

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

New ASCAP contract could mean big savings for TV p.21  
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Debates out, convention set and 315 still a question p.28  
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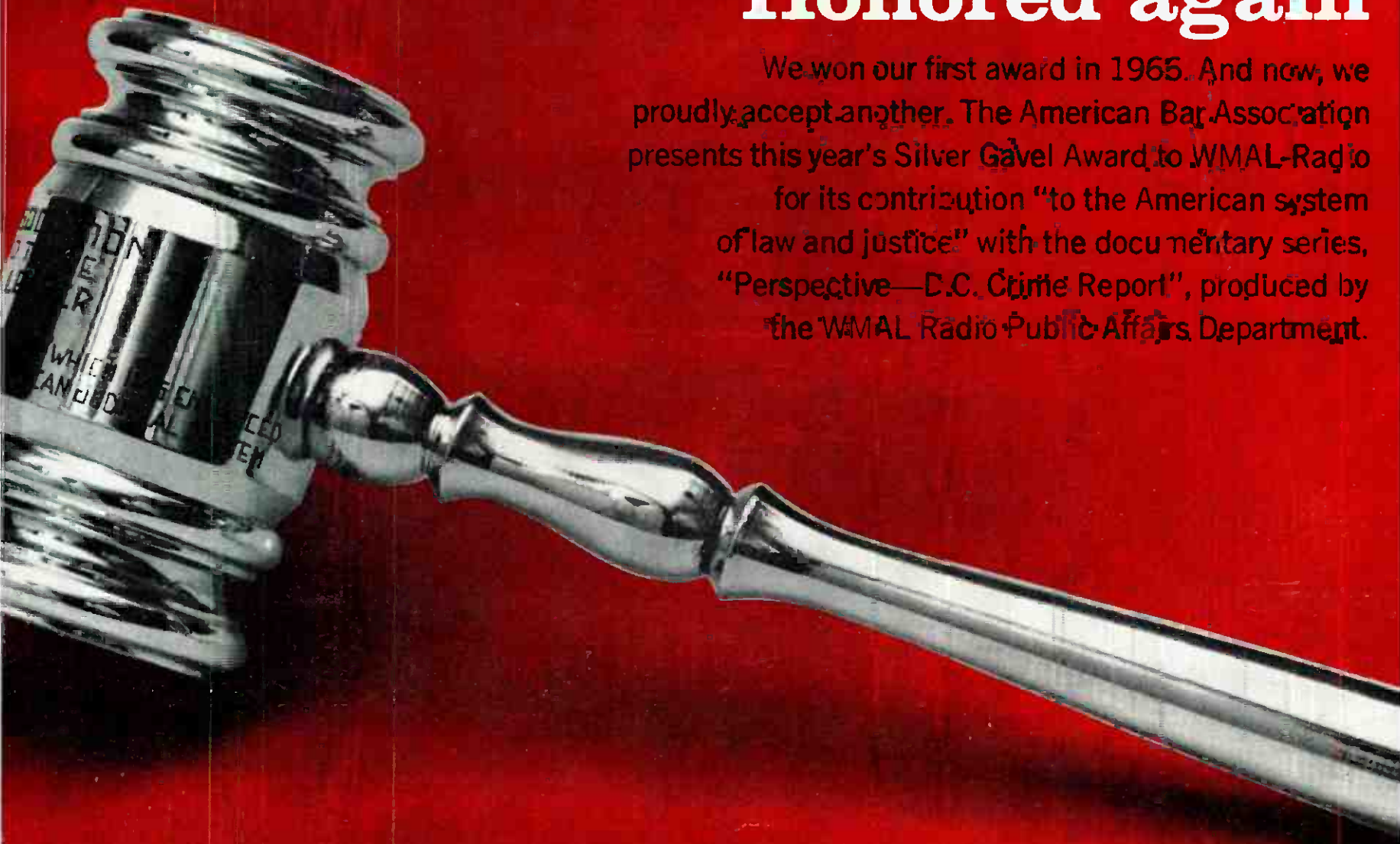
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## Honored again

We won our first award in 1965. And now, we proudly accept another. The American Bar Association presents this year's Silver Gavel Award to WMAL-Radio for its contribution "to the American system of law and justice" with the documentary series, "Perspective—D.C. Crime Report", produced by the WMAL Radio Public Affairs Department.



### wmal-radio

THE EVENING STAR BROADCASTING CO.  
**WASHINGTON, D.C.**  
National Representatives: McGraw-Hill-Guild-PGW Radio, Inc.



# Green Bay's Other Championship Team

For over fifteen years  
the **WBAY-TV FIRST Team**  
has led the way.  
They're still the best.

Weather/News/Sports			
6:00 - 6:30 PM Feb. - March '68 ARB*			
WBAY-TV	66,400 Homes	56 Share	93,200 Adults
STATION Y	25,700 Homes	22 Share	38,700 Adults
STATION Z	No Local Weather/News/Sports		
Weather/News/Sports			
10:00 - 10:30 PM Feb. - March '68 ARB*			
WBAY-TV	67,100 Homes	56 Share	96,200 Adults
STATION Y	42,800 Homes	36 Share	62,800 Adults
STATION Z	9,800 Homes	8 Share	13,800 Adults

\*Subject to limitations of survey

Put the **FIRST Team** to work for you



*The Resultstation*

 See your Blair Representative

# Oscar Gets An Award... That's News!

Oscar Garvin Berry is KTRK-TV's probing newsman, political pundit and civic gadfly. We're proud of Oscar's "Oscar." It could be called 'Best Performance By a Reporter in an Investigative Role.'

KTRK-TV News is performing too. Check the facts. More people are watching us than ever before. Our Late News (Mon-Fri, 10-10:30 PM) has enjoyed a 30% increase in homes delivered in the last year alone.\*

Oscar Garvin Berry is one part of the KTRK-TV news story. For the rest of it, ask your Blair man. Or ask Oscar's colleagues; they're shooting for an Emmy.

**KTRK-TV HOUSTON**  
CAPITAL CITIES BROADCASTING CORPORATION

NEWS MEDIA AWARD  
OF  
THE HOUSTON BAR ASSOCIATION  
1968 - 1969

TELEVISION STATION  
KTRK-TV, CHANNEL 13

THE TELEVISION STATION  
MAKING THE MOST  
CONSTRUCTIVE CONTRIBUTION  
TO THE SCIENCE OF JURISPRUDENCE  
AND ADVANCEMENT OF  
THE ADMINISTRATION OF JUSTICE  
IN THE GREATER HOUSTON AREA



\*Source: Houston ARB, Feb/March, 1967-1968

# AUTHORITATIVE REPORTING CHANNEL 4 NEWS 4 EDITIONS DAILY



The Dallas-Ft. Worth market — Growing . . . Thriving . . . Pulsating! An area with an increasing amount of important events creating a need for authoritative reporting. Channel 4's professional newsmen keep a constant vigil on the happenings with up-to-the-minute, reliable reporting — where it happens, when it happens.

Pole-to-pole, across the nation, around-the-corner, KRLD-TV news is first, fast, and factual.

