



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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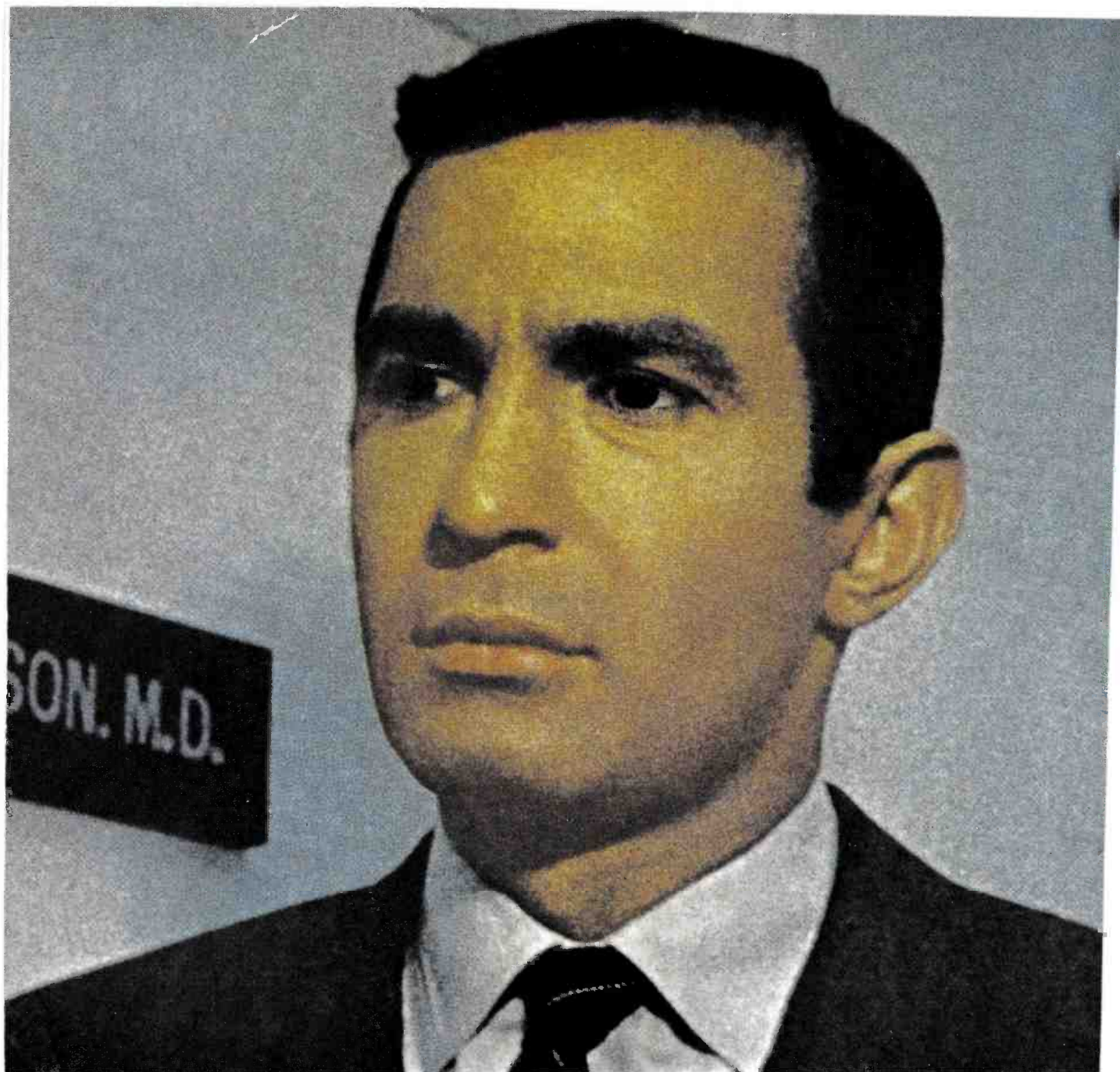
NEWSPAPER



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erb Maneloveg says no. And we at the Edward Petry Company agree. The new modern radio is selling billions of dollars worth of goods for thousands of advertisers. So Hi Yo Silver is away for good, because smart, modern day advertisers know listeners aren't yearning for the sound of silver bullets.

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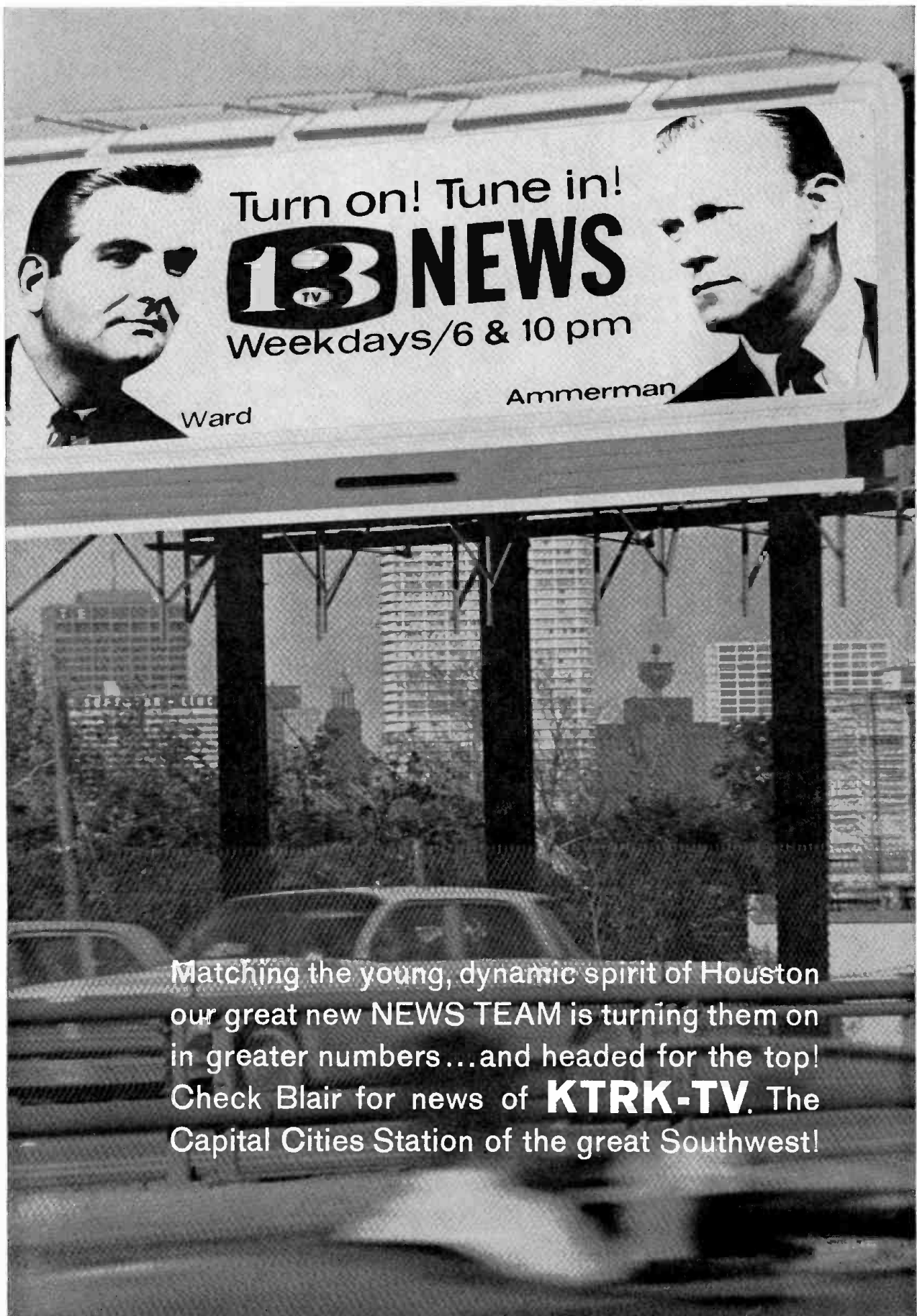
smash network run. In style. Pulling a whopping share of the audience.

Add it all up. You get unmatched audience loyalty. Plus genuine sponsor appeal. Both in spades.

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For the full-color run of your life.

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# 13 NEWS

Weekdays/6 & 10 pm



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WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • KOAT-TV Albuquerque, N.M. • KVOA-TV Tucson, Ariz.

With TV networks' 1968-69 schedule rounding into final draft here's how prime-time box score for production companies look: 20th Century-Fox TV had three-and-a-half hours cancelled, three-and-a-half hours renewed and sold four new hours for total of seven-and-a-half hours lined up for next season. Universal TV had one hour cancelled, four hours renewed, sold three new hours for total of seven hours in 1968-69 plus undetermined number of two-hour "World Premiere" features. Screen Gems lost two hours, had one-and-a-half renewed and sold two-and-a-half hours for total of four hours next season. Paramount TV has no new shows but had three hours renewed. MGM lost four hours, has come up with no new shows and has but one hour returning.

### Won't let go

Investigators for House Investigations Subcommittee appear to be checking out all sorts of rumors and speculation in continuing study of circumstances surrounding FCC approval of five Overmyer Communications Co. UHF construction permits to AVC Corp. FCC last week was asked to supply subcommittee with names of all staff members who had any connection with transfer approval, along with their grades and description of their functions. Assumption is that subcommittee investigators are looking into possibility that payoff was involved.

### Year for inquiries

Now it's new Department of Transportation that wants to get into act on whacking up radio spectrum. Tip-off came in speech by Alan S. Boyd, secretary of transportation, in address before Electronic Industries Association (BROADCASTING, March 11) espousing use by land-mobile services of unassigned radio (meaning broadcast) frequencies on temporary basis. New department has its own telecommunications chief, Robert Lowe, who, prior to his assignment, was motorman on Senate Communications Subcommittee's, as yet unreleased exhaustive survey of political broadcasting controversial programming and FCC regulation. That survey, incidentally, gives few passing grades either to FCC or to broadcasters.

*Other agencies of government involved in various studies of telecom-*

*munications allocations and management are President Johnson's task force, which has undertaken all-inclusive job with report due by next August; Budget Bureau, on administrative and regulatory organization (i.e., whether FCC structure is effective or should be superseded by new agency or even cabinet level department); FCC itself and Department of Commerce, through its Boulder, Colo., radio standards laboratory. These aside from various congressional committee inquiries.*

### Hot month

Biggest single contributor to 12% billings gain that made February best sales month in network-TV history (see page 28) almost certainly was ABC-TV revenue from Olympics coverage. But it's apparent that February sales would have been up anyway—and even without February's extra day this year. Estimates of Broadcast Advertisers Reports put ABC's February sales at \$41.4 million, up \$6.4 million or 18.1% from February 1967. ABC's weekend daytime sales rose 77.5% and nighttime sales climbed 15.3% while weekday daytime dropped 8% according to BAR figures.

*NBC-TV is shown in BAR's estimates with \$47.2 million February total representing 16.1% gain, reflecting rises in daytime sales (up 40.4% on weekdays, 24.5% on weekends) plus 9.2% gain at night. CBS-TV remained number one in dollars with total placed at almost \$49.6 million, up 3.7% in all on 9.4% nighttime gain versus drops of 6.7% in weekday daytime and 0.9% in weekend daytime. BAR's count put February three-network total of commercial minutes at 7,848, up 456 minutes or 6.2% from February 1967.*

### More of Mason

Without fanfare, CBS Enterprises plans to place 50 additional one-hour episodes of *Perry Mason* into syndication shortly for two runs. It also will provide additional run for 195 segments already carried in 100 markets, but which originally were for two runs only. Though *Mason* is in black and white, it's understood to have rolled up one of largest grosses—if not largest—in syndication history. Only one episode of entire series was produced in color and that is not being syndicated.

### Newsmakers

FCC is following up on charges in report of President's Commission on Civil Disorders that some television crews contributed to incidents, or staged them, during last summer's riots (BROADCASTING, March 4). Commission staff has asked investigators for President's Commission to supply any backup data, including identifications of stations. Commission has already investigated number of similar charges made since last summer, but none has proved out.

### Marked men

Broadcasters who have found it difficult to locate FCC commissioners and staff at past National Association of Broadcasters' conventions may find it easier at upcoming Chicago sessions, March 31-April 3. For first time NAB is supplying FCC with suite, and five commissioners and six staff members on hand will operate from there. Suite number is 1033A in Conrad Hilton hotel.

### Expert advice

Robert D. Swezey, retired broadcast executive, is serving as consultant to Frank Pace Jr., newly confirmed chairman of Corp. for Public Broadcasting. Mr. Pace also heads International Executive Service Corps, for which Mr. Swezey has handled assignments—his latest in Pakistan last fall. Mr. Swezey, former executive vice president and general manager of WDSU-AM-FM-TV New Orleans, who afterward served as director of Code Authority of National Association of Broadcasters, resides in Hillsboro, Va., about 50 miles from Washington.

### Follow the leader

Current "depression" in broadcast-oriented stocks is attributed by Wall Street authorities to what is described as "CBS syndrome," plus extraordinary operating costs foreseen because of coverage of political conventions this year and prospects of inordinate consumption of time by expected civil-rights disturbances. CBS, long a market bellwether, has reported lower earnings in spite of increased gross for 1967. But good reports of other group owners and new optimism by CBS hopefully, according to investment people, will reverse trend.

# BEST

is usually good enough. But not for General Electric.  
That's why the best keeps getting better at General Electric.  
See for yourself at our Booth at NAB.

GENERAL  ELECTRIC

# WEEK IN BRIEF

Station traders get chill from cold Washington winds. Senate group probes newspaper-broadcast ownership; Justice frowns on KFDM-TV Beaumont, Tex., sale; FCC considering curbs on AMers getting FM in same market. See . . .

## NEW TRANSFER PERILS . . . 23

FCC Commissioners Cox and Johnson consider eliciting more information from stations whose licenses are up for renewal, seek responses as to how stations have served minority interests in their communities. See . . .

## DISSENTERS GO IT ALONE? . . . 24

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## CREAM OF COMMERCIALS . . . 26

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## COURT HEARS CATV . . . 26

C. E. Hooper Inc. claims it's found "significant, widespread inaccuracies" in TV ratings based on its special telephone coincidental survey, say errors result from sample bias. See . . .

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## RUSK VISIT FALLOUT . . . 58

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## Broadcasting

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## Networks warned FCC may be called upon

Threat of FCC intervention against networks if they are unable to get their program suppliers to "present a fair picture of the role of Negroes in American Life" was raised by William H. Booth, chairman of New York Commission on Human Rights, during fifth day of hearings Friday (March 15) (see page 50). Morning testimony was given by network programming vice presidents Leonard Goldberg of ABC, Michael Dann of CBS, and Mort Werner of NBC.

ABC and NBC representatives cited shows with featured Negro actors. CBS takes great pains, Mr. Dann said, to avoid presenting Negroes as "heavies," but often finds it "difficult" to present them in some more favorable circumstances "without destroying the mood" of scenes with viewer "surprise."

Screen Gems for "some time" has been trying to develop series about Negro family and has been negotiating with Ossie Davis, Negro actor-author, to be series writer according to Jackie Cooper, executive vice president. He said company believes "a portrayal of the relationships between the members of a Negro family done with sensitivity, warmth and humor, would make an excellent television series."

Among others testifying, Levitt J. Pope, vice president, WPIX(TV) New York, gave several examples of Negroes being placed in prominent roles in television programming over which station has control of content.

## WLWD back to NBC

NBC-TV has strengthened its affiliation tie in Dayton, Ohio, with announcement made jointly Friday (March 15) of WLWD(TV)'s return to NBC as primary affiliate. ABC-TV had been sharing WLWD affiliation with NBC.

John O. Gilbert, vice president, ABC-TV affiliate relations, said "we are considering what actions to take regarding the Dayton situation."

Stations in market, two VHF, one UHF, have traditionally shared network affiliations—WHIO-TV has CBS and NBC; WKEF(TV) (UHF) has CBS and ABC. WLWD had been NBC-TV primary in 1949, became secondary affiliate in 1964. Station is with Avco Broadcasting group.

## Renewal hearing ordered for 3; faces fine

Kinship helped lead three radio stations into hearing Friday (March 15). One of those licensees could receive fines totalling \$15,000.

FCC ordered hearing on renewal applications for KWLK Wagoner, KVIN Vinita, and construction permit for new Vinita FM, all Oklahoma. KWLK is licensed to Lum A. Humphries, whose son Gene has 99% interest in other two facilities.

Commission will look into whether both Humphries made alleged misrepresentations and whether Lum Humphries has violated rules for which he incurred \$5,000 fine last year, currently held in abeyance.

Hearing examiner was instructed to determine whether all or part of that fine should be imposed, and if KWLK license shouldn't be revoked, whether \$10,000 fine or less should be levied.

## WXUR decision hanging; hearing to resume today

Question of whether FCC will grant request of WXUR-AM-FM Media, Pa., for suspension of license-renewal hearing remained in doubt Friday (March 15), even though hearing is scheduled to resume today (March 18).

Stations' renewal applications are in hearing principally on issues as to whether outlets violated personal attack principle of fairness doctrine. Stations asked commission to suspend hearing until it completed proposed reconsideration of personal-attack rules (see page 62).

Commission last week reached tentative decision to deny request, however, there were reports that some commissioners may be changing their positions.

Originally, it appeared that vote to deny request would be 5-to-1, with Commissioner Lee Loevinger lone dissenter.

## 'Laugh-In' staying put

NBC-TV said Friday (March 15) it's decided not to change time period next fall of *Rowan & Martin's Laugh-In* because it's doing so well in current Monday, 8-9 p.m. period, making top Nielsen rating list. It had been set to go Friday, 10-11 p.m., next season, according to NBC's announcement of 1968-69 schedule only few weeks ago (BROADCASTING, March 4).

Adjusted to accommodate stay-in of *Laugh-In: Star Trek*, was to be shown 7:30-8:30 Monday, now goes Friday, 10-11; *I Dream of Jeannie* from Saturday to Monday, 7:30-8; *Adam-12* from Monday, 8:30-9 to Saturday, 7:30-8.

## KRLA applications are narrowed down

FCC's Broadcast Bureau has recommended that winner of three-year-old contest for KRLA Pasadena, Calif., facilities (1110 kc) be picked between two of 11 applicants—Orange Radio Inc. and Western Broadcasting.

Bureau, in proposed findings and conclusions filed Friday (March 15), said neither meets all issues, but that both are superior to all others in proceeding.

Since none of applicants has, in bureau's view, met all basic issues designated against them, alternative, "under ordinary circumstances," would be to deny all applications and reopen frequency to new ones. But circumstances are not ordinary, bureau said, noting case was designated for hearing on Dec. 31, 1964, that more than 8,000 pages of transcript have been taken, over 1,200 pages of depositions recorded and more than 100 commission orders on matters raised by applicants released.

KRLA facilities are being operated on interim basis by nonprofit, educational group, Oak Knoll Broadcasting Corp. Original KRLA went off air in August 1964, after commission denied it renewal of license.

Bob Hope and Art Linkletter are among principals in Western application, owning 25% and 5%, respectively. Others are Richard A. Moore, formerly of KTTV(TV) Los Angeles (20%), and Edwin W. Pauley (15%).

Sixteen stockholders in Orange Radio include Robert Mayhew, Los Angeles public relations man who is associated with Howard Hughes (15%); and Frank W. Gay Sr., vice president of Hughes Tool Co. (15%).

## NAB moves ahead on spectrum studies

National Association of Broadcasters research committee has supported decision to reallocate about \$50,000 from preplanned projects to studies dealing with spectrum retention. At special meeting in New York late last week, committee noted that NAB television board at January meeting had pledged

## WEEK'S HEADLINERS



Mr. Adams

**Berle Adams, Albert A. Dorskind and Daniel L. Ritchie** named to newly created posts as executive VP's for MCA Inc. Mr. Adams will supervise all operating divisions and activities. He joined MCA in 1950 and

has served as VP for both MCA Inc. and MCA-TV, for which he organized international operations in 1957. Mr. Dorskind will direct corporate functional departments and real estate. He joined MCA in 1963 as at-



Mr. Dorskind



Mr. Ritchie

torney, serving as VP and treasurer since 1958. Mr. Ritchie will oversee financial subsidiaries, acquisitions and stockholder relations. He joined MCA in 1961 and was named VP in 1965. In addition: **Louis Friedland**, VP for MCA-TV, and **John W. Findlater**, assistant secretary of parent company, elected VP's of MCA Inc.; **Harold Cranton**, sales development director for *Variety* since 1961, named advertising and sales promotion director, succeeding **Irving Paley**, who is appointed to executive position in advertising with

MCA's Universal Pictures Corp., New York.

**Jerome F. Birn**, VP and creative director with Tatham-Laird & Kudner, New York elected to new post of executive VP. He will continue to serve as creative director in New York. He joined Tatham-Laird in Chicago in 1955 as radio-TV commercial group supervisor and was elected VP and creative director in 1963.

**Robert E. Brockway**, VP and general manager, Manhattan Cable Television division of Sterling Information Services Ltd., New York, elected president, CBS-EVR division of CBS/Comtec Group. CBS-EVR is responsible for world-wide marketing and distribution of CBS Laboratories' EVR television recording and playback system for home and classroom use plus version for TV broadcast. Manhattan Cable, which Mr. Brockway helped establish, operates CATV system in New York City.

**Martin Starger**, West Coast program VP for ABC-TV, succeeds **Ted Fetter** as VP and national programing director in New York. **Steve Mills** of KABC Los Angeles, **Paul Picard** of ABC's programing department in Hollywood, and **Leonard Maskin**, national director of program administration, to be elected VP's in extensive reorganization of programing departments on both coasts (see page 56). Among resignations: **Harve Bennett**, programing VP in Hollywood, who joins Thomas-Spelling Productions in production of *Mod Squad* series.

**Richard Anderson and Mitchell Epstein**, creative directors at Benton & Bowles, New York, elected senior VP's



Mr. Anderson



Mr. Epstein

and named to agency's creative plans board. Mr. Anderson was copy group head at Calkins & Holden before joining B&B in 1958. Mr. Epstein came to B&B in 1961 from copy group head position at J. Walter Thompson Co.

**Roger D. Rice**, general manager of WIIC-TV Pittsburgh, moves to KTVU(TV) Oakland-San Francisco as general manager, succeeding **Frank G. King**, who resigns with no plans announced, in Cox Broadcasting shift. **Leonard A. Swanson**, general sales manager at WIIC-TV, succeeds Mr. Rice. Mr. Rice was associated with KING-AM-TV Seattle and in 1954 with KTVW(TV) Tacoma, Wash., joining WIIC-TV in 1955, two years before station went on air. Mr. Swanson, also broadcast station veteran, joined WIIC-TV in 1963, serving as general sales manager for past year.



Mr. Rice



Mr. Swanson

For other personnel changes of the week see **FATES & FORTUNES**

additional funds if need arises (BROADCASTING, Jan. 29).

NAB staff members discussed areas under study by President's Telecommunications Task Force and other government bureaus, best way to respond to such groups and NAB's role in Spectrum Study Committee, made up of six broadcasting trade associations.

### Much talk, little progress

Four-day informal "off-the-record" conference earlier this month between parties in AT&T rate case was apparent exercise in futility. FCC Hearing Examiner Arthur A. Gladstone said Friday (March 15), parties were unable to agree "on any matters of suffi-

cient significance to record." So he put sessions back "on-the-record" and scheduled further hearing on May 7.

### CWA complaint dismissed

Communications Workers of America, AFL-CIO, complaint against 21 stations which allegedly refused to air CWA's paid spots dealing with its wage negotiations with Bell System (BROADCASTING, March 4) has been dismissed by FCC.

In letter made known Friday (March 15) FCC said CWA complaint didn't say any of those stations failed to comply with fairness doctrine requirements. On basis of information CWA supplied, commission said: "It does not appear

that any commission action would be justified."

Earlier, CWA told commission it had erroneously listed KCMO Kansas City, Mo., and WERE Cleveland, among those who would air only some of CWA spots.

### Radio logging rules eased

FCC Friday (March 15) amended certain program-log rules for radio stations, effective March 22. Action had been urged two months ago by National Association of Broadcasters. Commission indicated similar staff proposals were under consideration for some time (BROADCASTING, March 4, Jan. 22).



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## DATEBOOK

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

■ Indicates first or revised listing.

### MARCH

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

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

■ March 19—Meeting of New York chapter of International Advertising Association. Speaker will be Dr. Walter Judd, contributing editor, *Reader's Digest*, on topic "What About Vietnam Now." Biltmore hotel, New York.

March 19—Radio Advertising Representatives second annual management meeting. Luncheon speaker is M. William Haratunian, chief of news and current affairs, voice of America (USIA). Other guest speakers include: Guy E. Noyes of Morgan Guaranty Trust Co. of New York, Lawrence V. Stapleton of Trans World Airlines, Merv Griffin, A. O. Knowlton of General Foods, Richard J. Mercer of BBDO, Peter A. Berla of Carl Ally Inc., Martin Solow of Solow/Wexton, and Jerry Della Femina of Jerry Della Famina and Partners.

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

■ March 20—New Jersey Broadcasters Association traffic-copy workshop. Participating will be: Richard Mercer, vice president and associate creative director of BBDO, New York; Mary Jaques, traffic coordinator, WCTC New Brunswick, N. J., and Ann Brothers, chief copy writer, WJLK Asbury Park, N. J. Brunswick Inn, East Brunswick, N. J.

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

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

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

■ March 21-24—Fifth Hollywood Festival of World Television, including as speakers: John McCarthy, president, TV Program Export Assn.; Frederick Ford, president, National Cable Television Assn.; Rep. John Moss (D.-Calif.); Prof. S. I. Hayakawa, UCLA, and David Frost, BBC. University of California at Los Angeles, Los Angeles.

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

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

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

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

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

March 25—Deadline for filing comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by

remote control to transmit telemetry signals by intermittent subsonic tones.

■ March 26—Annual meeting of shareholders of General Tire and Rubber Co. to reduce number of and elect new directors. Akron, Ohio.

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

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

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

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

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

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

March 29-31 — Annual convention of National Association of FM Broadcasters. Palmer House, Chicago.

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

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

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

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

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

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

### APRIL

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

April 1—Deadline for applications for H. V.

BROADCASTING, March 18, 1968

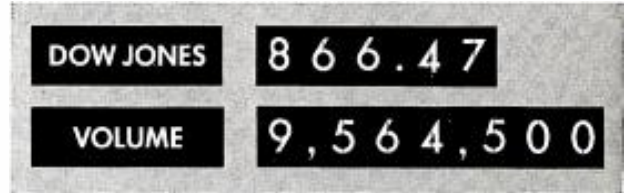
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CBS Laboratories' Digital Display Units are part of a low cost, compact system that works daily wonders in any size TV studio!



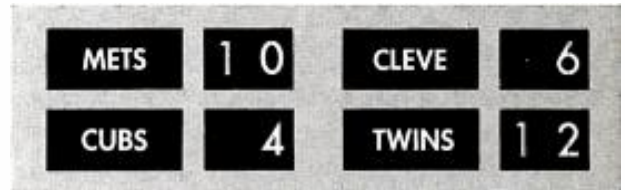
**ELECTIONS—No contest.**  
These modular units were designed specifically for TV use to give optimum clarity up to 70 feet — from any camera angle up to 145 degrees.



**STOCK REPORTS—Excellent for the long pull.**  
Rugged electro-mechanical operation is fool-proof and built to last. No bulb burn-out or the other problems of rear-illuminated displays.



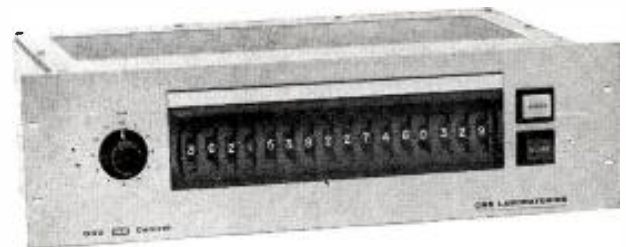
**WEATHER—Cool operation.**  
Only 2.7 watts required per unit, with no power between post-ings. Glare-free even under the strongest lighting conditions.



**SPORTS—An easy set-up.**  
Just stack these units in a flat to suit any requirement. Custom designed matrix wiring also available for complete flexibility.

And all operated by one Controller that can handle 192 units — as many as 12 groups of 16 units each. This means up to 12 two-candidate election races; or runs, hits and errors for all major league teams; or 40 local stock issues plus volume and Dow Jones closing. A one-time investment for the professional way to take care of all your daily display needs.

Our engineers will even design your system for you. Don't take our word for it. Write or call us collect (203) 327-2000, and let us show you.



PROFESSIONAL  
PRODUCTS  
**CBS LABORATORIES**  
Stamford, Connecticut. A Division of  
Columbia Broadcasting System, Inc.

# If We Were Name Droppers

We would list  
15% of all the  
CATV systems  
in the country  
because we have  
provided them

THE MONEY  
TO MAKE  
MONEY  
WITH

*In communications financing,  
there is no substitute for  
experience. Call us collect today.*



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

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

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

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

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

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

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

April 3-7—Third semi-annual conference of members of the Intermarket Association of Advertising Agencies. El Matador hotel, Palm Springs, Calif.

April 4—Awards presentation in the fourth annual competition for the ANDY awards, given by the Advertising Club of New York. New York Hilton hotel, New York.

April 4-5—Region II conference of the National Association of Educational Broadcasters. Atlanta Cabana hotel/motel, Atlanta. Inquiries should be sent to Louis Peneguy, Georgia ETV Network, State Office Building, Atlanta 30334.

April 5—Deadline for filing reply comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.

April 5-6—Annual spring meeting of Indiana AP Broadcasters Association. Ball State University, Muncie.

■April 6—Biannual meeting of board of trustees of National Academy of Television Arts and Sciences, at which will be presented NATAS' 1967-1968 International Award for best programs produced outside U.S.

■April 7—Meeting of Iowa AP Broadcasters Association. Des Moines.

April 7-10—National Association of Educational Broadcasters' Educational Broadcasting Institute on supervisory management, cosponsored by American Management Association. Purdue University, West Lafayette, Ind.

April 8—Tenth annual Broadcasting Day, co-sponsored by Florida Association of Broadcasters and University of Florida. Speakers include Red Barber, sportscaster. University campus, Gainesville.

April 8-13—Atlanta International Film Festival, sponsored by Eastern Airlines, Eastman Kodak and Atlanta film-production firm Cinema East. Awards will be given for features, documentaries, short subjects, TV commercials and experimental films. Roxy theater, Atlanta.

April 9—Annual Congressional affair, sponsored by Pennsylvania Association of Broadcasters. Sheraton-Park hotel, Washington.

■April 10—Meeting of National Association of Broadcasters-National Cable Television

## 1968 RAB REGIONAL SALES CLINICS

March 20—San Francisco, Hyatt House—Burlingame.

March 21—Seattle, Hyatt House—airport.

April 25—Minneapolis, Holiday Inn—airport.

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

May 23—Chicago, Sheraton Chicago.

June 4—Boston, Somerset Hotel.

June 6—Philadelphia, Sheraton Philadelphia.

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

Association committees on CATV copyright. Washington.

■April 15—Deadline for filing comments on FCC's proposed rulemaking that would permit type-approval of AM modulation monitors that do not incorporate indicating meters.

■April 15-18—Communications conference sponsored by Bishops' National Catholic Office for Radio and Television. Diplomat hotel, Hollywood, Fla.

April 16—Deadline for filing reply comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

April 16—Newsmaker luncheon sponsored by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

April 16-19—18th annual broadcast industry conference sponsored by San Francisco State College. Broadcast media awards are voted to entries of unusual merit in both radio and television. San Francisco State College, San Francisco. Inquires about entry details should be addressed to Professor Benjamin Draper, radio-TV-film department, San Francisco State College, San Francisco 94132.

■April 17—Annual stockholders' meeting of General Telephone & Electronics Corp., to determine number of and elect directors; to consider and act upon proposal to amend certificate of incorporation and upon proposal concerning cumulative voting and pre-emptive rights. Conrad Hilton, Chicago.

■April 18-19—Seventh annual college conference held by the International Radio and Television Society; IRTS first faculty conference to be held concurrently on the second morning. Speakers include Walter A. Schwart, president, ABC Radio; Richard S. Salant, president, CBS News and Dan Durgin, president, NBC-TV. Roosevelt hotel, New York.

■April 18-25—Seventeenth Cine-Meeting, held by International Film, TV film and Documentary Market (MIFED) for producers, renters and distributors of feature and documentary films for cinema and TV presentation. For information contact: Largo Domodossola 1, 20145-Milan, Italy.

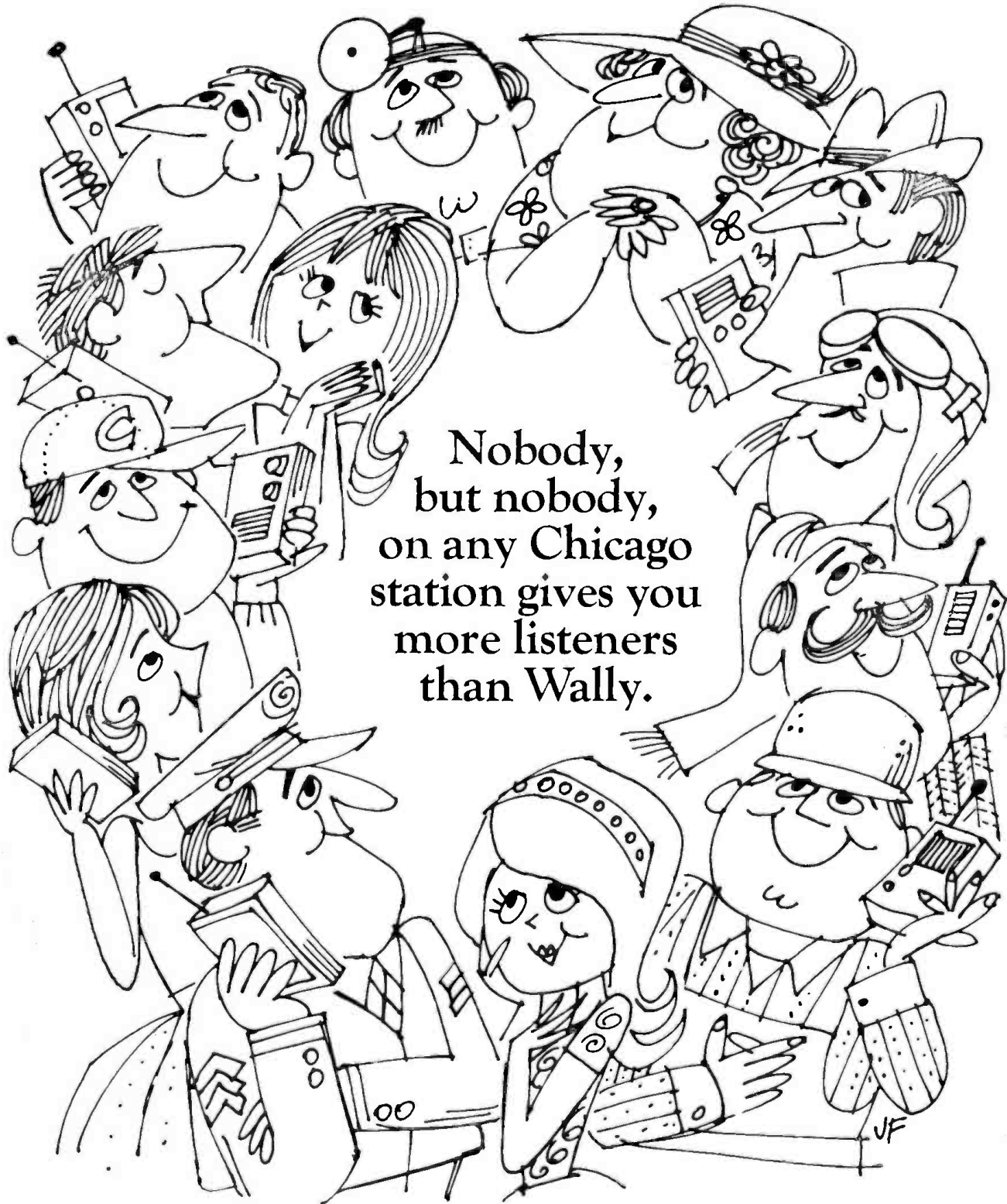
April 18-20—Annual spring convention of Oregon Association of Broadcasters. Speakers include Douglas Anello, NAB general counsel. Thunderbird motel, Eugene.

■April 19—Eighth annual Western Heritage Awards Presentation, sponsored by National Cowboy Hall of Fame and Western Heritage Center. Civic Center Music Hall, Oklahoma City.

April 21—National Association of Educational Broadcasters Educational Television Stations Division meeting. Statler Hilton, New York.

April 22—Annual luncheon of the Associated Press, preceded by annual business meeting of AP members. Clark M. Clifford, secretary of defense, is speaker. Waldorf-Astoria, New York.

■Indicates first or revised listing.



Nobody,  
but nobody,  
on any Chicago  
station gives you  
more listeners  
than Wally.

Wally Phillips is the WGN radio man with the fun, the helicopters, the news — and the biggest radio audience of any Chicago personality. Wally talks to over 1,300,000 different people 6-10 A.M. Monday through Friday.

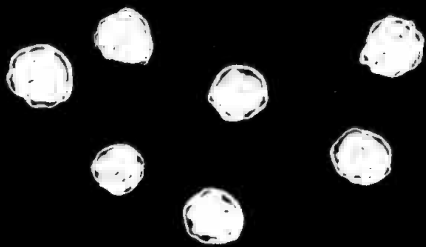
January/February 1968 American  
Research Bureau local market  
report. Total survey area 54  
countries.

BROADCASTING, March 18, 1968

**WGN**  
RADIO · CHICAGO

**When  
John Wayne  
starts shooting  
do you  
lie down and  
die?**





Now your station can shoot back  
—with Tape/Net.

A completely new programming concept of first run color programs of all types—available individually or in combination—up to twenty hours per week.

Tape/Net programs feature outstanding stars and are produced at budgets higher than first run shows now in syndication. Tape/Net is able to offer these programs at highly competitive prices because Tape/Net is produced with the collaboration of key broadcasters.

Sparkling color productions, music, sports, comedy, games, panels, specials—all in color—all first run—ready for Fall premiere. When you hit the NAB in Chicago ride hard and shoot straight for Suite 556, The Conrad Hilton. That's us.

**TAPE/NET**

division of Krantz Films, Inc.  
250 West 57th Street  
New York, New York 10019  
(212) PL 7-4630



## New bank card breaks into its market through TV

New products and new services may be the lifeblood of our economy, but that blood doesn't come cheap. It has been estimated that \$2 out of every \$3 spent on new products are totally lost. And even those products which are successful usually require a long haul before they begin operating in the black. That's why we believe a modern marketing miracle has just taken place in California. For, against the strongest competitor in the country, a group of California banks have successfully launched a new bank charge card: Master Charge.

In just six months, sales using Master Charge are already exceeding projections for its fifth year of operation. More than 3-million cards have been issued and over 80,000 merchants have become participants in the plan. Our initial goal was to generate \$65 million in sales the first year—it now appears that Master Charge is going to generate over \$200 million for its first fiscal year.

**Early Doubts** ■ Looking back it seems easy. But 14 months before the card issue date there was nothing the least bit easy about this venture. In fact, some very responsible bankers in California sincerely believed there was no room for a second bank charge card to compete with BankAmericard, the nation's largest bank charge card. After making a feasibility study, however, the founding banks came to the conclusion that not only was there room for a second bank charge card in California, but also that there was a genuine consumer need for such a card. People wanted a choice of credit cards, and above all they wanted one from the bank with which they were dealing.

In order to meet this need, a new approach was developed—the association concept, as represented by the California Bankcard Association (CBCA).

The association concept enabled any bank, regardless of size, to enter into the credit-card business and to become involved to any extent it wished in order to compete with other member banks. All banks have the option of joining the California Bankcard Association either as regular members or associate members—the primary difference being that regular members issue cards and sign up merchants, whereas associate members may only sign up merchants.

**Defining the Task** ■ The advertising agency of Foote, Cone & Belding entered the picture in November 1966; its first assignment was to come up with a

name and design for the card. Requisites included a credit card that would:

- Have no geographical limitations.
- Clearly identify the card as a bank card.
- Provide individual bank identification.
- Be visually adaptable and competitive as a logo.
- Make provision for national interchange possibilities.

The final, approved Master Charge card, with its interlocking red and gold circles, not only met every stipulation, but also was designed to appeal to women as well as to men. The Interbank line on the face of the card helps to identify this as a bank charge card, and just possibly serves to suggest that, like Interpol in its world, the CBCA banks are indeed a powerful force in the banking world. With Interbank now in operation, Master Charge cards are currently being interchanged with bank charge cards from all the other members of the Interbank plan.

Advertising of the card was designed to deliver the strongest visual impact possible. Tremendous effort on the part of all banks went into the pre-Master Charge card sales, advertising and marketing campaign, and care was taken to build up anticipation on the part of the potential cardholders. With more than 70 banks behind the Master Charge card at kick-off date and more than 70,000 merchants honoring the card, the advertising agency had to somehow connect the solidity of having 70 banks behind it with the main consumer appeal—the 70,000 places where Master Charge could be used. How do you present a concept as large as this and make it human?

In our print advertising we kept the story straight and as simple as possible.

With television we took advantage of the drama implicit in 70 banks with 70,000 retail outlets. The TV commercials show 70 well-dressed bankers marching briskly behind the Master Charge customer as he goes from store to restaurant to beauty salon to gas station to mail box where she mails one monthly check to cover her Master Charge purchases.

The television impact of 70 marching bankers behind Master Charge coupled with the more than 70,000 retail outlets honoring the card has been most gratifying.

**Strongly Visual** ■ Once a decision has been made and carried out successfully, it is usually difficult to ascertain exactly what specifics made for the success. We made the major decision to go with widespread TV coverage (almost 70% of our total budget) with supporting outdoor and newspaper advertising. The results in dollar sales, as noted earlier, far exceeded even the wildest expectations. We are convinced that, while other factors undoubtedly were at play, our decision to utilize strongly visual advertising did the trick.

To sum up, the association concept is a practical and efficient means for a group of banks to issue a common charge card. Because the member banks can secure both deep and wide coverage of merchants through the total market, the card becomes immediately valuable to cardholders. And, similarly, because the banks can issue a large number of carefully credit-checked charge cards, the plan is immediately valuable to merchants.

When it is recalled that the original plan projected 30,000 merchants and one-million cardholders, it becomes clear that the day of marketing miracles is not over yet.



Campbell M. Brown is currently manager of advertising and planning for the California Bankcard Association, San Francisco. A native of Salt Lake City, he bought the advertising agency of Burton-Brophy and became president and general manager. He continued in that capacity until 1967, when he moved to San Francisco to become an advertising officer with the Bank of America in charge of advertising and promotion for BankAmericard in California.

# We're number one in Boston. Again.

And by a bigger margin than before.

**Pulse: Number One, share of audience, average quarter-hour, Monday-Friday, 6:00 AM-12:00 Midnight. October-December 1967.**

**Hooper: Number One, share of audience, total rated time periods, January-February 1968.**

## **WEEI RADIO 590**

A CBS OWNED STATION Represented by CBS Radio Spot Sales

Based on Pulse and Hooper estimates (Pulse, Metro and Five County Areas, October-December 1967; Hooper, January-February 1968) subject to qualifications which WEEI will supply on request.



## "I'LL SUE YOU!"

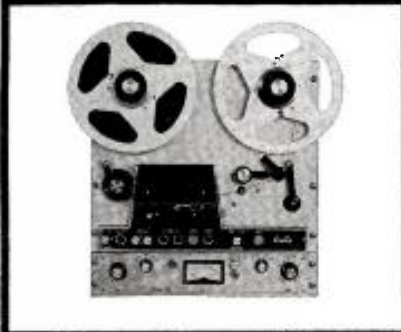
Maybe you thought he was "just bluffing," when he stormed out of your office. But when you are hauled into court in a time-wasting suit, you find he meant it. And if the verdict goes against you, it can cost you thousands. Remember, many juries just don't understand.

You can avoid these excessive and needless losses—and at surprisingly low rates. All you need do is agree on an amount you will carry yourself, and let Employers Reinsurance Corporation handle the excess. This specially designed coverage provides economical protection against excessive loss due to libel, slander, invasion of privacy, piracy, violation of copyright, or plagiarism. Write for details and rates, without obligation:

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DON'T MISS YOUR  
▶ **Scully**  
**DISTRIBUTORS**

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## OPEN MIKE®

### FCC's role in CATV

**EDITOR:** Regarding Commissioner Kenneth Cox's remarks concerning CATV [BROADCASTING, Mar. 4], it seems to me that the FCC as it stands is unequipped to efficiently handle the licensing of broadcast stations and operators, much less to take on the entire CATV industry.

However, I think federal, rather than local or state, regulation would be best, if there is to be regulation of CATV. This way everyone would pay the same fair rate, dependent upon how much service he wishes from his local CATV company. . . .

As for the commissioner's suggestion that in effect it would be unwise to create competition for the telephone companies, I heartily disagree because I think healthy competition can do no harm.—*John E. Bowles, WDLR Delaware, Ohio.*

### Is TV ready for sex?

**EDITOR:** We were disturbed by the position taken by Frank Morris, head of the Los Angeles review board of the National Association of Broadcasters, in regard to Doyle Dane Bernbach's 30-second commercial entitled "The Naked Lunch" [BROADCASTING, March 4]. The review board found the commercial, showing a family supposedly in the nude having lunch at a drive-in restaurant, unacceptable for television viewing. . . .

First, there really wasn't any nudity in the commercial except for the young boy who was shown standing up. The rest was by suggestion only. Second, the advertiser was not selling nudity but merely using the suggestion of it as comic relief. However, it was found to be in poor taste because it made fun of a subject which had been taboo for too many years, especially on commercial television. . . .

The theater and motion-picture industries have at least admitted that sex is a reality. But when one goes to the theater or to movies he subconsciously knows that he is witnessing drama taken from real life, but is in itself not real. Television, on the other hand, is very real and involving and is almost like looking in the next door neighbor's window. Therefore, we are not willing to accept what happens in regard to sex or nudity because of our guilt feelings. . . . Television is now more than 20 years old. Certainly it's time it learned about the facts of life. . . .—*Roland Boucher Jr., president, Communications Development Corp., Wellesley, Mass.*

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BROADCASTING, March 18, 1968

## DISTINCTIVELY DETROIT



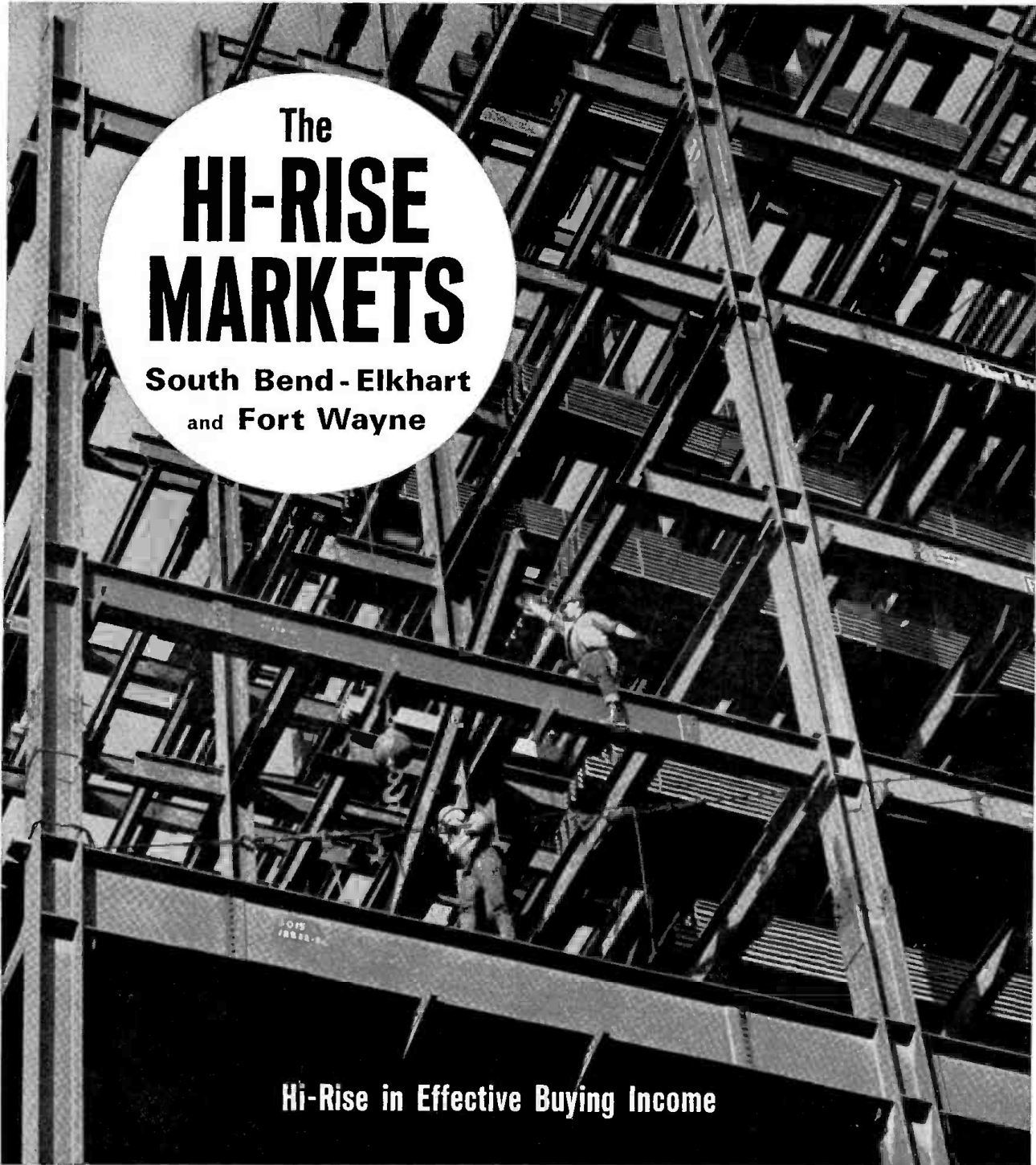
Photograph by Kirsch Studios

**NOTEWORTHY WEATHERMAN.** *If there is a more popular attraction in Detroit than Sonny Eliot's pun-packed weathercasts on WWJ Radio and WWJ-TV, it must be his annual appearances with the Detroit Concert Band. Over the years, Sonny has narrated such charming fantasies as "Peter and the Wolf," "Tubby the Tuba" and Allan Sherman's "Peter and the Commissar."*

Just as Detroiters regard these delightful concerts as distinctive of Detroit, so they have regarded The WWJ Stations as distinctively Detroit for 47 years. Why? Because of programming that reflects the city's own interest in local news, sports, entertainment, public affairs, and community service. And, because of WWJ's home-ownership by The Detroit News. When you ask a Detroiters which radio and TV stations are distinctively Detroit, he'll instinctively tell you "WWJ."

