



# Broadcasting

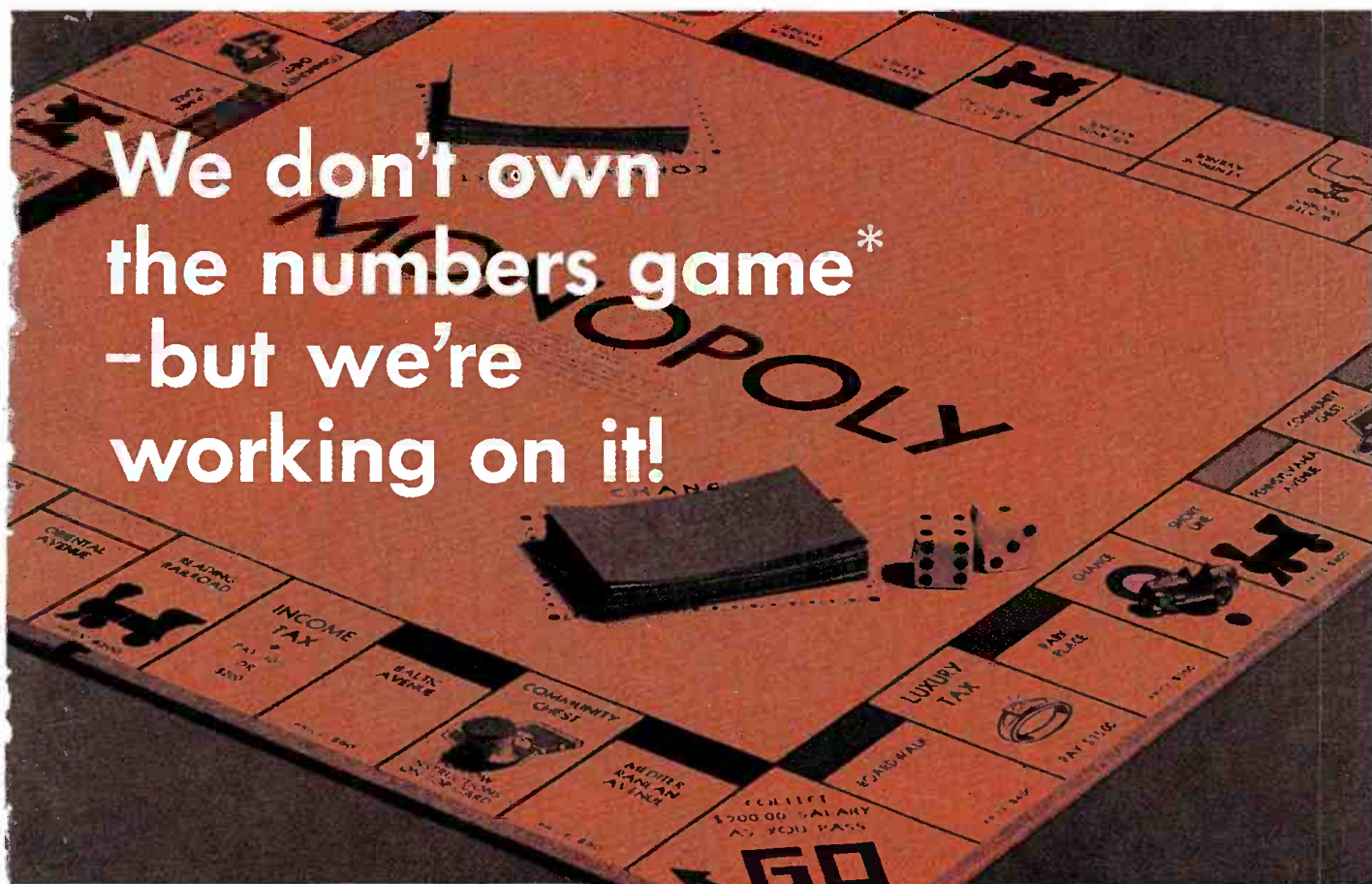
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

How to fight regulation? Write it, 4A's told. p23  
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SERIAL AC6 DEC  
AIR UNIV LIB  
EBCU 1403  
MAXWELL AFB AL 36112  
WM CAP 1/3

NEWSPAPER



We don't own  
the numbers game\*  
-but we're  
working on it!

MONOPOLY® and the distinctive design of the game board are trademarks for the real estate trading game equipment of Parker Bros., Inc. © 1935, 1946, 1961, and are used by permission without endorsement of the advertised services.

\*ARB for January-February, 1968 gives WMAL the largest audience, total persons 12+, from 6:00 am to Midnight, ¼ hour average and cumulative, Monday thru Sunday. Mediastat coverage study for July, 1967 gives WMAL the largest audience cume weekly. (You can check the others, too.) Data used is subject to the limitations on accuracy inherent in the method of survey and should be considered estimates.

## wmal-radio

The Evening Star Broadcasting Co.

### WASHINGTON, D.C.

National Representatives: McGavren-Guild-PGW Radio, Inc.

Save Cash.

CRC

wants time on your  
station (radio or TV)  
Call collect or write.

Today.  
Time Flies.

CRC BOX 19726 DALLAS, TEXAS 75219 TELEPHONE (214) 748-8004

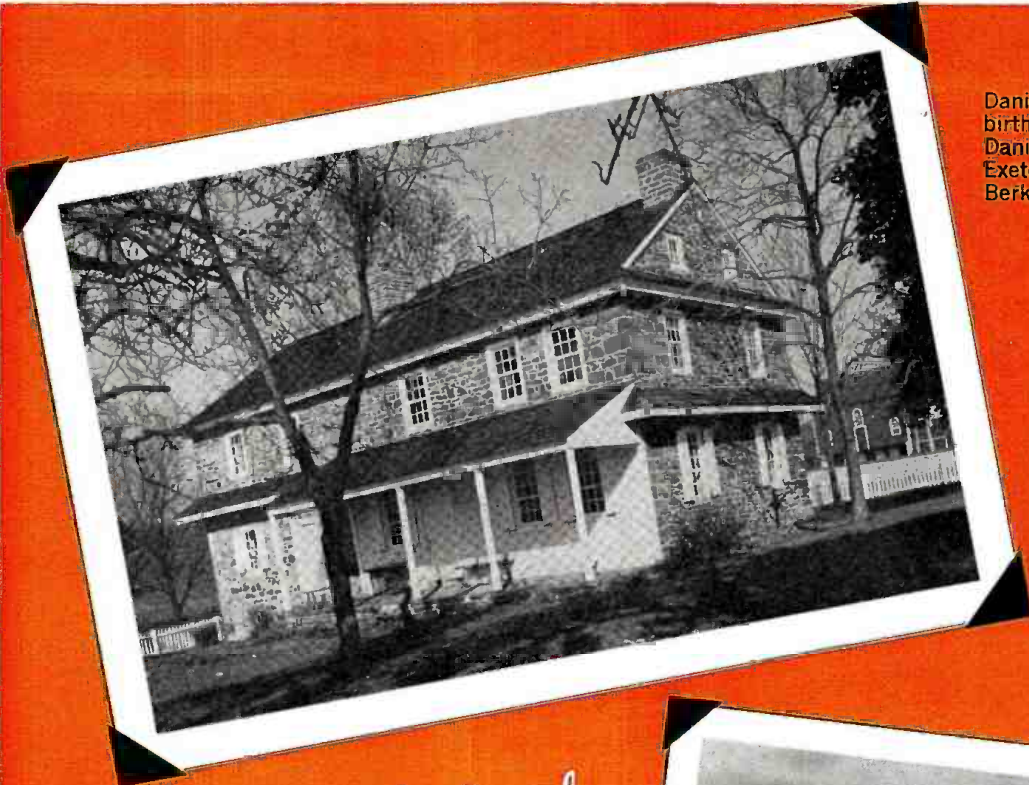
Or laugh over a kid's show. Or dance to a teen show. Or argue over a news hour. Sit down with Al and screen a program. He'll tell you just how it did in other markets. What kind of audience watched it, how many people watched it and why. Al knows why people will watch a show today, and why they'll never watch it tomorrow.

Why don't you take advantage of that kind of know-how? For instance, that syndicated film package you're wondering about. Ask Al which network show is available. Whether it meets your station's needs. What time slot you should run it. Or should you really be considering a local show?

And if you don't think your station seems to be keeping up with the changing trends, call Al for help to re-program your schedule. He's re-programmed some stations several times in a year. If you cry over a soap opera with Al today, you'll be able to smile tomorrow.

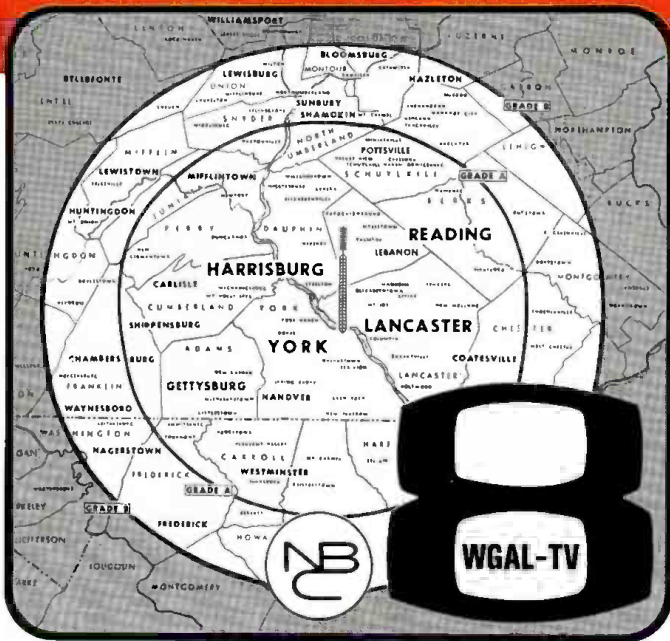
The representative is sometimes the only part of your station that people ever get to see.  
Edward Petry & Company

Cry over a soap opera  
with Al Masini



Daniel Boone Homestead,  
birthplace of  
Daniel Boone in 1734.  
Exeter Township,  
Berks County, Pa.

*Both have helped  
make Pennsylvania  
famous*



Just as famous woodsman Daniel Boone brought fame to his native Pennsylvania, pioneering WGAL-TV has also added to its distinction. WGAL-TV blazed the television trail in a broad, multi-city region, thus opening a vital prosperous area to advertisers. Channel 8 also was first to bring full-color telecasting to its area and today WGAL-TV, with its high-ranking 30% color penetration\*, is truly rewarding.

# WGAL-TV

**Channel 8 • Lancaster, Pa.**

\*Based on Nov. 1967 ARB estimates for both metro area and ADI; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

Representative: The MEEKER Company, Inc.  
New York • Chicago • Los Angeles • San Francisco

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

## Caught in the ice

FCC's freeze on station trading that exceeds one-to-a-customer-per-market-standard proposed as rule has already queered number of deals that were at or near conclusion. Among known casualties: UHF-FM combination in Midwest, TV-AM in Southwest. Media brokers say market is in limbo. FCC, in notice of rulemaking, said it would process no new applications for transfers that would result in buyer owning more than one station of a kind in any market (BROADCASTING, April 1).

## On the spots

Number of major stations in very biggest markets are about to be charged before FCC with failure to carry enough antismoking messages. Complaints are under preparation by John Banzhaf III, whose original petition sparked FCC's decision that fairness doctrine applies to cigarette advertising. Now head of ASH (Action on Smoking and Health), New York, Mr. Banzhaf has been monitoring stations. Reportedly he and associates are measuring against ratio of one anti-smoking message for every three cigarette commercials—ratio that was informally suggested as guide by Henry Geller, FCC's chief counsel.

## Politics and pay

CBS-TV is sweetening up its political-coverage package for affiliates by reinstating compensation for all related specials, providing additional co-op minutes (two each convention night) for local sale and by increasing length and number of station breaks around specials. CBS's new bid is modification of its initial request to stations for waiver of compensation of full political package of convention coverage plus then estimated 12 hours of pre- and post-convention specials (BROADCASTING, April 1, 8).

*Since CBS's initial request, network has moved two-and-a-half hours of its political specials into its Of Black America series slated for this summer. This leaves nine-and-a-half hours of political for which normal compensation will be reinstated—and network will also make payments for any specials added to package. Affiliates are being told that CBS will delay by 30 seconds start of four one-hour and four half-hour specials in package to provide 70-second station breaks—these in addition to similar late starts of two one-hour specials Tuesday nights as CBS previously outlined.*

# CLOSED CIRCUIT®

*There'll be no mid-break in these programs. Other specials in package include three half-hours (all Tuesday, 10-10:30 p.m.).*

## Double jeopardy

With House Investigations Subcommittee breathing down FCC's neck on decisions in station transfers, commission last week told applicants in proposed transfer of three UHF permits that grant cannot be made without hearing. These applications reportedly constitute one of eight cases into which subcommittee investigator Arnold Smith is checking. Permits involved in prehearing letter are for WNTU-TV Norfolk, Va.; WUHF-TV Hartford, Conn., and WBAU-TV Buffalo, N.Y. Present owner, Mercury Station Group, which is headed by Albert G. Hartigan, proposes sale of OP's to new corporation in which it would share ownership equally with New York financier Thomas M. Evans. Mr. Evans would pay \$150,000, acquire option to buy another 30% of new corporation three-and-a-half years after first station starts program tests.

*Commission gave no reason why grant cannot be made without hearing. But officials indicate there is growing concern over so-called sale of construction permits. This issue figured prominently in sale of Overmyer UHF package, which is another of cases congressional group is studying.*

## State's evidence

Washington television stations, along with newspapers, are resisting efforts of city authorities to subpoena their film and photographic reports of recent rioting, notably those dealing with widespread looting of shops in ghetto areas. Feeling is that if films are used to prosecute looters, as U. S. Attorney David Bress apparently proposes, reporters and cameramen involved would be "marked people" in event new troubles erupt. Much of TV film, it's understood, never was used on air.

## Network try

Warner Brothers-Seven Arts, which has been concentrating on production of its feature films since merger of two companies last year, is set to move shortly into network TV production area. Joseph Kotler, vice president, network program sales, leaves for Hollywood this week for conferences

with W7 studio heads and is expected to announce shortly details of three network TV series, aimed for showing in prime time during 1969-70 season. These would be first, new prime-time offerings since consolidation of Warner Brothers and Seven Arts.

## CATV by air

Teleprompter Corp.'s revolutionary proposal that FCC set aside 18 gc (18,000 mc) band for short-haul CATV relay service is expected to come up for commission consideration within 30 days. Proposal, which is touted as means by which CATV operators can free themselves of much of their dependence on cable, has been opposed by Communications Satellite Corp. and AT&T; they say 18 gc band should be used for communications satellite ground link. But commission engineers reportedly feel Teleprompter's proposal, which uses equipment developed by Hughes Aircraft Corp., has merit, and effort is being made to resolve conflicting interests. Presumably, commission will be offered several alternative courses of action.

## First of 13

Hour color special ABC-TV will show in June on husband-wife auto racing team of Craig and Lee Breedlove will serve as pilot for projected series of 13 hour specials on racing sports and heroes. American Motors, Goodyear Tire & Rubber and Shell Oil are sponsoring special and may go along for full series ride. Project, which would include programs on airplane, motorcycle and boat racing, as well as all types of auto racing, is work of Barand Productions, Hollywood-based company that produced syndicated series *The Professionals* for Warner Bros.-Seven Arts.

## Easier entry

FCC is considering further liberalization of rules restricting establishment of new AM stations. Applicant now has to show station would serve 25% white area or provide 25% of population in area with first primary service at night before commission will accept proposal for processing. Proposed rulemaking would permit commission to accept application that failed to meet those criteria but did provide for first service to community in which it would be located.

# THE CURE FOR WEAKEND REACH.

RADAR has the right prescription.

It shows that our MONITOR audience totals 15½ million.

Or 32% more cumulative adult listeners than the entire weekend schedule of our principal competitor.

If being able to get three-quarters of that MONITOR audience, with just 16 announcements, will cure what ails you—let us know.

Our salesmen make house calls.



Source: Audience data are based on RADAR estimates, Spring 1967, a 4-Network Study, and are subject to the qualifications of this study which are available on request.

# WEEK IN BRIEF

American Association of Advertising Agencies at Greenbrier convention site hear best way to combat legislation, federal regulation is to help write it. "Participate or perish" prognosis pitched to admen. See . . .

## HOW TO FIGHT REGULATION? . . . 23

TVB's 1967 top-100 TV advertisers list shows Procter & Gamble leading the pack with \$192-million outlay. Four companies make list for first time: Beatrice Foods, 3M Co., Trans World Airlines, W. R. Grace & Co. See . . .

## TV'S BEST CUSTOMERS . . . 28

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## CANDIDATES EYE RADIO-TV . . . 36

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## CONGRESS PASSES BILL . . . 40

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## COURT KNOCKS REARDON . . . 50

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## FCC'S RESEARCH PROJECTS . . . 56

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## Broadcasting

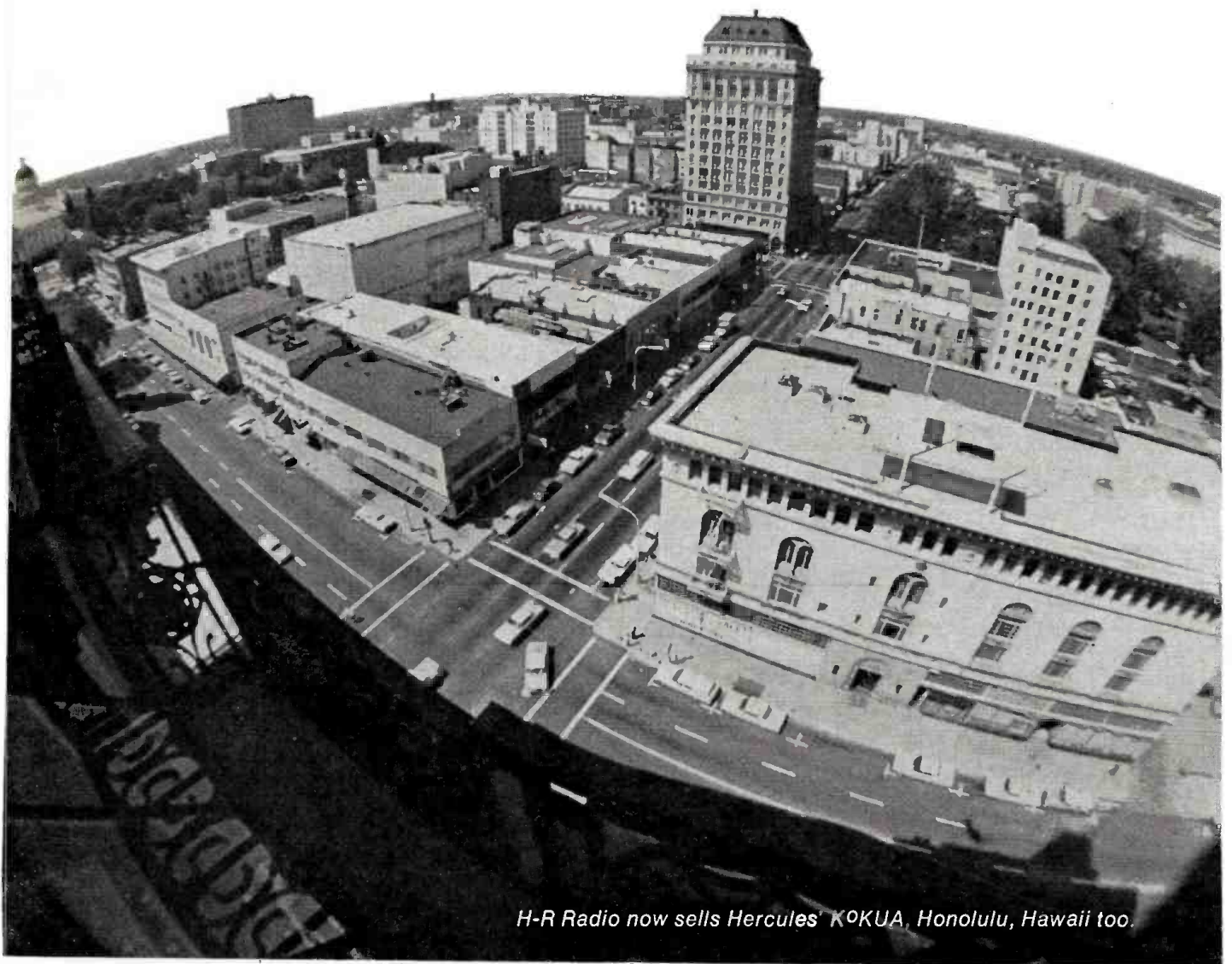
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The West's most powerful independent radio station is listened to by the entire spectrum of this wealthy, booming market. Its bank presidents. Its laborers. Its corporation executives. Its housewives. Its professionals. Its farmers. The station is **KRAK**. The Hercules Broadcasting 50,000 watt powerhouse with **mass-reach people appeal**. The market is Sacramento-Stockton. And the great Central Valley of California. And now **KRAK** is sold by **HR**.



*H-R Radio now sells Hercules' KOKUA, Honolulu, Hawaii too.*



## Wants open hearing on pot party charges

CBS has asked FCC to reshape inquiry involving company's WBBM-TV Chicago into full-fledged open hearing in which CBS would be able to subpoena and cross examine witnesses on charges station staged marijuana party for program.

In letter to commission Friday (April 26), CBS requested names of FCC witnesses and copies of all complaints or statements relating to charges.

Commission has scheduled hearing May 14 in Chicago. It is to be conducted by Chief Hearing Examiner James Cunningham, who has been given authority to conduct portions of proceeding in private.

In asking commission to supply it with relevant information and "establish equitable procedures to govern" proceeding, CBS noted that five months have passed since charges "by party or parties unknown to us" were made against integrity of WBBM-TV news operation.

Accordingly, it asked that hearing be carried out "with expedition." CBS has denied charges.

However, conflict between commission and House Investigations Subcommittee over availability of witnesses threatens to delay proceeding. Subcommittee, which conducted secret hearing on same charges two weeks ago, has not yet released witnesses for questioning by commission counsel. As result, commission attorneys' efforts to prepare have been stalled (see page 48).

Procedures CBS requested would give it all rights it would have in normal hearing, including opportunity to be represented to present and cross examine witnesses, to offer documents, to secure subpoenas, "and otherwise to fully participate in the proceeding."

## Appeal WFMT(FM) sale

Group of Chicago citizens has gone to federal court in Washington to stop WGN Continental Broadcasting from taking over WFMT(FM) Chicago. FCC had approved \$1 million sale to WGN group on March 27 (BROADCASTING, April 1). Citizens' filing Friday (April 26) alleges that even without adding WFMT to corporate family, Tribune Co. (WGN parent) and its subsidiaries "command and dominate the communications and idea market in metropoli-

tan Chicago . . . [and] possess extraordinary political and economic influence" in city.

## Antitrust bogey raised at spectrum front moves

Question of possible antitrust violation has been raised in connection with meetings among broadcast industry groups attempting to generate front to fight off threats to broadcast sections of radio frequency (see page 58).

Robert D. L'Heureux, Washington lawyer whose practice is predominantly CATV (he's former general counsel of National Cable Television Association), raised question in April 25 letter to Vincent T. Wasilewski, president of National Association of Broadcasters, with copy to Lester W. Lindow, executive director of Association of Maximum Service Telecasters.

He asked whether federal observer has been present at broadcasters' meetings, acceptable method of avoiding antitrust charges.

Neither Mr. Wasilewski nor Mr. Lindow had any comment on letter. It is known, however, that no federal representative has been present at any meeting.

## First quarter up

ABC Inc. reported Friday (April 26) first quarter earnings of \$5.5 million (\$1.17 a share) compared to \$3.885 million (\$0.83 per share) during first quarter 1967.

Earnings from operations were \$2.3 million (\$0.49 per share) down from \$4.025 million (\$0.86 per share) last year. ABC President Leonard Golden-son said second quarter sales, however, were better than 1967's.

## Five years or longer

Latest longer-license bill, H. R. 16817, submitted Friday (April 26) by Representative John V. Tunney (D-Calif.), would set minimum of five years for license terms and permit FCC to issue longer terms.

Bill would stop commission from issuing short licenses. Measure's language is distinctly different from standard longer license bills pending before House Commerce Committee, which would permit licenses up to five years in duration, none longer, and would not remove short licensing power.

## First call on CPB funds for local ETV stations

Strengthening local educational TV stations and funding programs to help heal divisive wounds between black and white communities are first projects for Corp. for Public Broadcasting, Frank Pace Jr., CPB chairman, said following first board meeting in Washington Friday (April 26).

Later in afternoon board members witnessed President Johnson sign bill authorizing \$9 million for CPB in fiscal 1969 (see page 40).

Mr. Pace said that interconnection of ETV stations, training creative and technical personnel and support for educational radio will also be priority tasks.

Board elected Dr. James Killian Jr., chairman, Massachusetts Institute of Technology, as vice chairman, and veteran broadcaster Robert D. Swezey as secretary-treasurer.

Selection committee, headed by John D. Rockefeller III, chairman of Rockefeller Foundation, will review candidates for full-time presidency, Mr. Pace said. He indicated president should be a "programming pro."

Mr. Pace announced temporary offices are now open in New York and will be established in Washington within month.

Recommendations on long-range funding will be handled by finance committee headed by Joseph D. Hughes. T. Mellon and Sons, Pittsburgh.

## Stanton sees best year ever for network sales

CBS Inc. President Frank Stanton last week again forecast higher sales and earnings for this year. In annual report, both he and CBS Chairman William Paley appeared bullish about operations of all CBS activities (BROADCASTING, Mar. 18).

In speech to New York Society of Security Analysts made available Friday (April 26), Dr. Stanton said TV network division sales during first quarter were best ever and indications are that 1968 "will be [division's] greatest sales year to date."

He said CBS forecasts of improved sales are based on economic trends and on corporation's first quarter 1968 experience. He cited predictions that "national advertising in 1968 will return to

## WEEK'S HEADLINERS



Mr. Pompadur

**I. Martin Pompadur** VP and administrative head of ABC-TV since 1966, named VP and general manager of network. He joined ABC in 1960, in company's legal department and left in 1963 to join Young & Rubicam. He returned in 1964 as general sales attorney in ABC's legal department and was successively named director of sales contracts and director of business affairs in 1965.



Mr. Adler

**Gerald Adler**, director of NBC International Enterprises, elected president, succeeding **George A. Graham, Jr.** who will become associated with Gilbert Atkins, Los Angeles advertising agency. Mr. Adler joined NBC in 1953. His first positions were as an attorney in legal department, and coordinator of talent and program contract operations. In 1957, he was named director of European program of California National Productions, forerunner of NBCIE, and managing director of London office, and director of NBCIE in February 1966.

**Joseph S. Wright**, president and chief executive officer of Zenith Radio Corp., Chicago, elected chairman of board, succeeding **Hugh Robertson**,

who continues as chief executive officer. **Sam Kaplan**, executive VP and assistant general manager, elected president and general manager. Mr. Wright, who was named president in 1959 and chief executive officer in 1964, joined Zenith in 1952, was appointed general counsel in 1953, elected director in 1954, VP in 1955 and executive VP in 1958. Mr. Kaplan joined



Mr. Wright



Mr. Kaplan

firm's mail department in 1923, was named assistant treasurer and assistant secretary in 1934, credit manager in 1935, VP in 1948, controller in 1949; elected treasurer in 1952, director in 1958 and executive VP and assistant general manager in 1959.



Mr. Jones

**Merle S. Jones** retires on May 1 as director and officer of CBS Inc. and several of company's subsidiaries after career spanning 32 years of service in top executive posts, including presidency of CBS Television Stations Division (see page 42).

**Stephen R. Rintoul**, eastern sales manager of Adam Young-VTM Inc., named VP in charge of sales for representative firm, succeeding **Art Scott**, who has resigned, effective May 1. Succeeding Mr. Rintoul as eastern sales manager is **Robert Q. Tiedje**, who has been account executive for two years. Mr. Rintoul earlier was with Venard, Torbet & McConnell as VP prior to its merger with Adam Young last year.



Mr. Rintoul

**James F. O'Grady Jr.**, until recently president and director of Adam Young-VTM, New York, joins RKO General Broadcasting / National Sales, that city, as VP and general manager of radio sales. Twenty-year radio-TV veteran Mr. O'Grady began in programming and advanced through radio sales for ABC, subsequently becoming manager of sales service with former Dumont television network. He joined Adam Young Inc. in 1955, serving as sales manager and sales VP prior to executive VP, he was named president and director of Adam Young-VTM in 1967. **Adam Young**, board chairman of AY-VTM, assumed presidency upon Mr. O'Grady's resignation several weeks ago.



Mr. O'Grady

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

vigorous 1962-65 growth rate of roughly 7% . . ." Network and spot TV and radio will probably do even better, he said.

### Adams re-elected

Stanley Adams re-elected Friday (April 26) as president of American Society of Composers, Authors and Publishers.

Victor Blau and Ned Washington were elected vice presidents. Re-elected were Paul Creston, secretary; Adolph Vogel, treasurer; Morton Gould, assistant secretary, and Rudolph Tauhert, assistant treasurer.

### Query commercial policy

FCC approved sale of WGHQ-AM-FM Kingston and WVOX-AM-FM New Rochelle, both New York, Friday (April 26) by John Hay Whitney group to Harry M. Thayers and associates for \$800,000, but told buyers they must submit information on commercial policy by Feb. 1 next year.

Commission also stipulated stations must apply for renewal of license by June 1, 1969.

Buyers proposed 18 minutes of commercial matter in any 60-minute segment, but also specified number of exceptions to policy.

### Gear for stations, CATV

International Video Corp., Mountain View, Calif., which last year introduced low-cost line of color video tape recorders and cameras for closed circuit TV field, is shifting product and marketing approach to broadcast and community antenna television fields with new line of products—thought to be cameras and VTR's—to be introduced this year.

IVC recently negotiated \$10 million contract with Bell & Howell, Chicago, for closed circuit TV equipment. Bell & Howell has now become IVC's chief marketer for CCTV products.

# *Television Anyone?*



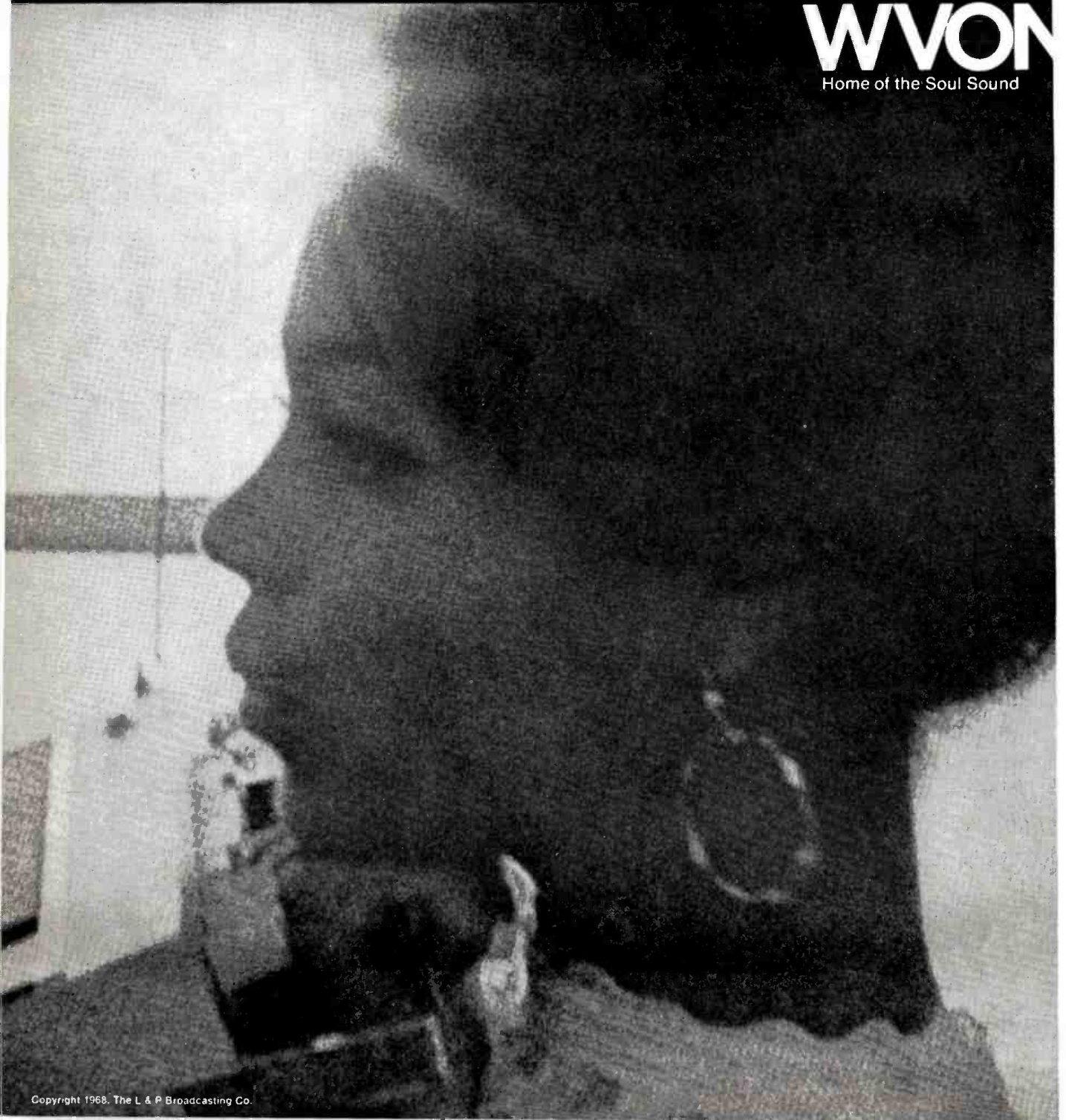
What a racket Ward Huey has. There's no way he can get enough tennis practice, but he talks a great game. He spends more time selling, and talks more often of WFAA-TV, the Dallas-Ft. Worth market, and good avails. Television anyone? Call WFAA-TV and ask for Ward. He's General Sales Manager.

## **WFAA-TV DALLAS-FT. WORTH**

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

**SOME STATION IN  
MILWAUKEE IS COPYING  
EVERYTHING WE DO.**

**WVON**  
Home of the Soul Sound



Oh, the unjustness of it all.

In Chicago it took us years to get everything just right: The music, the personalities, the community involvement. And, now that we're finally at the top, what happens?

Milwaukee comes along and steals everything. Right down to the call letters. (Oh sure, they're arranged differently, but who had them first?)

Maybe they think they can do in Milwaukee what we already do in Chicago: Reach 90% of the

city's Negroes every week.

And they may do it. After all, whatever we've had going for us is now going for them, too.

WVON 1450 am CHICAGOLAND

General Manager: Robert Bell,  
3350 S. Kedzie, Chicago, Illinois  
60623

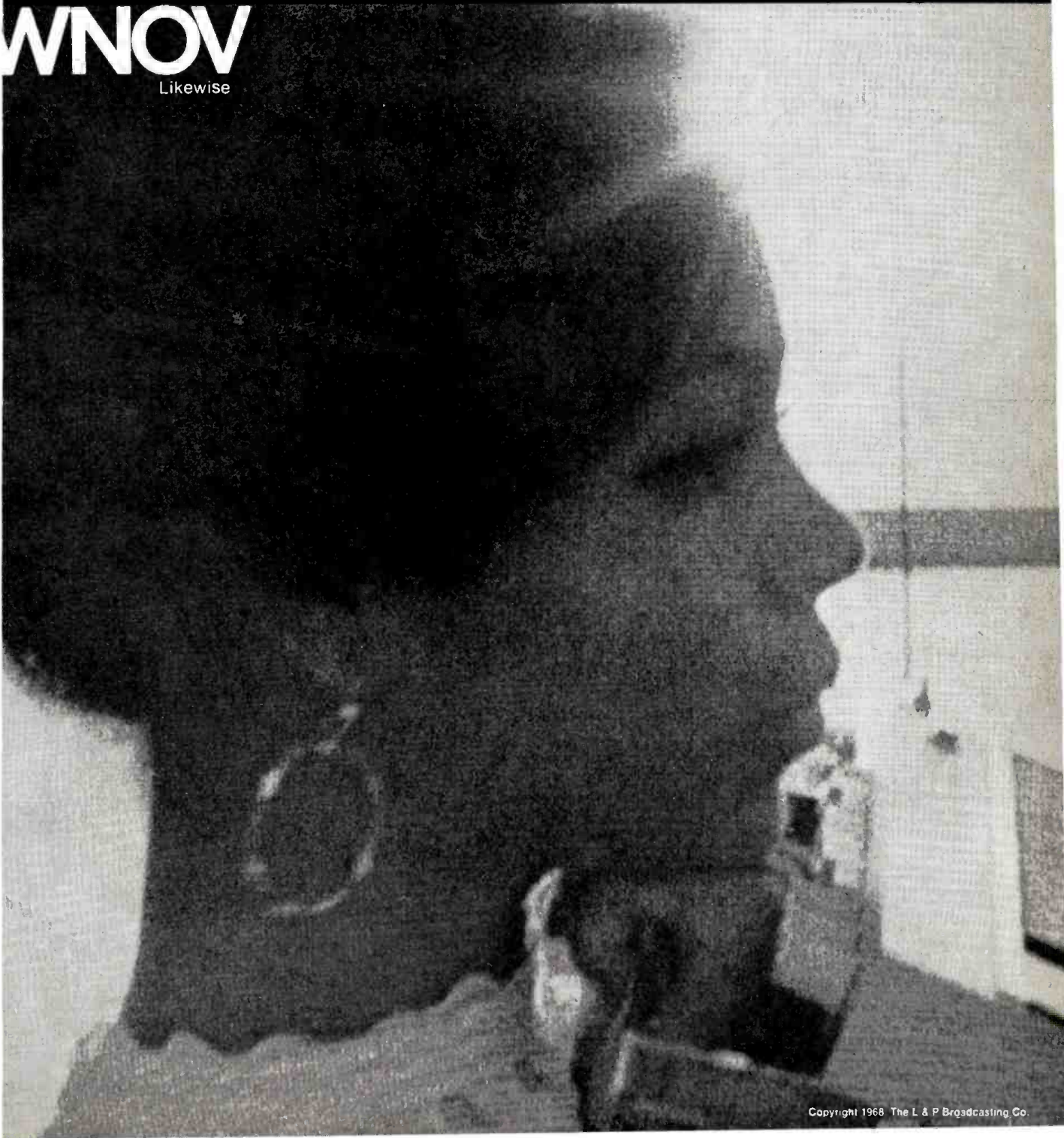
National Representative:  
Bernard Howard & Co. Inc.

WNOV 860 am MILWAUKEE

Likewise

(Sounds like a combination buy.)

**WNOV**  
Likewise



# DATEBOOK

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

■Indicates first or revised listing.

### APRIL

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.

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 29—Annual stockholders meeting, Wometco Enterprises Inc. to elect directors, act on qualified stock option plan, appoint independent public auditors and transact other business. Twin Theaters, Miami.

■April 29-May 1—53rd annual conference, Association of Canadian Advertisers. Royal York hotel, Toronto.

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—Annual stockholders meeting, Magnavox Co., Fort Wayne, Ind.

May 2—Annual stockholders meeting, Admiral Corp., Chicago.

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 2—Annual stockholders meeting, Movielab Inc., to elect directors, to vote on increasing authorized common stock from 2 million to 4 million, to authorize new class of 2 million preference shares, both with par value of 50 cents a share, and to transact other business. Movielab Bldg., New York.

May 2—General membership meeting of the New York chapter of The National Academy of Television Arts and Sciences. Overseas Press Club, New York.

May 2—Annual stockholders meeting, Scripps-Howard Broadcasting Co., 500 Central Ave., Cincinnati.

May 2-4—18th annual convention of Kansas Association of Radio Broadcasters. Speakers include Vincent Wasilewski, NAB president; Senator James Pearson (R-Kan.), member of Senate Commerce Committee's Communications Subcommittee; Grover Cobb, NAB chairman of joint boards, and E. G. Faust, president of Iowa Broadcasters Association. Holiday Inn Midtown, Wichita.

May 2-4—22d annual spring convention

of Alabama Broadcasters Association. Speakers include: Jack Harris, president and general manager, KPRC-TV Houston; and Robert Cahill, legislative assistant to chairman, FCC. Admiral Semmes hotel, Mobile.

May 3—Seventh Annual Seminar of Radio Broadcasters and Community Leaders, sponsored by Southern California Broadcasters Association. Panel members include police chief Thomas Reddin, Los Angeles Police Department; Dr. Julian Nava, member, Los Angeles City Board of Education; Herbert Carter, executive director, Los Angeles County Human Relations Commission; Joseph Havenner, executive vice president, Automobile Club of Southern California; Jack Gilstrap, assistant manager, Southern California Rapid Transit District; Robert M. Light, president, SCBA; managers of SCBA's member stations. University of California at 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 5-10—Annual meeting of the affiliates advisory committee of MBS. Flamingo hotel, Las Vegas.

May 5-10—103d 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 NAB Secondary-Market Television Committee. Washington.

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

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 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. Speakers include: Dr. Carl Marburger, New Jersey commissioner of education and former assistant commissioner of education, Bureau of Indian Affairs; Dr. Glen L. Nimnicht, program director of Far West Regional Laboratory; Jules Sugarman, associate director, Head Start program, Office of Economic Opportunity and Dr. Selz Mayo, head of department of rural sociology, North Carolina State University. Sheraton Jefferson, St. Louis.

■May 7—Special meeting of stockholders of The Walter Reade Organization Inc., to elect board of directors, to authorize new class of 500,000 shares of preferred stock and to transact other business. New York.

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—Annual stockholders meeting, Teleprompter Corp., to elect directors, to vote on increase of authorized common shares to 4 million and creation of new class of 500,000 preferred shares, to approve employ share purchase plan, and to transact other business. New York.

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,

### 1968 RAB REGIONAL SALES CLINICS

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.

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—Joint meeting of NAB, and NCTA committees on CATV copyright. Washington.

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

■May 8—Spring meeting of the Alabama Cable Television Association. Speaker will be Doug Talbot, president of the Southern Cable Television Association. Guest House Motor Inn, Birmingham.

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, vice president, The East Ohio Gas Co. New York Hilton, New York.

■May 9—Annual stockholders meeting, Reeves Broadcasting Corp., to elect directors, to approve pension plan, and to transact other business. New York.

■May 9—Annual stockholders meeting, Cowles Communications Inc., to elect directors, auditors, and to transact other business. Waldorf-Astoria hotel, New York.

May 9-10—Spring meeting of Washington State Association of Broadcasters. Speakers include Arthur Stambler, Washington attorney. Chinook motel and tower, Yakima.

■May 9-12—Annual spring meeting of Mississippi Broadcasters Association. Edgewater Gulf hotel, Biloxi.

■May 10—Monthly luncheon, Federal Communications Bar Association. FCC Commissioner Nicholas Johnson and Washington communications attorney Vincent B. Welch on commission's comparative hearing process. Willard hotel, Washington.

■May 10—Annual stockholders meeting, Capital Cities Broadcasting Corp., to vote on merger with Fairchild Publications Inc., to increase common and preferred shares, to elect board, and to transact other business. Schine-Ten Eyck hotel, Albany, N. Y.

■May 10-11—Meeting of the Florida AP Broadcasters. Hawaiian Village, Tampa.

■May 10-11—Annual meeting and seminar of the Virginia AP Broadcasters Association. Executive motor hotel, Richmond.

■May 10-11—Annual spring meeting of West Virginia Broadcasters Association. Speakers include Thom Winkler, NAB radio code manager; William Walker, NAB director of broadcast management. Oglebay Park, Wheeling.

■May 13—Annual Silver Nail and Gold Key awards luncheon, sponsored by Station Representatives Association. Plaza hotel, New York.

■May 13—10th annual Chicago area Television Academy Awards dinner, sponsored by The National Academy of Television Arts

### TVB REGIONAL SALES CLINICS

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 Mallibu.

and Sciences and telecast by WGN-TV Chicago. Marriott Motor hotel, Chicago.

May 13-16—Annual convention and trade show, National Community Antenna Television Association of Canada. Empress hotel, Victoria, B. C.

■May 14—Annual stockholders meeting, Metromedia Inc., to elect directors, to authorize increase in common shares from 3.5 million to 10 million and increase preferred shares from 70,000 to 500,000, and to transact other business. New York.

■May 14—Radio Day luncheon, sponsored by Advertising Club of Metropolitan Washington. Washington Hilton, Washington.

May 14—Annual meeting and performer's award luncheon sponsored by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

■May 14—Annual stockholders meeting, Communications Satellite Corp., Constitution Hall, Washington.

■May 14-15—Annual meeting of affiliates of CBS-TV. Los Angeles.

■May 14-16 — Annual convention. Armed Forces Communications and Electronics Association. Principal speakers will be Admiral Thomas H. Moorer, chief of Naval Operations, USN; Lawrence A. Hyland, vice president and general manager, Hughes Aircraft Co. Sheraton Park hotel, Washington.

May 14-17—1968 International Quantum Electronics Conference sponsored by the American Physical Society, the Optical Society of America, and the groups on electron devices and microwave theory and techniques of the Institute of Electrical and Electronics Engineers. Everglades hotel, Miami.

■May 15—Meeting of NAB Future of Television Committee. Washington.

■May 15—Annual stockholders meeting, Outlet Co., to elect directors, to authorize 1 million shares of preferred stock, and to transact other business. Providence, R. I.

