



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Increasing threats face radio-TV as NAB convention opens. p35
Leading rep firm developing plan to cut TV clutter. p46
Request to share campaign costs startles CBS-TV affiliates. p58
NBC-TV affiliates hear Goodman flay federal restrictions. p66

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COMPLETE INDEX PAGE 7

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NEWSPAPER

New Horizons For Radio?

Some pointed questions about the
American Broadcasting Company's new 4-network concept.

Pages 27 to 30

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*Figures from Boston Radio Audience — American Research Bureau Survey Jan/Feb 1968. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

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Robert Taylor Bartley
1952-



Robert Emmett Lee
1953-



Kenneth A. Cox
1963-



Lee Loevinger
1963-



James J. Wadsworth
1965-



Nicholas Johnson
1966-



*E. William Henry
1962-1966



*Frederick W. Ford
1957-1964



*Newton N. Minow
1961-1963



T. A. M. Craven
1937-1944/1956-1963



John S. Cross
1958-1962



Charles Henry King
1960-1961



*John C. Doerfer
1953-1960



Richard A. Mack
1955-1958 **



*George C. McConnaughey
1954-1957 **



Edward Mount Webster
1947-1956



Frieda Barkin Hennock
1948-1955 **



George Edward Sterling
1948-1954



*Paul Atlee Walker
1934-1953 **



Eugene H. Merrill
1952-1953



Robert Franklin Jones
1947-1952



*Albert Wayne Coy
1947-1952 **



Clifford J. Durr
1941-1948



Ray C. Wakefield
1941-1947 **



*Ewell K. Jett
1944-1947 **



*Charles R. Denny, Jr.
1945-1947



*Paul A. Porter
1944-1946



William H. Wills
1945-1946 **



*James Lawrence Fly
1939-1944 **



Norman S. Case
1934-1945**



George H. Payne
1934-1943 **



Frederick I. Thompson
1939-1941 **



Thad H. Brown
1934-1940 **



*Eugene O. Sykes
1934-1939 **



*Frank R. McNinch
1937-1939 **



Irvin Stewart
1934-1937



*Anning S. Prall
1935-1937 **



Hampson Gary
1934 **

Federal Communications Commissioners July 10, 1934 to March 18, 1968

*Served as Chairman **Deceased

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

Ice jam

FCC's one-to-a-customer multiple ownership rulemaking (see page 78) has caught many proposed traders betwixt and between. Station brokers also are in virtual trauma because current transactions in works are frozen, but they do see pot of gold for them at end of rulemaking if one-station-per-category-per-market (to maximum of 21 entities in as many markets) sticks.

Also in quandary are numerous pending applicants for UHF TV stations who are licensees of AM, FM or both in the same market. They're precluded from consideration even during pendency of proposed rule-making. Also blocked are several known proposals for mergers of combination AM-FM-TV facilities looking toward going public. Comment around Washington and from elsewhere all adds up to final comment: "It's a new ball game."

Call from home

With presidential campaign heating up, there's inside talk that U. S. Ambassador John S. Hayes, former president of *Washington Post-Newsweek* stations, will resign to assist President Johnson in re-election campaign in media liaison—particularly broadcast. Mr. Hayes, who has been envoy to Switzerland since November 1966, was identified with both 1960 and 1964 Johnson campaigns and handled media strategy.

Minow's price

Envious word around FCC last week was that former colleague, Newton Minow (chairman 1961-63), is due legal fee of \$30,000 for representing Gale Broadcasting Inc. in sale of its WFMT(FM) Chicago to WGN Continental Broadcasting. This may be biggest legal fee ever paid by seller in FM-transfer case. WFMT transfer was case that triggered harsh new FCC rulemaking (see page 78) but, like others pending before rulemaking was begun, was approved last week. Mr. Minow is in private practice in Chicago.

Air races

Students of political campaigns are predicting emphasis on broadcasting this year will be heavier than ever before. They say this will be especially

CLOSED CIRCUIT*

true for TV, but that radio seems due for unusually heavy run too. They're predicting more sophisticated use of TV this time around, with candidates tending to conduct "advertising campaigns," with emphasis on minute and split-minute commercials, rather than "political campaigns" dominated by speeches and other program-type buys.

Carl Ally Inc., New York agency, reportedly will take over advertising chores for campaign of Senator Eugene McCarthy. Minnesota Democrat's bid for his party's presidential nomination so far has been aided by top New York agency talent on volunteer basis. Some of talent, however, reportedly comes from agencies with other political accounts, for example, Papert, Koenig, Lois Inc., which reportedly may handle Senator Robert Kennedy's bid for Democratic nomination. After Wisconsin primary tomorrow (April 2) both candidates will be in face-to-face contest. Top Ally officials over past weekend were in Wisconsin with McCarthy staff.

Movies by any name

Even with NBC-TV expanding to third night of features next season, making total of seven nights per week for all networks, movies still seem to be getting bigger and bigger in TV's future. NBC-TV insiders confide that new 90-minute *Name of the Game* series is nothing more than, full season of "World Premiere" features, which in fact, gives them four nights per week of movies. Also Roy Huggins, through his Public Arts Inc., is developing 90-minute "Movie of the Week" series for 1969-70 season, which would present different "World Premiere"-type production regularly without even pretense of series theme such as *Name of the Game* is using. Huggins concept is for 8:30 p.m. start for program so that it would have half-hour lead on other movies, which he feels will be competing against each other by that time at 9 p.m. on other networks.

High-level sex

What's probably most expensive dramatic hour series to be produced for network television is about ready to become first major program buy of

1969-70 season. Called *The Survivors*, it's been developed and will be written by best-selling novelist Harold Robbins. Series is ABC-TV's property and initial plan was to have subsidiary organization, Selmur Productions, handle production. But now feeling is that scope of production, which will cost some \$250,000 per week, is too broad for any but major lot to handle, and Universal TV has all but signed to turn out series. Setting for story has been described as "upper class Peyton Place," with program unfolding in continuing form, like novel. Possibility is that Lana Turner and George Hamilton will star.

Back under the rug

After three years, National Association of Broadcasters Code Authority has quietly stopped listing radio and TV stations that either quit or are asked to leave codes. Since late 1964 monthly code newsletters have contained lists of stations joining and stations withdrawing. Lists of withdrawals were instituted by former code director, Howard Bell (now president of American Advertising Federation), as means of strengthening code enforcement by publicizing those who leave code for one reason or another.

Sweet account

Alberto-Culver Co., Melrose Park, Ill., hefty TV advertiser which has been rapidly diversifying its toiletries lines into household and other products, is expected to add strong TV budget in support of new sugar substitute product, Sugar-Twin. Low-cal item recently was acquired from Northmore Corp., Cudahy, Wis.

Unexpected guest

President Johnson, who likes surprises may make impromptu appearance before National Association of Broadcasters convention in Chicago this week. It isn't certainty by any means, but standing invitation is in and could be picked up at chief executive's option. In any event, Vice President Hubert Humphrey, who will be in Mexico at time, will make color-film appearance at opening festivities.

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WBBM-TV snapped up the smartest
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They recognized that every program
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attracts equally stylish viewers—
viewers with a marked preference
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for convenience foods, for products
and services that are new as
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audience... a modern market for the
look-ahead station.

WBBM-TV saw it. Chicago will
see it. U.N.C.L.E.—the style-setter
for syndication.



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WEEK IN BRIEF

46th annual NAB convention in Chicago finds industry looking into muzzle of loaded shotgun: regulatory threats from FCC, Congress, Justice; potent network competition for spot dollar, trend toward shared 30's. See . . .

BROADCASTERS' COUNTDOWN? . . . 35

Leading rep firm is developing plan that would eliminate station-break commercials, reduce number of messages and put all in programs. Most all commercial positions lost by networks would be in nonprime time. See . . .

RADICAL WAY . . . 46

CBS affiliates are up in arms over network plan to waive compensation for political conventions, election coverage. Network says stations should share in huge losses incurred because of campaign coverage. See . . .

AFFILIATES ON WARPATH . . . 58

Senate Antitrust Subcommittee hears FCC Chairman Hyde say media cross-ownership can be handled on case-by-case basis, but Subcommittee Chairman Hart sees problem in newspaper ownership of TV. See . . .

FCC FIRM . . . 60

FCC adopts multiple-ownership stance in proposed rule-making, but comments from broadcasters are already being heard. "Ridiculous," "dreadful," "dumbfounding" are typical reactions from coast to coast. See . . .

ONE PER CUSTOMER . . . 78

Corp. for Public Broadcasting starts its honeymoon with \$1-million check from CBS but gets some rough treatment from House subcommittee members who wrangle over old subject: CPB financing. See . . .

BUSY OPENING . . . 82

C. E. Hooper Co. may market new local television ratings service by May. Firm plans to present results of its comparison between diary, meter, pure-coincidental techniques at NAB convention. See . . .

HOOPER RATING PLAN . . . 98

This year's political convention coverage will feature use of portable, wireless color cameras. NBC will use RCA's new portable, ABC Ampex's, but CBS is working on own model to be introduced maybe this week.. See . . .

PORTABLE GEAR READIED . . . 100

Chicago appellate court tells FCC to go ahead, revise personal-attack rule, but it won't hold up court argument on rule. FCC adopts changes, but not without Cox and Loevinger engaging in war of words. See . . .

FAIRNESS FIGHT . . . 111

Canadian government completes its appointments to new Canadian Radio-TV Commission, which is to replace present Board of Broadcast Governors. Pierre Juneau will head new agency. See . . .

NEW CANADA RADIO-TV BOARD . . . 122

DEPARTMENTS

AT DEADLINE	9	MONDAY MEMO	31
BROADCAST ADVERTISING	46	OPEN MIKE	24
CHANGING HANDS	72	PROGRAMING	111
CLOSED CIRCUIT	5	WEEK'S HEADLINERS	10
DATEBOOK	14	WEEK'S PROFILE	153
EDITORIAL PAGE	154		
EQUIPMENT & ENGINEERING	100		
FANFARE	118		
FATES & FORTUNES	120		
FINANCIAL REPORTS	108		
FOR THE RECORD	138		
INTERNATIONAL	122		
LEAD STORY	35		
THE MEDIA	58		



Broadcasting

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Join us in the Embassy Room on the First Floor of the Sheraton-Blackstone
(across from the Conrad Hilton).

We look forward to seeing you at the NAB. We'll be there on Sunday, March 31, from 12:00 noon until 10:00 p.m.; on Monday, April 1, and Tuesday, April 2, from 10:00 a.m. until 8:00 p.m. Come on over!


SCREEN GEMS

Okays transfers, but orders stations sold

FCC in rare if not unprecedented action has approved transfer of control of four commonly owned AM and FM stations on condition that new owner sell them within six months. Commission also notified licensee corporation it was liable for \$10,000 fine.

At issue is transfer of control of Areawide Communications Inc., through its parent, Red Owl Stores Inc., to Gamble-Skogmo Inc. Areawide is licensee of KRSI-AM-FM St. Louis Park and WBCB Duluth, both Minnesota, and WNAX Yankton, S. D.

Condition was imposed on grant of transfer application and forfeiture proposed for Areawide because of two unauthorized transfers of control.

De facto transfer occurred in April, when James F. Bell Jr. who, through stock he and associates owned, controlled 17% of Red Owl, sold his interests to Gamble-Skogmo. Legal control was transferred in July, when Gamble-Skogmo acquired 78.4% of Red Owl stock.

Commission said that statute prohibiting unauthorized transfer of control of stations "must not be violated when mergers, as here, are contemplated."

Accordingly, commission said it could not make finding that unconditional grant of transfer application would be in public interest.

Commission noted that it could have picked alternative course of designating application for hearing. However, it decided against that on ground it did not believe applicants deliberately flouted commission rules.

Red Owl is retail and wholesale food business in upper midwest. Gamble-Skogmo is publicly held general merchandising chain whose stock is traded on New York stock exchange.

Commission vote on order was 5-to-1, with Commissioner Nicholas Johnson dissenting and Commissioner Robert T. Bartley absent.

Signs for inaugural

Station officials attending NBC Television Network Affiliates convention were notified by Don Durgin, NBC-TV president on Friday (March 29) that order was received previous night from Eastern Airlines for full sponsorship of TV network's coverage of presiden-

tial inauguration ceremonies in January 1969. Agency for Eastern is Young & Rubicam, New York.

At conclusion of Mr. Durgin's speech (see page 68), affiliates saw and heard live-film presentation, titled *20-20 Vision*, dramatic-musical revue touching upon television's past and reviewing NBC-TV's 1968-69 prime-time program schedule.

CATV won't replace TV Broadcasting: Schneider

"Yes, I see cable in our future," John A. Schneider, president, CBS/Broadcast Group, told Chicago Broadcast Advertising Club communications seminar Friday (March 29). But cable TV won't replace conventional television despite mounting spectrum pressures, he said (see page 68).

"It would be unconscionable for the FCC or anyone else to decree that the American public will henceforth pay for what it heretofore received free," Mr. Schneider said, "and this would be the net effect of displacing TV or any segment of TV from the spectrum." Monthly CATV charges would penalize low income homes most of all if no free TV were to be had, he noted.

He also predicted satellite TV won't become as universal and instant as some predict, not because of language barriers so much, but because of time barriers.

Stoddard to KLAS-TV

Howard Hughes group Friday (March 29) finally made decision as to who will run their recently approved KLAS-TV Las Vegas operation. Appointed general manager is Paul Stoddard, one-time sales manager and then general manager for RKO General-owned KFRC San Francisco.

Weighing in at 98 lbs.

RCA is announcing at National Association of Broadcasters convention in Chicago over weekend new 98-pound, "full-size" color TV camera utilizing three-tube pick-up system. Called TK-44A, camera uses Plumbicon tubes and is priced at \$74,800 (camera chain including "10-to-zoom" lens, black-and-white picture and waveform monitors and mounting equipment). RCA said deliveries will begin next January.

ASCAP members sue for copyright infringement

Groups of members of American Society of Composers, Authors and Publishers have filed copyright infringement suits charging that two Washington state radio stations played their songs without authorization, ASCAP said Friday (March 29).

Leonard Bernstein, Frank Loesser, Richard Rodgers and Warner Bros.-Seven Arts were listed among 18 ASCAP members as filing against KSEM Moses Lake and Jessica Longston, its president, and also were among 32 said to have filed against KVAN Vancouver and Cathryn C. Murphy, owner.

Suits seek restraining orders against future performances, plus statutory damages of not less than \$250 for each unauthorized performance.

Super-agency? Not yet, says O'Connell

Head of Office of Telecommunications Management, James D. O'Connell, told Senate appropriations subcommittee Friday (March 29) he is not recommending communications super-agency at cabinet level to supersede FCC, although he didn't rule out such move in future.

Mr. O'Connell, covering wide range of issues in response to questions from Senators Warren G. Magnuson (D-Wash.), subcommittee chairman and chairman of Commerce Committee, and Gordon Allott (R-Colo.) offered off-record briefings on two classified matters—actual defense spectrum usage and needs and steps being taken to guard radio-TV transmitters against takeovers during domestic disorders. That topic was judged so sensitive that Chairman Magnuson even put discussion about need for further discussion off record.

Mr. O'Connell iterated belief ex-

One out, one in

CBS-owned WBBM Chicago goes all-news 17½ hours daily effective May 6. Fortnight ago McLendon Corp.'s all-news WNUS there switched to music format.

WEEK'S HEADLINERS

Willard C. Mackey, executive VP and manager of Atlanta office of Interpublic's Marschalk Co., elected senior VP of The Interpublic Group of Companies, New York. He will be responsible for all agency relationships with Coca-Cola, including its USA and foods divisions, and with Coca-Cola Ltd. in Canada.

Richard C. Wald, VP, Whitney Communications Corp., New York, and last managing editor of now-defunct New York *Herald Tribune*, named VP, NBC News. Also at NBC News, **William T. Corrigan**, director of news operations, named general manager, news operations; and **Russel C. Tornabene**, director of news, NBC-owned TV stations, named general manager, owned TV stations and radio news.

H. Ben Decherd Jr., chairman of executive committee of A. H. Belo Corp., named chairman of board, succeeding **James Moroney Sr.**, who becomes chairman emeritus in realignment of Dallas-based owners of WFAA-AM-FM-TV Dallas and *Dallas Morning News*. **E. M. (Ted) Dealey** assumes title of publisher emeritus, and **Joe M. Dealey** re-elected president and chief executive officer. **Mike Shapiro**, general manager of WFAA-AM-FM-TV, and **Richard Blum**, assistant to corporate president, named to board of directors; **A. Earl Cullum**, Dallas consulting engineer, and all other directors re-elected. Mr. Shapiro, who joined firm in 1958, moved from television manager to general manager of stations in 1960.

For other personnel changes of the week see FATES & FORTUNES

pressed at House panel discussion on spectrum shortage (BROADCASTING, Feb. 26) that collection of basic usage data must precede intensive spectrum engineering to squeeze maximum use from frequencies now allocated. OTM, he said, is preparing large pilot project in Los Angeles area that will apply engineering approach to municipal radio needs.

Despite soft-pedaling super-agency idea (in almost same phrases used by FCC Chairman Rosel H. Hyde in appropriations hearing Thursday [see page 92]), Mr. O'Connell alerted subcommittee to major changes in nation's telecommunications policies expected later this year, when report of President's task force is released. Mr. O'Connell is vice chairman of task force, but he gave no inkling of proposals to come.

OTM is seeking only minor budget increase this year; \$1,986,000 figure for fiscal 1969 is only \$41,000 over 1968 total.

KROY sale approved

FCC approved sale of KROY Sacramento, Calif., by Lincoln Dellar and wife to group broadcaster Atlantic States Industries Inc. for \$1,325,000 on Friday (March 29).

Atlantic States, principally owned by Ralph Guild, Daren McGavren and George Fritzingler, is holding company for McGavren Guild-PGW station-representative firm and owns WRTY Boston, WLOB Portland, Me., WNVY Pensacola, Fla., and KMAK Fresno, Calif.

In same action, FCC dismissed petition filed by KHAI Honolulu for denial of transfer application.

FCC claims fairness rules aren't unfair

FCC told U.S. Court of Appeals in Chicago today (Monday) that fairness doctrine does not raise constitutional question, since it does not impair broadcasters' right of free speech.

Furthermore, it said doctrine is in "full accord with the fundamental principle of our Constitutional system that the welfare of the public demands the opportunity for free political discussion and robust debate.

Commission made statements in brief replying to attack that Radio Television News Directors Association, CBS and NBC have made on fairness doctrine rules applying to personal attack and political editorializing.

Commission said that Communications Act provides authority for adoption of rules. It also argued that broadcast interests have failed to sustain burden of demonstrating those rules, affording right of reply when person is attacked over station, or where station editorializes for or against political candidate, are arbitrary or unduly burdensome.

Rules do not involve censorship, commission said, nor do they contain any penalty or sanction for expression of views. Requiring stations to give notification of personal attack or editorial, and to offer opportunity for reply, FCC said, "does not interfere with the station's choice of program material or any other right of speech, but does make meaningful the basic principle of fairness."

Appellants have 15 days to respond

to commission arguments. FCC brief was filed in accordance with federal court's order, permitting challenged personal-attack rule to be revised but denying request for delay in case (see page 111).

Feature film firm

Formation of Riveria Productions Inc., New York and Hollywood, to produce feature films announced by Robert H. Yamin and Henri Bollinger Friday (March 29). Mr. Yamin has resigned as president of LIN/Medallion Picture Corp. to form company. Mr. Bollinger will continue to conduct his public relations business while serving as vice president of Riveria.

Back to shows

Iconoclast Stan Freberg, in recent years devoted primarily to commercial production, has joined producer-director Barry Shear in developing half-hour situation comedy for Paramount Television in time for 1969-70 season. Messrs. Freberg and Shear have formed TV production partnership and this is to be first product of that union.

Projected series is being planned with Negro comic Godfrey Cambridge as lead. Mr. Shear will direct NBC-TV's new Phyllis Diller hour variety series in fall.

Names advisory group

American Bar Association has named seven-man legal advisory committee on fair trial and free press, to help implement controversial Reardon Report adopted by ABA in February (BROADCASTING, Feb. 26). Advisory group will "encourage" cooperation of both bar and press, and "assist in effectuating" those standards which discourage pre-trial publicity considered prejudicial to fair trial.

Named chairman was U. S. District Judge Edward J. Devitt of Minneapolis. Other members include National Association of Broadcasters general counsel Douglas A. Anello, and *Toledo* (Ohio) *Blade* general counsel George S. Bradley.

NBC tops Niensens

NBC-TV was able to cite this ratings news for affiliates Friday (March 29) at convention in New York: In Nielsen 30-market report out Friday and covering March 18-24, 7:30-11 p.m., NBC had 19.7, CBS had 19.2 and ABC 16.4, with NBC taking top five shows (*Dean Martin*, *Bob Hope*, *Jack Benny*, *Bill Cosby*, *Ice Capades*; all but first specials).

Television Anyone?



What a racket Ward Huey has. There's no way he can get enough tennis practice, but he talks a great game. He spends more time selling, and talks more often of WFAA-TV, the Dallas-Ft. Worth market, and good avails. Television anyone? Call WFAA-TV and ask for Ward. He's General Sales Manager.

WFAA-TV DALLAS-FT. WORTH

ABC, Channel 8, Communications Center. Broadcast Service of the Dallas Morning News

Represented by Edward Petry & Co., Inc.



for stations who dream in color

(In 72 cities, the dream has already come true!)

MCA TV Hospitality Suite 2400, NAB / Conrad Hilton Hotel, Chicago.



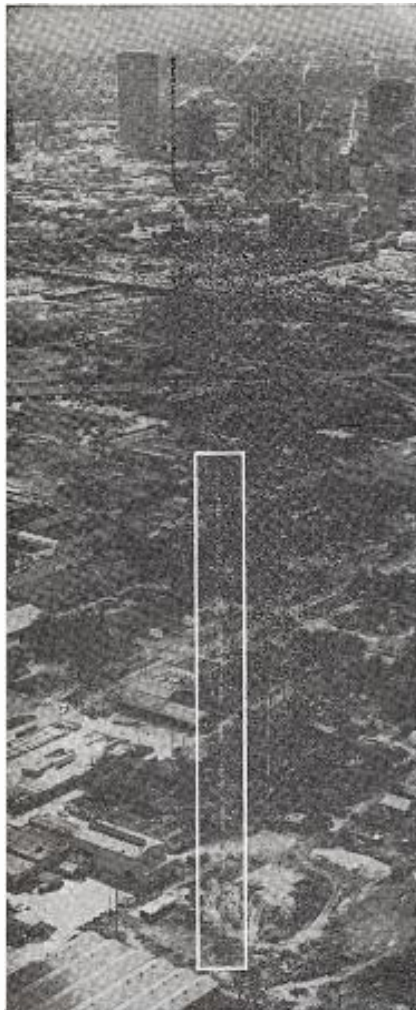
UNIVERSAL 50

In an astonishing two months, 72 stations have acquired U-50... fifty of Universal's most recent motion pictures. U-50 is the tightest list of important features ever assembled to stay current throughout the playoff period.

And all 50 are in color!

Why be caught napping in black and white?

mca tv



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Best Gulf Coast Combo —
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K-Que Number 1 FM in Houston, with over 1/2 million watts of vertical and horizontal power of wonderful stereo . . . with twice the pleasure. 24 Hours.

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DATEBOOK

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

■Indicates first or revised listing.

APRIL

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 3-5—Region II conference of the National Association of Educational Broadcasters. Atlanta Cabana hotel/motel, Atlanta. Speakers include: Ralph McGill, publisher of the *Atlanta Journal and Constitution*; William G. Harley, NAEB president; Harold Wigren, NAEB consultant, and Richard Kellerman, director, Public Broadcast Laboratory.

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 5-7—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 entertainment and news-documentary programs produced outside U.S. Washington.

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 Charles Stone, NAB vice president for radio; Wally Briscoe, managing director, NCTA, and 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—Meeting of Broadcast Advertising Club of Chicago, featuring Stephen B. Labunski, president, NBC Radio, speaking on "Radio's Tuned-In Listeners and Turned-On Advertisers." Sherman hotel, Chicago.

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 Association committees on CATV copyright, Washington.

■April 11—Annual meeting of stockholders of Avco Corp. to elect directors and independent auditors, to vote on resolution relating to pension plan, and to transact other business. North Charleston, S.C.

April 15—Deadline for filing comments on FCC's proposed rulemaking that would permit type-approval of AM modulation moni-

1968 RAB REGIONAL SALES CLINICS

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.

tors that do not incorporate indicating meters.

■April 15-16—Foreign policy conference held by Department of State for editors and broadcasters. Speakers will include Secretary of State Dean Rusk. Interested parties may request invitations from: Office of Media Services, Department of State, Washington, D.C. 20520.

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

■April 16—Announcements of nominees for 1967-68 Television Academy Awards of National Academy of Television Arts and Sciences. New York and Hollywood.

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. Inquiries about entry details should be addressed to Professor Benjamin Draper, radio-TV-film department, San Francisco State College, San Francisco 94132.

■April 17—Annual shareholders' meeting of American Telephone and Telegraph Co. to elect directors and auditors and to act upon other matters. Boston.

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—Annual stockholders meeting, Time Inc., to elect directors, to eliminate limitations on number of directors and to transact other business. Time & Life Bldg., New York.

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. Schwartz, 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.

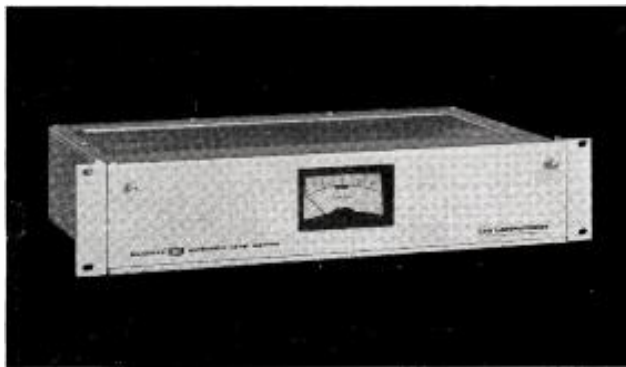
April 19—Eighth annual Western Heritage Awards Presentation, sponsored by National Cowboy Hall of Fame and Western Heritage Center. Civic Center Music Hall, Oklahoma City.

■April 19-21—Spring convention of Louisiana Association of Broadcasters. Holiday Inn, Monroe.

April 21—National Association of Educational Broadcasters Educational Television

Why not let your audience hear you at your best?

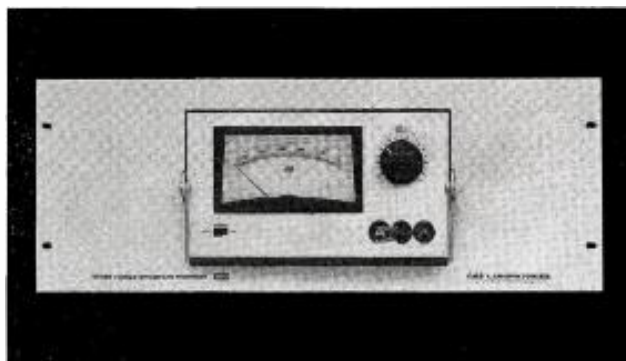
These professional products from CBS Laboratories guarantee it! They make transmitters behave . . . beautifully. They don't shout. They don't whisper. And they increase effective coverage for you. What a market you'll reach!



Audimax. An automatic level control years ahead of any other of its kind! It controls the level of program audio while maintaining original dynamic fidelity. Boosts your signal to a higher average level. Guarantees a considerable increase in your effective audience coverage.



Volumax. Outmodes conventional peak limiters! Automatically controls your peak modulation level. Can double your effective listening area. Fact is, the combination of Audimax and Volumax not only guarantees you a maximum increase in effective coverage . . . it also insures a smoother, more pleasant sounding program.



Wide Range Program Monitor. A meter so sensitive there's no such thing as silence. And so easy to read — it measures program levels clear across a 60 decibel range on a linear scale. Monitors full dynamic range . . . without switching scales.



Loudness Controller. Exclusive! The only instrument that guarantees your audience's listening comfort. Automatically reduces excessive loudness levels. Ends listener complaints. Unconditionally guaranteed.

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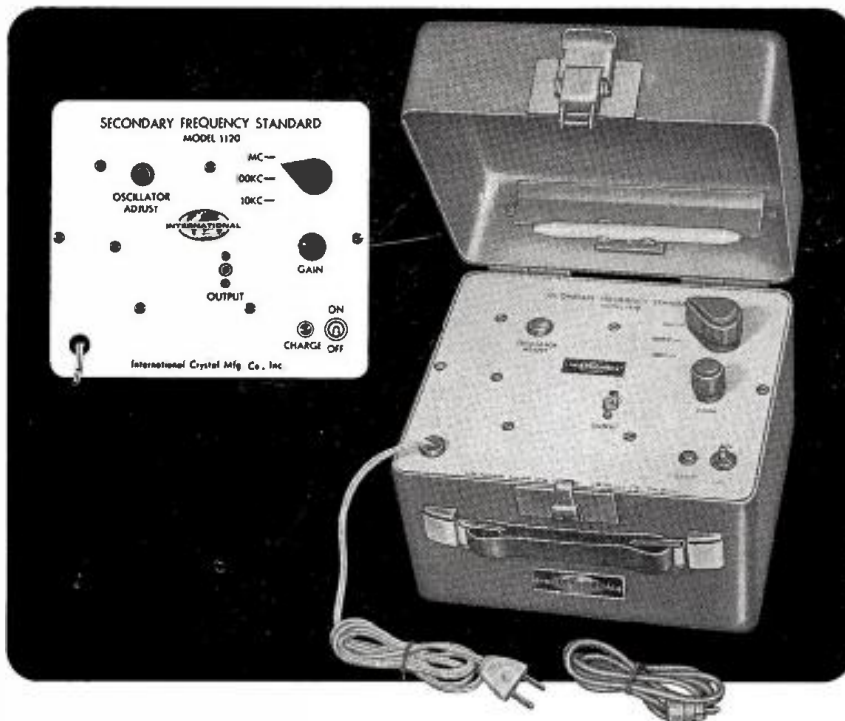
- 7 A. M., EST — Comprehensive Morning Edition
- 11 A. M. } Fresh Hourly Editions
- 12 NOON }
- 1 P. M. }
- 2 P. M. }
- 3 P. M. }
- 4 P. M. }
- 5 P. M. }
- 6 P. M. — Evening Wrap-Up Edition

AT THE NAB CONVENTION—BOOTH 422

**Dow Jones Business
Newscasts™**

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Keeping You On Frequency Is Our Business.



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TVB REGIONAL SALES CLINICS

- April 16—Omaha, Sheraton Fountenelle.
- April 18—Houston, Kings Inn.
- April 29—Jacksonville, Fla., Downtown Holiday Inn.
- April 29—Minneapolis, Sheraton Ritz.
- April 30—St. Louis, Sheraton Jefferson.
- May 1—Charlotte, N.C., Holiday Inn #2.
- May 2—Chicago, Continental Plaza.
- May 3—Washington, Sheraton Park.
- May 8—Detroit, Sheraton Motor Inn.
- May 9—Columbus, Ohio, Sheraton Columbus.
- May 10—Pittsburgh, Hospitality Motor Inn.
- May 14—Oklahoma City, Downtown Holiday Inn.
- May 15—New Orleans, Sheraton Charles.
- May 17—Memphis, Sheraton Peabody.
- May 24—Boston, Sheraton Plaza.
- May 27—Buffalo, N.Y., Sheraton Motor Inn.
- June 17—Los Angeles, Sheraton Wilshire Motor Inn.
- June 18—San Francisco, Sheraton Palace.
- June 19—Portland, Ore., Sheraton Motor Inn.
- June 20—Denver, Sheraton Mailibu.

Stations Division meeting. Statler Hilton, New York.

■April 22—Radio workshop and luncheon, sponsored by Advertising Club of Metropolitan Washington. Shoreham hotel, Washington.

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.

April 22-26—Eighth annual TV newsfilm workshop co-sponsored by National Press Photographers Assn., U. S. Defense Dept. and University of Oklahoma, Center for continuing education, Norman, Okla. Contact: Ernie Crisp, WFBM-TV Indianapolis.

■April 23—Annual stockholders meeting. General Precision Equipment Corp., to elect directors, approve appointment of independent public accounts, and other business. Biltmore hotel, New York.

■April 23—Annual stockholders meeting of Zenith Radio Corp. Chicago.

■April 23—Annual stockholders meeting of Foote, Cone & Belding Inc., to elect directors, approve new class of 100,000 shares preferred stock, increase common stock to 4,000,000 and transact other business, Continental Plaza, Chicago.

April 23-25—Annual conference, Petroleum Industry Electrical Association. Among speakers is Frederick W. Ford, president of the National Cable TV Association, who will speak on "Tomorrow's Technology Today." Galveston, Tex.

April 24-27—National convention of Alpha Epsilon Rho, national honorary radio-television fraternity. Tulsa, Okla.

April 25-27—Annual convention, Texas CATV Association. Marriott motor hotel, Dallas.

■April 25-May 2—The Golden Rose of Montreux eighth annual TV competition held by the Swiss Broadcasting Corp. and the town of Montreux under auspices of the European Broadcasting Union. Open to programs in color and in black and white.

■April 26—Institute of Broadcasting Finan-

■Indicates first or revised listing.

American International
TELEVISION INC

presents more
lively entertaining
programming for
the coming season

leading off with
HAL MARCH'S

*New
Panel Show*
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TUNED IN... "IN" PEOPLE! IT'S THE
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THEATRE**

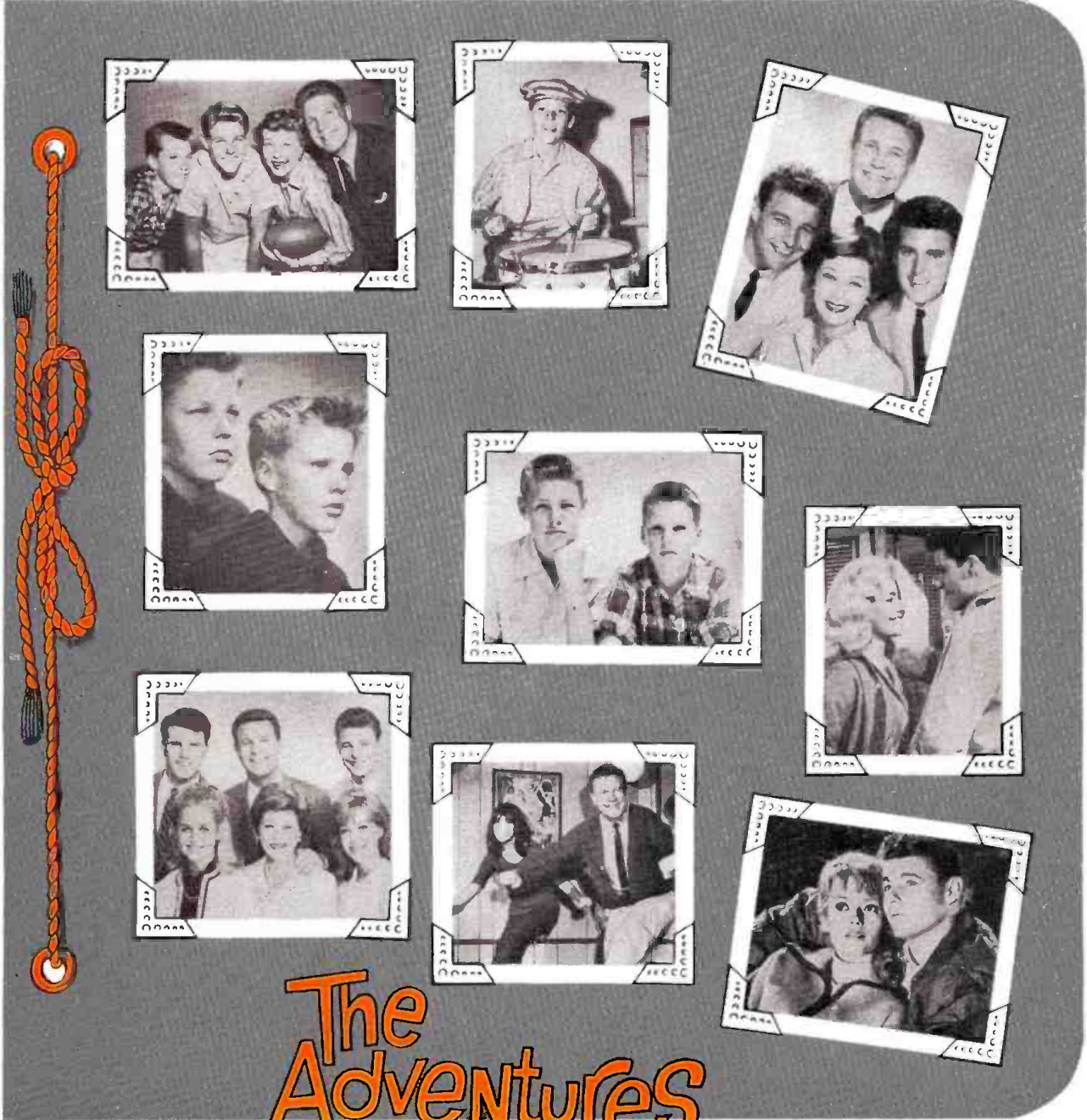
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KABC-TV Los Angeles, Calif.	KBMT-TV Beaumont, Texas	KLFY-TV Lafayette, Louisiana	KOAT-TV Albuquerque, N.M.
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KGO-TV San Francisco, Calif.	KGMB-TV Honolulu, Hawaii	KOTV Tulsa, Oklahoma	WVUE-TV New Orleans, Louisiana
WXYZ-TV Detroit, Michigan	KLAS-TV Las Vegas, Nevada	KXTV Sacramento, Calif.	WSOC-TV Charlotte, North Carolina
KUTV Salt Lake City, Utah	KRDO-TV Colorado Springs, Colorado	KTSB-TV Topeka, Kansas	KSAT-TV San Antonio, Texas



*four generations of Nelsons...
in one of the longest running, highest rated
fully sponsored family entertainments ever!*



...and
American International T.V.
has selected 200 of the
top-rated programs
for syndication as

The Adventures of Ozzie and Harriet

American  International

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Please visit Stan Dudelson
 in the Salon Blue Suite
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 and meet the stars of
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the NELSON FAMILY in
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 and
 HAL MARCH
 star of
 "GOLD RECORD"



and also starring
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 the screen awakens to a big wide wonderful world of enchantment.

DOMINANT 10
 fast paced, thrill-packed—exciting stories—top drawing names

CINEMA 20
In association with the Landau-Unger Co.
 twenty distinguished motion pictures combining the most exciting award-winning talents in the entertainment industry today.

15 NEW SCI-FI
 weird, way out, science fiction at its explosive best

REAL LIFE ADVENTURE SPECIALS
 all color documentaries high adventure—fierce action

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 130 brand new five-minute swashbuckling action-packed, seafaring cartoons in glorious color with full animation.

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cial Management board of directors meeting. WGN Chicago.

April 26-28—Meeting of Pennsylvania AP Broadcasters. George Washington Motor Lodge, Allentown.

April 28-29—Annual spring convention of Texas Association of Broadcasters. Flagship hotel, Galveston.

■April 28-30—William Allen White Centennial symposium on theme "Mass Media in a Free Society." Speakers will be: Theodore F. Koop, CBS vice president; Carl Rowan, syndicated columnist and former director of USIA; Bill Moyers, publisher of Newsday and former Presidential news secretary; Stan Freberg, advertising consultant and head of own agency; Bosley Crowther, *New York Times*, movie editor, and Ben Bagdikian, news analyst. University of Kansas, Lawrence, Kan.

April 28-30—Annual meeting of affiliates of ABC-TV, Los Angeles.

April 28-30—Meeting of the board of directors of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

■April 30—Deadline for filing reply comments on FCC proposed rulemaking to permit type-approval of AM modulation monitors that do not incorporate indicating meters.

MAY

■May 1-5—17th annual national convention of American Women in Radio and Television, under theme of "Century of Communications." Speakers include: Ronald Reagan, governor of California; John Guedel, John Guedel Productions; Irving Stone, novelist; Leonard Marks, director of USIA. Panelists include: Thomas Sarnoff, vice president, NBC; Dr. Fred Adler, vice president, Hughes Aircraft Co.; F. G. Rogers, president, IBM's data processing division; John Paul Goodwin, chairman of board, Goodwin, Dannenbaum, Littman and Wingfield Inc.; William Dozier, president, Greenway Productions; Dr. Lee du Bridge, president, California Institute of Technology; Arch Madsen, chairman of board, Bonneville Broadcasting Corp.; Norman Felton, president, Arena Productions; Daniel S. Parker, chairman of board, Parker Pen Co. Century Plaza hotel, Los Angeles.

■May 3—20th anniversary ball of Bedside Network of Veterans Hospital Radio and Television Guild, featuring Allen Ludden and Betty White. New York Hilton, New York.

■May 6-8—Annual meeting of Canadian Association of Broadcasters. Chateau Champlain, Montreal.

May 3-4—Annual convention of Kansas Association of Radio Broadcasters. Speakers include Vincent Wasilewski, NAB president. Holiday Inn Midtown, Wichita.

■May 5-10—103rd technical conference of Society of Motion Picture and Television Engineers. Papers will be presented on following topics: Instrumentation and high-speed photography; laboratory practices and color-quality control; photographic and allied science; photosensitive materials for motion pictures and television; theater presentation and projection; small-format films; studio practices; sound; education, and medicine. Century Plaza hotel, Los Angeles.

May 6-7—Meeting of the board of directors of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

■May 9-10—Spring meeting of Washington State Association of Broadcasters. Speakers include Arthur Stambler, Washington attorney. Chinook hotel and Motor Inn, Yakima.

■May 6-9—First annual instructional broadcasting conference, sponsored by National Association of Educational Broadcasters, on theme "Communication Technology and the People Left Behind." Sessions have been scheduled on: early childhood education for

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BROADCASTING, April 1, 1968



FORGET ABOUT TAME PUSSYCATS.

Think tiger when you think Rockies.
KWGN Television is the tiger of the Rockies.
When you think cost per thousand and
quality audience, think of our tiger.

Really roaring these days.

NIELSEN RECORDS THE PROGRESS Denver Metro Day—Part Share of Audience

	November 1966	November 1967	% Increase over 1966
MONDAY-FRIDAY 4-6:30 PM	16%	30%	88%
SUNDAY-SATURDAY 6:30-10 PM	6%	10%	66%
SUNDAY-SATURDAY 9 AM-Midnight	9%	12%	33%

It's time for tiger talk in the Rockies

CHANNEL



DENVER

A WGN Continental Broadcasting Company Station

Who Belongs On Your "Top 20" Drug Market List?



WHO RADIO ...that's who!
DES MOINES

In DRUG SALES . . .

we deliver the nation's 16TH MARKET!

- \$1,863,000 more than Newark!
- \$75,279,000 more than "metro Des Moines"!

OUR P.M.A. PROVES IT!

WHO's "Prime Market Area" (PMA) includes 79 Iowa counties surveyed in our latest 93-county area Pulse study. Whether it's people, food, drug, gasoline sales, etc.—our PMA statistics prove that WHO delivers the vast, rich Iowa market area that deserves to be on your "top 20" list. We're not just "metro Des Moines".

	WHO P.M.A.*	Metro Des Moines
Retail Drug Sales	\$92,575,000**	\$17,296,000**
Retail Drug Outlets	769	96
Population	1,911,000**	280,400**



*Sept.-Oct. 1966 93-County Area Pulse
**1967 "Survey of Buying Power"

WHO RADIO • Des Moines, Iowa
1-A Clear Channel • 50,000 Watts •

disadvantaged, development of meaningful education systems for specific groups, methods of dealing with equal educational opportunity in remote areas, and more appropriate utilization of communication technology in dealing with society's problems. Sheraton Jefferson, St. Louis.

■May 7—Annual stockholders meeting of RCA, to act upon continuation of amended incentive plan, amend stock-option plan and elect directors. Butler University, Indianapolis.

■May 7—Deadline for comments on FCC proposed rulemaking to explore possibility of using actual field strength measurements to determine coverage of TV and FM stations, instead of present theoretical field strength charts.

■May 7-9—National Association of Educational Broadcasters Sixth Instructional Television conference. Sheraton-Jefferson, St. Louis.

May 8—Michigan Association of Broadcasters' annual congressional dinner. Madison hotel, Washington.

■May 8-9—Spring meeting of Pennsylvania Community Antenna Television Association. The Allenberry, Boiling Springs.

■May 8-10—Annual convention of Public Utilities Advertising Association. Featured speakers: Charles Luce, chairman of board, Consolidated Edison Co.; Thomas Dillon, president, BBDO; Miles David, president, RAB; John W. Simpson, vice president, Westinghouse Electric Corp.; Norman Cash, president, Television Advertising Bureau, and Dudley J. Taw, VP, The East Ohio Gas Co. New York Hilton, New York.

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OPEN MIKE®

Offering public an option

EDITOR: Back in 1964 I made a proposal to the three TV networks that they try to do something constructive about their political-convention coverage plans. I had polled a number of stations in regard to the question of alternating coverage, with one network carrying the conventions and the other two continuing their regular programs, or with two networks carrying the convention and one providing regular programming.

The reaction was overwhelmingly in favor of the alternating plan, and I so informed ABC-TV.

Since CBS focused the spotlight on the identical problem with its policy concerning coverage of the Rusk-Fulbright hearings, CBS has been castigated for its efforts despite the fact that it was, and still is, the only feasible method of serving all segments of the public.

ABC, which might have reaped the benefits of a great public-relations contribution earlier this year, missed the boat and NBC, in its statements on the CBS policy, once again put its competitive stance ahead of the network's service in the public interest policy—all of the public, that is. . . .

I sincerely hope that before the political conventions roll around with their complete usurpation of all channels, the three networks get together and work

BROADCASTING, April 1, 1968

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Broadcasting
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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

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*** Of Miami's "Top 20"
minute availabilities
20 are on WTVJ-ARB*
19 are on WTVJ-NSI***

*Based on total homes reached in survey area, ARB and NSI for Miami, November 1967. (Audience data are based on research techniques which yield statistical estimates only, and are limited in their accuracy by any sampling deficiencies inherent in the survey from which these data were derived.)



Complete color facilities / Represented by Peters, Griffin, Woodward, Inc. / A Wometco Enterprises, Inc. station / CBS affiliate

BROADCASTING, April 1, 1968

is adventure in your programming plans?



I'm Col. John D. Craig and would like to discuss with you 260 one-hour color video taped shows titled

OF LANDS AND SEAS

If you are attending the NAB convention, we can meet in the Olas Corporation hospitality suite at the Continental Plaza. I look forward to seeing you.



Continued on page 59

OLAS CORPORATION
52 VANDERBILT AVENUE
NEW YORK, N. Y. 10017
PHONE 212/679-2931

out a realistic policy which will provide coverage of the conventions in the most effective manner possible, but will still offer the country's viewing audience an alternative in program choices.—*Thomas P. Chisman, president, WVEC-TV Hampton-Norfolk, Va.*

Seeks radio programs

EDITOR: I have been preparing material for a documentary on radio from the 1920's through the 1950's. For this I need recordings of music, instrumental or vocal, from the 1920's through the mid-1940's and on-the-spot news reporting of important events, sports events, and old comedy and mystery programs.

I would be most happy to receive any material listed above, recordings or tape.—*Bob Barry, station manager, WXUR-AM-FM Media, Pa.*

Memo draws responses

EDITOR: The letter responses [to my Monday Memo, BROADCASTING, Feb. 26] have been gratifying and I thank you for allowing me to philosophize in the pages of your excellent publication.—*Eddie Smardan, vice president and director of media, Carson/Roberts/Inc., Los Angeles.*

WNAC background material

EDITOR: I am working on a project to compile and edit material concerning WNAC as a precedent setter in radio. Employees of the station have furnished me with facts and fiction, but I need even more material, especially reprint newspaper ads as well as articles and photographs. All such material will be returned to its owners and will be given credit in the publication. I appreciate any help that can be given.—*Don Azars, WNAC-AM-TV, 21 Brookline Avenue, Boston, Mass. 02215.*

School seeks old records

EDITOR: As a principal of a school of culturally deprived students, I am interested in ways to keep the children out of trouble and increasing their cultural interests. I have found that they are "hip" to records and music in general. . . .

With this in mind, I am trying to organize a record library in order that students may check out records to dance to, play and enjoy. . . . I am appealing to radio stations for audition records, old records, etc. The students' interests are broad, . . . from soul music to western.—*Loran Dannheiser, principal, Boynton and Columbus schools, Benton Harbor, Mich., 49022.*

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Q & A

**Some pointed questions about
The American Broadcasting Company's
new four network concept.**

Q: "I'm a highly rated independent in my market. Why do I need a network affiliation?"

A: You will have an open line to every news scene in the world through the large *network radio* news organization in our business.

It's a strong statement...but the track record of ABC Radio News hasn't been approached by anyone else!

The sound of your news and all your network's programming will fit your format...increase the scope of your format, yet demand far *less* of your time than any other major network has ever required.

Because the quality of your programming product cannot be duplicated, affiliation will help you keep a firm competitive edge. It will discourage imitation of your style and increase the distance between you and the competition.

You have availabilities within network programming that will permit you to offer local clients an effective, expensive, prestigious advertising vehicle at no extra cost to you.

Q: "If I join one of your networks, won't I lose national spot dollars?"

A: It's possible, assuming you were a strong candidate for those dollars to begin with. But there's more working against that proposition than for it.

First, there is *not* enough total inventory on any one network to provide advertisers with an alternative for *local* weight.

Second, being part of a "target audience network" (two-hundred stations delivering similar demographics because of their similar formats) new dollars will very naturally come into the radio medium. This kind of national target marketing has never been available before at radio's efficiency.

Third, because a network can't sell the "target" concept without selling to the individual stations that deliver it, your station will receive constant and valuable exposure every time a network presentation is made to major clients and to agencies in markets like New York, Chicago, Detroit, Los Angeles.

Fourth, rather than turn from your station because of a network schedule an advertiser buying a "target" audience will lean more toward *additional* weight on the station he knows will deliver his kind of audience.

Q: "How much time will one of your networks take out of my day?"

A: Generally from 5 to 9 minutes of programming per hour, including time for *local* sale.

It varies from one network to another, but an American Radio Network needs

from 56% to over 211% *less* time than any other major network today. Because we're selling four *different* networks, we don't need nearly as much of your day as the fellow who has to make a living selling one.

A glance at our program schedules will give you the exact amount of programming by network, along with the total number of availabilities in it for local sale.

Q: "How can I keep my identity different from your other affiliates in my market?"

- By doing exactly what you're now doing. Each of the networks is separate and distinct. The sound and pace of programming, the method of news presentation, the voices and personalities, length of programming, the sound logos, visual logos, promotion materials—all differ from network to network.

Because our programming is produced every day to blend with four basic radio formats, we keep you as unique and independent as your format permits...maybe even a little more so.

Q: "Is it true that all three of your AM networks have given up station compensation payment?"

- No. ABC has set up a fair and equitable formula for payment which is based essentially on market rank. Together with local availabilities, *compatible* sound and the sales value of ABC-produced news and sports, you should find that an affiliation makes good bottom-line sense. We planned it that way.

Q: "Is this new 4-network concept here to stay?"

- Yes! ABC management has made a major commitment in terms of new equipment (over \$3,000,000), a greatly expanded radio news staff, and a general beefing up of all service departments. The concept is too sound and necessary not to succeed.

Q: "Do I have to carry all commercial programming the network feeds?"

- Yes. Some db's are permitted in the case of certain conflicts, but these are exceptions. Since the amount and style of all programming offered is tailored specifically to local formats, *with no excess programming*, full clearance should complement your local programming.

Q: "Aren't you having trouble signing up stations?"

A: Yes, some, or we wouldn't be running this ad.

There is a logistical problem in establishing contact and sitting down with the hundreds of individual stations in hundreds of markets necessary to fill all our station needs.

In most cases where we have been able to sit down, explain and answer basic questions about the concept and how it applies to each station, we have an excellent record of success.

The over 700 affiliates who have joined us after only a few short months of operation, attest to this.

We thought an ad like this might answer the most asked questions for a large group of stations at one time; or better still, might prompt you to think of further questions you would like to ask us.



american
contemporary
radio network



AMERICAN
ENTERTAINMENT
RADIO NETWORK



AMERICAN
FM RADIO
NETWORK



American
Information
Radio Network

MONDAY MEMO

from ALBERT CHIODA, Scandinavian Airlines Systems, New York

Radio reaches SAS's tourist and business markets

Scandinavian Airlines Systems Inc. (SAS) has changed its accent—in advertising, that is—to attract more U.S. tourists and businessmen and their products to the shores of Scandinavia.

Our advertising theme stresses “a change of people” for sightseers and “change of markets” for businessmen. This revamped marketing posture relies heavily on radio—and expanded radio, at that—to drive home a message to the ever-growing target groups of American tourists and industrialists that Scandinavia can be a land of opportunity.

The role that radio has played in our advertising program can best be judged by the amount of money we place in this medium. Without pinpointing actual expenditures, SAS is spending during the 1967-68 fiscal year three times as much money in radio advertising as it did last year.

Can there be a better testimonial to the effectiveness of radio than a three-fold increase in spending?

In short, we have found that radio has contributed to outstanding sales results for us. Our experience has been that radio offers us an efficient buy and gives us a high degree of flexibility as we attempt to reach our twin objectives: the consumer and commercial publics.

Markets ■ Before our expanded marketing effort, our radio advertising was confined to what we called our “gateway concept.” This approach consisted of running radio commercials in the cities where our gateways to Europe were located—New York, Chicago, Montreal, Los Angeles, Seattle and Anchorage.

Since SAS served the U. S. and Canada with more direct and nonstop trips to Scandinavia than other airlines, we decided this year to expand our radio programing. In addition to our gateway cities, we are now going into other major markets such as Boston, Philadelphia, Minneapolis, San Francisco, Toronto and Vancouver, B.C.

These additional markets were selected on the basis of past sales experience and estimates of future potential. In most of our 11 radio markets, our commercials are being placed on two stations. These stations are primarily of the well-balanced variety that offer news, sports and music and cater to a sophisticated audience.

In order to appreciate how radio advertising has been important to SAS, I think it is best to point out the over-

all objectives of our advertising campaign.

We are interested in attracting the person traveling to Europe for the first time, but are also interested in the seasoned traveler who has been to Europe, but never to Scandinavia.

People to People ■ Our advertising agency—Gaynor & Ducas Inc.—developed our basic theme: “Maybe what you need is a change of people.” This theme was decided upon because, in the final analysis, sightseeing is sight-seeing. But Scandinavia has much to offer in the warmth and sincerity of its people.

From the commercial side, our program's theme is “maybe what you need is a change of markets.” You can see how this very closely parallels and complements the over-all tourist theme. Beamed to the businessman, we had success with the “market-change” theme because Scandinavia enjoys the highest standard of living in Europe. And in the world, it's second only to the U. S.

Through our radio advertising, we have found flexibility in getting across our consumer and commercial messages, offering booklets to both segments, and inducing the public to go on tours through Scandinavia.

We have found that radio has been ideal for localizing our advertisements. All our radio spots — regardless of whether they are taped or read by the local disk jockey—contain at least a short tag line pointing out to the listener that he can make flight reservations through his local SAS office or his travel agent.

We also localize our radio spots through emphasizing locally sponsored SAS tours and our regional flight service. Studies by our advertising agency have indicated that this segment of each

spot has helped make the public more aware of the SAS as a local entity.

In scheduling our radio commercials, we also have taken into consideration the time of day when our ads will have the greatest impact and the seasons during which we are most concerned with building travel.

Selective Period ■ We schedule the majority of our commercials during “drive time”—6-9 a.m. and 5-7 p.m. During these hours the demographics of the listening audience most closely match our target-audience profile. Our major emphasis is placed in the spring. With the interest in skiing booming, SAS has found that many ski buffs are lengthening their season through the month of April by attempting to conquer the Scandinavian slopes. Emphasis is also being placed on the months of May and June, when Scandinavia offers its famous festivals and opening of the Tivoli Gardens of Copenhagen.

In many ways, our radio commercials have proven to be our most effective method of reaching the public, while giving additional impact to our print advertising.

You would think that our background music for our spots would be one of Scandinavia's traditional polkas. However, our advertising agency found that the polka didn't fit the American concept of what Scandinavia is really like. Therefore, a distinct Scandinavian sound—bright, lively and interesting—was created to exude the charm and warmth of the Scandinavian people.

We have found that radio has communicated in an effective manner the personality of SAS, and, at the same time, has described graphically the rewards of Scandinavia for the tourist and the businessman.



Albert Chioda, staff manager—advertising, Scandinavian Airlines Systems Inc., gained his first experience in broadcasting with WLWC(TV) Columbus, Ohio, where he was an assistant promotion manager while attending the Ohio State University School of Journalism. He joined SAS in 1958 as assistant to the publicity manager; was promoted to manager of the news bureau in 1964, and assumed his present post in 1967. Formerly Mr. Chioda was an editor for Fairchild Publications in New York.



The Embassy of Great Britain

His Excellency Sir Patrick Dean,
Ambassador of Great Britain, and Lady Dean,
in the Ballroom at the Embassy . . .
another in the WTOP-TV series on
the Washington diplomatic scene.

WTOP-TV 
WASHINGTON, D. C.
Represented by TvAR
A POST-NEWSWEEK STATION

Photograph by Fred Maroon



EQUATION FOR TIMEBUYERS

ONE BUY **DOMINANCE***
X **WKRG-TV** MOBILE ALABAMA

*PICK A SURVEY---ANY SURVEY



Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager



A countdown for broadcasters?

46th annual NAB convention in Chicago finds industry faced with increasing threats from government and internal economic stresses

The National Association of Broadcasters opens its 46th annual convention in Chicago this week with its 8,000 members and associates looking straight into the muzzle of a cocked and ready multi-barreled shotgun.

On the one side are the grape-shot-loaded government regulatory threats of the FCC, Congress and the Justice Department.

On the other the equally potent network competition for the spot dollar, chief profit-maker for the individual station, and a trend toward shared 30-second commercials.

Altogether broadcasters have never faced a period with more ominous promise for their corporate well-being. And while few of the problems appear as topics on the four-day agenda they will be the explosive forces beneath the surface of every session, every conference and every closed-door conversation.

At the top of many broadcasters' lists of red-flag items is the threatening noise coming from FCC headquarters: the possibility that the commission may supplant its long-time multiple ownership rules with a new statute designed to limit station acquisition to one per market (see page 78).

They are also concerned, albeit on a more long-term approach, with the covetous eyes many have been making at broadcasting's share of the spectrum. The land-mobile forces feel they should get some of that spectrum space to alleviate alleged overcrowding in their bands. And wary eyes are focused on the spectrum studies being conducted by President Johnson's Telecommunications Task Force.

Broadcasters in Chicago are also going to be discussing several items that are now in the hands of the courts: the fairness doctrine and CATV. And they will be showing concern over continued attempts by recording artists to tack performance fee rights on the pending new copyright bill.

Although none of these items appears on the formal NAB agenda, most, if

not all of them, will be touched on by both NAB President Vincent Wasilewski in his state-of-the-industry speech on Monday and FCC Chairman Rosel H. Hyde in his convention address on Tuesday.

Other trade associations, which meet in conjunction with the NAB conclave, will be spending more time and taking a more extensive look at the problem areas.

Ownership is Question ■ The interest of the FCC, Congress and the Justice Department in station ownership overrides most other issues.

The FCC's new notice of proposed rulemaking on its multiple-ownership rules would prohibit any full-time licensee from purchasing another full-time broadcast outlet—regardless of service—in that market. Ostensibly the commission is seeking to eventually create a system of single-unit ownerships within communities.

The transfer that brought this proposal to a head at the FCC is WGN Continental Broadcasting's proposed purchase for \$1 million of WFMT (FM) Chicago. Some of the commissioners voiced concern that WGN, which already owns WGN-AM-TV and is controlled by the publisher of the *Chicago*

Tribune and *Chicago's American*, would have just too much in Chicago if an FM were added to the communications package. However, the commission approved the transfer last week, 6-0 (see page 70).

Tied into the commission's potential attack on ownership concentration, the Senate and House have been beating around on the fringes of the subject and may wind up plunging into it with both feet.

Last week the commissioners went before the Senate Antitrust and Monopoly Subcommittee, which is holding hearings on the failing-newspaper act, but has broadened the inquiry to cover newspaper-station cross-ownership (see page 60).

Senator Philip A. Hart (D-Mich.), chairman of that subcommittee, has noted that questions had been raised concerning stations owned by newspapers, the number of newspapers with CATV ownership and the commission's role in limiting concentration of media.

Another witness at the Senate hearing was to be Donald F. Turner, chief of the Justice Department's antitrust division (see page 9). It's been only a few weeks since Justice asked the FCC to hold a hearing on the proposed sale



Vincent T. Wasilewski (l), NAB president, will make his annual report to the membership at the luncheon today (April 1); FCC Chairman Rosel H. Hyde (c) will address the Tuesday

(April 2) luncheon and Senator Everett M. Dirksen (R-Ill.), Senate minority leader, will address the Wednesday (April 3) luncheon meeting of the convention.

A COUNTDOWN FOR BROADCASTERS? continued

of KFDM-TV Beaumont, Tex., to the Enterprise Co., publisher of Beaumont's two daily newspapers (BROADCASTING, March 11 et seq.). Justice felt the sale raises "serious" questions under the Clayton Antitrust Act. The FCC has not yet said whether it will accede to the department's request.

And like the Senate subcommittee, Justice has been checking into ownership combinations involving TV stations, newspapers and CATV's.

On the other side of Capitol Hill, the House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) is still looking into the FCC's multiple-ownership policy. A hearing was centered on last year's approval of the five Daniel Overmyer UHF construction permits to the AVC Corp.

Although the Overmyer transfer angered the committee chairman, he really blasted the FCC in February.

offered in February, is a revised version of a 1967 bill. Both were offered by Representatives Moss, Dingell and Richard L. Ottinger (D-N. Y.). Although the bill does not seem about to pop up in this session, the thought behind it will still be around.

As drafted, the bill would put the TV networks out of any other business, ban network syndication of TV programs and flatly prohibit any network ownership of programs, except those to be shown on the network-owned stations. The original bill provided for direct regulation of the networks by the FCC, proposed strict limits on the amount of prime-time programming the networks could offer, would limit sports-program blackouts to home-team areas and would prohibit rigging of time-outs in sports contests for commercial placement. The network-regulation bill was the target of

crowding in land-mobile channels.

Two weeks ago an FCC staff study, kept under wraps for two months, was released and it indicated that sharing of unassigned UHF channels with land mobile is the most feasible method of providing additional land-mobile space. The committee made no recommendations and its report is only one of several proposals being considered by the commission.

Move to Wire ■ The NAB and five other trade associations are looking at the long-range picture which is clouded with ominous threats of moving all TV-FM broadcasting to cable and moving the power of allocation from the FCC to the executive branch of the government. Two of those groups—Association of Maximum Service Telecasters and All-Channel Television Society—will be meeting in Chicago during the convention and the subject is certain to be re-aired.

The six trade groups have agreed to fight in defense of the spectrum and



Mr. Cobb



Mr. Dudley



Mr. Kops



Mr. Ferguson



Mr. Murphy



Mr. Revercomb

The 46th annual convention of the National Association of Broadcasters will set another attendance record in Chicago this week. About 8,000 broadcasters and associates will attend. Among those who play important roles in the management of this annual

That attack followed the FCC's decision to drop its proposed limitation on TV ownership in the top-50 markets. Mr. Staggers referred to both the Overmyer case and the dropping of the proposed rule as the action of "an agency that seems to have forgotten its role as a guardian of the public interest."

Dingell After Blood ■ In addition to Mr. Staggers's interest in FCC ownership rules, two other House members, Representatives John Dingell (D-Mich.) and John E. Moss (D-Calif.), have introduced a strong antitrafficking bill that would give the FCC the power to define a station's assets, then determine a station's "fair market value" and ban any sale that exceeded the commission-determined value.

