile unit used by H. V. Kaltenborn in 1933, then considered "a marvelous technical innovation," and today's transistorized gear. He also has high praise for today's behind-the-scenes production staffs—those men who tell a newsman when to open his mouth and whom to cue in.

In the old days, Mr. Trout recalls, "they used to get hysterical and shout at us" through the earphones. Today's directors and producers, he adds, are calm by comparison and try to issue their instructions so they don't interfere with what the on-air men are saying or with the newsman's attempt to listen to what else is happening around him.

At Mr. Roosevelt's second inauguration in 1937, Mr. Trout says, he and Carleton Smith of NBC did their parade coverage from the reviewing stand seated near the President. The practice of having newsmen on that stand continued through President Eisenhower's first inauguration, he adds. After that, everyone got "thrown off the platform" and inaugural officials swore no one had ever been allowed on the stand.

As part of his White House coverage, show.

NBC and ABC commentators did talk about the protests during the parade coverage. NBC's only visual coverage was confined to shots of Mr. Nixon's car speeding up following the rock throwing.

An NBC News spokesman said: "Our theory was that this was not a major news story. It was only incidental. We saw no reason to cut away from a historical event for some fringe stuff."

An ABC spokesman, in addition to noting that the network had no camera close to the rock-throwing scene to cut to, said: "There was not that much of a demonstration."

Another ABC News employe, while conceding that "it wasn't any Chicago," said concern over criticism of violence coverage did weigh in the decision not to cover the demonstration. "They're scared," he added.



Mr. Trout

Mr. Trout introduced President Roosevelt at the President's first radio report to the country in 1933, and it is Mr. Trout who is credited with first using on the air the phrase "fireside chat," a term that had been coined by two CBS executives.

Recalling how radio executives once hated the idea of a recording reaching the airwaves, Mr. Trout remembers being assigned to the coronation of Britain's King George VI and, after describing the ceremony, going into the CBS booth to listen carefully "for the whir of a needle on a record." If the king had recorded his address, newsman Trout's job was to throw a switch that would cut off the pickup from London.

## Inauguration gets worldwide exposure

A score of nations, and presumably millions of TV viewers, outside the U. S. saw President Nixon inaugurated last week. The telecasts went throughout the world by way of communications satellites over the Atlantic and Pacific oceans.

More than 13 hours of TV time was used on all satellites, including seven hours alone for the European Broadcasting Union feed to a dozen European nations and passing transmissions on to the Soviet-block Intervention group.

Also receiving the inaugural telecasts were two Japanese and two Australian networks.

All carried the regular U.S. pool coverage of the inaugural ceremonies, augmented by their own special com-

mentators doing voice-over. In most instances, however, receiving countries taped the Jan. 20 activities for replay during news shows that evening.

The U. S. Information Agency inaugurated a multipoint reception service for Chile, Panama and Mexico by transmitting a 30-minute wrapup of the inaugural ceremonies that night via Atlantic satellites. Network affiliates in Honolulu and Puerto Rico also received live coverage from their networks by way of the Atlantic satellite.

EBU established a special studio and control room in Washington, receiving the U.S. pool coverage and transmitting it via satellite to the earth station in England for distribution to member countries. EBU also had two of its own cameras on Capitol Plaza for the swearing-in ceremony, and two other cameras at its Washington studio for interviews and on-camera commentary. At the studio in Washington, EBU had 10 commentator booths for voice-over narration. Executive producer for EBU in Washington was Dr. Vitorio Boni of Radio Televisione Italiana (RAI).

## LBJ radio-TV rights may go to CBS News

Holt, Rinehart & Winston, a book-publishing subsidiary of CBS, has acquired publishing rights to the memoirs of former President Lyndon B. Johnson for a price said to include an initial advance of more than \$1.5 million, authoritative sources reported last week.

Broadcast rights are not involved in the deal, and it was understood that CBS News is seeking an arrangement under which Mr. Johnson would appear on TV and possibly radio programs dealing with his years in public life. Negotiations toward that end were said to be in progress between CBS News and the former President.

The publishing agreement negotiated by Holt, Rinehart reportedly calls for payment to the Lyndon B. Johnson Public Affairs Foundation, owner of the as yet unwritten memoirs, of the reported \$1.5-million-plus advance for the first of at least three volumes in the series of memoirs. The foundation may later receive other advances for each additional volume.

The first volume is expected to deal with the Johnson White House years and to be published about mid-1970. Subsequent volumes are expected to appear about a year apart.

The Lyndon B. Johnson Public Affairs Foundation was set up at the University of Texas, in Austin, to provide support for the school of public affairs and the Lyndon B. Johnson library there. Its ultimate income from the

memoirs will depend on the sale of additional rights as well as the sales success of the books themselves.

Mr. Johnson retired last week to private life and private interests that include family ownership—in trusteeship during Mr. Johnson's Presidency but expected to be reclaimed soon (BROADCASTING, Jan. 20)—of majority stock in Texas Broadcasting Co., whose properties include KTBC-AM-FM-TV Austin.

## Metromedia closes switch on all-talk

Metromedia Inc., which was a pioneer in two-way telephone talk on a 24-hour basis as a radio format, last week gave indications that all-talk, all of the time, apparently is on its way out—at least with one, and likely two, of the group's West Coast radio outlets.

Metromedia-owned KLAC Los Angeles, which on Feb. 21, 1966, switched to a two-way full-time radio formula and has been one of the most publicized exponents of the format, has undergone a change of management. Richard Jansen, until recently vice president and general manager of Metromedia Radio's WHK Cleveland, has replaced Jack G. Thayer at the helm of KLAC. Mr. Thayer was principally responsible for installing the telephone-talk format at the station. Now it's understood that Metromedia Radio is looking toward a progressive-type middle-of-the-road music format for KLAC.

A formal switch to such a format, or a similar one, awaits a market study of Oakland-San Francisco, where Metromedia's KNEW Oakland, switched to two-way telephone talk not long after KLAC. Contingent on the market study, which is expected to be completed some time in February, Metromedia appears likely to de-emphasize telephone talk at both KLAC and KNEW.

The talk format spurred KLAC spectacularly at first, but the station subsequently ran into trouble over its controversial talk personalities and became the victim of letter writing and other protest campaigns (BROADCASTING Aug. 21, 1967). It's known that Metromedia's corporate heads are disturbed at the apparently negative image identified with talk radio.

## Vietnam talks beckon ABC's Reynolds to Paris

For the first time, ABC plans to anchor its *Six O'Clock Evening News with Frank Reynolds* overseas, with Mr. Reynolds going to Paris for resumption of the Vietnam peace talks.

Details of the coverage had not been worked out as of Friday (Jan. 24), but

Mr. Reynolds and a team from his show were scheduled to fly to Paris as soon as a date was set for substantive talks. Negotiations were to open Saturday (Jan. 25).

Incomplete plans called for Mr. Reynolds to anchor probably one section of the show there and another network correspondent, such as Howard K. Smith, to anchor the domestic portion of the show in New York.

CBS and NBC briefly anchored their evening news shows with Walter Cronkite and Chet Huntley in Paris during the initial round of talks last May. ABC covered the talks through its regular Paris and London bureau.

## Copyright law embodies familiar proposals

Senator John McClellan (D-Ark.), chairman of the Subcommittee on Patents, Trademarks and Copyrights, has introduced a bill (S. 543) for the general revision of the copyright law that is almost identical to the revision legislation considered by the 90th Congress.

Other than for necessary technical amendments, relating principally to the effective dates of certain provisions, Title I of the new bill is identical to S. 597 proposed in the last Congress.

Senator McClellan said he introduced the same text in order that the subcommittee may resume its consideration of copyright at the point of suspension when Congress last adjourned.

Title II of S. 543 provides for the establishment of a National Commission on New Technological Uses of Copyrighted Materials. This title is identical to the provisions of S. 2,216, which was passed by the Senate on Oct. 12, 1967. The House of Representatives took no action on this bill primarily because of the lack of progress in the Senate on S. 597, the basic copyright revision bill.

The new bill includes an intact Section III, pertaining to CATV exemptions, which was knocked completely out of the House-passed revision bill in 1967. The section, although considered dead by some observers, remained in the version officially before the Senate. Some of the revision-effort's principals, such as broadcasters' groups, have continued to support the general exemption principals embodied in Section III.

Senator McClellan said that the subcommittee will undertake to report a copyright revision bill at the earliest feasible date in this session. The public hearings on this legislation were concluded during the 90th Congress, he noted, indicating that no further hearings are contemplated.

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**\$57 MILLION\***  
Drug Sales

**\$2.4 BILLION\***  
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**314,800\***  
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# Wolper charts TV-comeback course

## Pioneer of dramatic documentaries plans new production house for 'unusual' shows

David L. Wolper, who made some 400 TV documentaries before embarking for theatrical motion-picture activities, will be back in television by the end of this year with documentary programs "not currently on TV in this form."

As a result of contract restrictions involved in his departure from the television field last year, Mr. Wolper cannot detail his TV documentary plans. But the producer is known to be interested in doing color travel shows in a big, important and professional way for presentation in prime time on network television.

Mr. Wolper did tell BROADCASTING last week that the new form would be "unusual" and would be prepared for national network presentation, instead of for syndication or spot network. The producer is generally credited with popularizing, if not introducing, such program forms as the outdoor-adventure, true-life TV documentary.

Mr. Wolper previously has been on record as being interested in combining dramatic and documentary techniques for television. The "documentary-dramatic," as he has referred to it, would be keyed "to getting the viewer inside the action," a blending of the best elements for dramatic and documentary filming.

As a condition of an agreement he has with Metromedia Inc., Mr. Wolper cannot be involved in television sales or production until sometime after Oct. 10 of this year. At the end of this restrictive period, he plans to become a competitor of Metromedia Producers Corp.—the company he sold out to—among other companies in the field by making "maybe two or more major TV documentaries" each year. Ever since Mr. Wolper made public his intention to get back into television production (BROADCASTING, Dec. 23, 1968), an announcement that he has made prominent via news conference, and trade and newspaper ads, documentary proposals have been streaming his way from varied sources.

"Television documentaries are my bag," he explained. There's not as much money in TV documentaries as there is in theatrical motion pictures (though they take as much effort and skill), he pointed out, so that means his return to television amounts to a "labor of love."

Mr. Wolper will eventually assemble a new TV documentary staff, but will not build his own television sales operation. He'll probably rely on a sales rep-

resentative. The principal business of Wolper Pictures Ltd., the name of Mr. Wolper's current company, remains the production of feature motion pictures for theaters. Now located on the MGM studio lot in Culver City, Calif., Mr. Wolper will seek out and move to new offices, probably in Beverly Hills, by this summer.

## CBS given time to reply to adverse pot decision

The FCC has granted CBS's request for permission to file written briefs and present oral argument rebutting an FCC examiner's decision that WBBM-TV Chicago staged a marijuana party for presentation on the air.

The commission set Feb. 17 as the deadline for written filings and March 3 as the date for oral argument.

CBS filed its request for additional consideration on Jan. 13, after Hearing Examiner James D. Cunningham concluded that the pot party was prearranged for the station's benefit, and that the licensee, CBS, "did not demonstrate adequate responsibility when it broadcast an immediate denial of the staging allegations without having first completed an adequate investigation into the matter" (BROADCASTING, Jan. 20, 13).

The examiner's report was based on a special inquiry over which he presided and on hearings held last year by the House Investigations Subcommittee. The film, "Pot Party at a University," was broadcast in two installments in 1967.

## New theater for tots will debut on CBS-TV

CBS-TV will offer a series of original drama specials for children during the 1969-70 season. The *CBS Children's Playhouse* will be presented on Saturday mornings, and will run from 30 to 90 minutes in length. The first program is expected to be aired in October or November of this year. The number of *Children's Playhouse* productions will depend on the availability of material.

The program, which is aimed toward the child between 5 and 10 years old, will run in time periods traditionally devoted to cartoon series. In recent months such programing has been under fire from parents and educators.

The *CBS Children's Playhouse* will draw on well-known writers, directors

and actors. CBS-TV authorities said they have had discussions with Reginald Rose, J. P. Miller, Ernest Kinoy, Tad Mosel, Rod Serling and agents for Harold Pinter. While it has no scripts as yet, the network expects to offer writers less than the \$25,000 price tag on *CBS Playhouse* scripts, but more than the average price for TV scripts of equal length. The programs are expected to cost CBS an average of \$200,000 each.

Plans also include filming some of the *Children's Playhouse* specials in England. Barbara Schultz, executive producer of *CBS Playhouse*, will also serve as executive producer of the *CBS Children's Playhouse*. Jacqueline Babbin, who was producer of such series as *Armstrong Circle Theater* and *DuPont Show of the Week*, will produce the new series.

## The young sound off on TV programing

### Some like it, some don't, but no one yet at youth forum knows what to do about it

Television as it is programed today received some left-handed support from unusual quarters in a forum, "Impact: Youth, Television and Today," sponsored by the National Academy of Television Arts and Sciences in New York last Thursday night (Jan. 23).

The discussion focused less on television—although there were general agreements of dissatisfaction with the medium—than on youth and its discontent, and on entertainment and music, complete with a fashion show by models from Paraphernalia, the mod clothiers, and songs by young singer Jerry Jeff Walker, who filled in for the originally scheduled Peter Yarrow of the Peter, Paul and Mary group.

Both on-stage and from an audience liberally sprinkled with young listeners, commercial television came in for attack as part of a cultural system rejected by rebellious youth. But there was no answer to a question asking what specific changes panel members would make if they had a network to program entirely as they wished.

Film actress Sue Lyon opened her portion of the discussion by saying, "I stopped watching television when I was about 12 because it was a complete and total bore and waste of time. I know very little about television." Miss Lyon is now 22.

Kindest words for the medium came from the most radical members of the panel, which was represented on the commercial side by disk jockeys for

rock 'n' roll radio station WABC New York, Cousin Brucie Morrow and Ron Lundy.

Dr. Rhenatus Hartogs, psychiatrist-in-chief for the juvenile center of the New York City department of probation, attacked television's effect on children as "an insulating escape from reality, wall-to-wall strawberry musical entertainment [that] has failed youth largely because it reduces realism to fighting and smashing the bad guys . . . [because it] projects an image of a violent, brutal world . . . creates economic envy in the middle class . . . provokes feelings of resentment and anxiety."

Yet Michael Mott, 27, radical fashion designer for Paraphernalia, countered Dr. Hartogs with his finding that "television has been a fantastic service to this country and the younger generation by combining the mainstream of what is going on with the newscasts to show the children what is really going on."

Allan Katzman, a founder of the underground newspaper, *The East Village Other*, used an obscenity to describe his opinion of the theory that television promotes violence. "TV didn't create violence," he said. "Nature did. We have to create a society that supports human life."

Mr. Mott added, "I find television interesting, educational and I have never killed anyone."

Neither Mr. Mott nor Mr. Katzman was entirely complimentary in his opinions of television. Mr. Katzman conceded that it projected "a reality of its own, one kind of reality," and said that after he was badly beaten during rioting at the Democratic convention in Chicago, he went back to his room and watched himself beaten up on television in a news report that looked entirely different from the reality he had seen on the street.

His observation prompted a youth in the audience to note that although he hated to admit it because "I don't want to make America look good," nonetheless "when you were in Chicago beaten up, everybody saw it. I was in Madrid and was beaten up and nobody saw it."

The panel moderator, the Rev. John

M. Culkin, director of the center for communications at Fordham University, noted that "while we all want to see our own songs sung on television . . . there's nobody, no matter how smart they are, who can't find six, seven or eight hours a week on television of interest—and that's a lot, more than we demand of Broadway."

Also noting the somewhat unusual cosmopolitan viewpoint of a "hip East Coast audience" as compared with the rest of the country, Father Culkin observed that for such a panel discussion on television "we would probably be better to take the *Bonanza* crowd than a group of people who don't need television."

## Taffner raises syndication sights

### Aussie series sale spurs distribution activity for other overseas shows

D. L. Taffner Ltd., New York, plans to step up its activities in the area of selling overseas TV programs to the U. S. in a follow-up move to its sale of the Australian-produced *Skippy, the Bush Kangaroo* half-hour series to the Kellogg Co. for showing on 155 TV stations here ("Closed Circuit," Jan. 13).

Don Taffner, president of the Taffner organization, which serves as a buying agent of U. S. programs for the O-Ten Network in Australia and as a selling agent here for overseas programming, said last week he has four series from Australia and two from Canada that he is offering to advertisers and advertising agencies.

*Skippy*, a live-action series centering around a boy and his pet, a bush kangaroo, is produced by Norfolk International Films, Sydney. Two other series from Norfolk that Mr. Taffner is representing in the U. S. are *The Seekers*, an action series dealing with salvaging operations off the Great Barrier Reef of Australia, and *Boney*, a half-hour series spotlighting a detective who is an Australian aborigine. Two other properties from Australia that Mr. Taffner is seeking to sell are comedy-animated series, *Robin Hood* and *The Saturday Morning Dawn Patrol*, the latter a take-off on World War I air combat. These two are produced by Atransa Park Studios, Sydney.

The Canadian half-hour series he is representing here are produced by Ralph Ellis. One is *Adventures of the Rainbow Country*, spotlighting a boy and his widowed mother in an outdoor locale, and the second is *Audubon Wildlife Theater*, produced by Mr. Ellis in

cooperation with the National Audubon Society in the U. S. and Canada. This latter program has been sold to the CBC.

Before starting his own business in 1963, Mr. Taffner was with the William Morris Agency as a sales agent in television from 1952 to 1960, and later was on the television sales staff of Paramount Pictures Television until 1963.

## CBS unit moves into program syndication

Columbia Special Products, a unit of CBS Records, is entering the field of radio program distribution and has signed to market six specially created series of "mini-radio" programs of KAT Productions Inc., Baltimore.

The programs will range in length from 30 seconds to two-and-a-half minutes and consist of approximately 65 segments to be run in a 13-week cycle. Five of the series are in a humorous satiric vein: *Dr. Souse Calls*, *Robin the Hood*, *Vandy Amy-Build*, *For the Birds* and *You Better Believe It*; the sixth, *UFO, Shadow or Substance?* is serious in nature.

Columbia Special also plans to offer for syndication a series of two-and-one-half-minute programs covering various sports, including baseball, football,

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basketball and hockey, with each area allotted 65 shows. In the past, Columbia Special has been active in marketing cue music to stations and in the areas of premium records, gift awards and incentives.

## Fashion-conscious Emmy shies from new styles

The Emmy awards, which were supposed to take on a new look this year, are not going to be as drastically revised as first reported. In an action taken by the national trustees of the National Academy of Television Arts and Sciences, two newly-established rules of qualification for the Emmy Awards have been repealed, apparently as a result of heavy pressure from "a substantial number" of the television academy's 6,500 members.

Last year NATAS limited the eligibility of program achievements and those by individuals in a TV series to programs and individual achievements that have been on the air or have been performed for no more than two seasons. In a related and second rule change, programs or individual achievements once honored by an Emmy were declared ineligible to repeat as award winners for what amounted to essentially the same achievement (BROADCASTING, Nov. 25, 1968).

These two new rules in particular (there were other rule changes announced at the same time) generated a wave of criticism, most of it flowing

from academy members on the West Coast. Among others, Leonard Goldberg, ABC-TV vice president in charge of network programming, objected, on behalf of the network, and in an open letter sent to the academy last December cautioned that ABC would not "necessarily" be a participant in this year's award event.

## 'Laugh-In' leads NBC to top Nielsen rating

NBC-TV regained top position in national Nielsen ratings for the week of Jan. 6-12 with a 21.2 average. CBS-TV averaged 20.5 for the week, and ABC-TV had a 16.5 rating.

NBC programs took the top two rankings—*Rowan & Martin's Laugh-In*, and *Bonanza*—with *Dragnet*, *Dean Martin* and *Ironside* also placing in the top 10. CBS's long-running series, *Gomer Pyle*, *Beverly Hillsbillies*, *Gunsmoke* and *Family Affair* ranked high. ABC's *Bewitched* placed 10th.

Comedy continues to be the dominant trend, with 13 of the top 20 programs in the situation or variety-comedy format. Westerns and police dramas complete the list.

NBC's *First Tuesday* news program, first aired Jan. 7, averaged a 16.8 rating, 29 share, exceeding ratings for CBS's *Red Skelton*, *Doris Day* and *60 Minutes*, but trailing ABC's schedule of *It Takes a Thief*, *N.Y.P.D.* and *That's Life*.

## Bears and bulls can watch it all on WOR-TV

Starting Monday, Feb. 10, WOR-TV New York will devote over three hours a day to live telecasts of stock-market reports and financial analyses.

The weekday series, *Money Matters*, will be broadcast from 11:30 a.m. to 3 p.m. (with interruptions at regular intervals for local, national and international news. The lower half of the screen will be used for stock-market figures and the upper half for commentary on the market.

*Money Matters* will replace a news program, a movie, *Loretta Young*, and *Kingdom of the Sea. Journey to Adventure*, usually programmed at 11:30, will be placed in WOR's schedule at another time.

## KTOO object of ASCAP suit

Twelve members of the American Society of Composers, Authors and Publishers have filed suit for copyright infringement against KTOO Henderson, Nev., alleging their copyrighted songs were performed by the station without authorization. The plaintiffs asked the U.S. District Court for the District of Nevada to restrain the defendant from publicly performing the songs in the future and to award damages of not less than \$250 for each unauthorized performance, plus court costs and attorneys' fees.

### Program notes:

**Network tea party** ■ The animation house of DePatie-Freleng Enterprises Inc., Sherman Oaks, Calif. has completed a half-hour test of *The Mad Tea Party*, which is projected as a live-action, animated series for the 1969-70 network TV season. The project was made in association with the Mirisch Corp., Hollywood.

**Holiday special** ■ Four Star International has set *Jack Cassidy's St. Patrick's Day* as another in the series of one-hour holiday specials it is producing for TV syndication.

**TV movie for ABC** ■ Universal City Studios is producing *Shadowman*, an adventure-drama, as a motion picture type two-hour film for ABC-TV. The TV movie will be the basis for a projected ABC weekly series. Universal this month completed production on *Marcus Welby, M.D.*, also serving as a TV feature film and pilot for ABC-TV.

**Musical hour** ■ Burt Bacharach, top popular composer, will be the subject of a one-hour color special to be produced by Metromedia Producers Corp. The program will be sponsored by

Singer Co. and is scheduled for network presentation next fall. The cast will include Herb Alpert, Jack Lemmon and Marlene Dietrich.

**Shades of Radio** ■ Four Star International has begun taping the first five segments of *Can You Top This?*, a new half-hour TV series based on the former radio show of the same title. Morey Amsterdam will be a regular panelist on the series and also serve as executive producer. The series also will feature three guest panelists for every five shows. Garry Owens, a regular on the *Laugh-In* TV series and a disk jockey for KMPC Los Angeles, will be master of ceremonies of the projected program.