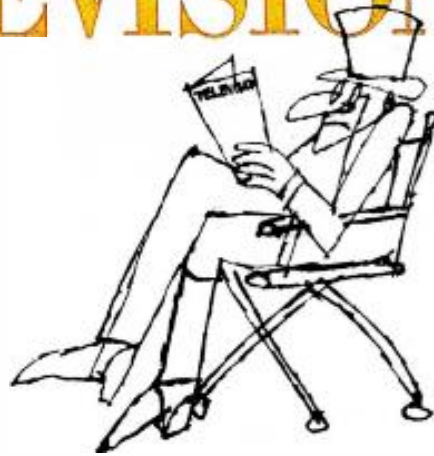
■May 15—Special stockholders meeting. Chris-Craft Industries Inc., to vote on merger with Baldwin-Montrose Chemical Co., to elect directors, and to transact other business. Sheraton hotel, Fort Lauderdale, Fla.

■Indicates first or revised listing.

BROADCASTING, April 29, 1968

## IN JUNE

# TELEVISION



**CENSORSHIP AND THE NAB TV CODE:** Does the code pose a problem for the television advertisers? Do agencies check out a commercial? How is television censorship of programing changing? The view is broader of what's acceptable and what isn't. Why?

**UHF TELEVISION TURNS THE CORNER.** More UHF stations in VHF markets are in the black. UHF demands for programing is giving syndicated shows a second shot in the arm and livening up the film business.

**WHAT'S HAPPENING ON DAYTIME TELEVISION?** A few years ago the daytime schedule was pretty dull going but it's a different story today.

**A COMPLETE RECORD OF EVERY NETWORK-PLAYED MOVIE IN 1967** by title, type, length in minutes, B&W or color, syndicator, network and rating.

**OTHER FEATURES** will include Focus on Finance, Focus on Commercials . . . and the monthly Television Encounter—"Are Television Critics Overly Active?"

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CHICAGO  
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David J. Bailey

HOLLYWOOD  
1680 N. Vine Street 90028 213-463-3148  
Bill Merritt

Circulation: 12,000

Deadline: May 23, 1968

### Rates

	1 time	6 times	12 times
Full page	\$670	\$620	\$545
2/3 page	490	460	415
1/2 page	375	350	315
1/3 page	275	265	235
1/6 page	150	140	125
Color \$150 (AAAA)			





**Another Reason We Can Hardly Wait For Next Season**

# "THE OUTSIDER"

"The Outsider" is an inveterate challenger of first impressions and easy answers.

A private eye, poor and essentially a loner, he's learned that the shortest distance between two points is not necessarily a straight line.

Instead, for him, it's often a devious route strewn with booby traps, most of them human.

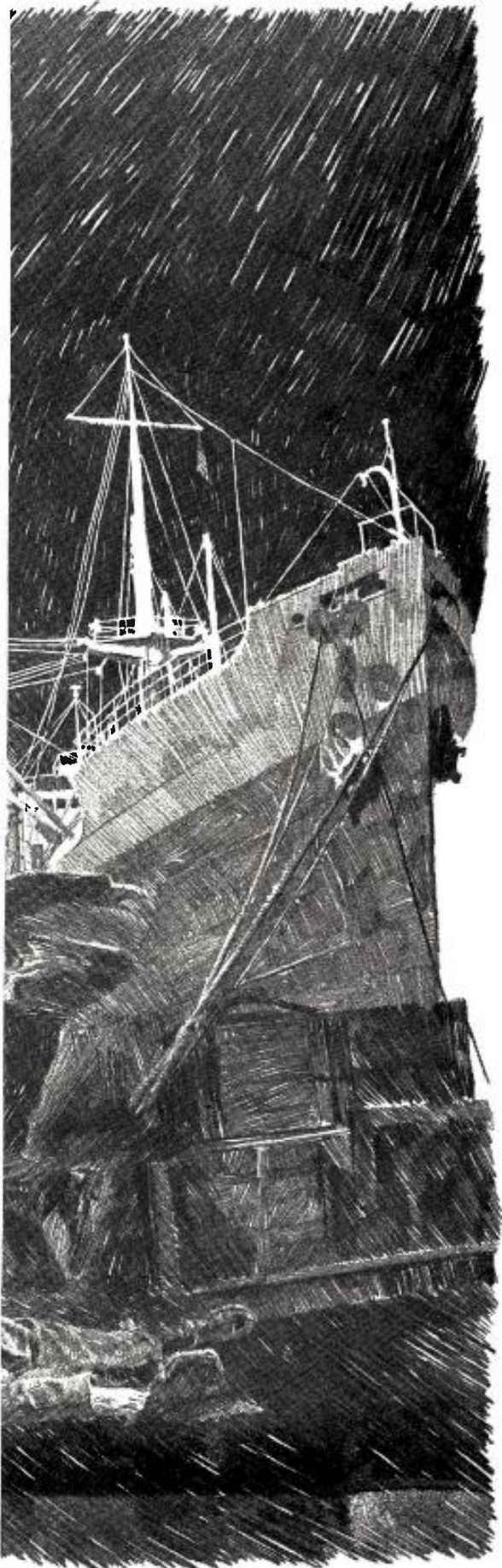
Roy Huggins is the executive producer of this full-hour, Wednesday night suspense series from Universal. He's the man who created such unusual and successful programs as "Run for Your Life" and "The Fugitive."

What's more, Mr. Huggins was the producer of the enormously popular "World Premiere" version of "The Outsider" from which this new series is derived.

Look for "The Outsider" on NBC this fall. He'll be driving an old car. He'll be wearing a suit of approximately the same vintage. And he'll look exactly like Darren McGavin, so you can't really miss him.

And you *shouldn't*.

**NBC TELEVISION NETWORK** 



## Retailers need broadcasting as well as print

In the retail business, just as in broadcasting, the name of the game is sales and profits.

To play the game profitably, three prime factors must work together properly: (1) merchandising, (2) advertising and (3) money. When the retailer advertises effectively, merchandises the goods and attracts money, retail sales and profits result.

Ask 50 merchandisers for a definition of merchandising and you will get 50 different answers. Most of us at North Advertising like this one: "Retail merchandising is knowing what the public wants and letting them know you have it."

It's not display, it's not advertising, it's not buying and it's not selling. It's the act of pulling all these factors together in order to make a sale.

One of my favorite examples of excellent retail merchandising has to do with Shainberg's of Memphis. Not so long ago I lived in Memphis and we Yankees can learn a thing or two from those country boys.

Shainberg's is a very successful chain of 40 department stores scattered throughout the South. Their back-to-school campaign is a good example of a complete merchandising package. The event is called their "red apple promotion." Their Memphis agency is Rosengartin & Steinke Inc.

**Cost Efficiency** ■ Starting in mid-August they saturate the airways via television and radio. A simple 10-second radio ID jingle, for instance, will cost them about \$10 each time it is aired. They can run it 100 times for the price of a thousand-line newspaper ad. It gets the message across and represents an efficient use of advertising funds.

Naturally radio and TV are only a part of the media expenditure. Shainberg's runs a heavy newspaper schedule too. As a regional chain they also are able to use regional issues of magazines.

But advertising is only part of the story. The over-all planning and follow through is also significant. Their school-days promotional buying is carefully planned. Months ahead of time at buying headquarters in Memphis the computer figures of previous years are reviewed by buyers, supervisors and store managers. Buying is budgeted to make certain each store is going to have what it can move.

Once buying is set up they start executing their merchandising plans. Through all the summer weeks local store meetings and follow-throughs pre-

pare every manager and clerk for the single event. They know as well as I that there is no magic in advertising that can overcome the absence of an effectively executed merchandising plan.

The same principle applies to a one- or two-store operation.

Whatever the merchandising plan, it must be more than an idea. It must be executed at the store level and advertising must back it. So what about retail advertising? What is new?

**Second Look** ■ For one thing television is getting another look-see from retailers. Local merchants were the first to climb on the TV bandwagon but rate competition from national accounts forced many of them out. Now many are reconsidering.

Only a few weeks ago one of Chicago's pioneer TV advertisers who had shifted solely to radio and print told me he is going back on TV. I would urge all retail merchandisers to review TV with their store ad managers and their agencies.

They may run into a stone wall though. Many retailers feel that a packaged-goods advertiser can use TV and sell the sizzle, not the steak, and get away with it but that it doesn't work for a retailer.

We at North don't agree. Retail TV need not be dreary and institutional. It can sell goods. At North we have had some excellent first hand experience.

A few years ago we were commissioned to prepare TV commercials for Sears Roebuck and Co. Our writers set up a commercial format that sold all of the many services of Sears (15 seconds of opening and 10 seconds of closing). Then in the middle we got specific and sold products. It worked.

Sales in the test markets including

Chicago were excellent and consumer research projected an excellent up-grading of the Sears image.

Yes, the Sears films did cost quite a bit—about \$20,000 each. But a local merchant need not spend that much, can use less expensive video tape and can get some help from sources.

A closer look at manufacturers co-operative funds is now in vogue for retailers. Yet manufacturers have had co-op arrangements since time memorial. Salesmen talk about them. Buyers ask for them. But too often nothing is done with them.

Today, however, many retailers are saying to their sources: "Let's use these funds to sell goods." They are asking manufacturers to have their advertising agencies prepare radio tapes, TV films and ad layouts that have some real sell in them.

**Learning from Experience** ■ Another new trend is for retail-advertising executives to respect the advertising of the national brands. Most national advertisers employ agencies who create consumer campaigns that produce results. Yet many department stores would take the attitude "we don't want to look like everyone else. We'll make our own ads."

Sometimes it works but often it doesn't. There's nothing wrong with a department store changing the frame that pictures the selling message, but why tamper with the basic selling message, the reason why?

To sum up, we believe that in most cases success is in direct proportion to merchandising. And as we said, merchandising is knowing what the public wants and letting them know you have it. The mutually reinforcing broadcast and print media can effectively tell the public.



C. James Gutman long was associated with North Advertising as a client, but now he is senior vice president and director of merchandising for the Chicago agency. Formerly he was vice president of the Household Products Division of E. L. Bruce Co. And before that he was in charge of the King's Men Division of Helene Curtis. Earlier he was sales promotional director of Toni Co. Today he heads all of North's work on merchandising, premiums, promotions, etc.

**Lauds convention coverage**

EDITOR: I'd like to commend you, your staff and photographer on this week's issue [April 15] with National Association of Broadcasters convention pictures. Although I must have been the only guy at the convention who didn't get his picture in BROADCASTING, I got a lot of kicks out of looking through the magazine and finding so many of my friends there.

I think that this year's coverage was by far the best ever by your magazine. Keep up the good work.—*Phillip Spencer, vice president and general manager, wcss Amsterdam, N.Y.*

**Riot coverage praised**

EDITOR: Thank you for your account of radio and television coverage of the disorders following the assassination of Dr. Martin Luther King Jr. [BROADCASTING, April 15].

The responsible innovation and imaginative restraint of the stations' management and personnel deserves our highest commendation and should serve as inspiration and guidance to us all.—*Gerald D. Brown associate secretary for radio-television, Iowa Council of Churches, Des Moines, Iowa.*

**Soul sounds for the needy**

EDITOR: The letter from the Benton Harbor, Mich., school principal appearing in the April 1 issue and requesting contributions of "soul" records was a stopper for me—I have known that area since childhood and my father-in-law still raises grapes near there.

The result will be further tribute to the effectiveness of BROADCASTING's pages. Our station in St. Louis, KATZ, is making up a nice package of 45's and shipping them off promptly to Benton Harbor. I suspect more will be forthcoming from other sources in the industry, proving again to public organizations in need an important truth about radio: Ask, and ye shall be given.—*Arnold Hartley, executive vice president, Key Broadcast Management Inc., New York.*

**Radio archives**

EDITOR: Of the last 12 issues of BROADCASTING, seven have included letters expressing interest in vintage radio programs. The time is right for an individual or group to take the initial steps toward formation of a central clearing

house where the best available copies of the old shows would be cataloged and exchanged under published rates.

College instructors of broadcasting courses, producers of documentaries for commercial and educational stations and private collectors should be glad to deal with a single organization offering a comprehensive selection, instead of trusting to luck for responses to a multitude of inquiring letters and then making the best possible deals with several suppliers.

The clearing house should handle only complete programs of sufficiently high quality to assure satisfactory duplication, and only programs for which clear rights to unlimited duplication can be established. Those interested in this proposal are invited to write to me.—*Joseph H. Gaunt, 317 North Bradford Street, Dover, Del. 19901.*

**New axiom for ACTS**

EDITOR: As always, BROADCASTING was right where the ACTSion was, as reported so adeptly in your "How to promote UHF" feature in the April 8 issue. Let's not call them ACTSions Awards, though, but ACTSion Awards. In UHF we still need to take that "s" off the end of ACTSions and turn it into a \$ sign.—*Julian F. Myers, owner, KKOG-TV Ventura, Calif.*

**Is the pie sliced evenly?**

EDITOR: Management can easily avoid "rebellion, strikes and 'alien' unions" about which concern was voiced during the labor-relations clinic at the National Association of Broadcasters convention.

There are simple solutions: Raise wages to meet the salaries being offered in other fields and provide staff members with a decent income that matches today's living costs; provide for regular pay increases which don't have to be begged for; offer attractive fringe benefits; recognize seniority; respect individual needs and the opinions of all in the organization. It can be done by most broadcasters if they will only quit serving the biggest pieces of the pie to a few at the top. Sure the executives are deserving of more but not at the expense of those who toil below them. . . .

When a union can win the right to represent workers at a station in a town the size of Wausau, Wis., owners and operators of stations in small and medium-size markets should see the writing on the wall and act before it's too late.—*Dale Brodt, newscaster, KLWW Cedar Rapids, Iowa.*

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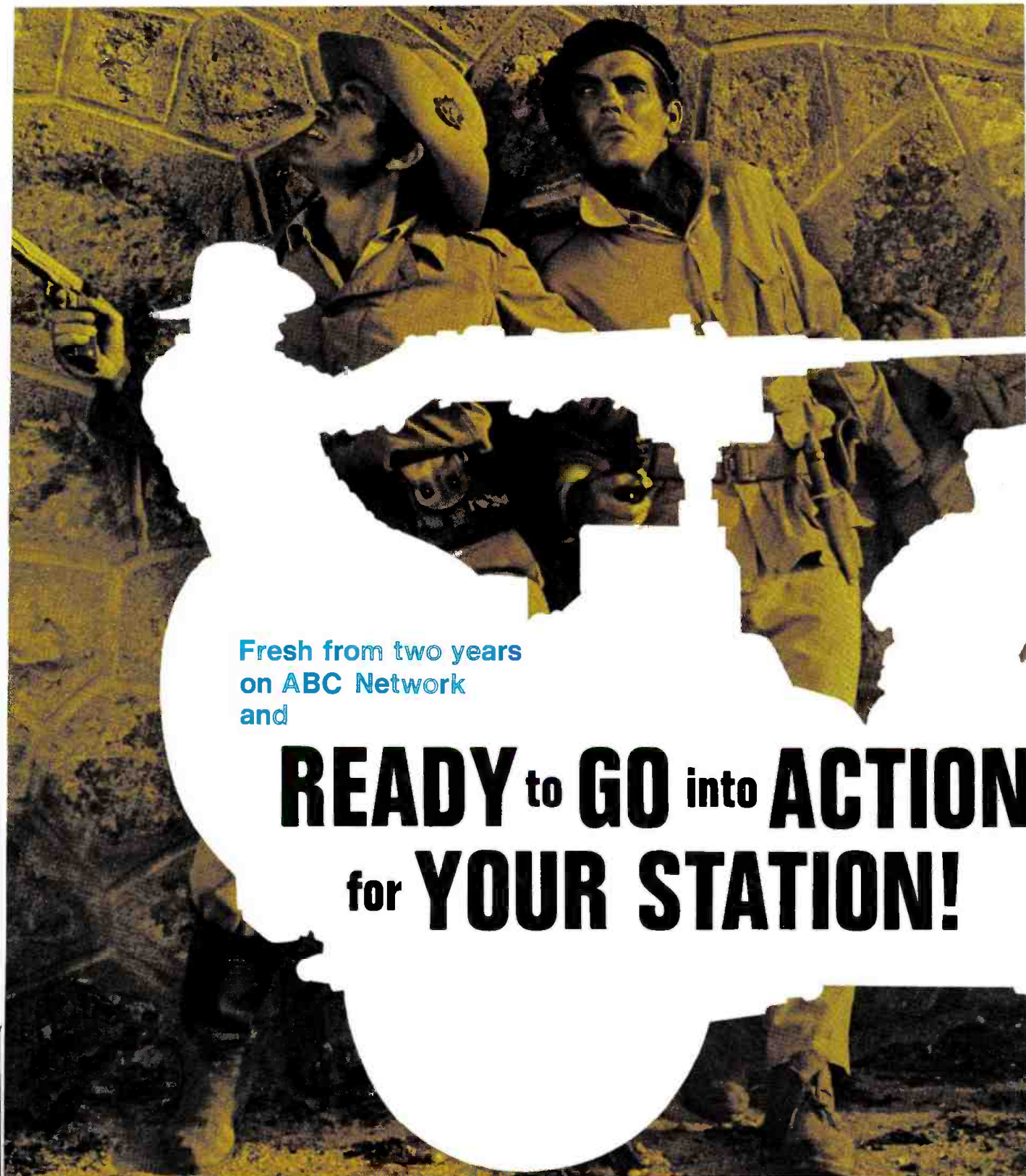
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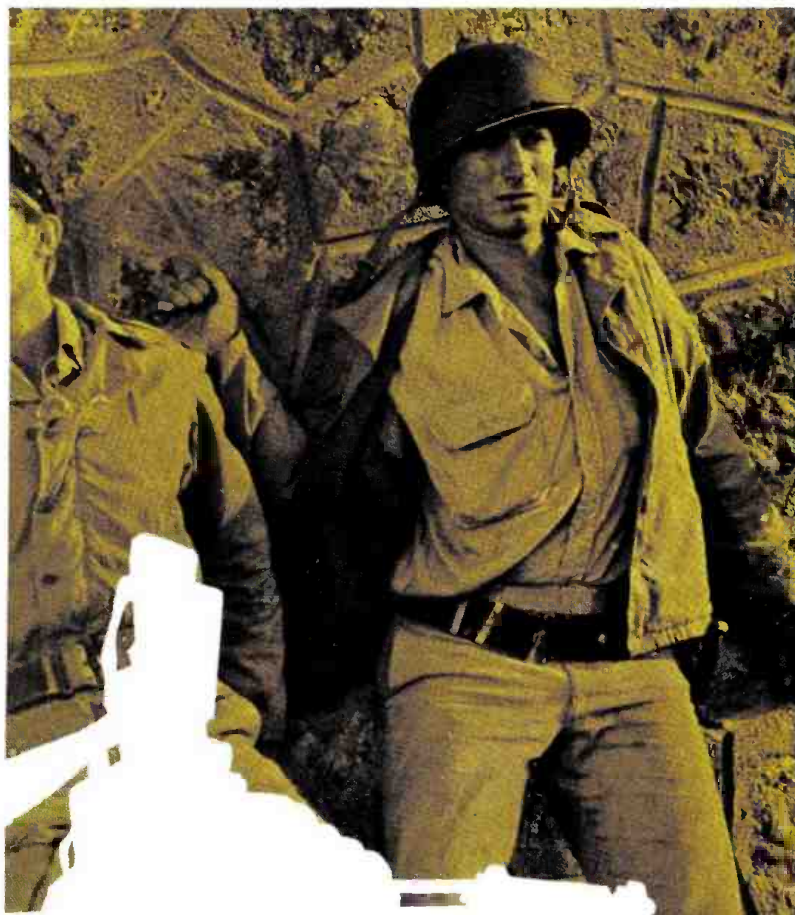
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# How to fight regulation? Write it

That's what AAAA members are told is best way to combat threats from Washington; nation's top agencies told they can help solve social problems

Leaders of the nation's most influential advertising agencies were admonished last week to come to grips with conscience and bring their skills and resources to bear on the country's social problems.

Calls for "participation," "involvement" and "total commitment" highlighted the three-day annual meeting of the American Association of Advertising Agencies, held Thursday through Saturday (April 25-27) at the Greenbrier, White Sulphur Springs, W. Va., with some 750 members and guests on hand.

In what might be called the keynote speech of the meeting, AAAA Chairman Alfred J. Seaman, of Sullivan, Stauffer, Colwell & Bayles, New York, told the opening luncheon on Thursday:

"The need for total commitment is clear. We have helped build the greatest economy in the world. We can help shape the greatest society in the world, too. And our own business, all business, all people will be the stronger for it. That is the challenge facing advertising today."

Greater "participation" was urged, too, in tackling some of advertising's

own problems. Major General Chester V. Clifton Jr. of C. V. Clifton Associates Inc., Washington, a member of the Interpublic Group of companies, told the agency men they must take an active and positive, rather than defensive, approach to government regulation.

"The best way to get legislation or federal regulation that you can live with," General Clifton said, "is to help write it."

The alternative to what he called a "participate or perish" approach to government regulation is that "the free-

## Bond, Cummings and Benito are new AAAA officers

Edward L. Bond, chairman and chief executive officer of Young & Rubicam, New York, was elected chairman of the American Association of Advertising Agencies last Thursday (April 25) at the AAAA's annual meeting (see story above).

He succeeds Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayles, New York, in the AAAA chairmanship. John Crichton continues as president of the association.

Barton A. Cummings of Compton Advertising, New York, was elected vice chairman, and Louis Benito of Louis Benito Advertising, Tampa, Fla., was named secretary-treasurer.

Three members were elected directors-at-large for three-year terms: Charles F. Adams of MacManus, John & Adams, Bloomfield Hills, Mich.; James J. McCaffrey of La Roche, McCaffrey & McCall, New York, and William T. Raidt, D'Arcy Advertising, New York.

Regional directors were named for one-year terms as follows:

Eastern region—Edward H. Culver, Culver Advertising, Boston;



Mr. Bond



Mr. Cummings



Mr. Benito

Archibald McG. Foster, Ted Bates & Co., New York, and Charles R. Standen, Tatham-Laird & Kudner, New York.

Central region—Richard C. Christian, Marsteller Inc., Chicago; John T. Miller, Alex T. Franz Inc., Chicago, and Paul D. Myers, Ralph H. Jones Co., Cincinnati.

Western region—David M. Botsford Jr., Botsford, Constantine & McCarty, San Francisco.

The new board elected the following to serve as its operations committee, to meet monthly when the board is not in session: Chairman Bond, Vice Chairman Cummings, Secretary-Treasurer Benito, President Crichton and John H. Hoefler of Hoefler, Dieterich & Brown, San Francisco; Donald P. Nathanson of North Advertising, Chicago, and Carl W. Nichols Jr. of Cunningham & Walsh, New York.

enterprise system, which we regard so highly, will no longer be recognizable as free. Without our participation, government will legislate, regulate and eventually strangulate our freedom of action."

**Contact With Capitol** ■ He urged agency people to maintain constant contact with Washington officials and suggested that as a starter the AAAA make "a completely organized attempt" to see that "every candidate for the Senate and for the House" is offered free campaign-advertising advice by "some qualified individual" in the agency business.

"As an introduction," he said, "the least that you should do is have one individual from a member agency of the AAAA personally put into the hands of each candidate a copy of your excellent manual, *Political Campaign Advertising*, then if the candidate wishes other advice and counsel, offer it to him free. "This must be entirely bipartisan and entirely without self-interest, and when the effort is over, it must look good on page one, and in Drew Pearson's column."

Such a move, he said, "would be in the best interests of the country and in the best interests of this profession."

In his opening speech Mr. Seaman noted that one of the AAAA's "most significant accomplishments" of the past year was its decision to open a Washington office, staffing of which he said

is now under way, but that the association had also moved to broaden its rapport with the academic community, launched a million-dollar educational foundation and "reached a new level of activity" in the field of race relations and equal-employment opportunities, including a test advertising course for Negroes in Chicago and a plan to provide training facilities for Negroes in New York.

Even so, he said, much more remains to be done in these and other fields. Among race problems, he cited "use of Negro talent on television and radio commercials" as "an area where civil rights groups are dissatisfied and where they are pressing for greater action."

The theme was sounded again on Friday by John Elliott Jr. of Ogilvy & Mather, New York. In a time of social, racial and moral crisis, he said, advertising must elevate its sights.

"As we keep telling ourselves," Mr. Elliott said, "the influence of advertising far transcends the selling of products. We all know that advertising has a profound effect on our culture. Advertising pervades every aspect of American life. It is an integral part of the American scene. Surely we agree that it should enhance the scene. It can do so only if we raise our sights above the legal minimums and meet higher standards of taste and integrity."

**Mentions TV** ■ He singled out tele-

vision as a contributor to a part of what he called the national "malaise." Quoting H. Rap Brown, Negro militant leader, as saying that "violence is as American as apple pie," Mr. Elliott said: "I don't happen to have a very high regard for the author of this chilling epigram, but anyone who has grown up in the age of television might well have a reason to think that shooting is an American way of solving life's problems. There is certainly something wrong here."

He said it is primarily up to business, not government, to solve the under-employment of minority groups, and that the record of agencies on this score is below average. "We bring up the rear," he said. "A hell of a place for people who consider themselves problem-solvers, pace-setters and moulders of public opinion."

"An 'open door' policy is not enough, he asserted. The recruitment and training program being developed by the AAAA to assist its members is designed "to help and, frankly, to prod," he reported. It will be launched in a few weeks, he said, but "whether it works or not will be up to agency management—up to you and me."

Dr. Daniel J. Boorstin, professor of history at the University of Chicago, also called upon advertising to "enrich American life."

"In a world full of bad news and adulterated goods," he said, "advertising men should insist on keeping the purity of their product. Advertisers can and should bring to us their own unique good news. They should make advertising itself a distinct addition to the range of our experience and not merely a blurry extension of the news or of TV drama."

Getting down to day-to-day agency problems, John A. DeVries, president of Computer Applications Inc., New York, cited the use of computers to provide brand-movement reports as a valuable tool that, among other things, enables advertisers and their agencies to adjust media buys before its too late.

But he doubted that "the average advertising agency situation would justify heavy investment" in agency-owned computers when service bureaus and computer consultants "represent deep reservoirs of talent and facilities that are available" to provide whatever the agency needs.

**Buying** ■ In spot-TV buying, Mr. DeVries said, the "problems of inventory control, cancellations and a very complicated discount structure" could be handled by computerization but, for the most part, are still being handled "on a very cumbersome manual basis."

He said it was "entirely feasible" to set up a spot-TV "commercial reservation system" similar to the computer-based seat-reservation system used by

## Department store-TV romance makes ANPA squirm

TV's attempts to garner a big share of chain and department store advertising seems to be paying off.

That's the conclusion implicit in a new sales effort being mounted by the Bureau of Advertising, American Newspaper Publishers Association. ANPA members meeting in New York last week were told that the bureau would "lay increased emphasis on its selling efforts to chain and department store groups."

The bureau said that TV has been particularly aggressive in seeking a larger share of the retail store advertising dollar and has been aiming at the big chains that are centralizing their control over individual stores. Advertising decisions are increasingly being made at corporate headquarters, making retail chains particularly good sales targets for television.

Despite TV's apparent inroads into the retail ad field, the Bureau

of Advertising had some good news for its members: 1968 should be a good year for newspapers—10% ahead in total dollar volume over 1967. First quarter revenues are up 2.9% over the first quarter 1967 and total volume is expected to approach \$5.5 billion during the year 1968.

The bureau's executive committee chairman, Charles T. Lipscomb Jr., said many TV advertisers were re-appraising their heavy investments in TV, citing what he described as "sky-rocketing" costs and the "growing uneasiness about the size of TV's audiences as measured by the standard rating services . . . Newspapers will always be the basic retail selling medium," he said, "as retailers who have experimented with TV are the first to say." Mr. Lipscomb declined to elaborate on his assertions when later queried by BROADCASTING.



# BAR network TV-billing report for week ended April 14

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended April 14, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended April 14	Total dollars week ended April 14	1968 total minutes	1968 total dollars
	Week ended April 14	Cume Jan. 1-April 14	Week ended April 14	Cume Jan. 1-April 14	Week ended April 14	Cume Jan. 1-April 14				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 145.8	\$ 78.0	\$ 1,257.3	\$ 336.0	\$ 5,125.1	69	\$ 414.0	1,069	\$ 6,528.2
Monday-Friday 10 a.m.-6 p.m.	939.1	18,237.4	2,437.7	47,631.1	1,558.4	34,896.3	721	4,935.2	13,388	100,764.8
Saturday-Sunday Sign-on-6 p.m.	912.0	18,215.0	1,347.8	16,382.6	490.3	6,948.2	259	2,750.1	3,646	41,545.8
Monday-Saturday 6 p.m.-7:30 p.m.	298.8	4,977.7	659.8	9,502.0	681.3	10,318.5	94	1,639.9	1,265	24,798.2
Sunday 6 p.m.-7:30 p.m.	45.6	2,164.5	240.9	3,801.2	332.0	3,233.2	13	618.5	317	9,198.9
Monday-Sunday 7:30 p.m.-11 p.m.	5,101.0	81,127.3	6,862.4	101,901.3	6,272.9	97,621.8	433	18,236.3	6,397	280,650.4
Monday-Sunday 11 p.m.-Sign-off	1,172.5	5,605.7	35.3	605.6	406.5	6,213.8	73	1,614.3	1,069	12,425.1
<b>Total</b>	<b>\$8,469.0</b>	<b>\$130,473.4</b>	<b>\$11,661.9</b>	<b>\$181,081.1</b>	<b>\$10,077.4</b>	<b>\$164,356.9</b>	<b>1,662</b>	<b>\$30,208.3</b>	<b>27,151</b>	<b>\$475,911.4</b>

Correction: ABC-TV Monday-Friday 10 a.m.-6 p.m. figure for week ending April 7 should have been \$1,114.3.

airlines. This would involve, he said, storing of all commercial availabilities in a centralized computer, a remote terminal system from which to call for, confirm and cancel availabilities, and "a dynamic control of the complex discount structure, estimating, validating and bill system."

The "entire accounting system" in spot-TV buying could "easily" be managed by such a system, he asserted.

In a talk on creative ways to spend money, Alvin Hampel of Young & Rubicam, New York, gave the back of his hand to, among other things, some of the advertising awards sponsors.

"At some \$40 (per entry) in one so-called festival," he said, "there are now some 75 categories and 340 awards within them. There is now an award for the best 20-second commercial in black and white, run on daytime network, female presenter, voice over—for baked goods—under a dollar. The winner in this category also received a special citation for special effects. New this year was a special award for the best use of magenta in a color commercial. The only way to lose is not to enter."

But, he cautioned, "when awards become the target, then the advertising is written for the profit of the author instead of the profit of the client. And I'm sorry to say too much of it is, these days."

As for rising costs of producing commercials, Mr. Hampel said "some of them are worth whatever they cost" but others are needlessly expensive—as when agencies send "a producer, a

writer, an art director, a stylist and an account executive to Tahiti for two weeks to film a 10-second opening of a 30-second commercial showing an out-rigger in the surf leading up to the introduction of a new soft drink called 'Tropical Fruit' which is artificially flavored anyway and has never been seen by a Polynesian."

**Small Agencies** ■ In another assessment of creativity, William E. Pensyl of Ketchum, MacLeod & Grove, Pittsburgh, numbered among his targets the so-called "hot little creative shops"—not, he said, that they don't produce "some truly great advertising," but rather that they also turn out "some highly creative fluff and even highly creative nonsense."

He called for "significant" research, perhaps "research as fundamental as finding out how people learn."

"Where is the future for the free marketing of goods if advertising loses its creative thrust?" he asked. "The more 'mass' a product becomes, the more help its distribution requires of advertising. Where could you find a sales force to make as many calls as one good television commercial makes, for example? Yet I have a feeling at times that the target of our advertising makes better progress in learning how to resist our efforts than we do in learning how to communicate with him and develop him as a customer."

If that happens and advertising fails in its mass-selling function, he warned his fellow agency men, "you may become some of the smartest guys out of work."

Tom Sutton of J. Walter Thompson

Co., New York, said many factors, including television, are causing international advertisers more and more to use the same basic campaigns throughout the world, adapting them to local-market situations but getting away from the practice of creating entirely different campaigns for different world markets. He cited commercials for the American Gas Association and Pan American and Trans World Air Lines as examples of advertising that expresses a mood having international appeal.

Professor R. Buckminster Fuller of Southern Illinois University, Dr. Miller Upton of Beloit (Wis.) College and Marvin Bower of the management consultant firm of McKinsey & Co., New York, were among the other principal speakers at the meeting, which also included two showings of selected U.S. and European commercials.

The board of directors of the Television Bureau of Advertising was to be host to the AAAA at a cocktail party Saturday evening.

## Giants two-thirds sold

Three advertisers have purchased two-thirds sponsorship of the New York Giants football games on the Giants' radio network, operated by Sportscom Inc., New York.

Mobil Oil Co., through Doyle Dane Bernbach, has bought one-third, and Schaefer Beer, through BBDO, and Roi-Tan Cigars, through Gardner Advertising, have one-sixth each. The remaining one-third is expected to be sold shortly, a network official said.

# FCC explains cigarette fairness

Maintains broadcasters must present antismoking side, that fairness doctrine does not diminish free speech

Cigarette advertising presents one side of a controversial issue of public importance, the FCC said last week, and therefore broadcasters are obligated to present the antismoking side.

The commission made this point in a brief filed in the U.S. Court of Appeals for the District of Columbia in reply to charges of illegality by broadcasters and the Tobacco Institute. Involved in the novel fairness case also is a charge by John F. Banzhaf III, the young New York lawyer who initiated a complaint last year against WCBS-TV New York, that the commission's ruling was not severe enough.

The FCC in imposing its fairness policy on cigarette advertising last June held that broadcasting must provide a "reasonable" amount of time for antismoking messages. This was defined by a commission spokesman as one "con" to every three "pro" smoking advertisements.

Mr. Banzhaf in his appeal claimed the ratio should be equal, one for one.

There are three distinct cases in the appeals court involving this ruling. The National Association of Broadcasters and WTRF-TV Wheeling, W. Va., have appealed the premise of the FCC's action; the Tobacco Institute has appealed from a commission clarification establishing that cigarette manufacturers are not eligible as a matter of right to reply to antismoking messages, and Mr. Banzhaf's.

Appellants are eligible to file reply briefs by May 13. A date for argument will then be scheduled by the court.

**Fair's Fair** ■ The FCC's brief makes three points: that cigarette advertising raises a controversial issue, that the commission is not precluded from acting in this area by the federal Cigarette Labeling and Advertising Act of 1965, and that the commission's fairness doctrine applies to commercial products where a potential hazard is raised.

Not only is the cigarette ruling in accord with previous actions of the commission in the fairness field, the FCC said, but it is a reasonable requirement on broadcasters.

Licenses, the FCC said, are allowed latitude in the selection of the format and quantity of antismoking material; there is no "undue" interference with the licensee's judgment, and it is not unfair to deny the prosmoking viewpoint the automatic right of rebuttal.

As for the argument that Congress pre-empted the field in its labeling and advertising legislation in 1965, the com-

mission demurred. That act, it said, says nothing about superseding the FCC or the Communications Act. Furthermore, the FCC added, its ruling doesn't regulate cigarette commercials or the content or quantity of those commercials.

And finally, the commission maintained, the cigarette ruling does not abridge free speech. The power of Congress to regulate interstate commerce includes the power to regulate the use of the airwaves, which has been delegated to the FCC. And, the FCC continued, a "vital" aspect of radio regulation is to ensure that the airwaves are not monopolized by one viewpoint and to provide a fair hearing to competing positions on important public issues. The ruling at issue and the fairness doctrine itself, the commission concluded, further this objective.

**Both Sides** ■ Mr. Banzhaf, changing his hat from that of appellant trying to overturn the FCC's decision, backed the commission's order in his role as an intervenor in the appeals of the NAB and WTRF and the Tobacco Institute.

Even though cigarette commercials avoid discussions of health hazards and present only the advantages of smoking, Mr. Banzhaf said, such advertising in fact argues that smoking is advantageous to health. He noted that cigarette advertising implies that smoking eases tensions, it argues that filters are effective in filtering tars and nicotine, it as-

## Network TV up 3.6%

An analysis made by Leading National Advertisers Inc. shows that first-quarter 1968 network-TV billing grew by 3.6% over the comparable period of 1967 to a total of \$417,359,300.

Advertiser investment in network TV sports programs showed the largest increase, jumping by 43.6% to \$37,265,500 in the first quarter this year, followed by children's programs, up 21.7% to \$16,363,400 and entertainment specials up 20% to \$20,678,300. Expenditures for regularly scheduled entertainment shows declined by 1.4% to \$225,450,100 and regularly scheduled daytime entertainment shows dipped by 0.4% to \$87,810,100, according to the LNA compilation.

sociates smoking "with healthy persons and sports."

Mr. Banzhaf termed untenable the argument that the fairness principle might be extended to apply to automobiles or high cholesterol foods, or other products involving health risks. "There is no substantial public argument for discontinuing the use of automobiles or butter," he said, "and it is unnecessary to present advocates of any such views."

Mr. Banzhaf also maintained that the fairness doctrine does not violate the First Amendment on free speech, suggesting instead that the commission's fairness actions are calculated to secure First Amendment objectives. The FCC's fairness doctrine, he said, is "designed to secure self-expression for all significant groups and to ensure that all responsible points of view are presented . . . requiring a diversity of viewpoints."

Stressing the "controversial" element of cigarette smoking, Mr. Banzhaf noted that the Tobacco Institute labeled as "one of today's most controversial issues" its mailing of the *True Magazine* article "To Smoke or Not to Smoke—That Is Still the Question."

## More RADAR data is made public

The Brand Rating Research Corp., which conducted the recent Radio All-Dimension Audience Research (RADAR) study for four radio networks, released additional statistics last week.

A special tabulation of the 1967 RADAR study shows that a schedule of 80 spots on network radio reached 48,907,000 different listeners 12 or over an average of 2.73 times a week.

RADAR data shows that 20 spots on one network reached 15,536,000 unduplicated listeners an average of 2.03 times in a week for 31,557,000 gross impressions. Twenty announcements on two networks reached 27,297,000 people an average of 2.57 times for 70,151,000 impressions; while 20 announcements on three networks reached 37,594,000 different people an average of 2.7 times for 101,686,000 impressions. The same number of announcements on four networks reached over 48 million separate listeners an average of 2.7 times for a total of 133 million gross impressions within a week.

RADAR data is to be paraded before today's (April 29) meeting of the Texas Broadcasters Association to show that ABC Radio delivers a potential of more than 40 million unduplicated listeners Monday through Friday.

According to RADAR figures to be cited by Walter Schwartz, ABC Radio

# 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

# What TV's best customers spent in '67

TVB'S ANNUAL REPORT AGAIN HAS P&G FIRST WITH \$192 MILLION

Television Bureau of Advertising is releasing today (April 29) the listing of top 100 advertisers in television in 1967, and Procter & Gamble again tops the grouping with expenditures of slightly more than \$192 million.

Four companies made the top 100 category for the first time, according to the compilation based on figures from Leading National Advertisers/Rorabaugh. They are Beatrice Foods,

\$6,940,300 (up 58% over 1966); The 3M Co., \$6,041,400 (up 21%); Trans World Airlines \$5,638,600 (up 62%) and W. R. Grace & Co., \$7,377,100 (which joins the top grouping through its recent acquisitions of Miller Brewing Co. and Nalley's).

TVB noted that 12 companies made significant percentage gains in total television investments, led by Scott Paper (up 86%) and including, among

others, TWA (plus 62%), Beatrice Foods (plus 58%), Armour & Co. (plus 57%), Sears, Roebuck (plus 56%) and Union Carbide (plus 52%).

Earlier, TVB has released lists of the top 100 spot TV spenders in 1967 (BROADCASTING, April 8) and 9 billings report on the 379 network TV advertisers in 1967 (BROADCASTING, Feb. 19). The top-100 in combined spot-network TV billings:

	TOTAL TV	SPOT TV	NETWORK TV		TOTAL TV	SPOT TV	NETWORK TV
1. Procter & Gamble	\$192,052,300	\$78,878,700	\$113,173,600	16. Philip Morris	36,615,600	9,345,300	27,270,300
2. General Foods	93,812,000	43,105,000	50,707,000	17. P. Lorillard Co.	33,368,300	2,939,900	30,428,400
3. Bristol-Myers	74,273,800	21,822,900	52,450,900	18. Brown & Williamson	33,272,900	8,080,400	25,192,500
4. Colgate-Palmolive	71,087,800	33,316,200	37,771,600	19. Miles Labs.	30,767,700	9,050,700	21,717,000
5. American Home Products	57,834,400	12,589,800	45,244,600	20. Liggett & Myers Tobacco	28,838,400	5,902,000	22,936,400
6. R. J. Reynolds Tobacco	57,230,300	9,145,700	48,084,600	21. Chrysler Corp.	28,411,200	1,092,900	27,318,300
7. Lever Brothers	55,969,400	24,689,100	31,280,300	22. Ford Motor	27,642,800	4,515,300	23,127,500
8. American Tobacco	45,869,700	14,848,300	31,021,400	23. Quaker Oats	26,145,900	13,002,300	13,143,600
9. Gillette Co.	43,068,600	10,180,400	32,888,200	24. PepsiCo Inc.	25,523,500	13,846,700	11,676,800
10. General Mills	42,555,200	14,185,800	28,369,400	25. S. C. Johnson & Son	25,350,400	4,499,100	20,851,300
11. Warner-Lambert Pharma.	42,515,900	16,287,500	26,228,400	26. Alberto-Culver	23,041,400	13,432,600	9,608,800
12. General Motors	41,887,900	6,242,900	35,645,000	27. William Wrigley, Jr.	22,493,000	21,756,400	736,600
13. Coca-Cola Co.	41,287,200	36,661,300	4,625,900	28. Carnation Co.	19,631,900	4,899,800	14,732,100
14. Sterling Drug	38,985,900	6,180,700	32,805,200	29. Shell Oil	19,349,500	12,235,900	7,113,600
15. Kellogg Co.	37,798,500	13,513,500	24,285,000	30. National Dairy Products	18,434,800	5,547,400	12,887,400

president, who said ABC Radio is 75% sold for the second quarter, the network's four services—American Information, Contemporary, Entertainment and FM networks—deliver a potential 40,398,000 listeners 12 or older during week days, or 45% of the more than 90.1 million potential listeners of all the radio networks in 1967.

ABC Radio's count of 782 affiliates breaks out to 281 outlets signed for the Information network; 207 stations for the Entertainment network; 148 in the Contemporary line-up and 146 affiliates for the American FM network.

## Rep. appointments . . .

- KITE-AM-FM San Antonio, Tex.; KROD El Paso and KRNO San Bernardino, Calif.: Edward Petry & Co., New York.
- KFDI Wichita, Kan., KPRO Riverside, KGUD Santa Barbara, both California, WINN Louisville, Ky., WOLF Syracuse, N. Y. and WMIN St. Paul: Alan Torbet Associates Inc., New York.
- WLNA Peekskill, N. Y.: Mort Bassett & Co., New York.
- WHO Des Moines and WOC Davenport, both Iowa: Blair Radio, New York.
- KLVI Beaumont, Tex.: John C. Butler & Co., New York.
- WDBQ Dubuque, Iowa: Walton Broad-

casting Sales Corp., Chicago.

- WUST Bethesda, Md.: Grenner, Hicken, Sears, New York.

## Second quarter bright for CBS Radio sales

CBS Radio last week reported several new and renewed advertising campaigns for the second quarter.

General Motors Corp., Detroit, through McManus, John & Adams, Bloomfield Hills, Mich., began an 18-week institutional campaign on news programs, while the Buick Division, through McCann-Erickson, Detroit, bought time in news, *Dimension* and sports programs, and the Oldsmobile Division through D. P. Brother & Co., Detroit, extended participations in a news show for nine weeks.

Sinclair Refining Co., through Cunningham & Walsh, both New York, renewed a campaign on news and *Dimension* for 26 weeks. Other news advertisers include: Kiekhaefer Corp., Fond du Lac, Wis., through Gardner Advertising, St. Louis, for Mercury outboard motors; Dow Corning Corp., Midland, Mich., through Campbell-Mithun, Chicago; Elgin National Watch Co., Elgin, Ill., through Draper Daniels Inc., Chicago; Watkins Products Inc., Winona,

Minn., through Draper Daniels; and E. I. du Pont de Nemours & Co., Wilmington, Del., through BBDO, New York, for Stren Fishing Line.

Arthur Godfrey Time advertisers include Amana Refrigeration Inc., Amana, Iowa, through Post-Keyes-Gardner, Chicago; In-Sink-Erator Manufacturing Co., Racine, Wis., through Peitscher, Janda Associates Inc., Chicago; and Standard Packaging Corp.'s Royal Lace Division, through Henderson & Roll Inc., both New York.

## Advertisers, agencies to hear radio's word

Radio will take over at a workshop session May 16 in New York for advertisers and advertising agencies. Billed as a "radio briefing" for the advertising executives, the program, held under the auspices of the Radio Advertising Bureau and the Association of National Advertisers, includes new looks at radio from the points of view of current strengths, research findings, sales successes and creative ideas.