Another bill that bodes ill for broadcasting if it comes to the surface is a measure that would stop TV networks from owning anything except individual stations. The network-regulation bill,

meeting are (l to r) Grover C. Cobb, KVGB Great Bend, Kan., joint board chairman; Richard Dudley, WSAU Wausau, Wis., radio board chairman; Daniel W. Kops, Kops-Monahan Communications, New Haven, Conn., radio board vice chairman; Robert W. Fer-

attack by Julian Goodman, NBC president, in a speech to TV affiliates last week (see page 66).

The spectrum situation is considered more serious among TV licensees than among radio operators, but broadcasters generally concede that an attack on any section of the spectrum must be fought by all. It is a rare broadcaster who feels he will be kicked out of the spectrum tomorrow or even next year. But as long as there are forces looking toward that eventuality, the broadcaster feels he must seek to protect his own interests.

Among the spectrum forces are the Telecommunications Task Force, the Budget Bureau and the business-radio services. The FCC has also been getting in the act with its widely criticized (by broadcasters) and widely praised (by land-mobile users) Advisory Committee on Land Mobile report which intimated that reallocation of spectrum space was the only solution to over-

guson, WTRF-TV Wheeling, W. Va., TV board chairman; John T. Murphy, Avco Broadcasting, Cincinnati, TV board vice chairman, and Everett E. Revercomb, NAB secretary-treasurer and convention manager for the association.

the NAB has already anted up \$50,000-\$100,000 for studies that will be presented to the Telecommunications Task Force and other government agencies. Although task force staff members, in meetings with broadcasters, maintain they have no locked-in point of view at present, some of the studies they have underwritten aim to show the reasons and cost of turning on-air broadcasting in the U. S. into a giant wired grid system.

Currently in the courts are the questions of the fairness doctrine and CATV copyright liability and the FCC's right to regulate CATV's. The Supreme Court has heard the CATV cases and is waiting to sit on the fairness-doctrine issues.

It already has before it Red Lion Broadcasting's appeal that the personal-attack provision of the fairness doctrine is illegal. But before hearing that case

(Continued on page 40)

Last week your commercial was seen 500,000 times by Pittsburghers*.



But . . . you failed to reach 320,000 other Pittsburgh viewers like Ben Burdulis.



And 64,000 Pittsburgh viewers like Jim Sloan don't remember it!

You just can't afford a buy that delivers limited reach and frequency!

TO HELP YOU SELECT SPOT PURCHASES THAT WILL PROVIDE THE BROADEST AND MOST EFFECTIVE REACH OF THE PITTSBURGH TELEVISION AUDIENCE, WIIC-TV HAS OBTAINED COMPLETE INFORMATION ON 250 DIFFERENT SPOT POSITIONS.

THIS COMPUTERIZED INFORMATION INCLUDES DETAILED DATA ON TOTAL REACH, UNDUPLICATED HOMES AND FREQUENCY OF REACH FOR ANY COMBINATION OF SPOTS DESIRED. WE CALL IT "INSTANT CUME" ANALYSIS AND IT'S AVAILABLE FOR YOUR USE NOW.

FOR SOME EYE-OPENING FACTS ON EFFECTIVELY REACHING PITTSBURGHERS, CONTACT WIIC-TV'S GENERAL SALES MANAGER, TONY RENDA OR YOUR BLAIR TELEVISION MAN.

*An example extracted from Instant Cume analysis. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

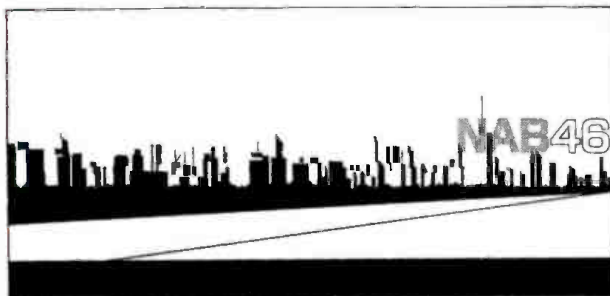


FULL COLOR WIIC-TV 11

FOR EFFECTIVE TV BUYS IN PITTSBURGH



Basic NBC Television Affiliate



ON TAP AT THE CONVENTION

Official agenda for the 46th annual National Association of Broadcasters convention, March 31-April 3, at the Conrad Hilton hotel, Chicago, follows. Also listed are unofficial and related meetings and activities. All events take place in the Conrad Hilton unless otherwise noted.

Registration ■ Sunday, March 31—8 a.m.-6 p.m. Monday, April 1—8 a.m.-6 p.m. Tuesday, April 2—9 a.m.-5 p.m. Wednesday, April 3—9 a.m.-5 p.m.

Exhibit Hours ■ Sunday, March 31—10 a.m.-7 p.m. Monday, April 1—9 a.m.-7 p.m. Tuesday, April 2—9 a.m.-7 p.m. Wednesday, April 3—9 a.m.-5 p.m. North, East and West Exhibit Halls, Continental Room, Normandie Lounge and Writing Room.

SUNDAY, March 31

9:30 a.m.-noon—Association for Professional Broadcasting Education membership meeting. Avenue West, Pick-Congress.

9:30 a.m.-noon—National Association of FM Broadcasters FM Day session. Great Hall, Pick-Congress.

10 a.m.—ABC Radio Affiliates business meeting. Gold Coast Room, Drake.

10 a.m.-4 p.m.—Broadcast Music Inc. board meeting and luncheon. Room 414.

10:30 a.m.—Association of Maximum Service Telecasters technical committee meeting. Sheraton-Black-Stone.

10:45 a.m.—Third annual National Association of Broadcasters convention mass offered by Bishop John A. Donovan, D.D., episcopal chairman of the Catholic National Office for Radio and Television. Upper Church, Old St. Mary's Church, Wabash and Ninth Street.

11 a.m.—First annual National Association of Broadcasters Protestant worship service by Dr. Ralph Sockman; lay speaker, Eldon Campbell, WFBM-TV Indianapolis; music by the Medinah Temple Chanters. Central Church of Chicago, Orchestra Hall, 216 South Michigan Avenue.

12-2 p.m.—Association for Professional Broadcasting Education reception and luncheon. Gold Room, Pick-Congress.

1 p.m.—ABC-TV Primary Affiliates Association meeting. Guildhall, Ambassador West.

2-5 p.m.—Association of Maximum Service Telecasters board meeting. Bel Air Room.

NAB FM Day Program ■ 2:30-5 p.m. Great Hall, Pick-Congress.

Presiding: Harold R. Krelstein, WMPS-FM Memphis. *Report of FM Committee Chairman:* Harold I. Tanner, WLDM(FM) Detroit.

Report from the FCC: Commissioner Robert E. Lee.

FM—Fundamental Management: Charles M. Stone, NAB vice president for radio. *New FM Technical Developments:* Harold L. Kassens, assistant chief, FCC broadcast facilities division.

Operation Go! Moderator, Mr. Krelstein. Panelists: Charles F. Bowman, WLJM-FM Gadsden, Ala.; Gary Gielow, KPEN(FM) San Francisco; Hugh W. Dickie, WTMB-FM Tomah, Wis., and Peter V. Taylor, WJIB(FM) Boston. [NOTE: Delegates to the NAB convention are invited to attend the program of the National Association of FM Broadcasters in the Great Hall beginning at 9:30 a.m. Sunday, March 31.]

3 p.m.—Association on Broadcasting Standards technical committee meeting. Room 412.

3-7 p.m.—Society of Broadcast Engineers membership meeting. Williford C.

4 p.m.—ABC Radio Affiliates reception. Gold Coast Room, Drake.

5-7:30 p.m.—Television Film Exhibit reception. International Ballroom.

6-9 p.m.—NBC reception (invitation only). Guildhall, Ambassador West.

6:30 p.m.—CBS-TV Affiliates reception and banquet. Crystal Foyer and Grand Ballroom, Sheraton-Chicago.

MONDAY, April 1

8-10 a.m.—TV Stations Inc. membership breakfast meeting. Crystal Ballroom, Sheraton-Blackstone.

8 a.m.—Mark Century Corp. breakfast and programing seminar. Waldorf Room.

General Assembly (Management and Engineering Conferences): 10:30 a.m.-noon, Grand Ballroom.

Presiding: Daniel W. Kops, Kops-Monahan Communications Inc., New Haven, Conn., convention co-chairman. *Music:* WGN Orchestra under Robert Trendler. *Invocation:* Reverend Donald F. X. Connolly, coordinator, National Catholic Office for Radio and Television.

Salute to Distinguished Service Award Recipient: Dr. Norman Vincent Peale. *Presentation of NAB's Distinguished Service Award to Lowell Thomas, veteran newsman,* by Vincent T. Wasilewski, NAB president. *Re-*

marks: Mr. Thomas.

Management Conference Luncheon ■ 12:30-2:30 p.m.
International Ballroom.

Presiding: John T. Murphy, Avco Broadcasting Corp., Cincinnati, convention co-chairman. *Invocation:* Rabbi Mordecai Simon, executive director, Chicago Board of Rabbis.

Introduction of the Speaker: Grover C. Cobb, KVGB Great Bend, Kan., chairman of NAB board of directors. *Address:* Vincent T. Wasilewski, NAB president.

Radio Assembly ■ 2:30-5:30 p.m. Grand Ballroom.

Presiding: Daniel W. Kops, Kops-Monahan Communications Inc., New Haven, Conn., vice chairman of NAB radio board.

Annual RAB Presentation: Miles David, president Radio Advertising Bureau; Robert H. Alter, executive vice president; Carleton F. Loucks, director, regional sales.

Small-Market Radio Workshop (3:45 p.m. concurrent): Moderator, Raymond A. Plank, WKLA Ludington, Mich., chairman NAB Small-Market Radio Committee. Committee members: Frank A. Blach Jr., WJOY Burlington, Vt.; Julian F. Haas, KAGH Crossett, Ark.; John F. Hurlbut, WVMC Mount Carmel, Ill.; John W. Jacobs, WDUN Gainesville, Ga.; Ted A. Smith, KUMA Pendleton, Ore., and Robert E. Thomas, WJAG Norfolk, Neb.

Television Assembly ■ 2:30-5 p.m., Waldorf Room.

Presiding: John T. Murphy, Avco Broadcasting Corp., Cincinnati, vice chairman of NAB TV board.

Report of NAB Future of Television Committee: John F. Dille Jr., Communicana Group of Indiana, committee chairman. *On Target Television:* Norman E. (Pete) Cash, president, Television Bureau of Advertising.

Secondary-Market Television Workshop (3:45 p.m. concurrent): Moderator, Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va., chairman of NAB Secondary-Market Television Committee. Committee members: Raymond E. Carow, WALB-TV Albany, Ga.; James W. Higgins, WWCN-TV Carthage-Watertown, N. Y.; Ray Johnson, KMED-TV Medford, Ore.; Allan Land, WHIZ-TV Zanesville, Ohio; Dale G. Moore, KGVO-TV Missoula, Mont.; Marshall Pengra, KLTV(TV) Tyler, Tex., and Thomas L. Young, KWVL-TV Waterloo-Cedar Rapids, Iowa.

Radio-Television Labor Relations Workshop (3:45 p.m. concurrent): Williford Room.

Moderator: William L. Walker, NAB director of broadcast management. Panelists: Ron Irion, NAB assistant director of broadcast management; Sam Zagoria, National Labor Relations Board, Washington; William E. Simkin, director, Federal Mediation and Conciliation Service, Washington; Richard L. Freund, ABC, New York, and Abiah A. (Bob) Church, Storer Broadcasting

Co., Miami Beach.

Radio Automation Workshop (3:45 p.m. concurrent. Management and Engineering Conferences): Avenue West, Pick-Congress.

Moderator: Robert J. Sinnett, WHBF-AM-FM-TV Rock Island, Ill. Panelists: N. Elmo Franklin, Gates Radio Co., Quincy, Ill.; Danny Coulthurst, International Good Music, Bellingham, Wash.; Paul C. Schafer, Schafer Electronics, Chatsworth, Calif.; Ben Enochs, WDXL Lexington, Tenn.; Welton Roy, WHBQ Memphis, and Ronald E. Cridler, WMJR(FM) Fort Lauderdale, Fla.

Television Automation Workshop (3:45 p.m. concurrent. Management and Engineering Conferences): Gold Room, Pick-Congress.

Moderator: Benjamin Wolfe, Westinghouse Broadcasting Co., New York. Panelists: B. van Benthem, AMP Inc., Harrisburg, Pa.; Kenneth P. Davies, Central Dynamics Ltd., Montreal; James O. Moneyhun, Sarkes Tarzian Inc., Bloomington, Ind.; Deane B. Moore, CBS-TV, New York; Theodore Sorrells, WMAL-TV Washington, and James C. Wulliman, WTMJ-AM-FM-TV Milwaukee. 5 p.m.—Harvard Business Seminar smoker. Bel Air Room.

TUESDAY, April 2

8 a.m.—Society of Television Pioneers breakfast. Lower Tower.

8 a.m.—All-Channel Television Society breakfast symposium. Sheraton-Blackstone.

8-11:30 a.m.—Association of Maximum Service Telecasters membership meeting. Waldorf Room.

Radio Assembly ■ 9:30 a.m.-noon, Grand Ballroom.

Presiding: Richard D. Dudley, WSAU Wausau, Wis., chairman of NAB radio board. *Chairman's Report:* Mr. Dudley.

Your Part in Armed Forces Radio: Colonel Robert Cranston, deputy director, Armed Forces Radio Service. *Meet "Miss National Radio Month":* Chris Noel, hostess of AFRS's *A Date with Chris*.

The Radio Code and You: Stockton Helffrich, NAB Code Authority director.

Billing \$325,000 in a town of 13,000: Jewell A. Shepherd, KWIX Moberly, Mo. *The Role of the Community Broadcaster:* S. Campbell Ritchie, CKLW Windsor, Ont., president, Canadian Association of Broadcasters. *Creative Breakout for Radio:* Hugh Heller. Heller Corp., Hollywood.

Management Conference Luncheon ■ 12:30-2:30 p.m.
International Ballroom.

Presiding: Daniel W. Kops, Kops-Monahan Communications Inc., New Haven, Conn. convention co-chairman *Invocation:* Right Reverend Gerald Francis Burrill, bis-

continued on page 40

hop, Episcopal Diocese of Chicago.

Introduction of the Speaker: Vincent T. Wasilewski, NAB president. *Address:* Rosel H. Hyde, FCC chairman.

No Afternoon Sessions ■ There is no program in this period so delegates may visit the exhibits and hospitality suites.

2:30-4 p.m.—**Association of Maximum Service Telecasters** board meeting. Bel Air Room.

5:30-8 p.m.—**Association on Broadcasting Standards** board meeting and dinner. Rooms 412-413.

WEDNESDAY, April 3

Television Assembly ■ 9:45 a.m.-noon, Grand Ballroom.

Presiding: Robert W. Ferguson, WTRF-TV Wheeling, W. Va., chairman of NAB TV board.

NAB TV Board Elections.

Presentation of Station Award for community service and Special Citation for programing serving disadvantaged young people, from National Academy of Television Arts and Sciences.

Target 50 Million—New Dimensions in Audience Promotion: Roy Danish, Television Information Office director. *Self-Regulatory Service on Three Fronts:* Stockton Helffrich, NAB Code Authority director.

TV Board Election Results.

10 a.m.—**Association on Broadcasting Standards** membership meeting. Waldorf Room.

10 a.m.-noon—**Daytime Broadcasters Association** membership meeting. Lower Tower.

Management Conference Luncheon ■ 12:30-2:30 p.m., International Ballroom.

Presiding: John T. Murphy, Avco Broadcasting Corp., Cincinnati, convention co-chairman. *Invocation:* Reverend Kenneth Hildebrand, D.D., minister of Central Church of Chicago.

Introduction of the Speaker: Vincent T. Wasilewski, NAB president. *Address:* Senator Everett M. Dirksen (R-Ill.).

General Assembly (Management and Engineering Conferences): 2:30-4:30 p.m., Grand Ballroom.

Presiding: Grover C. Cobb, KVGB Great Bend, Kan., chairman of NAB board of directors.

Conference '68—Broadcast News: Moderator, Theodore N. McDowell, Evening Star Broadcasting Co., Washington. Panelists: Jay Crouse, WHAS-AM-TV Louisville, Ky., president of Radio Television News Directors Association; Matthew J. Culligan, president, MBS, New York; Reuven Frank, executive vice president, NBC News, New York; Jack Harris, president, KPRC-TV Houston; Elmer Lower, president, ABC News, New York; Edward P. Morgan, chief correspondent, Public Broadcasting Laboratory, Washington, and William Small, manager, CBS News, Washington.

NAB-Broadcast Pioneers Banquet ■ 7:30 p.m., International Ballroom.

THURSDAY, April 4

9 a.m.-5 p.m.—**Visual Electronics Corp.** post-NAB technical seminar. Tower Suite.

A COUNTDOWN FOR BROADCASTERS? continued

the Supreme Court is waiting for the U. S. appeals court in Chicago to sit on the constitutionality of the doctrine and its provisions on editorializing.

In the light of the broadcasters' charges in the Chicago court, the FCC asked and received court permission to liberalize the rules on personal attack. Those new rules were passed last week (see page 108).

However, the FCC didn't win all the marbles in that game. It had also asked the federal court to hold the case in abeyance until the rules could be revised. The court's retort: you can revise but the case will go on.

Compensation Issue ■ There is also sure to be plenty of conversation about last week's letter from CBS-TV to its affiliates saying the network does not intend to compensate the stations for the convention and election coverage this year (see page 58). In the past the network had paid the networks for about 15 hours coverage of each con-

vention and had asked the remainder be carried without compensation. Now CBS is asking that all that programing be carried by the affiliates gratis.

CBS, like NBC, plans gavel-to-gavel convention coverage this year while ABC has announced it plans 90-minute nightly summaries of convention activities. Whether ABC and NBC will go CBS's route is still up in the air. But it seems certain that the affiliates will be looking for definite answers from their network representatives this week.

Among the TV networks only ABC is trying to hold out against what seems to be the trend of pairing 30-second spots by different advertisers. In one form or another CBS and NBC are using shared 30's. The networks claim the move is based on advertiser economics and will allow more advertisers to put money into network TV.

However, the affiliates feel that the more money that goes into the network coffers means less money is available

for spot buying and in this contention the affiliates are being backed to the hilt by the station reps.

ABC's position, which seems certain to be set forth to its affiliates at the Sunday (March 31) meeting in Chicago, has been that it is holding the line against the paired 30's, but can't hold out forever if the trend keeps building. Reportedly ABC has turned down American Tobacco and AT&T orders that were contingent on their minutes being shared with other advertisers. American Tobacco has shared 30's on CBS and NBC and AT&T has such spots on NBC.

Artist's Copyright ■ Although the radio portion of the industry has been relatively free of the turbulence swirling about their TV brethren, one major piece of legislation still pending in Washington remains under radio's scrutiny. For more than a year recording artists have been pushing hard with a well-financed war chest to get performance fees tacked on to any new copyright bill. Broadcasters have been fighting just as hard to keep the amendment, offered by Senator Harrison Wil-

liams (D-N. J.), from being part of the bill.

At the moment the whole matter seems at an impasse and the new copyright bill is not expected to be voted on in this session of Congress, but if it doesn't come to a vote this year it undoubtedly will in the next session of Congress and the battle will continue.

Altogether it promises to be a busy four days in Chicago. As always few of the problems foremost on every broadcaster's mind will be on the agenda. But the gathering of most of the top executives of networks, groups and stations as well as representatives of the FCC and other government agencies give representatives of the nation's most important communications media and their regulators a chance to share information and opinions on a face-to-face basis. It is not surprising that the nose count at the NAB's annual get-together can always be expected to exceed that of the year before.

TV programers bullish for '68

Increased activity on
UHF front, need for
program balance cited

With a record number of television programming distributors attending the National Association of Broadcasters convention and Television Film Exhibit '68 in Chicago, representatives of leading syndication companies last week intensified the view of 1968 as "an excellent year" for the industry.

First results of a BROADCASTING study (BROADCASTING, March 25) found syndicators generally agreed that the trend was bullish with more sales this year than last. Primary new market, several pointed out, was the growing number of UHF stations.

Further inquiries have substantiated that view. Those interviewed stressed that new UHF stations and the need for programming balance by outlets of all types are pointing the way to a bright syndication marketplace.

Abe Mandell, president of Independent Television Corp. (ITC), reported that sales in 1967 rose by more than 30% over 1966, and he said he is "very bullish" about 1968. He noted that ITC is issuing in the U. S. *The Baron*, first-run action series, plus a 90-minute special and 21 one-hour specials in color, starring top entertainment

BPI's team in Chicago

BROADCASTING and *Television* magazines has 19 representatives in Chicago to cover the National Association of Broadcasters 46th annual convention, engineering Conference and related events. The editorial and advertising representatives of Broadcasting Publications Inc. are holding open house during the convention in Suite 706A of the Conrad Hilton. A separate newsroom is covering convention news.

Representing BROADCASTING are Sol Taishoff, Maury Long, Edwin H. James, Lawrence B. Taishoff, Art King, Rufus Crater, Lawrence Christopher, Ed Sellers, Warren Middleton, Bill Merritt, Leonard Zeidenberg, Morris Gelman, Sherm Brodey, Dave Bailey, Greg Masefield, Martin Mitchell and Rose Adragna.

Representing *Television* are John Gardiner and Frank Chizzini.

BROADCASTING's April 8 post-convention issue will report in full on events during the convention and on the many additional sessions that are not on the formal NAB agenda.

BROADCASTING's April 15 post-convention issue will offer in-depth text and photo coverage of the new equipment introduced at the convention.

personalities.

"Stations tell us they want specials," Mr. Mandell said. "And we are hoping to fill the bill. Our over-all business has been good and we are particularly pleased with the market that has been building up for all of our product from UHF outlets in major cities."

Edward A. Montanus, MGM-TV director of syndication sales, said he is "very optimistic" about prospects for 1968. He noted that a distributor's success is tied largely to the nature of his product, and he pointed out that MGM-TV recently placed in syndication 128 episodes of *The Man from U.N.C.L.E.* This series, he noted, already has been sold to leading stations and groups in 33 markets.

Fewer Features - Mr. Montanus said he looked forward to a good year, largely because of the market created by UHF stations and the requirements of many stations for syndicated product to offset the diminishing supply of feature films. He added that features are still a staple of local-TV sales, but said that the expansion of movies in prime-time network slots is presenting

additional opportunities for other types of syndicated programming.

Krantz Films announced last month an ambitious project, offering TV stations up to 20 hours of first-run color programming that is being produced in Canada. Called TAPE/NET, the new division of Krantz has been making sales to network affiliates as well as UHF and independent stations that were considered originally to be the prime prospects according to Steve Krantz, president. He said last week that he was confident that the programming offered by TAPE/NET, covering talk series, sports, drama, country music and children's programming, will find ready acceptance by stations throughout the country.

A spokesman for Hartwest Productions reported an excellent year in 1967, the best in the company's history, and predicted an even better 1968. Particular bright spots cited by a company official are more creative efforts by distributors and stations in programming.

Hartwest's new series being introduced at the convention include one television program, *Involvement*, a 90-minute, color video-tape series once a week, and five radio shows: *Live with Confidence* with Dr. Norman Vincent Peale (52 episodes, five minutes, five per week); *Kaleidoscope of Specials* from the BBC (26 half-hours); *Earl Wilson Show* (52 five minute programs, five per week); *Joey Adams Show* (either five minutes, five per week, daily half hours or one-minute drop-ins); and *Involvement* (one hour, five per week).

WHERE TO FIND IT

Exhibits of equipment manufacturers are located in the lower lobbies, Continental Room, Writing Room and Normandie Lounge of the Conrad Hilton hotel during the NAB convention. Exhibit space and/or the hospitality suites assigned as of March 21 are shown. All rooms and space designations are at the Conrad Hilton unless otherwise indicated. Symbols: Ascot is Ascot House; Cont. Plaza is Continental Plaza; Essex is Essex Inn; Executive is Executive House; P-C is Pick-Congress; Sh-B is Sheraton-Blackstone.

EXHIBITORS

Addressograph-Multigraph Corp.	Space 231-W
Advance Industries	Space 319-C
Albion Optical Co.	Space 251-W
Alford Manufacturing Co.	Space 208-W
Allied Impex Corp.	Space 421-N
Alma Engineering	Space 408-N
Altec Lansing	Space 207-W
Ameco Inc.	Space 310-C

WHERE TO FIND IT continued

American Electronic Laboratories Inc.	Space 313-C
AMP Inc.	Space 308-C
Ampex Corp.	Space NL
Andrew Corp.	Space 220-W
Arriflex Corp. of America	Space 311-C
Audio Devices, Inc.	Space 232-W
Ball Brothers Research Corp.	Space 214-W
Ball Brothers/Miratel Div.	Space 219-W
Belar Electronics Laboratory	Space 204-W
Berkey-Colortran Inc.	Space 121-E
Borg-Warner/Ingersoll Products	Space 217-W
Boston Insulated Wire & Cable	Space 245-W
Brand-Rex Div./American Enka Corp.	Space 409-N
Broadcast Electronics Inc.	Space 303-C
Broadcast Skills Bank	Space F-WR
CBS Laboratories	Space 307-C
CCA Electronics Corp.	Space 236-W
Central Dynamics Corp.	Space 413-N
Century Lighting Inc.	Space 122-E
Chrono-Log Corp.	Space 246-W
Cleveland Electronics Inc.	Space 119-E
Cohu Electronics Inc.	Space 326-C
Collins Radio Co.	Space 209-W
Conrac Corp.	Space 107-E
Continental Electronics Manufacturing Co.	Space 200-W
Cooke Engineering Co.	Space 420-N
Craftsman Electronic Products Inc.	Space 318-C
Davis & Sanford Co.	Space 120-E
Delta Electronics Inc.	Space 205-W
Disan Engineering Corp.	Space 423-N
Dresser Crane, Hoist & Tower	Space 206-W
Dynair Electronics Inc.	Space 211-W
Effective Communication Systems	Space 324-C
Electronic Engineering Co. of Calif. Electronics, Missiles & Communications Inc.	Space 309B-C
Entron Inc.	Space 320-C
F & M Systems Co.	Space 419-N
Fairchild Recording Equipment	Space 314-C
Filmline Corp.	Space 124-E
Fort Worth Tower Co.	Space 315-C
Front Projection Corp.	Space A, B-W-R
Gates Radio Co.	Space 221-W
Gauss Electrophysics Inc.	Space 418-N
General Electric	Space 102-E
Gotham Audio Corp.	Space 226-W
Granger Associates	Space 222-W
Grass Valley Group Inc.	Space 113-E
Gray Research & Dev. Co.	Space 414A-N
Harwald Co.	Space 225-W
Hewlett-Packard Co.	Space 227-W
Houston Fearless Corp.	Space 116-E
International Good Music Inc.	Space 224-W
ITT Electron Tube Div.	Space 425-N
Jampro Antenna Co.	Space 305-C
Jerrold Corp.	Space 322-C
Johnson Electronics Inc.	Space 243-W
Kaiser CATV Corp.	Space 321-C
Kliegl Bros.	Space 100-E
Lenkurt Electric Co.	Space 402-N
Listec Television Equipment Co.	Space 427-N
MaCarta Inc.	Space 212-W
Machlett Laboratories/Raytheon	Space 106-E
Marconi Instruments	Space 228-W
Marti Electronics	Space 237-W
McCurdy Radio Industries Inc.	Space 309-C
McMartin Industries Inc.	Space 235-W
Memorex Corp.	Space 312-C
Microwave Associates Inc.	Space 115-E
D. B. Milliken Co./Teledyne	Space 405-N
3M Co./Magnetic Products Div.	Space 248-W
3M Co./Mincom Div.	Space 247-W
Mole-Richardson Co.	Space 401-N
Moseley Associates Inc.	Space 223-W
National Guard Bureau	Space I-WR
Nippon Columbia Corp. of America	Space 410-N
North American Philips/AGK	Space 325-C
Nortronics Co.	Space 238-W
Optical Imports Inc.	Space 203-W
Packard Bell Electronics	Space 240-W

42 (LEAD STORY)

Philips Broadcast Equipment Corp.	Space 304-C
Power-Optics Inc.	Space 114-E
Q-TV Sales & Distributing Corp.	Space 118-E
Quick-Set Inc.	Space 242-W
RCA	Space 101-E
RCA Electronic Components	Space 117-E
Raytheon Co.	Space 106-E
Richmond Hill Laboratories Ltd.	Space 412-N
Riker Video Industries Inc.	Space 246-W
Rohde & Schwarz Sales Co.	Space 241-W
Rohn Systems Inc.	Space 229-W
Rust Corp. of America	Space 251-W
Scantlin Electronics Inc.	Space 422-N
Schafer Electronics	Space 210-W
Seeburg Music Library Inc.	Space 215-W
Shibaden Corp. of America	Space 244A-W
Shure Brothers Inc.	Space 213-W
Sony Corp. of America	Space 109-E
Sparta Electronic Corp.	Space 306-C
Spindler & Sauppé Inc.	Space 327-C
Standard Electronics Corp.	Space 112-E
Sylvania Electric Products Inc.	Space 250-W
Tape-Athon Corp.	Space 239-W
Tapecaster TCM	Space 230-W
Sarkes Tarzian Inc.	Space 104-E
Technical Materiel Corp.	Space 424-N
Tektronix Inc.	Space 111-E
Tele-Beam Div./Kalart Co.	Space 416-N
Telemation Inc.	Space D.E-WR
Telemet Co.	Space 249-W
Telepro Industries Inc.	Space 414-N
Telesync Corp.	Space 218-W
Television Zoomar Co.	Space 105-E
Telex Corp.	Space 317-C
Texas Electronics Inc.	Space 407-N
Townsend Associates Inc.	Space 110-E
Transface Process Co.	Space 411-N
Trompeter Electronics Inc.	Space 404-N
U. S. Air Force	Space H-WR
U. S. Army	Space G-WR
U. S. Navy	Space K-WR
U. S. Treasury Department	Space J-WR
Utility Tower Co.	Space 234-W
Varian Associates	Space 406-N
Vega Electronics Corp.	Space 306-C
Videometrics Inc.	Space 415-N
Vikoa Inc.	Space 316-C
Visual Electronics Corp.	Space 301-03-C
Vital Industries Inc.	Space 202-W
Ward Electronic Industries	Space 201-W
Westbury CATV Corp.	Space 309A-C
Wilkinson Electronics Inc.	Space 200A-W

NAB CONVENTION OFFICES

(All NAB convention and staff offices are on the third floor of the Conrad Hilton unless otherwise designated.)

Convention Manager	Room 1
Everett E. Revercomb, secretary-treasurer	
Convention Program	Room 4
Harold Niven, vice president	
Engineering Conference	Room 1
George W. Bartlett, vice president	
Convention Exhibits—	
Exhibit Office—Lower Level	
Edward L. Gavou, exhibit director	
George E. Gavou, exhibit consultant	
Registration Desk	Lower Lobby
Donald B. Pearce, assistant treasurer	
Convention News and Public Relations—Room 3	
John M. Couric, vice president	
Milton Magruder, director of publications	
Newsroom	Astoria Room

NAB STAFF OFFICES

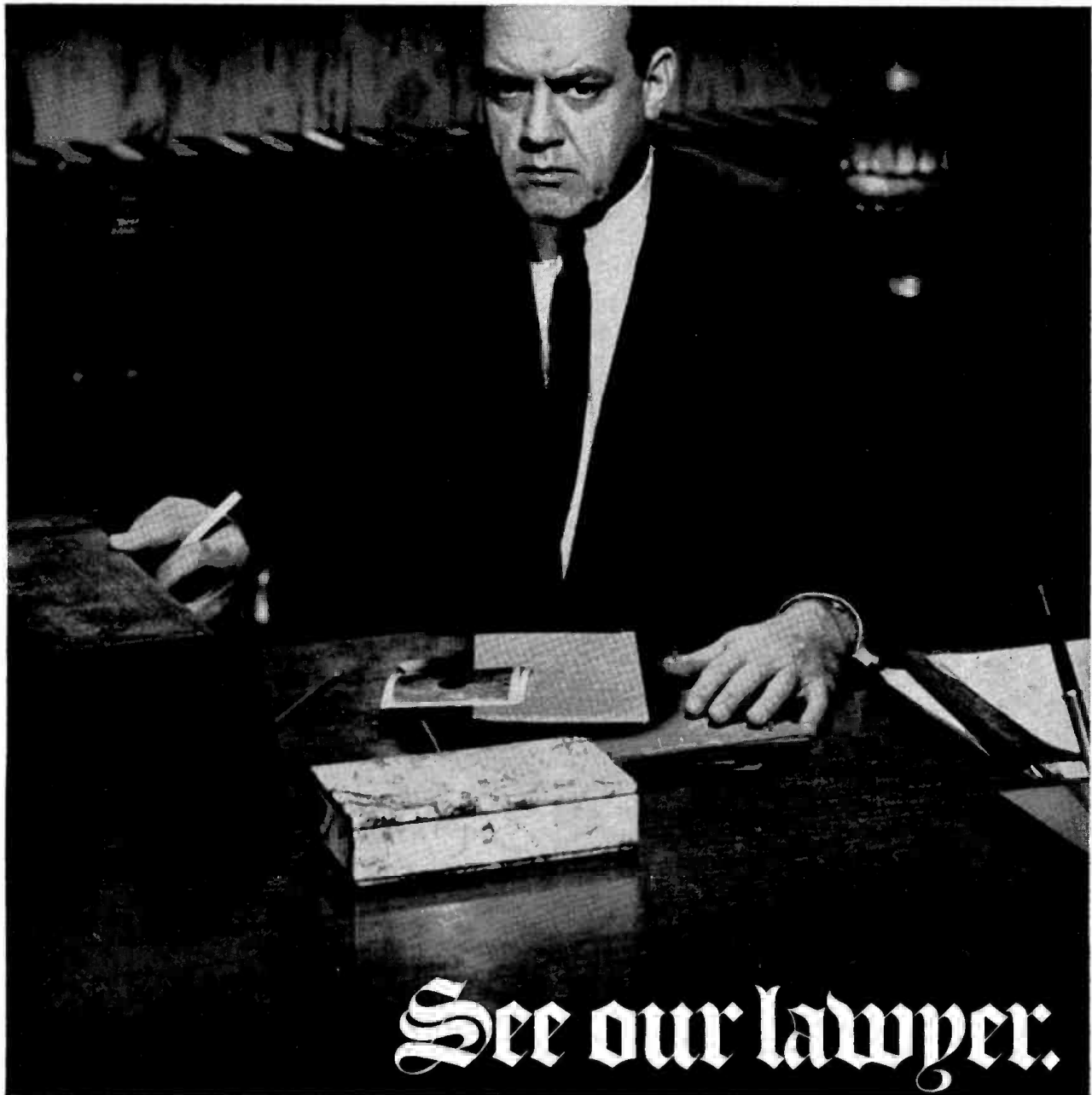
Radio	Room 2
Charles M. Stone, vice president	
Television	Room 2
William Carlisle, vice president	
Station relations	Lower Lobby

Alvin M. King, director.
James McKnight, Spencer Denison, Oliver W. Henry, Ernest C. Sanders, Daniel M. Valentine, Paul R. Fry, Hamilton Woodie, regional managers.
Broadcast Management Room 4
William L. Walker, director
Government Affairs Room 2
Paul Comstock, vice president
Legal Room 1
Douglas A. Anello, general counsel
Research Room 2
Howard Mandel, vice president
Code Authority Room 4
Stockton Helffrich, director.
Jerome Lansner, liaison assistant
Jonah Gitlitz, manager, Washington Office
Thom R. Winkler, manager, radio code

EQUIPMENT HOSPITALITY SUITES

(See also Equipment Exhibitors)

Albion Optical Co.	723A
Ameco Inc.	1240
American Electronic Laboratories Inc.	719A-20A
AMP Inc.	1240A
AT&T	1905A
Ampex Corp.	605A
Atwood-Richards Telescreen Inc.	1923
Berkey-Colortran Inc.	Essex
CBS Laboratories	2334A
Central Dynamics Corp.	1540
Cohu Electronics	734A
Collins Radio Co.	1023A
Continental Electronics Manufacturing Co.	2139-40
Dresser Crane, Hoist & Tower	2072A-23A
Dynair Electronics Inc.	2122A-23A
Electronics, Missiles & Communications	1834A
F & M Systems Co.	P-C
Filmline Corp.	1434A
Gates Radio Co.	1406A-1404A
General Electric	North Imperial Suite
Grass Valley Group Inc.	723
Hewlett Packard Co.	1339-40
International Good Music Inc.	Essex
International Video Corp.	P-C
Jampro Antenna Co.	819A
Jerrold Electronics Corp.	2024
Kaiser CATV Corp.	1733A-34A
Kline Iron & Steel Co.	819
Lenkurt Electric Co.	1719A-20A
McCarta Inc.	940A
Marti Electronics	2355A
McMartin Industries Inc.	1119A-20A
Memorex Corp.	1823A
Microwave Associates	1222A-23A
3M Co.	1524
Moseley Associates	1534A
Nortronics Co.	Essex
Optical Imports	Ascot
Philips Broadcast Equipment Corp.	1218A-19A
Power-Optics Inc.	P-C
Quick-Set Inc.	2136A
RCA	South Imperial Suite
Riker Video Industries	Ascot
Rohn Systems Inc.	919-20
Rust Corp. of America	1900
Schafer Electronics	1906
Seeburg Music Library Inc.	1835A-36A
Soarta Electronic Corp.	819A
Stainless Inc.	1506
Standard Electronics Corp.	1635A-36A
Sylvania Electric Products Inc.	2440
Tape-Athon Corp.	834A
Sarkes Tarzian Inc.	1824
Technical Materiel Corp.	839A
Telepro Industries	1234A
Television Zoomar Co.	1440
Transface Process Co.	1036A
Varian Associates	Essex 301
Visual Electronics Corp.	1200
Vital Industries	2539A-40A
Ward Electronic Industries Inc.	Essex
Westel Co.	1334A
Wilkinson Electronics Inc.	1140-41



See our lawyer.

Now there's more to see than ever: a new package! PERRY MASON II: new episodes never before released for local sales plus an additional run of episodes now in syndication.

PERRY MASON is the most successful off-network series on television today, by far. Better see us about PERRY MASON II. Right away!

CBS Enterprises
Suite 2325 at the Conrad Hilton

WHERE TO FIND IT continued

PROGRAM SERVICES

ABC Films2316-2319
 Allied Artists TV Corp.532A-533A-534A
 Alto Fonic Programing Inc.1440A
 American International TVAmbassador East,
 Salon Blue
 Boston Symphony Transcription Trust1140A
 Broadcast Productions Inc.739A-40A
 CBS Enterprises Inc.2325
 Embassy Pictures Corp.539-553
 Emery PicturesConrad Hilton
 Filmways Syndication Sales561
 Firestone Film Syndication561
 Four Star Entertainment Corp.512-513
 Sandy Frank Program Sales Inc.509
 Functional Media Inc.P-C
 General Media Associates230 N. Michigan
 Golden Eagle Films Ltd.1018-19
 Hartwest Productions Inc.1322-23-24
 Hollywood TV Service500-515A-517A-521
 Identitones Inc.Executive
 Independent TV Corp.501-502-549
 King Features Syndicate512A-513A
 Krantz Films Inc.556-563
 Kristom Productions Inc.Unassigned
 Lin/Medallion560A-561A
 M & A Alexander500-515A-517A-521
 Mark Century Corp.1722-23-24
 MCA2400
 Medallion TV Enterprises Inc.550A-551A
 MGM-TVExecutive 38th floor
 National Telefilm Associates 500-515A-517A-521
 NBC Films Inc.Executive
 Nightingale-Conant CorpEssex 1502
 North American TV Associates553A
 Official Films Inc.528A-530A
 Off-Network Productions Inc.Unassigned
 Olas Inc.Cont. Plaza
 Olympus Television Inc.P-C
 Pams Inc.918A
 Paramount TV EnterprisesSh-B, Regency Room
 Pepper & Tanner Inc.700
 Walter Reade Organization535A-536A-537A
 RKO General Productions516-529
 Peter M. Robeck & Co.509A-520A
 Walter Schwimmer Inc.1522A-23A
 Screen Gems Inc.Sh-B Embassy Room
 SESAC900
 Showcorporation516-529
 Spangler Television Inc.2514A
 Spot Productions Inc.1118-20
 Frank Stone AssociatesSh-C
 Storer Programs Inc.1005A
 Teledynamics Corp.557-560
 Teleworld Inc.533-534-536
 TM Productions716-17
 Trans-Lux TV Corp.556A-557A-520
 Triangle Program Sales2300
 20th Century-Fox Television.....Sh-B Hubbard Room
 United Artists Television504-505-507
 Warner Bros.-Seven Arts. 539A-542A-544A-545A-
 546A-548A
 WBC Productions Inc.2500-2501
 WGN Continental Productions Cont. Plaza, Gold
 Suite
 Wolper Productions Inc.504A-505A-507A

STATION REPRESENTATIVES

ABC-TV Spot Sales.....Cont. Plaza Governor's Suite
 Avco Radio TV SalesCont. Plaza
 Avery-KnodelSh-B 407-408-410
 Mort Bassett & Co.Essex
 Charles Bernard Co. (Country Music
 Network)Unassigned
 John Blair & Co., Blair TV, Blair RadioSh-B
 John C. Butler & Co.,Park East
 CBS Radio Spot Sales1406
 CBS-TV National SalesUnassigned
 Henry I. Christal Co.1306
 Roger Coleman Inc.Palmer House
 Devney OrganizationPalmer House
 Robert E. Eastman & Co.Cont. Plaza

Gill-Perna Inc.1800
 Greener, Hiken, SearsExecutive
 Herbert E. Groskin & Co.Palmer House
 Harrington, Righter & ParsonsSh-B 808-09-10
 George P. Hollingbery Co.600
 Hal Holman Co.Essex 1401
 Bernard Howard & Co.Conrad Hilton
 H-R RepresentativesKnickerbocker 1028
 The Katz AgencyWater Tower Inn 1100
 Major Market RadioSh-Chicago 26th floor
 Jack Masla & Co.Executive
 McGavren-Guild-PGW RadioCont. Plaza
 The Meeker Co.1700
 Metro Radio Sales410 N. Michigan
 Metro TV SalesExecutive
 National TV Sales Inc.Essex 1401
 National Time SalesUnassigned
 NBC Spot SalesSh-B Presidential Suite
 Peters, Griffin, WoodwardSh-B 705
 Edward Petry & Co.1400
 Vic Piano AssociatesUnassigned
 PRO Time SalesExecutive
 Quality Media Inc.Executive
 Radio Advertising
 RepresentativesAstor Towers
 Paul H. Raymer Co.Essex 1401
 RKO General National SalesCont. Plaza
 Savalli/GatesConrad Hilton
 Stone Representatives Inc.1300
 Storer Television Sales333 N. Michigan
 Television Advertising
 RepresentativesCont. Plaza
 Alan Torbet Associates Inc.2100
 Grant Webb & Co.2000
 Weed Radio & TV Corp.20 N. Wacker Dr.
 Adam Young—VTM800

STATION BROKERS

Blackburn & Co.P-C 801
 Chapman & Co.P-C
 R. C. Crisler & Co.Executive
 Charles Cowling & AssociatesConrad Hilton
 Wilt Gutzendorfer & AssociatesConrad Hilton
 Hamilton-Landis & AssociatesP-C 1229
 Hogan-Feldmann2516-2530
 LaRue Media Brokers Inc.Drake
 G. Bennet Larson Inc.Ambassador East
 Howard StarkSh-B
 John Stebbins Co.Essex 701
 Jack L. Stoll & AssociatesP-C
 William T. StubblefieldWater Tower Inn
 Edwin Tornberg & Co.P-C

NETWORKS

ABC Radio2104A-06A
 ABC Radio Stations2104A-06A
 ABC-TV2306
 ABC-TV Stations.....Cont. Plaza Governor's Suite
 CBS Radio1804-06
 CBS Radio Stations1804-06
 CBS-TV2305A-06A-11A
 CBS-TV StationsUnassigned
 Keystone Broadcasting System804
 Market 1 NetworkEssex 1201-03
 Mutual Broadcasting System1804A-06A
 NBC RadioSh-B, Presidential Suite
 NBC-TVSh-B, Presidential Suite
 Sports Network Inc.P-C

RESEARCH ORGANIZATIONS

American Research Bureau605
 Broadcast Advertisers
 ReportsConrad Hilton
 Home Testing Institute/TVQEssex
 Media Statistics Inc.2139A-2140A
 Media Survey Inc.Essex
 A. C. Nielsen Co.1000
 The Pulse Inc.2200

MISCELLANEOUS

Advertising Age905A-06A
 All-Channel Television Society.....1922A-23A-24A
 Associated PressSh-B Sheraton Room
 Association of Maximum Service Telecasters Sh-B

Billboard1018A-19A
 Broadcast Engineering1305A-06A
 Broadcast Management/Engineering1105A-06A
 Broadcast Information Bureau1933A-34A
 Broadcasters Daily2406
BROADCASTING MAGAZINE706A
 Community Club Awards Inc.Executive 3704
 Curtis Publishing, Enterprises Div.Essex
 FCC1033A
 Marketing/Communications 307 N. Michigan Ave.
 Media/Scope1233A-34A
 Nationwide Broadcast
 Personnel645 N. Michigan Ave.
 Noyes, Moran & Co.Conrad Hilton
 Promotional Services Inc.Essex 1201-03
 Radio Advertising Bureau1704A-06A
 Softness GroupExecutive
 Sponsor2406
 Standard Rate & Data Service2105-06
 Supermarket Broadcasting Network Inc.1236A
 Telefilm MagazineUnassigned
 Television Age1105-06
 Television Bureau of Advertising1605-06
 Television Information Office705-06
 Television Digest1705-06
TELEVISION MAGAZINE706A
 TV Stations Inc.1624
 Variety806A

Also in Chicago

Other firms at the NAB convention not included in last week's listing are:

EMERY PICTURES

Conrad Hilton, 6th floor (suite unassigned)

Headquarters: 655 Madison Avenue, New York.

Personnel: E. S. Bode, president; Csaba G. Toth, vice president; Richard Perin, eastern sales manager; George Condon, midwestern sales manager.

Programs available, number of episodes in parentheses:

Solid Gold Group (20)

FRONT PROJECTION CORP.

Space A, B-WR. Ext. 5-2601.

Background projection devices will be shown.

Personnel: Bruce Malkin, John McClimont and James Tohill.

GOLDEN EAGLE FILMS LTD.

Conrad Hilton, Suite 1018-19

Headquarters: 385 Fifth Avenue, New York.

Personnel: Stephen R. Reiner, president; Harvey R. Reinstein, vice president for sales.

Programs available, number of episodes in parentheses:

Post '65 Feature Films (7)

FRANK STONE ASSOCIATES

Sheraton-Chicago, suite unassigned

Headquarters: 7922 East Drive, Miami Beach.

Personnel: Frank Stone, president; Frank Parton, southern-southwestern division manager; Elmo Legg, western division manager.

Programs available, number of episodes in parentheses:

Miscellaneous features (100), *Off-network half hours* (14)



Source: NSI audience estimates: "I Love Lucy" compared to programming in the same time period the preceding year (Nov. '67 vs. Nov. '66). Subject to qualifications on request.

Have a ball.

Wild and wonderful things are in store when you schedule television's comedy queen Lucille Ball in "I Love Lucy." She's the number one syndicated attraction in all New York television. She's tops in her time period in Fresno, Indianapolis, Kansas City and Spokane. She's raising the roof in Albuquerque (150% more homes, 289% more viewers), Chicago (69% more homes, 96% more women), Detroit (34%

more homes, 200% more women), Flint-Saginaw-Bay City (19% more homes, 27% more women), Harrisburg (40% more homes, 67% more women) and Jacksonville (150% more homes, 600% more women). 179 half hours available.

CBS Enterprises
Suite 2325 at the Conrad Hilton

Radical way to clean up clutter

Leading rep firm is developing proposal to eliminate station-break commercials, reduce number of messages and put all in programs

A plan to reduce so-called commercial clutter in television by eliminating station breaks and providing in-program positions for all TV advertising—network, spot and local—is being developed by a leading station-representation firm, which hopes eventually to win industry-wide acceptance for the concept.

The proposal, applied to one real-life station situation for one specific week, would have reduced the number of network commercial minutes from 494 to 435, or 11.9%, and the number of station commercial minutes from a few seconds under 609 to 481, or 21%.

A spokesman for the rep, who asked not to be identified at least until the plan has been further researched and refined, said that for the viewer, who doesn't distinguish between local and network commercials, the reductions

would total 186 minutes and 50 seconds of commercial time, a cut of 16.9%, and would probably seem to be greater than that.

The Main Points ■ In its present stages, the plan's highlights are as follows:

■ It would eliminate all station breaks. There would of course be provision for station identification to comply with FCC requirements, but there would be no commercials associated with these ID's.

■ In prime time there would be four commercial minutes per half-hour: three for the network, one for the station. Probably the positions would be rotated, so that neither the network nor the station would have the same positions each time.

■ There would be a maximum of two program interruptions per half-

hour in prime time. This is in accord with the new commercial provisions of the National Association of Broadcasters television code, but positioning currently permitted before and after billboards would be eliminated.

■ In prime time, there would be a maximum of two minutes of commercials, and a maximum of four products advertised, in each interruption.

■ In nonprime time, there would be no more than six commercial minutes in each half-hour: five for the network, one for the station.

■ Program interruptions in nonprime time would be limited to three per half-hour, with no more than four products and no more than two minutes in each interruption.

Under this plan, one of its prime architects noted, virtually all of the commercial positions lost by networks


SRA, AAAA approve standardized availabilities form

A standard spot-TV availabilities form, to be introduced this week at the National Association of Broadcasters convention, was approved last week by the Station Representatives Association and the station relations committee of the American Association of Advertising Agencies.

Preparation of the form followed months of study of more than 20 forms in current use and involved two experimental versions (BROADCASTING, Jan. 15). The form heading provides space for the following informa-

tion: agency, schedule dates, market, budget, contract information and rating service.

The 15 vertical columns are for (1) agency use; (2) day; (3) time—from, to; (4) type; (5) participation or adjacency; (6) "SNR"—subject to nonrenewal; (7) codes listed qualifying rating information in columns 8-11; (8) rating; (9) homes; (10) and (11) additional demographics; (12) fixed, (13) pre-emptible, and (14) identification (e.g. plan, flat, package, units, etc.) of costs; (15) is for agency use.

		STATION REPRESENTATIVES ASSOCIATION, Inc.										FOR AGENCY USE ONLY															
		AAAA-SRA Recommended Form																									
AGENCY		BUYER		ADVERTISER		PRODUCT		SCHEDULE DATES		MARKET BUDGET		STATION / MARKET		CHANNEL / NETWORK		RATE CARD		CONTRACT INFO		RATING SERVICE		SALESMAN		TEL. NO.		DATE	
1	2	3		4	5		6		7	8	9		10		11		12		13		14		15				
AGY. USE	DAY	FROM	TO	TYPE	PARTICIPATION OR ADJACENCY		SNR	CODE	RATING	HOMES		FIXED		PREEMPT		IDENT		AGY. USE									

(*) = ROTATION * = NO FIRST BACK ES = ESTIMATED TP = TIME PERIOD PR = PROGRAM PT = PARTIAL TIME PERIOD

ALL AUDIENCE MEASUREMENT DATA ARE ESTIMATES ONLY - SUBJECT TO DEFECTS AND LIMITATIONS OF SOURCE MATERIAL AND METHODS. HENCE MAY NOT BE ACCURATE MEASURES OF THE TRUE AUDIENCE.



Join the family.

Source: NSI audience estimates. "Make Room for Daddy" compared to programming in the same time period the preceding year (Nov. '67 vs. Nov. '66). Subject to qualifications on request.

Who can resist? Certainly not audiences! Danny Thomas in "Make Room for Daddy" is the only situation comedy in network television history to rank in the top dozen for seven consecutive years. Now it's repeating its success in local showings: Albany-Schenectady (tops in its time period), Burlington (tops in its time period), Chicago (69% more homes reached, 110% more

women), Hartford-New Haven (tops in its time period, 46% more women reached), Lansing (tops in its time period, 44% more homes reached, 156% more women) and New York (64% more women reached). 195 half hours available.

CBS Enterprises
Suite 2325 at the Conrad Hilton



COMMERCIAL PREVIEW: Lou Rawls psyches in

Spur Malt Liquor goes psychedelic in a series of spots produced by Wells, Rich & Greene, New York, for Sick's Rainier Brewing Co.

Lou Rawls, *Downbeat* magazine's number-one jazz singer of the year, is "chromakeyed," i.e. superimposed live, on a psychedelic pattern created by the Middle Earth Light &

Power Co. The sales message that Spur is the "happiest . . . happening-est" that can be served is also presented with the image of Mr. Rawls chromakeyed onto a video-tape transfer of an animated film sequence.

The spots were produced at the Videotape Center in New York for an early air date on the West Coast.

would be in nonprime time. Stations would gain in prime time, since they have relatively few minutes in these periods, but would lose far more in nonprime under the one-in-six ratio of station to network minutes proposed by the plan.

Benefits for All ■ Aside from reducing both the viewer's impression of clutter and the number of commercials he actually sees, this official said, the plan holds advantages for advertiser, station and network.

The advertiser, he said, will benefit from less competition with other commercials, especially in daytime and fringe periods, so that his advertising should prove to be even more effective than it is now.

Networks and stations would both lose commercial positions, he acknowledged, but he said he wasn't at all sure that "there would be that much financial loss over a period of time." If commercials prove to be more effective, he suggested, advertisers should be willing to pay more for them.

Another advantage, he said, is that local advertisers for the first time

would have access on a regular basis to what is now available only to national advertisers: in-program rather than primarily in-break positioning.

Unsolved Problems ■ He also recognized that the proposal still has problems to solve—getting agreement on the handling of fully or cosponsored shows, for example—and, undoubtedly, resistance to overcome.

He acknowledged that opposition by networks in particular had been freely predicted, though he said he was inclined to doubt that the networks would—if they thought it through realistically—offer as much objection as some people seemed to think.

He said his associates also wanted to research the plan further and subject it to additional tests to make sure it is as workable as they now think it is.

At the same time, he said, he and his associates want to sound out other leaders quietly and use the plan as a springboard for further discussions from which hopefully will come agreement on improved code standards incorporating this concept if not its precise details.

Code sounds warning on news-type ad breaks

Interrupting the commercial to bring the listener a special message may be cute, but it isn't necessarily kosher, according to the National Association of Broadcasters Code Authority. Faced with a rash of commercials that use a news-type opening, the code authority has reminded subscribers and advertisers that the use of attention-getting devices, sound effects and language normally reserved for news reporting and related to news techniques should not be used.

Among the examples of recent commercials that the code authority found unacceptable:

- "We interrupt this message to bring you . . ."

- "We interrupt our commercial to bring you . . ."

- "And now a public service announcement . . ."

- "Stand by for the latest news from one of (the area's) most eminent commentators . . ."

- A simulated police radio report: "4-X-55, 4-X-55—a traffic accident at . . ."

Noting that such commercial approaches can sometimes be slightly revised to meet code standards and still have a news-like angle, the code authority pointed to this acceptable version of the second item above: "(Product name) breaks into this commercial to bring you . . ."

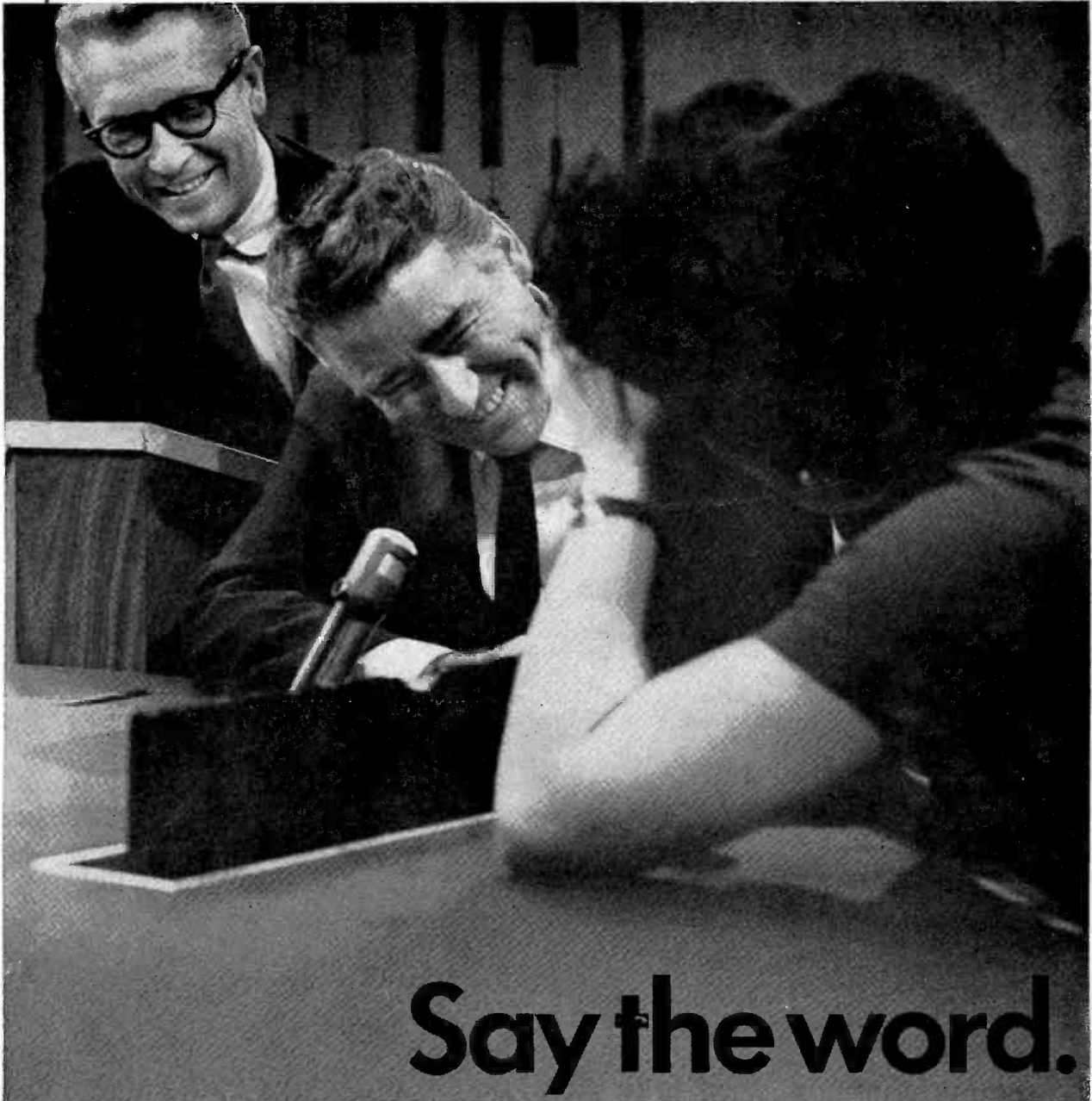
Durham files suit against Interpublic

"Without merit" was the way spokesmen for the Interpublic Group of Co.'s described a \$1.75-million suit filed against it last week in the New York State Supreme Court.

The complaint was brought by Robert Durham on behalf of himself and Robert Durham Associates Inc., New York. Mr. Durham reportedly is suing for \$1 million in damages and \$750,000 in payments allegedly due for services. Mr. Durham was the new-business aide to the now-deposed Interpublic head, Marion Harper Jr. (BROADCASTING, Nov. 27, et seq.).

Mr. Durham is said to claim that Interpublic has violated contracts, one covering himself as an employee, the other covering his company, which served as a consultant to Interpublic.

Interpublic last week acknowledged that the complaints had been filed, but characterized them as "without merit." Spokesmen for the agency said the matter was in the hands of attorneys.



Say the word.

Source: NSI audience estimates. "Password" compared to programming in the same time period the preceding year (Nov. '67 vs. Nov. '66). Subject to qualifications on request.

Pronounce it "Password": one of network television's most successful celebrity quiz shows, now proving a sensation in local showings. Tops in its time period in Miami, Phoenix, Salt Lake City, Tampa and Tucson. Sending audiences soaring in Dallas-Ft. Worth (11% more homes, 50% more women), Ft. Wayne (12% more homes, 33% more women), Houston (74%

more homes, 71% more women), Los Angeles (15% more homes, 93% more women), Philadelphia (64% more homes, 59% more women) and Seattle-Tacoma (67% more homes, 73% more women). 195 color half hours available.

CBS Enterprises
Suite 2325 at the Conrad Hilton

New twist for TV's best customer

P&G buys 'Gavilan', new half-hour program, for placement on spot basis on at least 100 stations

In an unusual move for an advertiser in recent years, Procter & Gamble Co., Cincinnati, has bought a new half-hour TV series, *Gavilan*, for placement on a market-to-market basis on more than 100 stations, starting in the fall.

Dancer-Fitzgerald-Sample, New York, a P&G agency, now is in the process of lining up stations and is seeking prime-time slots, wherever possible. The 100-market figure is a minimum and the line-up may run considerably longer, according to a D-F-S spokesman. The project was announced last week by Robert Stabler, president of Madison Productions, Hollywood, which has produced a pilot of *Gavilan*, a police-drama series centering around a Mexican-born American detective sergeant operating on the California-Mexico border. The pilot will be available for screening this week for station executives attending the National Association of Broadcasters convention in Chicago, at the D-F-S suite in the Palmer House.

First for P & G ■ Mr. Stabler said the series marks the first time that P&G will have taken first-run product into syndication. He said the series was developed in association with Dancer-Fitzgerald-Sample.

An agency spokesman would not reveal the cost of time and production, but said it will be "very substantial."

The agency, with P&G's approval, decided to proceed with the venture because it wants a vehicle to supplement P&G's network and regular spot-TV efforts. This approach, he said, permits D-F-S to exercise some control over the quality and cost of the production and to distribute it on a more economical basis than would be possible for standard syndicated programs with built-in distribution fees.

Mr. Stabler has been active in first-run TV production and has been with *Death Valley Days* for 10 years.

Business briefly . . .

The National Biscuit Co., through McCann-Erickson, both New York, has bought sponsorship in NBC Radio's *Emphasis*. Kiekhoefer Corp., Fond du Lac, Wis., subsidiary of Brunswick Corp., has purchased a nine-week sponsorship in *Chet Huntley's Perspective on the News* through Gardner Advertising, St. Louis. A to Z Rental Centers Inc., division of Nationwide Industries, through Garfield-Linn & Co., Chicago, has bought a 24-week sponsorship in *Monitor* and *Monitor News on the Hour*. Other advertisers will be Florists' Transworld Delivery Association, Detroit, through Post-Keyes-Gardner, Chi-

cago, on *Monitor* and *News of the World*; and Colgate-Palmolive Co., through Ted Bates & Co., both New York, on *David Brinkley Reports*, *Emphasis* and *Monitor*. Steelcase Inc., Grand Rapids, Mich., has made a purchase in *David Brinkley Reports* on NBC Radio, through Aves Advertising Inc., Grand Rapids.

The American Gas Association, through J. Walter Thompson Co., both New York, will sponsor for the third time *The Julie Andrews Show* special on NBC-TV Wednesday, April 17 (9-10 p.m. NYT). It was first broadcast Nov. 28, 1965 and repeated March 23, 1966. Another special buyer, Eastman Kodak Co., Rochester, N. Y., through J. Walter Thompson Co., New York, will sponsor NBC-TV's *The Big Little World of Roman Vishniac*, Friday, May 24 (7:30-8:30 p.m. NYT). The program will emphasize Dr. Vishniac's photographic techniques in microbiology. Buying participations in NBC-TV programs are the J. B. Williams Co., through Parkson Advertising Agency, both New York, in *Frank McGee Sunday Report* and 12 nighttime series; Thomas J. Lipton Inc., Englewood Cliffs, N. J., through Edward H. Weiss & Co., Chicago, in six prime-time entertainment programs; and Abbott Laboratories, through Tatham-Laird & Kudner, both Chicago, in *The Frank McGee Saturday Report* and three nighttime shows.