**Quakers on air** ■ WCAU Philadelphia has signed a three-year contract with the University of Pennsylvania to broadcast the school's football games starting this year. Girard Trust Bank of Philadelphia will sponsor the broadcasts. Penn football games were last broadcast on WCAU about 15 years ago.

**Country & western syndication** ■ KEMO-TV San Francisco is producing a weekly country-and-western series, *The Judy Lynn Show*, for showing on other U. S.

Communications outlets and possible syndication to outside stations. The 30-minute program will start in February on KEMO-TV and subsequently on WPHL-TV Philadelphia; wxix-TV Newport, Ky.-Cincinnati; WPGH-TV Pittsburgh, scheduled to go on the air soon, and KOLO-TV Reno, owned by the Donrey Media Group.

**Play it again** ■ Gerry Wilkinson Productions, 1542 North 57th Street, Philadelphia, offers for radio syndication *Years Gone By*, featuring original hit recordings of 1901-1968 with air personality Roger Wood.

**Black study** ■ ABC-TV's *Direction* series will examine the black church in America and the type of "black power" it advocates for Negroes on four consecutive Sundays, starting Feb. 2 (1-1:30 p.m.).

**Youth segment added** ■ NBC Radio's *Emphasis* has added a commentary on youth to its topical reports. Linda Sutter, weekly interviewer on the *Monitor* series, "The Younger Generation", is heard Mondays, Wednesdays and Fridays at 10:25 a.m. (EST) on *Emphasis* and is continuing on *Monitor*.

## Public television's sugar daddies

**Ford Foundation reveals contributions;  
NAEB tracks local, state funding**

Educational television's rich uncle, the Ford Foundation, laid out more than \$19.4 million, and made grants totaling almost \$11.3 million for ETV, in its last fiscal year.

The figures were reported last week in advance of the release of the foundation's annual report due shortly. The Ford Foundation's fiscal year ended Sept. 30, 1968.

Also reported is the conclusion of the foundation's four-year program of matching grants to community-supported TV stations. Since 1965, it said, grants totaling \$21.5 million have been made to 37 stations. Those stations succeeded in raising a record \$42.6 million from other sources, it noted.

Community stations are noncommercial educational stations not licensed to school systems, public colleges and universities or state agencies.

The foundation also noted that it had made special grants of \$50,000 to KQED(TV) (ch. 9) San Francisco and \$45,170 to WTVS(TV) (ch. 56) Detroit "to experiment with in-depth news coverage" during the prolonged newspaper strikes in those two cities. KQED also received \$31,000 to help in buying KXXK-FM San Francisco during the year; it paid \$62,000 for the FM outlet.

Among other highlights of the Ford report:

- WNDT(TV) (ch. 13) New York-Newark, N. J., received \$1,825,000 in "emergency assistance," and an extra \$75,000 for broadcasting the annual meeting of the Association for the Advancement of Science over 12 stations of the Eastern Educational Network.

- WETA(TV) (ch. 26) Washington received \$197,500 for improved color and interconnection facilities.

- National Educational Television and Radio Center, New York, received \$10,890,000, with the largest amount, \$5,590,000, for the Public Broadcast Laboratory, and \$4.7 million for programming to affiliates. Unpaid as of Sept. 30, 1968 was \$505,000 for PBL, and \$1.5 million for NET's network programs.

- WGBH-TV (ch. 2) Boston received \$26,000 to study the feasibility of a

U. S.-Canada broadcasting link.

The remainder of the \$19.4 million went to 18 stations and organizations as part of the foundation's new TV programming project.

As of the end of its fiscal year, the Ford Foundation was still obligated in the amount of over \$6 million for payments to ETV stations and organizations.

Meanwhile, the National Association of Educational Broadcasters disclosed last week that almost half of the financial support for ETV stations in the fiscal 1967 year came from local and state public funds. These were principally from instructional service contracts, it noted.

Most ETV stations provide programs for in-school use, particularly during morning hours, and this service is usually paid for by the local school system on a per-pupil basis.

The report, the second financial examination of ETV finances, was developed from a survey of 119 ETV stations by NAEB's educational television stations division. It showed that less than 10% of ETV's income came from the federal government, and that the remaining funds came from private sources, individuals, business and other organizations.

For the year that started July 1, 1966, total income for all ETV stations was \$54.3 million. Total expenditures, on the other hand, were \$62.2 million—a 0.7% loss for income and an 8% rise for expenditures over the income and expenses of ETV stations reported by the Carnegie Commission on Public Broadcasting in its 1967 report.

The discrepancy between income and outflow, NAEB explained, is due to the differences in the financial reporting by stations and the failure on the part of some to answer the NAEB questionnaire fully. It is also thought that some stations may have spent prior years' income in the fiscal 1967 year.

Business organizations contributed 7.1% of the year's total ETV income, the report indicated. They contributed \$3.1 million in donations, and \$787,670 in the underwriting of programs.

The NAEB report also showed that

the median of weekly ETV broadcast hours had increased from 55 hours in the 1965-66 period to 58 hours in the 1966-67 period, and that the number of ETV stations broadcasting during all or part of the weekend had risen from 35 to 44.

Since the inception of educational television in 1952, the report noted, ETV stations have received a total of \$295.3 million in income and have spent almost \$318.9 million on operations. Again, NAEB reported that the differences between income and outflow are due to variations in reporting and the failure by some stations to fully complete the questionnaire.

## Justice, courts swamp W7-National General pact

The merger agreement between Warner Bros.-Seven Arts Ltd., Toronto, and National General Corp., Los Angeles, appears to be definitely terminated. Eliot Hyman, W7 chairman, and Eugene V. Klein, chairman of National General, last week said there appeared no acceptable way to consummate the transaction.

The merger agreement, which would have combined the movie theaters, TV and motion-picture production and distribution assets of National General with the TV film library, record companies, music publishing and film production facilities of W7, was reached in principle last summer (BROADCASTING, Aug. 19, 1968). Subsequently, a stock-cash formula for the merger amounting to an estimated \$187 million was revealed.

The initial announcement of the proposed merger prompted Department of Justice concern about possible restraint of competition that possibly would have resulted had the two entertainment companies joined. Reportedly, the termination of the merger agreement stemmed from the Justice's opposition.

The merger agreement was also being considered by the U.S. Court for the Southern District of New York. Court approval was necessary because of previous antitrust consent decrees

which ruled that motion picture production firms must divest their domestic theaters operations from the business of producing and distributing motion pictures. The Justice Department had asked the court to turn down the merger agreement, indicating that, if necessary, and affirmative ruling would be appealed to the U.S. Supreme Court. Earlier this month, W7 and National General, in effort to attain court approval, said that Warners would divest its motion picture and distribution operations,

## Stock split okayed for Transamerica

Stockholders of Transamerica Corp., San Francisco-based parent company of United Artists Corp., and whose announced acquisition of Metromedia Inc. is still pending, last week voted a two-for-one common stock split. Also approved at the special meeting held at San Francisco's Mark Hopkins hotel,

was an increase in the authorized common stock to 150-million shares from 50-million shares. Authorization was also voted for a new class of preferred stock, without par value, totaling five-million shares.

In the routine, 20-minute meeting, Transamerica board chairman John R. Beckett told the some 200 shareholders attending that the creation of the new class of preferred stock and the stock split had no direct bearing on the Metromedia acquisition. The newly authorized common shares could be used for acquisitions, but Metromedia is the only acquisition Transamerica currently has under consideration.

Chairman Beckett indicated that no trouble was anticipated in concluding the Metromedia deal but he reminded stockholders that the merger was subject to approval by the FCC and by shareholders of Metromedia. He also pointed out that the merger is not likely to take place until sometime later this year.

Metromedia shareholders vote on the

merger proposal in February. Transamerica's regular annual meeting is scheduled for April 24 in San Francisco.

## Company reports:

**Doyle Dane Bernbach Inc.** reported a record 3.8% increase in billings, but a decrease in net income for the fiscal year ended Oct. 31, 1968:

	1968	1967
Earned per share	\$1.53	\$2.30
Gross billings	236,686,825	228,025,024
Net income before taxes	7,878,694	10,064,968
Net profit	3,226,437	4,842,730

**Walt Disney Productions, Burbank, Calif.,** television and movie producer, reported TV-film division revenues decreased slightly, but all other division revenues were up for the quarter ended Dec. 28, 1968:

	1968	1967
Earned per share	\$0.53	\$0.51
Operating revenues	26,027,000	24,399,000
Net income	2,331,000	2,181,000

Note: Figures for fiscal 1967 are adjusted for stock split and stock dividends.

**Cypress Communications Corp., Stamford, Conn.,** multiple CATV owner, and majority owner of KTXL(TV) Sacramento, Calif., reported increase in rev-

## The Broadcasting stock index

A weekly summary of market activity in the shares of 74 companies associated with broadcasting, compiled by Roth Gerard & Co.

Stock symbol	Ex-change	Closing Jan. 24	Closing Jan. 16	Closing Jan. 9	1969-1968		Approx. Shares Out ('000)	Total Market Capitalization ('000)	
					High	Low			
<b>Broadcasting</b>									
ABC	ABC	N	68 $\frac{3}{4}$	70 $\frac{1}{4}$	69 $\frac{3}{4}$	76 $\frac{1}{4}$	43 $\frac{3}{4}$	4,709	\$306,700
CBS	CBS	N	53	53 $\frac{1}{2}$	50 $\frac{3}{4}$	60 $\frac{3}{4}$	43 $\frac{3}{4}$	24,150	1,298,100
Capital Cities	CCB	N	75 $\frac{1}{2}$	76 $\frac{1}{4}$	76 $\frac{1}{2}$	89 $\frac{1}{2}$	42 $\frac{3}{4}$	2,811	219,300
Corinthian	CRB	N	35 $\frac{1}{2}$	35 $\frac{1}{2}$	35 $\frac{1}{2}$	40 $\frac{3}{4}$	22 $\frac{3}{4}$	3,384	122,700
Cox	COX	N	57 $\frac{1}{2}$	55 $\frac{1}{2}$	56	64 $\frac{1}{2}$	43 $\frac{3}{4}$	2,879	169,900
Gross Telecasting		O	37	36 $\frac{1}{2}$	38	38	28	400	12,800
Metromedia	MET	N	49	48 $\frac{1}{2}$	47 $\frac{3}{4}$	57 $\frac{1}{2}$	34 $\frac{1}{4}$	4,862	251,000
Pacific & Southern		O	20	19 $\frac{1}{2}$	20	24	6	1,614	33,900
Reeves Broadcasting	RBT	A	34 $\frac{1}{2}$	33 $\frac{1}{2}$	32 $\frac{1}{2}$	43 $\frac{1}{2}$	9 $\frac{3}{4}$	1,825	65,200
Scripps-Howard		O	30	30	31	34	24	2,389	74,100
Sonderling	SDB	A	37 $\frac{1}{2}$	36	37 $\frac{1}{2}$	47 $\frac{1}{2}$	23 $\frac{1}{2}$	930	37,100
Taft	TFB	N	38 $\frac{1}{2}$	40	38 $\frac{1}{4}$	45 $\frac{1}{2}$	30 $\frac{1}{4}$	3,363	133,700
							<b>Total</b>	<b>53,316</b>	<b>\$2,724,500</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	46 $\frac{1}{4}$	45 $\frac{3}{4}$	46 $\frac{1}{2}$	65	37	14,075	\$686,200
Bartell Media	BMC	A	20 $\frac{3}{4}$	20 $\frac{1}{4}$	19 $\frac{1}{2}$	23 $\frac{1}{2}$	9	2,106	43,700
Boston Herald-Traveler		O	64	69	67	71	48	569	39,300
Chris-Craft	CCN	N	51 $\frac{1}{2}$	44 $\frac{1}{2}$	39 $\frac{1}{4}$	51 $\frac{1}{2}$	26 $\frac{1}{4}$	1,153	45,300
Cowles Communications	CWL	N	15 $\frac{1}{2}$	15 $\frac{1}{2}$	16	18 $\frac{1}{2}$	12 $\frac{3}{4}$	3,625	61,600
Fuqua	FQA	N	46 $\frac{1}{4}$	45	41 $\frac{1}{2}$	47 $\frac{1}{2}$	32 $\frac{3}{4}$	3,781	168,300
Gannett		O	38 $\frac{3}{4}$	36 $\frac{1}{2}$	37	44	23	4,736	183,500
General Tire	GY	N	31 $\frac{1}{2}$	31 $\frac{1}{4}$	31 $\frac{1}{2}$	36 $\frac{3}{4}$	23 $\frac{1}{2}$	17,061	586,500
Gray Communications		O	11 $\frac{1}{2}$	9 $\frac{1}{2}$	10 $\frac{1}{4}$	15	9	475	5,000
LIN		O	27	28 $\frac{1}{2}$	28 $\frac{1}{2}$	31	16	1,550	44,200
Meredith Publishing	MDP	N	55 $\frac{3}{4}$	50 $\frac{1}{2}$	49 $\frac{1}{2}$	55 $\frac{3}{4}$	23 $\frac{1}{2}$	2,732	138,600
The Outlet Co.	OTU	N	28 $\frac{1}{2}$	27 $\frac{1}{4}$	28	34	20 $\frac{1}{4}$	1,184	34,900
Rollins	ROL	N	74 $\frac{1}{2}$	73 $\frac{1}{4}$	75 $\frac{1}{2}$	85	43	3,969	303,400
Rust Craft	RUS	A	36 $\frac{1}{2}$	36	34 $\frac{1}{4}$	37	29 $\frac{1}{2}$	1,184	40,800
Storer	SBK	N	55 $\frac{1}{2}$	55 $\frac{1}{2}$	58	64 $\frac{1}{2}$	36	4,188	253,900
Time Inc.	TL	N	92 $\frac{1}{4}$	95 $\frac{1}{4}$	95	109 $\frac{1}{2}$	86 $\frac{1}{8}$	7,018	698,300
Wometco	WOM	N	34	33 $\frac{1}{2}$	32 $\frac{1}{2}$	38	17 $\frac{1}{2}$	3,815	129,700
							<b>Total</b>	<b>73,211</b>	<b>\$3,463,200</b>
<b>CATV</b>									
Ameco	ACO	A	13 $\frac{1}{4}$	13 $\frac{1}{2}$	13	19 $\frac{1}{2}$	7 $\frac{1}{2}$	1,200	\$16,700
Cox Cable Communications		O	18	17 $\frac{1}{2}$	17 $\frac{1}{2}$	25	16	2,500	47,500
Cypress Communications		O	19 $\frac{1}{4}$	19 $\frac{1}{4}$	17	23	12	808	15,800
Entron		O	8 $\frac{1}{4}$	9 $\frac{1}{4}$	9 $\frac{1}{4}$	12	4	607	5,900
H & B American	HBA	A	18	17 $\frac{1}{2}$	17 $\frac{1}{2}$	28 $\frac{1}{2}$	9 $\frac{1}{2}$	2,956	58,000
Teleprompter	TP	A	57 $\frac{1}{2}$	56 $\frac{1}{4}$	55	83	23 $\frac{3}{4}$	994	65,100
Television Communications		O	14 $\frac{1}{2}$	14	15 $\frac{1}{4}$	20	15	2,090	35,500
Vikoa	VIK	A	30	28 $\frac{1}{2}$	25 $\frac{1}{4}$	39 $\frac{1}{2}$	12 $\frac{1}{2}$	1,587	43,400
							<b>Total</b>	<b>12,742</b>	<b>\$287,900</b>
<b>Programming</b>									
Columbia Pictures	CPS	N	38 $\frac{1}{2}$	36 $\frac{1}{4}$	36	45 $\frac{1}{4}$	23 $\frac{1}{2}$	5,390	\$223,700
Commonwealth United	CUC	A	22 $\frac{1}{2}$	21 $\frac{1}{2}$	22 $\frac{1}{4}$	24 $\frac{1}{2}$	6 $\frac{1}{4}$	6,087	126,300
Disney	DIS	N	84 $\frac{1}{2}$	79 $\frac{1}{4}$	79 $\frac{1}{4}$	93 $\frac{1}{2}$	41 $\frac{1}{2}$	4,230	359,600



enues but a decline in income for the three months ended Sept. 30, 1968:

	1968	1967
Earned per share (\$0.01)	---	---
Revenues	675,756	537,116
Income before taxes	18,301	19,974
Net income after taxes	14,401	19,974
Average shares outstanding	823,333	610,000

Notes: The company paid no taxes in 1967. The company had a cash flow in 1968 amounting to 28 cents per share; 1967 cash flow amounted to 31 cents per share.

**Harris Intertype Corp.**, Cleveland, owner of Gates Radio Co., reported a 16% increase in sales for the first half of the fiscal year. The company had announced tentative plans to merge with RF Communications Inc., Rochester, N. Y., manufacturer of two-way radio equipment. For the six months ended Dec. 31, 1968:

	1968	1967
Earned per share	\$1.54	\$1.27
Net sales	144,358,152	125,643,563
Earnings before taxes	9,101,286	6,258,784
Net earnings	8,556,227	6,954,238
Average shares outstanding	5,570,839	5,494,719

### Financial notes:

▪ The planned merger agreement between Memorex Corp., Santa Clara,

Calif., and Technicolor Inc., Hollywood, has been called off. Memorex, a producer of magnetic tape, last summer concluded negotiations to acquire substantially all of the assets of Technicolor for about \$115 million in stock (BROADCASTING, Aug. 5, 1968).

▪ Wometco Enterprises, Inc., Miami, has appointed the First National Bank of Miami as Florida transfer agent and the City National Bank of Miami as co-registrar for its class A and class B common stock. The Chemical Bank New York Trust Co., New York, continues as transfer agent and the First National City Bank, that city, continues as registrar.

▪ Vikoa Inc., Hoboken, N. J., group CATV owner and equipment manufacturer, has completed its acquisition of Krantz Films Inc., N. Y. Vikoa acquired all Krantz stock for 125,000 of its shares initially, plus the possible issuance of additional shares based on Krantz's earnings during the next five years. Krantz produces and distributes TV programs and animated cartoons.

▪ Storer Broadcasting Co. has declared a regular quarterly dividend of 25 cents per share, payable March 10 to stockholders of record Feb. 21.

▪ Gray Communications Systems Inc., Albany, Ga.-based group TV broadcaster, newspaper publisher and CATV operator, reported unaudited consolidated net income of \$175,461.40 for the six months ended Dec. 31, 1968, or 37 cents per share, on operating revenues of \$2,411,517.54. The company also declared a dividend of 7½ cents per share payable Feb. 14 to stockholders of record Jan. 31.

▪ Singer James Brown and associates have formed Gold Platter Inc., which will operate and franchise a chain of fast food restaurants throughout the U. S. and in Caribbean areas. The first two units will go into operation by May 1 in Macon, Ga., headquarters for the enterprise. Mr. Brown owns WJBE Knoxville, Tenn., and has an application pending FCC approval to purchase WRDW Augusta, Ga.

	Stock symbol	Ex-change	Closing Jan. 24	Closing Jan. 15	Closing Jan. 9	1969-1968 High Low		Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Programming (cont.)</b>									
Filmways	FWY	A	37½	37	36½	42	16½	961	37,100
Four Star International		O	8	7½	7½	10	5	666	5,000
Gulf & Western	GW	N	47½	46½	47½	66½	38½	11,680	582,500
MCA	MCA	N	39½	40½	40½	53½	38½	7,764	341,600
MGM	MGM	N	39½	40½	41½	55	35½	5,759	246,200
Transamerica	TA	N	77	73	73	87½	43½	28,859	2,150,000
Trans-Lux	TLX	A	53	50	50	83½	21½	753	44,100
20th Century-Fox	TF	N	33½	34½	33	40½	24½	7,035	239,200
Walter Reade Organization		O	15½	14½	14½	17	7	1,562	22,400
Warner-Seven Arts	WRS	A	50½	45½	40½	49½	26½	3,810	163,800
Wrather Corp.		O	19½	16	16½	20½	4	1,710	30,400
						<b>Total</b>		<b>86,366</b>	<b>\$4,571,900</b>
<b>Service</b>									
John Blair		O	25½	23	51½	54	20	1,080	55,100
Comset	CQ	N	51½	50½	51½	64½	41½	10,000	527,500
Doyle Dane Bernbach		O	28½	28½	30	41	2	2,104	64,200
Foote, Cone & Belding	FCB	N	15½	15	14½	20½	13	2,157	31,300
General Artists		O	20½	16½	16½	26	10	610	11,000
Grey Advertising		O	14½	14½	18	20	12	1,201	21,300
MPO Videotronics	MPO	A	19½	18½	19½	22½	10½	517	10,300
Movielab	MOV	A	12½	11½	12½	17½	11½	1,404	16,500
Nielsen		O	33	31½	33	40	27	5,130	179,500
Ogilvy & Mather		O	24	22½	24½	28	14	1,090	26,200
Papert, Koenig, Lois	PKL	A	22½	16½	12½	25	4½	791	9,900
Wells, Rich, Greene		O	15½	15½	15½	22	12	1,501	19,900
						<b>Total</b>		<b>27,585</b>	<b>\$972,800</b>
<b>Manufacturing</b>									
Admiral	ADL	N	18½	18½	19½	25½	16½	5,110	99,600
Ampex	APX	N	36½	37½	35½	42½	26½	9,629	375,500
General Electric	GE	N	91½	91½	91½	100½	80½	91,068	8,549,000
Magnavox	MAG	N	52½	52½	53½	62½	36½	15,442	860,900
3M	MMM	N	102½	102½	101½	119½	81	53,793	5,628,100
Motorola	MOT	N	120	122½	123½	153½	97	6,122	806,600
National Video	NVD	A	141½	14½	14½	24½	11½	2,782	38,600
RCA	RCA	N	45	45½	45½	55	44½	62,606	2,895,500
Reeves Industries	RSC	A	8½	8	8½	9½	4½	3,240	20,800
Westinghouse	WX	N	69½	66½	67½	78½	59½	38,064	2,445,600
Zenith Radio	ZE	N	53	52½	55½	65½	50½	18,860	1,051,400
						<b>Total</b>		<b>306,716</b>	<b>\$21,720,200</b>
						<b>Grand total</b>		<b>559,936</b>	<b>\$33,740,500</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>111.42</b>	<b>111.21</b>	<b>111.07</b>	<b>118.81</b>	<b>94.23</b>		

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

Shares outstanding and capitalization as of Dec. 31

## Satellite plan draws NAB fire

### Comsat, AT&T fail to agree over proposal for future world pact

The National Association of Broadcasters has opposed as "precipitate and premature" an FCC proposal to authorize satellite broadcasting in the 470-806 mc band.