The workshop, which will be held at the Americana hotel, will feature Gail Smith, General Motors' director of advertising, as keynoter; an RAB presentation of the All Radio Methodology Study; case histories by Pearl Brewing,

	TOTAL TV	SPOT TV	NETWORK TV		TOTAL TV	SPOT TV	NETWORK TV
31. Ralston Purina	17,701,800	9,395,100	8,306,700	67. United Air Lines	8,531,600	4,551,500	3,980,100
32. Standard Brands	16,745,600	9,141,400	7,604,200	68. Chesebrough-Ponds	8,300,300	4,270,400	4,029,900
33. J. B. Williams Co.	16,721,600	524,600	16,197,000	69. Scott Paper Co.	8,281,900	5,984,900	2,297,000
34. Campbell Soup	16,677,200	7,033,300	9,643,900	70. Anheuser-Busch	7,991,600	3,048,200	4,943,400
35. Continental Baking	16,658,200	16,222,900	435,300	71. Carter-Wallace	7,952,100	4,865,900	3,086,200
36. Block Drug Co.	15,452,400	1,647,300	13,805,100	72. Standard Oil Co. of Ind.	7,781,300	4,913,800	2,867,500
37. National Biscuit	15,344,000	5,667,600	9,676,400	73. American Cyanamid	7,774,600	1,078,300	6,696,300
38. Rapid-American	14,279,400	211,100	14,068,300	74. Gulf Oil	7,730,800	3,688,700	4,042,100
39. Norwich Pharmacal	14,090,000	4,285,300	9,804,700	75. Pabst Brewing	7,548,000	5,752,300	1,795,700
40. Corn Products	13,939,400	10,336,000	3,603,400	76. Canadian Breweries	7,461,000	5,833,200	1,627,800
41. American Tel. & Tel	13,797,100	6,702,100	7,095,000	77. Anderson, Clayton & Co.	7,451,200	662,700	6,788,500
42. Johnson & Johnson	13,716,500	8,698,000	5,018,500	*78. W. R. Grace & Co.	7,377,100	2,863,600	4,513,500
43. Armour & Co.	12,630,100	4,552,600	8,077,500	79. Heublein Inc.	7,274,000	4,002,400	3,271,600
44. Eastman Kodak	12,459,000	1,809,300	10,649,700	80. Royal Crown Cola	6,962,600	6,111,500	851,100
45. Richardson-Merrell	12,244,900	3,724,300	8,520,600	*81. Beatrice Foods Co.	6,940,300	4,479,600	2,460,700
46. RCA	12,222,000	1,548,400	10,673,600	82. Chrysler Corp., dealers	6,921,600	6,921,600	—
47. Pillsbury Co.	12,005,300	4,789,000	7,216,300	83. Avon Products	6,837,600	6,837,600	—
48. Mars Inc.	11,658,500	8,509,500	3,149,000	84. American Airlines	6,555,600	3,498,100	3,057,500
49. Nestle Co.	11,602,500	6,592,700	5,009,800	85. Mead Johnson & Co.	6,495,500	3,408,600	3,086,900
50. Ford Motor Co., dealers	11,414,200	11,414,200	—	86. Textron Inc.	6,358,600	995,800	5,362,800
51. H. J. Heinz Co.	11,358,200	7,354,000	4,004,200	87. Goodyear Tire & Rubber	6,308,600	946,200	5,362,400
52. Hunt Foods & Industries	11,264,900	3,737,100	7,527,800	*88. Minnesota Mining & Mfg.	6,041,400	1,366,900	4,674,500
53. Borden Co.	10,917,700	6,961,800	3,955,900	89. Plough Inc.	6,039,300	1,690,800	4,348,500
54. Sears, Roebuck	10,551,400	5,848,200	4,703,200	90. Swift & Co.	5,867,700	2,226,900	3,640,800
56. Seven-Up Co.	10,225,800	9,934,600	291,200	*91. Trans World Airlines	5,638,600	3,017,200	2,621,400
55. Jos. Schlitz Brewing	10,240,900	7,667,600	2,573,300	92. Consolidated Cigar	5,558,000	242,300	5,315,700
57. Noxell Corp.	9,951,000	3,284,000	6,667,000	93. Westinghouse Electric	5,444,300	488,600	4,955,700
58. Union Carbide	9,782,800	62,700	9,720,100	94. Shulton Inc.	5,310,300	992,600	4,317,700
59. General Motors, dealers	9,678,800	9,678,800	—	95. Libby, McNeill & Libby	5,283,300	2,071,900	3,211,400
60. General Electric	9,436,400	1,513,400	7,923,000	96. American Motors	5,283,000	1,104,200	4,178,800
61. Polaroid Corp.	9,377,000	—	9,377,000	97. Wallace & Tiernan	5,251,300	2,158,500	3,092,800
62. Chas. Pfizer & Co.	9,355,900	2,854,300	6,501,600	98. Purex Corp.	5,207,900	2,402,200	2,805,700
63. Mattel Inc.	9,204,200	2,698,500	6,505,700	99. Hills Brothers Coffee	5,189,200	5,189,200	—
64. Smith, Kline & French Labs.	8,920,800	1,696,400	7,224,400	100. E. I. DuPont de Nemours	5,159,400	478,600	4,680,800
65. American Can Co.	8,817,200	8,563,300	253,900				
66. Beecham Group	8,669,700	355,100	8,314,600				

\* New to the Top 100 in 1967

Note: The above figures include expenditures by distributors, dealers and bottlers with the exception of the automotive manufacturers where dealer and dealer association figures are listed separately.

Noxell, American Express, Coca-Cola, American Airlines and Household Finance Corp.; radio's community involvement by Robert W. Mazur of WMCA New York and Rex Marshall of WNHV White River Junction, Vt.; what's new in commercials by Maurie Webster, CBS Radio vice president for development; a presentation by Brand Ratings Research Corp. (Norton Garfinkle, president) on the four-network Radio's All-Dimension Audience Research (RADAR) project, and a presentation on radio's "sounds."

## TV has major role in GAF name promotion

GAF Corp., New York, formerly General Aniline & Film Corp., is promoting its new name through "the largest advertising program in GAF history," according to Chairman and President Dr. Jesse Werner.

A corporate campaign in newspapers and magazines will supplement product advertising on television. The television schedule, which got underway this spring, consists of a series of 48 commercials through June, and a second series of 62 commercials from September through December.

GAF is using 110 30-second commercials and close to 50 opening and

closing announcements on CBS-TV's National Hockey League and National Football League games, *Evening News with Walter Cronkite*, a news special, the Canadian Open golf championship and two movie nights.

## FTC, Sterling Drug enter consent order

The Federal Trade Commission and Sterling Drug Inc., New York, have signed a consent order forbidding the company to falsely advertise Ironized Yeast tablets and liquid and similar drug preparations. The order also cites Sterling's agency, Thompson-Koch Co. The agreement is for settlement purposes only and does not constitute an admission by the company or the advertising agency of a violation of law.

The matter will remain open until May 17. Until then the FTC's division of legal and public records, office of the secretary, will receive and consider comments on the order filed by interested persons. The FTC may withdraw its acceptance of the agreement if upon reconsideration it considers the order inappropriate or inadequate.

The FTC complaint, challenging newspaper advertisements and radio and television commercials for the Ironized Yeast products, charges that

Ironized Yeast will not be beneficial in treating or relieving weakness, frequent headaches, tiredness, nervousness, loss of appetite, loss of energy, or restlessness except in a small minority of cases due to a deficiency of one or more of the vitamins provided by the preparations, or to a deficiency of iron or to iron-deficiency anemia.

**Not Effective** — The complaint also alleges that the advertisements mislead because they fail to let it be known that in the great majority of cases the above symptoms are not caused by such deficiencies and that in such cases the preparations are of no benefit.

Ironized Yeast, the complaint continues, neither increases the strength or energy of any part of the body within 24 hours nor is beneficial in promoting recovery from colds, influenza or Asian flu.

The complaint further alleges the vitamins supplied by Ironized Yeast do not in any way contribute to the effectiveness of the preparations in treating or relieving iron-deficiency anemia, and persons who are dieting have no special need for the nutrients supplied by the products.

Sterling Drug spent \$296,000 in spot radio on Ironized Yeast tablets in 1967, according to the Radio Advertising Bureau.

In a related development, the Food and Drug Administration announced earlier it would hold a hearing May 21

# The Charlotte ruse: a joker is wild in time buys

The world's greatest timebuyer may be living in Charlotte, N. C., and his name may be John Cord. At least that name has been used by someone in Charlotte, who over the past three weeks, has called—collected—more than 20 radio-TV stations and station representatives in all parts of the country. Police and postal authorities in Charlotte are investigating the case.

No one is able to figure out just why he is making the calls.

Mr. Cord claims to be either the vice president or advertising manager of the Spartan Equipment Co. of Charlotte. (In talking to a rep based in Charlotte, he said he was from the Spartan Equipment Co. of Chicago. In talking to a Charlotte station, it was Spartan Equipment Co. of Washington.) He says that the former ad manager has either been fired or has died.

The calls are very similar. Mr. Cord asks for availabilities, sometimes 60's, sometimes five-minute programs; sometimes for 13 weeks, sometimes for 26 weeks; sometimes to supplant a network schedule on NBC's *Monitor*, ABC-TV's *Joey Bishop Show* and *Bob Young and the News*, sometimes because Spartan is thinking of moving into the market.

In some cases he mentions that he has a specific budget to spend—\$650 a week on radio in one market; \$1,000 a week on TV in another market; \$1,500 a week on radio in another market.

A consensus of some of the salesmen contacted by Mr. Cord is that the alleged timebuyer knows his business, that he uses the proper terminology and in many cases has a good idea of station rates and packages. Virtually all who have talked

with him seemed to get suspicious when he appeared almost too eager to buy any time they suggested and when he offered to pay in advance of the scheduled running.

**Real Firm** ■ The Spartan Equipment Co. of Charlotte does exist, as a two-state distributor of heavy construction equipment, and does all of its advertising through trade papers and direct mail. Wayne Arledge, administrative supervisor of Spartan, said that Mr. Cord's activities have produced an avalanche of calls, contracts waiting for a signature and elaborate proposals for spot schedules.

As far as Mr. Arledge and BROADCASTING can learn, Mr. Cord's calls have been made at least to New York, Los Angeles, Boston, Detroit, San Francisco, Washington, St. Louis, Dallas, Denver, Cincinnati, Indianapolis, Miami, Seattle, San

on proposed regulations affecting the labeling and advertising of many vitamin and vitamin-related products (BROADCASTING, April 22). A prehearing conference has been set for May 7.

## Barney's cleaning lady is a TV star

A full-page advertisement in the *New York Times* last month gave reason to believe that local retailers—normally a hard-sell and do-it-cheap and fast lot—need no longer feel inferior when it comes to producing creative, quality advertising for television. The ad called attention to the news that a television commercial for Barney's, a local New York clothing store for men and boys, had won an International Broadcasting Award from the Hollywood Radio and Television Society. "Thank you, Griswold-Eshleman, our advertising agency, for coming up with the idea to shoot the film 'on location' and for providing the opportunity for millions of viewers to take an armchair tour of Barney's," the ad said in part.

The Griswold-Eshleman Co., New York, came up with the idea to sell Barney's, not through price merchandising, but through a humorous, institutional approach more than a year ago. The agency decided that the clothing retailer, already a heavy local radio advertiser in New York, should go into local spot television in a big way—with

a 60-second commercial loaded with production values and with \$500,000 behind the push.

At the suggestion of Steve Baker, Griswold's creative director and executive vice president, the spot was pegged to a cleaning woman who sets out to personally count all of Barney's 60,000 fashions. As the comic twist she winds up accounting for only 59,999.

Pelican Films of New York and Hollywood was brought in to produce the spot. Mr. Baker and Pelican director Marc Statler reasoned that the best visual approach was to actually go in-

side Barney's and make the store its own salesman. The commercial was filmed early one Sunday morning, with actress Lucy Landau starring as Elsa Crackower, the cleaning lady.

Griswold announced the TV campaign with its first full-page ad in the *Times* (see picture). This one pictured Pelican's cameras and crew shooting the cleaning lady going about her tedious task of attempting to count the entire Barney's inventory in 60 seconds.

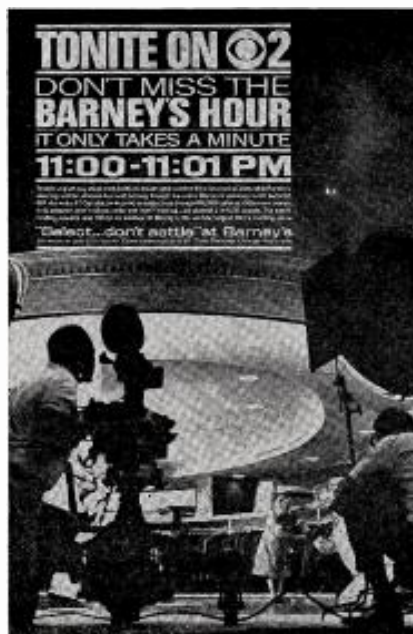
Today Barney's TV campaign is still going strong. It's running in early and late evening news slots and during sporting events on WNBC-TV and WCBS-TV, both New York. Griswold-Eshleman has subsequently collaborated on three more commercials for Barney's, with a fifth projected.

The most positive result for broadcasting is that now Barney's is not only still a consistent user of radio, it's also a considerable user of television.

## Business briefly . . .

**Watkins Products Inc.**, Winona, Minn., will advertise its Heirloom cosmetics on NBC Radio's *Emphasis* and *Monitor*. Order was placed through Draper Daniels Inc., Chicago. **Jaymar-Ruby Inc.**, Michigan City, Ind., has bought participations in *Monitor Sports* to advertise men's slacks. Agency is Harold Bretnier & Co. New York. **Benrus Watch Co.**, through de Garmo, McCaffrey Inc., both New York, has bought sponsorship in *Monitor*. *Emphasis* and *Monitor News on the Hour*.

**Shakey's Inc.** (pizza parlors), Burlin-



Antonio, and Asheville and Greensboro, both North Carolina.

In several instances Mr. Cord has been mysteriously cut off the phone where stations — in retrospect — felt their questions may have been too tough for him to field. However, in most of the cases he has shown no reluctance to give out a phone number or an address to those requesting it.

The phone number he gives belongs to a printing firm salesman in Charlotte and two of the box numbers he uses belong to a bank and public utility firm. (When he claimed to be from Chicago, Mr. Cord gave the phone number of CBS there and CBS's old Wrigley Building address in Chicago.)

When one station in Washington refused to accept his collect call Mr. Cord paid for it himself and proceeded to castigate the station's sales department for failure to acknowledge his two letters asking for rates

and information.

The Cord time-buying approach is similar to a problem that was faced last year by two of Charlotte's TV stations.

They say that someone representing himself as either the owner or manager or film buyer of one or the other of the stations was calling (prepaid) film distributors in New York and discussing purchase of various packages. In at least one instance the caller made a verbal phone order for a film package.

Additionally, around the same time, someone representing himself as the manager of one of the TV's placed classified help-wanted ads in the Charlotte newspapers, ads that sought all types of personnel needed to staff a TV station.

During that period, someone professing to be that station's owner called BROADCASTING Magazine to order a one-page ad.

game, Calif., through Johnson-Plummer & Associates, has signed for full sponsorship of CBS Radio's coverage of the "Triple Crown" of thoroughbred horse racing, including the Kentucky Derby on May 4; the Preakness, May 18 and the Belmont Stakes, June 1.

**Sunkist Growers Inc.**, Los Angeles, through Foote, Cone & Belding, same city, will conduct a "carload" sweepstakes contest supported by network and spot television, newspapers and in-store advertising. Starting in mid-May 60-second color TV commercials will run on two of the three TV networks and in 73 major spot TV markets. The promotion will continue through June. The promotional carload contest, with a variety of prizes awarded, has been a feature of the Sunkist's produce marketing program for six years.

**Liberty Mutual Insurance Co.**, through BBDO, both New York, has renewed the half-hour series *The Outdoorsman: Joe Foss*, produced by Bob Halmi and Joe Foss. Thirteen segments will be added to 26 original episodes. Liberty Mutual has placed program in 50 markets.

**Kool-Aid Division, General Foods Corp.**, White Plains, N.Y., is introducing nationally a new Italian Flavor Good Seasons Shake 'n Bake coating mix. Campaign includes network and spot television commercials prepared by Ogilvy & Mather, New York.

**Maxwell House Division of General Foods Corp.**, White Plains, N.Y., is

expanding markets for Maxim Freeze-Dried coffee to include Michigan, Kansas, Nebraska, Iowa and parts of Missouri, Ohio and West Virginia. The product previously was available along the East Coast, and in Indiana, Arizona and Ohio. The expansion will be supported by television, radio, newspaper and billboard advertising through Ogilvy & Mather Inc., New York. The original introductory campaign, worth several million dollars, was mainly in spot TV (BROADCASTING, Jan. 8). **General Foods' Jell-O Division** started a six-month campaign April 15 using spot television, billboards and magazines to advertise a flavor improvement. Jell-O's agency is Young & Rubicam, New York.

**Encyclopaedia Britannica Inc.**, Chicago, renews co-sponsorship of National Geographic specials on CBS-TV for fourth consecutive year. Four programs have been aired each season starting in September. Agency: McCann-Erickson, Chicago.

### Agency appointments . . .

■ Honig-Cooper & Harrington, San Francisco, has been named the advertising agency for the new Levi's for Gals division of Levi Strauss & Co. Honig-Cooper & Harrington, which has been the firm's agency since 1930, will continue to handle all other divisions of Levi Strauss.

■ Nalley's Inc., Tacoma, Wash., has appointed Honig-Cooper & Harrington,

San Francisco, to handle the snack foods portion of its product line. Included is advertising and promotion responsibility for potato chips, chip dips, flavored chips and shoestring potatoes. Carson/Roberts/Inc., Los Angeles, retains the remainder of Nalley's line, including mayonnaise, salad dressing, syrup, pickles, canned foods, XLNT Mexican frozen dinners and new products. Overall, Nalley's spends about \$1.2 million on advertising annually, with the snack line accounting for about one-third of total ad billings.

## ABC-TV's 3d quarter 10% ahead of '67

Sales at ABC-TV for the third quarter of 1968 are running 10% ahead of those for the comparable period last year, it was announced last week by James E. Duffy, ABC vice president in charge of TV network sales.

He said he expected the ABC-TV third quarter to be "as successful as our second quarter, which is now sold out." Mr. Duffy reported new third-quarter scatter buys including Procter & Gamble (Tatham-Laird & Kudner, Chicago), \$1.5 million; Norwich Pharmacal (Benton & Bowles), \$600,000; General Mills (Dancer-Fitzgerald-Sample), \$500,000 and H. D. Lee (Grey Advertising), \$200,000.

Mr. Duffy also announced that ABC-TV's coverage of the World Boxing Association sanctioned world heavyweight championship bout between Jimmy Ellis and Jerry Quarry last Saturday (April 27) was fully sold out. Sponsors were American Motors (Wells, Rich, Greene), Gillette (BBDO), National Brewing Co. (W. B. Doner), Bristol-Myers (Doyle Dane Bernbach), Liggett & Myers and Warner-Lambert (J. Walter Thompson) and Norwich (B&B).

### Also in advertising . . .

**ANA report** ■ The Association of National Advertisers has published a new edition of its 1967 report, "Television Station Cut-In Charges" and is mailing copies to all ANA members. Additional copies are available from the ANA, 155 East 45th Street, New York 10017.

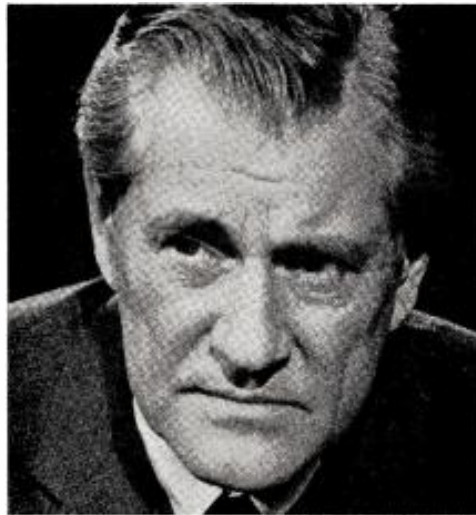
**WWJ presentations** ■ WwJ Detroit opened its 1968 agency presentation tour in Chicago Thursday at a luncheon meeting with 150 local timebuyers. WwJ's "Audio/68" story told how station has nearly doubled its audience in the past year. Presentation will be made in New York April 30, Detroit May 8, Los Angeles May 14 and San Francisco May 16.

# “And the winner is...”

## *THE ED SULLIVAN SHOW*

*Winner of a George Foster Peabody Special Award.*

*“With extraordinary showmanship, unerring instinct, and the newspaperman’s sense of timeliness, Ed Sullivan for 20 years on Sunday evenings has sought quality in presenting a broad spectrum of entertainment...”*



*ERIC SEVAREID*

*Winner of a George Foster Peabody Award for Radio, Television News Analysis and Commentary.*

*“The news analysis and commentary of Eric Sevareid are marked by a rich background of knowledge, philosophical detachment, analysis rather than advocacy, recognition of the intelligence of his listening and viewing public, and a superior command of language...”*



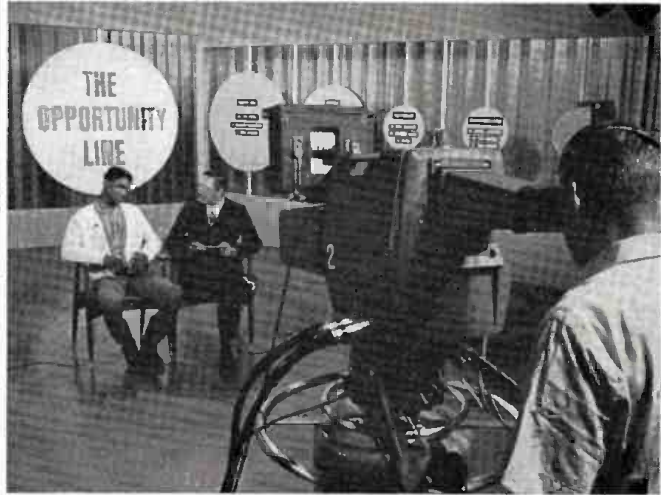




**CBS PLAYHOUSE**

Winner of a George Foster Peabody Award  
for Television Entertainment.

*"Exploring admirable themes and maintaining a high level of purpose and achievement, CBS Playhouse is a major stronghold of original television drama."*



**THE OPPORTUNITY LINE**  
(WBBM-TV, CBS Owned)

Winner of a George Foster Peabody Award  
for Television Public Service.

*"Television's obligation to serve pressing human needs is fulfilled brilliantly by 'The Opportunity Line.' Recognizing that jobs and employment offer the best ladder from poverty to a full life, this series informs viewers of chances for employment in their community. As a result, job interviews and appointments are arranged, and thousands have found jobs which have changed the course of their lives..."*



**THE CHILDREN'S FILM FESTIVAL**

Winner of a George Foster Peabody Award for  
Television Youth or Children's Programs.

*"Selected from the best films from abroad, 'The Children's Film Festival' was a series of award-winning motion pictures for young viewers which provided a brilliant panorama of customs and attitudes of different lands."*

**...CBS"**

(where the real winner is the audience)

# Affiliate jumps puzzle FCC

Commission begins groping for solutions  
to ABC's request for action to stop stations  
in Dayton and Toledo from switching to NBC

ABC's appeal to the FCC for protection against the wooing of affiliates in two VHF markets by NBC has set wheels turning at the commission. But whether they will grind out an action or merely spin remains to be seen. There appeared to be some uncertainty at the commission as to what role it could, or should, play.

There were reports that Commissioner Kenneth A. Cox was working on a rulemaking to deal with the issue raised by Leonard H. Goldenson, president of ABC, in the appeal for help that he addressed to Commissioners Cox and Robert E. Lee (BROADCASTING, April 22).

However, although Commissioner Cox said he had "something in mind," he declined to discuss it. And Commissioner Robert E. Lee indicated that, while the matter was under active consideration, no specific proposal had been formulated for presentation to the commission.

He also noted that the problem of providing for parity among the networks in terms of affiliates was a difficult one and that the commission, in

previous attempts at solution, had failed.

Other commissioners were hampered in their discussion of the matter by the fact that they had neither received Mr. Goldenson's letter nor reviewed the issues among themselves. However, several indicated doubt as to whether they were in a position to provide a remedy. Commissioner Robert T. Bartley said he doesn't see "a function" for the commission in the matter.

**Policy Statement Requested** ■ Mr. Goldenson asked the commission for a policy statement "reaffirming" its objective creating a climate for effective network competition during the period of transition "to the more expanded service that will come when UHF channels are in effective use."

And he called on the commission to order WSPD-TV Toledo and WLWD(TV) Dayton, both Ohio, to submit license-renewal applications immediately, so that they might be set for hearing. Both stations plan to switch affiliations from ABC to NBC, and Mr. Goldenson said a hearing should be held to determine "whether the course of conduct pursued

by these stations in combination with NBC is in the public interest."

He also asked that the commission warn other ABC affiliates in "critical" markets that they face similar treatment if they switch.

Mr. Goldenson's March 29 letter was addressed to Commissioners Cox and Lee in their role as members of a committee on network affiliations.

He expressed his concern about NBC taking away away ABC affiliates in two VHF station markets, like Dayton and Toledo, and pegged his request for help to the commission's position that it favors the development of at least three competitive national TV networks.

**Sympathy** ■ While there is sympathy at the commission for ABC's position with respect to CBS and NBC—it trails them by a considerable distance in the matter of VHF affiliates in major markets—there was no discernible support for his proposal that stations that switch be required to go through early license-renewal hearings. Commissioner Cox was noncommittal on the matter. Other commissioners, including Commissioner Lee, were cool to the idea.

Storer Broadcasting Co., licensee of WSPD-TV, last week asked the commission to dismiss the request for action against that station. The company called ABC's proposal for moving against an affiliate "both baffling and disconcerting."

NBC refused comment on Mr. Goldenson's letter. John T. Murphy, president of Avco Broadcasting Corp., licensee of WLWD, which is planning to move into NBC's affiliate line-up in September, said only that Avco has had communications with the networks which it considers private, "a normal and prudent business practice." Mr. Murphy pointed out that Avco had received no official notification of Mr. Goldenson's complaint.

**Surprise at Triangle** ■ Mr. Goldenson's letter caused some surprise among the ranks of Triangle Publications Inc. Mr. Goldenson had said that NBC was soliciting the affiliation of Triangle's WNHC-TV, ABC's affiliate in the Hartford-New Haven, Conn., market.

George Koehler, vice president and general manager of stations for Tri-

## ABC-TV affiliates to hear top officials

The annual meeting of ABC-TV affiliates will be held from April 28-30 in Los Angeles at the Century Plaza hotel. Approximately 200 primary and secondary affiliates are expected to attend.

Affiliates will view programs on the ABC-TV fall schedule on April 29. Sessions on April 30 will be devoted to program development, advertising, promotion and sales. A banquet and cocktail reception will be held that evening, with music provided by Lawrence Welk and his orchestra.

Among the ABC officials who will address the meeting will be Elton H. Rule, president; I. Martin Pompadur, vice president and general manager; John O. Gilbert, vice president, affiliate relations; James E. Duffy, vice president in charge of TV network

sales; Leonard Goldbert, vice president in charge of TV network programming; Elmer Lower, president, ABC News; Ellis O. Moore, vice president, press relations, and Don Foley, vice president, advertising and promotion.

Expected for considerable discussion—by affiliated if not by network officials—is the question of station compensation. Mr. Rule asserted recently that there had to be a "complete reappraisal" of network affiliate relations as it affects station compensation (BROADCASTING, April 8). Mr. Rule acknowledged at the time that he didn't know the solution but said it must be equitable.

The TV affiliates board of governors will hold a separate meeting with ABC-TV management officials on May 1 in Los Angeles.



# A World of Music

**Radio**

**Television**

**Recordings**

**Night Clubs**

**Hotels**

**Restaurants**

**Stadia**

**Ballrooms**

**Background Music**

**"Drummers"®**

**Special Projects**

Through its galaxy of star-spangled American and International publisher affiliates SESAC INC. offers superior musical works to the entertainment industry and its listening audiences. One of the world's foremost performance rights organizations and a member of the International Confederation of Societies, Authors and Composers, SESAC INC. licenses performance, mechanical and synchronization rights.

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**At the A.W.R.T. Convention, May 1st to May 5th, Visit SESAC  
in Cloud 4, Galaxy Alley—Century Plaza Hotel in Los Angeles**

# How the candidates see radio-TV

## SOME LOOK, LISTEN, SOME DON'T, BUT ALL WANT MEDIA FOR CAMPAIGNING

Broadcasters, no less than members of the general public, are awash with candidates for the U. S. Presidency this year—a list that, as of last week, was generally expected to be augmented over the weekend by Vice President Hubert Humphrey's formal announcement. The Humphrey candidacy, set for official kickoff in Washington last Saturday (April 27), brings into focus the shape of the Democratic campaigns to come, both from now until the nominating conventions and until the final ballot counting after the November election.

But broadcasters, more than the general public, stand in a special professional relationship to the candidates and their campaigns. The number and identity of formally declared candidates are of more than passing or journalistic interest to the electronic media; surrounded by a thicket of federal law and regulation, broadcasters must cope with equal-time, commercial availabilities, fairness-doctrine and personal-attack considerations that do not trouble their counterparts who deal with paper and ink.

And beyond their concern as citizens and special responsibilities as practitioners of a form of communication not foreseen by the founding fathers (but now regarded as the one essential campaign ingredient by candidates and their electorate alike), broadcasters have still another area of interest. Individual broadcasters together make up the industry of broadcasting and separately can't help but have noticed that it's an industry with a capacity for engendering strong opinions among its customers—which include, of course, candidates for the Presidency of the U. S.

The question is not whether candidates have opinions about radio and television. They're bound to—both as professional users of the media and personally, as viewers. Harder to find

in the public records are clear statements of candidates' views on the matter. If the views are critical, they're less apt to appear in the record. (Politicians have to be practical in such matters or they might not remain politicians.)

**Safety First** ■ If a candidate looks personally upon the media with favor, however, he need feel no hesitation in expressing his pleasure. Except, on second thought, he might offend someone with opposite views—perhaps even a newspaper publisher. The safest course, it would seem, would be to say nothing.

A look at the record, indeed, shows that general silence on the merits or demerits of broadcasting's product or performance has been the general rule, at least among politicians of sufficient stature to be serious contenders for the Presidency.

The latest Democratic contender, however, has shown no such reticence. He declares himself as an unqualified radio and television fan—when, he says, he has “the good fortune, occasionally, to listen to a radio program and to view and listen to a television program.”

At a reception he attended in conjunction with the Broadcasters Promotion Association convention in the fall of 1965 the Vice President was asked by a reporter for his views on broadcast news and entertainment. “Well now,” he reported later, “I thought that was rather a personal question. But in true public-official fashion, I responded, and could say to that gentleman . . . that quite frankly I am one of the millions of Americans that enjoy radio and television (BROADCASTING, Nov. 15, 1965).

**Best Received** ■ In his remarks the Vice President gave a working politician's assessment of the importance of the electronic media: “I happen to believe that the printed word is vital and important, but I also believe that the spoken word is the message that is most

readily received. . . .”

Speaking off the cuff to an audience that included members of the FCC, Vice President Humphrey noted a number of friends and acquaintances in the audience. “Many of you,” he said, “I have seen out on the hustings and there isn't a one of you that has treated me unkindly. . . . Nor, may I add, and I want the [FCC] commissioners to listen to this, there isn't a one of you that has ever asked me to do a single thing that I think is beyond the bounds of what we call fair play and decency and legitimate objectives. So more power to you.”

Senator Robert F. Kennedy has been almost as outspoken about the role of broadcasting in his personal life as Vice President Humphrey—but not as complimentary. As a professional, however, he has said he regards broadcasting as essential.

He has said that he rarely watches television because the few times he has he found it boring (BROADCASTING, Oct. 10, 1966). He also said his children find it boring and seem to watch it less as they grow older.

Children's programs have long been a particular concern of the senator (and his most recent campaign concerning the media has focused on exposure of young audiences to cigarette commercials, particularly on sports programs). Programming for the very young has come in for specific criticism: Such shows are “very inadequate, unsatisfactory. I don't think that the networks have shown any responsibility at all for helping the development of minds.”

**Cold Trail** ■ Senator Eugene J. McCarthy (D-Minn.) is another candidate who has found television to be an indispensable campaign ingredient. But Senator McCarthy, perhaps being too new to national prominence, has left little clue in the records on his personal attitude toward the electronic media.

angle, said last week that on Monday (April 22) he had mailed off to ABC signed affiliation contracts for both WNHC-TV and WFIL-TV Philadelphia.

Mr. Koehler did not deny that NBC had expressed interest in Triangle stations—he said that kind of activity on the part of networks is always going on. But he said ABC representatives had given him the affiliation contracts at the National Association of Broadcasters convention in Chicago.

And “since before NAB,” he added, “there never was any question that we

would sign.” The one-year contract for New Haven replaces one that expires in July; the two-year contract for Philadelphia replaces one terminating in December.

Storer's request was contained in a letter to Commissioners Cox and Lee that was signed by Storer President Bill Michaels. He said the determining factor in the affiliation switch was relative programming strength, not financial consideration, as suggested by Mr. Goldenson. Mr. Michaels said that NBC offered stronger news coverage and

stronger daytime programming.

Furthermore, he said, Storer's negotiations with NBC were conducted with ABC's full knowledge and, contrary to Mr. Goldenson's assertion, not in combination with anyone. He said Storer representatives were not aware of NBC's approach to Avco's WLWD(TV) until reading of it in BROADCASTING.

**Renewal Promise** ■ Mr. Goldenson, in requesting a hearing on the two Ohio stations' license-renewal applications, noted that the outlets had received license renewals in September

In fact, a search of his office files turned up no broadcast-related news releases later than 1959.

In that year, when the Communications Act was amended in an attempt to avoid equal-time complications on bona fide news programs, Senator McCarthy sided against "nuisance" candidates, suggesting a code be devised protecting minor-party candidates. In that same year, a time when charges of "fixed" quiz programs were current, the Senator also told a group of outdoor advertisers that a three-step program was required to correct abuses in the

On the Republican side, what started as the broadest stand of presidential timber has since been narrowed down to a single campaigner—with allowances to be made for another who isn't officially running but isn't running away, either.

**Media Problems** ■ The lone Republican—Richard M. Nixon—has had, by his own accounting, his troubles with television ("I flunked debating in 1960," he has been heard to observe candidly). Reporters covering this year's appearances by Mr. Nixon say they detect a new ease in the former presidential

political observers that in this year of political surprises television has been the medium of choice for every major news development—including Governor Rockefeller's unexpected reaffirmation of his noncandidacy a month ago—testifying to the importance placed in high places on the home screens.)

Governor Rockefeller, although long a national figure, has in recent years come into contact with the industry on a workaday basis mostly in his home state. New York broadcasters rate the governor as a friend of broadcasting and cite his relations with the elec-



Gov. Wallace



Mr. Nixon



Sen. McCarthy



Mr. Humphrey



Sen. Kennedy



Gov. Rockefeller

broadcasting industry. First, he called for the industry to develop its own code of ethics. Second, Congress should investigate, he said. Third, the senator called for the administration to appoint a special committee of industry leaders "to direct its attention to the rights and limits of advertisers in the communications field."

In his current campaign, which began as a challenge to President Johnson, Senator McCarthy is said to have counted heavily, from the beginning, on widespread television coverage. His early choice of campaign manager, Blair Clark, testified to the importance placed on broadcasting.

Mr. Clark, former general manager and vice president of CBS News, signed on early in the McCarthy campaign. Critics have cited his relative inexperience in politics but he has retained the loyalty of his candidate and it's reported criticism of Mr. Clark by other McCarthy staff members is on the wane.

nominee's platform manner, and in his relations with television news crews generally.

The new Nixon, they note, is warmer, more relaxed, more self-assured; qualities that register on home television screens.

Mr. Nixon has had his trouble with the print media, too, and during a celebrated news conference after his 1962 defeat in the California gubernatorial race, in which he emotionally attacked print coverage of his campaign, he had high praise for television and radio, saying "... thank God for television and radio for keeping the newspapers a little more honest" (BROADCASTING, Nov. 12, 1962).

The other major Republican presidential possibility—New York Governor Nelson Rockefeller—although not formally a candidate, is considered by many to be still a very-much-alive contender for the nomination despite his televised disclaimers. (It's also noted by

tronic media as productive. He has demonstrated his awareness of the media's importance to his administration's measures by maintaining a close liaison with broadcasters in the state.

**Wallace Effect** ■ Bound to be a factor in campaign coverage, and, according to some electoral theorists, in position to possibly affect the outcome of both Republican and Democratic races is a former governor with his own political party. George Wallace, running under the banner of the American Independent Party, has already been making considerable use of purchased television.

Governor Wallace, has, however, already suffered at the hands of Section 315 regarding free coverage. In testimony before the House Investigations Subcommittee, CBS President Frank Stanton noted that a planned program on the third-party candidate had to be dropped because of equal-time complications (BROADCASTING, March 11).

1967 on the basis of representations that they would take most of their network programming from ABC but that they now plan to clear most of NBC's prime-time programming.

Mr. Michaels pointed out that WSPD-TV's affiliation with NBC won't become effective until June 15, 1969, almost two years after the renewal application was filed. "It would be belaboring the obvious," he said, to point out that the commission's own rules bar affiliation agreements of more than two year's duration. "Our search of the commis-

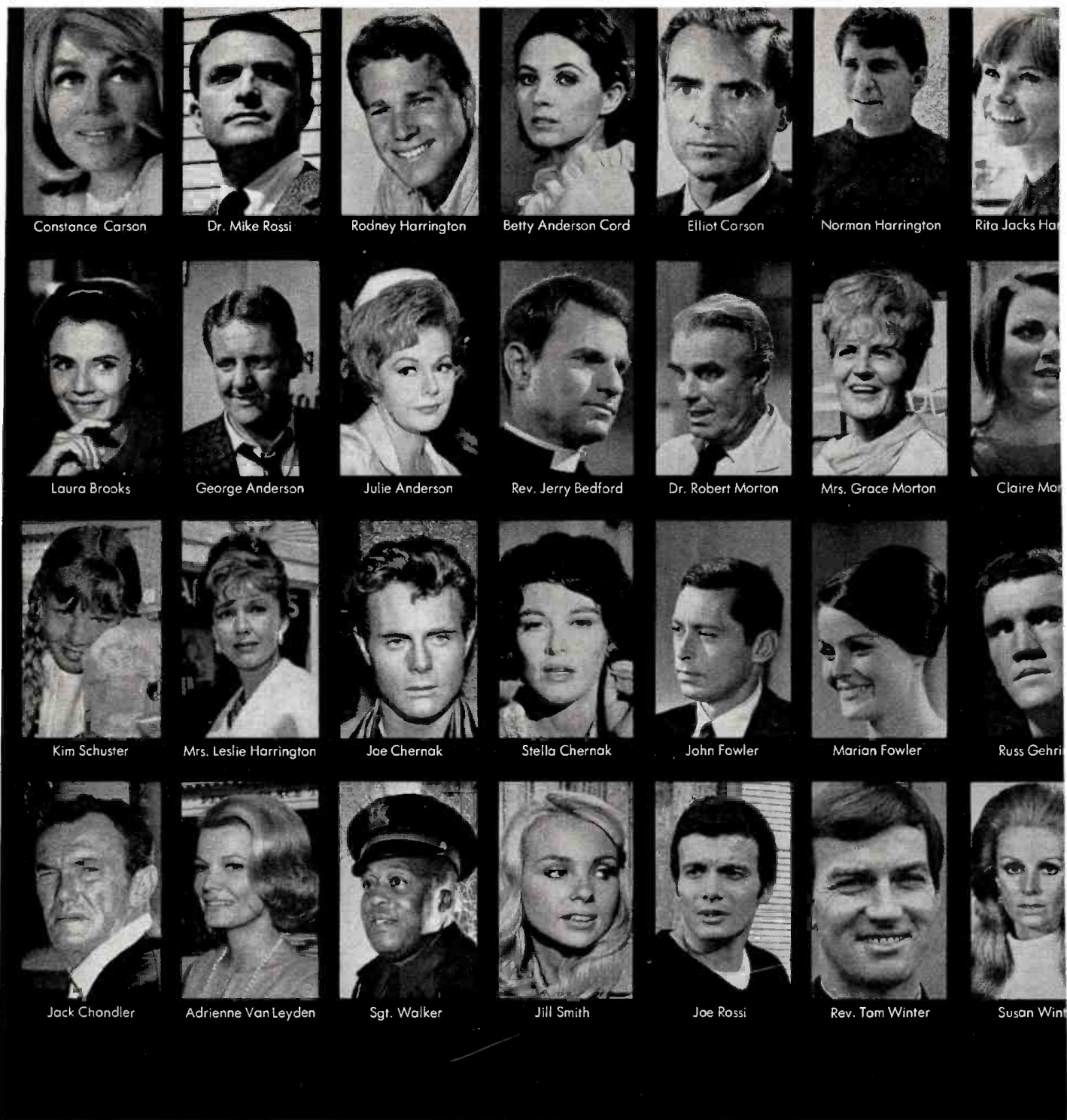
sion records," he added, "reveals no precedent for a license-renewal hearing for a television station because of a change of network affiliation. . . ."

Mr. Michaels, in a separate statement, expressed shock at ABC's request. "The incongruous picture of a national network taking action against the license of one of its own affiliates is both baffling and disconcerting," he said, "particularly since we have already agreed to an extension through the entire 1968-69 season to next June 15 in Toledo and are also affiliated in

Milwaukee [WITI-TV].

And in his letter, he suggested that Mr. Goldenson appeared to be urging a double standard regarding affiliations. It's an accepted fact of competitive life that networks may affiliate with whatever station offers the best competitive strength in a market, he said.

"In the rare instances where there is a choice on the part of the stations, is exercising such a choice to subject the station to a license hearing? It is a point of serious concern to all broadcasters."



Constance Carson

Dr. Mike Rossi

Rodney Harrington

Betty Anderson Cord

Elliot Corson

Norman Harrington

Rita Jacks Har

Laura Brooks

George Anderson

Julie Anderson

Rev. Jerry Bedford

Dr. Robert Morton

Mrs. Grace Morton

Claire Mor

Kim Schuster

Mrs. Leslie Harrington

Joe Chernak

Stella Chernak

John Fowler

Marian Fowler

Russ Gehri

Jack Chondler

Adrienne Van Leyden

Sgt. Walker

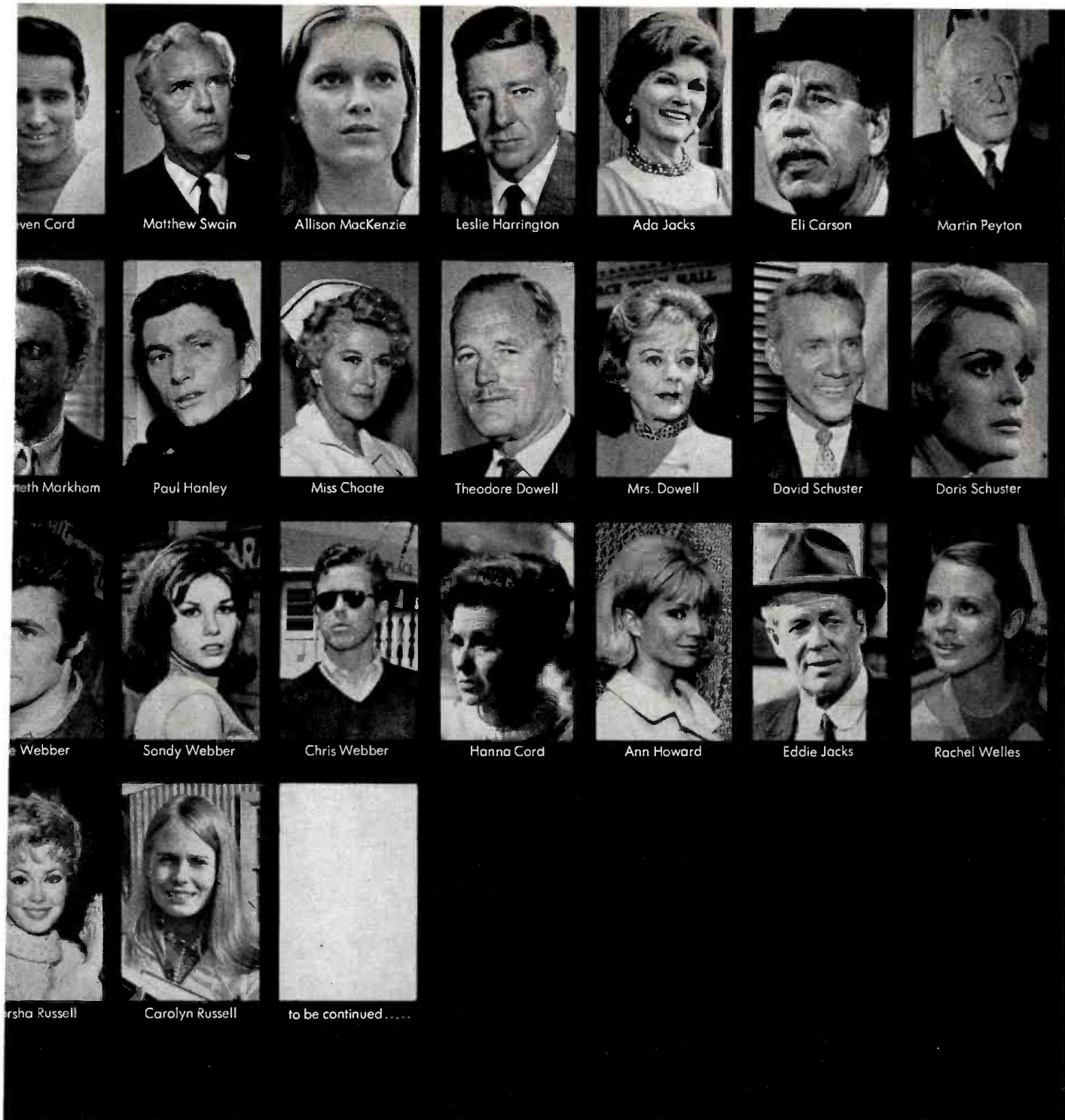
Jill Smith

Joe Rossi

Rev. Tom Winter

Susan Wint

**51 people who have touched**



Steven Cord

Matthew Swain

Allison MacKenzie

Leslie Harrington

Ada Jaks

Eli Carson

Martin Peyton

Wendell Markham

Paul Hanley

Miss Choate

Theodore Dowell

Mrs. Dowell

David Schuster

Doris Schuster

Chris Webber

Sondy Webber

Chris Webber

Hanna Cord

Ann Howard

Eddie Jaks

Rachel Welles

Barbara Russell

Carolyn Russell

to be continued.....