Hotpoint Co., Chicago, division of General Electric, will expand its television advertising in a major spring promotion for a new "harvest"-colored appliance line. In addition to NBC-TV's

BAR network-TV billing report for week ended March 17

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended March 17, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended March 17	Total dollars week ended March 17	1968 total minutes	1968 total dollars
	Week ended March 17	Cume Jan. 1-March 17	Week ended March 17	Cume Jan. 1-March 17	Week ended March 17	Cume Jan. 1-March 17				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 145.8	\$ 85.6	\$ 927.4	\$ 359.9	\$ 3,741.7	74	\$ 445.5	782	\$ 4,814.9
Monday-Friday 10 a.m.-6 p.m.	1,177.4	13,656.3	3,210.4	36,050.6	1,877.5	26,473.3	847	6,265.3	9,889	76,180.2
Saturday-Sunday Sign-on-6 p.m.	1,146.7	13,929.9	845.5	12,260.0	506.0	5,516.8	225	2,498.2	2,623	31,707.3
Monday-Saturday 6 p.m.-7:30 p.m.	241.5	3,760.6	659.6	6,863.0	669.3	7,733.5	84	1,570.4	898	18,357.1
Sunday 6 p.m.-7:30 p.m.	90.0	1,830.9	240.8	2,837.6	225.6	2,299.3	20	556.4	240	6,967.8
Monday-Sunday 7:30 p.m.-11 p.m.	5,571.0	61,520.9	6,634.2	74,517.4	6,798.4	71,689.4	443	19,003.6	4,663	207,727.7
Monday-Sunday 11 p.m.-Sign-off	417.8	3,406.2	35.3	454.1	455.5	4,412.6	79	908.6	751	8,272.9
Total	\$8,644.4	\$98,250.6	\$11,711.4	\$133,910.7	\$10,892.2	\$121,866.6	1,772	\$31,248.0	19,846	\$354,027.9

Correction: NBC 7:30 p.m.-11 p.m., Monday-Sunday totals for week ended March 10 was reported as 7,007.2; the correct figures is 6,827.2. The above year-to-date figures reflects this correction.

When the UPI announced its broadcasting award winners, one name came up...

again

WHDH-TV, Boston

won the award for the Best Television News Story of the Year — "34 Hours: The Escape of Albert DeSalvo."

and

again

WHDH-TV, Boston

won the award for the Best Television Election Coverage of the Year.

and

again

WHDH-TV, Boston

won a special "Citation of Excellence" for a television documentary — "The Impossible Dream."

and

again

WHDH-Radio, Boston

won the Best Radio Documentary of the Year for "The Impossible Dream" — the radio version of the Red Sox dramatic run for the American League Championship.

So from WHDH-TV and Radio, a heartfelt "thank you" to the Tom Phillips Awards Committee of the UPI Broadcasters Association of Massachusetts. Again and again and again and again.

WHDH-TV and Radio

50 Morrissey Blvd., Boston, Mass. 02125. (617) 288-5000.

Represented nationally by Blair Television, a Division of John Blair & Company.

Justice Dept.'s McCurdy aims to protect consumer

An active, knowledgeable, 56-year-old Ohio lawyer, Merle M. McCurdy, who's taking over at the Department of Justice next week as the government's first consumer counsel, is Betty Furness's new partner. Miss Furness, the President's adviser on consumer affairs, uses persuasion and recommends legislation. Mr. McCurdy will use the big stick of law in protecting the American consumer against fraud and deception.

Mr. McCurdy, who just wound up a year's service as general counsel to the National Advisory Commission on Civil Disorders, was named to the newly created post by the President last month. He aims to be the counsel for the people as well as the government, he said last week. He's particularly keen, he commented, on eliminating consumer frauds and deceptive practices on the part of merchants, particularly, he stressed, those that prey on unsophisticated customers.

"Merchants and manufacturers too," he said, "have a duty to the consumer. The public has the right to know what the products they buy will actually do and what their actual price is." And, he added, he's especially eager to reduce the financial manipulation that unscrupulous merchants engage in, particularly where the ghetto poor are involved.

As for advertising, Mr. McCurdy has a simple approach: "Advertising should be fair and aboveboard, that's all we can ask. I'm against deceptive advertising. I'm against bait advertising. I'm in favor of publicizing manufacturers' suggested retail prices. This gives the buyer a base to gauge prices."

The news media, he feels, can play a large part in getting the consumer program across to the public, "especially in educating unsophisticated consumers," he said.

Midwesterner ■ The trim, active Ohioian has strong midwestern roots. He was born and raised in Conneaut, in the northeastern corner of the state on Lake Erie. He attended Western Reserve University and was graduated from WRU's law school in 1947. After five years in private law practice in Cleveland, he became assistant prosecutor for Cuyahoga county in 1952; eight years later he was named the county's public de-



Mr. McCurdy

fender. In both posts, he notes, he was engaged in many prosecutions of fraud and consumer deceptions. In 1961 he was named U. S. attorney for Northern Ohio, his responsibilities covering federal crimes in 40 counties. He was appointed general counsel to the civil-disorders commission last year. The commission is winding up its affairs this week, having published its report early last month (BROADCASTING, March 4).

Good Works ■ If there's any ques-

tion of Mr. McCurdy's bona fides to represent the public, a look at the roster of his civic and philanthropic associations should dispel it. He's connected, principally at the board or trustee level, with the National Conference of Christians and Jews, the Cleveland Mental Health Association, the Cleveland-area YMCA, the Cleveland Legal Aid Society, Western Reserve Law School, Society for Crippled Children, DePaul Maternity and Infant Home and Forest City Hospital.

He's past president of the Cleveland chapter of the Federal Bar Association, a trustee of the Cuyahoga County Bar Association and of the Cleveland Bar Association. He's a member of the executive board of the local American Cancer Society chapter and was city campaign chairman twice.

And he's a member of the National Association for the Advancement of Colored People, the Urban League, the American Bar Association, American Judicature Society and the American Law Institute.

Author ■ His professional interests are diverse. Consider his professional writings: "Alcohol and Homicide," published in 1959 by the Western Reserve Law-Medicine Center; "The Coroner—Modern Sherlock Holmes," published in 1963 by the Ohio State Coroners' Association; "Cross Examination of the Psychiatrist," published in 1962 in the Ohio State Bar Association Journal.

He's been married for 31 years to the former Rosetta Gertrude Scott and is the father of two daughters, both married. He worships at and is a trustee of Cleveland's Zion Congregational Church. He's a Democrat, of course, and a member of the President's Club (which means he donated \$1,000 or more to the Democratic Party).

Tonight Show, the company will use the *Today* show to support consumer magazine advertising. Compton Advertising, Chicago, is the agency.

Polaroid Corp., Cambridge, Mass., through Doyle Dane Bernbach, New York, sponsored yesterday's (March 31) New York Philharmonic *Young People's Concert* with Leonard Bernstein on CBS-TV (4:30-5:30 p.m. EST).

Best Foods Co., New York, subsidiary of Corn Products Co., will sponsor the *National College Queen Pageant* on

NBC-TV Monday, June 17 (9-10 p.m. EST) for the second year. McCann-Erickson, New York, made the purchase for Best Foods' Mazola, Karo, Hellmann's Mayonnaise, Rit and Skipper peanut butter.

Bristol-Myers Co., New York, and Menley & James Laboratories, Philadelphia, through Foote, Cone & Belding, New York, will sponsor *Preview*, a half-hour ABC-TV special Sunday, April 14 (10:30-11 p.m. EST). Adam West will be host-narrator for the preview of

music, fashion, movies and sports. Also on ABC-TV, a Leslie Uggams special, *Hallelujah, Leslie!*, will be sponsored by General Mills Inc., Minneapolis, through Dancer-Fitzgerald-Sample, New York, International Playtex Corp. and Colgate-Palmolive Co., through Ted Bates & Co., all New York, and Bristol-Myers Co., through Doyle Dane Bernbach, both New York. Miss Uggams' musical, also starring Robert Morse, Noel Harrison and The Rascals, will be televised Wednesday, May 1 (8:30-9:30 p.m. EST).

*Give a
smart girl
a little
leeway.*



*You might win an award.
WMAL-TV did.*

Merv Griffin, Phyllis Diller, Katherine Anne Porter, Norman Norell, Mrs. Robert McNamara, Dr. Michael DeBakey—and as just about everybody knows, even Mrs. Lyndon Johnson—have been Barbara Coleman's guests on "Here's Barbara." So have hundreds of other brilliant and exciting people. That's part of Barbara's special appeal to her busy daytime audience: the fascinating people she introduces them to and the places she visits.

How does Barbara do it? We wouldn't tell you if we could. But we will tell you this: She's our girl, and we're mighty proud of her. We're especially proud of her latest award: The 1967 Program Award from the National Association of Television Program Executives for the "daily interview program . . . of interesting people . . . made more interesting by planning, by performance, and by a unique television attention to visual illustration."

wmal-tv

The Evening Star
Broadcasting Company
Washington, D.C.

National Representatives:
Harrington, Richter & Parsons



Papert hits his ad peers

Criticizes political ads that don't show the candidates' warts

Advertising agencies that are, or hope to be, involved in political campaigns will be getting some formal advice in about two or three weeks from fellow practitioners who have had experience in the field. And in New York last week, one such practitioner, Frederic Papert, president of Papert, Koenig, Lois, New York, volunteered some personal observations on TV political advertising.

The formal material will be published by the American Association of Advertising Agencies, hopefully by mid-April, according to AAAA spokesmen. It will include what's described as a "code of campaign ethics" for agencies, as well as suggestions on what to do, or not do, in the handling of political campaigns. The data is being written and prepared from memoranda submitted by a 15-man ad hoc study group on political advertising. The group, whose chairman is Donald P. Nathanson, North Advertising, Chicago, is made up of agency executives who have had extensive political-campaign experience.

It's Mr. Papert's opinion, he told BROADCASTING last week, that professionalism in political advertising "means seeing to it that nothing gets between the candidate and the voter; no slogans, no theme songs, no theatrical devices."

This was what he had expressed in previous talks before advertising people and essentially what he attempted to establish during an informal talk at a luncheon of the newly formed Advertising Lodge of B'nai B'rith last week.

Criticizes Peers ■ In his talk, Mr. Papert was critical of political advertising—particularly on television—prepared by Doyle Dane Bernbach for the Democrats during the Johnson vs. Goldwater campaign and by Jack Tinker & Partners on behalf of Governor Nelson A. Rockefeller in his campaign against Frank O'Connor for the New York governorship. The candidates in both instances won victories at the polls but, in Mr. Papert's view, though the advertising used was "brilliant" it could be considered "dangerous" in its approach.

In Mr. Papert's view the danger lies in thrusting an element, other than the candidate himself, between the candidate and the voter. And if all candi-

dates used techniques designed to win the admiration of TV viewers of the advertising the candidates with the best ad agencies might conceivably be the winners. Such a result, says Mr. Papert, would be "a hazardous situation."

Mr. Papert said he was most critical of those political campaigns in which neither the voice nor the face of the candidate is used (as in Governor Rockefeller's), thus leaving it to the voter to choose on the basis of the skill with which the commercials were made.

PKL's—and Mr. Papert's—experience in handling political advertising



Mr. Papert

included the winning senatorial campaigns of Senators Robert F. Kennedy (D-N. Y.) and Jacob Javits (R-N. Y.). In both instances, Mr. Papert recalled, the candidates were shown on TV (via taping of actual sessions with audiences) in situations in which they were at ease and comfortable. So far as these campaigns were concerned, he said, the agency's role was not one of a "wart removal service"—the candidates were revealed as they are, "warts and all"—and elected because a majority of voters "liked what they saw."

Agency appointments . . .

■ The Campbell Soup Co., Camden, N.J., has assigned a new product, Swanson Frozen Entrees, to Needham, Harper & Steers, New York. According to an agency spokesman, the account will bill close to \$1 million, with at least 50% in television.

■ Taylor-Reed Corp., Glenbrook, Conn., has transferred its entire account to Hicks & Greist, New York. The agency, already handling Q-T Frostings, will also be in charge of Cocoa Marsh milk amplifier, fudge and topping, and E-Z Pop popcorn, formerly at Bliss-Grune-wald Advertising, New York. Billings

Meyerhoff in paperback

A good crusade never dies. It just pops up again in paperback.

Arthur E. Meyerhoff, Chicago agency founder who feels strongly about such things as the concept that the U.S. Information Agency should get out of the news business and into the selling business, has popped up again with a revised edition of his 1965 book "The Strategy of Persuasion." This time it's a 75-cent version published by Berkley Medallion.

Advertising can be a most effective cold-war tool, Mr. Meyerhoff claims, and it's time the U.S. got busy with professional advertising and promotion techniques to win the war of men's minds.

Mr. Meyerhoff gave but one public speech in his 35 agency years prior to the hard-cover publication of the book in 1965. Since then, however, he has addressed more than 60 conventions or groups, appeared on over 90 radio-TV shows, testified before congressional committees and served as a special consultant to the USIA.

and media plans were not available.

■ Daniel & Charles, New York, replaces Young & Rubicam, that city, on the Union Carbide Corp.'s jewelry products department account, for advertising of "Linde Stars." An agency spokesman estimated billings at \$1 million.

■ Mohasco Industries Inc., Amsterdam, N.Y., has named Smith/Greenland Co., New York, for advertising and sales promotion for Mohawk, Alexander Smith and Firth carpets and Basic-Witz furniture. Billings are estimated at around \$2 million. Previous agencies were Daniel & Charles and Tobey & Crothers.

■ Adams Dana Silverstein Inc., New York, will take over the Trans-Texas Airways Inc. account from Glenn Advertising, Houston, effective May 1. The Houston-based airline plans to spend over \$1 million in advertising.

■ United States Intec Division of Zout-Organon, a Dutch company, has chosen Wyse Advertising, New York, to introduce a moisturizing cream, Endocil, in this country. Plans for 1968 are limited to testing in an undetermined number of major markets, with a national campaign scheduled for 1969.

■ E & J Gallo Winery, Modesto, Calif.,

Before you get to your appetizer, you'll know that you're going to get more from this lunch than just food. Because, whether he's talking about future trends in broadcasting in the United States, or who played the part of Foodini on Lucky Pup in the

early days of television, Ben Holmes knows his business. The Edward Petry Company knows its business too. Exciting. Serious. Fast. Bright. Farsighted. All in all, a man and a company worth knowing. If you're a broadcaster, the next time

you're in our town, pick up the phone and dial MU 8-0200 and ask for Ben Holmes. We can promise you that you'll come away from lunch with a lot more than a full stomach. You'll come away from lunch with a full mind. Bon appétit.

The representative is sometimes the only part of your station that people ever get to see.

Edward Petry & Company

Have lunch with Ben Holmes

has split its specialty wines account between Young & Rubicam, Los Angeles and Erwin Wasey Inc., Los Angeles. Y&R, already handling Gallo table and dessert wines and the company's Eden Roc line, was awarded the Thunderbird brand. Erwin Wasey picked up the Ripple and Paisano brands. Kenyon & Eckhardt, Chicago and San Francisco, continues to handle Gallo's decanter line of table wines.

■ E. B. Meyrowitz Inc., New York, a chain of retail opticians, has named Berger Stone & Partners, that city, for all its advertising. The agency has planned a local newspaper and television campaign for April through December, at an estimated \$50,000.

■ Daniel & Charles, New York, has been appointed advertising agency for Pilot Radio-Television Corp., Stamford, Conn., a subsidiary of National Union Electric Corp. Pilot manufactures consumer radio and television products. Advertising plans have not been determined.

Also in advertising . . .

Joining forces ■ Albert Chance Co. and Radio Time Sales, both San Francisco-based station representative firms, report they have entered into a business association that will provide the Chance stations with national representation. Radio Time Sales is headed by Sam Posner and the Chance organization by Bert Chance.

Agency move ■ R. M. Klosterman Inc. Advertising, Los Angeles, founded eight years ago, is taking its more than \$1 million worth of accounts to Richter & Mracky/Bates, itself recently formed by a merger of Richter & Mracky Design Associates, Los Angeles, and Ted Bates & Co., New York. R. M. Kloster-

man accounts include KABC-TV Los Angeles and Union Federal Savings. Richter & Mracky/Bates is scheduled to begin business in Los Angeles about May 15. Ted Bates & Co., Los Angeles, will function as separate operation out of new agency.

New Seattle agency ■ James R. Gerlitz and H. Vel Wright have combined to form a new advertising agency, Gerlitz/Wright, located at 500 Wall Street, Seattle.

New Jersey merger ■ Fletcher, Daniels & Co., Midland Park, N. J. and Walker & Gessell Inc. of Clifton, N. J. have merged operations under the name Fletcher-Walker-Gessell Inc. The new advertising and public relations agency will have offices in Ridgewood, N. J.

PHS evaluates the antismoking ads

Is the stepped-up campaign on radio and television against smoking taking effect? Dr. Daniel Horn of the U. S. Public Health Service thinks antismoking advertising may be turning teenagers away from cigarette smoking in significant numbers and last week he released statistics to document this contention.

Appearing at a symposium for science writers in San Diego, Dr. Horn disclosed a survey of teen-agers that indicated there are fewer 12-18-year-old cigarette smokers in the country now than there were a year ago despite a population growth of some 3 million during the interval. The survey, conducted by the U. S. Public Health Service using a random telephone sampling

technique among 4,414 boys and girls, was completed last month.

Among other things it apparently shows 10% fewer smokers than 10 years ago and indicates that 80% of teen-agers who do smoke plan to quit. In the last comparable survey in 1958, 34% of the 17-year-old boys and 25% of 17-year-old girls smoked. In the new survey, only 25% of the boys and 15% of the girls smoked.

Dr. Horn, director of the U. S. Public Health's National Clearing House for Smoking and Health, also reported that for three consecutive months from November 1967, through January 1968, there was a reduction of the number of cigarettes sold over the same months for a comparable period the previous year. It was said to be the longest uninterrupted period of decline since 1964, when the U. S. surgeon general's report linking cigarette smoking and lung cancer was published. Dr. Horn also told the symposium, which was sponsored by the American Cancer Society, that there was a decrease of more than 2% in cigarette manufacture in the last year.

"The real turndown in teen-age smoking has happened very recently, probably within the last eight months," he said. He credited recent broadcast advertisements and news stories on the health hazards of cigarette smoking with a meaningful role in the decline.

Report shows TV a must for national ads

National advertisers consider network television their indispensable medium, even in a year when budgets are tightened, if data recently released by McCann-Erickson in its "Marketing Communications" is any indication.

That's the message of a report issued by NBC research authorities last week.

While expenditures in network TV increased 6% in 1967, expenditures in magazines declined 1% and in newspapers 4%, for a net transfer of advertising investment from the print media to television.

The McCann-Erickson figures also document 1967 as network television's fourth consecutive year leading print in total investment.

Rep. appointments . . .

■ WOW-AM-TV Omaha: Katz Radio and Television, New York.

■ WBRZ(TV) Baton Rouge, and WYSL-AM-FM Buffalo, N.Y.: Avco Radio Television Sales Inc., New York.

■ WXLW Indianapolis: Avery-Knodel Inc., New York.

■ WEEX-AM-FM Easton, Pa.: Dome-Messervey Co. Inc., Philadelphia, and Adam Young-VTM Inc., New York.

Surgeon general rebuts 'True' article

In the wake of heated controversy over an article printed in *True* magazine concerning cigarette smoking, Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) last week released an analysis of the article that he had requested from the U.S. surgeon general's office.

The article maintained that current medical evidence on the harmfulness of cigarette smoking was questionable. The surgeon general's analysis indicates that the points expressed in the *True* magazine article are, in fact, the ones which are questionable.

In his report, Dr. William H.

Stewart says that the article in question, which was widely distributed as a public-relations effort sponsored by the tobacco industry (BROADCASTING, March 25), "... presents much information not consistent with the known facts." Information concerning medical matters, he says, should be presented as accurately as possible and from an unbiased position. "This article failed to do so," he comments, "and we fear that it may encourage people to continue smoking who might otherwise quit, or encourage people to begin smoking who might otherwise have not started."

wsm radio

fact: wsm

**delivers as many
adults, 18 and over,
as the next 5 leading
stations combined
during M-F, 6-10am.**

Source: ARB - Oct. - Nov. 1967

wsm radio
CLEAR CHANNEL 650
NASHVILLE, TENNESSEE

Owned and operated by The National Life and Accident Insurance Company

CBS affiliates on the warpath

Network's request that they waive compensation for political coverage in move to have them share in its losses answered with loud 'ugh'

Bonfires blazed last week as CBS-TV affiliates learned they were being asked to waive all network compensation for carrying CBS's *Campaign '68* package of political conventions and election coverage and pre- and post-convention specials this year.

If the network's bid did not provoke a war dance by the affiliates, it at least moved the tribal chieftains to mark it down as topic for a powwow over the past weekend.

The meeting of the CBS-TV affiliates board was scheduled for yesterday (March 31) in Chicago in conjunction with the National Association of Broadcasters convention.

The meeting of the affiliates board, headed by Tom Bostic of KIMA-TV Yakima, Wash., had been scheduled for some time as a more or less routine session, but no one expected it to be routine—or to deal with much else—after CBS-TV asked affiliates to waive the wampum.

The network made the request in a teletype message outlining its plans for political coverage and relaying firm orders placed by Travelers Insurance, through Young & Rubicam, for one-quarter sponsorship of the package and by Humble Oil, through McCann-Erickson, for one-eighth sponsorship.

The Proposition = "We propose your

acceptance of these and, hopefully, subsequent orders for these broadcasts on the basis of no station payments," the affiliates were told in the message, signed by the network's station clearance department. "We are, in effect, asking you to share the enormous responsibility we have undertaken in the presentation of these events."

CBS authorities, elaborating later, said the dollars involved were "nominal" but that station payments, even on the reduced basis used in 1964, would only add that much more to huge losses the network was already taking on campaign coverage. They said the total loss to affiliates would be less than one-fifth the network's losses.

Other sources estimated that total station compensation for the package, if based on the 1964 formula of payment for 15 hours of each convention, would total from \$1.2 million to \$1.4 million. On this basis affiliate sources estimated that if no compensation were paid this year the average loss across the entire CBS-TV line-up would be about \$6,000 a station.

CBS sources contended that the losses the affiliates would take, whatever they might amount to individually, would be little enough for them to contribute the massive public-service effort involved in this coverage.

Affiliates, even when they did not quibble with this argument, challenged the move on other grounds—most frequently that it could lead, if it succeeds, to erosion of compensation in other areas of network programming.

Some, notably group owners, also pointed out that they were already making significant contributions through outlays of their own, often running into hundreds of thousands of dollars, to provide supplementary political coverage—nationally as well as regionally and locally—by their own newsmen.

NBC to Pay = NBC-TV officials meanwhile disclosed, during their own affiliates convention last week (see page 64), that they planned to pay compensation on the usual basis for station clearance of NBC's political package this year. The usual basis was said to be similar to CBS's 1964 formula in that affiliates were paid for carrying a certain number of hours of coverage and not paid for carrying the rest. One informed source estimated that political program payments to NBC-TV affiliates on this basis in 1964 totaled about \$1 million.

ABC officials declined to comment on their political compensation plans or on the CBS move. But Elton Rule, the ABC-TV network's new president, reportedly was preparing to discuss the subject in a speech to the ABC affiliates in Chicago yesterday (March 31).

NBC's disclosure that it would pay compensation as usual did nothing to smooth the CBS affiliates' feathers. Those contacted were generally and often highly critical and many indicated they had filed protests or would do so. Almost uniformly, however, they refused to be identified publicly.

McGannon Protests = One of several protests said to have been received by CBS reportedly was lodged by Westinghouse Broadcasting Co. WBC would officially go no further than to confirm that President Donald H. McGannon had sent a protest. But it was learned on good authority that he objected strongly, not questioning the importance of carrying the programs but contending that CBS seemed to be moving toward a policy in which it would compensate for network pro-

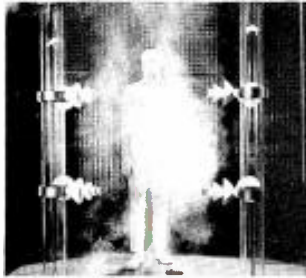
Cobb to seek second NAB chairmanship

Grover C. Cobb, KVGB Great Bend, Kan., chairman of the National Association of Broadcasters, will seek a second one-year term to that post. His decision was made known Thursday, after he had informed other members of the executive committee.

Mr. Cobb will resign from the NAB nominating committee when it meets in Chicago this week. The committee is made up of NAB board members whose terms expire at the convention. Mr. Cobb was a member of that committee since his radio board term ended this year.

With Mr. Cobb's decision, it appears likely that Richard Dudley, WSAU Wausau, Wis., will seek a second term as chairman of the radio board and that Donald Thurston, WMNB North Adams, Mass., will seek the radio-board's vice chairmanship. Probable candidates for television board chairman are Willard Walbridge, KTRK-TV Houston, and Charles H. Tower, Corinthian Broadcasting Corp., New York: for vice chairman, Harold Essex, WSJS-TV Winston-Salem, N. C., and Norman Bagwell, WKY-TV Oklahoma City.

Two big family tours from 20th Century-Fox Television



Visit Our Sauna



Have Your Hair Done



Fireworks Every Saturday



Go-Go Girls



Guided Tours



Rent-A-Car



Cruise Director



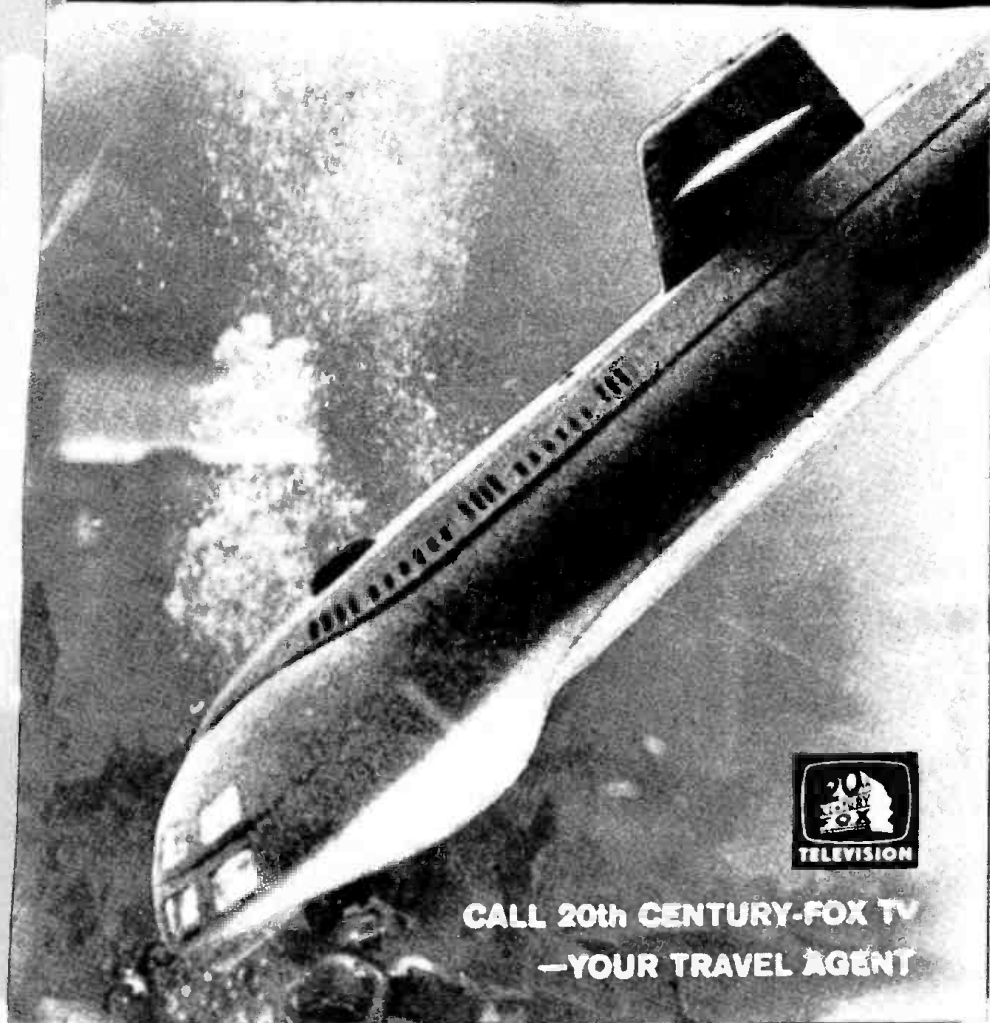
Baby Sitters Available



Meet Interesting People

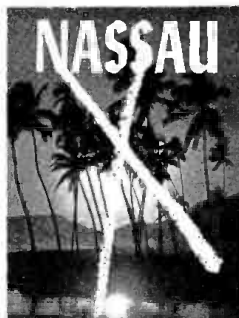
(That's funny, you don't look like a travel agent)

Take a **VOYAGE TO THE BOTTOM OF THE SEA**



CALL 20th CENTURY-FOX TV
—YOUR TRAVEL AGENT

Who needs Nassau? Book these out-of-this-world travel shows



What have we got that you can't get on a 10-day cruise? Space Monsters! Sea Monsters! Time Machines! Richard Basehart! David Hedison! Guy Williams! June Lockhart! And the longest list of guest stars since 1930 at the Palace.

All put together into two fabulous hour-long, top-rated family shows created by the incomparable Producer Irwin Allen.

Voyage to the Bottom of the Sea, one of the



from 20th Century-Fox Television and keep viewers home!

most successful adventure series to ever hit TV, racked up four fantastic years on ABC. Starring Richard Basehart and David Hedison and other top stars, it consistently pulled big-name advertisers and big-time ratings. 110 hour-long episodes, 78 in color are now available.

Lost in Space, a brilliant science fiction series starring Guy Williams and June Lockhart. Week after week exciting episodes have attracted big

audiences and ratings. It ran for 3 years on CBS supported by top sponsors. 83 hour-long shows, 54 in color are now available.

Book one. Book both. Either way it's the most spectacular travel package we've ever offered. Call 20th Century-Fox Television and make your reservation this minute.

Have a good time. And don't forget to write.

National Ratings

Voyage to the Bottom of the Sea

	<u>Share (MNA)</u>
1964-65	33
1965-66	31
1966-67	34
1967	30

Lost in Space

	<u>Share (NTI)</u>
1964-65	—
1965-66	33
1966-67	31
1967	30

The following shows how Lost in Space scored consistently high ratings in market after market. Remember... spot advertisers want high local ratings... you have them with Lost in Space.

<u>*Market</u>	<u>Share</u> (ARB-11/67)	<u>*Market</u>	<u>Share</u> (ARB-11/67)
Atlanta	38	Memphis	46
Baltimore	43	Miami	40
Boston	30	Milwaukee	46
Buffalo	45	Minneapolis-St. Paul	37
Chicago	39	New York	24
Cincinnati	33	Philadelphia	37
Cleveland	45	Pittsburgh	42
Columbus, Ohio	46	Portland	33
Dallas	42	Providence	34
Detroit	35	Sacramento	42
Hartford-New Haven	33	St. Louis	38
Houston	40	San Francisco	38
Indianapolis	39	Seattle-Tacoma	27
Kansas City	40	Tampa-St. Petersburg	40
Los Angeles	26	Washington, D.C.	30

*Top 30 markets



20th Century-Fox Television, Inc., 444 West 56th St., N. Y. 10019, Tel. 212-957-5010
Chicago: Tel. 312-372-1584; Los Angeles: Tel. 213-277-2211; Dallas: Tel. 214-748-7221

NTI = Nielsen Television Index

MNA = Multi-Network Area Ratings

This data is presented subject to the limitations as listed in the reports used.

grams that stations can replace locally, such as movies and other entertainment shows, but not compensate for those hard or impossible to match on the local level, such as political coverage and professional football.

Some reports said Mr. McGannon had insisted to CBS that it must adhere to its affiliation contracts and continue to pay the Westinghouse stations involved on the same basis as in the past. The WBC stations affiliated with CBS are KDKA-TV Pittsburgh and KPIX-TV San Francisco.

In protesting that CBS seemed to be moving toward a policy of paying stations to carry programs they might easily pre-empt and not paying for those they can't, Mr. McGannon, according to some sources, likened this approach to a proposed new affiliation contract advanced by CBS some years ago in which station payments would increase more rapidly for clearances beyond a certain level than they did before that level was reached. This concept, which aroused the interest of the FCC and the Justice Department, was subsequently abandoned.

The Westinghouse affiliates not only have carried the full schedule of CBS political and public-affairs programs in the past, according to informed sources, but have gone even further: When CBS failed to carry the recent Senate testimony of Secretary of State Rusk

live and in full, KDKA-TV and KPIX arranged to carry it from NBC.

CBS Surprised ■ CBS sources meanwhile said they were surprised by all the flak that the order containing the no-pay proposal had drawn. It was discussed in detail with the affiliates advisory board some time ago, they said, and although the advisory board did not approve the plan it should have come as no surprise to other affiliates because details were provided them in minutes of the meeting with the advisory group.

There seemed to be no immediate agreement among affiliates last week as to whether the plan would go through, be turned back or be modified in a compromise.

It was noted that CBS once proposed that stations waive compensation for National Football League games and then—apparently vountarily—reinstated limited compensation but subsequently reduced it further.

Some affiliates said last week they get no compensation for NFL games. CBS sources said it pays on a limited basis—that is, for part but not all of a game—on second games of NFL doubleheaders and on nighttime NFL games, but not on single daytime games.

The Package ■ The political package outlined to affiliates by CBS included a total of 12 hours of campaign, con-

vention and election specials, plus the Republican and Democratic conventions from 7:30 to conclusion on four nights each and the election-night coverage from 7 p.m. to conclusion. Many of the specials are in the 10 p.m. Tuesday-night news period.

The network's wire to stations said "all [of the package's] programs of one-hour duration will have a middle station break of 32 seconds, except those scheduled on Tuesday nights. In those instances programs will start 30 seconds late (10:00:30 p.m. New York Time) as in the present news format. Coverage of the actual convention ceremonies will provide 62-second station breaks approximately on the hour each night.

"Election-night coverage will be formatted to allow local stations to cut away for local returns during the last seven minutes of each half-hour. . . . The network will not provide fill during these cut-away portions prior to 12 midnight so stations must be prepared to fill locally until that point."

The message also reported that in addition to anchorman Walter Cronkite, with other major posts filled by Eric Sevareid, Roger Mudd, Harry Reasoner and Mike Wallace, CBS has hired columnist Art Buchwald as "very special correspondent," quoting him as saying that "once all the funny stuff is over, I will do the serious wrap-up."

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WORA TV SPANISH
WORA SPANISH
WRIK-TV SPANISH
WPRP SPANISH
WKYN ENGLISH
WFQM FM ENGLISH
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FULL COVERAGE OF PUERTO RICO AND VIRGIN ISLANDS

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FCC firm on cross-ownership

Hyde tells Hart's antitrust subcommittee
that case-by-case policy preserves diversity
in control of broadcasting and the press

Whatever else it may feel about the concentration of control of media question—and it expressed its concern about it last week—the FCC is not disposed to closing the door to station ownership to newspapers. But its view that it can handle cross-ownership with a flexible, case-by-case approach apparently has not eased a key senator's concern about the matter.

The commission made its position clear Tuesday, when Chairman Rosel H. Hyde told the Senate Antitrust and Monopoly Subcommittee that, although the commission takes newspaper ownership into consideration in ruling on broadcast license applications, it does not recommend any limitation on entry into broadcasting based on outside interests.

"We have not found to date that outside business interests present an overall problem in terms of preserving impartial news and public-affairs coverage

by broadcast stations," he said.

The commission's concern with concentration of control, as well as its proposed remedy, was revealed a day later. By a 6-to-0 vote, it issued a notice of proposed rulemaking aimed at barring licensees of one fulltime station from acquiring another station, in any service, in the same market (see page 78).

Chairman Hyde testified in connection with the proposed failing-newspaper act, which would exempt from the antitrust laws agreements under which newspapers cooperate in noneditorial functions, if one of them would otherwise fold. Broadcasting is involved since the bill defines a failing newspaper as one that, "regardless of its ownership or affiliation," appears destined to fail.

Senator Hart's Interest ■ It was evident that Subcommittee Chairman Philip A. Hart's (D-Mich.) interest extended to the whole question of media

cross-ownership. He had requested, and was given, detailed information on the subject, including data on CATV ownership by newspapers having majority interests in broadcasting stations.

Chairman Hyde's statement, which was approved by all six of his colleagues, who were present at the hearing, was designed to explain and defend the case-by-case approach to the cross-ownership problem that the commission has followed as policy since 1944. He said it is the most appropriate, in view of the changing nature of print and electronic communications media.

He also asserted that although the commissioners often differ sharply among themselves on particular cases, "our multiple-ownership rules have served a unique function in preserving diversity of control within broadcasting."

Differences Expressed ■ The differences among the commissioners that

Where radio, TV, joint newspapers meet

Broadcasting interests are involved in 12 cases in which newspapers engage in the kind of joint operating agreements currently being explored by the Senate Antitrust and Monopoly Subcommittee in its hearing on the proposed failing newspaper act (S. 1312).

Information on the 12 became available last week, when the subcommittee released FCC-compiled data on newspaper-broadcast-media cross-ownership. This was checked against a list compiled by the International Typographical Union of 25 cities where joint operating agreements exist. The list was submitted to the subcommittee last year by the International Typographical Union.

The particulars of the newspaper-broadcast situations in these 12 areas follow:

■ Birmingham, Ala.—WAPI-AM-FM-TV is licensed to Newhouse Broadcasting Corp., which is 100%

owned by the family of Samuel I. Newhouse. Newhouse through a subsidiary, owns 100% of the Birmingham News Co., publisher of the *Birmingham News*. The *News* and the *Birmingham Post-Herald* are editorially and corporately separate, but since 1950 the *News* has acted as an agent for the *Post-Herald* in printing, circulation and selling advertising space.

■ San Francisco—KRON-FM-TV is licensed to Chronicle Publishing Co., which publishes the *San Francisco Chronicle*. The *Chronicle* and the *San Francisco Examiner* while editorially independent, share joint advertising, circulation and business operations provided by San Francisco Newspaper Printing Inc.

■ Miami—WIOD-AM-FM is licensed to Miami Valley Broadcasting Corp., a 100% subsidiary of Cox Broadcasting Corp. The *Miami News* is owned by principals of Cox while

the Miami Herald Publishing Co. is the advertising and circulation agent for both the *News* and the *Herald*.

■ Fort Wayne, Ind.—WGL is licensed to News-Sentinel Broadcasting Inc., which is a 100% subsidiary of the News Publishing Co., publisher of the *Fort Wayne News-Sentinel*. The *Fort Wayne Journal-Gazette* and the *News-Sentinel* are editorially and corporately separate but operate commercially under a joint publishing company, Fort Wayne Newspapers Inc.

■ Shreveport, La.—KWKH-AM-FM is licensed to International Broadcasting Corp., which is the 100% owner of Times Publishing Co., publisher of the *Shreveport Times*. KSLA-TV Shreveport is licensed to KSLA Inc., which is 59% owned by The Journal Publishing Co., publisher of the *Shreveport Journal*. The *Journal* and the *Times* are editorially independent, but jointly own Newspaper

were touched on in the statement were expressed in the hearing room. Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson made clear their view that the commission's application of its principles has not slowed the trend to concentration of control.

Commissioner Loevinger, on the other hand, ridiculed as "doomsayers" those who view with alarm an allegedly decreasing number of communications channels. He said that, with 7,000 broadcasting stations, the country has far more competing voices in the dissemination of news and public-affairs information than ever before.

But Senator Hart insisted "there is a problem." He noted that in the top-25 markets 34 of the 97 television stations are owned by newspapers, with another 15 licensed to the three networks.

Down to Four ■ This indicates the day may come "when only four or five people are feeding us information," he said. "We've got to guard against this."

Chairman Hyde fired back: "There's no disagreement on this."

But Senator Hart suggested that the commission's processes might not be adequate to protect against concentration of control of media resulting from cross-ownership. He noted that although the commission routinely determines whether a station applicant owns other media, there appears to be nothing to prevent an individual—once he's obtained his broadcast properties—from acquiring newspaper interests.



Senators Hart (l) and Fong

He said the subcommittee staff had come across a "chain" that had acquired broadcast and newspaper properties in that order. He did not identify the interests involved, but it's understood the Department of Justice is examining the Gannett Co.'s purchase of a newspaper in Rockford, Ill., after acquiring WREX-TV Rockford, Ill. (CLOSED CIRCUIT, Jan. 15).

"If they did this in a manner to avoid examination by us, we would be concerned, because of our concern with diversification of ownership," Chairman Hyde said. He noted that the commission could check into such matters

when the broadcaster seeks a renewal of his license.

The questions by Senator Hart and subcommittee staff members indicated the expectation, or hope, that the commission would take a tougher stand on the cross-ownership question, at least as related to the kind of joint-operating arrangements with which the bill deals. But the answers indicated the commission doesn't consider itself authorized or armed to do the job indicated.

Chairman Hyde, in response to questions from subcommittee staff member S. Jerry Cohen, said such agreements

Production Co., which handles advertising, circulation and business matters for both.

■ St. Louis—The Pulitzer Publishing Co. is licensee of KSD-AM-TV St. Louis and is publisher of the *St. Louis Post-Dispatch*. KTVI-TV St. Louis is licensed to Newhouse Broadcasting Corp., which individually owns 100% of the *St. Louis Globe-Democrat*. The *Globe-Democrat* is printed by the *Post-Dispatch* under an agreement with Newhouse.

■ Columbus, Ohio—WBNS-AM-FM is licensed to Radio Ohio Inc., and WBNS-TV is licensed to WBNS-TV Inc., which is 100% subsidiary of Dispatch Printing Co. (Both Radio Ohio and Dispatch are 99% controlled by Robert H. Wolfe and family.) Dispatch Printing publishes the *Columbus Dispatch* and is the agent in advertising, circulation and printing for the *Columbus Citizens Journal* (owned by E. W. Scripps).

■ Pittsburgh—WWSW Radio Inc. in Pittsburgh holds the license for WWSW-AM-FM but is owned by the

Post Gazette Publishing Co., publisher of the *Pittsburgh Post-Gazette* and subsidiary of Toledo (Ohio) Blade Co. The *Pittsburgh Press* enters the picture by being the advertising and circulation agent for the *Post-Gazette*.

■ Knoxville, Tenn.—WNOX is licensed to Scripps-Howard Broadcasting Co., a subsidiary of E. W. Scripps Co. E. W. Scripps in turn owns the *Knoxville News-Sentinel*. The *News-Sentinel* shares circulation operations with the *Knoxville Journal* and certain advertising personnel serve both papers.

■ Salt Lake City—The family of A. L. Glasman in Salt Lake City owns 65% of KUTV(TV) and 100% of KALL. The remaining 35% of KUTV is owned by Kearns-Tribune Corp., which publishes the *Salt Lake City Tribune*. Kearns-Tribune also owns Newspaper Agency Corp. jointly with the *Deseret News*. The agency handles business affairs for both newspapers.

The *Deseret News* has further

broadcast connections through its parent, The Corporation of the President, Church of Jesus Christ of Latter Day Saints, which controls KSL-AM-FM-TV Salt Lake City, KBYU-FM-TV Provo, Utah; has 40% interest in KID-AM-TV Idaho Falls, Idaho; owns KIRO-AM-FM-TV Seattle, KMBZ-AM and KMBR-FM Kansas City, and WRFM(FM) New York, and an international station, WNYW New York.

■ Spokane, Wash.—KHQ-AM-FM-TV is licensed to KHQ Inc. which is 100% subsidiary of the Spokane Chronicle Co., publisher of the *Spokane Chronicle*. The *Chronicle* and the *Spokane Spokesman Review* (a Cowles newspaper) are operated on a separate editorial basis but under joint business management.

■ Madison, Wis.—Badger Broadcasting Inc. is licensee of WIBA-AM-FM and is 100% owned by Capital Times Co., publisher of the *Madison Capital Times*. The *Capital Times* and the *Wisconsin State Journal* have joint business management under Madison Newspapers Inc.

don't bring the stations involved into a violation of the rules. Earlier, in his statement, he underlined that point in discussing in detail four cases involving broadcast-connected newspaper entities on which the subcommittee had requested comment.

Two of the cases involved situations—in Salt Lake City and Shreveport, La.—in which the companies owned broadcast properties in the same and other communities. But the broadcast holdings are not considered jointly, “even if the newspapers should be considered to be jointly owned because of the agreement,” Chairman Hyde said.

A third concerned the charge, made earlier in the hearing, that the *San Francisco Chronicle* used profits from its KRON-AM-FM-TV to beat the competing *Examiner* into the position of a failing newspaper. (The two papers are now cooperating in a joint operating agreement.) But Chairman Hyde said the commission cannot direct that broadcast profits “not be used to strengthen a party's position in some other enterprise.”

No Overlap ■ The fourth case involves the joint ownership of WCCO-AM-FM-TV Minneapolis-St. Paul by the *Evening Star* and *Sunday Tribune*, owned by Cowles Publications, and the *Pioneer Press* and *Dispatch*, owned by Ridder Publications. Cowles and Ridder own or control a number of other stations throughout the country. But none of the signals of the stations overlap, the chairman said, adding that the Minneapolis-St. Paul situation “is a facet of the general newspaper ques-

tion.”

(However, an objection concerning the interlocking relationship involved in WCCO-AM-FM-TV was contained in a complaint filed with the subcommittee by Garfield Clark, manager of KSTP St. Paul. He said the Ridder family's part ownership of the Minnesota Vikings [football] and Minnesota North Stars [hockey] gives WCCO a competitive advantage in bidding for the broadcast rights to the professional football and hockey games of those teams. He also said the ability of WCCO owners to provide newspaper publicity was a factor in the Vikings and the Minnesota Twins baseball team selling game rights to WCCO.)

Finally, Mr. Cohen asked, “are there no criteria for dealing with such situations which may have a direct impact on the concentration-of-control question?”

Responsibility for action, if it belongs to any agency, Commissioner Loevinger said, belongs to the Justice Department's antitrust division (which he once headed). Since newspaper interests, not broadcasting, are directly involved, he said, “we will look to the antitrust division to act. If they don't, we won't be the policing agency.”

Not a Court ■ The commissioner didn't stop there in his effort to disabuse the subcommittee of the idea of employing the commission as a policing agency. The commissioners, he said, are overwhelmed with their normal workload and “literally cannot operate in the way a court does”—hearing cases, reviewing evidence and exhibits.

Furthermore, he said, the commission should exercise restraint in moving from areas in which it is expert and where its legislative mandate is clear—as in the matter of allocations—into other areas, where it has no expertise, especially where the question of freedom of speech may be involved.

Regulatory agencies, he said, “tend to exaggerate their importance and expertise.”

Commissioner Cox, who vigorously urges an activist role on the commission, replied: “I think that if the commission exaggerates its importance, the Congress will tell us.”

Loevinger's Suggestion ■ Commissioner Loevinger had a suggestion for unsnarling the problem: exclude from the bill's protection those papers allied with broadcast interests. He said that to extend a “blanket exemption” to parts of a regulated industry, like broadcasting, might give rise to unforeseen problems.

However, the idea, if adopted, could kill the bill. Broadcasting-connected interests are now among the bill's most ardent supporters, but they would be sure to fight against a measure that would, in effect, force them to choose between their broadcasting properties and the proposed act's protection.

Communication lectures offered at Northwestern

Leaders from various segments of the TV and communications industry are participating in a 12-lecture symposium being presented this spring at Northwestern University by the Chicago chapter of the National Academy of Television Arts and Sciences. This is the fourth year the college credit series has been held.

The lectures began Tuesday on Northwestern's Evanston, Ill., campus and will continue through the spring semester. Instructor for the course is Dr. Charles Hunter, director of the school's radio-television department.

The guest lecturers include: FCC Commissioner Robert E. Lee; Roger Englander, producer-director of CBS's Leonard Bernstein-New York Philharmonic Concerts; Serge Krizman, Hollywood designer; Lawrence Laurent, TV critic; Burr Tillstrom, creator of the *Kuklapolitan Players*; Henry J. Schaefer, manager of business affairs, WBBM-TV Chicago; Av Westin, executive director, Public Broadcast Laboratory; Alan Landsberg, Wolper Productions, Hollywood; Loring Mandel, writer; Sanford Wolff, interim executive director of American Federation of Television and Radio Artists, and Karl Genus, free-lance TV, film and Broadway producer.

Ford accuses FCC of harassing CATV

The chief spokesman for cable-television interests let fly at the FCC last week for deliberately setting out to obstruct CATV development.

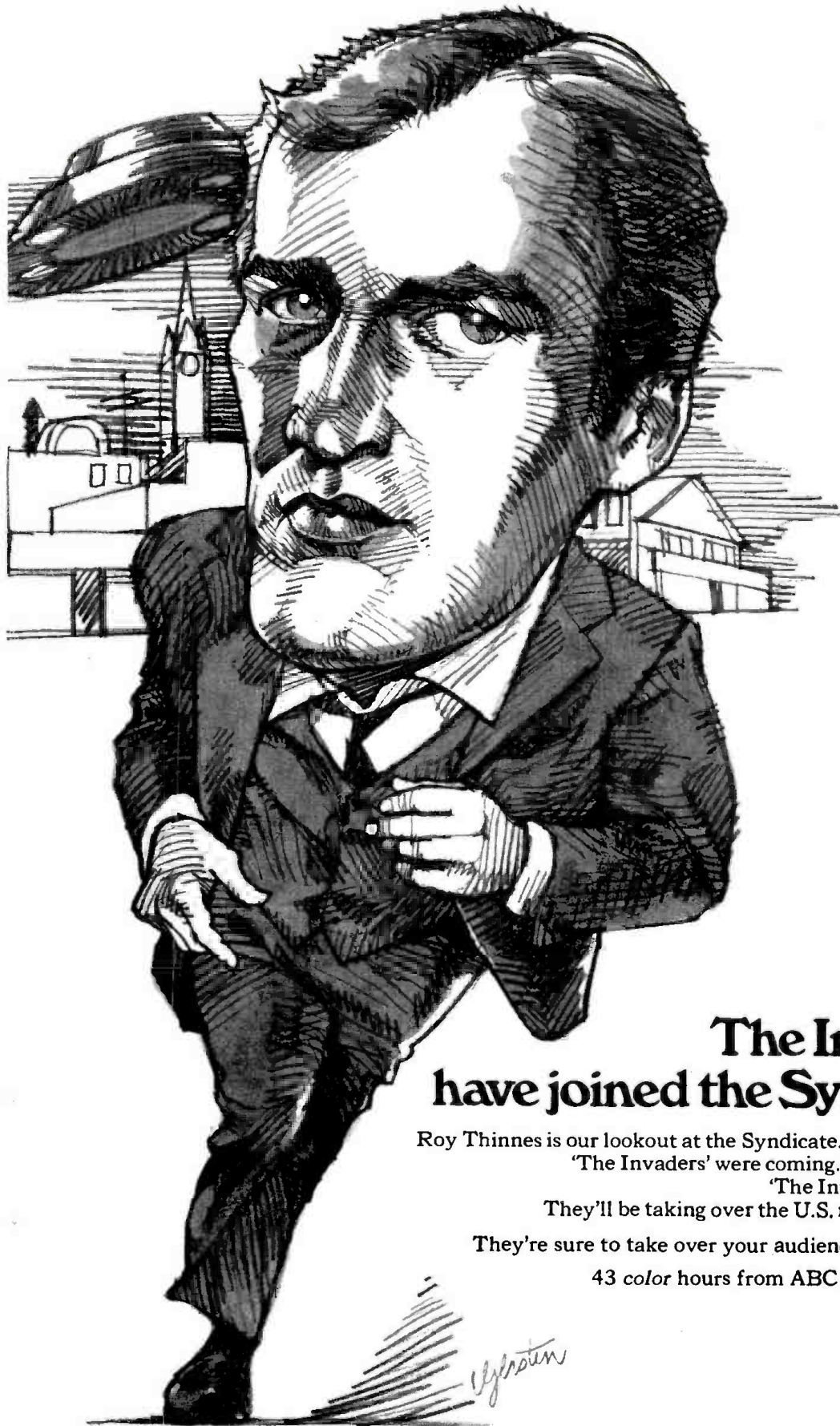
Appearing as a panelist at an all-day seminar sponsored by the Chicago Broadcast Advertising Club, Frederick W. Ford, president of the National Cable Television Association, said legislation was needed to create a new Department of Communications to supersede the FCC.

Mr. Ford, a former FCC chairman, charged that the commission “is apparently determined to devise new ways to harass” CATV. He said that only recently the commission “discovered a way to make the use of microwave facilities more expensive for cable operators by moving us to new and higher frequencies.” On top of this, he added, “we hear increasing talk in broadcast and commission

circles about banning commercials on CATV,” disregarding constitutional guarantees of free speech.

“Suppose the newspaper and magazine industry had tried and been successful in banning advertising on programs originated on radio,” Mr. Ford said, “or that the radio industry had tried and been successful in banning commercials on television when that medium was in its infancy. Just suppose radio and then TV had been told—originate all the programs you want, but don't interconnect and don't carry commercials. Would radio or TV be as successful in making their contribution?”


Mr. Ford hoped “the much needed new Department of Communications will be established by Congress within the near future. . . . Congress should also revamp and revitalize our communications laws.”



The Invaders have joined the Syndicate.

Roy Thinnes is our lookout at the Syndicate. He kept telling us
'The Invaders' were coming. Now they're here!

'The Invaders' are for real.
They'll be taking over the U.S. market by market.

They're sure to take over your audience, too.  **ABC**
43 color hours from ABC Films. **FILMS**

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NBC-TV affiliates hear glowing report

Optimistic mood prevails at New York meeting as network's business moves please stations

Reports of rapid recent strides, plans for new gains in the near future and the prospect of a booming television economy in the years ahead cast a rosy glow over last week's annual convention of NBC-TV affiliates.

The convention, held Thursday and Friday (March 28-29) in New York, found the assembled representatives of more than 150 NBC-affiliated TV stations in an apparently good and generally optimistic mood even though, for them as for television generally, the months since their last convention had not added up to one of best growth years television has ever had.

Along with the promising picture of past gains and future prospects painted for them by NBC officials, the affiliates were given a sobering warning of governmental intrusions in a major address by NBC President Julian Goodman (see page 66).

They also were given the more cheering news that they would get an extra 32 seconds of time to sell in each of NBC's three weekly nighttime movies next fall, added to the two 62-second breaks they now get.

And they also got the word that, despite CBS-TV's move to eliminate station compensation on its political-campaign specials and convention and election coverage (see page 58), NBC would compensate for such coverage this year as it has in the past.

Solid Bonus ■ This last news alone was worth approximately \$1 million to the NBC-TV affiliates. That's the estimated total NBC paid in station compensation for political coverage in 1964, the last presidential election year.

There was, according to affiliate sources, some grumbling among station officials about the apparent trend toward 30-second announcements on the networks, particularly the sharing of minutes by different advertisers.

But these same sources also said that no major issue was made of it, and many affiliates indicated privately if not openly that they either thought the trend was unavoidable or felt it had already gone too far to be reversed.

Some also reported that NBC officials had told them the pressures for network 30's had not mounted as much

as expected, giving some hope that the trend might be slowed if not completely contained.

In their own private meeting Thursday morning the affiliates adopted a resolution commending NBC management for its past year's accomplishments.

Fast Pace ■ After a reception to get things rolling Wednesday night, the convention was officially opened Thursday morning with greetings by NBC Chairman Walter Scott and the address by President Goodman, then moved briskly through sessions concerned primarily with the future.

The more immediate future, including the 1968-69 program schedule, as well as NBC-TV's more recent accomplishments, were covered in a session headed by NBC-TV President Don Durgin on Friday morning (see page 68).

H. M. Beville Jr., NBC vice president for planning, was moderator dur-

Affiliates board changes

Robert J. Rich, WDSM-TV Duluth, Minn., was elected last week as a vice chairman of the NBC-TV affiliates board of delegates. Elections were held during the NBC-TV affiliates convention in New York (see this page). Mr. Rich, who was a board member, succeeded Robert W. Ferguson, WTRF-TV Wheeling, W. Va., whose term on the board expired. Walter E. Bartlett, Avco Broadcasting, Cincinnati, was elected to the board seat formerly held by Mr. Ferguson. Douglas Manship, WBRZ-TV Baton Rouge, was elected a board member and secretary and treasurer. He succeeded Irving C. Waugh, WSM-TV Nashville, whose term on the board expired. Harold Grams, KSD-TV St. Louis, continues as board chairman, and Harold P. See, KRON-TV San Francisco, continues on the board as a vice chairman.

ing a panel discussion of "Television in the '70's" and gave the affiliates a summary of expected developments that are likely to have an effect on TV in the next 10 years.

He projected that by 1972, which he said will be a trillion-dollar-gross-national-product year, total advertising should top \$23 billion, and by 1977 should rise to a total of \$31.3 billion. In touching upon TV's projected billing for 1977, Mr. Beville placed the total at \$6 billion, a figure that was mentioned last fall by Walter Scott, NBC board chairman, in a talk before a symposium arranged by TV Stations Inc. (BROADCASTING, Oct. 2, 1967).

"The network total is expected to double during the next decade, growing from about \$1.5 billion to \$3 billion," Mr. Beville said. "The other segments will grow at an even faster rate, with national spot zooming from last year's \$1 billion to \$2 billion by the end of the decade. Local television revenues will be the fastest growth segment, exceeding \$1 billion in 1977, over twice last year's total."

More Color TV ■ Mr. Beville forecast that color would be the most significant technical development in the 1970's with more than 56-million homes equipped with color by the end of the decade.

Among other projections made by Mr. Beville: the 20- to 34-year-old group will be a dominant force, playing an active and perhaps decisive role in government, education and perhaps in business; CATV will service 14-million homes by 1977; 100% of U. S. TV homes will be equipped with at least one all-channel (UHF and VHF) TV set; direct-satellite-to-home television will not be part of the scene.

Richard H. Scammon, director, Electrons Research Center, Governmental Affairs Institute, voiced some predictions on the demographic character of the population in the 1970's. He estimated that the U. S. population would jump to 225 million or more by 1977 and that women would constitute four million to five million more of this total than men.

The population, Mr. Scammon said, will become more urban in character than it is today; will become less tied to the "old country" because of a virtually complete assimilation of immigrants and their descendants, and will be increasingly middle-class "in fact and in mind."

Richard M. Everett, business economist, Chase Manhattan Bank, New York, predicted that the decade ahead would be one of economic growth, punctuated by short recessions of minor duration and marked by a steady inflationary curve. He voiced the view that advertisers and the media, including television, would have the opportunity

Virginia Graham is a big girl in the Syndicate.

Virginia Graham is our mouthpiece. She's been getting the goods on the girls for over seven years. When she starts grilling her gang of guest stars they just can't resist telling the truth. And that's just what makes her the top girl at our Syndicate.

'Virginia Graham's Girl Talk' is for hire—she'll slay the girls in your market.

abc ABC Daily color half-hours
FILMS from ABC Films.



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for added revenues from both producers of hard goods (automobiles, washing-machines and other household products) and services (banks, insurance companies, transportation and resorts).

3-D TV ■ Dr. James Hillier, RCA Laboratories vice president, focused on electronic devices and services that are likely to become available to the consumer over the 10 years. Included in his list were three-dimensional television, home video recorders, electronic newspapers, wall television and a cigarette-sized TV camera. Mr. Hillier said

these developments are technically feasible and may become economically feasible over the next 10 years.

The NBC-TV affiliates, in a closed meeting of their own on Wednesday, adopted a resolution commending the network's management for its accomplishments during the past year. It cited particularly NBC-TV's responsibilities in covering the "great issues and events" on live television; its skill in developing a fall schedule that promises "broad appeal; competitive strength and distinction in public service," and its judgment in recognizing the needs and

interests of the affiliated stations.

At the Wednesday luncheon, NBC News presented a panel of four news correspondents who commented on current news events, with particular emphasis on the coming elections and their relationship to the Vietnam war. Chet Huntley was moderator and the panel comprised Sander Vanocur, Ray Scherer, Nancy Dickerson and Howard Tuckner.

The convention wound up Friday night with a banquet and entertainment program that was scheduled to star Bob Hope.

Goodman hits federal regulation

NBC president tells affiliates they've become
'too accustomed' to fairness, news restrictions;
Dingell's network bill gets heavy attack

Government restrictions on broadcasting practices and programing were challenged by Julian Goodman, NBC president, in a keynote speech at the opening session last Thursday (March 28) of the annual convention of NBC Television Network Affiliates in New York.

Mr. Goodman claimed that the industry has become "too accustomed" to some of these regulations, and he listed as examples the equal-time rule, the fairness doctrine and limitations on broadcast access to the news in public places.

"Other restrictions proposed but not applied," he added, "remain as threats: proposals to cut back on station ownership, to regulate the financing of program production, to shift frequencies from television to other services. These are threats that could become realities unless they are vigorously and persistently opposed, with evidence and determination."

He referred to a bill introduced in February by Representatives John Dingell (D-Mich.), John E. Moss (D-Calif.) and Richard L. Ottinger (D-N. Y.) as "the most sweeping" in recent years in proposing broadcasting restrictions (BROADCASTING, Feb. 12). Mr. Goodman said it would not only authorize the FCC to regulate networks, but would prescribe the particular regulations.

Government Review ■ The bill, he pointed out, would authorize open-ended government review of programs by requiring networks to offer "a balanced program structure," for which the FCC would have to establish pro-

gram standards and make program judgments. It also would impose program quotas by source, Mr. Goodman continued, prohibiting networks from supplying more than 14 hours of entertainment programing a week between 6 p.m. and 11 p.m.

"Although it's hard to believe this was intended," he observed, "it would also put networks out of the news business by barring them from offering programs in which they had ownership interest—which, of course, would eliminate all news programs networks produce."

Among other restrictions of this proposed legislation, as described by



Mr. Goodman

Mr. Goodman: it would require networks to make programs available to "the maximum number" of TV stations, apparently regardless of economics, coverage or duplication; it would prevent the networks from owning a radio network if they also owned a television network and seems to provide that a television network company cannot own any other business, except stations, and cannot be owned by any other business.

"The stated purpose of the legislation is to promote the public interest," Mr. Goodman stated, "and I have no doubt that was its genuine intent. But broadcasting rests on a complex and

delicately balanced economic and operating structure that could be thrown into chaos by such unrealistic provisions, however well-intended they may be."

Public Served ■ Mr. Goodman noted that broadcasting has served the public well; has broadened its scope as it has matured and has gained public acceptance best documented by the millions of sets bought each year and by the increased hours spent in viewing and listening.

"In the face of this wide public acceptance," he asserted, "the burden should be on those who would force basic changes on the system by government action. And this burden should not be met by abstractions or theories, but by evidence of specific deficiencies and a demonstration of how the regulation will cure the deficiency."

Mr. Goodman prefaced his remarks by saying that he was not suggesting that the government is intent on damaging broadcasting. He acknowledged that the licensing of frequencies and the management of the spectrum are "vital functions that only government can perform."

"We know also that today's economy, technology and society call for large resources in government, as they do in business," he stated. "Government will always have—and should always have—something to do with major businesses that affect the public interest."

But Mr. Goodman contended that in a free-enterprise system, the power of the government should not be turned against business enterprise and growth, but should help industries to flourish

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Vic Morrow and Rick Jason are our muscle-men. Whenever the opposition tries to move in on our territory, the men of 'Combat' put them down. They'll do the same for you when you pit them against any show the enemy has.

The 'Combat' men are selling protection. Buy some.

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and to serve in free competition.

"And in an open society," he added, "it is not just desirable that the press should be free from government regulation. It is absolutely essential. Without a free press, the idea of democracy cannot work very well. Perhaps it cannot work at all."

High marks for NBC-TV strips

Durgin cites record audiences, sales for weekday series, news

Through the accent at the NBC-TV affiliates' convention last week was on the future (see stories pages 64, 66),



Mr. Durgin

President Don Durgin dwelt at length on achievements by NBC-TV during the current season before looking ahead to prospects for the new network programming for 1968-69 season.

Speaking Friday morning (March 29), Mr.

Durgin said he considered the "most important accomplishment" of the past year to be the record levels in audience and sales attained by each of the Monday-through-Friday strip operations—*Today*, the 12 daytime series, the *Huntley-Brinkley Report* and *Tonight*.

"Taken individually or together," Mr. Durgin stated, "these programs represent unique broadcast leadership not only in different day parts but also as elements of a diverse and balanced schedule, each unique unto itself and unique as network service to affiliated stations and the viewing public."