The statement was part of NAB's comment in a commission inquiry being conducted in preparation for the World Administrative Radio Conference, which is scheduled to be held by the International Telecommunications Union in late 1970 or early 1971, probably in Geneva. The conference will deal with space radio and radio astronomy.

The commission's inquiry, initiated two months ago (BROADCASTING, Dec. 2, 1968), is the third it has conducted. It is part of a cooperative undertaking in which several government agencies are helping to fashion the U.S. position at the conference.

In its notice of inquiry, the commission proposed that the nations of the world be permitted to use the frequencies in the 470-806 mc band—channels 14 through 70—for direct satellite broadcasting, subject to coordination among nations.

NAB, however, argued that satellite-to-home broadcasting is a new and undefined service that imposes serious public policy and engineering questions, including a probable threat to local off-the-air TV service. The association noted that it has traditionally opposed such frequency allocations until "the proposed role of such broadcasting service is determined."

In another filing, Communications Satellite Corp. took a different view. Comsat argued that allocations established at the world conference must at least be adequate for the coming decade, during which time, it said, the bandwidth requirements of communications satellites will increase "dramatically." The demand for "conventional" services may also be expected to increase, Comsat said.

To meet these needs, Comsat proposed that the 800-806 mc band be allocated exclusively to satellite broadcasting, with the remainder of the 470-806 mc band to be allocated along lines similar to those proposed by the commission. If these suggestions were

adopted, Comsat said, it would also recommend that the 806-960 band be shared by communications satellites and land-mobile operators. (A pending commission rulemaking contemplates re-allocating 806-890 mc to land-mobile services.)

AT&T said in its comment that "the best interests of the United States can be served only if terrestrial needs are as well served as communications satellite needs." AT&T urged that 2,000 mc of bandwidth in the vicinity of 20,000 mc be set aside for terrestrial common-carrier fixed use. As an alternative, AT&T suggested sharing the area between 17,700-19,700 mc with communications satellite services. The lesser allocation proposed by the commission, AT&T said, probably cannot support the development of an economical radio-relay system.

## KFAX turned down on hearing request

The FCC has denied a protest by KFAX San Francisco against a commission order curtailing the station's night-time operations. KFAX is a Class II, limited-time station operating on a class I-A clear channel (1100 kc) dominated by WKYC Cleveland.

The commission noted in its decision that it has issued a notice of proposed rulemaking this month that would prohibit class-II stations that share a channel with a dominant class I from operating except during times specified in their license, or during hours when the class I is not in use.

The rule would supersede an existing one which states that if such cochannel stations are unable to agree on a definite time of resumption of operation by the limited-time station, the commission must be notified and both license renewals will be set for hearing.

KFAX cited the hearing requirement under the existing rules in making its case to the commission. The station complained that WKYC, which has been on a 24-hour schedule since 1965, refused to agree to KFAX's long-standing night-time operations, and accordingly, KFAX sought a hearing to resolve the dispute.

The commission denied the request, saying that under present AM allocations structure, stations like WKYC are, with some exceptions, designed to be the only signals on their channels at night. The commission also noted that the existing rule to which KFAX referred has seldom been used since it was promulgated in 1931. The notice of pro-

posed rulemaking is necessary in order to update and clarify the requirements, the commission said.

KFAX's pending application for renewal will be conditioned on the outcome of this rulemaking, the commission said, and the station will be allowed to continue its night-time oper-

## Copter moves 16 tons to get an FM on air

WNOE-FM New Orleans says it will make its on-the-air target date in February, thanks to a shortcut devised by its construction crew.

The transmitter and tower were planned to be on top of the 26-story Baronne building in downtown New Orleans, which would have required installation of an over-the-side hoist and a special crane to lift the materials, including a 3,000-pound transmitter, to the roof. Traffic and safety factors would have made it necessary to do the hoisting over two consecutive Sundays.

The simpler solution was a call to Carson Helicopters Inc., Perkasie, Pa., which provided a helicopter, crew and rig. Then on Sunday morning, Jan. 5, the entire 16 tons of materials were taken to the roof in 16 quick trips.



ation, (with 1 kw night-time facilities), until 30 days after the proceedings' resolution. Then, "if it appears appropriate," the commission said it will order termination of the night-time operation.

## Packard confirmed for Pentagon post

David Packard, controversial Nixon appointee for the number-two post at the Pentagon, was confirmed as deputy defense secretary by the Senate late Thursday (Jan. 23).

Mr. Packard's confirmation came

despite a dispute over the California industrialist's plan to place his Hewlett-Packard Co. stock, valued at more than \$300 million, under trusteeship during his government service.

The Senate voted 82 to 1 to approve the Packard appointment. Senator Albert Gore (D-Tenn.) was the dissenter.

The company, of which Mr. Packard was a founder, has broadcast test and monitoring-equipment production facilities among its diversified manufacturing interests (BROADCASTING, Jan. 6).

## 19.2 million color-TV homes

One out of every three U. S. television households is now equipped with color

sets, according to the latest NBC quarterly estimate released last week by Allen R. Cooper, vice president, planning.

Mr. Cooper said that about 19.2 million homes have color-TV receivers, an increase of 36% over the Jan. 1, 1968 total.

More than 5 million households were added to the color-TV audience during the past year when sales of color sets exceeded those of black-and-white, according to Mr. Cooper. He noted that the number of houses equipped with color receivers has more than doubled in the past two years.

## Promotion

### Spanish spoken at new MFA group

A Spanish marketing and communications division has been established by Merton Fiur Associates Inc., New York-based public relations firm, to offer research, marketing and public-relations services in domestic and international Spanish-language markets.

Director of the new division will be Ralph Infante, who joined Merton Fiur last fall after serving as director of Spanish market advertising, sales promotion and community relations at P. Ballantine & Son.

The new formalized Spanish operation is a direct result of the firm's association with Spanish-language WNJU-TV Linden-Newark, N. J. MFA has opened affiliate offices in Miami and San Juan, P. R., in connection with the new division.

### Cronkite scores award first

CBS News correspondent Walter Cronkite will be given the 20th annual award for journalistic merit of the William Allen White Foundation Feb. 10. He will be the first broadcast journalist to receive the award, and is to deliver the annual William Allen White lecture following the presentation at the William Allen White School of Journalism at the University of Kansas in Lawrence.

### Gilmore and Kalamazoo mark memory of King

In the days following the assassination of Dr. Martin Luther King Jr., James S. Gilmore Jr., president of Gilmore Broadcasting Corp., Kalamazoo, Mich., initiated the King Memorial Fund with his contribution of \$2,500.

On Jan. 15, birthday of the late Rev.

King, Mr. Gilmore and the Kalamazoo community dedicated a \$10,000 library collection of literature and materials on black culture.

Gilmore's WWSA-AM-FM-TV Harrisonburg, Va., WEHT(TV) Evansville, Ind., and KODE-AM-TV Joplin, Mo., each started memorial funds which are now used in projects decided upon by the local Negro communities.

### March 1 is deadline for RTNDA awards

The annual international awards competition of the Radio Television News Directors Association must receive entries by March 1, it was announced last week by RTNDA. This year's contest covers program material aired Jan. 1 through Dec. 31, 1968. The association said.

The competition has been reorganized on a regional basis this year in cooperation with 10 leading universities where broadcast journalism is taught as a major academic offering. Regional winners will be judged for the international

awards at Northwestern University for television and at Indiana University for radio.

Professors Baskett Mosse at Northwestern and Richard Yoakum at Indiana are chairmen of the RTNDA awards.

Television regional winners will be selected at the University of Washington (West), University of Minnesota (Midwest), University of Florida (South), Syracuse University (Northeast) and in Canada under the direction of RTNDA Canadian president, A. B. (Bert) Cannings of CFCF Montreal. Mr. Cannings also will be in charge of Canadian radio awards.

Regional judging in the radio competition will be conducted by Iowa State University (Midwest), Pennsylvania State University (Northeast), University of California and San Francisco State University (West) and the University of Georgia (South).

Categories in both television and radio will remain the same as last year. They are the Edward R. Murrow documentary award, editorializing and reporting of an on-the-spot news story.

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KHSJ	Lake Arrowhead, California Modesto, California	KTLN
KKIS	Pittsburg, Kansas St. Albans, West Virginia	KTW-FM

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## U.S., Japanese spot producers join forces

Sandler/Shinsha formed to Americanize television commercials in Japan

Some 100 years after Commodore Matthew Perry opened the country to commercial trade with the Western world, a Hollywood company has taken U.S. commercial production techniques to Japan. It started with a package of four TV spots for candy products. Fujiya Candy, out of Nitto Advertising Agency, Tokyo, wanted to appeal to the teen-age Japanese market in the visual language of today. An American locale was sought, specifically California, the epitome of the world's youth.

Nitto Advertising, described as a "middle-sized agency" with annual billings of about \$15 million, commissioned Sandler Films Inc., Hollywood, to handle commercial production for Fujiya Candy. Started as a stock-footage film library more than 12 years ago, branching out into commercial production some six years later, Sandler Films did about \$3 million worth of TV spot-making this year.

Several months ago, the American company filmed 60-second and 30-second color spots each for two Fujiya products, Fujiya Almond and Fujiya Melody chocolate. (Lifts of various lengths were taken out of the basic commercials all the way down to five-second spots.) The commercials, shot in California though designed to be used exclusively for Japanese television, featured American teen-agers doing their things, filmed in soft colors, with double images liberally superimposed in the new-wave approach. That seemed to be what the Japanese clients wanted.

"Japanese commercial producers are where we were about eight years ago," explains Allan Sandler, the 34-year-old president of Sandler Films. Television commercial production companies are not recognized or given credit. People are just starting to come from the motion picture field and work in commercials. The commercial producers are now using chroma key, quick cuts, anything that's gimmicky."

Nitto Advertising, impressed with the American company, invited Sandler Films to try its techniques in Japan. While doing work for Bridgestone Tires in Japan, another Nitto client, Sandler Films was put together with Tohokushinsha Film Co., a Tokyo-based firm with 140 employees involved in the pro-

duction of commercials and institutional films. On Dec. 14, 1968, after some three months of extremely formalized and polite negotiations, Sandler Films and Tohokushinsha formed Sandler/Shinsha, Tokyo, as a joint American-Japanese production company.

The new company will have five permanent employees in Japan—a film director, two assistant directors and two office girls. The staff of Tohokushinsha also will lend support. The director will be an American from Sandler's Hollywood staff, one rotated to Tokyo every six months. In addition, Mr. Sandler will visit every three months and stay for two weeks at a time.

According to Mr. Sandler, commercials of the same quality as seen on American TV can be produced for about 30% less in Japan. He points out that a 60-second color spot for Bridgestone Tires was produced in Japan for \$13,300. In this country the same commercial would have cost \$18,500.

But Mr. Sandler emphasizes that he's not looking to take runaway American production to Japan. The production his company does in Japan will be offset by the production it does in the U.S. for Japanese clients.

"It's impossible for an American commercial production house to make a



Allan Sandler of Sandler Films, Hollywood (r) and B. Uemura of Tohokushinsha Film Co., Tokyo, look over one of their joint production efforts.

lot of money there," he maintains. "We're doing it for prestige. We're looking to do a lot of development work in that part of the world."

Already firm in Sandler Films' plans is the opening of an Australian office in Sydney by next summer. Sandler has two subsidiary operations. Sandler Film Library, bought by Allan Sandler in 1956 for \$5,000, now has about 11.5 million feet of stock film. Sandler Institutional Films, started in 1968, is expected to gross as much as \$5 million a year by the early 1970's.

Sandler Films has 35 employees in the U.S. Among them are sales executives Bill Loudon and Dick Ridgeway, until recently long-time salesmen for NBC TV Spot Sales on the West Coast. President of Tohokushinsha is 39-year-old B. Uemura.

## Advertising market looms in rising sun

Japanese billings reach \$1 billion, but U.S. area relatively untapped

The booming market for advertising in Japan and the peculiarities, potential and portent of that market, were outlined last week by Cy Schneider, president of Carson/Roberts/Inc., Los Angeles.

There are millions of dollars in advertising billings laying dormant in Japan, Mr. Schneider told members of the International Advertising Association, meeting in Los Angeles, and they are available for export. Japanese companies are interested in learning how to market their products and how to approach customers in other parts of the world, he pointed out. But, Mr. Schneider continued, vast cultural differences between the two countries greatly handicap the realization of a better business relationship between Japan and the U.S.

The agency executive commented: "I think the Japanese have done a much better job of understanding our culture and what makes us different than we have of theirs." He believes that one result of these cultural differences is that many American businessmen, faced with unfamiliar and difficult-to-understand business situations in Japan have decided that a working relationship is impossible or at best not worth the effort.

Mr. Schneider described the Japanese

economy as one of the fastest growing ones in the world and indicated that this growth is reflected by the increase in Japanese advertising expenditures. He said advertising expenditures in the country had increased from \$4.5 million in 1947 to more than \$1 billion annually. Yet, he emphasized, less than 2% of this total is being spent to reach overseas markets.

According to Mr. Schneider, Dentsu Advertising Ltd., the largest agency in Japan, billed more than \$260 million in 1967, making it also the fifth largest agency in the world. Hakuhodo Inc., the second largest agency in Japan, which has a working agreement with McCann-Erickson, accounted for almost \$110 million in billings in the same year. There are also some 20 Japanese agencies in the \$10 million to \$50 million category and more than 10 agencies in the \$3 million to \$10 million bracket.

Mr. Schneider feels that Japanese agencies are still primarily media repre-

sentatives buying blocks of time and space first, then selling the time and space where they can. Yet he observes an increasing sophistication among Japanese agencies, finds them taking a growing interest in the art, copy and sales strategy of their messages.

## Soviets to take part in international talks

An international conference next month to establish a single, permanent international communications satellite system got an upbeat surprise last week when Russia decided to attend.

The Soviet Union was replying to an invitation by U.S. officials extended to all countries to attend the conference which is scheduled to start Feb. 24 in Washington. At present 63 nations are members of the International Telecommunications Satellite Consortium (Intelsat), which was formed in 1964 on an interim basis to operate the worldwide communications satellite system.

The U. S. Communications Satellite Corp. manages the Intelsat operations.

The Soviet acceptance, followed by Bulgaria, is believed to presage acceptances by other Eastern bloc nations.

Leonard H. Marks, chairman of the U. S. delegation to the conference, hailed the Soviet action as an encouraging move that could lead to a single communications satellite system linking all nations. Mr. Marks is the former director of the U. S. Information Agency and was a founding board member of Comsat. He previously was a Washington communications attorney and plans to return to this practice at the end of the conference.

A major issue at the conference is expected to be the voting weight to be given each member nation. At present the voting formula is related to investment and use of the circuits, with the U. S. having a 53% voice in Intelsat decisions. Some nations, including Russia which once proposed a rival "Inter-sputnik" system, have proposed a "one nation, one vote" formula.

## Fates & Fortunes

### Broadcast advertising



Mr. Antonioli

Mr. Colacino

**Edward F. Antonioli**, manager of production, advertising department, NBC, New York, named manager of advertising services. **Alfred R. Colacino**, production assistant, succeeds Mr. Antonioli.

**Joseph E. Blalock**, with Bann & MacDonough Inc., agency, New York, elected VP.

**Tony Trapp**, associate media director, Benton & Bowles, New York, named VP.

**Edward W. Powell**, senior account executive, Pampel & Associates Inc., New York, named VP.

**Austin Haniel**, creative supervisor, Young & Rubicam, New York, and **Jonas Gold**, associate creative director, Kenyon & Eckhardt there, join The Marschalk Co., that city, as VP's and co-directors of one of agency's creative groups.

**Edward A. Garba**, VP and treasurer of

Interpublic Inc., New York, named VP and assistant treasurer of parent The Interpublic Group of Co's. there. **A. Donald Searles**, treasurer of McCann-Erickson Inc., New York, named assistant treasurer of The Interpublic Group of Co's. and VP and assistant treasurer of Interpublic Service Corp., also New York.

**Patrick C. Tims** and **Ralph H. Wright**, account supervisors, Foote, Cone & Belding, Chicago, named VP's.

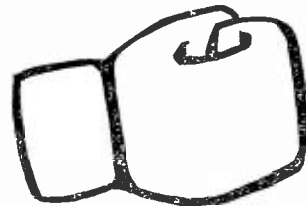
**A. Norton McKnight**, group supervisor, Vic Maitland & Associates Inc., Pittsburgh, named VP.

**Joe Sacco**, head of Joe Sacco & Friends, New York, and **Joseph F. Gallagher**, senior VP, Norman, Craig & Kummel, that city, join Erwin Wasey Inc., Los

Angeles, as senior VP's, creative. **Robert William Peterson**, VP in charge of TV creative operations for Dancer-Fitzgerald-Sample, New York, and **J. Edward Reich**, creative supervisor, Young & Rubicam there, join as VP's, creative. **Laurence G. Corey**, behavioral researcher, and **Ed Gazich**, account supervisor and director of research at Compton Advertising, New York, join as VP-research and marketing executive, client services, respectively.

**Arthur V. Mountrey**, senior VP, Compton Advertising, New York, named executive VP.

**Jack Levy**, account executive, and **Morris G. Rosenstein**, controller, Albert J. Rosenthal & Co., Chicago, named VP's. **William Rees**, VP, RKO Television



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Representatives Inc., New York, appointed associate director of marketing.



Mr. McCabe

office of Geyer, Oswald, becomes manager of Chicago office, succeeding Jan Tangdelius.

Joel Segall, account executive, Television Advertising Representatives Inc., New York, joins KYW-TV Philadelphia as sales manager.

James C. Dages, national sales manager, WWJ Detroit, joins WWJ-TV in same capacity. Arthur J. Underwood Jr., sales representative for WWJ, succeeds Mr. Dages.

James P. Courtney, media director, Pritchard Wood, New York, joins Sullivan, Stauffer, Colwell & Bayles there as VP and associate media director. Leo Fassler, creative group head, Kenyon & Eckhardt, New York, joins as VP and creative associate.

Dick Janik, local sales manager, KTTV-TV Los Angeles, joins KMBC-TV Kansas City, Mo., as general sales manager.

Michael Volpe, with sales staff of KTTV, succeeds Mr. Janik.

William Saffran, with Arthur Anderson Co., Indianapolis, joins Campbell-Ewald Co., Detroit, as VP and director of systems and computer operations.

C. Morgan, manager, WMRT Rocky Mount, N. C., joins WGOE Richmond, Va., as sales manager.

Ed Gardner, with sales staff, Radio Advertising Representatives Inc., New York, named manager of RAR's San Francisco office. He succeeds Frank

Egan, who joins sales staff of Chicago office.

Douglas H. Donoho, manager of CBS Radio's Detroit sales office, named eastern sales manager. Richard E. Charlton, account executive, Chicago sales office, succeeds Mr. Donoho.

Herb Usenheimer, with WGLT Babylon, N. Y., appointed general sales manager.

William A. Westerfield, graduate school, Syracuse University, Syracuse, N.Y. joins Hart/Conway Co., agency, Rochester, N. Y., as head of audio-visual department.



Mr. Faselt

Robert Faselt, assistant sales manager, WNEW New York, named sales manager, succeeding Robert Moun-ty (BROADCASTING, Jan. 13).

Justin A. Cassidy, Midwest sales manager, H-R/Corinthian, Chicago, joins KXTV(TV) Sacramento, Calif., as general sales manager.

Al Lucero, with KZAZ Nogales, Ariz., joins KIKX Tucson, that state, as general sales manager.

Norman Hayes, regional sales manager, WJXT(TV) Jacksonville, Fla., appointed sales manager.

Harry Smith, with WFLA-TV Tampa, Fla., appointed local sales manager.

Lloyd Forrest, sales manager, and Lyn Stoyer, account executive, WLWC(TV) Columbus, Ohio, appointed general sales manager and local sales manager, respectively.

Al Howard, station manager, WAXX Chippewa Falls, Wis. and WEAU-FM Eau Claire, that state, resigns to join KSTP-TV Minneapolis-St. Paul, as member of sales staff.

W. David Bodge, with sales staff, WICC Bridgeport, Conn., appointed local sales

manager of station.

## Media

Harvey Shephard, assistant director of audience measurement, television network research, department of economics and research, CBS/Broadcast Group, New York, named director.

Paul R. Ignatius, Secretary of the Navy in previous administration, joins *The Washington Post* as president and executive VP. He will also become member of board of directors and executive committee of The Washington Post Co., whose holdings include Post-Newsweek Stations.

Richard M. Catalano, program officer for public broadcasting, Ford Foundation, joins National Educational Television, New York, as VP for administration. He succeeds Edwin R. Bayley, who joins University of California at Berkeley as dean of newly created graduate school of journalism.

Gerald M. Reeves, supervisor, data processing, NBC, Los Angeles, appointed manager of data processing, West Coast.

John F. Tenaglia, general sales manager, KQV Pittsburgh, joins WMCK McKeesport, Pa., as VP and general manager.

Chuck Manson, manager, WOPA-FM Oak Park, Ill., appointed general manager.

Charles Peterson, production director, KQV Pittsburgh, joins KXYZ Houston, in newly created position of operations director. Both are ABC-owned stations.

W. F. Russell, general manager, WAVI Dayton, Ohio, also named VP. Joseph B. Whalen, general manager, WDAO-(FM) Dayton, also named VP. Both are WAVI Broadcasting Corp. stations.

Herbert S. Dolgoff, VP and general manager, WQAM Miami, joins WRIZ Coral Gables, Fla., in same capacity.

J. Strider Moler, president and general manager, WXVA and WZFM(FM) Charlestown, W. Va., joins WHAG-AM-FM Hagerstown, Md., as general manager. He succeeds Arthur Snowberger, who resigns.

Orrie Hancock, former network operations supervisor, CBS Radio, New York, joins WDME Dover-Foxcroft, Me., as station and sales manager.

Art Kent, news director, KUTV(TV) Salt Lake City, elected president of Utah Broadcasters Association.

Lloyd Kaiser, general manager, WITF-TV Hershey, Pa., and William J. McCarter, VP and general manager, WETA-TV Washington, elected to board of directors of Educational Television Stations, Washington, division of National Association of Educational Broadcasters.

Roy W. Harnish, newscaster, CKOC

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Hamilton, Ont., joins WAKX Superior, Wis., as operations manager.

**Robert M. Hirsch**, announcer-producer, noncommercial WECI(FM) Richmond, Ind., appointed station manager. He succeeds **Howell L. Gatchell Jr.**, who resigns while continuing as program director of WGLM(FM) Richmond.

**Richard W. Osborne**, sales manager, WKXL Concord, N. H., appointed station manager.

**William B. Faber**, general sales manager, WFLA-TV Tampa, Fla., appointed station manager. **C. Wesley Quinn** succeeds Mr. Faber.