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From the start, Peyton Place was an unconventional idea for prime time television. It needed an audience that was open to new, unexpected and unconventional ideas.

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Today-minded programs to attract today-minded viewers for today-minded advertisers. That's our way of building something that can go on for years.

**ABC Television Network** 

# Congress passes bill deferring CPB funds

House action defeats amendment that would have called for 'substantial support' by commercial TV

The first revision of the Public Broadcasting Act of 1967 passed Congress last week, after rejection of an amendment offered during House debate. The rejected amendment would have placed Congress on record as favoring "substantial support" for the Corp. for Public Broadcasting by commercial broadcasters.

The bill moved CPB's authorization for a \$9 million federal appropriation from fiscal 1968, ending June 30, to fiscal 1969. Although public broadcasting supporters had been concerned for the bill's chances because of House Commerce and Rules Committees opposition, the bill passed the House 241 to 133. It had already passed the Senate and now awaits White House action.

Floor debate differed from that of a year ago, when the Public Broadcasting Act itself was passed, mainly by being shorter. Opposition arguments warned that the CPB, despite efforts to insulate it from government pressures, could be used as a propaganda vehicle; that permanent financing plans should be decided before further steps are taken to subsidize noncommercial broadcasters; that the nation's fiscal problems militate against embarking on new programs (especially one that implies a large commitment of support in the future), and that the year's delay in the authorization is evidence that the whole project lacks urgency.

**Search Delays Action** ■ Supporters, led by Commerce Committee Chairman Harley O. Staggers (D-W. Va.) and Representative William L. Springer (R-Ill.), the committee's ranking minority member, replied that the delay was caused by a diligent search for outstanding CPB board members and the subsequent illness of the CPB chairman.

The effort to amend the bill with a sense-of-the-Congress resolution that commercial broadcasters should support CPB was offered by Representative Leonard Farnstein (D-N.Y.). It was defeated on a voice vote. Mr. Staggers opposed the amendment, noting that it had also been offered and defeated during last year's debate. He said his committee would consider the matter of support in open hearing after CPB and

the President had developed financing recommendations.

The \$9 million, intended to provide money for the CPB's organizing needs and perhaps to support some pilot projects for program production and station interconnection, must still be approved by the appropriations committees and by House and Senate votes. It has been speculated that the CPB appropriation as finally voted, although it has been fully budgeted by the administration for \$9 million, will be somewhat less than that amount.

Representative Clarence J. Brown Jr. (R-Ohio), Commerce Committee member who voted against the bill, suggested that any money CPB might receive from private sources should be deducted from the \$9 million.

CPB has already received \$1 million from CBS (BROADCASTING, April 1). CPB last week announced it had received the \$25,000 pledged by the United Auto Workers.

**Funds Due** ■ Still outstanding are pledges of \$1 million from the Carnegie Corp. and \$100,000 from the United Electrical and Communications Workers of America (at week's end still embroiled in a nationwide telephone strike). The president of the CWA, Joseph Beirne, is a CPB board member.

The first CPB board meeting was held last Friday in the Washington law offices of Steptoe and Johnson.

Three of the board's 15 members—Mr. Beirne; Robert S. Benjamin, general partner in the law firm of Phillips, Nizer, Benjamin, Krin and Ballou, New York, and Erich Leinsdorf, music director of the Boston Symphony Orchestra—were not able to attend the meeting, it was announced.

## FCC wins court case on its CATV rules

A federal appeals court has upheld the FCC in a CATV case, including a holding that the commission has the authority to determine unfair competition.

The Tenth Circuit Court of Appeals unanimously denied an appeal by Tele-

prompter of Liberal (Kan.) Inc. against the FCC's refusal last year to grant it a waiver of the CATV non-duplication rules. The Liberal cable system, owned by the multiple CATV firm, was established in 1956 and serves its 2,600 subscribers with six TV signals—three considered local (since they are within 60 miles of Liberal) and three brought in by microwave relay from Amarillo, Tex., about 140 miles away.

In asking for a waiver of the non-duplication rules, Teleprompter contended that deletion of the Amarillo programs that are also carried by the local stations might have an adverse financial impact on its business and might lead to disruption of service. Teleprompter claimed that its cable operation had no discernible adverse economic impact on the three local TV stations.

In upholding the FCC, Chief Judge Alfred P. Murrah wrote that the commission has authority to consider economic impact when it may result in a diminution or reduction of broadcast service to the public. He said the CATV nonduplication rule is "a reasonable exercise" of the commission's authority in this field.

Judge Murrah also held that the FCC is not required to hold a hearing before issuing a decision in matters involving general rules. Furthermore, he said, since Teleprompter is admittedly not a licensee or an applicant for a license, the statutory provisions requiring hearings do not apply.

Judge Murrah was joined in the decision by Circuit Judge Delmas C. Hill and U.S. District Judge A. Sherman Christensen.

## NET's Squier joins

### Humphrey's bandwagon

Taking and holding an early lead in Humphrey-for-President organizations has been a Washington-based group: United Democrats for Humphrey. Last week UDH, although still in the throes of organizing a headquarters operation, had a full-time radio-TV director and was putting an audio-feed service through its shakedown paces.

Robert D. Squier has moved from National Educational Television, where he has been serving as assistant to NET President John White on government



Mr. Squier





eral manager of the proposed television station. His father owns 80% of the company. The son is also director and general manager of the licensee corporation of WXUR-AM-FM, and is in part responsible for the operation of those stations, the commission noted.

Because of the connection between WXUR-AM-FM and John H. Norris's role in the proposed television station, the commission said, the issues in the Media proceeding are relevant to a consideration of whether a grant of the application for channel 49 would be in the public interest.

Red Lion, through its radio stations, WGCB-AM-FM Red Lion, is currently engaged in a court test of the legality of the fairness doctrine that is pending before the Supreme Court. Action on the renewal applications of the stations has been deferred pending a decision by the high court.

The commission said that Red Lion, in its television application, had made a "special undertaking" to comply with the requirements of the fairness doctrine pending the court's decision.

But the commission questioned whether it could rely on those representations in view of the questions raised in the WXUR-AM-FM hearing and the close relationship of John H. Norris with

those operations.

"Clearly, in the face of such questions, we cannot act upon the television application until the record in [the WXUR proceeding] has been completed, and the facts adduced in that proceeding," the commission said. The hearing record will be made a part of the record in television proceeding.

The commission vote on the hearing order was 6 to 0. Commissioner Lee Loevinger was absent.

## CBS's Merle Jones to leave May 1

Merle S. Jones, a veteran CBS executive who served in various top-level capacities over a 32-year period, is retiring from the company on May 1.

Mr. Jones, who was president of CBS-TV from 1956 to 1958 and president of the CBS Television Stations Division from 1958 until 1967, joined CBS in 1936 as assistant to the general manager of KMOX St. Louis, a CBS-owned radio station. In 1937, he was transferred to Chicago as manager of the western-division office of CBS Radio

Spot Sales and later that year returned to KMOX as general manager. He resigned from KMOX in 1944 to join Cowles Broadcasting Co. as vice president and general manager of WOJ Washington, but returned to CBS in 1947 as general manager of WCCO Minneapolis-St. Paul, then a CBS-owned radio station.

Mr. Jones was appointed general manager of KNX Los Angeles in 1949, and in 1951 was elected vice president in charge of CBS-owned television stations and general services. In 1956 he became president of CBS-TV and in 1958 president of the CBS Television Stations Division. Since last October, he has been vice president and general executive of CBS Inc., with managerial and investment responsibilities in connection with foreign activities of CBS.

In announcing Mr. Jones's decision to retire, CBS President Frank Stanton lauded his "magnificent contributions to the growth and development of CBS, both domestically and internationally." He paid special tribute to Mr. Jones for his success in providing the company with a steady flow of talented, well-trained young executives to key positions, which became known at CBS as the "Merle Jones farm system."

**Gamut of Titles** ■ As a result of his retirement, Mr. Jones is resigning from the following posts: chairman of the board of CBS (Europe) SA (Zug, Switzerland) and CBS Limited (London); president, CBS Japan Inc.; director and vice president of Canadian Wirevision Inc.; Classics Development Ltd. (Vancouver, B. C.); National Cablevision Limited, Pacific Cablevision Investments Ltd. and Tele-cable de Quebec Ltd.; and a director of CBS Inc. and of Cascade Electronics Ltd.

Mr. Jones, who will be 63 years old in August, is a graduate of the University of Nebraska law school. Before joining CBS he was with WAAW Omaha and KMBC Kansas City, Mo.

Reached at his office at CBS last week, Mr. Jones said he does not intend to remain inactive. He will spend some time, he said, "putting my affairs in order and I will be going to Italy in mid-May on personal business.

"I don't have any definite plans at this time," Mr. Jones stated. "I know I'm not going to become a consultant but I will find some business association."

## Changing hands . . .

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

■ KGUN-TV Tucson, Ariz.: Sold by Gilmore Broadcasting Corp. to May Broadcasting Co. for \$2.91 million (see page 44).

■ KGBS-AM-FM Los Angeles: Sold by

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Storer Broadcasting Co. to Norwood J. Patterson for \$2.3 million (see page 44).

■ **KCOY-TV Santa Maria, Calif.:** 50% interest sold by Helen L. Pedotti, Milli Acquistapace, Burns Rick and Marion A. Smith to Dale G. Moore for \$75,000. Mr. Moore owns KGVO-AM-TV Missoula, KCAP Helena, and CP for KCFW-TV Kalispell, all Montana, and KTFI Twin Falls, Idaho. KCOY-TV, on channel 12, began in 1964 and is affiliated with NBC and CBS. Broker: Chapman Associates.

■ **KULP El Campo, Tex.:** Sold by Culp Krueger to Fred V. Barbee Jr., Charles C. Woodson Sr., and others for \$156,250. Messrs. Barbee and Woodson own the *Seminole* (Tex.) *Sentinel* and KFTO *Seminole*, Tex.

**APPROVED** ■ *The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 65).*

■ **KRYS Corpus Christi, Tex.:** Sold by South Texas Broadcasting Inc. to Tom E. Turner and associates for \$500,000. Mr. Turner also owns KTON Belton and KBUC San Antonio, both Texas. KRYS is on 1360 kc fulltime with 1 kw.

■ **WAEZ-FM Miami Beach, Fla.:** Sold by Arthur E. Zucker to Ed Winton and associates for \$250,000. Buyers own WOYN Miami. WAEZ-FM operates on 94.9 mc with 81 kw.

## AWRT starts packing for L.A. convention

Sessions on broadcasting's future and new innovations in programing will be featured at the 17th annual convention of the American Women in Radio & Television in Los Angeles.

The convention will open Thursday (May 2) with a banquet at which Bob Hope will receive AWRT's first Silver Satellite Award for outstanding contributions in communications. The banquet speaker will be Leonard Marks, director of the U. S. Information Agency.

Other major addresses will be given by John Guedel of John Guedel Productions, Hollywood, on May 3, and by author Irving Stone on May 4.

The May 3 agenda also includes a reception and dinner at 20th Century-Fox studios and a panel discussion on creativity.

On May 4, panelists on the future of broadcasting will be Dr. Fred Adler, Hughes Aircraft, Culver City, Calif.; F. G. Rodgers, International Business Machines, New York, and Thomas

Sarnoff, NBC, Hollywood.

The programing panel on May 5 will include Dr. Lee DuBridge, California Institute of Technology, Pasadena; Norman Felton, Arena Productions, Hollywood; Arch Madsen, KSL-TV Salt Lake City, and Daniel Parker, Parker Pen Co., Janesville, Wis., chairman of the National Association of Manufacturers.

Another panel that day will cover three topics: advertising by Pat Mansfield, of Batz, Hodgson, Neuwoehner, St. Louis; on-air work by Dorese Bell, MBS, Washington, and public relations and public service by Dr. Irmagene Holloway, U. S. Public Health Service, Cincinnati.

## Media reports . . .

**New KQED home** ■ KQED(TV) in San Francisco has announced the acquisition of a site for its proposed comprehensive communications center. The new center will house ETV facilities of KQEC(TV) as well as that of KQED. Included in the communications complex will be administrative and public information offices, operations departments, rehearsal facilities, broadcasting studios, control centers, libraries and a special projects complex. Completion of the center is expected in 2½ years. KQED is currently engaged in a capital

fund drive to raise \$2 million.

**Ala. ETV gets eighth** ■ WGRQ(TV) (ch. 43) Louisville, Ala., will begin telecasting this summer with an ERP of 316 kw visual and 67.6 kw aural from an antenna of 801 feet. WGRQ(TV) will become the Alabama ETV Network's eighth station.

## Communications bar plans June meeting

Washington communications lawyers are preparing to look at the "big picture" when they hold a meeting June 6-7 at Williamsburg, Va.

Under the sponsorship of the Federal Communications Bar Association, the lawyers will hear on the first morning (Thursday) a panel discussion on "Democracy and Social Problems" by Max Lerner, author and newspaper columnist; Marya Mannes, radio-TV critic and Kenneth B. Clark, Negro educator and psychologist; with Dr. Richard Heffner, Rutgers University professor of communications, as moderator. On the second morning, the group will hear discussion on "Broadcasting and the Political Scene," with Telford Taylor, former general counsel of the FCC and one of the U. S. prosecutors

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at the Nuremberg trials, now practicing in New York, and Glen Robinson, law professor, University of Minnesota. On Friday night, Rosel H. Hyde, FCC chairman, will be the featured banquet speaker.

## Tucson TV, L.A. stations sold

May pays \$2.9 million for KGUN-TV; Storer sells AM-FM for \$2.3 million

The sales of a TV station in Tucson, Ariz., and of an AM and FM holding in Los Angeles were announced last week.

KGUN-TV is being sold by Gilmore Broadcasting Corp. to May Broadcasting Co. for \$2.91 million (CLOSED CIRCUIT, Feb. 26). Storer Broadcasting Co. is selling KGBS-AM-FM to Norwood J. Patterson for \$2.3 million.

**Red Ink** ■ Aggregate losses of almost \$500,000 were shown for KGUN-TV in its application for FCC approval. The channel 9, ABC-affiliated station that began 12 years ago indicated total assets of \$2.1 million and current assets of \$242,563 in its balance sheet as of Jan. 31 of this year. Total current liabilities were listed as \$269,007 and long term debt at \$1,812,765.

Gilmore Broadcasting Corp. owns WEHT(TV) Evansville, Ind.; KODE-AM-TV Joplin, Mo., and WSVA-AM-FM-TV Harrisonburg, Va. James S. Gilmore Jr. is president and 100% owner of the Gilmore stations.

Tangible property costs for the Tucson station were listed at \$1,377,456 originally, with \$878,322 as depreciated cost.

**Multiple Owner** ■ May Broadcasting Co., a wholly owned subsidiary of May Seed Co., Shenandoah, Iowa, owns pioneer KMA in that city, KMTV(TV) Omaha and 48.86% of KFAB-AM-FM Omaha.

In 1967, KMA and KMTV had a net income after taxes of \$238,622, with KMTV accounting for \$319,826 and KMA, \$31,822 in operating profit, according to the application.

May Broadcasting balance sheet as of Jan. 31 showed total assets of \$2,768,239 with current assets amounting to \$613,681. Total current liabilities were listed at \$163,173 and retained earnings at \$2,418,969. There were no long-term obligations.

The application showed that May Broadcasting is borrowing \$3 million from the First National Bank of Omaha for the acquisition. The terms require

payment on principal of \$150,000 semi-annually, with interest rate 1% above prime.

Broker in the KGUN-TV sale was Blackburn and Co.

**Covenant** ■ The \$2.3 million being paid for 50-kw KGBS and its FM adjunct includes \$500,000 for a non-competitve agreement.

Mr. Patterson, whose father, S. H. Patterson, just sold channel 32 KSAN-TV San Francisco to Metromedia Inc. for \$1 million (BROADCASTING, March 25), owns KBIF Fresno and channel 43 KICU-TV Visalia-Fresno, both California, and KTW-AM-FM Seattle. Mr. Patterson said he would announce program plans for KGBS-AM-FM soon.

Simultaneous with the announcement of the KGBS sale, Peter H. Storer, executive vice president of Storer Broadcasting announced Storer was withdrawing from the 11-party hearing for the facilities of KRLA Pasadena, Calif. (1110 kc). The Pasadena case has been before the FCC since 1964.

Storer acquired the Los Angeles stations in 1959, paying \$1.3 million to John Franklin Burke Sr. and associates and purchasing what is now KGBS-FM in 1966 from Rogan Jones for \$327,000. Storer is not selling the studio property on S. Western Avenue in Los Angeles which will be continued to be used by Storer Television Sales and the



Clifford debuts at AP

Bob Eunson (c), Associated Press assistant general manager who is in charge of broadcast services for the wire service, and Ted McDowell (r), president of the AP Radio and Television Association, were on hand in New York last week (April 22) to greet Defense Secretary Clark M. Clifford. Secretary Clifford was speaker at the annual Associated Press luncheon. Mr. Clifford's first major address since his appointment to the cabinet. Mr. McDowell is manager of news and public affairs, Evening Star Broadcasting Co. (WMAL-AM-FM-TV Washington, WLVA-TV Lynchburg, Va., and WCIV[TV] Charleston, S. C.)

company's CATV activities.

Part of the reason for Storer's sales of the Los Angeles stations is its publicly known dissatisfaction with the lack of a fulltime AM station. KGBS, although fulltime on 1020 kc, is limited in its coverage by its need to protect Class 1-A clear channel KDKA Pittsburgh.

## Monroney cools renewal queries

Oklahoma senator tells stations to hold up replies to Johnson-Cox questions

Oklahoma broadcasters who received extracurricular renewal questionnaires from two FCC commissioners acting on their own have been advised by the senior U. S. senator of their state to defer responding to the requests for programming information "pending further clarification of the project."

The advice came after the commissioners, Kenneth Cox and Nicholas Johnson, met with FCC Chairman Rosel Hyde and representatives of the Oklahoma congressional delegation last week in the office of Senator A. S. Mike Monroney (D-Okla.).

After the meeting it was announced that another meeting this week had been called, to which Oklahoma broadcasters have been invited. The second meeting has been set for today (April 29).

Present at last week's meeting, in addition to the three FCC members and Senator Monroney, were representatives of Senator Fred R. Harris (D-Okla.) and Congressman John Jarman (D-Okla.) (the only congressman from Oklahoma on the House Commerce Committee) and members of the senator's staff.

After last week's meeting, held Tuesday (April 23), Senator Monroney said: "I am advising Oklahoma industry leaders to defer answering the questions put to them [by Commissioners Cox and Johnson] pending further clarification of the project." He added that the two commissioners concurred in the deferral suggestion.

**Can't Wait** ■ Meanwhile, it was understood that the commission has already received responses from three Oklahoma stations that were solicited (see page 45).

After the first meeting Senator Monroney said the consultations had produced no conclusions he could accept, pending a subsequent meeting. He did note, however, that he had gained assurances from Commissioners Cox and

Johnson that the information they are seeking is for their individual use only and that the information will not be used in connection with the renewal of licenses now scheduled in Oklahoma no later than June 1.

A legal issue involving the Cox-Johnson letters—whether their issuance violated the Budget Bureau's legal responsibility to pass on all agency questionnaires going to ten or more respondents—was not discussed in Senator Monroney's statement issued after the hearing. A Budget Bureau investigation into the matter is now underway, and the Advisory Council on Federal Reports, an industry advisory group, has formalized its correspondence with the bureau on the matter as "Special Inquiry 409."

One point that also remained cloudy at week's end was whether Commissioner Johnson had received at least tacit approval for the project from Senator Monroney during a meeting in March. Some reports have it that Commissioner Johnson discussed the matter in Senator Monroney's office; the senator recalls the meeting but has no memory of a discussion on a plan to ask Oklahoma stations additional renewal questions.

**On the List** ■ By late Thursday nine Oklahoma broadcasters had agreed to attend today's meeting: William Weaver, KGFF Shawnee (president, Oklahoma Broadcasters Association); James Belati, KSPI Stillwater (past president, OBA); William S. Morgan, KNOR Norman (past president, OBA); John Devine, KVOO-AM-TV Tulsa; Edgar T. Bell and Jacques DeLier, KWTW(TV) Oklahoma City; Clee Fitzgerald, OBA attorney (and formerly on Senator Monroney's staff); Allan Page, KGWA Enid and other R. H. Drewry stations, KSWO-AM-TV Lawton and KRHD Duncan (and also a National Association of Broadcasters radio board member); and Norman Bagwell, WKY-AM-TV Oklahoma City (an NAB TV board member).

Douglas A. Anello, NAB general counsel, and Paul B. Comstock, NAB vice president for governmental affairs, are also to attend.

## Yale seeks UHF for noncommercial station

Yale University announced last week the creation of the Yale-New Haven Education Corp. to be the licensee of a new noncommercial TV station to operate on channel 65, Meriden, Conn.

Yale has applied to the FCC for the use of the channel, it was said. The station is expected to be in operation within two years and will be financed by Yale, the New Haven foundation

and by WBGH-TV Boston, noncommercial station, which also will provide engineering and programming services. Additional financing is being sought from the U.S. Department of Health, Education and Welfare.

The new corporation's board of trustees includes Hartford N. Gunn Jr., general manager of WBGH-TV; John Lowell, secretary of the Lowell Institute Cooperative Broadcasting Council and Aline Saarinen, NBC News correspondent.

## Pointed questions

### WKY stations respond to Cox-Johnson, with queries about purposes of survey

FCC Commissioners Kenneth A. Cox and Nicholas Johnson received a response to their controversial programming survey of 51 Oklahoma radio and TV stations last week. But the response contained no answers to their questions. Instead, WKY Television System Inc., licensee of WKY-AM-TV Oklahoma City, bombarded the commissioners with 16 questions of its own.

Norman Bagwell, vice president and general manager of WKY-AM-TV made it clear the licensee was primarily concerned about the reason for the commissioners' quiz, which was dated April 12 (BROADCASTING, April 15).

He wanted to know whether it was part of an industry-wide inquiry "and as part of the commission's data and information-gathering function," or whether the information it seeks will be used in consideration of the stations' license-renewal applications. Oklahoma licenses are due for renewal June 1.

Mr. Bagwell said the commissioners' letters imply the latter. But the commissioners themselves last week, in their meeting with Senator A. S. Mike Monroney (D-Okla.) on the subject, said information they obtain will be for their individual use only and will not be considered in connection with the Oklahoma renewal applications (see page 44).

**Will Hold Up Response** ■ In that case, WKY probably will not file any answers in the immediate future. If the information is not to be fed into the license-renewal proceedings, Mr. Bagwell said, "we suggest that it might be appropriate for us to defer further answers to your questionnaire until our renewal applications have completed the

administrative process."

But even then, he said, WKY would need answers to "some" of the questions it raised concerning the commissioners' letter. Most of the questions requested clarification of the commissioners' questions, and gave the commissioners a taste of what it's like to be on the receiving end of detailed questioning of a kind not unknown to broadcasters.

He noted, for instance, that the first question in letters to both the radio and television stations requests a listing of "the five most important local problems or issues" in their communities and of the programs carried to deal with them. On this Mr. Bagwell asked, among other things:

"If we exercise our subjective judgment . . . in selecting five such issues, will the validity of that judgment be reviewed by you?" If so, what criteria can the commissioners suggest for the broadcasters to use in selecting problems or the issues—and what is "the empirical or theoretical basis for such criteria?"

**What Purpose?** ■ "And if you are going to critically review our judgment" in these matters, he also asked, "what is the value and purpose of such information to you as a commissioner?"

Mr. Bagwell also asked the relevance of two questions directed to radio stations requesting information on programs of more than five minutes duration. Aside from the matter of sponsorship identification, he said, why the request for information on the stations' financial arrangements in obtaining the programming?

And so far as requests for data on content of the programs and the regularity with which they are broadcast are concerned, he said, "do you propose to critically review that content or the scheduling of such programs?"

The commissioners' questions concerning the recommendations of the President's Commission on Civil Disorders also caused Mr. Bagwell some difficulty. In requesting information on the number of minority group representatives employed—what, precisely, is meant by the term; does it include color, religion, sex and place of national origin as well as race? If so, what religion and what places of origin constitute minority groups?

Furthermore, he said, how is the station to compile the information requested "when it is not completely self-evident (such as the sex of mature persons)." He pointed out that "the rules and regulations of the Equal Employment Opportunity Commission prohibit an employer from requesting such information of any employe in an application for employment—and we comply with these rules and regulations."

# NET focuses on racial crisis

Educational TV affiliates are told more must be done to reflect the present social issues

Programing for the nation's continuing racial crisis emerged as the effective theme and primary issue of the National Educational Television affiliates meeting in New York Sunday through Tuesday (April 21-23).

▪ A cow-catcher conference Sunday sponsored by the National Association of Educational Broadcasters was devoted to "programing for the disadvantaged."

▪ Addresses Monday by John White, president of NET, and Av Westin, director of the Public Broadcast Laboratory, asserted strong national leadership in the area of racial programing.

▪ In a closed feed-back session Tuesday, a dissident and vocal minority of affiliates gave Messrs. White and Westin what an observer described as "a terribly hard time" on the issue. "They were very critical," he said.

At one point, a "very annoyed" affiliate program manager said "you (NET and PBL) are going too fast for our primarily white middle-class audience. After all, TV is still largely an escapist medium. They don't want to be re-

minded of all that stuff."

William Kobin, NET program director, defended the national executive's firm line in his reply: "You're wrong. We're not going fast enough."

**Commitment** ▪ The trend of program plans as well argues NET's continued heavy involvement in racial programing, from its monthly *Black Magazine of the Air* (BROADCASTING, April 22) to the announcement close to the convention's conclusion Tuesday of a special two-week project "to help school-children confront the issues causing tension in American society."

The latter project, prepared by the Educational Development Center of Newton, Mass., with the help of the three commercial television networks, consists of programing directed at grades seven through 12. NET will first televise a one-week orientation course for teachers and then feed the shows to its interconnected affiliates for presentation from May 27 through June 7.

Sunday, Frank Pace Jr., chairman of the Corp. for Public Broadcasting, briefly addressed the affiliates, empha-

sizing that "local programing is our primary concern." He announced that CPB was to hold its first meeting in Washington Friday (April 26) to elect a president.

Affiliates also heard from Ben Holman, media relations director for the Justice Department and a Negro, who after noting "I see only a couple of other black faces in the room," described the nation's situation as one of racial "polarization" and its primary emotion as "fear," and called on noncommercial broadcasters to do "what you can" to help in the crisis.

**Workshops** ▪ Executives from several stations that have been particularly active in racial programing described their experiences, and the conference broke up into five workshops where participants discussed their problems in the area and possible solutions. Workshop Chairmen Hartford Gunn, WGBH-TV Boston; William McCarter, WETA-TV Washington; James Loper, KCET-TV Los Angeles; Lloyd Kaiser, WITF-TV Hershey, Pa., and John W. Kiermaier, WNBT-TV Newark-New York, reported on their groups deliberations.

Monday morning was the occasion of an address by John White, a presentation of next season's programing by William Kobin, and speeches by Av Westin and Mrs. Joan Ganz Cooney, director of the Children's Television Workshop.

Mr. White replied to the "few" affiliates who charge that NET programing is "overbalanced" in favor of Vietnam, civil rights, and the problems of the cities: "It is crystal clear that these were and are the issues that require our deepest attention. In retrospect, we were underbalanced; we should have done more."

Tuesday was the occasion for what an observer termed "a lot of bitching, but no serious opposition" about programing, and oddly enough, about money. NET released its first annual report Monday, and some affiliates were unhappy about the amount of money spent on cultural-affairs programing during 1967—a total of \$1,267,689, including \$520,722 in Ford Foundation grants and \$746,967 in "other funds and operating revenues."

## Nine ETV's get grants from national fund

The National Endowment for the Arts has awarded matching-fund grants to nine educational television stations for assistance in the production of 21 original programs on the arts.

Recipients were chosen from 20 sta-

## Stanton urges ETV to join equal-time fight

Dr. Frank Stanton, president of CBS Inc., invited noncommercial broadcasters' help in the struggle for election-year suspension of Section 315 of the Communications Act, the equal-time doctrine, during this political year. In what he described as "an 11th hour pre-emption" in the final day (April 23) of the National Education Television affiliates meeting in New York (see above), Dr. Stanton urged the ETV stations to fight what he described as "an impediment on the broadcasters' journalistic franchise."

"As we [commercial broadcasters] welcome the increasing onstage impact of your medium in the communications process at large," he said, "so also do we welcome your participation in those backstage processes which have so important an impact on what eventually may reach the air . . . The initiative must be ours, or the debates will never be."

He offered as "the first of our

goals, but not the last," the Oregon primary May 28, and, successively, the California primary June 4, the August conventions, and "the ultimate opportunity of presenting confrontations among the candidates."

He said "four key votes and one signature stand between us and the realization of our goal. The first two are of the Senate Commerce Committee and of the Senate itself, the second two of the House Commerce Committee and of the House itself. The signature, of course, is President Johnson's. But Dr. Stanton also cautioned: "There is one other element that can stand between us and our goal: our own inertia."

He expressed his hope "that you will go back to your broadcast constituencies determined to do what you can to move the mountain."

Dr. Stanton telephoned John White, president of NET, Saturday (April 20), to request the opportunity to address the NET meeting.

tions submitting completed productions under previous grants. The winners and proposed productions are: KOAP-TV Portland, Ore., (2) for original dramas developed through writer's competition and establishment of a repertory company; KUED(TV) Salt Lake City, (2) for programs on Indian architecture, music and dance; KVIE(TV) Sacramento, Calif., for an ethnological portrait; WENH-TV Durham, N.H., (4) for studies of people in the crafts; WETA(TV) Washington, (2) for programs developed from Library of Congress author readings; WGTV(TV) Athens, Ga., (5) for modern concert-band-music studies; WITF-TV Hershey, Pa., (2) for programs on modern home design and the industrial designer; WTU(TV) Bloomington, Ind., for Hans Werner Henze's opera, "Elegy for Young Lovers", and WXXI(TV) Rochester, N.Y., (2) for programs on symphonic music.

Educational Television Stations Program Service, Bloomington, Ind., administers the project for the National Endowment for the Arts.

The total project involves \$342,000 in grants and matching funds, according to ETS Program Service.

## Groups' co-op now planning 12 specials

Eight broadcast station groups planning to coproduce and cofinance one-hour prime-time entertainment specials have increased their production goal to 12 shows it was announced last week by Henry Davis, general manager of Storer Programs Inc., which coordinates the productions and serves as their distributor.

The station groups, Corinthian, General Electric, KTLA Golden West, Royal Street, Storer, Taft, Triangle and WGN Continental, produced one special program which was telecast last fall on the 23 stations owned by the groups and on 35 other outlets. The programs are called *A Very Special Occasion* (the first starred Jack Jones and Vikki Carr) and are billed as the "Broadcasters' Specials."

Mr. Davis said the second special has been completed and spotlights John Gary and Anita Bryant. It was taped in San Juan, P. R., by Henry Jaffe Enterprises.

Initially, Storer is aiming for regional sponsorship of the special. The first production included regional purchases by Citgo and Rainier Beer and, according to Mr. Davis, the programs will be offered subsequently for local market sales.

"We have several regional advertisers interested in the Gary-Bryant program," Mr. Davis stated, "and we should be able to announce them shortly. We hope to get that program

on in many markets in late May or early June. We also have found interest in sponsorship on a local basis by department stores."

"Our goal is to produce a special on a once-a-month basis," Mr. Davis reported. "We are already working on our third and fourth programs. Our timetable may be delayed but we hope to have 12 completed in 18 months to two years at the latest."

## Milwaukee's ghetto topic of programs

The attitudes and conditions of Milwaukee's inner-core ghetto residents will be presented to the rest of Wisconsin in five days' noncommercial broadcasting starting today (April 29).

The 11-station radio network of the Wisconsin State Broadcasting Service will devote approximately 50% of its daytime programming to such shows as *Pride and Prejudice: An American Heritage*, *Our Neighbor*, *The Rat*, *Anatomy of a Gyp*, *A Day in School*, *People and Police*, and *A Job to Work At*.

Evenings there will be 90-minute panel discussions simulcast over the radio network and noncommercial WHA-TV Madison and WMVS-TV Milwaukee on housing, education, "the inner city and the business community," police-community relations and "the new generation and the establishment."

The project is realized as part of noncommercial broadcasting's increasing emphasis on racial themes in its public-affairs programming (see page 46), but it was begun after the riots in Milwaukee last August at the initiative of the University of Wisconsin extension service, licensee of WHA-TV Madison.

## New look at Warren report

A nightly three-hour program on WFAN-TV Washington is currently taking an in-depth look at the Kennedy assassination and the Warren Commission Report with author Harold Weisberg. Mr. Weisberg has written "Oswald in New Orleans" and the "White-wash" series. Each Monday until May 6 WFAN-TV's *Controversy* program is dealing with such topics as Oswald's career in the Marine Corps and his shooting ability, the Zapruder film and its alleged suppression, and even with the similarities between Dr. Martin Luther King's death and the late President's assassination. The series on the assassination will total 18 hours. With Mr. Weisberg on *Controversy* are the program's host, John Hightower Jr., and Len Colodny, a student of the Warren report.

# A way to quell race crisis?

Nick Johnson urges media to let black community tell its own story

FCC Commissioner Nicholas Johnson has again called on the media—with special emphasis on broadcasting—to help heal the rift between the nation's black and white communities. But there is now a new dimension to his appeal.

The problem of trust in the system on the part of nonwhites is so fundamental that it cannot be solved simply by truthful reporting, he said in a speech in Los Angeles Saturday (April 27). Negroes and other nonwhites must tell the story for themselves.

"The media must look to the Negro community to originate its own programming and its own reporting and editorializing about its affairs and the affairs of the nation and the world," he said.

Commissioner Johnson, who was addressing a community-relations-service conference conducted by the American Jewish Committee, the University of California at Los Angeles department of journalism and the Department of Justice, stressed media's responsibility at a time when "paralysis grips our nation."

"Only the truth can set us free," he said. "Only confrontation with the terrible truths of race relations in this country can liberate the moral and material resources needed to do the job which must be done."

"In my judgment, only the media can provide the confrontation."

**Praises Media** — The commissioner, who has sounded the same theme in earlier speeches, praised the media for the job they have done in helping to advance the cause of civil rights in the South. "Without the media the civil-rights struggle in the South could not have seared the nation's conscience as it did."

But now the racial crisis has moved north and west, he said, "and editors and producers may have lost some of their enthusiasm for pointing out the threadbare parts of the nation's social fabric."

He noted that each city which found itself a center of violence in recent summers has been shocked by the experience, and added: "In my judgment, the extent of surprise in each community measured precisely the fail-

ure of its news media."

He said there are signs that some of the media are now, like the President's Advisory Commission on Civil Disorders, telling the story of race relations "like it is." He cited specifically what he said was the stepped-up performance of Los Angeles newspapers and broadcast stations in race-relation coverage in the wake of the Watts riot of 1965.

**Legal Role for Negroes** ■ But in developing his position that the nonwhites should have a larger role in telling the story, he said a major effort on the part of the media to report accurately on conditions in the cities is only a first step.

He noted that in major cities non-white population figures are rising sharply, and said it was tragic that, according to a recent Lou Harris poll, "among Negroes a feeling of alienation from the mainstream of American society has soared from 34% to 54% since 1966." He suggested that the answer might be found "in the content, image and attitudes portrayed by the 'white press.'"

He said he didn't know the percentage of the information and entertainment produced by media in communities with swiftly rising nonwhite populations that reflects the interests, tastes and needs of those populations. But he would "chance a guess" that the answer would be "embarrassing."

In urging the media to call on the Negro community to tell its own story, he said the nation in this respect has a long way to go. He noted that in Los Angeles Negroes make up more than 17% of the total population, but less than 1% of the white-collar jobs with local newspapers and less than 3% of such positions offered by local radio and television enterprises.

**Radio Ownership** ■ He noted, also, that of the 7,000 radio and television stations in the country, and the 350 Negro-oriented radio stations, "all but approximately five are owned by whites. Less than one-tenth of 1% of this nation's stations are owned by Negroes," he said. "That raises a lot of questions in my mind. How well are these white owners telling the black man's story? How much are they allowing him to tell it for himself?"

He said some broadcasters are showing the way to more sustained minority programming. He cited WNEW-TV New York's recently begun 13-weeks series, *Inside Bedford-Stuyvesant*; KPRC-TV Houston's series of 90-minute prime-time specials; National Educational Television's proposed *Black Magazine*, and CBS's *Of Black America*.

Furthermore, he said, such programming is not only morally right, socially constructive, and politically essential, "it is also popular—and profitable." He recalled "that extraordinary week in

February when Harry Belafonte and his talented friends took over the *Tonight* show."

He said a weekly hour or two of prime-time Negro programming dealing with a variety of events of interest to Negroes "would start with an audience of 20 million, and go up from there.

"Who would dare miss it—from white racist to black radical? And no mass consumer product advertiser could afford not to put his spots on the show—with Negroes in the commercials, of course."

## Sheehan says TV did all it could to avoid riots

William Sheehan, vice president and director of television news, ABC News, said last week that, despite the conten-



Mr. Sheehan

tions of some critics, the networks did everything in their power to avert racial rioting following the assassination of the Rev. Dr. Martin Luther King (BROADCASTING, April 15).

Mr. Sheehan emphasized that "everybody concerned with this story—from the executives who were making the decisions on coverage to the correspondents who were airing the reports—understood from the very outset the sensitive and potentially dangerous ramifications of this assassination."

In response to charges that TV news had inflamed racial tensions, Mr. Sheehan, who spoke before the Sioux City, Iowa, Rotary Club, said television had devoted countless hours "not seeking to inflame passions but rather to

## AP tops 3,000

Broadcast membership in the Associated Press totaled 3,045 at the end of 1967, according to a report of the board of directors of AP issued in New York last week.

The board noted that this marked the first time that TV-radio station membership has topped the 3,000 mark.

The AP's financial report for 1967 showed revenues of \$55,086,767 for a surplus of \$1,945,495, as against revenues of \$50,588,307 and a deficit of \$1,089,281 in 1966.

convey the mood of the country." Mr. Sheehan noted that of the approximately 15 hours ABC-TV devoted to the week's coverage, less than two minutes were devoted to coverage a Stokely Carmichael, a Negro militant.

Turning to politics, Mr. Sheehan said TV "is a factor in determining the issues . . . because a candidate cannot slide over an issue that has been dramatized for the whole country on television . . . Television, perhaps more significantly, gives a minority candidate a chance to be heard and a chance to gain enough prominence to challenge the establishment, he said. As an example, he cited the success of Senator Eugene McCarthy (D-Minn.).

Mr. Sheehan quoted ABC News President Elmer Lower as saying TV coverage of the war was "more reality than most people want." According to Mr. Sheehan, "war . . . suddenly didn't look so honorable any more," after intensive TV coverage of the fighting.

## FCC hopes to smoke out pot-party witnesses

The FCC's preparations for an inquiry into allegations that WBBM-TV Chicago staged a marijuana party it featured in a program have been stalled because of the House Investigations Subcommittee probe of the same case.

However, there were assurances last week from Representative Harley O. Staggers (D-W. Va.), chairman of the parent Commerce Committee, that any difficulties would be cleared up soon.

At issue is the question of when witnesses subpoenaed for the subcommittee's secret hearing two weeks ago (BROADCASTING April 22) and whom commission attorneys want to question in preparation for the case will be free to discuss the case with them.

The commission probe is scheduled to start May 14. But there was some concern on the part of commission attorneys that that date might have to be postponed.

First word on the unusual problem came on April 19, when commission counsel told Newton N. Minow, former FCC chairman who is representing CBS, licensee of the station, that the witnesses had been "pre-empted."

**Following Instructions** ■ The witnesses are said to have informed the commission counsel that they were instructed not to discuss the case or testify in the commission hearing until further word from the subcommittee.

With its efforts to prepare for the hearing thus stalled, the commission is understood to have asked the subcommittee for a "clarification" of the situation.

One meeting that had been scheduled



between counsel for the commission and CBS to discuss the case had to be called off because of the unavailability of the witnesses. The attorneys felt there was "nothing to discuss" until the matter was resolved.

Representative Staggers indicated that it would be soon. "We should be through with them [the witnesses] shortly," he said, "so that the FCC can proceed with its investigation." He said there is no intention on the committee's part to hamstring the commission.

Committee sources said that those under subpoena include Northwestern University students who have already been interrogated, but would not identify them.

## Christman switches to CBS's football squad

Although baseball teams have just begun their annual fight for a World Series berth, football got back in the TV headlines last week with CBS's signing of Paul Christman, color man on the American Football League telecasts since that league was founded in 1960.

Mr. Christman and Lenny Moore, who announced his retirement as Baltimore Colts flanker to also join the CBS squad of game analysts, will be part of a realigned, streamlined announcing set-up for CBS coverage of the National Football League.

When the AFL began in 1960 on ABC Mr. Christman left CBS where he had been covering NFL games in 1958 and '59 and was teamed with Curt Gowdy to call the games of the fledgling league. In 1965 when NBC got rights to the AFL games, the Gowdy-Christman team also moved over.

The new announcing structure at CBS will eliminate eight of the 16 voice teams, which in the past had been assigned on a home-team basis, one to a team. CBS will now use eight announcing pairs and assign them to various games.

CBS's football announcers are: Jack Buck, Don Criqui, Jack Drees, Frank Gliieber, Lindsey Nelson, Ray Scott, Chuck Thompson and Jack Whitaker. The color men, in addition to Messrs. Christman and Moore, are: Tom Brookshier, George Connor, Frank Gifford, Eddie LeBaron, John Sauer and Pat Summerall.

Dropped from the CBS-NFL roster are: Jim Gibbons, Norm Van Brocklin, Jim Mutscheller, Van Patrick, Joe Tucker, Mal Hammack, Don Paul, Tony Canadeo, Warren Lahr, Sonny Grandelius, Pete Elliott, Bob Fouts, Ed Thilenius, Gordy Soltau, Hal Scott, Gil Straton, Stu Nathan and Bill Burns.

## Wolper and costumers protest Emmy procedures

The life of Emmy, as it is every year, continues turbulent. With its record-breaking number of more than 240 nominations for this year's statuettes barely announced, the National Academy of Television Arts and Sciences last week was hit with two formal complaints about its present nominating procedures.

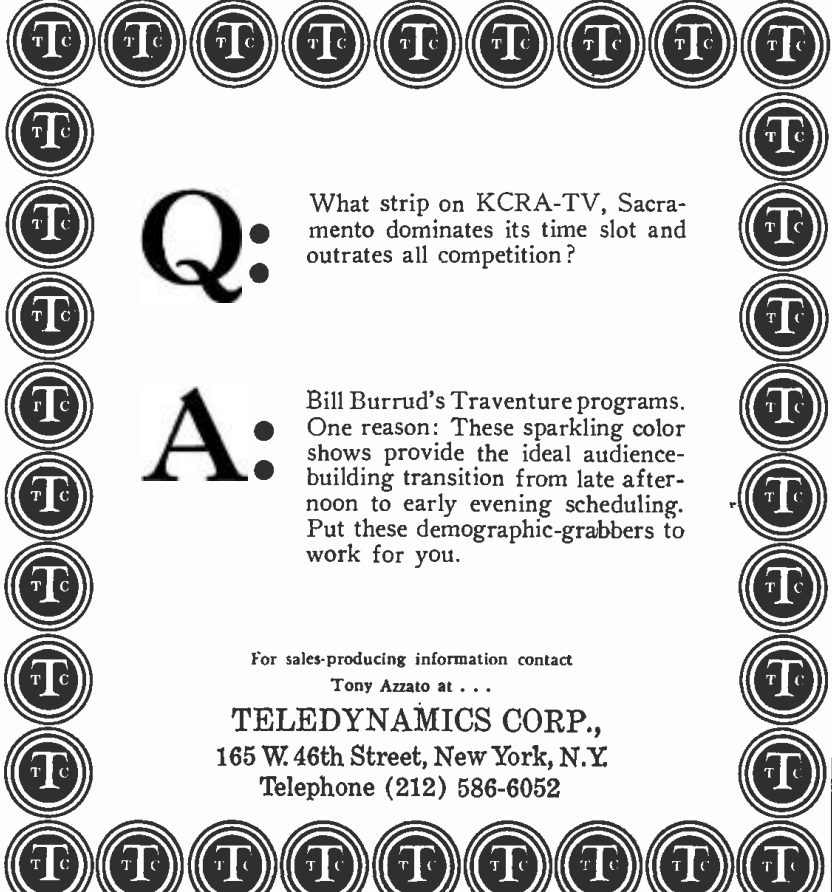
In a news conference held in Los Angeles, Wolper Productions Inc. charged that the nominating system does not provide the independent producer of cultural documentaries equal opportunity for Emmy consideration. Bud Rifkin, Wolper president and chief executive officer, and Alan Landsburg, executive vice president, revealed the contents of a letter they wrote to Royal E. Blakeman, president of NATAS, that pointed out that the three commercial TV networks and the National Educational Television network are assured five nominations each in the cultural documentary category, while the independent producer is "relegated to second-class status." The letter stressed that there are no automatic nomina-

tions for independent producers.