He said in one season NBC has turned "the daytime tables," reporting that to date in 1968, the network's daytime schedule has attracted 4,710,000 women per average minute, "more than CBS daytime and more than double ABC."

Young Crowd ■ In the nighttime segment, according to Mr. Dugin, NBC has "built leadership where it counts for the long term—among younger adults and among college-educated viewers." He added that the latest Brand Rating Index report for the 1967-68 season, which ranks programs in terms of weekly grocery expenditures, shows NBC with seven out of the top-10

prime-time programs returning for 1968-69. And in terms of households with family income of \$10,000 or more, he added, NBC has "a good lead over CBS," according to Nielsen.

Mr. Durgin claimed that in 1968-69, NBC had "more new nighttime hits than the other two networks combined." He noted that NBC will have five new programs of the 1967-68 season returning in 1968-69 (*High Chaparral*, *Ironside*, *Kraft Music Hall*, *Jerry Lewis Show* and *Mothers-in-Law*).

The reason NBC decided to launch a third evening (on Mondays) of motion pictures, Mr. Durgin revealed, was that "we knew we had the power of the industry's two biggest individual feature-film acquisition deals ever made." He said the agreements with United Artists and Universal and continuing acquisitions from other major studios and independents provided NBC with "the greatest features in the business in both number and quality."

Mr. Durgin said that during the past year NBC has continued in an active position with news and entertainment specials and will emphasize these areas again in 1968-69.

Upturn ■ Turning to the business outlook for 1968-69, Mr. Durgin struck an optimistic note. He pointed out that NBC felt television was underpriced and therefore has increased its prices.

"We recognize the tough market you and we have come through," he remarked. "I am pleased to report we are having an excellent second quarter."

Mr. Durgin told affiliates that the network's 1968-69 schedule has been "well received" by agencies and advertisers. Orders booked through last Monday (March 25) total \$157,588,680, he reported, of which more than \$126 million is firm—"much of it firm for 52 weeks, most of it firm for the span of originals."

"We have received to date the largest nighttime order ever received by NBC-TV from Procter & Gamble, the first General Foods NBC-TV program buy since 1957, the major portion of American Tobacco's nighttime business after none this season and the return of Colgate to NBC-TV," Mr. Durgin said.

The affiliates also watched a presentation of the NBC-TV 1968-69 nighttime schedule.

KBEA to join NBC

KBEA Mission, Kan., will affiliate with NBC Radio effective May 1. The station is reportedly dropping its affiliation with Mutual. Sam Molen is president and general manager of KBEA, which operates on 1480 kc with 1 kw daytime and 500 w nighttime. The licensee is K. L. Broadcasting Inc.

Will TV run 24 hours a day?

Litton's Lewis predicts universal, all-day TV by the year 2000

What's that brave new world of tomorrow going to be like? For one thing programing guys can forget about those dead hours between midnight and 6 a.m. James R. Lewis of Litton Industries Inc. thinks this nonproductive broadcast time will soon disappear. Instead he predicts "universe-wide TV and radio operating on a 24-hour broadcast basis," all in color, live, in stereo and "on your living room wall."

Addressing the 23d annual western meeting of the Association of National Advertisers on March 22 in Pebble Beach, Calif. (BROADCASTING, March 25), Mr. Lewis, corporate director of public relations and advertising for the Beverly Hills-based electronics giant, pointed out that communications in the year 2000 will be a universal struggle for attention, with the spoils going only to those with the cleverest messages.

"Undoubtedly, a supra-national equivalent of today's FCC will police wave bands, allocate transmission frequency and time availability," he went on with his forecast. "Wrist-watch radios and TV devices for both sending and receiving may accentuate the message and virtually fractionate the medium. Discretion and selection will be a constant chore for listeners who must cut through the proliferation of messages being beamed to everyone all the time—from all over."

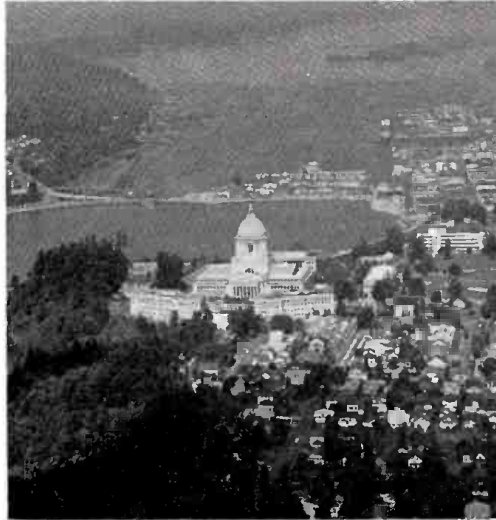
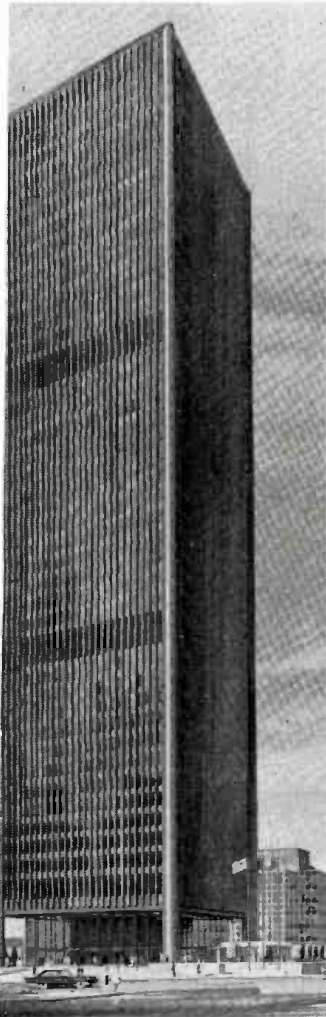
Humor's Role ■ Mr. Lewis suggested that humor may be a key to advertising effectively in the future and offered animation as a possible form of universal dialogue. He reminded the advertising executives in the audience that their counterparts of tomorrow will have to be able to understand and think in two or three languages. "Imagine translating an Excedrin ingredient, anogesic sodium attheso solicate, into Luganda or even Esperanto," he observed, and then decided that it's enough to give anyone an Excedrin headache.

Summarizing the communications dimensions of the future, Mr. Lewis concluded that among other things the competition for audience will be "both total and totally competitive" and that "the individual will become more and more important as a message recipient." He predicted that new motivational and

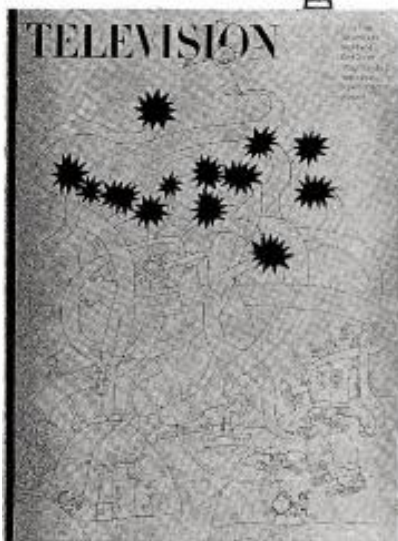
A towering new 50-story bank building! The State Capitol at Olympia. Magnificent ski slopes! The beautiful San Juan Islands! The busy Lake Washington Bridge! A fine new hotel! The huge Boeing plant at Renton. • KOMO Country is 21,000 square miles of real estate reaching from Canada to the Columbia River and from the Cascade Mountains to the Coast. It has an exploding population of almost two million. Living is good, interests varied, tastes distinctive. KOMO Radio and Television programs are planned to meet the needs and wants of these discriminating people. • Channel 4 Television and the 50 popular kilowatts of KOMO Radio cover them all.

KOMO RADIO 1000 THE VOICE OF KOMO COUNTRY | **KOMO TV** ALL COLOR CHANNEL 4
ABC RADIO & TV FOR SEATTLE & WESTERN WASHINGTON • REPRESENTED NATIONALLY BY KATZ

THIS IS KOMO COUNTRY



**We get
channels
you
can't get
anywhere
else.**



In April. How television could get bloodied in the raging war for spectrum space. What computers are really doing to television advertising. The problems television networks face in all that high-priced news coverage of this year's political campaigns and elections. And much more. Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D.C. 20036. (202) 638-1022. Or bureaus in New York, Chicago and Hollywood.

marketing measurement techniques using computers will lead to new management methods for "telling, selling and showing."

Mr. Lewis said the challenge for today to schools, media, business and communications is in "forging an environment of education, opportunity and training" for the senior communications experts of tomorrow, who he suggests may be bearing the title of communication systems complex vice president by the year 2000.

Creative Work ■ In another speech delivered on March 22, William Bernbach, chairman of the board, Doyle Dane Bernbach Inc., New York, focused on creativity and advertising. He stressed that the "primary respon-

sibility of good creative people is not just to exercise creative freedom, but to know what is good creative work and what is merely pretentious acrobatics."

Citing today's tremendous political and social pressures and fierce competition, he explained that "more and more it will take tremendous artistry with words and pictures to touch and move the reader." As Mr. Bernbach, one of advertising's most creative thinkers, sees it, the individual in the audience is so exposed "to banalities, to self-conscious artificial attempts to arrest his attention, that he looks, but does not see; he listens, but does not hear; and what is worse, he does not feel."

LIN group gets New York outlet

Receives FCC approval for three other properties;
commission okays WFMT sale to WGN Continental

Less than 24 hours after LIN Broadcasting Co. had received FCC approval for the purchase of a TV station and two radio stations in separate markets, the diversified, Nashville-based company that includes group broadcasting and CATV properties, announced the purchase of a radio station in the New York metropolitan area.

The station is WJYZ Hackensack, N. J., and LIN is paying \$5.5 million for the fulltimer (on 970 kc with 5 kw).

Earlier, the commission approved LIN's purchase of WAVY-TV Portsmouth-Newport News-Norfolk, Va., for \$7.4 million, and of KILT and KZAP(FM) Houston for \$6.5 million.

In other approvals last week, the FCC assented to the sale of WAVY Portsmouth to Seaboard Broadcasting Inc. for \$600,000; of WFMT(FM) Chicago to WGN Continental Broadcasting Co., for \$810,000, and of WAAB-AM-FM Worcester Mass., to WAAB Inc. for \$675,000.

Commissioner Nicholas Johnson dissented in all four of the sales approvals, and Commissioner Robert T. Bartley did not participate. Commissioner Kenneth A. Cox dissented to the Houston sales.

The New Jersey station was sold by Lazar Emanuel and his associates who bought WJYZ in 1962 for \$2.5 million. Mr. Emanuel remains with the station as chief executive officer and general manager.

Broker for the sale was Blackburn & Co.

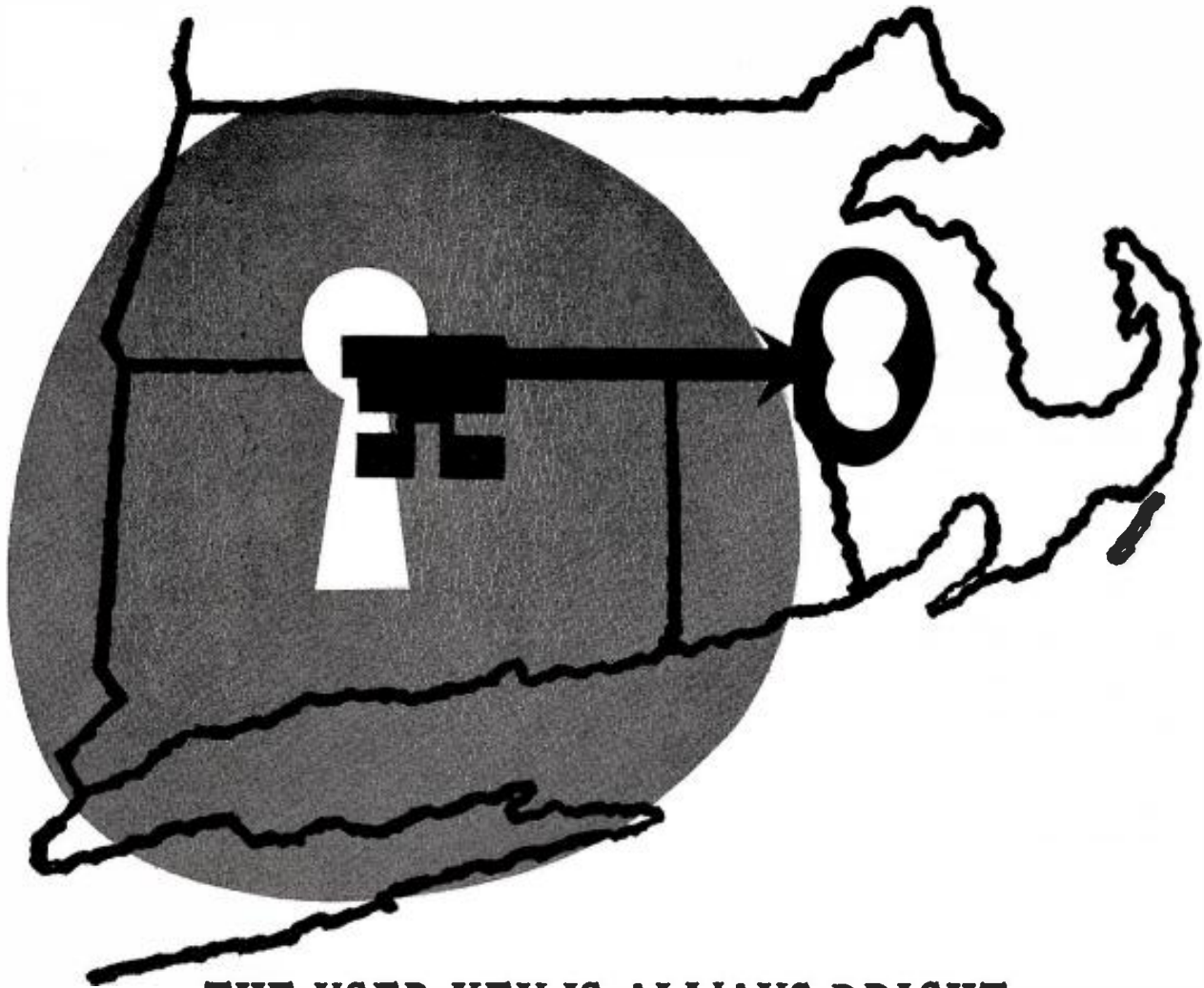
Art for LIN ■ Simultaneously with the announcement of the purchase of WJYZ, LIN Broadcasting announced its

acquisition of the Schertle Art Galleries, an eastern seaboard chain of 51 franchised outlets, with headquarters in Baltimore. The Schertle chain deals in original art and oil paintings. Charles Schertle, president, will continue as chief executive officer. The chain will become a division of LIN's direct marketing group, based in New York. No price was disclosed.

The WAVY-TV, transaction has LIN paying Hunter C. Phelan and associates \$8 million for the two stations. In turn, LIN is selling the radio station to Daniel P. Weinig, for \$600,000. Mr. Weinig is former general manager of WPAT-AM-FM Paterson, N. J. WAVY-TV was founded in 1957 and operates on channel 10 with an NBC affiliation. WAVY is 25 years old, operates full time on 1350 kc with 5 kw, and is also affiliated with NBC.

The Houston radio stations were bought from the McLendon group for \$7,250,000. Originally, LIN negotiated to buy the Houston stations and McLendon's KLIF Dallas for a total consideration of \$15 million. This was renegotiated last fall when, it was reported, the sale of the three stations by McLendon would have caused the seller "insurmountable" tax problems. KILT, begun in 1947, operates full time on 610 kc with 5 kw; KZAP is six years old and is on 100.3 mc with 16.5 kw.

LIN owns KEEL Shreveport, La., WAKY Louisville, Ky. (both purchased from the McLendon Corp. several years ago), WBBF-AM-FM Rochester, N. Y., WIL-AM-FM St. Louis and WAND(TV) Decatur, Ill. Last year it sold WMAK Nashville to George P. Mooney for



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WHAT'S MORE, OUR COVERAGE CLOSELY MATCHES THE DISTRIBUTION AND WAREHOUSING PATTERNS FOR RETAIL FOOD SALES. OF THE \$1,100,000,000 FOOD SALES IN HARTFORD-NEW HAVEN AND SPRINGFIELD-HOLYOKE DURING 1966, TWO-THIRDS WAS DISTRIBUTED FROM WAREHOUSES WITHIN THE AREA. AND OF THIS FIGURE, \$532,000,000 CAME FROM THE WAREHOUSES OF THREE MAJOR CHAINS ALONE.

NO VEHICLE OF ADVERTISING CAN MATCH ITS COVERAGE OR CIRCULATION TO THIS IMPORTANT DISTRIBUTION PATTERN AS EFFICIENTLY AS OURS.

OPEN NEW DOORS FOR YOUR PRODUCT IN SOUTHERN NEW ENGLAND. OUR BRIGHT KEY IS AT YOUR DISPOSAL.

Leonard J. Vatrone

PRESIDENT
BROADCAST-PLAZA, INC.

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WTIC-AM-FM IS REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

\$787,500. It also owns cable-TV systems in Kentucky, Tennessee, Alabama, Florida and New Mexico; Teen America Associates, producer of the yearly Miss Teen-Age America Pageant; LIN/Medallion Pictures Corp., distributor of feature films for TV, a direct-mail sales firm in New York, telephone answering service and an information learning corporation.

President and principal stockholder (5.8%) of publicly held LIN Broadcasting is Frederic Gregg Jr.

No Crime ■ In approving the sale of WFMT to the *Chicago Tribune* group, the commission apparently found no substance in the warning from the Department of Justice that a question of monopoly might be involved (BROADCASTING, March 25).

Undoubtedly, however, the Justice Department's interest in the WFMT-WGN Continental transaction acted as a spur to the commission's action last week proposing to establish a strict one-to-a-customer ownership limit in broadcasting (see page 78).

The Chicago FM station, founded in 1951, is owned by Bernard Jacobs, who will remain as a lifetime consultant to the station and who agreed not to render service for any other broadcaster located within 100 miles of the city.

WGN Continental Broadcasting, owns WGN-AM-TV in Chicago, and through

subsidiaries KDAL-AM-TV Duluth, Minn., KWGN-TV Denver, and a cable TV system in Houghton-Hancock, Mich. The Tribune Co., the parent company, owns the *Chicago Tribune* and *Chicago's American*, and through interlocking ownership of the McCormick-Patterson families, the *New York Daily News* and the *News'* WPIX-FM-TV New York and WICC Bridgeport, Conn. The Tribune Co. also owns the *Fort Lauderdale News*, *Pompano Beach Sun-Sentinel*, and *Orlando Sentinel-Star*, all Florida.

The commission's action was made with no prejudice to the outcome of the the pending government antitrust suit against the Chicago Tribune-New York News Syndicate among other comic strip-column-specialty-variety features syndicates filed last November. The government charged that the newspaper syndicates permit wide-area, territorial exclusivity to big-city newspapers, foreclosing neighboring city and suburban newspapers from carrying the same features.

WFMT is on 98.7 mc with 135 kw.

The Worcester, Mass., stations were sold to the former owners of Atlantic Recording Co., New York. Atlantic was sold to Warner Brothers-Seven Arts late last year, although Ahmet and Neshui Ertegun and Gerald Wexler, who are the principal owners of the buying corporation, WAAB Inc., remain

as officers and directors of Atlantic.

Covenant ■ The selling price consisted of \$650,000 plus \$25,000 to Bernard Waterman for an agreement not to compete for five years within 50 miles of Worcester.

A petition to deny the assignment, filed by WORC Worcester, was dismissed by the commission. The petition claimed that Atlantic Recording had discriminated against WORC in the release of Atlantic Records. In dismissing the complaint, the commission said WORC had failed to show it was a party in interest, that its petition was filed late, and that it had failed to show that the alleged failure to receive records was due to any discriminatory practice by Atlantic Records. Neshui Ertegun, as secretary-treasurer of Atlantic, informed the commission that Atlantic Records policy "has always been and will continue to be" to accord WORC the wildest possible distribution of records, and that "there has never been, nor will there be any preference accorded to WORC-AM-FM in this regard."

WAAB began operating in 1931, and is full time on 1440 kc with 5 kw. WAAB-FM was founded seven years ago and operates on 107.3 with 1.4 kw.

Changing hands ...

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

■ WJRZ Hackensack, N. J.: Sold by Communications Industry Corp. to LIN Broadcasting Co. for \$5.5 million (see page 70).

■ WDIO-TV Duluth, Minn.: 43% interest sold by WMT-TV Inc. (WMT-TV Cedar Rapids-Waterloo, Iowa) to Frank Befera, William B. Querton and other stockholders giving them 100% ownership. Consideration: \$625,000. WDIO-TV is on channel 10 and is affiliated with ABC. Broker: Hamilton-Landis and Associates.

■ KAND Corsicana, Tex.: Sold by R. E. Lee Glasgow to KAND general manager Richard C. Parker for more than \$325,000. Mr. Glasgow retains full ownership of WACO-AM-FM-TV Waco, Tex. Mr. Glasgow purchased KAND in 1954. Founded in 1937, KAND is a daytimer on 1340 kc with 250 w.

■ WRAC Racine, Wis.: Sold by William J. Priaulx and associates to Kirby W. O'Connor and associates for \$288,750. Mr. O'Connor is TV director and majority stockholder of WCIU-TV Chicago. WRAC, founded in 1950, is a daytimer on 1460 kc with 500 w.

■ WOTR Corry, WKRZ and WDJR(FM), both Oil City, all Pennsylvania: Sold

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by Mr. and Mrs. Kenneth Rennekamp, Pittsburgh, to J. Stewart Brinsfield Jr. owner of WHRN Herndon, Va., part owner of WCIR Beckley, W. Va. and applicant for AM in Naples, Fla. WOTR sold for \$50,000 and WKRZ and associated WDJR(FM) for \$100,000. WOTR is a full-time station on 1370 kc with 1 kw days and 500 w nights. WKRZ is a full-time station on 1340 kc with 1 kw days and 250 w nights. WDJR(FM) is on 98.5 mc with 2.9 kw. Brokers: W. B. Grimes and Co., acting in association with Chapman Co., Atlanta.

▪ **KMAP(FM) Dallas-Fort Worth:** Sold by Howard Grafman and associates to Dawson Communications Inc. for \$200,000. L. Raymond Dawson purchased KXLS-FM Oklahoma City and KOCW(FM) Tulsa both Oklahoma, receiving FCC approval early last month. KMAP operates on 105.3 mc with 18.8 kw.

▪ **KHOE Truckee, Calif.:** Sold by Eastern California Broadcasting Corp. to Melvin Querio, Herb Crenshaw and Frank Livermore for \$50,000. KHOE is a full-time station operating on 1400 kc with 1000 w days and 250 w nights. 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 138.)

▪ **WAVY-TV Portsmouth, Va.:** Sold by Tidewater Teleradio Inc. to WAVY Television Inc. (LIN Broadcasting Co.) for \$7.4 million (see page 70).

▪ **KILT and KZAP(FM) Houston, Tex.:** Sold by McLendon Corp. to LIN Broadcasting Co. for \$6.5 million (see page 70).

▪ **WFMT(FM) Chicago:** Sold by Gale Broadcasting Co. to WGN Continental FM Co. (WGN Continental Broadcasting Co.) for \$810,000 (see page 70).

▪ **WAAB-AM-FM Worcester, Mass.:** Sold by Waterman Broadcasting Corp. to WAAB Inc. for \$675,000 (see page 70).

▪ **WAVY Portsmouth, Va.:** Sold by Tidewater Teleradio Inc. to Seaboard Broadcasting Inc. for \$600,000 (see page 70).

Jacksonville to hold its radio stations

Talk of selling the city-owned WJAX-AM-FM Jacksonville, Fla., is considered at an end, with a recommendation by a special committee of the city council that the broadcast stations be retained. The report was submitted March 15 by City Commissioner Clyde Simpson, chairman of a special radio-study group, which also suggested that "necessary

funds be found to make minimum improvements . . . and to move station to new quarters."

No action is expected to be taken by the city authorities until after Oct. 1 when a new governing body takes command of the merged city and county, but speculation seems to point to retention.

WJAX, founded in 1925, operates full time on 930 kc with 5 kw. WJAX-FM began operating in 1949 and is on 95.1 mc with 7.7 kw.

FCC discovery rules suffer maltreatment

The FCC's newly instituted discovery rules in hearing cases were adopted to facilitate preparation, eliminate surprise and expedite decision making. But, in practice, their use (or misuse) has apparently confused the whole hearing process.

That was the complaint last week of David I. Kraushaar, who is presiding over the WQAD-TV Moline, Ill., case. The hearing examiner noted that 16 extensive requests for and oppositions to information filed between the opposing parties were disrupting the commission's processes.

The Moline case involves a consolidated hearing on WQAD-TV's license-re-

newal application and a competing application for the facility from Community Telecasting Corp. (BROADCASTING, Feb. 26, Feb. 12). The examiner's comments came in a sharply worded order setting a conference for a new hearing date.

Depositions Allowed ▪ He complained that the parties failed to follow the commission's edict to apply "intelligent selection" to requests for business records. The rules, patterned after those used in federal courts, allow parties to be examined by depositions on any matter that is not privileged and that is relevant to hearing issues.

But, the examiner said, this "helter-skelter invocation" of the rules left him no choice but to grant all opposing motions for discovery and to let the parties sort out the undisputed areas where the rules might apply.

Examiner Kraushaar is permitted to assure proper use of the procedures and to prevent their use to delay matters or to abuse parties or witnesses.

In the order he noted it wouldn't serve a useful purpose "to encourage indiscriminate pretrial invasions of privacy and 'fishing' " into business, and that if limitations are not now imposed, the commission's hearing processes "will become a shambles, with purely selfish private rights virtually drowning every vestige of the public interest."

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Is FCC stuck in its own muck?

Rep. John Moss calls commission a 'quagmire' and 'labyrinth of nonregulation', proposes five reforms

A long-time member of the House Interstate and Foreign Commerce Committee went to Hollywood last month and took the word from Washington with him. And the word according to Representative John E. Moss (D-Calif.) was a devastating attack on the FCC for becoming "a graveyard of good in-

tentions and good ideas."

In an address delivered at a luncheon meeting of the fifth annual Hollywood Festival of World Television March 23, Congressman Moss tore into the commission for nonregulation in the allocation of space within the radio spectrum, for refusing to regulate the com-

mercial networks, for lack of concern about program balance and for an equal apathy about public broadcasting, for waiving of administrative rules and for failure to harness communications technology.

"I must tell you in all candor that the commission is not fulfilling its responsibility to either the Congress or to you and me . . ." Mr. Moss made clear from the outset.

He quoted an unidentified "colleague" as confiding in private: "It is one of the true wonders of the world that the American communications industry has survived despite this so-called regulatory agency." Pursuing the attack relentlessly, Representative Moss pointed out that the independent regulatory agencies are sometimes called the "headless fourth branch of the government" and that while in most cases the term is used figuratively, as concerns the FCC, "there is little stretching of the fact to apply the term in its literal as well as its figurative sense."

Quagmire ■ The California congressman observed that the commission started "as a bright light on the horizon in 1934," but that now he is hard pressed to describe "this governmental quagmire." But he gave it a determined try, taking his audience "on a short journey through this labyrinth of nonregulation." He started with the allocation of space within the radio spectrum and the use of this space, which he called "the most urgent, pressing problem facing this commission for the past several years."

Representative Moss as a member of the Subcommittee on Investigations is one of those charged with studying and evaluating the activities of the FCC. The commission, he said, recognizes the problem of land-mobile spectrum space as "acute," "critical," "extreme," yet in typical fashion "farmed the problem out to an advisory group . . . and enjoined the group to make its recommendations on the premise that spectrum space for land mobile would remain exactly what it has been since 1952. The commission instructed the advisory group not to recommend any reallocation of spectrum space which would increase land mobile's use."

Pointing out that he does not advocate taking commercially useful space from other broadcasters, Mr. Moss suggested a study of how unused spectrum space might be made available to police and disaster units in time of crucial need. But, he apparently has little hope this suggestion will be taken seriously because the commission, "like Nero, fiddles while Rome burns."

Citing a "classic example" of nonregulation, he said that "although the commission has jurisdiction over every broadcast station" it licenses, "it has no jurisdiction over the networks which control the content of most stations'

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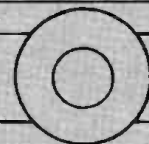
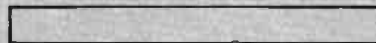
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MARCH 31-APRIL 3

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prime time." He brought in CATV as an analogy and said that the same seven commissioners who claim they have jurisdiction over CATV because it affects conventional broadcasting, maintain that they have "no jurisdiction over network broadcasting because the word 'network' is not included in the act of 1934. It is both irresponsible and irrational for the governmental agency which is by statute the final arbiter of how the public interest can best be served by broadcasting to refuse to attempt to assert its regulatory jurisdiction over the persons who in reality control the medium."

The congressman went on to question the commission's position in regard to program balance. "How many of you know that within the past year the commission granted a license to a radio broadcaster who avowed that 33 out of every 60 minutes his station would broadcast commercials?" he asked. "Does anyone in this room seriously believe that this fulfills the commission's responsibility to regulate in the public interest?"

Peculiar and Unique ■ He labeled the commission's concern for public or educational broadcasting "insignificant," and said its approach to administrative practice "has acquired a peculiar and unique characteristic. In many important areas—when the heat is on, from



Representative Moss
Commission baiter

the public or from the Congress—the commission announces the adoption of rules and regulations such as those concerning CATV and limitation on transfers of broadcast licenses" . . . but "there is always a gimmick—a twist."

At fault, Mr. Moss claimed, is the

commission's willingness to waive rules "under what we are led to believe may be very special circumstances." The waiver, he charged, is used "with indiscriminate and wholesale abandon. The rules are honored more in the breach—the waiver—than in their enforcement."

Yet the congressman said he did not want to merely recount a list of transgressions without offering proposals for correcting them. He made five specific proposals that he feels, "in lieu of abolishing the commission in totality," could bring "reason back to communications regulation and may result in some form of true regulation in the public interest":

- The number of commissioners should be cut from seven to three, thus reducing responsibility for policy and decision-making. Commissioners should also be freed of "an insurmountable paper load," which will give them time to cope with problems of policy, adjudication and administration.

- The adjudicatory and the rule-making machinery within the commission should be separated. "In the field of law, this would be equivalent to forbidding the same persons to sit as judges as well as prosecutors," he explained.

- The jurisdiction of the commission should be expanded to include responsibility for regulating the commercial networks as well as individually licensed stations. Network practices should be within commission control and regulation.

- A more responsible form of license-renewal procedures must be introduced. "It is time to make every single broadcast license-renewal application subject to a public proceeding within the city or region where the station is located."

- The transfer of broadcast licenses should be allowed to become more competitive. Parties other than the holder of the license and his customer should be allowed to participate in approval proceedings.

Commenting on this last proposal, Representative Moss said: "Opening every proceeding for approval to transfer a license to every party interested in securing the license should result in competition which will sift out and eliminate mediocrity and promote quality and excellence within the industry."

Talent Needed ■ The congressman concluded his talk with a reminder to each administration that the commission requires "the most outstanding talent available—men who are willing to stand against the pressures which are ever increasing, men who will regulate and act only in the public interest."

In another featured speech at the four-day television film festival (March 21-24), held at the University of California at Los Angeles, Frederick Ford

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- AM Hawaii** Attractive full-time facility in a booming market.
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- CATV's** East; Pacific Northwest; Southwest.
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outlined the current status of CATV systems in this country. Mr. Ford, president of the National Cable Television Association, predicted that CATV will develop 750,000 jobs within 10 years and spend millions on new plants. He cited the over-all goal of CATV as giving the maximum number of people the maximum choice of television signals.

In a dinner speech, British TV personality David Frost said he doesn't endorse the "give them what they want" concept of the U. S. commercial networks. "There's no doubt that television is the mass medium, and it is up to the industry to pour its creative best

into this mass," he stated. Mr. Frost said that it is "vital" to keep television under control. "It should be like a teacher in school," he remarked. "Those in charge should use the medium not only to entertain but to instruct . . ."

During a special panel on satellite communications on the second day of the TV festival, Kevin Corrigan, former manager of ABC International's World-vision network, called for the use of satellites to establish new television networks. Mr. Corrigan, now a New York-based international television consultant and producer, said: "The emergence domestically of an alternate television system which is not depend-

ent primarily on the existing networks is essential to full use of the medium." He emphasized, however, that "such a system will lack the vitality which is the life blood of television unless it possesses live interconnection." He referred to the simultaneous emergence of global, UHF and public television as "television's second spring."

Other members of the satellite panel were Robert E. Button, director of policy planning, Communications Satellite Corp.; Colonel Harold R. Johnson of the U. S. Air Force, and Lee J. Fishkin of the Office of Telecommunications Management, executive office of the President.

One per customer per market

In harshest attack on multiple ownerships,

FCC acts to limit station acquisitions

to one of any kind in any town; fight promised

Broadcasters reacted first with shock and then with outrage last week when the FCC issued a proposed rule to limit station acquisitions to one to a licensee in a market.

Though the FCC's intentions had been forecast earlier in BROADCASTING's issues of March 18 and 25, the official action was greeted with dismay. It was inconceivable that the FCC was actually thinking unthinkable thoughts. And acting to bring the thoughts to life.

Once the fact sank in that the commission was indeed serious, expletives split the air from coast to coast. "Ridiculous," "dreadful," "dumbfounding" were among the printable comments that were heard.

Grover Cobb, board chairman of the National Association of Broadcasters, said that the organized broadcasters—already confronted by other grave troubles in Washington (see page 35)—would give first priority to resistance against the new FCC proposal.

The Limit ■ As expected, the commission's proposed rule would prohibit any licensee of any full-time station from acquiring another station of any kind in the same market. An owner of a daytime AM station, however, could acquire an FM or TV.

No divestiture of existing ownerships is immediately contemplated.

The commission said its purpose was "to promote diversity in the viewpoints expressed over the air in individual localities." It set the deadline for comments as June 26 and for reply comments as July 8.

As surprising to broadcasters as the action itself was the unanimous vote by which it was adopted: 6 to 0. It would have been 7 to 0 if Commissioner Robert T. Bartley, absent on official business elsewhere, had been at the Wednesday meeting when the issue came up.

Wrong Approach ■ In the immediate aftermath, broadcasters and their Washington lawyers found all sorts of reasons to quarrel with the commission's position. Some said they endorsed the objective of avoiding concentrations of control of media, but they objected to what they considered a broad-brush treatment. What is concentration in one situation doesn't approach it in another, in their view. "The commission

should deal with the issue on a case-by-case basis," one said.

Others were gloomy about the impact on prices for FM stations. Selling a money-losing FM in tandem with a profitable AM isn't much of a problem, one communications attorney said. But separately? That's another matter.

The same attorney was equally pessimistic about the effect of the proposed rule on the news programming of AM and FM stations that are separated, geographically, from commonly owned TV stations. "Television spends more on news than radio stations," he noted, "and the affiliates benefit. But if AM's and FM's are separated from the television station, they will be hurt."

Other industry spokesmen foresaw higher operating costs, generally, for licensees acquiring properties under the proposed rule. They noted that economies of operation are available to broadcasters owning combination properties.

Long Feared ■ A commission move to adopt the kind of rule it proposed last week has long been the subject of speculation among communications lawyers. The commission since 1943 has had rules prohibiting ownership of more than one station of a kind per market. When, the lawyers wondered, would the commission seek to extend the principle to bar ownership of more than one station of any kind in a market? Some time in the dim future was the usual answer.

Now there is speculation that, if the commission adopts the proposed rule, it will move to extend the principle

Target area

The bedevilers and the bedeviled will come face to face this week during the National Association of Broadcasters convention in Chicago. Scheduled to attend are FCC Chairman Rosel H. Hyde and Commissioners Robert T. Bartley, Kenneth A. Cox, Robert E. Lee and Lee Loevinger, along with key members of the FCC staff.

For the first time the NAB is providing the commissioners and FCC staff members with a reception suite: 1033A in the Conrad Hilton hotel.

A NEW SWITCH ON REGIONAL NEWS: You'll find it in every AP bureau throughout the country: a new and exclusive electronic device that does a vital job for every AP member. Every time we switch it on, we switch you ahead of your competition with faster regional news.

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the news, fast. Without waiting for a regional split. And without missing a single item of national news.

So if you're an AP member (and there are now 3,000 of them in broadcasting) remember, just the flip of an AP switch gives you a regional competitive edge that no other news service can deliver. If you aren't an AP member, maybe you'd better pull a switch of your own. Contact your nearest Associated Press representative for further details. Or call Bob Eunson at AP headquarters: 50 Rockefeller Plaza, New York, New York 10020. (212) PL7-1111. **THE ASSOCIATED PRESS**

FOR AP MEMBERS ONLY:



again—to ownership of CATV systems that originate programming (CLOSED CIRCUIT, March 25).

The proposed rule would not require present owners of two or more stations in a market to divest themselves of all but one. But veteran FCC-watchers don't rule out divestiture as a future step. They recall that when the commission adopted its first duopoly rules, applying to AM stations, 25 years ago, licensees were required to sell off all but one of their properties in a market. For the present, however, the commission appears ready to rely on normal station trading as a means of breaking up combinations.

Details ■ The proposed rule, which follows the outline reported in BROADCASTING on March 25, would prohibit an owner of a full-time AM station from acquiring an FM or TV station in the same market. Similarly, an owner of an FM or TV station could not acquire any other local outlet. The owner of a daytime-only AM station could apply for an FM or TV outlet; either one would enable him to supplement his operation with a nighttime service. But the proposal would not permit an FM or TV licensee to acquire a daytimer in the same market.

The proposed rule would apply to new stations as well as to transfers and assignments. Applications that fall with-

in the scope of the proposal and that are filed while the rulemaking proceeding is pending will not be acted on until the commission decides what course it will follow.

But the commission is processing such applications currently on file. And last week it announced approval of three packages of sales, involving six stations, none of which would be granted if the proposed rule were in effect (see page 70).

Ironically, one of the assignment applications approved last week had sparked the commission's interest in tightening its multiple-ownership rules. It provides for the sale of WFMT(FM) Chicago to WGN Continental Broadcasting Co. for \$810,000. Continental owns a 50 kw, clear-channel station, WGN, and a VHF outlet, WGN-TV, in Chicago, and is the subsidiary of the Tribune Co., which publishes the *Chicago Tribune* and, through another subsidiary, *Chicago's American*.

When the application first appeared on the commission's agenda last month, several commissioners said it should be designated for hearing on a concentration-of-control-of-media issue. When it was pointed out—by Chairman Rosel H. Hyde—that the commission would be according WGN different treatment from that given other applicants in similar situations, the majority decided to propose a change in the rules.

Matter of Fairness ■ Commission officials said the applications now on file are being processed in accordance with existing rules as a matter of fairness. They noted that the applicants had filed their papers on the assumption those rules would be applied.

For a notice proposing such a major change in commission rules, the one issued Wednesday is remarkably short—two pages.

It notes that "one of the purposes of the multiple-ownership rules is to promote maximum diversification of programming sources and viewpoints," then adds:

"As part of its continuing study of problems dealing with concentration and diversification of the broadcast media and of allied interests in other public opinion media, the commission is proposing to amend its rules to promote diversity in the viewpoints expressed over the air in individual localities."

The action comes at a time when the Justice Department and members of Congress are showing interest in commission transfer and assignment matters. And a day before the proposed rulemaking was issued, Senator Philip A. Hart (D-Mich.), chairman of the Antitrust and Monopoly Subcommittee, let the commission know he was concerned about the concentration-of-control-of-media question as it relates to

newspaper ownership of broadcast properties (see page 60).

No Connection ■ Commission officials said there was no connection between such outside pressures and their notice of proposed rulemaking. But the unanimous vote by which the proposal was issued was seen by some as an effort on the part of the commission to show its critics it is prepared to seek ways of diversifying programming sources.

Chairman Hyde's vote for the notice was not taken to mean he had had a complete change of heart since registering the only dissent to the instructions originally given the staff to prepare the rulemaking notice. Rather, he is said merely to be maintaining "an open mind" on the subject.

Like Chairman Hyde, Commissioner James J. Wadsworth had been expected to vote against the notice of proposed rulemaking (CLOSED CIRCUIT, March 25). But he, too, is keeping an open mind. He joined Commissioner Lee Loevinger in a concurring statement in which they said they regard rulemaking proceedings as a means of obtaining information and, therefore, "are reserving full freedom to reach whatever judgment may seem appropriate to us in the light of the record. . . ."

But they also said that the proposal appears to be "a consistent evolutionary step in development of commission policy to insure maximum diversity of ownership without unreasonable inhibition of economic strength and growth." Another apparent virtue of the proposed rule, they said, is that it provides "a guide that is sufficiently specific and clear" to be easily applied.

Commissioner Loevinger is believed to have been the principal architect of the proposed rule. However, it seems unlikely he will have an opportunity to participate in a final decision on it. His term expires June 30, and he has indicated he does not want reappointment.

CWA's strike to cause few network problems

The existence of extensive automation and the use of supervisory personnel to maintain transmission most likely would limit effects on networking of a telephone workers strike against the Bell Telephone System, according to television network officials.

The Communications Workers of America (CWA) last week authorized a strike that would be called on April 12 in a dispute over wages.

Network executives in New York said they saw at worst only "minor effects, if any" and discounted possibilities of interruption to network lines.

Your Blair Man Knows . . .

MILL OF THE FUTURE . . . While the \$350 million dollar "Mill of the Future" program started in 1965 progresses at the Weirton Steel Company, its parent company, National Steel Corporation, reveals that new additions to their Weirton division will be constructed as the major portion of a new \$250 million dollar expansion. National Steel is the nation's third largest steel producer and its Weirton, West Virginia "Mill of the Future" is twenty-two miles from WTRF-TV's tower. Weirton folks and their families comprise another segment of the active-earning-spending WTRF-TV audience in the lucrative Wheeling-Steubenville Upper Ohio Valley Market. Do you have anything to sell to these people? WTRF-TV can do it!

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Each year, the National Academy of Television Arts and Sciences honors outstanding local programs in a regional Emmy Awards competition.

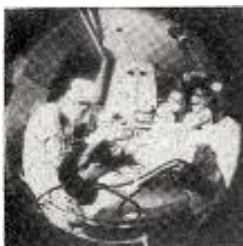
NBC Owned Television Station programs won three of the nine regional Emmy honors bestowed this year. No other station group won more than one.

Why are we *more* than three times as happy? Because we also had two of the seven programs singled out in this year's new Special Citations category.

As we've said many times in the past, we program for people, not prizes.

But maybe that's why the prizes keep coming.

REGIONAL WINNERS:



"A Matter of Life"
WNBC-TV, New York



"The Giants and the Common Men"
WMAQ-TV, Chicago



"The Other Washington"
WRC-TV, Washington



OWNED

SPECIAL CITATIONS:

"The Invisible Minority"
KNBC, Los Angeles
"The Other Washington"
WRC-TV, Washington

A busy opening day for CPB

CBS PUTS UP \$1 MILLION; HOUSE HEARING RAKES OVER FINANCING

The Corp. for Public Broadcasting had its first big day last week as an officially constituted corporate body. After simultaneously filing its papers of incorporation and undergoing its first hearing before members of the House Commerce Committee, the newborn corporation also received its first funds—a \$1 million check from CBS.

The check represented the fulfillment of a pledge made by CBS President Frank Stanton shortly after CPB's conception was announced to the world in the Carnegie Commission's report on educational television (BROADCASTING, Jan. 30, 1967). And its presentation on the corporation's date of birth gave a partial answer to a question raised during the House hearing: Would the collection of pledged private funds be contingent on receipt of federal funds?

CPB, designed to fuse federal and private money to subsidize noncommercial programing and interconnection, amassed \$2,125,000 in private pledges, including the \$1 million from CBS, before passage of the Public Broadcasting

Act last year that chartered it.

The House hearing was officially on a technical amendment to the Public Broadcasting Act, already passed by the Senate (which held no hearing), that would move the CPB's authorization for a \$9-million appropriation from the current fiscal year (ending June 30) to fiscal 1969. But the occasion soon proved that a major function of a House hearing is to give House members a chance to be heard.

Hares Raised ■ Issues raised ranged so wide afield that at one point Representative Horace Kornegay (D-N.C.) left the Communications Subcommittee hearing room muttering in not so sotto voce that the proceeding had turned into a "real rabbit hunt." Commerce Committee Chairman Harley O. Staggers (D-W. Va.) felt compelled to remind everyone that the bill before the subcommittee was an exceptionally simple one and that discussion ought to be confined to the bill's merits. The warning, although later echoed by Subcommittee Chairman Torbert Macdonald

(D-Mass.), did little good, and by the end of the morning members' tempers were so aroused that strategy dictated postponing a vote on the amendment until early this week.

Both Chairman Staggers and Subcommittee Chairman Macdonald, despite their efforts to narrow the discussion, also contributed to the opening of what a Senate observer termed a "Pandora's box." In his opening statement, Mr. Macdonald sought enlightenment on plans or at least possibilities for long-range federal financing for public broadcasting. He also asked for clarification of language in the President's message on education that called for the secretaries of the treasury and of health, education and welfare, and the budget director to consult with the CPB board and "appropriate committees of the Congress" in formulating long-range proposals.

Responses by Treasury, HEW and Budget Bureau representatives, (who appeared as a panel after the appearance of Joseph D. Hughes, a CPB board member who read chairman Frank Pace's statement) suggested that the Commerce Committee might not be the only star in public broadcasting's firmament. Possible inclusion of the appropriations committees as "appropriate" was accepted without too much argument, but a suggestion that the Ways and Means Committee (which rules on all new taxation plans) might also be included in the consultations was too much for Chairman Staggers.

"It's going to be a rough road for any attempt to take the jurisdiction away from this committee," he warned, adding that if the administration wants the authorization-change bill, "they had better change their tactics."

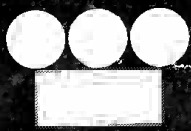
Pay TV Suggested ■ The Bureau of the Budget testimony, given by William D. Cary, assistant director of the bureau, opened up the discussion on long-range financing with an analysis of three major approaches under consideration. The final choice, he indicated, could be a combination of any of the three, adding that he welcomed suggestions on other ideas. One was forthcoming later, from Representative Clarence J. Brown Jr. (R-Ohio). He said he was surprised that pay TV was not under consideration as a source of revenue for public broadcasting, a suggestion that was rebutted on grounds that ETV programing should be freely available to all members of the community, including the poor.

In the process of discussing one



Dr. Frank Stanton, president of CBS Inc., presents a check for \$1 million last week to Frank Pace, chairman of

the Corp. for Public Broadcasting, at New York hospital, where Mr. Pace is recuperating from surgery.



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Solace to CATV: It all happened before

J. Leonard Reinsch, president of Cox Broadcasting Corp., last week drew a historical parallel between the difficulties now being experienced by CATV as far as federal regulation is concerned and the regulatory headaches experienced by broadcasters in the early days of radio. He said cable television must now take its turn and go through the same throes of government regulation and supervision.

Speaking before a session of the Southern CATV Association at Callaway Gardens, Ga., Mr. Reinsch said he thought most cable operators believe that some form of regulation is needed in order to obtain the full growth inherent in the cable industry.

He noted, however, that Congress has always tended to lag behind technical progress in the communications field. New laws have been enacted to meet the need of new developments, he said, "only after the need has become so urgent as to demand immediate attention." The same is true, "perhaps to a lesser degree," of the FCC.

Between 1921 and 1927, he re-

called, more than 15 bills were introduced in Congress to regulate radio broadcasting, but all of them died in committee. Finally, the Radio Act of 1927 was enacted, and a Federal Radio Commission was created on an experimental basis for one year. Congress then renewed the FRC, first for two years, then for nine months, and then, in 1929, indefinitely.

Mr. Reinsch said the radio commission didn't function well at all, that it had difficulty in recruiting high-caliber men to serve on it, that the commissioners didn't understand their new regulatory child, radio broadcasting. "As a result, in the years following adoption of the 1927 law, radio policy was being dealt with by trial and error—much like CATV regulation has been up until now." A flurry of bills and proposed amendments were introduced, and much criticism was received because of the ineffectiveness of the new FRC, Mr. Reinsch said.

By 1930, things were so bad, he said, that Louis Caldwell, a former general counsel of the FRC, "pro-

posed a bill be adopted somewhat as follows:

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled:

"Sec. 1. That a licensing authority is hereby created and established to be known as the Radio Czar of America.

"Sec. 2. The Radio Czar created by Section 1 shall do the best he can.

"Sec. 3. For the purpose of this Act the United States is divided into two zones, as follows:

"(1) The first zone shall embrace the area comprised within a circle having a radius of one block to be drawn around the office of the Radio Czar; and

"(2) The second zone shall comprise the rest of the United States, its territories and possessions.

"Sec. 4. It is hereby expressly forbidden that any Senator, Congressman, politician, president of a women's club, or broadcaster shall set foot within the first zone, under penalty of capital punishment."

financing possibility—a tax on commercial broadcasters' gross revenues—the Treasury representative, Gerard M. Brannan, director of the office of tax analysis, spelled out possible percentage ranges under consideration. In response to a question from Mr. Kornegay, he replied that initial levels of such a tax, if enacted, would probably be "a fraction of 1%." The tax might build up, over the years, he added, to "a point or two over 1%." One advantage of a tax on broadcasters over a levy on TV sets (the financing method recommended by the Carnegie Commission and given an inside track by Senator Warren Magnu-

son [D-Wash.], chairman of the Senate Commerce Committee and the Independent Offices Appropriations Subcommittee) was that a revenue tax could be expected to rise along with ETV's growing needs, whereas a set tax might be expected to level off once consumers have substantially completed conversion to color.

Government Control — Both taxes are regarded by the Treasury as highly regressive, placing a proportionately higher burden on lower-income groups. The third major alternative, financing from general governmental revenues, however, would avoid the problems of

being regressive but, on the other hand, would run the danger of eroding the "insulation" that has been placed around the CPB to protect it from unwarranted governmental interference.

Possible ways of keeping the corporation insulated from pressures by appropriations committees and other members of Congress were explored in the Budget Bureau testimony. One way would be establishment of a trust fund, filled and replenished according to a statutory formula, perhaps by appropriations made every three years. Payments from the trust fund to the CPB would be automatic unless Congress took negative action to stop them. The trust fund appropriations could be keyed to the number of ETV stations on the air, it was noted, and disbursements to the CPB could be keyed to amounts donated to local stations.

Two of the witnesses took the opportunity to ask for the restoration of \$10.5 million in facilities grants for fiscal 1968. The money, authorized in Title I of the Public Broadcasting Act, has been lost in the budget shuffle. Mr. Macdonald added moral support as James Robertson, chairman of the executive board of the National Association of Educational Broadcasters, and Ben Kubasic, executive director of the National Citizens Committee for Public Television, urged prompt inclusion of the facilities funds in this year's appropriations. The matter, however,

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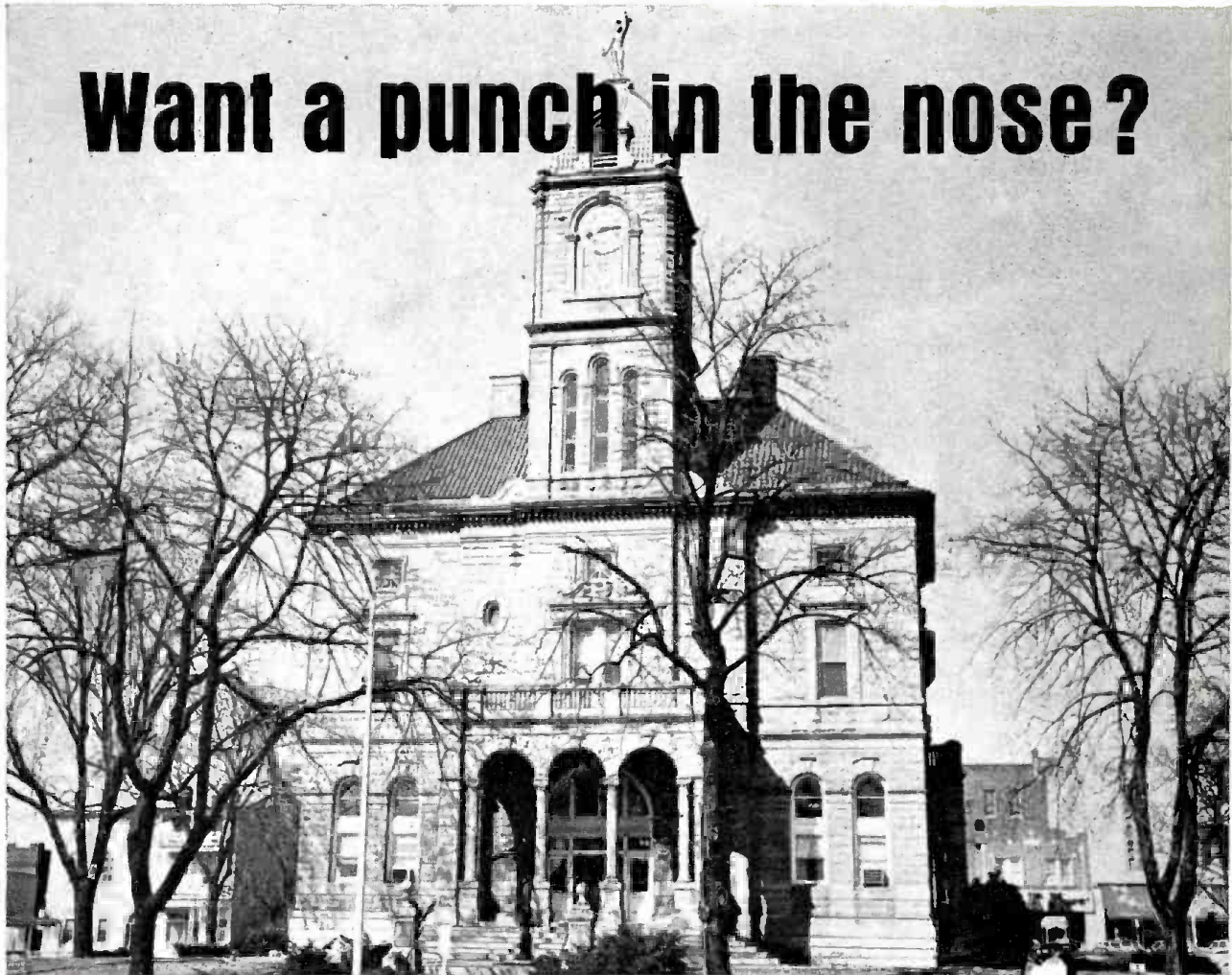
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Just try to change things in conservative Rockingham County

Harry Abbott got a phone call a few months ago threatening him with a punch in the nose. Harry is vice president and general manager of WSVB which had taken an editorial stand on a hot local issue. The caller was a justice of the peace.

On WSVB radio and television, the editorials were calling upon the county Board of Supervisors to hire a full-time executive secretary to keep up with the board's growing volume of work.

You have to know Rockingham County, Va., to savor the story. One of the richest agricultural counties in the nation, our industry is now booming, too. And we raise more turkeys here than any other county in the U.S.A. But tradition is sacred in Rockingham County. Just try to change things . . .

To hire a full-time executive, or not to hire? Rarely had an issue raised so many hackles. But the WSVB editorials helped to bring about the election of an all-new Board of Supervisors for the first time in more than 70 years. And the new board established the executive position. That was on Monday, January 8, 1968. A new day in Rockingham County. A proud day for WSVB, punch in the nose and all.



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would have to be approved by the appropriations committees.

Mr. Kubasik charged that project requests for funds under the facilities-grants program at HEW are already three-and-one-half times that amount that was to have been appropriated. A subcommittee request for the exact figure produced no corroboration from Dean Coston, HEW undersecretary, but he promised to submit figures for the record. The grants program, now completely out of money, has long been popular with congressmen and was cited as a successful program by CPB advocates during passage of the Public Broadcasting Act. The full amount authorized for fiscal 1969—\$12.5 million—has been cleared by the Budget Bu-

reau, but the fiscal 1968 authorization is presently slated to remain unused.

Secure for '69 ■ Despite objections raised, on some point or another by every congressman present, the authorization-change bill for the CPB's \$9 million seems assured of passage. Only one member, Representative James Harvey (R-Mich.), announced his out-and-out opposition to the bill, on grounds that other programs in a time of budgetary stress should have higher priority. Mr. Kornegay probably spoke for the majority when he admitted that he had probably "chased as many rabbits as anyone," but concluded that he would vote for the bill.

The first formal CPB board meeting is tentatively scheduled for late April.

By that time Mr. Pace, who was expected to leave the hospital late last week for a two-to-three-week convalescence from his kidney-stone operation, will be back on the job. The meeting, which will probably be held in Washington, will be concerned with basic organization: the adoption of bylaws, renting office space and hiring of a staff.

While awaiting Mr. Pace's recovery, James R. Killian Jr., chairman of the Massachusetts Institute of Technology, has been serving as acting vice chairman of the OPB. He was unofficially elected to the post at the only meeting that has been thus far held by the board—an informal gathering that met after the Senate confirmation hearing (BROADCASTING, March 11).

Is the future out of control?

Chicago Broadcast Advertising Club seminar
hears communications specialists describe
the problems they think technology will raise

The communications explosion, and how to manage it, were examined last Friday during an all-day seminar conducted by the Broadcast Advertising Club of Chicago.

Leading figures in government, technology, education and communications media spent the day grappling with a future that, in at least some views, may already be out of control. One speaker called the existing Communications Act obsolete. Others worried that man may be psychologically unprepared to use the profusion of communications now or soon to be at his disposal. Technologists laid out a dazzling array of devices and systems to speed huge volumes of intelligence around the nation and the world.

Society's accelerating demands for a greater distribution of knowledge will be met by a more versatile telecommunications network that is now emerging, Dr. William O. Baker, vice president-research, Bell Telephone Laboratories, told the seminar.

Dr. Baker pointed out that today's vast communications network includes an "envelope" of aerial signal waves enclosing the earth. Already it requires great skill to prevent hopeless interference. Coming into use are recently developed directional antennas, satellites and advanced microwave systems for transmitting signals through the atmosphere, plus sophisticated systems of wires, cables—and perhaps, in the future—waveguides, or even confined laser beams on the ground.

In the past 50 years, Dr. Baker said, message-carrying capacities have grown from "six voice channels in the original carrier system of open wires to a hundred thousand channels in the latest microwave system. A helical waveguide system would provide 400,000 channels and the laser, perhaps a billion."

Space Stations ■ The success of satellites internationally is focusing increased attention on this mode of communication to meet domestic requirements, according to Siegfried H. Reiger, vice president, technical, Communications Satellite Corp. He noted that the Soviet Union is reported already to have a domestic system in operation in which 24 earth stations, ranging from Moscow to Vladivostok, bring TV to homes in isolated regions.

He recalled that to expedite initial U. S. capability, Comsat asked the FCC in March 1967 for authorization to establish a pilot domestic system that Comsat would finance—at an estimated cost of \$58 million—and operate as trustee until matters of ownership were resolved. However, he noted, the application is still pending.

A satellite that could broadcast directly to the home is "technically feasible," Mr. Reiger said, although it would require much greater power than satellites now have. But, he said, "there seem to be strong questions of economic justification for such satellites at this time in view of the substantial total national investment by individuals in new antennas and other costs that

would be required for each home."

The technical and economic considerations of direct-broadcast satellites must also be placed alongside the national communications policy issues that would have to be resolved, he noted. Mr. Reiger felt that the evolving communications system in countries like the U. S. where the terrestrial facilities are highly developed may follow a different course. "Some of us at Comsat," he said, "envision an expansion of the present system of terrestrial broadband facilities in metropolitan areas so that a variety of communications services would become available to all users in their homes and places of business through local switching centers. Communications among the metropolitan areas within the U. S. and to and from other countries would be relayed through nearby earth stations via satellite."

Machine Talk ■ A computer expert, Paul W. Knaplund, vice president of International Business Machines, pointed out that communications systems of the future will be called upon to transport vastly increased volumes of data transmission.

"The volume of such traffic and some of its unique characteristics," he explained, "will undoubtedly influence the evolving design of communication networks and the services they offer."

Anticipated computer uses "will increasingly involve handling information in forms such as graphic display and voice response," he said, "in addition to the more traditional handling of digital data. These factors, among others, point to an increasing area of common interest between the broadcasting and computer industries."

Dr. Wesley T. Hanson Jr., assistant director of Eastman Kodak's research

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laboratories, described facsimile and other photographic transmission advances of concern to broadcasters. He noted photography "is of prime importance in the links of the communications chain which are concerned with the gathering of information and its ultimate display."

Future information systems, Dr. Hanson said, "will rely much more heavily on the photographic process for the active storage of information. Such systems will combine the function of photography, computers and transmission systems to produce widespread and immediate availability of large amounts of information."

Among current developments, he cited new methods for rapid and economical mass production of 8mm color films from 16mm and 35mm masters. Another, he said, is a film system in which heat alone is the method necessary to develop and fix the picture.

Management — With all these developments coming into use, how are they to be fitted into a coherent system? James E. Greeley, Washington lawyer, said sweeping revisions of communications law would be required.

Mr. Greeley said the communications explosion is not a future event; "it has happened." More than 80% of today's spectrum uses have come into being in the past two decades.

He warned that "congestion is here. Saturation will follow and inevitably ineffectiveness will render telecommunications useless unless something is done and soon."

Now, he maintained, is the time to "reassess our national telecommunications policy and to overhaul the archaic and in many respects obsolete 1934 Communications Act. It would appear that we are at a point where two guidelines are absolutely essential.

"First: The primary function of the legislative policy, through the delegation to the FCC, should be to make more efficient utilization of spectrum. To some extent this has been done sometimes with and sometimes without FCC or government prodding. For example, through technical ingenuity we have adopted a color television system compatible with a black-and-white system. In FM we are able to provide stereo and multiplexing without additional spectrum use. We are told that in television there are studies which indicate that through technical means it may be possible to increase television assignments from 19% to 40%.

"The second national goal should be to divert people from the use of spectrum where other means of communication are available. To some extent this is happening—with somewhat less than enthusiastic support from the FCC—in the CATV area. Of course, we are all aware that CATV is the only means

today to provide a truly local television service in many communities through local organizations. For example, in the area around Chicago, there are such communities as Waukegan, Evanston, Highland Park and Arlington Heights—all of which have populations in excess of 30,000 and which do not have television allocated to them." (Mr. Greeley's law firm represents a number of CATV as well as broadcast clients.)

If the FCC is to do the job, he continued, the nature of its operation must change. Of the commission's present \$19-million budget, he said, only \$600,000 is for research and development.

He called that figure an "insignificant amount to explore the means by which spectrum usage may be maximized. However, it does represent a substantial increase over the \$280,000 expended two years ago for research and development."

Under the present regulatory structure, Mr. Greeley contended, "a lot of talent, time and energy are being wasted. The FCC commissioners are able, knowledgeable and experienced. However, when this battery of talent is compelled to devote valuable and substantial time to such things as how much public service programming did an applicant promise and how much did he broadcast; whether the John Birch Society or DuBois Club is entitled to time under the fairness doctrine; did a particular licensee violate the logging rules, then something is wrong."

The commission should have time at the top level to study crucial problems, Mr. Greeley said, because "it is a philosophy of scarcity that requires top-level people to concern themselves with the details of program content and the length of commercial continuity. This can be changed only by maximizing the use of the spectrum and accommodating existing and developing technologies. Certainly, if a 20-channel CATV system commences operation there will be no substantial reason to be concerned about balance. For if a viewer does not like what he is watching on one channel, he will have 19 other choices."

Wrong Way — University of Chicago Professor Ronald H. Coase said the FCC should abandon most of its present activities and concentrate on promoting "the best use of the nation's resources."

He felt the FCC "got off to a bad start and has never been able to recover." The FCC, he charged, "had the task of disposing of a valuable resource, the radio frequency spectrum, and instead of leasing or selling it—the obvious and simplest thing to do—it was decreed the FCC should give it away."

As a result, he said, the FCC had to develop criteria to decide which of

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many claimants should get the use of this valuable resource. "Consequently it found itself involved," he added, "and began to assume that it should be involved, in questions which were none of its business and which it could not in any case handle properly."