## WWJ and WWJ-TV

OWNED AND OPERATED BY THE DETROIT NEWS. AFFILIATED WITH NBC.  
NATIONAL TELEVISION REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • NATIONAL RADIO REPRESENTATIVES: MCGAVREN-GUILD-PGW RADIO, INC.



The  
**HI-RISE  
MARKETS**

**South Bend - Elkhart  
and Fort Wayne**

**Hi-Rise in Effective Buying Income**

Latest figures show the total EBI in these two rich markets now amounts to nearly \$3 billion!\* Are you getting your share? If not, call Blair.

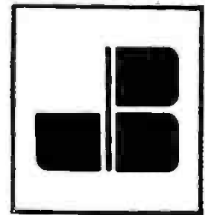
\*Source: Sales Management "Survey of Buying Power", June 1967.

The Communicana Group



Also: WKJG-AM and FM, Ft. Wayne; WTRC-AM and FM, Elkhart  
The Elkhart Truth (Newspaper)

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



**BLAIR TELEVISION**

# New perils for station transfers

Senate group probes newspaper broadcast owners;  
Justice frowns on paper acquiring station; FCC  
may stop AM's from acquiring FM's in the same town

There is a cold wind blowing in from Washington that threatens to cool off the hot hand of broadcast-station traders—particularly where newspaper ownership is involved.

The wind is being generated by several agencies of government, each concerned with the question of concentration of control of mass media: Congress, the Department of Justice and the FCC.

The Senate Antitrust and Monopoly Subcommittee announced hearings that will delve into the question of newspaper-broadcast-station cross-ownership. The Justice Department's concern with such ownership surfaced on March 8 with an antitrust division letter urging the commission not to approve the \$5 million sale of KFDM-TV Beaumont, Tex., to the Enterprise Co., publisher of two newspapers in Beaumont, without a hearing (BROADCASTING, March 11).

**New Rules?** ■ But it is the FCC that may produce the biggest surprise: a notice of rulemaking aimed at prohibiting the owner of a full-time AM station from acquiring an FM station in the same market. Sentiment for such action was reflected in a tentative commission decision last week to designate for hearing the proposed \$1-million sale of WFMT(FM) Chicago to WGN Continental Broadcasting Co.

The coincidental government activities came as major broadcast-interest holders were still smiling with relief over the commission's abandonment, last month, of a two-and-a-half-year-old proposal to tighten the multiple-ownership rules. The proposal would have barred anyone from acquiring more than three television stations (no more than two of them VHF's) in the top-50 markets.

And it came long after the commission had abandoned a proposal to bar newspaper-broadcast-station cross-ownership. The commission in January 1944 terminated the three-year-old proceed-

ing with an announcement that it would consider on their merits requests of newspaper-connected applicants for station facilities (BROADCASTING, Jan. 17, 1944).

Thus, the concentration-of-control-of-media issue retains considerable staying power.

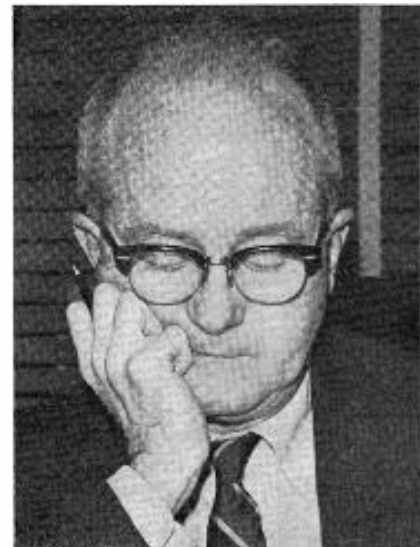
The commission concern with the proposed WFMT sale stems in part from

The commission in previous assignment cases has requested such "prehearing" letters only to discard them after they had been prepared and approved the sale. But the feeling last week was that the letter will be sent, possibly next week.

Indeed, although the commissioners were keeping a tight lid on their plans, it appeared that they were moving to-



Senator Hart



Donald S. Turner

the fact that WGN Continental is a subsidiary of the Tribune Co., publisher of the *Chicago Tribune*. But of greater concern to the commission, reportedly, is WGN Continental's ownership of WGN, a 50-kw clear-channel station, and WGN-TV (ch. 9), both Chicago.

**Hearing Required** ■ The commission staff had recommended a grant of the assignment application. But the commission instead instructed the staff to draft a letter advising the applicant that the assignment could not be approved without a hearing. The letter would cite the concentration-of-control question.

ward a notice of proposed rulemaking.

For there were strong indications that the WFMT case would serve as a springboard for action to prohibit owners of full-time AM stations from acquiring FM stations in the same market.

Officials conceded that the commission could not handle the proposed WFMT sale one way and similar future cases in another way. And they left the impression that a notice of proposed rulemaking is in prospect. (However, there is no indication that divestiture is being considered.)

The possible thrust of the proposed

## NEW PERILS FOR STATION TRANSFERS continued

notice is believed to be indicated by the fact that what disturbed some commissioners is that WGN Continental would own two full-time radio services in Chicago. For although AM and FM services are, under commission rules, separate, "they are both radio"—essentially the same service—in the view of one official.

**Former Favor** ■ The FCC in the early days of FM development encouraged all kinds of AM's to apply for FM. In recent years it has welcomed FM applications from AM daytimers so that the FM could provide another service at night. But, some commissioners now say, what is the justification for permitting a full-time AM to acquire an FM in the same market?

Since television is clearly a different service, ownership of a television station should not be considered a bar to FM or AM ownership, according to the view being heard at the commission. One commissioner discussing the WGN Continental matter hardly mentioned WGN-TV.

The Senate Antitrust and Monopoly Subcommittee's examination of broadcasting-newspaper cross-ownership begins this week in the resumption of a hearing on the "failing newspaper" bill—with the commission taking part. The measure would exempt from antitrust action a "failing newspaper" that establishes joint production and business facilities with a stronger paper in the same market.

Subcommittee Chairman Philip A. Hart (D-Mich.), at the start of the first round of hearings on the bill (S.1312) in July, said that the question of cross-ownership would be investigated "extensively" (BROADCASTING, July 17, 1967).

And the subcommittee's interest in the subject is now proved in a letter that Senator Hart sent the commissioners requesting them to appear. He noted that questions had been raised concerning broadcast holdings of newspapers in joint-operating agreements, the number of newspapers with CATV ownership interests, and the commission's role "in limiting concentration of control of communications media, in minimizing dangers of news distortion resulting from nonbroadcast ownership interests, and in making public data on the problem."

The commissioners are scheduled to testify March 27. The agency's staff has already supplied the subcommittee with statistics on cross-ownership.

**Necessary Inclusion** ■ It became evident early in the proceeding that the question of broadcast-station ownership could not be excluded from consideration. In large part this is due to the bill's definition of a "failing news-

paper"—one that, "regardless of its ownership or affiliations, appears unlikely to remain or become a financially sound publication."

One witness charged that the profits from its television station, KRON-TV, provided the *San Francisco Chronicle* with the wherewithal to beat the *San Francisco Examiner*, "once a profitable newspaper," down to the status of "a failing newspaper" within the meaning of the proposed bill.

The *Chronicle* and *Examiner* now share joint advertising, circulation, accounting and mechanical operations, but independent editorially. The San Francisco situation is one of four in which competing newspapers cooperate in one manner or other and where



### NAB convention guide

On March 25 BROADCASTING's preconvention issue will publish the complete agenda for the 46th National Association of Broadcasters' convention in Chicago.

In addition the issue will include:

A special report on the 1968 Television Film Exhibit.

The complete agenda of the NAB engineering conference.

Summary reports of each of the engineering conference speakers.

Description and location of each of the NAB exhibits including names of the personnel who will be on hand at the exhibit.

Location of all convention hospitality suites.

broadcast interests are involved that the committee will examine (see page 25).

Congressional interest in the general matter of station sales isn't limited to the Senate. The House Commerce Committee, under Chairman Harley O. Staggers (D-W. Va.) has expressed concern over commission policy in connection with multiple ownership—largely because of the agency's approval of transfer of five Overmyer Communications Co. UHF construction permits to the AVC Corp.

The committee's Investigations Subcommittee held a hearing on the matter, and its investigators are continuing to

check into it. Representative Staggers also rebuked the commission for dropping the top-50 market rulemaking. He said that the subcommittee staff is in the midst of an "intensive" study of the commission's policies regarding concentration of control (BROADCASTING, Feb. 19).

**Justice's Next Move** ■ There is no indication what will emerge from that study. But what is of greater interest to broadcasters is whether the Justice Department will follow up its action in moving to block the sale of KFDM-TV Beaumont. Donald F. Turner, chief of the antitrust division, said in his letter to the commission that the sale to the Enterprise Co. "raises serious questions of illegality" under Section 7 of the Clayton Antitrust Act and, consequently under the public-interest standards of the Communications Act. He noted that the Enterprise publishes the only two newspapers circulating in Beaumont and currently competes with KFDM-TV.

It's known that the antitrust division has been checking into ownership combinations involving CATV systems, newspapers and television stations (CLOSED CIRCUIT, Jan. 29).

However, not all such reviews result in letters to the commission. The antitrust division, for instance, looked into WGN Continental's proposed purchase of WFMT, but indicated within the past two weeks that it was no longer interested in the matter. That's where the commission came in.

## Will dissenters go it alone?

Cox, Johnson consider questioning stations on programing practices

FCC Commissioners Kenneth A. Cox and Nicholas Johnson, who have frequently expressed dissatisfaction with the quality of information supplied in license-renewal applications, are considering putting their own questions to a group of renewal applicants.

They say they have not reached a decision on whether, or how, to proceed on their independent course. But they are said to be considering asking the licensees of the more than 100 AM FM and TV licensees in Oklahoma whose renewal applications are pending for more programing information than that required by the commission's license-renewal applications.

The two commissioners were reluctant to discuss the proposed project much beyond saying the matter wa



## Hart's antitrust probe to concentrate on four cities

Broadcasting tie-ins with competing newspapers that cooperate in one manner or another will be explored by the Senate Antitrust and Monopoly Subcommittee in hearings that begin today (March 18). Under consideration is a bill (S.1312) that would permit a "failing newspaper" to set up joint production and business facilities with a stronger newspaper in the market without risking antitrust law violation.

The subcommittee will focus on situations in four markets: San Francisco, Salt Lake City, Shreveport, La., and Minneapolis-St. Paul. The matter of broadcasting cross-ownership is being considered because the bill defines a failing newspaper as one that appears unlikely to remain or become financially sound "regardless of its ownership or affiliations."

The situations in the four markets follow:

▪ San Francisco—the *Examiner* (a Hearst Corp. newspaper) competes editorially with the *Chronicle*, although both papers share joint advertising, circulation, accounting and mechanical operations provided by

an intermediary corporation. In addition, the papers publish a joint Sunday edition with separate sections prepared independently but delivered as a package to readers. The *Chronicle* owns KRON-TV San Francisco and the Hearst Corp. is a group owner but has no stations in the San Francisco market.

▪ Salt Lake City—Kearns Tribune Corp. and the Desert News Publishing Co. share all but editorial services through the jointly owned Newspaper Agency Corp. The *Desert News* and KSL-AM-FM-TV Salt Lake City are owned by the Mormon church (Corp. of the First Presidency, Church of Jesus Christ of the Latter Day Saints). In addition, the *Tribune* owns 35% of KUTV-TV Salt Lake City, a fact that subcommittee counsel regards as a possible duopoly situation based on the fact that the two papers are joined by the partnership in the Newspaper Agency Corp.

▪ Shreveport — two newspapers, the *Journal* and the *Times*, share a common services agency. In the market, KSLA-TV is owned 55% by the

Journal Publishing Co., and KWKH-AM-FM is 100% owned by the Times Publishing Co.

▪ Minneapolis-St. Paul—presents a situation that seems to accommodate the terms of the "failing newspaper" bill. The *Star* and *Tribune* (Cowles publications) and the *Pioneer Press* and *Dispatch* (Ridder publications) all have ownership interests in WCCO-AM-FM-TV Minneapolis-St. Paul. Midwest Radio-TV Inc., licensee of the WCCO stations, is owned by Mid-Continent Radio-TV Inc. (53%) and Minneapolis Star and Tribune Co. (47%). Mid-Continent is 50% owned by Northwest Publications Inc. (Ridder) and 50% by the Minnesota Tribune Co.

Suburban newspapers in the Minneapolis area are said to be particularly opposed to the bill's potential application in their area because of the strength of both central-city newspaper companies in broadcast media.

Subcommittee staff members last week would not say whether newspaper or broadcast spokesmen from the four areas would testify.

under consideration.

But one subject in which they are said to be interested is what the licensees have done to serve the interests of the Negroes and other minority interests in their communities. Commissioner Johnson has indicated what he sees as broadcasters' need to involve themselves in solving the problems of the ghetto (BROADCASTING, Nov. 11, 1967).

This issue also concerned the President's Commission on Civil Disorders. In its report on last summer's disturbances, the commission urged television to integrate Negroes and their activities into all aspects of programming (BROADCASTING, March 4).

**Other Interests** ▪ The commissioners would also, presumably, be interested in information on the applicants' efforts to ascertain community needs for news and public-affairs programming. They automatically dissent to grants of renewals to licensees proposing to devote less than 5% of their programming to news and lesser amounts to public affairs. The commissioners say such proposals appear inadequate on their face and should be explained.

It is apparently their frustration at their colleagues' refusal to follow that line that has prompted them to consider independent action. Information ob-

tained by their questions could be used to bolster their arguments in favor of renewal hearings, instead of grants, in some cases.

Word of the proposed project came as a jolt to commissioners and staff members. More than one official described the subject as "too hot" to discuss. Chairman Rosel H. Hyde brushed aside all questions concerning it.

**Precedent** ▪ The project, however, would not be the first independent undertaking for Commissioners Cox and Johnson. In the fall of 1966, they twice wrote Harold S. Geneen, president of International Telephone & Telegraph Corp., for additional information in connection with the ill-starred ABC-ITT merger proposal. The letters went out over their signature when they could not persuade a majority of the commission to issue them. (Commissioner Robert T. Bartley joined in the first letter.)

Commissioners Cox and Johnson stressed last week that they had made no final decision to proceed with the proposed project. Commissioner Cox would say only that "we may do something."

"We may be a little more interested than some others" in information from renewal applicants, he added. "Maybe the application form doesn't tell us

everything we want to know. We are considering seeking additional information."

Left open is the question of whether they will direct questions to succeeding batches of renewal applicants.

Renewal applications for stations in Kansas and Nebraska as well as Oklahoma are currently pending; the licenses expire June 1. But the commissioners presumably focused on one state as a means of holding the project to manageable proportions.

Commissioner Cox said no decision had been reached on the machinery to be used in obtaining the information. But it is assumed that letters will be sent to the applicants.

The two commissioners conferred at least once with members of the commission staff on the proposed project. But sources within the commission said the staff would be involved only incidentally. The two commissioners' staffs would draft the questions, mail them and process the answers.

The only service the commission staff would perform, it's understood, would be to provide the commissioners with the data on which the staff bases the analyses of renewal-applicant information regularly supplied to the commission.

# Cream of the commercials

## Eastern Air Lines best TV

### ad, Excedrin tops in radio;

### Y&R needs basket for awards

The International Broadcasting Awards, which started out eight years ago as mostly a promotion for West Coast commercial-making, turned into an East Coast romp last week. In all, New York-based agencies swept 14 and New York-based production companies 12 of the 20 radio-TV awards (including sweepstakes honors in both divisions) at the annual event honoring "the world's best" advertising. Hollywood production companies won five awards and West Coast agencies two awards in the ceremonies held before about 1,000 broadcasting and advertising executives in Los Angeles.

The long proceedings, which started in early evening and threatened to linger into a new day, were completely dominated by Young & Rubicam Inc. The New York agency came away with a total of six awards, or enough of the Silver Spike trophies to start a fakir's bed. A television series of three commercials for Eastern Airlines and a radio series for Excedrin carried off sweepstakes honors, another way of saying best. Both series were out of the

Y&R shop.

For most of the members of the Hollywood Radio and Television Society, sponsor of the International Broadcasting Awards, it was a dismal night. Chuck Blore Creative Services, a local production company, was proposed for honors for 17 different commercials but was a bridesmaid in every category.

Guests of honor for the occasion were comedian Bob Hope and Lynn Townsend, chairman of the board of the Chrysler Corp. They were selected as dual winners of the Man of the Year award in international communications. Mr. Hope's award was presented by Lucille Ball.

The sweepstakes winners were:

#### Television

Three commercials for Eastern Airlines, titled "Bahamas," "Puerto Rico" and "Second Summer." Agency: Young & Rubicam, New York, produced by Audio Productions, New York.

#### Radio

Three commercials for Bristol-Myers' Excedrin, titled "Mothers Coming," "Blind Date" and "Shoe Store." Agency: Young & Rubicam, New York, produced by RKO, New York.

Other trophy winners:

#### Television

Live action, 60 seconds: "Wayward Cranberry," Ocean Spray Cranberries, Inc. Agency: Doyle Dane Bernbach, New York. Production: Horn/Griner Productions, New York.

Live action, over 60 seconds: "Super Insulation," Union Carbide Corp. Agency: Young & Rubicam, New York. Production: VPI, New York.

Live action, under 60 seconds: "Umpire," Johnson & Johnson. Agency: Young & Rubicam. Production: Petersen Productions, Hollywood.

Animation: "Friends," Procter & Gamble Head & Shoulders shampoo. Agency: Tatham-Laird & Kudner, Chicago. Production: Filmfair, Studio City, Calif.

Combination: "Talking Eggs," Swift & Co. Premium bacon. Agency: McCann-Erickson, Chicago. Production: John Urie & Associates, Los Angeles.

ID's (10 seconds and under): Chesebrough-Pond's. Agency: J. Walter Thompson, New York. Production: Jerry Ansel, New York.

Special (non-English language): Volkswagen. Agency: Doyle Dane Bernbach, Dusseldorf, Germany. Production: Turnus Film, Zurich, Switzerland.

Local: Barney's Clothes. Agency: Mogul Baker Byrne Weiss Inc. Production: Pelican Films, New York.

Humorous: Mattel Inc., toys. Agency: Carson/Roberts, Los Angeles. Production: Spungbuggy Works, Los Angeles.

Public Service: Action for transportation in New York State. Agency: Jack Tinker & Partners, New York. Production: Rose-Magwood Productions, New York.

#### Radio

Musical, 60 seconds and over: "Petula Clark," Plymouth. Agency: Young & Rubicam, Hollywood. Production: Eastern Sound, Toronto.

Musical, under 60 seconds: "Only Mustang," Ford Motor Co. Agency: J.

## BAR network-TV billing report for week ended March 3

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended March 3, 1968 (net time and talent charges in thousands of dollars)

Day Parts	ABC		CBS		NBC		Total minutes week ended March 3	Total dollars week ended March 3	1968 total minutes	1968 total dollars
	Week ended March 3	Cume Jan. 1-March 3	Week ended March 3	Cume Jan. 1-March 3	Week ended March 3	Cume Jan. 1-March 3				
Monday-Friday Sign-on-10 a.m.	\$ — —	\$ 145.8	\$ 76.9	\$ 753.2	\$ 359.9	\$ 3,022.1	70	\$ 436.8	633	\$ 3,921.1
Monday-Friday 10 a.m.-6 p.m.	1,298.1	11,295.4	3,212.9	29,597.7	2,352.9	22,186.7	914	6,863.9	8,110	63,079.8
Saturday-Sunday Sign-on-6 p.m.	1,154.1	11,615.4	714.2	10,695.5	506.4	4,565.6	252	2,374.7	2,160	26,876.5
Monday-Saturday 6 p.m.-7:30 p.m.	326.1	3,263.6	659.6	5,543.7	607.9	6,382.3	89	1,593.6	728	15,189.6
Sunday 6 p.m.-7:30 p.m.	65.9	1,650.9	240.9	2,355.9	172.2	1,881.2	17	479.0	200	5,888.0
Monday-Sunday 7:30 p.m.-11 p.m.	5,836.4	49,399.7	6,860.7	61,084.5	6,373.0	58,060.1	431	19,070.1	3,778	168,836.5
Monday-Sunday 11 p.m.-Sign-off	187.8	2,718.1	35.4	383.5	396.7	3,553.3	69	619.9	602	6,654.9
<b>Total</b>	<b>\$8,868.4</b>	<b>\$80,088.9</b>	<b>\$11,800.6</b>	<b>\$110,414.0</b>	<b>\$10,769.0</b>	<b>\$99,651.3</b>	<b>1,842</b>	<b>\$31,438.0</b>	<b>16,211</b>	<b>\$290,446.4</b>



## The MOUTH of the SOUTH

That is how Sports Illustrated characterized Bill Currie, WSOC-TV Sports Director, in a seven-page feature January 29.

Currie has been winner of North Carolina's Sportscaster of the Year Award for the past two years in a row; many times prior.

Add to Bill Currie's twice-a-night sportscast other Channel 9 action features: Wonderful World of Golf, Championship Bowling, Gadabout Gaddis, The Outdoorsman, Dean Smith Show, Braves Baseball, College Basketball, AFL Football and other sports specials. That's the formula that has made WSOC-TV the sports station of the Carolinas.

Get the extra sales punch that can be yours in the WSOC-TV line-up.

NBC / Represented by H-R

**Charlotte's**  
**WSOC-TV**



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU(TV), San Francisco-Oakland; WIBC-TV, Pittsburgh.

## TV networks smashed another record last month

It was the best February ever for network television, the Television Bureau of Advertising said last week.

According to figures compiled by Leading National Advertisers for TVB, network television time and program billings for February 1968 were \$139.1 million compared to \$123.9 million last year a jump of 12.3%.

The fact that February had 29 days this year instead of the usual 28 days helped set the record.

Network billings for the January-February 1968 period also rose

above billings recorded during the comparable period last year. Network business during the first two months this year totalled \$277.8 million compared to \$264.3 million in January-February 1967, an increase of 5.1%.

During the month of February, increases by day parts, as reported by TVB, showed daytime up 17.6%, from \$37,730,500 to \$44,374,100 (Monday-Friday daytime rose 8.8%; Saturday-Sunday daytime rose 46.5%). Nighttime increased 10.0% from \$86,181,800 to

\$94,771,600.

Total network billings for the first two months 1968 by day parts rose accordingly. Daytime increased 6.8%, from \$86,988,300 to \$92,938,400 (Monday-Friday daytime was up 7.3%; Saturday-Sunday was up 5.7%). Nighttime network billings for this period increased 5.1% from \$264,349,200 to \$277,786,600.

TVB also reported another record, for February 1968: the average viewing time spent per TV home per day reached 6 hours and 33 minutes, more than any previous February.

Walter Thompson, New York. Production: Ora Recording, New York.

Humorous, 60 seconds and over: "Shoe Store," Bristol-Myers' Excedrin. Agency: Young & Rubicam. Production: RKO, New York.

Humorous, under 60 seconds: "Guacamole Dip," Calavo Growers of California. Agency: Anderson-McConnell Advertising, Hollywood. Production: Western Recorders, Hollywood.

Open: "Whoever Heard," Pan American World Airways. Agency: J. Walter Thompson, New York. Production: Gavin and Woloshin, New York.

Local: "Doodles," National Shawmut Bank of Boston. Agency: Harold Cabot Co., Boston. Production: Professional Sound Inc., Boston.

Public Service: "TB Takes a Holiday," National Tuberculosis Association. Agency: none. Production: Fred Arthur Productions, Denver.

### Squibb-Beech-Nut shuffles agencies

Squibb-Beech-Nut Inc., a corporation formed in December with the merger of E. R. Squibb & Sons and Beech-Nut Life Savers Inc., has named two new agencies and dropped two.

Lennen & Newell, already on the account list with the Broxodent electric toothbrush and two test products, Antcil and Counterpain, adds another test product, Sugar Kane 99, Spec-T cough drops from Benton & Bowles, and Martinson and Beech-Nut coffees and Tetley tea from LaRoche, McCaffrey & McCall. A spokesman for Squibb-Beech-Nut said last week that both radio and television were being used at present for the beverages, but future plans had not been decided.

Young & Rubicam, one of the new agencies, received confections (life sav-

ers, gums and cough drops) from Benton & Bowles, while J. Walter Thompson Co. took over Beech-Nut baby foods and Squibb's Sweeta, an artificial sweetener, also from Benton & Bowles.

Sweeta uses television almost exclusively, according to a company spokesman. Billings in 1967 were \$80,000 in spot and \$1,599,400 in network, according to the Television Bureau of Advertising.

### Republicans suggest convention ad code

A spokesman for the Republican National Committee last week had soothing words for some broadcasters riled over a "code of convention coverage" issued by the committee on convention arrangements. In effect, the spokesman noted, the code merely suggests that the networks proceed to "do as they have done in the past."

The code says "the Republican Party expects that commercial messages be presented on the air only during recesses or long pauses in the actual convention proceedings." Further, it says that "commercial messages must reflect the highest standards of dignity and taste, and should be mainly institutional in character. Direct 'hard' selling ought to be avoided."

A network official, who said he hadn't seen the code but was apprised of its provisions, said they sounded "restrictive" and possibly "unacceptable."

But the GOP spokesman said the code is similar to others adopted in past convention years and should give broadcasters no difficulty if practices similar to those of prior conventions are adopted by broadcasters for the coming convention.

### Realtors' trade group to join radio-TV ranks

The National Association of Real Estate Boards, which for three years has been putting nearly all of its \$400,000 annual ad budget into magazines, will double the budget next year and is shopping around for network radio and TV slots for 1969.

NAREB's 85,000 members have yearly anted up \$5 each for a three-year trial ad program which began in 1965. The budget was extended to cover 1968. But starting with 1969 the yearly cost to members will be \$10, the budget will be over \$800,000 and the aim is to sponsor a network TV special and buy some time on network radio. Although a large portion of the budget will then be in broadcast, the bulk will still be in magazines.

The move into broadcast will be the first for the association on a paid basis. Last year NAREB made available to radio stations 13 five-minute public service programs, *Sites in Sound*, dramatic descriptions of historic buildings and locations in the U.S. According to Edwin L. Stoll, NAREB's director of public relations, it received limited exposure, but most of the stations that did carry it thought the series was well produced and would like more of it.

Through Doremus & Co., New York, the association has put the bulk of its ad dollars in the past year into *Life*, *U.S. News and World Report*, *Newsweek*, *Saturday Evening Post* and *Saturday Review*. In 1967 the ads espoused the theme that "Realtor" is a trademark of the NAREB and that Realtors bearing the NAREB seal observe a code of professional ethics. The current campaign is to "make America better" by suggestions to help solve major problems of cities and towns.

# NO PLACE ELSE CAN MAKE THIS STATEMENT.



KMBC-TV Kansas City is the first affiliate station anywhere to broadcast its own full-hour news at 10 pm.

Kansas City has made it the most popular news show in town.\*

Remember that.

## KMBC-TV 9

Represented nationally by Metro TV Sales.

## METROMEDIA TELEVISION

Bringing TV back alive.

\*MORE HOMES, MORE YOUNG ADULTS 18-49 FROM 10:03 PM MON-FRI WHEN ALL THREE STATIONS OFFER LATE-NIGHT NEWS; NSI, JAN '68, FEB '64, APR '68, JAN '69, FEB '68. \*R. DATA ARE ESTIMATES AND SUBJECT TO QUALIFICATIONS AS PUBLISHED IN REPORT.

## Prudential buys drama specials on NBC-TV

The Prudential Insurance Co. of America, Newark, N. J., will sponsor a series of five "contemporary original dramas" on NBC-TV next season. The purchase is said to represent an estimated \$5 million investment in time and talent.

At the same time, NBC-TV said last week Tennessee Ernie Ford will star in two one-hour musical-comedy specials next season and in a third special at the start of the 1969-70 season. The network did not announce sponsorship of the Ford shows. NBC had been negotiating with Mr. Ford earlier this winter for a possible variety hour on Sunday in the new season but later announced that Phyllis Diller would star in a new show that night (BROADCASTING, March 4).

The purchase by Prudential, through Reach, McClinton & Co., New York, is for three one-hour and two 90-minute dramas. One of the 90-minute programs will have Sir Laurence Olivier in the role of host and narrator and will star Michael Caine, Sean Connery and Paul Scofield. It will be produced for the network by Lew Grade, chief executive officer of Associated Television Ltd. (ATV) London. NBC said the five programs are to be titled tentatively as *Prudential's on Stage* and that Alvin Cooperman, vice president, special programs, NBC-TV, will have creative supervision and currently is selecting scripts and planning production details for the individual shows.

The first of the Prudential series will be programed next fall.

## Business briefly . . .

**Rexall Drug Co.**, Los Angeles, through BBDO, same city, plans to air some 15,000 commercials in 220 markets between March 27 and April 6. Television schedule will include both daytime and evening coverage on the three networks, as well as spot TV. Objective of the campaign, the most extensive television promotion in the company's 58-year history, is to promote Rexall's Spring "one-cent sale." Commercials will feature magician-comedian Carl Ballantine.

**Alberto Culver Co.**, Melrose Park, Ill., through J. Walter Thompson Co., Chicago, buys heavy nighttime participation schedule for the second quarter on NBC-TV, estimated to total about \$2 million. Advertiser expects to make its third and fourth quarter network buys soon also.

**Joe Lowe Co.**, Englewood, N. J., will run a campaign on CBS-TV and NBC-

TV during June and July to promote its Popsicle line and the Popsicle All-American contest, offering prizes from American Airlines, American Motors and America's Hemisfair '68. One-minute commercials will appear on NBC-TV's *The Tonight Show with Johnny Carson* and 10 CBS-TV nighttime shows.

**Eastman Kodak Co.**, Rochester, N. Y., through J. Walter Thompson Co., New York, will sponsor ABC Radio's coverage of the 40th Academy of Motion Picture Arts and Sciences awards presentation. The program will be broadcast Monday, April 8 (10 p.m. to conclusion, EST) on the American Entertainment Network. Kodak also is the sponsor for ABC-TV's coverage. In another radio buy, **Ford Motor Co.'s Lincoln-Mercury Division**, Dearborn, Mich., through Kenyon & Eckhardt, Detroit, will advertise on ABC's American Information, Contemporary and Entertainment networks beginning March 23.

**Pennsylvania Grade Crude Oil Association**, Oil City, Pa., through Meldrum & Fewsmith Inc., Cleveland, has purchased a 26-week sponsorship in NBC Radio's *Monitor's Sport of Speed*. **Ford Motor Co.**, Dearborn, Mich., has bought 13-week participations in *Monitor* through J. Walter Thompson Co., New York; and **Arnold Palmer Cleaning Centers**, through Northlich, Stolley Inc., Cincinnati, has also bought into *Monitor*. **American Express Co.**, through Ogilvy & Mather, both New York, has purchased a 26-week sponsorship in *News on the Hour*.

**The Coca-Cola Co.**, Atlanta, through McCann-Erickson Inc., New York, and **Interstate Bakeries**, Kansas City, Mo., through Dancer - Fitzgerald - Sample, Kansas City-New York, will again co-sponsor the Peanuts special, *Charlie Brown's All-Stars* on CBS-TV Saturday, April 6 (8:30-9 p.m. EST). The program was first televised in June 1966 and repeated last season.

**Loma Linda Foods**, Los Angeles, through Mac Manus, John & Adams Inc., Beverly Hills, Calif., will use radio and newspapers in the most extensive spring advertising campaign ever undertaken on behalf of its Gravy Quik packaged gravy mix brand. Some 75 radio stations will be used in 15 major western and selected eastern markets in the campaign that will run from mid-March until mid-June. The broadcast promotion will be built around humorous situations pointing up the advantages of Gravy Quik's four varieties.

**Quaker City Chocolate & Confectionery Co.**, Philadelphia, has expanded its television advertising for "Good and Plenty" candy with a move into network TV on six children's shows on ABC-TV. The programs include *Cas-*

## Coty leaves WW&B

Coty, a division of Charles Pfizer & Co., and its agency West, Weir & Bartel, both New York, have announced a decision to part company effective the end of May. Women's fragrance lines account bills an estimated \$1.5 million, with 1968 plans calling for about \$1.3 million in broadcast.

*per, Journey to the Center of the Earth, The Fantastic Four, The Beatles, Spiderman and King Kong.* "Good and Plenty" had previously been advertised on spot TV in 25 major markets. Helitzer Advertising Inc., New York, is the agency.

**Bookkeeping Machines Co.**, Los Angeles, through Adams & McMahan Advertising Inc., Los Angeles, is diverting some 20% of its total advertising budget from print to broadcast, effective immediately. Move is the result of successful five-week test buy on KABC Los Angeles to see if radio can be used to sell data processing systems. Schedules will continue on KABC with additional radio buys in the Santa Barbara, Orange county, San Diego and other Southern California markets.

**Bond Clothes**, New York, has purchased full sponsorship of WHN New York's *Warm-Up Time*, the 15-minute pregame show with New York Yankees baseball games. Bond's schedule, bought through Kane, Light, Gladney Inc., New York, started March 7. It covers 27 exhibition games and 148 regular-season games, ending Sept. 29. Previously reported sponsors, Pontiac and STP Oil, have adjacencies to *Warm-Up Time*, but not sponsorship of the program itself.

## Major share of Xerox billings go to NH&S

The Xerox Corp., Rochester, N.Y., has named Needham, Harper and Steers, New York, as its principal advertising agency.

Xerox and Papert, Koenig, Lois Inc., New York, are parting company, apparently due to differences over TV programing (BROADCASTING, March 11).

NH&S will handle Xerox corporate advertising as well as advertising for the corporation's business and systems, and information systems divisions.

The agency billed more than \$96 million in 1967, company officials said. Xerox last year spent about \$4.5 million on advertising, half of it for TV specials.

# Why don't you share in this sound success story:

If you have an FM station (or for that matter an AM station) The Young Sound success is something to think about.

In the year since it began, it has scored exceptional gains in audience, sponsors, stations.

Listen...

1. The Young Sound, developed by CBS/FM, is a technical marvel in the way the tape is processed and the music sequenced.

2. The Young Sound is now bought by stations with coverage areas serving a significant portion of the U.S. population.

3. In Oklahoma City, The Young Sound station is the only FM station listed by ARB. In Louisville, it's the leading FM station. In Los Angeles, there's been a 150 percent audience gain in three reports.

And in New York—well, look at the figures:

---

#### AVERAGE ¼-HR. AUDIENCE, WCBS/FM

12 and older

Oct/Nov 1966	5,000
Jan/Feb 1967	12,000
Apr/May 1967	18,000
Oct/Nov 1967	44,000

---

4. P. Ballantine, Bristol-Myers, Scandinavian Airlines, Westinghouse, International Coffee Organization, Canada Dry, Carson, Pirie & Scott, Pan American Airlines, London Fog, Mobil Oil, Guerlain, Narragansett Beer, R. H. Macy, General Cigar, and Liggett & Myers are some of the advertisers

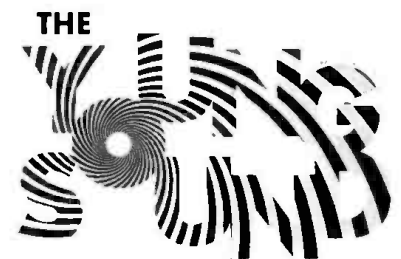
who have been buying The Young Sound.

5. If you want names like those on your station, it's good to know that The Young Sound is represented for national spot sales by the FM Group of CBS Radio Spot Sales.

So get all the facts. The man with the answers is Jim McQuade, CBS/FM, 51 West 52 Street, New York, N. Y. 10019. Drop him a note—or better still, call him collect at (212) 765-4321.

No point in missing out on something.

Like the boat.



003UPR

U R G E N T

(CALAIS /KAL-AY/ FRANCE) --- THERE ARE UNCONFIRMED REPORTS FROM CALAIS, FRANCE, THAT ENGLISH AND SPANISH WARSHIPS ARE BATTLING IN THE ENGLISH CHANNEL. FRENCHMEN WHO SWARMED TO THE BEACHES REPORT MANY SHIPS SUNK AND OTHERS BURNING.

HR207ACS7/23/88

004UPR

(EARLY ESTIMATED PORT ARRIVALS)

(LONDON) --- HERE ARE TODAY'S EXPECTED ARRIVALS AT THE PORT OF LONDON:

VESSEL	HOME PORT	ARRIVING FROM	TONNAGE
FLYING QUEEN	PLYMOUTH	GENOA	1000

LAXZX

(MDRE) HR210ACS7/23

005UPR

U R G E N T AUDIO ADVISORY

AUDIO IS RECEIVING REPORTS FROM CALAIS AND WILL FEED SHORTLY. PLEASE MONITOR THE NET FOR BULLETINS.

UPI AUDIO

HR211ACS7/23

006UPR

MORE SEA BATTLE X X X BURNING.

ONE FRENCH SAILOR WHO WITNESSED THE BATTLE FROM THE DOCKS OF CALAIS SAID HE COUNTED MORE THAN 100 VESSELS ENGAGED IN THE CANNON DUEL. HE TOLD UNITED PRESS INTERNATIONAL THE ENGLISH SHIPS SEEMED TO BE WINNING.

THERE WAS NO OFFICIAL COMMENT IN LONDON. HOWEVER, CORRESPONDENTS REPORTED UNUSUAL ACTIVITY AT THE OFFICE OF SIR FRANCIS WALSINGHAM, QUEEN ELIZABETH'S SECRETARY OF STATE. SIR FRANCIS WAS AT HIS DESK UNTIL THE EARLY HOURS THIS MORNING.

HR213ACS7/23

007UPR

U R G E N T

(WITH SEA BATTLE)

(LONDON) --- LOOKOUTS ALONG THE ENGLISH COAST HAVE REPORTED A NUMBER OF WARSHIPS SUNK ALONG THE APPROACHES TO THE ENGLISH CHANNEL. BRITISH SOURCES SAY MOST OF THE VESSELS WERE FLYING THE FLAG OF SPAIN.

HR215ACS7/23

009UPR

U R G E N T AUDIO ADVISORY.

BILLBOARD FOR CUTS FED AT 2:15ACS -- WILL BE REPEATED AT 245ACS.

11. :23 A-CALAIS, FRANCE (JACQUES LEBLANC, 3RD MATE BARQUE LIBERTINE) DESCRIBES SEA BATTLE IN ENGLISH CHANNEL (X X XIS MUCH SMOKE.)

12. :17 A-CALAIS (LEBLANC) ANSWERS QUESTION WHO IS WINNING -- ENGLISH (X X XTHEIR LITTLE SHIPS).

13. :48 V/A-LONDON (DON MACKAY W/CROWD SOUND) SCENE OUTSIDE OFFICE OF BRITISH SEC. OF STATE SIR FRANCIS WALSINGHAM.

14. :17 A-CALAIS (LEBLANC) EYEWITNESS SAYS MANY SHIPS INVOLVED (X X X THAN 100 SHIPS).

15. :40 V-CALAIS (ALAN PRIAULX) MAJOR BATTLE UNDERWAY BETWEEN BRITISH AND SPANISH FLEETS.

16. :38 V-MADRID (JEAN MCDONOUGH) FRENZY AT SPANISH COURT BUT NO OFFICIAL CONFIRMATION OF BATTLE.

EC219ACS7/23

009UPR

(SUB SEA BATTLE)

(LONDON) --- REPORTS FROM FRANCE AND ENGLAND INDICATE THAT THE ENGLISH FLEET IS BATTLING THE SPANISH ARMADA OFF THE COAST OF FRANCE.

EYEWITNESSES IN CALAIS (KAL-AY), FRANCE, SAY MANY VESSELS WERE SUNK AND OTHERS LEFT BURNING AFTER THE ENGLISH AND SPANISH SHIPS CLASHED IN A NOISY EXCHANGE OF CANNON FIRE.

ONE FRENCH SAILOR --- WATCHING FROM THE CALAIS DOCKS --- SAYS IT LOOKED AS THOUGH THE ENTIRE ARMADA WAS COMMITTED TO THE BATTLE. HE SAYS HE COUNTED MORE THAN 100 VESSELS.

THE SAILOR SAID THE ENGLISH WARSHIPS SEEMED FASTER . . . THAT THE ENGLISH SEEMED TO HAVE THE UPPER HAND. HE SAID MANY OF THE HEAVY SPANISH GALLEONS WERE SMASHED... THAT OTHERS WERE TRYING TOXXXZXZX

MORE HR222ACS7/23

010UPR

B U L L E T I N

(LONDON) --- ENGLISH OFFICIALS SAY THE QUEEN'S ROYAL NAVY HAS SHATTERED THE GREAT SPANISH ARMADA IN A BATTLE ACROSS THE ENGLISH CHANNEL. THE SECRETARY OF STATE'S OFFICE REPORTS MANY OF THE 130 SPANISH VESSELS SUNK . . . OTHERS BEACHED . . . AND THE REST TRYING TO ESCAPE THROUGH THE NORTHERN SEAS.

HR225ACS7/23

011UPR

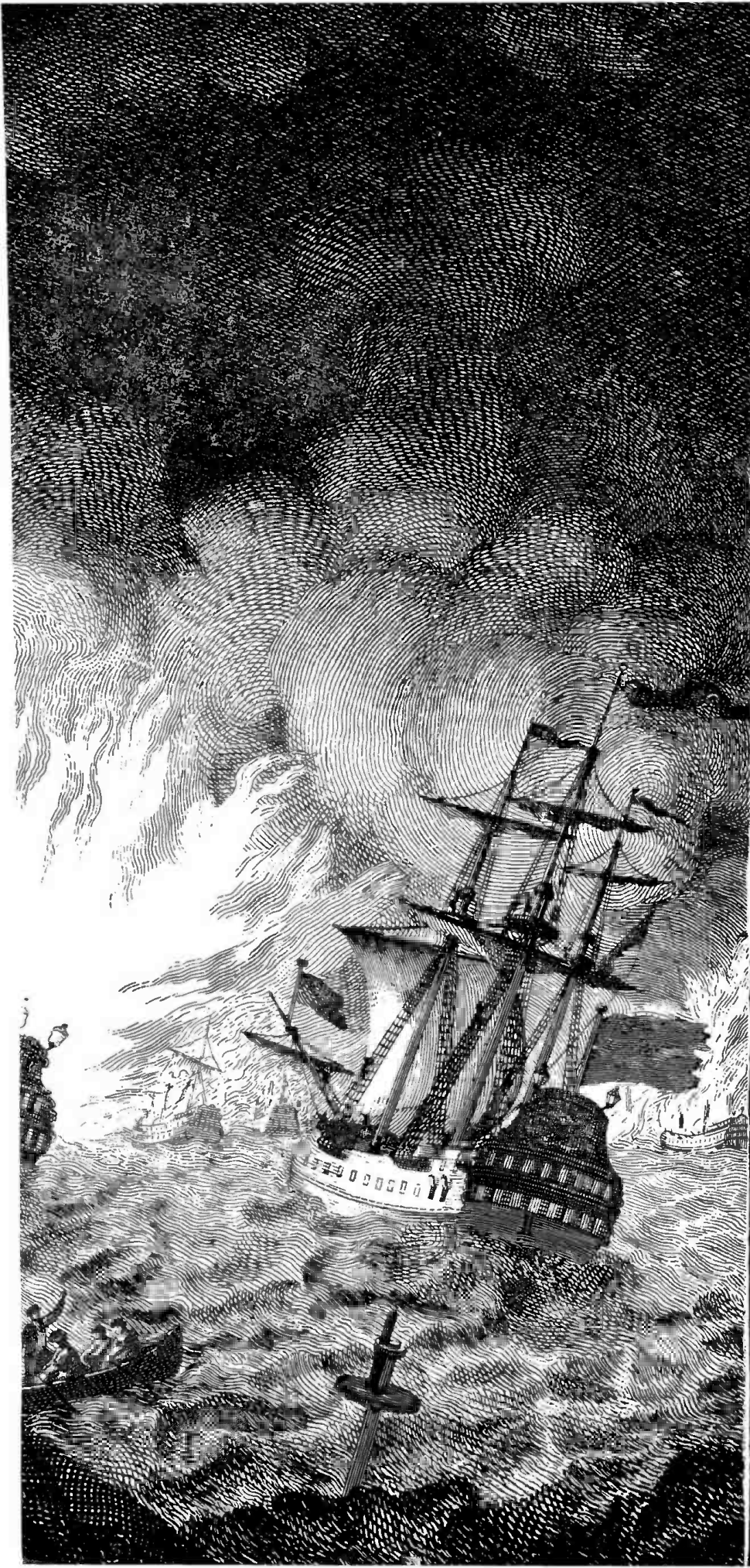
EDITORS

VETERAN UPI CORRESPONDENT JOSEPH GRIGG IS WITH THE BRITISH FLEET ABOARD ADMIRAL DRAKE'S FLAGSHIP. WE EXPECT A FIRST HAND REPORT AND ACTUALITY SHORTLY.

UPR226ACS7/23

UPI Woodcut





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# The facts about TV discounts

CBS's Dr. Blank tells  
it like it is in effort  
to shed light on TV rates

The claim that television networks offer big discounts and that the discounts discriminate in favor of the big advertiser against the small one has been stated, picked up and restated so often that everybody accepts it as true—even the U.S. Supreme Court—even though it isn't true and never was.

That's the thesis of Dr. David M. Blank, vice president in charge of economics and research for CBS Inc.'s CBS/Broadcast Group, as he undertakes to undo "The Great Discount Illusion" in a scholarly 28-page article in the January issue of *The Journal of Business* of the University of Chicago's school of business, published a short time ago (BROADCASTING, March 11).

The trouble with the theory, according to Dr. Blank, is that those who expounded it based their analyses and conclusions on the three networks' published rate cards rather than on the way network television was really sold. The published rate card at that time—about 1963-65—covered only the sale of time, whereas most network sales by then were in one-minute participations whose prices covered program costs, for which there were no separate rate cards and no discounts, as well as time. CBS in 1966 and ABC and NBC subsequently adopted new rate cards reflecting the changed ways of doing business, with prices representing both

time and program costs and with discounts eliminated (except for a 2%-3% discount on 52-week commitments made in advance).