Contact your H-R representative to place your next schedule in the happenings of the Dallas-Ft. Worth market.

**KRLD-TV**



represented nationally by



**The Dallas Times Herald Station**

*CLYDE W. REMBERT, President*

## Cold seat

More and more it looks to insiders as if vacancy on FCC may stay that way until new President takes office next January. It's reasoned that President Johnson has larger problems to grapple with (including unresolved dispute in Senate over confirmation of his Supreme Court appointees). Not only that, he may be disinclined to stir up new trouble with nomination to agency that regulates his family's broadcast interests. FCC seat has been open since Lee Loevinger left at end of his term last June 30.

## Test of taste

Showdown on personal-products advertising on TV could be closer than anybody thought. TV board of National Association of Broadcasters in June rejected TV code board's recommendation that ban on such advertising be lifted, remanding issue to code board for further study at next December's meeting (BROADCASTING, June 24). But Alberto-Culver, whose commercials for its FDS feminine deodorant spray were at least theoretically grounded by that decision, isn't waiting. Officials say they're lining up stations and that spray commercials—considered in excellent taste by many broadcasters and apparently also by code members—will shortly be running in 30 markets.

*Kicker in controversy, though, may be new Alberto-Culver product, FDS bath oil. Code authority says that, to be consistent with TV board's refusal to lift personal-products ban, it's held that TV advertising of bath-oil-product is also unacceptable. Alberto-Culver officials, however, say they not only haven't been informed of that rule but, indeed, are lining up spot-TV campaign and, in addition, have been told by all three TV networks that bath-oil commercials are acceptable. So they may run network campaign too. Kicker is that all three TV networks have representatives on code board.*

## Protection protested

Proposals of FCC Commissioners Kenneth A. Cox and Robert E. Lee for restraining network-affiliation practices in effort to strengthen ABC-TV's competitive position (BROADCASTING, May 6) are scheduled to come up for commission consideration this week—drenched in cold water thrown by

# CLOSED CIRCUIT\*

staff. In two-inch-thick report, staff says proposals, which would restrict ability of stations to switch affiliations away from ABC, are probably illegal and certainly counter to commission policy. (In outlawing option time years ago, commission made much of importance of stations' freedom in choosing own programing; in December 1966 majority opinion in ABC-ITT merger case, commission condemned forcing changes in affiliation of individual stations as means of equalizing competition among networks).

*Staff says reversal of policy would be justified only if strong showing were made that ABC is in serious economic difficulty; and ABC's economic position, staff says, is strong. There is also serious question, staff says, as to whether commission should take sides in economic competition among networks.*

## Round and round

Now that end of road is in sight in long negotiation toward new licenses for TV-station use of music of American Society of Composers, Authors and Publishers (see page 21), still other music-license issues loom. Pending settlement of ASCAP case, TV stations' licenses for Broadcast Music Inc. catalogue have been on extension, subject to 90-day cancellation notice, but even before talks start on those there's matter of BMI radio-station licenses. Current ones expire end of September. Preliminary talks are expected to start before then, but timing suggests they, too, will need temporary extension to give chance for full negotiations.

## No rough stuff

Issue of violence on television still burns hot in Hollywood this summer (BROADCASTING, Aug. 19). *Hawaii Five-O*, *The Outsider* and *Mannix*, all having violence as integral part of plot lines, are among those series having most trouble. Production people concede that if these shows had not been sold or already on air at time of Senator Kennedy's assassination, they would not have made network schedule.

*As another sign of antiviolence reaction, very few if any private-eye programs are being developed for*

*1969-70 season, and those westerns that are being offered stress their non-violent theme. At least one top programming executive of major film studio thinks nonviolent climate is going to lead to return of medical series to network TV and also resurgence of half-hour programs.*

## No incentive deals

NBC is understood to be revising affiliation agreements with stations in two-VHF markets as result of prod from FCC. Commission staff is said to have found that those contracts provide incentive payments for clearances of network programing; and commission prohibited CBS from incorporating such provisions in its affiliation contracts several years ago. NBC is said to have agreed to revise contracts in question. Staff has recommended that commission get progress report on those revisions.

*Staff is said to have uncovered questioned provisions in its study of proposals to afford ABC-TV protection against raids on its affiliates in two-VHF markets (see above). In related development, staff is recommending that commission revitalize 1962 rulemaking proposal to require public filing of network-affiliation contracts.*

## Paper transfers

In wake of thrashing it received on Capitol Hill in case involving transfer of Overmyer construction permits, FCC is moving toward rulemaking aimed at prohibiting trafficking or speculating in construction permits. Proposal, expected to be considered by commission soon, possibly this week, would codify existing policy and precedent by requiring hearing on CP transfer application that would net seller more than his out-of-pocket expenses in processing application and in construction.

*Proposal goes further, though, in attempting to deal with speculation-agreement in which seller retains minority interest that buyer has option to acquire at more than seller's out-of-pocket expenses. Such agreement would be set for hearing unless showing could be made that it conforms with letter and spirit of anti-trafficking policy.*

# DO YOUR AWARD-WINNING COLOR COMMERCIALS LOOK BAD ON TV?

Sponsors and advertising agencies spend large sums of money to employ the finest creative talents to make television color commercials that sell products. There is no compromise with the quality of the production's artistry. And the 35mm originals look great in the screening rooms. Why then allow these creative efforts

to be badly reproduced for television showings?

According to the April and June issues of the industry's technical magazine, *Broadcast Management/Engineers*... "the telecine quality (of color commercials) is deplorable." Experts acknowledge that a major cause for this condition is inferior prints. The best color commercial prints, they will tell you, are processed by the color reduction printing method which permits printing from the original 35mm optical negative. It is far superior to the contact printing method which requires two additional generations of film.

Until now, relatively few in the trade knew there was a choice. The industry's capacity for color reduction printing could not keep pace with the onslaught of color commercials, and the method was comparatively expensive. Even at this time many laboratories are not prepared to service the industry with anything other than contact printing. *Although we at Movielab have one of the largest contact printing capacities and can guarantee its quality, we also have the answer for those of you who demand the best that laboratory technology can provide—REDUCTION PRINTING.*

Movielab has gone to tremendous expense to perfect its own method for multi-optical reduction printing to improve the telecine quality of your color commercials. Our specially-designed reduction printing system permits us to make multiple 16mm prints at one time from the 35mm original negative, obtaining the utmost in reproductive quality. In addition, our exclusive liquid gate method enhances color definition, prolongs the life of the negative and even eliminates defects incurred in handling.

The advertiser who ultimately pays all the bills deserves the best and should not be obliged to accept the results of technology that is "second best." The cost differential for superior reduction printing is nominal: for example, only 60 cents more for a 30-second color commercial and little more than \$1.00 per print for a one-minute spot.

While the overall cost of television commercial production sky-rocketed an estimated 72 percent during the last five years, according to the American Association of Advertising Agencies, our prices for color commercials have decreased more than 35 percent in this same period because of progress in engineering, automation and increased efficiency. Our prices are competitive and we never sacrifice Movielab quality. Not only can we do the job better and faster, but we can now do it at reduced cost to you and without cutting back on our stringent quality controls.