Professor Coase called this evolution especially dangerous since "it threatened the doctrine of the freedom of the press" and made for inefficiency too.

Professor Coase is an advocate of pay TV. "I do not object to the market for advertising time on radio and television," he said. "It is a fine market, beautifully organized and highly competitive. . . . My objection is that the only people who are allowed to buy time are advertisers. It is a market from which the consumers are barred."

If the FCC would allow pay television, he maintained, programing would improve, and he said if people are willing to pay, a legitimate supplier should not be restricted. The same analogy, he contended, applies to CATV and its development.

The FCC should not attempt to do what the marketplace can do better, Professor Coase said.

Present Company ■ At one point Professor Coase remarked: "I must say I get irritated with these speeches attacking the profit motive made by these young men who go to Washington to serve the public interest and leave it to serve their own." Moderator of the panel on which Mr. Coase appeared was Newton Minow, former chairman of the FCC and now in private law practice in Chicago.

George Ackerson. *Boston Herald-*

Traveler (WHDH-AM-TV) publisher, introducing a broadcaster-CATV panel, observed that most newsmen "accept that the newspaper of the future will be delivered electronically to the home, probably with the home owner viewing the morning index on his TV set and then dialing the sections of the paper he wants." But before this can evolve, he said, the FCC will have to resolve its policy conflicts in the CATV field.

Mr. Ackerson moderated a panel including J. Leonard Reinsch, president of Cox Broadcasting Corp.; Frederick W. Ford, president of the National Cable Television Association (see box, page 62), and James Robertson, board chairman of the National Association of Educational Broadcasters.

Mr. Reinsch said that as the communications explosion continues "we will see a breakdown of the distinctions which have tended to separate communications media in the past. Firms will either be organized to create knowledge or to have some part in the storage, retrieval, distribution and reception of information."

The impact on traditional media will be enormous, he said. He pointed to Cox Broadcasting as an example of diversification with radio and TV station operation, program production and syndication, publishing, CATV and microwave transmission. CATV, he maintained, will help, not hurt, broadcasting, for where "more channels of information and entertainment are available, increased viewing time among our audiences may be the result." TV's greatest service in better race relations will be in a ghetto educational process.

Are We Ready? ■ Dr. John C. Ma-

loney, Northwestern University associate professor, warned there is a serious danger that rapid advances in communication technology will outdistance our understanding of human communication processes, especially in the sensitive area of race relations.

Also research director of the Urban Journalism Center at Northwestern, Dr. Maloney said: "We could easily find ourselves caught up in a super heated and poorly planned—in terms of human needs—communications machinery for which we are emotionally and intellectually ill prepared."

To respond to this danger, he continued, "we must develop a true science of human communications, drawing upon all relevant behavioral and social-science disciplines to examine all crucial aspects of man's response to the communications explosion."

D.C. ch. 50 appeals turned down by FCC

The FCC decided last week that it wouldn't "sing along with Mitch" or "ride along with Roy" in the Washington channel-50 case. The FCC upheld a review-board decision that granted the facility to Theodore Granik, a lawyer who is also a veteran radio-TV syndicator-producer (BROADCASTING, July 31, 1967).

That decision had been appealed by All American Television Features Inc., headed by bandleader and radio-TV producer Mitchell W. (Mitch) Miller, as well as by T.C.A. Broadcasting Inc., controlled by O. Roy Chalk, whose interests include D.C. Transit and Trans-Caribbean Airlines. All American also asked the commission to reopen the case to consider whether Mr. Granik gave truthful testimony regarding plans of his Riverdale, N.Y., CATV system to originate local programing (BROADCASTING, Jan. 1).

The commission denied the requests saying "no questions of law, fact or policy which warrant our review" had been raised. It also said that the allegations raised by All American were "inquired into and considered" during the course of the hearing.

Radio code adds nine, TV one

The National Association of Broadcasters radio code added nine stations and the TV code added one station between Jan. 15 and Feb. 15. The TV addition was KTSB Topeka, Kan. Radio: KYAK Anchorage; KAHR Redding, Calif.; KTRY Bastrop, La.; KBRK Brookings and KFCB Redfield, both South Dakota; KHEM Big Spring and KWMC Del Rio, both Texas; KWYZ Everett, Wash.; W TSA Brattleboro, Vt.

Indianapolis TV's aid ETV effort

Three Indianapolis TV stations have joined in an effort to put the city's first educational television station on the air.

The stations—WFBM-TV (Time-Life Broadcasting), WISH-TV (Corinthian Stations) and WLWI-TV (Avco Broadcasting)—announced plans last Friday for equipment and operating grants to the Metropolitan Indianapolis Television Association Inc., a local ETV group.

Proposals for the new outlet, however, will require both FCC approval and matching facilities grants from the Department of Health, Education and Welfare. The ETV community corporation will shortly apply to the FCC for UHF channel 20 there. Dr. I. Lynd Esch, president of Indiana Central College, is president of MITA. WISH-TV will be

applying for a new antenna site and, if approved, will provide tower space.

The commercial stations have pledged the matching funds required for an HEW facilities grant for transmitting equipment at the new antenna site. Additional funds have also been pledged to start ETV operations. Temporary studio facilities will be supplied by the Christian Theological Seminary, located on the Butler University campus. The Indianapolis stations in the past have given the seminary TV studio equipment. With expeditious processing at the FCC and HEW, it was hoped the ETV station would be operating by the end of the year.

Warren Wright, program manager of WFBM-TV for the last eight years, is taking leave to become general manager of the proposed station.

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and (continued on next page)

FCC warned of budget cuts

Hyde tells Senate hearing commission is preparing for land-mobile use of UHF

The FCC made an early appearance before the Senate Appropriations Subcommittee last week and was told by Subcommittee Chairman Warren G. Magnuson (D-Wash.) that Congress may "be forced" to cut the agency's proposed budget.

The early testimony—sought in advance of House action on the FCC's budget, which traditionally takes first action on all appropriations bills—was instituted by Senator Magnuson in an attempt to save legislative time in an election year. But he said the commission might have to go back to the Hill for "a short hearing" after the House votes on the appropriation. He also said: "I think we have to talk to you later" on over-all reductions that are threatened for all nondefense gov-

ernment activities and programs.

As with most Senate appropriations hearings, the testimony ranged beyond direct money matters, touching on most of the controversial issues that have concerned the FCC in recent years. Foremost among these, as it was in the Senate hearing last year, were problems of land-mobile radio.

Relief in Sight ■ FCC Chairman Rosel H. Hyde cited the commission's channel splitting in the 450-470 mc band as a step in the right direction (providing relief for the affected services for "two or three years") and told the subcommittee that a rulemaking was in preparation ("to be announced shortly") that would contemplate use by land mobile of unused TV channels.

Chairman Hyde said the commission "is working on the papers right now" and suggested that the rulemaking, when issued, would "ease fears" in the industry, which at present is not sure what's planned. (It is expected that the rulemaking will follow at least the general outline of staff-study recommendations that were made public two weeks ago [BROADCASTING, March 25].)

When pressed by Senator Gordon Allott (R-Colo.) on an expected date for issuance of the rulemaking, Mr. Hyde replied "three or four months."

The FCC's budget request for fiscal

1969 is \$27,271,000, up more than \$2 million for the 1968 figure. The increase will provide for a staff increase of 73, which Mr. Hyde defended in the light of expanding workloads (especially in CATV regulation, but including a 3% increase in staff for the broadcast area). Mr. Hyde noted that the commission, even with the proposed increases, was not planning to undertake any new programs.

Funds for expanded research efforts are also asked by the commission, particularly for long-range investigations, including studies on "the extent to which alternative distribution systems might be employed" and "alternative allocations of frequencies."

Mr. Hyde said a proposal put forward by the Department of Transportation that leasing services operating land-mobile equipment could be shifted among unused frequencies on a temporary basis was "being studied," and that the commission has asked the secretary of transportation to supply any backup material to the DOT's study that might be useful to the FCC.

One problem of frequency allocation—the amount used by the government ("more than half," said Mr. Hyde)—would have to be a subject for congressional attention, Senator Magnuson told the commission.

Fairness Issue ■ Other areas of concern for Senators Magnuson and Allott were political broadcasting (free time ought to be free, Senator Magnuson said, and not offered solely on the broadcasters' terms regarding time and format) and applications of the fairness doctrine, including its extension to product advertising. Senator Allott, who is in the process of drafting a bill that would revise the fairness doctrine, drew admissions from Chairman Hyde that it was difficult to draw a line between commentary and editorializing and that under commission rules it was conceivable that a station could be forced to air the viewpoints of, for example, the American Nazi Party.

The commission found it had an ally in Senator Allott on the question of the establishment of a super-agency of communications that would supersede the FCC. Raising the issue to build a record for future confrontations, Senator Allott solicited and got Mr. Hyde's opposition to radical changes in communications policy as presently set forth in the Communications Act. Mr. Allott is on record as favoring a strengthened and revamped FCC.

The Office of Telecommunications management, caretaker of the government's portion of the spectrum, was set for an appearance Friday (March 29) before the appropriations subcommittee. Senator Allott indicated he wanted to get the commission's reaction to the super-agency idea on the record.



IN PITTSBURGH TAKE THE AND SEE

See your message get through to more young spenders.

See your spots in color, surrounded by color.

See your Katz man now.

WTAE-TV 4

BASIC ABC

Hartwest Productions, Inc. introduces “A Kaleidoscope of Specials”

a unique new series of outstanding radio specials encompassing today's vital issues and human problems...from Korea to Vietnam...from suicide to smoking...and intimate revelations of some of the world's most prominent personalities.



...from the renowned production centers of the **BRITISH BROADCASTING CORPORATION** in London.

Utilizing the unequalled production resources of the **BRITISH BROADCASTING CORPORATION**, Hartwest has selected a group of unusual specials which was designed specifically to meet American radio's commercial and programming needs.

Among those whose voices and views make each of these special programs a unique and timely listening experience are Marlene Dietrich, Alfred Hitchcock, H.R.H. the Duke of Edinburgh, Graham Greene, Agatha Christie, Randolph Churchill, Gore Vidal, Malcolm Muggeridge, four American presidents, Senators, international leaders, scientists, journalists.

Particularly timely today is "Inquest on a Reputation," an examination of the "Kennedy Myth," as well as three full hours documenting American foreign policy from "Korea to Vietnam."

"A Kaleidoscope of Specials" contains twenty programs, each one-half-hour in length, and three programs which may be broadcast as full hours or divided into six thirty-minute programs.

Hear
"A Kaleidoscope of Specials"
at the NAB,
suite 1322, Chicago Hilton



Hartwest Productions, Inc.
635 Madison Avenue,
New York, N.Y. 10022
(212) 421-2070

and (continued on next page)

NAFMB studies medium's potential

BROADCASTERS LOOK AT PROMOTION, PROGRAMING, SALES

"1968—The Year of Opportunity and Challenge" was the way the FM broadcasters billed their national convention. And for three full days in Chicago, the best doors to the opportunities and the wisest methods of coping with the challenges were assayed.

The March 29-31 sessions of the National Association of FM Broadcasters were also permitted a closer look at FM by means of brand-new FM listener data from ABC Radio (see page 96).

Station identification, program awareness and station image are problems common to most FM stations, but ones that can be "attacked successfully with good station promotion," John T. Lawrence, general manager of Taft Broadcasting Co.'s FM division, told the NAFMB.

Promotion ■ He also felt promotion could help in increasing the percentage of actual FM listenership now that set penetration has reached into the 60% and 70% range in many major markets.

FM's intricate dial positions pose a peculiar problem in station identification, he admitted, but giving call letters and dial position "every time there is a break for anything—commercials, news,

weather or what have you" can promote identification awareness.

He urged cross promotion of programs "particularly if your format is different at different times of the day." And he suggested that new shows be promoted "as hard as possible." A station, he said, cannot presume that its programing "will sell itself, no matter how good. Make your audience aware of it through promotion. Tell them how good it is and they'll appreciate it even more."

Programing ■ The name of the game is programing and programing cannot be treated as a second-class citizen, Marlin R. Taylor told the NAFMB. The music director of Kaiser Broadcasting Corp.'s San Francisco and Boston FM stations stressed that management must establish basic format guidelines and limits.

Mr. Taylor touched on six points that play a major role in a station's image to the listener:

■ The sound must be consistent "from shift to shift, regardless of the varying whims and moods of your operators." He cautioned against being all things to all people "unless you're the only station in the market."

■ Make the on-air sound and image simple and easy to listen to. "Stations that try to do a lot of fancy features and gimmicks beyond the capabilities of their staff and facilities come out sounding amateurish and second-rate."

■ Make the programing different from all the other sounds in the market. "Look for a way to innovate . . . do a good job of presenting it and you'll stand out from the crowd. . . . Have the complete format worked out in advance, along with a complete promotional and sales plan."

■ Make the sound interesting and keep it from becoming "tired, stale and boring. . . . Keep your staff interested in their jobs. A bored staff can lead only to boring programing."

■ Use common sense in determining who the listeners are, the type of listeners desired and whether the programing fits those people.

■ Automation can benefit a station if used properly, but a machine can't be the music director and do a good job. "The purpose of the machine is to handle the mechanics of programing while the staff works at creative activities."

Advertising ■ Unlike AM, which depends on the action of big agencies in big markets, FM's future is in the small market and to survive it "must adopt the logic, the rationale and the thinking of the people it serves," according to Edwin D. Gimzek, president of OAC Advertising Inc., Endicott, N. Y.

FM is losing "a golden opportunity to sell me, my clients and the hundreds of local advertisers who do not buy FM," because stations are not coming up with "justifiable reasons for spending my budget—all or part of it—in that particular medium," he said.

He reminded the NAFMB that in a small agency, like his, things have to work the first time "because there is no second chance. We can't afford to lose business." In FM, he said, "the commercials must work. They must hit the first time around or you lose a client. Few small-market advertisers have the kind of dollars, the kind of budget that can sustain a public-service-image campaign. Every commercial must produce tangible results or else."

Mr. Gimzek noted that he is "interested in buying FM for the sales it can deliver for my clients. Tell me what I want to hear, illustrate how it can be done and I'll buy FM. Tell the dry cleaner down the street what he wants to hear, illustrate how it can be done,

LBJ's CATV finds consensus with UHF

The "whip-sawed" dispute between an Austin, Tex., UHF and the CATV in which President Johnson's family holds a 50% interest is over—for the moment.

KHFI-TV and Capital Cable Co. have reached a two-year pact in which the station will receive simultaneous nonduplication protection solely for its NBC programs. Capital, during those periods of program protection when a channel carries no programing, will carry KHFI-TV on the blank channel as well as its present channel position on the system. The agreement is renewable at two-year intervals.

Capital is equally owned by multiple-CATV-owner Midwest Video Corp. and Texas Broadcasting Co., licensee of KTBC-TV Austin. Texas Broadcasting is owned by Mrs. Lyndon Johnson and her two daughters. Their TBC holdings have been placed in trust as long as Mr. Johnson is President.

The last such pact between the

two was a two-month experiment in nonduplication. That fell apart and led to a dispute during which KHFI-TV made its celebrated "whip-sawed" complaint. The station said that since KTBC-TV (at that time) held primary affiliations with all three networks, it was "precluding" KHFI-TV from securing such an affiliation, while Capital was attempting to escape nonduplication protection on the basis of KHFI-TV's multiple-network programing (BROADCASTING, May 8, 1967, et seq).

Much of that argument was dispelled when KHFI-TV affiliated with NBC this year. But the dispute still involved a wrangle over commission CATV procedures and managed to land on Commissioner Robert E. Lee's desk (BROADCASTING, Jan. 1 et seq.).

Now that an accord has been reached and the various complaints withdrawn, the parties want the matter to "be considered closed."

“Christmas Kaleidoscope” newest success story from Hartwest Productions, Inc.

read the success story of ...

WBBM, CBS O&O, Chicago

“In less than one week ... it was sold in its entirety ... This year’s sale alone returned to us over three times the investment we made ...”

WMAL, Washington, D.C.

“Our salesmen were on the street only two days ... and had it sold! The client’s reaction was excellent and audience reaction most favorable.”

KID, Idaho Falls, Idaho

“We sold it to a local manufacturer ... and he was delighted with it. He received phone call after phone call, as we did, from listeners who were delighted with the quality of the programs.”

KKAM, Pueblo, Colorado

“We couldn’t have made a better buy for both programming and sales ... Every facet is superbly done and recorded to perfection ... so different from the ‘run-of-the-mill’ Christmas programming.”

WSOC, Charlotte, N.C.

“... a thoroughly enjoyable listening experience ... with music and programming to fit every conceivable mood.”

ask ...

WFLN, WSPD, WCOA, KCMO, WIIN, WROC, KDEN/KDEN-FM, KWHK, WCRB, WKXV, WERE, WSTA, KPFL, WVMT, KEBB, KOLT, KITE, WKAP, WPAM, WSNY, WAIK, WELK, KBAR, and many, many more.

CHRISTMAS KALEIDOSCOPE

Produced by the BBC

Sir Ralph Richardson, Sir Malcolm Sargent, Gracie Fields, Vera Lynn, the Westminster Abbey Choir, the Royal Choral Society, the Cecilia Singers and the famous Philomusica of London are only a few of the internationally known performers featured in “Christmas Kaleidoscope.”

Music, comedy, variety shows, dramatic productions—10½ hours of superb programming specially created by the BBC, the world’s largest producer of radio programs.

“Christmas Kaleidoscope” contains 21 complete programs plus 15 short talk features and vignettes selected by Hartwest to fill the need of your station and your sponsors for unusual holiday programming of unparalleled quality.

Also from the British Broadcasting Corp

BBC MUSIC SHOWCASE

A 90-minute classical music program featuring the world’s most prominent concert artists and orchestras in performances recorded in stereo at concert halls and music festivals throughout the British Isles. This distinguished series of 39 programs with 13 selected repeats includes several premier performances and historic musical events which cannot be duplicated. The narrator is Antony Hopkins, well-known composer, conductor, musicologist and lecturer at the Royal College of Music in London. Produced by the BBC, “BBC Music Showcase” is individually customized for your station and your advertisers at the famous BBC production centers in London.

ROUND THE HORNE

A weekly series of fun-filled half-hours in the best comic tradition of Fred Allen. Parody, fantasy, outrageous innuendo starring radio-TV comedian Kenneth Horne, featuring top performers and writers. Currently one of the highest rated shows on the BBC and in Canada...available now in the United States.

FOLK SONG CELLAR

Singers and musicians from the British Isles and all parts of the Commonwealth brought together by the BBC in an unusual series of 60-minute programs. Recorded live at a well-known coffee house in London, each show captures the enthusiasm and spontaneity of the Folk Song Cellar. Listeners will delight in hearing hitherto uncollected folk songs and original compositions, as well as their old favorites.

Hear

**These BBC programs
at the NAB,
suite 1322, Chicago Hilton**



**Hartwest Television, Inc.
635 Madison Avenue,
New York, N.Y. 10022
(212) 421-2070**

and (continued on next page)

and he'll buy FM—and keep buying it.”

Congressman's View ■ What amounted to a congressional plug for pay television and CATV came from Representative Lionel Van Deerlin (D-Calif.) in the NAFMB's Friday luncheon. He said it would be sad if “we have not learned a lesson from the history of FM and refuse to let new inventions in radio and other forms of communication be tested by the public, the ultimate judge of whether there is a need for goods and services.”

Mr. Van Deerlin, a member of the House Commerce Committee and its Communications Subcommittee, noted that the proponents of pay TV and developers of broadband CATV are having problems “in bringing their currently new inventions into the marketplace” and those problems are “remarkably similar to the early years of FM.”

Noting where FM stands today, the congressman pointed out that there are more than 1,800 FM stations; that revenues rose to \$32.3 million in 1966; that there were 941,000 FM auto radios sold in 1967, a 50% increase over the previous two years; more than 60% of FM stations are programming stereo. All these figures, he added, support the “general agreement that FM has arrived” and that an “FM franchise is no longer cynically referred to as a ‘license to lose money’.”

The Audience ■ At a Saturday morning session Philip Lesley, president of the Philip Lesley Co., Chicago public-relations firm, said that FM programming must be developed with the audience always in mind “no matter what temporary trends or fads may come across the scene. And it means working constantly to associate the station in the minds of the public—and the advertising fraternity—with that specific purpose and that specific identity.”

Mr. Lesley noted that advertisers and agencies are trying hard to find ways of reaching segmented publics and that when a station has found one of those routes it should be told.

He told the NAFMB that FM stations have attracted many listeners because the stations offer something different in programming and he advised against putting too many commercials on FM.

Station sponsors meeting on area development

WOOD-AM-FM-TV Grand Rapids, Mich., a Time-Life Broadcast Inc. station, provided the opportunity for community leaders in western Michigan to discuss urban challenges by conducting

a two-day conference last week in Grand Rapids.

The conference, titled “West Michigan—1980,” concerned itself with land and water resources, transportation, housing, government organization, the role of law, the structure of society, education, religion, medicine, business and industry, communications and the computer.

About 170 community leaders from western Michigan attended the sessions. Also participating were Allen R. Cooper, director, corporate planning, NBC, New York, Eugene Katz, president of The Katz Agency, and Bill Matney, NBC News.

Andrew Heiskell, chairman of the board of directors of Time Inc., opened the conference on Monday. Mr. Heiskell is also chairman of the board of trustees of Urban America Inc. and co-chairman of the Urban Coalition.

FM data a pot of gold?

ABC Radio study gives varied information on average FM listener

Members of the National Association of FM Broadcasters were to get a close look at their medium Saturday (March 30) when ABC Radio was to present listener data calculated to put a smile on the face of every FM operator.

Presentation of data on FM-listener characteristics was to be made by Josh Mayberry, director of research and sales planning at ABC Radio and the man responsible for collating RADAR and Brand Rating Index information used in the study. Mr. Mayberry's report is billed as the first national audience survey of the FM medium (BROADCASTING, March 25).

According to the study, the dimensions of FM and the characteristics of the medium's listener shape up as something like this:

■ During the average quarter-hour, Monday through Sunday from 6 a.m. to midnight, over two million adults (18 years or older) listen to FM stations. AM's quarter-hour audience is 14.5 million. Put another way, for every 100 adults listening to AM radio 15 are tuned to FM.

■ In terms of cumulative, unduplicated listening, about 32 million different adults listen to FM during the seven day, 6 a.m.-midnight period. This

compares with 118 million listeners to both AM and FM radio. FM then garners 27% of the unduplicated audience to all radio.

■ FM's highest average quarter-hour adult audience is from 9 a.m. to 4 p.m., with an average of 2.5 million listeners. The average quarter-hour audience in the evening (6 p.m. to midnight) is 1.5 million, Mr. Mayberry's figures show.

■ FM also earns a substantial share of the drive-time audience: 2.3 million average listeners during the morning traffic period (6 to 9 a.m.) and 2.4 million in the afternoon period (4 to 7 p.m.).

■ The average adult FM listener spends 7 hours 20 minutes a week with the medium.

The ABC study shows that FM listeners are more affluent than the average listener to radio (AM and FM). With the help of BRI data, Mr. Mayberry concluded that FM listeners are likely to drink more diet soft drinks, more regular soft drinks, consume more domestic and foreign wines, buy more soap for automatic dish washers (which means they are more likely to own an automatic dish washer), and purchase more toilet soap.

Male FM listeners, the study shows, are more likely to own a high-priced car, to own two or more cars, to buy their car new, and to use their cars more than the average radio listener.

The FM listener—both male and female—is likely to travel more, rent more cars, use more travelers' checks, and have more credit cards.

The inescapable conclusion, the study says, is that FM families are larger, have more money, and are more willing to spend what they have.

FM Foundation ■ Earlier in the week, Mr. Mayberry told BROADCASTING that RADAR data and the ABC study based upon it will provide a foundation on which to build a body of acceptable information with which FM can attract more advertisers.

“Until now, we've really only had FM set-penetration figures. But with this RADAR and BRI data, we're able to come up with some pretty definite ideas about the size and the demographics of the FM audience.

“Our study shows that FM listening habits are similar to AM,” he continued. “FM is more and more being considered as radio. However, FM can still offer an affluent mass of listeners.”

Mr. Mayberry said the ABC study was based on RADAR data gathered early last year and on BRI material collected shortly before that. “Hopefully, our study will stimulate other FM broadcasters to make demographic studies of their local audiences,” he said.

“The Joe Pyne show” took the lead and kept it ...in radio and TV.



for the full story ask...

Lee Fondren, Sta. Mngr. & Dir. of Sales
KLZ—Denver, Colorado

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Sidney Levin, VP & GM
WKAT—Miami, Fla.

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Hal Levin, VP & GM
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Bill Brazzil, VP in Charge
WTVJ-TV—Miami, Fla.

Bob Watson, GM
KGNC—Amarillo, Texas

Carl E. Lee, Exec. VP & GM
WKZO-TV—Grand Rapids-Kalamazoo,
Michigan

Fred Wagenvoord, Exec. VP
WIIN—Atlanta, Georgia

Virgil B. Wolff, VP & GM
WQXI-TV—Atlanta, Georgia

Stephen Bellinger, GM
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Robert Crohan, Sta. Mngr.
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Milt de Reyna, GM
WEAR-TV—Mobile-Pensacola, Fla.

Harry Weaver, GM
WOKE—Charleston, South Carolina

Cliff Braun, PD
WFLD-TV—Chicago, Ill.

James Ward, Pres.
WLAC—Nashville, Tenn.

Barry H. Thurston, Pgm. Mngr.
WKBD-TV—Detroit, Mich.

John Hicks, Pres. & GM
KLVI—Beaumont, Texas

Roy Bacus, GM
WBAP-TV—Dallas-Fort Worth, Texas

Frank Stewart, VP & GM
KTRH—Houston, Texas

Howard Zuckerman, Pgm. Mngr.
WTTV-TV—Bloomington-Indianapolis,
Indiana

Hugh Boice, Jr., GM
WNFL—Green Bay, Wisconsin

Lloyd Cooney, Exec. VP & GM
KIRO-TV—Seattle-Tacoma, Wash.

Eldon Campbell, VP & GM
WFBM—Indianapolis, Indiana

Robert Harter, VP & GM
WHO-TV—Des Moines, Iowa

Roger Davison, Sta. Mngr.
WJBO—Baton Rouge, Louisiana

Crawford P. Rice, Mngr.
KHTV-TV—Houston, Texas

Kenneth Hastie, Sta. Mngr.
WMT—Cedar Rapids, Iowa

M. C. Greiner, Jr., GM
WMCT-TV—Memphis, Tenn.

Jack Timmons, GM
KWKH—Shreveport, Louisiana

A. R. Van Cantfort, Pgm. Mngr.
WAVY-TV—Norfolk-Portsmouth-
Newport News-Hampton, Va.

John Vath, GM
WSMB—New Orleans, Louisiana

Owen Saddler, GM
KMTV-TV—Omaha, Nebraska

Ray Smucker, VP
KTAR—Phoenix, Arizona

George Hatch, Pres.
KUTV-TV—Salt Lake City-Ogden-
Provo, Utah

Joseph Kruger, GM
WHIL—Boston, Massachusetts

Maurice J. Corken
WHBF-TV—Davenport, Ia.-Rock Island-
Moline, Illinois

George Foulkes, Pres. & GM
WAAC—Terre Haute, Indiana

...coming soon from Hartwest

The Earl Wilson show—

The most talked about people talk candidly to this top syndicated columnist on a 5 minute, 5 times a week program.

Involvement—

A new Television series and a new Radio series. A unique programming concept designed to stimulate, entertain and involve your audience in what's happening now.

The Joey Adams show—

Comedy and humor—featuring headline performers—in a 5 minute, 5 times a week program...also in a daily half hour series and in one minute drop-ins.

Hear and see
The Joe Pyne Show
at the NAB,
suite 1322, Chicago Hilton

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Hooper may offer TV rating service

COMPARISON WITH OTHER SERVICES TO BE SHOWN AT NAB CONVENTION

The C. E. Hooper Co. "could be ready to market a new local television ratings service—using the telephone coincidental recall technique—by May 1," Bill Harvey, vice president and director of broadcast development, said last week.

Simultaneously, Hooper planned to present the results of its large-scale study comparing diary, meter and pure-coincidental techniques for local ratings at the National Association of Broadcasters convention this week and to begin testing of its coincidental-recall technique on a multimarket basis.

Tests will go on for the first two weeks of April, piggy-backed with Hooper's regular radio surveys. With another two weeks for evaluation of the results, Mr. Harvey said, Hooper could be ready to go with the new service at the beginning of May.

Designed for Stations ■ The new service would be "broadcaster-oriented" in its conception, according to Mr. Harvey, and designed to redress the damage he says has resulted from "27 years' use of the inadequate diary technique."

At a recent meeting of the Radio-Television Research Council in New York, Mr. Harvey presented the initial findings (BROADCASTING, March 18) of Hooper's methodology study, part of which was a comparison of meter and diary information carried separately in American Research Bureau's New York report for October. According to Hooper, the diary technique generally understated viewing relative to meter.

With diary levels expressed as percentages of meter, the day-part viewing levels in the ARB study were: Monday-through-Friday, noon-5 p.m.—64%; 5-7:30 p.m.—89%; Monday-through-Saturday, 7:30-11 p.m.—104%; Monday-through-Friday, 11-11:30 p.m.—64%; 11:30 p.m.-1 a.m.—64%. Percentage for Monday-through-Saturday, sign-on to sign-off was 77%, or an understatement, according to the Hooper study, of 23%.

Last week Hooper released the second audience-composition set of figures from its comparative study. They indicate, officials said, that the diary technique understates viewing in all demographic groups.

Lower Figures ■ In the figures for viewing by day part (figure 1) all viewing is shown as understated by the diary with the single exception of teen-age viewing in the early fringe period (5-7:30 p.m., Monday-Friday). During the daytime, both men's and women's viewing are shown as understated by about

10%, while teen-age and children's viewing are understated by more than 30%.

In the early fringe and Monday-through-Saturday prime-time periods, the emphasis of diary understatement shifts so that teen-age viewing is least understated, while women's viewing is most understated (18%), and children's viewing is most understated during prime time, between 23% and 27%.

Indexes of diary viewing as percentages of coincidental viewing levels during prime time for the seven New York VHF stations (figure 2) again indicate general understatement. While independent and noncommercial station viewing are understated for some

demographic groups, they are most nearly accurate for others.

Mr. Harvey claimed the following advantages of coincidental-recall over diary technique: a higher return rate, "at least twice as high as the current 40% or so for diary;" self-reporting, in which each member of the family reports only his own viewing, rather than one member reporting the entire households; 24-hour recall, as opposed to "what boils down in many cases to seven-day recall with the diary technique," and the use of trained interviewers to elicit the desired information, rather than "an untrained individual interviewing himself, as in the diary technique."

Figure 1
Hooper comparison of television rating methods, New York, Feb. 23-29, 1968; preliminary audience composition findings; By day parts

	Viewers per 100 viewing homes*			
	Men 18+	Women 18+	Teen-Agers 12-17	Children 2-11
Mon.-Fri. 9:00 a.m.-noon				
Diary X	18	51	9	46
Coincidental	20	56	13	70
Diary—coincidental	90	91	69	66
Mon.-Fri. noon-5:00 p.m.				
Diary X	24	70	15	29
Coincidental	27	78	18	39
Diary—coincidental	89	90	83	74
Mon.-Fri. 5:00-7:30 p.m.				
Diary X	42	56	24	53
Coincidental	50	68	22	59
Diary—coincidental	84	82	109	90
Mon.-Sat. 7:30-11:00 p.m.				
Diary X	61	80	23	19
Coincidental	79	93	26	26
Diary—coincidental	77	86	88	73

* Coincidental metro 2/23-29; diary total survey area 1/10-2/6; service X indicates 85-90% of total survey area audience comes from metro.

Figure 2
Prime time by station

	Viewers per 100 viewing homes*			
	Men 18+	Women 18+	Teen-Agers 12-17	Children 2-11
Diary—coincidental				
Mon.-Sat. 7:30-11:00 p.m.				
Channel 2	80	81	81	75
Channel 4	78	90	100	92
Channel 7	79	82	75	71
Channel 5	70	90	100	60
Channel 9	81	89	84	50
Channel 11	80	96	92	58
Channel 13	59	86	—	—
Total viewing	77	86	88	73

* Coincidental metro 2/23-29; diary total survey area 1/10-2/6; service X indicates 85-90% of total survey area audience comes from metro.

NSI points the way 

...zeros in on your customer profiles

The new NSI Target Audience Guide (TAG)

helps you match customer profiles with program demographics . . . quickly and easily. TAG profiles consist of a series of "weighted" audience estimates developed in collaboration with leading agencies and advertisers. These combinations of age, sex, and household characteristics are designed to typify 15 targeted audiences . . . each suited for selected products.

For example: one group reflects adult male interests . . . an audience that would be right for shaving creams, cigarettes. Another profile is for younger families and children . . . an audience of value to a toy manufacturer.

A NSI Target Audience Guide is issued as a supplement to each V.I.P. Report in markets which are measured three or more times a year.

Ask for a free **Demonstration TAG Report** which spells out the details, shows weights assigned for demographic combinations, and illustrates a typical report page. There is no obligation.



Nielsen Station Index

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Portable gear readied for conventions

NBC HAS 'MAN PACK'; CBS WORKS ON MODEL; ABC TO USE AMPEX

The use of portable, wireless color cameras by all three TV networks in covering this year's political conventions appeared certain last week.

NBC said it will use RCA's new portable, ABC said it will use Ampex's and, although there was no announcement from CBS, it was learned that CBS Laboratories has developed a new portable to be put into use during the conventions if not earlier—possibly in coverage of the Kentucky Derby.

NBC announced it will use four of RCA's new Man-Pack color cameras in addition to 45 nonportable cameras at both the Republican and the Democratic presidential nominating conventions.

The camera and its portable power supply and transmitting and receiving equipment, announced and demonstrated by RCA last fall (BROADCASTING, Oct. 23, 1967), weigh 56 pounds and

can transmit to a base station up to a mile away.

Unannounced ■ Although development of the new CBS Labs camera had not been announced, there were reports late last week that details might be made available during this week's National Association of Broadcasters convention. There were no plans to demonstrate the camera at the NAB sessions, however.

This camera is also said to be capable of transmitting a mile or more without wires, and in addition is said to be digitally controlled so that a single base station can control up to six different cameras. All normal camera functions are said to be controlled—by microwave transmission from the control point including beam, focus, centering, registration, gain, encoder, subcarrier etc.

The three-tube camera head reportedly weighs 18 pounds complete with zoom lens and three-inch viewfinder, while its associated back-pack equipment is said to weigh 30 pounds. The camera head uses one-inch hybrid Plumbicon-type tubes.

Authorities familiar with the CBS Labs camera, developed under the direction of Renville H. McMann, vice president and director of engineering, say that the camera can also be used with a cable that need be only a single-

conductor, quarter-inch size.

Studio Use Too ■ They suggest that it may revolutionize studio design. Its basic design concept, they say, lends itself to studio as well as portable cameras in that it enables a small number of operating consoles to control a large number of cameras without elaborate camera cable-switching systems. Its ability to work on a quarter-inch cable, they say, could eliminate the need for today's bulky cables.

CBS officials apparently have not decided whether CBS itself will manufacture and market the camera or license others to do so. As to probable price, authorities would say only that it would probably exceed somewhat the cost of a standard color camera now in the \$70,000-to-\$75,000 range but would be competitive.

Portable cameras will broaden the range of coverage of political conventions—and similar events—by enabling cameramen to move freely on the floor and in other areas that standard cameras cannot reach.

"You would not be able to get onto the [convention] floor with the conventional cable-connected color cameras," William H. Trevarthen, operations and engineering vice president of the NBC-TV network, said in announcing NBC's plans to use four of RCA's new cameras at the conventions.



NBC's RCA man pack



ABC Ampex

Free Sample

MIKE DOUGLAS: "You know on each show...when you do 'I Spy', you're always mentioning your mother and Philadelphia..."

BILL OSBY: "Yes..."

MIKE: "What kind of a woman is your mom?"

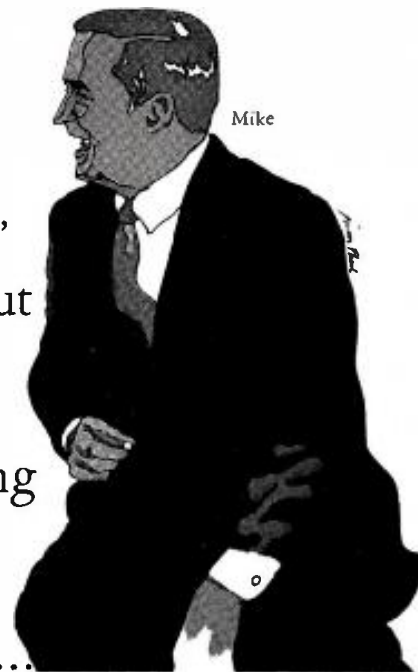
BILL: "Raunchy..."

MIKE: "Oh, Bill... Oh, Bill... come on now..."

BILL: "Well, what did you expect me to say..."

MIKE: "I'll back up and do this over if you'll put that cigar out. Do you like those, really?"

BILL: "I hate cigars. I do not like cigars. I do not think that I look nice with cigars sticking out of my mouth or anything, however I have never since I've been smoking cigars had any trouble with camels following me..."



MIKE: "Camels followed you before you smoked cigars?"

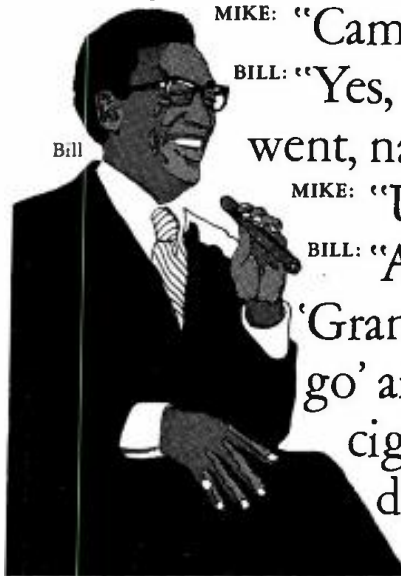
BILL: "Yes, they did. They followed me everywhere I went, nasty camels following me down the street..."

MIKE: "Ugly animals..."

BILL: "Awful... Ughh... and I said to my grandad, 'Grandad, camels are following me everywhere I go' and my grandfather said—'You should smoke cigars and you won't have that problem'... so... do you see any camels around here?"

No, you don't."

MIKE: "You're not going to have many friends following you either if you keep that up."



Nutty conversations like this, plus a surprise visit by Bill's mother later in the show, are only part of what makes The Mike Douglas Show so popular with daytime viewers in 172 markets. For more information about what the antics of Mike and his famous friends

can do for your schedule drop in at Suite 2500-01 in the Conrad Hilton while at the NAB convention.

Or contact Westinghouse Broadcasting
GROUP Company Program Sales, 240
West 44th Street, New York,
N.Y. 736-6300.

Color-TV sales jump 29.5% in January

Sales of color-TV receivers by distributors to retailers for the first month of 1968 rose 29.5% over the same month last year, but black-and-white-TV sales continued their downward move.

Home radio sets started the new year off at a 1.5% rise in January 1968 compared to the same month in 1967, and auto radio sales showed a 4% rise.

The first 1968 report of receiver sales was issued by the Electronic Industries Association last week:

Period	Television		
	Color	Monochrome	Total
Jan. 1968	405,753	377,651	783,404
Jan. 1967	313,442	398,070	711,512

Period	Radio		
	Home (with FM)	Auto (with FM)	Total
Jan. 1968	671,546 (206,887)	758,503 (84,162)	1,430,049
Jan. 1967	661,432 (221,105)	729,666 (56,606)	1,391,098

"The cable-connected camera freezes you to one point on the floor, probably against a wall, and that operation would be too restricted to be of value."

Another big advantage of the new camera, aside from mobility, is ability to get close-ups, Mr. Trevarthen noted.

The camera NBC will use was developed to NBC's specifications by RCA's Astro-Electronics Division and was two years in conception and development, NBC reported. Planning started after the 1964 political conventions.

NBC described the camera as a radio-frequency-connected portable color-TV unit, designed to operate on broadcast TV standards, small enough to be carried and operated by one man and also small enough to be carried by an astronaut exploring the moon. RCA also has described it as having been designed with an eye toward use in manned lunar explorations but at the same time completely compatible with commercial-TV standards and providing broadcast-quality color (BROADCASTING, Oct. 23, 1967).

ABC officials said they would use an unspecified number of the new Ampex portable color units in convention coverage and would use them in the wireless mode rather than with the small cable usually employed in football coverage last winter.

The camera head weighs less than 20 pounds and its associated back-pack, fully equipped for microwave operation, weighs 30 pounds. Equipped for cable, the back-pack weighs 15 pounds. The unit was developed for ABC by the Ampex Audio/Video Communications Division and was announced last fall (BROADCASTING, Nov. 6, 1967).

AM-monitor change sought

The FCC has issued a notice of proposed rulemaking that will consider whether to permit type approval of AM modulation monitors that don't incorporate indicating meters. The rule

change was urged by Collins Radio Co., which wants approval of its new monitor that uses, instead of a meter, a battery of four indicating lights calibrated at various preset peak modulation levels. Comments are due April 15 with replies April 30.

Is GE set to reveal TV-projection gear?

General Electric was reported last week to be preparing to announce at the National Association of Broadcasters convention a new "light valve" large-screen TV projection system for color or black and white.

The company withheld comment last week on the report, but said that details of what it described as "a unique, exclusive major new product for the broadcast industry and related businesses" would be presented by James M. McDonald, general manager of GE's Visual Communication Products Department at a Sunday (March 31) news conference at the Conrad Hilton hotel in Chicago.

Reportedly GE hopes to demonstrate at that time the projection of a three-by-four-foot quality picture in color on a wall or screen behind which the projection device will be housed. This device, it was said, has the capability of projecting live telecasts either originated expressly for the purpose of showing on the light-valve system or by picking up telecasts off the air.

When in operation, the system would be capable of projecting a picture in color considerably larger than three-by-four and still larger in black and white, according to reports last week.

Its immediate application in commercial broadcasting would be in the studio—as in news programs—and in the TV commercials field for client viewing. The system also would have applications for large-scale business or professional meetings and conventions.

Philips's engineers reveal minicamera

Scientists and engineers of the Philips Research Laboratories at Eindhoven, the Netherlands, last week announced, through their U. S. subsidiary North American Philips Inc., the development of a color-TV camera no larger than a 16-mm movie camera, a cigar-size color-camera tube, and a camera tube sensitive to deep red colors.

The ultra-portable color camera weighs six and a half pounds (10½ pounds with associated electronic circuits and zoom lens). Its performance, Philips says, is surprisingly good even when compared to present day Plumbicon studio cameras. The tiny experimental camera is being used as a test bed for miniature color tubes.

One of the experimental tubes is a miniature Plumbicon five inches long and five-eighths of an inch in diameter. The tube employs electrostatic focusing and magnetic deflection and a variant of the photoconductive layer of the extended red sensitive Plumbicon tube. Philips says miniature TV tubes of this type can be used as attachments in microscopes, endoscopes and surgical lamp units as well as for broadcasting.

Philips's third new creation is the development of a processing technique whereby the lead monoxide layer capable of picking up deep reds is reproducible for quantity manufacture. In fact, Philips's tube division has taken over the process and is producing such tubes.

The new extended red Plumbicon tube, to be used in the red channel of a color camera, enables cameras to pick up the long-wave part of the visible spectrum, that is, deep reds and magentas. Cut-off wave length of the conventional Plumbicon has been extended from 640 millimicrons to beyond 800 millimicrons, which is beyond visible red.

Rule for automatic FM transmitters?

The possible type acceptance and use of automatic FM transmitters that would eliminate the need for constant surveillance by licensed operators will be studied by the FCC.

That's the intent of a proposed rule-making the commission set up last week, although it refused to propose specific rule changes because of the complex questions raised and the numerous changes that may be required.

The rulemaking was proposed by

Free Sample (#2)

MERV GRIFFIN: "So, how have you been, Milt?"

MILT KAMEN: "Tense. All the time I'm tense."

MERV: "Have you ever been self-analytical about it? What causes your tension?"

MILT: "...like I worry about Nixon...I worry about what's going to be with him...Like, 'What are you doing?' I want to say to him. 'Stop it already...You have a nice job—stay there. Don't go running around, you make me nervous...' Yet, I want him to do good and at the same time I don't want him to do anything."

MERV: "He's not tense though—you're tense."

MILT: "That's it... that's funny... I'm tense about Rockefeller. Ohh, I'm tense about him!"

MERV: "Do you remember the night I introduced you to Gov. Rockefeller? Tell them what you said to Gov. Rockefeller."

MILT: "I said to him...I was very at ease with him because his name has been a household name in my house all my life... because whenever I wanted any money my father used to say: 'Who do you think we are? Rockefeller?'"

MERV: "And then what did you say?"

MILT: "And then I asked him what did his father say to him? 'What are we? DuPont?'"



Merv



Milt

Merv's ability to elicit sage political commentary from expert observers of American life is only one of the reasons The Merv Griffin Show is so popular with audiences in 127 markets. For more information on what Merv can

do for your schedule, drop in at Suite 2500-01, in the Conrad Hilton, while at the NAB convention. Or call us at Westinghouse Broadcasting Company Program Sales, 240 West 44th St. New York, N.Y. 736-6300.



Collins Radio Co., Dallas, which claimed that "the time has arrived to incorporate applicable electronic techniques into broadcast systems." What's involved is a transmitter that will automatically maintain its frequency, power and quality of emissions within certain tolerances and, in case of failure, will shut itself off.

Such equipment would make unnecessary the need for keeping logs on a repetitive basis to verify proper operation. It would also eliminate the constant overseeing of the equipment by a licensed operator.

Big Change ■ The commission noted that the proposal marks a significant departure from the present requirement of the "physical attendance" of a licensed operator either at the transmitter or at a remote control position. So it requested comments on whether or not the requirement should be removed or modified to allow for the use of "minimum grade operators" to call out-of-tolerance conditions to the attention of qualified personnel.

The commission further expressed concern over eventual program automation which, it said, reflects "deliberate judgments by individual licensees based on community needs and acceptance." Although it said transmitter automation wouldn't necessarily accelerate a trend toward program automation, it wants comments on a possible interrelationship between the two.

Comments are also requested on whether or not it's feasible to modify existing transmitters for automatic operation, and what changes would be necessary in type-acceptance procedures to insure transmitter reliability. In addition the commission asked for comments regarding frequency and power control, modulation and distortion control, carrier logging, automatic logging devices, compliance with Emergency Broadcast System procedures and the effect on FM's involved in stereo broadcasting.

Comments are due June 27 with replies due July 26.

Associations join in land-mobile council

Formation of a Land Mobile Communications Council took place last week in Washington, with Ray L. Ransom, Shell Communications Inc., as first president.

The council consists of more than 24 associations of land-mobile services. Among its first actions was a vote to maintain the autonomy of the land-mobile-sponsored Allocation Research Council. ARC is studying the feasibility of using the lowest seven UHF television channels for land-mobile use.

Other officers: Max Guiberson, state

of Washington, vice president; Claude D. McDoulett, Halliburton Co., secretary, and E. William Downer, Cleveland Electric Illuminating Co., treasurer.

CBS Labs device enhances TV image

CBS Laboratories has developed an electronic technique that increases the sharpness and detail of color television images.

Called image enhancement, the technique is said to be particularly effective in telecasting sports events, such as football games. A CBS Laboratories spokesman said last week that on fast-moving plays the viewer often cannot identify the ball, and, in some instances, the players. Image enhancement enables the viewer to distinguish clearly the ball and player movement.

Image enhancement was developed by Renville H. McMann, CBS Laboratories vice president and director of engineering, in cooperation with CBS-TV engineers and is being patented by CBS Inc.

The technique uses a small, solid-state electronic device weighing less than 20 pounds that examines coded color signals as they are transmitted for viewing and automatically adjusts vertical and horizontal picture details, as needed, to eliminate color softness by taking all the elements of a picture and rearranging them so that contrast is much sharper.

Another feature of image enhancement, called "crispning," is said to overcome picture noise (or snow) on the home screen by sharpening the picture details without increasing the picture noise.

The image enhancer is part of a wide range of audio and video products being shown by CBS Laboratories to broadcasters at this week's National Association of Broadcasters convention. These include a digital-display system originally developed for CBS News election coverage and now used for weather reports, stock market issues and sports coverage; a pair of solid-state electronic devices called AUDIMAX and VOLUMAX; a masking processor, and a loudness controller.

WJBK gets approval for increased power

The FCC last week approved a construction permit authorizing improved facilities for WJBK Detroit. WJBK is an unlimited-time class-II station on 1500 kc with 10 kw day and 1 kw night. The improved facilities call for an in-

crease in daytime power to 50 kw and nighttime increase to 5 kw.

The permit had been opposed by WTOP Washington, a I-B station on that frequency, which alleged the new facilities raised the possibility of interference. But the commission said the limits specified in the CP are "more than adequate" to assure the required degree of nighttime protection to WTOP.

X-radiation discussed in Washington meeting

Over 100 representatives of government and industry sat down in Washington last week to discuss the problem of X-radiation from color-TV receivers. Their objective was to determine proper detection instruments. After two days of meetings some progress toward the end was made.

The meeting, sponsored jointly by the U. S. Public Health Service and the Electronic Industries Association heard Robert W. Galvin, Motorola Inc. president of EIA, call for a solution to the problems of X-radiation detection. But he also warned that the consumer must not be burdened with unnecessary controls and expense.

Over 130 million TV receivers made by U. S. manufacturers have been sold. Mr. Galvin noted, and the manufacturers believe that they have "produced a product which has given the public high standards of quality and performance, as well as fullest measure of consumer protection."

James G. Terrill Jr., director of the Public Health Service's National Center for Radiological Health, told the conference that its principal function was "a rapid exchange of information between interested groups" on the problems of detection and measurement of X-radiation from color-television receivers.

The color-TV-radiation scare erupted early last year when General Electric announced that it was recalling 100,000 of its color sets because it had found excessive radiation from a shunt regulator tube. Virtually all such sets were corrected by GE.

Publicity, however, spurred a hearing in Congress, and resulted in the passage of a bill by the House giving the Secretary of Health, Education and Welfare authority to establish standards for radiation from color-television receivers as well as other devices.

Only last month, PHS reported that it had found 66 out of over 1,100 color-TV sets owned by its Washington employes radiating in excess of the accepted maximum of 0.5 milliroentgens per hour (BROADCASTING, March 18).

“Well, no, you can't take *anything* for granted in England now. The Duke of Marlborough would confirm that. Leaving his valet behind at Blenheim Palace, he went to y recently as a guest in someone else's house. His hostess was surprised to hear him complain that his toothbrush “did not foam properly,” so would she get him a new one. He had to be told, gently, that without the aid of toothpaste or tooth powder, usually applied for him each morning by his valet, even a new toothbrush would not foam properly.”

One of David Frost's many facets is a rather keen sense of the absurd. No matter where he finds it. (The Duke would confirm that, too.) David's special way of looking at the world around him is what prompted Group W to sign him to do four specials for American television. The first of which will be a unique Frost-eye-view of the Presidential elections. For more information about the David Frost Specials drop in at Suite 2500-01 in the Conrad Hilton, while at the convention. Or call us at WBC Program Sales, 240 West 44 Street, N.Y.C. 736-6300.



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*Registered trademark for television camera tubes.

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Last year, more Norelco Plumbicon cameras were sold than any other kind. If you haven't met America's first family of Plumbicon Color Cameras, now's the time to get acquainted. We have modified and improved it further. For example, the new-generation PC-70 has the revolutionary extended red sensitivity Plumbicon tube (as do other members of the family), separate-mesh Plumbicons for finer overall resolution and improved highlight handling capability, external filter wheel control and new, no-guesswork set-up accessories. It's remarkable. The entire family is

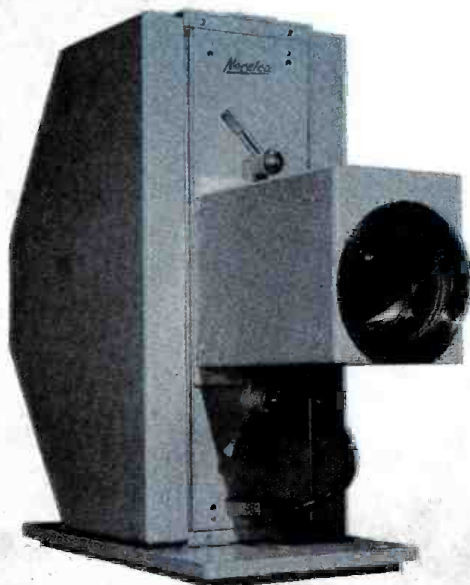
endowed with those important traits that mean so much: All offer extraordinary resolution and color fidelity. They offer camera control unit compatibility from camera to camera. They have interchangeable CCU modules. Stability. Low maintenance. Simplicity and ease of set-up. Economy. Backed up by total Philips Broadcast service. You must meet the family. Call or write, today.

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The PCF-701 Film Camera. The only three-Plumbicon color film camera in the world! This telecine camera is the heart of a complete film system, and its beam split optical assembly is specifically tailored to the colorimetry requirements of color motion picture film. Now you can show movies and filmed commercials with the breathtaking fidelity that distinguishes Norelco three-Plumbicon color.



FINANCIAL REPORTS

General Tire sales increase but net drops

General Tire & Rubber Co., parent company of RKO General Inc., a group broadcaster, reported a slip in net earnings, despite an increase in sales and pretax income for the first three months of 1968, ending Feb. 29.

M. G. O'Neil, General Tire president, attributed the drop to lower nets from Aerojet-General Corp., the company's space and missile unit, and RKO General Inc.

Mr. O'Neil said RKO's drop in net earnings from \$3,260,000 to \$1,235,000 reflected rising TV-program costs.

For three months ended Feb. 29:

	1968	1967
Earned per share	\$0.49	\$0.52
Sales	222,018,682	210,903,492
Pretax income	15,574,000	14,235,000
Earnings	8,589,000	9,085,000

Reeves stockholders approve new stock

Stockholders of Reeves Broadcasting Corp., New York group broadcaster and CATV owner, have voted approval of a management proposal to create a

new class of 100,000 shares, no-par preferred stock.

The stock will be issued in series and will be used primarily for corporate expansion and acquisitions. The first series, a maximum of 15,000 shares, will be issued around April 1 for the acquisition of Video Cable Systems Inc., Huntsville, Ala. This series will be designated 2% convertible preferred stock.

Reeves has announced record-high 1967 revenues of \$10.4 million (BROADCASTING, March 18).

Falling TV-tube sales cited at National Video

A net loss and a considerable decrease in sales of TV-picture-tube product were reported last week by National Video Corp., Chicago, a major supplier of color tubes. The report covered both the fiscal third quarter ending Feb. 29 and the nine-month period to that date.

Asher Cole, National Video president, said the company recently was granted a basic patent for a three-point suspension system for rectangular color-TV-picture tubes, a system used widely by set makers. He said they have been

advised that National Video will license them under this patent. The firm also recently acquired control of Precision Ultrasonics Corp., Garden City, N.Y., as a diversification move.

For the nine months ending:

	Feb. 29, 1968	Feb. 28, 1967
Net income (loss) per share	(\$1.26)	\$1.48
Net sales	27,682,661	72,149,026
Net income (loss) before taxes	(6,556,773)	6,786,140
Net income (loss) after taxes	(3,525,692)	4,120,059
Shares outstanding	2,795,288	2,778,948

For the quarter ending:

	Feb. 29, 1968	Feb. 28, 1967
Net income (loss) per share	(\$0.18)	\$0.26
Net sales	10,752,772	18,584,410
Net income (loss) before taxes	(885,065)	983,271
Net income (loss) after taxes	(497,284)	759,472
Shares outstanding	2,795,288	2,778,948

1967 was banner year for United Artists

United Artists Corp., New York, announced the highest net earnings in the company's history and increases in gross income, earnings before taxes and earnings per share during 1967.

For year ended Dec. 31:

	1967	1966
Earned per share	\$3.22	\$2.87
Gross income	\$197,765,000	170,560,000
Earnings before taxes	\$30,287,000	26,946,000
Net earnings	15,308,000	13,616,000

Multimedia report shows slight gains in 1967

Multimedia Inc., Greenville, S. C.-based group broadcaster-publisher, reported at its first stockholders meeting last week a slight increase in gross and net incomes during 1967.

The company also reported that it would pay dividends of 25 cents per share for each quarter of 1968, payable in March, June, September and December and 6 cents per share on common stock outstanding, which is payable April 25 to stockholders of record April 10.

Multimedia, the result of the merger of Southeastern Broadcasting Co., the Greenville News-Piedmont Co. and the Asheville Citizen-Times Publishing Co. is licensee of WWNC Asheville, N. C., WFBC-AM-FM-TV Greenville, S. C., WBIR-AM-FM-TV Knoxville, Tenn. and WMAZ-AM-FM-TV Macon, Ga. The Greenville News-Piedmont Co. and the Asheville Citizens-Times Publishing Co. are publishers of the *Greenville News* and *Piedmont* and the *Asheville Citizens* and *Times*, respectively.

For year ended Dec. 31:

	1967	1966
Earned per share	\$0.87	\$0.86
Gross revenue	19,683,704	18,814,643
Net income	2,429,265	2,409,965

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March 29, 1968

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William F. Buckley, Jr. will appear as a special correspondent for ABC News at the 1968 national political conventions.

“His fans and they include many liberals — tune in to hear Buckley perform verbal mayhem. More and more viewers are coming to see him as the best act on television.”

George Gent, New York Times

“Far and away the best talk on television. The quality is swift, literate, informed, often witty.”

Shana Alexander, LIFE Magazine

“My choice for the most fascinating regular performer on television.”

*Terence O’Flaherty,
San Francisco Chronicle*

“Delights both conservatives and liberals. Irresistible.”

Dean Gysef, Chicago Daily News

“What sets FIRING LINE apart is largely Buckley’s personality, his biting wit, his charm, his erudition, his polished stage business and his talent as a merciless debater.”

*Paul Jones,
The Atlanta Constitution*

“The dialogue is the liveliest and most literate on the air.”

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Kaiser Industries reports new high

Kaiser Industries Corp., parent company of Kaiser Broadcasting Corp., a group broadcaster, reported record high earnings and an increase in sales during 1967.

According to its annual report, Kaiser extended its penetration into the major markets with the start of operation of KBHK-TV San Francisco and WKBF-TV Cleveland, bringing the number of Kaiser stations to six. The six stations, which are being fully equipped for colorcasting, are located in the country's top eight markets, the report noted.

Kaiser Broadcasting has sustained an operation loss in each of the last three years due to the costs of establishing new TV stations. And, according to the report, it is expected that greater losses will result in 1968. However, revenues of the Kaiser-managed television and radio stations rose to about the \$4 million level in 1967, the report said.

Kaiser stations, besides KBHK-TV and WKBF-TV are: KFOG(FM) San Francisco, KMTW-TV Los Angeles, WCAS, WJIB(FM) and WKBG-TV Boston-Cambridge, WKBD-TV Detroit, WKBS-TV Burlington, N. J.-Philadelphia. The *Boston Globe* shares a 50% interest with Kaiser in the Boston stations, and Frank V. Mavec and associates share a 50% interest with Kaiser in WKBF-TV.

Kaiser is exploring the possibility of forming a television network in the 1970's with its present stations serving as a nucleus, according to the report.

For the year ended Dec. 31:

	1967	1966
Earned per share	\$3.02	\$0.81
Net sales	794,088,000	609,473,000
Net earnings	71,187,000	20,107,000
Number of shares outstanding	23,172,299	22,914,141

Financial notes . . .

■ 20th Century-Fox Film Corp., New York, has declared a quarterly cash dividend of 25 cents per share of common stock, payable March 30, to stockholders of record March 15. Dividend is an increase over the 20 cents per share paid for the previous year.

■ Cohu Electronics Inc., San Diego, last week reported 1967 net income of \$361,829, or 27 cents a share, up 70% over 1966's net of \$213,317, or 16 cents a share. Sales increased by 25% to \$8,446,646 from \$6,753,644 in 1966. In their annual report, La Motte T. Cohu, chairman, and William S. Ivans, president, noted that equipment sales to television broadcasters reached record levels.

■ Transamerica Corp., diversified San Francisco firm and parent company of United Artists Corp., reached agreement

last week to acquire Liberty Records Inc., Hollywood record and stereo tape producer in an exchange of stock. Terms of the proposed transaction were not revealed. Liberty is privately held and the merger is subject to approval of boards of directors of both companies.

■ Technicolor Inc., Los Angeles, leading TV and theatrical film processor, and Eversharp Inc., Milford, Conn. last week guaranteed an interim loan of \$3 million for Schick Electric Inc., Lancaster, Pa. Technicolor and Eversharp are the largest Schick shareholders, each claiming a 13% interest. Indications are that additional financing for Schick is contemplated.

■ Gross Telecasting Inc., licensee of WJIM-AM-FM-TV Lansing, Mich., reported a quarterly dividend of 40 cents a share, payable May 10 to shareholders of record April 25. The quarterly 75 cents a share was also continued on class B shares. Gross is one of the applicants receiving a CATV franchise for Lansing, Mich. (BROADCASTING, March 18).

■ Crowell Collier and Macmillan Inc. in its annual report to stockholders announced that the sale of its last radio station, KDWB Minneapolis-St. Paul to Valjon Inc. for \$1 million (BROADCASTING, Dec. 18, 1967), netted the corporation approximately \$500,000 after taxes.

■ Metromedia Inc. reports it has bought American Theatre Press Inc., a printing and publishing company whose activities include the publication of *Playbill* magazine. The publication has been in existence for 84 years and is distributed in legitimate theaters in all major markets in the U. S. It has a monthly circulation of more than 1.6 million readers, according to Metromedia.

■ Doyle Dane Bernbach Inc., New York, has declared a 10% increase in its quarterly dividend payable April 15 to stockholders of record March 29. New dividend is 22 cents per share for class A and B stock. Dividends since March 1967 have been 20 cents.

■ United Artists Corp. reports its board of directors has declared a quarterly cash dividend of 25 cents per share on its common stock. It is payable April 24 to stockholders of record at the close of business on April 10.

■ Audience Studies Inc., New York, a subsidiary of Screen Gems, Inc., has acquired Grudin-Appel Research Corp., New York, marketing research organization. Shim Grudin, board chairman and Dr. Valentine Appel, president, will continue to direct Grudin-Appel.

Fairness fight pace quickens

Chicago court tells FCC to file brief,
commission adopts planned revision,
as Cox and Loevinger cross pens again

The challenge to the FCC's fairness rules accelerated last week when a federal appeals court told the commission to go ahead and revise the personal-attack rule, but denied its request to hold the litigation in abeyance.

The seventh circuit appeals court told the FCC to file its brief today (April 1) and gave the appealing parties (Radio Television News Directors Association, NBC and CBS) 15 days to respond.

Lawyers anticipate court argument early next month, with the strong likelihood that the court will hand down its decision before it recesses for the summer in June.

Moving rapidly, the FCC last week adopted the revisions it had disclosed

to the court two weeks ago (BROADCASTING, March 25). The revisions, which become official after publication in the *Federal Register*, were opposed by Commissioners Lee Loevinger and Robert T. Bartley. Mr. Loevinger's objections were countered by Commissioner Kenneth A. Cox.

The new rules exempt from the personal attack requirements commentary and analysis in newscasts, spot coverage of news events and news-interview programs. Also exempt are bona fide news interviews.

The U. S. Court of Appeals for the Seventh Circuit action was by Circuit Judges Latham Castle, Luther M. Swygert and Walter J. Cummings Jr. The case is due to be consolidated with

the Red Lion case now awaiting argument in the U. S. Supreme Court, also on the FCC's authority to impose fairness requirements on broadcasters. The Supreme Court has delayed hearing argument on the Red Lion case until it receives the seventh circuit litigation.

No Added Rulemaking ■ The commission said no additional rulemaking was needed to make the latest amendments official. It did say, however, that the latest revisions are subject to petitions for reconsideration. Since they are considered liberalizing amendments, however, no such moves are expected.