The letter suggested "that all cultural documentaries made by independent producers be submitted to a committee set up specifically for this purpose." This committee would then nominate the five best cultural documentary programs produced by independent companies, whether there be a total of 50 in a given year or 80 or more. "The important factor," the letter said, "would be that all independent producers would be judged on an equal basis in competition with each other and that disinterested parties would do the judging."

Earlier the Costume Designers Guild in Hollywood protested the omission of a category for their industry in this year's Emmy nominations. In a telegram to the Hollywood chapter of the academy, the guild stated: "It is almost unbelievable that out of 241 nominations, there is not a single one for costume." The guild also charged that the nominating and balloting procedure is "radically wrong" and called the omission an "unthinkable oversight and disservice" that makes the Emmies "look ridiculous."

A similar controversy erupted last year when the musicians felt they were slighted in the emmy nominations.



**Q:** What strip on KCRA-TV, Sacramento dominates its time slot and outrates all competition?

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# Court knocks Reardon report

## California appeals court rules ABA's guidelines don't have force of law

In what most observers consider a landmark opinion, the California court of appeal ruled last week that news media and the public cannot be excluded from sessions of criminal trials except in rare and extraordinary circumstances. The court also noted that the American Bar Association's controversial Reardon report on fair trial and free press did not have the force of law until adopted by legislative jurisdictions.

The Reardon report seeks to restrict the amount of information lawyers and judges can release to news media in criminal cases. The California court, in its decision last week, said that Ventura county Superior Judge Marvin H. Lewis apparently relied exclusively on the recommendation of the Reardon report in ordering secret proceedings in the murder trial of William Anthony Clinger.

In a 40-page opinion of the Second District Court of Appeal, written by Justice Macklin Fleming, the court said that the Reardon report, "while entitled to the utmost consideration and respect, advances proposals for court

rules and recommendations for legislature which, until adopted in a particular jurisdiction, do not have the force of law."

**Constitutional Guarantees** ■ The court added: "By itself the report cannot operate to supersede the constitutional and statutory framework which presently governs the conduct of criminal trials in California." The court pointed out that even the Reardon report suggests that closed hearings during trial be ordered only on "limited occasions." The Medina report of the New York City Bar Association and the Kaufman report to the Judicial Conference of the U.S. were cited by the court as other fair-trial codes "neither of which recommends closed sessions of public trials as a solution to the problem of prejudicial publicity."

The court of appeal ruled in favor of the *Oxnard* (Calif.) *Press-Courier*, which had challenged the local judge's right to close the trial of William Anthony Clinger, who was accused of the fatal stabbing of a bartender last May. The trial began Jan. 25, and after the jury was selected, Superior Court Judge Lewis ordered a total of 15 days over a period of seven weeks to be held in closed session. The public and news media were excluded at the request of the public defender. (The case went to the jury earlier this month and last week was declared a mistrial when the jury failed to reach a decision.) A petition for a writ ordering Judge Lewis to open the court proceedings was brought by the Oxnard Publishing Co., publishers of the daily newspaper.

In part, the court of appeal's opinion

said that the "key issue in the case is that of a public trial, and issue of free press is only indirectly and collaterally involved" because news media "as members of the general public . . . have a legal right to seek access to a criminal trial" and that newsmen's "privilege to attend court proceedings is neither greater nor lesser than that of members of the general public. . . ."

## Two senators push Section 315 bills

Possibilities for televised campaign debates were improved last week as a result of stands taken by two key members of the Senate Communications Subcommittee. Senator Vance Hartke (D-Ind.) again urged the adoption of his bill to repeal Section 315 of the Communications Act. Senator Hugh Scott (R-Pa.), ranking minority member of the subcommittee, urged a suspension patterned after the 1960 resolution that permitted the Kennedy-Nixon debates.

Senator Hartke's bill (S. 2128), offered last year and still pending before the subcommittee, repeals Section 315 in its entirety (BROADCASTING, July 24, 1967). Senator Scott introduced a measure (S. 3382) that would suspend the section for 65 days effective Sept. 1, for presidential candidates.

In Senate speeches last week, both cited the response by broadcasters and the public to the 1960 suspension: an increase in sustaining time provided for presidential campaign coverage and record audiences and voter turnout.

Senator Hartke, in support of his bill, noted that "every study has shown the broadcast media to be temperate, prudent and, generally, fair.

"After all," he concluded, "fairness can hardly be legislated while unfairness may be practiced even when it is illegal."

In defense of complete repeal, instead of a temporary suspension, Senator Hartke observed that "a provision of law that must be periodically suspended is not worth leaving on the books. Besides, if presidential debates are good, so are others for other offices."

Senator Scott noted that an equal-time suspension such as his bill would provide for would not affect fairness-doctrine obligations of stations. He also observed that his bill would not require networks to stage debates, but could permit "new broadcast formats yet untried." These could be left to stations, networks and candidates to work out.

The Senate Commerce Committee is in position to move legislation affecting Section 315 at any time. Consolidated

## Barrett to sever PBL, NET ties

Edward W. Barrett announced last week his resignation next July as chairman of the editorial policy board of the Public Broadcast Laboratory and as a director of National Educational Television.



Dean Barrett

He is dean of the Columbia University Graduate School of Journalism, which in July undertakes administration of the Alfred I. Dupont Awards for broadcast journalism (see page 51).

Columbia is to undertake an annual "Survey of Broadcast Journalism", and Dean Barrett feels that "if

my loyalties were not divided when I sit in on this annual critique, I certainly would not want people to suspect they are."

Dean Barrett said his resignation would in "no way" affect relations between the editorial board and PBL, which have been strained since PBL's start last Nov. 5 and were the subject of two months of negotiations culminating in a "clarifying" memorandum dated Dec. 15, 1967.

Mr. Westin confirmed reports that PBL and NET affiliate and public relations staffs will be merged shortly. Interconnection has been handled jointly for some time by PBL's Gerry Slater. Financial control of the joint PBL-NET election coverage will be exercised by PBL's Tom Kennedy. In fact, the only limit Mr. Westin would place on PBL-NET togetherness was that "NET will not exercise editorial control over us."

hearings on political-broadcasting questions were held last year and since then the committee has considered legislation that would permit debates without exposing stations to splinter-party demands for equal time. But it has not acted to approve any proposals.

The House Investigations Subcommittee considered a wide range of fairness-doctrine problems, including political broadcasting, during panel hearings early last month (BROADCASTING, March 11). Subcommittee opposition to changes in the Communications Act was substantial, although opposition focused on fairness-doctrine matters. Meanwhile, it is understood that Representative Harley O. Staggers (D-W. Va.), chairman of the subcommittee and the parent Commerce Committee, stands in opposition to a Section 315 suspension. He has said that his committee has no immediate plans to consider the writing of such legislation.

## Moss subcommittee facing the ax

If the chairman of the House Government Operations Committee has his way, Representative John E. Moss (D-Calif.) will lose the subcommittee chairmanship he has used to fight Johnson-administration secrecy. William L. Dawson (D-Ill.), the full committee's chairman, has acted to abolish the Subcommittee on Foreign Operations and Government Information.

The Moss panel (due for dissolution June 1 unless members of the full committee opposed to the move can override Mr. Dawson's decision) has been active in urging federal departments and agencies to comply with news-media demands under the 1967 Freedom of Information Law. The subcommittee fought for the legislation and Congressman Moss has been given a major share of the credit for its passage.

All 15 Republican members of the full committee have declared their opposition to the subcommittee's demise. Mr. Moss needs 18 votes to reverse the Dawson decision and was said, as of late Thursday (April 25) to have two other Democratic votes, in addition to his own, in favor of saving the panel. But the latest word on Mr. Dawson's attitude, who had been said earlier in the week to be reconsidering the matter, was that the chairman planned to hold to his original decision.

Controversial reports issued by the subcommittee staff—the latest having to do with Vietnam land reform—were said to have caused administration pressure to close down the operation. Under Representative Dawson's plan, the sub-

## Crime blooms in May

The five NBC-owned television stations are participating in a joint program project examining various aspects of crime in each station's city which will result in a total of 85 programs broadcast throughout May, it was announced last week.

Raymond W. Welpott, president of the NBC owned Television Stations Division, said each station will carry a series of programs titled *Crime and the Community*. The stations will exchange those programs that have content meaningful in areas outside the producing station's city. Plans include prime-time presentations and special programming, in addition to regularly scheduled programs whose subject and guest list will be adjusted to focus on the topic of crime.

The division's stations are WNBC-TV New York; WRC-TV Washington; WKYC-TV Cleveland, WMAQ-TV Chicago and KNBC(TV) Los Angeles.

committee's watchdog activities in behalf of newsmen are to be distributed among other congressional subcommittees.

## WNBT may get grant for 'The Critics'

The advisory council of the National Endowment for the Humanities has approved a \$195,000 grant to noncommercial WNBT(TV) Newark, N. J.—New York for a cultural-program series, *The Critics*. The grant is contingent on unrestricted gifts from private sources for at least half of the costs of the entire project.

Each of the 26, one-hour programs would be devoted to a single artistic work, presented as a reading, dramatization, exhibition or recital, a review of the work by an expert critic and discussion by a panel on the work's meaning for our time. Christopher Lukas, WNBT(TV)'s director of cultural programming, would supervise the series' production.

John W. Kiermaier, WNBT(TV)'s president, said the station is presently working to raise the matching funds by the June 30 deadline and has several leads, "but at the moment we have no matching money."

The National Endowment for the

Humanities was founded in September 1965 as a unit of the federal independent agency, the National Foundation on the Arts and the Humanities. Legislation presently in Congress will provide \$4.1 million for grants to humanities projects during fiscal 1969. For matching-funds grants, \$500,000 was authorized for fiscal 1968 with a provision that private gifts to the endowment can not be earmarked for a specified project, but the new legislation will lift this restriction and will allow these grants to be open-ended for both amount and time.

In February 1967 the humanities endowment granted \$100,000 to WGBH-TV Boston for five experimental instructional-TV programs. Last November Augustana College in South Dakota received \$20,000 for a study of TV's role in changing small-town and rural attitudes that had been relatively immune to outside influences prior to national TV.

## Columbia sets up Dupont machinery

An annual Survey of Broadcast Journalism as the basis for a new series of awards was announced last week in New York by Columbia University and the Alfred I. Dupont Awards Foundation.

The program, which will be administered by the Columbia Graduate School of Journalism is tentatively scheduled to begin in July with the first survey and awards in the summer of 1969.

Dean Edward W. Barrett said he would resign his positions in public broadcasting to avoid any appearance of possible conflicting loyalties (see page 50).

Columbia will appoint a jury of between four and seven members representing both the public and the journalism profession. With the cooperation of the jury, Columbia will appoint a program director and supervise the survey, which will be published by the *Columbia Journalism Review*. The jury will select the award recipients without reference to predetermined categories, unlike the past. A faculty panel will be available to assist the jury and director as needed.

A Free Hand ■ William B. Mills, president of the Florida National Bank of Jacksonville, said, "Columbia will have entire independence to develop this program and make it the constructive and creative force which was the idea of the founder of the Alfred I. Dupont trust."

Dean Barrett said: "Assured as it is of permanence, adequate financing, and

independent administration, the program is one that we regard with high hopes and enthusiasm."

Before 1950, Dupont awards were issued through the Florida National Bank. From 1950 to 1965, awards were administered by Washington and Lee University. No awards were presented in 1966 or 1967.

## Commonwealth United sets up TV-sales unit

Commonwealth United Corp., a diversified company, has formed a film-syndication division and has appointed



Mr. Cannon

Lee Cannon as vice president in charge of the unit. Oliver Unger, executive vice president, announced last week that the division's first offering will be a package of 13 American action-adventure features in color called "13 for '68." The package has been

sold in a prerelease offering to TV stations in New York, Chicago, Los Angeles, Philadelphia, St. Louis, Cleveland, Boston, Milwaukee, Atlanta and Toledo, Ohio. The features are now in various stages of production and will be exhibited initially in theaters.

Mr. Cannon joins Commonwealth United from Screen Entertainment Co. and UPA, for which he had been a vice president for the past 10 years. Headquarters have been established in the Time and Life Building, 1271 Avenue of the Americas, New York.

## Program notes . . .

**Convention men** ■ NBC News has named three newsmen to cover the 1968 Republican and Democratic conventions for NBC Radio. Russ Ward and Peter Hackes will be anchormen, with Bill Ryan as convention analyst. Chet Huntley and David Brinkley, anchormen for NBC-TV, will also be heard during the radio coverage.

**Pyne back on radio** ■ Hartwest Productions, New York, reported last week that taping has been resumed on the *Joe Pyne Show* for radio. Production had been halted for about five weeks while Mr. Pyne recovered from an illness. The daily program, produced and syndicated by Hartwest, is now carried in approximately 485 markets.

**Interaction** ■ KPRC-TV Houston has begun a series *Dialogue: Houston, 1968* on problems facing Negroes and whites

in the Houston area. The first program, broadcast April 12 at 8:30 p.m., dealt with housing practices and recreational facilities. Others will include such topics as police practices and job and educational opportunities. These shows will also be scheduled in prime time between April and the end of June.

**Block programing** ■ KMOX St. Louis has revamped its schedule to provide block news, entertainment, information and sports during appropriate time periods. The CBS-owned station now emphasizes hard news from 6 to 9 a.m.; entertainment from nine to noon and during the late-night hours; information (with guest experts and listener telephone calls) from noon to 7 p.m.; and sports during the evening and on weekend afternoons.

**AM-FM split** ■ WEEI-FM Boston, a CBS-owned station, will begin programing separately from WEEI, May 6. The FM will stereo broadcast *The Young Sound* seven days a week, from 6 a.m. to 2 a.m., with news and information programing included from 6 a.m. to 10 a.m. weekdays.

**Sonderling honors King** ■ WWRL Woodside, N. Y., Negro-oriented radio station serving the New York area, has the full tape of Martin Luther King's "I've Been to the Mountaintop" speech delivered April 3 in Memphis the day before the civil rights leader was assassinated, and is placing the speech on LP records for national distribution. Sales will be made through all four Sonderling radio outlets; proceeds will be administered and distributed via a special fund in name of the slain nonviolent Negro leader.

**New sales company** ■ HASCO Inc. a newly formed sales company, has opened in Atlanta. The firm will provide exclusive southern sales representation on behalf of film distributors and producers as well as other firms offering services to TV stations. Operated by E. A. Hassett, the new company will also offer sales and program consultant services. Offices are located at 300 Spalding Dr. N. E., Atlanta.

## Bonnie and Clyde shoot into radio

Bonnie and Clyde, stars of bank robberies and the Warner Bros. movie of that name, have come to radio. But in the transition something has changed. They are played by matronly type Joanie Gerber and Dagwood Bumpstead-style Dave Ketchum. Also part of the radio cast are Bruce Gordon, as

Frank Nitty-Gritty, king of the underworld, and veteran character actor Jesse White as the murderous duo's theatrical agent, who books them at supermarket openings.

They all are part of a new radio-comedy series, *The Amazing Radio Adventures of Bonnie and Clyde*. Each show in the series is 90-seconds, with 65 episodes already produced, or enough to provide stations with a full 13-week scheduling and sponsorship format. To date, 19 stations have purchased the series, which is being sold and is produced by Harry O'Connor, formerly vice president, production, for Mel Blanc Associates, Hollywood.

Mr. O'Connor opened his own Hollywood-based production firm in January and started the radio show as a feature for disk jockey Gary Owens on KMPC Los Angeles. A comedy album, "The Funny Side of Bonnie and Clyde," on the Epic label, now has evolved out of the radio show, which is in distribution and will be ready for air play on April 29.

## Distant-signal rule waived for Galax, Va.

Chalk up another favorable decision from an FCC hearing examiner regarding distant-signal importation by CATV's into major markets. Examiner Chester F. Naumowicz Jr., who but two weeks ago denied a similar request by Syracuse, N.Y., CATV's (BROADCASTING, April 22), recommended that multiple-CATV-owner United Transmission Inc. be permitted to import distant signals for carriage on its Galax, Va., system.

What principally swayed the examiner is that United "is a small enterprise located in a small town in a distant corner" of two top-100 TV markets: Winston-Salem-Greensboro-High Point, N.C. (ranked 45th) and Roanoke-Lynchburg, Va. (ranked 67th).

He found that United's carriage proposals would have "no measurable impact on any market stations," that among non-CATV homes in Galax off-the-air viewers made up less than 1% of the total viewers of any station received in the community, and that among CATV homes there was a "substantial increase" in over-all viewing compared with non-CATV homes. In addition, he found that stations protected by program exclusivity showed an increase in audience share in CATV as opposed to non-CATV homes.

The examiner said he would permit United to carry distant signals from Charlotte and Greensboro, both North Carolina; Oak Hill, W. Va., and Johnson City, Tenn.

## CCIR interim meeting opens in Spain

Establishment of international standards for film and video tape exchanges, methods of measuring loudness in TV and radio, direct broadcasting to home receivers by satellites, and the sharing of frequencies between satellites and terrestrial broadcasting are some of the topics scheduled to be discussed during the next two weeks at the interim meeting of study groups of the International Consultative Committee for Radio (CCIR) at Palma de Mallorca, Spain.

The meeting starts today (April 29) and is due to continue until May 10. A. Prose Walker, Collins Radio, is chairman of Study Group X (broadcasting). Erik Esping, Sweden, is chairman of Study Group XI (television), with Wilmar Roberts, FCC, head of the U. S. delegation.

A plenary session of the CCIR is scheduled for next year; the meeting place is still to be determined.

## Saturna drops offer for Ontario TV

Saturna Properties Ltd., a subsidiary of Western Broadcasting Co. Ltd., has withdrawn its bid to purchase CKVR-TV Barrie, Ont.

Saturna said it could not carry out its intention of providing another television outlet for Toronto by expanding the coverage of the Barrie station at this time. The company said it will await release of a transport-department study on southwestern Ontario television allocations before making any further moves in the Toronto area.

Saturna said it will seek approval from the Canadian Radio-Television Commission to increase its holdings in British Columbia TV Broadcasting System Ltd., which owns CHAN-TV Vancouver and CHEK-TV Victoria. The company is now seeking to extend its TV interests in British Columbia.

## Latin America turns to local production

North American viewing habits—the marked preferences for feature films and specials—are forcing Latin American TV stations to rely more completely on locally-produced programs, claims Gore Mestre, president of Proartel, an Argentine-based program producer.

Mr. Mestre said during a trip to the U. S. that “either by commission or

omission, the U. S. television industry is not producing enough of the kind of material we [Latin Americans] are able to program—and we find ourselves turning more to other countries and to our own resources.” South American broadcasters, he said, have only a limited need for features.

“The trend in Argentina seems to be growing away from the acquisition of U. S. programming material . . . not by design, but of necessity.” Latin Americans, he said, enjoy U. S. TV series, “but you’re cutting back on them, and that leaves us with the problem of producing our own to fill the gap,” he said.

## Abroad in brief . . .

**Domestic satellites** ■ The white paper on “A Domestic Satellite Communication System for Canada” is available by mail in Canada from the Queen’s Printer, Ottawa, and from Canadian government bookshops. Price is \$1, and the catalogue number is CP22-968.

**French interest dropped** ■ Benton & Bowles has announced the sale of its minority interest in Liger, Beaumont/Benton & Bowles S.A., Paris, to its European principals. The agency’s

French partnership, which does not service U. S. clients of B&B, was formed in December of 1966. The B&B name will be deleted from the company.

**National blackout** ■ The South African government is still refusing to begin a national television service. The question was raised again last month in the South African parliament by the opposition United Party. The main government objection is that a national network would cost too much and that there are more important priorities, such as industrial development and defense. The new minister of posts and telegraphs, Mr. M. van Rensburg, praised the widespread use of closed-circuit television in universities, schools and hospitals, but rejected general television as “a dangerous instrument if not properly controlled.”

**Futbol en Mexico** ■ Telesistema Mexicano will carry NBC-TV’s entire football schedule during 1968-69. The buy includes American Football League games, AFL championship, Sugar Bowl, Rose Bowl, Senior Bowl, All Star Game and Super Bowl. The Mexican network also will carry NBC-TV coverage of election night in November.

## The practical processor for Ektachrome

The Pako Model 28EK Cine/Strip Processor is a small-size, low-cost unit for processing both 16mm and 35mm Ektachrome. It handles over 1600 feet per hour with consistent high quality results.

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# ABC plans preferred-stock issue

New 2-million shares may be used for acquisitions, capital investments; executives' salaries also disclosed

ABC Inc. stockholders will be asked to approve a plan which would result in the authorization of 2-million shares of preferred stock.

Approval or disapproval of the plan will come during the annual stockholders meeting set for May 21 in New York. The company told shareholders that it believes it advisable that such preferred stock be authorized. The company has no present plans for issuing any of the preferred shares, but such stock would be available to finance possible acquisitions as well as other capital requirements, the company said.

An earlier plan to offer \$75 million worth of convertible subordinated debentures to pay off outstanding bank loans and to add to ABC working capital was postponed due to unsettled market conditions (BROADCASTING, March 18). The company is authorized to issue 10-million shares of common stock, of which 4,709,925 shares are outstanding. There is currently no authority for the issuance of any shares of preferred stock.

**Executives' Take** ■ ABC's notice of the impending annual meeting also allowed shareholders a look at the salaries of some of the corporation's top brass. Current annual salaries and shares of stock held by executives are: Leonard Goldenson, president, \$125,000—70.061; Simon B. Siegel, \$100,214—11.937; Samuel H. Clark, group vice president, \$60,000 in 1967 (to \$75,000 in 1968), 3,200; Everett H. Erlick, vice president and general counsel, \$70,577—107; and Thomas W. Moore,

group vice president, \$100,000—5,059.

In addition Messrs. Goldenson and Siegel received \$54,000 and \$25,000 respectively in deferred compensation.

The proxy statement also notes that no options were issued and none exercised from Jan. 1, 1967 to March 19 to any of the officers named above. Messrs. Clark, Erlick, Moore and Siegel however, holds options for 8,000, 5,000, 8,500 and 10,000 common shares respectively at \$60 a share. Half of the options may not be exercised before Aug. 8 of this year and must be exercised by Aug. 9, 1970.

## FC&B expands its CATV franchises

Expansion of Foote, Cone & Belding's cable television holdings in several California communities made more significant news last week than the agency's report of lower profits in 1967, given at the annual stockholder meeting Tuesday in Chicago. FC&B expects the profit picture to brighten again this year in view of renewed advertising vigor generally.

Richard W. Tully, chairman of the board, said the agency through its wholly owned subsidiary, Newport Beach Cablevision Inc., has been granted permission by the city council of Newport Beach, Calif., to acquire all the stock of Pacific Cable Service Inc., the holder of the CATV franchise in that

city. Although financial details were not revealed, the purchase is understood to involve cash.

In the same transaction, Mr. Tully reported, Newport Beach Cablevision also acquired the CATV system now operating in Mission Viejo, Calif., and the rights to establish a CATV system in Seal Beach-Leisure World, Calif. All of the communities are in the southern part of that state.

Meanwhile, Mr. Tully added, FC&B continues to seek CATV franchises in Denver; Topeka, Kan., and Oceanside, Calif., among other markets. In December 1967, the agency acquired majority interest in WEOK Cablevision, an operating system in Poughkeepsie, N. Y., and in February it acquired a majority interest in Pueblo TV Power which will put a new CATV in operation this summer in Pueblo, Colo.

**Carney Optimistic** ■ Robert F. Carney, chairman of the FC&B finance committee, explained that generally unsettled economic conditions during 1967 "resulted in a much publicized slow down in advertising expenditures, particularly during the last half of the year. This continued into the early months of 1968 and FC&B suffered the consequences."

Present indications, he said, are that in the U. S. "advertisers are stepping up their selling efforts." As a result the agency expects to return to its pre-1967 growth and earning rate this year.

FC&B is marking its 25th anniversary year in 1968. The agency began in 1943 with billings of about \$22 million, four offices and 410 people. Today its billings are 10-fold, it has 22 offices in 13 countries and some 2,400 employees.

For the year ended Dec. 31:

	1967	1966
Earned per share	\$0.71	\$1.36
Gross billings to clients	258,548,182	255,671,663
Operating income (commissions and fees)	38,962,711	38,532,201
Operating expenses:		
Salaries and other employee benefits	24,869,995	22,997,947
Office and general expenses	10,395,433	9,486,081
Total operating expenses	35,265,428	32,484,028
Operating profit	3,697,283	6,048,173
Other income, net	119,226	220,074
Income before provision for taxes on income and extraordinary item	3,816,509	6,268,247
Provision for taxes on income	2,096,000	3,322,000
Extraordinary item—decrease in carrying value of asset due to devaluation of currencies	189,023	—
Net income	1,529,486	2,946,247

### Technicolor sets record

Technicolor Corp., Hollywood, registered the highest first-quarter earnings in its 53-year history. Gross income increased almost 27%, while after-tax

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profits rose more than 15%.

For three months ended March 30:

	1968	1967
Earned per share	\$0.43	\$0.39
Net sales	29,605,163	23,322,494
Net income	1,510,309	1,309,184

## Vikoa's sales, earnings set record for quarter

Vikoa Inc., Hoboken, N. J., CATV-equipment manufacturer and multiple CATV owner, last week reported record high sales and earnings for the first quarter of 1968.

Sales were up nearly 47% and net earnings, a healthy 70%. Theodore Baum, Vikoa president, attributed record figures to improved plant operations and increased market acceptance of the firm's CATV amplifiers.

For three months ended March 31:

	1968	1967
Earned per share	\$0.23	\$0.13
Sales	4,780,000	3,200,000
Net earnings	308,000	176,000
Average number of shares outstanding	1,364,000	1,295,823

## New York Times revenue and net up in quarter

The New York Times Co., parent company of WQXR-AM-FM New York, showed a first-quarter gain in revenues and income in 1968.

Operating revenues increased by \$7 million over 1967's first quarter, while net income rose about \$500,000.

For the first quarter ended March 31:

	1968	1967
Earned per share	\$1.39	\$1.17
Revenue	52,312,000	45,053,000
Net income	3,030,000	2,550,000
Shares outstanding	2,092,197	2,077,142

## Movielab sales up

Movielab Inc., New York, has reported an increase in sales, but a drop in net earnings during 1967 in its annual report to stockholders. According to the report, net earnings were second only to those for 1966.

For year ended Dec. 30, 1967:

	1967	1966
Earned per share	\$0.73	\$0.93
Net sales	11,178,439	10,944,087
Net income	1,017,103	1,284,853

## Trans-Lux has top year

Gross revenues and net earnings of Trans-Lux Corp. reached record levels in 1967, it has been announced by Richard Brandt, president.

For the year ended Dec. 31:

	1967	1966
Income per share	\$0.93	\$0.72
Gross income	8,279,469	7,813,686
Net income	697,568	543,232
Cash flow	1,787,177	1,623,852

BROADCASTING, April 29, 1968

## Storer's net jumps 109% as Northeast shows profit

Storer Broadcasting Co., group broadcaster and 85.7% owner of Northeast Airlines, reported sizable increases in net earnings and revenues for the first quarter of 1968.

Net earnings were up 109% and revenues, 12.9%.

A Storer spokesman attributed the increases to operating profits of its television and radio stations and net earnings reported by Northeast. The spokesman also said that Storer-owned WJBK-AM-FM-TV Detroit had unusually high revenues because of that city's newspaper strike in the first three months of 1968.

For three months ended March 31:

	1968	1967
Earned per share	\$1.02	\$0.49
Revenue	14,888,000	13,110,000
Net earnings	4,277,510	2,047,906

## Film makers get break

Apparently impressed by testimony from succession of Hollywood union guild leaders and such personalities as Karl Malden and Gene Barry that film industry in this country is "sick and dying" because it's ravaged by runaway production, California revenue and taxation committee voted to award \$2.25 million tax break to film makers. Committee, by 7-4 vote, passed onto full state senate, bill that would all but cancel current March 1 film inventory tax, which assesses production at its full cost including salaries and technical investments. New bill would limit tax assessments to actual worth of celluloid film only.

## Financial notes . . .

■ Taft Broadcasting Co. declared a quarterly dividend of 15 cents per share payable on June 14 to stockholders of record May 15.

■ Scantlin Electronics Inc., Los Angeles, reports that first-quarter earnings indicated net income of \$130,000 on sales of \$2,230,000. Both figures were said to be new highs for the period.

## Zenith has record quarter

For the seventh consecutive first quarter Zenith Radio Corp. set a new record in both sales and earnings, the Chicago-based TV-set manufacturer reported to stockholders last week. Zenith said it had substantial growth in color-TV sales for the quarter and monochrome sales exceeded any quarter of

the previous year.

For the three months ended March 31:

	1968	1967
Net income per share	\$0.65	\$0.59
Net sales	182,252,000	176,326,000
Income before federal income taxes	24,101,000	21,660,000
Net income	12,295,000	11,032,000
Shares outstanding	18,859,550	18,798,770

## LIN's '67 net income doubles that of '66

LIN Broadcasting Corp., Nashville, a diversified company with multiple broadcast and CATV holdings, reported increases in revenue and net income during 1967 in its annual report to stockholders.

Frederic Gregg Jr., LIN president and chairman of the board, predicted that 1968 sales would double those of last year. Mr. Gregg also predicted 1968 earnings of "comparable magnitude."

For year ended Dec. 31:

	1967	1966
Earned per share	\$0.77	\$0.71
Revenue	12,398,000	4,277,000
Net income	871,000	411,000
Number of shares outstanding	1,415,021	877,500

## Comsat has healthy gain in revenue, net

The Communications Satellite Corp., Washington, last week reported an increase in net income and a record in operating revenues during the first quarter of 1968.

Comsat also reported the leasing of the equivalent of 754 half circuits, or an increase of 453 over those leased for the first quarter last year.

For the three months ended March 31:

	1968	1967
Earned per share	\$0.18	\$0.12
Operating revenue	6,938,000	2,372,000
Net income	1,798,000	1,229,000

## 1st quarter earnings up 58% at Grass Valley

The Grass Valley Group Inc., Grass Valley, Calif., manufacturer of solid state television equipment, reported that in the first quarter of 1968 sales were up 38% and earnings 58%.

Grass Valley also reported that shareholders voted to split outstanding stock two-for-one and to increase the number of authorized shares from two million to four million. Stockholders of record April 19 will be issued one additional share for each share held.

For first quarter ended March 31:

	1968	1967
Earned per share	\$0.15	\$0.12
Net sales	360,000	263,000
After tax earnings	107,000	70,000
Shares outstanding	735,000	565,000

# FCC to farm out research projects

Private firms sought to bid for up to \$500,000 for studies on land-mobile, computer problems

The FCC placed its first major "help wanted" ad last week in hopes of recruiting the problem-solving talent of some private research firms. It's an unprecedented venture by the commission, and it comes at a time when broadcasters are beating the bushes for research firms to conduct board-scope studies of related communications problems (see page 58).

The commission is inviting open bids from private firms to help solve in part land-mobile-radio's expressed need for spectrum space. Whatever evaluations the firms come up with will be used by the commission's staff "in developing and analyzing alternative proposals for dealing with major policy issues in the communications field." And it hopes that outside research will be of a "continuing nature," provided its budget permits. For the time being the commission says it has earmarked up to \$500,000 for outside policy research.

But despite the complexity and the magnitude of the problems posed, the bids are being sought at a rather hectic pace: The commission wants prospective applicants to come forward in 19 days, sign contractual agreements by June 30 and deliver a final report by Dec. 30.

**Two Areas** ■ The commission is seeking bids for research and policy studies in two areas: expanded interservice sharing of land-mobile-radio channels and frequency-assignment principles, and regulatory and policy problems arising out of the commission's current probe into the relationship between computer technology and communications facilities.

The research firm the commission is looking for is one which would bid for both studies. But it said it would also entertain a bid regarding each study on an individual basis.

Whatever it learns from the private studies, the commission said, will be funneled into a central planning unit it will set up "which will have over-all responsibilities for program planning, economic or systems analysis and research." This unit, the commission said,

will supplement existing internal planning efforts and "will provide a focal point for all planning activities of the commission."

The commission request was contained both in a synopsis of the prospectus published in the *Commerce Business Daily*, and in letters sent to certain research firms detailing the scope of the proposed studies and the requirements the commission seeks in bid applicants.

By Thursday night (April 25) the commission said it had received a number of queries and had not yet compiled a complete list of firms interested in the project.

In its letter the commission noted that it must resolve immediate problems relating to land-mobile-frequency shortages, and that it currently has pending a number of major inquiries and proceedings in which it has designated issues for analysis and resolution. Most importantly, what the commission failed to state is that it has received stiff congressional pressure to relieve land-mobile congestion.

**Need for Solution** ■ Thus far, the commission has attempted to deal with the problem by squeezing additional use out of the space assigned to land-mobile radio. In February, for instance, it doubled the number of frequencies available in the 450-470mc band (by reducing the band width) to meet the needs of police and other emergency services as well as industrial services (BROADCASTING, Feb. 12). But it has increasingly made it clear that it recognizes some more radical solution would be necessary.

One such solution was advanced by a staff study released in March which noted that "the reallocation of various specific unassigned UHF channels on a geographic basis in areas where additional spectrum space is clearly needed now offers the best possible hope for relief without lengthy delays" (BROADCASTING, March 25). And as early as last year the commission was advised by the government-industry Advisory Committee for the Land Mobile Radio Services that there should be a relaxa-

tion of the block allocation system to permit channel sharing among land-mobile radio services on a geographical basis (BROADCASTING, Dec. 4, 1967).

The thrust of the current study the commission wants is toward proposals of a technical and operational, economic, sociological and administrative nature that would effect such relaxation.

The commission noted in its letter that its objective is to ascertain if increased interservice sharing of frequencies available to the land-mobile services "will significantly improve the over-all utilization of these frequencies." Study emphasis, it noted, should be placed on "frequency relief" and a "better accommodation" of land-mobile requirements "within the relatively near future, utilizing frequencies presently available to the land-mobile services." Whatever data is obtained will be used in other longer-range studies affecting land-mobile-frequency allocations, the commission noted, so the solutions recommended should be related to the over-all problem of efficient frequency management.

**Allocations Reviewed** ■ Specific objectives of the study call for a review of the current modified block allocation plan used (one frequency assigned for forestry use whether in New York or California) as well as the commission's system for coordinating and assigning frequencies, "including present sharing concepts"; evaluation of potential benefits from expanded interservice sharing, and the drawing up of a "feasible implementation plan" for coordinating and assigning frequencies.

The studies are also to probe the "probable actual requirements" for frequencies for the next five to 10 years in the services in which channels are, "in some degree," reserved for future use, as well as the potential for geographic and same area, co-channel sharing among land-mobile services.

## FCC allows early a.m. sign-on in late April

The FCC has given special dispensation to daytimers affected by the national shift to daylight saving time yesterday (April 28). It permitted those stations operating with presunrise authorization (PSA) to sign on at 6 a.m. local time from April 28-30. Ordinarily those stations would not have been allowed to sign on until 7 a.m. local time (6 a.m. "standard" time as specified in the PSA rules), or sunrise.

By May 1, the commission notes, early sunrise will permit most stations to operate with full daytime facilities



by 6:15 a.m. or 6:30 a.m. local time.

An informal agreement with Canadian authorities permitted the early sign-on for the three days. The commission has proposed a permanent year round sign-on at 6 a.m. local time, but that won't be effected until revision is made in the U.S.-Canadian presunrise agreement (BROADCASTING, July 3, 1967).

About 1,400 stations with PSA's are affected by the action as well as about 200 stations with temporary PSA's pending the outcome of court actions.

## NBC minicamera scores at ball game

NBC-TV's new portable, wireless color camera received its first on-air try-out in baseball coverage April 20 and network officials said the minicamera scored an "outstanding success."

According to NBC, its use during coverage of the Boston Red Sox-Cleveland Indians game at Fenway Park in Boston marked the first network TV telecast to originate with such a minicamera. Nearly 40 different pickups were achieved with the camera including shots from the bullpen, various head-to-toe pictures of players and commentators and unusual close-ups of outfielders (as of Sox left fielder Carl Yastrzemski who the cameraman



Cameraman Vincent DiPietro pans the field as he walks through the grandstand at Fenway Park.

panned by simply walking through the grandstand).

Pictures from the hand-held portable were blended with those of the five conventional color cameras used in the coverage.

All three TV networks expect to be covering this year's political conventions with portable, wireless color cameras, NBC planning to have four developed by RCA (including the one used during the Sox-Indians game).

The weight of the RCA portable is 56 pounds, including its power supply pack and receiving and transmitting gear. This contrasts with conventional color cameras of nearly four times that weight, excluding power supply.

## NCTA, AT&T discuss pole rates, programs

Informal discussions between representatives of the National Cable Television Association and American Telephone & Telegraph regarding pole attachments contracts and local program origination were held in Washington April 16, it was made known last week.

The discussions were primarily an outgrowth of queries to NCTA from cable operators who are faced with upcoming expiration of pole attachment contracts and the prospect of pole rate hikes (say from \$2.50 to \$4 or \$4.50). How many operators are immediately involved is not known. Reportedly the Bell System has about 1,400 CATV pole attachment contracts outstanding.

What NCTA reportedly sought in the discussions was to establish a basis for pole rate agreements. According to an association spokesman, while NCTA takes no position on the level of what rates are charged, it is concerned with the derivation of Bell's rate formula for such charges. He said NCTA emphasized that CATV's are willing to pay its "fair share based on use" for pole attachment agreements, but that such pacts should be reached after "bilateral" negotiations between cable operators and the Bell System. The negotiations, he said, should permit the operators a chance to "discuss and contest" proposed rate hikes.

An AT&T spokesman said the Bell System seeks a "fully compensatory rate" for communications space used, so that cable doesn't burden existing telephone service. The rate formula, he said, is a "complicated" one which is based on the percentage of communications space taken up by cable. He also indicated that with respect to the rate hikes the Bell System feels that CATV's "can now [afford to] pay the freight."

The spokesman further noted that there was NCTA concern about the



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# Lee punctures some spectrum arguments

FCC Commissioner Robert E. Lee, the commission's staunchest supporter of UHF broadcasting, is stepping into the role of the commission's staunchest defender against the possible incursions of land-mobile radio services into spectrum space now reserved for TV.

He has called on the commission to develop a "sound frequency management" approach to assume efficiency of frequency usage rather than adopt "hasty" ad hoc solutions. And he has questioned the validity of land-mobile services' arguments that the only answer to congestion in their frequencies is additional space from broadcasting.

The commissioner made the remarks last month in a little-noted speech at the 19th annual Atlanta Advertising Institute, in Atlanta. His remarks were not given general circulation until last week.

Commissioner Lee's role as defender of the spectrum flows naturally from his role as supporter of UHF, since it is the seven lowest UHF channels—14 through 20—on which land-mobile users have their sights. The commissioner noted that 67 stations, including 25 educational outlets, would have to be

cleared from those channels to make way for land-mobile operations, while another 45 stations are under construction in the band in question.

**Disputes Assumption** ■ The commissioner sought to shoot down the assumption which makes the lowest seven UHF channels appear desirable to land-mobile users—that the equipment they employ on their 450-470 mc band can be used on the seven UHF channels in question, which begin at 470 mc. Commissioner Lee said the commission's chief engineer's office reports that the "new" band would need a new radio frequency section, and that the expected savings in equipment would not, therefore, be realized.

Much of the commissioner's talk was in the form of a rebuttal of assertions in the report of the government-industry Advisory Committee on Land Mobile Radio Services, which concluded from a three-year study that land-mobile services need additional spectrum space. The implication was that the space must come from the broadcasting share of the spectrum, and one of the conclusions was that land-mobile radio is of greater economic importance than TV (BROADCASTING, Dec. 4).

Commissioner Lee said that if the same yardstick were applied to land-mobile radio and television, TV broadcasting would be found to make "a far greater contribution" to the gross national product—in the total of all goods and services produced—than the land mobile services. And "the public convenience," he said, "is served in the form of entertainment and information to all of the public, not just the small segment that gets speedier delivery of flowers or laundry pickup. . . ."

He described as "sheer sophistry" the "per-megacycle" measured value used in the report. He noted that the report devotes considerable attention to the very wide channels used in television compared to the narrow ones used by land-mobile services, "but fails to mention the even wider channels in the microwave portion of the spectrum used by the same services that operate land-mobile systems."

He also sought to put in a different light the land-mobile users' argument that space is needed because of police and fire department communications requirements. He said that no one questions the importance of public safety communi-

length of pole attachment agreements. Some pacts are limited to one year. He said the matter possibly might be taken up by the various Bell System companies and that longer term contracts with reopening or renegotiating clauses may be "in the future."

**Program Transmission** ■ Local program origination was another topic under discussion, with NCTA concerned whether pole attachment contracts would keep pace with developments in CATV program transmission. An AT&T spokesman noted that although the contracts contain "fairly limiting language as to what can be sent over facilities," they have been modified to include some occasional local programming. He felt that stipulations regarding more frequent origination "can be worked out."

No future discussions have been announced. It's understood, however, that there may be one after the FCC renders its decision in the Section 214-CATV channel service case (BROADCASTING, March 4).

Representing NCTA were Frederick W. Ford, chairman; Wally Briscoe, managing director; Bruce Lovett, general counsel, and Ben Conroy, utility

relations committee chairman. Representing AT&T were William Ellinghaus, vice-president marketing-rate plans; Ken Looloian, assistant vice-president, and Lewis Ulman, attorney for AT&T.

## Fresh funds for spectrum fight

**CBS, NBC and station reps**

**Indicate they will add**

**to war chest if needed**

When they finished meeting with executives of CBS, NBC and the Station Representatives Association in separate sessions in New York last Wednesday (April 24), officials of the National Association of Broadcasters and Association of Maximum Service Telecasters were sure the networks and SRA would be willing to cooperate in efforts to retain broadcasting's portion of the spectrum.

The meetings were described by sev-

eral of the participants as being successful, with all parties seeing the problems the same way, and that if extra funds for research are ultimately needed the networks would probably favorably consider coming up with cash.

The New York meetings evolved from discussions held during the NAB convention in Chicago (CLOSED CIRCUIT, April 22, 15) and were designed to see if the networks, basically, were as concerned as the trade associations that a serious spectrum threat exists from government and private industry.

The NAB-AMST group wanted to discuss in some detail the research projects those associations plan to undertake as well as general studies of the Spectrum Study Committee (a consortium of six trade associations including NAB and AMST). NAB has committed up to \$100,000 and AMST is putting up \$50,000 initially with another \$50,000 as needed after July for their respective research projects.

**Extra Funds** ■ It is understood that CBS and NBC would come up with \$25,000 each if and when additional funds are needed. Although the NAB-AMST team did not meet with ABC officials last week, it is presumed that

cations, but that of the 187,000 stations licensed in public safety, industry and land transportation mobile services, "only 26% are in the public-safety services." About 10% are in land transportation and the remainder, 64%, in industrial radio services, which includes such services as florist and other delivery trucks.

**Importance Varies** ■ "The importance of these services to the public varies from insignificant to essential," he said. "The diversion of a TV broadcast channel to provide needed frequencies to police and fire departments is one thing. The diversion of a TV broadcast channel to provide channels for the florist is another."

The burden of the commissioner's speech was a call for a long-range solution to spectrum problems "which will provide for the orderly growth of all services in those portions of the spectrum which are suitable or can be made suitable for the needed operation."

And in the process, he said, the commission should critically examine land-mobile services' claims that various portions of the spectrum—generally the higher ones—are unsuitable for their operations. He noted that over the years land-mobile radio services have successfully operated at higher and higher frequency ranges, despite protestations

they were unsuitable.

He suggested that the beginning of wisdom in frequency management would be the elimination of the present block-allocation system, in which the same frequencies are allocated for the same uses across the country, regardless of needs in specific communities.

The commission is moving in this direction. In its invitations to research firms to bid on research and policy studies, it specifies its interest in determining the advantages and disadvantages of modifying the block-allocations system. (see page 56).

He said land-mobile frequency shortage in major cities cannot be termed a "crisis" until the system is abandoned. He noted that the advisory committee's report shows that in New York 77 of 296 channels in the 450-470 mc band allocated to land-mobile services other than common carrier citizens and broadcast auxiliaries, are unused.

**Reason for Shortage** ■ "The 'shortage' [in New York] occurs as the result of allocating more channels than are needed to some services and fewer than are needed to other services," he said. "If emergency measures are called for, it would appear less disruptive to compromise the 'block allocation principle' than to take TV channels away from broadcasting before a fair assessment" of future needs is made.

He said it is "probably true," as the advisory committee said, that eliminating the block allocations system would not give more than temporary relief. But, he said, such relief would give the commission time to design a practical allocations plan for the future.

He appeared to favor a system in which land-mobile services would be administered on a controlled interference basis similar to that used in assigning FM and TV channels. He noted that the advisory committee considered this system, which would require abandonment of the block-allocations system, the most efficient use of the spectrum, but had discarded it because of various disadvantages.