Movielab knows what the television networks and stations need and the sponsors deserve, and that's the kind of color print quality, uniformity and consistency we provide to our customers.



SAUL JEFFEE  
PRESIDENT,  
MOVIELAB, INC.

# WEEK IN BRIEF

After six-and-a-half-years of negotiation and litigation, TV industry music committee and ASCAP have come to terms on royalties. Agreement calls for 10-year contract using 1964-1965 net revenues as base. See . . .

## TERMS WITH ASCAP . . . 21

Performers and artists sue WB-7A for selling hit film in package with other features for TV. Claim equal weight for all pictures in block for accounting purposes is unfair to better product. See . . .

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Cost of CBC operation hits peak, reaching \$185 million in fiscal year. Advertising and other income, however, brings net expenses down to \$145 million. Programing costs are up by 22%. See . . .

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## Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Published every Monday by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$10.00. Annual subscription including Yearbook \$20.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. BROADCASTING Yearbook, published every January, \$10.00 per copy.

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

# A dozen good reasons why WXTV is the amazingest success in TV history.

(Why advertisers bought \$946,260 before August 4 air date!)

## **1** You're not all the way into New York if you miss the Latin Quarter.

It's an "A" market in an "A" market. Population approaching 2,000,000 Spanish-speaking people. A market that grew an incredible 42% from 1960 to 1966, while New York City grew only 2.4%!

## **2** 40% more household per household.

That's a big bonus for TV advertisers. Families that are 40% larger. These families are the "heavy users" in almost all categories . . . more food and beverages, more clothes, more soaps, more toiletries. They spend 33% of their income (more total dollars) for food versus the National Average of 11%.

The Latin Quarter buys more than 25% of all the coffee, rice and beer sold in the New York market! That's what we mean by "heavy users".

## **3** The Latin Quarter is a brand-name market.

Private labels are a seldom thing in New York's 6,000 bodegas (grocery stores). Latins buy brand names. For several reasons. Often, they're in a strange land, and brands can be trusted. They're a proud people and brands are prestige. Most important, a Latin always wants and will pay for the best. And the brands they know best are the brands advertised in Spanish-language media.

## **4** Your Anglo TV strikes out in Latin Quarter homes.

Research shows that, in markets with quality all-Spanish stations like WXTV, Spanish TV is #1 in Spanish-speaking homes.

Why? Because Latins *prefer* good Spanish TV shows. The kind programmed on WXTV. They feel more at home with stars they know in shows they like in surroundings to which they can relate.

## **5** Top-5 ad agency's research shows advertising to Latins must be in Spanish to be "in".

Some Latins speak no English, some speak *some* English, most speak Spanish most of the time.

A Latin who tunes in to your English-language TV show is not necessarily tuned in to your English-language commercials. Staying with English takes an effort on his part. During the commercial he can relax, tune you out. And there's

a good chance he didn't tune you in, in the first place.

Says the ad agency's media report: "There seems to be universal agreement among specialists on the subject that advertising directed to the Latins must be in the Spanish language if it is to be effective."

## **6** The market makes the message.

You've got to get your market's message before you can get them to get yours. If you get the *message*, you've got the *market*. The *market* dictates sales strategy. The *market* dictates media.

Now ask yourself whose message created the commercial you *run* in the New York market? To which New York market are you selling? The make believe New York of 20 years ago or today's New York with its Latin Quarter approaching 2,000,000?

## **7** The Latin Quarter is your short cut into New York.

Big New York isn't so tough to crack, if you take it a piece at a time. The Latin Quarter gives you great geographic concentration (so you can zero-in your sales force and your message), media concentration (Latins prefer Spanish-language TV), growing income (over \$5,600). It's the ideal market-by-market way to break into New York.

## **8** No buck-shooting all over the dial!

Buck-shooting and buck shooting are common time-buying pitfalls. Not so on WXTV.

Here you know exactly what part of your market is getting your message. You know who they are, what they are, what they like, how they live, what they buy. Consequently, you know it takes less spots to get the number of per listener impressions you want. No more guessing. On WXTV you *know* you've got them covered.

## **9** Costos Por Millar are competitive!

You pay no CPM premium on WXTV. To the contrary, you get more viewers per set. More women per set (double the national average). More family per viewer. Add to this the heavier product usage. And you can see why WXTV gives your media dollar premium value at no premium in cost.

## **10** We translate your TV into Spanish.

It's a complete service. We can re-write, re-dub or even re-shoot your current commercials for you. We can help you pre-think them or re-think them, too.

## **11** Come see!

If you don't know yet that the Latin Quarter is a different world, come take a tour. Check the store shelves. See Red Cross Salt humbling Diamond, Sterling and Morton's. See Bustelo and Caribe Coffee drive the Anglo favorites off the shelves. See giants like General Foods lagging in distribution. Visit the 3 powerful Puerto Rican banks, now with 9 New York branches, grabbing business from the giants. Pick up the two Spanish dailies and two monthly magazines. Tune in the 3 Spanish radio stations and two TV stations. Or visit some of the 200 booming Latin night spots. Sense the tempo. Hear the Spanish. Read the Spanish signs. Read the future.

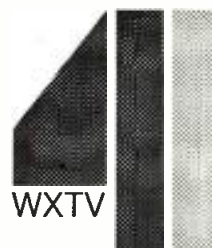
## **12** WXTV is big-station TV.

All-new and Spanish, WXTV brings the big name stars in the big name shows to the New York market. A wealth of top talent, programming and management. WXTV is staffed by some of the most experienced and knowledgeable people in Spanish-language broadcasting. They think Spanish, speak Spanish, know the Spanish market. Add color and over 2 million watts. That's power! The most powerful TV in metro New York.

Now you know why smart advertisers have signed close to \$1,000,000 in 52-week contracts, even before WXTV went on the air.

Represented nationally by:  
**SPANISH INTERNATIONAL NETWORK**

You're not in Metro New York,  
if you're not on



population approaching 2,000,000



## Czechs try to keep transmitters active

Czech free broadcasters operating clandestine transmitters continued Friday (Aug. 23) to keep communications open to outside world as well as to own citizens as Russians closed last telephone, telegraph and telex links from Prague, Czechoslovak capital.

Monitors in neighboring Austria reported 10 free Czech radio stations still operating, although several others had been located by invaders and put off air. One, Radio Brno, resumed transmitting with new crew and emergency transmitter after Russians seized main station and staff.

Only pro-Russian station, Radio Moldava, was reported operating safely out of reach of Czech partisans over border in East Germany. Czech amateurs were reportedly attempting to jam pro-Russian signals.

British Post Office, handling last circuits from Prague after Vienna reported final telex transmission: "Russians are at the door," said its contacts were lost shortly thereafter.