Under the commission's fairness policy and rules, a broadcaster is required to send to a person or group that has been personally attacked a tape, transcript or accurate summary of the broadcast, a notification of the time of the attack and an offer of reply time. Shortly after the rule was promulgated last July, it was amended to exempt bona fide newscasts and on-the-spot coverage of news events. Under the new amendment, the ex-



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emption would apply to commentary and analyses in these programs.

Not exempt, however, are documentaries and editorials. The commission said that personal-attack right of reply in news documentaries "is clearly germane and important to informing the public fully." There is no inhibition, it said, since the documentary is assembled over a period of time.

As to editorializing, the commission said this right carries with it also the duty of notifying the appropriate person or group attacked and offering opportunity to respond.

Two Objections ■ The commission's action stems from two sources: Early this month, it was advised by Donald F. Turner, chief of the antitrust division of the Department of Justice, that although the department was ready to side with the commission in the litigation, the rules pose "possible problems that might be minimized by appropriate revision" (BROADCASTING, March 4). Also, in briefs filed for the appellants, CBS made a sustained attack on the effect of the rules as then written on commentary and analysis by its newscasters. The commission's action last week is believed to have been spurred also by this analysis, although some outside lawyers in the case aren't sure that the new amendments fully meet the CBS complaint.

RTNDA and NBC have consistently challenged the constitutionality of the FCC's authority to establish rules on fairness. CBS's argument has been principally on the procedure by which the commission adopted the rules.

The Loevinger-Cox dialogue was extensive. Mr. Loevinger's dissent ran 10 pages of single-spaced typewritten text; Mr. Cox's rebuttal, nine pages, also single-spaced.

In a stinging rebuke to his colleagues, the former Minnesota state supreme court justice and ex-chief of the Department of Justice's antitrust division, dissented "because I believe that the commission reasoning and procedure

throughout this case have been wholly inadequate to the issue, and that the rules as now revised are unwise, invalid and unconstitutional in abridging free speech."

Although Mr. Loevinger acknowledged that he went along with the adoption of the original personal-attack rules, he recalled that he expressed the belief then that the rule would have been better if it were clearer on scope and operation. Now, he said, he's had second thoughts:

"I have come increasingly to doubt the ability of the commission either to formulate a clear and practical statement of the principle or to administer such a principle wisely and justly."

At another point, Mr. Loevinger expressed the belief that "perhaps it is inherent in the institutional administrative process, particularly of agencies burdened with the overwhelming volume of the FCC, that the scope of consideration will be limited, specialized and parochial, and the skills will be technological . . ."

The personal-attack rules as revised, he added, "seem clearly to burden and thus abridge, free expression through the broadcast medium."

Not Revision ■ Mr. Cox, in pointed rebuttal to his dissenting colleague, stressed repeatedly that the revisions adopted by the commission were not due to fears that the original rule would inhibit freedom of expression by broadcasters but "for the sole purpose of removing any possible grounds for concern that the rule would inhibit freedom of speech in the area of broadcast news."

He termed Mr. Loevinger's effort to "confess error" for the majority of his colleagues as "not only without factual basis, but . . . presumptuous."

Mr. Cox said he doesn't recall Mr. Loevinger offering any suggestions to make the rule clearer last July when it was originally adopted, although he agrees that Mr. Loevinger said it should be more clear. This Mr. Cox

referred to as Commissioner Loevinger's "handy escape hatch." Mr. Loevinger, Mr. Cox said, "likes to complain of the poor quality of draftsmanship displayed by all of the rest of us, but is chary about contributing to improved performance of our duties in this area."

There is no difficulty in distinguishing between commentary and editorializing, Mr. Cox said. Over the years, he commented, the distinction has become quite clear; he even quoted from a 1963 National Association of Broadcasters booklet on editorializing.

He did add, however, one element of the newly changed rule that has not been obvious: commentary or analysis not included in any of the three exempt news-type programs clearly falls under the requirements of the personal-attack rule.

And, he added, the exemptions are applicable not only to Eric Sevareid but also to the "commentary of Richard Cotton and Carl McIntire if presented within such [exempted news] programs."

Unlike Mr. Loevinger, Mr. Cox said he "strongly believes that the fairness doctrine, including the personal-attack facet, promotes the First Amendment freedoms, rather than restricting them."

Georgia group seeks aid for ASCAP test

The Georgia Broadcasters Music Committee, on the eve of its proposed court case against the American Society of Composers, Authors and Publishers, has sent out a broadside mailing to all AM's asking for moral and financial support.

The letter, signed by Ed Mullinax, WLAG LaGrange, Ga., chairman of the committee, notes that "numerous stations" have shown interest in the Georgia group's attempt to get lower ASCAP rates and that some have offered support. It asks all AM's interested to contribute \$100 to the war chest, which now has more than \$5,000. Of that sum, \$2,500 was contributed by the Georgia Association of Broadcasters and the remainder came in \$100 pledges from stations.

The Georgia committee is "asking lower rates for all stations not using ASCAP music for more than 25% of their total music programming." Stations which have not signed the new ASCAP contract that was negotiated last year by the all-industry committee have been given until April 20 to do so by ASCAP. The Georgia group hopes to have the matter in court by then and intends to file in the New York federal court by April 12.

The Mullinax letter notes that a sur-

NBC special to review campaign tactics

NBC News will look at the nation's political campaigns, past and present, during a one-hour color-TV special scheduled for May 10.

Billed as an "affectionate, playful NBC News review of American political-campaign techniques," *American Profile: Somehow It Works* will explore the roots of campaign techniques and will try to forecast the future of campaigns, which are getting more expensive each year, the network notes. Historic film dating back to the turn of the century will

be used, as will interviews with politicians, and film from the current gubernatorial primary race.

Stuart Schulberg will produce the program, and NBC News correspondent Edwin Newman will be writer and on-camera reporter.

Sponsors are New York Life Insurance Co., through Compton Advertising, both New York; Abbott Laboratories, through Tatham-Laird & Kudner, both Chicago, and Lever Bros. Co., through J. Walter Thompson, both New York.

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vey of 85 Georgia stations showed the average station played less than 20% ASCAP music. It adds that when only top-40 or country-and-western stations were surveyed the percentage of ASCAP music was even lower.

Queried about the Georgia group's move, Herman Finkelstein, ASCAP general counsel, said that "ASCAP always welcomes these proceedings." He pointed out that ASCAP's consent decree provides for court determination of the issue when anyone is dissatisfied with ASCAP rates, and also noted that in the current case the rates were reached by negotiation, approved by the court and accepted by "a broad cross-section of broadcasters."

San Diego Chargers sign with UHF

A one-year contract has been entered between KCST-TV (ch. 39) San Diego and the San Diego Chargers giving the independent UHF station exclusive local television rights to all 1968 games of the American Football League club. According to Irv Kaze, business manager of the Chargers, the new contract will provide "the most extensive television coverage of any pro-football team."

Under the supervision of sports director Bob Chandler, KCST will televise live coverage of two preseason road games; Monday night video tape replays of three home preseason games; regular AFL league games not shown by NBC-TV; a weekly show with coach Sid Gillman; highlights of all preseason and league games, and a kickoff special.

Filmation lands another Saturday berth

Filmation Associates, six-year-old North Hollywood animation firm, sold its second half-hour network series in as many weeks last week. The company's latest sale is an animated version of *Fantastic Voyage*, the 1966 20th Century-Fox feature film release about miniaturized scientists fighting microscopic enemies in the bloodstream of humans. The TV series, which will be a coproduction between filmation and 20th Century-Fox TV, is scheduled for a Saturday morning time slot on ABC-TV.

Last month, Filmation announced sale of a series based on the comic book character "Archie" to CBS-TV. It's also slated for the Saturday morning line-up. Filmation turns out three other animated shows for children on Saturdays. *Superman* and *Aquaman* are on CBS-TV, while *Journey to the Center of the Earth* is on ABC-TV.

NBC doesn't want to dance with CBS

BUT M'CARTHY SAYS HE'LL DANCE WITH ALL OR NONE

Competition between two network news operations last week resulted in a hassle over a Milwaukee hotel's ballroom.

NBC News relinquished its reservation for the ballroom in the Sheraton-Schroeder hotel, campaign headquarters of Senator Eugene McCarthy (D-Minn.) during his fight for the Wisconsin primary vote April 2.

The network had originally signed for the ballroom and reportedly promised the McCarthy staff that the senator, his supporters, and most other newsmen would be allowed to use the ballroom to meet after election returns came in. To be excluded from the ballroom reportedly would have been NBC News's principal rival, CBS News.

NBC, however, denied it had reserved the space in an effort to exclude CBS newsmen.

Senator McCarthy's aides were apparently miffed at the NBC tactic, and insisted that either NBC release the ballroom to them or they would move their meeting to another hotel where all news media would be granted equal access. NBC acceded to the request, granted ballroom rights to the mayor of Milwaukee, who, in turn, gave the ballroom to the senator.

Red-hot Competition ■ The minor contretemps over the Milwaukee ballroom was characterized by newsmen from both networks as one more example of the intense competition among the electronic news media, especially between CBS and NBC, over coverage of 1968 politics.

Following the recent New Hampshire primary, CBS "scooped" NBC by interviewing Senator McCarthy at a hidden location. Later, CBS invited the senator to WBAY-TV Green Bay, Wis., where he was campaigning, to watch Senator Robert F. Kennedy (D-N. Y.) announce his entrance into the race for the Democratic presidential nomination. CBS newsmen were on hand at WBAY-TV, a CBS affiliate, to immediately record his reaction to Senator Kennedy's announcement. NBC had to wait until CBS finished.

Whatever turns the competition takes, all three networks—ABC, CBS and NBC—will be in Wisconsin on April 2 in force.

ABC News will present a televised report 11:30-11:45 p.m. (EST) and a special five-minute telecast at 10:55 p.m., when a projected winner is expected to have been determined.

CBS-TV will analyze the day's voting during a news special broadcast in color, 10-10:30 p.m. (EST), in some

parts of the country, and 10:30-11 p.m. in others.

NBC's *Huntley-Brinkley Report* will originate in Milwaukee on April 2 and April 3. When the polls close at 9 p.m. (EST), NBC will present a one-minute TV report. There will also be three five-minute TV reports interrupting NBC's *Tuesday Night at the Movies*, and a half-hour news special at 11:30 p.m. (EST).

Court awards 'Queen' less than expected

ABC Inc. last week got crowned for \$660,286 in breach-of-contract damages by the *Queen For A Day* radio-television show. The verdict in behalf of Queen For A Day Inc., producer of the long-running audience-participation show, was brought in before a Los Angeles superior judge after a four-week trial and three days of jury deliberations. In the context of the trial, it was not a princely award for the *Queen* show. Robert Temple, president of the production company, had asked for \$5,125,000 in damages, claiming ABC in October 1964 had canceled the television version of the show too late for arrangements to be made to sell it to another network. He contended that ABC allowed the production company to make plans and incur expense for the 1964 season when it knew the show was going to be dropped.

The program began on radio in 1945 and moved to television in 1948. Canceled on Oct. 2, 1964 after 5,074 radio and TV broadcasts, it was carried by Mutual for some 10 years and by NBC and then ABC for more than four years each.

KVI gets rights to Seattle's A.L. club

Golden West Broadcasters' KVI Seattle has signed an exclusive six-year contract to broadcast all games of the new Seattle American League baseball team beginning in 1969. No price for the six-year deal was disclosed.

The contract was signed by Bert West, vice president and general manager of KVI, and Dewey Soriano, president of Pacific Northwest Sports, owner of the new franchise.

Discussions are being held for televising Seattle's games, but no agreement has been reached.

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TV NETWORK SHOWSHEETS: the lineups for the second quarter

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships; cont., continued; eff., effective. All times Eastern. Showsheets are published at the beginning of each quarter.

SUNDAY MORNING

8:30-10 a.m.

ABC-TV 8:30-9:30 No network service; 9:30-10 *Beany and Cecil*, part.
CBS-TV 8:30-9 *Sunrise Semester*, sust.; 9:30-10 *Tom & Jerry*, part.; 9:30-10 *Underdog*, part.
NBC-TV No network service.

10 a.m.-Noon

ABC-TV 10-10:30 *Linus the Lionhearted*, General Foods; 10:30-11 *Peter Potamus*, part.; 11-11:30 *Bulwinkle*, Deluxe Reading, General Mills; 11:30-12 *Discovery '68*, part.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.; 11-11:30 *Camera 3*, sust.; 11:30-12 No network service.
NBC-TV No network service.

SUNDAY AFTERNOON-EVENING

Noon-1 p.m.

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

1-2 p.m.

ABC-TV 1-1:30 *Directions*, sust.; 1:30-2 *Issues and Answers*, part.
CBS-TV 1-2 No network service; 1-2 *Stanley Cup Hockey*, part. (April 14, 21).
NBC-TV 1-1:30 *Meet the Press*, Sperry Rand; 1:30-2 Religious series, sust.

2-5 p.m.

ABC-TV 2-4 *NBA Basketball*; 4-4:30 *The Beagles*, part.; 4:30-5 *Magilla Gorilla*, part.
CBS-TV 2-5 (various times) *Stanley Cup Hockey*, cont. part. (thru May 5); 2-5 *Stanley Cup Hockey* or *NPSL Soccer*, part. (May 12, 19); 2:30-4:30 *NPSL Soccer*, part. (eff. May 26).
NBC-TV 2-4 *Baseball*, part. (eff. April 13); 4-4:30 *Animal Secrets*, part. (thru April 21).

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:30 *Celebrity Game*, part.; 5:30-6 *Amateur Hour*, part.
NBC-TV 5-5:30 *Animal Secrets*, part.; (eff. April 28); 5:30-6 *Frank McGee Sunday Report*, part.

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:30 *21st Century*, Union Carbide; 6:30-7 No network service.
NBC-TV 6-6:30 *G. E. College Bowl*, General Electric; 6:30-7 *Flipper*, part.

7-8 p.m.

ABC-TV 7-8 *Voyage to the Bottom of the Sea*, part.
CBS-TV 7-7:30 *Lassie*, part.; 7:30-8 *Gentle Ben*, Kodak and part.
NBC-TV 7-7:30 *Wild Kingdom*, Mutual of Omaha; 7:30-8:30 *Walt Disney's Wonderful World of Color*, RCA, Kodak, Gulf.

8-9 p.m.

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

9-10 p.m.

ABC-TV 9-11 *Sunday Night Movie*, Gillette,

116 (PROGRAMING)

L&M, R. J. Reynolds, part.
CBS-TV 9-10 *Smothers Brothers Comedy Hour*, part.
NBC-TV 9-10 *Bonanza*, Chevrolet.

10-11 p.m.

ABC-TV 10-11 *Movie*, cont.
CBS-TV 10-11 *Mission: Impossible*, part.
NBC-TV 10-11 *The High Chaparral*, part.

11-11:15 p.m.

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

MONDAY-FRIDAY

7-10 a.m.

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

10-11 a.m.

ABC-TV 10-10:30 No network service; 10:30-11 *This Morning*, part.
CBS-TV 10-10:30 *Candid Camera*, part.; 10:30-11 *Beverly Hillsbillies*, part.
NBC-TV 10-10:25 *Snap Judgment*, part.; 10:25-10:30 *News*, part.; 10:30-11 *Concentration*, part.

11 a.m.-Noon

ABC-TV 11-12 *This Morning*, cont., part.
CBS-TV 11-11:30 *Andy of Mayberry*, part.; 11:30-12 *Dick Van Dyke*, part.
NBC-TV 11-11:30 *Personality*, part.; 11:30-12 *The Hollywood Squares*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Bewitched*, part.; 12:30-1 *Treasure Isle*, part.
CBS-TV 12-12:25 *Love of Life*, part.; 12:25-12:30 *CBS Midday News*, part.; 12:30-12:45 *Search for Tomorrow*, P&G; 12:45-1 p.m. *The Guiding Light*, P&G.
NBC-TV 12-12:30 *Jeopardy*, part.; 12:30-12:55 *Eye Guess*, part.; 12:55-1 *Edwin Newman with the News*, part.

1-2 p.m.

ABC-TV 1-1:30 *Dream House*, part.; 1:30-2 *Wedding Party*, part.
CBS-TV 1-1:30 *Sunrise Semester*, sust.; 1:30-2 *As the World Turns*, part.
NBC-TV 1-1:30 No network service; 1:30-1:55 *Let's Make a Deal*, part.; 1:55-2 *Nancy Dickerson with the News*, Clairol.

2-3 p.m.

ABC-TV 2-2:30 *The Newlywed Game*, part.; 2:30-2:55 *The Baby Game*, part.; 2:55-3 *Children's Doctor*, Bristol-Myers.
CBS-TV 2-2:30 *Love is a Many Splendored Thing*, part.; 2:30-3 *Art Linkletter's House Party*, part.
NBC-TV 2-2:30 *Days of Our Lives*, part.; 2:30-3 *The Doctors*, part.

3-4 p.m.

ABC-TV 3-3:30 *General Hospital*, part.; 3:30-4 *Dark Shadows*, part.
CBS-TV 3-3:25 *To Tell the Truth*, part.; 3:25-3:30 *CBS Afternoon News*, part.; 3:30-4 *The Edge of Night*, part.
NBC-TV 3-3:30 *Another World*, part.; 3:30-4 *You Don't Say*, part.

4-5 p.m.

ABC-TV 4-4:30 *The Dating Game*, part.; 4:30-5 No network service.
CBS-TV 4-4:30 *The Secret Storm*, part.; 4:30-5 No network service.
NBC-TV 4-4:25 *The Match Game*, part.; 4:25-4:30 *Floyd Kalber with the News*, part.; 4:30-5 No network service.

5-7:30 p.m.

ABC-TV 5-6 No network service; 6-6:30 *ABC Evening News with Bob Young*, part.; 6:30-7 *News* (2d feed); 7-7:30 *News* (3d feed).
CBS-TV 5-6:30 No network service; 6:30-7 *CBS Evening News with Walter Cronkite*, part.; 7-7:30 *News*, (2d feed).
NBC-TV 5-6:30 No network service; 6:30-7 *Huntley-Brinkley Report*, part.; 7-7:30 *Huntley-Brinkley*, (2d feed).

11 p.m.-1 a.m.

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

Specials remaining in the second quarter

ABC-TV

April 4: 9-10 p.m.
The California Grl
April 5: 10-11 p.m.
The Confrontation
April 8: 8:30-9:30 p.m.
One More Time—with Wayne Newton
April 8: 9:30-10 p.m.
The Great Mating Game
April 8: 10 p.m.-conclusion
The Academy Awards
April 9: 10-11 p.m.
The Comedy of Ernie Kovacs
April 13: 9:30-10:30 p.m.
Miss Teen International Beauty Pageant
April 14: 4-5 p.m.
The Legend of Mark Twain
April 14: 8-10:30 p.m.
The Robe
April 15: 7:30-8:30 p.m.
The Undersea World of Jacques-Yves Cousteau
April 17: 7:30-8:30 p.m.
Our Time in Hell
April 17: 9-11 p.m.
The Desperate Hours
April 21: 7:30-8 p.m.
Romp
April 27: 9:30-10:30 p.m.
Ellis-Quarry Heavyweight Championship Fight
May 1: 8:30-9:30 p.m.
Hallelujah, Leslie
May 1: 9:30-11 p.m.
Paths of Glory
May 11: 9:30-10:30 p.m.
The Singers

May 17: 7:30-8:30 p.m.
Robert Scott and the Race to the South Pole
May 20: 10-11 p.m.
In the Name of God
May 22: 7:30-8:30 p.m.
The Undersea World of Jacques-Yves Cousteau
May 22: 9-11 p.m.
Of Mice and Men
May 26: 9-11 p.m.
The Diary of Anne Frank
June 4: 7:30-8:30 p.m.
Dieppe: Rehearsal for D-Day
June 5: 9-11 p.m.
Laura
June 19: 9-11 p.m.
Dial M for Murder
June 23: 9-11 p.m.
Hatful of Rain
June 25: 8:30-9:30 p.m.
The Undersea World of Jacques-Yves Cousteau
June 28: 8:30 p.m.-conclusion
Coaches All American Football Game

CBS-TV

April 6: 8:30-9 p.m.
Charlie Brown's All Stars
April 7: 8-9 p.m.
Dick Van Dyke Special
April 13: 5-6 p.m.
Masters Golf Tournament
April 14: 4-5:30 p.m.
Masters Golf Tournament
April 16: 7:30-8:30 p.m.
National Geographic Special

1 The Tonight Show, part.

MONDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Cowboy in Africa*, part.; 8:30-9 *Rat Patrol*, part.
CBS-TV 7:30-8:30 *Gunsmoke*, part.; 8:30-9 *The Lucy Show*, part.
NBC-TV 7:30-8 *The Monkees*, Yardley, Kellogg; 8-9 *Rowan and Martin Laugh-In*, part.

9-10 p.m.

ABC-TV 9-9:30 *The Felony Squad*, part.; 9:30-10 *Peyton Place I*, part.
CBS-TV 9-9:30 *Andy Griffith Show*, General Foods.; 9:30-10 *A Family Affair*, part.
NBC-TV 9-10 *Danny Thomas Hour*, Burlington Mills, R. J. Reynolds.

10-11 p.m.

ABC-TV 10-11 *The Big Valley*, part.
CBS-TV 10-11 *Carol Burnett Show*, part.
NBC-TV *I Spy*, part.

TUESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Garrison's Gorillas*, part.; 8:30-9:30 *It Takes a Thief*, part.
CBS-TV 7:30-8:30 *Daktari*, part.; 8:30-9:30 *Red Skelton*, American Home Products, Philip Morris, Reynolds Metals, Bristol-Myers; 8:30-9:30 *Showtime* (eff. June 11).
NBC-TV 7:30-8 *I Dream of Jeannie*, part.; 8-9 *Jerry Lewis*, part.

9-10 p.m.

ABC-TV 9-9:30 *Thief*, cont.; 9:30-10 *N.Y.P.D.*, part.
CBS-TV 9-9:30 *Skelton*, cont.; 9:30-10 *Good Morning, World*, P&G.
NBC-TV 9-11 *Tuesday Night at the Movies*, part.

10-11 p.m.

ABC-TV *The Invaders*, part.
CBS-TV 10-11 *CBS News Hour*, part.
NBC-TV 10-11 *Movies*, cont.

WEDNESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *The Avengers*, part.; 8:30-

9 *Dream House*, part.
CBS-TV 7:30-8:30 *Lost in Space*, part.; 8:30-9 *Beverly Hillbillies*, part.
NBC-TV 7:30-9 *The Virginian*, part.

9-10 p.m.

ABC-TV 9-11 *Wednesday Night Movie*, part.
CBS-TV 9-9:30 *Green Acres*, part.; 9:30-10 *He and She*, General Foods, Lever Bros. and part.
NBC-TV 9-10 *Kraft Music Hall*, Kraft

10-11 p.m.

ABC-TV *Movie*, cont.
CBS-TV 10-11 *Jonathan Winters Show*, Philip Morris and part.
NBC-TV 10-11 *Run for Your Life*, part.

THURSDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 *The Second Hundred Years*, part.; 8-8:30 *The Flying Nun*, Bristol-Myers, Quaker Oats, Colgate Palmolive; 8:30-9 *Bewitched*, Quaker Oats, Chevrolet.
CBS-TV 7:30-9 *Cimarron Strip*, R. J. Reynolds, American Tobacco and part.
NBC-TV 7:30-8:30 *Daniel Boone*, part.; 8:30-9:30 *Ironside*, part.

9-10 p.m.

ABC-TV 9-9:30 *That Girl*, part.; 9:30-10 *Peyton Place II*, part.
CBS-TV 9-11 *Thursday Night Movie*, part.
NBC-TV 9-9:30 *Ironside*, cont.; 9:30-10 *Dragnet*, R. J. Reynolds and part.

10-11 p.m.

ABC-TV No network service.
CBS-TV 10-11 *Movie*, cont.
NBC-TV 10-11 *Dean Martin Show*, part.

FRIDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Off to See the Wizard*, part.; 8:30-9:30 *Operation: Entertainment*, part.; 8:30-9:30 *Man in a Suitcase*, part. (eff. May 3).
CBS-TV 7:30-8:30 *Wild Wild West*, part.; 8:30-9 *Gomer Pyle*, General Foods.
NBC-TV 7:30-8:30 *Tarzan*, part.; 8:30-9:30 *Star Trek*, part.

9-10 p.m.

ABC-TV 9-9:30 *Entertainment*, cont.; 9:30-10 *Guns of Will Sonnett*, part.
CBS-TV 9-11 *Friday Night Movie*, part.
NBC-TV 9-9:30 *Star Trek*, cont.; 9:30-10 *The Hollywood Squares*, part.

10-11 p.m.

ABC-TV 10-11 *Judd for the Defense*, part.
CBS-TV 10-11 *Movie*, cont.
NBC-TV 10-11 *Actuality specials/Bell Telephone Hour*, part. and Bell.

SATURDAY

8-10 a.m.

ABC-TV 8-9 No network service; 9-9:30 *Casper Cartoons*, part.; 9:30-10 *Fantastic Four*, part.
CBS-TV 8-9 *Captain Kangaroo*, part.; 9-9:30 *Frankenstein Jr., and the Impossibles*, part.; 9:30-10 *The Herculoids*, part.
NBC-TV 8-9 No network service; 9-9:30 *Super 6*, part.; 9:30-10 *Super President*, part.

10-11 a.m.

ABC-TV 10-10:30 *Spiderman*, part.; 10:30-11 *Journey to the Center of the Earth*, part.
CBS-TV 10-10:30 *Shazzam*, part.; 10:30-11 *Space Ghost*, part.
NBC-TV 10-10:30 *The Flintstones*, part.; 10:30-11 *Samson & Goliath*, part.

11 a.m.-Noon

ABC-TV 11-11:30 *King Kong*, part.; 11:30-12 *George of the Jungle*, part.
CBS-TV 11-11:30 *Moby Dick and Mighty Mightor*, part.; 11:30-12:30 *Superman-Aquaman Hour of Adventure*, part.
NBC-TV 11-11:30 *Birdman*, part.; 11:30-12 *Atom Ant/Secret Squirrel*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *The Beatles*, part.; 12:30-1:30 *American Bandstand*, part.
CBS-TV 12-12:30 *Superman-Aquaman*, cont.; 12:30-1 *Jonny Quest*, part.
NBC-TV 12-12:30 *Top Cat*, part.; 12:30-1 *Cool McCool*, part.

1-2 p.m.

ABC-TV 1-1:30 *American Bandstand*, cont.; 1:30-2 No network service.
CBS-TV 1-1:30 *The Lone Ranger*, part.; 1:30-2 *Road Runner*, part.

2-5 p.m.

ABC-TV 2-5 No network service.
CBS-TV 2-3 No network service; 2-5 *NPSL Soccer*, part. (eff. April 27); 4-5 *CBS Golf Classics*, part. (through April 20).
NBC-TV No network service.

5-7:30 p.m.

ABC-TV 5-6:30 *Wide World of Sports*, part.; 6:30-7:30 No network service.
CBS-TV 5-6:30 No network service; 6:30-7:30 *CBS Evening News with Roger Mudd* (two feeds), part.
NBC-TV 5-6:30 No network service; 6:30-7:30 *Frank McGee Report* (two feeds), part.

7:30-9 p.m.

ABC-TV 7:30-8 *Dating Game*, part.; 8-8:30 *Newlywed Game*, part.; 8:30-9:30 *Lawrence Welk*, part.
CBS-TV 7:30-8:30 *Jackie Gleason*, part.; 8:30-9 *My Three Sons*, part.
NBC-TV 7:30-8:30 *The Saint*, part.; 8:30-9 *Get Smart*, part.

9-10 p.m.

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

10-11 p.m.

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

11 p.m.-1 a.m.

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

April 22: 9-10 p.m.
Herb Alpert and the Tijuana Brass
May 4: 5-8 p.m.
Kentucky Derby
May 12: 4:30-5:30 p.m.
Young People's Concert
May 15: 9:30-11 p.m.
CBS Playhouse. "Secrets"
May 18: 5-5:45 p.m.
Pimlico Preakness
May 18: 10-11:30 p.m.
Miss USA
June 1: 5-5:45 p.m.
Belmont Stakes
June 8: 8:30-9 p.m.
You're In Love, Charlie Brown
June 22: 4-6 p.m.
Canada Open
June 23: 4-6 p.m.
Canada Open
June 26: 10-11 p.m.
Cities

NBC-TV

April 2: 8-9 p.m.
Petula Clark Special
April 5: 10-11 p.m.
American Profile "Home Country"
April 7: 5-8 p.m.
Grand Prix of Skiing
April 11: 7:30-8:30 p.m.
Comedy is King
April 12: 10-11 p.m.
American Alcoholic
April 15: 9-10 p.m.
Movin' with Nancy

April 17: 9-10 p.m.
Julie Andrews Special
April 18: 7:30-8:30 p.m.
The Enormous Egg
April 19: 10-11 p.m.
Tomorrow's World "Inner Space"
April 20: 7-9 p.m.
Wizard of Oz
April 21: 9-10 p.m.
A Man and His Music & Ella & Jobim
April 21: 10-11 p.m.
Antoinette Perry Awards
April 23: 8-9 p.m.
Where the Girls Are
April 28: 10-11 p.m.
Andy Williams Show
May 2: 10-11 p.m.
Hallmark Hall of Fame "The Admirable Crichton"
May 8: 9-10 p.m.
Best On Record
May 10: 10-11 p.m.
American Profile "Somehow it Works"
May 14: 8-9 p.m.
Big Cat, Little Cat
May 16: TBA.
Man, Beast and The Land
May 17: 10-11 p.m.
Discover America
May 19: 10-11:30 p.m.
Emmy Awards
May 24: 10-11 p.m.
Tomorrow's World "Medicine"
May 24: TBA.
Big Little World of Roman Vishniac
June 7: 8:30-9:30 p.m.
It's a Dog's World
June 14: 10-11 p.m.
The Catholic Church in America
June 17: 9-10 p.m.
1968 National College Queen Contest

Beckwith's first sold to L&M for network TV

The first TV special to be produced by Beckwith Productions, New York, is *Things Are Changing*, a half-hour



Mr. Beckwith

program that has been sold to Liggett & Myers for network showing next fall, it was announced last week by Aaron Beckwith, president. The network and time will be revealed at a later date.

The special, according to Mr.

Beckwith, is "a humorous whirlwind tour of the revolutionary changes taking place in the American way of life."

Buyer's plea turned down

A U.S. district court judge in Los Angeles last week denied a motion by a would-be private purchaser to intervene in the sale of Gulf & Western Industries Inc.'s Desilu Culver studios. Saul Pick, a real-estate developer, reportedly bid \$3,375,000 for the studio property in Culver City, Calif. Gulf & Western, which acquired the studio lot as part of its \$17-million acquisition of Desilu Productions Inc. last year,

claimed the property is worth \$4,750,000. Mr. Pick asked the federal court to fix terms for the sale (BROADCASTING, March 25). Under a previous consent decree from the U.S. Department of Justice, G&W was ordered to sell the Desilu Culver property.

Review conflict between prime time and Olympics

ABC-TV officials are grappling with plans for summer Olympic coverage in hopes of minimizing disruption of its fall season programming. Olympic events will be held Oct. 12-28 in Mexico City, and ABC has already disclosed it'll open its 1968-69 schedule no earlier than Sept. 29 (BROADCASTING, March 11).

The amount of live coverage in prime hours may depend mostly on the interest of events at a given time, but it's possible up to 10 hours (or more) of coverage, live or delayed, will fall in prime time over the period.

In addition to ABC decisions as to how much Olympic fare the network will have to figure on covering live, executives are considering other schedule adjustments in setting plans: bigger audience program blocks may be advanced on schedule (for example, move-up of movie from 9 p.m. to 7:30 p.m.), "flip-flop" of programs may be set for given night, and ways found to limit pre-emptions wherever possible to time periods of established programs.

Syndicated movie to get network-TV exposure

A feature film that has been in syndication since 1961 will get a prime-time network showing next month. The Xerox Corp., Rochester, N. Y., will sponsor "Paths of Glory," on ABC-TV on Wednesday, May 1 (9:30-11 p.m.), even though the motion picture has been shown on late-evening programs throughout the country.

In explaining Xerox's position, David J. Curtin, vice president in charge of communications, said the film "has never enjoyed the audience it deserves." The motion picture was acclaimed by the critics, he pointed out, but played to "surprisingly small audiences when released to theaters and the number of viewers for local, late-night TV movies is seldom very large." Accordingly, Xerox "is happy to make it available to the millions who have not seen it," he said. Xerox agency is Papert, Koenig, Lois, New York.

Browns sign with WHK

WHK Cleveland has signed a three-year contract with the Cleveland Browns football team for broadcast rights to all pre-season, regular and post-season games. WHK, which will feed regional radio networks in the Midwest, succeeds WERE Cleveland, whose contract expired last season.

FANFARE

Radio, TV garner Gabriel awards

The Catholic Broadcasters Association of America presented Gabriel awards for outstanding achievement to radio and television broadcasters last

week at the CBA convention at Notre Dame University, South Bend, Ind.

For artistic achievement in a television program reflecting Jewish or Christian principles, winners are: ABC-TV for *Robert Scott and The Race to the South Pole*, WKYC-TV Cleveland for *Montage*, Religious Television Associates for *The Spectrum Series*, and the Catholic Diocese of Oklahoma City and

Tulsa and KOCO-TV Oklahoma City for *Cities and Silly Putty*.

For outstanding achievement in a television program of informational value reflecting religious principles, winners are: Westinghouse Broadcasting Co. for *The Victims*; WJZ-TV Baltimore for *Exit to Nowhere*, the Southern Baptist Radio Commission and NBC-TV for *The Vine*, and the Archdiocese of St. Louis and KMOX-TV St. Louis for *The Church is You* series. WNBC-TV New York was cited for consistent high-quality programming.

Radio Awards ■ Radio programs receiving artistic achievement awards were *Eli* by NBC and the Jewish Theological Seminary; *John F. Kennedy—A Tribute to a Man*, by WMAQ Chicago; *The Catholic Hour*, by NBC and the National Council of Catholic men, and *Kaleidoscopic Concentrics*, by the Council of Churches of Cleveland and WHK Cleveland.

Cited for outstanding achievement of informational value are: *Religion in the News* by Paulist Productions; *Here in These Fields* by KABC Los Angeles; *American Profile* by Trafco-The Meth-

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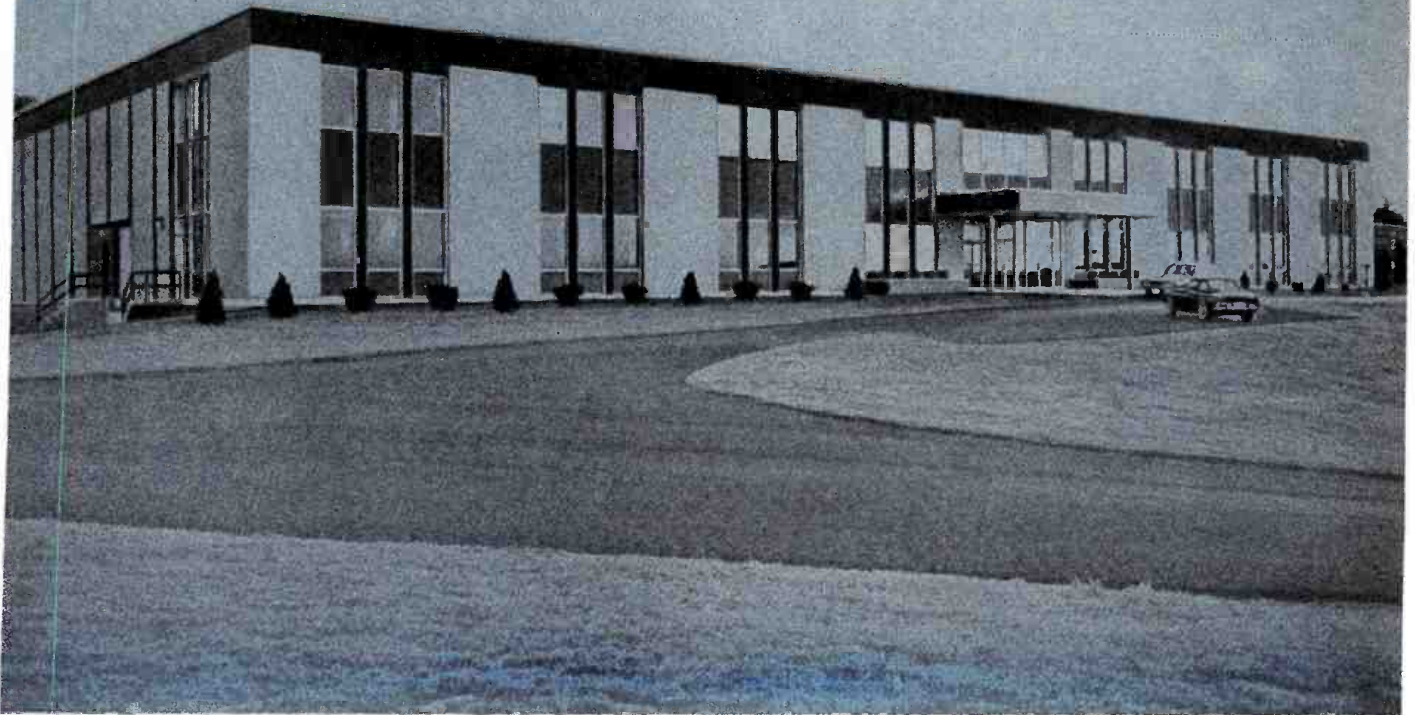
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To meet the ever-increasing demand for this device, a new manufacturing facility has been built and is in production in Rhode Island.

This new Amperex facility is more than just the world's most modern electro-optical production plant. Here, some of the world's most advanced research and development is conducted on TV pickup devices, image intensifiers and other light sensitive components.

As the Plumbicon camera tube is the measure of our past success, so it is also the direction of our future.

If you would like to know more about our new electro-optical facility or about the products produced here, write to: Product Manager, Electro-Optical Devices Division, Amperex Electronic Corporation, Slatersville, R.I. 02876.

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if you're a radio station with drive-in business clients or you need a premium to attract drive-in customers of your own!

Radio stations that tied in red ball promotions with time sales to businesses were swamped with success stories.

And drive-ins of every kind that offered these red balls as premiums to their own customers also discovered that every motorist wants one to sport on his aerial.

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odist Church, and *Readers and Critics* by the Archdiocese of San Francisco and KGO San Francisco. KMOX St. Louis received the award for consistent high-quality radio programming.

Writers Guild honors 15 for radio-TV scripts

A total of 15 writers were honored for best-written scripts in television and radio at the 20th annual awards show of the Writers Guild of America on March 23.

In TV anthology, S. Lee Pogostin won for "Crazier than Cotton," a *Chrysler Theater* production on NBC-TV. The comedy-episodic award went to Marvin Marx, Walter Stone and Gordon Rod Parker for "Movies are Better than Ever," a *Honeymooners* segment from CBS-TV's *Jackie Gleason Show*. Five writers—Mel Brooks, Sam Denoff, Bill Persky, Carl Reiner and Mel Tolkin—were honored in the comedy non-episodic division for their CBS-TV special, *The Sid Caesar, Imogene Coca, Carl Reiner, Howard Morris Special*.

In dramatic-episodic, "The City on the Edge of Forever," written by Harlan Ellison for NBC-TV's *Star Trek* was winner. Other winners: Robert Rogers of NBC News documentary, Theodore Strauss and Terry Sanders for David Wolper's *The Legend of Marilyn Monroe*.

A special award was given to Shimon Wincelberg for a program written for KNXT(TV) Los Angeles. A radio award went to Peter Woititz for *A Deadly Mistake*, a news special written for WCBS New York.

Three little piggies on anti-litter binge

Litter is for pigs, not people. That's what an Advertising Council TV campaign on behalf of Keep America Beautiful Inc., New York, is telling the people.

The one-minute spot portrays pigs in people situations on a littered city street, a highway, a beach and a picnic area. At no time is a human being shown.

The film, created by Lennen & Newell, New York, will be seen on the networks and local TV stations.

Drumbeats . . .

Burnett booklet ■ Advertising agencies don't spend all their time putting out promotion for others. Leo Burnett Co., Chicago, is publishing a 32-page booklet

showing how its "creative flair" and "business acumen" gives Burnett the balance requisite to serve clients well. The story is told by historical anecdotes about famous figures down through the ages.

Chicago talent ■ WMAQ-TV Chicago last week launched a major talent hunt to discover outstanding performing arts students in the greater Chicago area. The hunt will culminate this fall in a prime-time hour color musical special featuring the young people. \$500 scholarships will go to six chosen for lead roles. Twenty others will win supporting roles.

Sarnoff saluted ■ Robert W. Sarnoff, president and chief executive officer of RCA, was decorated as Commander in the Order of Merit of the Italian Republic. The decoration, the Italian government's second highest civilian honor,



was presented by Vieri Traxler (r), Italy's consul general, in New York. Mr. Traxler said the award reflected the desire of the Italian government to express its appreciation to Mr. Sarnoff for his many contributions to the promotion of closer understanding between Italy and the U.S.

Film pay-off ■ Four-year-old Donald Hanke of Oak Park, Ill., visited *Garfield Goose* and program host Frazier Thomas on WGN-TV Chicago last week to thank him for saving his life. Mr. Thomas recently aired a Boy Scout film on rescue breathing and Donald's

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mother saw it just before her son fell into a creek and had stopped breathing when rescued. The film had been sponsored as a public service by Prudential Insurance Co. of America.

Promotion partnership ■ Chuck Blore Creative Services and Gene Weed Productions, both Hollywood, have formed The Film Factory, a company that will produce record promotion films for television. The Film Factory expects to produce and distribute promotional films for record companies to some 130 television stations across the country. Chuck Blore Creative Services creates and produces radio commercials. Gene Weed Productions reportedly recently completed filming a television pilot called *Location, USA*.

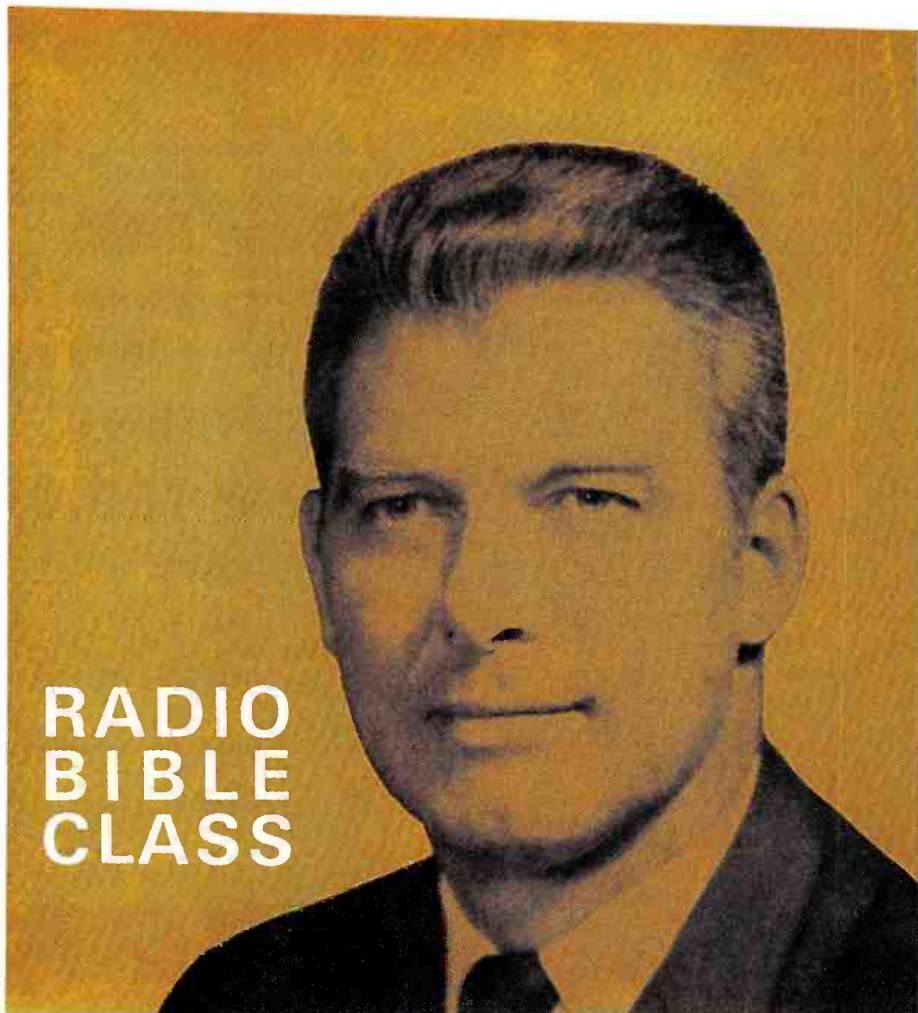
Extra mileage ■ A color commercial placed by WGN Continental Broadcasting Co. Feb. 18 on NBC-TV to sell the station group on the "I Remember Illinois" special will become a promotion spot starting April 4 and thereafter on WGN-TV Chicago in recognition of the station's 20th anniversary celebration. Produced in color video tape at WGN Continental Productions Inc. by WGN-TV's agency, Foote, Cone & Belding, the spot depicts the history of WGN and the growth of WGN-TV and the other WGN Continental stations, KDAL-AM-TV Duluth, Minn. and KWGN-TV Denver. The NBC-TV show was rebroadcast in February by WGN-TV and KWGN-TV.

Meeting servicemen's needs ■ WOOD-AM-FM and WLAV-AM-FM, both Grand Rapids, Mich. staged a joint 12-hour marathon on March 23 as part of a highly successful campaign to aid American servicemen in Vietnam. The campaign, "Project Vietnam, Thank You," initiated by Robert Plekker of Hudsonville, Mich., began when servicemen in Vietnam were asked to list their needs in questionnaires supplied by the Christian Reformed Laymen's League. The results indicated the most needed items to be water sweeteners, socks, cleansers, pencils, paper and Bibles. The two-station marathon in Grand Rapids raised over \$54,000 in the 12-hour period which was enough to provide more than 100,000 kits containing the items requested by the servicemen.

Station chooses agency ■ WIOD-AM-FM Miami has appointed Kingen Feleppa O'Dell, New York, to handle advertising and promotion. Campbell-Dickey Advertising, Fort Lauderdale, Fla., is the former agency.

Safety Council deadline ■ National Safety Council, Chicago, reported last week it now is accepting broadcast entries for its fourth annual public service awards competition covering safety shows aired in 1967. Entry deadline is

BROADCASTING, April 1, 1968



THREE DECADES OF BROADCASTING

THIS RADIO PROGRAM, beginning in 1938, is known around the world as a *teaching ministry*—and is helping multitudes gain a better understanding of the Bible.

Richard DeHaan, teacher of the Class, currently heard on over 1100 releases each week, says: "For 30 years, Radio Bible Class has been committed to 'telling the story of Jesus' by means of radio and literature. I cannot find words to express the deep appreciation in my heart for each one of you, for without the *teamwork* of radio station personnel—executives, announcers and engineers—we could not have completed this milestone."

The publications form a very important arm of this outreach by furnishing members and listeners with an aid to personal and family worship through the daily devotional guide—"Our Daily Bread"—as well as to bring the deeper Bible doctrines into focus through the Monthly Sermon booklets. Both publications are offered *free* without obligation.

NEW TELEVISION PROGRAM to be released by Radio Bible Class on TV stations throughout the United States. This telecast—**DAY OF DISCOVERY**—will feature Richard DeHaan. The music will consist of an outstanding choral group and orchestra under the direction of Dick Anthony. There will also be nationally known guest artists appearing on each telecast.

This weekly half-hour television series is produced in color and is one of the finest productions of its kind—appealing to all denominations.

DAY OF DISCOVERY originates from the modern, unique Bayfront Center Auditorium in St. Petersburg, Florida and is designed to run as a public service telecast. Tapes or films furnished each week without charge and are available to stations requesting same. For further information and audition tape, write:

DAY OF DISCOVERY
2600 Ninth Street North
St. Petersburg, Florida 33704

RADIO BIBLE CLASS
GRAND RAPIDS, MICHIGAN



May 1. Address: 425 North Michigan Avenue.

Award to Otis Chandler ■ Otis Chandler, publisher of *Los Angeles Times*, was named advertising "Man of the Year" for West Coast by Western States Advertising Agencies Association and will be honored at testimonial luncheon in Los Angeles April 5.

Big top treat ■ WBAL-TV Baltimore let everybody know the circus had come to town. Working with the Baltimore police department and the mayor's office, WBAL-TV made 9,500 tickets to the Ringling Brothers and Barnum & Bailey Circus available to Baltimore children free of charge, according to Vice President and General Manager Brent O. Gunts. The special performance was

taped and was carried an NBC-TV network special on March 22.

Pioneer presentation ■ Dr. Leon Levy will be honored by the Philadelphia chapter of Broadcast Pioneers with its annual award at a testimonial banquet on May 16. Dr. Levy is a former owner of WCAU Philadelphia and one of the founders of CBS.

INTERNATIONAL

Canada names new radio-TV board

JUNEAU, BOYLE PICKED FOR TOP POSTS IN REGULATORY AGENCY

The Canadian government has appointed 15 members to the Canadian Radio-Television Commission, the new regulatory agency that replaces the Board of Broadcast Governors today (April 1).

One of the 15 nominations had previously been announced—that of Pierre Juneau to head the new commission (BROADCASTING, March 25). Five of the appointments are full time and 10 are part time.

The appointments, announced by Secretary of State Judy LaMarsh in Ottawa, are in line with the new Broadcasting Act passed by Parliament. The appointments represent an almost complete change of personnel at Canada's regulatory agency. Mr. Juneau and part-time member Dr. Gordon Thomas are the only holdovers from the BBG.

Appointed vice chairman of the CRTC is Harry J. Boyle, 52, supervisor of radio network features for the Canadian Broadcasting Corp.

In addition to Mr. Juneau and Mr. Boyle, the other three full-time members named are Harold A. (Hal) Dornan, 49, a former public-relations man and press secretary to Prime Minister Lester Pearson; Pat Pearce, radio-TV columnist for the *Montreal Star*, and Real Therrien, 41, a Quebec City broadcasting consultant.

Real Power ■ These five full-time members of the CRTC, all appointed for a term of seven years, will do most of the work and exercise most of the power. The five full-time members, which constitute the executive committee of the CRTC, have the power to issue, amend and renew broadcasting licenses. The executive committee must consult part-time members, but the committee is not bound by their views. The function of part-time members generally is to give regional representation on the radio-television commission.

Although salaries for the full-time members were not released immediately, it is understood the vice chairman

will receive about \$27,000 a year while the other full-time members will get about \$24,000.

The 10 part-time members are paid only for the time they are engaged on business of the CRTC.

Part-time members appointed for five years are: Miss Helen James, former supervisor of daytime programming with the CBC, who now works for the



Chairman Juneau

Children's Aid Society in Toronto; Armand Cormier, president of Arcadian Industries Ltd. in Moncton, N. B.; John Shanski, owner of Sprague Distributors Ltd., a Manitoba lumber firm, and former chairman of the Manitoba Industrial Development Board.

Part-time members named for four-year terms are Mrs. Gertrude Laing of

Calgary, Alberta, currently a member of the royal commission on bilingualism and biculturalism and former vice president of the Canadian Welfare Council; Dr. Gordon Thomas, a surgeon and supervisor of the International Grenfell Association Mission in St. Anthony, Nfld.; Gilles Marcotte, head of the Canadian literature department at the University of Montreal and former newspaper literary critic, and Dr. Northrop Frye, former principal of Victoria College at the University of Toronto.

The remaining part-time members, named for three-year terms, are Gordon Hughes, Windsor, N. S., president of Ocean Co. Ltd. and Evangeline Savings and Mortgage Co.; Colombe Cliche, vice president of Cliche and Associates Ltd. and a member of the Quebec City chamber of commerce, and George McKeen of Vancouver, B.C., president of Straits Towing Co.

Continuing Policies ■ Pierre Juneau, the 48-year-old Montrealer picked to head the new regulatory authority, has said that he feels the rules of the CRTC should not be used to stifle creativity. He said the authority should aim to bring better broadcasting to Canada "by promoting the good things that are already there." He said "rules will not produce quality, will not produce excellence. They will not produce vitality or initiative."

Mr. Juneau said: "We must find positive ways to help and encourage initiative and vitality."

Mr. Juneau gained a familiarity with broadcasting during his nearly 20 years with the National Film Board. He was appointed to the BBG in 1966.

Harry J. Boyle, vice chairman of the new agency, worked for CKNX Wingham, Ont., and the *Stratford* (Ont.) *Beacon-Herald* before joining the CBC in 1942 as a farm commentator. He became supervisor of farm broadcasting and program director for the Trans-Canada CBC radio network before becoming supervisor of network features.



Our Newscasters...free to speak the truth

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Is it any wonder that those who seek to destroy the freedoms that make our Nation great, advocate federal ownership of certain businesses?

Freedom of broadcasting, as well as freedom of individual initiative and enterprise, must be maintained to *keep* America powerful.

FLORIDA POWER & LIGHT COMPANY
HELPING BUILD FLORIDA



Report urges USIA review

Citizens' committee
suggest 'new look'
at agency's function

A call for a top-to-bottom review of the operations and underlying concepts of the U. S. Information Agency, operator of the Voice of America, has been called for the U. S. Advisory Commission on Information, a citizens' review committee headed by CBS President Frank Stanton.

And in the process, the advisory commission suggested that such a review should also include a re-examination of its own purposes and necessity—a development that could lead to the commission's advising itself out of business. Invoking USIA's 20th anniversary as a proper time for stock-taking, the commission notes that it, too, is 20 years old, and, "as there is need for a new look at USIA, so also is there need for a re-examination of the role—and indeed the existence—of

the . . . commission.

"Our mission . . . must be responsive to the times, and we invite congressional satisfaction of that question," concludes the commission's 23d Report issued Wednesday (March 27).

U. S. Circulation ■ Also strongly recommended by the commission is another congressional look at the possibility of domestic availability of USIA's products, designed for overseas consumption, that are not now available for inspection by citizens. Long a commission goal, under Dr. Stanton, domestic availability was the subject of compromise legislation that failed of passage last year.

The Senate Foreign Relations Committee vetoed a commission proposal that would have permitted agency distribution on a request basis, but approved a measure that would have permitted the USIA to establish a central file of agency materials for citizens' inspection, but without distribution (**BROADCASTING**, May 15, 1967). But even that measure made no further legislative progress.

Proposed in the current report is an expansion of the central-file plan, with depositories maintained at selected universities with schools of international relations. The commission also holds by its recommendation that domestic distribution of specific items be made on

request, but with no agency promotion of availability. Congress had been traditionally hostile to domestic distribution on grounds that USIA could too easily become a propaganda arm of the government with internal impact on national affairs.

The call for re-examination of USIA, the commission notes, stems from a recommendation, now eight years old, that independent review be undertaken at least every three years. It's recommended that the review be made by a nongovernment organization, under contract, so that Congress could gain suggestions unbiased by either congressional or administrative viewpoints.

New Form ■ Pointing the way for such a study, the commission urges large-scale restructuring of the agency, with improved liaison between USIA and the State Department (and with more USIA influence on foreign policy). One possibility would be consolidation of all overseas information programs into one agency with cabinet rank. Another would be consolidation of such functions "within a restructured Department of State."

The advisory commission also enters a plea for money to support direct contacts with media overseas: "Increasingly, the message is better delivered by hand than by handout."

The Voice of America, which under-

AMPEX

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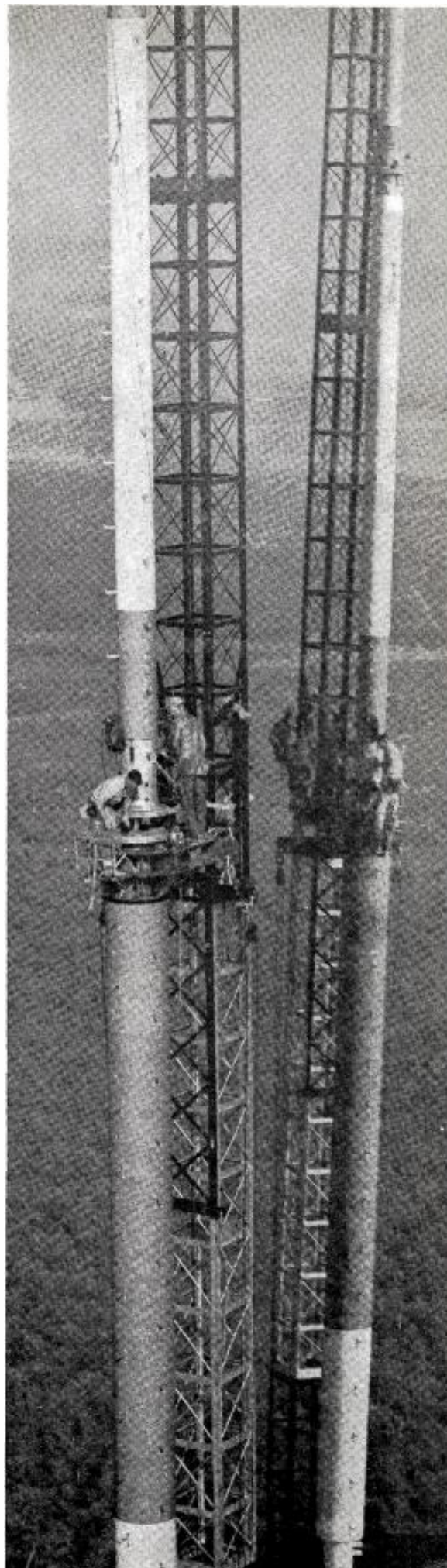
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RCA

126 (INTERNATIONAL)

went wholesale revisions in formats a year ago, is advised that change must become a constant in everyday operations. Cited are advances in technology (transistor radios in underdeveloped lands render short-wave less useful, and programs supplied to local outlets more appropriate) and the global revolution in popular tastes.

The commission also sees personnel problems approaching for the agency as a large body of experienced staff members approach retirement, necessitating internal programs for career development.

In addition to Dr. Stanton, the advisory commission consists of Sigurd S. Larmon, former board chairman of Young & Rubicam, New York; M. S. Novik, New York radio-television consultant; Palmer Hoyt, editor and publisher of *The Denver Post*, and Thomas Vail, editor and publisher of the *Cleveland Plain Dealer*. Members are appointed by the President and confirmed by the Senate.

Self-policing needed to quell ad attacks

Government interference in the marketing process hasn't worked outside of the U.S., hence those stateside could learn from these experiences and head off further federal inroads through better self-policing of advertising abuses whenever found.

So John C. Lockwood, president of Lever Bros. Ltd., Canada, cautioned last week in a talk before the Midwest marketing meeting of the National Industrial Conference Board in Chicago. He cited cases in Canada and Britain as illustrations.

The Canadian businessman observed he has spent the best part of a lifetime making and selling goods and is proud of the contributions his firm has made to the economy of that country. Yet in Canada as in the U.S. in recent years, he explained, ill-founded attacks on advertising and marketing have increased considerably.

"At a parliamentary investigation in Canada in the fall of 1966 we, together with many leading industrialists, were called to Ottawa to face accusations of over-pricing and exploitation," he recalled. "When we explained the integrity of our actions and the modesty of our profits," he said, "these accusations were quickly withdrawn, but the damage was done."

Forced Marketing ■ An even more serious situation arose in the United Kingdom, he related, when Unilever, his parent firm, and Procter & Gamble "were forced by government pressure

to put out new products at lower prices and with lower advertising support to satisfy the intellectuals and the bureaucrats. What were the results? More products on the shelves and an apathetic response by the public."

Mr. Lockwood observed that "we in Canada did the same thing voluntarily in 1966 at the request of the Consumers Association of Canada. We launched a detergent in western Canada at regular prices but with 20% greater weight and adequate advertising support but no (promotional) deals — the very formula suggested by the government and the consumers association. The result: Women stayed away in droves and after six months we were obliged to pick up the stock at great expense."

Mr. Lockwood urged industry to work with government "to counsel and advise them before legislation is passed and let us at the same time so discipline and police our industries that the abuses in the market place which have and do occur are eliminated not by law but by our own pride and self-interest in the work to which we are committed."

Younger Generation ■ The Lever Bros. executive admitted there is "a credibility gap of some dimension between what we say as marketing men about our products and the reaction of the younger consumer." He noted growing criticism of vulgarity and lack of taste in advertising as one example.

Mr. Lockwood pointed out that advertising under the free-enterprise system has produced a breadth of choice in products never before realized. "Breadth of choice has been the hallmark of the wealthy down through the ages," he explained, "and now the mass market in North America enjoys that very privilege."

Others: "The spoiling of good films by too many commercial breaks, which disrupt the viewer's interest" and "exaggerated claims for 'me too' products."

Canadian prerelease issue is dropped

The FCC has given up on its effort to protect northern U. S. television stations from CATV systems that carry Canadian broadcasts of U. S. network programs before they are seen in the U. S.

The commission said as much in an

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the day music stopped

Imagine that all music suddenly has ceased to exist. Composers have stopped creating. Musicians are silent. The phonograph record is gone. People have stopped singing. A universal language has disappeared in the flash of a moment.

All over the world, the blow is shattering. In the United States the economic loss is beyond belief. 5,000 radio stations, deprived of the majority of their programming, are reducing their schedules or going off the air. Television producers are converting every existing program and every commercial with music to straight talk. Many sponsors are simply cancelling. The juke box is extinct. The recording industry has closed down. The music instrument manufacturing business is obsolete. 15,400,000 children who have been studying music no longer have any use for pianos or violins or woodwinds. The country's 1,436 symphony orchestras and 918 opera producing groups have disbanded. Most nightclubs,

theaters, dance halls, concert halls, ballrooms have shuttered their windows. Hundreds of thousands of people who earn their living because of music are now unemployed. The tax loss is incalculable.

A fantasy? Yes, but it makes a point. Music is vitally important in all our lives, in terms of sheer economics as well as of culture.

We are proud that BMI, together with our thousands of affiliated writers and publishers, is one of the many organizations which play a role in supporting and fostering the miracle of music.

If yesterday had been the day music stopped, you wouldn't be hearing about it from us. BMI wouldn't be in business. Nor, possibly, would you.

*All the worlds of music
for all of today's audience.*

BMI

BROADCAST MUSIC, INC.

order issued March 22. The order dropped a requirement that four CATV systems in northern Maine afford WAGM-TV Presque Isle, Me., advance nonduplication protection against nearby Canadian stations.

The order approved a transfer of control of Northern Microwave Service Inc., Caribou, Me., from Sam A. R. Albair to Communications Capital Corp.

The transfer was conditioned on the company not providing microwave service to CATV systems in WAGM-TV's service area that do not afford same-day protection to WAGM-TV.

The commission, however, said the advance nonduplication protection the station had requested from the imported signals of CHSJ-TV-1 Bon Accord, N. B., would not be effective. The commission noted that the Canadian station puts a signal over Presque Isle at least as strong as WAGM-TV's. Consequently, it said, the systems' subscribers would drop off the cable or buy switches for their sets to permit off-air reception.

No Public Benefit ■ Thus, the commission said, the requirement would cause inconvenience and expense to the CATV subscribers without substantially benefiting WAGM-TV.

"Resolution of this problem," the commission added, "if possible, therefore lies elsewhere, and we have accordingly decided not to condition the microwave authorization upon advance nonduplication protection."

The action reversed a March 1, 1967, decision when the commission denied the systems' petition for waiver of the nonduplication rule and granted WAGM-TV's request for advance nonduplication protection.

The systems appealed the order, and the U. S. Court of Appeals in Boston vacated it, and remanded the case to the commission. The court said the commission had given insufficient reasons to support the order.

In its latest decision the commission said it had examined the record in light of the court decision, and "concluded that some modification of the provisions of the earlier order would be appropriate and in the public interest."

Abroad in brief . . .

Move to color ■ Great Britain's new independent television company, London Weekend, ordered color television cameras from Electric and Musical Industries Ltd. (EMI), which said that it was the largest single order for color cameras placed by an independent company. The purchase is valued at \$1.2 million.