None of the original analyses on which the discrimination charges were based, Mr. Blank wrote, were based on the prices that advertisers actually paid.

**Unreality** ■ Dr. Blank said when the charges first began to appear (in the Federal Trade Commission's decision against the Procter & Gamble-Clorox merger, and in articles in *Harvard Law Review* and *Yale Law Journal* and elsewhere) he "assumed that the critics would ultimately become aware of how unrelated to reality their criticisms were."

When they didn't, he said, he undertook a detailed analysis of actual prices and audience characteristics of CBS-TV evening programs. He found, for the first quarter of 1965, when the old rate-card discount structure was still in effect, "that larger advertisers on the CBS network paid *higher* prices per commercial minute than smaller advertisers."

Ranked by size of expenditure and divided into groups of 10, he said, "the two groups of largest advertisers had average per-minute outlays of \$42,000 and \$44,000, respectively, while the next group in size spent only \$35,000 per minute, and successively smaller groups spent \$32,000, \$32,000 and \$27,000. In other words, the average price per commercial minute paid by large advertisers was considerably higher than that paid by small advertisers."

A similar analysis for the fourth quarter of 1965 produced similar results, although variations by size of advertiser were less pronounced, Dr. Blank reported.

**Same Trend at NBC** ■ He said he also analyzed NBC price-and-audience data presented at a Senate committee hearing by NBC President Don Durgin in December 1966 and found the same trend: "Large advertisers tended to pay somewhat more per commercial minute than did small advertisers, although the differences were in general quite small."

Dr. Blank also cited an article by Gene Accas of the Leo Burnett Co. in the August 1966 issue of *Television Magazine*, "The Tricks of Buying Network Packages," and said his own studies supported Mr. Accas's conclusion: "There is no apparent effect of budget size on . . . the price paid per commercial minute in a package."

Although attacks on discounts talked of variations in prices paid "per unit of time," Dr. Blank continued, what advertisers have really been buying in recent years is not time but audience. He said: "There is no precise way to define the unit of sale" on this basis, and noted that "this challenge is es-

pecially important if anyone were seriously contemplating legislation or other control mechanisms akin to the Robinson-Patman Act."

If the "superficial but widely used" yardstick of homes reached per average minute is taken as the measure of the "unit of sale," he continues, "we are faced with the fact that there are in television widely differing market prices per unit of audience for different types of programs."

"For example," he continued, "at the extreme, daytime prices per unit of audience run about half of evening prices, and prices for NFL football per unit of audience run roughly double the level of evening prices. Yet advertisers freely choose among these alternatives . . ."

**Intangible** ■ Demographics, type of program, star values and other "complex and in some cases intangible and unmeasurable attributes" also affect the prices advertisers are willing to pay, he continued. But with all these imponderables, how do you determine "the inherent value of each program" so that you can know "whether equivalent prices are being charged on all network sales?"

Inherent value in these circumstances, he suggests, can probably be determined only through "bargaining in the actual market place. . . . But if we accept the measure provided by the market place, then, by definition, all sales are made at equivalent prices."

"In brief, the problem is that networks simply do not sell homogeneous products whose prices to different purchasers can be directly compared."

Dr. Blank's article cited a number of recent works—including the Supreme Court's 1967 decision ordering P&G to divest itself of Clorox—that appear to take the discount-discrimination theory for granted "long after it had become entirely clear that no such pattern exists."

## Radio TV get majority of American's budget

American Airlines, through Doyle Dane Bernbach Inc., both New York, started a new campaign yesterday (March 17) during the Astrojet golf classic on NBC-TV.

Theme of the new campaign is "Fly the American Way" and its purpose is to broaden American's "professionalism" theme in an effort to attract pleasure travelers and the youth market, the company said.

The campaign—both advertising and promotional aspects of it—will cost in excess of \$20 million this year, American officials said. Radio will get 20% of that budget, and spot and net-

### Ford happy with Olympics

Although the U. S. won few gold medals at the 1968 Winter Olympics in Grenoble, France, one U. S. corporation is very content. The Ford Division of Ford Motor Co., sponsor of 25 one-minute spots during ABC-TV's two-week coverage of the games, said last week it had received a good report from A. C. Nielsen's survey on 30 major markets: 7.7-million families viewed the commercials, with gross impressions totaling 192 million. Ford will be a sponsor of the Summer Olympics in Mexico City in October.

work television about 40%, Jerry Jordan, American's vice president for advertising, told BROADCASTING. As the year wears on, broadcasting may increase its share of the media mix to, say, 65% of the total budget, Mr. Jordan said. Print and broadcasting shared 50-50 in American's 1967 advertising and promotional budget of about \$17 million.

The "Fly the American Way" jingle is the airline's first musical theme. American and DDB officials said adoption of the song, written by Mitch Leigh, a veteran jingle composer and writer of Broadway's "Man of La Mancha", means that radio will get an increasing share of American's budget. American also will be buying more FM outlets they indicated.

While all spot buys for the year have not been completed, it was announced that the dozen or so different TV commercials and 20 to 25 separate radio commercials will be carried by television stations in 19 cities and by radio stations in nine major-market areas and on KTBC Austin, Tex.

American Airlines does not serve Austin.

## GT&E encores with 'CBS Playhouse'

The *CBS Playhouse* series of original dramas will continue next season with General Telephone & Electronics as the sponsor.

CBS last week announced GT&E's renewal, through Doyle Dane Bernbach, New York. Plans for next season presumably will follow the 1967-68 practice of presenting the dramas without commercial interruption.

The final *CBS Playhouse* this season will be "Secrets," written by Tad Mosel and starring Barbara Bel Geddes, Arthur Hill, Eileen Heckart and Barry Nelson on May 15 (9:30-11 p.m. EDT).

## Cyanamid account to move

American Cyanamid Co.'s Household Products Department of the Consumer Products Division, Wayne, N.J., will move its account from Post-Keyes-Gardner, Chicago, to LaRoche, McCaffrey & McCall, New York, effective June 1. The products include Copper Glo, Perma Starch, Pine Sol liquid cleaner and spray disinfectant, and Wood Preen. Estimated billings are over \$2.5 million. In 1967, Cyanamid spent under \$3,000 in spot radio for Wood Preen, according to Radio Advertising Bureau figures and \$975,500 in spot TV and \$1,555,700 in network TV for all products, according to the Television Bureau of Advertising.

# NBC Radio boosts rates

Clearance level guaranteed  
as cost to advertisers  
increases 10% to 20%

NBC Radio will publish a new rate card, effective April 1, the network's first in more than three years. It will increase rates to advertisers an average 10% to 20% (CLOSED CIRCUIT, Feb. 5; BROADCASTING, Feb. 26).

The rate of increase, NBC officials said last week, will depend on an advertiser's schedule. The top announcement rate on the network is now divided into three main categories, according to Stephen B. Labunski, president of the NBC Radio Division, who also noted that each of the sections includes a guaranteed clearance level.

NBC Radio's new rate under section I (7 a.m.-7 p.m., weekdays) becomes \$1,450 per one-minute announcement and holds a guaranteed 90% clearance. It was explained that for a comparable clearance level under the existing rate, an advertiser would pay \$1,215. Thus, with the new rate, the advertiser pays approximately 20% more in this category, assuming clearances at the same level.

In the rates disclosed last week by NBC, a 30-second announcement in section I will cost \$1,100. The other two sections are for 7 a.m.-7 p.m. weekends, \$1,250 for one minute, \$950 for a 30-second message; for 7 p.m. through midnight, daily, \$1,050 for one minute, \$800 for a 30-second spot. Clearances guaranteed: section II (weekends) around 85%, and section III (daily after 7 p.m.) approximately 80%.

**Simplified Format** ■ The new rate card is the first important change since the last card was published by NBC Radio in October 1964. The new card, NBC said, has been simplified, permitting the advertiser to determine at a glance the cost of the commercial message.

A feature of the rate card permits the network to continue to sell programs on a strip basis with the dollar increase averaging around 10%. Provisions cover the purchase of package plans in *News on the Hour* and in the drive-time strips: *Chet Huntley's Perspective on the News*, *David Brinkley Reports* and *Joe Garagiola's Sports Show*.

An advertiser under the new card will pay \$29,250 for a one-quarter

sponsorship for one week and \$17,850 for a one-eighth weekly sponsorship in the news package. The quarter buy gives the advertiser 42 rotating announcements, the one-eighth purchase 50% of these announcements, also rotating.

In the drive strips, a one-half sponsorship, which provides five announcements (alternating 60's and 30's), will now cost \$6,700.

Mr. Labunski said the new card was a "realistic reflection of the changing listening habits of the American public and recognizes the fact that more people in the U. S. are now listening to radio than ever before in the history of the medium."

He noted that NBC Radio's sales for the first quarter of this year were 12% ahead of last year's final results for the same quarter. The prospects for the remainder of 1968, said Mr. Labunski, "are equally promising."

## TV-news ads called 'absurd, revolting'

"Television news should be unsponsored. To cut from a Marine dying in Vietnam to a sinus-remedy commercial is not only absurd, it's revolting," according to former CBS newsman David Schoenbrun.

He was the most critical member of a broadcast news panel at an "opinion-makers" forum, March 9, at New York's Columbia University.

Mr. Schoenbrun voiced another, more basic criticism of "television's worship of the false god of objectivity. We must do more than put events and what people say on the air. We have fallen down on reporting the more abstract of the Vietnam war—its background and history.

"When an administration spokesman speaks of the permanent partition of Vietnam in 1954 and North Vietnam's aggression across an international frontier, TV should have some form of brackets within which it can correct or at least challenge the statement at the time it is reported: We need more thoughtful, well-rounded and analytical news shows than we have now," Mr. Schoenbrun said.

Other panel members were Gordon Manning, CBS News vice president; James C. Hagerty, ABC vice president for corporate communications, and moderator Edward P. Morgan, senior correspondent for the Public Broadcast Laboratory.

**TV and Riots** ■ Mr. Manning defended television's news role in covering last summer's race riots against "the scorn of the critics for the bearer of bad news."

He argued that the civil-rights revolution would never have begun without

television, and quoted commentator Harry Golden to the effect that "TV [in] showing Negroes what whites were doing" to oppose the movement "made it happen."

Mr. Manning said, however, that an increase in the number of Negro reporters would be necessary before the broadcast-news organizations "will be capable of unbiased coverage of the urban crisis."

On that subject, Edward P. Morgan commented that the report of the President's Advisory Commission on Civil Disorders "said we were not as careless and sensational as we ourselves thought we might have been in our coverage."

Mr. Hagerty shifted the responsibility for sensationalism to the choice of student and Negro spokesmen put on the air, and called for better balance.

## Also in advertising . . .

**Coast agency** ■ Richter & Mracky/Bates, a Los Angeles agency, formed from the merger of Richter & Mracky Design Associates and Ted Bates & Co., will open its doors on May 15. The agency will be headed by Thomas F. McAndrews Jr., formerly vice president in charge of Ted Bates & Co., Los Angeles. Mr. McAndrews was named chairman of the board and chief executive officer of the new organization, with Ronald S. Mracky named president and Ralph L. Richter Jr., executive vice president. The new shop is described as "a new and unique communications enterprise which shall perform services within advertising, marketing, corporate design, packaging, sales promotion and, in general, all and

total communications needed for today's markets, regional, national and international." It will be located at 9255 Sunset Boulevard.

**Burros agency formed** ■ Burros Associates Inc. has been formed in Closter, N. J., to serve local and national accounts, with a complete communications package. The new firm, with offices at 294 Harrington Avenue in Closter, will handle sales promotion, advertising and publicity.

**New agency** ■ Andrew Vladimir and Peter Evans, both formerly of Kenyon & Eckhardt, New York, have combined to form a new advertising agency in Miami. The new firm, Vladimir & Evans Inc., has offices at 600 Brickell Avenue in Miami.

## THE MEDIA

# Supreme Court hears CATV cases

Oral arguments are presented on basic issues:

whether FCC has jurisdiction over cable systems;

whether present copyright laws apply to cable TV

The shape of CATV in the future rested in the hands of seven justices of the U. S. Supreme Court last week, following four hours of argument on two benchmark issues: FCC jurisdiction and copyright liability.

The cases were heard by the court in succession last Tuesday and Wednesday (March 12-13).

Absent were Associate Justices William O. Douglas and Thurgood Marshall. Neither has taken part in any of the deliberations on the two cases. Justice Marshall, of course, was solicitor general of the U. S. when the cases were initiated for Supreme Court review; the reason for Justice Douglas's absence has not been determined.

In both cases, the ruling of the court could fashion the future of CATV either into a booming growth industry or confine it to a supplemental, subsidiary service of television broadcasting.

The report on the court argument about the FCC's jurisdiction over CATV follows. The court argument on copyright is on page 53.

The authority of the FCC to regulate cable TV was presented with the FCC maintaining that it has every right to compel CATV systems to fit into its TV-allocation scheme, and CATV attorneys contending that only Congress has the right to place the cable industry

under the FCC's responsibility.

During the two-hour argument last Tuesday and Wednesday justices questioned lawyers representing both the FCC and the industry on:

■ The FCC's jurisdiction over networks. (Answer, no, but it's considering this.)

■ What other regulations are imposed on CATV systems? (Answer, municipalities and states regulate CATV through franchises, set maximum rates, require payments to the community.)

■ Whether the FCC has any policy on ownership of CATV systems by broadcasters. (Answer, none.)

■ Whether the FCC could deny an application for a broadcast facility on grounds that there would be too much competition. (Answer, yes it could if it were in the public interest.)

**Needed Controls** ■ Henry Geller, FCC general counsel, told the court that it is imperative that the FCC regulate CATV because of its impact on the TV-allocation plan and local service.

"CATV," Mr. Geller said, "is a form of pay TV." And, he added, it does not provide local service, and doesn't serve all the people of a community.

He termed the FCC's CATV rules "reasonable." The rules require that cable systems carry local stations, and provide same-day protection against du-

plication. And, in the top-100 markets, they prohibit CATV's from carrying outside programs without FCC permission; this is predicated on protection for new UHF stations in those markets.

Generally, Mr. Geller said, 10% of the TV audience of a market watch independent stations. And, he said, 45% of the programming of network-affiliated stations is nonnetwork programming.

CATV, he commented, provides no local programming, doesn't serve people who cannot afford to pay its fees, and doesn't serve those living in rural areas.

The commission's order against the San Diego CATV's, Mr. Geller said, was necessary to maintain the status quo in San Diego until the FCC could determine what to do about the protests.

He noted that the order dealt with only eight specific sections of San Diego, where the CATV's serve 4.6% of the homes in the grade-A contours of the local stations.

**Argument's Basis** ■ Legally, Mr. Geller maintained, the FCC's authority to regulate CATV stems from Communications Act provisions empowering the commission to regulate interstate communications by wire, and also from those sections of the act dealing with broadcasting.

Rebutting Mr. Geller were Arthur



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CLEVELAND—COLUMBUS	10	2 hrs. 55 mins.	2.00	2.30	2.65
SEATTLE—PORTLAND	19	3 hrs. 25 mins.	2.10	2.45	2.75

Rates subject to change. \*Other low rates up to 100 lbs. Lot shipments, too.

\*If we can't carry it, call Greyhound Van Lines, the nationwide moving service of diversified Greyhound Corporation.



## Cablemen and task-force leaders meet

So many CATV leaders were in Washington last week to attend the Supreme Court arguments on FCC jurisdiction and copyright liability (see page 36), that the President's Task Force on Telecommunications took the opportunity to get acquainted.

The luncheon meeting, which consisted principally of a broad discussion of cable TV and its future, saw the following in attendance:

From CATV: Jack Crosby, Gencoe Inc., chairman of the National Cable Television Association; Alfred

R. Stern, Television Communications Corp.; Irving Kahn, Teleprompter Corp.; Robert H. Beisswenger, Jerrold Corp.; Frederick W. Ford, president of NCTA; Wally Briscoe, NCTA executive director, and Bruce Lovett, NCTA general counsel.

From the task force: Eugene V. Rostow, assistant secretary of state, chairman of task force; Leonard H. Marks, director of the U.S. Information Agency and a member of the task force; Alan Novak, executive director, and Richard Posner and Leland Johnson, staff executives.

Scheiner, attorney for Southwestern Cable Co., and Robert L. Heald, for Mission Cable TV Co., Pacific Video Cable Co. and their parent company, Trans-Video Corp.

Mr. Scheiner contended that the FCC has no authority to regulate CATV; that power must come from Congress, he said. The commission, he noted, has never exercised any jurisdiction over noncommon carrier wire communications, naming the Associated Press and United Press communications systems and the broadcasting networks.

The claim of the commission that it can regulate CATV under the broadcast clauses of the Communications Act is "absolutely untenable," he said. Broadcasters, he pointed out, are given three-year licenses, may not be censored, nor may their rates be regulated. States and municipalities, however, he added, regulate CATV by granting franchises, imposing ceilings on rates charged to customers and are paid a percentage of revenues.

In referring to the position of the San Diego CATV systems, Mr. Scheiner exclaimed: "We have been under sentence by the FCC for 19 months [yet] the very first time we will know what the commission wants us to do is when it issues its final decision."

Mr. Scheiner strongly noted that the San Diego CATV systems are operating in compliance with the FCC's cable rules; the Los Angeles stations, he noted, place a grade-B signal over San Diego.

**Not Broadcasting** ■ Mr. Heald emphasized what he termed the commission's "limitless" attempt to use its powers; the FCC's broadcasting powers require applications, grants, licenses and other "protections," he said.

He underlined what he called congressional intent "to make as many services as possible available to the people of the U. S." CATV, he said, is another service, yet the commission is

attempting to limit the cable industry on economic grounds. This, he said, "is directly contrary" to the intent of Congress.

Ernest W. Jennes, representing the San Diego TV broadcasters, told the court that CATV systems claim interstate status when they appear before state or municipal agencies. States are not concerned, he observed, with communications policy on a national basis, but only as it applies to the state.

Questions to the counsel were principally asked by Chief Justice Earl Warren, and Associate Justices Potter Stewart, Byron R. White and Abe Fortas.

The appeal to the Supreme Court was taken by the FCC after a federal court in the ninth circuit ruled that the commission was in error in ordering three San Diego CATV's to contain expansion of their systems pending the outcome of a hearing on a complaint by three San Diego TV stations.

The San Diego CATV system, serving eight sections of that city, carried not only the San Diego stations, but also imported four Los Angeles independents.

## NCTA plans extensive survey of CATV's

The National Cable Television Association, which has just recently completed and received returns on one CATV questionnaire, is about to embark on another more extensive one. In the works for distribution to both NCTA-member and nonmember systems, totalling about 2,000, is a 200-response query designed to elicit answers to a multitude of questions relating to system operation.

Though specific questions have not yet been made public, it's understood the questionnaire will seek information on

subscriber fees, system equipment and design, program originations, franchise experience, pole attachment and lease-back arrangements and contractual agreements between CATV's and communities. NCTA said that the questionnaire is now under review to insure "maximum response and optimum effectiveness," and will be mailed in about three weeks.

Results of the last NCTA survey dealing with the more limited area of program origination were made public two weeks ago, with 324 of about 2,000 systems surveyed responding (BROADCASTING, March 11).

## ETV gives helping hand to commercial station

It's not too often that a noncommercial TV station has the opportunity to help its commercial counterpart. But KFME(TV) Fargo, N.D., did just that last month.

The noncommercial channel 13 facility immediately offered the use of its station on a share-time basis with KXJB-TV (ch. 4) Valley City, N.D., when that station's 2,063-foot tower was toppled as the result of a helicopter accident (BROADCASTING, Feb. 19). While KXJB was setting up temporary facilities of its own, its CBS programs were frequently video-taped for later broadcast, usually after 10 p.m., and aired over KFME for a total of 58 hours.

## Court backs FCC against Wheeling CATV

An FCC ruling that a cable TV system must carry the local TV station, whether or not it provides a usable signal throughout its market, has been upheld by a federal court.

The ruling came from the U. S. Court of Appeals for the Fourth Circuit on Feb. 28. The opinion was disclosed last week. The court also upheld the commission's refusal to order a hearing in the case.

At issue was the Wheeling (W. Va.) Antenna Co.'s refusal to provide a non-duplication agreement with channel 7 WTRF-TV in that West Virginia city. Wheeling Antenna claimed WTRF-TV did not adequately reach all sections of the city, and that the CATV system should be permitted to continue carrying channel 11 WHC-TV Pittsburgh. Both are NBC stations.

The FCC ruled last year that the Wheeling CATV system must carry WTRF-TV and give it duplication protection. The system carries 10 TV stations and was founded in 1952.

The court's decision was by Circuit Judges Albert V. Bryan, John D. Butzner Jr. and Richard B. Kellam.

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# Study details CATV's threat

Not only would UHF  
development end, but  
VHF's would be hurt

The effectiveness of the FCC's CATV rules in protecting small-market television stations was questioned last week in an analysis of the Colorado Springs-Pueblo, Colo., market, where new CATV service has been proposed. The market is ranked 138th.

The study concludes that CATV penetration would not only bar the development of future stations—three UHF channels are allocated to the market, none of them used—but would threaten the viability of the three operating VHF outlets, KOAA-TV Pueblo and KKTV(TV) and KRDO-TV, both Colorado Springs. The conclusion is based in part on a survey of the Bakersfield, Calif., market, which indicates CATV service has resulted in a drop-off in local-station viewing.

The analysis was sponsored by KOAA-TV and KRDO-TV in cooperation with KKTV in connection with the oppositions they have filed to the initiation of CATV service in Colorado Springs proposed by Vumore Video Corp. It will also presumably be used to support the stations' opposition to the CATV service that Pueblo TV Power Inc. intends to establish in Pueblo. The data was compiled and analyzed by Robert L. Coe and James G. Saunders of Ohio University's Center for Research on Broadcast Management and Economics. Mr. Coe formerly a vice president at ABC.

Several small CATV systems are now on the fringes of the Colorado Springs-Pueblo market, but it is the Vumore and Pueblo proposals that concern the stations. Those systems plan to carry

the five Denver stations (including three network-affiliated outlets, one independent and one educational station) as well as the Colorado Springs-Pueblo stations, each a network affiliate.

The question of whether to permit Vumore to proceed without a hearing was on the commission's agenda last week, reportedly with a staff recommendation supporting the CATV's position. But consideration was postponed.

**Carriage, Nonduplication** ■ Under commission rules, the Vumore and Pueblo systems would be required only to provide carriage and nonduplication protection to the local stations. However, the stations' counsel contends that if the market were one of the top 100, the distant-signal rule under which CATV systems must obtain commission permission before importing distant signals would apply.

The Denver stations put a grade-B signal over Colorado Springs, which is 65 miles away, and thus are "local." But the signals do not provide grade-B service to Pueblo, which is another 40 miles south. And the fact that the Colorado Springs and Denver stations provide predicted grade-B service to each other's communities presents the kind of overlap situation that the commission has said it would consider on a case-by-case basis in major markets.

The study says that the commission's assumption in requiring evidentiary hearings for CATV systems proposing to import distant signals into the top-100 markets, and not the smaller ones, is a false one, at least as it applies to Colorado Springs-Pueblo. The commission held that the stations in the smaller markets would usually be able to affiliate with a network—and thus benefit from the protection of the carriage and nonduplication rules—since most of those markets are served by less than three stations.

**Assumption Doesn't Fit** ■ But in the Colorado Springs-Pueblo market, the study says, where each network is affiliated with a VHF station, "the one

or more UHF stations that might be activated [there] in the not-too-distant future . . . do not have a chance of a network affiliation. . ."

The study asserts that the market, with 91,000 television homes, will grow sufficiently to support a fourth station in three years—barring the establishment of CATV service. It estimates that television revenues in the market will reach \$2,400,000 in 1968 and notes that a previous study indicates that the appearance of a fourth station in a market generates about 10% more revenue there.

"Therefore, if the market could yield the \$3 million that its viewing audience should seem to be able to produce in 1971, an independent station with 15% of the audience should be able to generate rather quickly the \$400,000 cash flow estimated to be necessary for the operation of an additional station," the study says.

But, it adds, the chances of a fourth, independent station would be undercut and the economic well being of the existing outlets would be seriously damaged by the presence of CATV systems carrying the programs of independent stations and the nonnetwork offerings of affiliated stations. The protection of the nonduplication rule would appear to be "minimal," the authors say, since the majority of revenues the stations earn are obtained "during nonnetwork-oriented periods." KOAA-TV is said to have earned \$316,164 on local programming in 1967, and \$304,366 on network programming. The respective figures for KRDO-TV are \$372,872 and \$337,712. No figures were given for KKTV. KOAA-TV and KRDO-TV lost money on local news—\$49,771 and \$16,265 respectively—and broke even, in the case of KOAA-TV, or lost money (\$120,890) in the case of KRDO-TV, on other local programming.

**Bakersfield Study** ■ The results of a specially commissioned American Research Bureau survey in Bakersfield—a below-top-100 market served by three stations and CATV—are cited to make the point. The survey shows that the Bakersfield stations delivered 51,600 prime-time homes and 42,000 5-7:30 p.m. homes in 1965, a year before the establishment of a CATV system. In 1967, according to the survey, those figures were down to 46,300 and 37,100, respectively. Detailed studies were said to "prove conclusively" that CATV had been "instrumental" in the drop in figures.

The analysis of the Colorado Springs-Pueblo market concludes that CATV could cost the three existing stations \$204,750 in revenue. This is based on several assumptions—that the system will sign up as subscribers 25% of the 90,000 households in two cities, that half of the subscribers will tune to



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Denver stations, and that the \$26 per viewer that the area's history shows a viewing home to be worth is correct.

The study points out that if the Denver stations achieve "sufficient penetration" in the Colorado Springs-Pueblo market because of CATV to warrant their inclusion in the rating books for that market, advertisers may rely on Denver stations to cover the two markets. This, it adds, would lead to a reduction in the network and spot rates of the three Colorado Springs-Pueblo stations and "even more serious revenue losses.

"From these data it should be obvious that a \$200,000 revenue loss is highly probable immediately and that a 10% loss of revenue in this area could mean financial disaster to the existing stations," the study says. It notes that "at their best" the stations' expenses were 86% of revenue; thus "a 10% cut in revenue would assume the closing of at least one, if not more, local stations."

**Second Case** ■ The Colorado Springs-Pueblo case has become entangled with one in the Denver area, where Mountain States Video Inc. has a franchise to serve the unincorporated areas of Jefferson county. Vumore Video and Mountain States are related through Bill Daniels, who is a principal in each.


Denver as well as Colorado Springs-Pueblo stations have opposed the Mountain States proposal, which includes the importation of signals from Los Angeles and San Francisco, in petitions filed with the commission.

And last week the National Association of Broadcasters added its voice to those requesting such a single evidentiary proceeding. Cumulatively, the CATV proposals "represent a prime example of a situation in which piecemeal consideration could very well result in the establishment of a CATV network which, in time, could supplant free television broadcasting in a good portion of the Denver areas," NAB said.

### CBS Radio adds two

KCAP Helena, Mont., and WWAM Cadillac, Mich., have affiliated with CBS Radio. KCAP, an independent, operated by KCAP Broadcasters Inc. and owned by Western Broadcasting Co., Missoula, Mont., broadcasts with 1 kw daytime and 250 w nighttime on 1340 kc. Dale G. Moore is president; David Greene is station manager. WWAM, a new station on the air March 15, operates on 1370 kc with 5 kw daytime, 1 kw nighttime. It is owned by Fetzer Broadcasting Co., with John E. Fetzer as president and Gene Ellerman as vice president and general manager. KCAP's affiliation is effective May 6; WWAM joins April 15.

BROADCASTING, March 18, 1968



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SUNDAY-SATURDAY 9 AM-Midnight	9%	12%	33%

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**CHANNEL 2 DENVER**

**KWGN TELEVISION**

A WGN Continental Broadcasting Company Station

# Meter, diary TV counts hit by Hooper

## SAYS OWN SURVEY OF METHODS TURNED UP SIZEABLE ERRORS

Significant, widespread inaccuracies in television ratings—both meter and diary—are claimed by C. E. Hooper Inc. on the basis of findings in a special telephone coincidental survey released by Hooper last week.

The alleged inaccuracies are said to overstate households using television levels and the ratings of news, documentaries and dramas relative to quiz and audience-participation shows, and those of westerns, spy, war and police dramas relative to situation-comedy and variety shows on the networks.

The errors result from sample bias, according to Hooper researcher Bill Harvey. He claims people who cooperate with both meter and diary services tend to watch both more television and classier shows.

Frank Stisser, Hooper president, said the study was part of the company's continuing examination of the feasibility of providing a third syndicated local TV report service which would be technically superior and competitively priced. While he is convinced technical superiority lies in some application of the telephone-coincidental technique, Mr. Stisser said, Hooper has been unable as yet to develop a workable technique at a marketable cost.

**Made Last Month** — The Hooper coincidental was conducted in New York during the Feb. 23-29 period, and its results interpolated with data from the metered A. C. Nielsen New York report for the same period, and the October American Research Bureau New York report, which listed the meter and diary information separately.

Because of a return rate of nearly 96% on a probability sample of more than 11,000, the coincidental results

	MF 9-12	MF 12-5	MF 5-7:30	MF 7:30-11
HUT	15.3	19.3	40.8	55.9
HVT	14.7	18.5	38.7	51.5
Meter X	116	133	119	109
Meter Y	89	125	113	106
Diary X	—	85	106	113
Meter X	116	124	118	103
Meter Y	128	112	108	95
Diary X	—	109	105	90

can be applied as a standard to the other services' results, according to Hooper.

Table 1 concerns general viewing levels by day-part. In top portion of Table 1, Hooper coincidental households-using-television results are compared with Hooper's findings as to households actually viewing television, a bone of contention between broadcast and print-oriented researchers. The average difference—sets turned on but not being watched—was found to be about 6%.

In center portion of Table 2 the households-using-television figures from the services are expressed as indexes of the Hooper figures (Hooper-100). This indicates the meter and diary techniques inflate the number of HUT's by about 10%, running from a low of a 2.5% inflation between 9 a.m. and noon weekday mornings, to a 14% inflation weekday afternoons.

In bottom portion of Table 3 coincidental indexes of the two meter shares and the diary share for independent stations by day-part are shown. Overall, independent shares appear to be inflated about 10%—though considerably more during the day and early fringe periods—and deflated during evening hours.

Tables 2, 3, and 4 express average ratings for various program types by day-part as indexes of the Hooper coincidental figures, Hooper data again equalling 100.

	Meter X	Meter Y	Diary X
Children's	161	126	122
Situ. Comedy	48	136	127
Movie	113	143	84
Variety	113	63	103
News	99	125	125

	Meter X	Meter Y	Diary X
Documentary	188	181	—
Western	136	140	131
Spy-War-Police	123	143	133
Drama	123	127	146
Situ. Comedy	119	126	125
Movies	115	119	123
Youth Advent.	112	128	120
Variety	99	98	130
Ent. Special	97	99	—
Quiz/Aud. Part.	73	83	76

	Meter X	Meter Y	Diary X
Drama	173	202	195
Movies	166	127	121
Variety	157	130	187
Westerns	154	127	86
Sci. Fi.	137	155	63
Opinion	135	90	120
Sports	131	99	136
Information	125	156	—
Situ. Comedy	125	97	115
News	113	106	111
Talk-Variety	106	88	126
Quiz/Aud. Part.	97	90	102

## Philadelphia U's win CATV hearing

Philadelphia UHF broadcasters got what they had been asking for last week—a consolidated hearing on a multitude of waiver requests by CATV's to import distant signals into the Philadelphia market. And in a separate action CATV's in the St. Petersburg-Tampa, Fla., market seeking to import distant signals got most of what they wanted.

The commission announced it would consolidate into one hearing 24 separate CATV requests to import distant signals from principally New York, but also from Baltimore, Washington and Harrisburg, Pa., into the Philadelphia market.

The action has consistently been urged over the past year in a host of pleadings filed by Philadelphia UHF's whenever such waiver requests were made known. The chief argument

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pressed is that carriage, particularly the New York independent stations, into the market would severely fragment Philadelphia's UHF audience. The UHF's claimed that often they and the New York independents are counterprogramming against the same network shows, and that there is almost total duplication of their nonlocal or syndicated programs. The commission's same-day non-duplication rules, they frequently claimed, are of little or no value to them. And they said a consolidated hearing was necessary, if not convenient, to fully evaluate the economic impact, on their operations.

Among the issues set for hearing are those considered "standard" for a top-100 market case: present and proposed penetration and extent of CATV service in the Philadelphia market and the effects of current and proposed CATV service on existing, proposed and potential TV's in the market.

The systems involved (some with more than one request) are Delaware County Cable Television, Suburban Cable Co., Tri-County Cable Television, Telesystems Corp., Rollins Inc., Conestoga Television Cable, Chester County Broadcasting Co., Philadelphia Cable Television, General CATV Inc., North Penn Cablevision Inc., Philadelphia Community Antenna Television Co., Carbon Cable Television Inc., Montgomery Cable Television, Jerrold Corp., International Equity Corp., and Norristown Distribution Systems Inc.

**Waivers Granted** - The commission also granted waiver requests to four CATV's who, because of the communities they proposed to serve, were found to have no impact on Philadelphia UHF's. Those systems are Holly City Cable TV Inc., Parkland Cable TV Inc., Twin County Trans-Video Inc. and Greater Television.

In the St. Petersburg case the commission granted most of the waiver requests sought because, generally, the services proposed were found to have no significant impact on UHF.

The systems involved are Sarasota Cablevision Ltd., serving Lake Wales and Bartow; Community Television Inc., Lakeland; Meredith Avco Inc., Leesburg, and Universal Cable Vision Inc., Winter Haven.

The commission also acceded to the partial requests of Clear Channel TV Inc., serving Holly Hill and surrounding areas, and Halifax Cable TV Inc., Daytona Beach and South Daytona Beach, to import noncommercial WMFE-TV, and WORU-TV, both Orlando. Additional requests for waivers by both systems were set for hearing with those requests of Manatee Cablevision Inc., serving Manatee county. The commission action was 4 to 2 with Commissioners Robert T. Bartley and Kenneth A. Cox in dissent.

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## UHF growth seen as FCC commitment

An FCC hearing examiner's recommendation that limitations on CATV expansion in the Buffalo, N.Y., market be lifted hasn't proved popular with either the commission's Broadcast Bureau or the UHF stations involved in the case. Not unexpectedly, both view the CATV activity as a "significant economic incursion" on "fledgling" UHF's. And because of prior policy, they claim, the commission is obligated to maintain "healthy" UHF.

Courier Cable Co., the CATV involved, termed the examiner's decision "unassailable."

Their comments were contained in briefs supporting exceptions to Examiner Herbert Sharfman's initial decision rendered last January. The examiner suggested that Courier be allowed to expand its system in Buffalo, conditioned on certain agreements reached between the cable company and the three network-affiliated Buffalo VHF stations—WBEN-TV, WGR-TV and WKBW-TV (BROADCASTING, Jan. 15). He also noted that the commission's often stated concern for healthy UHF didn't exempt

these stations "from the occupational demands of television operation," despite their claims that the commission is "dedicated" to their survival.

On that point the bureau disagreed: "It was and is the commission's intent to protect local UHF broadcasting in cases where CATV development would have a serious impact upon it." And although the commission doesn't promise UHF operators viability, the bureau said, it has undertaken through the CATV rules "to protect them from significant economic incursion by CATV in the major markets."

**Against Tradition** ■ The Buffalo hearing was not a contest between two "similarly qualified and fairly matched applicants" competing for a frequency, the bureau suggested, but rather a case of two different communications media set for hearing "in accordance with certain prior policy determinations already in existence"—that is, the "healthy" maintenance of UHF. The examiner's decision, it said, is "contrary to every major FCC pronouncement" regarding UHF.

The bureau said Courier should be permitted to continue construction of its system (currently restricted) and to effect that part of its agreement regarding program origination (no entertainment or sports events for four years),

but that it shouldn't be allowed to carry any stations other than those of Buffalo.

The UHF's involved—Ultravision Broadcasting Co., now permittee of channel 29 in Buffalo, and Beta Television Corp., permittee of channel 49—pressed a familiar argument. Courier's system, they said, would cut into their revenues "substantially and decrease their service. But the crux of the examiner's decision was that the UHF's failed to prove their case with "numerical facts."

## Changing hands...

**ANNOUNCED** ■ *The following station sales were reported last week subject to FCC approval.*

■ KVOA-TV Tucson, Ariz.: Sold by Steinman group to *St. Louis Post-Dispatch* for about \$3 million (see page 45).

■ WRKT-AM-FM Cocoa Beach, Fla.: Sold by C. Sweet Smith Jr. to Christopher M. Young and associates for \$550,000. WRKT, an NBC affiliate, is on 1300 kc, with 5 kw day and 1 kw night. WRKT-FM is on 104.3 mc. Broker: Chapman Associates.

■ WPIN-AM-FM St. Petersburg, Fla.: Sold by Arthur Mundorff to Ed Winton and Mike Feldman for \$300,000. Messrs. Winton and Feldman are the principal partners of the group that owns WOCN Miami. The group recently purchased WAEZ(FM) Miami Beach, awaiting FCC approval. Mr. Feldman, an attorney, is the former counsel to Presidents Kennedy and Johnson. Mr. Mundorff will continue with the station as a consultant. WPIN is a daytimer on 680 kc with 1 kw. WPIN-FM is on 107.3 mc with 31 kw. Broker: Blackburn and Co.

■ KTTN Trenton, Mo.: Sold by Clarence Breazeal to Marvin E. Luehrs and Everett G. Wenrick for \$130,000. KTTN is a daytimer on 1600 kc with 500 w. Broker: Hamilton-Landis and Associates.

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

■ WCHV-AM-FM Charlottesville, Va.: Sold by Roger A. Neuhoff and associates to Edward S. Evans Jr. for \$390,000. Mr. Evans is a resident of Charlottesville and a Detroit industrialist. Mr. Neuhoff retains WHAP Hopewell, Va. and wcvb Springfield, Ill. No change in management of station is contemplated. WCHV is on 1260 kc with 5 kw days, and 1 kw nights. WCCV-FM operates on 97.5 mc with 3.4 kw.

■ WMAX Grand Rapids, Mich.: Sold

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by John McGoff and associates to Edward J. Hill and Garvin H. Meadowcroft for \$203,000. Mr. Meadowcroft is an account executive with wxyz-TV Detroit. Dr. Hill is a surgeon and president and 75% owner of fabricating company. WMAX is a daytimer on 1480 kc with 5 kw.

## Steinman's KVOA-TV sold to newspaper

The sale of KVOA-TV Tucson, Ariz., to KVOA Television Inc., a subsidiary of the Pulitzer Publishing Co., publishers of the *St. Louis Post-Dispatch* was announced last week. Consideration was reported to be about \$3 million.

The station, channel 4 with an NBC affiliation, was acquired by the Steinman group in 1963 along with KOAT-TV Albuquerque, N. M., for \$3,250,000. Sellers then were Clinton D. McKinnon and associates. The Steinman broadcast group is headquartered at WGAL-AM-FM-TV Lancaster, Pa. Clair R. McCollough is president of the broadcast properties that also include WKBO Harrisburg, WORK York, WEST-AM-FM Easton, all Pennsylvania; WDEL-AM-FM Wilmington, Del., and WTEV(TV) New Bedford, Mass.-Providence, R. I.

The Pulitzer-owned St. Louis newspaper owns channel 5 KSD-TV and pioneer KSD (550 kc full time with 5 kw), both in that city. Both are also affiliated with NBC. Joseph Pulitzer Jr. is president and Harold Grams, general manager of the P-D's stations.

The sale of the Tucson station is subject to FCC approval.

## CATV cases settled through cooperation

The FCC's burgeoning CATV case-load was reduced by two last week. In one action the commission approved an agreement between a complaining TV and CATV operator. In the other, a CATV asked that a show-cause proceeding against it be dismissed because it is now carrying the disputed TV signal.

The commission approved an agreement between WBOY-TV Clarksburg, W. Va., and Bettervision Systems Inc., serving various West Virginia communities. In doing so the commission also terminated a cease-and-desist proceeding against Bettervision.

The agreement had been questioned by the commission's Broadcast Bureau, which complained that the pact didn't fully accord the station nonduplication

### Belated encore

Dr. Norman Vincent Peale, who drew cheers with his luncheon address to the National Association of Broadcasters convention in 1955, is coming back to the convention in Chicago this year. Dr. Peale, who is on the Monday (April 1) program with a salute to Lowell Thomas, winner of the NAB's Distinguished Service Award, had asked for a brief spot to praise Mr. Thomas, a long-time friend.

In his 1955 speech Dr. Peale proclaimed he would "rather listen to commercials until doomsday than to have our radio and television system conducted by government."

protection to which it is entitled. WBOY-TV claimed that the bureau was questioning its business judgment (BROADCASTING, Feb. 19). The commission last week said, however, that only if the agreement had appeared inconsistent with the public interest "would we refuse to give effect to an agreement of the parties resolving their differences as to program exclusivity protection."

In the other case, Bluefield Cable Corp. serving Bluefield, W. Va., asked

that a show-cause proceeding against it be dismissed because it is now carrying WCYB-TV Bristol, Va. "By dint of hard work and persistent efforts," the CATV claimed it found a spot where the signal could be received. This, it said, mooted at least one hearing issue. A primary consideration in the hearing was whether Bluefield is within WCYB-TV's predicted grade-B contour.

## Speakers scheduled for FM convention

Eleven speakers have been added to the list of participants at the National Association of FM Broadcasters convention in Chicago, March 29-31.

At the Friday morning (March 29) session an advertiser, an agency and a broadcaster will discuss different sales approaches. Richard B. Schlesinger, vice president of Carson, Pirie Scott & Co., Chicago, will tell how to sell the retailer; Edwin D. Gimzek, president of OAC Advertising Inc., Binghamton, N. Y., will describe how a small-market agency looks at FM, and William R. Codus, general sales manager of CBS/FM, New York, will explain how a station should sell its rep.

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meeting on Friday afternoon, the session will be reopened for a talk by John V. B. Sullivan, president of Metromedia Radio, New York.

**March 30 Line-Up** ■ Added to the speakers at the Saturday morning session on presell and promotion are: Joshua J. Mayberry, director of research for the ABC's American FM Network, discussing the four-network sponsored RADAR study; Marlin R. Taylor, music director of Kaiser Broadcasting's FM stations, on programing; Ronald Sack, director of advertising, promotion, publicity and program development for ABC-owned stations, on promotion via newspapers; Paul Moyle, vice president of Brown & Bigelow, St. Paul, on specialty advertising as a promotion tool.

New speakers on Saturday afternoon are: Chet Campbell, director of advertising, promotion and publicity for WMAQ-TV Chicago, on how to use TV to promote FM; Lee J. Walters, executive vice president of Stern, Walters & Simmons Inc., Chicago, on merchandising by "eggheads," and Don LeBrecht, manager of WBT-FM Charlotte, N. C., on preselling measures.

Representative Lionel Van Deerlin (D-Calif.) will be the speaker at the Friday luncheon and the presentation of the annual Major Armstrong awards will highlight the Saturday luncheon.

## Hoving seeks support from national groups

The assistance of community organizations and associations in creating a greater public awareness of public television was urged last week by Thomas P. F. Hoving, chairman of the National Citizens Committee for Public Television.

Mr. Hoving told a luncheon meeting in New York, attended by leaders of about 50 national organizations, that they could be helpful in bolstering public television by printing editorial mate-

rials and free public-service advertising in their publications on this subject; by supporting the committee's recommendations in the political sphere; by providing the committee with the mailing addresses of members who would like to receive its mailings, and by advising the committee of their views on public television.

## Hutchen's properties ordered into hearing

The FCC has put into hearing the licenses or permits of five radio stations in which James L. Hutchens has an interest to determine whether the statements or letters he submitted to the commission allegedly contain "misrepresentations" or are "lacking in candor."

The action initially is a proceeding in which Mr. Hutchens is ordered to show cause why KFLY Corvallis, Ore., and a construction permit for KPTN Central Point, Ore., should not be revoked. He is president, director and 41% stockholder of the licensees' corporation, Radio Broadcasters Inc.

But also put into the hearing are his applications for KFLY-FM Corvallis (a license covering a CP and authorization for auxiliary transmitter installation), a new AM (1370 kc, 1 kw) at Gold Beach, Ore., and a new FM (99.9 mc, 25 kw) at Central Point, Ore. The commission also held in abeyance until conclusion of the hearing a request by Mr. Hutchens to mitigate a \$4,000 fine levied against the operations of KFLY-AM-FM that was incurred in 1966.

The commission said that if the alleged misrepresentations were substantiated, they would warrant "a refusal to grant a license or permit on an original application and [would] raise serious questions, best resolved in a hearing," whether Radio Broadcasters and Mr. Hutchens are qualified to be licensees or permittees.

## BARFE designed as schedule planning aid

The American Research Bureau, Beltsville, Md., has purchased a new mathematical model for analysis of radio audience habits from Campbell-Mithun Inc., Minneapolis. The model, called BARFE (short for Broadcast Audience Reach Frequency Estimator), is designed to permit station and agency subscribers to plan schedules with greater efficiency.

BARFE was designed after an 18-month study by researchers at Campbell-Mithun. It is intended to help the agency construct effective broadcast plans to reach specific audiences in markets across the country. Dr. Peter Langhoff, president of ARB, said the BARFE program would be available in all 51 radio markets surveyed by ARB.

William M. Sorem, vice president and director of information systems for Campbell-Mithun, explained how the agency used the audience-analysis model: "We set up a given schedule of commercials typically rotated across a number of time periods. The computer program then checked the data on each respondent in the data file to determine if he was the right age and sex. If the respondent qualified, the computer determined whether or not the respondent was listening during the times the commercials were scheduled.

"Under the BARFE program, the computer determines the net reach—how many people were exposed one or more times—and the gross reach or gross impressions of the target audience. It also computes the frequency distribution and the exclusive contribution of each station to the total schedule."

## TVB sales meetings planned through '68

The Television Bureau of Advertising will hold 10 salesmen training sessions and eight sales-manager conferences during the second half of 1968, it was announced last week by William B. Colvin, vice president, member training services. Each course will last five days. The price is \$150 for salesmen and \$200 for sales managers.

To reduce the waiting periods for these sessions, TVB has appointed Frank Browne as director of member training services to work closely with Mr. Colvin. Mr. Browne has served most recently as assistant general manager of WWAY-TV Wilmington, Del., and earlier was with Metro TV Sales as director of special projects and with KTTV(TV) Los Angeles in various sales capacities.