## Radio-TV main sources of Czech takeover news

Almost two-thirds of Americans aware of Russian occupation of Czechoslovakia last week got first word of event via electronic media, Sindlinger & Co. survey indicates. Of sample representing those Americans 18 years or older, 88.9% said they'd either read or heard about invasion in two days following event; 65.6% of informed group said

### Columbia seeks SG stock

Columbia Pictures Corp. is discussing possibility of acquiring 566,720-share minority interest (14%) in its TV subsidiary, Screen Gems Inc., it was announced Friday (Aug. 23). Columbia now owns 6% of Screen Gems. SG shares closed at \$29.75 on American Stock Exchange Thursday (Aug. 22). Based on this price, value of 14% would be about \$16.9 million.

radio-TV brought first word.

Breakdown, in "Sindlinger Daily Concensus Report #392" for Friday (Aug. 23), shows 41.9% representing, projected 47.7 million persons first heard news on radio; 23.7% (27.0 million) first saw on TV; 22.1% (25.2 million) first saw in newspaper, and 12.2% (13.9 million) first heard from friend or neighbor.

Better than 10% that survey indicated had not heard nor read about crisis during first two days was not regarded as surprising by research firm; usually, it's noted, percentage of those not aware of major current events is even higher.

## Mobile news units banned from streets

Democratic convention coverage problems darkened considerably late Friday.

Chicago city police began ordering off public streets all news mobile units and told them to park in private lots if they wished to film or tape hotel news events. At Sheraton-Blackstone hotel fixed position TV cameras on sidewalk also were told to move by police even though Secret Service had approved.

Local telephone strike in Chicago already had effectively stopped live hotel pickups and new development seriously curtailed alternate coverage methods. CBS quoted Mayor Richard Daley as saying hotel coverage problems were none of his concern.

CBS News president Richard S. Salant said late Friday: "The action of the Chicago police was a totally unwarranted restriction of free and rapid access to information. This is one more shocking barrier in the way of an open convention, open in the sense that the public, the people of America, have every right to see and hear what is newsworthy as close in time to the event as possible."

## 'L'il Abner' moving to TV

Warner Bros.-Seven Arts Ltd. is developing half-hour prime-time TV series, *L'il Abner*, for 1969-70 network season, it was announced Friday (Aug. 23) by Donald E. Klauber, executive vice president in charge of worldwide TV activities for W7. Television rights to famed comic strip were obtained from cartoonist-creator Al Capp. Series will be animated with some live-action.

## Greaves appointment settles NET dispute

Dispute between National Educational Television and staff members of monthly program *Black Journal* over editorial control (see page 36) was settled Friday (Aug. 23), according to NET.

NET has appointed independent producer William Greaves as executive producer of *Black Journal*, with Lou Potter advanced to executive editor and Alvin Perlmutter, previous producer, retained as consultant.

Mr. Greaves, Negro, has been narrator on program, and produced "Still a Brother: Inside the Negro Middle Class" for *NET Journal* last spring. NET said he was asked to take job some time ago, but his schedule was full until now.

## Film editors, WMAQ-TV reach new settlement

Chicago TV film editors local of International Alliance of Theatrical Stage Employees Friday (Aug. 23) claimed precedent victory in settlement of strike against NBC-owned WMAQ-TV there. Winning new three-year contract retroactive to last fall which includes boosts of up to \$75 weekly in certain categories, and putting Chicago scale

### ABC saves best for last

ABC-TV, more often in third position in prime-time ratings averages, landed in first in last Friday's (Aug. 23) 30-market Nielsen for week ended Aug. 18. Since it was ordinary week when all networks were deep in reruns, question was raised of why sudden flip-flop.

Theory inside ABC is that it held back its bigger repeat movie attractions until late summer (so that bigger audiences would see its new-season promos), while NBC and CBS scheduled their stronger movies' second showings at start of rerun season to carry along ratings momentum. Nielsen's for week: ABC 13.8, CBS 12.6 and NBC 11.6.

# WEEK'S HEADLINERS



Mr. Tynan

**William J. Tynan** named VP, central region, Metro TV Sales, Metro media-owned representation firm. Mr. Tynan, whose headquarters will be in Chicago, succeeds **William Carpenter**, who was named VP and

general sales manager of Metromedia's WNEW-TV New York. Mr. Tynan resigned from Peters, Griffin, Woodward after 19 years with firm (BROADCASTING, Aug. 19).

**Myron C. McDonald**, board chairman and chief executive officer, Jack Tinker & Partners Inc., New York, joins LaRoche, McCaffrey and McCall, New York, on or before Nov. 1 as executive

VP. Mr. McDonald was one of four founding partners of Tinker in 1960. His career at Interpublic Group of Co.'s, to which Tinker belongs, began in 1945 when he joined McCann-Erickson.

**Dr. William M. Webster**, staff VP, materials and device research, appointed staff VP, RCA Laboratories, with responsibility for all of research activities of laboratories. Dr. Webster joined RCA Laboratories in 1946. **Wendell C. Morrison**, staff VP, product engineering, named staff VP, corporate engineering services, RCA, and **Arthur N. Curtiss**, staff VP, administration, RCA Laboratories, appointed staff VP, administration, research and engineering, RCA.

**Martin Baum**, senior executive VP of Creative Management Associates, Beverly Hills, Calif., named chief executive officer of over-all theatrical motion pic-

ture production for ABC Inc. It's expected that Mr. Baum, whose appointment becomes effective Sept. 23, will be elected president of ABC's motion picture production subsidiary operations. Two existing ABC motion picture companies, Palomar Pictures International Inc. and Selmur Pictures Corp., will report directly to him. Prior to recent merger of CMA with General Artists Corp., Mr. Baum was president of motion picture division of GAC. He once was partner in independent theatrical agency, Baum-Newborn Agency, New York.

**Thomas W. Moore**, ABC group VP in charge of ABC Broadcast Departments, resigned after 12 years with network (see page 48).

**David C. Adams**, senior executive VP, NBC, New York, takes leave of absence (see page 46).

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

ahead of New York.

Basic \$216-weekly worker would get immediate \$55 weekly boost and ultimately would earn \$291 in certain jobs, union claimed. CBS-owned WBBM-TV Chicago editors recently settled for \$281 top. New York scale presently is \$228 and contract there expires next February. WMAQ-TV Friday confirmed settlement but said it was not able to disclose money terms.

## Movielab sales down for first six months

Movielab Inc., New York, fell behind in first six months of year in both net sales and net income due principally, Saul Jaffee, president, said, to equipment delays, engineering problems and "continued sluggishness" in TV commercial production.

For six months ended June 30:

	1968	1967
Earned per share	\$0.16	\$0.47
Net sales	5,058,606	6,047,081
Net income before taxes	437,458	1,208,777
Net income after taxes	218,743*	655,407
Shares outstanding	1,407,001	1,389,625**

\*Reflects 10% federal surcharge tax on earnings for entire period.

\*\*Adjusted for subsequent stock split and stock dividend.

## Agency merger closer

Rumrill-Hoyt and Geyer, Oswald directors announced Friday (Aug. 23) agreement in principle to merge two

agencies. Subject to stockholders approval, merger would be effective Jan. 1, 1969. Merger negotiations were confirmed in July (BROADCASTING, July 15). Directors projected worldwide billings of approximately \$80 million, with broadcast estimated at \$18-20 million.