The commissioner proceeded to tick off the disadvantages listed, and to reject each of them as unpersuasive, including the principle one that abandonment of the block allocations system would cause serious administrative problems for the commission and would lead to problems that could only be solved by a computer.

"Efficient management of the spectrum is complicated and cannot be achieved by 'rubber stamp' application processing," he said. However, he also expressed confidence that the controlled-interference system "can be made relatively simple and will not call for a large increase in staff or exorbitant processing time."

ABC would also go along with fresh funds if they are required.

However, the networks reportedly would not write a blank check without providing some sort of safeguards, such as being kept advised of the research projects and then letting each network determine if such projects were desirable.

Although the SRA group was asked mainly for moral support, if the reps decided to contribute to the broadcast war chest, either individually or collectively, the funds would be accepted.

Representing NAB at the meetings were President Vincent T. Wasilewski and Willard E. Walbridge, KTRK-TV Houston, a member of NAB's TV board and chairman of the Television Information Office committee. (Mr. Walbridge will be in Los Angeles this week for the ABC-TV affiliates meeting and may have a chance to go over this ground with ABC executives.)

Representative AMST were Lester W. Lindow, executive director, and Jack Harris, KPRC-TV Houston, AMST president.

Participants from CBS were: John A. Schneider, president, CBS/Broadcast Group; Richard W. Jencks, vice

president and general counsel, CBS Inc.; William B. Lodge, vice president, affiliate relations, CBS-TV, and David M. Blank, vice president, economics-research, CBS/Broadcast Group.

NBC Inc. executives at the Wednesday session were: Walter D. Scott, chairman; Julian B. Goodman, president; David C. Adams, senior executive vice president; Thomas E. Ervin, vice president and general attorney, and Thomas Coffin, vice president, research.

Some 15-20 members and executives of SRA attended that session.

**Research Proposals** ■ While the New York meetings were taking place NAB was moving ahead on its initial research study on which it has received proposals from six firms. NAB's primary studies will be aimed at developing a positive case for over-the-air telecasting and showing defects in a wired-city concept. It anticipates letting a contract for the first study on Tuesday (April 30) and it aims to have the study completed by late June. Under that timetable, NAB officials feel the study can be properly presented to the President's Task Force on Telecommunications staff in time for digestion and inclusion in the mid-August report

the task force is supposed to make to the President.

Once the NAB contract is set, a meeting of the Spectrum Study Committee will be called in Washington to go over details of the work.

AMST also is moving rapidly to get its initial research project off the ground. Although AMST officials have been talking to a number of research organizations about the proposed work; none has yet been signed.

## Tallest tower in U.S. planned by WBTV(TV)

WBTV(TV) Charlotte, N. C., announced last week that it has completed plans to construct a 2,096 ft. tower near Denver, N. C. The tower, if plans are approved by the FCC, will be the tallest broadcast structure in the U.S.

The tower is a part of a \$1 million-plus relocation of the WBTV facilities from its nearly 20-year-old home on Spencer Mountain to a site near Denver. Reportedly the new tower will enlarge the grade B contour of WBTV by 50%.

# Networks in on 11 Peabody awards

## ONLY STATION WINNERS ARE WIS-TV AND WBBM-TV

NBC was represented by five, CBS, five, and ABC, one of the George Foster Peabody awards presented last week in New York for distinguished achievement in radio and television during 1967.

Several of the awards were shared. Wis-tv Columbia, S. C., an NBC-TV affiliate, shared honors with CBS-TV in the category of television youth-children's programs; Bob Hope and *Meet the Press*, both NBC, shared the radio-television special awards; and CBS-TV (*CBS Playhouse*) and NBC-TV (*An Evening at Tanglewood*) shared honors in the television entertainment category.

One of the CBS awards was achieved by an owned station, WBBM-TV Chicago, for its *The Opportunity Line* (television public-service category) that subsequently has been used by other CBS-owned stations.

Aside from veteran entertainers Ed Sullivan and Bob Hope, Peabody awards spotlighted news personalities, specials and documentaries. Dr. James R. Killian Jr., chairman, Massachusetts Institute of Technology, and chairman of the Carnegie Commission on Public Television, received a "special broadcasting education award."

The awards are presented under the auspices of the Broadcast Pioneers and are administered by the University of Georgia's Henry W. Grady School of Journalism and a national advisory board. Dean John W. Drewry of the journalism school made the presentations. Eugene R. Black, special adviser to the President for economic and social development in Southeast Asia, who is chairman of the Peabody advisory board, presided. During the proceedings he read a telegram from President Johnson congratulating the recipients.

The award winners:

**Radio News** ■ Elie Abel and *The World and Washington* (NBC).—"Elie Abel's *The World and Washington* is a new and distinctive in-depth analysis of current world events. This series of news interpretation programs not only gives Mr. Abel a chance to articulate his views, but also serves as a sounding board for all NBC News staff correspondents in areas of the world where news is breaking. Mr. Abel's background for hosting this series is indeed rich and includes NBC bureau chief, London, and the coverage of the Nuremberg trials, the Geneva summit

conference of 1955, the Kennedy-Nixon campaign of 1960, the Goldwater-Johnson campaign of 1964, innumerable NATO conferences, and the funerals of Sir Winston Churchill, John F. Kennedy and Konrad Adenauer."

**Radio Education** ■ *The Eternal Light* (NBC).—"The *Eternal Light* is a remarkable, religious series, founded in 1944 by the distinguished Dr. Lewis Finkelstein, chancellor, Jewish Theological Seminary. This series has been marked by superior portrayal of the universal and continuing values of the Jewish tradition, combining Biblical background and the lives of illustrious contemporaries, thereby anticipating today's ecumenical concepts."

**Radio-TV News Analysis and Commentary** ■ Eric Sevareid (CBS).—"The news analysis and commentary of Eric Sevareid are marked by a rich background of knowledge, philosophical detachment, analysis rather than advocacy, recognition of the intelligence of his listening and viewing public, and a superior command of language—all qualities which have earned him the accolade of 'elder statesman of electronic journalism.'"

**Television Entertainment** ■ *CBS Playhouse* (CBS).—"Exploring admirable themes and maintaining a high level of purpose and achievement, *CBS Playhouse* is a major stronghold of original television drama."

**Television Entertainment** ■ *An Eve-*

*ning at Tanglewood* (NBC).—"A Berkshire sunset followed by dusk and twilight at Tanglewood were brought tastefully to television last summer by NBC, accompanied by a glorious two-hour concert of the Boston Symphony Orchestra, conducted by Erich Leinsdorf. Seldom has television presented music more attractively to a national audience. Mozart, Dvorak, Saint-Saens, and Tchaikovsky never dreamed that an audience of millions could share their music live in such a handsome outdoor setting. The founders of the Berkshire Festival never conceived that the lovely gardens and grounds of Tanglewood could be seen in color by people in all parts of this nation. When the evening ended, the thundering cannons and fireworks of the 1812 Overture left music lovers with a fulfilled ambition. For others, it created a new love of music. For all, it was an encounter with rare beauty."

**Television Youth or Children's Programs** ■ *The Children's Film Festival* (CBS).—"Selected from the best films from abroad, *The Children's Film Festival* was a series of award-winning motion pictures for young viewers which provided a brilliant panorama of customs and attitudes of different lands."

**Television Youth or Children's Programs** ■ *Mr. Knozit* (wis-tv).—"Mr. Knozit is something more than an 'electronic baby-sitter.' It is a unique children's program which has provided its followers with wholesome amusement and a source of education and experience involving their community and country, the world, and the universe."

**Television Promotion of International Understanding** ■ *Africa* (ABC).—"Press comment and letters from viewers, as well as the production itself, made it clear that *Africa* was a milestone and a high-water mark in electronic journalism. This four-hour documentary cast an illuminating light on a continent's past, its present problems, and its future. For those viewing this production, Africa is no longer the dark continent."

**Television Public Service** ■ *The Opportunity Line* (wbbm-tv).—"Television's obligation to serve pressing human needs is fulfilled brilliantly by *The Opportunity Line*. Recognizing that jobs and employment offer the best ladder from poverty to a full life, this series informs viewers of chances for employment in their community. As a

### Bartley, Lee cited

FCC Commissioners Robert T. Bartley and Robert E. Lee each received service awards from John W. Macy Jr., chairman of the Civil Service Commission, at the FCC's 15th annual awards program held last Thursday (April 25).

Mr. Bartley was the recipient of a 25-year pin and Mr. Lee received a special award for "29 years, 11 months and 26 days" of service to the commission.

Mr. Macy, a featured speaker, told FCC employes that the commission has a special challenge in the present period of social change because of the vital role communications play in such processes.

result, job interviews and appointments are arranged, and thousands have found jobs which have changed the course of their lives. The program is produced in cooperation with public and private agencies; offers information about available training programs; and includes interviews with successful workers who obtained their jobs through the program, thereby offering hope and stimulation to those at home. Public officials have called *The Opportunity Line* the most effective use of the mass media yet developed to combat poverty. This is mass communication—and television—at its best."

**Radio-TV Special Award** ■ *Meet the Press* (NBC)—"Meet the Press for two decades has been making front page news. With a simple news-conference format, this series has provided listeners and viewers with guests ranging from poets to kings, scientists to politicians, and labor leaders to business tycoons—all with one essential factor in common: they were "in the news" at the time of their interview. Associated with Lawrence E. Spivak in the conduct of *Meet the Press* have been the big names of the Fourth Estate."

**Radio-TV Special Award** ■ Bob Hope (NBC)—"For three decades Bob Hope has brought warmth, laughter, friendship and hope to a troubled nation. He does this with class, style, polish, and unerring good judgment. He has with reason been called the champion of comedians, the good-will ambassador, a superior citizen, and a splendid American. Marking his 30th anniversary as a superior broadcast entertainer, a Peabody Radio-Television Special Award is presented to Bob Hope in recognition and with appreciation of his services here and abroad and the hope that before long world affairs will have so improved that he may be able to spend Christmas at home."

**Television Special Award** ■ *The Ed Sullivan Show* (CBS)—"With extraordinary showmanship, unerring instinct, and the newspaperman's sense of timeliness, Ed Sullivan for 20 years on Sunday evenings has sought quality in presenting a broad spectrum of entertainment. Always mindful of his audience, he and his program have combined scope and endurance."

**Special Broadcasting Education Award** ■ Dr. James R. Killian Jr.—"Scientist, administrator, teacher, and public servant, Dr. James R. Killian, Jr. has given freely of his talents to the enrichment of television. As Chairman of the Carnegie Commission on Educational Television, he led his distinguished colleagues and staff in a searching study of the medium, with exceptionally thoughtful recommendations for an effective course of action. The Commission's work won the support of

the President and the Congress in 1967, and the result is the Corp. for Public Broadcasting, with new and broadened goals for noncommercial television. Dr. Killian exemplifies the significant role a citizen can play in improving his community and nation, and deepens one's faith in the democratic process."

## Hungarian group honors CBS Labs' Goldmark

Dr. Peter C. Goldmark, president of CBS Laboratories, Stamford, Conn., was named a recipient of the George Washington Award for contributions to scientific research and human knowledge, given annually by the American Hungarian Studies Foundation.

Sharing the award with Dr. Goldmark are Dr. Marion Mill Preminger, consul general of the Republic of Gabon and world president of the Albert Schweitzer Circle, the first woman to receive the award, and the Right Reverend Monsignor John S. Sabo, V.G.P., president of the Hungarian Catholic League of America.

The award will be presented May 1 at ceremonies in New York.

Dr. Goldmark, who was born in Budapest, Hungary, on Dec. 2, 1906, was cited for the development of the long-playing record, a successful color-television broadcasting system and Electronic Video Recording (EVR).

## Des Moines TV's unite for TIO ads

Three TV stations in Iowa are sharing the costs of running a monthly series of advertisements, prepared by the Television Information Office, in the *Des Moines Tribune*. The outlets, which compete in Des Moines, are KRNT-TV, WHO-TV and WOI-TV. The advertisements are the same TIO runs in major magazines (particularly in the *New York, Saturday Review* and *The Reporter*, until the latter's demise in June), listing about 18 of the most important specials the TV networks offer in the coming months.

The illustrations and main copy are what TIO runs; the program listing changed to reflect local time. The April advertisement was keyed to the Vietnam situation with the copyline "All wars are ugly. Why do we bring you closer." The May ad makes the point that tele-

vision has "turned party politics into participation politics." Both ads were designed to make the point that TV, in addition to informing the citizenry, brings people closer to the main issues.

While stations in various parts of the country have run TIO ads locally from time to time, or printed them for distribution, the Des Moines situation is a departure, according to TIO, because of three competing stations in the market—each a network affiliate—pooling their resources in the placement of the ads. TIO said that Guy Koenigsberger, who heads promotion at KRNT-TV, a TIO-member station, sparked the joint project.

## Drumbeats . . .

**Award to Quaal** ■ Ward L. Quaal, president of group owner WGN Continental Broadcasting Co., has been elected "Broadcasting Man of the Year" for 1968 by the Broadcast Advertising Club of Chicago. He will be honored at BAC's annual banquet May 1.

**Dr. Adler honored** ■ The George Washington University's Patent, Trademark and Copyright Research Institute presented its 1967 Inventor of the Year Award to Dr. Robert Adler, vice president and director of research of the Zenith Radio Corp., at a reception in his honor in Washington on April 25. Dr. Adler's most significant recent contribution has been his co-invention of a stereo system which enables the public to hear FM broadcasts in full FM stereophonic sound.

**TV teaches hunters** ■ The Colorado Game, Fish and Parks department and the public affairs department of KRTV-TV Denver, are presenting a 13-week hunter safety instruction course. A total of 3,765 persons have registered for the Sunday afternoon telecast which is partially sponsored by the Redfield Gunsight Co. of Denver. The shows are hosted by Game, Fish and Parks Public Information Officer Arch Andrews who is assisted by four hunter safety instructors from the state conservation department.

**Animal "Patsies"** ■ Movie, television and pet columnists and writers representing newspapers throughout the country will select the top animal performers from some 20,000 animals that appeared in American Humane Association-supervised TV and motion picture productions during 1967. All of the nominees for the 18th annual "Patsy" awards, which will be presented June 1 at Universal City Studios, must have performed in first-run TV productions or feature films. A new award also will be presented to honor the best animal performance in TV commercials and advertising campaigns.



Dr. Goldmark

## FATES & FORTUNES

### BROADCAST ADVERTISING

**William B. Albright**, southern regional advertising and merchandising manager for The Joseph Schlitz Brewing Co., Atlanta, appointed manager, regional advertising and merchandising, Milwaukee.

**William L. Young**, senior VP with William Esty Co., New York, assumes presidency of new William L. Young Co., creative marketing counsel, that city.

**Robert O. Mahlman**, VP, Daren F. McGavren Co., New York, appointed director, station relations sales liaison, ABC Radio, that city.

**David P. Guest Jr.**, manager of systems development and operations in data and systems services for Young & Rubicam, New York, named VP, associate director of data and systems service.

**John Voigt**, operations and sales service manager, WOR-TV Ames, Iowa, named manager of Des Moines office for H-R television and H-R Representatives.

**David Porter**, joins Frank B. Sawdon Inc., New York, as account supervisor.

**Charles G. Ashby Jr.**, creative group supervisor with Cargill, Wilson & Acree, Charlotte, N. C., agency, joins Garner-Lyon Advertising, Greensboro, N. C., as creative director, copy.

**G. Allan Dash III**, joins The Philadelphia Agency, that city, as senior copywriter.

**J. Mitchell Reed**, account executive with Delahanty, Kurnit & Geller, New York, joins Firestone & Assoc., agency, that city, as director of marketing.

**Carol Liu**, media buyer for Dancer-Fitzgerald-Sample, San Francisco, named media supervisor.

**Archie Boston Jr.**, formerly with Hixson & Jorgensen, Los Angeles, appointed art director for Carson/Roberts/Inc., that city.



Mr. Ryan

**Martin Ryan**, media director for North Advertising, Chicago, named senior VP.

**William P. Perry**, VP and program supervisor with Lennen & Newell, New York, named general manager of radio/TV programming department.

**Jack Rattigan**, producer with WMMR (FM) Philadelphia, appointed sales manager.

**Jack Dix**, assistant general sales manager with WFAA-TV Dallas-Fort Worth,

joins KSAT-TV San Antonio, Tex., as general sales manager.

**Glenn Buske**, market research analyst, Pet Inc., St. Louis, named marketing research supervisor, Purina Cat Foods, Ralston Purina consumer products division, that city.

**Michael G. McDonald**, senior VP and director of The Marschalk Co., named manager of agency's office in Atlanta. He succeeds **Willard Mackey**, newly elected senior VP of The Interpublic Group of Companies, New York. **Robert L. James**, VP and account supervisor, Ogilvy & Mather, New York, replaces Mr. McDonald in Marschalk's New York office as senior VP and management service officer.

**John J. Englehart** joins creative department of Ridgeway Advertising Agency, St. Louis.

**James P. Barrett Jr.**, senior account executive with LaRoche, McCaffrey & McCall, New York, joins Foote, Cone & Belding, that city, as account executive.



Mr. Bolei

**Marv Bolei**, with Westinghouse Broadcasting's KPIX(TV) San Francisco, named manager of Television Advertising Representatives, Westinghouse rep firm, that city.

**Kenneth Ancell**, **Rue McClain Dolan** and **Larry Richardson** named creative supervisors at Clinton E. Frank Inc., Chicago.

**John F. Small**, account executive with WNBC-TV New York, joins NBC-TV Spot Sales, Chicago, in similar position.

**Peter Mead**, director of research, MCA-TV, New York, appointed salesman, Corinthian division, H-R Television, New York.

**Jim Savage**, in national sales department of *Wichita (Kan.) Eagle*, joins Parkinson-Krebbs-Setter Inc., agency, that city, as account executive. **Celia Cohen** named continuity director.

**James Anderson**, with WSPA-TV Spartanburg, S. C., named sales director.

**Herman H. Stern**, media assistant with Leo Burnett Co., Chicago, joins Peters, Griffin, Woodward, that city, as account executive.

**William McHale**, with Alan Torbet Assoc., New York, joins sales staff of Katz Radio, that city.

**Walter K. Gilbride**, formerly with *Centre Daily Times* and WRSC, both State College, Pa., appointed account

executive at Barash Advertising, that city.

**Joel I. Forman**, media buyer with Kenyon & Eckhardt, Chicago, joins Edward H. Weiss & Co., that city, as account executive.

### MEDIA



Mr. Lake



Mr. Bunnell

**Joseph E. Lake**, commercial manager of WISH-TV Indianapolis, named VP and general manager of KXTV(TV) Sacramento, Calif. **Howard R. Bunnell**, commercial manager of WANE-TV Fort Wayne, Ind., succeeds him. All are Corinthian Broadcasting stations.

**Thomas A. Dahle**, management audit department of Avco Corp., named budget manager for Avco Broadcasting Corp., Cincinnati.

**Jay W. Lloyd**, assistant general manager for KSL-TV Salt Lake City, named station manager.

**Bill Williams**, sales manager with KBYR Anchorage, appointed station manager.

**Robert F. Russell**, manager of operations and programming for KEWI Topeka, Kan., elected VP of parent Midland Broadcasters Inc. and manager of station.

**A. V. (Vic) Ludington**, general sales manager for WSPA-TV Spartanburg, S. C., named station manager. **Charles Newcomb** named assistant manager.

**Arden D. Moser**, operations manager for KGSC-TV San Jose, Calif., named station manager.



Mr. Lombardo

**Philip J. Lombardo**, program manager for WLWT(TV) Cincinnati, joins WGHP-TV High-Greensboro-Winston-Salem, N. C., as general manager, succeeding **James W. Coan**, who assumes other executive duties in planning, construction and development of new office and studio facilities.

**John C. Harrington**, chief of FCC's enforcement and defense division and with agency since 1946, and **William H. Hunter Jr.**, chief of compliance branch of FCC's Broadcast Bureau and with commission since 1946, retire. Other

retirements: **Waleska Watson**, accountant with common carrier bureau and 34 years with FCC; **Helen O'Dea** and **Lelia A. Kreps**, with office of hearing examiners, and **Louis H. Rein**, engineer in rules and standards division of Broadcast Bureau and with FCC since 1945.

## PROGRAMING



Mr. Davis

**Robert F. Davis**, director, special research projects, CBS-TV, New York, appointed director, research and sales development, MCA-TV, that city.

**Jerome Berger**, New York attorney, appointed director of business affairs for television and motion pictures, King Features Syndicate Inc., New York.

**Gerald E. Liddiard**, eastern representative for The King Family, performers, appointed national sales manager for Trans-Lux Television Corp., New York.

**William G. Mulvey**, assistant to general sales manager for Triangle Stations group, appointed syndication sales manager.

**Ray Dantzler**, with WFGA-TV Jacksonville, Fla., joins WTVT(TV) Tampa-St. Petersburg, Fla., as director of programs, news and public affairs.

**Barry Lillis** named program director of WIMA-TV Lima, Ohio, succeeding **Chuck Osburn**, who has resigned to accept position in Panama City, Fla.

**Warner Schreiner**, with WALK Patchogue, N. Y., named program director for WALK-AM-FM that city.

**Matthew F. Connolly Jr.**, with news and production departments of WHDH-TV Boston, named production manager for WHDH-AM-FM-TV.

**Daniel Rosen**, programing department, WPIX(TV) New York, named assistant program manager and executive producer, succeeding **Lloyd Gaynes**, who has joined ABC-TV, Hollywood, as director of daytime programs, West Coast.



Mr. Carroll

**Paul Carroll**, program director for KNEW Oakland, Calif., joins KGO San Francisco in similar position.

**Ted Atkins**, operations manager for WOL-AM-FM Washington, joins CKLW Windsor, Ont.-Detroit, as program director, succeeding **Paul Drew**, who joins WIBG Philadelphia in similar position.

**Robert Broder**, associate director

with 20th Century-Fox Television, New York, appointed director of business affairs, succeeding **Anthony J. Hope**, named associate producer.

## AP renames Miller

**Paul Miller**, president of Gannett newspapers and Gannett radio-TV group, re-elected president of The Associated Press by board of directors at its annual meeting in New York April 23.

Also re-elected: **Harry T. Montgomery**, AP deputy general manager, as secretary, and **Robert R. Booth**, AP treasurer. Elected as first VP was **Eugene C. Pulliam**, *Phoenix Gazette*, and second VP **William Dwight, Holyoke (Mass.) Transcript-Telegram**.

Messrs. Miller, Dwight and Pulliam were re-elected to executive committee; others named were **James L. Knight**, *Miami Herald*, **Richard L. Jones Jr.**, *Tulsa (Okla.) Tribune*, **Gene Robb**, *Albany (N.Y.) Knickerbocker News* and *Times-Union*, and **Otis Chandler**, *Los Angeles Times*.

Comprising finance committee are Mr. Dwight, Mr. Pulliam, **Max E. Nussbaum**, *Moultrie (Ga.) Observer* (re-elected); **John Cowles Jr.**, *Minneapolis Tribune* (Star & Tribune stations); **James S. Copley**, *San Diego (Calif.) Union* (KKOP[F]M Redondo Beach, Calif. and KGU Honolulu); and Mr. Miller ex-officio.

Directors re-elected at AP annual meeting of members April 22 were Mr. Chandler and Mr. Copley. Five new directors are: **Richard C. Steele**, *Worcester (Mass.) Telegram, Sunday Telegram* (WTAG Worcester); **Thomas Vail**, *Cleveland Plain Dealer*; **J. Kelly Sisk**, *Greenville (S.C.) Piedmont* (Southeastern Broadcasting stations); **J. M. McClelland Jr.**, *Longview (Wash.) Daily News*; and **J. Howard Wood**, *Chicago Tribune* (Tribune Co. stations).

Retiring from board are **Robert McLean**, *Philadelphia Evening Bulletin, Sunday Bulletin* (WPBS-FM) Philadelphia and **KTMS** Santa Barbara, Calif., and **Frank A. Daniels**, *Raleigh (N.C.) Times*.

## NEWS

**William D. Laffler**, business editor for UPI, New York, named news editor. **Dean C. Miller**, director of UPI's broadcast newswire, New York, succeeds him. **Dorothea M. Brooks** and **S. Richard Brown**, with UPI financial

and business department, named assistant business editor and financial editor, respectively.

**Ray McMackin** and **Bruce McMichael**, with KIRO Seattle; **Jon Goodman**, with KFBK Sacramento, Calif., **Gene Jenkins**, assistant news director for KFMB San Diego; **Larry Attebery**, with WMAQ-TV Chicago; and **Jerry Laird**, assistant news editor for KNXT (TV) Los Angeles, join KNX Los Angeles as newsmen.



Mr. Desmond

**Dick Desmond**, KHON-TV Honolulu, appointed director, succeeding **Pat Wilkins**, who has returned to Portland, Ore.

**Robert F. Caulfield**, director of news operations for WHDH Boston, appointed news director for WHDH-AM-FM-TV.

**Jack Dudley Cole**, political reporter with KMOX-TV St. Louis, joins Metro-media's WTTG(TV) Washington as national network correspondent.

**Hugh Smith**, with UPI's Minneapolis bureau, joins WTVT(TV) Tampa-St. Petersburg, Fla., as news director.

## EQUIPMENT & ENGINEERING

**Ralph E. Dippell Jr.**, Washington consulting engineer, elected president of Association of Federal Communications Consulting Engineers at annual meeting in San Francisco, succeeding **Oscar Reed Jr.** Other officers elected: **Serge Bergen**, VP, **Marin Blumberg**, secretary and **Bernard R. Segal**, treasurer. Chosen to be members of executive committee were **Julius Cohen**, **Paul F. Godley Jr.**, **John A. Moffet** and **Robert E. L. Hammett**.

**Denis Courtney**, acting executive secretary of Society of Motion Picture and Television Engineers, New York, named executive secretary.

**Hans C. Wohlrab**, research director, Bell & Howell, professional division, Chicago, appointed director of engineering, Hollywood Film Co., producer of laboratory and editing equipment.



Mr. Ratigan

**Frank D. Ratigan** named manager of Washington office of Philips Broadcast Equipment Corp.

**Stan Parlan**, with Reeves Sound Studios, New York, named sales manager. **Sandy Tirado**, video engineer, named manager of field operations.

**Stephen J. Myers**, with WTTG Hartford, Conn., appointed to newly created position of manager of engineering

personnel for WTIC-AM-FM-TV, that city.

Walter Alliss, from noncommercial stations WTTW(TV) and WXXW(TV), both Chicago, joins KCRG-AM-TV Cedar Rapids, Iowa, as chief engineer.

Richard D. Thompson joins Imero Fiorentino Association, New York lighting consultants for TV and theater, as director, theater and television studio facilities planning.

Cy Harley, instructor at Don Martin Radio School, Hollywood; Robert Richards, with KABC Los Angeles; Dennis Singleton, with KARD-TV Wichita, Kan., and Craig Slaughter, with U. S. Army, added to technical operations staff of KNX Los Angeles.

## FANFARE

Thomas H. Baum, coordinator, corporate information, NBC, New York, appointed director, corporate information.

Adel Hall, host of daily women's show on KGSC-TV San Jose, Calif., appointed PR director for station in addition to on-air responsibilities.

Carol Bauer Shoyer, sales manager for WBNF-FM Binghamton, N. Y., ap-

pointed manager of promotion and merchandising for WBNF-AM-FM-TV, that city.

Jim Henry named promotion manager of KCAU-TV Sioux City, Iowa, succeeding Del Benjamin, who joins WTCN-TV Minneapolis-St. Paul in similar position.

Ralph Anderson, assistant director of promotion for American Cable Television Inc., Phoenix, appointed director of promotion.

Nancy M. Salkin, director, corporate color information, NBC, New York, joins Thomas J. Deegan Co., PR and management consultant, that city, as specialist in cable TV.

## DEATHS

John H. Rhodes, 49, with WRRR Rockford, Ill., news department since station started in 1953, died of leukemia April 21 at Swedish-American hospital, Rockford. He is survived by wife, Phyllis, and three children.

Herbert L. Berger, 47, director of school of performing arts, U. S. International University, San Diego, died of cancer April 21 at home in that city. Mr. Berger earlier was with Dancer-

Fitzgerald-Sample, Screen Gems and Guy Lombardo Enterprises. He is survived by wife, Janet, and two daughters.

Martin M. Melcher, 52, head of Arwin Productions and husband, producer, agent and publicity man of Doris Day, died in Mount Sinai hospital, Hollywood, April 20 after suffering stroke. Mr. Melcher began his career packaging shows for network radio.

James E. Jingu, 47, director of advertising and public relations for Yamaha International Corp., Montebello, Calif., extensive user of broadcast advertising, died April 16. Mr. Jingu is survived by wife, Alice, and son.

K. Richard Coffeen, 56, music director for WMBD-AM-FM Peoria, Ill., since 1944, died at St. Francis hospital in Peoria April 20 after long illness. He is survived by wife, Marian, two daughters and son.

Klaus Frings, 32, AP photographer in Munich since 1966, died at Munich University Neurosurgical hospital April 17 of head wound sustained while covering disturbances of April 15 in that city. He is survived by wife, Uta, and stepson.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 17 through April 24 and based on filings, authorizations and other actions of the FCC.

Abbreviations Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

### New TV stations

#### APPLICATIONS

\*Los Angeles—Viewer Sponsored Television Foundation. Seeks UHF ch. 58 (734-740 mc); ERP 156 kw vis, 31 kw aur. Ant. height above average terrain 2892 ft; ant. height above ground 219 ft. P.O. address: 7333 Trask Avenue, Playa de Rey 90291. Estimated construction cost \$444,903; first-year operating cost \$343,860; revenue none. Geographic coordinates 34° 13' 45" north lat.; 118° 04' 03" west long. Type trans. Ampex TA-38BT. Type ant. Jampro J22-4-D2B. Legal counsel Arent, Fox, Kintner, Plotkin and Kahn; consulting engineer R. A. Isberg. Principals: Frank W. Orme, chairman; Clayton L. Stouffer, president, et al. Mr. Orme is executive director of the National Association for Better Broadcasting. Mr. Stouffer is public health researcher for University of California, Los Angeles branch.

Cleveland—Westchester Corp. Seeks UHF ch. 19 (500-506 mc); ERP 619.8 kw vis., 123.96 kw aur. Ant. height above average terrain 422.1 ft; ant. height above ground 554.7 ft. P.O. address: 3940 Euclid Avenue, Cleveland 44115. Estimated construction cost \$638,319.77; first-year operating cost \$300,000; revenue \$300,000. Geographic coordinates 41° 24' 26" north lat.; 81° 40' 27" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-25-G. Legal counsel Ben C. Fisher, consulting engineer Cecil S. Bidlack. Principals: Norman Wain, Joseph T. Zingale, and Robert C. Weiss (each 26.73%). Applicant is licensee of WIXY and WDOK(FM), both Cleveland. Ann. April 19.

#### FINAL ACTION

Fayetteville, Ark.—Noark Broadcasting Inc. Review board granted UHF ch. 36 (602-608 mc); ERP 38.5 kw vis., 8.7 aur. Ant. height above average terrain 825 ft.; ant. height above ground 2,282 ft. P.O. address: Box 587, Fayetteville 72701. Estimated construction cost \$78,200; first-year operating cost \$72,000; revenue \$96,000. Geographic coordinates 36° 01' 02" north lat.; 94° 05' 04" west long. Type trans. RCA TTU-1B. Type ant. RCA TFU-24DM. Legal counsel E. J. Ball; consulting engineer H. R. Lindsey. Principals: H. Weldon Stamps (45%), Hal C. Douglas, E. J. Ball and Television Communications Corp. (each 13.75%), Paul W. Milam Sr. and Paul W. Milam Jr. (each 6.6%). Principals of Television Communications Corp.: Alfred R. Stern, president and chairman of board, F. Gordon Fuqua, executive vice president, and others. Mr. Douglas is shareholder and president of investment company. Mr. Milam Sr. does consulting work for University of Arkansas. Mr. Ball is attorney, professor and has numerous business interests. Mr. Milam Jr. is salesman and announcer for KNWA(FM) Fayetteville. Television Communication Corp. (multiple CATV owner) operates system in Fayetteville. Mr. Stamps is licensee of KFAY-AM-FM Fayetteville and is also applicant for assignment of license of KFAY to Big Chief Broadcasting Co. In same action board granted joint request for approval of merger between Noark Broadcasting Inc. and Stamps Radio Broadcasting Co. Ann. April 19.

## EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of  
Radio And TV Stations • CATV  
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242  
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



**Baton Rouge—Romac Baton Rouge Corp.** FCC gave notice that Feb. 23 initial decision proposing grant became effective April 15, seeking UHF ch. 33 (584-590 mc); ERP 1176 kw vis., 1175 kw aur. Ant. height above average terrain 437 ft.; ant. height above ground 483.7 ft. P.O. address: 8140 Florida Boulevard, Baton Rouge 70802. Estimated construction cost \$404,000; first-year operating cost \$422,600; revenue \$440,000. Geographic coordinates 30° 26' 36" north lat.; 91° 10' 54" west long. Type trans. Townsend TA-55-AT. Type ant. Jampro J22-5-O. Legal counsel Prince and Paul; consulting engineer Willis C. Beecher. Principals: John M. McClendon and Richard O. Kush (each 50%) Mr. McClendon is sole owner of WOKJ and has CP's for WFXM(FM) and WAPT(TV), all Jackson, Miss., and 99.4% owner of WENN Birmingham, Ala., but has application for 50% transfer of control of latter to American Public Life Insurance Co. pending before FCC.

#### INITIAL DECISION

**Aurora, Ill.—South Kane-Kendall Broadcasting Corp.** Hearing Examiner Millard F. French in initial decision granted UHF ch. 60 (746-752 mc); ERP 54.72 kw vis., 9.728 kw aur. Ant. height above average terrain 313 ft.; ant. height above ground 341.5 ft. P.O. address: 32 Water Street, Aurora 60507. Estimated construction cost \$365,410; first-year operating cost \$145,000; revenue \$160,000. Geographic coordinates 41° 45' 29" north lat.; 88° 18' 55" west long. Type trans. RCA TTU-2A. Type ant. RCA TFU-30J. Legal counsel Mallick & Bernton, Washington; consulting engineer Ray L. Sherwood, Aurora. Principals: Roy D. Raymond (40%), Ray L. Sherwood (10%), Benjamin P. Alschuler (2.5%), LeRoy J. Sachen (17.5%) and Robert C. Arthurs (30%). Mr. Raymond is president and co-owner of plastic company, bank director and farm operator. Mr. Sherwood is general manager of WMRO-FM Aurora and consulting engineer. Mr. Alschuler is attorney. Mr. Sachen is in real estate. Mr. Arthurs is owner of golf course and building contractor. In same action, hearing examiner denied application by Aljir Broadcasting Co. Ann. April 19.

#### OTHER ACTION

■ Review board in Elmira, N. Y. TV Broadcast proceeding, Docs. 17928-27, denied motion to enlarge issues filed on Feb. 16 by ch. 9 Syracuse Inc. Action April 18.

#### ACTION ON MOTION

■ Office of Opinions and Review on April 16 in Houston (Crest Broadcasting Co.) TV proceeding, granted motion by Big Ten Corp. for extension of time to May 2 to file reply pleadings to all responsive pleadings which have been filed by the Broadcast Bureau and may be filed by Crest Broadcasting Co. (Doc. 15827).

#### Existing TV stations

##### FINAL ACTIONS

**KGSC-TV San Jose, Calif.—Broadcast Bureau** granted CP to change ERP to 406 kw vis., 40.6 kw aur. change type trans., specify studio location as 1538 Kerley Drive, San Jose; condition Action April 17.

\***WMPB(TV) Baltimore—Broadcast Bureau** granted mod. of CP to change location of tower to point approximately 1500 ft. northeast of authorized site. Action April 22.

**WBOC-TV Salisbury, Md.—Broadcast Bureau** granted CP to install alternate main drivers. Action April 17.

**KYW-TV Philadelphia—Broadcast Bureau** granted mod. of CP to extend completion date to Oct. 22. Action April 22.

**WTMJ-TV Milwaukee—Broadcast Bureau** granted CP to change type trans. (main trans. and ant.). Action April 17.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: **WGAN-TV** (alternate main trans. and ant.) Portland, Me. to Oct. 17 and **WJHF(TV)** Raleigh, N. C. to Oct. 17. Action April 17.

#### RULEMAKING PETITION

**KUMV-TV Williston, N.D.—Requests** institution of rulemaking proceeding looking to-

#### Graham Junior College

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ward allocation of VHF Ch. 9 to Glendive, Mont. Ann. April 19.

#### CALL LETTER APPLICATIONS

■ **KMST(TV), Monterey-Salinas TV Inc., Monterey, Calif.** Requests **KMBY-TV**.

■ **Theodore Granik, Washington.** Requests **WGSP-TV**.

■ **Romac Baton Rouge Corp., Baton Rouge.** Requests **WRBT(TV)**.

■ **Midcontinent Broadcasting Co. of Wisconsin, La Crosse, Wis.** Requests **WXOW-TV**.

#### CALL LETTER ACTIONS

■ **KSAN-TV, Metromedia Inc., San Francisco.** Granted **KNEW-TV**.

■ **\*WETM(TV), Maryland Educational Cultural Broadcasting Corp., Baltimore.** Granted **\*WMPB(TV)**.

■ **Tri-City Broadcasting Co., Vineland, N.J.** Granted **WVNE(TV)**.

#### New AM stations

##### APPLICATIONS

**Clinton, Mass.—Radio Clinton Inc.** Seeks 1530 kc, 1 kw. P.O. address: 90 South Street, Ware, Mass. 01082. Estimated construction cost \$47,792.20; first-year operating cost \$63,000; revenue \$75,000. Principal: Allan W. Roberts, sole owner. Mr. Roberts is 98% owner of WARE Ware, Mass., 33 1/3% owner of business school, 25% owner of WDEW Westfield, Mass. and 60% owner of Central Cablevision Corp., Ware, Mass. Ann. April 19.

**Laurens, S.C.—Joseph N. Arsi.** Seeks 1140 kc, 1 kw. P.O. address: 114 Sherwood Drive, Laurens 29360. Estimated construction cost \$36,610.49; first-year operating cost \$37,000, revenue \$41,000. Principals: Joseph N. Arsi, sole owner. Mr. Arsi is 50% owner of theater and chief engineer for WSJW Woodruff, S.C. Ann. April 18.

**Yakima, Wash.—Virgil W. Treadwell.** Seeks 1140 kc, 1 kw. P.O. address: 915 South 31st Avenue, Yakima 98902. Estimated construction cost \$24,559; first-year operating cost \$30,000, revenue \$65,000. Principals: Virgil W. Treadwell, sole owner. Mr. Treadwell has no other business interests indicated. Ann. April 18.

##### FINAL ACTIONS

**Peterborough, N. H.—B. R. Bartlett, Paul K. Stewart, Ralph D. Teunis Jr.** d/b as **Kontocook Broadcast Co.—Broadcast Bureau** granted 1050 kc, 1 kw-D. P.O. address: Box 12, Harrisville, N. H. 03450. Estimated construction cost \$25,275.82; first-year operating cost \$40,000; revenue \$45,000. Principals: Mr. Bartlett (52%) is chief engineer of **WRRL** New York. Mr. Stewart (24%) is sole owner and operator of mail order business. Dr. Teunis (24%) is optometrist. Action April 22.

**Sioux Falls, S. D.—John L. Breece.** Review board granted 1000 kc, 1 kw-D. P.O. address: 605 Sixth Street, Rapid City, S. D. Estimated construction cost \$42,769; first-year operating cost \$40,000; revenue \$50,000. Principal: Mr. Breece owns record and hi-fi equipment store. Board, in same action, granted petition by Breece to sever application from consolidated proceeding involving another Sioux Falls application and adopted portions of initial decision that recom-

mended the grant last January. Action April 18.

■ **FCC accepted amendment** by **WCYN Radio Inc.** to application for CP for new class A FM station at Cynthiana, Ky., to specify newly-assigned Ch. 272 (102.3 mc). Waiver of requirement of Sec. 73.207(a) of rules to permit short spacing by 0.97 mile was granted in same action. Action April 17.

■ **FCC dismissed request** by "What the Bible Says Inc." (WTBS) for reversal of Review board order denying request for deletion of suburban community issue from Rochester area standard broadcast proceeding. WTBS is one of three mutually exclusive applicants for new AM to operate on 1140 kc. WTBS proposes to locate station in Henrietta, N. Y. Other two applicants, Ox-how Broadcasting Corp. and John E. Weeks, propose locations in Geneseo and Warsaw respectively. Action April 17.

#### OTHER ACTIONS

■ **Review Board in Calhoun, Ga.** AM broadcast proceeding, Docs. 17695-98, denied petition for clarification of issues or for enlargement of issues filed on Jan. 23 by Gordon County Broadcasting Co. Action April 23.

■ **FCC set oral argument** in Ames, Iowa, AM proceeding for May 27.

■ **Review board in St. Louis, AM proceeding,** Docs. 17210 et al., denied appeal of examiner's memorandum opinion and order filed Feb. 12 by St. Louis Broadcasting Co. Action April 18.

■ **Review board in Wanchese, N. C., AM broadcast proceeding,** Docs. 17886-88, granted petition for extension of time filed on April 17 by Seaboard Broadcasting Co., and extended to April 22 time within which to file its opposition to appeal from examiner's ruling filed by Onslow County Broadcasters. Action April 19.

■ **Review board in Bowling Green, Ohio,** AM broadcast proceeding, Docs. 16290-91, denied petition to enlarge issues and to designate expedited procedures, filed on February 19 by WMGS Inc. Action April 24.

■ **Review board in Edna, Tex., AM broadcast proceeding,** Docs. 16572-73, denied letter request for extension of time, dated April 23 by Cosmopolitan Enterprises Inc., for failure to comply with rules. Action April 22.

#### ACTIONS ON MOTIONS

■ **Chief Hearing Examiner James D. Cunningham** on April 17 in Statesboro, Ga. (Farnell O'Quinn) AM proceeding, continued hearing conference scheduled for April 18 to date to be specified in subsequent order (Doc. 17722).

■ **Hearing Examiner Millard F. French** on April 16 in Donelson, Tenn. (Great Southern Broadcasting Co.) AM proceeding, granted request by Great Southern and extended to May 24 time to file proposed findings and to June 6 for reply findings (Doc. 17365).

#### Existing AM stations

##### FINAL ACTIONS

**KGEI Belmont, Calif.—Commission** granted application by Far East Broadcasting Co., to increase power of KGEI Belmont from 50 kw to 250 kw and to install new trans. Action April 17.

**WSCM Panama City Beach, Fla.—Broad-**

4-29-68

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## Broadcasting

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cast Bureau granted CP to change ant-trans. location to U.S. highway 98, 1.4 miles northeast of Panama City Beach. Action April 17.

WABD Fort Campbell, Ky.—Broadcast Bureau granted CP to increase ant. height; conditions. Action April 22.

KCJB Minot, N. Dakota.—Broadcast Bureau granted CP to change from 910 kc, 1 kw, DA-N, U, to 910 kc, 1 kw, 5 kw-LS, DA-2, U.; conditions. Action April 19.

FCC denied request of Communications Enterprises Inc., to conform call letters of its stations KFOR-FM at Ponca City and station KLTR at Blackwell, both Oklahoma, to use same basic call letter combination—KFOR—at both locations. Action April 24.

KBIX Muskogee, Okla.—Broadcast Bureau granted mod. of CP to change ant-trans. and studio location to 7 East Shawnee Avenue, Muskogee; conditions. Action April 22.

WEEZ Chester, Pa.—Broadcast Bureau granted to make changes in night MEOV. Action April 19.

KGFX Pierre, S. Dakota.—Broadcast Bureau granted CP to install new type trans. at main trans. location, to be operated on 1060 kc, 500 w, 1 kw-LS, DA-D for auxiliary purposes only. Action April 17.

WSKT Colonial Village, Tenn.—Broadcast Bureau granted CP to increase power from 250 w to 5 kw, change station location to Knoxville, makes changes in ant. system, install new type trans. Action April 19.

Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KXSL, Snow Low, Ariz. to June 30 and WKLN Potomac-Cabin John, Md. to Oct. 15. Action April 17.

FCC denied petition of WHN, New York asking reconsideration of fairness ruling on DuBois Clubs of America. Action April 17.

#### ACTIONS ON MOTIONS

Hearing Examiner Basil P. Cooper on April 17 in Nashville, Tenn. (Second Thursday Corp.) renewal of license of WWGM, scheduled further prehearing conference to be held May 3 (Doc. 17914).

Hearing Examiner Thomas H. Donahue on April 19 in Washington Court House, Chillicothe and Wellston, Ohio (The Court House Broadcasting Co. [WCHO] and the Family Broadcasting Co. [WKOV]) renewal of license proceeding, granted petition by the Broadcast Bureau and continued hearing from April 25 to May 20 (Docs. 17977-9).

Hearing Examiner Herbert Sharfman on April 16 in Milton, Fla. (Milton Broadcasting Co.) renewal of license for WEBY, scheduled further prehearing conference for May 6, instead of hearing previously scheduled for that date (Doc. 17613).

#### FINES

FCC notified KOLR Sterling, Colo. apparent liability for forfeiture of \$500 for willful or repeated violation of rules by failure to employ full-time first class operator or contract for one; to make entries in the operating log and to have maintenance logs available. Action April 17.

FCC ordered WMST Mount Sterling, Ky., KPRL Moscow, Idaho, WBTC Uhrichsville, Ohio, and WLXC La Crosse, Wis., to pay forfeitures in amount of \$200. Stations were cited for failure to make equipment performance measurements at yearly intervals, or failure to provide data concerning such measurements as required, or both, in violation of Sec. 73.47(a) and/or (b) of rules. Action April 17.