**William A. Hildenbrand**, former newscaster for WDAS Philadelphia, and assistant program director for WDEL Wilmington, Del., appointed special assistant to Senator Hugh Scott (R-Pa.). He will serve principally on matters pertaining to Senator Scott's position as minority whip.

## Programing



**George J. Barimo**, unit manager for *The Huntley-Brinkley Report* and news-entertainment specials, NBC-TV, New York, named manager, daytime programs.

Mr. Barimo

**Jack Foley**, north central regional sales manager for Metromedia Producers Corp., New York, named national sales manager of syndicated sales. **Marshall Flaum**, producer-director-writer, joins Metromedia as VP in charge of programing. **Mrs. Marian J. Baldy**, director of TV research for Metromedia Inc., named director of research for MPC. **Pat Throne**, with advertising and sales promotion, MPC, appointed station promotion director.

**David E. Eschelbacher**, assistant director of production services, ABC-TV, New York, named director of production services. **Frederick J. Schuhmann**, director of production services, ABC-TV, New York, named general manager. TV facilities and services, ABC.

**Douglas Cox**, music director, KRLA Pasadena, Calif., named program director.

**Roger Holmes**, program director, WAMS Wilmington, Del., joins WNRK Newark, that state, in same capacity. He succeeds **Dan Casey**, who becomes production manager.

**Paul Baker**, announcer, WTPA(TV) Harrisburg-York-Lebanon, Pa., appointed program director.

**Gordon Baker**, with WGLI Babylon, N. Y., appointed program director and assistant manager.

**Lawrence T. Severino**, national sales coordinator, KCBS San Francisco, appointed national sales manager.

## News

**David Fuchs**, director, market development, CBS Television Network Sales Department, New York, named to newly created position of director, marketing services, CBS News.

**Art Kevin**, director of special events, KHJ Los Angeles, appointed news director. He succeeds **Jim Lawrence**, who joins KABC-TV, that city, as member of news staff.

**Gene McDaniel**, AP night news supervisor, Chicago, appointed night news editor. **Robert C. Hinds** succeeds Mr. McDaniel. **Edmund McCahill**, with *Chicago Sun-Times*, joins AP news bureau at Springfield, Ill. **William C. Chase**, with *Charlotte* (N. C.) *News*, joins AP staff in Charlotte. **Eric Prewitt** and **Margaret Ann Gentry** named to AP's Indianapolis news bureau.



Mr. Moore

**Don F. Dunwell**, station manager, WNRK Newark, Del., joins WHYY-TV Wilmington, that state, as news director.

**Dave Riggs**, reporter, WSB-TV Atlanta, appointed associate news director.

**Jerry Jensen**, newscaster-reporter, KRON-TV San Francisco, joins KBHK-TV there as anchor man.

**Libba Hinkle**, with WGHP-TV High Point-Greensboro-Winston-Salem, N. C., joins WFMV-TV Greensboro, N. C., as reporter-newscaster.

**Wayne Poucher**, syndicated news commentator, joins WLAC-TV Nashville as news analyst and reporter.

**Bob Sudyk**, sportswriter, *The Cleveland Press*, joins WIXY there as sportscaster.

**Robert Kaye**, news director, WQAM Miami, joins WIOD there as member of news staff.

**Joe Daggett**, newscaster, KING Seattle, named sports director of KING-AM-FM-TV.

## Promotion

**Dick Israel**, formerly with CBS-TV and *San Francisco Chronicle*, joins Rogers, Cowan & Brenner, Beverly Hills, Calif., as senior VP.

**Robert J. Rollins**, news director, WDAF-TV Kansas City, Mo., joins Barrett/Yehle Advertising and Public Relations there as director of public relations.

**Howard Strickling**, VP, advertising-promotion-public relations, Metro-Goldwyn-Mayer Inc., Culver City, Calif., retires after 49 years with studio. **William R. Golden**, assistant publicity and advertising director, named director of publicity and advertising.

**Malcolm R. Labatt-Simon**, merchandising account executive, Gaynor & Ducas Inc., New York, joins WQXR-AM-FM there as director of promotion.

**Bert Hochman**, PR manager, Lever Brothers Co., New York, named to newly created post of associate PR director.

## Equipment & engineering



Mr. Auld

**John S. Auld**, VP and general manager, Philips Broadcast Equipment Corp., Paramus, N.J., elected president. He succeeds **Matthew M. Dorenbosch**, who becomes chairman.

**George C. Evanoff**, in charge of product planning and business development, RCA, New York, named staff VP, corporate planning.

## Deaths



Mr. Quirk

**James T. Quirk**, 57, publisher of *TV Guide* since its inception in 1953, died Jan. 18 in Philadelphia, of heart attack. Mr. Quirk began career as announcer with WIP Philadelphia. In 1940 he became promotion manager of Triangle's WFIL there, and was subsequently associated with several stations and other publications owned by Triangle. He became publisher of *TV Guide* upon its founding by Triangle President Walter Annenberg. Mr. Quirk is survived by his wife, Mary Louise, son and three stepsons.

**Robert W. Byloff**, 48, president of Reeves Video Division of Reeves Broadcasting Corp., New York, died Jan. 18 in New Canaan, Conn., of heart attack. He had been with Reeves since 1959. Mr. Byloff was member of NBC engineering team that achieved first successful color TV broadcasting, and he redesigned several major NBC studios for color. He is survived by his wife, Betty, and daughter.

As compiled by BROADCASTING, Jan. 15 through Jan. 22 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

### Applications

■ **Norwood, N. Y.**—St. Lawrence Valley Educational Television Council. Seeks UHF ch. 18 (494-500 mc); ERP 556 kw vis, 83.4 kw aur. Ant. height above average terrain 759 ft.; ant. height above ground 754 ft. P.O. address: c/o Richard A. Jones, Director, Academy Street School, Watertown 13601. Estimated construction cost \$764,000; first-year operating cost \$230,000 with Watertown ch. 50; revenue none. Geographic coordinates 44° 28' 56" north lat.; 74° 52' 13" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Krieger & Jorgensen; consulting engineer George C. Davis, both Washington. Principals: State of New York Board of Regents. Ann. Jan. 18.

■ **Watertown, N. Y.**—St. Lawrence Valley Television Council. Seeks UHF ch. 50 (686-692 mc); ERP 492 kw vis, 73.3 kw aur. Ant. height above average terrain 1219 ft.; ant. height above ground 939 ft. P.O. address: c/o Richard A. Jones, Director, Academy Street School, Watertown 13601. Estimated construction cost \$764,000; first-year operating cost \$230,000 with Norwood ch. 18; revenue none. Geographic coordinates 43° 51' 44" north lat.; 75° 43' 40" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Krieger & Jorgensen; consulting engineer George C. Davis, both Washington. Principals: State of New York Board of Regents. Ann. Jan. 18.

### Starts authorized

■ **KMST(TV) Monterey, Calif.**—Authorized program operation on ch. 46. 662-668 mc, ERP 443 kw vis. Action Jan. 9.

■ **WKPI(TV) Pikeville, Ky.**—Authorized program operation on ch. 22. 518-524 mc, ERP 468 kw vis. Action Jan. 9.

### Other actions

■ **Review board in Homewood, Ala.** TV proceeding. Docs. 15461, 16760-61 and 16758.

granted to extent indicated and denied in all other respects appeal from adverse ruling of hearing examiner filed Oct. 14 by Birmingham Television Corp.; other parties to proceeding are afforded five days from release date of document in which to file pleading in support of or in opposition to motion for correction of record. Action Jan. 17.

■ **Review board in Minneapolis.** TV proceeding. Docs. 15341-43, 16782-83. granted petition filed Jan. 15 by Control Data Corp., extended to Feb. 4 time to file reply to opposition and comments to petition for partial reconsideration or addition of protective condition. Action Jan. 15.

■ **Review board in San Antonio, Tex.** FM proceeding. Docs. 18238-39. granted request filed Jan. 14 extended to Jan. 27 time to file oppositions to motion to enlarge issues filed by Turner Broadcasting Corp. Action Jan. 17.

■ **Review board in Racine, Wis.** TV proceeding. Docs. 18323-24. granted joint petition for approval of agreement filed Dec. 3 by John Weigel Associates and United Broadcasting Corp.; agreement approved to extent indicated, application of John Weigel Associates dismissed with prejudice, application of United Broadcasting Corp. is retained in hearing status. Action Jan. 17.

### Actions on motions

■ **Hearing Examiner H. Gifford Irion** in Minneapolis (Viking Television Inc. and Calvary Temple Evangelistic Association). TV proceeding, ordered Control Data Corporation's motion to intervene certified to review board (Docs. 18381-2). Action Jan. 17.

■ **Hearing Examiner Jay A. Kyle** in Boston (Boston Heritage Broadcasting Inc.). TV proceeding, on verbal request by counsel for applicant and with concurrence of counsel for Broadcast Bureau, rescheduled hearing to March 24 (Doc. 17743). Action Jan. 17.

■ **Hearing Examiner Forest L. McClenning** in Nampa, Idaho (Snake River Valley Television Inc. and Idaho Television Corporation), TV proceeding, pursuant to agreements reached at Jan. 13 prehearing conference, ordered all exhibits to be exchanged on Feb. 24 with list of witnesses and general areas of testimony to be offered in affirmative presentations; notification to be given on or before March 3 of witnesses to be called for cross-examination on the exchanged exhibits; rescheduled hearing for March 17 (Docs. 18379-80). Action Jan. 15.

■ **Hearing Examiner Forest L. McClenning** in Nampa, Idaho (Snake River Valley Television Inc. and Idaho Television Corp.). TV proceeding, granted petition by Snake River Television Inc. for production of documents; dismissed motion by Idaho Television Corporation for protective order; on examiner's own motion ordered all interrogatories served by Snake River Valley Television Inc. on Jan. 6 on Idaho Television Corp. except interrogatory 14 shall not be answered (Docs. 18379-80). Action Jan. 16.

■ **Hearing Examiner Forest L. McClenning** in Nampa, Idaho (Snake River Valley Television Inc. and Idaho Television Corp.). TV proceeding, denied motion by Snake River Valley Television Inc. for leave to amend application to show filing of application requesting transfer of control of license of KNOP-AM-TV from Ferris E. Traylor and Richard F. Shively, as voting trustee and officer and director of petitioner (Docs. 18379-80). Action Jan. 21.

■ **Hearing Examiner Herbert Sharfman** in Orlando, Fla. (Orange Nine Inc., Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television Inc., Comint Corporation, and TV-9 Inc.). TV proceeding, in order following prehearing conference, extended certain procedural dates and extended hearing date from March 3 to March 10 (Docs. 11081, 11083, 17339, 17341-2, 17344). Action Jan. 21.

### Rulemaking action

■ **FCC denied request** by William Kepper and Robert A. Jones, both La Grange Illinois, to amend TV table of assignments by assigning ch. 68 to Waukegan, Ill. Action Jan. 15.

### Call letter applications

■ **Pappas Electronics, Tulare, Calif.** Requests KMPH(TV).

■ **Dubuque Communication Corp., Dubuque, Iowa.** Requests KDUB-TV.

■ **Standard Broadcasting Co., Milwaukee.** Requests WMKE-TV.

### Designated for hearing

■ **FCC designated for hearing applications** of Tyler Television Co. and Festival Broadcasting Co. for new TV's on ch. 14 at Tyler, Tex. Action Jan. 15.

## Existing TV stations

### Final actions

■ **KHAR Anchorage**—Broadcast Bureau granted CP to replace expired permit. Action Jan. 14.

■ **KBRI Brinkley, Ark.**—Broadcast Bureau granted CP to make changes in ant. system. Action Jan. 21.

■ **KPOI Honolulu**—Broadcast Bureau granted remote control. Action Jan. 21.

■ **WBBM-TV Chicago**—FCC granted Columbia Broadcasting System permission to file response and supporting brief in "pot party" proceeding; filings due Feb. 17; oral argument set for March 3. Action Jan. 15.

■ **WPAA(TV) Andover, Mass.**—Broadcast Bureau granted remote control. Action Jan. 17.

■ **WOR New York**—Broadcast Bureau granted CP to install alternate-main trans. at new trans. site. Action Jan. 21.

### Actions on motions

■ **Hearing Examiner Arthur A. Gladstone** in Newark, N. J. (Atlantic Video Corp. [WRTV] and Vikcom Broadcasting Corp.). TV proceeding, on examiner's own motion postponed prehearing conference presently scheduled for Feb. 3 to Feb. 13, and by separate action denied petition to intervene filed by Ultra-Casting Inc. (Docs. 18403-4). Action Jan. 21.

■ **Hearing Examiner David I. Kraushaar** in Waterbury, Conn. (WATR Inc. [WATR-TV]). TV proceeding, following prehearing conference, rescheduled hearing for March 24. March 7 exhibits are to be exchanged among counsel with one copy of each exhibit to be provided the examiner; by March 17 counsels are to inform each other of witnesses whose testimony will be presented orally and those desired for cross-examination (Doc. 18376). Action Jan. 15.

### Rulemaking petitions

■ **FCC in notice of proposed rulemaking** proposed substitution of ch. 2 for ch. 9 at Flagstaff, Ariz. Grand Canyon Television Inc. intends to apply for ch. 2 if reassignment is granted. Action Jan. 15.

■ **FCC in rulemaking proposal** has proposed rule amendments to permit remote control of VHF stations in response to petition by

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## Summary of broadcasting

Compiled by BROADCASTING, Jan. 23, 1969

	On Air Licensed	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,223 <sup>1</sup>	15	4,238 <sup>1</sup>	68	4,304 <sup>1</sup>
Commercial FM	1,902	48	1,950	182	2,132
Commercial TV-VHF	496 <sup>2</sup>	10	506 <sup>2</sup>	11	517 <sup>2</sup>
Commercial TV-UHF	122 <sup>2</sup>	51	171 <sup>2</sup>	160	333 <sup>2</sup>
Educational FM	355	8	363	29	392
Educational TV-VHF	71	4	75	1	77
Educational TV-UHF	70	28	98	13	111

## Station boxscore

Compiled by FCC, Jan. 2, 1969

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,222 <sup>1</sup>	1,891	615 <sup>1</sup>	354	141
CP's on air (new stations)	14	53	62	8	31
Total on air	4,236 <sup>1</sup>	1,944	675 <sup>1</sup>	362	172
CP's not on air (new stations)	66	187	170	31	16
Total authorized stations	4,302 <sup>1</sup>	2,131	847 <sup>2</sup>	393	188
Licenses deleted	2	3	0	0	0
CP's deleted	1	0	1	0	0

<sup>1</sup> Includes two AM's operating with Special Temporary Authorization, and 25 educational AM's.

<sup>2</sup> Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

National Association of Broadcasters. Action Jan. 16.

### Call letter applications

- WBMO-TV, U. S. Communications of Georgia, Atlanta. Requests WATL-TV.
- WRDU, Triangle Telecasters, Inc., Durham, N. C. Requests WRDU-TV.

## New AM stations

### Application

- Kernersville, N. C.—Kernersville Broadcasting Co. Seeks 1170 kc, 250 kw. P.O. address: c/o Harrell Powell Jr., Winston-Salem, N. C. Estimated construction cost \$30,188; first-year operating cost \$40,000; revenue \$48,000. Principals: Daniel Carl Lawrence, vice president. Leslie Gray Frye, secretary-treasurer, and Harrell Powell Jr., president, each 33 1/3%. Mr. Powell and Miss Frye are attorneys. Mr. Lawrence and Miss Frye have building contractor and real estate development interests. Ann. Jan. 17.

### Starts authorized

- KZRK Ozark, Ark.—Authorized program operation on 1540 kc, 500 w-D. Action Jan. 10.
- KCAW Port Arthur, Tex.—Authorized program operation on 1510 kc, 1 kw-D. Action Jan. 9.

### Other actions

- Review board in Louisa, Ky., AM proceeding, Docs. 18235-36, denied petition to enlarge issues filed Dec. 9 by two Rivers Broadcasting Co. Action Jan. 21.
- Review board in New York, AM proceeding, Docs. 17454-55, granted motion filed Jan. 13 by New York University, extended to Jan. 22 time to file exceptions to initial decision. Action Jan. 15.
- Bayamon, P. R.—Amendment of application of Augustine L. Cavallaro Jr. for new AM to specify San Juan as station location has been required by decision of review board. Action Jan. 22.
- Review board in Williamsburg, Va., AM proceeding, Docs. 17605-06, 18375, granted petition to enlarge issues filed Dec. 2 by James River Broadcasting Corp. Action Jan. 21.

### Actions on motions

- Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.), AM proceeding, granted petition by Hudson C. Millar Jr. and James Jerdan Bullard for expanded participation and made them full parties to proceeding (Docs. 18204-5). Action Jan. 21.
- Hearing Examiner Charles J. Frederick in St. Louis (Great River Broadcasting Inc.) et al., AM proceeding, ordered petition for leave to amend application and amendment filed by Victory Broadcasting Co. certified to review board (Docs. 17210-15, 17217, 17219). Action Jan. 17.

■ Hearing Examiner Chester F. Naumowicz in Lexington and China Grove, both North Carolina (Harry D. Stephenson and Robert E. Stephenson and China Grove Broadcasting Co.), AM proceeding, in order following prehearing conference, ordered hearing governed by agreements and rulings set forth on record of conference, which shall commence April 15 (Docs. 18385-6). Action Jan. 17.

■ Hearing Examiner Chester F. Naumowicz Jr. in Boynton Beach and Naples, both Florida (North American Broadcasting Co., Radio Boynton Beach Inc., Boynton Beach Community Services Inc. and Radio Voice of Naples), AM proceeding, granted petition by Radio Voice of Naples for leave to amend application and return to processing line (Docs. 18310-3). Action Jan. 21.

### Rulemaking petition

■ Don R. Price, Battle Creek, Mich.—Requests rulemaking to assign ch. 285A to Battle Creek. Action Jan. 15.

### Call letter applications

- Trans-Florida Radio Inc., Bartow, Fla. Requests WPUL.
- Tri-State Broadcasting, Sioux Center, Iowa. Requests KVBX.
- Tri-State Broadcasting, Middlesboro, Ky. Requests WAFI.
- Parcypheny Radio, Parsippany-Troy Hills, N. J. Requests WPRJ.
- Daniel Enterprises Inc., Warren, Ohio. Requests WDNL.

## Existing AM stations

### Final actions

- KFAX San Francisco—FCC denied reconsideration petitions by Argonaut Broadcasting Co. for unlimited time agreement with WKYC Cleveland. Action Jan. 17.
- WIFE Indianapolis—Broadcast Bureau granted remote control; conditions. Action Jan. 15.
- KSL Salt Lake City—FCC denied petition by Ethel C. Hale and W. Paul Wharton for reconsideration of license renewal. Action Jan. 22.
- WIGM Medford, Wis.—Broadcast Bureau granted license covering change in ant. system. Action Jan. 17.

### Actions on motions

- Chief Hearing Examiner James D. Cunningham in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KRRR]), AM proceeding, designated Hearing Examiner Chester F. Naumowicz Jr., in lieu of H. Gifford Irlon, to serve as presiding officer (Docs. 17624-5). Action Jan. 17.
- Hearing Examiner Forest L. McClennen in Costa Mesa-Newport Beach, both California (Charles W. Jobbins et al.), AM proceeding, granted petition by Pasadena Broadcasting Co. for leave to amend application to show transfer from Tribune

Publishing Company, a 20% stockholder of petitioner, of its 12% interest in Guard Publishing Company, licensee of KERG Eugene, Oreg. and parent to publishing company of daily newspaper in that city and to show resignation of director of Tribune Publishing Co. (Docs. 15752, 15754-6, 15758-60, 15762, 15764-6). Action Jan. 21.

■ Hearing Examiner Chester F. Naumowicz in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KRRR]), AM proceeding, having under consideration order of chief hearing examiner designating new presiding officer, continued further hearing pending further order and scheduled hearing conference for Jan. 27 (Docs. 17624-5). Action Jan. 21.

### Fines

- WFTL Fort Lauderdale, Fla.—FCC ordered forfeiture of \$200 for violation of rules on equipment performance measurements. Action Jan. 22.
- KGVW Belgrade, Mont.—Broadcast Bureau notified of apparent forfeiture liability of \$200 for failure to keep accurate maintenance log. Action Jan. 15.
- KRKT Albany, N. Y.—FCC ordered forfeiture of \$200 for violation of rules on equipment performance measurements. Action Jan. 22.
- KABQ Albuquerque, N. M.—FCC notified of apparent liability forfeiture of \$500 for violation of rules by failing to have qualified operator on duty. Action Jan. 22.
- KHEN Henryetta, Okla.—FCC notified of apparent liability forfeiture of \$1,000 for violations of rules including failure to have qualified operator on duty and operating with defective modulation monitor. Action Jan. 22.
- KTMC McAlester, Okla.—FCC notified of apparent forfeiture liability of \$500 for nine violations of rules including failure to have properly licensed operator on duty. Action Jan. 15.
- KVLH Pauls Valley, Okla.—FCC ordered forfeiture of \$1,000 for violations of rules including failure to have equipment operating functionally to receive emergency action notifications; operating after sunset hours specified in authorization, and failure to enter station identification announcements in log. Action Jan. 22.
- KPRB Redmond, Ore.—Broadcast Bureau notified of apparent liability forfeiture of \$250 for violation of rules by failing to calibrate remote reading ant. ammeter against regular meter at least once a week. Action Jan. 16.
- KRSC Othello, Wash.—FCC notified of apparent liability forfeiture of \$650 for violation of rules including failure to keep proper maintenance log, equipment performance measurements and weekly calibration of remote meters. Action Jan. 15.
- WPAR Parkersburg, W. Va.—FCC notified of apparent liability forfeiture of \$1,000 for violation of rules including failure to have control equipment properly functioning to allow operation from remote control point. Action Jan. 15.

### Rulemaking petition

■ FCC in notice of proposed rulemaking proposed new rules dealing with nighttime operation of class I and class II AM's sharing same channel. Proposed rules provide that co-channel class I stations must file anticipated hours of operation with FCC four times a year, so that limited-time, class II stations may be aware of available hours of operation. Action Jan. 15.

### Call letter application

- KFTV Lamar Broadcasting Co., Paris, Tex. Requests KPFE.

## New FM stations

### Applications

- Mountain Home, Ark.—Mountain Home Broadcasting Corp. Seeks 98.3 mc. ch. 252, 1.4 kw. Ant. height above average terrain 417 ft. P.O. address: Arvin Stricklen, Box #C, Mountain Home. Estimated construction cost \$22,472.50; first-year operating cost \$6,500; revenue \$9,000. Principals: Arvin Stricklen (98%). Mr. Stricklen also is 98% owner of KLTO Mtn. Home. Ann. Jan. 17.
- Oil City, Pa.—Brinsfield Broadcasting Co. Seeks amendment to application for CP for new FM to change ERP to 20 kw, TPO to 6.1 kw and type trans. Ann. Jan. 21.