State visit ■ Ray V. Hamilton, chairman-president, Hamilton-Landis and Associates, Washington station brokerage firm, has returned from a two-week inspection tour of United States Information Service activities in Addis Ababa, Ethiopia. Mr. Hamilton was part of State Department-sponsored, three-man team, that evaluated the ac-

tivities of USIS in Ethiopia. While abroad, Mr. Hamilton, and Mrs. Hamilton privately visited Liberia, Ghana, Nigeria, Congo, Union of South Africa, Uganda, Kenya, Mozambique and Tanzania, as well as Athens and Frankfurt.

Monaco's first ■ The Principality of Monaco and the Societe des Bains de Mer, holding company operating the Casino, hotels and other tourist places, have appointed PGBS, Rome and Milan, Gardner Advertising's partner in Italy, as their first agency. PGBS will conduct a fall tourism campaign and will redesign graphics for the joint clients. Coordination of advertising with the rest of Europe will be handled by Intergard, Gardner's International division headquarters in France, Germany and Belgium.

NCK appointment ■ Inland Natural Gas Company, British Columbia, has appointed Norman, Craig & Kummel (Canada) Ltd., Vancouver, B. C., as its new agency. The advertising budget has not been determined. McCann-Erickson, Vancouver, was the former agency.

TV buy ■ Shareholders of British Columbia Television Broadcasting System Ltd. (CHAN-TV Vancouver and CHEK-TV Victoria) have accepted an offer of purchase from three companies, Selkirk Holdings Ltd., Famous Players Canadian Corp. Ltd. and Saturna Properties Ltd. Total purchase price is \$5,039,481 in cash and Selkirk class A shares.

FATES & FORTUNES

BROADCAST ADVERTISING

George A. Kirby, VP with Clinton E. Frank Inc., Chicago, named senior VP-general manager of New York office, succeeding Thomas B. Hubbard, who resigns with no plans announced.

William E. Conner, manager of TV-

radio department, North Advertising, Chicago, named senior VP.

John O'Brien, account group head with Campbell-Mithun, Chicago, elected VP.

Alvin Bennett, account executive with Benton & Bowles, New York, joins

The Gumbinner-North Co., that city, as VP and account supervisor.



Mr. Olson

Andrew A. Olson, marketing supervisor with Young & Rubicam, Chicago, joins Geyer-Oswald, that city, as VP.

David Williams, account supervisor with Sullivan, Stauffer, Colwell & Bayles, New

York, elected VP.

Steve Blaschke, account supervisor with Doyle Dane Bernbach, New York, elected VP. John A. Gibbs, account executive with DDB, Detroit, named account supervisor on Dodge truck account, succeeding John E. Chapin, who resigns with no plans announced. Other changes on Dodge account: Corbin P. Elliott named account executive, trucks; John Albert Bluth Jr., named account executive, car sales promotion; John D. Capen named field representative, Northern New Jersey Dodge (dealers) Advertising Association, and Bruce H.

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the future are a way of life with them.

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*For names of sponsoring companies write to: Power Companies, 1271 Avenue of the Americas, N.Y., N.Y. 10020.

Watch TOMORROW'S WORLD: MAN AND THE SEA on NBC-TV, Friday evening, April 19.

Charters named assistant account representative, dealer advertising association group.

William R. Oliver and **Philip S. Yedinsky** join N. W. Ayer & Son, Philadelphia, as art supervisor and copy supervisor, respectively.



Mr. Harris



Mrs. Manes

Frederick M. Harris, VP and account supervisor, and **Nella C. Manes**, VP and media director, both with former Kal, Ehrlich & Merrick Advertising, Washington, join Ehrlich-Linkens & Assoc., that city, new advertising, marketing and PR firm (BROADCASTING, March 4), as senior VP and treasurer and senior

VP and secretary, respectively.

Allen J. Larson and **Bernard H. Miller**, media buyers with Leo Burnett Co., Chicago, named media supervisors.

Billy Davis appointed music director of McCann-Erickson, New York. **James D. Webster** named associate creative director for art in Chicago office of M-E. **Robert G. Mondlock**, with Tatham-Laird & Kudner, Chicago, joins M-E as associate creative director of copy.

J. Scott Mackie Jr., media supervisor with W. B. Doner and Co., Baltimore, joins Kal & Merrick, Washington, in similar position. **Jim Morrison**, art director with K&M, named executive art director.

Richard A. Poe named general sales manager for WGMS-AM-FM Bethesda, Md.



Mr. Howard

John Stuart Howard, management representative with Ted Bates & Co., New York, elected senior VP.

Julian Brownstein, account executive with WPOP Hartford, Conn., joins WCCC - AM - FM, that city, as general sales manager.

John Kimball with BBDO, New York, as copywriter, joins Cunningham & Walsh, that city, as copy supervisor. **John H. Herbert** named merchandising supervisor for C&W. **Frank Johnson** named field merchandising executive.



Mr. Clayton

Wallace E. Clayton, account supervisor with J. Walter Thompson Co., New York, elected VP.

Arthur L. Grimes, Pacific area supervisor for The Interpublic Group of Companies, Hong Kong, joins

Benton & Bowles International, New York, as VP.

Charles F. Theiss joins Blair Television, New York, as account executive.

Herbert A. Ericson, VP with BBDO, New York, joins Monsanto Co. textiles division, that city, as advertising and sales promotion director.

Joseph J. McCluskey, local sales manager and assistant to president for WAYS Charlotte, N. C., named general sales manager.

Donald V. Johnson, with Chesebrough-Pond's, joins Alberto-Culver Co., Melrose Park, Ill., as mar-



Mr. McCluskey

ket research director.

Frank N. Moore, with Television Advertising Representatives, New York, joins WLWT(TV) Cincinnati as assistant sales manager.

Martin Friedman, executive art director with Gilbert and Felix Inc., New York agency, named creative director.

Phillip G. Jackson, with Ted Bates & Co., New York, joins Hicks & Greist, that city, as account executive.

Robert W. Harkness, account executive with WBNF-TV Binghamton, N. Y., appointed local-regional sales manager, succeeding **George S. Rydos**, who resigns with no plans announced.

George Riffner, with WPTA(TV) Roanoke, Ind., joins sales staff of H-R Television's Corinthian division, Chicago.

Richard J. Maloney III, salesman with Mort Bassett & Co., New York, joins Storer Television Sales, Detroit, in similar position.

Jeremiah F. O'Sullivan, account executive, Doyle Dane Bernbach, and **Richard J. Horowitz**, assistant media buyer, Benton & Bowles, both New York, join Ross Roy of New York Inc., as account executive and assistant account executive, respectively.

James Norton, account executive, western division, Television Bureau of Advertising, Los Angeles, and **R. Donald O'Leary**, district sales supervisor, Campbell Soup Co., New York, named account executives, Television Bureau of Advertising, New York.

Peter Petronio, art director, The Center for Advanced Practice, The Interpublic Group of Companies, New York, and **James D. Curnutt**, account executive, Doyle Dane Bernbach, New York, join Carl Ally Inc., that city, in similar positions.

Robert G. Lurie, senior account executive for Grey Advertising, New

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York, joins Carson/Roberts/Inc., Los Angeles, as account executive.

Joy Anderson, assistant sales traffic manager for KNXT(TV) Los Angeles, appointed sales service manager.

Shirley R. McLane, VP and account executive for PAMS Advertising Agency, Dallas, joins Lee-Jeffreys of Dallas Inc.

Paul A. Brissette, general sales manager of WWLP(TV) Springfield, Mass., named also national sales manager of WKEF(TV) Dayton, Ohio. Both are Springfield Television Broadcasting stations.

E. Dean Anderson, sales manager with WFBC Greenville, S. C., joins Leslie Advertising Agency, that city, as account executive.

Everett T. Felder, director of operations for WNJU-TV Linden-Newark, N. J., named manager of Tape House 47, commercial-tape division of station.

Kenneth E. Nay, **George A. Peters** and **Robert W. Host**, all with Campbell-Ewald, Detroit, have resigned positions on Chevrolet account to form own advertising and PR firm, Nay, Peters and Host Inc., Cincinnati.

Wall Matthews, with WAYE Baltimore, joins WTOW-AM-FM Towson, Md., as sales manager.

Budd Blume joins Reach, McClint

on & Co., Chicago, as writer-producer.

MEDIA

Graham Moore, manager of Metro TV Sales, San Francisco, named VP and general manager of Metromedia's KSN-AM-TV, that city.

Douglas Finley, general sales manager for KTLA(TV) Los Angeles, appointed general manager.

James H. Erwin, local sales manager for KXOK St. Louis, appointed general manager of KOMA Oklahoma City, succeeding **Rex Miller**, who resigns with no plans announced. Both are Storz Broadcasting stations.

William F. Tucker, station manager of KIRO-AM-FM Seattle, appointed assistant to general manager of KIRO-AM-FM-TV. **Wayne Killmer**, general sales manager of KIRO-AM-FM, also named station manager.



Mr. MacCourtney

Leo M. MacCourtney, sales manager with WLYH-TV Lancaster-Lebanon, Pa., named general manager.

Dennis McGuire, general sales manager, WKFM(FM) Chicago, named acting general

PROGRAMING

Peter B. Sterne, program administrator for ABC-TV, Hollywood, named director of program administration, western division. **Donald Boyle**, director of program development, East Coast, for ABC-TV, New York, named to newly created post of director of current programs, Europe. **Joseph Schrier**, manager of current programs, East Coast, succeeds him.

Charles Pati, executive VP of Banner Productions, Hollywood, and **Willard B. Gorsuch**, treasurer for Technicolor Inc., Hollywood, elected executive VP's of Technicolor.

Harris Katleman, executive VP for Goodson-Todman Productions in charge of West Coast office, Beverly Hills, Calif., named senior executive VP.

Bert Cohen, account executive with Lin/Medallion Picture Corp., New York, joins ABC Films, that city, as director of film operations.

Stuart P. Erwin Jr., director of advertising and marketing services for grocery products division of Ralston Purina Co., St. Louis, named program executive for Universal Television, North Hollywood, Calif.

Clifford F. Weake, VP with Wilding Inc., Chicago film producers, joins Hanna-Barbera Productions, Los An-

geles, as manager, business development.

Stephen Sirkin, assistant casting director for television and feature films with Ashley Famous Agency, New York, joins Elektra Film Productions, that city, as assistant to president and in newly created position of coordinator of special entertainment projects.

James C. Stern, VP and general sales manager for Allied Artists Pictures Corp., New York, joins Krantz Films Inc., that city, as central division sales manager.

Neil Walden, coordinator, sales development, participating program sales, NBC-TV, New York, appointed manager, sales development and merchandising, participating program sales.



Mr. Walden

James R. West, VP head of sales for PAMS Productions, Dallas, also named general manager.

Luke Greene, news and community affairs director with WQXI-TV Atlanta, appointed community affairs and public service director.

James E. Thacker named sports director for WBT(TV) Charlotte, N. C., succeeding **Bob Quincy**, who has resigned to become feature columnist for *Charlotte News*.

Robert L. Dellinger, VP with Robert E. Petersen Productions, Los Angeles, named group VP. **Ed Pazzur** named administrative manager and **Gene McCabe** named production director.

Bill Gerrity, assistant director with Ivan Tors Studios, North Miami, Fla., named production manager.

Jon Stainbrook, with KDKA-TV Pittsburgh, appointed executive producer, succeeding **Paul Coss**, named program manager for WJZ-TV Baltimore (BROADCASTING, March 25). Both are Westinghouse Broadcasting stations.

Sidney Kaiser, president of Sidney Management Inc., New York, named treasurer for the Campbell, Silver, Cosby Corp., Beverly Hills, Calif.

Joan Harrison, English producer, signed as executive producer of 20th Century-Fox Television's new *Journey to the Unknown* series.

Irving Elman, supervisory producer for NBC-TV's *The High Chaparral* series, named VP for Arena Productions Inc., Hollywood.

Edith Hamlin, production and casting associate, Herbert Brodtkin Productions, New York, joins program development division of Wolper Productions, that city.

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- **Speeds up to 15 FPM.**
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- **Less than seven feet long — can be installed anywhere**
- **Needs only power, water and drain connections for simple installation.**

The FE-15, is the first color film processor for TV news to offer an exciting combination of features previously found in only more expensive machines. A smaller version of Filmline's widely used FE-30 and FE-50 color processors . . . the FE-15 incorporates the basic engineering principles of the larger, more expensive machines including Filmline's unique "Overdrive Film Transport System." Now every TV station no matter how small, can enjoy the benefits of professional caliber equipment without sacrificing quality for price.

Check these features and compare them against larger, more expensive processors. You'll find you'll get more for your money, from Filmline.

• "FILMLINE OVERDRIVE FILM TRANSPORT SYSTEM"

Completely eliminates film breakage, pulled perforations, scratches and operator error. The film can be deliberately stalled in the machine without film breakage or significant change of film footage in solutions. The heart of any film processor is the drive system. No other film drive system such as sprocket drive, bottom drive or simple clutch drives with floating lower assemblies can give you the performance capability of the unique Filmline Overdrive Film Transport System.

ADDITIONAL FEATURES INCLUDED IN THE PRICE OF MACHINE. ■ Magazine load, daylight operation ■ Feed-in time delay elevator (completely accessible) ■ Take-up time delay elevator (completely accessible) ■ Red brass bleach tank, shafts, etc. ■ Pre-hardener solution filter ■ Air vent on pre-hardener ■ Bottom drains and valves on all tanks ■ Pump recirculation of all eight solutions through spray bars ■ Temperature is sensed in the recirculation line ■ All solutions temperature controlled, no chilled water required ■ Built-in air compressor ■ Captive bottom assemblies assure you constant footage in each solution.

• "TEMP-GUARD" positive temperature control system. Completely transistorized circuitry insures temperature control to well within processing tolerances. Temp-Guard controls temperatures accurately and without the problems of other systems of lesser sophistication.

• "ZERO DOWN TIME" The reputation of any film processor is only as good as its reliability. The combination of the exclusive and special added Filmline features guarantees trouble-free operation with absolute minimum down-time and without continual operator adjustments. Recapture your original investment in 2 years on maintenance savings alone. Filmline's "Push the button and walk-away processing" allows inexperienced operators to turn out highest quality film.

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"When you buy quality Filmline Costs Less"

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All prices F.O.B. MILFORD, CONN.

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Whitcombe joins BPI; Cosgrove opens consultancy

David N. Whitcombe becomes circulation director of Broadcasting Publications Inc. today (April 1) succeeding John P. Cosgrove who has resigned to open a consultancy in Washington.

BPI publishes BROADCASTING, Television Magazine and the BROADCASTING YEARBOOK.

Mr. Whitcombe has been a circulation manager for magazines published by Reinhold Publishing Corp., New York, since 1960. He has been business manager of Reinhold's *Progressive Architecture* since October 1966. He was president of the National Circulation Roundtable of the American Business Press in 1963-64.

A graduate of Hamilton College, Clinton, N. Y., Mr. Whitcombe took his master's degree at Duke University in Durham, N. C. Before joining Reinhold he held various positions in sales, advertising and circulation with Prentice-Hall Inc., book



Mr. Whitcombe



Mr. Cosgrove

publisher, and F. W. Dodge Corp., publisher of business periodicals.

Mr. Cosgrove has been in charge of circulation at BPI since 1948. He was president of the National Press Club in 1961. He is now a trustee of the National Press Building Corp. Since April 1967 he has been chairman of the finance committee of the National Postal Forum.

On April 15 Mr. Cosgrove will become a general consultant on Washington affairs with offices in the National Press Building, Washington.

Humberto Delgado, manager of operations, WNEW-TV New York, joins WNJU-TV, Linden-Newark, N. J., as director of operations.

Rod McKean, announcer with KRKD Los Angeles, named production director.

Fred Lark, with KMMJ Grand Island, Neb., joins KFAB Omaha as director of agricultural services.

NEWS

Philip Greer, Wall Street columnist for former *New York Herald-Tribune*, joins Westinghouse Broadcasting Co., New York, as business analyst and cor-

respondent.

William E. Leeds, news director for WDAF-TV Kansas City, Mo., joins WKYC-TV Cleveland in similar position.

Steve Nevas, newsman with KYW-AM-TV Philadelphia, joins WWDC-AM-FM Washington as news director.

Edward M. McHale named UPI regional executive, Richmond, Va. Kent B. Potter, manager of UPI's Philadelphia news picture bureau, assigned to Saigon. Gary A. Edwards, with UPI's Rochester, N. Y., bureau, replaces him.

Bill Conover, newsman with WQXI-TV Atlanta, appointed news director. Bill Buckner named assignment editor.

Ted Work joins WSLR Akron, Ohio, as news director.

Clay Johnson, newsman with KGDN Edmonds, Wash., named news director.

Ben Chandler, newsman with KFVB Los Angeles, joins KVMN(FM) Pueblo, Colo., as news director.

Malcolm Street, manager of WHMA Anniston, Ala., elected president of Alabama AP Broadcasters Association.

John Stromberg, newsman with WTVO(TV) Rockford, Ill., joins WISN-TV Milwaukee as general assignment reporter.

Craig Edwards, news director for WIXY Cleveland, named head of news department of WOHO Toledo, Ohio. Irwin Young named community relations director; Steve Lewis named newsman.

Randy Wood, from *Burlington County* (N. J.) *Times* and WFPG Atlantic City, N. J., joins WCAU Philadelphia as newsman.

Ken Jewett, head of own Los Angeles research writing firm, named editorial director for KFVB Los Angeles.

EQUIPMENT & ENGINEERING

Dr. Leo Jedynak, on sabbatical as associate professor of electrical engineering at University of Wisconsin, joins Oak Electro/Netics Corp., Madison, Wis., as director, corporate research.

Richard O'Brien, VP and account supervisor with Wyatt & Williams, Dallas division of Lennen & Newell, joins Ling-Temco-Vought, Dallas, as director of public relations and advertising.

Robert H. Jones, director of engineering for Bluegrass Broadcasting Group, joins WBLG-TV Lexington, Ky., as chief engineer.

Gerald R. Baruch, advertising production manager for Jewish Federation Council of Greater Los Angeles, joins Berkey-Colortran, Burbank, Calif., as advertising and sales promotion manager.

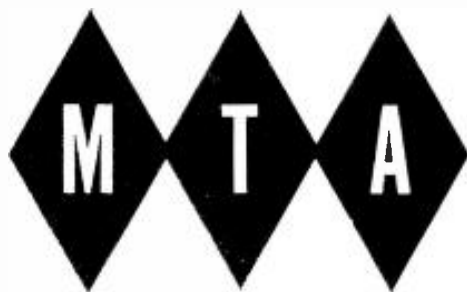
FANFARE

Mark Stroock, VP with Young & Rubicam, New York, named director of corporate relations.

Bob King, unit publicist for Walt Disney Productions, Burbank, Calif., named director of promotion and exploitation.

Edgar A. Falk, with N. W. Ayer & Son, New York, appointed supervisor in PR department.

Raymond Shultz, assistant manager of broadcast operations for WCBS-TV



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New York, appointed supervisor of broadcast promotion.

Bill McGuire, senior press representative for CBS-owned TV stations division, New York, joins general PR staff of Madison Square Garden Center as director of information services.

John H. Lantry, director of sales promotion and merchandising for KTNT-TV Tacoma-Seattle, named to newly created post of promotion director for KREM-AM-FM-TV Spokane, Wash.

Melvin W. LaForce with Hutchins Advertising, Rochester, N. Y., named promotion director of WTV(TV) Milwaukee.

Dave (Checkers) Donnelly, production director with KGMB-AM-FM and air personality with KGMB-TV Honolulu, named promotion and merchandising director of stations.



Mr. Rost

John S. Rost, group supervisor in public relations with J. Walter Thompson Co., New York, elected VP.

Deanna Pfefer appointed public affairs director of WIP and WMMR(FM) Philadelphia.

Montez Tjaden, promotion director for KWT(TV) Oklahoma City, joins Advertising Inc., Tulsa, Okla., agency, as PR director.

John Murray, director of community relations, for WCBS New York, appointed VP in charge of information for New York Urban Coalition.

Connie Ryan Meehan, manager of TV publicity and promotion for Lennen & Newell, New York, joins The Softness Group, that city, as account executive.

ALLIED FIELDS

Edward A. Schillmoeller, special projects coordinator for media research division of A. C. Nielsen Co., Chicago, named director of statistical research. **William E. Stelk**, associate research director, named director of statistical research/administration.

William Harvey, manager of planning and coordination with American Research Bureau, New York, joins C. E. Hooper Inc., that city, as VP.

INTERNATIONAL

Major Gerald H. Buchanan, executive officer of American Forces Network, Europe, named officer in charge of AFN, Europe, Frankfurt, Germany, succeeding Lieutenant Colonel **Henry L. Cody**, named executive officer with Seventh Army Communications Com-

mand. **First Lieutenant Philip G. Benoit**, with AFN, Stuttgart, Germany, appointed network's executive officer. **Paul F. Kruyer**, program director for AFN, named director of program services AFN, Europe.

George W. Harper, VP and general manager for NBC in Canada, appointed by Paramount Television as supervisor of Canadian sales.



Mr. Miller

Lincoln W. Miller, executive VP with KIRO-TV Seattle, joins NBC International, Riyadh, Saudi Arabia, as manager of international television project.

Arch L. Madsen, president of Bonneville International Corp., Salt Lake City (group owner), and National Association of Broadcasters delegate to 21-nation Inter-American Association of Broadcasters, named member of IAAB's Permanent Committee for Defense of Democracy.

DEATHS

Carl Rust, 56, television engineering specialist for NBC International, died March 6 in Stanton, Calif., after two-month illness. For three years, Mr. Rust served as chief engineer setting up TV network in Nigeria for NBC International. Last June he joined similar NBC project in South Vietnam, as director of engineering. Subsequently he worked as consultant with NBC International in planning future overseas programs. Mr. Rust is survived by wife, two sons and two daughters.

Walter O'Meara, 53, NBC News lighting engineer, died March 22. Mr. O'Meara joined NBC in 1933 as page, moved to electrician's helper in 1934, senior sound technician in 1945, maintenance engineer in 1948 and lighting engineer in 1949. He is survived by wife, Mildred, four sons and daughter.

Howard A. Petrie, 61, one-time NBC Radio personality announcer and film and television character actor, died March 24 at Keene (N.H.) hospital after long illness. Mr. Petrie joined NBC Radio in 1930, subsequently announcing *Everything Goes*, starring Gary Moore, and in 1942 *The Jimmy Durante Show*. The next year he left senior staff announcer post to take up career in motion pictures, appearing thereafter on numerous TV programs such as *Bonanza*, *Rawhide* and *Perry Mason*. He is survived by wife, Alice, and son.

Ralph L. Sisson, 77, senior account executive with WSPD Toledo, Ohio, died March 19. He is survived by wife, Leah, and seven daughters.

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



Hurray!

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

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

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

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

How did you do it?

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

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

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

Hmmm. Sounds like something I should look in on.

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

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 20 through March 27 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

FINAL ACTIONS

Crest Broadcasting Co.—Houston. FCC gave notice that supplemental initial decision of Jan. 19 became effective March 11 granting UHF ch. 29 (560-566 mc); ERP, 1,290 kw vis., 580 kw aur. Ant. height above average terrain 735 ft.; ant. height above ground 784 ft. P. O. address: W. Ervin James, Box 12349 Houston. Estimated construction cost \$549,508; first-year operating cost \$388,200; revenue \$388,300. Geographic coordinates 29° 45' 28" north lat.; 95° 22' 02" west long. Type trans. RCA TTV-25 B. Type ant. RCA TPU-46K. Legal counsel Hofeinz and James, Houston; consulting engineer Edward F. Lorentz. Principals: Leroy J. Gloger, president, 19%; Bernard E. Calkins and Raymond G. Schindler, each 25%. Mr. Gloger owns KIKK Pasadena, Tex. (BROADCASTING, March 25.)

FCC denied petition of Lee and Associates Inc. for reconsideration of Dec. 13, 1967 grant of application of Midcontinent Broadcasting Co. of Wisconsin Inc. for new commercial TV station to operate on ch. 25 at La Crosse, Wis. Lee and Associates is licensee of WKTY and applicant for new TV station to operate on ch. 19 both La Crosse. In addition to CP for La Crosse station, which will be operated for first year as 100% satellite of its station WKOW-TV, ch. 27, Madison, Midcontinent Broadcasting Co. is permittee of WAOW(TV) Wausau, Wis. Action March 20.

OTHER ACTIONS

Review board in Minneapolis TV broadcast proceeding, Docs. 15841-43, 16782-83, granted request for postponement of oral argument filed March 20 by Association of Maximum Service Telecasters Inc. and rescheduled oral argument for April 11.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on March 6 in Fort Smith, Ark. (KFPW Broadcasting Co. and Broadcasters Unlimited) TV proceeding, designated Hearing Examiner Forest L. McClenning to serve as presiding officer; scheduled pre-

hearing conference for April 30 and hearing for May 27 (Docs. 18046-7).

Hearing Examiner David I. Kraushaar on March 13 in Homewood and Birmingham, Ala. (Chapman Radio and Television Co.) TV proceeding, in Docs. 15461, 16760-1, 16758, reopened record and received in evidence certain documents and again closed record.

Hearing Examiner Jay A. Kyle on March 11 in Sacramento, Calif. (Grayson Television Co. and Hercules Broadcasting Co.) TV proceeding, scheduled further hearing conference for April 22; cancelled March 19 hearing scheduled to be held in Washington and continued without date hearing scheduled for April 16 in Sacramento, Calif. (Docs. 17778-9).

Office of opinions and review on March 11 in Rochester, N. Y. (Flower City Television Corp.) TV proceeding, dismissed petition filed March 7 by Community Broadcasting Inc. requesting permission for leave to amend application to reflect resignation of Michael R. Hanna as general manager of WICHU-AM-FM Ithaca, N. Y. Since petition was filed commission has issued decision granting application of Flower City Television Corp. and by further action denied petitions for reconsideration of decision (Docs. 14394 et al.)

Office of opinions and review on March 13 in Rochester, N. Y. (Flower City Television Corp.) TV proceeding, dismissed petition filed March 12 by Federal Broadcasting System Inc., requesting leave to amend application to reflect statements that WSAY Rochester, N. Y., and WNIA Cheektowaga, N. Y., will be disposed of within five months after issuance to Federal of CP, since commission has issued decision granting application of Flower City Television Corp., and has denied petitions for reconsideration of decision (Docs. 14394-5, 14460-2, 14464-8).

Hearing Examiner Charles J. Frederick on March 15 in San Francisco (Bay Broadcasting Co. and Reporter Broadcasting Co.) TV proceeding, reopened record, received in evidence Bay Broadcasting Co. exhibits 2(a) through 2 (j), and again closed record (Docs. 16678, 16831). By separate action on March 20 on examiner's own motion, reopened record for sole purpose of hearing oral argument as to whether Bay Broadcasting Co. "additional supplemental affidavit of Alfred G. Cinelli" attached as appendix A to its reply proposed findings shall be considered as evidence in case, as if it were duly received exhibit and scheduled oral argument for March 25.

Hearing Examiner Jay A. Kyle on March 15 in Sacramento, Calif. (Grayson Television Co. and Hercules Broadcasting Co.) TV ch. 15 proceeding, granted petition by Hercules Broadcasting Co. for leave to amend application to reflect purchase of shares of stock, gifts of shares of stock and resignation of Felix D. Adams as vice president of Hercules (Docs. 17778-9).

Hearing Examiner Forest L. McClenning on March 21 in Jacksonville, Fla. (Florida-Georgia Television Co.) TV proceeding in Docs. 10834, 17582-4, denied petition by Florida Gateway Television Co. for

leave to amend application.

Hearing Examiner Jay A. Kyle on March 18 in Gainesville, Fla. (Minshall Broadcasting Co. and University City Television Cable Co.) TV proceeding, granted in part request by University City and rescheduled March 18 hearing for March 19 (Docs. 17609-10).

Hearing Examiner Chester F. Naumowicz Jr. on March 14 in West Palm Beach, Fla. (Channel 25 TV Inc. and Transamerica TV Inc.) TV proceeding, granted request by applicants and continued prehearing conference from March 27 to April 23 and continued, pending further order, hearing scheduled for April 22 (Docs. 17697-8).

Hearing Examiner Chester F. Naumowicz Jr., on March 18 in Patchogue, N. Y. (Long Island Video Inc. and Granik Broadcasting Co.) TV ch. 67 proceeding, granted petitions by Long Island and Granik and continued certain procedural dates and scheduled commencement of hearing for April 16 (Docs. 17889-90).

Hearing Examiner Chester F. Naumowicz Jr., on March 25 in Medford, Ore. (State of Oregon acting by and through the state board of higher education, Liberty Television, joint venture comprised of Liberty Television Inc. and Siskiyou Broadcasters Inc., and Medford Printing Co.) TV ch. 8 proceeding, granted petition by Liberty for leave to amend application to reflect changes in holdings of stock as result of acquisition of interest in another company (Docs. 17680-2).

Hearing Examiner Chester F. Naumowicz Jr. on March 25 in Patchogue, N. Y. (Long Island Video Inc. and Granik Broadcasting Co.) TV ch. 67 proceeding, granted petitions by Long Island and Granik for leave to amend applications, Long Island to update financial showing and Granik to delete Lawrence White as stockholder and financial backer. Louis Sachar, who is already stockholder, to take over Mr. White's commitments (Docs. 17889-90).

RULEMAKING ACTION

Commission on March 18 granted request by Cushman Associates and extended time from March 19 to April 2 to reply to opposition to petition requesting amendment of Sec. 73.606 of table of assignments, television stations, to assign ch. 27 to San Diego.

Existing TV stations

FINAL ACTIONS

KGMB-TV Honolulu — Broadcast Bureau granted CP to install auxiliary transmitter at main transmitter and ant. location. Action March 26.

WMTU-TV Memphis — Broadcast Bureau granted mod. of CP to change ERP to 676 kw vis., 67.6 kw aur., studio location to 1.7 miles south of intersection of Route 64 and Berry Hill Road, east of Memphis, make changes in ant. structure, decrease ant. height to 1,090 ft. Action March 25.

*WSJK-TV Sneedville, Tenn.—Broadcast Bureau granted license covering new station. Action March 20.


FCC denied motion for stay pending determination of litigation of KIMA-TV Yakima, Wash. KIMA-TV opposed commission approval of agreement among three applicants for new UHF television, ch. 35 in Yakima. Agreement would grant CP for ch. 35 to Apple Valley Broadcasting Inc., and would reconstitute Apple Valley corporation to include principals of the other two applicants, Sunset Broadcasting Corp. and Northwest Television & Broadcasting Co. in joint venture (Docs. 16924-6). All three applicants are Yakima corporations. Action March 20.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on March 6 in Fajardo, P. R. (WSTE-TV Inc. [WSTEL]) TV proceeding on extension of time to construct and mod. of CP, designated Examiner Chester F. Naumowicz Jr. to serve as presiding officer and scheduled prehearing conference for April 29 and hearing for June 3 (Docs. 18048-9).

Hearing Examiner Millard F. French on March 21 in Houma, La. and Panama City, Fla. (St. Anthony Television Corp., KHMA-TV and Delta Teleradio Corp.) TV proceeding, on examiner's own motion, scheduled further prehearing conference for April 5 (Docs. 17446-8).

Hearing Examiner David I. Kraushaar on March 21 in Homewood and Birmingham, Ala. (Chapman Radio and Television Co., Alabama Television Inc., Birmingham Broadcasting Co. and Birmingham Television Corp. [WBMG]) TV proceeding, sus-

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, March 26, 1968

	ON AIR		TOTAL ON AIR	NOT ON AIR CP'S	TOTAL Authorized
	Licensed	CP's			
Commercial AM	4,167 ¹	17	4,184 ¹	85	4,269 ¹
Commercial FM	1,767	39	1,806	256	2,062
Commercial TV-VHF	496 ²	9	505 ²	13	518 ²
Commercial TV-UHF	118 ²	30	148 ²	158	306 ²
Educational FM	323	10	333	35	368
Educational TV-VHF	68	5	73	3	76
Educational TV-UHF	55	23	78	31	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 ¹	1,764	614 ²	321	120
CP's on air (new stations)	14	40	38	11	29
Total on air	4,180 ¹	1,804	652 ²	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

¹ Includes two AM's operating with Special Temporary Authorization.

² Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

tained objections by Birmingham Broadcasting Co. to request for admissions of fact by Birmingham Television Corp. (Docs. 15461, 16760-1, 16758).

■ Hearing Examiner Chester F. Naumowicz Jr. on March 15 in Fajardo, P. R. (WSTE-TV Inc. [WSTE]) ch. 13 proceeding, continued prehearing conference from April 29 to April 30 (Docs. 18048-9).

CALL LETTER APPLICATION

■ Comet Television Corp., Denver. Requests KTOV-TV.

CALL LETTER ACTIONS

■ WAIL-TV, Pacific and Southern Co., Atlanta. Granted WQXI-TV.
 ■ Chesapeake Placement Service, Baltimore. Granted WFFF(TV).
 ■ Victor Muscat, Tulsa, Okla. Granted KVMP(TV).
 ■ KJJJ-TV, McAlister TV Enterprises, Lubbock, Tex. Granted KSEL-TV.

New AM stations

OTHER ACTIONS

■ Review board in Costa Mesa-Newport Beach, Calif., AM proceeding. Docs. 15762-15756, 15758-15760, 15762, 15764-15766. Dismissed appeal from adverse ruling of hearing examiner filed Feb. 2 by Storer Broadcasting Co., Crown City Broadcasting Co. and Western Broadcasting Corp. Action March 26.

■ Review board in Bridgeton, N. C., AM proceeding. Doc. 17560, granted to extent

indicated and denied in all other respects motion for clarification and enlargement of issues filed Feb. 5, by New Bern Broadcasting Co. Action March 26.

■ Review board in Edna, Tex., AM proceeding. Docs. 16572-73, granted request for extension of time filed on March 20 by International Broadcasting Corp. and extended to April 9, time within which to file replies to exceptions to initial decision. Board member Nelson not participating.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on March 25 in Wagoner and Vinita, Okla. (Wagoner Radio Co. and Vinita Broadcasting Co.) AM and FM proceeding, designated Examiner David I. Kraushaar to serve as presiding officer; scheduled prehearing conference for May 17 in Washington, and hearing for July 2 in Tulsa, Okla. (Docs. 18085-7).

■ Hearing Examiner Charles J. Frederick on March 22 in Crowley, La. (Rice Capital Broadcasting Co.) AM proceeding, granted motion by Rice and extended time to March 25 to file reply findings (Docs. 16785).

■ Hearing Examiner Chester F. Naumowicz Jr. on March 15 in Kettering, Ohio (Kittyhawk Broadcasting Corp.) AM proceeding, scheduled further prehearing conference for March 21 (Docs. 17243-7, 17249-50).

Existing AM stations

FINAL ACTIONS

KOFY San Mateo, Calif.—Broadcast Bu-

reau granted CP to install new-type trans. at main trans. location to be operated daytime as alternate-main trans. Action March 21.

WMEG Eau Gallie, Fla.—Broadcast Bureau granted CP to install new-type trans. at main trans. location for auxiliary purposes only. Action March 21.

WDLP Panama City, Fla.—Broadcast Bureau granted CP to make changes in DA system. Action March 21.

KZIA Albuquerque, N. M.—Broadcast Bureau granted CP to install new-type trans. at main trans. location for auxiliary purposes only. Action March 21.

WHOA San Juan, P. R.—Broadcast Bureau granted CP to install new-type trans. at main trans. location for auxiliary purposes only. Action March 21.

WMNT Manati, P. R.—Broadcast Bureau granted CP to install new-type trans. at main trans. location for auxiliary purposes only. Action March 21.

KBHB Sturgis, S. D.—Broadcast Bureau granted CP to install new-type trans. at main trans. location for auxiliary purposes only. Action March 21.

WVMT Burlington, Vt.—Broadcast Bureau granted CP to install new-type trans. at main trans. location as alternate main trans. Action March 21.

WLLL Lynchburg, Va.—Broadcast Bureau granted mod. of CP to change ant.-trans. and studio location to Highway 460 - two miles west of city limits of Lynchburg. Action March 22.

■ Broadcast Bureau granted CP's to make changes in ant. systems for following stations: WCBK Martinsville, Ind., KEHG Foston, Minn. and KHDN Hardin, Mont. Action March 22.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on March 25 in Nashville. (Second Thursday Corp.) Renewal of license of WVGW, on examiner's own motion, and with agreements made at Feb. 13 prehearing conference, continued March 27 evidentiary hearing to date to be fixed at further prehearing conference to be held after commission has acted on petition for reconsideration filed Jan. 24 (Doc. 17914).

■ Chief Hearing Examiner James D. Cunningham on March 21 in Mankato, Shakopee and Waseca, all Minnesota and River Falls, Wis. (Southern Minnesota Supply Co. [KYSM] Progress Valley Broadcasters, Inc. [KSMM], Wisconsin Radio Inc. and The Waseca-Owatonna Broadcasting Co.) AM proceeding, designated Examiner Isadore A. Honig to serve as presiding officer and scheduled prehearing conference for May 2 and hearing for June 12 (Docs. 18075-8).

■ Chief Hearing Examiner James D. Cunningham on March 25 in Corvallis, Central Point and Gold Beach, all Oregon. (Radio Broadcasters Inc. [KFLY] James L. Hutchens [KPTN] James L. Hutchens) AM and FM proceeding, designated Examiner Chester F. Naumowicz Jr. to serve as presiding officer; scheduled a prehearing conference for May 15 in Washington, and hearing for July 8 in Corvallis (Docs. 18079-4).

■ Commission on March 22 denied petition by Dena Pictures Inc., and Alexander Broadcasting Co., joint venture d/b as Seattle, Portland and Spokane Radio, licensee of KXL Portland, Ore., received March 21, requesting extension of time to March 28 to file comments in proceeding on "presunrise" operation by class II stations on U. S. Class I-A channels before 6 a.m. (Doc. 18036).

■ Hearing Examiner H. Gifford Irton on March 18 in Media, Pa. (Brandywine-Main Line Radio Inc.) renewal of licenses of WXUR-AM-FM, ordered that hearing session scheduled for March 18 in Media is converted into further hearing conference in Washington. (Doc. 17141).

■ Hearing Examiner Chester F. Naumowicz Jr. on March 14 in Canton, N. C. (Western North Carolina Broadcasters Inc. [WWIT]) scheduled conference for March 26 (Doc. 17050).

■ Hearing Examiner Elizabeth C. Smith on March 21 in Mobile, Ala. (Azalea Corp., WGOK Inc. [WGOK] People's Progressive Radio Inc., and Mobile Broadcast Service Inc.) AM proceeding, scheduled further prehearing conference for March 29 (Docs. 17555-8).

■ Office of Opinions and Review on March 15 in Indianapolis (Star Stations of Indiana Inc.) renewal of licenses of WIFE-AM-FM, granted petition by Broadcast Bureau and extended time to April 2 to file responsive pleadings to Star's exceptions and brief in support and to motion to reopen record (Doc. 16612).

FINES

■ FCC ordered WKKS Vanceburg, Ky.

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to pay forfeiture of \$500, for failure to comply with rules. Action March 20.

■ FCC notified WERT Van Wert, Ohio of apparent liability for forfeiture of \$500 for willfully or repeatedly failing to observe provisions of Sec. 73.57 of rules. Action March 20.

■ FCC notified KRSD Rapid City, S.D. of apparent liability for forfeiture of \$2,000 for willfully or repeatedly failing to observe provisions of Sec. 73.73 of rules. Action March 20.

■ FCC notified KLVJ Beaumont, Tex. of apparent liability for forfeiture of \$5,000 for willfully or repeatedly failing to observe provision of commission's rules. Action March 20.

■ Broadcast Bureau by letter of March 21 notified KGTN Georgetown, Tex. that it has incurred apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements.

CALL LETTER APPLICATIONS

■ Redmond Broadcasting Corp., Red Bay, Ala. Requests WRMG.

■ DeSoto Broadcasting Co., DeSoto, Miss. Requests KHAD.

■ Lawrence County Broadcasting Co., New Castle, Pa. Requests WBZY.

■ Dodge Point Broadcasting Co., Dodgeville, Wis. Requests WDMP.

CALL LETTER ACTIONS

■ WACY, Standard Broadcasting Inc., Moss Point, Miss. Granted WCIS.

■ Beacon Radio Inc., Berlin, Wis. Granted WISS.

FINAL ACTIONS

■ Commission gave notice that January 30 initial decision proposing denial of CP for new FM station to San Fernando Broadcasting Co., San Fernando, Calif. (Doc. 17198) became effective March 20, pursuant to Sec. 1.276 of rules. Ann. March 26.

*Omaha—School District of City of Omaha. Broadcast Bureau granted 104.5 mc, ch. 283, 28.95 kw. Ant. height above average terrain 246 ft. P. O. address: 3902 Davenport Street, Omaha 68131. Estimated construction cost \$74,310; first-year operating cost \$16,240; revenue none. Principals: Owen A. Knutzen and Charles W. Beattie, superintendent of schools and secretary of board of education, respectively, and others. Action March 27.

New FM stations

APPLICATIONS

Anchorage—KYAK Inc. Seeks 101.3 mc, ch. 297, 45.36 kw. Ant. height above average terrain minus 60.31 ft. P. O. address 428 Fourth Avenue, Anchorage 99501. Estimated construction cost \$2,400; first-year operating cost \$1,000; revenue \$1,000. Principals: Richard C. Cruver, president-treasurer (50.8%) and Glenn S. Miller, vice president-secretary (47.2%). Ann. March 26.

Benton, Ark.—Saline Broadcasting Co. Seeks 107.1 mc, ch. 296, 3 kw. Ant. height above average terrain 151 ft. P. O. address: Box 369, Benton 72015. Estimated construction cost \$9,950; first-year operating cost \$6,000; revenue \$6,800. Principals: Samuel Preston Bridges, president, David O. Demuth, secretary and Jimmy Turnage, vice president (each 33%). Mr. Bridges is sole owner of KGKO Benton. Mr. Demuth is 100% owner of hardware and furniture store. Mr. Turnage is manager and 40% owner of retail furniture and home and auto supply firm. Ann. March 20.

Morrison, Colo.—Western Bible Institute. Seeks 91.9 mc, ch. 220. Ant. height above average terrain 85 ft. P. O. address: 18075 West Bellevue Avenue, Box 812, Morrison 80465. Estimated construction cost \$19,400; first-year operating cost \$6,500; revenue none. Principals: Western Bible Institute is nonprofit, private educational institution. Ann. March 20.

Rockmart, Ga.—Faulkner Radio Inc. Seeks 107.1 mc, ch. 296, 3 kw. Ant. height above average terrain 299.962 ft. P. O. address: Box 571, Bay Minette, Ala. 36507. Estimated construction cost \$42,118.50; first-year operating cost \$15,000; revenue \$17,000. Principals: James H. Faulkner, president (75.38%), Robert M. Thorburn, vice president (15.38%) et al. Mr. Faulkner is sole owner of Baldwin (Bay Minette) Times, senior vice president of engineering and architectural firm, 20% owner of insurance agency and president and majority stockholder of WBCA and WWSM, both Bay Minette, Ala., WLBB and WBTR-FM, both Carrollton, Ga. and WAOA Opelika and WFRI Auburn, both Alabama. Mr. Thorburn is vice president and minority shareholder in above stations. Ann. March 26.

Winnsboro, La.—KMAR Broadcasting Corp. Seeks 95.9 mc, ch. 240, 3 kw. Ant. height above average terrain 170 ft. P. O.

address: Box 312, Winnsboro 71295. Estimated construction cost \$19,477.35; first-year operating cost \$5,000; revenue \$10,000. Principals: S. J. Willing, president, Albert Greenwald, secretary-treasurer, and James D. Mays (each 20%), et al. Applicant is licensee of KMAR Winnsboro.

Potsdam, N. Y.—St. Lawrence Radio Inc. Seeks 99.3 mc, ch. 257, 3 kw. Ant. height above average terrain 153.5 ft. P. O. address: WPFDM Potsdam 13676. Principal: David A. Kyle, treasurer (23.09%) et al. Applicant is licensee of WPFDM Potsdam. Ann. March 22.

Rochester, N. Y.—Rochester Radio Co. Seeks 103.9 mc, ch. 230, 2.51 kw. Ant. height above average terrain 322 ft. P. O. address: 423 East 83rd Street, New York 10028. Estimated construction cost \$19,990; first-year operating cost \$38,000; revenue \$48,000. Principals: Richard Greener and Michael J. Sears (each 25%) and David H. Polinger (50%). Mr. Polinger is president and general manager of WTFM Fresh Meadows, N. Y. and 10% shareholder in WRNW Mt. Kisco, N. Y. Ann. March 22.

Chillicothe, Ohio — The Court House Broadcasting Co. Seeks 94.3 mc, ch. 232, 1.26 kw. Ant. height above average terrain 300 ft. P. O. address: Masonic Building, Washington Court House 43160. Estimated construction cost \$21,000; first-year operating cost \$7,500; revenue \$9,000. Principals: W. N. Nungesser, president. Applicant is licensee of WCHO Chillicothe. Ann. Mar. 25.

*Indiana, Pa.—Indiana University of Pennsylvania. Seeks 91.3 mc, ch. 217, 1.58 kw. Ant. height above average terrain 87.7 ft. P. O. address: Indiana University of Pennsylvania, Indiana, Pa. 15701. Estimated construction cost \$14,354.80; first-year operating cost \$1,500; revenue none. Principals: Indiana University of Pennsylvania is a state-owned institution. Ann. March 26.

Erwin, Tenn.—WEMB Inc. Seeks 103.9 mc, ch. 280, 3 kw. Ant. height above average terrain minus 433 ft. P. O. address: Box 280, Erwin 37650. Estimated construction cost \$21,800; first-year operating cost \$10,400; revenue \$15,000. Principals: V. F. Jackson, president, H. C. Jackson, vice president and James E. True, secretary-treasurer (each 33%). Mr. V. F. Jackson is 25% owner of hardware store. Mr. H. C. Jackson is 25% owner of two furniture stores, and is 25% owner of oil-distributing firm. Applicant is licensee of WEMB Erwin of which Messrs. Jackson each own 33% of stock. Ann. March 25.

Hendersonville, Tenn.—Hendersonville Broadcasting Corp. Seeks 92.1 mc, ch. 221, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 327 West Main Street, Hendersonville 37075. Estimated construction cost \$40,028; first-year operating cost \$35,000; revenue \$36,000. Principals: John M. Steinhauer Jr., president, Michael Ray Fleming, treasurer, Randall L. Davidson, vice president and Kenneth W. Davidson, secretary (each 25%). Mr. Steinhauer is optical dispensary owner, owner of PR firm and is a Tennessee State Representative. Mr. Fleming is a manufacturer's representative. Mr. Randall Davidson is 75% owner of musical instrument and phonograph store. Mr. Kenneth Davidson is owner of plumbing firm. Ann. March 25.

INITIAL DECISION

Manati, P. R.—Arecibo Broadcasting Inc. Hearing Examiner Thomas H. Donahue recommended grant of 96.9 mc, ch. 245, 18.25 kw. Ant. height above average terrain zero ft. P. O. address: Box 6, Manati 00701. Estimated construction cost \$24,403; first-year operating cost \$12,000; revenue \$15,000. Principal: Efraim Archilla-Roig, president. Applicant is licensee of WMNT, Manati. Ann. March 21.

OTHER ACTION

■ Review board in Berwick, Pa., FM proceeding, Docs. 17884-17885, granted to extent indicated and denied in all other respects motion to enlarge issues, filed Jan. 15 by P.A.L. Broadcasters Inc. Action March 26.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on March 15 in San Clemente, Calif. (El Camino Broadcasting Corp. and South Coast Broadcasting Co.) FM proceeding, granted petition by South Coast for leave to amend application to reflect fact that application previously filed by Charles W. Jobbins for new AM station at Grass Valley, Calif. (Doc. 13997) was dismissed by commission at request of Mr. Jobbins by order released Jan. 30 (Docs. 17684-9).

■ Chief Hearing Examiner James D. Cunningham in Hardinsburg, Ky. (Blancett Broadcasting Co. and Breckinridge Broadcasting Co.) FM proceeding scheduled pre-hearing conference for March 26 (Docs. 17856-7). Action March 19.

■ Hearing Examiner Thomas H. Donahue on March 15 in Athens, Tenn. (Athens Broadcasting Co. and 3 J's Broadcasting Co.) FM proceeding, scheduled oral argument for March 21 on 3 J's petition for leave to amend, to be followed by conference looking toward further hearing and further ordered that current direction that proposed findings be filed on or before March 29 is vacated (Docs. 17617-8).

■ Hearing Examiner Thomas H. Donahue on March 20 in Toa Alta and Manati, P. R. (Lucas Tomas Muniz and Arecibo Broadcasting Corp.) FM proceeding, granted petition by Lucas Tomas Muniz and dismissed with prejudice application for new FM station and dismissed Muniz's petition for leave to amend application (Docs. 17896-7).

■ Hearing Examiner Thomas H. Donahue on March 21 in Athens, Tenn. (Athens Broadcasting Co. and 3 J's Broadcasting Co.) FM proceeding, granted petition by 3 J's for leave to amend application to specify use of different tower (Docs. 17617-8). By separate action, scheduled certain procedural dates and hearing for April 19.

■ Hearing Examiner Charles J. Frederick on March 22 in Fort Smith, Ark. (American Television Co.) FM proceeding, granted motion by Broadcast Bureau and ordered that exhibits shall be exchanged April 29 and hearing commence May 20 at place to be announced in subsequent order (Doc. 17849).

■ Hearing Examiner Forest L. McClenning on March 19 in Waukegan and Des Plaines, Illinois (The News-Sun Broadcasting Co., Edward Walter Piszczek and Jerome K. Westerfield, and Maine Township FM Inc.) FM proceeding, granted petition by News-Sun and extended time from March 20 to April 22 to file proposed findings and from April 1 to May 3 for replies (Docs. 13292, 13940, 17242).

Existing FM stations

FINAL ACTIONS

WSJC-FM Magee, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 1. Action March 21.

KINS-FM Eureka, Calif.—Broadcast Bureau granted mod. of CP to change type trans., type dual polarized ant., ERP 30 kw. Action March 21.

KDIG(FM) San Diego—Broadcast Bureau granted CP to redescribe ant.-trans. location as 7000 La Jolla Scenic Drive, San Diego, change studio and remote control location to 7946 Ivanhoe, La Jolla, install new type trans. and ant., ERP 19 kw, ant. height 650 ft. Action March 22.

KGB-FM San Diego—Broadcast Bureau granted CP to install new type trans., new type ant., remote control permitted; condition. Action March 21.

WASH(FM) Washington—Broadcast Bureau granted CP to change ant.-trans. and studio location to 5151 Wisconsin Avenue, Northwest, Washington, install new type trans., type ant., make changes in ant. system, ERP 50 kw, ant. height 500 ft. Action March 21.

KATN-FM Boise, Idaho—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 14. Action March 19.

WFTG(FM) London, Ky.—Broadcast Bureau rescinded grant of March 7. Action March 20.

KLFD-FM Litchfield, Minn.—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action March 21.

WCTS-FM Minneapolis—Broadcast Bureau granted CP to change ERP to 40 kw. Action March 21.

WSJC-FM Magee, Miss.—Broadcast Bureau granted mod. of CP to install circular polarized ant., change ERP to 48 kw, condition. Action March 21.

WCBS-FM New York—Broadcast Bureau granted CP to use present auxiliary trans. with new main ant., ERP 235 w. Action March 21.

WPTF-FM Raleigh, N. C.—Broadcast Bureau granted mod. of license covering change in name of licensee to Durham Life Broadcasting Service Inc. Action March 6.

WALD Waterboro, S. C.—Broadcast Bureau granted CP to change ant.-trans. location to US Highway 17A, 0.9 mile southwest of town limits. Action March 21.

KSHN(FM) Sherman, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to June 15. Action March 15.

WBTM-FM Danville, Va.—Broadcast Bureau granted mod. of CP to change type trans., type ant., ant. height 630 ft.; condition. Action March 21.

WSSU(FM) Superior, Wis.—Broadcast Bureau granted CP to install new type ant., make changes in ant. system and change ERP to 940 w. Action March 22.

FINE

■ FCC ordered WEAU-FM, Plattsburgh, N. Y. to pay \$250 forfeiture for failure to comply with rules. Station was cited for

(Continued on page 151)

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- HELP WANTED 30¢ per word—\$2.00 minimum.

DEADLINE: Monday Preceding Publication Date

- DISPLAY ads \$25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

Help Wanted—Management

Ohio daytimer needs experienced working manager. If you qualify write Box C-346, BROADCASTING.

Upper midwest small market 5 kw fulltime station needs triple threat combo man for asst. manager. Must have first phone. Not imperative that you have engineering experience, but worth more money if you do. Three to four hours board work in early morning with couple of newscasts. Would do some traffic work and programing. Want stable, sober person, that wants to be manager. Box D-37, BROADCASTING.

Sales manager for small to medium market. Located in the south east. Excellent opportunity for better things. Send resume and picture. Box D-90, BROADCASTING.

Manager, excellent salary. J. Elkin, WELV, Ellenville, N.Y.

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.

Experienced traffic manager/sales service. Fifteen years in broadcasting. Real pro—TV and radio. Box D-39, BROADCASTING.

Solid salesman-proven track record. Management capability. Multiple group. Good starting salary, plus. Box D-87, 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.

Young man wanting good pay guarantee plus excellent incentive and growth opportunity is wanted to join me at this Airmidia station. Send resume to Donald French, Commercial Manager, WIRA, Fort Pierce, Florida.

WNWC wants an intelligent, aggressive person interested in the fastest growing Chicagoland FM station. Send complete resume. Apply to: Martin C. Burke, WNWC Radio, 120 West University Drive, Arlington Heights, Illinois 60004. 312-259-1030.

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 1689, Pensacola, Florida.

Need part time help in the sales or management field. Need not affect your present position. Write Box 812, Denton, Texas 76201.

Sabre Productions, Inc., needs aggressive sales manager. Interests include Jingles package, magazine advertising. Opportunity for sales producer to "buy in" after demonstrating ability. Sabre Productions, Inc., 755 Steves Ave., San Antonio, Texas 78210

Broadcast school counselor wanted, we will teach experienced broadcaster. Our present counselor, who earns \$578.00 weekly (records available for inspection), being promoted. Live and work in San Francisco. Please send resume, photo to Wm. Anderson, President, Columbia School of Broadcasting, Box 18006, San Francisco 94118.

Sales—(cont'd)

No way up? Your sales manager will last another 10 years? Progressive new station wants dynamic salesman with feet on the ground, and eyes to the sky. Resume, or call to Valley Group, 141 College St., Lewiston, Maine. 207-784-1531.

Help Wanted—Announcers

MOR morning or afternoon man. Experienced only. Mature. Major university town in Northeast. Box M-175, BROADCASTING.

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.

Want to move up to 200M market? Clever in the morning? Send tape & resume to Box C-161, 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.

Tired of the city? Vermont station needs, "wide awake" morning man who is also good with news. Good salary for right man plus many benefits. Send resume to Box C-317, BROADCASTING.

Rock jock—evenings—good \$—great opportunity—first ticket—resume, tape Box C-318, BROADCASTING.

Experienced announcer. Immediate opening. Permanent slot. \$150 per week. Box D-11, BROADCASTING.

Immediate opening combination play by play and announcing. Possibly some television. Middle road. Rocky Mountain area. First phone preferred but not required. Send tape, photo, resume. Box D-27, BROADCASTING.

New Jersey good music station needs experienced announcer capable of gathering and writing local news. Good salary for the right man. Send tape, resume, and salary requirements. Box D-51, BROADCASTING.

Major market contemporary, building staff, needs bright personalities, plus news-production directors. Box D-63, BROADCASTING.

Northwest Montana station needs experienced announcer, strong on newscasts and production. First phone. Good pay for man seeking permanent position in top recreation area. KOFI, Kalispell, Montana.

Announcer, dj, first phone, C/W format, in the midwest area, send tape, resume salary to KOOO Radio, Box 37 W.D., Omaha, Nebr.

Experienced staff announcer—play-by-play sportscaster. Full Blue Cross, and life insurance. Beautiful community. AM/FM stereo. Housing available. If you live in New Mexico or adjacent state, rush letter to D. K. Burns, KRSN, P.O.B. 749, Los Alamos, New Mexico.

Top 100, five kilowatt fulltimer needs announcer. First class license useful but not absolutely necessary. Send tape and resume to KWEW, Box 777, Hobbs, New Mexico.

WAAY radio in Huntsville, Alabama has two immediate openings for top quality announcers, one 1st phone and one 3rd phone. WAAY is a 5000 watt, 24 hour a day top 40 station in a metropolitan market of approximately 500,000 and has been number one for the past ten years. This is an exceptional opportunity to gain advancement with a young growing chain. Send audition tape, resume, photograph and any other pertinent information to Mr. Jim Kell, P.O. Box 3347, Blue Spring Station, Huntsville, Alabama 35804.

Announcers—(Cont'd)

1st phone combo man, salary open. Station WELW, Willoughby, Ohio.

Morning man, mature, married preferred. Immediate opening, WEMD, Easton, Md. 1st phone, good announcing voice. Ideal working conditions, good hours. Call manager collect, 301-822-3301.

Experienced announcer with FCC first phone. Mature voice. Salary open. Contact Robert F. Wolfe (419) 332-7381—Radio WFRO-Fremont, Ohio.

Young single man seeking job with opportunity to advance with this MOR Airmidia station can start \$70—\$85 week. Send tape and resume, Lee Hixon, Program Director, WIRA, Fort Pierce, Florida.

Southern Ohio station needs mature, commercial MOR midday man, with good play by play all sports. Contact G.M., WIRO, 614-532-1922.

Immediate opening—bright, professional announcer for MOR format. Send resume, photo, and tape to WJIC, Salem, New Jersey.

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.

Announcer, first phone, no maintenance, excellent climate and salary at 5000 watt AM on Gulf Coast, WLIQ, Sheraton Battle House, Mobile. Send information and tape today.

Wanted, good voiced announcer with professional sound, tight board, morning show and newscasts. Play-by-play helpful. Send resume, tape, photo. Art Moran, WMEK, Chase City, Virginia.

Work in titletown USA, Green Bay, WNFL needs happy, personable production minded first phone announcer for MOR-NBC affiliated station; excellent working conditions, top fringe benefits and stability. Send resume, tapes, photo and salary requirements to Hugh Boice, General Manager, WNFL, Green Bay, Wisc. 54301.

Major market (Columbus, Ohio) independent wants experienced, creative personality as an addition to staff. Must be self-starter with bright, personable on-air delivery. Apply only if you possess a good voice, are skilled at ad-libbing and operate a tight board. MOR format. Good pay. Pleasant working conditions. Send resume and tape to WRFD, Worthington, Ohio 43085.

24 hour soul station is accepting tapes from qualified R&B—dj. WTLC Indianapolis, Indiana.

Wanted announcer for Ohio MOR station. Some experience and 3rd endorsed. Contact Program Director, WTNS, Coshocton, Ohio 43812.

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.

Immediate opening available. Salary commensurate with talent, Contact S. Lubin, WVOS, Liberty, N.Y.

Midwest station has immediate opening for announcer with 1st class license. Call 517-366-5364, Norm Pike.

Help Wanted

Announcers—(Cont'd)

Great opportunity on new station for news or music man. Call, write, resume-tape. Competitive salary. Valley Group, 141 College St., Lewiston, Maine. 207-784-1531.

The McLendon Corporation is seeking career minded announcers for its Schafer equipped good music stations throughout the United States. Must have good voice. Send tape and resume to Chuck Boyles, National Program Director, The McLendon Corporation, 2008 Jackson St., Dallas, Texas.

Technical

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.

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.

Chief engineer northeast regional station. No announcing. Opportunity for advancement with group of TV and radio stations. Top salary and excellent opportunity for energetic and capable man. Box C-272, BROADCASTING.

Chief engineer-announcer. Pleasant working conditions, good pay, non-directional AM-FM. Southern Virginia medium market. Send tape and resume. Box C-274, BROADCASTING.

Engineer for directional fulltimer and FM in midwest. 1st phone necessary. Experience helpful but not required. No announcing. Send resume and salary requirements to Box C-360, BROADCASTING.

Chief engineer. Medium market AM/FM station. Northeast U.S. No air work. Ideal community. \$150/wk. Box D-23, BROADCASTING.

Come to the sunshine. Southwest's fastest growing markets needs engineer. Must be experienced in all phases of studio and transmitter operations. Excellent opportunity for first phone man who takes pride in his work; in self-motivating. Box D-72, BROADCASTING.

Engineer: First class license. Control board and AM-FM transmitter duties at 5,000 watt station in Ohio. No announcing. Box D-79, BROADCASTING.

Chief engineer for 2 AM, 2 FM stations. Starting salary can be \$200—up for individual with proper qualifications. Must know automation. Immediate opening in eastern New York state. Box D-97, BROADCASTING.

Immediate opening for first class engineer. Age no barrier. Will train beginner. Station WAMD, Aberdeen, Md.

Immediate opening for first class engineer. Send resume to Paul Wright, WKHM, Jackson, Michigan 49201.

Immediate opening in top AM-FM, Atlanta, 1st phone, with maintenance experience. No board work. Send resume to Technical Director, WQXI, Atlanta, Ga.

Engineer wanted. Daytimer adding FM. Position immediate and permanent. WRMF Titusville, Florida. Phone 305-267-1121.

Wanted—audio maintenance technician to handle installation, repair, maintenance and some operation of quality audio equipment. Strong maintenance background mandatory. Send resume to James Gundlach, State University College, Oneonta, New York 13820, or call 607-431-3316.

Grow with us—engineer-manager—new small single market—character and ability more important than experience—recreational area. Dr. O.C. Carter, Hardinsburg, Kentucky, 40143.

NEWS

Newscaster for Iowa major market, no staff work, good salary, send tape, resume and salary expected. Box C-345, BROADCASTING.

Kansas City's top news station is expanding its staff and needs well seasoned newsmen with strong delivery and field experience. Must be able to find news when there is none. Top base and fee system. Send tape and resume to Bob Higby, News Director, WDAF-Radio, Kansas City, Missouri. No phone calls.

News—(cont'd)

Newsman wanted—immediate opening for young, energetic newsmen. Good delivery necessary. Modest starting salary but excellent chance for advancement. Numerous benefits including 3 week vacation. Call or send full particulars with tape to H. M. Thayer, WGHQ, Kingston, 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. 943-6112, 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 WTOA Trenton station a top contender. Primary service over Philadelphia and throughout New Jersey. Contact promptly—Herb Hobler, Box 1350, Princeton, N. J. 609-924-3600.

Major Washington news organization has opportunity for newsmen whose writing and delivery are as distinctive as his desire and instinct for on-the-spot and original reporting. Send resume, air-check and writing samples to Steve Nevas, News Director, WWDC, P.O. Box 4068, Washington, D.C. 20015. An equal opportunity employer (M/F).

Production—Programming, Others

Wanted mature professional with proven record in all phases of broadcast production, programming 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.

Major market operation on eastern seaboard has immediate opening for program director. Need take charge man who is able to maintain and improve top ratings. Must also have proven track record. 100,000 watt FM station. Compensation: Commensurate with ability. Box D-91, BROADCASTING.

Production director—to supervise, write and produce commercials for MOR station. Creativity and quality voice a must. Opportunity for agency talent in addition to station work. Only experienced production professionals need apply. Contact Operations Manager, KFOR, Lincoln, Nebraska. Salary open.

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

New York or Philadelphia preferred. Management or sales management. Outstanding suburban management record included in my 20 years as a radio pro. Also consider TV. Seek challenge plus right dollar. Ready for big move and have the ammunition for it. Box C-354, BROADCASTING.

Manager, conditioned to being first for 20 years, seeks challenge with commensurate rewards. Experienced in all phases of radio-sales, air, news, copy and engineering. Box D-10, BROADCASTING.

Aggressive, experienced management pro. Strong on sales, cost-conscious—profit oriented. Top industry references. My first consideration is potential, not your market size. Phone (516) 588-7598. Box D-13, BROADCASTING.

Successful, professional manager interested in greater earnings. Best credentials. Statistics upon request. Box D-22, BROADCASTING.

Country Music station general manager, proven track record—top ratings—now employed in major market—desire southeast fulltime station. Box D-26, BROADCASTING.