FCC ordered WHLP Centerville, Tenn. and WLBS Centerville, Miss. to pay forfeiture of \$200 and WABL Amite, La. \$100 for violation of Sec. 1.539(a) of rules by failing to file renewal applications on time. Action April 17.

FCC notified KAPA, Raymond, Wash. apparent liability for forfeiture of \$1,000 for willful or repeated violation of Sec. 73.96(b) of rules by operation of new facilities without program test authority from about March 5 until May 10, 1967 when program test authority was granted. Action April 17.

#### CALL LETTER APPLICATIONS

Andy Valley Broadcasting System Inc., Auburn, Me. Requests WPNO.

WMAX, Hill-Meadowcroft Inc., Grand Rapids, Mich. Requests WAFT.

George A. Carr, Reno. Requests KOBV.

#### CALL LETTER ACTIONS

Charles Kenneth Irby, Starkville, Miss. Granted WKOR.

Fred Briesacher Jr., Waynesville, Mo. Granted KFBD.

WAVY, Seaboard Broadcasting Inc., Portsmouth, Va. Granted WCWU.

WFOX, L & P Broadcasting Corp. Milwaukee. Granted WNOV.

WFPF, Northland Broadcasting Inc., Park Falls, Wis. Granted WNBI.

#### PRESUNRISE SERVICE AUTHORITY

FCC pursuant to Sec. 73.99 of commission rules until further notice, granted following standard broadcast stations pre-sunrise service authority for operation between 6:00 a.m. and sunrise times specified in basic instrument of authorization, with daytime ant. system and with power as shown: KBHC Nashville, Ark., 500 w and KDQN DeQueen, Ark., 500 w. Ann. April 24.

FCC granted temporary pre-sunrise operation pending final outcome of ABS, v. USA & FCC (case no. 31835, US Court of Appeals, second circuit): WCGA Gainesville, Georgia 5 kw. Action April 3. WAAX Gadsden, Ala., 5 kw and WRGA Rome, Ga., 5 kw. Actions April 9. WISE Asheville, N. C., 3.1 kw. Action April 19. And KFGO Fargo, N. D., 1 kw. Action April 22.

#### New FM stations

##### APPLICATIONS

Birmingham, Ala.—Basic Communications Inc. Seeks 99.5 mc, ch. 258c, 35 kw. Ant. height above average terrain 267 ft. P.O. address: 2101 Magnolia Avenue, Birmingham 35202. Estimated construction cost \$54,204; first-year operating cost \$22,250; revenue \$15,000. Principals: Eml and Helen Mogul, president and treasurer, respectively. Applicant is licensee of WYDE Birmingham. Ann. April 18.

Hot Springs, Ark.—Christian Broadcasting Co. Seeks 106.3 mc, ch. 292, 0.457 kw. Ant. height above average terrain 670 ft. P.O. address: Box 579, Hot Springs 71901. Estimated construction cost \$34,474.37; first-year operating cost \$13,000; revenue \$11,000. Principals: Forest Eddy, president. L. C. Eddy, vice president and Alene Eddy, secretary-treasurer. Applicant is licensee of KXOW Hot Springs. Ann. April 22.

San Fernando, Calif.—KIPP Co. Seeks 106.3 mc, ch. 292, 1 kw. Ant. height above average terrain minus 58.25 ft. P.O. address: 16802 Adlon Road, Encino, Calif. 91316. Estimated construction cost \$24,107.92; first-year operating cost \$42,000; revenue \$36,000. Principals: Kipp O. Pritzlaff (95%) and William E. Sullivan (5%). Mr. Pritzlaff is self-employed and marketing and management consultant. Mr. Sullivan is vice president of KBSA-TV Guastl, Calif. Ann. April 18.

Hutchinson, Kan.—Nation's Center Broadcasting Co. Seeks 99.1 mc, ch. 271, 28.3515 kw. Ant. height above average terrain 161.12 ft. P.O. address: 17th and Harding Streets, Hutchinson 67501. Estimated construction cost \$30,000; first-year operating cost \$20,400; revenue \$12,000. Principals: Fred L. Conger, president (47.49%), Bess Rickard (52.5%) et al. Applicant is licensee of KWVB Hutchinson. Ann. April 22.

Alexandria, La.—KDBS Inc. Seeks 100.3 mc, ch. 262, 10 kw. Ant. height above average terrain 129 ft. P.O. address: Box 188. Estimated construction cost \$30,520; first-year operating cost \$15,000 to \$20,000; revenue \$15,000 to \$20,000. Principals: John Anthony Lazarone, president and secretary and Irving Ward-Steinman, chairman of board and treasurer (each 48%) et al. Mr. and Mrs. Lazarone and Mrs. and Mrs. Ward-Steinman are each jointly 50% owners of KLLA Leesville, and KDBS Alexandria, both Louisiana. Mr. Ward-Steinman owns law firm and owns commercial property. Mr. Lazarone also owns commercial property. Ann. April 18.

##### FINAL ACTIONS

Upland, Calif., West Coast Communications Inc.—FCC denied West Coast Communications, Inc. request for waiver of mileage separation requirements of Sec. 73.207(a) of rules and acceptance of application for new class B FM station to operate on ch. 236 (95.1 mc), with ERP of 10 kw, and ant. height of minus 3,996 ft. Action April 17.

Manchester College, North Manchester, Ind.—Broadcast Bureau granted mod. of CP for noncommercial educational FM broadcast station to change type trans., type ant., ERP 3 kw, ant. height 80 ft. Action April 17.

Review Board in Portland, Ind. FM broadcast proceeding, Docs. 17915-17 held in abeyance further action on joint request for dismissal of application and approval for reimbursement of expenses, filed March 12, by Soundvision Broadcasting Inc. and The Graphic Printing Co., for 15 days from release of order, pending receipt of affidavits filed in compliance with requirements of Sec. 1.525(c) of commission's rules. Action April 24.

FCC denied request by Hendersonville Broadcasting Corp., Hendersonville, Tenn.

for waiver of mileage separation requirements of Sec. 73.207(a) of rules to permit acceptance of FM application. Action April 17.

#### ACTIONS ON MOTIONS

Hearing Examiner Basil P. Cooper on April 16 in San Clemente, Calif. (El Camino Broadcasting Corp. and South Coast Broadcasting Co.) FM proceeding, continued evidentiary hearing scheduled for April 29 to date to be specified at April 29 further prehearing conference (Docs. 17648-9).

Hearing Examiner Thomas H. Donahue on April 18 in Vidalia, Ga. (Radio Vidalia and Vidalia Broadcasting Co.) FM proceeding, granted motion by Vidalia Broadcasting Co. and continued prehearing conference from April 19 to April 29 (Docs. 18014-5).

Hearing Examiner Millard F. French on April 16 in Thomasville, Ga. (Triple C Broadcasting Corp. and Thomasville Broadcasting Co.) FM proceeding, granted motion by Triple C and extended to April 26 time to file proposed findings and to May 6 for reply findings (Docs. 17853-4).

Hearing Examiner David I. Kraushaar on April 16 in Miami (Miami Broadcasting Corp. and Mission East Co.) FM proceeding, on informal request by Mission East, and in light of fact that further hearings are to be held beginning May 1 on new issue added recently by review board, cancelled presently scheduled dates for filing proposed findings and reply briefs (April 26 and May 10, respectively). New dates will be established on record during closing session of further hearings (Docs. 17401, 17403).

Hearing Examiner Forest L. McClenning on April 18 in Waukegan and Des Plaines, both Illinois. (The News-Sun Broadcasting Co., Edward Walter Piszczek and Jerome K. Westerfield and Maine Township FM Inc.) FM proceeding, granted joint petition by The News-Sun and Maine Township and extended to May 6 time to file proposed findings and to May 20 for replies (Docs. 13292, 13940, 17242).

Hearing Examiner Elizabeth C. Smith on April 16 in Warner Robins and Hawkinsville, both Georgia. (WRBN Inc. and Tri-County Broadcasting Co.) FM proceeding, granted motion by Tri-County and severed application from proceedings (Doc. 17580) and retained in hearing WRBN Inc. application (Doc. 17579) pending action by commission on petition for partial reconsideration of commission's action in amending table of FM assignments. And in separate action, granted petition by Tri-County for leave to amend application to change requested FM channel from 269 to 280.

#### Existing FM stations

##### FINAL ACTIONS

KOGO-FM San Diego—Broadcast Bureau granted CP to install new type trans., circular polarized type ant., ERP 100 kw. Action April 19.

WDEL-FM Wilmington, Del. — Broadcast Bureau granted CP to change ant.-trans. location to 2727 Shipley Road, Wilmington, install new type trans., add vertical polarization, ERP 35 kw, ant. height 490 ft., condition. Action April 19.

WNWC(FM) Arlington Heights, Ill.—Broadcast Bureau granted mod. of license covering change in licensee name to WEXI Inc. Action April 11.

WYCA(FM) Hammond, Ind. — Broadcast Bureau granted mod. of CP to install circular polarized ant. Action April 22.

KXEL-FM Waterloo, Iowa—Broadcast Bureau granted CP to install new type trans., dual polarized type ant., make change in ant. system, change ERP to 100 kw, ant. height 570 ft. Action April 22.

KMFL-FM Marshall, Mo.—Broadcast Bureau granted mod. of CP to change type trans., install dual polarized type ant., make change in ant. system, change ERP to 56 kw, ant. height 380 ft. Action April 22.

KADI(FM) St. Louis—Broadcast Bureau granted CP to change ant. trans. and studio location to 2735 Bomparte Street, Brentwood, Mo., install new type ant., make change in ant. system, ERP 45 kw, ant. height 190 ft.; condition. Action April 17.

KJPW-FM Waynesville, Mo.—Broadcast Bureau granted mod. of CP to make changes in ant. system. Action April 19.

KDHL-FM Faribault, Minn.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Action April 17.

\*WLSN(FM) Delaware, Ohio—Broadcast Bureau granted CP to install new type trans. Action April 16.

WFOB-FM Fostoria, Ohio—Broadcast Bureau granted CP to install new type trans.,

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## SUMMARY OF BROADCASTING

Compiled by BROADCASTING, April 23, 1968

	ON AIR		TOTAL ON AIR	NOT ON AIR CP'S	TOTAL Authorized
	Licensed	CP's			
Commercial AM	4,176 <sup>1</sup>	10	4,186 <sup>1</sup>	89	4,275 <sup>1</sup>
Commercial FM	1782	41	1,823	245	2,068
Commercial TV-VHF	496 <sup>a</sup>	9	505 <sup>a</sup>	13	518 <sup>a</sup>
Commercial TV-UHF	118 <sup>a</sup>	31	148	158	307 <sup>a</sup>
Educational FM	326	11	337	37	374
Educational TV-VHF	68	6	74	2	76
Educational TV-UHF	55	25	80	29	109

## STATION BOXSCORE

Compiled by FCC, April 1, 1968

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,171 <sup>1</sup>	1,768	614 <sup>a</sup>	322	123
CP's on air (new stations)	14	45	40	14	30
Total on air	4,185 <sup>1</sup>	1,813	653	336	153
CP's not on air (new stations)	84	253	170	35	32
Total authorized stations	4,269 <sup>1</sup>	2,066	824 <sup>a</sup>	371	185
Licenses deleted	0	0	0	1	0
CP's deleted	0	3	3	1	0

<sup>1</sup> Includes two AM's operating with Special Temporary Authorization.

<sup>a</sup> Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

change ERP to 3 kw, ant. height 180 ft.; condition. Action April 22.  
WCRQ(FM) Providence, R. I.—Broadcast Bureau granted mod. of CP to change ERP to 40 kw. Action April 19.

KTAL-FM Texarkana, Tex.—Shreveport, La.—Broadcast Bureau granted mod. of CP to change transmission line. Action April 19.  
WDXU-FM Waupaca, Wis.—Broadcast Bureau granted CP to install new type trans., add vertical polarized type ant., remote control permitted; condition. Action April 22.

### RULEMAKING ACTION

■ Rulemaking announced Jan. 12 has been completed by commission with adoption of report and order assigning new channels on FM table of assignments to 12 communities. One operating station was switched, with its consent, to new channel, and in another community different channel was substituted for one on assignment table so that neighboring community could have its first FM assignment. New assignments are: Geneva, Ala., channel 228A; College, Alaska, ch. 284; Springdale, Ark., ch. 285A; Fort Valley, Ga., ch. 292A (ch. 294 was substituted for ch. 293 in Douglas, Ga., in order to make Fort Valley assignment. Douglas also is assigned ch. 256); Zeeland, Mich., ch. 285A; Baker, Mont., ch. 285A; Billings, Mont., ch. 283 (added to chs. 227 and 246, which were already assigned); Ellenville, N. Y., ch. 257A; Wallace, N. C., ch. 232A; Myrtle Beach, S. C., ch. 289A (added to ch. 221A, which was already assigned); Smithville, Tenn., ch. 289A (with ch. 280A substituted in McMinnville, Tenn., for ch. 289A, which was formerly assigned), and Refugio, Tex., ch. 224A. Action April 24.

### CALL LETTER APPLICATIONS

■ KMBY-FM, Johnston Broadcasting Co., Monterey, Calif. Requests KWAU(FM).  
■ WWQT(FM), Hall County Broadcasting Co., Gainesville, Ga. Requests WFOX(FM).  
■ WKIP-FM, Star Broadcasting Corp., Poughkeepsie, N. Y. Requests WSPK(FM).  
■ KLAB-FM, KLAB Broadcasting Co., Salt Lake City. Requests KWIC(FM).

### CALL LETTER ACTIONS

■ KSFR(FM), Metromedia Inc. San Francisco. Granted KSAU-FM.  
■ The Maupin Broadcasting Co., Blountstown, Fla. Granted WRTM(FM).  
■ Men's Residence Halls Association, Coral Gables, Fla. Granted WVUM(FM).  
■ WFLM(FM), Broward City Broadcasting Inc., Fort Lauderdale, Fla. Granted WIXX-FM.  
■ Gardens Broadcasting Co., West Palm Beach, Fla. Granted WEAT-FM.  
■ Fulton County Broadcasting Co., Canton, Ill. Granted WBYS-FM.  
■ KASI Iowa Inc., Ames, Iowa. Granted KASI-FM.  
■ Miss Lou Broadcasting Co., Baton

Rouge. Granted WYNK-FM.  
■ KOCW(FM), Turnpike Broadcasting Corp., Tulsa, Okla. Granted KMOD(FM).  
■ KFBD(FM), Fred Briesacher Jr., Waynesville, Mo. Granted KFBD-FM.

### RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for the following stations and co-responding auxiliaries on April 17: KDLR Devils Lake, N. D.; KGFX Pierre, S. D.; KKFM(FM) Colorado Springs; KTGO Tioga, N. D.; KWGN-TV Denver; KWNO Winona, Minn.; WCOG-FM Sparta, Wis.; WJMC-AM-FM Rice Lake, Wis., and WMVR Sidney, Ohio.

■ Broadcast Bureau granted renewal of licenses for following stations and co-responding auxiliaries: KMYR(FM) Denver and KODE Joplin, Mo. Action April 22.

### Translators

#### ACTIONS

K70CC Susanville and Herlong, both California—Broadcast Bureau granted license covering changes in UHF TV translator station. Action April 18.

W79AK West Haven, Conn.—Broadcast Bureau granted mod. of CP for UHF TV translator station to extend completion date to Oct. 18. Action April 18.

K13IH Wilson Creek Oil Camp, Colo.—Broadcast Bureau granted mod. of CP for VHF TV translator station to change type trans. Action April 18.

Porkie Mountains TV Co., White Pine, Mich.—Broadcast Bureau granted CP for new UHF TV translator station to serve White Pine, operating on ch. 70, by rebroadcasting WAED-TV, ch. 12, Rhineclander. Action April 22.

K06BC Forsyth, Mont.—Broadcast Bureau granted CP for VHF TV translator station to change frequency from ch. 16, 82-88 mc, to ch. 4, 66-72 mc, change type trans., make changes in ant. system, also change call letters to K04FF. Action April 19.

Gypsum Communications Co., Empire, Nev.—Broadcast Bureau granted CP for new VHF TV translator station to serve Empire, operating on ch. 10, by rebroadcasting KQRL-TV. Reno. Action April 22.

W08AW Delaware, Greene and Schoharie Counties, Gilboa, Fratsville and Roxbury, all New York—Broadcast Bureau granted mod. of CP for VHF TV translator station to extend completion date to Oct. 18. Action April 8.

Triangle Publications Inc., Reading, Pa.—Broadcast Bureau granted CP for new UHF TV translator station to serve Reading, operating on ch. 51, by rebroadcasting WLYH-TV Lancaster; condition. Action April 22.

Charlotte Telecasters Inc., Columbia, S. C.—Broadcast Bureau granted CP for new UHF TV translator station to serve Columbia, operating on ch. 57, by rebroadcasting WCTU-TV Charlotte. Action April 22.

Long Valley TV, Navajo, Utah—Broadcast Bureau granted CP's for new VHF TV translator station to serve Navajo Lake and surrounding homes, Utah, operating on ch. 3, by rebroadcasting KSL-TV Salt Lake City and operating on ch. 7, by rebroadcasting KUTV-TV, Salt Lake City. Actions April 22.

Rozet TV Club, Rozet, Wyo.—Broadcast Bureau granted CP for new VHF TV translator station to serve Rozet, and rural area north of Rozet, operating on ch. 13, by rebroadcasting KTWO-TV Casper. Action April 22.

■ Broadcast Bureau granted licenses covering changes in the following VHF TV translator stations: K11BD, Leadore Community TV Association, South of Leadore, Leadore Area and Lee Creek Area, Idaho and K10CO, Pioneer Television Association, Indian Springs, Nev. Action April 22.

■ Broadcast Bureau granted renewal of licenses for following UHF TV translator stations: K75AO Point Arena, K78AL Canby, and K83EM Merced, all California. Action April 17.

■ Broadcast Bureau granted renewal of licenses for the following VHF TV translator stations: K05DB and K11HI, both Covelo, Calif. and K07DN; K09DN; K11FE; and K13DO all Yosemite National Park, Calif.

■ FCC notified Capital Cities Broadcasting Corp., licensee of WTEN-TV, Vail Mills, N. Y., that within 60 days it may amend application filed Dec. 7, 1965 for CP for one-watt VHF TV translator on output ch. 7 to specify operation on UHF output channel, or dismiss it and file new application for UHF translator. Action April 17.

### CATV

#### FINAL ACTIONS

■ FCC granted Southwest Transmission Co. CP in domestic public point-to-point microwave radio service to provide service to CATV customer West Coast Cablevision Inc., North Fort Myers, Fla. Southwest requested microwave service to import distant signals of WFLA-TV and WLCY-TV, both Tampa, Fla. It will also transmit off-the-air signals of WINK-TV Fort Myers, \*WEDU-TV Tampa, and translator stations W70AM and W73AI, both Fort Myers, which rebroadcast programs of WKCT-TV and WLBW-TV, both Miami, Fla. Action April 17.

■ FCC authorized proposals to operate CATV systems in following communities within Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill. market: Marion, Murphysboro, Johnston City, West Frankfort, Cartersville and Carbonate, all Illinois and Benton, Ky. Commission waived hearing requirements of Sec. 74.1107 of the rules. Action April 17.

■ FCC waived hearing requirements of Sec. 74.1107 of rules to permit CATV systems in Millville, N. J., and in communities in Lehigh and Northampton counties, both Pennsylvania, to import distant signals. Waiver requests for 24 other CATV systems in Philadelphia market were set for hearing in commission order, implementing action announced on March 14. Action April 17.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Isadore A. Honig on April 19 in Amherst, Greenfield, Monson, Palmer and Ware, all Massachusetts. (Pioneer Valley Cablevision Inc.) CATV proceedings, granted request by Pioneer Valley and scheduled further prehearing conference for April 19 (Doc. 18034). By separate action, formalized by memoranda of rulings, grant of petition by Pioneer for acceptance of late filing of waiver of hearing and statement of respondent and further ordered that scheduled dates of April 18 and 24 for exchange of proposed written exhibits and notifications as to witnesses, respectively, are postponed indefinitely.

■ Office of opinions and review in Lower Belle, Malden, Dupont City, Rand and George's Creek, all West Virginia. (Asbury & James TV Cable Service) CATV proceeding, granted petition by Capital Cities Broadcasting Corp. for extension of time to April 12 to file responsive pleadings to petition to set aside, vacate and terminate proceedings (Doc. 17968). Action April 15.

■ Hearing Examiner Elizabeth C. Smith on April 19 in Clinton, Iowa (Clinton TV Cable Co.) CATV proceeding, granted motion by Rock Island Broadcasting Co. and continued prehearing conference from April 19 to May 3, and further ordered that evidentiary hearing scheduled for May 1 is continued to date to be fixed at May 3 prehearing conference (Doc. 18024).

(Continued on page 75)

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### Sales—(cont'd)

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Announcer, with sales experience or interested in learning. \$2.00 per hour for announcing plus commission arrangement. Carolina daytimer. Need dependable man interested in future opportunity. Write Box D-329, BROADCASTING.

Announcer, 1st phone, no maintenance, M.O.R., play by play helps. Raise your family on top salary. Central Illinois. Tape and resume to Box D-332, BROADCASTING.

Overworked New Hampshire station manager needs experienced announcer-salesman. Car furnished. Salary negotiable. Send resume, tape, etc. Box D-349, BROADCASTING.

Wanted—hip Negro personality for fulltime contemporary station in south. Must be R&B oriented and able to "talk that talk"—city is wide-open for the right man. Send tape, photo and resume to Box D-358, BROADCASTING.

Medium size Midwest market top 40 station needs a good, bright sounding jock with the ability to write and produce top notch commercials and station promos. Send tape, resume and samples of copy to: Box D-364, BROADCASTING.

Top pay offered for bright experienced announcer by established full-time kilowatt in pleasant, prosperous Illinois city. Professional staff, gracious living away from metropolitan pressure yet near big city. Best working conditions, sparkling up-beat programing, many fringe benefits. Brand new, modern building, exceptionally well equipped. Send tape resume and photo to Box D-369, BROADCASTING.

### Announcers—(Cont'd)

Announcer-salesman, manage branch studio operation for dominant station soon 10,000 watts. Box D-397, BROADCASTING.

\$10,000 year for top 40 dj. Contemporary station in top 10 market. Much more music format. Afternoon traffic time, must be good on production. Very promotion minded station. First class ticket helpful but not essential. Must have record of successful show. Immediate opening. Write Box D-408, BROADCASTING. Include complete resume and tape.

MOR Announcer, able to write copy, do production and work tight board. Peaceful spot to live, wonderful family community. Tape and resume required. KONG-AM-FM, Visalia, California.

Immediate opening. Experienced announcer-salesman. Opportunity, advancement, good account list. Manager, KPSSO, Fairfurlias, in sunny south Texas.

MOR announcer, first helpful. Mature, experienced with talent and desire to advance. Call Dale Wood, KWBB, Wichita, Kansas.

Top soul station in Houston needs soul jocks. Send tapes and resume to Dave Jordan, KYOK, 613 Preston, Houston, Texas.

All news—CBS, Baltimore, First phone. Call Mr. Smith, WAYE. 727-6249.

Opportunity under the sun! Magnificent Caribbean island! Expanding operation has immediate openings for three fully qualified announcers—strong news, special events—easy listening music format. Salary range \$7,500-10,000. Airmail tape, photo, resume, references to WBNB Radio, Box 1947, St. Thomas, Virgin Islands 00801. No amateurs please.

WCRO, Johnstown, Pennsylvania contemporary, has immediate opening for a bright, professional morning man. Must double on news shifts and production. Also midday or afternoon drive time jock. Contact Program Director.

Needed now—staff announcer with news gathering abilities. Small market daytimer. Call or send resume to Mike Ervin, WDUZ, Fredonia, New York.

Needs mature MOR play-by-play man—mid-day shift. Permanent—good location—good station. Tape and resume to G. M., WIRO, Ironton, Ohio.

DJ for substantial adult station, number one in market. Must have ability to grow with job. Pay dependent on experience. Excellent fringe benefits. Call or write Roy Hines, with resume and references. WKHM, Jackson, Michigan.

Resort area station serving the Hamptons looking for announcer/newsman. Great sound great area. Rush tape, resume and photo to WLNK, Box 815, Sag Harbor, L.I., N.Y. 11963.

We're looking for a good M.O.R.—dj. Our mid-morning man is moving up the ladder. We're offering good pay, security, and a doorway to a four station operation. Send tape and resume to Norman Lewis, Manager, WMMW Meriden, Conn.

WNOR—Norfolk, Virginia has two openings, one for a top-flight morning personality and the other for a newsman who combines the qualities of a strong airman with that of a good reporter. Contact Bob Bruton, Operations Manager, WNOR—252 W. Brambleton Ave., Norfolk, Va. 23510, or call (703) 622-7071.

## Help Wanted—Announcers

### Continued

New England daytimer looking for an experienced MOR announcer-newsman. Liberal Salary and fringe benefits. Rush tape and resume to Jerry Clark, P.D., WOKW, Box 401, Brockton, Mass., 02403.

Announcer for newspaper owned MOR AM-FM stations in Indiana's Lake region. Emphasis on commercial announcements, newscasts. FM 50,000 stereo. First phone necessary. Call 219-267-3111 or mail tape, resume, to WRSW, Warsaw, Indiana.

Immediate opening for first phone all night announcer-dj at leading central New York contemporary operation. Send tape and resume to: Bill Quinn, WTLB, Straus Broadcasting Group, Utica, New York.

Immediate openings for top-drawer program director and experienced announcer-salesman. Both better than average pay, with salary open, dependent on ability. ABC-MOR operation. Phone at your expense (703) 888-6666. Charles P. Blackley, licensee WTON, Staunton, Virginia.

Summer announcing replacement mid-June thru mid-September. Some experience in news gathering and writing. Compensation commensurate with experience. Resume and tape to Ralph Allinger, P.O. Box 950, Utica, N.Y. 13503.

### Technical

Chief engineer. Medium market AM/FM station. Northeast U.S. No air work. Ideal community. \$150/wk. Box D-23, BROADCASTING.

Chief engineer capable of pulling light air shift. Emphasis on engineering and maintenance. Starting salary excellent with regular increases. Send tape and other personal information. Box D-259, BROADCASTING.

Working partner: To assume duties as chief engineer and assistant manager. (33-50%). Good small market close to a metro area. Box D-279, BROADCASTING.

Electronics technician—experienced in audio measurements and calibration. Opportunity for resourceful, independent man. Washington, D. C. suburban location. Resume to Box D-287, BROADCASTING.

Come to the sunshine. Top group-owned facility in one of 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; is self-motivating. Box D-290, BROADCASTING.

Ground floor opportunity for stable family man. Chief—combo including four hour mid-day announcing. CBS 5kw directional in coastal Florida's finest place to live and raise kids. Plus all fringe benefits with young corporation. Box D-361, BROADCASTING.

Successful San Francisco bay area FM needs chief engineer-announcer. \$8000.00 per year. Must know microwave. Box D-390, BROADCASTING.

Immediate opening—first phone at AM/stereo FM/Muzak Operation. Good opportunity. All will be considered. Chief Engineer, KCRC, Enid, Oklahoma, 73701.

Somewhere there's a qualified engineer who wants an E. E. degree. KLWN, Lawrence, home of the University of Kansas needs a chief engineer. Let's get together. Write KLWN, Route 5, Lawrence, Kansas.

Engineer for fulltime AM and FM. Must hold first phone and have experience, be able to assume responsibility for all engineering operations at well-equipped station. Send resume to Timothy Ives, WJBC, Bloomington, Illinois 61701.

Chief engineer for WADK, Newport, Rhode Island. Will train right man. Modern equipment. AM only. Chance for advancement. Contact Arnold Lerner, WLLH, Lowell, Mass.

Immediate opening for First Class engineer; Send resume and salary requirements to WRLH-TV, West Lebanon, N. H. 03784.

Experienced chief engineer to care for our modern equipment and do a professional 20 hours MOR announcing weekly. Permanent position in Florida's most beautiful coastal community. \$150 weekly to start. WSTU/WMCF FM stereo. Stuart, Florida.

## Technical—(Cont'd)

Engineer for summer relief, must have first class radio-telephone license. Contact WTAC Radio, Grand Blanc, Michigan. Phone 694-4146, area code 313.

Chief Engineer for 5 kw directional AM station in western Montana. Requires good maintenance program, minimum air work. Salary open. Good working conditions and benefits. Call Shag Miller collect. 406-723-7429.

Engineer-teacher-writer wanted for position in education department of accredited, nationally known, electronics correspondence school. Must be strong in theoretical knowledge and writing ability. Degree required. Send letter of application (not a resume prepared by someone else) to Mr. Grantham, Grantham School of Electronics, 1505 N. Western Ave., Hollywood, California 90027.

### NEWS

Broadcast journalist . . . addition to top rated midwest radio news team. Experience as broadcast newsman and reporter necessary. Top pay for top man. Box D-280, BROADCASTING.

Midwest to 30 market—state capital wants aggressive news director to head up four man department. News oriented group ownership. Excellent salary and fringe benefits. Box D-367, BROADCASTING.

Suburban New York station needs newsman to round out its energetic news staff. Must be able to gather, write and broadcast. Heavy emphasis on local news. WLNA, Peekskill, N. Y.

### Production—Programming, Others

Successful country music station, top 50 market in midwest has great opportunity for experienced PD. Send all details; tape and picture immediately. Box D-257, BROADCASTING.

Classical announcer/producer. The Minnesota Fine Arts Network (KSJR-FM and KSJN-FM). Prefer man who can contribute ideas and enthusiasm to growing operation. Send tape. Address: KSJR/KSJN, Collegeville, Minnesota 56321.

Production chief-writer: Important position in leading Michigan station. Top salary for top man, good fringe benefits. Send background information, photo, sample copy, and if possible tape of radio spots you have produced to WFDF; Flint, Michigan.

Major market opportunity! Need creative radio man who can write, produce and record top-notch, listenable, persuasive commercials for one of America's finest radio operations, WPBC-AM-FM and FM stereo adult radio. Stable company with excellent reputation for quality and reliability. Same local ownership—management for over 18 years. Call or write Bill Stewart, President and General Manager WPBC. 6425 Nicollet Avenue, Minneapolis, Minnesota 55423. Phone 869-7503.

## Situations Wanted

### Management

Cost control isn't automatic. It takes systems, training, and follow-through. I've made it work. Like to talk if you have a problem. Box D-317, BROADCASTING.

Swede Olson avail play-by-play, all sports. Heavy sales/announcer. Metro south. Box D-325, BROADCASTING.

To multiple station owner—wanting strong station manager, to increase billing with highest personal sales, and direction. Excellent operational background. Relocate man of 20 years experience. Announcer thru station managership. Now major market sales. Box D-343, BROADCASTING.

Enthusiastic, loyal, ethical 15 year vet (12 as owner-operator seeking permanent general managership in small market. Sales, first phone, programming, good administration, stable, family. Box D-347, BROADCASTING.

Currently general sales manager, major west coast market. Desire management medium to large market. Top man with top record. Box D-357, BROADCASTING.

## Situations Wanted—Management

### Continued

I offer capability, experience, resourcefulness and energetic creativity along with patents, copyrights, awards and citations to prove the former. My goals: management and prosperity. May we talk? Box D-382, BROADCASTING.

Eight years in radio, B.S. in Communications, 1st ticket, SDX, want to manage small market station. Box D-387, BROADCASTING.

Seasoned broadcaster, intelligent, experienced in top 5, medium and small markets. Age 35, 12 years radio & TV. Can sell, can program, can manage. Know some engineering too. Sound too good to be true? Find out. Box D-402, BROADCASTING.

### Sales

California account executive, 31, top man present position, 11 year pro, seeks management-sales opportunity in California. Box D-319, BROADCASTING.

Salesman for N. Y. suburban station seeks sales position with rep. firm in New York. Box D-346, BROADCASTING.

Excellent salesman, mid-thirties, long on experience. Midwest or west. Box D-398, BROADCASTING.

### Announcers

Top forty program director with first phone. Box D-174, BROADCASTING.

Top forty personality jock, May graduate of number one college station, 4 years college experience. Currently doing daily MOR show in 2 million plus market, draft exempt, 3rd endorsed. Box D-186, BROADCASTING.

Top forty pro. Equally strong behind the board and in the production room. First class license; first class skills. Box D-187, BROADCASTING.

Beginner, wants small station experience. Recent graduate, 3rd endorsed. All phases plus news. Have real desire. Box D-208, BROADCASTING.

Give your small market top forty station big city professionalism. Top rated medium market jock wants to upgrade your station's image and sound as program director. Box D-212, BROADCASTING.

Top forty: Creative professional swinger will boost your ratings and revenue as program director. First phone . . . family . . . draft exempt. Box D-225, BROADCASTING.

Announcer-dj. Exp. college bkgd; knowledgeable sports. Bright swinging sound. To settle. Worked no. 1 station in 3 station area. Prefer sports or music. Box D-264, BROADCASTING. Phone 203-442-9949.

D.J., announcer, first phone, experienced. Prefer top 40 and northeast. Others considered. Box D-274, BROADCASTING.

Immediately available, NYC broadcast school grad. Seeking first position. Adult announcer. Pleasant sound MOR-DJ. 3rd endorsed. College, single, 28. Box D-305, BROADCASTING.

Fully experienced, mature announcer! Knowledgeable all phases of radio. First phone . . . seeking relocation w/vigorous, progressive-station . . . radio or TV. I offer: ability, capability, stability, and reliability—plus! Family man in 30's. Box D-311, BROADCASTING.

Short, sweet, and to the point: 8 years top 40, 3rd ticket. \$175. Box D-314, BROADCASTING.

Looking for progressive station not afraid to give newcomer an opportunity. Run a good tight board. Free 'n' easy style. Good commercial sound, authoritative newscasts. 3rd endorsed. Creative. Married, draft exempt. Willing to relocate. Box D-315, BROADCASTING.

Professional top 40-contemporary dj, 1st phone, 5 years, married, mature, creative, productive personality. Now metro, wants metro—major. Box D-316, BROADCASTING.

Experienced dj-announcer. Versatile MOR or r&r. Tight board, authoritative newscaster. 3rd endorsed. Prefer northeast. Married, no prima donna. Box D-330, BROADCASTING.

## Situations Wanted

### Announcers—(Cont'd)

First phone dj. Top forty. Florida medium, metro market only. Box D-333, BROADCASTING.

Good, mature, experienced, deep-voiced broadcasters hard to find? This 36 year old professional is available to major stations. Proven ratings, raconteur, fully competent MOR, news, talk, PD, ND, Manager, \$200. Box D-334, BROADCASTING.

Experience dj, 3rd copy, news, prod. 2 years college; family, will relocate. Box D-336, BROADCASTING.

Student, strong British accent, 3rd endorsed, seeks summer job June-July. Experience with "psychedelic" rock, classical, folk. Box D-338, BROADCASTING.

Announcer, all phases of radio broadcasting. Seeks evening traffic spot. Presently doing traffic reporting on major New York metropolitan station. Have first class ticket. Box D-341, BROADCASTING.

Mature, intelligent, 5 year personality, honors, college graduate. MOR. Box D-345, BROADCASTING.

Available now! 25, draft exempt, 7 months air time. Excellent reference. N. Y. broadcasting school graduate. Third phone. Prefer rock-east coast. Ability belies experience. Box D-351, BROADCASTING.

Attention Western U. S., Family man looking for permanent position with short air shift and remaining time for selling. 1st phone, no maintenance. Box D-368, BROADCASTING.

Would you believe that the morning man at a 5 kw powerhouse—number one in the market—who is creative, versatile, hard-working, dependable, honest, trustworthy, loyal (I could go on but this costs money), involved in programming and a family man might be available for your operation? Find out. Box D-368, BROADCASTING.

Att'n. top 40 or C&W. First phone, 25, married. One year experience top 40 and light maintenance. Available now. Box D-383, BROADCASTING.

1st phone announcer. Mature, dependable with refs. Prefer announcing. Would consider engineering if it included TV. However no experience but can learn very quickly. Box D-372, BROADCASTING.

\$175.00 buys you best in midwest. 17 years as rock, C&W and MOR anncr. Past four years as weatherman on the tube. Permanency only will be considered. Alma mater includes: WOWO, Ft. Wayne; WSPD, Toledo; WEBC, Duluth and WJIM, Lansing. 219-484-2845 or Box D-374, BROADCASTING.

Happy dj, experienced. Current, oldies, MOR. Mature, tight board. Authoritative news. Sports, play-by-play or news. 3rd endorsed. Box D-378, BROADCASTING.

Negro announcer, dj. Top school graduate. Unlimited potential, any format. Will relocate. Box D-379, BROADCASTING.

First phone, married, completed military service. Contemporary music or top 40 market. Now in top 50 market. Looking for secure and good paying job. Wants warm climate. Experienced. PD. Box D-385, BROADCASTING.

Experienced dj/announcer/all phases. Successful selling sound. Re-entering broadcast field. Presently manager of world's largest record house. Box D-386, BROADCASTING.

Announcer-dj, First phone. Wants top-40 major market, but all replies considered. Hard worker; excellent resume. Box D-391, BROADCASTING.

Announcer with major market experience wants to settle. Prefer NYC suburban area but all inquiries will be considered. Married. 3rd endorsed. Box D-396, BROADCASTING.

Good announcer, strong on news, commercial delivery, board, and sales. 18 years experience. 36. Reliable, permanent, good references. Box D-399, BROADCASTING.

Announcer/newscaster—currently #1 personality in 500M market. Young-adult oriented MOR. Solid news delivery. Mature family man, College grad. Proven audience loyalty. Seek to relocate. Avail July 1. Please include job description and salary range with requests for tape and resume. Box D-403, BROADCASTING.

## Announcers—(Cont'd)

Desire to relocate, college graduate, ex-high school history teacher. 26 years old, single, draft exempt, third class endorsed, full time news. MOR, play-by-play experience. Box D-405, BROADCASTING.

Quality music stations! Experience. First phone. No maintenance. 219-267-2533. Box D-409, BROADCASTING.

Experienced dj, for fast paced rocker, available immediately in the northeast. Call 518-945-1559.

First phone, tired of top 40. Want MOR. Six years experience. Medium metro market. Married, V.F.W. Bill. 612-724-9067.

MOR or contemporary air personality with first ticket. Over ten years experience, including P.D. Crack copy, production, promotions. Wood 608-269-6069.

Mature family man, currently morning personality on 5 kw MOR outlet, seeks greater challenge. Bob Rowley: 1008 So. 22nd St., LaCrosse, Wisconsin 54601.

Finish college soon. Seek position to work through graduation and/or permanently. Details available. Box 4146, San Rafael, California 94903.

Announcer dj, newscaster. Non floater, family man. Earnest Adams, 99-08 197th Street, Hollis, N.Y. 11423.

Professional, tight, fast, evening rock jock. Tom McMurray, 5018 N. 18th Street, #5. Phone (602) 277-6393.

Hot jock, rock or MOR! Over 5 years experience production, mike work including top 20 market. Licensed. Phone Bill, 608-269-6069.

Ambitious H.S. grad seeks summer employment and first radio job. For tape and resume contact, John Palmer, 746 W. Easter Ave. Littleton, Colorado 80120.

Young announcer, radio school graduate, third phone endorsed, news, copy, 6 months experience. Go anywhere. Bill Wycoff, telephone 1-515-462-3620, Winterset, Iowa 50273.

C/W jock seeks greener pastures with fewer weeds. Experienced, licensed. Scott, 608-269-6069.

### Technical

Hardworking chief engineer available. Construction, maintenance, proofs. AM and FM stereo. No junk or dishonest stations need reply. Family man. Will consider maintenance engineering. Box D-331, BROADCASTING.

Experienced broadcast technician available in the Miami area to assist you at the Republican convention. Box D-394, BROADCASTING.

Experienced chief desires a good position at high quality station. Box D-395, BROADCASTING.

Engineer, experienced as chief to 50KW, DA. Desires position with stable, progressive station. Now in Washington area. Box D-407, BROADCASTING.

### NEWS

Major award winning news director, reporter. Ten years radio news management, reporting, writing. Lives, breathes, eats news. Available for news directorship or major market reporter. Box D-295, BROADCASTING.

I believe in the vital, moving force of broadcast news. Am looking for a station that shares that view. Now top 20 market reporter. Former medium market news director. Available July. Box D-321, BROADCASTING.

Resourceful radio newsman, seven years experience. Desires challenging position west coast. Degree. For tape, resume and pic, writ Box D-376, BROADCASTING.

11 years experience, 2 years midwest state capital, 36 network film-tape stories in 1967, age 28, 3 1/2 years college. Box D-388, BROADCASTING.

### Production—Programing, Others

Former traffic manager of two major NYC radio stations left NY for air work. After two years of small town DJ rat race with little money and no future, I yearn to return to the big city in non-air capacity that offers chance to grow, and financial reward. Can do production, operations, traffic, etc. Willing to learn. Major markets only. Married. 3rd endorsed. Box D-310, BROADCASTING.

## Production—Programing, Others

### Continued

Associations—capable director. Degree, broadcast experience in management, sales, programming, motivation, public speaking, sales training. Desire to relieve elected officers of details of association. For resume write Box D-313, BROADCASTING.

Solid top 40, 2 yrs. director at nation's #1 contemporary station in #1 market. Now ready for program director in smaller market. Proven radio background. Family! Let's build your station! 518-CU 5-6285, Box D-320, BROADCASTING.

Attention California—13 years solid experience. Announcing, programming. Midwest AM, FM, TV, MOR, classics, jazz, talk. Stable family man, 36. Professional voice, instincts, attitude. Box D-359, BROADCASTING.

Production is my favorite work! I would like to do it full time. Any such openings available? Convincing delivery with production feel. 5 years experience; military completed. 29 years old. Box D-363, BROADCASTING.

Program director-jock-newsman, 8 years in broadcasting in all formats. Major market experience. Will consider any format or location. Frank Laseter, 301 Gordon Ave. Thomasville, Ga. 31792, area code 912-228-7911.

I'm a quick-clever mature top 40 personality, first phone, creative production and promotions, with sellability. Your market will know I'm there. Only top 40 powerhouses offering permanent positions need reply. Doni 317-966-3336.

P.D.—dj contemporary/personality M.O.R. Highly experienced crack copy, sharp production powerful promotions, profitable programming. First phone too. Les, 608-269-6069.

## TELEVISION—Help Wanted

### Announcers

Florida, full color NBC affiliate needs announcer for weather show, booth work and commercials. Send complete resume and video tape of weather show and commercial copy to: WPTV, 5 Cocoonut Row, Palm Beach, Florida.

### Technical

Expanding Pittsburgh facility needs an experienced chief engineer, with a directional operation. This is a once in a lifetime opportunity. Box D-298, BROADCASTING.

Engineer for diversified television operation including closed circuit, microwave, video and RF distribution. Supervision. Degree desired but not mandatory. First. Profit sharing and other fringes. 10 to 14 K. Box D-356, BROADCASTING.

Midwest major market TV newscaster. Write, edit, broadcast two shows a day. Send VTR, resume and salary requirements. Box D-392, BROADCASTING.

Have opening for good maintenance man particularly TK-27's, TK-43's, 1200's and associated equipment. An equal opportunity employer. Send resume to Mr. R. E. Peck, KEMO-TV, 2500 Marin Street, San Francisco, California 94124.

Openings—1st phone engineers experienced in maintenance, audio, videotape. Send resume, chief engineer, WGBH-TV, 125 Western Avenue, Boston.

First phone engineer for TV operations. Stations presently in expansion program. Many company benefits. Pay commensurate with abilities. Send complete resume or contact C. E., WICD-TV, 17 E. University Ave., Champaign, Illinois 61820.

Opportunity for technicians with first-class licenses at expanding station now all color and soon to construct complete new plant. Will consider at any level of experience from beginner to expert; starting pay based on experience. Good wages, many benefits, potential advancement in group operation. Contact Bob Klein, Chief Engineer, WKYT-TV, Lexington, Ky. Phone 606-254-2727.

Openings for technicians with 1st class phone license in old time UHF station. Permanent positions. Recent graduates or experienced men. Pat Finnegan, WLBC-TV, Muncie Indiana 47302.

**TELEVISION—Help Wanted****Technical—(Cont'd)**

Openings for TV technicians with 1st phone southern New England station. Write Chief Engineer, WNHG-AM-FM-TV, New Haven, Conn. 06510.

Maintenance technician to work on VTR's, film and live cameras. Installing color equipment. Experience desired. First class license required. Top ETV station. Send resume with salary requirements to Chief Engineer, WTTW Channel 11, 5400 North St. Louis Avenue, Chicago, Illinois 60625.

Television technicians for permanent positions with new UHF station. FCC first phone required. Send resume to Walt Bundy, C. E., Shenandoah Valley Educational Television Corporation, 2 South Main Street, Harrisonburg, Virginia. 22801, 703-434-9760.

Television engineer, first phone license with operating experience. Excellent working conditions. Immediate opening. South central Pennsylvania. Phone 717-533-9121.

**NEWS**

Top midwest CBS radio and television operation seeking solid, reliable news writer-reporter for immediate opening. Should have both education and some experience in radio television news. Salary \$4,500 a year to start. Box D-303, BROADCASTING.

News anchor man for top flight news department. VHF network affiliated Florida station. Right man will move into news director slot. Send audition tape and financial requirements if possible. Box D-352, BROADCASTING.