## Starts authorized

- **KWXY-FM** Cathedral City, Calif.—Authorized program operation on 103.1 mc. ch. 276, ERP 3 kw, ant. height 690 ft. Action Jan. 10.
- **WHUC-FM** Hudson, N. Y.—Authorized program operation on 93.5 mc. ch. 228, ERP 3 kw, ant. height minus 15 ft. Action Jan. 10.
- **KWIL-FM** Albany, Ore.—Authorized program operation on 107.9 mc. ch. 300, ERP 30 kw, ant. height 540 ft. Action Jan. 10.
- **WPRE-FM** Prairie Du Chein, Wis.—Authorized program operation on 94.3 mc. ch. 232, ERP 3 kw, ant. height minus 46 ft. Action Jan. 9.

## Actions on motions

- Review board in Tampa, Fla., FM proceeding, Doc. 17943, granted motion filed Jan. 15 and extended to Jan. 22 time to file exceptions to initial decision. Action Jan. 17.
- Chief, Broadcast Bureau granted request by Oneida Broadcasting Co. and extended to Feb. 10 time to file reply comments in amendment of FM table of assignments. Rhinelander, Wis. (Doc. 18389, RM-1339). Action Jan. 16.
- Chief Hearing Examiner James D. Cunningham in Tulare, Calif. (Mineral King Broadcasters and Arthur Nersasian), FM proceeding, designated Hearing Examiner Millard F. French to serve as presiding officer; scheduled prehearing conference for March 17 and hearing for April 15 (Docs. 18418-9), Action Jan. 15.
- Hearing Examiner Charles J. Frederick in Portland, Ind. (Glenn West and Soundvision Broadcasting Inc.), FM proceeding, reopened record and scheduled further prehearing conference for Feb. 5 (Docs. 17916-7), Action Jan. 17.
- Hearing Examiner Jay A. Kyle in London, Ky. (H. & C. Broadcasting Co. and London Broadcasting Co.), FM proceeding, granted joint motion by applicant and continued without date hearing presently scheduled for Jan. 27 (Docs. 18200-1), Action Jan. 16.

## Rulemaking petition

- FCC in notice of proposed rulemaking proposed assignment of ch. 235 at Chesapeake-Virginia Beach, Va. Action Jan. 15.

## Call letter applications

- Choate School Foundation Inc., Wallingford, Conn. Requests \*WWEB-FM.
- School District No. 99, DuPage County, Downer Grove, Ill. Requests WDCG-FM.
- Worcester Collegiate Radio Network, Worcester, Mass. Requests \*WCRN(FM).
- Milford Associates Inc., Milford, Ohio. Requests WLYK-FM.
- Farm & Home Broadcasting Co., Wellsboro, Pa. Requests WGCR-FM.
- Middle Tenn. State University, Murfreesboro, Tenn. Requests \*WMOT(FM).
- North Texas State University, Denton, Tex. Requests \*KXXY(FM).
- Central Vermont Broadcasting Corp., Rutland, Vt. Requests WHWB-FM.
- Altavista Broadcasting Co., Altavista, Va. Requests WKDE-FM.

## Existing FM stations

### Final actions

- **KOTN-FM** Pine Bluff, Ark.—Broadcast Bureau granted CP to change ant.-trans. and studio location to Commerce Rd. and East 10th Ave., Pine Bluff; changes in ant. system; ant. height to 125 ft.; condition. Action Jan. 16.
- **KBBY(FM)** Bakersfield, Calif.—Broadcast Bureau granted license covering new station. Action Jan. 17.
- **KMUZ(FM)** Santa Barbara, Calif.—Broadcast Bureau granted license covering installation of new type ant. Action Jan. 17.
- **WFMW-FM** Madisonville, Ky.—Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location for auxiliary purposes only. Action Jan. 16.
- **WRUS-FM** Russellville, Ky. — Broadcast Bureau granted license covering changes. Action Jan. 17.
- **KRMD-FM** Shreveport, La.—Broadcast Bureau granted CP to install new type trans.; change ERP to 25 kw.; ant. height to 195 ft.; delete remote control authority. Action Jan. 21.

- **\*WGTS-FM** Takoma Park, Md.—Broadcast Bureau granted CP to make changes in ant. system, ERP 29.5 kw, ant. height 165 ft. Action Jan. 15.
- **KKLP(FM)** Pipestone, Minn.—Broadcast Bureau granted SCA on subcarrier frequency of 67 kc. Action Jan. 21.
- **KWOA-FM** Worthington, Minn.—Broadcast Bureau granted license covering changes. Action Jan. 17.
- **WLIB-FM** New York — Broadcast Bureau granted remote control. Action Jan. 21.
- **\*WSHA(FM)** Raleigh, N. C.—Broadcast Bureau granted license covering new station; specify type trans. Action Jan. 17.
- **KLIQ-FM** Portland, Ore.—Broadcast Bureau granted CP to install new type trans.; ERP to 100 kw. Action Jan. 21.
- **KVSR(FM)** Rapid City, S. D.—Broadcast Bureau granted remote control. Action Jan. 16.
- **KGMI-FM** Bellingham, Wash.—Broadcast Bureau granted CP to install new type ant.; make changes in ant. system; increase height of ant. to 2,540 ft.; ERP to 25 kw; remote control permitted. Action Jan. 21.
- **WDUX-FM** Waupaca, Wis.—Broadcast Bureau granted license covering changes; specify type trans. Action Jan. 17.

## Actions on motions

- Chief Hearing Examiner James D. Cunningham in Chicago (WFMT(FM)), assignment of license from Gale Broadcasting Co. to WGN Continental FM Co., designated Hearing Examiner Basil P. Cooper to serve as presiding officer; scheduled prehearing conference for Jan. 29 and hearing for Feb. 25 (Doc. 18417), Action Jan. 21.
- Hearing Examiner Charles J. Frederick in Tulare, Calif. (Blue Ridge Broadcasters), revocation of license of KDFR(FM), granted motion of counsel for Broadcast Bureau; terminated hearing and certified case to FCC (Doc. 18240), Action Jan. 17.
- Hearing Examiner Forest L. McClenning in San Antonio, Tex. (Bexar Broadcasting Co. and Turner Broadcasting Corp. [KBUC-FM]), FM proceeding, dismissed motion by Bexar Broadcasting Co. for change of exhibit exchange date (Docs. 18238-9), Action Jan. 21.

## Fine

- **KGWV-FM** Belgrade, Mont. — Broadcast Bureau notified apparent forfeiture liability of \$200 for violation of rules including failure to keep accurate maintenance log. Action Jan. 15.

## Call letter applications

- **KLAK-FM**, Lakewood Broadcasting Service Inc., Lakewood, Colo. Requests KJAE(FM).
- **WATL-FM** Rounsaville of Tampa Inc., Tampa, Fla. Requests WDAE-FM.
- **WOPA-FM**, Sonderling Broadcasting Corp., Oak Park, Ill. Requests WGLD(FM).
- **KUZN-FM**, Howard E. Griffith, West Monroe, La. Requests KYEA(FM).
- **KOLS-FM**, Lakes Area Broadcasting Co., Pryor, Okla. Requests KKMA(FM).
- **KVET-FM**, KVET Broadcasting Co., Austin, Tex. Requests KASE(FM).

## Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following: KACY Port Hueneme and KBBW(FM) San Diego, both California; KELP El Paso; KERN Bakersfield, Calif.; KKHI San Francisco; KOFY San Mateo and KSFE Needles, both California; WCOV Montgomery, Ala.; WWYN Erie, Pa.; KFAV San Francisco. Actions Jan. 21.

## Modification of CP's, all stations

- Broadcast Bureau granted mod. of CP's to extend completion dates for following: WENN-FM Birmingham, Ala. to July 15; KUKI-FM Ukiah, Calif. to April 20; WPBA-FM Palm Bay, Fla. to July 10; WJCC(FM) Angola, Ind. to June 21; WSLM-FM Salem, Ind. to May 15; KRCE-FM Council Bluffs, Iowa to March 7; KMEG-FM Sioux City, Iowa to August 1; KBMO-FM Benson, Minn. to June 26; KGMO-FM Cape Girardeau, Mo. to June 1; WJAG-FM Norfolk, Neb. to July 24; WCLW-FM Mansfield, Ohio to June 27; KVET-FM Austin, Tex. to April 28; WESR-FM Tasley, Va. to July 10, Action Jan. 15.

- **KBBI(FM)** Los Angeles—Broadcast Bureau granted mod. of CP to extend completion date to April 15. Action Jan. 16.
- **KUDO(TV)** San Francisco—Broadcast Bureau granted mod. of CP to change ERP to 895 kw vis., and 145 kw aur.; ant. height to 1310 ft. Action Jan. 16.
- **WFCS** Southington, Conn.—Broadcast Bureau granted mod. of CP to extend completion date to June 15. Action Jan. 16.
- **WDEL-FM** Wilmington, Del.—Broadcast Bureau granted mod. of CP to change TPO; change ERP to 50 kw. Action Jan. 16.
- **WTRS(FM)** Dunnellon, Fla. — Broadcast Bureau granted mod. of CP to change type trans., type ant.; change TPO. Action Jan. 16.
- **WXOS(FM)** Plantation Key, Fla.—Broadcast Bureau granted mod. of CP to change type ant., ant. height 440 ft.; change TPO. Action Jan. 16.
- **WBBW** Youngstown, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to April 9, Action Jan. 13.
- **KNFM(FM)** Midland, Tex.—Broadcast Bureau granted mod. of CP to change type trans.; change type ant.; ERP to 17 kw vert. polarized. Action Jan. 21.
- **KIMA-FM** Yakima, Wash.—Broadcast Bureau granted mod. of CP to extend completion date to May 1. Action Dec. 12.

## Translator actions

- Sacramento Valley Television Inc., Weed, Calif.—Broadcast Bureau granted CP for new VHF TV translator to serve Weed and Abrams Lake on ch. 13 by rebroadcasting KRCR-TV, ch. 7, Redding, Action Jan. 16.
- **K13HE** Spokane (Baxter Hospital area and Downriver area), Wash.—Broadcast Bureau granted CP to change type trans. of VHF translator station. Action Jan. 17.

## CATV

### Final actions

- FCC denied petition by Willmar Video Inc., Willmar, Minn., for reconsideration and motion for stay to rescind order that Will-

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tion provide same-day non-duplication protection to KCMT Alexandria, Minn. Action Jan. 9.

### Other action

■ FCC specified procedures for allotting time to each party within eight groups of participants for oral presentations Feb. 3 and 4 in rulemaking proceeding to amend CATV rules and inquiry into development of communications technology and services (Doc. 18397). Action Jan. 15.

### Action on motion

■ Hearing Examiner Jay A. Kyle in Kalamazoo, Mich. (Fetzer Cable Vision) et al., CATV proceeding in Grand Rapids-Kalamazoo and Lansing, all Michigan. TV markets, in accordance with notice of proposed rule-making and notice of inquiry released Dec. 13, ordered all further proceedings suspended indefinitely (Docs. 17200-2, 17207-8). Action Jan. 16.

## Ownership changes

### Applications

■ WFMI-AM-FM Montgomery, Ala. — Seeks assignment of license from Fine Music Inc. to Rau Radio of the South Inc. for \$130,000. Sellers: Investment Capital Corp., licensed by Small Business Administration, I.C.C. has stock option in WNOO Chattanooga, Tenn. Buyers: Henry Rau, president (31.5%), Lloyd S. Smith, vice president (10%), Patrick H. Kelly, treasurer (4%), et al. Messrs. Rau, Smith and Kelly have interests in WDOV-AM-FM Dover, Del.; WNAV-AM-FM Annapolis; WATO-AM-FM Oak Ridge, Tenn.; and WARK-AM-FM Hagerstown, Md. They also have interests in Delaware Teleservice Co., Dover, CATV co. Ann. Jan. 21.

■ KZAZ(TV) Nogales, Ariz.—Seeks sale of stock of I. B. C. from International Broadcasting Co. (3% before, none after) to Mrs. Carlotta C. Kirkeby (14.75% before, 17.75% after). Consideration: \$20,000. Ann. Jan. 17.

■ KBRG-FM San Francisco—Seeks assignment of license from Apollo Broadcasting System Inc. to Entertainment Communications Inc. for \$550,000. Sellers: J. T. Trotter. Buyer: Joseph M. Field (80.5%) et al. Mr.

Field owns 5% of applicant to purchase WPEN-AM-FM Philadelphia. Ann. Jan. 16.

■ WCLS Columbus, Ga.—Seeks transfer of control of Muscogee Broadcasting Co. from Charlie H. Parish Sr. (50% before, 30% after) to C. H. Parish Jr. and Ramona Strickland Parish, co-trustees for Merry Gay and Tomothy Nelson Parish and C. H. Parish II (jointly none before, 20% after). No consideration involved. Ann. Jan. 21.

■ KFMC(FM) Des Moines, Iowa — Seeks transfer of control of Iowa Fine Music Broadcasting Corp. from William N. and Ruth C. Plymat (each 50% before, none after) to Woodland Corp. (none before, 100% after). Principals: John E. Gustafson, chairman of board (6.04%) et al. Mr. Gustafson is physician and owns real estate investment and development firm. Consideration: \$10,000 plus 12,500 shares of Woodland stock. Ann. Jan. 21.

■ KVOB Bastrop, La.—Seeks assignment of license from Rainey Radio to Hagan Broadcasting Inc. for \$115,000. Sellers: Odessa R. and F. Bart Rainey Jr. (jointly 100%). Buyers: Stanley Robert Hagan, president (43.96%) et al. Mr. Hagan is former vice president and general manager for Scripps-Howard Broadcasting Co. Ann. Jan. 21.

■ KACO-FM St. Louis—Seeks assignment of CP from Apollo Radio Corp. to Entertainment Communications Inc. for \$125,000. Seller: J. T. Trotter. Buyer: Joseph M. Field (80.5%) et al. Mr. Field owns 5% of applicant to purchase WPEN-AM-FM Philadelphia. Ann. Jan. 16.

■ WKBK Keene, N. H.—Seeks transfer of control of Monadnock Broadcasting Corp. from Albert L. Auclair (52% before, none after) and Joseph Maltis (20% before, none after) to David F. Shurtleff (20% before, 71.4% after) and Talbot R. Hood (8% before, 28.6% after). Consideration: \$106,079.87 and 48% of stock of WEMJ Laconia, N. H. See below. Ann. Jan. 21.

■ WEMJ Laconia, N. H.—Seeks transfer of control of Belknap Broadcasting Corp. from Joseph Maltis and David F. Shurtleff (each 20% before, none after) and Talbot R. Hood (8% before, none after) to Albert L. Auclair (52% before, 100% after). Consideration: 25% of stock of WKBK Keene, N. H. See above. Ann. Jan. 21.

■ WEBO Owego, N. Y.—Seeks assignment of license from Owego Community Service Broadcasting Corp. to WEBO Radio Inc. for \$162,000. Sellers: Philip Spencer, president, et al. Buyers: Warren F. Haas, president, treasurer, Frank E. Penny, vice president-secretary, and E. Michael Mastropietro (each 33%). Mr. Haas owns 50% of WSUB Groton, Conn., and Mr. Penny is employe of WHDH Boston. Mr. Mastropietro is 98% owner of one drug firm and 97% owner of another. Ann. Jan. 21.

■ WHRY and WMSH-FM, both Elizabethtown, Pennsylvania—Seek assignment of licenses from Hershey Broadcasting Co. to East Penn Broadcasting Corp. for \$225,000. Seller: Hershey Estates. James E. Bobb and Arthur R. Whiteman vote stock of Hershey Estates. Seller is candy manufacturer. Buyers: Stanley S. Stoller, president, James H. Von Frank, treasurer, and Joseph A. Barrett, vice president-secretary (each 33%). Mr. Stoller is former vice president of sales and local sales manager for WWDC-AM-FM Washington. Mr. Von Frank is president of Rockville, Md., bank. Mr. Barrett has interest in Washington stock brokerage firm. Ann. Jan. 16.

■ KFDA-TV Amarillo, Tex.—KFDO-TV Sayre, Okla. and KFDW-TV Clovis, N.M.—Seek assignment of licenses from Bass Broadcasting Co. (Delaware Corp.) to Bass Broadcasting Co. (Texas Corp.) for purpose of corporate reorganization. No consideration involved. KFDO-TV and KFDW-TV are 100% satellites of KFDA-TV. Principals: Perry R. Bass (51.58%) et al. Ann. Jan. 17.

■ KMCO Conroe, Tex.—Seeks transfer of control of Montgomery County Broadcasting Co. from Eunice Hardy Smith, independent executrix of estate of F. Reagan Smith, deceased (80% before, none after) to Eunice Hardy Smith (none before, 80% after). No consideration involved. Ann. Jan. 21.

■ KLEF(FM) Houston—Seeks assignment of license from Apollo Broadcasting System Inc. to Entertainment Communications Inc. for \$375,000. Seller: J. T. Trotter. Buyer: Joseph M. Field (80.5%) et al. Mr. Field owns 5% of applicant to purchase WPEN-AM-FM Philadelphia. Ann. Jan. 16.

### Actions

■ KBBA Benton, Ark. — Broadcast Bureau granted 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% of KBBA. Mr. Spann owns KWAK Stuttgart, Ark. Action Jan. 16.

■ WKCS Southington, Conn.—Broadcast Bureau granted assignment of CP from Southington Broadcasters to Willie Broadcasting Co. for \$30,865.14. Seller: Fitzgerald C. Smith, sole owner. Buyers: Herbert C. Rice, chairman of the board (66%) and Edward Gerbic, president (33%). Mr. Rice has majority interest in KVIN Coeur d'Alene, Idaho. Buyers own WILI Willimantic and WINY Putnam, and have minority interest in WGCH Greenwich, all Connecticut. Action Jan. 16.

■ WSIZ Ocilla, Ga.—Broadcast Bureau granted assignment of license from Gold Leaf-Yellow Pine Broadcasting Co. to Sizzland Broadcasting Co. for purpose of incorporation. No consideration involved. Principal: C. C. Wade, sole owner. Action Jan. 16.

■ WXON(TV) Detroit — Broadcast Bureau granted 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. Action Jan. 16.

■ WSJS-AM-FM-TV Winston-Salem, N. C.—Broadcast Bureau granted transfer of control of Triangle Broadcasting Corp. from Piedmont Publishing Co. (100% before, none after) to Gordon Gray, individually and as trustee (none before, 100% after) for purpose of corporate reorganization. No consideration involved. Action Jan. 16.

■ Bethlehem, Pa.—WKAP Inc. FCC granted UHF ch. 60 (746-752 mc); ERP 245 kw vis., 25 kw aur. Ant. height above average terrain 720 ft.; ant. height above ground 469 ft. P.O. address: 1504 McArthur Road, Allentown, Pa. 18105. Estimated construction cost \$439,500. First-year operating cost \$350,000; revenue \$275,000. Geographic coordinates 40° 35' 54" north lat.; 75° 25' 21" west long. Type trans. GE TT56A. Type ant. GE TY25-F. Legal counsel Kirkland, Ellis, Hodson, Chaffetz & Masters; consulting engineer Creutz & Snowberger, both Washington. Principals: N. Joe Rahall, president, Farris E. Rahall, secretary (each 31.2%) et al. Principals own WKAP Allentown, Pa., and have interest in WLCY-TV St. Petersburg, Fla. Messrs. Rahall have controlling interest in WWRN Beckley, W. Va., and WLCY-AM-TV St. Petersburg, Fla. They also own applicant for new FM at Tampa, Fla. N. Joe Rahall owns 40% of CATV systems holding franchise for Duval County, Fla. Action Jan. 15.

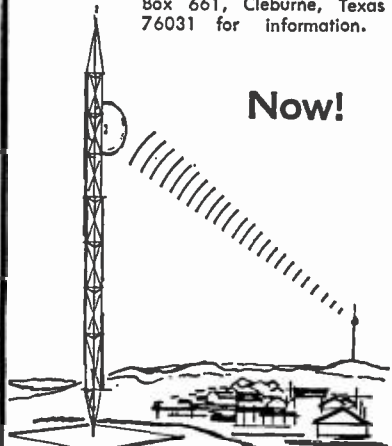
■ WMCK McKeesport, Pa.—Broadcast Bureau granted assignment of license from Mon-Yough Broadcasting Co. to Westchester Corp. for purpose of corporate reorganization. No consideration involved. Principals: Robert R. Weiss, president et al. Principals own WIXY and WDOK(FM), both Cleveland. Action Jan. 16.

(Continued on page 116)

## STL Inter-City Relay

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\* With two separate STL systems, there is no measurable amount of cross talk between channels. The dual system also offers protection against loss of air time. Additionally, this system has the capability for transmission of remote control and SCA multiplex subcarriers. Write Box 661, Cleburne, Texas 76031 for information.



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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.

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Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

## RADIO—Help Wanted

### Management

**Needed:** Young aggressive type manager for powerful northeast AM/FM. Must be interested in ownership with 10M to invest. Must be able to take complete charge of day to day operation. Box A-49, BROADCASTING.

**Small Market AM** in central Florida has opening for experienced manager with proven sales record. Great chance for ambitious family man to make 50% or net. Detailed resume with photo to Box A-225, BROADCASTING.

**Station manager** needed for New England, full time operation in small college community with local competition. He should want a modest salary, fringe benefits and a pleasant community. He will be the station's best salesman and must close orders regularly and be particularly active in community affairs. He must sell himself first and include full details, active references, required salary to Box A-226, BROADCASTING.

**General manager**—Investor for growing, medium California market, successful stereo FM. Resume and references to Box A-258, BROADCASTING.

**Experienced sales manager.** Middle-of-the-road music-news. Wonderful family and outdoor sports town in eastern Washington. Announcing experience helpful. Base plus commission on net profit. Box A-262, BROADCASTING.

**Wanted**—General manager—small market in north-east. Must be strong on sales, production and able to take complete charge of station. Salary, commission and bonus set up. Single station market. All inquiries answered. Box A-276, BROADCASTING.

**Manager who can take from ground zero** top 50 market station in NE to be rebuilt with top facilities and full power. If you're a salesman, eager to work and build up yourself in excellent radio market, you've got a future and top potential with our growing company. Position available approximately 6-8 weeks. Herbert W. Hobler, Nassau Broadcasting Company, Box 1350, Princeton, N.J. 609-924-3600.

### Sales

**Sales manager.** Top 40, name your price and tell us why you're worth it. You may be a salesman wanting to move up. Because we've got a good organization, this could be what you've been waiting for. Box A-76, BROADCASTING.