## Ringer, Schildhause on CATV seminar agenda

Featured speakers at legal seminar on CATV, to be held in Washington Sept. 10-11, will be Barbara Ringer, assistant registrar of copyrights, and Sol Schildhause, chief of FCC's CATV Task Force, it was announced Friday (Aug. 23) by National Cable Television Association, sponsor of event.

Meeting, to be held at Hotel America in capital city, will be conducted by

NCTA general counsel Bruce Lovett and assistant general counsel Gary Christensen. Topics to be discussed: FCC regulation, copyright litigation and legislation, state regulation, local franchising, communications law, trade unions, telephone companies and Section 214 of Communications Act.

Registration for seminar is \$50.

## Shoot-'em-up without shots

Recent pressure for nonviolence in television programming has spurred creation of "nonviolent adult western." to be produced by Paramount Television for 1969-70 season. Executive Vice President Doug Cramer acquired property from Bob Kane, and has signed two writers to develop series. Program features "tombstone sheriff who has own code of nonviolence during particularly violent era." and is titled *The Silent Gun*.

## World news is profitable to Comsat

Czechoslovakian crisis, Pope's visit to Bogota, Colombia, and Democratic National Convention have brought small bonanza to Communication Satellite Corp.

Comsat reported Friday (Aug. 23) that more than 40 hours of telecasts have been scheduled over its satellites between Aug 21, when

Soviet Union invaded Czechoslovakia, and Aug. 30, which is end of Democratic National Convention in Chicago.

Comsat said that TV service includes 16 news reports, totaling five hours and 35 minutes, as of Aug. 22, on Prague crisis using its two Atlantic satellites.



# Tool Shed?

An unusual description for a multi-million dollar building? Not really. Even though it is the best equipped broadcasting facility in the Pacific Northwest. For inside are the tools of our trade. All new. All superior. Including four high band video tape recorders, four color studio cameras, two color film chains, and all of the specialized electronic equipment available to television and radio today. Everything. And each is merely a tool.

Excellence in broadcasting demands more than machinery. It requires people. People with skill, imagination, creativity, and dedication. The kind we have at KIRO. In fact that's the reason this new facility was built. To provide a talented staff with the finest tools available. Tools that enable them to further increase the quality and efficiency of the service offered our audience and our advertisers. We call it Broadcast House. Come on over.

CBS FOR THE GREAT NORTHWEST

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TELEVISION & RADIO  
Broadcast House, Seattle, Wash.

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DOMINANT COVERAGE OF  
343,800 CONSUMERS  
IN AMERICA'S 10TH  
LARGEST MARKET**



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YOU NEED

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**ALWAYS**

**KATZ**

only full-time Negro Radio  
in the Central Middle West

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

**KATZ**

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

Represented Nationally by  
BERNARD HOWARD & CO., INC.

## DATEBOOK

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

■Indicates first or revised listing.

### AUGUST

Aug. 27—Annual stockholders' meeting, Rollins Inc., Atlanta, to elect board of directors and to act on proposed amendment to articles of incorporation.

Aug. 30-Sept. 1 — 1968 International Radio-TV-Press Exhibition, sponsored by International Broadcasters Society. Hotel Het Hof Van Holland, Hilversum, The Netherlands. For information: The Secretariat, International Broadcasters Society, Zwaluwlaan 78, Bassum (NH) The Netherlands.

### SEPTEMBER

Sept. 8-13—Acoustics and Noise Control Seminar sponsored by The Pennsylvania State University College of Engineering, University Park, Pa. Information: Howard F. Kingsbury, 101 Engineering A, University Park, 16802. (814) 865-7551.

Sept. 9—Deadline for comments on FCC's proposed rulemaking that would require broadcast licensees to show nondiscrimination in their employment practices.

Sept. 9—Deadline for filing comments on FCC's proposed rulemaking that would amend present rules on requirements for identification of broadcast stations.

Sept. 9-11—Electronics and Aerospace Systems Convention (EASCON), sponsored by Group on Aerospace and Electronic Systems, Institute of Electrical and Electronics Engineers. Sheraton-Park hotel, Washington.

Sept. 9-13—International Broadcasting Convention, sponsored by Electronic Engineering Association; Institute of Electrical and Electronics Engineers; Institution of Electronic and Radio Engineers; Royal Television Society, and Society of Motion Picture and Television Engineers. Registration forms: International Broadcasting Convention, 1968, Savoy Place, Victoria Embankment, London, W. C. 2.

Sept. 10—Meeting of Minnesota Broadcast Technical Society. Minnesota Mining Center, St. Paul.

■Sept. 12-14—Meeting of Louisiana Association of Broadcasters. Speakers: Abe J. Voron, president, National Association FM Broadcasters; Douglas Anello, NAB general counsel; Robert Alter, executive VP, Radio Advertising Bureau; and W. Theodore Pierson, Washington attorney. Down Towner Motor Inn, New Orleans.

■Sept. 12-14—Tenth district American Advertising Federation annual convention. Speakers: Peter W. Allport, president, Association of National Advertisers; H. D. Neuwirth, president, Metro Radio Sales; and Howard Bell, president, AAF. El Tropicano hotel, Austin, Tex.

Sept. 12-14—Meeting of Louisiana Association of Broadcasters. Down Towner Motor Inn, New Orleans.

Sept. 13-15—Meeting of the Maine Association of Broadcasters. Speakers include Douglas Anello, National Association of Broadcasters general counsel. Sebasco Estates, Bath.

Sept. 15-17—International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators (IATSE) of U.S. and Canada, convention, Kansas City, Mo.

Sept. 15-17 — Meeting of the Nebraska Broadcasters Association. Cornhusker hotel, Lincoln.

Sept. 15-17—Annual meeting Nevada Broadcasters Association. Speaker: NAB counsel Douglas Anello. Sahara Tahoe hotel, Lake Tahoe.

### RAB MANAGEMENT CONFERENCE

Sept. 12-13—Atlanta Hilton, Atlanta.

Sept. 16-17—White Plains hotel, White Plains, N. Y.

Sept. 19-20—Carrousel Inn, Cincinnati.

Sept. 30-Oct. 1—Chicago Marriott, Chicago.

Oct. 14-15—Dallas Marriott, Dallas.

Oct. 10-11—Burlingame Hyatt House, San Francisco.

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

■Sept. 16-17—Fall convention of eastern and southeastern chapters, National Religious Broadcasters. Speaker: Robert E. Lee, FCC Commissioner. Marriott twin bridges motel, Washington.

Sept. 17—Annual advertising conference sponsored by Premium Advertising Association of America. Navy Pier, Chicago.

Sept. 17-19—Eighth annual conference of the Institute of Broadcasting Financial Management. Doral Country Club and hotel, Miami.

Sept. 18—FCC newsmaker luncheon sponsored by International Radio and Television Society. Speaker: Rosel Hyde, FCC chairman, Waldorf-Astoria hotel, New York.

■Sept. 18-20—Meeting of Tennessee Association of Broadcasters. Speaker: Elmer Lower, VP, ABC News. Ramada Inn, Nashville.