Expanding news operation in the nation's 34th market is seeking a competent TV journalist with authoritative on-camera delivery. The man we're looking for must have credentials as a news broadcaster and must be able to develop his own stories for newscasts and documentaries. Send resume to: News Director, Box D-361, BROADCASTING.

**Production—Programing, Others**

Producer-director. Major market full color ETV. Two positions opening: One is primarily ITV directing; the other producing and directing of complex programs of all types. Salary range—\$8000 to \$9300, depending on experience. No applicants without paid directing experience. Please send resume to Brooks Lefler, Prod. Mgr., WFTV-TV, 4548 Market St., Phila. Penn. Equal opportunity employer.

**TELEVISION—Situations Wanted****Management**

Producer-director with 15 years experience in top-ten market wishes to find employment in production management area. Present position does not allow for growth. Degree. Please write. Box D-362, BROADCASTING.

Former TV station manager with diversified television experience desires association with state university or junior college as television coordinator and/or instructor of television. Three years with major university and sixteen years TV management experience. Married, degrees, excellent references and available for summer or fall term. Box D-375, BROADCASTING.

Television station manager with twenty years successful TV station management in sales, programing, production and operations. For resume or interview, write: Box D-400, BROADCASTING.

**Sales**

T.V. sales manager available immediately. Profit oriented. In depth (10 yrs.) experience in local, regional and national sales, programing, promotion and merchandising. Will relocate in mid-west or east. Box D-353, BROADCASTING.

**Announcers**

Young aggressive radio/television announcer with strong background in news . . . programing . . . promotion . . . production and community relations. Box D-322, BROADCASTING.

**Technical**

Position desired in California, 1st phone experienced, studio, transmitter and microwave, light in maintenance. Box D-348, BROADCASTING.

**TELEVISION—Situations Wanted****NEWS**

News director equally accomplished anchoring a top-rated newscast, behind a desk efficiently running a hard hitting department, or behind a camera shooting award winning newscast. Successful track record includes coverage decade's top stories. Available for fall programing. Box D-265, BROADCASTING.

Naval weather officer, obligation ending, professional meteorologist, degree. Football—All American. Personable. Some acting, television experience. Seeking weathercaster position. Box D-289, BROADCASTING.

Mature, experienced, dignified radio newsman wants TV anchor and/or legman position. VTR if sincere. Box D-335, BROADCASTING.

News-caster: Award winning writer and photographer. College graduate, youthful. Box D-342, BROADCASTING.

Experienced TV newsman, network owned station, desires reporter-news director-or news-caster position in large market. Minimum \$12,500. Box D-344, BROADCASTING.

Resourceful TV-radio newsman seven years experience desires challenging position west coast. Degree. For tape, resume and pic, write Box D-377, BROADCASTING.

Sports director. 22 years radio, major college all sports. Nine years professional baseball. 13 years TV, programs, football films, play by play. Excellent references. Married. Conscientious. Experienced veteran offers knowledgeable, in-depth reporting and play-by-play. Bill Goodrich, 239-1321, Rt. 3, Greenville, S. C.

11 years broadcast experience. 6 yrs. TV news and public affairs director, national award winner. Seeks post where outdoor recreation and conservation are important programing. Film and air knowhow. John North, 4915 Southgate Ave., Lansing, Mich. 48910 517-393-5922.

**TELEVISION—Situations Wanted****Production—Programing, Others**

Eight years experience in studio production. Color slides, prints taken and processed. Box D-318, BROADCASTING.

Creative producer, sharp director. Self-starter. Experienced, degree. Box D-324, BROADCASTING.

Art director—scenic and graphics designer—artist-program developer. 15 years top network live TV and film production (color). New York-Hollywood. Settings—graphics—innovative program development—promotions—commercial presentations—for thorough outstanding TV look and programing. Box D-380, BROADCASTING.

For sale: writer/producer—experienced, creative, award-winner, documentary films and television. Will travel. Location and salary open. Box D-385, BROADCASTING.

Public relations rep with network wants full responsibility for pr department. NYC. Box-370, BROADCASTING.

Frustrated producer-director wishes to join commercial or ETV with heavy local production schedule. Ten years experience includes 5½ as producer-director of a variety of studio, remote and film programs and 2½ as producer-director with AFRS-NY. Present civil service position (salary \$9,979) utilizes few of the skills acquired over the years. Will consider less salary for opportunity to work for station that requires quality production and provides chance for advancement. Write or wire Box D-389, BROADCASTING.

TV program manager with impressive record. If you need someone to successfully analyse, coordinate, and implement a highly competitive, creative program department, contact: Box D-401, BROADCASTING.

Bottom rung artist seeks opportunity to gain more experience. Box D-404, BROADCASTING.

Young married man looking for lifetime job with good TV station as a switcher or camera man. Have had experience as a switcher, director, camera man, plus courses in TV & radio. Write Ken Simons, 207 Huron Ave. Bay City, Mich. 48706.

**Production—Programing, Others****Continued**

Mature young man with solid background in film and television production plus practical engineering experience desires challenging position with future in management. College graduate. First class license. Self-reliant, personable. Good organizer in many facets of overall studio operations. Available now. James Kraenzel, 817 South 4th, Bozeman, Montana 59715.

**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.

We need good used 1 kw FM transmitter, also 4 bay antenna tunable to 100.1 MC. Box D-294, BROADCASTING.

Going FM—want to buy used 3 KW transmitter and tower. KNEI, Waukon, Iowa, 319-568-3476.

Raytheon RA 5000 modulation transformer in good working condition. Urgently needed. Call or write, Manager, WTJH, P.O. Box 967, East Point, Georgia 30044, 344-2233.

**FOR SALE—Equipment**

Coaxial-cable—heliac, 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 415-632-3527.

Spotmaster, Scully, Crown, Amega, Audimax, Volumax, Langevin, Russco, QRK. Trade/finance/lease. Audiovox, Box 7067-65, Miami, Florida 33155.

Manufacturer's close out of FM transmitters and amplifiers—all power levels—available at reduced prices. Box D-102, BROADCASTING.

Video tape recorders slightly used helical scan all makes—contact "King" 201-687-8810, Box 278, Union, New Jersey 07083.

One General Electric 3 kw transmitter, with almost new GEL exciter. Needs repairs, but exciter in excellent condition. Best offer over \$500 takes it. One 300 ft. self-supporting tower with Collins six bay V and H antenna. Presently tuned 97.5. Antenna only 2 years old—excellent condition. Complete system will be dismantled on ground ready for shipment on April 30th. Price approx. \$10,000 for all. Can be bought separately. Contact Arthur A. Silver, Director of Engineering, WHWH, Princeton, New Jersey. 609-924-3600.

Transmitter, 250-watt excellent condition. Call Dean Richard Thompson, University of Cincinnati, collect at 513-475-4684.

Update your field truck cameras. For sale: RCA TK-31 field camera chains. Real buy. Box D-308, BROADCASTING. Or 516-676-5794.

General Electric type TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCASTING.

1 kw UHF television transmitter. Sacrifice. \$6,900. Box D-339, 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 7-8856, Box D-384, BROADCASTING.

FM transmitter, Gates 3 kw, late model, \$4,700.00. WE FM frequency and modulation monitor, \$450.00. Both for \$4,950.00. Box 609, Lebanon, Tennessee, 615-444-0305.

50 kw AM transmitter with 5 kw automatic cutback. Now in operation 24 hours per day. Available in July. Best offer over \$10,000.00. Box D-380, BROADCASTING.

Tower erection equipment—several late model winch trucks, gin poles and numerous other miscellaneous items. All in good condition. 919-758-1453, Greenville, N. C.

RCA, RT-17A cartridge playbacks with all 3 NAB tones, 2 only, \$200 each. C. E. KLOK P.O. Box 6177, San Jose, Calif. 95150.

For sale, used 3 1/8" rigid co-ax with flanges. Priced reasonably. Limited quantity. Contact Chief Engineer, Radio Station WDNC, Durham, N.C.



## MISCELLANEOUS

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Marioposa, Calif. 95338.

Mike plates, studio banners, magnetic car signs, auto tags, decals, celluloid buttons, etc. Write Business Builders, Box 164, Opelika, Alabama 36801.

Wanted records—western, gospel and easy listening. Also jingle, sales library. Box D-354, BROADCASTING.

College graduates and students. 35 TV stations having apprentice or management training programs. \$3.50 check or M.O. to R. E. Meisinger, Box D-340, BROADCASTING.

Easy listening, big band and jazz LP's for sale. Write: Carr, 10 Kenmore, Boston.

"365 Days of laughs"—daily radio gag service—may be available in your market. Sample a month! 3.00. Box 3736, Merchandise Mart Sta., Chicago 60654.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 28th St., Brooklyn, N. Y. 11299.

Original-freshly-written one liners for radio. Sample . . . Box 3124 . . . Diamond Heights P.O. San Francisco, California 94131.

Public service offered. We are producing high quality Spanish religious-cultural programs, 29- and 14-minute duration. They are not sectarian or money appealing. They contain good religious music and words of wisdom to needy people in a changing society. These programs are offered to radio stations free of charge, as a public service from us to the Spanish speaking population in the United States. We offer, as well, in the programs a free New Testament to those interested in reading the word of God. Address your correspondence to Spanish World Gospel Broadcasting, Inc., Box 335, Winona Lake, Indiana 46590.

## 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 Veterans 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, 1130 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, new-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

## INSTRUCTIONS—(Cont'd)

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for June 26-Sept. 25. For information, references and reservations write William E. Ogden Radio Operational Engineering School, 8075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

R.E.I. in beautiful Sarasota, Florida. Zing, Zap, Blap, you have a first class radio telephone license, a Florida vacation, and a better job in (5) weeks. Total tuition \$350.00. Free job placement. Rooms & apartments \$10-\$15 per week. Classes begin May 20, June 24, July 29. Call 955-6922 or write Radio Engineering Incorporated, 1338 Main St., Sarasota, Florida 33577.

"Boy, I say Boy, you not lisenig". They gotta R.E.I. school in Fredericksburg, Virginia. F.C.C. 1st Phone in (5) weeks. Tuition \$350.00. Rooms & apartments \$12-\$18 per week. Call Old Joe at 373-1441. Classes begin May 20, June 24, July 29—or write 809 Caroline Street, Fredericksburg, Virginia 22401.

Going to Kansas City, Kansas City here I come. They gotta R.E.I. school there and I'm gonna get me some—F.C.C. 1st Phone in (5) weeks. Tuition \$350.00. Rooms & apartments \$12-\$17 per week. Classes begin May 20, June 24, July 29. Call The Pope at WE-1-5444 or write R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109.

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st Class exams; New programed methods and earn while you learn job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combo-men, and Announcers.

## RADIO

### 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.

### Sales

### ATTENTION RADIO ACCOUNT EXECUTIVE

There is an opening at KEZY radio in Anaheim, Calif. 5 KW MOR, DN. Draw plus comm. insurance, car allowance. Man must have over 2 yrs. exp., be over 25 yrs. of age. Must submit billing charts from previous stations. Personal interview call D. P. Mitchell GM (714) 776-1190 or write:

KEZY  
Disneyland Hotel  
Anaheim, Calif.

## INSTRUCTIONS

### Continued

Guaranteed first phone, 4-6 weeks. Broadcast Engineering Academy, 3700 Lemay Ferry, St. Louis 63125. 314-892-1156.

First phone in six to twelve weeks through tape recorded lessons at home. Sixteen years FCC license teaching experience. Proven results. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90286.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class June 17. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1853 N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

Jobs, jobs, jobs, Weekly we receive calls from the top stations throughout the fifty States, Wash., Ore., Mich., Wis., Okla., Texas, La., Ala., Fla., Ky., Vir., N. J., Penn., Conn., Mass., and many more. These calls are for Don Martin trained personnel. To succeed in broadcasting you must be well trained and capable of competing for the better jobs in the industry. Only the Don Martin School of Radio & TV, with over 30 years experience in Vocational Education, can offer training in all practical aspects of broadcasting. If you desire to succeed as a broadcaster, call or write for our brochure, or stop in at the Don Martin School, 1853 N. Cherokee, Hollywood, Cal. 90028. HO 2-3281. Find out the reasons why our students are in demand!

## Help Wanted

### Production—Programing, Others

### OPERATIONS MANAGER TOP JOB FOR TOP MAN

Mature, stable, responsible individual with country music and production background to lead personnel and station. One of America's top rated country music stations in large market. Market climate great—one of America's largest resort areas. Salary commensurate with qualifications and ability. Send tape, air check and samples of production creativeness, along with complete resume.

Box D-258, Broadcasting.

## BROADCAST EQUIPMENT SALES ENGINEER

Rapid growth and expanding product lines require aggressive territory coverage by sales-minded individual with strong technical knowledge of broadcast equipment. Exclusive territories planned in the South and Northwest areas.

Sell top line of electronics equipment primarily to AM, FM and TV stations. Leading broadcast equipment company with top reputation in the field.

Salary plus commission—full fringe benefits and travel expenses paid.

If interested in investigating this excellent opportunity further, call collect or send resume to:

Robert T. Fluent  
217/222-8202

Gates Radio Company  
Quincy, Illinois 62301

An equal opportunity employer (M & F)

**Help Wanted**  
**Production—Prog. Others—(Cont'd)**

**PROGRAM DIRECTOR WANTED**  
Sales oriented owner-manager looking for top-notch programmer to take charge of program responsibility. Full time MOR format needs overhaul. Want sound to match new luxurious studios. Midwestern metro of 100,000. Salary commensurate with experience and results.  
Box D-286, Broadcasting.

**Situations Wanted**  
**Announcers**

**The Chris Borden School**  
of Radio has qualified personnel for Top 40, M.O.R., Negro or C&W, with first phone or third class with endorsement. Write or call:  
7 Adelaide Place S.F., Calif.  
415-982-9640

**Production—Programing, Others**

**PRODUCTION AND PUBLIC RELATIONS**  
This is the field I wish to enter. One year with large advertising firm handling various facets of Advertising, from Media buying to Outdoor Displays. Two years in radio as drive-time announcer, which also included on and off air promotional campaigns. Currently serving as Assistant Program Director for T.V. Station. College, 25 years of age, Military obligation complete. Stability and Growth potential prime interest. No rush. Resume and letters of recommendation upon request.  
Post Office Box 7121,  
Daytona Beach, Florida

**Situations Wanted—Announcers**  
**Continued**

**LOOKING FOR AN ANNOUNCER?**  
Then write Jerry Berman a letter.



**Jerry's Job Placement Director at Columbia School of Broadcasting—with 26 offices coast to coast the chances are that we have a graduate near you. Just tell Jerry what you want and he'll send you a resume, photograph and audition tape of just the one you're looking for. Air mail.**

**Columbia School of Broadcasting**  
4444 Geary Boulevard/San Francisco 94118  
(Not affiliated with CBS, Inc)

**TELEVISION—Help Wanted**  
**Production—Programing, Others**

**PRESENTATION WRITER/MEDIA ANALYST MAJOR TV STATION REPRESENTATIVE**  
Analyze, evaluate, interpret statistical data; prepare sales presentations based on this data.  
Should be familiar with ARB, NSI, SRDS, other sources.  
Must be able to write clear, forceful, literate English.  
Salary open, depending on experience and aptitude.  
Box D-288 Broadcasting.

**Future Program Director**  
Clear channel station with network affiliation seeks imaginative broadcaster to become next program director.  
Looking for creative person with confidence in responsible radio and in step with today. Should have contemporary production and promotion know-how, music and news experience, administrative ability.  
Unique opportunity to establish yourself with a distinguished station, preparing ultimately to succeed present outstanding program director.  
Excellent fringe benefits, unexcelled facilities, good market, friendly community. Send resume to  
Box D-327, Broadcasting.

**TELEVISION—Help Wanted**

**Television Staff Opportunities**  
**New Independent—Fall Start**  
Applications now being accepted for the following positions:  
**Administrative:** Comptroller, Promotion Manager, Production Manager, News Director, Traffic Manager  
**Programing:** Art Director, Film Director, Producer-Directors, Cameramen, Floor Directors, Film Editors, Production Assistants, Artists  
**Engineering:** Supervisors, Technicians  
**News:** Photographers  
New plant, fully color equipped. Chance to be part of a new and growing broadcast group. Submit letter and resume only to:  
*Placement Director, WUAB-TV*  
*United Artist Broadcasting*  
2108 Payne Avenue  
Cleveland, Ohio 44141  
*An Equal Opportunity Employer.*

**TELEVISION—Help Wanted**  
**Help Wanted**  
**Management**

**WTWO TV**  
**IN Terre Haute, Indiana**  
Looking for Operations Manager to replace man who accepted General Manager post with another station. Great training ground for man on way up. Send your qualifications, salary requirements and when available to Jack Gelder, WTWO-TV, P.O. Box 299, Terre Haute, Ind. 47808

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Your ad here . . .  
gives you an international audience  
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**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

**TELEVISION—Situations Wanted**  
**Management**

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At Large Midwestern University  
First Class License Required.**

We offer you a permanent position on a pleasant university campus in a friendly midwestern community. You will be responsible for broadcast radio, C.C.T.V., equipment maintenance and operation. Includes cameras, V.T.E., head end microwave and associated equipment. First class radio/telephone license required. Salary open.

Ball State University has a relaxed atmosphere you will appreciate. Find out what we can offer you. Send resume and salary requirements to Mr. William Freed, Personnel Officer.

BALL STATE UNIVERSITY  
Muncie, Indiana 47306

**FOR SALE—Equipment**

**FOR SALE HIGHEST  
CASH OFFER**

GE FM Transmitter BT1B-BF2A, 3 KW  
GE Transmitter Console BC3A  
GE Studio Console 4BC1A1  
RUST Remote Control RI-108-D  
RCA Remote Control BTR-11B, BTR20A  
RCA Two Speed Turntable 70C with 72C  
Cutting Lathe  
RCA AM Modulation Meter 66-D  
Presto 6N Two Speed turntable with Cutting Lathe and 1D Head, No Amplifiers  
Finch Rocket FM transmitting Antenna.  
Gain 2.5  
You pay shipping and crating.

Contact:  
Theodore Kalin, Chief Engineer  
Radio Station WSRB  
P.O. Box 286  
West Side Station  
Worcester, Massachusetts.

**CATV SYSTEM**

Application pending. Additional capital needed. Write,

Mr. J. Convery, P.O. Box 536, Oakland, California 94604. Telephone: 416-522-5544.

**MISCELLANEOUS**

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NEWS  
SOUNDS**

If Your Newscasts sound like your competition. . . You Need—"Twenty-Original-News-Sound-Effects". . . You get—News Intros . . . Story Dividers . . . Time Signals . . . Weather Intros . . . Background Sounds . . . and More! 20 recorded News Sounds in all! "Exclusive" to only one station per market! Send Only \$9.95 to Command Productions, Box 1591, Portland, Oregon 97207.

**Employment Service**

527 Madison Ave., New York, N.Y. 10022



**BROADCAST PERSONNEL AGENCY**  
Charles Barish Director

**Employment Service—(Cont'd)**

Does \$18,000.00  
additional net billing interest  
you? Nothing to buy. No come  
on. No investment.  
Box D-326, Broadcasting.

**BUSINESS OPPORTUNITY**

**FOR SALE**

Assets or stock. Motion picture distribution—production corp. Tax advantages.

Box D-350, Broadcasting.

**FOR SALE—Stations**

**Confidential Listings  
RADIO—TV—CATV  
N.E. — S.E. — S.W. — N.W.**

**G. BENNETT LARSON, INC.**  
R.C.A. Building, 6363 Sunset Blvd., Suite 701  
Hollywood, California 90028. 213/469-1171  
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Build your own!  
1000 open freqs. 48 states. Operate for \$1,000 mo., with revenue potential \$4,500 mo. You show FCC \$20,000. We do the work for reasonable fee.  
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Glendale, Calif. 91201 213-246-4874

Fla.	small	fulltime	\$100M	terms
Wyo.	small	fulltime	100M	nego
M.W.	medium	(80%)UHF	157M	terms
M.W.	regional	profitable	1.986MM	cash
West	major	daytime	350M	29%

**Ownership Changes**

**APPLICATIONS**

**KGUN-TV Tucson, Ariz.**—Seeks assignment of license from Gilmore Broadcasting Corp. of Arizona to May Broadcasting Co. for \$2,910,000. Principal of Gilmore Broadcasting: James S. Gilmore, sole owner. Mr. Gilmore is owner of WHBT(TV) Evansville, Ind., KODE-AM-TV Joplin, Mo. and WSV-AM-FM-TV Harrisonburg, Va. Principals of May Broadcasting Co.: Gertrude W. May, chairman (19.82%), Edward W. May, president (20.96%) and others. Gertrude May and Edward W. May each have interest in nursery, are sole owners of KMA Shenandoah, Iowa and KMTV(TV) Omaha and 48.8% owners of KFAB-AM-FM Omaha. Ann. April 18.

**KDRS Paragould, Ark.**—Seeks transfer of control from Maxine S. Rand, executrix of estate of G.T. Rand, deceased to Maxine S. Rand, individual (0.1% before, 50% after). Principals: Maxine S. Rand and T. M. Self (each 50%). Ann. April 18.

**KHOE Truckee, Calif.**—Seeks assignment of license from Eastern California Broadcasting Corp. to Trans-Sierra Broadcasters for \$25,000. Principals: Melvin J. Querio (52%), Herbert G. Crenshaw (26%) and Frank Livermore (22%). Mr. Querio is 12% owner of KLOC-AM-TV Ceres and Modesto, both California, respectively. Mr. Crenshaw is 2% owner of KLCO-AM-TV. Mr. Livermore has no other business interests indicated. Ann. April 18.

**KXRQ Sacramento, Calif.**—Seeks assign-

**FOR SALE—Stations**

**Continued**

**FLORIDA DAYTIMER**

Beautiful area near Orlando. One Kilowatt. Absentee owned. Realistically priced.

Write Box D-393, Broadcasting.

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265-3430

**Radio Station For Sale**

Central Utah. Good Music Station Home of world-renowned Brigham Young University, 20,000 student enrollment. Thriving Community, Provo, Utah. Center of Western Scenic and Recreation Area. \$15,000.00 will handle.

Call John E. Runyan. Area Code 801-359-3746 or write to 388 South Third East, Salt Lake City, Utah.

Wash.	small	daytime	\$ 75M	terms
S.C.	small	daytime	66M	terms
Fla.	metro	daytime	175M	terms
East	metro	ethnic	160M	50M
M.W.	major	profitable	682.5M	cash



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ment of CP from Dale W. Flewelling to KKRQ Inc. for \$60,000. Principals: Lawrence Gahagan, president-treasurer (87.5%) and John S. Sellmeyer, secretary (12.5%). Mr. Gahagan is president and 27.7% owner of KPGM(FM) Los Altos, Calif. Mr. Sellmeyer has no other business interests indicated. Ann. April 22.

WHMS Hialeah, Fla.—Seeks assignment of CP from Flamingo Broadcasting Co. to Flamingo Broadcasting Corp. No monetary consideration reported. Buyers will assume liabilities. Principals: Lloyd Eugene Bookout, president, Hervey P. Boone Jr., secretary-treasurer, Lloyd G. Price, vice president and Fred E. Exum Jr. (each 25%). Mr. Bookout is mechanic and sole owner of music store. Mr. Boone is electronic technician and sole owner of apartment complex. Mr. Price is also electronics technician and owner of apartment complex. Mr. Exum is commissioner (water) for city of Hialeah. Ann. April 19.

WAPE Jacksonville, Fla.—Seeks transfer of control from Frances U. Brennan, executrix of estate of William J. Brennan to Frances U. Brennan, individually. Mrs. Brennan will succeed to other following interests: WBAM Montgomery, Ala. (45%), WFLI Lookout Mountain, Tenn. (25%) and WSLA-TV Selma, Ala. (50%). No monetary consideration involved. Ann. April 22.

WWPB(FM) Miami—Seeks assignment of CP from Paul Brake to Latin Broadcasting Corp. for \$224,000 (net) and \$20,000 annually as salary for consulting. Principals: Leonard E. Walk, president (50%), James H. Rich, vice president and Bernard M. Friedman, secretary-treasurer (each 25%). Applicant is licensee of WILD Boston and WOAH Miami. Dynamic Broadcasting Inc. is sole owner in Latin Broadcasting Inc. and is licensee of WAMO-AM-FM Pittsburgh and WUFO Amherst, N. Y. Leonard E. Walk is president and 50% owner of Dynamic Broadcasting and is president, treasurer and 80% owner of KKAR Pomona, Calif., which has application pending for new FM at Upland, Calif. Ann. April 18.

KARE Atchison, Kan.—Seeks transfer of control from Paul H. and Alene Buening (50% before, none after) to KARE Inc. (49.66% before, 100% after). Principals of KARE Inc.: James M. Griffith, president-treasurer (99.34%) et al. Mr. Griffith has no other business interests indicated. Ann. April 22.

WJTO Bath, Me.—Seeks assignment of license from Winslow Turner Porter Sr. to Catherine Porter, executrix of estate of Winslow Turner Porter Sr. Principal: Catherine Porter, sole owner. Ann. April 22.

WMIN-AM-FM and WMIL-AM-FM St. Paul, Minn.—Seeks assignment of CP from Wright and Maltz Inc. to Malrite of Minnesota Inc. for purpose of incorporation. Principals: Milton Maltz and Robert Wright (each 50%). Ann. April 18.

KDNL-TV St. Louis—Seeks transfer of control from stockholders of Greater St. Louis Television Corp. (100% before, none after) to Thomas M. Evans (none before, 100% after). Principal: Thomas M. Evans (100%). Mr. Evans has 67% interest in manufacturing company, 83% interest in brokerage firm and 100% interest in investment firm. Mr. Evans has also applied to acquire 50% interest of WBAU-TV Buffalo, N. Y., WUHF Hartford, Conn. and WNTU-TV Norfolk, Va. Consideration: \$34,500. plus assumption of liabilities. Ann. April 18.

KULP El Campo, Tex.—Seeks transfer of control from Culp Krueger to Wharton County Broadcasting Co. (none before, 100% after). Principals: Fred V. Barbee Jr., president (40%), Charles C. Woodson Sr., secretary-treasurer (20%) and A. Richard Elam Jr. (40%). Mr. Barbee Jr. is 50% owner of Seminole Sentinel and KFTO Seminore, Tex. Mr. Woodson Sr. is 70% owner of Miami Newspapers Inc. 50% owner of Seminole Sentinel, 50% owner of KPFO and has numerous other business interests. Mr. Elam is former 77% owner of KPAR-TV Sweetwater, Tex. and owns transfer and storage company. Consideration: \$156,250.00. Ann. April 22.

WWYO Pineville, W. Va.—Seeks transfer of control from estate of W. T. Lively, estate of Frank Penn, W. D. Stone, Louis R. Tabit and Mrs. R. D. Bailey Sr. to Robert D. Bailey III (none before, 64% after). Principals: Robert D. Bailey III, president et al. Consideration: \$19,530. Ann. April 18.

#### ACTIONS

WAAX Gadsden, Ala.—Broadcast Bureau granted transfer of control from Rome Broadcasting Corp. to Charles Smithgall (38.4% before, 60% after). Principals: Michael H. McDougald, president, Martha M. Payne, vice president, Charles Smithgall, chairman of board. Consideration: \$13,500.

Action April 23.

KROP Brawley, Calif.—Broadcast Bureau granted transfer of control from Ron S. Strother and Thomas A. Kemp to Floyd Shelton, Jack R. Crosby, A. Boyd Kelley and Glenn A. Weber. Mr. Shelton is general manager of KDILK Del Rio, Tex. Mr. Kelley is majority owner of KDNT Stanford, Tex. Mr. Crosby has CP (as Trans-Tel Corp.) for new TV in Paterson, N. J. (ch. 41), 50% owner of KTEO San Angelo, Tex. and majority owner of KDILK Del Rio, Tex. Mr. Weber is general manager of KROP. Consideration approximately \$42,000 in out-of-pocket cash (over 2 yr. period), initial investment and cash into operation. Bureau also granted waiver of Sec. 1.597 of rules. Action April 17.

KOWN-AM-FM Escondido, Calif.—Broadcast Bureau granted transfer of control from Dean V. Kiner and Floyetta D. Kiner (50% before, none after) to Alan B. Skuba, Nancy Skuba, Stephen J. Skuba and Antonette N. Skuba (50% before, 100% after). Consideration: \$137,456.88. Action April 17.

KJEO(TV) Fresno, Calif.—FCC granted assignment of license from Shasta Teletesting Corp. to Retlaw Enterprises Inc. for \$3,654,000. Principals: Mrs. Walter E. Disney, chairman of board (20%), Sharon Disney Brown, vice president (40%), Diane Disney Miller, vice president (24%) et al. Retlaw Enterprises operates two amusement park attractions at Disneyland; has minority interests in certain motion pictures produced by Walt Disney Productions and is owner and licensor of rights to Walt Disney name. Action April 17.

KUDE-AM-FM Oceanside, Calif.—Broadcast Bureau granted transfer of control from Hope D. Petty to William B. Dolph. Principals: Hope D. Petty, president (46.7%) and William B. Dolph (48.7%). Consideration: \$1,500. Action April 23.

KDB-AM-FM Santa Barbara, Calif.—Seeks transfer of control from Lucie Menard, deceased (100% before, none after) to Len Menard (none before, 100% after). Principal: Len Menard (100%). Consideration: none. Ann. April 22.

WAEZ-FM Miami Beach—Broadcast Bureau granted assignment of license from Southern Broadcasting Inc. to WOCN Broadcasters for \$250,000. Principals: Edward Winton (25%), Myer Feldman (35%), David Ginsburg (15%) and Norma Fine (25%), all partners. Buyers own WOCN Miami, Fla. Action April 23.

WWSO Monticello, Fla.—Broadcast Bureau granted assignment of CP from William S. Donson to Jefferson Broadcasting Corp. for \$12,500. Principals: Millard V. Oakley, president (92.5%) and others. Action April 22.

WCQN-AM-FM Cornelia, Ga.—Broadcast Bureau granted transfer of control from H. L. Webster (49% before, none after) to John C. Foster (49% before, 98% after).

Principals: H. L. Webster, president (49%), John C. Foster (49%) et al. Consideration: \$65,000. Action April 23.

WCRW Chicago—Broadcast Bureau granted transfer of control from Josephine A. White to Edward W. Jacker. Principals: Mrs. White, president and treasurer, will hold 48.5% and Mr. Jacker, vice president and secretary, will hold 51.5%. Consideration \$72,000. Action April 23.

WFKO(FM) Kokomo, Ind.—Broadcast Bureau granted assignment of CP from Fidelity Broadcasting Inc. to BGS Broadcasting Co. for \$18,850 cash and promissory note for \$46,150. Principals of BGS Broadcasting Co.: James L. Gregg, president. Principals of Fidelity Broadcasting Inc.: J. P. Sweeney, president. Fidelity Broadcasting is licensee of WVTL(FM) Monticello, Ind., and holds CP for WFDT(FM) Columbia City, Ind. Action April 23.

KNDK Langdon, N. D.—Broadcast Bureau granted assignment of license from Arnold F. Petrich to KNDK Inc. for purpose of incorporation. No monetary consideration involved. Principals: Arnold F. Petrich (88%) et al. Mr. Petrich has no other business interests indicated. Action April 23.

WOKR(FM) Oxford, Ohio—Broadcast Bureau granted assignment of license from Mid American Broadcasting to BGS Broadcasting for \$32,000. Principals: James L. Gregg, president (40%) et al. Assignee is applicant for new FM at Rochester, Ind. Action April 22.

KZEL-FM Eugene, Ore.—Broadcast Bureau granted assignment of CP from K-ZEL Inc. to George L. and Emily K. Zellner for \$18,000. Principals: George L. and Emily K. Zellner (each 50%). Mr. and Mrs. Zellner also own KZEL Eugene. Assignment from corporation to Mr. and Mrs. Zellner was made to satisfy obligations from corporation to stockholders. Action April 23.

WDTM Selmer, Tenn.—Broadcast Bureau granted assignment of license from David B. Jordan to WDTM Inc. for purpose of incorporation. Principals: David B. Jordan, president (74%), et al. Mr. Jordan is treasurer and 25% owner of WNRG-AM-FM Grundy, Va. and 74% owner and president of WMTD Hinton, W. Va. Action April 23.

KRYS Corpus Christi, Tex.—Broadcast Bureau granted assignment of license from South Texas Broadcasting Inc. to Big C Broadcasting Corp. for \$500,000. Principals: Big C Broadcasting Corp. is 100% owned by Sigmor Distributing Service Inc., San Antonio, Tex. Principals of Sigmor Distributing Service, Inc. are Tom E. Turner, president and Mary E. Turner, vice president, (each 49.60%). Sigmor Distributing Service is chain of gasoline stations throughout Texas. Principals also have interest in KTON Belton, KBUC San Antonio and KBUC-FM Terrell Hills, all Texas. Action April 22.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through April 24. 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.

■ Fort Payne, Ala.—Bill Davenport and Bob Ham have been granted a franchise. Monthly fee is set at \$5. System will offer eight commercial channels plus two ETV's, weather and an FM.

■ Chiefland, Fla.—Micanopy Cable TV Co. (multiple CATV owner) has been granted an exclusive franchise. City will receive 3% of the firm's annual gross revenues.

■ Atlanta—Georgia Cablevision Corp. (multiple CATV owner) of Atlanta is due to begin operation of its eight-channel system on May 1. Service will include two ETV's and channels for stock market reports and time and weather. Installation and monthly rates for the system are \$10 and \$5.95, respectively.

■ Greenville, N.C.—Greenville Utilities Commission has been granted an exclusive franchise.

■ Salem, N. H.—Salem Cable TV Inc. (multiple CATV owner) has been granted a franchise. Previous applicants were Greater Lawrence Community Antenna Inc. and Nashua Community Antenna Co.

■ Seaside Heights, N.J.—Continental CATV Inc. (multiple CATV owner) of Hoboken, N.J., has applied for a franchise.

■ Middleburgh, N. Y.—Paul and Robert Reed of Stamford, Conn. (multiple CATV owners), have purchased the Electronic TV Cable Co. of Middleburgh. The 11-year-old company supplies five channels to approximately 300 homes.

■ North Chemung, N.Y.—Northside Television Co. has applied for a franchise.

■ Columbiana, Ohio—John L. Lipp has been granted a 10-year franchise. Village will receive 5% annual gross revenues. Maximum monthly fee has been set at \$5.

■ Jackson, Ohio—Tower Antennas Inc. (multiple CATV owner) of Coshocton, Ohio, and Jackson County Cable Services Inc. have each applied for a franchise.

■ E. Cocalico Township, Pa.—Denver and Ephrata Cable TV Inc. (multiple CATV owner) of Ephrata, Pa., has been granted a 10-year franchise. Township will receive 2% annual gross revenues.

■ Jermyn Borough, Pa.—David A. Adams of Carbondale, Pa., has been granted a non-exclusive franchise. Monthly fee will be \$6.

■ Hampton, Pa.—Washington Cable Co. has applied for a franchise.

■ Homer City, Pa.—Conemaugh Valley Cable TV Corp. and Reims Cable TV Corp. have applied for a franchise.

■ Modena, Pa.—Chester County Broadcasting Company (multiple CATV owner) Coatesville, Pa., has been granted a franchise. Borough will receive 5% of the firm's annual gross revenues.

ROME wasn't built in a day, but if Krin Holzhauser had been there, it might have been.

"A born crusader," Mrs. Holzhauser, the retiring president of American Women in Radio and Television, feels that if enough people get steamed up about something, anything can be done. And she practices what she preaches.

Her broadcasting career began officially in college where she was a coach for radio announcers. She then did some commercials, special assignments and finally full-time work at KWKH and KTBS, both Shreveport, La. She admits: "I fell in love with radio at the age of 19 and have had a running romance with the electronic media ever since."

This romance carried her to CBS Radio in 1936 where she worked in various on-the-air positions—doing commercials, "girl-on-the-street" interviews, and special assignments ranging from the last Confederate reunion to Mississippi floods and Alabama mine disasters.

Radio at the time, Krin Holzhauser recalls, was considered a glamorous and dangerous profession, hardly suitable for a Southern lady, so, because of family pressure, she retired from the broadcasting business after seven years, but only temporarily.

**Move into Advertising** ■ It was during the Christmas holidays in 1957 that Mrs. Holzhauser started building her Rome. It was then that she met a young man named Earl Littman who owned an advertising agency in Houston. A friend suggested that she help out Mr. Littman, who was without a secretary. Mrs. Holzhauser said she might and "next morning I strolled up the street, went in, introduced myself and offered to help. I explained it could only be for six days since I was going to the Rose Bowl on New Year's Day."

She worked for the six days and then stayed for 10 years.

Within 15 months after Mrs. Holzhauser joined Earl Littman, the firm merged with a larger agency and became Goodwin, Dannenbaum, Littman & Wingfield Inc. In less than two years, Mr. Littman became half owner and president and Mrs. Holzhauser his executive assistant. In three months she became a timebuyer, eventually director of air media, assistant vice president, and now vice president, director of air media and secretary of the board of directors.

Krin Holzhauser doesn't believe this all "just happened" and she feels that anyone who is "sharp, loyal and dedicated" can do the same thing. She also strongly believes in an inherent sense of timing which makes the difference between a leader and a follower.

This special quality is not limited to men, she emphasizes. Believing in woman power, Mrs. Holzhauser says there

## AWRT's lady for all seasons

is no difference between the sexes when it comes to success. Some women were born to be successes as were some men. This is a particularly sensitive subject for her: "I bleed because women on the whole do not present themselves well . . . absolutely seethe when they do not inform themselves sufficiently and do not use their increasing numbers to influence important world issues."

This emotionalism carries over to her feelings about broadcasting. She takes great pride in her industry, in the fact that "the American system of commercial broadcasting has been possibly the greatest single contributor

### WEEK'S PROFILE



Krin Crawford Holzhauser — president, American Women in Radio and Television; vice president, director of air media, secretary of board of directors, Goodwin, Dannenbaum, Littman & Wingfield Inc., Houston; b. Sept. 7, 1911, Lawhon, La.; BA, MA, Louisiana State University; announcer, KWKH and KTBS, both Shreveport, La., 1934-35; reporter, CBS Radio, 1936-43; performing monologist, University Guild Lyceum, 1943-46; directed, produced and acted in community theater, 1946-49; accountant for father's firm, 1949-53; instructor, drama department, Houston Conservatory of Music, 1953-57; with Goodwin, Dannenbaum, Littman & Wingfield since 1957; m. Leland Louis Holzhauser of New Orleans, March 3, 1943; stepson—Denis; radio-TV advisor, National Cystic Fibrosis Foundation; advisory board, American Heart Association, Radio of Free Asia, women's pavilion, HemisFair; member—Business and Professional Women, Achievement Rewards for College Students (ARCS), International Platform Society.

to our continuing healthy economy as well as informing, enlightening and entertaining our masses."

"During my lifetime I have worked in almost every phase of the media," and, she admits, "have never been bored with it at any time." She cites the ever-changing look and feel of the media as a "continuing mental challenge," and feels that there has been a resurgence in the quality and popularity of radio, reminiscent of its early days when she was a "star" with CBS Radio.

And she admits to "a grave sense of urgency" about the responsibilities broadcasters everywhere must assume "as they expand and develop into a powerful international force."

International is also a key word in Krin Holzhauser's life. She confides that "traveling is my continuing, compulsive, passionate interest . . . I love people and places."

**Search for Understanding** ■ Her excursions around the world have provided her with insight into the problems of the world and their possible solutions. It is here that Mrs. Holzhauser feels woman power can be most effective. She recalls that although there was much anti-American sentiment in many of the countries she visited, she was able to establish an excellent rapport with the women in every country. Starting with girl talk to establish the common denominators which females everywhere possess, they progressed to exchanges on their systems of broadcasting, to discussions of educational processes, the need for a world language and finally about their hopes and dreams for the future.

"They weren't very different," she points out. "Mostly it boiled down to 'peace so that our children can grow up, happy, healthy and able to develop to their fullest potential.'"

Mrs. Holzhauser says that women care deeply about peace and she hopes "I live to see them using their abilities, their spheres of influence, their increasing numbers as a catalyst for positive action toward the acquisition of a peaceful world."

And this is exactly what Krin Holzhauser plans to do with her future. She will soon return to her advertising business after being hostess to the AWRT convention that starts this Wednesday in Los Angeles.

After the convention she will travel as much as she can and try to find some time to cheer at a few football games, consult on a drama program for the mentally disturbed and maybe even write a book.

When Krin Holzhauser steps down as president of AWRT next week you can be sure that she won't rest on her laurels. There are too many Romes to build.

## Station relations

**T**HERE are unattractive features in ABC's request that the FCC prevent VHF affiliates from moving to other networks in two-VHF markets—a request that was reported exclusively in this publication April 22.

If the FCC were to yield to ABC's request, it would be intruding into network-affiliate affairs that are none of the commission's business. So far the matter rests only with the two commissioners to whom the ABC complaint was sent, Robert E. Lee and Kenneth Cox. It is probably too much to hope that both will respond by saying that they lack jurisdiction, but surely a majority of commissioners will take that position if the matter comes before them.

It is understandable that ABC would be upset by the loss of VHF outlets in three important markets. The company is only beginning to recover from the failure of its proposed merger with ITT. But that does not seem to justify its asking the government to give it special protection in affiliate relations.

As pointed out in last week's story, Mr. Cox was one of three commissioners who voted against the ABC-ITT merger. He took the view that the companies had failed to prove that ABC needed ITT to compete effectively with other networks. If the merger had gone through, Mr. Cox might not now have the problem of delivering the present ABC complaint to the official scrutiny of the commission.

## Writers' cramp

**F**OR the moment at least, FCC Commissioners Kenneth A. Cox and Nicholas Johnson have been frustrated in their oblique attempts to impose programing standards of their own on applicants for license renewals. The Oklahoma broadcasters who received Cox-Johnson questionnaires (BROADCASTING, April 15) have been advised by Senator A.S. Mike Monroney (D-Okla.) to defer answering until the Cox-Johnson purposes are made clearer.

The purposes seem clear enough to us. Whatever the Messrs. Cox and Johnson may say now, they obviously wrote the letters with the intention of drumming up information that they could then convert to their own use in (1) voting on the renewals for which the Oklahomans have applied and (2) persuading other commissioners that the Cox-Johnson type of questioning ought to be adopted as commission practice. On both purposes the commissioners are out of line. The commission, by official and binding vote, has adopted the license-renewal procedures now in use, and individual commissioners have no authority to modify those procedures.

In a way Senator Monroney is acting as an arbiter between the Oklahoma broadcasters and the two commissioners. This is both a useful and practical role, though it must be deplored that he had to assume it at all. There must be other mechanisms that can be used to restore discipline within a commission that regulates so vital and sensitive an enterprise as broadcasting.

## Big summer job

**L**AST week broadcasters, media representatives and civic leaders in the top-50 cities heard Vice President Humphrey and other public officials make a plea for cooperation in this summer's Youth Opportunity Program, which the Vice President heads. The goal is to keep the young people in slum areas off the streets when schools close in June and

to provide employment for possibly 800,000.

The message, brought to the 50 assemblages through the good offices of NBC via closed circuit, emphasized the urgent need for all media to promote not only jobs but recreational activities and summer school for ghetto youth. The influence of the broadcast media, particularly disk-jockeys and other personalities, upon young people, was underscored by the Vice President and the mayors of key cities.

Dan Seymour, a former broadcaster, president of J. Walter Thompson Co., is the volunteer national communications coordinator, working through some 50 advertising agencies and alongside the National Alliance of Businessmen, headed by Henry Ford II, which has the primary job placement responsibility, particularly among the hard-core unemployed.

A prime purpose of the program is to minimize possible urban troubles this summer by keeping inner-city youth occupied. It is a positive approach to a real problem and, as such, deserves the full cooperation of broadcasters.

## Putting the P in P&L

**T**HE following quotation is from an important agency executive commenting upon the return to television of advertisers who cut back budgets in 1967:

"They've now realized that maintaining their TV budgets is a prerequisite to maintaining a profit picture. Without TV, a lot of guys wouldn't have much of a profit at all."

This quotation was one of many that appeared in a BROADCASTING roundup April 22, reporting an upbeat in spot-television buying. Though the man who said it refuses to be identified (it is impolitic, for agency men to expose themselves to retaliation by print media), we can assure readers that he is among the more prominent practitioners in his field, with a client list that any agency would be proud of.

He has given television broadcasting the strongest selling point it can make—that the consistent and wise use of television advertising will reflect itself in the advertiser's earnings. Indeed what other reason can there be for anyone to use any kind of advertising?



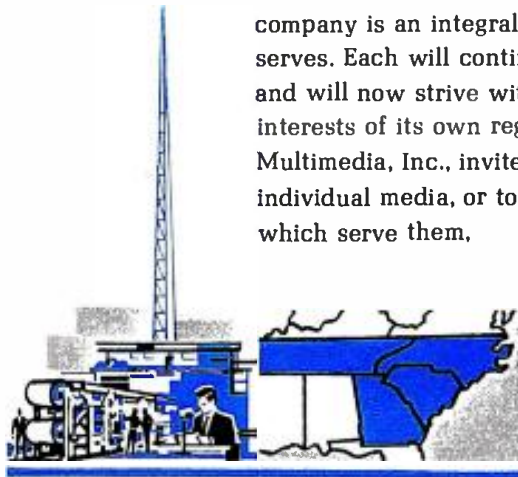
Drawn for BROADCASTING by Sid Hix  
 "Don't take it so hard, Harry . . . Those G.E. College Bowl kids make a lot of people feel stupid!"



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# How to get lost discovering America.

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