**Salesman.** If you want to break out of the small market, here's your opportunity. We have an opening for a live wire who will take over existing billing plus several other key accounts that are ready to break. No better position anywhere. Box A-77, BROADCASTING.

**Sales manager.** Strong local sales. Excellent opportunity for experienced man to organize and build department. Suburban Florida coastal area. Best MOR sound in county. \$150,000 and growing. Daytimer. Box A-123, BROADCASTING.

**Southern Virginia soul group owned station** needs salesman . . . chance to move up . . . learn complete operation . . . Box A-160, BROADCASTING.

**For the radio salesman who knows a good deal,** here is a successful daytime station which has just been granted full time with increased power, opening up new lucrative markets in growing Connecticut. Guarantee and commission. No house accounts. Travel and entertainment expenses. No cut rates, no trade deals. "No promotions". Excellent future in expanding corporation. Box A-252, BROADCASTING.

**Immediate opening salesman/announcer,** salary plus commission, prefer one year's experience, growth potential, KAMI. Box 206, Cozad, Nebraska, 69130, Call area 308-784-3665.

**Michigan regional** looking for good salesman ready to advance from small to medium market. WPAG, Ann Arbor, Michigan.

## Sales—(cont'd)

**Salesman**—Don't miss outstanding opportunity. See display ad this issue. WRMN, Elgin, Ill.

**Aggressive salesman**—swinging station, delightful market, excellent opportunity. Write or Call Lou Skelly, W-WOW, Conneaut, Ohio.

**Salesman needed.** Salary plus-commission. Permanent. Full/part time. 219-563-4111.

**Broadcast school counselors** for our offices in New York City, Washington, D.C., Dallas, Houston, & Miami. The job requires experienced broadcasters only. To test, audition and counsel prospective students—determine their abilities and equate them to announcing. All work is done in our studios. Earnings are between \$15M to \$30M annually and we gladly show you the pay records. Only the very brightest need send resume, photo to Wm. Anderson, President, Box 18006, San Francisco, 94118.

## Announcers

**Small market, east coast.** Assistant to manager. Must be experienced in sales, programing, copy writing, and news. Photo and resume first letter State salary. Box A-86, BROADCASTING.

**Experienced air personality** for evening slot on MOR station in important Florida market. Send tape and resume to Box A-134, BROADCASTING.

**South Florida coast** \$160.00 per week. Top 40 format. Send tape and resume to Box A-135, BROADCASTING.

**Experienced announcer or announcer-salesman** for the prestige MOR station in market near Washington, D.C. Good Virginia living, excellent working conditions. Our announcers are all VIP's to us! Very small turnover because of good employee-employer relationship. Finest equipment, AM and FM, fringe benefits, central station of group of seven. Third phone ticket necessary. Salary between \$6500 and \$9100 to start, depending upon experience and talents. Need tape and photo, which will be returned upon request. Box A-144, BROADCASTING.

**Experienced MOR.** One-half airwork, one-half production and copy. Central California location. Nice community with excellent schools. We want a permanent man who takes pride in his work. Must be of good character that will bear investigation. We will start you at \$500.00 per month with a \$25.00 raise every three months until you reach \$600.00. Thereafter raises will be on a merit basis. In short, show interest in us and we will reciprocate. Only complete air checks and resume considered. Box A-149, BROADCASTING.

**First phone combo:** No maintenance, limited board work. Ideal opportunity for recent technical graduate. Join nationally known chain and develop talents—production or technical. Rush tape and resume to Box A-169, BROADCASTING.

**Mature, experienced, modern format, country music** personality with major market track record. Tape, picture, resume, salary expected to Box A-184, BROADCASTING.

**Announcer for varied duties**—writing commercial production and special shows; sales opportunity if adaptable. Write all details—no tape now; midwest-south. Box A-220, BROADCASTING.

**Michigan MOR 5000 watt NBC affiliate** needs experienced announcer with first phone. No maintenance. \$140 to start with automatic increases and fringe benefits. Send tape, resume and photo to Box A-231, BROADCASTING.

**You don't have to be a great MOR announcer** to be a good MOR jock. You may even be a newsman. Suburban New York powerhouse with strong news, public affairs, community involvement image looking for MOR jocks who can ad lib about more than just the music. If you know how to communicate what our listeners care about, send your tape and resume to Box A-232, BROADCASTING.

**Top rated network affiliate** seeks announcer with ability and desire—board operation, 3rd ticket and good character required. Short on experience? We'll show you how—you'll live on the beautiful Georgia coast. Send resume, tape and snap-shot. Box A-245, BROADCASTING.

## Announcers—(cont'd)

**Talent/announcer** for fine Time-Life station in mid-west. Great opportunity for young man with experience to work in all areas. MOR disc jockey to on air TV work. Send complete resume and air check to Box A-248, BROADCASTING.

**West Texas station** needs experienced morning man. You will replace announcer that has been with us over seven years. Prefer person interested in local news. New facilities. No floaters. Clint Formby, Manager, KPAN, AM-FM, Heretford, Texas.

**Christian station** with balanced programing. Must be good reader, smooth on board and first class ticket. KWIL, Albany, Oregon 97321.

**Christian station.** Midnite to six shift. First class ticket. KWIL, Albany, Oregon 97321.

**First-phone airman** needed immediately. No maintenance. Contact Manager, KWVY, Waverly, Iowa.

**Mature, experienced voice** with 3rd for dj-production. \$125.00. WAGE, Leesburg, Virginia.

**Wisconsin AM/FM** in northern Milwaukee metro area. Combo. Production, news or sales an asset. Mr. Kraychee, WBKV, West Bend.

**Immediate opening** for experienced announcer. Please send tape, photo and full particulars to WGBR, Goldsboro, North Carolina 27530.

**Wisconsin station** needs top voice with first class license. No maintenance. Top salary, fringe benefits. Send resume, photo and tape to Charles R. Dickoff, WEAQ Radio, Box 1, Eau Claire, Wisconsin 54701. No phone calls please.

**New Jersey MOR, AM-FM** seeks announcer-newsman on his way up, ready to assume responsibility. Salary \$150-200 for the right man. Interview. Send tape, resume to WHTG, Eatontown, N.J.

**WICH, Norwich, Connecticut** is looking for a bright, experienced, production-minded personality for afternoons. Progressive MOR. Send tape, resume and picture.

**Combo man** for top rated CBS affiliate, University town. No maintenance, 1st phone, salary open. Send resume, picture and tape to General Manager. WIND, Charlottesville, Virginia.

**Small market, Virginia.** Announcer, morning man and newscaster. Send tape, resume, picture and salary requirements, WMEK, P.O. Box 697, Chase City, Va.

**One of the nation's fastest growing multi-station** broadcasting organizations is looking for a man whose life revolves around sports. If you can do play-by-play, and would like to take over a daily sports talk show, I would like to hear from you. The ability to sell advertisers will be a prime consideration. Send tape, resume and recent photograph to Norman Lewis, WMMW Radio, One Church Street, Meriden, Connecticut.

**Need two experienced MOR announcers.** Excellent company benefits. 1st ticket necessary. Contact Bill Deem, Station Manager, WNDB AM-FM, Daytona Beach, Florida.

**WPOP** needs 1st phone all-nighter who wants to grow. Great opportunity for right guy! Resume, salary, air check to: P.D., WPOP, Hartford, Connecticut.

**Modern music WRIG** needs air personality to take over top rated contemporary music show in central Wisconsin. We also are looking for an air personality interested in breaking into the big money of sales. Send tape, resume and photo to Howie Snieber, WRIG, 529 Third, Wausau, Wisconsin 54401.

**Mature voiced announcer** needed immediately, strong commercial ability, five day week, good salary, all fringe benefits, board experience, multiple ownership. Dependable man only need apply. Address complete resume and tape to Hal Barton, Program Director, WTAD, Lee Enterprises, Quincy, Illinois.

## Announcers—(cont'd)

**Immediate opening, announcer:** Twenty-four hour country operation. Requires good voice and draft exempt. Permanent position. Send tape to: Jim Wilkie, Operations Manager, WTID, Newport News, Virginia 23605.

**Wanted . . .** First phone announcer for AM, FM, Mutual affiliate station. Immediate reply requested. Send picture and resume to: WTRE, Greensburg, Indiana 47240.

**Personality.** Good voice. Casual professional style for mid-morning at modern country station. #1 in this large Gulf coast market. Paid insurance includes hospitalization, life, dental. Profit sharing. Right man will move up with this organization. Tape, picture, resume to Mike Malone, WUNI, Radio, P.O. Box 4614, Mobile, Alabama 36604.

**First phone announcer for aggressive 5000 watt** near Albuquerque. Good salary and opportunity. Call 505-863-4444.

**Wisconsin station expanding, now in need of good** announcer with some news background. Good working conditions. Salary depending on ability. Contact James P. Schuh, Program Director, Stevens Point Broadcasting Company, a member of the Sentry family, Stevens Point, Wisconsin, Area code 715-341-1300.

## Technical

**First class chief:** Ideal situation for young engineer seeking experience and challenge with nationally known chain. Start with full control of small market directional in western New York move up in group as talents develop. Top pay, all benefits for right man with energy, desire and drive. Opportunity to work with station and New York State University's growing radio-TV department. Five figure salary for right man. Send resume and all details. Box A-170, BROADCASTING.

**If you have commercial broadcasting experience, can** do maintenance on all-new equipment, and handle our night time three tower directional rig, we're interested. If you want to join Florida's finest group of professional radio people, with ideal working conditions, if you are of good habits, and permanent, with first phone ticket, write Box A-187, BROADCASTING.

**Growing radio broadcast company looking for chief** engineer to oversee two AM and two FM stations. Both located in Florida. The person we want is a shirtsleeve, "do-it-myself" engineer interested in top quality studio sound. 80% of our equipment is brand new and the other 20% will be replaced if you recommend it. Starting salary \$8,000 per year, hospitalization and a chance to build a career with a young company that is offering to put you in complete charge of all engineering. Tell all in your first reply. Box A-285, BROADCASTING.

**Immediate opening.** Transmitter engineer. Age no barrier. WAMD, Aberdeen, Md. 21001.

**First class engineer** for automated all-night show, Simul AM/FM, studio maintenance. WFLL Broadcasting Company, P.O. Box 1400, Fort Lauderdale, Florida 33302. Phone area 305-566-9621.

**Somewhere there is an inexperienced engineer who** wants to learn engineering. We will train you to become our chief. WJAZ, Albany, Georgia.

**Chief engineer, experienced complete maintenance** AM and FM transmitters including directional antenna. Write giving background, availability and salary expected. WPIK, Alexandria, Virginia 22314.

**Television network engineers—Positions available—**Maintenance and operations. Excellent working conditions. FCC radio telephone first class license required. Send resume to: N.E.T. Television, Inc., 2715 Packard Road, Ann Arbor, Michigan 48104.

## NEWS

**Morning Newsman—Top 40 format.** Large north-east market. Heavy weights only. Salary open. Send tape, resume and photo. Box A-17, BROADCASTING.

**Illinois.** Experienced newsmen to gather, write, and broadcast. Well equipped station, hospitalization, profit sharing. \$130 start, raises as earned. Send tape, resume, photo. Box A-223, BROADCASTING.

**Three station complex in northeast wants aggressive,** hardworking newsmen with voice and writing ability. Must be able to assume news directorship. Salary range \$125-150 depending on ability and experience. Box A-267, BROADCASTING.

**Young dedicated news-talk man, for expanding** 5,000 watt news-talk station. Heavy local. Tape, resume to Dave Williams, WACE, Box 2007, Springfield, Mass. 617-781-2240.

## News—(cont'd)

**Experienced, mature-sounding newsmen needed at** once for central Florida's leading radio news team. Send tape, photo, resume and salary requirements to Bob Raymond, News Director, WDBO, P.O. Box 1833, Orlando, Florida.

**Wisconsin station looking for mature newsmen who** excels in reporting, writing and on the air delivery. Top salary, fringe benefits. Send resume, photo and tape to Charles R. Dickoff, WEAQ Radio, Box 1 Eau Claire, Wisconsin 54701. No phone calls please.

**Immediate opening for experienced radio newsmen.** Salary open. Send resume, tape to: John Klinger, Station Manager, WKEL, Kewanee, Illinois 61443.

**Negro-oriented news department needs capable,** mature leadership at #1 ethnic station in giant tidewater market. A position with a good future. Liberal benefits, paid vacations. Rush resume, photo and tape to Dave Eldridge, Operations manager, WRAP, Box 598, Norfolk, Virginia.

**Newsmen—Don't miss fine opportunity.** See display ad, this issue, WRMN, Elgin, Illinois.

**At WSMI, the news comes first.** Opening for experienced non-metropolitan professional. Resume, tape, photo to Mr. Talley, Litchfield, Illinois.

**Do you believe local news vital to suburban radio?** Do you know where to find it, how to write it and get it on the air? If the answers are yes, we would like to add you to our expanding staff as combination early morning newsmen and late morning announcer. Capable personnel only need apply. Salary based on experience and ability. College and resort town. Excellent fringe benefits. Immediate opening. Call Bill Treible, PD, WVPO, AM/FM, Stroudsburg, Pa. 1-717-421-2100.

## Programing, Production, Others

**Program director for No. 1 rated contemporary** station in competitive area. Manage ten air personalities as well as overall programing. Good salary plus excellent benefits. Good northeast location. Write Box A-215, BROADCASTING.

**Wanted—Free-lance voices, male and female, to** do smooth FM spots. Must be top-notch talent taped on excellent studio-quality equipment. Send samples to Box A-237, BROADCASTING.

**20-25 age group 1st phone staffers from northwest.** Must be draft free for KOZE-KLER-KORT-KOFE group. Box 673, Lewiston, Idaho.

**Ephrata, Pennsylvania? Don't laugh! Small town** but good market! And . . . WGSa has a good position available for a talented copy chief and production man. The pay's as good as you are! Call or write: Ed Thomas, P.D. 717-733-2226.

**Number one or Number 2 rated contemporary** station since 1945 is looking for a proven, successful program director. Wide offers, good income and chance to participate in the nationwide communication group. Call Harvey Hudson, 703-288-2835.

**Busting—MOR AM-FM** with CP for TV needs talented take-charge guy with 1st phone, for production and air shifts. Expanding group on east coast—get on board now. Jay Moler (301) 739-8016.

## Situations Wanted

### Management

**Let me give you a new Cadillac in Feb. "Chevro-** let" 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.

**Experienced radio station manager will consider** good offer. Box A-68, BROADCASTING.

**Interested in southwestern and western states.** General or sales manager, experienced in all phases and formats, looking for permanency. Box A-242, BROADCASTING.

**Manager—Salesmanager—Small to medium** market. Background includes, sales manager, sales PD, P.M., TV & radio news. College degree, family man. 12 years diversified experience can be working for you. Box A-260, BROADCASTING.

**Manager. 15 years experience** all phases. Single, two station markets. Good supervision and administration. Sales, first phone, good programing, over-head control. Sober, sincere. Former owner with lots of know how. Box A-291, BROADCASTING.

## Sales

**Emerson College January graduate.** Broadcasting major seeking first position in radio sales. Single, hard working. Box A-249, BROADCASTING.

## Sales—(cont'd)

**Ready and qualified with proven sales and manage-** ment record. Experience includes Prod. Mgr., Promo Mgr., and currently Mgr. of four-man sales team that showed 19% revenue increase in 68. M.S. degree, 32 yrs. old, married, excellent references from all employers. Box A-269, BROADCASTING.

**No tickle, no laundry; 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.

**Top rated announcer.** Nine years experience major markets. First phone. Outstanding references. Box A-15, BROADCASTING.

**Good announcer seeking good station.** Uptempo MOR, or easy rock. Medium market or better. Small stations and hard rockers please do not respond. Like good radio. 3 1/2 years experience, 26, 2 years college, service complete, good production. 603-756-9829 or Box A-157, BROADCASTING.

**Help . . . I want to work.** First class license . . . college graduate, three years experience, logs, copy, traffic, disc jockey . . . announcing, news, no maintenance. Excellent references. Will relocate. Box A-168, BROADCASTING.

**Majors listen—Professional staffer seeks permanent** niche—middle, conservative, classical, formats—dedicated, dependable. Prefer AFTRA—Locate anywhere. Box A-207, BROADCASTING.

**DJ, tight board, good news, commercials, ready** now. Box A-230, BROADCASTING.

**First phone (no maintenance)—\$150—anywhere.** Medium market pro, bright sound, single. Follows orders. Box A-234, BROADCASTING.

**Young, aggressive, looking for work around southern** California—Experience in rock-CGW-MOR—production, copy, news. Moving—need work. 3rd endorsed—draft exempt. College education. Box A-236, BROADCASTING.

**1st phone, no maintenance, 16 years experience** Radio-TV, all phases. Veteran, married, 32 years old. Presently employed, but want to relocate. Tape and resume on request. Send inquiries to Box A-238, BROADCASTING.

**DJ, solid news, tight board, production, third phone.** Box A-243, BROADCASTING.

**Soul jock, beginner, needs break from Soul Brother.** Box A-244, BROADCASTING.

**Top announcer—five years experience in morning** drive time in medium market. Proven ratings. Box A-246, BROADCASTING.

**Available immediately—recent broadcast graduate,** 3rd endorsed, mature woman, varied background, write for tape. Box A-259, BROADCASTING.

**First phone—experienced—tight board—mature** voice—personable, dependable, married, contemporary MOR. Must be challenging. Will do it your way. Box A-263, BROADCASTING.

**Position with fine arts station.** Seven years experience. M.A. in German; 31, married, Box A-264, BROADCASTING.

**Exp. dj-announcer, newscaster.** 3rd endorsed. Mature sound. Good production. Box A-270, BROADCASTING.

**Beginner, broadcasting school professional training.** Dependable family man. Want chance. Box A-271, BROADCASTING.

**Professional MOR announcer, dependable, 1st** phone—production, will relocate, prefers west, available immediately. Box A-275, BROADCASTING.

**Experienced "top-40" PD and/or DJ.** Intelligent, cooperative and experienced, 3rd. Box A-280, BROADCASTING.

**Experienced every phase.** First phone. Left small market radio to work "agency avenue." Returned. But picked wrong station. If you care about programing, let's talk. Box A-286, BROADCASTING.

**Negro dj. N.Y. trained.** Best jazz in town. Strong news, good board. Third endorsed. Willing worker—will relocate. Dependable. Box A-289, BROADCASTING.

## Announcers—(cont'd)

Quiero trabajar en una estación que necesita locudor quien habla ingles en un país que habla español, o en Puerto Rico. Puedo hablar español, pero tengo acento. First phone. Box A-292, BROADCASTING.

Available now. Two years experience, third, some college. Box A-293, BROADCASTING.

DJ—family man, will relocate. Negro. 3rd class. Box A-294, BROADCASTING.

Announcer-dj. #1 Soul brother will make your station's rating #1 RGB or top 40. Immediately. 3rd endorsed, will relocate, settle. Box A-295, BROADCASTING.

RGB—Top 40 jock. Draft free, 1st phone, married, ultra-tight, when I say swing, I mean move—Broadcast grad, radio/TV experience, looking for western states—Squire, 710 Walnut, Ukiah, Calif. 707-462-7654—Available now!

Negro dj-announcer seeks opportunity. Willing, hard worker. Tight board, 3rd endorsed. Will relocate. I'm hungry. Write Eddie Haymes, 129 E. 49th St., Brooklyn, N. Y.

Bubbly, bright voiced, convincing on air salesman wants new challenge. Major market MOR only. Quality and craftsmanship in a professional with P.D., TV experience. Phone 512-968-5143 collect.

Experienced top-40 man looking for greener pastures. Will consider any format if money is right. Prefer Conn., Mass. or Rhode Island. But again money rears its beautiful head, and I will definitely follow. Size of market no concern, as long as wage is decent. Call 1-203-623-0233 before 3 o'clock or write: Occupant, 146 South Center St., Windsor Locks, Conn.

DJ with 1st. Experienced. Military completed. Want something in Los Angeles area. Phil Knight, 11104 Weddington 3A, North Hollywood, Calif., call 763-5676 after 6 PM.

Announcing school graduate seeking position in news, MOR or light music. Single, veteran, third endorsed. Station managers saying "Not conducive to our format", I disagree. How about you? Call or write, Tom Waldron, 27 Richard Place, West Haven, Conn. 203-934-3559.

Wanted: Adult approach in news, sports, music; 6th year broadcasting, 1st phone, family; want professional operation, mature management. Desire S.W. or Florida. J. P. Roberts, 928 Dayton Dr., Galesburg, Ill. 309-343-7838.

Four months experience as football announcer and dj. Capable of doing all play-by-play. Strong writer; will relocate anywhere. Len Kowitz, 120 Maplewood Ave., Hartford, Conn. Tel.: 203-232-0052.

DJ/announcer, 3rd endorsed, college grad. can work both RGB and top 40 formats well. 8 years experience. Will relocate, Darryl Efersole, North Hollywood, Calif., phone 213-762-8154.

DJ-announcer, age 21, married, draft exempt. Wants rocker or up-tempo MOR. References. Contact D. A. Ressler, II, Euclid, Ohio, 216-486-0968.

Employed dj presently seeking play by play sports-casting. Inexperienced, have knowledge of sports. Robert Ferriter, 468 Wethersfield Ave., Hartford, Conn. 06114.

MOR, rock, 15 months AFRS, ready Aug. 1, tight, 3rd, experienced in production, spot writing, prefer Illinois, take others! Tape, resume, Kenneth Smith, Box 265, APO, N.Y. 09338.

Intelligent enthusiastic, versatile announcer. Service complete, 1 1/2-yr. radio experience, 3rd endorsed, prefer northeastern or southeastern states, contact Melvyn N. Toomer, 30 East 127th St., New York, New York, 10035 or 212-534-6181.

Experienced, third endorsed. Good delivery. Married. Veteran. John Benson, 760 Dempster, Mt. Prospect, Illinois. Phone: 312-437-0582.

Announcer. 1 1/2 yr. experience. Good voice, above average news and production. Now working (AFTRA) station week-ends in L.A. Would like west or northwest area. Medium market. Good references, married, 30 yrs. old. Phone 714-636-1202 or write 2001 S. Haster St., #4-C, Anaheim, Calif. 92802.

## Technical

1st class engineer. Long on experience. Age 50. Ohio area. Available immediately. Box A-227, BROADCASTING.

Broadcast technician: First phone. Technical school graduate. Experienced. Draft exempt. Box A-279, BROADCASTING.

## Technical—(cont'd)

Engineering position wanted at University radio or TV station by a young married engineer experienced in all phases of AM & FM technical operations including supervision. Reply Box A-293, BROADCASTING.

## NEWS

News director now with top rated midwest AM/FM seeks opportunity. Box A-72, BROADCASTING.