■Sept. 19—Public relations luncheon-symposium sponsored by Wagner International Photos. James C. Hagerty, ABC VP, corporate relations, is moderator. Panel includes Tom Dunn of CBS News, John Nebel of WNBC New York, Harrison Salisbury, assistant managing editor of the New York Times, Robert Shanks, producer of Merv Griffin Show and Barbara Walters of NBC-TV's Today Show. Waldorf-Astoria, New York.

Sept. 19-21—Fall broadcast symposium of Institute of Electrical and Electronics Engineers. Mayflower hotel, Washington.

■Sept. 20—Deadline for comments on FCC's proposed rulemaking that would permit stations licensed in the community antenna relay service to transmit program material originated by CATV systems.

Sept. 20-22 — Southwest area conference. American Women in Radio and Television. Menger hotel, San Antonio, Tex.

Sept. 20-22—East Central area conference. American Women in Radio and Television. Christopher Inn, Columbus, Ohio.

Sept. 23 — Deadline for filing comments on FCC's proposed rulemaking that would provide simplified procedures for class IV AM power increases, and promote for those stations stricter compliance with minimum separation rules.

Sept. 24—Deadline for filing reply comments on FCC's proposed rulemaking that would amend present rules on requirements for identification of broadcast stations.

Sept. 24-25—"Production '69: A Shirtsleeve Workshop in Television Techniques" workshop in video-tape production sponsored by Ampex Corp., Memorex Corp., 3M Co., Philips Broadcast Equipment Corp., RCA and Reeves Sound Studios. Hotel Roosevelt, New York. Information: Grey Hodges, marketing director, Reeves Sound Studios.

Sept. 25-26—Annual CBS Radio Affiliates



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All you have to do is install our Audimax. It boosts your signal to a higher average level. Guarantees a big increase in your audience coverage. And the more people you reach the more money you make!

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## Your Blair Man Knows . . .

14th COLOR TV MARKET! The 1968 February-March Nielsen Station Index estimates rank WTRF-TV's Wheeling-Steubenville Market up there with the biggies. Nielsen estimates allocate 257,452 color TV homes to Wheeling-Steubenville, a color percentage of 26% or the Nation's 14th COLOR TELEVISION MARKET. That's a mighty big splash of colorful, impressive pictures reaching the big spenders where they live. Wheeling-Steubenville's Upper Ohio River audiences are the enthusiastic kind, and they react effectively to WTRF-TV's promotions for advertisers. They work hard, earn and spend big and enjoy watching WTRF-Television from Wheeling. Are your ads scheduled here?

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Representative for

# WTRF-TV

Color Channel 7-NBC

Wheeling, West Virginia

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Television Market

Delivered an estimated

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in Food Sales

During 1967

For more information call us,  
or your PGW Colonel.

## WDBJ-TV



### ROANOKE

\* Sales Management's Survey  
of Television Markets 1967

Association convention. New York Hilton. New York.

■Sept. 26-28—Annual fall meeting of New York State Cable Television Association. Speaker: FCC Commissioner Robert E. Lee. Castle Inn motel. Olean.

Sept. 26-27 — Fall conference, Minnesota Broadcasters Association. Hotel Leamington, Minneapolis.

Sept. 27-29 — Western area conference, American Women in Radio and Television. Sheraton-Portland, Portland, Ore.

Sept. 27-29—Meeting of the Hawaiian Association of Broadcasters. Surf hotel, Kauai.

Sept. 29-Oct. 2—Pacific Northwest CATV Association fall meeting. Sheraton-Portland, Portland, Ore.

### OCTOBER

Oct. 2-3 — Annual fall meeting, Pennsylvania Cable Television Association, William Penn hotel, Pittsburgh.

Oct. 3 — Luncheon sponsored by International Radio and Television Society. Speaker: Alvin R. (Pete) Rozelle, commissioner of major professional football, Waldorf-Astoria hotel, New York.

Oct. 4-6—Southern area conference, American Women in Radio and Television.

Oct. 5-6—Fall meeting Illinois News Broadcasters Association. Decatur.

Oct. 5-7—Fall convention of Texas Association of Broadcasters. Inn of Six Flags, Arlington.

Oct. 6-9—Michigan CATV Association convention. Boyne Highlands, Harbor Springs.

Oct. 7-8—Annual fall convention, New Jersey Broadcasters Association. Howard Johnson Motor Lodge, Atlantic City.

Oct. 8—New deadline for filing comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was July 8.

### NAB FALL CONFERENCES

Oct. 17-18—New York Hilton, New York.

Oct. 21-22 — Ambassador hotel, Los Angeles.

Oct. 24-25—Denver Hilton, Denver.

Nov. 11-12—Sheraton Gibson, Cincinnati.

Nov. 14-15—Dallas Hilton, Dallas.

Nov. 18-19—Atlanta Marriott, Atlanta.

Oct. 9—Deadline for reply comments on FCC's proposed rulemaking that would require broadcast licensees to show nondiscrimination in their employment practices.

Oct. 10-11 — Annual convention Indiana Broadcasters Association. Stouffer's Inn, Indianapolis.

Oct. 11-13 — Northeast area conference, American Women in Radio and Television. Jug End, Egremont, Mass.

■Oct. 12—Fall conference, Florida Association of Broadcasters. Runaway Bay hotel and club. Runaway Bay, Jamaica.

Oct. 14-15—Third annual management seminar sponsored by TV Stations Inc. New York Hilton. New York.

Oct. 14-18—11th annual International Film & TV Festival of New York. Information: Industrial Exhibitions Inc., 121 West 45th Street, New York 10036.

Oct. 17-19 — 43rd birthday celebration, Grand Ole Opry. Municipal Auditorium. Information: Lynn Orr, WSM, Box 100, Nashville.

Oct. 18-19—Annual meeting of New York State AP Broadcasters Association. Buffalo.

■Indicates first or revised listing.

## OPEN MIKE®

### Note on agency name

EDITOR: With reference to your football article in your Aug. 12 edition, page 34, we wish to refer you to the fact that our agency's name is incorrectly stated as Gordon Fredericks. The correct spelling is Jordan/Frederick & Co. Also . . . the correct name for the account you mention is Resco Stereo Studios. —Richard F. Lean, Jordan/Frederick & Co., Jenkintown, Pa.

### The big picture

EDITOR: It is interesting to read all of the "hue and cry" about cigarette smoking and the dangers attendant thereto, and realize that this is not done without reasonable study and reflection.

However, like any bunch of humans, we get all stirred up about one thing without relating it to the whole picture; i.e. the total deaths that could be prevented by the use of "unnecessary products not vital to our survival." Such is the case in point on the cigarette question.

Total deaths from cigarette smoking must be alarming. But—and it is a big

but—how about the deaths from drinking? Is booze a sacred cow among the advertisers, and the Federal Trade Commission? I am sure it is not with your good magazine. Think of the number of alcoholics in this country with the estimated number of potential alcoholics (problem drinkers).