828 28 28 28  
JOSEPH E. LEVINE PRESENTS FOR EMBASSY PICTURES CORP. / TELEVISION  
868 68 68 68  
SOLD (Prior to general release) EL PASO Kelp-TV

## When you want to see what you saw in your mind—use film.

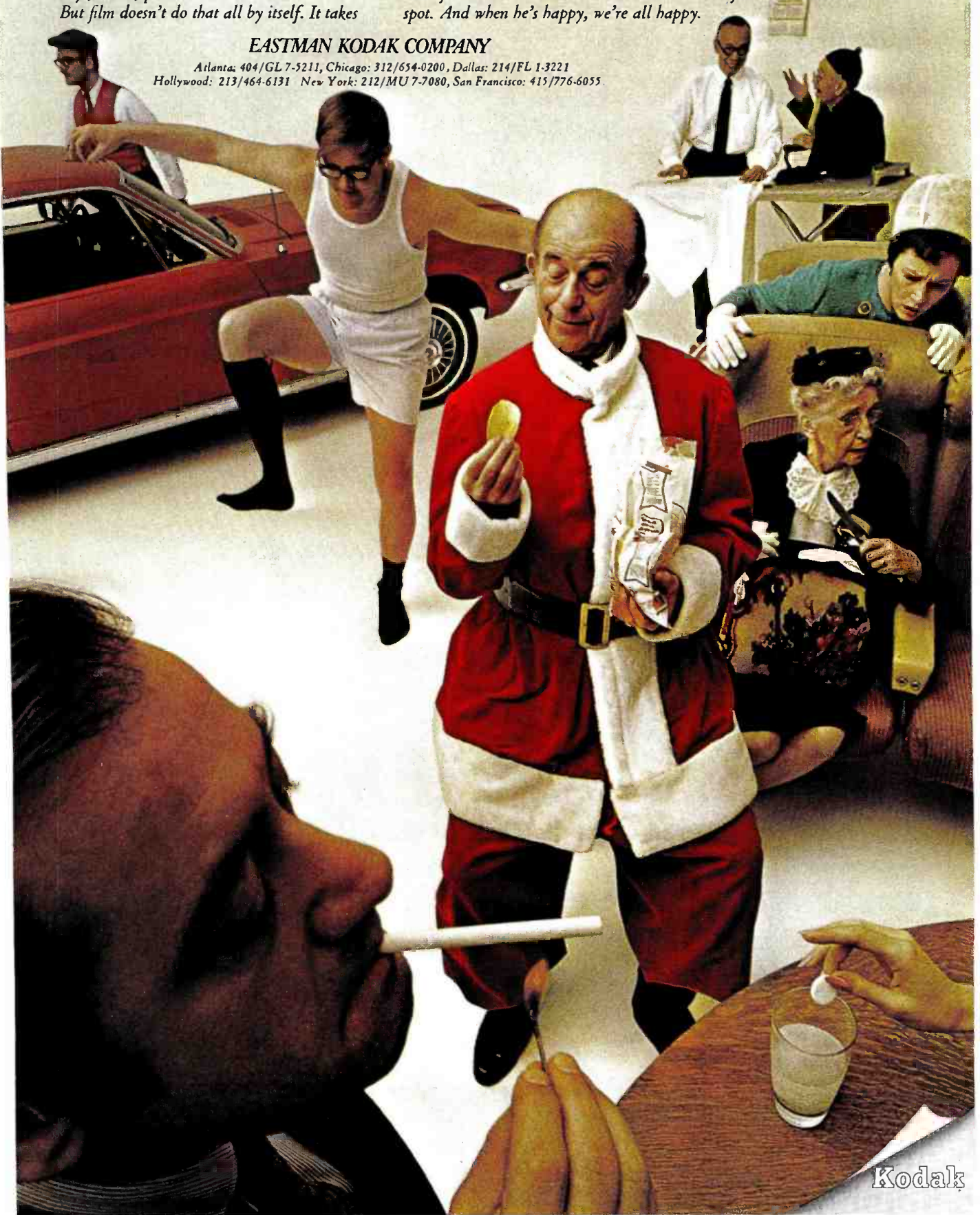
*Why film? Because color film is the stuff such dreams are finally made of. It's the logical medium for the bright excitement, the spark that first came to your mind. Color film does the tricks you want. It conveys, teases, pounds. Film delivers.*

*But film doesn't do that all by itself. It takes*

*professionals behind the scenes and the cameras to make color film do what you want it to do. And you know, even though they have been working with film all their lives, they still haven't found its limits. The best salesman color film ever had is an advertiser with a successful spot. And when he's happy, we're all happy.*

### EASTMAN KODAK COMPANY

Atlanta: 404/GL 7-5211, Chicago: 312/654-0200, Dallas: 214/FL 1-3221  
Hollywood: 213/464-6131 New York: 212/MU 7-7080, San Francisco: 415/776-6055



Kodak



# CONGRATULATIONS TO ALL OF THE COMPOSERS AND PUBLISHERS WHOSE PERFORMING RIGHTS WE LICENSE AND WHOSE MUSIC WAS AN INTEGRAL PART OF 32 OF THIS YEAR'S 48 COVETED NARAS AWARDS

- **Record of the Year**  
*Song of the Year*  
**Best Performance by a Vocal Group**  
**Best Contemporary Single**  
**Best Contemporary Group Performance**  
**Best Performance by a Chorus**  
**UP, UP AND AWAY**  
Recorded by the Fifth Dimension and by the Johnny Mann Singers  
Composer: Jim Webb  
Publisher: Johnny Rivers Music

- **Album of the Year**  
**Best Contemporary Album**  
**Best Album Cover — Graphic Arts**  
**Best Engineered Recording**  
**SGT. PEPPER'S LONELY HEARTS CLUB BAND**  
Composers: John Lennon  
Paul McCartney  
George Harrison  
Publisher: MacLen Music Inc.

- **Best Instrumental Theme**  
**Best Original Score Written for a Motion Picture or a Television Show**  
**MISSION: IMPOSSIBLE**  
Composer: Lalo Schifrin  
Publisher: Bruin Music Company

- **Best Score from an Original Cast Show Album**  
**CABARET**  
Composers: Fred Ebb  
John Kander  
Publisher: Sunbeam Music Corp.

- **Album of the Year — Classical**  
**Best Opera Recording**  
**WOZZECK**  
Recorded by Pierre Boulez conducting the Orchestra and Chorus of the Paris National Opera  
Composer: Alban Berg  
Publisher: Universal Edition/Presser

- **Best Male Vocal Performance**  
**Best Contemporary Male Solo Vocal Performance**  
**BY THE TIME I GET TO PHOENIX**  
Recorded by Glen Campbell  
Composer: Jim Webb  
Publisher: Johnny Rivers Music

- **Best Country and Western Song**  
**Best Folk Performance**  
**Best Country and Western Recording**  
**Best Country and Western Male Solo Vocal Recording**  
**GENTLE ON MY MIND**  
Recorded by Glen Campbell and by John Hartford  
Composer: John Hartford  
Publisher: Glaser Publications

- **Best Country and Western Female Solo Vocal Performance**  
**I DON'T WANNA PLAY HOUSE**  
Recorded by Tammy Wynette  
Composers: Billy Sherrill  
Glenn Sutton  
Publisher: Al Gallico Music Corp.

- **Best Rhythm and Blues Recording**  
**Best Rhythm and Blues Female Solo Vocal Performance**  
**RESPECT**  
Recorded by Aretha Franklin  
Composer: Otis Redding  
Publishers: East Publications  
Time Music Company  
Redwal Music Company

- **Best Rhythm and Blues Male Solo Vocal Performance**  
**DEAD END STREET**  
Recorded by Lou Rawls  
Composers: Ben Raleigh  
David Axelrod  
Publisher: Beechwood Music Corp.

- **Best Rhythm and Blues Group Performance**  
**SOUL MAN**  
Recorded by Sam and Dave  
Composers: David Porter  
Isaac Hayes  
Publishers: East Publications  
Pronto Music, Inc.

- **Best Album Notes**  
**SUBURBAN ATTITUDES IN COUNTY VERSE**  
Written and recorded by John D. Loudermilk

- **Best Sacred Performance**  
**HOW GREAT THOU ART**  
An album recorded by Elvis Presley and containing these BMI-licensed works:  
**HOW GREAT THOU ART**  
Composer: Stuart K. Hine  
Publisher: Manna Music, Inc.  
**FARTHER ALONG**  
**STAND BY ME**  
**SO HIGH**  
**BYE AND BYE**  
**RUN ON**  
Composer: Elvis Presley  
Publisher: Elvis Presley Music, Inc.  
**WITHOUT HIM**  
Composer: Mylon LeFevre  
Publisher: LeFevre Sing Music Co.  
**WHERE COULD I GO BUT TO THE LORD**  
Composer: J. B. Coates  
Publisher: Stamps/Baxter  
**CRYING IN THE CHAPEL**  
Composer: Artie Glenn  
Publisher: Valley Music, Inc.

- **Best Gospel Performance**  
**MORE GRAND OLD GOSPEL**  
An album recorded by Porter Wagoner and the Blackwood Brothers Quartet and containing these BMI-licensed works:  
**RANK STRANGERS**  
**TELL YOUR CHILDREN**  
Composer: Ann Bybee  
Publisher: Warden Music Co., Inc.  
**YOU'RE NOT HOME YET**  
Composer: Hank Cochran  
Publisher: Pamper Music, Inc.  
**THERE'D BE NO NEED FOR A HEAVEN**  
Composer: Lorene Mann  
Publisher: Novachaminjo Music, Inc.  
**BEAUTIFUL WINGS**  
Composer: Mel Tillis  
Publisher: Cedarwood Music Publishing Co., Inc.  
**GOD WALKS THESE HILLS WITH ME**  
Composers: Vic McAlpin  
Marvin Hughes  
Publisher: Valley Publishers, Inc.  
**THIRTY PIECES OF SILVER**  
Composer: Odell McLeod  
Publisher: Acuff-Rose Publications, Inc.

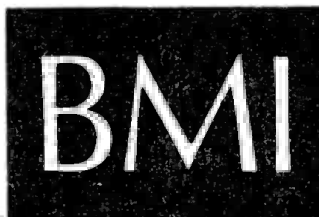
- **Best Instrumental Jazz Performance**  
**Small Group**  
**MERCY, MERCY, MERCY**  
Recorded by the Cannonball Adderley Quintet  
Composer: Joe Zawinul  
Publisher: Zawinul Music

- **Best Instrumental Performance**  
**CHET ATKINS PICKS THE BEST**  
An album recorded by Chet Atkins and containing these BMI-licensed works:  
**LOVELY WEATHER**  
Composer: Natalicio N. Lima  
Publisher: Peer International Corp.  
**HOW INSENSITIVE**  
Composers: Antonio Carlos Jobim  
Vinicius de Moraes  
Norman Gimbel

- ANNA**  
Composers: R. Vatso  
F. Giordano  
William Engvick  
Publisher: Hollis Music, Inc.  
**BATTLE HYMN OF THE REPUBLIC**  
**AY AY AY**  
Arranger: Chet Atkins  
Publisher: Athens Music  
**ALL**  
Composers: Nino Oliviero  
Ray Jessel  
Marian Grudeff  
Publisher: E. B. Marks Music Corp.  
**EL PASO**  
Composer: Marty Robbins  
Publishers: Elvis Presley Music, Inc.  
Marty's Music Corp.  
Noma Music, Inc.

- I WISH I KNEW**  
Composer: Wayne Moss  
Publisher: Wormwood Publishing Co

- **Best Classical Choral Performance (Other Than Opera)**  
**CATULLI CARMINA**  
Composer: Carl Orff  
Publisher: B. Schott's Söhne/  
Associated Music Publishers



All the worlds of music

for all of today's audience

BROADCAST MUSIC, INC.



# Senate approves CPB directors

Six-year terms of Pace and 14-member board confirmed as CPB moves toward incorporation and seeks offices

The Senate last week gave prompt confirmation to President Johnson's slate of directors for the Corp. for Public Broadcasting. The panel had received the Commerce Committee's blessing after a hearing held March 8 (BROADCASTING, March 11).

The action by the full Senate approving the CPB chairman, Frank Pace Jr., and 14 board members came Tuesday (March 12). There was no debate and no vote, the approval being granted "without objection."

The Senate action marked a formal beginning of sorts for the administration's plan to create a public grantmaking authority to support, by disbursing public and private funds, noncommercial television and radio programming and distribution.

Steps to get CPB incorporated were also underway last week. The Washington law firm of Steptoe & Johnson drafted and mailed incorporation papers to the 15 board members for signature last Friday and it is expected that the papers will be filed in court by the end of this week. The Public Broadcasting Act requires the board members form the corporation in Washington and it's understood that they are seeking office space in the downtown business area. This does not mean, however, that the main office will necessarily be located there.

Further action now awaits the recovery of Mr. Pace, who was transferred from the Washington Hospital Center to a New York hospital last week to recover from his kidney-stone attack. (At the Senate hearing Mr. Pace's statement was presented by James R. Killian Jr., chairman of the Massachusetts Institute of Technology and

a godfather of the CPB plan through his chairmanship of the Carnegie Commission on Educational Television, which proposed such a corporation. Mr. Pace was subsequently approved by the committee in absentia.)

After incorporation CPB will presumably become eligible for \$2,125,000 in pledged private funds including \$1 million from CBS. Commerce Committee Chairman Warren G. Magnuson (D-Wash.) indicated at the hearing that no federal funds can be expected until after July 1, the start of the next fiscal year.

To be asked of the Appropriations Committee is \$9 million, authorized by the Public Broadcasting Act for fiscal 1968 but now to be reauthorized for fiscal 1969. Senator Magnuson has already entered a bill that would amend the act, changing the date of authorization for the \$9 million (S. 3135). A similar bill is being introduced by House Commerce Committee Chairman Harley O. Staggers (D-W. Va.).

**Future Financing** ■ One of the thorniest problems for the CPB, and one that anticipates all but pilot projects in support of actual program development for ETV's, is that of helping to formulate (with administration and congressional leaders) a long-term financing plan for program subsidies.

Senator Magnuson has strongly suggested a financing plan—the one endorsed by the Carnegie Commission. Speaking at a luncheon meeting of the American Women in Radio and Television held after the confirmation hearing March 8 he said he thought it "would be appropriate to mention" that approximately 8 million to 10 million



Dvetta Culp Hobby Jack J. Valenti



Joseph D. Hughes Roscoe C. Carroll

TV receivers are sold each year. "If included in the price of a TV set was the sum of \$3, and those funds became available for funding of the corporation, not only would each individual purchasing the set be benefited but his whole family would share in the result," the senator explained.

**Confirmed** ■ Approved by the Senate for six-year terms were Mr. Pace, who has been secretary of the Army, director of the budget and later president and board chairman of General Dynamics Corp.; Robert S. Benjamin, New York attorney and chairman,



Joseph A. Beirne Robert S. Benjamin



Saul Haas Michael A. Gammino



Erich Leinsdorf Carl E. Sanders



James R. Killian

Milton S. Eisenhower

Frank E. Schooley



John D. Rockefeller III

United Artists Corp.; Milton E. Eisenhower, president emeritus of Johns Hopkins University; Mr. Killian, and Jack Valenti, president, Motion Picture Association of America

For four-year terms: Joseph A. Beirne, president, Communications Workers of America; Michael A. Gammino, president, Columbus National Bank of Rhode Island; Oveta Culp Hobby, president and editor of the *Houston Post* (KPRC-AM-TV); Joseph D. Hughes, governor and vice president of T. Mellon and Sons, Pittsburgh, and Carl E. Sanders, Atlanta attorney and former governor of Georgia.

For two-year terms: Roscoe C. Carroll, general counsel of the Golden State (California) Life Insurance Co.; Saul Haas, chairman of KIRO Inc., Seattle; Erich Leinsdorf, music director, Boston Symphony Orchestra; John D. Rockefeller III, chairman of the Rockefeller Foundation, and Frank E. Schooley, director of broadcasting, University of Illinois and former president of the National Association of Educational Broadcasters.

### Media reports . . .

**Back on-air** ■ KOOD Lakewood Center, Wash. (formerly KFHA) went back on-the-air Feb. 17 after being dark since April 1966. The station, on 1480 kc with 1 kw, is a daytimer. It's programming a music and news format with the music featuring the all-time best-selling records. KOOD is owned and operated by Timnankin Inc., Tacoma, Wash.

**KNXT(TV) donation** ■ KNXT(TV) Los Angeles has donated a film processor to KCET(TV), the educational station in that city. KNXT, a CBS-owned station, made a similar donation of TV equipment to KCET last year.

## Broadcasting and the minorities

NYC commission hits networks, agencies for lack of

Negroes, Puerto Ricans on staffs, and 'false image' on TV

The advertising and television fields were criticized sharply last week by the City Commission on Human Rights in New York for under-employment of Negroes, Puerto Ricans and other minorities and for projecting a "false image" of these ethnic groups in TV programs and commercials.

The commission opened a two-week hearing to investigate the role of minorities in broadcasting and advertising and to ascertain the employment opportunities for the groups in these fields. Executives from broadcasting and agencies were asked to appear.

The results of a study, released by the commission on Tuesday (March 12), showed that, as of last fall, of 17,967 employes at 40 major advertising agencies in New York, 635, or 3.5%, were Negroes and 283, or 1.6% were Puerto Ricans. There were 11 Negro and four Puerto Rican account executives out of a total of 2,222; 15 Negro and "only several" Puerto Rican copywriters out of 1,450, and four Negro and one Puerto Rican administrators and managers out of 422.

**Nonutilization** ■ "These statistics indicate an under-utilization of minorities that is positively shocking," one commission official commented.

William H. Booth, commission chairman, charged that general programs and commercials on TV depict Negroes in menial roles and said news programs show them as "rioters, as social problems and not as human beings."

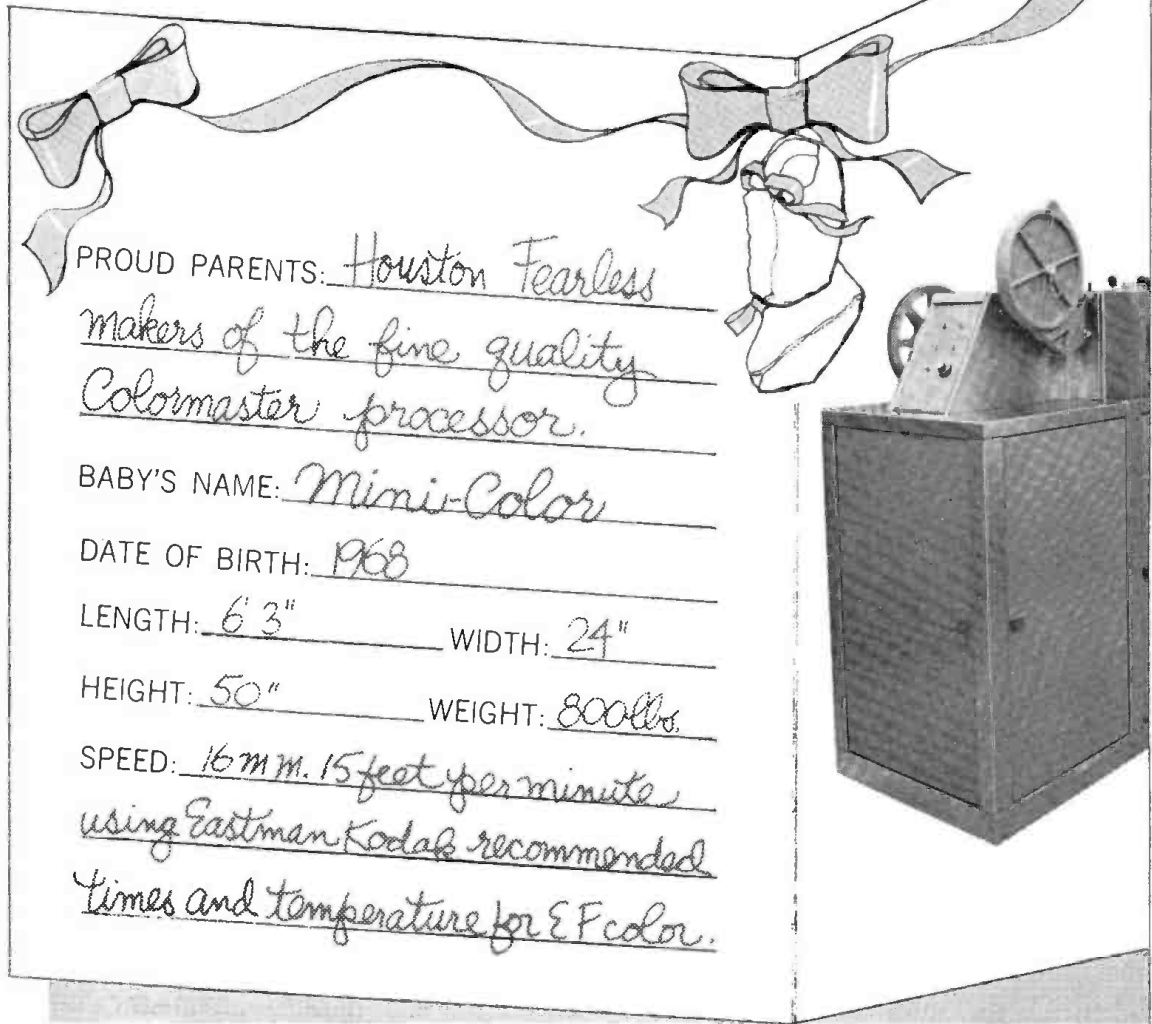
A group of advertising agency executives who testified on Wednesday (March 13) made the claim that the key reason they did not have more Negroes or Puerto Ricans on their professional staffs was a shortage of properly trained and educated members of these groups. Among the executives who said they had attempted to attract qualified Negroes and Puerto Ricans to their staffs were Paul D. Cook, vice president of Compton Advertising; John F. Devine, vice president, administration, J. Walter Thompson Co., and Richard E. Kane, vice president. Doyle Dane Bernbach.

**Network Data** ■ At a session Thursday (March 14) the commission released statistics on employment of Negroes and Puerto Ricans and other Spanish Americans by the three networks (in the case of CBS it was for CBS Inc.). The figures showed that as of September 1967, ABC employed 118 Negroes and 32 Spanish-Americans out of a total force of 2,447; CBS, 365 Negroes and 70 Spanish-Americans out of 5,540 and NBC, 85 Negroes and 39 Spanish Americans out of 2,901.

Network executives appeared on Thursday and recounted steps taken to expand employment opportunities for minority group members. They cited the establishment of the Broadcast Skills Bank in association with the National Urban League, whose objective is to seek out, recruit and train interested minority group members; and constant

# WE JUST HAD A LITTLE \$10,000 BRAIN CHILD:

Our new Ektachrome EF Color Processor



PROUD PARENTS: Houston Fearless  
makers of the fine quality  
Colormaster processor.

BABY'S NAME: Mini-Color

DATE OF BIRTH: 1968

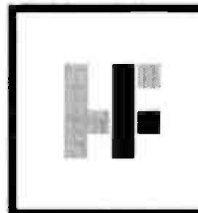
LENGTH: 6' 3" WIDTH: 24"

HEIGHT: 50" WEIGHT: 800 lbs.

SPEED: 16 mm. 15 feet per minute  
using Eastman Kodak's recommended  
times and temperature for EF color.

## COME SEE OUR NEW BABY AT NAB CONVENTION

BOOTH	DATES	PLACE
116 Booth Phone No. 2624	March 31 thru April 3	NAB Conrad Hilton, Chicago, Illinois



### HOUSTON FEARLESS CORPORATION

World's Largest Manufacturer of  
 Film Processing Equipment and TV  
 Broadcast Equipment/Precision  
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consultation with organizations and employment agencies working in the ethnic minority field.

George Fuchs, vice president, personnel, NBC, traced the long-time policy of nondiscrimination in effect at the network and at its parent company, RCA. He described in detail the network's cooperative effort with various agencies working in the minorities area, including the Urban League, various federal agencies, private employment agencies and community organizations dedicated to the concept of equal employment opportunity.

He indicated that progress has been made in the employment of nonwhite persons in categories other than the low-skilled entry level. But Mr. Fuchs stressed that unlike many manufacturing organizations, broadcasting has few low-skilled entry positions and an extremely low employe turnover rate.

**Success Stories** ■ Despite these handicaps, he continued, NBC has compiled "success stories" by members of minority groups. Among those cited were Stanley G. Robertson, who is manager, film program operations and who started as a page boy; Fred L. Thomas, another former page, who is now an on-air newsmen at NBC-owned WMAQ-TV Chicago; Lemuel Tucker, who began as a guide in 1965 and is now a reporter for WNBC-TV New York; Miguel Portillo, who started as an editing-room assistant in 1961 and is now a film editor; Eugene Whitlock Jr., a page in 1954, who rose to various positions and is currently a unit manager, and Dennis Bryant, a page in January 1965, who is now coordinator, film services, WNBC-TV.

Marie McWilliams, director of personnel for ABC, outlined the steps taken by her company to find applicants from the minority community, including the use of "open" employments ads, identifying ABC as an equal opportunity employer; advising agencies that the company is "keenly interested" in nonwhite applicants and using agencies

specializing in this area; listing openings with the Broadcast Skills Bank of the Urban League; advertising for applicants on WWRL New York, a minority-oriented radio station, and dealing on a continuous basis with community organizations in the ethnic field.

"We have achieved a measure of success," Miss McWilliams stated.

"The proportion of our employes in March 1967, who were Negro or Spanish-surnamed American, was 6.9%. Today it is 8.6%. There is a growth curve at ABC in terms of our rate of employment of members of minority groups. We feel keenly our responsibility to maintain it and increase it."

Miss McWilliams reported that ABC conducts special training and development programs in conjunction with its long-established policy of promotion from within to train and upgrade qualified employes. Within this frame of reference, she added, ABC feels that its "real success" lies in the wide range of jobs that are held by members of racial minorities, including news commentator, disk jockey, scenic designer, video recording engineer, carpenter and secretary.

William C. Fitts Jr., vice president-employe relations, CBS Inc., said the company has found that the best way to recruit Negro candidates is initially through referrals from Negro leaders and organizations and through advertisements in Negro newspapers, and subsequently through employes who tell friends that they are employed at CBS.

**Special Budget** ■ "We also maintain a special personnel budget for which only Negro candidates are considered," Mr. Fitts testified. "We now have Negroes employed in executive positions such as attorney, financial analyst, programmer, supervisor, department director, department manager, administrator, program producer, professional engineer, plant foreman, plant manager, TV salesman and program executive."

He added that CBS now is establishing contacts with Puerto Rican organizations and is experimenting with

classified advertising in *El Diario*, the New York City Spanish-language newspaper.

Mr. Fitts echoed a point made by several other broadcasting-advertising agency executives during the hearing. The rate of turnover in broadcasting is relatively low, he said, and many positions in the field are skilled, requiring previous educational background and experience that relatively few interested minority-group members possess. But he said he recognized that there are steps that must be—and will be—taken to expand opportunities for Negroes and other minority groups.

## ABC Radio to give briefing on new setup

Affiliates will get a progress report on ABC Radio's quadripartite radio service during a business meeting of all affiliates during the National Association of Broadcasters convention in Chicago.

Walter A. Schwartz, president of the ABC Radio network, and other executives will brief affiliates of the American Entertainment, FM, Information, and Contemporary Networks on Sunday, March 31, in the Drake hotel's Gold Coast room. Results of the affiliates advisory-board election will be announced during this meeting.

ABC began providing four separate radio services on Jan. 1. Affiliates for all four services are said to total more than 700 stations.

## Senate to review FCC budget

March 29 has been scheduled as the date for the FCC's appearance before the Senate Independent Offices Appropriations Subcommittee to defend the agency's budget for fiscal 1969. Approved by the President's Bureau of the Budget for the commission is \$21,271,000. Commission members, led by Chairman Rosel H. Hyde, have already made their annual behind-closed-doors appearance before the House Appropriations Committee. The Senate hearing will be open to newsmen.

## Voynow estate revealed

Edward E. Voynow, who helped found Edward Petry & Co. in 1932 and was president upon his retirement in 1964, left an estate of \$1,071,852, according to inheritance-tax papers filed last week in the Cook county circuit court at Chicago. He died Nov. 12, 1966, at 63 after a brief illness (BROADCASTING, Nov. 21, 1966). His widow, a son and a daughter were among the beneficiaries.

**B28 28 28 28**  
JOSEPH E. LEVINE PRESENTS **FOR** EMBASSY PICTURES CORP. / TELEVISION  
**B68 68 68 68**  
**SOLD** (Prior to general release) **NEW ORLEANS WDSU-TV**

# Life or death for CATV?

Copyright-liability case may determine economic future of cable systems

CATV'S liability for copyright infringement was argued before the U. S. Supreme Court last week—on the decision hangs the question of whether the nation's 2,000 cable operators will face substantial additions to their operating costs.

Robert C. Barnard, attorney for Fortnightly Corp., contended that a cable-TV service performs the same function any antenna does for a TV receiver.

"All CATV does," he said, "is to transmit electromagnetic energy."

The basic issues, he told the court, are two: (1) Is reception by CATV and transmission to subscribers a public performance in the meaning of the present copyright law? And (2) does the public have the right to receive public broadcasts over antennas of its own choice?

The TV programs used by CATV systems, Mr. Barnard stressed, are already licensed to TV stations to be received by the public. Therefore, he maintained, the copyright owner already has been paid. The only rendition is in the homes of TV viewers, he said, a private showing, not a public performance.

If CATV transmission is held to be an infringement of copyright, Mr. Barnard said, it would open the way for the motion-picture industry to "take over" the entire CATV industry because of the tremendous damages that could be collected—\$1 million from each of the systems. And, he added, copyright holders could control CATV through the charges they impose.

Since the copyright holder already has been paid for the right to broadcast his work, Mr. Barnard said, there is an implied license for the public to receive it in any way. "The public," he said, "has the right to receive that program over an antenna of its own choice."

**Grade-B Line** ■ If the court decides that CATV systems should be held liable for copyright payments, Mr. Barnard stated, then the court should consider the recommendation of Solicitor General Erwin N. Griswold—that cable systems picking up local TV stations should be exempt. The solicitor gen-

eral suggested, in his brief, that a station's grade B contour be the measurement to determine whether it is a local station or not.

Louis Nizer of New York, representing United Artists, which brought the copyright suit against the CATV firm, started off by connoting CATV as big business; he said one system cost \$750,000 to \$1 million to build, uses a 100-foot tower, has 10 engineers on its staff for maintenance of 650 miles of cable and strand serving 15,000 subscribers.

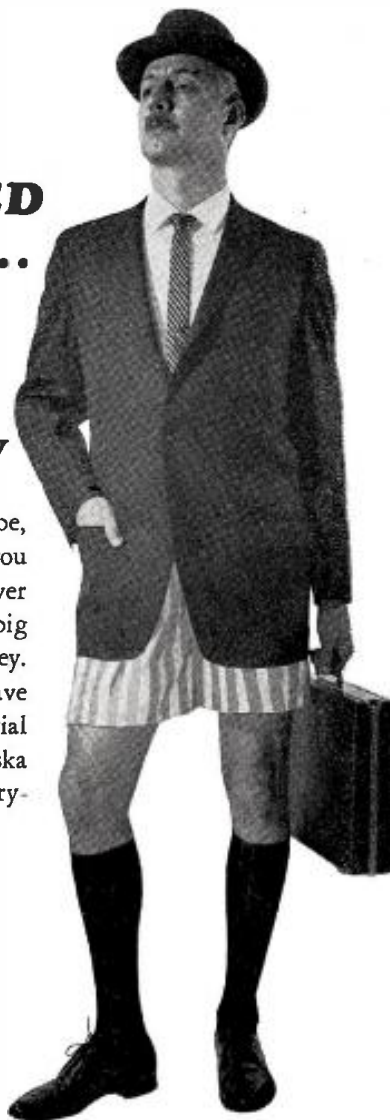
CATV, he went on, makes 72% profit on revenues; 50% on investment. And, he commented, some of the revenues are tremendous; in Denver, he said, the CATV system expects to make \$60 million yearly; in Philadelphia, \$37 million, and in Manhattan, \$30 million. Among its largest companies, he itemized: General Electric, Time-Life, Westinghouse. Twenty-five multiple CATV companies, he noted, control 671 franchises and have 349 applications for franchises pending.

CATV, he stressed, is not small busi-

**You're only HALF COVERED in Nebraska...**

**if you don't use KOLN-TV/KGIN-TV**

No matter how diplomatic you may be, you can't *persuade* Nebraska until you *cover* Nebraska. And you can't cover it unless you cover the state's *other* big market: Lincoln - Hastings - Kearney. And to reach that, you've got to have KOLN-TV/KGIN-TV — the official basic CBS outlet for most of Nebraska and Northern Kansas. Let Avery-Knodel document it for you.



**The Polyzar Stations**

**RADIO**

WRFB KALAMAZOO BATTLE CREEK  
 WRFB GRAND RAPIDS  
 WRFB GRAND RAPIDS KALAMAZOO  
 WYTR-FM CADILLAC

**TELEVISION**

WKGB-TV GRAND RAPIDS KALAMAZOO  
 WYTV CADILLAC-TAYLORVILLE CITY  
 WYMT-TV SHELBY TOWNSHIP  
 KOLN-TV LINCOLN, NEBRASKA  
 KGIN-TV GRAND ISLAND, NEB.

KOLN-TV / KGIN-TV

LINCOLN, NEBRASKA  
1500 FT. TOWER

GRAND ISLAND, NEBRASKA  
1066 FT. TOWER

Avery-Knodel, Inc., Exclusive National Representative

ness, and it does not perform the simple functions that are carried out by an apartment house or master antenna.

There's only one simple issue, Mr. Nizer told the court: CATV systems take copyrighted material and they don't pay for it. The programs CATV takes from the air, he observes, come from TV stations, 63% of whose program expenses are for copyright payments. CATV thus is competitive with TV stations, and this in turn places copyright owners in a poor position to sell their products for the best prices.

The copyright owners, Mr. Nizer proclaimed, favor CATV origination. This would mean another market for the sale of programs, he observed.

CATV, Mr. Nizer insisted "is waxing fat selling goods that it hasn't paid for."

**Job of Legislation** ■ Lashing at the suggestion by the solicitor general that the court exempt cable systems using programs from local stations, as determined by the stations' grade B contours, Mr. Nizer insisted that this is a job for Congress; the court should not revise the copyright law, he said.

At one point Mr. Nizer claimed that some CATV systems pick and choose from among the TV programs available to them. He charged that a CATV system picked up a single program from a TV station that the cable system does not carry regularly on their cable system.

This was denied by Mr. Barnard; there is no selection of programs, the Fortnightly lawyer maintained. CATV systems, he said carry all the programs from the stations on the cable.

Both Mr. Barnard and Mr. Nizer did not escape unscathed; among questions from the justices—what systems do besides just relay the signal (answer, they amplify and convert); whether cable TV tapes broadcasts for delayed showings (answer, no), whether CATV systems serve their customers with purely local TV programs only (answer, yes, in New York, for example); what proportion of the programs broadcast by TV stations that are used by CATV systems is copyrighted (answer, about

50%, of which 35% are on film).

Principal interrogators were Associate Justices William J. Brennan Jr., Byron R. White and Abe Fortas.

United Artists brought the copyright infringement suit against Fortnightly Corp. eight years ago. Following trial on the performance issue two years ago, U.S. District Judge William Herlands in New York ruled that CATV relay of TV programs to customers constitutes a performance within meaning of the copyright law. Fortnightly appealed this ruling. The U. S. Court of Appeals for the Second Circuit, also in New York, affirmed the ruling, although on slightly different grounds than that used by Judge Herlands. The appeals court, in fact, raised some question of liability if the TV signals could be received by CATV customers on an "ordinary rooftop antenna."

**Outside Five** ■ Fortnightly Corp., publisher of *Reporter Magazine*, at that time owned two CATV systems, one in Clarksburg and the other in Fairmont, both West Virginia. The systems were bringing subscribers the TV programs of five "outside" TV stations—Wheeling, W. Va.; Steubenville, Ohio, and three from Pittsburgh, Pa. The systems are now owned by Jack Kent Cooke.

Held in abeyance is a second copyright infringement suit filed by CBS in 1964 against Teleprompter Corp., a multiple CATV owner, awaiting the outcome of the UA-Fortnightly case.

Casting an almost academic aura over the UA-Fortnightly case is the pending copyright legislation in Congress. A new copyright law, the first in almost two years, is under consideration. The version that passed the House last year originally devoted a section to CATV, proposing to impose graduated liability—beginning with exemption for those cable systems carrying local TV programs only. The section, however, was stricken from the House bill following a dispute on jurisdiction that arose between Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee which oversees broadcast legislation, and Representative Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee. By not mentioning CATV, the new copyright law, under the House-passed version, would leave CATV liable for copyright payments if the Supreme Court so rules.

The Senate bill, on the other hand, still contains the disputed CATV section. Hearings on the new copyright bill have been held by the Senate Judiciary Committee, but nothing has been reported to the floor. CATV representatives are working hard to insure that the Senate bill includes the section

on cable TV, with modifications.

At the same time a committee of CATV operators has been meeting with copyright holders, as well as with the National Association of Broadcasters, in an endeavor to work out a copyright payment arrangement that will be acceptable to all sides.

## That's the way the Ball bounces

Actress Lucille Ball, who last year sold her television production business for some \$10 million, is setting up shop for herself again. Last week television's perennial first lady performer revealed that she had formed an independent production firm with her husband, Gary Morton. The new firm, based, like her old one, in Hollywood, is Lucille Ball Productions. Miss Ball is president and Mr. Morton, vice president.

Its first project will be Miss Ball's continuing half-hour comedy series on CBS-TV. Called *The Lucy Show* this season, it will undergo a name and format change next season. It will be produced by Miss Ball's new company in facilities rented from Paramount Television. The show is a Paramount TV production this season.

Miss Ball, who owned more than 50% of the stock, sold Desilu Productions Inc. to Gulf & Western Industries last year for about \$16.6 million in stock (with her share coming to a reported \$10 million). Desilu was subsequently merged with Paramount Pictures an earlier G&W acquisition. Miss Ball and her then husband, Desi Arnaz, started Desilu in 1951 with \$5,000 in equity capital. She bought Mr. Arnaz's share of the company after their separation.

### Cloakroom special

CBS Radio has lined up the Senate and House majority and minority leaders for a special 50-minute *Capitol Cloakroom* on March 27. The program will be fed in its usual Wednesday afternoon period for local replay at various times. Moderator for the March 27 show will be Eric Sevareid, CBS News national correspondent. He will interview Senators Mike Mansfield (D-Mont.) and Everett M. Dirksen (R-Ill.) and Representatives Carl Albert (D-Okla.) and Gerald R. Ford (R-Mich.) Ordinarily *Cloakroom* is a 30-minute show moderated by either Martin Agronsky or George Herman.

*Cloakroom* is celebrating its 20th anniversary on March 31, as CBS Radio's oldest continuous news-interview program.

### Susskind talks merger

David Susskind, president of Talent Associates, New York, confirmed last week that he has hell preliminary merger talks with several companies, including Warner Bros.-Seven Arts. He said that "nothing conclusive" has developed and indicated that discussions will continue.

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# ABC-TV shakes up programing department

## FETTER, BENNETT RESIGN; STARGER MOVED TO NEW YORK

ABC-TV last week announced an extensive reorganization of its programing department affecting both the New York and Hollywood offices.

The changes, announced by Leonard Goldberg, ABC vice president in charge of television network programing, were described by the network as a "restructuring." The resignations of several programing executives, including Ted Fetter in New York and Harvey Bennett in Hollywood, are involved in



Mr. Starger



Mr. Bennett



Mr. Fetter

the changes.

Martin Starger, who has been a vice president in charge of programs, West Coast, replaces Mr. Fetter in New York as vice president and national programing director. Mr. Fetter, who leaves ABC on March 31, said he would enter independent program production.

Steve Mills, KABC-TV Los Angeles program director, was recommended for election by ABC's board as VP, current film programing, West Coast, in effect succeeding Mr. Bennett, who resigned to form a partnership with writer-producer Tony Barrett in the production of *Mod Squad*, new ABC-TV series out of Thomas-Spelling Productions. Both men will supervise production of the series (Tuesday, 7:30-8:30 p.m. next season) and each will direct several episodes.

**More VP Stripes** ■ Two other program executives recommended for vice presidencies are Paul Picard, director of live programs, West Coast, who will be in charge of program development in Hollywood, and Leonard Maskin, national director of program administration, who is in New York.

ABC's revamp of its programing department was widely regarded as being, at least in part, a further economy

measure in the wake of the aborted merger of ABC with the International Telephone & Telegraph Corp. last January.

Mr. Goldberg formally attributed the changes to the shift in the television business requiring the skills of people who not only "make network programing work" but "relate it to today's times and today's audiences." He said the restructuring "insures even more creative program development and supervision for ABC."

Other changes in New York: Barry Diller, assistant to Mr. Goldberg, becomes executive assistant and also director of feature films; Gary Pudney and Michael Eisner of the programing department become director of specials and talent (a new post) and manager of specials and talent respectively.

Also announced for Hollywood were these appointments: Joe Byrne, program executive, to director of live programing; Barry Lowen, associate producer of the *Joey Bishop Show*, to manager of program development, West Coast.

It was reported that several other program executives in Hollywood, including Jim Beavers, who was director of program development; Philip Barry, director of current programs; Charles Engel, manager of program development, and Lew Hunter, a program executive, were leaving ABC.

## Networks to carry six ITC series

Independent Television Corp. last week claimed that its British-made product will rule the airwaves this spring and summer when the three networks will present six hours per week of its programing in prime time.



Mr. Mandell

Abe Mandell, president of ITC, said that no other program supplier either in the U.S. or abroad will equal its programing output on the TV networks. He said this spring and summer, ABC-TV will schedule *Man in a Suitcase* and *Love Story*; CBS-TV, *The Prisoner* and *Showtime*, and NBC-TV, *The Saint* and *The Champions*. All are one-hour programs.

In addition, ITC is releasing to syn-

dication this spring *The Baron*, 26 episodes, of which 12 have been on ABC-TV and 14 are new in the U.S.; *The Heart of Show Business*, 21 one-hour musical-variety specials and one 90-minute special featuring Elizabeth Taylor, Richard Burton and Sammy Davis Jr., and a new half-hour action series to be introduced at TFE '68 in Chicago.

Mr. Mandell also reported that ITC's parent company, Associated Television (ATV) of London has entered into a three-way deal with NBC-TV and Norman Felton's Arena Production, under which Mr. Felton will be the executive producer of a new one-hour series, tentatively titled *Strange Report* (BROADCASTING, March 11). The contract covers approximately \$3 million, it was said. Production is scheduled to begin in mid-June for telecasting in 1969.

## Murray the K set for Trans-Lux latest

Trans-Lux Television Corp. has signed Murray the K Kaufman as host of a series of 26 one-hour talk-rock shows, *The Sound is Now*, (BROADCASTING, Feb. 26). The series will present the music of popular songwriter-performers, whose thinking will be probed by establishment guests and the studio audience.

The pilot, being edited now at the Videotape Center in New York to enter syndication at the NAB Convention beginning March 31 in Chicago, stars Sonny and Cher, the Rascals, and Phil Ochs, and guests Tex McCrary and Henry Morgan.

## 'Life' begins its second run

MCA TV has released *Run for Your Life* for syndication and in the first week has sold it in 16 markets, Keith Godfrey, vice president in charge of sales, reported last week. The series, consisting of 85 one-hour color episodes, has been bought by WPIX(TV) New York; WPHL-TV Philadelphia; KTNT-TV Tacoma-Seattle; WTCN-TV Minneapolis-St. Paul; KPTV(TV) Portland, Ore.; KCOP(TV) Los Angeles; KLAS-TV Las Vegas; WLUK-TV Green Bay, Wis.; WAVE-TV Louisville, Ky.; KDAL-TV Duluth, Minn.; KZAZ(TV) Nogales-Tucson, Ariz.; KEMO-TV San Francisco; WSCO-TV Newport, Ky.-Cincinnati, and WECO-TV Pittsburgh. The series goes off NBC-TV at the end of its present cycle.



## Talent colossus formed by merger

One of the biggest talent agencies in the world, if not the biggest, was formed last week when the boards of directors of General Artists Corp., New York, and Creative Management Associates Ltd., Beverly Hills, agreed to merge. The merger took place after a would-be third party to it, Trans-Beacon Corp., Beverly Hills, dropped out (BROADCASTING, March 11).

The operating organization of the combine will be called Creative Management Associates. General Artists Corp. will be the parent company.

The merger calls for an exchange of stock. CMA is privately owned. GAC is publicly held and trades over-the-counter. Details of the transaction, which requires the approval of the Securities and Exchange Commission, have not been disclosed.

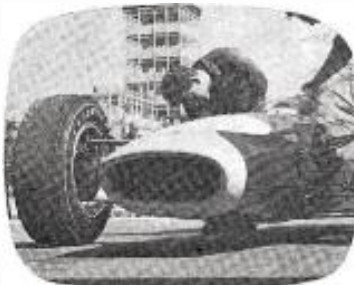
In the new organization, Buddy Howe, president of GAC, will be board and executive committee chairman of CMA. Freddie Fields, who founded CMA in 1962, remains as president and chief executive officer of that company. David Begelman, who had been CMA's executive vice president in charge of the New York office, is new vice chairman of the board and president of the international division. Herman Rush, GAC's president in charge of all West Coast operations and corporate vice president of television, is now executive vice president for television. Aaron Heine, chairman of the board of GAC, becomes president of the new parent company. Mr. Fields and Mr. Howe assume executive vice president posts with the new GAC.

Both agencies maintain offices in London, Rome and Paris. These will be consolidated immediately. Dual offices in Beverly Hills and New York also will be merged eventually. Both GAC and CMA develop and package television series and special programs, as well as represent talent.

Last week's action between the two companies amounted to the signing of a memorandum approving in principle all of the important points of the deal. The target date for SEC and legal approval of the merger is no later than May 15 and no earlier than April 15. According to Mr. Fields the merger provides CMA with "an expanded and first-rate television area and a concert area that we never had." In addition, "the very best personal appearance department in the industry." He described the result of the merger as "a plethora of goodies." The merged organization will trade publicly as GAC.

BROADCASTING, March 18, 1968

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Saturday-3:30 pm  
WMC-TV Memphis  
Saturday-12:30 pm  
KOAA-TV Pueblo  
Saturday-2:30 pm  
WYTV Youngstown  
Saturday-3:00 pm  
KWVL-TV Waterloo  
Saturday-2:30 pm  
KRNT-TV Des Moines  
Saturday-5:00 pm  
WJXT-TV Jacksonville  
Saturday-3:30 pm  
WVUE-TV New Orleans  
Saturday-4:30 pm  
KOLD-TV Tucson  
Saturday-2:00 pm  
KOOL-TV Phoenix  
Saturday-2:00 pm  
KGMB-TV Honolulu  
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WSOC-TV Charlotte  
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KONO-TV San Antonio  
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# Fallout from Rusk's visit

## Networks review policies on covering events of national interest

Network coverage of last week's Dean Rusk appearance on Capitol Hill followed the CBS script, despite objections raised by NBC to CBS's proposal to defer live coverage to another network as an experiment in giving viewers alternative program choices. Although the CBS plan was praised by an ABC spokesman (ABC made no preparations for live carriage), NBC said it would keep its plans to itself until the last possible moment (BROADCASTING, March 4).

The hearing, which stretched to an unanticipated two days before the Senate Foreign Relations Committee, was carried live only by the NBC network. Because it was its turn to originate the Washington pool, ABC supplied the feed. In Washington the CBS affiliate, WTOP-TV, scrapped its regular CBS programming and took the ABC pool feed. ABC and CBS networks provided taped evening resumes of the secretary of state's testimony.

Richard S. Salant, CBS News president, conceded Thursday (March 14) that his "image" had been critically and competitively "bloodied" by the attacks on his decision not to carry live Secretary of State Dean Rusk's testimony on the Vietnam war before the Senate Foreign Relations Committee, but he said his policy was unbowed.

"The next time I face a similar decision," he told BROADCASTING, "I will follow the same policy and hope for less knee-jerk reaction and more sober thought."

**Line of Defense** ■ He had appeared Wednesday on noncommercial WNDT (TV) Newark-New York's *Newsfront* program to defend his "after you" policy—that of not duplicating another network's live carriage of daytime events but, rather, of covering them in evening reports—before ABC News President Elmer Lower and an empty chair.

William R. McAndrew, NBC News president, did not appear and a spokesman was quoted as commenting: "We did our journalistic duty and it's up to CBS and ABC to worry about the responsibility."

On *Newsfront*, Mr. Salant argued for the "news judgment" of his concept of "alternative service." He said that when he had originally made his decision the

alternatives of commercial pre-emption for daytime carriage or evening coverage were economically "about equal," because he hadn't known the evening special would be sponsored.

He attacked as "nonsense" the idea of one newspaper critic that "if just two people were deprived of service by having only one network [carry], then it was worthwhile to have more than one network. Nobody spends \$150,000 to \$160,000 per person to go and get a story to them," Mr. Salant said.

**Wider Choices** ■ He also criticized the "use of television as a compulsory public-school system" implied by "duplicate, triplicate or quadruplicate coverage. The essence of our whole system of communication is choice."

Mr. Lower expressed agreement with the concept of "alternative service," and said that was what ABC News was planning "to do at the political conventions in August."

Secretary Rusk testified Monday (10 a.m. to 1 p.m. and 3 p.m. to 6:30 p.m.) and Tuesday (9:30 a.m. to 2 p.m.) for a total of 11 hours. NBC News carried the entire testimony live. CBS covered with a one-hour special Monday (10-11 p.m.), sponsored by Western Electric through Cunningham & Walsh, and part of its regular news hour Tuesday (10-11 p.m.). ABC News covered in its regularly scheduled news programs.

Late last week, NBC announced its 11-hour carriage had garnered an average 6.4 rating in the New York overnight Nielsens, as opposed to CBS-TV's average 6.3 and ABC-TV's 4.5 with



Dean Rusk as seen Monday on the NBC-TV monitor.

regularly scheduled programming.