Broadcast journalist; experienced in all facets of the media (1st phone and some TV). 27, family man. If your organization is committed to serving the community, needs dedicated manpower to provide that service, and is willing to pay . . . Write Box A-228, BROADCASTING.

Available in April: 6 years radio, TV, MA candidate at Penn State. Box A-229, BROADCASTING.

A young, but experienced radio journalist would like to direct an intelligent, creative, hard-hitting news department. Three years with a nationally recognized news operation in a major southwestern market. Stable, married with one child. Minimum to start \$800 month. Box A-235, BROADCASTING.

News director midwest desires to rejoin radio news field after metropolitan public relations and newspaper experience. Eight years news experience including one year as editor at one of the midwest's oldest, finest 5 kilowatt stations. Box A-239, BROADCASTING.

News director, seeks large market challenge. Responsible, hard-driving administrator. . . Strong on-the-air presentation. Ten years as news director. Box A-263, BROADCASTING.

## Programing, Production, Others

Medium market contemporary wanted as outlet for six year accumulation of basics, experience and ability. I program, you profit. Rock. Box A-175, BROADCASTING.

Professional broadcaster, chief engineer/operations. Presently at station near top of the market list. Desires to make change. Box A-282, BROADCASTING.

Program-production director with seven years experience, college degree, and draft exempt. A professional radio man looking for a challenging position with an organization offering a promising career. For tape and resume write Ray Edwards, 1417 Clermont Drive, Birmingham, Alabama.

Program director, "top-40", (dj), experienced, 3rd class. Specialize new or changing to top-40. Boss sound, knows music. After 5 pm., 513-631-5428.

Operations manager—chief engineer—Available for small market AM-FM. Married, 9 years experience sales-announcing. —Production—CATV-management. Phone or write Ron Meyer, 2 Birthwood Park, Gishkill, N.Y., 914-896-9042.

## TV—Help Wanted—Sales

Television salesman wanted—Miami's dynamic channel 23 seeking hard selling TV professional. Excellent draw, high commission. Send resume: General Sales Manager, WAJA-TV, 695 N.W. 199th Street, Miami, Florida 33169.

## Announcer

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.

## Technical

Midwest ETV station looking for engineer. 1st phone, experience necessary. VHF. Transmitter, hi-band VTR, studio equipment operation and maintenance. For more details send resume to Box A-199, BROADCASTING.

Technician wanted who can maintain microwave, head-end equipment, and TV studio equipment for CATV system in Kansas. System owned by large MSO providing fringe benefits and excellent future opportunities. Radio-telephone second or better required. Company car provided. This is a very interesting position providing opportunity to work with audio/video, RF, microwave and variety of instruments. Box A-201, BROADCASTING.

Experienced engineer with first phone. Maintenance position with some supervisory duties. Southwestern VHF, \$8400. Send brief resume—including specific types of equipment with which you are familiar to Box A-247, BROADCASTING. All replies confidential.

## TELEVISION—Help Wanted

### Technical—(cont'd)

Wanted—Chief engineer to supervise construction of new UHF TV station and take full charge of existing AM-FM facility. Progressive eastern group of stations. Box A-257, BROADCASTING.

Manager of TV engineering interested in relocating. Fourteen years in radio and TV engineering. Past three and one half as chief of VHF-TV station. Write Box A-287, BROADCASTING.

Chief engineer—large ITFS multi-channel, operation in Catholic school system in N.Y. area. First phone. Studio and transmission operations. Considerable opportunity for innovation, and some designing. Requires skill, imagination and drive. Salary dependent on qualifications. Box A-290, BROADCASTING.

Openings for technicians with 1st class license. AM/FM/TV operations and maintenance. Video Tape, automation, FM stereo. Experienced or inexperienced. Air mail resume to: Pat Finnegan, WLBC-TV, Muncie, Indiana 47302.

Television technicians—must have 5 years' TV experience. Pay range \$6.00 to \$6.50 per hour; excellent working conditions. Normal working hours, 8:45 a.m. to 5:30 p.m., Monday through Friday. Jobs located in Washington, D.C. Send resume or standard form 171 (obtainable from local U.S. Post Office) to: Recruitment, U.S. Information Agency, Washington, D.C. 20547. An equal opportunity employer.

## NEWS

Young, experienced reporter, to anchor new daily newscast, plus street work. Know production. Resume and salary to Box A-233, BROADCASTING.

Chief photographer for network affiliated station in top ten market. Responsibilities will also include silent and 50F street assignments. Box A-251, BROADCASTING.

We are expanding our news staff! Need a newsman well versed in all phases of television news to join our aggressive news team. Must be able to film and write news and have the ability to do on camera reporting. Contact Al Fleming, News Director, WTVM-TV, Columbus, Georgia.

## Programing, Production, Others

Film director wanted for station in major market. Film editing background required along with administrative experience. Profit sharing plan, good all around benefits at a great station. Send resume to Box A-133, BROADCASTING.

Ideal opportunity for young graduate with R-TV major to become production director and assistant program director with a group acquiring additional broadcast properties. Please reply to Box A-203, BROADCASTING.

Qualified scenic designer needed for 3rd market station. Must be experienced. Position open now. Reply with resume and samples of work to Box A-204, BROADCASTING.

TV traffic manager. We seek a well experienced man who can organize and supervise. Must be able to take hold and meet deadlines. Pride in work a necessity. Top salary and fringe benefits with booming VHF station in top fifty market. Send resume reference and salary details in first letter to Box A-216, BROADCASTING.

Wanted: Announcer-producer—not just a man who talks, but one who can think too. This man may be located at a radio station, wanting to join the team of one of the most successful TV stations in the southeast; good salary, paid vacation, insurance benefits and profit sharing plan for the right man. Send VTR and resume to Box A-277, BROADCASTING. An equal opportunity employer.

Switcher—Production personnel needed for new expanding UHF in Tennessee capital. Excellent opportunity for right men who want to move up. Send resume to Mr. Edwin Walker, Box A-284, BROADCASTING.

Artist: Young artist with all-round knowledge of TV art. Includes: hot press, lettering and scenic design. Must be experienced and able to work well with others in this three man department fine working conditions in this active Time-Life station. Send resume and samples of work to: Mr. William Wild, Television Production manager, WOOD-TV, 120 College S.E., Grand Rapids, Michigan.

TV Production supervisor—Challenging position. Extensive experience with minimum of 2 years in production. Network experience preferred. Degree required. Salary range \$858-\$1,044 monthly. Send resume of training and experience by February 4, 1969, to Clark County School District, Classified Personnel Dept., 2832 E. Flamingo Road, Las Vegas, Nevada 89109.

## TELEVISION

### Situations Wanted—Management

Public affairs—group specialist relocating, California. Eminently successful management level background. Top group references. Box A-164, BROADCASTING.

### Sales

Summer work wanted, senior broadcast major, University of Missouri school of journalism, interest mainly sales and promotion, available June 10, for resume write: Box A-266, BROADCASTING.

### Announcers

2 years experience, 3rd phone, news, DJ, camera, taping, 22 family, will relocate. Steve Brown, 2006 S. Beacon St., Muncie, Indiana, 317-284-2183.

### 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.

Executive producer of news—top 5 market. Experience: 12 years, including networks. Top references. Employed. Married. Want management position. Box A-250, BROADCASTING.

Wanted—Full time anchorman or second man slot. Currently weekend anchorman. The equipment's here, need the opportunity. College degree, 12 years Broadcast experience. Box A-261, BROADCASTING.

Looking for a TV news photographer? Experienced in 16mm, color, B&W, commercials, processing, editing—dependable—will relocate—but prefer west. Available immediately. Box A-272, BROADCASTING.

### Programing, Production, Others

Producer-director. Creative and imaginative pacesetter with 13 years solid experience all phases TV production, seeks challenging position with progressive firm. Box A-158, BROADCASTING.

Writer-producer (TV). 7 years experience seeks Boston station preferably with commitment to "specials". Authoritative voice. Neat appearance, conscientious. Presently employed. Excellent references. Confidential resume, photo, audio/video tapes. Box A-241, BROADCASTING.

Art director: All progressed up and no place to grow. Specialize in versatility. Salesminded, and sincere. Seeking opening in top 50. Box A-288, 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.

Used 50 kw AM transmitter in good operating condition for cash. Box A-90, BROADCASTING.

Private educational institution seeking contributions of new or used radio and television equipment for establishment of FM radio, closed circuit TV and TV production facilities. Contributions tax deductible. Shipping paid. Miami Bible College, 2300 Northwest 135th Street, Miami, Florida 33167.

Gates SA-40 console, excellent condition. Altec 660-A microphones, KOZE Radio, Lewiston, Idaho.

### FOR SALE—Equipment

Coaxial-cable—Helix, Styroflex, Spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list, S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

For sale: Self supporting 240' Dresser tower w/60' mast capable of handling a 6 bay FM antenna or microwave dish. Only 25' x 25' required for base of tower. Terms available. Call or write Art Silver, Dir. of Eng., 609-924-3600, Nassau Broadcasting Co., Box 1350, Princeton, N. J.

Continental Electronics PRO/LOG programmer/logger type 913-20. In service KMYR available February 1st. Scully music transports 4 track stereo, McCarta single play and carousels 2 track stereo. ProCamer compatible with IBM traffic accounting. Perfect mechanical and electrical condition. Call collect: 303-936-3495. Radio Station KMYR, 7200 W. Alameda Ave., Denver, Colo. 80226.

Eastman 250 projector. New Intermittant, take-up, etc. Still frame. 213-884-1712.

Nems-Clarke 108-E. Will monitor 2 to 8 towers. \$495.00. WNLG, New London, Connecticut 06320.

## FOR SALE—Equipment

### (cont'd)

Best deals—Spotmaster, Scully, Magnecord, CBS Audimax—Volumax Omega film equipment, Lange vin, Fairchild, QRK, Russco. Other top brands, Lease, trade, finance. Audiovox, Box 7067-55, Miami, Florida 33155.

Schafer stereo automation, used less than year. KTBT, Carden Grove, California.

Gates yard console, excellent. Gates BC-1T plug-in crystals 1590 and 910 kc. KOZE Radio, Lewiston, Idaho.

Color projection equipment. Used RCA TP-66 projectors, Spindler & Sappou dual drum slide projectors and 3 vidicon color cameras available. Also large assortment of Tektronix vectorscopes, and waveform monitors and Conrac Monochrome and color monitors ready for sale. Bargain prices for high quality equipment. Write, wire or phone Ed Ries and Associates, 414 N. Alford Street, Los Angeles, Calif. 90048, 213-651-5080.

For Sale: Western Electric 504-B2 and 504-B6 transmitters. Identical one kilowatt driver stages, can be used as transmitters. Both working. Contact: F. P. Clay, Jr., C.E., WRVC, 2712 Colley Ave., Norfolk, Va. 23517. Phone 622-4600.

\$4750.00 buys a Gates FM5B transmitter in good operating condition with used spare final tubes, filters and factory reconditioned mono exciter tuned to 100.7. Also available 500 feet of used 3 1/2", 51.5 ohm, rigid transmission line in 20 foot sections at \$3.00 foot. John R. Krieger, KVET, 113 W. 8th St., Austin, Texas 78701, A.C. 512-478-8521.

Raytheon 1kw AM transmitter 250 watt composite FM transmitter with Gates exciter, two element Andrew Antenna. Make offer. WORX, Box 95, Madison, Indiana 47250.

Removed from service . . . Gates two channel dualux model SA-50 console, . . . RCA 76B console . . . Gates waist high racks, jack strips, audio items . . . contact Bob Hallgren, KCMC, Englewood, Colorado, 303-761-1150.

Two General Electric 50 watt remote pick-up transmitters, 150-170mc band. Good condition, complete with one DC and one AC power supply. Model #ET21, about five years old. One unit may be used for continuous duty with AC power. A great buy. Best offer over \$350 takes both. Call 606-789-5311 and ask for Fyffe.

Mobile video tape van. Completely equipped. Two studio cameras. Film chain. Ampex 1100 video recorder. Ber-Ray Productions, 427 West 70th Street, Kansas City, Missouri 64113.

Mobile TV van, 1966 International. All wheel drive, cab with van body. Completely air conditioned. Electrically heated, 5kw regulated Onan generator. Diamond plate roof, 3 ton winch and 40' hydraulic mast. Can also be used for signal survey van. For information phone 609-967-3012. Mr. John F. Scarpa, P.O. Box 100, Avalon, New Jersey.

### MISCELLANEOUS

Deejays! 11,000 classified gag lines, \$1000 Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Thinking southern California? Updated listing of station PD's, agents, unions, names and addresses you need! Send \$3.00, Box 5079, Beverly Hills, California 90210.

Deejay lines by top comedy writers. Free sample. Hurmor Originals, Box 86, E. Meadow, N.Y. 11554.

Keep call letters in newspaper pictures with close-to-mike ID Plates. Custom-made, inexpensive. Write—Media Stringers, Box 646, Hopkinsville, Kentucky.

16" transcription library, programs, 1940's-1950's. \$1.50 each postpaid. Over 10, \$1.25. O'Brien, 1160 Russell, Aurora, Ill. 60506.

### INSTRUCTIONS

F.C.C. License Course available by correspondence. Combination correspondence-residence curriculum available for BSEE Degree. Grantham Schools, 1505 N. Western Ave., Hollywood, California 90027.

New Orleans now has Elkins' famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue. New Orleans, Louisiana.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

## INSTRUCTIONS—(cont'd)

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.

Attention Houston and Gulf coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2120 Travis, Houston Texas 77002.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for April 2, July 9, Oct. 1. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California.)

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 ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combmen, 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 Fredricksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

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. 01095, (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.

Why pay more? First phone license in four weeks \$295.00 Guaranteed results . . . Rooms \$8.00 weekly. Next class February 17th. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tennessee phone 297-8084.

FCC first phone quickly and easily via new concept in correspondence training. Easy terms. Mid-America Broadcasting Inst., P.O. Box 6665, Milwaukee, Wisconsin 53216.



## INSTRUCTIONS—(cont'd)

Broadcasting Institute offers university-level, State-accredited instruction in our own commercial station, WRNO. By broadcasters, for broadcasters. Not a trade school! Box 6071, New Orleans.

See our display ad under instruction on page 119. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California 90028. HO 2-3281.

## RADIO—Help Wanted

### Management

#### RADIO EXECUTIVE

We want the finest young radio executive in the country! The man we need probably doesn't need us, but we will pay to get him. His assignment will be to assist the President of an existing group ready to expand its holdings in the communications field. Our man must know every phase of station operation and be able to direct other management personnel. Chicago base with limited travel. If you are in your thirties and have enough "guts" to make a move for something better, an interview will be arranged. Send resume in complete confidence to

Box A-240, Broadcasting.

## PRODUCT MANAGERS BROADCAST EQUIPMENT

Continued expansion of a dynamic national company has created two key openings in Product Management. Your principal function will be to provide recommendations for levels of quality, quantity, price, service and parts, plus sales support in presentation of sophisticated systems. Requires full working knowledge of products and markets.

### (1) AM/FM BROADCAST EQUIPMENT

All products, including microphones, consoles, monitoring equipment, towers and antennas.

### (2) VIDEO TERMINAL EQUIPMENT

Video switchers, amplifiers, special effects, sync generators, monitoring and test equipment.

All inquiries will be treated confidentially. Send your resume to Miss P. M. Hicks, Personnel Manager.

## VISUAL ELECTRONICS CORP.

356 West 40th Street  
New York, N. Y. 10018

An Equal Opportunity Employer

What are the needs of the Broadcast industry??? Employees who have a good basic understanding of all station operations, with flexible announcing ability, 1st class tickets, can run tight boards, able to write & produce good commercial material, help develop good Sponsor relationships, can obtain listener response. This type of extensive training is the reason Don Martin graduates are always in demand. For free brochure call or write: Don Martin School of Radio & TV, (est. 1937) 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

### Sales

#### ACCOUNT EXECUTIVE

Needed for best small market station in Mid-west. WCSI AM/PM Columbus, Indiana. Live and work in one of Americas truly great communities. This is a rare opening in our Sales Dept. Assume an account list which is now producing five figure income. Mail resume with photo to:

W. R. Williamson, Sales Mgr.  
501 Washington Street  
Columbus, Indiana 47201

#### Outstanding Sales Opportunity

Large established single market station has permanent opening for professional, experienced salesman. Possibility for advancement. Take over established billings in progressive northern Illinois market. Must be self starter with no problems. Stability and ability to grow with organization, a must. Right man can do five figures first year. All new facilities, attractive fringes.

All details, first letter to: Richard Jakle, WRMN, 181/2 Douglas Ave., Elgin, Ill.

### NEWS

#### NEWS DIRECTOR

Large established single market station has Feb. 1, news director opening. Experienced, professional with ability to grow with organization a must. All new facilities, salary and fringes attractive to right man. Live and work in excellent northern Illinois community. All details, first letter to:

Richard Jakle, WRMN  
181/2 Douglas Ave., Elgin, Ill.

### Situations Wanted

#### Management

##### Radio-TV Pro

20 years talent end, seeks initial managerial slot. Ivy grad, personable, knowledge production, programing, play by play, news, good music, editorials, community involvement.

Box A-12, Broadcasting.

#### TV/RADIO/CATV EXECUTIVE AVAIL.

No Hotshot Charlie! Wide experience over 30 years, all phases, with know-how to gain you profits, prestige. Salary negotiable per opportunity.

Box A-206, Broadcasting.

## Management—(cont'd)

### Top Management

Capable, well-known broadcaster, under 40, with ownership and management experience is seeking greater opportunity. Background includes all size markets, all formats and network. Presently general manager in one million plus market.

Well versed in all phases of radio, sales, promotion, accounting, FCC rules, music, news, public affairs, sports. Outstanding record of community service.

Seeking management position in similar size market or with responsible chain. Will provide other talented executives for management team.

Salary minimum in medium five figure bracket with incentive bonus. Present ownership will provide superior references.

Will relocate anywhere except deep south. Personal interview requested.

Box A-281, Broadcasting.


### Announcers

## LOOKING FOR AN ANNOUNCER?

Let Dick Good help you.



Get a Columbia School of Broadcasting graduate to fill your next opening. It's a free service we provide to your station and to our graduate. We have 27 offices in the U. S. and Canada. The chances are we have just the man you're looking for, from your part of the country. Just call or write Dick Good and he'll send you a tape, resume and photo of a good graduate near you.

 Columbia School of Broadcasting

4444 Geary Blvd., San Francisco 94118  
Telephone: (415) 387-3000

(Not affiliated with CBS, Inc. or any other institution)

### ANNOUNCER

Major Market Background  
Phila.-Scranton-Trenton-New York area

Bob Curley  
233 Thomas Street  
Woodbridge, New Jersey  
201-634-5024

**TELEVISION—Help Wanted  
Technical**

**Maintenance Engineer**

Experienced in high band tape. New UHF station with the very best of equipment. Wages commensurate with the established V's in this market. CONTACT: W.G. WISEMAN, WJLAS-TV, 2015 DAY DRIVE, CLEVELAND, OHIO 44126. An equal opportunity employer.

**AVCO Corporation**

... a large electronics manufacturing/broadcasting corporation has been awarded a three year operation and maintenance program of television stations in Saudi Arabia. Openings exist in the following areas:

**\*CHIEF ENGINEERS**

BSEE or equivalent plus 10 years' experience in over-all VHF station operations.

**\*BROADCAST TECHNICIANS**

Television technical school plus 5 years' experience in VHF station equipments operation and maintenance.

**\*INSTRUCTORS**

Television technical school plus 5 years' experience in VHF station maintenance plus 2 years' experience in formal classroom instruction on electronics equipment.

Generous salary—completion bonus—living allowance—excellent fringe benefits. Send resume in confidence to R. E. Weirich.

**AVCO**  
Field Engineering  
P.O. Box 41300  
Cincinnati, Ohio 45241  
(An equal opportunity employer)

**TELEVISION  
STUDIO AND TRANSMITTER  
TECHNICIANS**

Solid career opportunities for up to 10 qualified men to complete installation of broadcasting facilities for public television network, then continue in operational positions. New 50,000 sq. ft. full color facility, with three studios, is now under construction in key Middle Atlantic metropolitan area. Letter with resume to:

Box A-256, Broadcasting.

**TELEVISION ENGINEER**

To operate and maintain equipment of an electronic nature and all other gear for a Multi-Media center. Must hold First Class Commercial Radio-Television License, or its equivalent, or have formal or trade school training of the same level with a minimum of two years engineering experience working with broadcast quality television or radio equipment. Must be able to assume all functions with regard to television production crew, and in roll of engineer, to produce the most professional quality television production possible. Please send resumes to

Box A-273, Broadcasting.  
An Equal Opportunity Employer

**NEWS**

**TV Sports Reporter**

Ability to write, comment and investigate local and national sports issues. Must be solid on-air man. Top group-operated station. Excellent salary and benefits.

Box A-186, Broadcasting.

**NEWSREEL CAMERAMAN**

VHF station in top 10 market needs a creative, energetic, experienced news cameraman to join a young, strong and growing news department. Excellent pay, benefits. Send resume and reel to

Box A-274, Broadcasting.

**Program, Production, Others**

**RADIO & TV SPECIALIST**

An unusual opportunity for a man well grounded in broadcast media. We are a merchandising complex composed of food, drug and discount stores operating in 15 states. Perhaps you are presently employed as an advertising manager in a retail establishment. Or, you are currently engaged as a copy writer in an advertising agency. You will have charge of a new department with responsibility for creating radio and TV commercials and buying airtime in various markets. An opportunity to get in on the ground floor of an expanding organization with a bright future. Write complete details including education, experience and salary requirements. Replies held in strict confidence.

Box A-255, 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.

**BOSTON  
SALES PROMOTION**

Great opportunity to run a department devoted to sales promotion, development and research. Large art department and print shop to do your graphics; aggressive sales force ready to translate your ideas into dollars. Send resume, samples and salary requirements in confidence to

Box A-52, Broadcasting.  
An Equal Opportunity Employer.

**Situations Wanted**

**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.

Box A-11, Broadcasting.

**Employment Service**

**RESUMES**

Credent for men qualified for top-level positions. If you require a higher salary, relief from a stagnant situation, or merely need to preserve or improve valuable abilities, you should request our free folder.

RICHARD M. HANLON  
Box 1193-B  
Indianapolis, Ind. 46206

**BUSINESS OPPORTUNITY**

**MULTIPLE  
STATION OWNER**

- DO YOU NEED \$100,000 additional net income?
- DO YOU NEED your regular billing increased?
- DO YOU NEED operating expenses cut?
- DO YOU NEED more competent personnel?

for quick action, call  
(213) 830-7034.

This program requires no station investment. We prefer a 4 to 7 station multiple. Single station may be considered.