Think also of the untold suffering and deaths on the highways from drinkers who take the innocent with them. If we are going to moralize let's do a good job of it and not swallow the proverbial "gnat and then strain at the elephant."

The advertising fraternity has a great chance to be heroic, and let's hope they do not muff this one.—Harlan G. Oakes, Harlan G. Oakes & Associates, Hollywood.

### Right game, wrong name

EDITOR: In the Aug. 12 issue of BROADCASTING, in your roundup of National Football League announcers, you have taken to adding a "t" to my name and I have a heckuva time convincing my wife what I do each weekend when I say I am working on NFL telecasts. The name is Nahan . . . not Nathan.—Stu Nahan, KABC-TV Los Angeles.



Costume by Joseph

# S INDEPENDENT AS SAN FRANCISCO

One thing about San Francisco, it goes its own way. Old and new, hip and quaint, cool and cornball—all at the same time. □ What makes it that way are San Franciscans—a free thinking bunch if there ever was one. □ They're independent about TV viewing, too. Imaginative, independent programming gets through to them. (Since they are four and one-half million strong, they're well worth getting through to.) □ Watch our smoke come fall, when we introduce a whole new San Francisco thing in programming. Isn't it natural you should switch to independent Channel 2?

## KTVU 2

SAN FRANCISCO • OAKLAND  
REPRESENTED BY H-R TELEVISION

# INTERNATIONAL FILM TV-FILM AND DOCUMENTARY MARKET

THE « 5 CONTINENTS  
TROPHY » FOR CINEMA FILMS

2 GRAND AWARDS  
FOR TV-FILMS

The International Film, TVfilm and Documentary Market (MIFED) will hold its eighteenth Cine-Meeting from 12 to 20 October 1968.

MIFED is an international centre where feature, TV and documentary films are traded on a worldwide scale. Contacts are made there for negotiating agreements in any branch of film production, co-production, financing and the issue of import and export licences.

MIFED headquarters, which are equipped with all modern facilities and comforts, contain numerous rooms for the projection of cinema and TV films. The services of technicians and interpreters are provided free. International cable, telephone, telex and telefoto facilities are available. Also conference rooms, offices, dining rooms and bars. Medical assistance on the premises.

Registration fee, inclusive of five hours film presentation, meals in restaurant and first-class hotel accommodation for eight days, US \$ 240.

Applications by letter or cable should be made before 21 September 1968 to MIFED.



Information from: MIFED - Largo Domodossola 1  
20145 Milano (Italy) - Telegrams: MIFED - Milano

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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:  
BROADCASTING-TELECASTING Bldg., 1735 DeSales  
Street, N. W., Washington, D. C. 20036. Tele-  
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8-26-68

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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BROADCASTING\* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING\*—The News Magazine of the Fifth Estate. Broadcasting Advertising\* was acquired in 1932. Broadcast Reporter in 1933 and Telecast\* in 1953. BROADCASTING-TELECASTING\* was introduced in 1946.

\*Reg. U. S. Patent Office  
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BROADCASTING, August 26, 1968

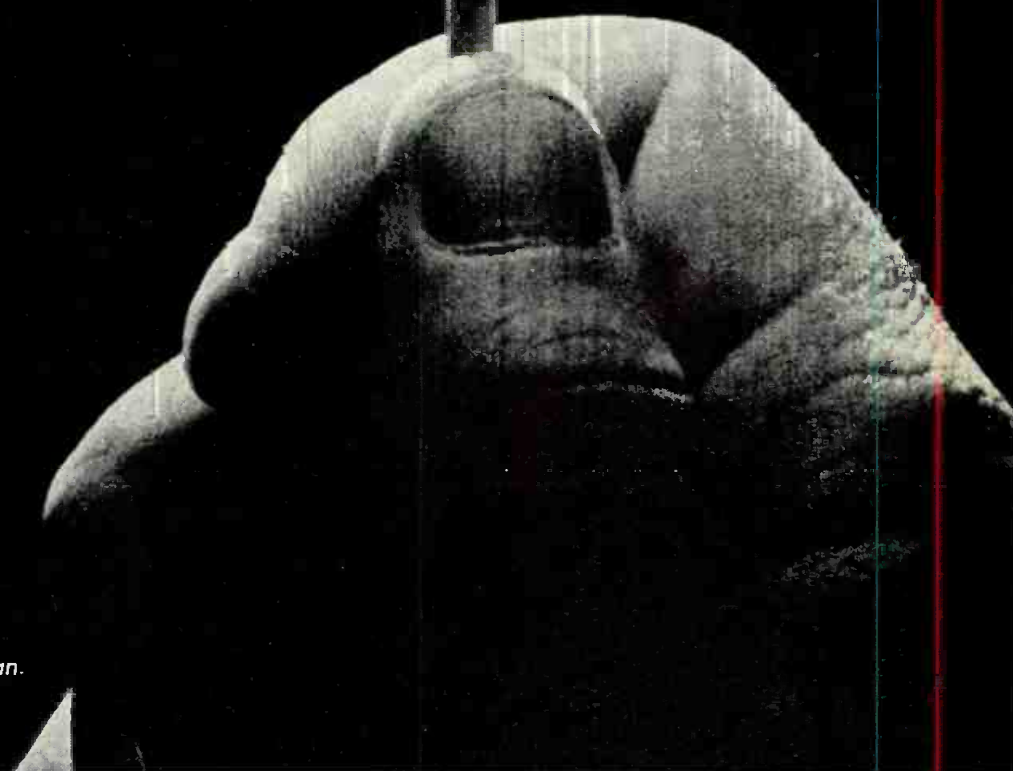


In the wee small hours of the morning, there are more cars on the freeways of LOS ANGELES than all the cars registered in ALBANY, NEW YORK or DES MOINES, IOWA or all of WYOMING or ALASKA.

In cars are radios... and people. In Los Angeles a huge number of adult people listen in cars, homes, poolside, at beaches... just about anywhere to

**KPOL**

A Musical Oasis on Los Angeles Radio



Check Pulse, KPCB or your Blicir Radio Man.

Information courtesy of Southern California Broadcasters Association and Dept. of Motor

## On keeping the kink out of research-creative link

If Henry Ford had known about market research it is doubtful that the Model T would ever have come into being. The roads were abominable. Tires blew out every few miles. There were few places where you could buy gasoline. The price was too high for the middle-class income. Many cities had ridiculous laws (Example: man ringing bell must precede auto by day, must carry lantern at night).

But Henry had no survey so he went ahead. He made his own effort at solving the low income problem by paying his workers the unheard of wage of \$1 an hour. This not only made them all a prospect but it also forced other plants to raise wages and thus create more prospects. Once enough people had cars they began to demand better roads. Filling stations came into being, and so forth.

Today, however, market research is a fact of advertising life. Especially so when millions of dollars of budget are at stake just in the television game, not to mention the costs of color pages in the print media.

**Seeking Solutions** ■ Sometimes the successful advertising solution is the obvious one. Sometimes it isn't so obvious. I've had it both ways over the years.

When beer in cans first came out, everybody advertised how convenient they were. No bottles to return, lighter to carry home, easier to stack in the refrigerator, etc. Yet can sales lagged considerably behind expectations.