Mr. Salant commented that "there has been an awful lot of peddling of public response in terms of the ratings. First, NBC's figures were only Nielsen for only New York. Second, they neglected to mention their figure was down from their normal levels. Third, the Arbitrons reversed the picture of public interest, and then some. And fourth, the ratings should not be a factor in a news decision as long as there is some visible audience."

## Salinger special may lead to series

Pierre Salinger, former presidential press secretary, one-time newspaperman, late aspirant to a full term in the U. S. Senate and author of *With Kennedy*, will soon try something that will further test his diverse talents: He'll host his own television show.

Sporting sideburns, cigar at the ready, and fashionably attired in a double-vented, pin-striped suit, Mr. Salinger explained in New York last week that he will host . . . *With Pierre Salinger*, a one-hour color special, which, it is hoped, will inaugurate a 26-week series of hour programs ready for syndication around the first of August.

The pilot program has already been sold to 12 stations—WNEW-TV New York, KHJ-TV Los Angeles, WKBS-TV Burlington, N. J.-Philadelphia, WJBK-TV Detroit, WKBG-TV Cambridge-Boston, KBHK-TV San Francisco, WKBF-TV Cleveland, WFAA-TV Dallas-Fort Worth, WVUE-TV New Orleans, KBTW(TV) Denver, KUTV(TV) Salt Lake City, and WAVE-TV Louisville, Ky. The initial program was taped last week and will be broadcast in various markets in April. The pilot and subsequent programs are being produced by Canaan Productions Inc., in association with Wolper Productions Inc.

Mr. Salinger said the introductory program and the series would view the contemporary scene both seriously and lightly, and would include interviews,

### Hot news from Chicago

For the first time in its history the National Association of Broadcasters will supply audio feeds of news during the 46th annual NAB convention in Chicago, March 31-April 3.

Voice reports and actualities of news-making events at the convention will be available through a tape feed to stations calling a special convention number: (312) 427-9874.

On Sunday, March 31, there will be one feed, and on Monday, Tuesday and Wednesday there will be two feeds available: the first between 10 a.m. and 4 p.m. and the second after 4 p.m. The special audio reports will be fed through three Spotmaster tape cartridge machines, supplied by Broadcast Electronics Inc., Silver Spring, Md.



## This pilot checks before take-off, too.

Safety-minded trucking companies all over America require that each piece of equipment receive a thorough pre-trip vehicle inspection before it leaves the terminal. Brakes, tires, lights, coupler, windshield wipers, horn, fire extinguisher—all these are carefully checked. This, plus extensive driver training, explains why professional truck drivers have such outstanding safety records.

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Flanking Pierre Salinger are Walter Kingsley (l), executive vice president of Wolper Productions, and Robert Kline, president, Canaan Productions.

satiric sketches, entertainment and audience participation. There will be "no sacred cows," he said.

**Top Names** - The pilot will feature interviews with New York Governor Nelson Rockefeller; former baseball star Jackie Robinson; John P. Roche, resident intellectual for the Johnson administration; the singer Odetta, the Mitchell Trio, and Elias and Shaw, a satiric comedy team.

Mr. Salinger, who claimed he has had a half-dozen TV offers in the past year, said that later programs may include interviews with Premier Fidel Castro of Cuba and Gamal Abdel Nasser, president of the United Arab Republic. Discussions are underway with representatives of the two leaders. Spokesmen for the producers say Mr. Salinger has received permission from the State Department to visit Cuba and interviews with Premier Castro and President Nasser may appear on the first two programs of the series.

The former news secretary to the late John F. Kennedy said that he would travel the world in search of serious conversation with world leaders. But, he said, we'll try to "inject a little humor" and occasionally talk to leaders about subjects other than politics. Mr. Salinger said he would not participate in the entertainment portion of the show.

## KBHK-TV increases its programming schedule

KBHK-TV San Francisco, the Kaiser Broadcasting-owned UHF station that has been on the air less than three months, last week took a significant step towards reaching a programming parity with the four commercial VHF stations in the market. It announced

that starting this week it will move its Monday-through-Friday morning schedule ahead three hours to a noon instead of the 3 p.m. sign-on. The station, also this week, will introduce the new syndicated 90-minute *The Steve Allen Show* into the market and is scheduling the series on a strip basis at 8:30 p.m. five times a week.

In a third major programming move, KBHK-TV has hired radio personalities Don Sherwood and Carter B. Smith of KSFO San Francisco to work as a news team in a nightly news program. The Sherwood-Smith combination is to be backed by a 17-man news staff.

KBHK-TV, which signed on the air Jan. 2, previously acquired rights to televise the games of the Oakland Athletics baseball team.

## Newsmen assigned to study AP service

A group of newsmen will make studies in each of four geographical areas of the Associated Press broadcast wire in a program that's designed to recommend improvements of the service.

A 16-man group was appointed by the Associated Press Radio-Television Association's committee on performance at a meeting in New York last week. Frank Balch, manager, WJOY Burlington, Vt., a member of the APRTA board of directors, is chairman of the performance committee.

The APRTA committee said each newsman will break the wire down into time segments and then analyze the wire in terms of whether or not it's filling the needs for newscasts each hour, half-hour and in "prime

## Colortheme ID package readied for Chicago

An animated and customized library of station ID's and program titles for TV stations will be introduced by TM Productions, Dallas, during the National Association of Broadcasters convention in Chicago, March 31-April 3.

The package, called Colortheme, contains three, five- and 10-second animated ID's plus show titles for news, sports, weather, movie and variety programs. The animation was handled by Sam Nicholson, who has worked on titles for shows such as *Mission: Impossible*, *Lost in Space* and *Time Tunnel*. The music themes were created by Tom Merriman, an Academy Award winner.

## Radio-TV members of AP up 121 in '67

Membership of radio and television stations in the Associated Press in 1967 was 3,045 the largest in AP's history and a net gain of 121, according to Wes Gallagher, AP general manager.

His count of radio-TV members was in a report mailed to members last week in advance of their annual meeting, to be held April 22 in New York.

Also in the report was this comment by Mr. Gallagher on Vietnam coverage:

"Controversy arose frequently during 1967, as it had in four previous years, over whether reporters in Vietnam were reporting enough of the 'positive' or 'optimistic' side of the war.

"There was a continual flow of official reports on progress in the war,

drive time." The regional studies are to be made under the supervision of a member of the committee of performance. By districts, the members are:

East—George Brown, news director, WOR and RKO General, New York; central—Gene McPherson, vice president, news and specials projects, Avco Broadcasting, Cincinnati; southern—Harold Baker, vice president, news and public affairs, WFGA-TV Jacksonville, Fla., and western—Daniel Cubberly, general manager of KUKI Ukiah, Calif.

According to the plans announced last week, three studies are to be made in each region: one by a newsman with a station under 5 kw; one with a station of 5 kw and over, and another by a TV newsman.

many of them reminiscent of optimistic predictions in the past which had failed to bear fruit."

Mr. Gallagher also said that during the past three years, two AP photographers and correspondents have been killed and 13 wounded in Vietnam.

The report highlighted AP's increased use of investigative teams in this country and abroad; its combination with Dow Jones to establish a new economic service to challenge Reuters' position in the field, and a necessity to "invest heavily in new electronic equipment to alleviate the effect" of large increases in rates by AT&T.

## State Department sets annual policy briefing

The foreign-policy conference for editors and broadcasters has been set tentatively for April 15-16 at the Department of State, it was announced by W. D. Blair Jr., director of media services.

Foreign policy conferences have been held at least once a year since 1961 to give U. S. newsmen an opportunity to get in-depth information on international issues from high-ranking department officials. All conference sessions are held under the "background only" rule whereby all information may be published, but the source may not be identified by name or agency.

Speakers will include Secretary of State Dean Rusk and other government officials. Each speaker at plenary sessions will devote about half his time answering questions from the floor and at one conference session participants will be divided into smaller groups for roundtable discussions.

Any domestic newspaper, magazine, radio or television network or station may request an invitation to the conference by writing to the director, Office of Media Services, Department of State, Washington, D. C. 20520.

## New series on delinquents

Sandy Howard's Homer Productions is working as "primary partner" in a coproduction agreement with Taylor-Roffman, Toronto, on a new half-hour juvenile delinquency-courtroom drama series for sale to spot advertisers by MCA.

Production of the pilot, tentatively titled *Violent Age*, will be completed at Taylor-Roffman's Studio City outside Toronto next week. According to Mr. Howard, the series is based on actual case histories. The format of each segment has a dramatized lead-in of the particular crime to an 18-minute courtroom section "focusing on the often thorny disposition of the case."

## Lott shifted by Plymouth

Doyle W. Lott, who earlier this month was embroiled in a racial controversy involving the production of a television special, has been relieved of his position as advertising manager for the Chrysler-Plymouth Division of Chrysler Corp. A spokesman for Plymouth said Mr. Lott has been "relieved of his present responsibility but has not been fired." His new responsibilities were not defined. Mr. Lott ignited charges of racism when he supposedly objected to white singer Petula Clark touching Negro singer Harry Belafonte

on the arm during the taping of a special program for NBC-TV (BROADCASTING, March 11).

## New sounds out of Memphis

Pepper & Tanner, Memphis, announced last week it will introduce a new stereo library service for radio stations during the Chicago convention of the National Association of Broadcasters. Pepper said the new service will include timed commercial music tracks of every mood plus fanfares, stingers and unusual sounds of all types.

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Put your message on the 18-34's medium: KHJ Boss Radio. We own Metro LA's young marrieds. Across the board, Monday thru Friday, 6 a.m. to midnight, we deliver more 18-34's than any other station in town.\* Best buy KHJ.

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Represented by: RKO-General Broadcasting, Inc., National Sales Div., C. K. Beaver & Associates, Atlanta-Memphis-Dallas



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\*Radio Pulse, July-Aug., '67; 18-34 age group, total audience estimates, in-home and out-of-home. The audience measurement data used herein are estimates only and are based upon the report indicated. In view of errors and deficiencies which may be involved in the sources, methods, and procedures, neither RKO-General nor any of its representatives vouch for the accuracy of the estimates.

# FCC's delaying tactic opposed

## RTNDA, NBC urge appeals court to deny FCC's request to hold up decision for revision of personal attack rules

Two of the principal challengers of the FCC's fairness doctrine last week strongly opposed to the commission's request that a federal appeals court hold in abeyance the industry's litigation while it considers revisions of the personal-attack rule. The third petitioner, CBS, said it didn't oppose the FCC's motion, but joined the Radio Television News Directors Association and NBC in asking the court to impose conditions if it grants the request.

In responses filed last week with the U. S. Court of Appeals for the Seventh Circuit, all three attached copies of the dissent by Commissioner Lee Loevinger

to the FCC vote to ask the court to delay the case and Commissioner Kenneth A. Cox's concurring opinion.

**Revision Needed** ■ The commission asked the court to delay the case because it wanted to consider revising the personal-attack rule. This move came following receipt of a letter from Donald F. Turner, assistant attorney general in charge of antitrust, recommending that the segment of the commission's fairness rule be revised to better withstand legal challenges (BROADCASTING, March 4). NBC's response included a copy of the Turner letter.

Briefs for the petitioners had already

been filed with the U. S. Court of Appeals for the Seventh Circuit, when the FCC filed its motion to delay.

RTNDA said it opposed the motion unless the FCC sets aside not only the personal-attack regulations but also the policy and that it completes its further proceedings within 90 days.

If the commission intends to continue following its fairness policy pending revision of the personal-attack section, RTNDA said, it may be "another tactical step in their [FCC's] strategy of delaying and avoiding an adjudication of legality. . . ."

"To hold the litigation in abeyance while at the same time applying the substance of the personal-attack rules in another guise would be unfair," RTNDA said, "not only to petitioners but to all broadcast licensees in the industry."

NBC also opposed the motion, but said that if the court granted it, the commission should be stayed from en-

## WBC plans night-long television special on racial crisis

The five Westinghouse Broadcasting Co. TV stations will pre-empt an entire evening's prime-time programming for a three-and-a-half-hour study of the racial crisis of American cities, Larry H. Israel, president of the Westinghouse Broadcasting Station Group announced today (March 18).

The program, being produced in color by a special 25-man WBC documentary unit, will be presented on Monday, May 20, 7:30-11 p.m., on all five stations: WBZ-TV Boston, KYW-TV Philadelphia, WJZ Baltimore, KDKA-TV Pittsburgh and KPIX(TV) San Francisco.

The project's cost is estimated at about \$250,000 in production expenditures and losses from commercial pre-emptions.

The program will deal with the racial crisis, described by the President's National Advisory Commission on Civil Disorders as one in which the nation is moving toward "two societies, one black, one white—separate and unequal," under the title *One Nation, Indivisible*.

Two hours of the program—all but a 90-minute segment at the end, in which each station will present local reaction and discussion—will subsequently be made available to other stations.

**Stimulate Understanding** ■ "The aim of this unprecedented undertaking," Mr. Israel said, "is to employ television as a generative force for the stimulation of community under-

standing and constructive community action on the crucial domestic issue of our time."

In an effort to show the universality of the racial problem, the study will encompass 11 cities: Chicago, Cleveland, New York, Washington, Oakland, Calif., and Newark, N. J., plus the five WBC station cities.

It will be in four segments. The first, an hour, will present the problem as seen by a wide range of people, black and white, from high-school dropout to successful professional man, including individuals such as policemen of both races facing riot possibilities this summer, a maid and her employer, a Negro veteran of Vietnam, unemployed people, a slum landlord, a clergyman working for and one working against civil rights.

"The object of the first hour is to try to explain Negro fears to whites and white fears to Negroes through language and people with which they can all identify," according to Dick Hubert, senior producer under Bil Osterhaus, who has been detached from his duties as KYW-TV program manager to work full time as executive producer for *One Nation, Indivisible*.

For the second segment, all participants in the opening hour will be flown to Philadelphia and given a private screening of the first segment, and their reactions and opinions will be recorded in a half-hour taped session.

**Government Views** ■ The third segment, also a half-hour, will present the views and actions of city, state and federal government leaders, foundations and similar groups and the Negro community. Governor Otto Kerner of Illinois and Mayor John V. Lindsay of New York, who were chairman and vice chairman of the President's national advisory commission on civil disorders, are among the participants slated for this session.

In the final (90-minute) segment, each WBC station will present its own local reaction and discussion of local implications by community leaders, with provision in each city for viewer participation through questions and comment by telephone.

The WBC stations also plan follow-up programming on the racial issue this summer, and in the fall each will produce a one-hour study of urban problems for presentation on all five stations, according to WBC officials.

Rod Macleish, chief commentator for WBC, will narrate *One Nation, Indivisible*. Under Mr. Osterhaus and Mr. Hubert, who is a former producer of *Scope* and other ABC-TV news programs, the production unit includes staff members assembled from the Westinghouse television stations, WINS New York and WIND Chicago, and special producers and film editors Edward Magruder Jones, John Oettinger, Paul Galan and Frank G. Host.

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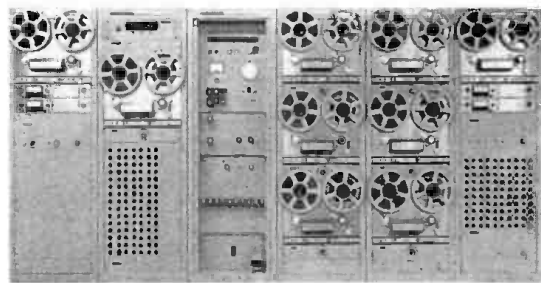
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forcement of the personal-attack rule and that the stay by the court be limited to 90 days.

**No Rule Imposition** ■ CBS, on the other hand, said it had no objection to the FCC's motion "provided that it is made clear that, pending disposition of the present cases, the commission may not impose or enforce 'personal attack' reply requirements, whether in the form of rules or informal policies, without further order of this court."

Meanwhile, attorneys for WXUR-AM-FM Media, Pa., whose license renewal is the subject of FCC hearings on allegations that the stations have been unfair, asked the FCC last week to suspend further hearings pending the outcome of the commission's proposed revision of the personal-attack rule.

Hearings on the license renewal of the Media stations began last October, with the first phase completed last month. WXUR's rebuttal was scheduled to begin March 14.

Since the commission indicates that it may revise the personal-attack rules, if the court permits, the WXUR stations asked that the continuance of the renewal hearings be postponed until the commission acts.

## UA offers movie package

United Artists Associated has placed into syndication *Showcase 4*, a group of 38 off-network and 20 first-run features, it was announced last week. In addition, United Artists Television, which distributes syndicated programs,

is offering to stations a half-hour drama-adventure travel series, *Cesar's World*, with Cesar Romero as narrator, and *Rat Patrol*, contingent on ABC-TV's not picking up a third year of the show.

## Test begun on lottery rules

### Broadcasters and New York officials file petition to open legal fight

The first salvo was fired last week by New York state broadcasters and other interested parties in a legal assault on the FCC's prohibition of lottery news.

In a voluminous filing sent to the commission are several requests for a declaratory ruling that would strike down the prohibition and, the groups hope, would permit broadcasters to promote the state's legalized lottery system which is designed to provide needed funds for the public school system. Lottery ticket sales have reportedly failed to meet state expectations, presumably because of tight restrictions on the broadcast of lottery information.

Filing jointly in support of some declaratory ruling are the New York State Broadcasters Association and Metromedia Inc.; Louis J. Lefkowitz, New York attorney general, and Joseph

H. Murphy, New York commissioner of taxation and finance, and New York City through its attorney J. Lee Rankin.

What marks this concerted effort over that made last year by New York attorney George Nims Raybin is that apparently for the first time specific guidelines are being sought from the commission as to what may or may not be broadcast about the lottery. NYSBA and Metromedia requested the guidelines. New York City asked for a more limited ruling that asks the commission whether broadcasts about the lottery fall within the meaning of the federal code (Sec. 1304, Title 18 of the U.S. Code) which prohibits such broadcasts. If the commission says yes, then the City asks that the commission's opinion be set in the form of an order "from which the city may seek judicial review without risking the extreme sanction of a denial of any or all of its broadcasting licenses." The city owns WNYC-AM-FM-TV.

**Aiming for Appeal** ■ NYSBA and Metromedia have flatly said they expect the commission to deny the ruling and that they are prepared to take their case to the U.S. Supreme Court to get the federal law declared unconstitutional (BROADCASTING, March 4).

(The joint filing was also sent to Attorney General Ramsey Clark from Thomas J. Dougherty, assistant general counsel for Metromedia, with a notation: "I can assure you that your good offices in achieving expedited treatment of these requests for ruling by the commission will be appreciated by all involved.")

There is adequate precedent for that

## The station-group gamble in syndication

Can station joint ventures in the independent production of name-star, big-money, syndicated-TV programs succeed?

Yes, but it takes plenty of courage as well as money, according to two station groups that are associated with the new 90-minute color-video-tape series, *The John Gary Show*, now in production by Scripps-Howard/WGN Continental Productions Inc.

The Gary program is being scheduled in prime evening time by the WGN Continental stations and the Scripps-Howard outlets, a fact their executives admit is both logical and obvious. But their syndication hopes were brightened last week with the announcement of initial sales of the program to KTLA(TV) Los Angeles, WTOP-TV Washington and WCKT(TV) Miami, also for prime evening ex-

posure. Distributor is 20th Century-Fox TV.

The Gary show, described as the first such joint venture of its kind in the industry by the two station groups, is styled as an entertainment vehicle with Mr. Gary, an RCA Victor recording artist, as singer-host. He introduces name stars such as Carol Burnett, Tony Martin, Edie Adams and others who are guests.

Production site for the program is the Great Room of the new Hilton Plaza in Miami, a major supper-club facility designed expressly for color TV use by CBS star Jackie Gleason. The show is done before live audiences.

Brad Eidmann, board chairman of Scripps-Howard/WGN Continental Productions, reported that five new Norelco Plumbicon color cameras

are being used to shoot the program. Three of the latest Ampex 2000 high-band recorders are being employed, he explained, with master tapes and all copy dubbings being made on 3M Co.'s type 399 video tape.

What can a station group expect to spend if it goes into independent program production? Not counting overhead and other basic group salary costs, the out-of-pocket production costs for the Gary show pilot ran about \$100,000, Mr. Eidmann recalled. The subsequent programs are running around \$50,000 each in production costs, he estimated. The cost figures are especially significant when it is considered both station groups involved have successful track records in their own individual program-production ventures.



sentiment. The commission, as recently as last year, rejected Mr. Rabin's attempt to amend the rules to exempt a lottery conducted wholly by a state or a political subdivision of the U.S. (BROADCASTING, July 17, et seq.) It said that its rules were adopted to implement the federal code and that the code "provides no exception for lotteries conducted by a political entity."

However, at least one commissioner—Robert T. Bartley—is on record as saying the code "should not be construed so as to bar, for example, reporting of news events which have independent news value merely because mention may be made of a lottery" (BROADCASTING, March 4).

**Examples** ■ And that is but one of 10 examples that NYSBA and Metromedia seek an individual ruling on. They request that the commission find the code and FCC rules do not apply, and that TV and radio broadcasters are not prohibited from broadcasting or will not receive sanctions for proposing to broadcast in each of 10 examples:

- News reports of recent events relating to the lottery.
- News reports about illegal lotteries, "but not including information tending to aid or facilitate the planning or operation of an illegal lottery."
- Unpaid spots about the workings of the lottery (where tickets may be purchased, for example).
- Lottery advertisements.
- Broadcasts of public events relating to the lottery (drawing of winning tickets by a government official).
- Interviews with winning ticket holders.
- Documentary programs on the lottery, including statements by public officials and others who favor or oppose the lottery, how a lottery works, and opinion polls.
- Documentary programs exposing illegal lotteries. A sample program noted was that of *CBS Reports'* "Biography of a Bookie Joint."
- Editorial comment and panel discussions on the lottery.

NYSBA and Metromedia noted that state officials "have refrained" from requesting lottery broadcasts because of the "possibility that such broadcasts may offend" existing regulations. They further noted that if the commission granted the ruling, some NYSBA members and Metromedia will broadcast ads about the lottery "without charge as a service to the state." Others in NYSBA, they said, would broadcast lottery ads

at charge "if it is not unlawful."

In addition, working under an assumption that legitimate news about the lottery "may not be justified," they said has led some NYSBA members to not broadcast news of general interest about the lottery.

These restrictions, NYSBA and Metromedia said, have "denied" New Yorkers access to lottery news, resulting in ticket sales "far below expectations" with an attendant lack of funds for educational purposes. "There can be little doubt," they concluded that broadcasts of lottery information "would stimulate public participation in the lottery."

### New feature distributor

The formation of Majestic Features Inc., New York, as a distributor of feature films to television was announced last week by Ben Schrifft and Dan McDonald, formerly president and treasurer, respectively, of Medallion Pictures Corp., New York (now LIN/Medallion). The company's initial package consists of 20 features, half in color, including "Loves of a Blonde."

Majestic has its headquarters at 119 West 57th Street, New York 10019. Telephone (212) 757-3573.

### Program notes . . .

**News magazine** ■ Harry Reasoner and Mike Wallace, CBS News correspondents, will be on-the-air editors of CBS News' series of "magazine format" broadcasts, *60 Minutes*, to begin Sept. 24 on CBS-TV. The program will be televised on alternate Tuesdays, 10-11 p.m. Each show will include stories on topics of current interest, with Mr. Reasoner and Mr. Wallace serving as hosts to guest contributors. Don Hewitt is executive producer of the series.

**French special to Spangler** ■ Spangler Television Inc., New York, has obtained international distribution and sales rights to the one-hour special, *Happy Birthday, Maurice*, to be produced in September by Cap Films, Paris. The program will commemorate Maurice Chevalier's 80th birthday and will be filmed in Monte Carlo or the Versailles Gardens.

**Celebrity cooks** ■ Hollywood-based Total Productions Inc. is turning out a half-hour color series for network daytime television or the syndication market that will feature celebrities cooking their favorite foods. The first two segments in the series are scheduled to star Wally Cox and Jerry Lewis. Subsequent guest chefs reportedly will

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# TV newsmen take strong stands on Vietnam

Publicity surrounding network-TV newsmen's increasing tendency to pass judgment, mostly critical, on U. S. aims and policies in the Vietnam war reflects the public's increased awareness of and concern over the conflict, network news executives said last week.

Top newsmen of all three network news operations told BROADCASTING that their news staffs have been making objective—and perforce critical—comments about the conduct of the war for some time.

TV's commentary on the war has been the subject of some publicity since Feb. 27 when CBS correspondent Walter Cronkite suggested negotiation with the Viet Cong and the North Vietnamese as the only rational way out of the nation's involvement in Southeast Asia.

Interest in TV's evaluation of the war was further fired on March 10 when NBC News correspondents Frank McGee, Dean Brellis, Howard Tuckner and Paul Cunningham outlined via commentary and film clips the inconsistencies between the administration's version of the war and NBC's facts. Mr. McGee, in fact, suggested that the war was being lost if its conduct were to be judged against what the administration claims is the reason for the conflict. Mr. McGee also said that the U. S. must decide whether "it's futile to destroy Vietnam in the effort to save it."

**Opposite View** ■ Another TV correspondent, ABC's Howard K. Smith, took a directly opposite view a few days later when he suggested that the U. S. escalate "on an overwhelming scale . . . declare a state of national emergency . . . mobilize not a few more thousand men, but three or four hundred thousand."

In his broadcast, he also suggested bombing irrigation dikes in North Vietnam, levelling the harbor at Haiphong, and engaging in hot pursuit wherever the Communists go.

He did not elaborate on the domestic and international repercussions of such actions, nor on what he felt U. S. objectives should be in Vietnam.

A scorched-earth policy in Vietnam was advocated as early as May 1964 when the then Arizona Senator Barry Goldwater suggested it on ABC-TV's *Issues and Answers*. Mr. Smith was moderator of the program, ABC spokesmen said last week.

Mr. Smith's views, however, appear to be an exception to those voiced on-air thus far by other network newsmen.

The stance of Mr. Cronkite and Mr. McGee would appear to re-

present of Corinthian Broadcasting Corp.

The newsmen said that while they were not covering the war, their experiences while there had vividly indicated to them that the most recent developments in the fighting were being interpreted by correspondents on the spot as placing in question such policies as the entire U. S. pacification program in South Vietnam, particularly "in those areas in which we were led to believe we had been very successful in pacification."

Whatever their opinions, network news correspondents' commentaries have not elicited much comment from network affiliates. ABC and



Mr. Smith



Mr. Cronkite



Mr. McGee

flect more accurately the current sentiment of U. S. newsmen covering the Vietnam war, and who have reassessed their thoughts about the war's progress in the wake of the Viet Cong offensive during Tet, according to two TV newsmen back from Vietnam last week.

Clayton Vaughn, KOTV(TV) Tulsa, Okla., and Rolland Smith, WISH-TV Indianapolis, were in New York after filming interviews of "hometowners" in Vietnam. They presented their impressions of the war at a luncheon held for more than 350 broadcast buyers and presided over by C. Wrede Petersmeyer,

NBC reported Thursday (March 14) that no affiliates have contacted them to either praise or criticize the correspondents' comments. CBS said it has had two comments from broadcasters on Mr. Cronkite's statements.

Network officials emphasized last week that comments by correspondents did not reflect the attitude or opinion of their respective networks.

**Not New** ■ ABC News President Elmer Lower said that strong comments on the conduct of the war are not a new development. "We expressed opinions on the war during the course of 106 *ABC Scope*

include Cliff Arquette, Shelly Berman, George Gobel, Michael Landon and Jack Webb. Food expert Robert Kreis, formerly chief chef of the Brown Derby chain of restaurants, will be technical consultant. Hollywood TV personality Del Moore will be host for the series, which will be called *Del Moore's Celebrity Kitchen*. The series will be taped at the Hollywood Video Center.

**No re-runs** ■ *Kraft Music Hall* will continue its policy of no re-runs during the

spring-summer season by presenting 16 one-hour specials on NBC-TV starting April 24 (Wednesdays, 9-10 p.m. EST). Eddie Arnold will be host of the first six variety shows, and Ed McMahon will be host of eight starting June 12. Programing details for two others have not been settled. *Music Hall*, produced by Yorkshire Productions, is sponsored by the Kraft Foods Division of National Dairy Products Corp. through J. Walter Thompson, both New York.

**Television aids bishops** ■ The National Catholic Office for Radio and Television (NCORT) and Westinghouse Broadcasting Co. have produced a 30-minute television show on behalf of the Catholic bishops' worldwide, non-sectarian overseas aid program. The special stars Mike Douglas, and features John Cardinal Krol, archbishop of Philadelphia, vice president Hubert Humphrey, Polly Bergen, Joe Williams and Marty Ingels. It is being shown on

programs and on our daily news shows," he said. "Strong opinions—pro and con—on the war have been expressed for some time. The audience just hasn't been listening as closely."

Mr. Lower said that audience interest in TV's evaluation of the war "has escalated because it's an election year, because of the impact of the Tet offensive, and because Senator [Eugene] McCarthy [D-Minn.] won such a large share of the New Hampshire primary vote."

CBS News President Richard Salant said that while Mr. Cronkite's injection of personal opinion was somewhat novel—"he's essentially a reporter, not a columnist"—CBS for sometime has carried critical comment on the war, particularly the comments by national correspondent Eric Sevareid.

"Mr. Cronkite's conclusions were unusual because he is not a columnist or commentator as is Sevareid, but he is a reporter. His conclusions were based on first-hand observation and they were the objective comments of an experienced reporter."

Mr. Salant agreed with Mr. Lower that candid reportage of the war has been going on for some time. "The public's awareness of what we've been doing has been heightened by recent events," he said.

Reuven Frank, executive vice president at NBC News, said much the same thing as Mr. Lower and Mr. Salant: "Walter Cronkite, who intentionally avoids commenting on the news, broke the mold with his observations on a special program. That probably surprised some viewers, but television has been presenting such comment for quite a while. Broadcast news has commented on the war, and many attitudes have emerged. What's happened is that there has been an increase in interest in Vietnam on the receiving end—among the viewers," he said.

Westinghouse stations in March and is available to other stations.

**En Español** ■ *Church World News*, a 15-minute interfaith newscast produced by the Lutheran Church in America, is being offered in Spanish by the Episcopal Church. The cooperative venture by the two churches will be edited and reported by the Rev. Dr. Luis Quiroga, vicar of The Holy Family Episcopal Church in Brooklyn, N. Y., and will be offered to all U. S. stations devoting 50% or more of their program time to

Spanish-language broadcasts.

**"Big Sam" goes country** ■ **WSAM-FM** Saginaw, Mich., has switched from a top-40 format to one of country and western music. The change comes as a result of a public survey in the Saginaw area which indicated that country music would be well received. The station, owned by MacDonald Broadcasting Co., began FM broadcasting in 1947.

**AP history** ■ A limited edition of *AP—The Story of News* has been reissued by University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. The 506-page book, written by Oliver Gramling, is a history of the Associated Press from 1848 to 1940.

## LBJ closes the comedy gap

The President of the U. S. last week indicated he'd been spending a lot of time watching television, and was pretty savvy about the business end of the media, too.

Making a sudden (and newsmaking) appearance at the Veterans of Foreign Wars banquet the night of the New Hampshire primary and the evening of the second day's appearance of the sec-

retary of state before the Senate Foreign Affairs Committee (March 12), the President first observed that "many of my friends are home tonight watching TV—there's a special on tonight—from New Hampshire."

Finding the audience friendly, he discounted the New Hampshire results ("anyone can run—and everybody can win") and continued with a defense of the administration's Vietnam policies, ending with high praise for Dean Rusk's television performance: "He knows the heat of the kitchen as well as the TV lights."

Then swinging into a series of one-liners, the President told his audience he was going home to watch another TV replay—*The Dean Rusk Show*.

"It was two years in the making," he continued. "It has a great cast—but no plot."

"We had trouble picking a title—*Gunsmoke* had already been taken. We finally settled on *Shoot-out on Capitol Hill*."

"Then we couldn't find a sponsor. They all said: 'Sorry, quiz shows are dead'."

He added: "I saw Rusk later. He looked different [laughter]. I said: 'Where have you been?' And you know—that was the first time in two days he didn't have a ready answer."

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Television	Three U's with excellent potential within Top 15 markets.
Class B FM Top 25 markets	2 FM's show on ratings among 12 listed on Pulse. This station just went 70 kw Horizontal. Authorized 30 kw vertical. Only independent FM available. Price \$150,000 with \$75,000 down. \$75,000 over 5 years
FM Top 10 markets	\$400,000 on terms. Class B.
AM-FM Top 30 markets	Low frequency day AM with Class B FM . . . approximately 2½ times gross but 20-year pay-off.
West Coast	(a) Regional frequency 5,000 watts full . . . 300,000 in .5 mv area. Doing \$16,000 monthly. Operating \$12,500. \$350,000 on terms. (b) Doing \$130,000 yearly. 5 kw day . . . \$175,000 on terms.
CATV's	East; Pacific Northwest; Southwest.
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# X-ray problem still hangs

Interpretations of PHS report on color-TV sets keep issue pending

The U.S. Public Health Service released last week its long-awaited survey of its Washington-area employees' color TV sets and X-radiation—and, depending on how you read it, found either few sets with radiation problems or many.

PHS said that it had checked 1,124 color-TV receivers and found "detectable" (that's PHS's quotation) radiation from 268 receivers. That would be almost 24%.

On the other hand, the report also stated that it found only 66 color-TV sets whose radiation measured above the rate of 0.5 milliroentgens per hour, the level recommended as not to be exceeded by the National Council on Radiation Protection and Measurements. That would be only 5.8%.

James G. Terrill Jr., director of PHS's National Center for Radiological Health, pointed out that 856 sets were found emitting no discernable levels of X-radiation. This demonstrates, he said, "that the industry is capable of producing color television sets that can be operated well within the limit recommended. . . ."

**Not Too Close** ■ The PHS announcement also referred to a recent statement by Dr. William H. Stewart, surgeon general of the PHS, emphasizing that the potential for biological damage was quite low, advising viewers to sit 6 to 10 feet from the set and to avoid prolonged exposure to the rear and side areas of the set.

All the receivers found to be emitting radiation above the recommended limit were corrected by manufacturer representatives accompanying the PHS survey team during the study.

Primary sources of X-ray emissions, the report said, were high-voltage shunt-regulator tubes, high-voltage rectifier tubes and picture tubes. Also, it added, high voltages in color sets "demonstrably" affect X-radiation emissions from components.

The X-ray scare from color-TV sets set off last year when General Electric Co. announced that it had discovered a faulty shunt regulator in 100,000 of its color sets that gave off X-rays. It called on all GE-color-set owners to contact

distributors so that the sets could be checked and corrected.

The Radiological Center of PHS got interested and tested some of the GE receivers. The health officer of Pinellas county, Fla., did the same. Congressional reaction ignited.

Late last year, the PHS asked its employees to volunteer their color sets for a survey of all brands. The survey began on Dec. 16, 1967, with nine teams in the field during the survey. Each team consisted of two PHS and two manufacturer representatives—the latter from 21 domestic set makers, five foreign manufacturers and two retail-distributor organizations.

**Breakdown** ■ In reporting results, PHS said that 1,058 sets were within the recommended X-radiation limits. Of the 66 sets having levels at or above 0.5 milliroentgens per hour, 40 showed 1.0 or about, and two exceeded 12.5 mR/hr.

The 268 sets showed measurable radiation (0.04 mR/hr) on the Geiger-Muller counter on the sides. But, for the 66 sets emitting levels above the recommended limit, the highest levels were observed at the left of viewer and back (20), front (12), bottom (11), top (2) and right of viewer (1).

The PHS report does not identify the set makers, but a table categorizes them as Group A, B, C, etc. Of 360 sets measured in Group A, 78 showed radiation at or above 0.04 mR/hr, with 20 registering 0.5 mR/hr or above. Of 162 sets in Group B, 58 showed radiation, with 19 at or above the 0.5 mR/hr limit.

One make, identified as Group G, with 69 sets, had 23 with measurable radiation, and 10 above the recommended limits—the third highest among the 24 categories of brands.

**House Takes Action** ■ Meanwhile, the House Commerce Committee reported to the floor a bill that would empower the secretary of Health, Education and Welfare to set and enforce radiation standards for consumer products and medical and industrial equipment. The bill (H.R. 10790), introduced by Representative Paul Rogers (D-Fla.), is a redesign of an administration draft, without provisions for recall of defective consumer products, such as television sets, but with public-notification requirements (BROADCASTING, March 11).

The committee report details HEW estimates of costs expected to be incurred under the legislation. Start-up expectations for fiscal 1969 are set at \$1 million, with expenditures growing to \$5 million annually by fiscal 1971. Of the \$5 million, \$2.1 million is budgeted for direct operations and \$2 million for records and reports.

## Lee tries again on UHF-tuner issue

FCC Commissioner Robert E. Lee is making a second effort to bring television-set manufacturers and UHF broadcasters together for a meeting on improving UHF-TV-set tuners.

He wrote to 10 major set manufacturers, builders of some 90% of the sets produced in the U.S., and four tuner makers, inviting them to a meeting in Chicago April 2, in connection with the convention in that city of the National Association of Broadcasters. Broadcasters will be represented by officials or staff members of the All-Channel Television Society, a trade association of UHF broadcasters; the NAB, and the National Association of Educational Broadcasters.

Commissioner Lee's first effort to arrange a meeting between the two groups resulted in more acrimony than anything else, when the representative of only one set maker appeared at the meeting, which was held in Washington two weeks ago (BROADCASTING, March 11).

Representatives of three tuner manufacturers were present. But ACTS's members say that only the set makers can say when or whether improved UHF tuners will be installed in sets, and in what price sets.

ACTS had announced following the meeting that it would ask the commission to conduct a formal en banc inquiry on the tuner issue. Commissioner Lee last week, however, said he did not think such an inquiry necessary. And in addition, William L. Putnam, ACTS chairman, said that to cooperate with the commission, ACTS has decided to withhold any request for an inquiry pending developments at its meeting in Chicago.

## FCC splits channels for common carriers

As part of a continuing effort to mitigate the crunch for land-mobile space, the FCC has reduced the separation between assignable frequencies in the 450-470 mc band for common-carrier radio services. The action was similar to that taken last month in the safety and special radio services. The commission said the "benefits to be derived" from the new split channels would outweigh the inconveniences caused by certain restrictions.

Reduction of channel width from 50 kc to 25 kc will be accompanied by

stiffer limits on frequency tolerance and frequency deviations due to modulation. Frequency tolerance limits for fixed and base stations will be 0.00025% with 0.0005% for all mobile stations.

By June 1 all systems must operate with a reduced deviation of plus or minus 5 kc. All systems authorized prior to Nov. 1, 1967, will have until Nov. 1 to conform to the new standards.

## U.S.-Australia link given to carriers

The FCC's Common Carrier Bureau has granted temporary authority to four carriers to provide the first television service between the U.S. and Australia.

The bureau permitted American Telephone & Telegraph Co.; ITT World

Communications Inc., a subsidiary of International Telephone & Telegraph Corp.; RCA Communications Inc., a subsidiary of RCA, and Western Union International Inc. to lease a satellite circuit from Communications Satellite Corp. The grant expires Aug. 29.

The hookup will be between an earth station in Brewster Flat, Wash., through what the bureau calls an "appropriate Pacific satellite" (Comsat has two Pacific satellites), to an earth station in Australia, reportedly the one at Moree. The television service will be provided "in rotation" by the four carriers "having the operational capability to provide the service by means of the facilities which they own and control."

When the service will go into effect is not yet known. Nor is it known what the service eventually is going to cost broadcasters. According to a spokesman, the bureau is awaiting the filing of amended tariffs by the four car-

riers. However, the bureau's order stated that the rates until Aug. 29 must be "the same as now in effect for service between New York and San Francisco on the one hand and Japan on the other hand."

Tariffs on file by Comsat would charge the carriers \$1,200 for a 10-minute black-and-white TV transmission from Brewster Flat to its Pacific satellites with an additional charge of \$36 for each minute over 10. Color transmission costs 25% more. The carriers in turn would charge broadcasters for black-and-white programming originating in San Francisco \$1,525 for 10 minutes plus \$55 for each additional minute; New York-originated programs would cost \$1,825 plus \$85 for each minute over 10. Color transmission is also 25% extra. These rates are the ones currently in effect for the TV hookup between the U.S. and Japan, the spokesman said.

## FANFARE

### IRTS honors net news departments

Three network news organizations were rewarded with gold medals and citations and electronic journalism with a salute by the International Radio and Television Society last Thursday (March 14).

IRTS President Edward P. Shurick, who is president of H-R Television Inc., New York, station-representation firm, paid tribute to them in presenting the gold medals to presidents Elmer W. Lower of ABC News, Richard S. Salant of CBS News and William R. McAndrew of NBC News at the IRTS ninth annual banquet in New York.

Said Mr. Shurick: "If this is to be television's hour of greatness, as it begins to seriously penetrate the surface of communicating man, then it must be in large measure attributable to the news and information capacity of the medium which is fast challenging, perhaps surpassing, entertainment as the cornerstone of television in America today."

He noted that on a given evening an estimated 50-million people watch the combined early-evening network television news reports on ABC, CBS and NBC, and said: "Despite our familiarity with mass audience measurement, 50 million remains an almost incomprehensible statistic." Mr. Shurick also observed that more than one-third of all broadcast-industry employees in the U. S. are working at news-gathering and reporting assignments and that the average network affiliate devotes nearly 9% (10 hours per week) of its total pro-

gram schedule to news. The 10 hours, he said, are divided equally between network and local originations.

The citations recognized the three network-news groups for their "significant contribution to the art of electronic journalism as expressed by the impressive record of carefully researched and painstakingly prepared news, special events, documentary and public-affairs broadcasts, which today make the media of television and radio the primary source of news in America. . . ."

### Drumbeats . . .

**Naval awards** ■ Storer Broadcasting Co., Miami Beach, Fla., was the recipient of a double award from the U.S. Navy Department. Linton Wells (l), director of Storer's Washington news bureau re-



ceived the Navy Distinguished Public Service Award for "outstanding contribution to and support of the Department of the Navy's recruiting, retention, leadership, public information, public relations and Naval Sea Cadet Corps programs since 1963." George Storer (r), president, received the certificate of merit for "outstanding cooperation and favorable consideration in schedul-

ing and broadcasting numerous special Navy public service radio and TV programs." Presenting the awards was deputy under secretary of the Navy, Randolph S. Driver (c).

**Outstanding honoree** ■ Rudolph Lutter Jr., attorney-advisor in the FCC Broadcast Bureau, has been selected for the 1968 edition of *Outstanding Young Men of America*, published by Outstanding American Foundation, it was announced by editor M. W. Davis. Mr. Lutter was cited for "his outstanding ability, accomplishments and service to his community, country and profession."



Mr. Lutter

**TV festival** ■ The fifth annual Hollywood Festival of World Television, to be held March 21-24 at the University of California at Los Angeles, will feature a special panel dealing with the President's task force on telecommunications. The festival schedule also calls for screenings of award-winning programs from foreign TV festivals, in addition to workshop seminars and speakers from London, Toronto, Stockholm, New York, Washington and Paris. Among the speakers scheduled to appear are Fred Ford, president of the National Cable Television Association; Rep. John Moss (D-Calif.); John McCarthy, president of the Television Export Association; semanticist S. I. Hayakawa, and English TV personality David Frost.

## CBS forecasts ad expansion in '68

CBS Chairman William S. Paley and President Frank Stanton are bullish about broadcasting's prospects in 1968.

In a letter to shareholders forwarding the 1967 annual report last week, the CBS executives predicted that "broadcasting will share fully in the continued expansion of advertising during 1968.

"In fact, on the basis of past performance, broadcasting revenues can be expected to grow even more rapidly than those of the other advertising media," they wrote.

**On Top** ■ CBS/Broadcast Group, the annual report said, will share in broadcasting's growth, "because of its firm competitive lead."

Mr. Paley and Dr. Stanton wrote in their letter that "television network sales were nearly 4% higher than in 1966. While national spot television sales fell below the previous year's level, despite a recovery in the last half of 1967, local television advertising sales were approximately 5% above those in 1966.

"Network radio advertising held to its 1966 level—an exceptional performance in view of the economic climate. National spot-radio advertising was down slightly, but advertising on local radio rose by more than 5%," they wrote.

Earnings statements in the annual report reprinted data released last month which showed that CBS net income for 1967 was \$52,952,000 compared to \$70,667,000 for 1966 (BROADCASTING, Feb. 19).

Prospects for divisions other than the broadcast group, such as the CBS/Columbia Group, CBS/Holt Group, and the CBS/Comtec Group, were optimistically described in the annual report.

In their letter, Dr. Stanton and Mr. Paley said that CBS' goal "is to expand our present operations and to acquire and initiate new ones in areas that will

add substantially to the future profitability of the company."

**CATV Glamorous** ■ Company spokesmen noted that besides the growth possibilities inherent in broadcasting, records, musical instruments, education, and other areas, CATV presented enormous growth potential.

In fact, Felix Kalinsky, president of the CBS/Comtec Group, wrote in the annual report that "one of the most remarkable aspects of television in the last decade has been the growth of community antenna television systems. CBS considers the community-antenna field to be a venture area of major importance to the company . . . [and] intends through the CBS Television Services Division to find new and more effective ways to develop these systems in the U. S. as a complementary approach to local and regional television service."

## Revenues rise 17% for Reeves in '67

Reeves Broadcasting Corp., New York-based group broadcaster and multiple CATV owner, announced record-high yearend results for the seventh consecutive year last week.

J. Drayton Hastie, Reeves president, reported that 1967 revenues increased 17% over those of 1966 and net earnings were up 12%.

Reeves owns CATV systems in seven states serving 17 communities and over 28,000 customers. Reeve's broadcasting stations are: WUSN-TV Charleston, S. C.; WHTN-TV Huntington-Charleston, W. Va. (both ABC-TV affiliates); WLBG-TV Lexington, Ky. (50% interest); WITH-AM-FM Baltimore, and WKEE-AM-FM Huntington, W. Va.

For year ended Dec. 31, 1967:

	1967	1966
Earned per share	\$0.43	\$0.42
Revenue	10,463,713	8,946,492
Net earnings	784,701	698,670
Average number of shares outstanding	1,810,172	1,682,698

## ABC delays financing plan as stock dips

ABC Inc. last week postponed a \$75-million refinancing plan that would have enabled the corporation to pay some of its debts and add to its working capital.

Leonard Goldenson, ABC president, announced that ABC had put off its proposal to publicly offer \$75 million worth of convertible-subordinated debentures (BROADCASTING, Feb. 26). He cited "unsettled market conditions" as causing the postponement.

ABC would not comment further on the postponement, but a spokesman said later that a drop in price of the company's common stock had prompted it. ABC common closed at 49¼ on Wednesday (March 13).

Proceeds from the \$75-million debenture issue would have been used to pay off \$25 million owed the International Telephone & Telegraph Corp., a debt due before the end of this year. The loan was made about a year ago while the two companies were awaiting a government decision on a proposed merger. The merger was called off by IIT on Jan. 1. Proceeds from the offering would also have been used to retire about \$27.9 million in outstanding bank loans; and the balance would have been added to ABC's working capital.

## Financial notes . . .

■ MPO Videotronics Inc. reports that a 10% stock dividend was declared on March 7 at the conclusion of the annual stockholders meeting in New York. The dividend is payable April 12 to shareholders of record on March 25.

■ The board of directors of Columbia Pictures Corp. last week declared the regular quarterly dividend of 15 cents a share on the common stock, payable April 19 to holders of record March 28.

## FATES & FORTUNES

### BROADCAST ADVERTISING

Paul Schlesinger, executive VP, named chief executive officer in Chicago office of Tatham-Laird & Kudner, succeeding Kenneth Laird, who continues as board chairman. Jerry Birn elected executive VP in addition to duties as creative director in New York office. John Singleton and Herb Daniels named management directors.

Len Howe, VP with Wesley Day and

Co., Des Moines, Iowa, agency, elected president, succeeding Wesley Day, founder, who suffered stroke in January and becomes chairman emeritus of board of directors.

Richard J. Cusack named senior VP and creative director Post-Keyes-Gardner, Chicago.

James Johnston, formerly with Leo Burnett Co., Chicago, joins Earle Ludgin & Co. there as VP and associate creative director.



Mr. Triolo

Peter Triolo, VP and staff supervisor, market research and media, and line supervisor of programing and personnel functions, for Ketchum, MacLeod & Grove, New York, elected senior VP.