# EXECUTIVE OPENINGS

1. **TV VICE PRESIDENT & GENERAL MANAGER** for group owned station in Midwest medium market. \$25,000 plus incentive for young executive on his way up.
2. **TV GENERAL SALES MANAGER** for top 10 market UHF station. Ideal for man about 30, willing to start at \$20,000 plus percentage of increase.
3. **TV DIRECTOR OF ENGINEERING** for major broadcast company. EE degree or equivalent required. New York base with some travel. Salary \$25,000.
4. **TV BUSINESS MANAGER** for top 10 market station. Age 28-35 and salary negotiable depending upon experience and background.
5. **RADIO MANAGER** for Chicago area. This is an excellent opportunity for an aggressive young executive with limited management experience. Starting salary \$17,000 with good long range potential.
6. **RADIO SALES MANAGER** for 50,000 watt station in top 15 market. Emphasis on ability to operate strong local sales staff against good competition. \$18,000 plus.

**312-337-5318**  
**CALL RON CURTIS**

*Nationwide Management Consultants*  
645 North Michigan Avenue, Chicago, Illinois 60611  
*Specialists in Executive Recruitment*

## INSTRUCTIONS

**F.C.C. 1st PHONE**  
**in six weeks**

- EDUCATION •
- COMPREHENSION •
- KNOWLEDGE •

**F**inest Instructors

- Years of practical experience

**I**ntensive Methods

- Animated Electronic Films

**R**easonable Costs

- Only one charge to completion

**S**elected Accommodations

- Student rates at Hollywood-Plaza Hotel

**T**op Results

- Our students obtain their 1 sts.

## LEARN

at the Nation's oldest  
and most respected

**School of Broadcast Training**  
**DON MARTIN SCHOOL OF RADIO & TV**  
(established 1937)

Next Accelerated Class Starts  
**FEBRUARY 24th 1969**

for additional information call or write:  
**DON MARTIN SCHOOL OF RADIO & TV**  
1653 No. Cherokee, Hollywood, Cal.  
HO 2-3281

## Help Wanted

*SERVING the BROADCAST*  
*INDUSTRY with—*

- Design.
  - Fabrication.
  - Installation.
- of Facilities.

Studios, Transmitter, Antenna

Soll  
Custom Control  
and Switching Systems.

Soll is flexible, geared to  
provide broadcasters with  
complete, dependable serv-  
ice, anytime — anywhere.

**Soll.**  
INCORPORATED

114 West 30th Street-New York  
N. Y. 10001 (212) 279-3909

**JOSEPH M. SOLL**  
PRESIDENT

(Formerly with BELMONT ELECTRIC)

\*\*\*\*\*  
\* Would you like \*  
\* your show aired on a New York Station? \*  
\* All formats considered. Will send details \*  
\* upon receipt of tape. Send to: \*  
\* Program Director, P.O. Box 452 \*  
\* Radio City Station \*  
\* N.Y., N.Y. 10019 \*  
\*\*\*\*\*

## NEED HELP?

Place Your AD in

**Broadcasting**

where it receives  
nationwide display.

## WANTED TO BUY—Stations

### MAJOR MARKET GROUP

owner is seeking additional properties.  
Reply in confidence.  
Box A-265, Broadcasting.

### ATTENTION

Arizona-California-Florida  
New Mexico, Oklahoma or Texas  
Financially responsible group wants to buy  
a full time AM in the top 100 market  
cities. Deal direct with principal.  
Box A-278, Broadcasting.

## CATV FRANCHISES

We want to buy your CATV Franchise or System for  
cash to \$2,000,000.00, or cash and stock or stock.

**Airmedia, Inc.**

Box 3032, Fort Pierce, Florida 33450, Code 305-464-1400

**FOR SALE**

**Stations**

**MUST BE SOLD**

Major market, New England daytime. Ethnic programmed. Not a distress sale but owner will sacrifice for immediate action. Must be sold before February 15th.

Contact: CHAPMAN Associates, Phone 404-351-5591.

**Tia Rue Media Brokers Inc.**

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
265-3430

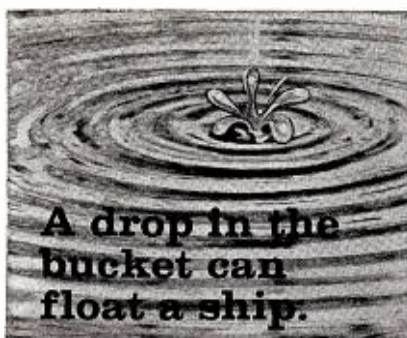
**FOR SALE**

Radio Station—Profitable in live wire Western Pennsylvania Community, with tax advantage for right purchaser.

Call or write Gerald N. Ziskind, Esquire, 26th Floor Grant Building, Pittsburgh, Penna. 15219, Phone: 412-281-5423.

**Confidential Listings**  
RADIO—TV—CATV  
N.E.—S.E.—S.W.—N.W.

**G. BENNETT LARSON, INC.**  
R. C. A. Building, 6363 Sunset Blvd., Suite 701  
Hollywood, California 90028 • 213/469-1171  
**BROKERS-CONSULTANTS**



**A drop in the bucket can float a ship.**

A drop of water. And another and another. That's the way it's done with Project HOPE, the people-to-people program that each year sends medical aid and training to nations long on sickness and disease but short on medical personnel and facilities. Send your contribution. It's important. Do it today.

Please make checks payable to Project HOPE. All contributions are tax deductible.

**Project HOPE Dept. A**  
Washington, D.C. 20007

I am enclosing \$ \_\_\_\_\_  
as my share of HOPE.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Published as a public service by this publication.

(Continued from page 108)

■ **KOBH-AM-FM** Hot Springs, S. D.—Broadcast Bureau granted assignment of license from Fall River Broadcasting Corp. to Major C. Short for \$80,000. Sellers: Russel M. Stewart, president et al. Mr. Stewart owns 33 1/4% of KNEB-AM-FM Scottsbluff, Neb. Buyer: Mr. Short is former musician, discotheque manager and night club, theater and television entertainer. Action Jan. 17.

■ **WAEW-FM** Crossville, Tenn.—Broadcast Bureau granted assignment of license from H. F. Lawson to WAEW Inc. for purpose of incorporation. No consideration involved. Principal: Mr. Lawson owns 50% of WLET-AM-FM Toccoa, Ga. Action Jan. 10.

**Community-antenna activities**

The following are activities in community antenna television reported to BROADCASTING, through Jan. 22. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

■ **Vallejo, Calif.**—Gibson Radio & Publishing Co., in association with Community Television Inc., Denver (multiple CATV owner), has been awarded a 20-year franchise. Six other companies that submitted applications were Bay Cablevision Inc. of Berkeley, Calif.; Nation Wide Cablevision Inc. of San Carlos, Calif. (multiple CATV owner); Teleprompter Corp. of New York (multiple CATV owner); Televents of California Inc., Martinez, Calif.; Triangle Cable Co. of Oakland, Calif.; and Vumore Cablevision of California, San Leandro, Calif.

■ **Croyle, Pa.**—Nanty Glo CATV, Nanty Glo, Pa., has been awarded a franchise. There will be no charge for installation and a \$4.50 monthly fee.

■ **Farmington, Me.**—Franklin Cable TV has been granted an exclusive franchise.

■ **Worcester, Mass.**—Parker Industries Inc., Worcester, has begun operation. Cost of the service is \$10 for installation and \$4.95 monthly.

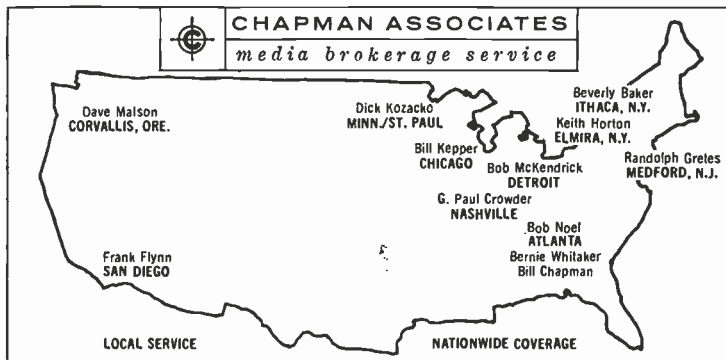
■ **Pontotoc, Miss.**—Mississippi Transmission Co. has begun operation. The firm has also purchased Houston TV Cable Co. in Houston, Miss. The aggregate price for the Houston system, plus budgeted rework of the Houston system, was reportedly about \$130,000. Officers of Mississippi Transmission are E. D. Larson, president; J. P. Little, vice president; and W. R. Lamb, secretary-treasurer. Mississippi Transmission, with general offices in Batesville, Miss., also has franchises in Batesville, Lambert, Marks and Water Valley, all Mississippi.

■ **Sallsbury, N. C.**—Cablevision of Sallsbury Inc., owned by multiple CATV owner Jefferson-Carolina Corp., Greensboro, N. C., has begun operation. M. H. Crocker, president of Jefferson-Carolina, said operations had begun on a temporary basis as a result of a new set of FCC rules on cable TV. A nominal monthly fee has been initiated, but a \$5 monthly rate is allowed under the company's franchise.

■ **Hazleton, Pa.**—Mountain City Television Co., Hazleton, has increased its rates \$1 per month to \$4.75. Under its franchise Mountain City pays 2% of its gross receipts. In 1968 the company paid the city \$5,411.

■ **Tamaqua, Pa.**—Service Electric Cable TV Inc., Tamaqua, has increased its monthly service rate \$1 to \$4.50. Service Electric also owns Mountain City Television Co. in Hazleton, Pa. (see above).

■ **Palestine, Tex.**—Palestine Community Cable Inc. has applied for an exclusive 25-year franchise. Principals of the firm are Ben Slack of KNET Palestine, president; Marshall H. Pengra of KLTV(TV) Tyler, Tex., vice president; and Tolbert Foster of KNET as secretary-treasurer. The company would charge \$5 monthly and pay the city 20% of the system's gross receipts after installation costs and equipment costs have been amortized, and would pay 2% of the system's gross receipts until such capital costs have been amortized. Harry Herrington, a Palestine businessman, also intends to submit an application. American Cablevision Co. (multiple CATV owner), Beverly Hills, Calif., is currently offering cable service in Palestine under a franchise granted in 1952.



South major	profitable	\$1,031M	terms	South metro	FM	\$ 80M	terms
Gulf metro	AM & FM	190M	\$100/3y	South small	profitable	100M	terms
M.W. small	FM	160M	terms	M.W. small	AM & FM	235M	cash
M.W. medium	AM & FM	200M	terms	West major	AM & FM	450M	terms
West medium	fulltime	175M	cash	N.E. major	profitable	650M	29%/nego

**CHAPMAN ASSOCIATES**  
*media brokerage service*

2045 Peachtree Road

Atlanta, Ga. 30309

"A salesman must believe in his product," mused the new president of Radio Advertising Representatives, Perry B. Bascom.

And Mr. Bascom, from his statement and seemingly endless optimism about his industry, obviously takes this criterion to heart.

"My first love is radio," he asserted. "It's vibrant, unique, and much tougher to sell than television. It has to be sold with more sophistication. A salesman can't go out any more with just a rate card or rating book."

He feels his company in particular is well-equipped to help advertisers with their complicated statistical needs. Westinghouse operates a marketing information bank, which supplies quantities of research and marketing aids.

Statistics are not the only advantage RAR has, Mr. Bascom contends. The rep's small size—only 10 stations "of excellent caliber"—means the men can become more personally involved.

"We have a travel program," he explained, "in which the salesmen visit the stations at least once every 18 months to be introduced to the station personnel."

Keeping in touch with the stations is only a small part of the "hard work" which Mr. Bascom lists as another criterion for a salesman.

"He must further his skills," he added, "and acquire new techniques for using marketing information."

"A salesman must also be inquisitive," Mr. Bascom noted. "He has to ascertain the marketing objectives of the advertisers."

"He should also be flexible to be able to respond to help from management."

Management, on the other hand, should never pre-empt the duties of its sales staff, he asserted. In making presentations, Mr. Bascom plans to act on his own levels, and not usurp his own salesmen's responsibilities.

Except for a short period following service in the Navy during World War II, Mr. Bascom has spent his entire career in broadcast sales, a good deal of it with Westinghouse Broadcasting Co., the parent of RAR.

He started with Hearst Advertising Services in 1945, and later that year became a division manager for the Florida Citrus Commission, working out of Rochester, N. Y., and Philadelphia. In 1948 he entered the broadcast field as an account executive with WIP in Philadelphia.

New York was his next base. Mr. Bascom moved to WOR-TV as a salesman in 1954 and became sales manager before leaving in 1956 to join Westinghouse as eastern sales manager. He served as national radio sales manager from 1957 to 1961, then was sent

## A radio salesman needs more than just a rate card

to Cleveland as general manager of WBC's KYW (now Philadelphia).

Mr. Bascom moved to Boston in 1965 as general manager of WBC's WBZ, and then to New York as vice president on the corporate staff last year, a few months before being named president of RAR in November.

Mr. Bascom very diplomatically refuses to name a preference for one city over another one. "They all have their uniqueness and challenge," he asserted.

"Cleveland has a lot of snow, and cold weather," he pointed out, "but I like that. Besides, if you like the job, you can stand the elements."

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### Week's Profile

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*Perry Bagnall Bascom—president, Radio Advertising Representatives; b. Jan 24, 1924, Bound Brook, N. J.; attended Bowdoin College, Brunswick, Me., before joining Navy in World War II; worked for Hearst Advertising Services for short time before joining Florida Citrus Commission as division manager, 1945; named account executive, WIP Philadelphia, 1948; salesman and sales manager, WOR-TV New York, 1954-56; joined Westinghouse Broadcasting Co. as eastern sales manager, 1956, became national radio sales manager, 1957-61; general manager, KYW Cleveland, 1961-65; general manager WBZ Boston, 1965-68; m. Kathryn Dawson, March 24, 1945; children—Janet, 21, Alan, 17; hobbies—horseback riding, sailing, tennis.*

"Boston is great," he added, "because the mountains and the Cape [Cod] are nearby, and the school system is very good."

Mr. Bascom feels that the traveling has enriched, rather than hindered, the lives of his children, Janet, 21, and Alan, 17. The Bascoms are keeping their house in Framingham, Mass., until June, when Janet will be married and Alan finishes high school. They will then move to Scotch Plains, N. J.

Though moving around, the family has maintained a sort of "permanent residence" in Vermont—a cabin passed down through Mr. Bascom's family. The RAR president began horseback riding during his summers there as a child, and has fond memories of the Vermont county fairs. Vermont is also the setting for his two other sports hobbies—sailing and tennis.

The Bascoms keep two horses on their five acres in Framingham, a Tennessee walker and a Morgan, but Mr. Bascom is afraid there will not be room for them in New Jersey. He describes himself as an avid rider, only on weekends since moving to New York, but almost every day when he was in Boston.

The company has been keeping him busy traveling at the start of his new job, acquainting himself with the station clients. He expects to settle down more as the newness wears off, and turn more to aiding sales activities rather than remaining strictly with the administrative duties.

Mr. Bascom directs a staff of 28 at RAR in New York, and oversees offices in Detroit, Chicago, San Francisco and Los Angeles.

His enthusiasm and optimism for the business show in his bullish estimate of radio's prospects in 1969.

"Radio has proven its ability as a prime communicator," he declared. "There will be further recognition of radio—it will continue its upswing."

Mr. Bascom's enthusiasm doesn't wane in considering past projects, either. In reminiscing over the WBZ "traveling road show" sales presentation of last year—a musical revue staged for agencies and advertisers in Boston, New York and Chicago—he described it as "unique" and "something more like what a television station might produce," and, not only good salesmanship but "a lot of fun" as well.

His eagerness also extends to such projects as redecorating his office ("I want to put some color in it," he said) and traveling to places and countries he hasn't seen yet.

There seems to be mutual admiration between the RAR president and Westinghouse. This harmony alone should be an invaluable aid to Mr. Bascom, but his verve and zest should help even further as he digs into his new job.

# Editorials

## No letup now

At this time last year nobody was very bullish about 1968. For both television and radio 1967 had been a slow year. Forecasters were understandably reluctant to read the signs of early 1968 as indicating anything approaching the huge surge of business that the year was to produce. In BROADCASTING's "Perspective" reports of Jan. 29, 1968, the common mood was restrained optimism.

Now the reports for 1968 are in, as recorded in exclusive BROADCASTING estimates appearing elsewhere in this issue, and they show how remarkable the advances really were. Radio for the first time exceeded \$1 billion in time sales—a 15.8% gain over 1967. Television time sales shot well above the \$2-billion level—a 12.8% gain. Despite that record, the prevailing mood is, once again, restrained optimism. Though individual opinions vary widely, the consensus seems to be that gains will be made in 1969, but not at the rate of expansion that developed last year.

To look ahead through an entire year is, of course, a risky business. Right now there are indications of uncertainty. The stock market has been acting nervously. In Wall Street it is possible to hear that companies are trimming expenses or postponing capital investments. These may be temporary holding measures, taken until a clearer fiscal policy emerges from the new administration in Washington. But if prolonged, such measures could lead to a slowing of the rate of advertising spending. And that is a possibility that broadcasters would be wise to counter now.

The selling efforts of both media must not only be continued, but indeed intensified, even though both media have entered 1969 after the biggest year by far in their history. The selling effort must be addressed not only to the problem of maintaining growth in total advertising but also to the unique values of television and radio as advertising vehicles. If there is to be a slowdown in gross advertising activity, radio and television will have to work the harder to increase their shares of a stabilizing market. If total advertising continues to expand, the sales efforts will be even more productive.

## Need for reform

It may be a while before President Nixon gets around to regulation of communications. The harassed and harangued FCC is a continuing body that legally needs no action from the President until the next vacancy occurs June 30.

Actually, however, for the good of the country, the FCC needs prompt attention. The new administration is well aware that there are big decisions to be made involving space and satellite communications aside from domestic broadcasting. The President knows the FCC is torn with internal strife, that there's unhappiness among licensees.

Mr. Nixon can look to at least three of his confidants for guidance. Secretary of State William P. Rogers must concern himself with the satellite consortium. As attorney general during the Eisenhower years, and as a private practitioner, he became thoroughly indoctrinated in newspaper and station-ownership matters. Herbert Klein, who fills the unique slot of communications director, was a West Coast editor with the Copley organization that used to have broadcast ownerships. Frank Shakespeare Jr., director of the United States Information Agency, has spent most of his working life with CBS.

The FCC was a vexatious problem for President Lyndon B. Johnson because of the psychological handicap of family

ownership of Texas and Oklahoma broadcast properties. Mr. Nixon is not confronted with such conflicts.

Mr. Nixon should have no recriminations about the fairness of the broadcast media. He's a winner. Eight years ago it was different. He was beaten for the Presidency by an attractive if relatively unknown senator who looked better in those television debates. This time Mr. Nixon mastered television. His new skills did much to elect him.

Newspapers preponderantly supported Mr. Nixon. So why should he give aid and comfort to the likes of those in the Department of Justice and at the FCC who would force newspaper divestiture of station ownership, or force broadcasters to go the ruinous "one-to-a-customer" route?

When the Nixon administration reaches communications on its agenda, it is bound to recognize the need for changes at the FCC. There are two—possibly three—commissioners who seem to believe it's a sin for a broadcaster to make a profit. Theirs is a purely socialistic concept.

That concept did not win the election for Mr. Nixon. If the exponents of that philosophy won't see the light and resign, an appropriate way of legislating them out of office should be found.

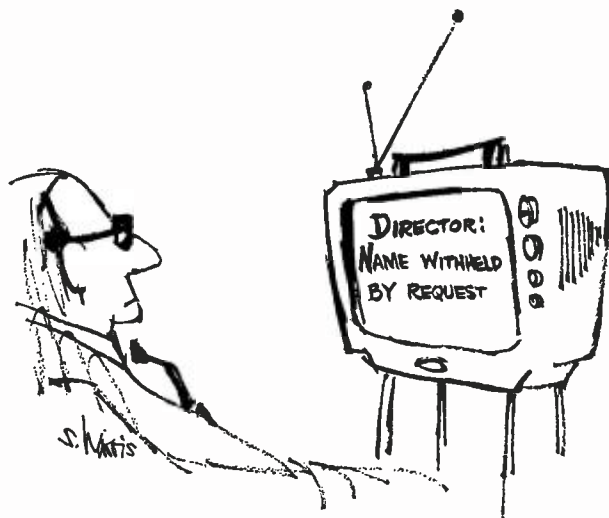
## Where the action wasn't

A gaggle of anti-establishment demonstrators attempted last week to disrupt the presidential inauguration ceremonies in Washington. They didn't succeed.

On the night before inauguration day they were permitted to parade and to assemble in a tent erected for their convenience. Those events were given appropriate coverage in the press and on the air.

On the next day, during the inaugural parade, a number of demonstrators began shouting obscenities and throwing objects as the new President rode by. Police and military acted swiftly to put the most obstreperous under arrest and disperse the others.

In short, the authorities permitted the demonstrators to exercise their rights to peaceable assembly but prevented them from committing or inciting violent acts. It was an example of sensibly applied police power. No massive confrontation, no wholesale violence—no story worth the kind of coverage given to the demonstrations in Chicago during the Democratic convention.



Drawn for BROADCASTING by Sidney Harris



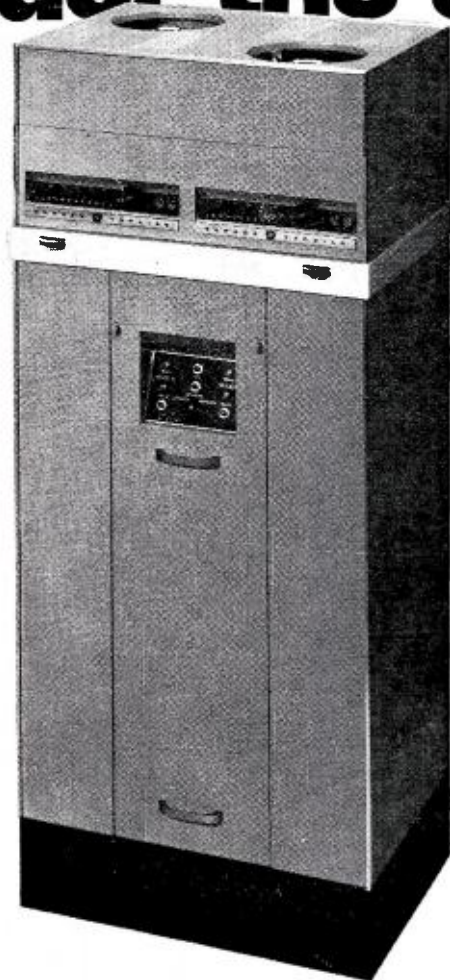
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