Could the right manager wake up your sleepy station? Let's talk!! Box D-47, BROADCASTING.

Experienced, aggressive, promotion-minded. Can-do married man with degree and drive. Seeking challenges and opportunity as program director. Box D-55, BROADCASTING.

Management—(Cont'd)

Husband-wife team will manage your small market radio station. Midwest. Successful stable background small market management. We do everything. Box D-57, BROADCASTING.

Got station problems? Relax! Solve 'em! Invest in action, not talk. Available soon to manage your station, a radio pro—over twenty years experience. Can take stations apart—put 'em together again. Knows retailers and ad agencies. Interested? Write today. Put your money in action—not words. Box D-59, BROADCASTING.

General mgr: Will accept these responsibilities. Station operation within good broadcast standards and F.C.C. Rules and Regulations. Station personnel. Maintaining profitable cash flow. Application of station policies. You must: Be small, medium market, interested in community. Give me the authority to perform my responsibilities. Compensate at \$15,000 plus incentive. No others need apply. Box D-93, BROADCASTING.

To multiple station owner looking for strong station manager, top salesman, excellent all around operator. You offer attractive situation to relocate man of 19 years experience, announcer thru station managership. Now in major market sales. Box D-95, BROADCASTING.

Have rate card will fly. Seeking sales management position where these qualifications will be utilized: broadcast "idea" salesman, creative programming, Bachelor Science degree, radio/TV developing active advertisers, commercial pilot license, instrument and multi-engine rating. Resume is in Box D-100, BROADCASTING.

Sales

Currently employed as sales manager for FMR in top 5 market. Excellent track record and top references. Looking for top 100 market. Prefer east. Enclose station rate card. Will go anywhere advancement and opportunity is. Box C-330, BROADCASTING.

Ten years experience. Sales, announcing, engineer, sports. Seeking position Missouri-Illinois. Married, good credit, draft-free, presently employed. Box D-58, BROADCASTING.

Situations Wanted—Announcers

First phone combo: experienced, college, management potential, like? Box B-158, BROADCASTING.

Hot 100 new sound, 3rd endorsed, draft deferred. Good commercial delivery and production ability. Experienced. Box C-93, BROADCASTING.

Negro dj and newsmen, 3rd class license, some experience. Needs chance. Box C-188, BROADCASTING.

Sports and/or news. Would consider sales and sports. Radio or TV. Experienced in all phases of radio. Married, 26, a professional. Must average near \$175 a week. Prefer midwest. Box C-292, BROADCASTING.

Top 40 jock—22 years old, married. Military complete. Two years commercial experience plus Armed Forces Radio. Available mid or late April. \$650 Box C-310, BROADCASTING.

Sportscaster. Experience includes professional baseball, college basketball and football. Box C-335, BROADCASTING.

Pro, first, supervisory experience. Some college, ex-military, married. Box D-1, BROADCASTING.

First phone, maintenance, production and good sound announcing, 21 draft exempt, 2 years college in radio, 1 year experience top 40. Minnesota or close by. Phone 507-532-5472. Box D-4, BROADCASTING.

DJ looking for my first break. Recent graduate, all phases. Will relocate. 3rd phone. Box D-6, BROADCASTING.

Professional music director . . . top 40 . . . now! Box D-5, BROADCASTING.

DJ, experienced, 1st phone, prefer top 40 or MOR within 250 miles of New York. Available immediately. Box D-14, BROADCASTING.

Disc jockey, newscaster, salesman, experienced, authoritative, aggressive, versatile, run tight board with third endorsed. Dependable family man. Box D-16, BROADCASTING.

Beginner, bright dj, announcer/newscaster seeks career in broadcasting, willing to work hard. 10 mo. professional training at broadcasting school. Prefer new england states. Will relocate. 3rd class endorsement. Box D-17, BROADCASTING.

Situations Wanted

Announcers—(Cont'd)

Radio/television. Also strong . . . programming news . . . promotion. Degree. Box D-19, BROADCASTING.

First phone deejay. Smooth MOR. Authoritative news. Presently PD. Box D-28, BROADCASTING.

Experienced announcer, creative dj, tight board, good knowledge of MOR and CW. Plus solid newscast. Prefer Calif. or Oregon. Available immediately. Box D-33, BROADCASTING.

Mature, single, personable. Looking for permanent position only. 2 yrs air exp. Past exp. sales—relocate. Box D-34, BROADCASTING.

Announcer-salesman, dj, 3rd endorsed. Limited experience. Will re-locate. Box D-36, BROADCASTING.

Radio personality, drive time, have reached top in three station market. Eight year background radio/TV/agency sales. Strong on interview, professional wants to work for station with TV or management possibilities—31—married—stable. Minimum \$7500—northeast. Box D-38, BROADCASTING.

Disc jockey. 2½ years experience, college degree. Sales, program director, production, sports background. Third class. Family. Write Box D-48, BROADCASTING.

College degree . . . four years experience . . . third endorsed . . . draft exempt . . . married. Responsible . . . mature voice. MOR, sports, promotion. Seeking challenges and opportunity. Box D-54, BROADCASTING.

Mature. Familiar with most phases of radio and TV operation. College degree. Broadcasting school background. Strong on news. Box D-64, BROADCASTING.

22 year old mature broadcast school grad, draft exempt, 3rd endorsed, married and will relocate. Highly versatile, solid voice. Call 516-626-1554 or write Box D-66, BROADCASTING.

Enthusiastic, young-3rd endorsed seeks summer position—location and market unimportant—any format—college radio, rock experience. Box D-68, BROADCASTING.

Young go-go broadcaster seeks permanent employment with positive action station. 3rd endorsed; experienced; ready. Box D-69, BROADCASTING.

Attention northeast—college graduate, 23 years old, draft exempt, seeking start. Excellent speech, easy sound dj, authoritative news. 3rd endorsed, broadcasting school grad. Tape available. Start immediately. Box D-70, BROADCASTING.

The great escape—from my medium midwest market to the east. Top 40, mornings, all-night. Four years, college, third. Box D-71, BROADCASTING.

Professional adult announcer seeks home. Mature voice. 5 years experience, some TV. Inventive, clean production. Family. East only. Box D-74, BROADCASTING.

DJ dependable tight board, third endorsed. Top audience builder, community. Box D-77, BROADCASTING.

Top 40 announcer two years experience, strong on production, draft free, 20, conscientious. Box D-82, BROADCASTING.

About two years experience, some college, third phone. Box D-87, BROADCASTING.

Announcer—first phone with five years experience seeks contemporary or "young sound" MOR. Offers tight show with bright sound plus creative production. Draft exempt. Married. Minimum salary \$160/wk in medium to metro only. Contact Box D-92, 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.

First phone, top 40. Six years experience. Medium metro market. Married, veteran, military completed. Mr. "D". 612—724-9067.

First phone — experienced, combo, news, MOR programming background. Married, mature, dependable. Management potential. Prefer northeast. P. Donnelly, 13 Boyce Street, Beacon, New York.

Announcers—(Cont'd)

Experienced announcer 28, third phone. Stable, mature, good production. Want permanent dj position in small-medium market. Adult station, which strives for bright happy sound. Want sincere opportunity — prefer personal interview. Larry Emery, 1015 Northwest St., Nevada, Missouri 64772.

Good sound dj. Authoritative news. Tight board. Experienced. Sales, Dependable. Call anytime—914 NE 2-1911.

Career wanted—not job! Solid background in sales, production, copy, news, announcing! 21, single, draft-exempt, witty, mature, 3rd endorsed. Only personality stations need reply. Let your mind go free, contact Don Brady, 2255-A, Hempstead Drive, Kettering, Ohio, 45440—1-513-434-2658.

Florida attention, first phone combo, experienced. Chris de Agazio, 104 Langdon Ave., Watertown, Mass. 617—923-0249.

Top dj, good music-MOR-pop . . . 10 successful years in St. Louis. \$12,000 minimum. Lee Coffee, 314-962-9167.

Announcer with one year's experience wishes to relocate in east. 3rd endorsed. Dennis Egan, 860 Sutter Street, San Francisco, Calif. 415-775-1522.

DJ, R&B or top 40. Recent broadcast sch. grad. Married, third endorsed. Very anxious. Chuck Harris, 67 Paterson Ave., East Rutherford, N.J. 07073.

Negro—beginner—3rd endorsed—needs break. (313) 935-1790.

Announcer-dj. Limited experience. Draft exempt. Tremendous potential—much love. Looking for starter market. You name the format—I'll play your games. Stephen Ostrow, 148-15 231st St., Rosedale, Queens, 11413. (212) 723-9141.

Good voice, talent. Bright young sound. Hard worker. Draft exempt. Career Academy grad. Not a drifter. Dan Sanders, 90 Sand Lane, Staten Island, N.Y. 212-448-2333.

Announcer—third phone endorsed. Beginner, good voice, alert, ambitious, reliable, draft exempt. Will Relocate. Jerry Scheff, 360 Orlando Way, Covina, Calif. ED 2-3036.

Technical

Recording technician available. Motion picture sound track recording and editing, symphony orchestra and rock, ¼ inch tape production and editing. Two years experience. Box C-323, BROADCASTING.

Engineer, first phone, desires Florida position about May 1, Experienced AM radio and TV, studio and transmitter. Box D-12, BROADCASTING.

First phone deejay, Experienced. Interested in light or no maintenance, short air shift. Will use remaining time putting final touches on high profit, listener tested "Special" program . . . for sale to others . . . free to you! Box D-29, BROADCASTING.

Seeking chief engineer situation in radio and/or television, experienced, electrical engineer grad, 1st class license, family. Box D-35, BROADCASTING.

Radio engineer. Beginner, 1st class license, New York City. Box D-50, BROADCASTING.

Recording studio apprentice, button pusher, stereo assistant, New York City. Box D-61, BROADCASTING.

TV engineer—many years experience, including supervisory. Prefer transmitter. Box D-65, BROADCASTING.

Yale University student seeks summer relief work. New England area. First phone, CIE graduate, experience in announcing all formats. Box D-76, BROADCASTING.

First phone, tech school graduate, desires chief engineer job with announcing. Box D-86, BROADCASTING.

Experienced chief engineer desires a good secure position in south Florida. Administrative, production and technical ability. No announcing. Box D-98, BROADCASTING.

NEWS

Experienced network radio newsmen. Can write and air news but prefers greet work. Strong on actualities. Will travel. Minimum \$200. Box C-202, BROADCASTING.

News—(cont'd)

Highly competent newsmen-writer wants to move to large or small station within 60 miles New York City. College grad, military completed, metro newspaper experience, 4 years radio news work in writing, broadcasting, mobile coverage. Extensive photographic background for possible television use. Box C-301, BROADCASTING.

Top rated sports announcer and play-by-play man. Nation's fifth market, radio and TV. Excels in play-by-play baseball, basketball. Will move anywhere for right job and money. Box D-25, BROADCASTING.

Attention east coast! DJ, tight board, news, commercials, third phone. Box D-30, BROADCASTING.

One of the great ones is up for grabs. Ten grand a year gets him. Box D-75, BROADCASTING.

North Carolina—Snare an Army information officer fresh off the plane from Vietnam in May. He has eight years commercial and military experience writing, editing, interviewing and announcing. He's single, 24, holds a 3rd endorsed and hungry for new challenges. Box D-94, BROADCASTING.

Production—Programing, Others

Production director-announcer, 11 years experience MOR to classical, also strong on news and sports—prefer central or south Florida. Box C-100, 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.

Creative fat for hire—start chewing at 4 dollars a pound. Box C-285, BROADCASTING.

Creative producer, sharp director, self-starter. Experienced, degree. Box D-15, BROADCASTING.

Experienced gal. MS—Communications. Heavy public relations background. Also news and production. Desires responsible position. Box D-53, 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.

If you're looking for P.D., and you're located in or about New York State call me, Jerry Wendle at 518-945-1559.

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.

Group TV station expanding and has challenging opening for sales manager, exceptional opportunity. Write to Box C-306, BROADCASTING.

National sales manager. Rep. or station, New York experience. Join growing top 10 market station. Good money. Box D-2, BROADCASTING.

Salesman wanted for west coast major market. Need young (under 35), aggressive local salesman with 2 or more years day to day selling experience and production oriented. Applicant must be from western area, available for personal interview. Excellent opportunity to move up in experience and income. Send confidential replies including employment record and photo to Box D-7, BROADCASTING.

If you are professional, experienced local TV salesman, this could be your opportunity to move up. Top station in top market. Top group opportunities. Send detailed resume, billing history, and photo to Box D-8, BROADCASTING.

TELEVISION—Help Wanted

Technical

Expanding station needs experienced technicians. First phone required. Operation or maintenance oriented. Washington, D. C. Box C-351, 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.

Dependable staff engineers for all-color TV preparing to construct complete new plant. Salary flexible depending upon degree of experience. Maintenance and VTR ability of extra value. Fully qualified man can anticipate appointment as assistant chief. Wonderful area to live and work. Liberal company benefits. Contact Bob Klein, Chief Engineer, WKYT-TV, Lexington, Ky.—area 806/254-2727, or at Hilton in Chicago during NAB Convention.

Transmitter engineer for modern, color equipped, two station ETV operation. Must be strong in both operations and maintenance of VHF and UHF equipment. Opportunity for advancement. Top salary and fringe benefits. Apply Chief Engineer, WMVS/WMVT, 1015 North 6th Street, Milwaukee, Wisconsin 53203.

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, WITW Channel 11, 5400 North St. Louis Avenue, Chicago, Illinois 60625.

PR. TV technician or SR. TV technician. Excellent career opportunities. Operates, maintains, repairs and installs all types of studio and CCTV systems, including camera chains, monitors, scopes, sync and test generators, campus distribution network, audio control boards, amplifiers, tape record, etc. Operates control room and audio equipment to make live TV productions. Performs video tape recording, playback and maintenance. Salary \$876 to \$950. Excellent employee benefits. Send resumes to: Univ. of Calif. A-328 Administration Bldg., 405 Hilgard, Los Angeles, Calif. 90024.

TELEVISION—Help Wanted

NEWS

News director for TV station in major metropolitan market. Must be a topflight newsman with good background and experience in film and production techniques and administrative duties. Complete employee benefits. Send resume to Box C-304, BROADCASTING. An equal opportunity employer.

Radio-TV newsman for 7-man staff at Inermountain vacationland operation. College grad, who can write, report and air news and sports. Send tape, resume and photo to Box D-40, BROADCASTING.

Newsman: Large midwest radio and TV combo seeking a beat reporter with some on-air experience. Must be familiar with camera. Salary open. Box D-41, BROADCASTING.

Midwest group owner expanding staff, needs experienced reporter-news caster. Will teach television to good radio newsman, pay more for TV experience. Journalism education preferred. Resume, photo, tape and salary requirements to Box D-83, BROADCASTING.

Newsman needed immediately in midwestern market. Must be capable of gathering, writing and delivering news on radio and TV. We seek experience and versatility. Knowledge of film photography and processing helpful but not essential. Send full resume, picture and audio or video tape. Gene Terry, KHQA TV, Quincy, Illinois.

CBS-TV affiliate needs all-round newsman to cover, film and report local news. Excellent opportunity for mature, creative and hard-working applicant to develop on the air. Send resume to: WLYH-TV, Lebanon Pennsylvania.

Production—Programing, Others

TV sports director, for medium market Pennsylvania group station. Daily sports casts, plus play by play and production of a variety of sports events. Send resume, picture and salary requirements. Immediate opening. Box C-343, BROADCASTING.

Girl Friday—executive secretary to general manager of TV station. Typing, shorthand, ability to do many things well concurrently. Intelligent, industrious, self-reliant with high energy level. Challenging position. Box C-352, BROADCASTING.

Group owned station in midwest looking for sharp TV director. Experience not as important as ideas and ability. Send photo, resume and salary requirements to Box D-84, BROADCASTING.

TELEVISION

Situations Wanted—Management

TV station manager, now in a top 50 market, seeking change. 25 years experience, last 15 in TV. References, resume, Box C-214, BROADCASTING.

Tough minded, profit oriented administrator experienced all phases TV. Heavy sales, strong promotion and local programing, 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.

Television station manager with exceptional station management, programing and sales experience. Impressive resume and references. Box D-44, BROADCASTING.

Sales

Successful, professional TV salesman/sales manager, interested in greater earnings. Best credentials. Statistics upon request. Box C-21, BROADCASTING.

Television sales experience in local, national, and international. Prefer association with Central California or southwest TV station. Box D-43, BROADCASTING.

Announcers

Young aggressive radio/television announcer with strong background in news, programing, promotion and community relations. Top references. Box D-18, BROADCASTING.

Quality in-depth weathercaster-announcer. Personable. Flawless background, excellent appearance and voice. 12 years professional, early 30's. Present position over 8 years. Box D-32, BROADCASTING.

Northwest Ohio's number one sportscaster will relocate any major market. Seven years experience all sports. Call Mac McCullough 419-882-8355.

Technical

Director engineering or assistant; EE plus advanced technical training; college level. 15 years experience—construction, trouble shooting, microwave. Northern states only. Box C-283, BROADCASTING.

First phone, desires transmitter watch, AM-TV experience. Box C-357, BROADCASTING.

Summer replacement—Prefer large market. Eight years experience. Vet returning to school. Box D-24, BROADCASTING.

First class ticket, UHF, experience in transmitter and microwave. Box D-50, BROADCASTING.

Engineer 1st phone, 15 years experience in all phases of radio and television broadcasting. Box D-85, BROADCASTING.

Chief engineer experienced all phases TV broadcasting seeking more challenging position. Box D-89, BROADCASTING.

NEWS

News—editorial specialist seeks spot requiring friendly, imaginative presentation and well-read, knowledgeable personality. Exceptional writer, anchorman, net-feeder. Degree, award-winner, all-media veteran, Experienced research, intelligent, competent and reliable. Box D-56, BROADCASTING.

TELEVISION—Situations Wanted

Production—Programing, Others

Television program instructor with major university experience and TV station experience available soon. Will consider TV program manager, assistant program manager, or film buyer position in major market. Resume upon request. Box D-42, BROADCASTING.

Television program manager desires association with medium market VHF or UHF. Fifteen years of successful programing, production and film-buying experience. Box D-45, BROADCASTING.

Artist with lite experience seeks opportunity to gain more experience. Box D-73, BROADCASTING.

Experienced producer-director, top five market, looking for production job with executive responsibilities. Have produced news, specials, remotes. Available immediately. Box D-78, BROADCASTING.

Producer-director, experienced, top ten market, seeks production position. Employer gets young, creative, diligent, responsible man with love of profession. Box D-99, BROADCASTING.

Versatile commercial writer/producer. Experienced in network, local broadcasting, agency. Double in brass. Complete resume would cost a small fortune to print here. May I send you a copy? Jerry Lanning, Route 1, Box 440-A, Linwood, North Carolina 27299.

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.

Eastman #275 projector with incandescent light. George T. Herrelich, KAIT-TV, Jonesboro, Arkansas, WE 2-4288.

Wanted—Ampex Video heads, Mark III, Mark IV or Mark 10, either new, reconditioned, or in good used condition. Contact Summit Radio Corp., 135 Front Street, New York, New York 10005 212-269-0645.

FOR SALE—Equipment

Coaxial-cable—hellax, styroflex, spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

"Broadcast equipment"—complete stations bought—sold. "SOS", 270 North Crest, Chattanooga, Tennessee.

Two RCA TRT1B's with Ampex Amtec and Colortec color system installed and two Ampex VR1002's with Amtec, Colortec, solid-state MDA's and processor. Box C-314, BROADCASTING.

Audio consoles complete with re-recording equalizers, compressor, three outputs including combining networks. Complete control facilities, patch board included. Other assorted audio equipment all in good condition. 212-PL 7-8855. Box C-344, BROADCASTING.

Two Metron turntables, Gates stereo model top level amplifier, iso-coupler for 99.3 mHz, rated at 10 kw, Gates dual polarized FM antenna consisting of 3 horizontal elements and 3 vertical, for 99.3 mHz, 270 ft. Andrews H7-50A, 1 1/2" unjacketed hellax, and 340 ft. Andrews H7-50A, 1 1/2" jacketed hellax. All equipment in use about one year and in very good condition. Contact chief engineer, Radio Station WNAM, P.O. Box 707, Neenah, Wisc. 54958, or phone 414-722-6471.

A two year old 4-Bay Outlet Jampro Power Divider, like new. Box 100, Cornelia, Georgia, 404-778-2242.

Console Gates, SA-50, dual channel, nine mixing positions, available mid-April, WRFC, Radio, Athens, Georgia.

RCA BC-3C eight mixer console used less than one year excellent condition free delivery Ohio \$1,150. Send for list all other RCA studio equipment required for new station—current models. Box D-20, BROADCASTING.

Spotmaster, Scully, Crown, Omega, Audimax, Volumax, Langevin, Russco, QRF, Trade/finance/lease. Audiovox, Box 7067-55, Miami, Florida 33155.

FOR SALE—Equipment

Continued

Towers, any type. Groundwire. Bill Angle—P. O. Box 56, Greenville, N. C. Telephone, 919-752-3040.

Increase your power. Westinghouse 10 kw amplifier plus spare tubes and parts. This equipment just removed from service. Best offer. Box D-80, BROADCASTING.

For sale Collins 21A 5 kw - 1 kw transmitter is tuned and operating on 1310 kc. Make offer . . . contact Chief Engineer, WISE Radio, Asheville, N. C. 28801.

MISCELLANEOUS

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Used Mylar Tapes—1800 foot on 7 inch reels—no boxes. 200 tapes—\$100.00 for the lot. Send check to TAPES, 4041 Central, Kansas City, Mo. 64111.

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. 11299.

"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.

INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog Desk 8-B, Grantham Schools, 1505 N. Western, Hollywood, California 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30308.

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.

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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.

INSTRUCTIONS—(Cont'd)

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"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.

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Guaranteed first phone, 4-6 weeks. Broadcast Engineering Academy, 3700 Lemay Ferry, St. Louis 63125. 314-892-1156.

See our display ad under Instructions on page 150. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California 90028. HO-2-3281.

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, 1060D Duncan, Manhattan Beach, Calif. 90266. Phone 379-4461.

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Tell all in First Letter to

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I am especially interested in hearing from Broadcasters that I worked with at KELP—KITE—KLIF and WQMR

RADIO—Help Wanted

Sales

SALESMEN

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 D-88, Broadcasting.

Help Wanted

Sales—(Cont'd)

MR. RADIO STATION OWNER OR MANAGER

We sell your r.o.s. unsold time! Roberts Advertising Inc. has been selling air time for 53 satisfied radio stations for over five years. We sell for only one station in a market, and you must be within 800 miles of Chicago. Roberts salesmen will sell their proven program during a two week campaign once a year. We do all the work—all you do is log and air the spots.

Your r.o.s. unsold time will mean big profits to you once each year, plus additional accounts and leads for your salesmen. Call collect: Area Code 312-743-5056 or write for station references in your area and details. Roberts Advertising Inc., 2705 W. Howard Street, Chicago, Illinois 60645.

Help Wanted

Announcers

AM DRIVE TIME

Midwest Top 40 Metro needs wake up jock. Not Top 10 market but our salary scale will give you a pleasant surprise. Fringe benefits too.

Box D-31, Broadcasting.

WIP Radio's Sister Station

WMMR Stereo will be adding a bright, articulate young personality. If you are all of these and you know and like music, I'd like to hear from you. Send tape, resume, and photo to

Allan Michaels, Program Director,
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TOP FORTY PERSONALITIES

We're looking for:

**BIG VOICES for a
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BIG BUCK\$ for the right man!**

This is a contemporary powerhouse in a major midwest market. Please send tape and complete resume to

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NEWS

NEWS/TALK MAN

Wanted by CBS owned radio stations. Good salary and benefits. Send tape and resume to: Dan Griffin, WEEL Radio 4450 Prudential Towers Boston, Massachusetts 02199

Situations Wanted—Sales

10 TOP SALES PEOPLE

Heavy sales backgrounds. Best references, highly recommended. Cream of graduating classes from Detroit based Lee Alan School of Broadcasting Arts. They're ready to work, take direction, start on your terms, mature men now selling. NO CHARGES TO YOU OR THEM. CALL LEE ALAN SCHOOL AC 313-535-9200.

Announcers

WANTED

A broadcasting outlet that understands talk, that wants ratings, commercial appeal plus personality. Nationally recognized talk personality available for conversation and negotiation. Proven ratings in top markets, exceptional guests, contacts, etc. Looking for cosmopolitan sock it to me type market. Past performance excellent 5,000 to 50,000 watt. Tapes, credentials available on request. Write: Box D-3, Broadcasting.

30 VERSATILE ON AIR PEOPLE

Your choice of these highly trained individuals now ready to work, take direction, and start on your terms. All the top cream of their graduating classes from Detroit based Lee Alan School of Broadcasting Arts. Resumes, 3rds, excellent references, some experience, willing to travel. Trained by 15 year pros, they know more now than people you're replacing. NO CHARGES TO YOU OR THEM. CALL LEE ALAN SCHOOL, AC 313-535-9200.

Production—Programing, Others

SPORTS EXCLUSIVE

Top Broadcaster offers exclusive capsule "on the spot" golf reports plus interviews with golf stars directly from Byron Nelson Open—Dallas, April 25-28; Colonial National Invitation, Ft. Worth, May 16-19, and/or Dallas LPGA Civitan, May 23-26. Reports available for single tournament or package of 3. Only one station each market. Cost based on local rate card.

Contact: Hal Tunis, Phone (214) 526-8666, Dallas, Texas.

TELEVISION—Help Wanted—Management

GENERAL MANAGER MAJOR MARKET INDEPENDENT UHF

2ND IN GROUP OPERATION. FULL MGMT. RESPONSIBILITIES. INCLUDING CONSTRUCTION SUPERVISION. CREATIVE SALES LEADERSHIP A MUST. POSSIBLE EQUITY PARTICIPATION. IF AVAILABLE AT NAB. CONTACT MR. LONG, 705A CONRAD HILTON, WA 2-4400. IF NOT. REFERENCES AND RESUME TO:

BOX D-32. BROADCASTING.

TELEVISION—Help Wanted

Management—(cont'd)

TELEVISION

Station owner is looking for young energetic TV sales manager or station manager who is capable and anxious to manage VHF station in northern 3 station market. Person selected must be self-motivated with ability to work with minimum of supervision. Successful applicant will receive salary and participation in profits of station. Reply to Box C-312, BROADCASTING.

Business Manager Assistant Controller

Major broadcast group has opening for top caliber financial manager in eastern major market AM-FM-TV.

This position requires high level of management experience and capability in return for top salary and excellent benefits.

An Equal Opportunity Employer.

Box C-342, BROADCASTING.

NEWS

NEWS WRITERS —

Concise, clear, deft writers wanted to prepare business news summaries in New York for Radio-TV broadcasts. Submit resume and salary desired.

Box D-9, Broadcasting.

Production

TV Traffic Manager

WKBG-TV, the Kaiser Broadcasting outlet in Boston, is interviewing applicants thoroughly experienced in television sales & program traffic. Salary commensurate with experience.

Qualified personnel please send complete resume to Program Manager, Box 56, Boston, Mass. 02215.

An Equal Opportunity Employer.

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. If at NAB, contact Mr. Long, 705A Conrad Hilton Hotel. WA 2-4400. If not, send resume, picture and references to:

Box C-260, Broadcasting.

TELEVISION—Help Wanted—Technical

We've Made the Offer More Attractive

A couple of issues back we ran an ad to let the rest of the world know that we wanted to hire engineers. In that ad we said that we wanted men who are now in television; men who liked broadcasting, had pride in their work and wanted a chance to show how good they were. This is the kind of man we still want—if it sounds like you, I can offer you a job in one of the best equipped and fastest growing stations in the country. Here's the offer I can make:

The benefits of a well run union shop with a now top pay of \$240 per week. A chance to do a job—and do it well—with equipment like PC-70, TK-60, and VR-2000. A chance to work on shows that have meaning and value. Shows that will demand your best and will demand it constantly.

If you're interested in moving to a large metropolitan VHF where people like to do television and are proud of what they're doing, then call me or write to me today.

Larry Messenger, Technical Manager WHYY-TV Philadelphia, Pa. 215-EV 2-9300

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Will perform specific professional engineering tasks in the fields of television, sound and other communications media. The field of work encompasses electronic systems design and writing of specifications. Should have min. six yrs. exper., with T.V. distribution systems and studio type facilities. Send resume to:

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Technical

Engineering Director/Chief

Now direct engineering for multiple channel VHF's, 10 KW AM & CATV; Comprehensive managerial/technical experience. Interested commercial or ETV;

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FOR SALE—Equipment

FOR SALE

390 Ft. SELF-SUPPORTING RADIO TOWER

Tower is in place and located at Pittsburgh, Pennsylvania. Can be dismantled for reuse. For additional information please call collect

412-633-4532. Real Estate and Lease Supervisor, The Bell Telephone Company of Pennsylvania, 201 Stanwix Street, Pittsburgh, Pennsylvania 15222.

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WANTED

to buy, finance, or participate in CATV system or franchise. Will consider all proposals in confidence. Clear Vision CATV Services, Inc., P. O. Box 3125, Meridian, Miss., 39301.

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Television station by veteran owner, operator of other television, radio, CATV properties. Financially responsible. Replies confidential. No brokers. Available at NAB for interview. Contact 705-A, Hilton Hotel, Chicago during Convention or write

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Excellent full time facility in medium size market. Includes building, real estate, good equipment. \$1,000,000.00 cash.

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Wash.	small	daytime	75M	terms	S.C.	small	daytime	66M	terms
Ga.	small	daytime	65M	29%	Minn.	small	daytime	115M	29%
Colo.	small	daytime	120M	cash	Tenn.	small	FM	85M	cash
Ky.	small	daytime	100M	cash	N.Y.	medium	daytime	150M	nego
M.W.	medium	(80%) UHF	157M	terms	Fla.	coastal	daytime	175M	terms
Texas	metro	VHF	1MM	nego.	S.E.	metro	daytime	100M	29%
South	major	daytime	165M	29%	East	major	profitable	600M	29%

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2045 Peachtree Road

Atlanta, Ga. 30309

(Continued from page 142)

violation of Sec. 73.275(a)(4) of rules for operating with remote control equipment in unsatisfactory condition. Action March 20.

CALL LETTER APPLICATIONS

- *Grinnell College, Grinnell, Iowa. Requests *KDJC(FM).
- *King's College, Wilkes-Barre, Pa. Requests *WRKC(FM).
- *WCBDFM, Christian Brothers College, Memphis. Requests *WCBC(FM).
- Dodge Point Broadcasting Co., Dodgeville, Wis. Requests WDMP-FM.

CALL LETTER ACTIONS

- WKXI(FM), Pacific and Southern Co., Smyrna, Ga. Granted WQXI-FM.
- *University of Idaho, Moscow, Idaho. Granted *KUOI-FM.
- WCNT-FM, Pralrieland Broadcasters Inc., Centralia, Ill. Granted WILY-FM.
- WACY-FM, Standard Broadcasting Inc., Moss Point, Miss. Granted WCIS-FM.

RENEWAL OF LICENSES, ALL STATIONS

- FCC granted renewal of license of WJZB-TV Worcester, Mass. for remainder of normal license term ending April 1, 1969. Petition for denial of application filed by five citizens, business and special industrial stations was denied. Tests conducted by commission showed that station is operating in accordance with terms of its license and rules. Action March 20.
- Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WAMS Wilmington, Del.; WANS Anderson, S. C.; WIOK Normal, WSDM(FM) Chicago, and WVON Cicero, all Illinois, and WTIG Massillon, Ohio. Action March 20.
- Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KCHR Charleston, and KSHE(FM) Crestwood, both Missouri and WUCA Gary, Ind.

Translators

ACTIONS

- K71BO Area North of Tucson, Ariz.—Broadcast Bureau granted license covering new UHF TV translator station. Action March 26.
- Honey Lake Community TV Corp., Susanville, Calif.—Broadcast Bureau granted CP

FOR SALE—Stations

Continued

La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
212-3430

for new UHF TV translator station to serve Susanville and vicinity, operating on Ch. 73, by rebroadcasting KTVN(TV) Reno. Action March 19.

■ K09BU Del Norte, Colo.—Broadcast Bureau granted license covering changes in VHF TV translator station. Action March 20.

■ XYZ Television Inc., Montrose, Colo.—Broadcast Bureau granted CP for new UHF TV translator station to serve rural area of Little Cimarron Creek operating on Ch. 70, by rebroadcasting KREY-TV Ch. 10, Montrose. Action March 15.

■ University of Hawaii, Hilo, Hawaii.—Broadcast Bureau granted CP for new VHF TV translator station to serve Hilo, operating on Ch. 4, by rebroadcasting KMEB(TV) Wailuku. Action March 22.

■ FCC ordered Orchard Community Television Association Inc. operator of translator station K72CY, Ch. 72, Lewiston, Idaho, to continue to provide program exclusivity for KLEW-TV Lewiston, in action granting translator license to cover CP. Action March 20.

■ FCC granted application of Riverside T.V. Inc., for CP for new VHF TV translator station to serve Ahsahka and Riverside, both Idaho. Commission also granted Riverside's request for waiver of filing requirement of Sec. 1.45(a) of rules and accepted its opposition to petition of Cascade Broadcasting Co. licensee of KLEW-TV Lewiston, Idaho, for denial of Riverside application. Cascade petition was denied. Action March 20.

■ FCC granted applications of KAKE-TV and Radio Inc., for new 100-w UHF TV translator stations to serve Manhattan and Junction City, both Kansas.

■ Park Rapids TV Corp., Park Rapids, Minn.—Broadcast Bureau granted CP for new VHF TV translator station to serve Park Rapids, operating on Ch. 10 by rebroadcasting KXJB-TV Valley City, N. D. Action March 19.

■ K131B King Springs, Gaipin, Glasgow and Tampico, all Montana—Broadcast Bureau granted license covering changes in VHF TV translator station. Action March 20.

■ W83AA Palmerton, Slatessdale and Slatington, all Pennsylvania.—Broadcast Bureau granted license covering changes in UHF TV translator station. Action March 21.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following UHF TV translator stations: W74AL Guin, Ala. to Sept. 21; W70AN Hamilton, Ala. to Sept. 21; W72AH Winfield, Ala. to Sept. 21; W79AQ Eagle River, Wisc. to Sept. 21 and W75AH Eagle River, Wisc. to Sept. 21. Action March 21.

■ Broadcast Bureau granted licenses covering following VHF TV translator stations: K111F rural vicinity east-southeast, Love Ranch, rural vicinity west, S. Bertheson Ranch and rural vicinity south, all Colorado; K111J, KMSO-TV Inc., East Missoula and Upper Rattlesnake area, both Montana; K05DH Hampton, Oregon; K07HS Williams, Oregon; K12GE Williams, Oregon; K12CG Brighton and Silver Fork, both Utah and K05AW Story, Banner, Lower Piney and Kerney, all Wyoming. Action March 20.

■ Broadcast Bureau granted licenses covering following new VHF TV translator

stations: K04CG Dove Creek, Colo.; K111K Mora, N. M.; K10FX Pacific Heights of Spokane, Wash. Action March 26.

CATV

FINAL ACTIONS

■ FCC ordered Northern Microwave Service Inc., Caribou, Me., not to provide Bangor, Me. television signals to CATV systems not providing program exclusivity for signals of WAGM-TV Presque Isle. Action was taken in commission order granting transfer of control of Northern from Sam A. R. Albair to Communications Capital Corp. WAGM-TV was granted same-day program exclusivity also for the signals of Canadian station CHSJ-TV-1 Bon Accord, New Brunswick.

■ FCC ordered Southern CATV Corp., operator of CATV system at Alpena, Mich., and General Electric Cablevision Corp., present owner of Alpena system, to comply with nonduplication provisions of Sec. 21.712(g) of rules on Alpena system within 30 days. Southern had petitioned for waiver of compliance with the non-duplication rules. Action March 20.

■ FCC affirmed order to Great Lakes Community TV Inc., owner and operator of CATV system at Petoskey, Mich., to provide program exclusivity for signal of WTCM-TV Cheboygan. Great Lakes had petitioned for reconsideration of commission action denying program exclusivity waiver request.

ACTIONS ON MOTIONS

■ Hearing Examiner Isadore A. Honig on March 19 in Somerset, Pa. (Laurel Cablevision Co.) CATV proceeding, granted petition by Laurel Cablevision and extended certain procedural dates and continued hearing from April 8 to April 16 (Doc. 17538).

■ Hearing Examiner David I. Kraushaar on March 20 in Winchester, Ky. (Tele-Ception of Winchester Inc.) CATV proceeding, granted motion by Tele-Ception and extended time from March 27 until April 1 to file proposed findings of fact. (Doc. 17980).

■ Hearing Examiner Chester F. Naumowicz Jr. on March 14 in Athens, Ala. (Athens TV Cable of Alabama Inc.) CATV proceeding, scheduled further prehearing conference for March 28 (Doc. 18025).

■ Hearing Examiner Forest L. McClennan on March 19 in CATV proceeding in Lexington, Ky. market (Doc. 16990), granted joint petition by Berea Cablevision Co. and Gregg Cablevision Inc. and reopened record, admitted into evidence Gregg Cablevision Inc.-Berea Cablevision Co. exhibit A, and again closed record.

■ Office of Opinions and Review on March 15 in Lower Belle, Malden, Dupont City, Rand and George's Creek, West Virginia (Asbury and James TV Cable Service) CATV proceeding, granted petition by Broadcast Bureau and extended time to March 29 to file replies to petition to set aside, vacate and terminate proceeding (Doc. 17968).

INITIAL DECISION

■ Berea Cablevision Co. Berea, Gregg Cablevision Inc. Danville and Lancaster,

CHAPMAN ASSOCIATES
media brokerage service



Bill Chapman
ATLANTA



G. Paul Crowder
NASHVILLE



Frank Flynn
SAN DIEGO



Keith Horton
ELMIRA, N. Y.



Bill Kepper
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Dick Kozacko
MINN./ST. PAUL



Bob McKendrick
DETROIT



Dave Matson
CORVALLIS, ORE.



Bob Noel
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Charles Rogers
NEW YORK

We'd like to invite you to meet us in Chicago
PICK CONGRESS HOTEL

and Mt. Sterling Antennavision Inc. Mt. Sterling, all Kentucky, have been authorized to import distant signals on their CATV systems in initial decision issued by Hearing Examiner Forest L. McClennan (Doc. 10990). System will carry grade B or better signals of WKYT-TV and WLEX-TV, both Lexington, Ky., and distant signals of WAVE-TV, WHAS-TV, WLKY-TV and *WFPK(TV), all Louisville, and WCPO-TV, WLWT-TV, and WKRC-TV, all Cincinnati. Ann. March 21.

APPLICATIONS

General CATV Inc.—Requests distant signals from WCBS-TV, WNEW-TV, WABC-TV, WOR-TV, and WPIX(TV), all New York to Evesham township, N. J. (Philadelphia, Pa.-ARB 4). Ann. March 22.

Moshannon Valley TV Cable Co.—Requests distant signals from WOR-TV, New York to Philipsburg borough, Chester Hill borough, Osceola Mills borough, South Philipsburg borough, Morrisdale village, Hawk Run village, West Decatur village, Gearhartsville village, and North Philipsburg village, Pa. (Johnstown-Altoona, Pa.-ARB 29). Ann. March 22.

Ohio Valley Cablevision Inc.—Requests distant signal from WHIO-TV Dayton, Ohio and WKYT-TV Lexington, Ky. to Carrollton, Ky. (Louisville-ARB 47). Ann. March 22.

RMC Cable, Inc.—Requests distant signals from WNEW-TV, WOR-TV, and WPIX(TV), all New York to Seneca Falls village, Seneca Falls town, and Waterloo village, all New York (Syracuse, N. Y.-ARB 34). Ann. March 22.

United Transmission, Inc.—Requests distant signals from WLWD-TV and WHIO-TV, both Dayton, Ohio and WTOL-TV and WSPD-TV, both Toledo, Ohio to Van Wert, Ohio (Ft. Wayne, Indiana-ARB 96). Ann. March 22.

Ownership changes

APPLICATIONS

KXIV Phoenix, Ariz.—Seeks assignment of license from Camelback Broadcasting Inc. to KXIV Inc. to dissolve subsidiary, Camelback Broadcasting Inc., and transfer all assets to parent corporation. No change in ownership involved. Consideration: none. Ann. March 22.

WHAN Haines City, Fla.—Seeks assignment of license from Peggy R. Cook to WHAN Inc. for \$60,000. Mrs. Cook is sole owner of WHAN. Principals of WHAN Inc.: Meyer Layman, president (80%), Elizabeth Layman, treasurer and Bart A. Brown Jr., secretary (each 10%). Mr. Layman has no other business interests indicated. Mrs. Layman is housewife. Mr. Brown is partner in law firm. Ann. March 22.

KVNI Coeur d'Alene, Idaho—Seeks transfer of control from Scripps League Newspapers Inc. and Duane B. Hagadone (each 50% before, none after) to Scripps-Hagadone Newspapers Inc. (none before, 100% after). Principals: Duane B. Hagadone, president (40%) et al. Consideration: \$67,500. Ann. March 20.

WEKY Richmond, Ky.—Seeks transfer of control from Arnold and Gladys Kiner (35% and 15% respectively, before, none after) to Fred and Clyde Hensley (40% and 10% respectively, before, 90% and 10%, respectively, after). Principals: Jean Hensley, president, Gladys Kiner (15%), Arnold Kiner (35%) and Fred Hensley (40%) et al. Consideration: \$35,000. Ann. March 26.

WMAR-TV Baltimore—Seeks transfer of control from A. S. Abell Co. to same in voting trust agreement. Principals: Gary Black, chairman of board, William F. Schmick Jr., president et al. Consideration: none. Ann. Mar. 22.

WKMF Flint, Mich.—Seeks assignment of license from Carroll Broadcasting Co. to WKMF Inc. for \$600,000. Principals of Carroll Broadcasting Co.: John J. Carroll, president (70.83%) et al. Principals of WKMF Inc.: Martin F. Beck, president and George H. Ross, secretary-treasurer (each 50%). Mr. Beck has interests in WWRI West Warwick, R.I. and WGLI Babylon, N.Y. Mr. Ross has interest in WGLI. Ann. March 20.

KOLT Scottsbluff, Neb.—Seeks transfer of control from L. L. and Ruth K. Hilliard (each 50% before, each 29.19 after) to include Russell G. William K. and Leslie P. Hilliard each 13.8%). Consideration: none. Principals of KOLT: L. L. and Ruth K. Hilliard, president and secretary-treasurer, respectively (each 50%). Ann. March 22.

WBIG, WBT-AM-FM and WBT(TV), Charlotte, N.C.—Seek transfer of control from Jefferson Life Insurance Co. to Jefferson-Pilot Corp. in a stock exchange so Jefferson Standard Life Insurance becomes a subsidiary of Jefferson Pilot. Jefferson Standard Life Insurance and Jefferson-Pilot Corp. are publicly-held corporations. Ann.

March 25.

KLTR Blackwell and KFOR-FM Ponca City, both Oklahoma—Seek transfer of control from Jerry L. Mash to J. Robert Wootten, Hugh Jones and Gene A. Allen. Mr. Mash seeks transfer of 46,000 shares of stock out of 51,000 owned by him, therefore leaving him 5,000 shares out of total of 86,100 issued and outstanding. Principals: J. Robert Wootten is sole owner of auto sales agency, leasing company and development company. Mr. Jones is president and less than 25% owner of bank, and sole owner of investment corporation. Consideration: \$60,000 plus assumption of debts. Ann. March 25.

WLSN Elizabethton, Tenn.—Seeks assignment of CP from Lynn Mountain Broadcasting to Lynn Mountain Broadcasting Co., Inc. for purpose of incorporation. No consideration or change in ownership involved. Principals: William E. Hale (38.75%), C. M. Taylor (45%) et al. Ann. March 25.

KWGO-FM Abernathy, Tex.—Seeks assignment of CP from Jimmie E. Poote to Clyde R. Stephens (77.5% before, 100% after) for \$6,500. Principal: Clyde R. Stephens, sole owner. Ann. March 22.

ACTIONS

KSAN-TV San Francisco—FCC granted assignment of license from S. H. Patterson to Metromedia Inc. for \$1 million. Principals: Metromedia is licensee of WNEW-AM-FM-TV New York, WHK-AM-FM Cleveland, WIP, WMMR(FM) Philadelphia, KLAC, KMET(FM) Los Angeles, WCBM-AM-FM Baltimore, KNEW, KSFR(FM) Oakland-San Francisco, WTTG(TV) Washington, KTTV(TV) Los Angeles and KMBC-TV Kansas City, Mo. (See BROADCASTING, August 7, 1967). Action March 20.

WSOK Savannah, Ga.—Broadcast Bureau granted 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. Action March 21.

WFMT(FM) Chicago—Broadcast Bureau granted assignment of license from Gale Broadcasting Inc. to WGN Continental FM Co. for approximately \$810,000. Principals: WGN Continental Broadcasting Co., 100% with Ward L. Quaal as president. WGN is wholly owned by Tribune Co. WGN Continental owns WGN-AM-TV Chicago, KDAL-AM-TV Duluth, Minn., KWGN-TV Denver, WGN Televents Inc., CATV operator in Houghton-Hancock, Mich. with agreement to purchase service in Palmdale and Quartz Hill, Calif. Tribune Co. owns all voting stock of News Syndicate Co., which in turn owns all capital stock of WPIX-FM-TV New York, which also owns WICC Bridgeport, Conn. as licensee Connecticut Broadcasting Inc. Alfred Cowles, as cotrustee, is record holder of shares of stock of Spokane Chronicle Co., which in turn, owns all capital stock of KHQ-AM-FM-TV Spokane, Wash. Action March 27.

WAAB-AM-FM Worcester, Mass.—Broadcast Bureau granted assignment of license from Waterman Broadcasting Corp. to

WAAB Inc. for \$650,000 plus additional \$25,000 for agreement not to compete for five years. Principal: Bernard Waterman, president and general manager, et al. Principal of WAAB Inc.: Neshai Ertegun, president et al. In same action, petition for denial of assignment filed by WORC Worcester was dismissed. Action March 27.

WVIC-AM-FM East Lansing, Mich.—Broadcast Bureau granted transfer of control from WGSB 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. Action March 21.

WATO-AM-FM Oak Ridge, Tenn.—Broadcast Bureau granted 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. Action March 21.

KMAF(FM) Dallas—Broadcast Bureau granted assignment of license from Century Broadcasting Corp. to Dawson Communications Inc. for \$200,000. Principals: L. Raymond Dawson, chairman of board and Lynn A. Christian, president. Ann. March 22.

KILT and KZAP(FM) Houston—Broadcast Bureau granted assignment of license from McLendon Corp. to LIN-Texas Broadcasting Corp. for \$650,000. LIN owns KEEL Shreveport, La.; WAKY Louisville, Ky.; WBBF-AM-FM Rochester, N. Y. and WAND-TV Decatur, Ill. (BROADCASTING Sept. 25, 1967).

WKMG Newberry, S.C.—Broadcast Bureau granted assignment of CP from James B. Gowan, James R. Kelly and Joe E. Morris d/b as Service Radio Co. to Service Radio Co., Inc. for \$1,000. Mr. Morris is selling his 33.3% interest to Franklin D. R. McClure and Donald P. Estelle (each 16.6%). Principals of Service Radio Co.: James R. Kelly, James B. Gowan and Joe E. Morris (each 33.3%). Principals of Service Radio Co. Inc.: James R. Kelly, James B. Gowan (each 33.3%), Franklin D. R. McClure and Donald P. Estelle (each 16.6%). Messrs. Kelly, Gowan and Estelle have no other broadcast interests. Mr. McClure has 25% interests in WJES Johnston and WKKR Pickens, both South Carolina and WKYK Burnville, N.C. Action March 21.

WAVY-AM-TV Portsmouth, Va.—Broadcast Bureau granted assignment of license from Tidewater Teleradio Inc. to Seaboard Broadcasting Inc. and Tidewater Teleradio Inc., respectively for \$8,000,000. Both stations are owned by Lin Broadcasting Corp. (See KILT and KZAP(FM)). Action March 27.

WSKI Montpelier, Vt.—Broadcast Bureau granted 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. Action March 21.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through March 27. 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.

Clayton, Calif.—Tele-Vue Systems Inc. (multiple CATV owner) Seattle, has proposed sale of their franchise to Concord Cable TV Co. owned by Chronicle Publishing Co. (San Francisco Chronicle and KRON-TV San Francisco). Concord would reduce current monthly rate from \$5 to \$4.75.

Hayward, Calif.—Data Video Systems, San Francisco, has applied for a franchise. Installation and monthly fees would be \$15 and \$5, respectively. Nation Wide Cablevision Corp. of Belmont, Calif. is a previous applicant.

San Carlos, Calif.—Nation Wide Cablevision Corp., a subsidiary of Kaufman and Broad Building Co., has been granted a franchise to operate in the tri-city complex

of Redwood City. San Carlos and Belmont, all California.

San Rafael, Calif.—Tele-Vue Systems Inc. (multiple CATV owner) Seattle, has been granted a franchise. Installation charge will be \$25 with a \$5 monthly fee. City will receive between 2% and 5% of gross revenues.

Tulare and Visalia, Calif.—Tulare County Cable TV Systems Inc. has applied for a franchise.

Yountville, Calif.—Redwood TV Cable Co. (multiple CATV owner), has applied for a franchise. Monthly fee would be \$5. City would receive 2% of gross revenues.

Lafayette, Colo.—Daniels Cable Vision, subsidiary of RKO General Corp. (multiple CATV owner), has applied for a franchise.

High Springs, Fla.—Micanopy Cable TV Co. (multiple CATV owner), Micanopy, Fla., has applied for a franchise. Firm offers six TV and two music channels for which installation and monthly fees would be \$10 and \$5 respectively.

Miami Beach, Fla.—International Telemeter Corp. (multiple CATV owner) has applied for a franchise. Installation and monthly fees for the proposed eight-channel system would be approximately \$10 and \$5, respectively.

Sheldon, Ill.—Kentland TV and Cable Co., Kentland, Ill. (owned by Richard J. Mailoux), has applied for a franchise.

LOWELL THOMAS, who conjures up visions of high adventure and derring-do in such far-away places as Afghanistan, Tibet, the North Pole and Arabia, will be virtually homebound in Chicago today (April 1) for a very special occasion.

Obviously, he won't be tracking down a news story, exploring some remote wilderness or skiing gracefully down a slope. But Mr. Thomas will be in familiar surroundings and performing a familiar role.

He will be in Chicago, where he once studied law and worked as a young reporter, to receive this morning the distinguished service award of the National Association of Broadcasters, the latest in a long string of honors he has earned over the years.

Shortly before he left for Chicago, he chatted at length about his adventures, while seated behind a large desk in the New York headquarters of Capital Cities Broadcasting Co., in which he is a substantial stockholder. Mr. Thomas, who will be 76 this Saturday (April 6), pointed from time to time to a nearby wall on which were hung photographic mementoes of people and places that depicted his wide-ranging experiences over more than five decades.

Among the photographs were a panoramic view of Victor, Colo., where Mr. Thomas was reared, and those taken with such international personalities as T. E. Lawrence (Lawrence of Arabia); Major (later General) "Hap" Arnold; Herbert Hoover, and Franklin D. Roosevelt.

Pleased — Mr. Thomas, a trim, alert man of unruffled mien, remarked that he was looking forward to his appointment in Chicago today. With characteristic understatement but with obvious delight, he confided that he was "very pleased, of course, with the honor that is being paid me by my colleagues in broadcasting."

Mr. Thomas, whom one admirer called "the stranger everyone knows," is so indomitable an institution in broadcasting that he is all but taken for granted. He made his radio debut 43 years ago last month when he aired an account of man's first around-the-world flight. He broadcast his first news commentary at 6:45 p.m. on Sept. 29, 1930, and his news program, now on CBS Radio, has been on the air since that date at the same hour, making it the longest run in network history.

Renowned as a world traveler, Mr. Thomas manages to relay news reports to CBS Radio from all parts of the world for inclusion in his commentary program. An avid skier, Mr. Thomas combined business with pleasure recently by covering the Winter Olympics at Grenoble, France, and testing some of the slopes in the French Alps.

"I must say," he remarked, grinning

For 37 years: 'So long until tomorrow . . . '

sheepishly, "the ski slopes turned out much better than the news."

Mr. Thomas insists there "is no pattern to my everyday life these days," and says he has "three or four projects on hand all the time, such as writing a book, lecturing, doing my broadcasts."

He credits his father with playing a key role in his success. The elder Mr. Thomas stressed to young Lowell the value of proper speech and persuaded the youngster to read poetry aloud.

"I found out soon that doors became wide open to me because I spoke clearly and distinctly," he stated.

In one form or another, Mr. Thomas

WEEK'S PROFILE



Lowell Jackson Thomas—CBS News commentator; b. April 6, 1892, Woodington, Ohio; BS, University of Northern Indiana, Valparaiso, Ind., 1911; BA, MA, University of Denver, 1912; MA, Princeton University, 1916; reporter and editor on newspapers in Cripple Creek, Colo., and Chicago, 1912-14; student and professor, oratory, Kent College of Law, Chicago, 1912-14; instructor, department of English, Princeton University, 1914-16; lecturer on Alaska, 1914-16; chief of civilian mission sent to Europe by President Wilson to prepare historical record of World War I, 1917-19; writer-lecturer, 1919-30, news commentator since 1930; with CBS, 1930-31; NBC, 1931-46, and CBS since 1946; m. Frances Ryan of Denver, Aug. 4, 1917; son—Lowell Jr.; fellow, American Geographical Society, Royal Geographical Society; member—Association of Radio Analysts; Sigma Delta Chi, Overseas Press Club, Explorers Club.

has been tied to communications as a newspaper reporter, editor, lecturer, broadcast commentator, motion-picture producer (Cinerama Productions) and narrator. He has written 51 books and often has been asked to write his memoirs.

"I've resisted these offers for many years," Mr. Thomas recounted, "but recently, my son said I should do it—for my grandchildren. This hit me all of a sudden. And I'm going to do it."

Mr. Thomas's life story is a compound of hard work, education, and a search for adventure. He earned baccalaureates from both the University of Northern Indiana and the University of Denver (where he also earned a master's degree) and studied law at both the Kent College of Law and Princeton University, where he specialized in constitutional law.

"I worked as a newspaper reporter in Chicago while studying at Kent and taught English at Princeton while I was studying there," he remarked. "It seems I'm always doing two or three things at one time. People ask me how I do it. I think it's all a matter of concentration."

Mr. Thomas paused for a moment and with the slightest twinge of a sigh said: "But I certainly don't recommend this type of schedule for everybody. It seems as if you never have any time for yourself. You never feel quite free. But I must say that my participation in sports—in golf and skiing—provides a needed change of pace."

Film Shows — Mr. Thomas catapulted into the international limelight after World War I when he returned to the U. S. with films on the war, including stories of American soldiers, the German social upheaval, the Egyptian campaign and the Arabian defeat of the Turks. He decided to present "shows" in theaters and concentrated on two: the Arabian defeat of the Turks, led by General Allenby, and the fight of the Arabs to gain their national identity, led by Lawrence of Arabia.

Mr. Thomas's "shows" were worldwide box-office attractions. After six years, he settled down in Dutchess county, N. Y., and wrote books.

In 1930, he received a call from William Paley, then president of CBS, who mentioned that he had heard Mr. Thomas speak in London, and without disclosing his identity, pleaded: "Please meet me in New York. You're the only man in the world who can save my job for me."

His curiosity piqued, he hurried to CBS's headquarters where Mr. Paley asked him to audition as a newscaster. He spoke for 15 minutes about his world travels and then read from a newspaper, ending simply with "so long until tomorrow . . ." and tomorrow has come for more than 37 years.

Task force for broadcasting

FOR some inexplicable reason a new crisis seems to erupt as if timed for the annual convention of the National Association of Broadcasters.

The fact is that issues that lead to crises (there are several) have smoldered for months and simply explode because there is an NAB convention along with the satellite meetings that bring broadcasters, networks and suppliers together. These meetings usually ponder, discuss, hear speeches and shop and play. The climate isn't suited for getting things done.

The crisis that broke on the eve of the NAB Chicago convention is the FCC's radical multiple-ownership rule-making that would prohibit acquisition of any class of broadcast station by an existing licensee in the same market—an anti-duopoly rule that would freeze new ownerships to one-station-per-category-per-market (BROADCASTING, March 25; also see story this issue). Although existing multiple owners would get grandfather protection, this obviously couldn't last. Sure to follow would be a phasing out, allowing multiple AM, FM or TV licensees to trade or sell—perhaps over a three-to-five-year period. Newspapers inevitably would be drawn in too—an approach already evident in the Justice Department's attack on dual ownerships in several markets, as well as at Senate hearings last week.

But long before the new problem developed broadcasters were under pressure all over Washington. For example the spectrum grab to strip down television allocations; the House Commerce Committee snooping on station transfers; the Justice Department's use of the FCC as its cat's paw; a possible move to create a new Department of Communications (or lump the FCC function in with the new Department of Transportation which apparently doesn't have enough to do). There are power plays all over town to grab the brass ring that is broadcasting.

At the top is the President's task force which has been operating at low visibility, but which will have a report in President Johnson's hands by next August.

These colossal troubles are more than one man or one entity should be asked to handle. Vincent Wasilewski, NAB's young and energetic president, needs help beyond that which his staff or his board can supply.

What's needed is an instant highest-level task force—an Emergency Council to defend and preserve free competitive broadcasting now in imminent danger. The whispered complaint of key members of the President's task force is that broadcasters have not come up with a viable, unified plan on allocations, projecting broadcasting into the 21st century.

The council, headed by Mr. Wasilewski, should have no second-stringers. Members should include network heads, the elected heads of broadcast associations concerned with allocations; the heads of the federal communications bar and of the consulting engineers, and probably the leaders in noncommercial broadcasting and heads of the basic unions.

The council's immediate task would be to counter with demonstrable fact the science-fiction illusions of eager men and professional politicians who would undermine the system that has served the public so well that everybody wants in.

The people who can motivate and activate the Emergency Council are in Chicago this week. If they do not get moving they likely will see free-enterprise broadcasting lose out to a socialistic philosophy, and that would mean eventual government ownership.

No game for amateurs

THE conversion of KFWB Los Angeles from a top-40 format to all news may very well mark the beginning of a significant trend in radio. If the KFWB adventure works, all-news formats are certain to be introduced in many major markets.

The format has already proved itself in New York where Westinghouse's WINS is now solidly in the black and strong in the ratings after a long shakedown period. It is showing hopeful progress at Westinghouse's KYW Philadelphia which is said to have recently begun making a profit after an equally long trial. These experiences induced Westinghouse to make the same effort in Los Angeles after its purchase of KFWB was approved.

Adding interest to the journalistic developments in New York and Los Angeles is the conversion of the CBS-owned WCBS and KNX to almost all news, though both of those stations continue to take their network's Arthur Godfrey program in the daytime and to play the American Airlines *Music Till Dawn* late at night.

Within recent weeks two other all-news services that had been operating for some time were abandoned. These are WNUS Chicago, owned by Gordon McLendon, and XTRA Tijuana, Mexico, which throws a signal into Southern California and for which the same McLendon interests are sales agents. Both stations have been changed to the automated-music format that has worked well for McLendon's KABL Oakland, Calif.

The lessons in these disparate developments seem obvious: High-quality news operations in major markets can command marketable audiences. Also high-quality news costs money.

The Westinghouse and CBS enterprises are all heavily staffed with news professionals and equipped with mobile hardware to cover local news at its source. The McLendon stations operated on a carefully circumscribed policy; their news programs were made up principally from the conventional wires.

The emergence of quality news as the winning format must be taken as a healthy sign for radio and the listening public. Broadcasters who may decide in the future to introduce the news format on their stations must take as their guides the Westinghouse and CBS standards. The trend, if it develops, must accentuate professionalism in radio news.



Drawn for BROADCASTING by Sid Hix
 "Quit saying I'll be free in 30 seconds . . . Make it a minute!"

**we've
lit
the last
20 candles
on
Illinois'
birthday
cake**

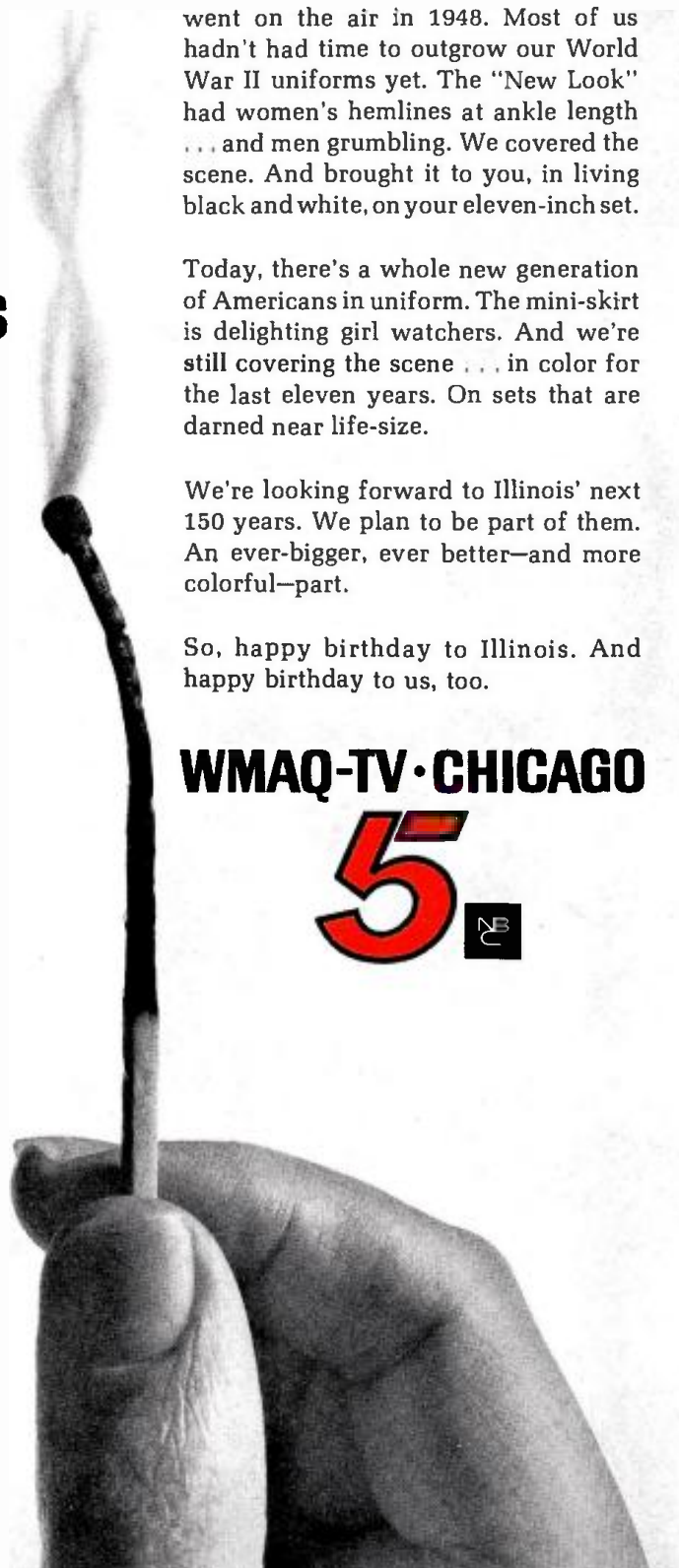
Illinois was a youngster of 130 when we went on the air in 1948. Most of us hadn't had time to outgrow our World War II uniforms yet. The "New Look" had women's hemlines at ankle length . . . and men grumbling. We covered the scene. And brought it to you, in living black and white, on your eleven-inch set.

Today, there's a whole new generation of Americans in uniform. The mini-skirt is delighting girl watchers. And we're still covering the scene . . . in color for the last eleven years. On sets that are darned near life-size.

We're looking forward to Illinois' next 150 years. We plan to be part of them. An ever-bigger, ever better—and more colorful—part.

So, happy birthday to Illinois. And happy birthday to us, too.

WMAQ-TV • CHICAGO





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AMERICAN
FM RADIO
NETWORK

And suddenly...
all other radio networks
are obsolete.

Page 27 to page 30



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