Fred A. Stroud, VP and account supervisor with Edward H. Weiss and Co.,

Chicago, joins Arthur Meyerhoff Associates, that city, as director of marketing.

**Richard Bergeron, Roy Grace** and **Bill Harris**, art group supervisors with Doyle Dane Bernbach, New York, elected VP's.

**Gale D. Metzger**, manager of media division, statistical research operations, for A. C. Nielsen Co., Chicago, named VP, media research division.

**James A. Brown Jr.**, sales manager for KSFO San Francisco, named VP in charge of sales.

**M. Jay Brothers**, with Grey Advertising, New York. and **Vernon Goldsmith**, creative supervisor there, join Norman, Craig & Kummel, New York, as VP and associate creative director, and copy supervisor, respectively. **David Musial**, assistant television art director with NC&K, named television producer.

**Robert H. Weiss**, VP and account supervisor with Arnold & Co., Boston agency, named executive VP.



Mr. Paige

**Richard S. Paige**, director of media research and media planning with Sullivan. Stauffer, Colwell & Bayles, New York, elected VP.

**Stanley H. Beals**, account supervisor, and **Eugene C. Mandarino**, executive art director, both with Needham, Harper & Steers, Chicago, elected VP's.

**Joan Berliner**, with Warren Adler Ltd., Washington agency, named media director and account coordinator.

**Hanno Fuchs**, associate creative director, Young & Rubicam, New York, named VP and creative management representative. **Frederick W. Frost**, manager of television-radio production, named VP and administrator for creative departments. **Carl E. Sturges**, assistant manager, TV-radio production department, named VP and director, TV-radio production department.

**Dan R. Schwartz**, with Geer, DuBois & Co., New York, joins Bozell & Jacobs, that city, as senior art director. **Peter Hegedus**, with Pritchard Wood Inc., New York, joins B&J as art director;

**Mark Herskovitz**, with The Shaller-Rubin Co., New York, joins B&J as assistant art director. **Edward Thompson Shineman**, with Cunningham & Walsh, New York, and **Maryanne Renz**, with Pritchard Wood Inc., New York, join B&J, that city, as copywriters.



Mr. Fenty



Mr. Romano

**A. Phillip Fenty, Ronald Romano** and **Homer U. Tsakis**, copy group heads with Ted Bates & Co., New York, named VP's and creative supervisors.



Mr. Tsakis

**Johnny P. Baughman**, media research analyst with Burke

Dowling Adams Inc., Atlanta division of BBDO, joins Bearden Associates, Atlanta, as media director.

**William Henry Belcher**, one-time head of own agency, joins Pepper & Tanner, Memphis, as radio barter account supervisor.



Mr. Baity



Mr. Wolfe

**John H. Baity**, account supervisor, and **Robert S. Wolfe**, broadcast supervisor, both with J. Walter Thompson Co., Chicago, elected VP's.

**Eugene J. Grealish**, media director

with Young & Rubicam, Los Angeles, joins Botsford, Constantine & McCarty, San Francisco, in newly created position of VP and director of media, marketing and research.

**Nicholas D. Trigony**, head of marketing, traffic, distribution and sales promotion for upper Midwest and Canada, Riegel Paper Co., joins sales staff of Blair Radio, Chicago.

**Gordon Smith**, senior writer with Campbell-Ewald, New York, joins Hoefer, Dieterich & Brown, San Francisco, as creative group supervisor.

**H. A. (Pete) Bergstrom**, media supervisor with The Griswold-Eshleman Co., Cleveland, joins Reach, McClinton & Co., Boston, in similar position.

**Elmer J. Ingrassia**, account executive with WFIE-TV Evansville, Ind., named national sales manager. **James L. Thomas** named local sales manager.

**Robert A. Cronenwett**, senior account executive, Benton & Bowles, New York, joins The Gumbinner-North Co., that city, as account supervisor.

**Donald F. McCarty**, with Katz Radio, New York, named sales manager, replacing **John Katz**, who heads station relations and new business development (BROADCASTING, March 11).

**John E. Hopson**, general manager, national TV film distribution for Cascade Pictures of California, Los Angeles, appointed national sales manager for TV commercials for DeLuxe/General Film Laboratories, Hollywood.

**E. C. Striker**, account executive, NBC Radio, New York, appointed manager, eastern sales office.

**James C. Warner**, with NBC-TV Spot Sales, New York, joins WBZ-TV Boston as sales manager.

**Norman Taylor**, assistant sales manager with KTVU(TV) Oakland-San Fran-

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## Metro TV splits Chicago division



Mr. Waller

Metro TV Sales, division of Metro-media Inc., has reorganized its Chicago sales staff into two groups of four salesmen each. Under direction of **Richard Waller**, one group will service WNEW-TV New York, WTTG(TV) Washington, WPHL-TV Philadelphia, KPLR-TV St. Louis and WCIX-TV Miami. Other group, headed by **Noyes French**, will handle KTTV(TV) Los Angeles, WTTV(TV) Indianapolis,



Mr. French



Mr. Carpenter

KMBC-TV Kansas City, Mo., WVUE (TV) New Orleans, KCPX-TV Salt Lake City and WPTA(TV) Fort Wayne, Ind. Both groups will report to **William Carpenter**, VP and mid-west manager.

cisco, joins KEMO-TV San Francisco as general sales manager.

**Karl M. Essell**, administrator of sales development and planning for NBC Radio, joins WMCA New York as director of sales development.

**Leland Jackoway** named general sales manager of WRNL Richmond, Va.

**Eugene McGarr**, producer for Doyle Dane Bernbach, New York, joins broadcast production department of Carson/Roberts/Inc., Los Angeles, as TV producer.

**John J. (Jerry) Kelly**, account executive with Dore & Allen, New York, joins radio sales staff of Edward Petry & Co., that city.

**F. Thomas Winslow** joins Goodwin, Dannenbaum, Littman and Wingfield, Beaumont, Tex., as account executive.

**Michael Fulford** and **Jack Duffy** join sales staff of Stone Representatives, New York.

**Ray Abernathy**, owner of Raymond Abernathy Communications, Atlanta direct mail service, joins Gerald Rafshoon Advertising, that city, as account executive.

**C. L. (Chuck) Williams**, with WCPO-TV Cincinnati, appointed assistant general sales manager.

**Dave Binder**, assistant sales manager with WJRZ Newark, N. J., named local sales manager.

**Jean Hebor**, schedule supervisor for operations department of WCBS New York, appointed sales service supervisor.

## MEDIA

**Earl H. Tiffany**, one-time president of Royal Typewriter Co., elected president and chief executive officer of Bartell Media Corp. (WADO New York, WOKY Milwaukee and KCBW San Diego, and TeleCuraco and TeleAruba, both

Netherlands Antilles), succeeding **Gerald A. Bartell**, who continues as chairman.

**Kenneth H. James**, VP, KETV(TV) Omaha, Neb.-Council Bluffs, Iowa, named general manager, assuming duties of **Eugene S. Thomas**, who retired (BROADCASTING, Jan. 22).

**Edward R. Tabor**, KORK-TV Las Vegas, elected president of Southern Nevada Broadcasters Association. Also elected: **Sam Salerno**, KLAS-TV Las Vegas, VP; **Mark Smith**, KLAS-TV Las Vegas, secretary, and **Bat Henderson**, KVEG Las Vegas, treasurer.

**James P. Arcara**, general manager of WPRO-AM-FM Providence, R.I., named VP of parent Capital Cities Broadcasting, group owner.

**Lewis P. Birchfield**, general sales manager of WIL St. Louis, joins KBTR Denver as general manager. **Ted Snider**, VP of radio for Mullins Broadcasting (KBTV[TV] and KBTR Denver, and KARK-

AM-FM-TV Little Rock, Ark.), named head of KARK-AM-FM Little Rock, Ark.

**James D. Roosa Jr.**, general manager of WFAS White Plains, N.Y., named president and general manager of WFAS-AM-FM.

**Willis Duff**, program manager for KLAC Los Angeles, appointed director of radio for WHDH Boston.

**J. Herman Sitrick**, general manager of WNUS Chicago, joins Atlas Communications (WGRT Chicago), as assistant to president.

**William E. Wuerch**, program manager with WBZ-TV Boston, joins WLWI(TV) Indianapolis as general manager.



Mr. Wuerch

**Jerry McLevis**, program/operations director with WMIN St. Paul, joins KOWN Escondido, Calif., as station manager.

**Jack L. Cunningham** appointed general manager of WCVL Crawfordsville, Ind.

**Arthur L. Schlaman**, manager of WTAQ LaGrange, Ill., named VP, administration. **William Wardle**, production manager, named director, station operations.

**Grace G. Guarnera**, administrative assistant to president of Marketing Resources International Inc., Guatemala City, Guatemala, appointed administrative assistant to VP and general manager of radio division of Golden West Broadcasters, San Francisco (group owner).

## PROGRAMING

**Carl L. Schuele**, founder and chief executive officer of Broadcast Time Sales, joins Woroner Productions, New

## TV Stations Inc. set with 14 directors

TV Stations Inc., programing consultant and buying organization owned by its 140 member stations, has installed newly elected board of directors composed of 14 broadcast executives.

Board consists of **Charles A. Batson**, senior VP, Cosmos Broadcasting Co., Toledo, Ohio; **Thomas C. Bostic**, president, KIMA-TV Yakima, Wash.; **Joseph L. Floyd**, president, KELO-TV Sioux Falls, S. D.; **James J. Gerity Jr.**, president, WNEM-TV Bay City-Saginaw-Flint, Mich.; **Jack Harris**, president, KPRC-TV Houston; **Fred Houwink**, VP, The Evening

Star Broadcasting Co., Washington; **Herb Jacobs**, president, TV Stations Inc., New York.

Also **Carl E. Lee**, executive VP, Fetzer Broadcasting Co., Grand Rapids, Mich.; **Douglas L. Manship**, president, WBRZ(TV) Baton Rouge, La.; **Art McCoy**, president, Pacific and Southern Broadcasting, Inc.; **A. Louis Read**, president, WDSU-TV New Orleans; **Hamilton Shea**, executive VP, Gilmore Corp. of Virginia, Harrisonburg; **Loyd C. Sigmon**, executive VP, Golden West Broadcasters, Los Angeles; **William B. Smullin**, president, KTVM(TV) Medford, Ore.



York, as executive VP in charge of sales.

**Clifford F. Weake**, VP for Wilding Inc., Los Angeles, appointed manager, business development for Hanna-Barbera Productions, Hollywood.

**Richard Spence**, assistant to executive VP, Paramount Pictures, New York, elected VP.

**Mel Bernstein**, program manager, WJZ-TV Baltimore, named to similar post at WBZ-TV Boston. Both are Westinghouse Broadcasting stations.

**Bob Synes**, director of program development for ABC Films, New York, joins Bob Stivers Productions that city, as VP in charge of program development.

**Bob Mayfield**, program director with KPCC Pasadena, Calif., joins Alto Fonic Programing Inc., Hollywood.

**Ed Robbins**, production manager and program director of KPAT-AM-FM Berkeley, Calif., appointed assistant program director of KCBS San Francisco.

**Richard D. Beach**, production manager for WSBK-TV Boston, appointed program manager.

**Jack R. Merker**, VP-programing with KIMN Denver, joins WFUN South Miami, Fla., as program director.

**John Harris**, from WAVI Dayton, Ohio, and WLAV Grand Rapids, Mich., joins WWAM Cadillac, Mich., as program and operations manager.

**Tom Adams**, with WQAM Miami, joins KQXI Arvada, Colo., as program director.

**Monty F. Salisbury**, producer-director with noncommercial WITF-TV Hershey, Pa., joins WKBD-TV Detroit as production manager.

**Al Faust**, with WALL-AM-FM Middletown, N.Y., joins WKQW Spring Valley, N.Y., as operations manager.

**Donald Gold**, producer with KGO-TV San Francisco, joins KBHK-TV, that city, in similar position.

## NEWS

**Hanns Neuerbourg**, with AP's Frankfurt, Germany, bureau, appointed chief of Geneva, Switzerland, bureau, succeeding **Michael Goldsmith**, temporarily assigned to Saigon bureau. **Kenneth L. Green**, broadcast editor with AP, Louisville, Ky., bureau, appointed to similar position with AP's West Virginia bureau. **Max Desfor** appointed photo editor for Asia, AP, Tokyo, succeeding **Sam L. Jones**, who returns to news-photo department in New York.

**Louis Cassels** and **Joseph L. Myler**, UPI Washington correspondents, **H. D. (Doc) Quigg**, UPI New York corre-

spondent, and **David C. Smothers**, UPI Chicago correspondent, named senior editors. **Scott Peters**, news director for UPI audio department, New York, named audio White House correspondent, Washington. **Robert Musel**, UPI London correspondent, named senior editor.

**Stan Turner**, with news department of KSTP-AM-FM-TV Minneapolis-St. Paul, joins KDWB there as news director.

**Dave Partridge**, reporter and newscaster with WFBC-AM-FM-TV Greenville, S. C., named news director.

**Herman Martin Haag Jr.**, bureau manager for NBC News in Cleveland, named news director of KTTV(TV) Los Angeles.

**Steve Young**, writer-reporter at WNEW New York, joins CBS News, that city, in similar capacity.

**Gerald Conway**, day news editor, wor New York, named news manager.

**John O'Rourke** of KAUS-AM-TV Austin, Minn., elected president of Minnesota AP Broadcasters Association.

**Robert Ortiz**, with news department of WBAI(FM) New York, joins news department of KYW Philadelphia.

**Bob Scott**, news editor with KOY Phoenix, named news director, succeeding **George Thomas**, who joins KTHI Houston. Both are Southern Broadcasting stations.

**James R. Higgs**, with WKMI and WSEO-FM Kalamazoo, Mich., appointed director of news, succeeding **Robert C. Barr Jr.**, who resigns to join WHIZ-AM-FM-TV Zanesville, Ohio.

## EQUIPMENT & ENGINEERING

**James H. Kogen**, chief engineer of research and development for Shure Bros., Evanston, Ill., elected VP of development and design engineering.

**Roger J. Bauer**, eastern region senior sales engineer for magnetic tape division of Ampex Corp., Redwood City, Calif., named Washington district manager, Arlington, Va.

**C. Ray Ballard** appointed president of Continental Trading Corp., Hickory, N. C., subsidiary of Superior Continental Corp., and manager of international sales for parent.

**Henry J. Cape**, director of manufacturing for Oak Manufacturing Co. division of Oak Electro/Netics Corp., Crystal Lake, Ill., named VP, manufacturing.

**Donald Culp**, with WWDC-AM-FM Washington, named studio engineering supervisor.

**Paul D. Hauler**, sales engineer with component sales operation, General

Electric Co., Rochester, N. Y., appointed manager of original equipment manufacturer sales.

**Denis A. Courtney**, advertising and conference manager for Society of Motion Picture and Television Engineers, appointed acting executive secretary.

**W. C. Wiseman**, with WUAB(TV) Lorain, Ohio, named manager of engineering.

## FANFARE

**Meyer Hutner**, executive assistant to VP in charge of marketing for Paramount Pictures Corp., New York, appointed director of advertising, publicity and exploitation.

**Joel W. Caesar**, PR manager with WMCA New York, named director of advertising and public relations.



Mr. Taishoff

**Kenneth W. Taishoff**, assistant promotion manager with WTAR-AM-FM-TV Norfolk, Va., joins WWTV-FM-TV Cadillac Mich., as promotion manager.

**Ronald C. Stern**, senior writer-producer, CBS-TV advertising and sales promo-

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tion department, New York, named manager, audience promotion, CBS Design.

**John B. Hatch**, regional PR manager for Ampex Corp., New York, named eastern area PR manager.

**Fred W. Doby**, with Selvage & Lee, New York PR counseling firm, joins Dobbs Advertising Co., that city, as director of Dobb's newly created PR division.

**Kay Moore**, secretary to program director and public service director of WSAI Cincinnati, named merchandising and PR director.

**Kenneth T. Giebel**, parts and accessories management sales representative for western region, RCA, appointed sales manager of parts and accessories, Deptford, N.J.

### ALLIED FIELDS

**Dr. Howard D. Hadley**, marketing consultant and executive with Young & Rubicam, New York, joins Alfred Politz Research, that city, as VP.

**Herbert A. Wilfert**, 1967 graduate of Georgetown Law School, joins Washington law office of Robert A. Marmet.

### INTERNATIONAL

**Reg Dawson**, London branch manager for 20th Century-Fox, United Kingdom, named assistant sales manager. He is succeeded by **W. C. (Wally) Adams**.

**Michael Flint**, head of foreign promotion administration for Paramount Pictures Corp., London, elected VP.

### DEATHS



Mr. Berentson

**Ben H. Berentson**, 57, VP for corporate affairs and director, WGN Continental Broadcasting Co., Chicago, group owner, died of heart attack March 8 while on vacation in Naples, Fla. He had been with parent Tribune Co. since 1932, joined WGN Chicago in 1940 and in 1961 be-

came manager of WGN-TV there. He took last post year ago. Mr. Berentson is survived by his wife, Katharine, and three daughters.

**Lucie Menard**, 59, president and co-owner of KDB-AM-FM Santa Barbara, Calif., died March 9 in that city following cerebral hemorrhage. She is survived by her husband, Len, who assumes her position at stations.

**Julian T. Bentley**, 59, pioneer broadcast newscaster, died of cancer March 12 in Chicago. He was with WBBM Chicago when he retired in 1961. He began news career in 1931 at WLS there.

**Hirokichi Mine**, 27, UPI photographer, died March 5 in U. S. Marine aid station, Phu Bai, Vietnam, of injuries suffered when personnel carrier in which he was riding struck land mine North of Hue. He is first UPI correspondent killed in this war.

**Roy Royal**, 73, who directed music service of Canadian Broadcasting Corp. between 1953 and 1964, died March 5 in Montreal after long illness.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 6 through March 13 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local sunset, mc—megacycles, mod.—modification, N—night, PSA—presunrise service authority, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, \*—educational.

#### New TV stations

APPLICATION  
Minneapolis—Calvary Temple Evangelistic

Assoc. Seeks UHF ch. 23 (524-530 mc); ERP 732-8 kw vis, 732.8 kw aur. Ant. height above average terrain 1433 ft; ant. height above ground 1746 ft. P.O. address: 85 South 11th Street, Minneapolis 55403. Estimated construction cost \$567,714.82, first-year operating cost \$215,948; revenue \$312,000. Geographic coordinates 43° 03' 295" north lat.; 93° 07' 27" west long. Type trans. RCA M1-27792-D. Type ant. RCA TFU-45J, Legal counsel Wilner, Scheiner and Greeley, consulting engineer Carl E. Smith. Ann. March 12. Principals: Gordon K. Peterson, president and trustee, et al. Calvary Temple Evangelistic Assoc. is licensee of KJNP North Pole, Alaska.

#### FINAL ACTIONS

■ FCC has set aside its Feb. 14 action granting CP application of St. Louis Educational Television Commission to make changes in \*KETC(TV). Action March 6.

#### OTHER ACTIONS

■ Review board in Selma, Ala., TV proceeding, Doc. 15888, denied petition for ex-

tension of time in which to file exceptions to initial decision. Action March 11.

■ Review board in Fayetteville, Ark., TV proceeding, Docs. 17704-05, granted joint petition filed on March 5 by Noark Broadcasting Inc. and Stamps Radio Broadcasting Co., and extended to March 15, time within which to file supplemental pleading to comments which Broadcast Bureau filed on Feb. 14, to petition for leave to amend joint request for approval of merger agreement and other relief, both filed on Jan. 17, 1968. Action March 8.

■ Review board in Santa Maria, Calif., TV proceeding, Doc. 16430, denied request filed March 7 by Central Coast Television that time for resubmission of reply brief of Central Coast to exceptions be extended to March 20. Action March 8.

Review board in Patchogue, N. Y., TV proceeding, Docs. 17889-17890, granted petition for extension of time filed on March 11 by Long Island Video Inc. and extended to March 21 time within which parties may file reply pleadings to petitions to enlarge issues filed by Long Island Video Inc. and Granik Broadcasting Co. on January 11 respectively and to file oppositions to petition to enlarge issues filed by Long Island Video Inc., on February 16. Action March 13. Board Member Nelson abstaining. Board Members Slone and Kessler absent.

#### ACTIONS ON MOTIONS


■ Hearing Examiner Millard F. French on March 5 in Aurora, Ill. (Aljir Broadcasting Co. and South Kane-Kendall Broadcasting Corp.) UHF-TV proceeding, granted petition by Aljir Broadcasting Co. and changed from Feb. 29 to March 15 date for submission of proposed findings and scheduled April 8 for filing of reply findings (Docs. 17406-7).

■ Hearing Examiner Millard F. French on March 7 in Aurora, Ill. (Aljir Broadcasting Co. and South Kane-Kendall Broadcasting Corp.) TV proceeding, denied petition by Aljir Broadcasting Co. to reopen hearing record for limited purposes (Docs. 17407-8).

■ Hearing Examiner Forest L. McClenning on March 5 in Jacksonville, Fla. (Florida-Georgia Television Co., Community First Corp., The New Horizons Telecasting Co. and Florida Gateway Television Co.) TV proceeding, granted petition by Community First Corp. for leave to amend application to submit letter of The Atlantic National

## EDWIN TORNBERG

### & COMPANY, INC.



**Negotiators For The Purchase And Sale Of  
Radio And TV Stations • CATV  
Appraisers • Financial Advisors**

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Bank of Jacksonville with reference to an extension of expiration date of loan commitment to Community First (Docs. 10834, 17582-4). By separate action, granted motion by Florida-Georgia Television Co. and ordered that documents submitted by Harold S. Cohn who is not party to proceeding be stricken.

Office of Opinions and Review on March 8 in Chicago (Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council) UHF-TV proceeding, granted petition by Chicago Federation of Labor and Industrial Union Council for extension of time to March 12 to respond to applications by Chicagoland TV Co. for review (Docs. 15668, 15708).

#### RULEMAKING PETITIONS

William Kepper—Waukegan, Ill. Requests amendment of the table of TV assignments to add first local TV channel to Waukegan; requests ch. 68 from Danville, Ill. and change Danville channel to 58. Ann. March 11.

#### Existing TV stations

##### FINAL ACTIONS

KEET(TV) Eureka, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 6. Action March 6.

WAVE-TV Louisville, Ky.—Broadcast Bureau granted CP to change type trans. Action March 11.

KOMU-TV Columbia, Mo.—Broadcast Bureau granted mod. of license to reduce aur. ERP to 24 kw. Action March 8.

WDAF-TV Kansas City, Mo.—Broadcast Bureau granted mod. of CP (Main trans. and ant.) to extend completion date to Sept. 11. Action March 11.

WPHL-TV Philadelphia—Broadcast Bureau granted mod. of license to change name to U. S. Communications of Philadelphia Inc. Action March 11.

Broadcast Bureau granted licenses covering following stations: \*WDCO-TV Cochran and \*WACS-TV Dawson, both Georgia. Action March 7.

##### ACTIONS ON MOTIONS

Hearing Examiner Thomas H. Donahue on March 6 in Los Angeles and Norwalk, Calif. (RKO General Inc., KHJ-TV and Fidelity Television Inc.) TV proceeding. Ordered that the record in the proceeding is reopened, scheduled a conference to be held March 11 relating to further hearing and granted motion by RKO General Inc. to strike reply to opposition to petition to reopen the record (Docs. 16679-80).

Hearing Examiner David I. Kraushaar on March 7 in Moline, Ill. (Moline Television Corp., WQAD-TV and Community Telecasting Corp.) TV proceeding, on examiner's own motion, ordered that deposition session be deferred pending order (Docs. 17993-4).

Hearing Examiner Forest L. McClintock on March 5 in Selma, Ala. (Selma Television Inc., WSLA-TV) TV proceeding, dismissed pleading. "Suggested Corrections To The Transcript" filed by Montgomery Independent Telecasters, Inc. (Doc. 15888).

##### CALL LETTER APPLICATIONS

Sarasota-Bradenton Florida TV Co., Sarasota, Fla. Requests WKLT-TV.

##### CALL LETTER ACTIONS

Augusta Telecasters Inc., Augusta, Ga. Granted WATU-TV.

#### New AM stations

##### APPLICATIONS

Brush, Colo.—Claude M. and Margaret E. Pettit. Seek 1190 kc, 5 kw. P.O. address: 2761 East 93rd Place, Denver 80229. Estimated construction cost \$19,350; first-year operating cost \$32,220, revenue \$42,000. Principals: Claude M. and Margaret E. Pettit. Mr. and Mrs. Pettit each are 46% owners of KWIV Douglas, Wyo. and each 25% owners of KEOS Flagstaff, Ariz. Mr. Pettit is also employed by KBTR Denver. Ann. March 7.

Sparta, Tenn.—Cameron Broadcasting Co. Seeks 860 kc, 0.25 kw. P.O. address: 201 Whitson Building, Cookeville, Tenn. 38501. Estimated construction cost \$11,150; first-year operating cost \$27,000, revenue \$37,000. Principal: Clarence Arnold Cameron, owner. Mr. Cameron is partner in law firm. Ann. March 7.

##### OTHER ACTIONS

Review board in Henrietta, N. Y., AM proceeding, Docs. 17571-17573, denied appeal from adverse ruling of examiner filed Dec. 5, 1967, by "What The Bible Says, Inc." Action March 13.

Review board in Lorain, Ohio, AM proceeding, Docs. 16876-16878, scheduled oral argument before panel of the review board for March 28 in Washington. Action March 7.

Review board in Edna, Tex., AM pro-

ceeding, Docs. 16572-16573, granted request for extension of time filed March 5 by International Broadcasting Corp., and extended to March 21 time within which to file replies to exceptions to initial decision released August 9, 1967. Action March 7.

##### ACTIONS ON MOTIONS

Hearing Examiner Millard F. French on March 5 in Sallisaw, Okla. and Ozark, Ark. (Little Dixie Radio Inc., Ozark Broadcasting Co. and Hilton and Wiederkehr Enterprises) AM proceeding, continued without date hearing presently scheduled for March 27, pending actions by review board on the "Joint Request for Approval of Agreement" filed by Alcuin C. and Leo J. Wiederkehr and John Hilton d/b Hilton-Wiederkehr Enterprises and Ozark Broadcasting Co. (Docs. 17918-20).

Hearing Examiner H. Gifford Irion on March 4 in Lebanon, Pa. and Catonsville, Md. (Lebanon Valley Radio Inc. and Radio Catonsville Inc.) AM proceeding, granted joint petition by Radio Catonsville Inc. and extended time from March 8 to March 29 to file proposed findings, with two weeks from that date for filing of replies (Docs. 15835, 15389).

Office of opinions and review on March 6 in Henrietta, Geneseo and Warsaw, all New York ("What The Bible Says, Inc." Oxbow Broadcasting Corp. and John E. Weeks) AM proceeding, granted petition by "What The Bible Says, Inc." and extended to March 15 time to reply to oppositions filed by Oxbow and Weeks to "What The Bible Says, Inc." appeal to the commission (Docs. 17571-3).

#### Existing AM stations

##### FINAL ACTIONS

KBBO Burbank, Calif.—Broadcast Bureau granted license covering installation of auxiliary trans., at main trans. location for daytime purposes only. Action Feb. 29.

KOSI Aurora, Colo.—Broadcast Bureau granted license covering increase in night-time power, change in ant.-trans. and studio location, change in DA-system, ground system; condition. Action March 5.

WWHO Orlando, Fla.—Broadcast Bureau granted mod. of CP for AM to extend completion date to May 5. Action Feb. 28.

WJBM Jerseyville, Ill.—Broadcast Bureau granted CP to replace expired permit for changes in ant. system. Action March 5.

Breckinridge Broadcasting Co., Hardinsburg, Ky.—Broadcast Bureau granted mod. of CP for AM station to change ant.-trans. and studio location to U. S. Highway 60, 1.2 miles Southeast of Hardinsburg. Action March 7.

WABK Gardiner, Me.—Broadcast Bureau granted mod. of CP to change name of permittee to Abenaki Co. Action March 12.

WWTC Minneapolis—Broadcast Bureau granted mod. of license to change name to Buckley Broadcasting Corp. of Minnesota. Action Feb. 29.

KSTL St. Louis—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location to be operated on 690 kc, 1 kw. Action March 12.

KNFT Bayard, N. M.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 14. Action March 11.

WSAY Rochester, N. Y.—Broadcast Bureau granted license covering use of old main trans. as auxiliary trans., to be operated on 1370 kc, 1 kw, at main trans. location. Action March 12.

WPTF Raleigh, N. C.—Broadcast Bureau granted mod. of license covering change in name of licensee to Durham Life Broadcasting Service Inc. Action March 6.

WWGO Erie, Pa.—Broadcast Bureau granted request to cancel license for operation of auxiliary trans. Action March 12.

KYW Philadelphia—Broadcast Bureau granted CP to install new type trans. at main trans. location, redesignated as Joshua Road, Whitemarsh Township, to be operated on 1060 kc, 10 kw, DA-1, for auxiliary purposes only. Action March 12.

WJAS Pittsburgh, Pa.—Broadcast Bureau granted CP to install new type trans. at main trans. location, to be operated on 1320 kc, 1 kw, DA-N, for auxiliary purposes only. Action March 12.

KRSP Salt Lake City—Broadcast Bureau granted CP to install new type trans. at main trans. location, redesignated as 1130 West 5200 South, Salt Lake City, to be operated on 1060 kc, 500 w, for auxiliary purposes only. Action March 12.

WTAR Norfolk, Va.—Broadcast Bureau granted CP to install new type trans. at main trans. location, redesignated as Curlew Drive at Military Highway, Norfolk, to be operated on 790 kc, 5 kw, DA-N, as alternate main trans. Action March 12.

Broadcast Bureau granted mod. of CPs to extend completion dates for following AM stations: KCAL Redlands, Calif. to July 25; WSRF Ft. Lauderdale, Fla. to July

15; KPUA Hilo, Hawaii to May 15; WTRE Greensburg, Ind. to April 15; (Unassigned) Jackson, Ky. to September 1; WMEK (Main) Boston to May 15; WFYC Alma, Mich. to June 9; KEXS Excelsior Springs, Mo. to September 12; WKMG Newbury, S. C. to May 1 and KTAC (Main) Tacoma, Wash. to July 24. Action March 5.

Broadcast Bureau granted mod. of CPs to extend completion dates for following stations: WABB Mobile, Ala. to May 23; WPRC Lincoln, Ill. to July 15; WMC Sandusky, Mich. to Sept. 19; WTIL Mayaguez, P. R. to June 30 and WFLI Lookout Mountain, Tenn. to April 30. Action March 12.

##### OTHER ACTIONS

Review board in St. Louis, AM proceeding, Docs. 17210 et al, denied appeal from memorandum opinion and order of hearing examiner, filed Jan. 29 by St. Louis Broadcasting Co., Missouri Broadcasting Inc. Six-Eighty-Eight Broadcasting Co., Great River Broadcasting Inc. and Archway Broadcasting Corp. Action March 8.

##### ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on March 6 in Alamogordo and Mexico, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co., KRRR), AM proceeding, designated Examiner H. Gifford Irion to serve as presiding officer, scheduled prehearing conference for April 30 and hearing for June 4 (Docs. 17624-5).

Hearing Examiner Millard F. French on March 5 in Calhoun, Ga. (John C. Roach and Gordon County Broadcasting Co., WCGA), AM proceeding, on examiner's own motion, continued hearing from March 12 to March 25 (Docs. 17695-8).

Hearing Examiner H. Gifford Irion on March 4 in Laurel, Miss. (Voice of The New South Inc. WNSI), AM proceeding, continued without date hearing scheduled for March 6 (Doc. 17634).

Hearing Examiner H. Gifford Irion on March 5 in Media, Pa. (Brandywine-Main Line Radio Inc.), renewal of licenses of WKUR AM-FM proceeding, scheduled further hearing conference for March 8 and ordered that argument on any motions will be limited to fifteen minutes for each party (Doc. 17141).

Hearing Examiner Jay A. Kyle on March 4 in Jacksonville, Fla. (Mel-Lin Inc. WOBS), AM proceeding, rescheduled April 22 hearing for May 27 (Doc. 17474).

Hearing Examiner Jay A. Kyle on March 7 in Bowling Green, Ohio (WMGS Inc., WMGS and Ohio Radio Inc.), A Mproceeding, scheduled further hearing conference for March 21 (Docs. 16290-1).

Hearing Examiner Jay A. Kyle on March 7 in Jacksonville, Fla. (Mel-Lin Inc., WOBS), AM proceeding, granted motion by Mel-Lin Inc. and scheduled certain procedural dates. Examiner by order released March 6 rescheduled evidentiary hearing for May 27 (Doc. 17474).

Hearing Examiner Chester F. Naumowicz Jr. on March 7 in Canton, N. C. (Western North Carolina Broadcasters Inc.), renewal of license of WWIT proceeding, granted motion by Western North Carolina and corrected in various respects transcript of record (Doc. 17050).

Hearing Examiner Herbert Sharfman on March 5 in Clifton Forge and Roanoke, both Virginia (Image Radio Inc., WCFV and Impact Radio Inc. WPDK), renewal of licenses proceeding, on examiner's own motion, further continued prehearing conference from March 8 to March 22 (Docs. 17945-6).

##### FINES

Commission has denied request by L. L. and Ruth K. Hilliard d/b as Hilliard Co., licensee of KOLT Scottsbluff, Neb., for mitigation of the \$2,000 forfeiture assessed on July 27, 1967. Action March 6.

##### RULEMAKING ACTIONS

WPOK Pontiac, Ill.—Requests amendment of the table of assignments to allocate ch. 224, 276 or 292 to Pontiac. Ann. March 11.

##### RULEMAKING ACTION

Commission accepted amendment filed by WLOE Inc. to change location of WLOE from Leaksville to Eden, N. C. Action March 6.

Commission has accepted an amendment filed by Morgan Broadcasting Company to change city identification of WSKT from Colonial Village, Tenn., to Knoxville and waived Sec. 1.571(j)(1) of rules so application will retain file number and current Dec. 5, 1967 "cut-off" date. Morgan requests authority to increase power on 1580 kc, daytime from 250 w to 5 kw with 1 kw during critical hours. Action March 6.

##### CALL LETTER APPLICATIONS

Intermountain Broadcasting Co., Jackson, Ky. Requests WEKG.  
WPHN, Jamie Ruth Broadcasting Co., Liberty, Ky. Requests WKDO.

## SUMMARY OF BROADCASTING

Compiled by BROADCASTING, March 13, 1968

	ON AIR		TOTAL ON AIR	NOT ON AIR	
	Licensed	CP's		CP's	TOTAL Authorized
Commercial AM	4,166 <sup>1</sup>	16	4,182 <sup>1</sup>	86	4,268 <sup>1</sup>
Commercial FM	1,765	41	1,806	257	2,063
Commercial TV-VHF	496 <sup>2</sup>	9	505 <sup>2</sup>	13	518
Commercial TV-UHF	118 <sup>2</sup>	29	147 <sup>2</sup>	160	307
Educational FM	322	11	333	34	367
Educational TV-VHF	67	6	73	3	76
Educational TV-UHF	55	21	76	33	109

## STATION BOXSCORE

Compiled by FCC, Feb. 29, 1968

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,166 <sup>1</sup>	1,764	614 <sup>2</sup>	321	120
CP's on air (new stations)	14	40	38	11	29
Total on air	4,180 <sup>1</sup>	1,804	652 <sup>2</sup>	332	149
CP's not on air (new stations)	87	254	172	36	36
Total authorized stations	4,267	2,058	824	368	185
Licenses deleted	1	1	0	0	0
CP's deleted	1	0	0	0	0

Compiled by FCC, Jan. 31, 1968

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,160 <sup>1</sup>	1,749	614 <sup>2</sup>	319	120
CP's on air (new stations)	17	39	36	12	27
Total on air	4,177 <sup>1</sup>	1,788	650 <sup>2</sup>	331	147
CP's not on air (new stations)	86	259	174	34	38
Total authorized stations	4,263 <sup>1</sup>	2,047	824	365	185
Licenses deleted	0	0	0	1	0
CP's deleted	0	2	0	0	0

<sup>1</sup> Includes two AM's operating with Special Temporary Authorization.

<sup>2</sup> Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

■ KOSA, Odessa Broadcasting Co., Odessa, Tex. Requests KOZA.  
 ■ KFTO, Accent Radio Corp., Seminole, Tex. Requests KIKZ.

### CALL LETTER ACTIONS

■ WGWC, Robert J. Martin, Selma, Ala. Granted WAMA.  
 ■ KLOL, J-P Enterprises Inc., Lincoln, Neb. Granted KECK.  
 ■ Monroe Broadcasting Co., Monroe, N.C. Granted WIXE.  
 ■ Brownsville Radio Inc., Brownsville, Pa. Granted WASP.  
 ■ KWIC, Group Communications Inc., Salt Lake City. Granted KRGO.

### New FM stations

#### APPLICATIONS

Port Jervis, N. Y.—Murray Hill Associates Inc. Seeks 96.7 mc, ch. 244, 3 kw. Ant. height above average terrain 300 ft. P.O. address Box 1331, Plainfield, N.J. 07061. Estimated construction cost \$41,469.50; first-year operating cost \$34,000; revenue \$34,000. Principals: John E. Kessler, president (22.2%), Shirley M. Vincent, treasurer, Edna M. Conocckiole, secretary (both 13.1%) et al. Mr. Kessler is chemist and is president, treasurer and major stockholder in tube furnace manufacturing company, Miss Vincent is chemist, Miss Conocckiole is secretary. Ann. March 7.

Seneca Falls, N. Y.—Water-Falls Broadcasting Corp. Seeks 99.3 mc, ch. 257, 3 kw. Ant. height above average terrain 234 ft. P.O. address 118 Bleecker Street, Utica, N.Y. 13501. Estimated construction cost \$12,800; first-year operating cost \$5,800; revenue \$10,000. Principals: Frances J. Souhax, president, and Samuel A. Bunis, vice president (each 50%). Mr. Souhax is president of yarn company and has several other business interests in textile industry, Mr. Bunis is vice president of pump company. Ann. March 12.

San Antonio, Tex.—Avco Broadcasting Corp. Seeks 107.5 mc, ch. 298, 100 kw. Ant.

height above average terrain 1,258 ft. P.O. address 6815 Connecticut Avenue, Washington 20006. Estimated construction cost \$100,246; first-year operating cost \$63,500; revenue \$25,000. Principal: Avco Broadcasting Corp. is a publicly held corporation and has multiple broadcast interests. Ann. March 7.

#### FINAL ACTIONS

Indio, Calif.—Coachella Valley Baptist Foundation Inc., Del Ray Broadcasting Co. Broadcast Bureau granted 98.3 mc, ch. 252, 3 kw. Ant. height above average terrain minus 243.5 ft. P.O. address: 87-295 Center Street, Thermal, Calif. 92274. Estimated construction cost \$36,715; first-year operating cost \$30,700; revenue \$35,000. Principals: Charles R. Groeschel, president-director and Elbert H. Maley, vice president-director, et al. Mr. Groeschel is pastor, Mr. Maley is driver for Greyhound Lines. Action Feb. 29.  
 London, Ky.—London Broadcasting Co. Broadcast Bureau granted 103.9 mc, ch. 280, 3 kw. Ant. height above average terrain 190 ft. P.O. address: Box 339, London 40741. Estimated construction cost \$8,700; first-year operating cost \$3,600; revenue \$2,000. Principals: Elmo Mills, president. Applicant owns WFTG London. Action March 7.  
 Carbondale, Ill.—Paul F. McRoy, Broadcast Bureau granted 101.5 mc, ch. 268, 5 kw. Ant. height above average terrain 230 ft. P.O. address: Box 801, Carbondale 62902. Estimated construction cost \$50,000; first-year operating cost \$15,000 over and above AM; revenue \$20,000 over and above AM. Principal: Mr. McRoy is 100% owner and manager of WCIL Carbondale, and is banker. Action March 12.

■ FCC has granted extension to March 25 to Wilkes County Radio, applicant for CP for class IV standard station at Wilkesboro, N. C., to reply to opposition filed by Wilkes Broadcasting Co., licensee of WKBC-AM-FM North Wilkesboro. Action March 11.

#### OTHER ACTIONS

■ Review board in Portland, Ind., FM proceeding, Docs. 17915-17917, granted petition for extension of time filed March 7 by Glenn

West, and extended to March 21 time within which to file responsive pleadings to joint petition to enlarge issues filed by Graphic Printing Co. and Soundvision Broadcasting Inc. on February 23. Action March 11.

■ Review board in Slidell, La., FM proceeding, Docs. 17261-17262, scheduled oral argument before panel of the review board on March 28 in Washington. Action March 7.

■ Review board in Berwick, Pa., FM proceeding, Docs. 17884-17885, granted petition to enlarge issues, filed January 15 by Berwick Broadcasting Corp. Action March 11.

#### ACTIONS ON MOTIONS

■ Commission on Feb. 29 granted request by Graves L. Rouse, prospective applicant for new FM in Refugio, Tex., and extended time to March 4 to file comments and to March 19 for replies in proceeding on amendment of FM table of assignments involving Refugio (Doc. 17955).

■ Hearing Examiner Charles J. Frederick on March 4 in New York, and Teaneck, N. J. (New York University and Fairleigh Dickinson University), FM proceeding, denied joint petition by applicants for extension of time to file proposed findings and replies (Docs. 17434-5). Examiner said applicants may file motion to reopen record for the purpose of oral argument on the question.

■ Hearing Examiner Charles J. Frederick on March 7 in Pompano Beach, Fla. (Almar-17454-5). Examiner said applicants may file don Inc. of Florida and Sunrise Broadcasting Corp.), FM proceeding, granted request by Sunrise and ordered that present applicants and another which will be added shall comply with Sec. 1.594 only after expected new or supplemental order of designation is released, with compliance to be same as if new order were first one in proceeding (Doc. 18020-1).

■ Hearing Examiner Charles J. Frederick on March 7 in New York, and Teaneck, N. J. (New York University and Fairleigh Dickinson University) FM proceeding, granted joint motion by applicants and reopened record; and further ordered that oral argument will be held on certain procedural problems of recent origin at 9 a.m., March 12 (Docs. 17454-5). By separate action, granted motion by New York University and corrected in various respects the transcript of record.

■ Hearing Examiner Millard F. French on March 7 in Boulder, Colo. (Russel Shaffer and International Electronic Development Corp.), FM proceeding, granted motion by International Electronic and extended from March 11 to March 22 time to file reply findings (Docs. 17029-30).

■ Hearing Examiner Isadore A. Honig on March 4 in New Orleans (Americana Broadcasting Corp. and Loyola University) FM proceeding, granted motion by Americana Broadcasting Corp. and extended time from March 5 to March 8 to file proposed findings and from March 18 to March 21 for replies (Docs. 17607-8).

■ Hearing Examiner Jay A. Kyle on March 6 in Gate City, Va., and Kingsport, Tenn. (Tri-Cities Broadcasting Corp. and Palmer-Dykes Broadcasting Co.), FM proceeding, granted petition by Tri-Cities Broadcasting Corp. for leave to amend application to conform to revised financial showing which was previously exchanged as Tri-Cities Exhibit No. 11 on January 22 and to include letter addressed to the Secretary of commission dated January 30 concerning financial matters (Docs. 17575-6).

■ Office of opinions and review on March 6 in Miami (Miami Broadcasting Corp. and Mission East Co.) FM proceeding, dismissed application by Mission East Co. for review of portion of review board's memorandum opinion and order, released August 10, 1967, which denied Mission's motion for addition of a "real party in interest" issue against Miami Broadcasting Corp. and supplement to application for review by Mission filed January 12, advising that new motion for addition of such issue had been filed with review board and suggesting that action on application for review be deferred until after board action on new motion to enlarge issues, and added a "real party in interest" issue against Miami (Docs. 17401, 17403).

#### RULEMAKING PETITION

Cosmos Broadcasting Corp., Columbia, S. C.—Requests institution of rulemaking to amend FM table of assignments as follows: on ch. 250, 284; requests ch. 228A, 250, 284. Ann. March 11.

#### DESIGNATED FOR HEARING

■ Commission designated for consolidated hearing applications of WRIS Inc., Salem, and Roanoke, Vinton Radio Inc., Vinton, both Virginia, for new FM stations to operate on ch. 228 (93.5 Mc). WRIS Inc. proposes to operate with ERP of 3 kw, and ant. height of minus 83 ft. and Roanoke-Vinton with

(Continued on page 78)

# PROFESSIONAL CARDS

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**Lohnes & Culver**  
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(Continued from page 76)

ERP of 2.89 kw and ant. height of minus 99 ft. WRIS Inc., licensee of WRIS Roanoke, proposes duplication of daytime programming and Roanoke-Vinton, licensee of WKBA Vinton, proposes independent operation. Action March 6.

## Existing FM stations

### FINAL ACTIONS

**KNOB(FM) Long Beach, Calif.**—Broadcast Bureau granted CP to install new circular polarized type ant.; condition. Action March 8.

**KPEN(FM) San Francisco**—Broadcast Bureau granted CP to make changes in ant. system. Action March 8.

**WRCH-FM New Britain, Conn.**—Broadcast Bureau granted mod. of CP to change type trans., add circular polarization, change type ant., make change in ant. system; condition. Action March 8.

**WQIK-FM Jacksonville, Fla.**—Broadcast Bureau granted mod. of CP to change type trans., ant. height 340 ft. Action March 7.

**WDEC-FM Americus, Ga.**—Broadcast Bureau granted CP to change trans. location, change studio location to McGarran Street, Americus. Action March 6.

**WBBH(FM) Chicago**—Broadcast Bureau granted CP to install auxiliary trans. at proposed main trans. location, ant. height 340 ft., ERP 18 kw. Action March 7.

**WDZN-FM Danville, Ill.**—Broadcast Bureau granted CP to make changes in ant. system; condition. Action March 12.

**WGNU-FM Granite City, Ill.**—Broadcast Bureau granted license covering installation of new type trans., increase in ERP, ant. height, specify type trans. Action March 5.

**\*WTLT(FM) La Grange, Ill.**—Broadcast Bureau granted license covering new station. Action March 5.

**WBNI-FM Boonville, Ind.**—Broadcast Bureau granted license covering new station. Action March 5.

**KRII(FM) Clarion, Iowa**—Broadcast Bureau granted CP to change ant.-trans. and studio location to 200 block on Sixth Street, Southwest, Clarion, install new type ant., make change in ant. sys., change ERP to 93 kw, ant. height 200 ft. Action March 12.

**KWWL-FM Waterloo, Iowa**—Broadcast Bureau granted mod. of CP to change ant.-trans. location to 2 miles north of Rowley with 1800 ft. ant. Action March 7.

**WVCM(FM) Carrollton, Ky.**—Broadcast Bureau granted mod. of CP to change type trans., type ant., ERP 1.25 kw. Action March 8.

**WPDE-FM Paris, Ky.**—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action March 6.

**WCAO-FM Baltimore**—Broadcast Bureau granted mod. of CP to change type trans., ant., height 400 ft.; condition. Action March 7.

**WJEJ-FM Hagerstown, Md.**—Broadcast Bureau granted license covering changes in trans. equipment. Action March 5.

**\*WBRB(FM) Waltham, Mass.**—Broadcast Bureau granted license covering new station, specify type trans. Action March 5.

**WFUR-FM, Grand Rapids, Mich.**—Broadcast Bureau granted CP to install new type trans., add vertical polarization, install new type ant.; condition. Action March 6.

**KORK-FM Las Vegas**—Broadcast Bureau granted mod. of CP to make changes in trans. equipment. Action March 7.

**WDKC(FM) Albany, N. Y.**—Broadcast Bureau granted request for subsidiary communications authorization on sub-carrier frequency of 87 kc. Action March 7.

**\*WSHS(FM) Floral Park, N. Y.**—Broadcast Bureau granted mod. of license covering change in name to Central High School District Number 2 of towns of Hempstead and North Hempstead. Action March 6.

**WFDD-FM Winston-Salem, N. C.**—Broadcast Bureau granted license covering change in ant.-trans. location, installation of new type trans., type ant., change in frequency, ERP, ant. height, specify type trans., change in channel number, and mod. of license covering change in name of licensee of The Trustees of Wake Forest University. Action March 8.

**WKNT-FM Kent, Ohio**—Broadcast Bureau granted CP to install new type dual polarized ant., ERP 3 kw, ant. height 295 ft. Action March 7.

**\*WNAD-FM Norman, Okla.**—Broadcast Bureau granted request to cancel license for operation of noncommercial educational FM broadcast station, and delete call letters. Action March 12.

**WGET-FM Gettysburg, Pa.**—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action March 6.

**WMPT-FM South Williamsport, Pa.**—Broadcast Bureau granted mod. of CP to make changes in trans. equipment. Action March 8.

**WIAC-FM, San Juan, P. R.**—Broadcast Bu-

reau granted license covering use of former main trans. at main trans. location as an auxiliary trans. Action March 5.

**\*WBSF-FM Clemson, S. C.**—Broadcast Bureau granted CP to change trans. location to East Campus, High Rise Dormitory 2, North Palmetto Boulevard, Clemson, install new type trans., type ant., change frequency from 88.1 mc, ch. 201 to 89.3 mc, ch. 207, ERP 5.1 kw, ant. height 185 ft. Action March 8.

**WBFM(FM) Seneca, S. C.**—Broadcast Bureau granted CP to make changes in trans. equipment. Action March 6.

**KEBR(FM) Dallas**—Broadcast Bureau granted CP to install new type ant., change ERP to 20 kw. Action March 5.

**KEBE-FM Jacksonville, Tex.**—Broadcast Bureau granted request for subsidiary communications authorization on a sub-carrier frequency of 87 kc. Action March 12.

**WCCV-FM, Charlottesville, Va.**—Broadcast Bureau granted CP to install new type trans., type ant., increase ERP to 50 kw, ant. height 97 ft.; conditions. Action March 7.

**KBBX(FM) Seattle**—Broadcast Bureau granted CP to install new type trans., type ant., change ERP to 100 kw. Action March 6.

**WPEM-FM Martinsburg, W. Va.**—Broadcast Bureau granted license covering installation of new type trans. and ant., change ant. system, ERP and ant. height. Action March 5.

**WRFL(FM) Winchester, Va.**—Broadcast Bureau granted request to cancel license which authorized operation of an auxiliary trans. and ant. Action March 12.

**WTMJ-FM Milwaukee**—Broadcast Bureau granted license covering installation of circular polarization and new type ant., change in ERP and ant. height. Action March 5.

**WPPF-FM Park Falls, Wis.**—Broadcast Bureau granted mod. of CP to change type ant. Action March 6.

**Broadcast Bureau granted mod. of CPs to extend completion dates for following stations: WTQX-FM Selma, Ala. to Sept. 1; \*WETA-FM Washington to Sept. 19; \*WONF (FM) Pensacola, Fla. to Aug. 22; \*WONC (FM) Naperville, Ill. to April 7; WATZ-FM Alpena, Mich. to Aug. 21; WSMU-FM Starkville, Miss. to Aug. 27 and WDKC(FM) Albany, N. Y. to June 6.**

**Broadcast Bureau granted mod. of CPs to extend completion dates for following stations: WMYR-FM Fort Myers, Fla. to May 15; KABI-FM Abilene, Kan. to July 31; WCBY-FM Cheboygan, Mich. to Sept. 8; KXRA-FM Alexandria, Minn. to Apr. 1; KBUB-FM Reno to Sept. 7; KBMR-FM Bismarck, N. D. to May 23 and WRVF(FM) River Falls, Wis. to Aug. 8. Action March 7.**

### OTHER ACTIONS

**Review board in Albany, Ore., FM proceeding, Docs. 17472-17473, granted request for extension of time filed March 5 by Broadcast Bureau, and extended to March 15 time within which to file responsive pleadings to joint petition for approval of agreement pursuant to sec. 1.525 of rules filed by KNND and KRKT on February 20. Action March 7.**

### ACTION ON MOTION

**Commission on March 1 granted requests by WTFM(FM) Lake Success, N. Y., and WDRC-FM, Hartford, Conn. for extension of time to April 8 to file oppositions to petition by WGLI Inc. licensee of WGLI Babylon, N. Y. for amendment of FM table of assignments so as to assign FM ch. 276 to Bay Shore, N. Y.**

### CALL LETTER ACTIONS

**\*Long Beach State College, Long Beach, Calif. Granted \*KCLB(FM).**  
**\*WMEN-FM, WMEN Inc., Tallahassee, Fla. Granted WANM(FM).**  
**\*Michigan Tech. University, Houghton, Mich. Granted \*WGGL-FM.**  
**\*WVKO-FM, Sky Way Broadcasting Corp., Columbus, Ohio. Granted WSP(O)(FM).**  
**\*KVOF-FM, University of Texas, El Paso. Granted \*KTEP(FM).**  
**Pine-Aire Broadcasting Corp., Hayward, Wis. Granted WRLS-FM.**

### RENEWAL OF LICENSES, ALL STATIONS

**Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KATZ St. Louis and KFSB Joplin, both Mo.; KREB(FM) Monroe, La.; KSMO Salem, KXEO Mexico, and KXTR (FM) Kansas City, all Mo.; WFMF(FM) Chicago; WHNY McComb, Miss. and WZOK Jacksonville, Fla. Action March 6.**

**Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KPOB-TV Poplar Bluff, Mo.; KRMO Monett, Mo. and WEAM Arlington county, Va. Action March 12.**

**Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KIFG-AM-FM Iowa Falls,**

Iowa; WGAD Gadsden, Ala.; WNMP Evanston, Ill. and WTCW Whitesburg, Ky. Action March 11.

## Translators

### ACTIONS

**Quartzsite Improvement Association Inc., Quartzsite, Ariz.**—Broadcast Bureau granted CPs for VHF-TV trans. stations to serve Quartzsite operating on ch. 6, by rebroadcasting KTAH-TV Phoenix; (2) operating on ch. 9, by rebroadcasting KPHO-TV Phoenix; (3) operating on ch. 7, by rebroadcasting KTVK(TV) Phoenix. Action March 1.

**K73BG Honohina, Hawaii**—Broadcast Bureau granted mod. of CP for UHF TV trans. station to extend completion date to Sept. 11. Action March 11.

**K80AT Wheeler county, Tex.**—Broadcast Bureau granted CP for UHF TV trans. station to make changes in ant. system. Action March 8.

**Phillips County T.V. Association Inc., Zortman, Mont.**—Broadcast Bureau granted CP for new UHF TV trans. station to serve Phillips county operating on ch. 82, by rebroadcasting KFBB-TV Great Falls, Mont. Action March 1.

## CATV

### ACTIONS ON MOTIONS

**Hearing Examiner Chester F. Naumowicz Jr., on March 6 in Athens, Ala. (Athens TV Cable of Alabama Inc.) CATV proceeding, on examiner's own motion, continued March 11 prehearing conference to March 12 (Doc. 18025). And on March 8, by separate action, granted request by Athens and continued March 12 prehearing conference to March 14.**

**Hearing Examiner Chester F. Naumowicz Jr. on March 7 in San Diego (Midwest Television Inc., KFMB-TV) CATV proceeding, granted joint motion by Mission Cable TV Inc., Pacific Video Cable Co., Trans-Video Corp., Escondido Community Cable Inc., Southwestern Cable Co. and Midwest Television Inc. and corrected in various respects transcript of record (Docs. 16786, 17008).**

**Hearing Examiner Herbert Sharfman on March 7 in Peoria, Peoria Heights and Bartonville, all Illinois (General Electric Cablevision Corp.) CATV proceeding granted, subject to particular rulings, agreements and limitations, motion of Midwest for production, inspection and copying of documents. Grant will appear in transcript of March 7 conference (Docs. 17144, 17155).**

### APPLICATIONS

**GT&E Communications Inc.**—Requests distant signals from CHAN-TV and CBUT-TV, Vancouver, B. C. and KTVW-TV, Tacoma, Wash. to Arlington, Marysville, and part of Snohomish county, all Washington (Seattle-Tacoma, Wash.-ARB 22). Ann. March 12.

**Peninsula Broadcasting Corp.**—Requests distant signals from WRAL-TV, Raleigh, N. C. and WXEX-TV, Richmond, Va. to Ahoskie and Township of Ahoskie, both N. C. (Norfolk-Portsmouth-Newport News-Hampton, Va.-ARB 53). Ann. March 12.

**Salamanca TV Cable Corp.**—Requests distant signals from WOR-TV, WPX(TV) and WNEW-TV, all New York to Salamanca, N. Y. (Buffalo, N. Y.-ARB 21). Ann. March 12.

**TV Cable of Carlisle Inc.**—Requests distant signals from WTTG(TV) WRC-TV, WMAL-TV, WTOP-TV, WDCA-TV and WOOK-TV, all Washington, WMET-TV Baltimore and KYW-TV, WFIL-TV, WCAU-TV, WPHL-TV, WIBF-TV and WKBS-TV, all Philadelphia to Carlisle borough, Mt. Holly Springs borough, Dickinson township, South Middleton township, North Middleton township, and Middlesex township, all Pennsylvania (Harrisburg-Lancaster-Lebanon-York, Pa.-ARB 30). Ann. March 12.

### ACTIONS

**Commission has vacated cease and desist order directed against certain activities of Twin Cities Cable Co. on its CATV systems in Fulton, Ky. and South Fulton, Tenn. (Doc. 17737). In vacating the order, the commission granted joint petition of Twin Cities and WPSD-TV Paducah, Ky. Action March 6.**

**Request by American Cablevision Co. Iron Mountain and Escanaba, both Mich. for investigation of fund raising practices of U. P. TV Systems, licensee of UHF translators in Iron Mountain and Escanaba has been denied by FCC. Action March 6.**

**Commission has granted requests by Clear Vision TV Co. of Bessemer, Telvive Cable Alabama Inc. and Jefferson Cable-**

(Continued on page 85)

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### RADIO

#### Help Wanted—Management

Manager very strong in sales and general management for strong Indiana day-timer, in city of 100,000. \$15,000 to \$25,000 for right man with fringe benefits and incentive bonuses based on increase over existing business. Only managers or sales managers currently employed apply. Write Box C-70, BROADCASTING. Air mail replies.

General manager. East coast chain, Salary range: high 5 figure plus bonus—override. Top rated in market. Replies to Box C-162, BROADCASTING.

Great opportunity! Sales manager. Best pay, working conditions. Stock available. Resume, sales record, first letter. Immediate. Dan Covell, WGMZ, 903 Stevens, Flint, Michigan.

#### Help Wanted—Sales

Radio time salesman-announcer. Small market station, big market salary. Send complete info in confidence. No references now. Box B-171, BROADCASTING.

Mid-Wisconsin station needs a salesman with proven sales ability. If you're creative, experienced, willing to work and want 18% commission plus a healthy draw, send complete resume and sales history to Box C-163, BROADCASTING.

Single market North Carolina station to have opening soon for sales manager. Present man earned \$8,000 plus last year, going into business for himself. \$125 wk., plus commission, travel, insurance. Good future for hard worker. Send complete resume. Replies confidential. Box C-164, BROADCASTING.

Immediate opening! Two C-W salesmen or salesmen-announcers. Old established station—one of Florida's largest cities. Must be strong on sales, know modern C-W music. Rush tape and resume. Box C-234, BROADCASTING.

We need men in some areas of the U.S. and Canada to sell a proven station promotion. Excellent salary and commission plus top fringe benefits. Extensive travel. Send full information on experience and income at once. Box C-235, BROADCASTING.

Looking for young aggressive small market self motivating salesmen looking for advancement to major market and a future as sales manager with large expanding chain. Western opportunity on one of America's fastest growing markets. Top dollars, top lists, contact Bob Kelly, Operations Manager, KOY Phoenix. No phone calls.

WTFM, New York city, one of the nation's outstanding and most successful FM stations, is expanding its sales department. Two account executives are required immediately to call on local and regional advertisers as well as some national agencies. Broadcast selling experience is required. Please send all particulars to Sales Manager, WTFM, Long Island Expressway, Fresh Meadows, New York 11365. Correspondence will be kept confidential.

Hot sales combination: Magazine advertising package and jingles package priced right with good commission. Need aggressive sales manager. Write: Sabre Productions, Inc., 755 Steves Ave., San Antonio, Texas 78210.

A great opportunity awaits in northwest Florida. Aggressive 5 kw NBC good music station has opening for young man with proven track record. Join our professional broadcast organization. Send complete resume including sales history. Mail to Bill Tewell, Commercial Manager, Box 1669, Pensacola, Florida.

Need part time help in the sales or management field. Need not affect your present position. Write Box 812, Denton, Texas 76201.

### Help Wanted—Announcers

MOR morning or afternoon man. Experienced only. Mature. Major university town in Northeast. Box M-175, BROADCASTING.

On the way up? This could be it! Mid-Atlantic market of 400,000, 5 kw needs mature sounding MOR 1st phone announcer. Evening shift. Salary open. Tape and particulars to Box B-124, BROADCASTING.

Southeast major market top forty format station needs morning dj (6-10AM-M-S) with 1st ticket, programming & production necessary. Send resume, tape, photo, salary requirements to Box C-13, BROADCASTING.

Production man-announcer wanted by leading top 40, medium market station in east. Must be creative and versatile; capable of producing consistently good, attention getting continuity; utilizing a wide range of techniques, deliveries and production aids. Excellent opportunity in group operation. Rush tape and resume to Program Director. Box C-16, BROADCASTING.

Two summer relief announcer positions available at major upstate New York radio and TV station. \$150.00 per week for top men, skilled in news operation and record programs. Openings available May through December and June through September. Send tape and resume to Box C-73, BROADCASTING.

Top rated group operator needs red-hot R&B and jive disc jockies for Negro programed station. Experience on Negro station important. Top pay and excellent working conditions for man who has ability to do modernized version of rhythm and blues show. Box C-148, BROADCASTING.

Mid-Road dj for N.J. AM/FM in suburban market. Box C-152, BROADCASTING.

Want to move up to 200M market? Clever in the morning? Send tape & resume to Box C-161, BROADCASTING.

Need top notch drive time announcer, capable of building solid adult audience with uptempo format. Personality station, metro market. Salary commensurate with ability. Box C-165, BROADCASTING.

Wanted immediately! Mature air personality that's ready to move up to a quality 50,000 watt Florida station. Salary open. Send tape, current photo, and references to: Box C-166, BROADCASTING.

Excellent opportunity for announcer with first class ticket willing to start up to \$140, a week, good voice, good references, immediate opening. Tape required and possibly personal interview will be required. Apply Box C-167, BROADCASTING.

Major market contemporary needs good voice first phone personalities . . . top ten . . . Box C-168, BROADCASTING.

Telephone-talk personality for top 20 metro. Must have broadcast experience. You must have opinions and be able to express them in a lively exchange with listeners on topical issues, within bounds of FCC rules. If you are controversial, intelligent and alert send resume, air-check, photo and letter telling us why you're our man. Box C-236, BROADCASTING.

2 openings—morning man and newsman with play-by-play experience. Resume and tape to Box C-237, BROADCASTING.

First phone announcer, no maintenance, excellent climate and salary at 5 kw AM and 50 kw FM in south central Illinois. Send tape and resume to Box C-238, BROADCASTING.

Announcer, production man, who can write continuity; sales opportunity possible if experienced or adaptable. Send resume only; confidential. \$550.00. Box C-239, BROADCASTING.

### Announcers—(Cont'd)

Increasing staff. Immediate opening. Experienced announcer-salesman. Will train in sales. Growing community, good working conditions, profit sharing. Ralph Meador, Manager, KLEX, Lexington, Mo. 816-269-3232.

Tan your hide in Oceanside. Southern California. Experienced, permanent morning man, 1st phone MOR. All fringe benefits. Ideal place to live. Contact PD, Mike Wynn, PDQ, KUDE, Oceanside, Calif. 714-757-1320.

Jock for top contemporary station. Resume and tape to Gary Gunter, KYSN, Colorado Springs, Colorado.

Western New York MOR needs news-music announcer. 3rd class. 40 hour week. Send photo and tape, WBTA, Batavia, N.Y. 14020.

Woman personality for well established program on Florida good music 5 kw NBC affiliate. Send tape, resume and photo to WCOA, Pensacola, 32502.

MOR first phone announcers. No maintenance. Permanent position. Apply WETT Radio, Ocean City, Maryland 21842.

Excellent job for young man or young woman as announcer for our FM facility from 5 p.m. to midnight six days a week. Must have tape, must have references. Apply H. M. Thayer, WGHQ, Kingston, New York.

Rock in paradise! WGMA, Hollywood, Florida, going fulltime. Need flip-top jocks with and without first phones. Rush tape and resume. Absolutely no phone calls. Box 1610, Hollywood, Florida.

Combination announcer-news editor needed by ABC affiliate half hour from Ann Arbor, East Lansing and Detroit. WHMI, Howell, Michigan.

Jersey shore good music station needs mature, experienced announcer/newsman. Good opportunity for sincere, reliable man. Personal interview. Send tape/resume to WHTG, Asbury Park, N.J.

Immediate opening for announcer with 1st class license. Experience not as important as integrity at MOR station that is expanding. Located 35 miles from St. Louis. Send tape and resume to WINU. P.O. Box 303, Highland, Illinois.

Needed one announcer experienced in play-by-play. Good working conditions. Salary negotiable. Call John J. Bailes, Gen. Mgr., WJAT, Swansboro, Ga., 912-237-2011.

WKBW radio has an opening! You'd better be sharp. You'd better be very, very good. No "Ron radio" need apply. Send non-returnable tape, complete resume, and picture to: Jeff Kaye, Program Director, WKBW Radio, 1430 Main Street, Buffalo, N. Y. 14209.

Jock needed at once. Must be swinger . . . good on news . . . morning man prospect. Send photo, tape, resume now. Radio W-NOO, Box 166, Chattanooga, Tennessee 37402.

New station WFEM FM, Ellwood City, Penn., a member of the Great Scott group. Complete staff hired except for PD who can do news and play by play; and one salesman-announcer. Enthusiasm more important than experience. Send tape and full particulars to H. Scott, WPAZ, Box 638, Pottstown, Penna. 19464.

Wanted—morning man, with sports play-by-play ability for high school football, basketball, baseball and Mississippi State University baseball. Joe Phillips, WSSO, Starkville, Mississippi.

## Announcers—(Cont'd)

Florida calls! Immediate opening. Adult sound, successful full-timer needs all around announcer-producer to work with staff of professionals. Experience, endorsed third, and love of radio essential. Send tape, snapshot, full details airmail to Art Ross, PD, WTMC, Ocala, Florida 32870.

Need experienced first phone announcer—start April 20—good permanent position with opportunity for advancement. \$150.00 per week, \$5.00 raise every six months, 45 hour air shift, 48 hour total. Car necessary. No collect calls. Radio station, WTOR, Torrington, Connecticut. 203-489-4181.

2 top 40 jocks—rush resume and tape to W-WOW, Conneaut, Ohio.

Good voiced announcer with production and news experience. Good opportunity with growing group operator for rapid advancement to PD or management. Send tape and resume to P. O. Box 22082, Greensboro, N. C.

Midwest station has immediate opening for announcer with 1st class license. Call 517-386-5364, Norm Pike.

Baltimore market station has immediate opening for announcer with first class license. Night shift. No maintenance. Call Charles Doll. (301) 761-1590.

## Technical

First phone-maintenance and operation for FM Xmitter and studio, college station in the east with new equipment. Send resume to Box B-305, BROADCASTING.

Immediate opening in upper east Tennessee area for man with first phone who can do light maintenance and some air work. Send resume to Box C-75, BROADCASTING.

2 engineers with 1st class license needed. Radio, TV and full time FM Stereo in medium midwest market. Technical operations and maintenance only. Prefer one to have previous radio or TV station experience. Will consider one without broadcast experience if tech school or other experience. Fine industrial community and schools. Rush resume, please include phone number. Box C-76, BROADCASTING.

First phone for transmitter and studio. Excellent opportunity for experienced man; excellent salary and chance for advancement. No. announcing. Location: Mid-U.S. Box C-133, BROADCASTING.

Wanted a man with first class ticket who is also capable of doing some airwork on one of America's top rated country music stations in a large market. If you are the right man, starting salary is negotiable. Send tape and other personal information to Box C-170, BROADCASTING.

Station needs 1st class engineer. Experienced only, salary open. Must know all phases of how to operate a 10 kw transmitter & general maintenance of a well equipped station with a DA2. Box C-240, BROADCASTING.

AM station going FM and UHF TV; needs engineers with AM or TV experience. KVET, 113 W. 8th, Austin, Texas 78701.

Chief engineer who can work in at least one other department. Non-directional AM going FM later in year. Good opportunity for qualified person who would like living in city of 15,000. Send photo, background, experience and salary requirements. WBYS, Canton, Illinois.

April 1 opening for first class engineer. Contact Bob Harvit, WETH, Williamson, West Virginia.

Florida daytimer wants first phone engineer capable of maintenance. Short announcing shift. Write Manager, WELE Radio, P. O. Box 4006, Daytona Beach, Florida, or phone (904) 767-1131. No collect calls please.

Opportunity for man with first class license who wants to learn maintenance under experienced chief and become Chief Engineer yourself first day you are able to take over. Directional day and night. Contact WGWR—P. O. Box 309—Asheboro, North Carolina—27203.

Permanent salaried position open for right man . . . first phone . . . maintenance . . . call Bob Olson, WJMS Radio, Ironwood, Michigan. (906) 932-2411.

ABC radio networks in Chicago will need vacation relief men starting March 30, 1968. Must have first class license. Audio operations, production & remote broadcast experience necessary. Write Bill Gilmore, ABC Radio, 360 N. Michigan Avenue, Chicago, Illinois, 60601.

## Technical—(cont'd)

Schafer Electronics has an opening for a single man, or a married man who has a wife who enjoys traveling, to travel full time in our western van, a Dodge Motor home, with a complete broadcast automation system and complete living facilities. Engineering background is not necessary, but an all around knowledge of the broadcast industry and the application of broadcast automation is essential. Please send resume and photo first letter to Schafer Electronics, 911 De Soto Avenue, Chatsworth, California, 91311.

Chief engineer for 5 kw, directional nighttime, 24 hour operation. Fine staff, good working conditions, good salary and benefits. Located in heart of nation's finest hunting and fishing area, Butte, Montana. Call Shag Miller . . . 406-723-7429, collect.

## NEWS

Medium or small market newsman who wants to make jump to television news—send picture, resume. References and audio tape to News Director, Box C-241, BROADCASTING.

This 350,000 plus market really generates news . . . We've been first with it for years . . . but we've decided one more reporter could put us even further ahead. Filling this new position will be an investigative, interpretive reporter who will have time to develop the "entire" story. He'll have college or training and will be part of a five man staff receiving excellent salaries and fringe benefits. If you're the man, rush tape and resume to Morry Alter, News Director, KSTT, Davenport, Iowa.

Newsman wanted immediately for Central Florida's top station. Should be experienced in gathering, writing, and on-air reporting. Phone Bob Raymon, News Director, 308-241-1491, WDBO, Orlando, Florida.

Newsman for tight top 40 format in metropolitan Washington, D. C. Call or write Harry Averill, WEAM, Arlington, Virginia. 703-534-8300.

Local newsman for WELV, Ellenville, New York. Contact H. Borwick, WVOS, Liberty, New York.

Central Pennsylvania full time news-talk formatted station has immediate opening for experienced news writer-broadcaster for news team that pulls no punches. Opportunity to learn talk. \$100 per week for qualified person. Call Terry Parker, News Director, WRTA, Altoona, Pennsylvania. 943-8112, or send tape and resume.

Unusual morning show format requires seasoned music and news host, mature airman with good news background. Don't apply if you aren't over 30. Also need authoritative news director to produce the show and other station features. A real challenge for a pair of top pros to make our soon-to-be 100,000 watt WFOA Trenton station a top contender. Primary service over Philadelphia and throughout New Jersey. Contact promptly—Herb Hober, Box 1350, Princeton, N. J. 609-924-3600.

Radio newsman wanted for early morning shift. Possibility for some TV. Tape and info to Bob Lee, WWTW, Cadillac, Mich., P. O. Box 627.

## Production—Programing, Others

News reporter-commercial—copy—writer. Pleasing voice, man or woman. Successful small market AM-FM radio stations. Good pay, working condition, Box B-172, BROADCASTING.

Group operator has immediate opening for program director in New Orleans. Top 40 rock experience important. Must be promotion minded, contest oriented, idea man and rating conscious. Production ability on commercial spots important. Annual salary top four figures up to \$15,000 plus merit raises and annual bonus. Send complete details with an outline of your successful ideas. Box C-149, BROADCASTING.

N.J. MOR AM/FM seeks production buff to handle short air trick, production, etc. Tape, resume and dollars first. Box C-153, BROADCASTING.

Wanted mature professional with proven record in all phases of broadcast production, programing and airwork with some knowledge of country music. This is one of America's top rated country music stations in large market and is a progressive, promotion minded formatted country music station. Good starting salary with regular increases. Want to work with professionals? Send tape and background information to Box C-169, BROADCASTING.

## Production—Programing, Others

### Continued

Topflight executive secretary for a top Los Angeles broadcast executive with a leading national broadcaster. Excellent salary and employee benefits. Equal employment opportunity. Box C-242, BROADCASTING.

Due to promotions 50,000 watt, top rated, contemporary station is looking for someone to do good production, commercials, and airshift. Looking for someone that reads paper from front to back, possibly be funny and do something other than give time and temperature. Good pay, security, benefits, good working conditions, every third weekend off, send tape of production, airshift, resume, and picture to Larry Ryan, KEEL Radio, Box 7, Shreveport, Louisiana.

Combination salesman, copywriter, and week-end announcer. Will consider part of these abilities. Selling a must. Top salary-fringe. Send resume and tape. KKOW, P.O. Box 579, Hot Springs, Arkansas.

Secretary to Advertising V. P. Must have excellent skills, personable, adaptable, assume responsibility, work well with people. Top 4A agency. \$6,240. Call 212-986-6500. Mrs. Callihan.

Copywriter—experienced. Good situation for writer who can produce strong copy. Top salary, fringe benefits. Leading Michigan station. Send background information, photo, and sample copy to WFDF, Flint, Michigan.

## Situations Wanted—Management

Experienced manager . . . excellent record and references. Proven ability. Small to medium midwest market preferred. Can invest. Box C-78, BROADCASTING.

Medium market sales manager wants move up. 15 years radio-TV sales. Five years management. RAB-TV oriented. 43, married, best references. Midwest or Pacific northwest. Will consider other locality. Box C-171, BROADCASTING.

Tired of bureaucratic nonsense, FCC attorney with proven record of successful business management seeks challenging position in broadcasting industry. Box C-172, BROADCASTING.

General manager. Proven outstanding creative sales record. Station and agency background. To increase profitable sales write Box C-173, BROADCASTING.

Am doing it all in small market, would like to specialize in management, sales or programing, 11 years experience, 29 years old, proven track record in all three departments. Box C-175, BROADCASTING.

If you can use a professional broadcaster with 17 years successful seasoning in radio-TV management, sales, programing and engineering then we should get together at NAB convention. Subject to FCC approval, have just sold myself out of a job. Box C-226, BROADCASTING.

Radio management—profit oriented, in-depth experience sales, programing, promotion, financial management, community relations, personnel development. Seek challenge medium to major market. Investment possible. Top industry references. Box C-243, BROADCASTING.

## Situations Wanted—Announcers

First phone combo: experienced, college, management potential, like? Box B-156, BROADCASTING.

Sportscaster, 21, play-by-play, college, draft exempt, eight months experience. Box B-294, BROADCASTING.

Sportscaster. Experienced. Dynamic play-by-play. First phone. Some TV. Box C-32, BROADCASTING.

NYC broadcast school grad seeks first position. Adult-announcer, MOR, dj, 3rd endorsed. College, single, 28. Audience appeal and more. Box C-40, BROADCASTING.

Experienced young Negro dj announcer, top references, salary secondary to opportunity. Available on short notice. 3rd endorsement. Box C-41, BROADCASTING.

Experienced coach and announcer seeks permanent radio/TV affiliation. Knowledgeable play-by-play and analysis. Copywriter. Masters degree, veteran. Box C-84, BROADCASTING.



**Situations Wanted—Announcers****Continued**

Responsible, married, 16 yr professional of Baltimore radio, desires new location, prefer Miami, Florida or nearby southern area. Especially strong on late evening or all night program. If you are interested in a well balanced, informative, entertaining show, then I am interested in you. No unimaginative, rock, top 40, revolving door policies considered. Box C-86, BROADCASTING.

Negro soul jock, any format, first class license. Box C-87, BROADCASTING.

Hot 100 new sound, 3rd endorsed, draft deferred. Good commercial delivery and production ability. Experienced. Box C-93, BROADCASTING.

Boss personality jock, mellow production, first phone, college grad, experienced, single, draft exempt. Wants major teen nite spot and will get it! Box C-113, BROADCASTING.

Third endorsed, prefers midwest, college, three years experience, production, strong on news. Box C-136, BROADCASTING.

Announcer, sales and some management, 1 year experience. Prefer MOR, C/W. Would like mid-night or evening shift. Box C-176, BROADCASTING.

Announcer on northeastern New York major market station seeking to relocate in southern California. Married. 3rd endorsed. Box C-177, BROADCASTING.

"Cool": 5 years experience; dependable; (212) 865-5936. Box C-178, BROADCASTING.

Good sound dj. Mature, dependable, authoritative news. Seeking station with opportunities. 3rd endorsed. Experienced. Sales. Box C-179, BROADCASTING.

Civic minded, 46 year old, 23 year radio veteran, desires C&W show. Evening or all night show considered. Metropolitan area preferred. Ad lib specialist. Good equipment and pleasant surroundings mandatory. Box C-180, BROADCASTING.

First phone—Ogden's, 25, married, mature. Trained in all phases of broadcasting. News, commercials, board work. Starting salary not important, but experience and future is. Desire position with stable well managed small market station or? Prefer top 40 or C&W. Some experience top 40 and light maintenance. Will relocate. Box C-181, BROADCASTING.

How's this for opener! Audience building personality, creative, 3 years in competitive market. My lowest card is a 3rd class license, but you should see the rest of my winning hand. And that's no joker! No small markets, western states. Box C-182, BROADCASTING.

Have you been thinking of a female announcer for your radio station? Let's put your thoughts and my talents into action! (3rd endorsed). Box C-183, BROADCASTING.

Wanna trade? I'll swap any part of my first phone ticket, 15 years of breezy deejaying, creative program directing and authoritative news gathering, for \$175 per five day week. Box C-184, BROADCASTING.

Stop!—personality who is a master at mixing a potpourri of sound and chatter. Production, promotion, entertainment, 11 years experience. Eventually would like to move into management. Box C-186, BROADCASTING.

MOR—news—music—interviews—humor—production—sales—5 years small market—3rd endorsed—family—prefer university town—seeks challenge. Box C-187, BROADCASTING.

Negro dj and newsman, 3rd class license, some experience. Needs chance. Box C-188, BROADCASTING.

Experienced, dependable, mature C&W jock w/3rd end. Nashville contacts, prefer rise & shine, not a prima donna, not a hayseed, employed now, references, let's talk. Box C-189, BROADCASTING.

7 years experience; first phone; substantial ratings in metro markets; good production; excellent references. Box C-190, BROADCASTING.

Talented—professional—disc—jockey personality, with questionable background. Can be had. Box C-191, BROADCASTING.

**Situations Wanted—Announcers****Continued**

Summer's coming—experienced announcer, first-phone, will help fill longer hours, vacation shifts. Nation's Capitol area. Box C-192, BROADCASTING.

Staff announcer—1st phone experienced Middle of Road—news—copy—programming—production and management potential. Want challenge. Salary open, Box C-193, BROADCASTING.

Bright, happy, MOR personality, currently PD and MD with 2½ years experience, a third and married . . . would like to advance career at a bright, happy, MOR in a medium market. Box C-194, BROADCASTING.

Michigan, 3rd, 21, experienced, before 3 P.M., 616-775-7644. Box C-195, BROADCASTING.

Announcer, dj, newsman, production for 50kw MOR southeastern major market station. Presently earning \$800 plus, wants more music. Can you afford me? Entice me. Box C-196, BROADCASTING.

Creative top-40 personality medium market midwest wants mornings, all-night medium market east. Four years experience, college. Box C-204, BROADCASTING.

Ambitious young family man, draft exempt. 1st class ticket. 2½ years experience, excellent references. DJ and newscaster, can do production, prefers top 40 or MOR. Looking for permanent position in Florida with advancement. Write Box C-232, BROADCASTING.

Newscaster-announcer-PD . . . desires permanent position . . . prefer coastal or lake area . . . family man . . . 15 years experience . . . Box C-244, BROADCASTING.

DJ, tight board, third endorsed, exp. relocate. Excellent community man. Box C-245, BROADCASTING.

1st phone beginner to do combo. Will relocate. Prefer midwest or west. Box C-246, BROADCASTING.

Polluted air? Young broadcaster with go-go gas mask promptly purifies polluted air with hypodermic of great sound; moderate rates, experienced. 3rd endorsed; ready May. Box C-247, BROADCASTING.

College man with N.Y. State on-air-experience seeks to serve you this summer. 3rd ticket. Box C-248, BROADCASTING.

First phone, soul brother—R&B. Need chance to prove, recent graduate. More in . . . Box C-249, BROADCASTING.

Negro dj. Broadcast grad, good voice, 3rd phone, rhythm & blues preferred, willing worker. Box C-250, BROADCASTING.

First phone, married. Top 40. Five years experience. Medium, metro market only. Draft exempt veteran. William. 612-PA4-9067, 741-2251.

First phone, experienced Negro R&B announcer. Presently employed. Ready for big times in same music. Age 26. Family. Available on notice. John Carter, 5756 South Parkway, Chicago, Illinois, phone 312-324-7533.

Excellent play-by-play man. Just graduated from top broadcasting school. Salary open. 201-267-7264, after 5:30.

Experienced 1st phone prefers daytime work at southwest US area rocker. Contact at 115 W. Vine, Enid, Okla. PH 233-2007.

Top dj, good music—MOR—pop . . . successful years in St. Louis. \$12,000 minimum. Lee Coffee, 314-962-9167.

Good young country & western announcer. Good news, tight board. Draft deferred, will work anywhere. Contact Johnny Steele, 270 Chavasse Ave., Henderson, North Carolina.

**Technical**

Experienced first phone/deejay. Want meter reading transmitter shift, no maintenance. Box C-185, BROADCASTING.

Engineer 1st phone—do you need a supervisor, chief, Xmtr man? Experienced, over 30 years, all phases. AM-FM-stereo-SCA. Complete installation. No announcing. Box C-197, BROADCASTING.

Creative Producer, employed. First phone. Experienced news, feature, effects, and copy work. Direct and operate complex board. Box C-199, BROADCASTING.

First phone engineer wants transmitter watch. Experience. Box C-251, BROADCASTING.

**Situations Wanted—Technical****Continued**

1st phone, married, 9 years experience all formats. Presently chief engineer & program director C&W. Desire larger market. Roger Lindsey, 1314 Port Arthur, Mena, Ark., PH. 501-394-2628.

**NEWS**

Immediate availability. Television-radio newscaster. Over 15 years metro experience. Commercials, writing, editing, documentaries, stable, mature. Metro area only. Box C-116, BROADCASTING.

Young, talented and experienced newsman with degrees in political science and radio-television available now to work at quality-minded news operation. Box C-200, BROADCASTING.

New York pro. Had it with the Big Apple. Married, college grad, experienced in all phases of news including news directorship. Prefer N.E. Box C-201, BROADCASTING.

Experienced network radio newsman. Can write and air news but prefers street work. Strong on actualities. Will travel. Minimum \$200. Box C-202, BROADCASTING.

Electronic journalist seeking ND slot. Mature, authoritative newscaster, 7 years large market experience, responsible, 3rd endorsed. Give me a news room properly equipped and I'll give you a top news operation with a modern, major-market sound. Prefer southwest, west or coastal areas. Consider any location including overseas. Box C-203, BROADCASTING.

Attn: DC, Baltimore, central Maryland. No. Virginia. Local news can make your station. News director or newsman available, experienced all phases, incl. management. Box C-252, BROADCASTING.

First phone and M.A. in journalism, and broadcasting school but limited experience. Want chance to begin career. Prefer college town. Gary Edwards, 8128 Pershing Dr., Playa del Rey, Calif.

**Production—Programing, Others**

Solid top 40 experience . . . devotion, music director. Box C-96, BROADCASTING.

Professional music director . . . top 40 . . . now! Box C-97, BROADCASTING.

Production director—announcer, 11 years experience MOR to classical, also strong on news and sports—prefer central or south Florida. Box C-100, BROADCASTING.

Radio group: music-programing-operations. And I can announce, too! Can you afford me? Box C-123, BROADCASTING.

Program Director/writer/annncr. Experience—knowledge broadcast/PR industry—my business. Contacts (N.E.) area. Interested? Interview only. Box C-206, BROADCASTING.

Top 40 personality with excellent production and creative, articulate promotion ability, wants permanent position with a powerful contemporary sound. Now PD in medium market. Proven professional radio background. First phone!! Box C-207, BROADCASTING.

Now available for station with opportunity for stimulating work and professional growth. Experienced in all phases of production, news, and film editing. Box C-209, BROADCASTING.

New idea for small market radio! For less than \$40.00 weekly you can have your production written and recorded by a creative professional. Interested? Free audition tape and particulars. Box C-210, BROADCASTING.

Farm director. Ten years experience. Also writer excellent farm commercials. Box C-233, BROADCASTING.

Knowledgeable, well-seasoned pro. Program director—air performer . . . top 40—MOR programming specialist. Wide and varied, grass-roots-up background. Over 10 years experience—all phases with indie and group operations. Proven track record. Number one ratings. Youthful, but mature. Finely attuned to today's market. Box C-253, BROADCASTING.

Top forty deejay/program director/music director—currently in 489,000 metro market, wants to go up. Not a drifter, forced to move because of station sale. Ten years experience, five years program director, three years music director. Third phone, married, draft free. Want to work. Excellent references. Will consider all offers but would like to go west. Dan Cook, 1944 Bunting Dr., North Augusta, S. C. 29841, (404) 733-7703.

**TELEVISION—Help Wanted****Management**

Business Manager for group owned TV station in northeastern U.S. Require excellent account and financial management experience. Good salary, excellent benefits, opportunity for advancement. An equal opportunity employer. Box C-254, BROADCASTING.

Promotion manager for Michigan VHF full color. Number one in market. We need top talent and maturity to keep growing. Must be a professional audience builder familiar with use of all media. Previous TV promotion experience, draft free, writer and producer of top promos and campaigns required. Some sales promotion. Send resume and salary requirement in first letter. All answered, all in confidence. Box C-255, BROADCASTING.

**TELEVISION—Help Wanted****Sales**

TV salesman, with opportunity to become salesmanager super power station, all UHF market in south. Liberal commission with advance to right person. Send picture and resume. Address to Box C-4, BROADCASTING.

One of the nation's first UHF-TV stations seeks salesman. Unusual growth potential for experienced man. Mid-west location. Send resume, salary requirements to Box C-101, BROADCASTING.

Local salesman. Protected list. Liberal commission against draw. Experienced TV Salesman only. Contact Bernie Whitaker, WJRW-TV, Atlanta, Georgia.

Should have at least 3 to 5 years rep. experience and/or national TV sales experience with an indie. If you can't "take over and go," don't respond. Mid-west background desired but not required. Call or write Don Heller 215-735-2320. U.S. Communications, 1500 Walnut Street, Phila. 19102.

**Announcers**

Staff announcer. Good background for on-the-air and booth work for major VHF color operation. Also need responsible news anchor and desk man with general staff experience. No problem child please. Send tapes to Box C-111, BROADCASTING.

Staff announcer. Good background for on-the-air and booth work for major VHF color operation. Send tapes to Box C-258, BROADCASTING.

**Technical**

1st class engineers for operations, transmitter and maintenance. Midwest network VHF, medium market. Good place for family living. Send details, photo and salary requirements. Box B-78, BROADCASTING.

Chief engineer wanted for career position with New York city municipal college. Starting salary \$10,000 to \$12,000 with annual increments and liberal employee benefits. First class ticket and college degree required. Position available immediately. Box C-211, BROADCASTING.

Southeast first class phone TV maintenance and operational experience preferred, others considered. Vic Bankowski, C.E., P.O. Box 19, WHNT-TV, Huntsville, Alabama.

Opening for 1st class studio engineer, color experience desirable, but will consider aggressive learner. Call or write Arthur Bone, WJRT-TV, P.O. Box 12, Flint, Mich., AC. 313-239-6611.

Maintenance technician—to work on VTR's, film and live cameras. Installing color equipment. Experience desired. First class license required. Top ETV station. Send resume with salary requirements to Chief Engineer, WTTW Channel 11, 5400 North St. Louis Avenue, Chicago, Illinois 60625.

Broadcast technicians: We have several temporary vacation relief openings for people with some prior technical training or experience in broadcasting. These jobs are available in Ohio and Indiana and pay excellent salaries. The positions will become available from late April to early June and will continue for three to six months. Well qualified temporary employees may be considered for full time employment as regular openings develop. Send a complete confidential resume covering education, experience, licenses that you hold, age and salary requirement to Employment Manager, AVCO Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio, 45202. An Equal Opportunity Employer (M/F).

**TELEVISION—Help Wanted****Technical—(Cont'd)**

New UHF station in growing market with four season recreation requires broadcast engineers with color, VTR and control room experience. First Class License required. Send resume to WVNY-TV, P. O. Box 22, Burlington, Vt.

Assistant chief and transmitter engineer for northern resort area VHF. Ideal for outdoorsman who likes skiing, hunting, fishing or boating. Call collect—Chief Engineer—area code 802—Number 882-8817.

**NEWS**

Need general radio and television reporter for midwest metropolitan market. You will be required to shoot film as well as do radio air work. Box C-14, BROADCASTING.

TV news reporter, 25 to 35 years old, college degree in journalism, capable of: Rewriting wire copy, scripts for SFL, SOF interviews, on air newscasts. Send tape, photograph and resume with example of writing to Box C-212, BROADCASTING.

NBC-TV affiliate looking for all around experienced newsmen, who can gather, shoot film, and handle on the air work! Knowledge of sports very desirable, but not essential. Call or write Program Manager, WICS-TV, Springfield, Ill. 217-528-0465.

Newscaster with experience as reporter-photographer. Please send picture and resume to Earl Green, News Director, WTVN-TV, 753 Harmon Ave., Columbus, Ohio.

**Production—Programming, Others**

Southern station in top 50 market seeking talented artist to create on-air and promotion art. Liberal benefits (profit-sharing, retirement, etc.) add to incentives of pleasant working conditions and climate. Write first portfolio will be requested and returned. Box C-103, BROADCASTING.

Producer-director for large production center in southeast. Heavy on cultural and public affairs production. Independence and creative ability a must. Salary open. Box C-129, BROADCASTING.

Expanding ETV station needs experienced producer-director starting July 1, 1968. Salary \$7500-8000 for eleven months. Masters Degree required. Film-making experience desirable. Bowling Green State University is an equal opportunity employer and as such will give consideration for employment without regard to race, color, creed, or national origin. Send credentials to Dr. Duane Tucker, WBGU-TV, Bowling Green, Ohio.

Miami TV station needs two reporter-photographers; journalism background. Phone or write to Gene Strul, News Director, WCKT, FL 1-6892.

Young aggressive producer/director for major market VHF. Applicant must be creative producer, excellent organizer, sharp director and self-starter. Best, all-color facilities. Excellent working conditions. The man we're looking for is no button-pusher. Write immediately, no calls. Chief Producer, WTMJ-TV, Milwaukee, Wisconsin 53211. Include resume and salary requirements.

**TELEVISION****Situations Wanted—Management**

General manager. Proven outstanding creative sales record. Station and agency background. To increase profitable sales write Box C-174, BROADCASTING.

Ability, desire for work. Twenty years experience in management, sales, programming, and engineering. Can operate your station in black in all departments. Presently employed. Box C-213, BROADCASTING.

TV station manager, now in a top 50 market, seeking change. 25 years experience, last 15 in TV. References, resume, Box C-214, BROADCASTING.

Excellent sales record and improved numbers not improving me television asst. mgr. in medium market seeking station mgr./sales mgr. post. medium to large market. 10 years TV leadership management experience, plus network-agency background. Sales and image minded manager, creative doer, community oriented. Family, college, responsible. Future of equal importance to remunerative structure. Box C-215, BROADCASTING.

**TELEVISION—Situations Wanted****Management—(Cont'd)**

Television station manager with impressive management, programming and sales experience available soon. Box C-216, BROADCASTING.

If you can use a professional broadcaster with 17 years successful seasoning in radio-TV management, sales, programming and engineering then we should get together at NAB convention. Subject to FCC approval, have just sold myself out of a job. Box C-227, BROADCASTING.

Tough minded, profit oriented administrator experienced all phases TV, heavy sales, strong promotion and local programming. Small, medium and large markets. Presently employed over 11 years same company. Currently in top 5 market. Over 20 years in radio and TV management. Desirous of change. Let's talk. Box C-258, BROADCASTING.

Top level TV/radio executive. 15 years major market experience in all phases TV, radio, advertising. Built and operated UHF. Resume available. Kenneth D. Caywood, 319 Lincoln Park Blvd., Dayton, Ohio 45429, (513) 299-4495.

**Technical**

Director of engineering; 19 years all phases of broadcast engineering. 14 years management. Seeking top position with future. Heavy experience both construction and administration. Box C-131, BROADCASTING.

TV chief—20 years experience. Last 13 as chief of TV & AM operation. Will consider any interesting position in similar capacity, or equipment sales. Box C-198, BROADCASTING.

**NEWS**

Experienced, youthful photographer-reporter desires Viet Nam assignment. Box C-37, BROADCASTING.

Newsman, presently editing 2 newscasts daily, anchoring 1 on air, needs change. Mid or south-west medium or large market preferred. Real pro, no appeal to the youthful-charm-wire-copy operation. \$200 minimum. Box C-130, BROADCASTING.

Experienced major market newsmen will relocate for reporter, newscaster or news director position. Box C-141, BROADCASTING.

Need creative, versatile, articulate, attractive woman newscaster or hostess controversial issue/interview program? Have Ph.D. in psychology. 4 years ETV experience. 3rd phone. Excellent references. Available immediately. 415-776-1705, or Box C-218, BROADCASTING.

Radio/television announcer newsmen. College-journalism. Top references. Box C-219, BROADCASTING.

Naval weather officer, obligation ending, professional meteorologist, degree. Football All-American. Some acting, television experience. Seeking weathercaster position. Box C-220, BROADCASTING.

News—editorial specialist seeks new spot. Degree, award-winner, experienced as news director both media. Newspaper background. Net-feeder. Crack writer, anchorman. Exceptional references. Box C-221, BROADCASTING.

Second rate news department wanted which I can revitalize and turn into winner. If station will furnish personnel and equipment, my determination will result in top rated news department. Box C-222, BROADCASTING.

Eight years experience as announcer/newsman/sportscaster in radio; B.A. and M.A. in journalism/mass communications—looking for news director/anchorman position with station which values newscasts as integral part of programming. Complete resume, references, now with 5 station chain as assistant Program Director but desire television vocation. Box C-229, BROADCASTING.

June/September employment desired by top Northwestern TV/radio journalism student. Two years experience. Desires to do all facets of TV news operation. Will go anywhere. Roger Hilkert, 610 Lincoln Street, Evanston, Illinois, 312-491-0591. After March 15, 1925 Harlan Road, Toledo, Ohio 419-536-7771.

## TELEVISION—Situations Wanted

### Production—Programing, Others

TV production, degree, experience in all phases production, seeks producer/director position. Immediate. Box C-208, BROADCASTING.

TV program manager with 18 years experience in programing, production, film buying and VHF operations. Available soon. For resume and/or interview at NAB Convention, write: Box C-217, BROADCASTING.

Promotion director—can't wait for boss to grow old. Must move up. Excellent background and experience. Production, on air, sales promotion, etc. Box C-228, BROADCASTING.

Versatile professional with eighteen years diversified experience, can design and set up minimum-cost motion-picture unit for business, education or government, and then operate independently or with small staff to produce high-quality films on low-budgets and tight deadlines. Capable of working closely with management to produce purposeful films achieving design objectives. Detailed resume of experience and credits available on request. Box C-230, BROADCASTING.

Producer/director with solid background in studio, remote and film productions, seeks position with production-oriented station. For full details or to arrange interview during NAB Convention write Box C-259, BROADCASTING.

Experienced announcer, cameraman, photographer, film editor, engineer, switcher with 1st class license desires creative, responsible position in TV production. Two college degrees, \$8,000 considered to start. Reply to Richard Carter, 301 South Howard, Elk City, Oklahoma 73644.

### WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Stereo equipment needed—Immediate buyer for used Ampex PD-10 stereo duplicator with minimum of three slaves. Box B-270, BROADCASTING.

Wanted: 4 RCA or Marconi b&w used camera chains in perfect condition. Channel 3, Box 1875, Monterrey, Mex.

Color television tape playback unit. Contact Chief Engineer at KSWO-TV, Box 708, Lawton, Oklahoma.

Wanted: All equipment for the construction of small black and white television studio. Seeking donations but will consider purchase. Supt. of Schools, Dr. James P. Harrison, Nether Providence Township, Wallingford, Pennsylvania 19086, 215 LO 6-9000.

Wanted to buy: Used UHF channel 21 antenna. Also for sale: UHF RCA channel 62 antenna. Contact WANC-TV, 75 Scenic Highway, Asheville, N. C.

### FOR SALE—Equipment

Coaxial-cable—hellax, styroflex, spirofine, 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.

UHF 12½ kw RCA transmitter (used). Negotiable sale price to include freight and proper operation upon installation. Price does not include flitplexer which is individually required for each specific channel. Transmitter not being used but available for inspection. \$75,000.00. Box B-275, BROADCASTING.

TK-41-C and TK-41-B modified to 41-C. Box B-302, BROADCASTING.

Scully, spotmaster, Rusco, QRK, Trade-finance. Write for lists. Audiovox, Box 7067-55, Miami, Florida 33155.

Retiring FTR 192-A, 3 kw transmitter. Buy it for the parts as is for only \$400, complete with tubes, but has defective plate transformer. Crating and shipping extra. Tubes alone worth the price. Contact WRFL, Box 605, Winchester, Virginia or telephone 703-667-2224.

Andrew 8-bay multi-v antenna, 103.7 but tunable any frequency \$1,150. 3½ Steatite coax cleaned \$40. 20 foot sections. Bendix station guardian with directional coupler, \$225. Ken Freeman, CE, WBBQ, Box 1443, Augusta, Ga. 30903. 803-824-5441.

## FOR SALE—Equipment

### Continued

On March 28, 1968, the Michigan Department of State Highways will offer for sale certain mechanical equipment from a radio station, including 2 eight-channel RCA control consoles, several Magnacord tape machines, several RCA cartridge playback units, turntables, transmitters, antennas and miscellaneous related equipment. For details and a complete list of equipment write Mr. Gerald Smalley, Michigan Department of State Highways, 2900 Clinton Road, Jackson, Michigan, 49201—Phone ST 4-7172, area code 517.

Manufacturer's close out of FM transmitters and amplifiers—all power levels—available at reduced prices. Box C-223, BROADCASTING.

"Broadcast equipment"—complete stations bought—sold. "SOS", 270 North Crest, Chattanooga, Tennessee.

Remote control metering—Gates M-4618 RCM 12—Includes transmitter/receiver, power supplies and control panels. \$350. G.E. FM circular antenna—2 Bay, 88-108 MHZ—power handling capacity 12.5 kw—gain 1.70. \$150.00. Write or call—Sierra Electronics & Engineering Corp., P. O. Box 1526, Reno, Nevada—Telephone 786-2600.

Ampex 350, Full track, unmounted, \$850.00. Ampex 350, original console, \$975.00, Box C-231, BROADCASTING.

General Electric type TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box C-224, BROADCASTING.

5 kw AM transmitter, RCA-SDX just removed from service, excellent condition; available immediately, with tubes and spare parts \$3500 FOB, Youngstown, Ohio, WKBN, W. P. Williamson, III, Phone: 216-782-1144.

### MISCELLANEOUS

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

"365 Days of laughs"—daily radio gag service—may be available in your market. Sample a month! \$3.00, Box 3736, Merchandise Mart Sta., Chicago 60654.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St., Brooklyn, N. Y. 11239.

Buying, selling, evaluating? Seasoned management group with proven record of sound operation in many small, medium and large markets available for study of station operations and management/sales counsel. Noyes, Moran & Company, Inc. 1027 Curtiss, Downers Grove, Ill. 60515.

Are you satisfied with the sound of your station? If not write the Sound Doctor, Box 3894, Birmingham, Alabama.

### INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog. Desk 8-B, 1505 N. Western, Hollywood, California 90027.

Elkins is the nation's largest and most respected name in First Class FCC Licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2803 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

## INSTRUCTIONS—(Cont'd)

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, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KRIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2803 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for April 10-June 26. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647, (Formerly of Burbank, California).

Are you tired of low pay and bad weather? Come to sunny Sarasota and train for your First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin April 15, May 20, June 24. Call 955-6922 or write today—R.E.I., Inc., 1336 Main Street, Sarasota, Florida.

R.E.I. in the center of the U.S. can train you for the First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin April 15, May 20, June 24. Call WE-1-5444 or write 3123 Gillham Road, Kansas City, Missouri.

"Yes it's New" R.E.I. at 809 Caroline Street, Fredericksburg, Virginia. But it's R.E.I.'s famous (5) week course for the 1st Phone License that makes it dependable. Call 373-1441. Tuition and class schedule is the same for all R.E.I. schools.

Earnings up to \$300 weekly, 1st class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s first school specializing in training 1st class F.C.C. technicians and announcers—D.J.'s-news-casters production personnel. Announcer Training Studios, 25 W. 43 St., New York 10036. Veteran approved, licensed by N.Y. State. Phone OX-5-9245.

Guaranteed first phone, 4-6 weeks, Broadcast Engineering Academy, Box 22471, St. Louis 63126.

First phone in six to twelve weeks through tape recorded lessons at home followed by one week personal instruction in Detroit, Boston, Minneapolis, Washington, Atlanta, Denver, Seattle or Los Angeles. Sixteen years FCC license teaching experience. 95% passing. Bob Johnson Radio License Instruction, 10680 Duncan, Manhattan Beach, Calif. 90266. Phone 379-4461.

We train broadcasters. . . . The Don Martin School (America's foremost School of Broadcasting, Established in 1937) offers training in FCC 1st Class License preparation. Radio & TV Announcing covering News, Sports, Commercials, Narrative & Descriptive reading and Languages. Radio Production utilizing RCA. Gates & Collins consoles with production problems for all types of DJ formats Script & commercial writing and producing. Sales & Station Management. Television Production including Camera Operation. Floor Management. Production & Tech Directing, 16mm filming, Video taping. Audio, Lighting, and Makeup. All Courses are approved for veteran training. For further information call or write DON MARTIN SCHOOL OF RADIO & TV, 1653 No. Cherokee, Hollywood, Calif. Hollywood 2-3281.

### Help Wanted

#### Complete Staff

New 5 kw, full-time AM-FM in Northeast. Sales, P.D. News, Announcers, Chief Eng., Announcer-1st, Gal Friday, etc. Resumes-tapes-(no calls) to:

Don Roberts, G.M.  
114 State St., Augusta, Me.

**Help Wanted—(Cont'd)**

**MODERN COUNTRY**  
 5Kw. Fulltimer will become first fulltime Country Station in Top 20 Resort Market as soon as staff is set. Need:  
 Program Director — Dejays with & without First Class Licenses  
 Rush Aircheck, Resume, References, to Box C-264, Broadcasting.

**RADIO—Help Wanted**

**Announcers**

**Morning Man**  
 Midwest metro needs bright sound for Number One Top 40 adult oriented operation. Must be capable in production as well as willing to sound bright and cheery at 5:00 a.m. Top salary. Medical, health and pension plan available at no cost. Send tape to  
 Box C-89, Broadcasting.

**Major Market Drive Jock**  
 We need a top 40 jock with professional delivery, good voice and something to say. 10-12M for our man.  
 Please only pros apply.  
 Box C-257, Broadcasting.

**Situations Wanted—Announcers**

**AVAILABLE NOW!**  
 20 well trained announcers, third class ticket; tapes & resumes, send to:  
 Midwestern Broadcasting School  
 228 S. Wabash  
 Chicago, Ill. 60604  
 WA 2-0712

**RADIO—Situations Wanted—Production—Programing, Others**

**Last Week EXCLUSIVELY On The UNIQUE DIMENSION**  
 —The man millions of women spend hours with!  
 —A 23 year-old Tibetan monk in exile.  
 —Computers predicting crimes & sentencing criminals!  
 —A surgeon restores the use of cripples hands.  
**YOUR CLIENTS WILL WANT THE OPPORTUNITY TO SPONSOR THE EXCLUSIVE DIMENSION THAT MAKES YOUR RADIO STATION UNIQUELY ATTUNED TO OUR TIMES.**  
 the GARSAND group information: Box C-205, Broadcasting.

**TELEVISION—Help Wanted—Sales**

**TOP JOB FOR TOP SALESMAN  
 MAJOR WEST COAST MARKET**  
 UHF Independent in expanding group operation offers growth and management potential to experienced right man. This is the chance for recognition and advancement for a hustler with aggressive, creative, on-the-street selling ability. In confidence, send resume, salary needs, picture and references to:  
 Box C-260, Broadcasting.

**Situations Wanted**

**Production—Programing, Others**

**ATTENTION ALL NETWORK, GROUP, VTR/FILM EXECS GOING TO NAB**  
 Dedicated TV/film producer-director available for creative challenge with major producer. Interview me in Chi.  
 Investigate my potential to help fill your need for new ideas, new approaches, new blood. Enthusiastic, versatile, new breed pro offers fresh, exciting and unorthodox visual and sound ideas.  
 Fully qualified with long record of success and broad, diversified station, agency, production house experience in all facets of live, VTR, film producing, directing, writing and administration.  
 Proven ability as creative innovator, efficient expeditor, state of the art craftsman and problem solver.  
 Write today! I'll rush resume!  
 Box C-263, Broadcasting.

**Employment Service**

527 Madison Ave., New York, N.Y. 10022  
  
**BROADCAST PERSONNEL AGENCY**  
 Sherlee Barish, Director

**MISCELLANEOUS**

**Oldies . . . Oldies . . . Oldies**  
 HUNDREDS of them. THOUSANDS of them. Rock or MOR. Immediate service in bulk or by the month. Very reasonable. One station per market . . . hurry!  
 CALL AudioFile/Detroit—AC 313-535-9200

**WANTED TO BUY—Stations**

**Wanted To Buy**  
 A.M. Radio, fulltime or daytime in small market, or purchase majority interest. All replies in confidence.  
 Box C-135, Broadcasting.

**WANT**  
 AM Radio Station Having an annual net profit of \$75,000 per year PRE TAX. Experienced Broadcaster Will Pay Cash.  
 Box C-225, Broadcasting.

**WANTED**  
 Fulltime facility with growth potential in medium market. Prefer AM-FM combination in northeast. Desired by veteran broadcaster and financially responsible associates.  
 Box C-262, Broadcasting.

**WANTED TO BUY—Stations**

continued

**WANT TO BUY**

AM Radio Station by individual. Single station market preferred. California—Northwest or Southwest area.

Box C-266, Broadcasting.

**FOR SALE**

Stations

**One KW CLASS II Daytimer**

Doing \$51,000.00 in town 2,000 population, \$45,200 cash or half down. Good opportunity to grow Northern Midwest.

Box C-261, Broadcasting.

**FOR SALE  
RADIO SYNDICATION  
PRODUCTION AND SALES  
COMPANY**

A going business that has unlimited potential. Sales price of \$27,500.00 includes all program rights and equipment.

Box C-265, Broadcasting.

**WHY BUY AN FM?**

Build your own!  
1000 open freqs. 48 states. Operate for \$1,000 mo., with revenue potential \$4,500 mo. You show FCC \$20,000. We do the work for reasonable fee.

TNI, Suite 202, 1616 Victory Blvd. Glendale, Calif. 91201 213-246-4874

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Col.	medium	daytime	120M	nego	N.Y.	medium	daytime	150M	nego
M.W.	medium	(80%)UHF	157M	terms	Texas	metro	VHF	1MM	nego
S.E.	metro	daytime	100M	29%	South	major	daytime	165M	nego

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(Continued from page 78)

vision Corp. for waiver of hearing requirements of sec. 74.1107 of rules to permit their CATV systems to import only distant signal of ch. 33 Tuscaloosa, Ala. Clear Vision plans to operate in Bessemer, Brighton, and Brownville, all Alabama. It seeks to import distant signals of chs. 2, 5 and 11, all Atlanta; ch. 12, Montgomery, Ala.; ch. 11 Meridian, and ch. 4 Columbus, both Mississippi. Teivue proposes to serve unincorporated area of Jefferson county, Ala. It seeks to import distant television signals of chs. 12 and 20, both Montgomery, Ala.; chs. 19 and 31, both Huntsville, Ala.; chs. 2, 5 and 11, all Atlanta, Jefferson Cablevision plans to operate in Homewood and Irondale, both Alabama, suburban communities adjacent to Birmingham, Ala. It seeks to import distant signals of chs. 2 and 5, both Atlanta chs. 3 and 9, both Columbus, Ga. and chs. 3 and 12, both Chattanooga. Action March 6.

■ FCC granted motion by KFMB-TV San Diego to extend time from total of one hour to one and one-half hours for each of two groups of parties to present their oral argument in San Diego CATV proceeding. Argument is scheduled for April 8. Action March 13.

■ FCC granted WTOM-TV Cheboygan, Mich. program exclusivity on Soo Cable TV Inc. CATV system in Sault Ste. Marie, Mich. Action Feb. 28.

■ Commission has issued decision by Commissioner Cox ordering Willmar Video Inc. to cease and desist from operating its Willmar, Minn. CATV system in violation of program exclusivity provisions of sec. 74.1103(e) and (f) of rules (Doc. 17604). Commission also denied Willmar's request for oral argument. Action Feb. 28.

■ FCC stayed order requiring Port Angeles Telecable, operator of CATV system in Port Angeles, Wash., to provide program exclusivity for signals of station KVO5-TV Bellingham, Wash. Action Feb. 28.

■ Joint petitions filed by Northern West Virginia Television Broadcasting Co., licensee of WBOY-TV Clarksburg W. Va. and Bettervision Systems, Inc. owner and operator of CATV systems at Shinnston and at Buckhannon, both West Virginia, for dismissal of show cause proceedings have been granted by FCC. Commission also ordered termination of proceedings (Docs. 17848, 17834). Action March 13.

■ Joint petition for dismissal of order to show cause filed by Welch Antenna Co., operator of CATV system in Welch, W. Va. and the Daily Telegraph Printing Co., licensee of WHIS-TV Bluefield, W. Va. has been granted by the FCC. Action March 6.

■ FCC denied petition by Durfee TV Cable Co., Parkersburg, W. Va. asking for reconsideration of commission action of August 3, 1967 affirming grant of program exclusivity of WCHS-TV Charleston, W. Va. Action Feb. 28.

**Ownership changes**

**APPLICATIONS**

KCUB Tucson, Ariz.—Seeks assignment of license from Canyon State Broadcasting Corp. to Rex Broadcasting Corp. for \$350,000. Principals of Rex Broadcasting Corp.: Rex L. Nicholson, chairman (40.82%), Donald H. Bacon, director (16.32%) et al. Mr. Nicholson is 70% owner of implement company, 50% owner of shopping center, 70% owner of mobile home park and 40% owner of medical center, plus numerous other business interests. Mr. Bacon is officer of two investment firms and has 49% interest in cord company.

KMCW Augusta, Ark.—Seeks transfer of control from James H. Henson et al to James E. Singleton et al (none before, 100% after). Principals: James E. Singleton, president, Carlton Garner, vice president, James F. Ford, secretary and L. V. Ritter Jr. (each 25%). Mr. Singleton has 25% interest in

movie theater, 50% interest in advertising agency, theater, farm, and KTMN Trumann, Ark.; and 100% interest in film distribution company and farm. Mr. Ritter Jr. is president and 33.3% owner of parent corporation of telephone company, 50% owner of insurance agency and KTMN; 33.3% partner of KPCA Marked Tree, Ark. Mr. Ford is partner in law firm. Mr. Garner is manager of KBTA Batesville, Ark. Ann. March 12.

WASH-FM Washington—Seeks assignment of CP from Commercial Radio Equipment Co. to Metromedia Inc. for \$425,000. Principal of Commercial Radio Equipment Co., Everett L. Dillard, owner and also owner of WDON Wheaton, Md. Metromedia Inc. is a publicly held corporation with multiple broadcast interests. Ann. March 12.

WSOK Savannah, Ga.—Seeks assignment of license from WSOK Inc. to Speidel of Georgia Inc. for purpose of incorporation under laws of State of Georgia. No monetary consideration involved. Principal: Joe Speidel III, president (99.53%) et al. Mr. Speidel has no other business interests indicated. Ann. March 7.

WMT-AM-FM-TV Cedar Rapids, Iowa—Seeks assignment of license from American Broadcasting Stations Inc. to Eastern Iowa Broadcasting Inc. for \$2,485,743.04. Principal American Broadcasting Stations Inc.: William B. Quarton, chairman, et al. Principals of Eastern Iowa Broadcasting Inc.: T. Ballard Morton Jr., president, Ralph S. Jackson, vice president, et al. WMT-AM-FM-TV is 100% owned by W.A.V.E. Inc., licensee of WAVE-AM-TV Louisville, Ky., WFRV-TV Green Bay, Wis. and WFIE-TV Evansville, Ind. Ann. March 12.

WCBM-FM Baltimore—Seeks assignment of CP from Metromedia Inc. to A. S. Abell Co. for \$200,000. Principals of Metromedia: Metromedia is a publicly held corporation owning several AM, FM and TV stations. Principals: A. S. Abell Co. has over 50 stockholders & owns WBOC-AM-FM-TV Salisbury, Md. Ann. March 12.

WVIC-AM-FM East Lansing, Mich.—Seeks transfer of control from WGB Broadcasting Co. to Reinhart Hasselbring, O. Ural Meissner and Thomas G. Sinas for two-year period to "provide stable management for corporation." No monetary consideration involved. Ann. March 12.

KANO-AM and KTWN-FM, both Anoka, Minn.—Seeks transfer of control from North American Investments Inc. to Northwest Broadcasting Inc. for purpose of dissolution of North American Investments Inc. directly in stock of Northwest Broadcasting Co. Principals: R. W. Hield, Winton Jones and Beure Inc. (each 30%) and Warren Burke (10%). Principals remain unchanged and no monetary consideration involved. Ann. March 12.

KBLI-AM-TV Helena, Mont.—Seeks assignment of license from Capital City Television Inc. to Babcock-Holter Broadcasting Co. for \$520,000. Principals of Babcock-Holter Broadcasting Co.: Willard L. Holter and Tim Babcock, (each 50%). Mr. Babcock is president and has controlling interest in transportation company and is governor of Montana. Mr. Holter is sole owner of KLTZ Glasgow and 75% owner of KYLT Missoula, both Montana. Ann. March 12.

WOLF Syracuse, N. Y.—Seeks transfer of control from John S. Riggs (100% before, none after) to Edwin A. Bernstein (none before, 100% after) as custodian for Robin B. Martin. Consideration: \$50,000. Mr. Bernstein is major stockholder in WKNY Kingston, N. Y.; WMBW-AM-FM Meadville, Penn.; WPIC-AM-FM Sharon, Pa.; WGRD Grand Rapids, Mich. and WTRU Muskegon, Mich. Mr. Bernstein also publishes weekly newspaper, The Woodstock (N. Y.) Week. Ann. March 12.

WEWO-AM-FM Laurinburg, N. C.—Seeks assignment of license from Scotland Broadcasting Co. to Curtis & Associates Inc. for \$150,000. Principals of Scotland Broadcasting Co.: Edwin Pate, president (20.35%) and J. R. Dalrymple, secretary-treasurer (13%), et al. Principals of Curtis & Associates: John L. Fraley, chairman, Donald W. Curtis, president Kenneth B. Beam, vice president and secretary (each 22%) et al. Mr. Fraley is vice president of freight carrier corporation chairman and 25% owner WCSL Cherryville, N. C. chairman of CATV system in Lumberton, N. C. (Cablevision of Lumberton Inc.), CATV system in Dunn, N. C. (Cablevision of Dunn Inc.), and chairman and 18.6% owner of CATV system in Gastonia, N. C. (Cablevision Inc.), plus numerous other business interests. Mr. Curtis is executive vice president and 13.6% owner of Cablevision Inc. and is also executive vice president of same CATV systems Mr. Fraley is associated with. Curtis and Associates is also seeking assignment of license of WPXY Greenville, N. C. Mr. Beam owns insurance and real estate firm, loan and finance company, tire and appliance firm and numerous other business in-

terests. Ann. March 1.

**KNDK Langdon, N. D.**—Seeks assignment of license from Arnold F. Petrich to KNDK Inc. for purpose of incorporation. No monetary consideration involved. Principals: Arnold F. Petrich (88%) et al. Mr. Petrich has no other business interests indicated. Ann. March 12.

**WATO-AM-FM Oak Ridge, Tenn.**—Seeks transfer of control from Henry Rau to Dover Broadcasting Co. Transfer involves technical transfer of control from Henry Rau as individual to Dover Broadcasting Co., licensee of WDOV-AM-FM Dover, Del. Principals of Dover Broadcasting Co. Henry Rau (78.6% before, 70.7% after). Dover Broadcasting Co. will own 100% of WATO Inc., licensee of WATO-AM-FM, and stock will be voted by Mr. Rau. Ann. March 12.

**KLJT Lake Jackson and KBRZ Freeport, both Texas**—Seeks transfer of control from Sue B. Hairgrove, executrix of estate of James A. Hairgrove to herself. Mrs. Hairgrove was wife of James A. Hairgrove and will own 66% of stock after transfer. Principals: Sue B. Hairgrove, president-treasurer (66%), Stanley McKenzie, secretary and Garfield Kiel, vice president (each 17%). Ann. March 12.

**WBLU Salem, Va.**—Seeks assignment of license from Salem Broadcasting Corp. to Baker Broadcasters Inc. for \$180,000 including 10% noncompetitive agreement. Principals: Principals of Salem Broadcasting Corp.: M. J. Bowers Jr., president (100%). Principals of Baker Broadcasters Inc.: Vernon H. Baker, president (75%), Virginia L. Baker, secretary-treasurer (15%), and Richard A. Moran, vice president (10%). Mr. Baker is 50% owner of management consultant firm, apartment complex, as is Mrs. Baker. Mr. Moran is general manager of WGIC and WBZI-FM, both Xenia, Ohio and is 50% owner of Merit Broadcast Studios, radio and jingle service, Dayton, Ohio. Mr. Baker is also president and 60% owner of WESR and \*WESR-FM, Tasley, Va., 75% owner of WGIC and WBZI(FM), both Xenia, Ohio and 95% owner of WJIC Salem, N. J. Virginia L. Baker is secretary-treasurer of WESR Tasley, Va., 15% owner of WESR-FM and WGIC, both Xenia and 5% owner of WJIC Salem, N. J. Mr. Moran is vice president and 10% owner of WGIC and WBZI(FM), both Xenia, Ohio. Ann. March 7.

**WSKI Montpelier, Vt.**—Seeks transfer of control from Eben Parsons to Green Mountain Broadcasting Co. Principals: Daniel B. Ruggles (49.5% before, 52% after). Eben Parsons, (49.5% before, 47% after). Consideration: \$4,100. Ann. March 12.

#### ACTIONS

**KHAR-AM-FM-TV Anchorage**—Broadcast Bureau granted transfer of control from Willis R. Harpel, deceased to Mrs. Patricia E. Harpel. Principals: Willis R. Harpel, president (80%) et al. Action March 8.

**WHMA-AM-FM-TV Anniston, Ala.**—Broadcast Bureau granted transfer of control from Edel Y. Ayers and First National Bank of Anniston, executors of estate of Harry M. Ayers, to Harry Brandt Ayers and Elise Ayers Sanquinetti (each 40%). Both principals are 23% stockholders in The Anniston Star. Action March 11.

**WSLA-TV Selma and WBAM Montgomery, both Alabama**—Broadcast Bureau granted transfer of control from William J. Brennan, deceased, to Frances U. Brennan, executrix (5% before, 45% after). Mr. Brennan owned 90% of WAPE Jacksonville, Fla. and 45% of WFLI Lookout Mountain, Tenn. Mrs. Brennan will be recipient. Action Feb. 29.

**WCVL Crawfordsville, Ind.**—Broadcast Bureau granted assignment of license from Radio Crawfordsville Inc. to WCVL Inc. for \$225,000. Principals: John L. Sinclair Jr., president (25%), Saul Cohen, secretary (Cohen Realty is 50% stockholder of applicant) and Robert M. Sinclair, treasurer (25%). Messrs. Sinclair own restaurants are licensees of WANT Richmond, Va. and are applicants for new AM in Hurricane, W. Va. Action March 5.

**WMAX Grand Rapids, Mich.**—Broadcast Bureau granted assignment of license from Panax Corp. to Hill-Meadowcroft Inc. for \$203,000. Principals: Edward J. Hill, M.D., president, and Garvin H. Meadowcroft, vice president, secretary and treasurer (each 50%). Dr. Hill is physician and surgeon; 75% stockholder in marine fabricating company. Mr. Meadowcroft is account executive for WMAX (BROADCASTING, Sept. 25, 1967). Action March 11.

**WERX Wyoming, Mich.**—Broadcast Bureau granted transfer of control from WSJM Inc. to A. R. Ellman. Principal: A. R. Ellman (33.3%) and others. Mr. Ellman is sole owner of CPA firm and Broadcasters' Aid Inc., bookkeeping service for radio stations. Consideration: \$40,000. Action March 11.

**Marks, Miss.**—Quitman Broadcasting Co.—Broadcast Bureau granted 1520 kc. 250 w. P. O. address: c/o W. H. Polk, Box 232,

Batesville, Miss. 38606. Principals: Leonard E. Grimes (49%) and William H. Polk (51%). Mr. Grimes is employee of WBLE Batesville, Miss. Mr. Polk is Batesville CPA. Action March 4.

**KKJO St. Joseph, Mo.**—Broadcast Bureau granted assignment of license from Marti Broadcasting Corp. to Elkins Broadcasting Corp. No consideration, changes in ownership or control were involved. Action Feb. 29.

**WINW Canton, Ohio**—Broadcast Bureau granted assignment of license from Joseph P. Wardlaw Jr. to Radio Canton Inc. for incorporation. Principal: Joseph P. Wardlaw will retain control of station as president and treasurer. Mr. Wardlaw is majority stockholder of KIST Santa, Barbara, Calif. Ann. March 12.

**The Dalles, Ore.**—Leslie L. Cunningham.—Broadcast Bureau granted 104.5 mc. ch. 283. 25 kw. Ant. height above average terrain 1,890 ft. P. O. address: 410 East Second Street, The Dalles 97058. Estimated construction cost \$23,159; first-year operating cost \$9,600; revenue \$24,000. Principal: Mr. Cunningham was employed by KODL The Dalles. Action March 11.

**WIOO Carlisle, Pa.**—Broadcast Bureau granted assignment of CP from James B. Holder (50%). Norman and Harold Swidler (each 25%), to WIOO Inc., owned by same individuals with same percentages. No financial consideration. Action Feb. 29.

**WATP Marion, S. C.**—Broadcast Bureau granted assignment of license from WATP Broadcasting Corp. to Swamp Fox Broadcasting Corp. for \$80,000. Principals: Richard T. Laughridge, president and treasurer and Charles S. Morris, vice president and secretary (each 50%). Mr. Laughridge is general television sales manager of WMOK-AM-FM-TV Columbia S. C. Mr. Morris is director of technical operations of South Carolina Educational Television Corp., licensee of WITV(TV) Charleston, WNTV(TV) Greenville, WRLK-TV Columbia, WJPM-TV Florence and WEBA-TV Allendale, all South Carolina. Action March 5.

**KZZN Littlefield, Tex.**—Broadcast Bureau granted assignment of license from Gerald H. Sanders to E. J. Harpole, James G. Vandenberg and T. H. Harrell d/b as Littlefield Broadcasting Co. for \$103,000. Principals: Mr. Harrell (33 1/3%) owns 50% of KVOZ Laredo, 25% of KEPS Eagle Pass and 20% of KBJ cattle ranch, Uvalde, all Texas. Mr. Vandenberg (33 1/3%) is station manager of KVOZ. Mr. Harpole owns 99.8% of KVOU Uvalde, 50% of KVOZ, 50% of KEPS and 40% of KBJ cattle ranch. Action March 5.

**KMOO Mineola, Tex.**—Broadcast Bureau granted assignment of license from KMOO Inc. to Dean Angel and Sammy J. Curry, d/b as A-C Corp. for \$50,000. Principals of Mineola Radio: Dean Angel and Sammy J.

Curry, both general partners and each 50% owners. Messrs. Angel and Curry are announcers for WFAA-TV Dallas. Principals of KMOO Inc.: J. A. and Faye J. Windham, president-secretary and treasurer, respectively, each 50%. Action Feb. 29.

**Burlington, Vt.**—Vermont New York Broadcasters Inc.—Broadcast Bureau granted 92.9 mc. ch. 225, 36 kw. Ant. height above average terrain 2,710 ft. P. O. address: Box 22, Burlington 05401. Estimated construction cost \$76,036; first-year operating cost \$89,000; revenue \$25,000. Principals: J. L. Siegal, president (28%) et al. Mr. Siegal is president and general manager of WVNY-TV Burlington. Applicant requests waiver of Sec. 73.210(a) (2) of rules. Action March 11.

**WCHV-AM-FM, Charlottesville, Va.**—Broadcast Bureau granted assignment of license from Eastern Broadcasting Corp. to Evans Communication Systems Inc. for \$390,000. Principals: Edward S. Evans Jr., president, treasurer and chairman (100%) et al. Mr. Evans is also chairman of board and stockholder in two manufacturing companies. Action March 12.

**WRFT-TV Roanoke, Va.**—Broadcast Bureau granted transfer of control from Malcolm M. Rosenberg and Morton C. Rosenberg (each 6.25% before, none after) to Alexander N. Apostolou. (40% before, 52.5% after) Principals: Alexander N. Apostolou, treasurer and James Hart, secretary. Action Feb. 29.

**WTZE Tazewell, Va.**—Broadcast Bureau granted assignment of license from Garland A. Hess, William H. Bowen and Fred Cox to Tazewell Broadcasting Co. for incorporation. Principals: Messrs. Hess, Bowen and Cox are each 33.3% owners. Action Feb. 29.

**WPAR Parkersburg, W. Va.**—Broadcast Bureau granted transfer of control from The Memorial Foundation, a corporation, to Fred A. Grewe Jr. Principal: Mr. Grewe is president and controlling shareholder of WEIF Moundsville, W. Va. and WQTW Latrobe, Pa. Consideration: \$68,000. Action March 5.

**WMNE and WDMW-FM, both Menomonee, Wis.**—Broadcast Bureau granted assignment of license from Chris Hansen, Evelyn Whitford and Wendell Hansen d/b as Menomonee Broadcasting Co. to Evelyn Whitford and Wendell Hansen also d/b as Menomonee Broadcasting Co. for purpose of incorporation. Principals: Miss Whitford and Mr. Hansen, partners (both 33.3% before, 50% after). Miss Whitford is 9.37% owner of WURD(TV) Lawrence, Ind. and 11.22% owner of East St. Louis Broadcasting Co., applicant for AM in East St. Louis, Ill. Mr. Hansen has 51% interest in WURD. Is owner of \$6,000 in bonds of WARU Peru and WAIU-FM Westabash, both Indiana, and has 20.51% interest in East St. Louis Broadcasting Co. Action Feb. 29.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through March 13. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

\*Indicates franchise has been granted.

**Albany, Calif.**—Bay Cable Vision Inc. and Nationwide Cablevision Inc. have each applied for a franchise. Bay Cable would charge \$4.25, \$4 or \$3.91 a month depending on payment plan with free installation. City would receive 5% of gross revenues with guaranteed minimum. Nationwide would offer free installation for the first six months and \$5.95 thereafter. Monthly fee would be \$5 or \$4.50 depending on payment plan. City would receive 5% of gross revenues from 2,000 subscribers; 5.5% for all subscribers up to 4,000.

**Stockton, Calif.**—California Antenna T-V Inc. of Sacramento, Big Valley Cablevision of Stockton and General Electric Cablevision Corp. of Walnut Creek (subsidiary of multiple CATV-owner General Electric Cablevision Corp.) have each applied for a franchise to serve unincorporated areas surrounding Stockton. California Antenna proposes installation and monthly fees of \$19.95 and \$4.94 respectively. Firm would offer a 12-channel system and would pay 5% of annual revenues. Big Valley proposes \$10 installation and \$4.50 monthly fees. Firm would pay 7% of annual revenue and would offer 16 channels. General Electric proposes installa-

tion and monthly fees of \$15 and \$4.95 respectively for a 14-channel system with payment of 3% annual revenues.

■ **Boulder County, Colo.**—Longmont Video Co. has been granted a 15-year franchise to serve the unincorporated areas surrounding Longmont, Lafayette and Louisville. County will receive 5% of the first \$100,000 gross annual receipts with increasing percentage thereafter from initial 12-channel system.

■ **Clinton, Mass.**—Prescott Industries of Worcester has been granted a franchise.

**West Essex, N.J.**—Lloyd Television Service Newark, owned by Edward Lloyd, has applied for franchises in the West Essex communities of West Orange, West Caldwell, Caldwell, Livingston, Verona, Roseland, Short Hills and Montclair.

**Salem, Ohio**—John L. Lipp of East Palestine, Ohio has applied for a franchise. Monthly fee would not exceed \$5 for 12-channel system.

■ **Altoona, Pa.**—Altoona Video Corp. (multiple CATV owner) has been granted a new 10-year franchise. City will receive 4% of annual gross revenues. Firm will continue to offer the present 5-channel system with at least three additional channels proposed.

■ **Franklin township, Pa.**—Washington Cable Co. has been granted a franchise to extend service into the Franklin township area. Township will receive \$1.20 per installation up to 400 subscribers; thereafter 2% of the firm's gross income over 400, 3% over 1,000, and 4% over 2,000 subscribers.

**Hunlock Twp., Pa.**—Shawnee Cable TV Co. has applied for a franchise. Firm proposes a four-channel system.

**Llano, Tex.**—Commo Inc. of Austin has purchased Llano TV Cable Co. for an undisclosed sum.

**I** MEAN, man, how do you figure a guy in an up-tight business suit who sits in one of those plastic, carpeted oblongs they call an office and quotes poetry to you. You know, you ask a simple question about why would a cat leave a safe, groovy pad for a gig that's not even where it's meant to be and out he comes with Robert Browning.

"Ah, but a man's reach should exceed his grasp, or what's a heaven for?" This was his answer.

What's the establishment coming to? That Harry Cohn they all talk about, he would have spit nails. This one comes out with high-brow stuff.

His name is Gordon Stulberg. He's president of CBS Films. You know, that's the theatrical film-making outfit that the TV guys—the real CBS—set up last year. First they called it CBS Theatrical Films Division, but then they must have figured Lee Marvin is not about to say in an interview: "I'm working for CBS Theatrical Films Division."

I mean, it's got no soul. CBS Films, OK. But don't forget it's theatrical films they're messing with. They really get up-tight if you screw it up. See, there's this thing with the feds, but we'll go into that later.

Let's keep it going with this poetry cat. First you think it's a put-on with him. Then you just know it isn't. This cat's sincere—you know, one of those bourgeois virtues. Dig the education and you'll know what I mean—BA from the University of Toronto, president of Sigma Alpha Mu fraternity, Alfred Hoyt scholarship, law shingle from Cornell.

**Moving Fast** ■ I know, the lawyer bit turns you off—all those whereases and heretofores. Yet this cat comes across straight. He's even a little nervous underneath. That's always a good sign. I mean, he doesn't look like he's swallowed the whole bird.

He's a big guy—stands tall and straight, with strong features. I mean face fuzz just wouldn't be his kind of bag. He doesn't need it. The groovy thing is that even when he's most nervous and unsure, he toughs it out. The words come out sure and confident. But he takes his time, baby, he sure takes his time before answering. Guess you can take the cat out of the lawyer but you can't take the lawyer out of the cat.

He makes a good, solid picture, and maybe that's what turned Jack Schneider on. Jack Schneider's the big wheel from New York, runs CBS/Broadcast Group. He met our boy at some social blast and they dug each other right off.

CBS last year was looking to do the movie-making bit. Why not? Look, the movie business has three big things going for it these days. Gordon Stulberg could tell you all about it.

First, if you grab the audience these

## Vibrations are good at CBS Films

days, the payoff's more than anybody ever dreamed could happen 10 years ago. "Sound of Music" has racked up more than \$100 million.

Then there's these foreign cats. They dig movie production, helps the local economy, catch. So they underwrite movie production at their scene, even guarantee negative costs.

Last, of course, is the tube—you know, the *Monkees'* bag. TV provides today's base and tomorrow's promise.

### WEEK'S PROFILE



**Gordon Taival Stulberg**—president, CBS Films, division of CBS Broadcast Group, Studio City, Calif.; b. Dec. 17, 1923, Toronto; BA, University of Toronto, 1946; LLB, Cornell University Law School, 1949; member of law firm of Pacht, Ross, Warne & Bernhard, Beverly Hills, Calif., specializing in representing entertainment-industry unions and guilds, 1949-56; naturalization as citizen, 1951; executive assistant to Benjamin B. Kahane, VP, Columbia Pictures Corp., Hollywood, 1956-60; appointed VP and chief studio officer for Columbia Pictures Corp., Hollywood, 1960-67; named president, CBS Films, Studio City, Calif., 1967-present; m. Helen Applebaum of Detroit, March 8, 1953; children—Jac, 21 (by former marriage), Tina, 13, Scott, 11, and Lisa Ann, 9; member—Motion Picture and Television Producers' executive committee and board of directors; campaign chairman of Motion Picture Permanent Charities Drive; campaign chairman for entertainment division of United Jewish Welfare Fund; lecturer on entertainment industry to school of business administration at UCLA and to graduate division of University of Southern California School of Law; hobbies—swimming and fishing.

It takes a lot of the risk out of the gamble.

The wise cats know all this. That's why Gulf & Western and Transamerica have bought into the business. So why not CBS—diversification has been their bag for a long time now.

So CBS buys the Republic Pictures lot in North Hollywood, where that funny chick Vera Hruba Ralston used to make it, and they set up a movie-making thing. And who's a better man to run things than Gordon Stulberg? He's been with Columbia Pictures for 11 years, the last seven of them as major-domo of the lot.

But some of the nabobs in the business begin to yowl. They blow the whistle and call in the Justice Department fuzz. They beef that CBS is unfair competition. It not only makes the pictures, it owns the theaters, meaning the TV outlets. There's a squawk, too, that with all that TV loot behind him, Gordon Stulberg is blowing everybody's mind with the deals he's making with Doris Day, Lee Marvin, Charlton Heston and Jack Lemmon.

But let's not lose our cool. Gordon Stulberg says he's making movies for theaters, not television. He's got more than \$20 million tied up in five pictures that already are committed. He can't get that kind of money back from television.

Fact is, he doesn't want to do any messing with television now. It's enough the theater exhibitors already think he's from no-goodsville. He's got a big PR job to do with them. He's got to convince them that he's making quality pictures for theaters and that's all he's making. And he wants it known that this is no factory operation—no 20-25 pictures a year; 10 a year would do it.

Television? That can wait. Somewhere down the road these pictures will be released to TV. Will CBS get them? That's all in the sunset, baby.

And as far as that big cash to the stars goes, Gordon Stulberg says he's not about to be any ring-a-ding bellwether for the whole industry. He's not setting new prices, just meeting the established ones.

The Justice Department? He knows they have an egghead studying the situation (Don't they always?) but he hasn't heard a thing.

Don't turn this Stulberg off, baby. There's a lot to him. Dig the background—father, a pants-maker, then an organizer for the Amalgamated Clothing Workers of America; his Uncle Louis, on his father's side, now president of the International Ladies' Garment Workers Union. As a minibopper, Gordon grew up in Canada, worked his way through school as a shill and bingo caller for six summers with travelling carnivals. Carnivals? Robert Browning? Obviously not a man to put down.

One picture at a time

**T**ELEVISION proved its unique journalistic capabilities once again last week in the gavel-to-gavel live coverage of Secretary of State Rusk's confrontation with the Senate Foreign Relations Committee. The confrontation did nothing to settle the dispute between hawks and doves, but its TV coverage made the country infinitely more aware of the issues at stake, and NBC-TV, the only television network to carry it live and in full, rightfully won much praise for public service of high order.

Without detracting from the credit due and paid to NBC, however, we would suggest that the position taken by the other networks also represented an act of public service no less than an act of, as critics contended, self-service. Directly and by innuendo, CBS was singled out for criticism for failing to provide live coverage, the charge or implication being that it did so to avoid loss of revenues from pre-empted programs. (We have heard and read little criticism of ABC's failure to cover live, presumably because its financial problems are well known and its decision accepted as understandable.)

The charges against CBS can be answered in two ways. First, CBS News President Dick Salant announced in advance that CBS would cover the Rusk hearings live and in full if no other network elected to do so. Consequently there was never any question whether the sessions would be covered on a full-length, nationwide basis. Second, CBS's decision not to duplicate another network's coverage meant that viewers would have—as Mr. Salant noted—an additional choice of programing.

The fact is—and it may be a sad fact, but it is a fact—that vast numbers of Americans prefer their regular programs to coverage of momentous national events. Anyone who doubts it should note how the ratings of independent stations rise when the cameras of all three networks are focused on, say, political conventions.

Each network must be free to make its own journalistic decision on what it will cover and what it will not. But if a way could be found—and we admit it probably cannot be—to rotate coverage of conventions, hearings and the like without violating that basic journalistic right, we think viewers as a whole would be better served. If they're not going to watch it on one channel, they're not much more apt to watch it merely because it's on two or three.

Federal Antitrust Commission?

**I**T now becomes evident that the Department of Justice has set out to use the FCC as the instrument of applying Justice's version of antitrust policy in the broadcasting field. It is a neat trick that Justice has devised. If it can persuade the FCC to deny consolidations of ownership on a finding that they fail to meet that infinitely stretchable standard of the public interest, it can achieve its ends without having to try cases under the tighter legal standard of the antitrust laws.

As reported in *AT DEADLINE* last issue, Donald F. Turner, chief of the antitrust division of Justice, has asked the FCC to set for hearing the proposed acquisition of KFDM-TV Beaumont, Tex., by the Enterprise Co., which publishes the two daily newspapers in the same town. Mr. Turner said that in a hearing his department would present a case arguing that the consolidation in Beaumont would be a violation of antitrust law and therefore against the public interest.

Now of course the point here is that if indeed Mr. Turner thinks he has discovered a violation of the Clayton

antitrust act, he is free, and indeed obliged by law, to institute appropriate action in the federal courts, which are qualified, as the FCC is not, to conduct trials under the antitrust laws. That course would still be open to Mr. Turner if the FCC turned him down, but we have the feeling that he has found a way to stay out of trial courts altogether in proceedings of this kind. He discovered the way after the FCC approved the ABC-ITT merger, which Mr. Turner then succeeded in frustrating.

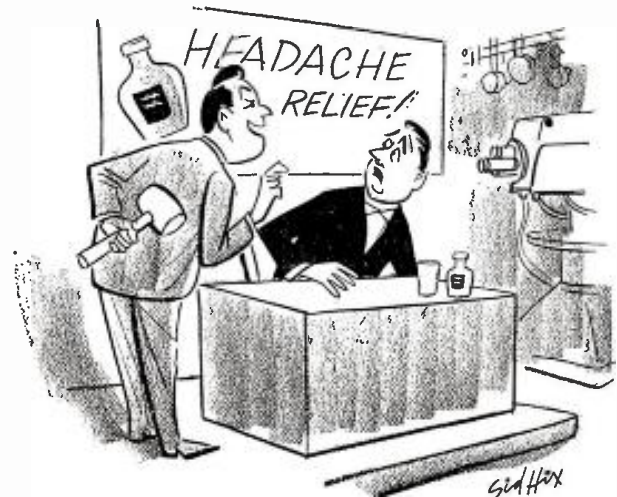
In ABC-ITT, it will be remembered (especially by ABC which was deprived of the means to compete on even terms with CBS and NBC), the Justice Department forced the FCC to reopen the case and then presented arguments that the merger raised antitrust questions that would justify the FCC's rejecting the merger as being against the public interest. When the FCC stuck to its original decision, Justice took an appeal. The principals in the Beaumont transfer, and no doubt other principals in cases yet to come, have good reason now to regret that ITT called off the ABC merger before the appellate court ruled.

A good many responsible lawyers believe that the appellate court would have sustained the FCC in the ABC-ITT case, or if not that the Supreme Court would. But no one can really know. Until there is a final resolution in an upper court, Mr. Turner can go on interceding at the FCC and making life for that agency and its applicants more complicated. As was proved in the ABC-ITT case, mere delay can be an effective weapon when used by the government.

Perhaps the resolution is to be found in legislative action. There would also be a risk, of course, in asking the Congress to set national policy on multiple ownership in broadcasting or cross-ownerships of broadcasting and other media. But if publishers and broadcasters cannot find relief on the Hill, they apparently are destined to be victimized piecemeal by the new tactics of Justice.

At the moment all the wrong people in the Senate and House are interested in communications-ownership matters. As explained in a story elsewhere in this issue, the staff of the House Investigations Subcommittee is trying to find something wrong with the FCC's current policies on station transfers. The Senate Antitrust Subcommittee has expanded its consideration of newspaper consolidations to include cross-ownerships with broadcasting. Nowhere is there legislation pending to make realistic policy.

The vacuum needs to be filled.



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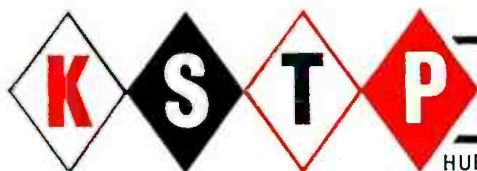
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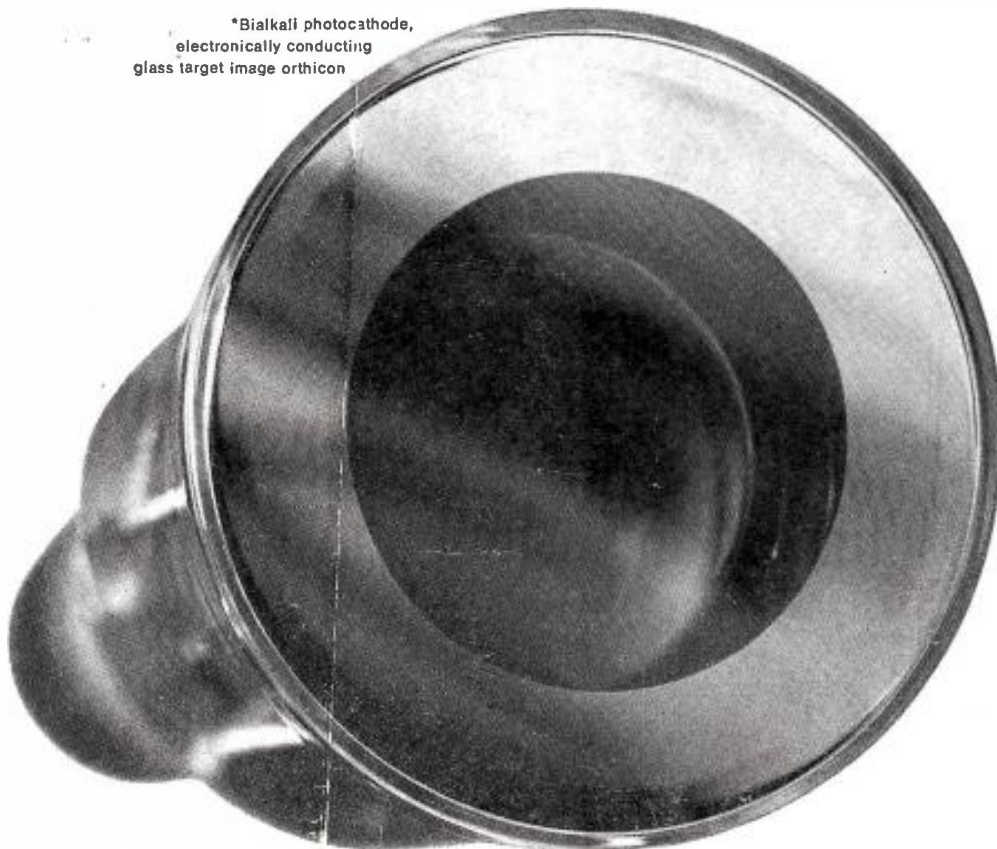
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