Research showed that consumers freely granted that it was more convenient to buy beer in cans. But they didn't think the beer tasted as good. Tests showed that blindfolded they couldn't tell the difference, but they weren't blindfolded when they bought the beer. Besides that tavern keepers didn't like to reach down in the icy water to fish out a can when they could grab a bottle by the neck without getting their hands wet.

Grocers, who were just starting to sell beer, were crazy about beer in cans because they didn't have to fool around with deposits and empties. It was one clean sale and a lot more profitable. They also could display beer in cans in the sunlight without affecting the flavor.

In this case the solution was the obvious one. Advertising directed to the consumers told them how good beer in cans was because the flavor was completely protected from both light

and air. Advertising to the grocer pointed out the obvious advantages to him. We didn't even bother to try to convince the tavern keeper and it was all very easy once a good research job gave us the facts.

Sometimes the solution isn't so obvious. The introductory campaign on Marlboro cigarettes faced some formidable problems. You will recall Marlboro was a new cigarette, a popular-priced filter with an old name which previously had been worn by a high-priced Turkish blend largely smoked by middle-aged ladies in New England and some members of the limp-wrist set. Smack in the middle of a long Roper report on cigarettes done for the industry it said the "people tend to think of filter cigarettes as slightly more feminine than masculine."

From this one might have drawn the conclusion that the thing to do was to make Marlboro a woman's cigarette. The fact is, however, that men are heavier smokers than women and it previously had been found that while women would smoke a cigarette considered a man's cigarette, most men would not smoke a brand considered a woman's cigarette.

From this came the decision to advertise Marlboro as the filter cigarette for men. We never said this. We simply showed in the TV spots and print ads brutally virile, tattooed men smoking the cigarette and used strong, simple masculine copy. It was more than a year before a woman ever appeared in the commercials. At the end of the first year Marlboro smokers were 52% men, 48% women.

One problem agencies continually run up against in market research is that there never seems to be enough time or money to do it as well or as

much as we would like. What we really have to ask ourselves is how much of this research is really necessary. Sometimes resourcefulness can go a long way.

**Mop Plot** ■ My favorite example goes back 20 years to the O-Cedar sponge mop. It looked like a product that had everything but money to launch it.

The research people at Young & Rubicam selected a cross-section of 50 housewives. Each was given a new mop and told she could keep it if she would agree to answer a questionnaire after using it two weeks. The questionnaire uncovered a wealth of information but when each woman answered the "What did you like best" question with "I don't get my hands wet" or something similar we forgot everything else for the time being. All print and TV copy was themed "New wet mop keeps hands dry." O-Cedar's initial \$5,000 investment turned into over \$1 million in billings earned entirely by an advertising allowance on each mop sold in one year's time.

This experience also pointed out that it's no time to stop trying to figure things out just because you have a success on your hands. The initial plan in Chicago used newspapers as a major medium with a modest spot schedule on that newfangled medium, television. At the time there were only about 25,000 sets in the city and the plan was to drop TV after the first month. Warranty card research discovered though that three out of four buyers said they had seen it on TV.

As you can imagine the emphasis on media changed after that.

Better communication between creative people and market research people is no longer merely desirable, it is vitally necessary.



Draper Daniels three years ago opened his own Chicago agency, Draper Daniels Inc., after many years with other agencies. In 1961-62 he served Kennedy administration as national export expansion coordinator in U. S. Commerce Department. Just prior to starting his own firm Mr. Daniels had been executive vice president in charge of creative services at Compton Advertising, Chicago, and before that executive vice president of central region of McCann-Erickson.



## Named "Newsfilm Station of the Year"

by National Press Photographers Assn.



Consistency in color film coverage of news . . . day-to-day excellence in visually portraying the news . . . whether dramatic or dreadful or heart-warming or humorous . . . always capturing it the way it is, and editing it factually and accurately.

This is what won the top award in TV news.

This is why more people watch WKY-TV news than the total news audience of the other two stations combined.\*

**WKY-TV**  
OKLAHOMA CITY

The WKY Television System, Inc. WKY-TV - Radio, Oklahoma City, Okla. WTVT, Tampa-St. Petersburg, Fla. KTVT, Dallas-Ft. Worth, Tex. WTVT, Milwaukee, Wis. KHTV, Houston, Tex. Represented by the Katz Agency

\*Feb.-March '68 ARB Audiences measurement data are estimates only and are subject to the qualifications set forth by the indicated service.

*It's The Year of the*

# Look-In

**Baltimore television's most exciting new programming line-up!**

●  
*Steve Allen* to wake up weekday mornings at 9. *John Gary* to spark Sundays at 10 p.m.

●  
The lure of cash prizes—a new \$1,000-a-week *Ring-a-Rino* telephone game, plus the new 6 p.m. Monday-through-Friday strip, *Duckpins and Dollars*.

●  
The "young sound" on the Saturday afternoon *Kerby Scott Show*. *Hurdy Gurdy* and all that jazz, Sunday evenings at 7.

●  
Provocative new concepts in TV reporting by Maryland's Largest Broadcast News Team.

●  
Plus a great new NBC schedule and a strong roster of returning favorites.

●  
No wonder Baltimore area viewers will be launching the LOOK-IN Sept. 9!

●  
Isn't *now* the time for *you* to LOOK-IN on these great new selling opportunities? See your Petry man today.



**BALTIMORE**

*Nationally represented by Edward Petry and Company*

# ASCAP pact may save \$53 million

If TV growth continues, fees for stations plus retroactive savings, would reach that total in 10 years time, all-industry committee estimates

Basic agreement has been reached on a new music-license contract that would reduce television stations' payments to ASCAP by 12% the first year and could result in savings ranging up to 25% or more over a 10-year span.

The agreement, which would terminate a six-and-a-half-year-old lawsuit brought by the stations to establish "reasonable" ASCAP rates, was reached by the All-Industry TV Stations Music License Committee, headed by Charles Tower of Corinthian Broadcasting, and the American Society of Composers, Authors and Publishers, led by President Stanley Adams and General Counsel Herman Finkelstein.

A few details, apparently minor, remain to be worked out, but both sides are satisfied they have a deal. The mechanics of drafting the formal terms and getting the necessary court approvals may, however, delay by several months ASCAP's actual submission of the new contract to stations.

Although the all-industry committee negotiated the deal and will recommend its acceptance, each station must make its own decision. Historically, most stations have gone along with the recommendations of committees such as this in both TV and radio music-license negotiations. Their alternative is to start their own rate-making lawsuits in quest of a better deal, or to conduct protracted negotiations like the present committee's, or both.

**Majority of Stations** — The committee in this case represents, and has had the financial support of, approximately 385 TV stations, but the new contract will be offered all TV stations (except, perhaps, the network-owned TV outlets, which made a separate deal with ASCAP in 1964).

The new agreement calls for a 10-year contract starting the first of this year and extending through Dec. 31, 1977, but either side will have an unconditional right to terminate at the end of six years. The old license, which

actually expired Dec. 31, 1961, but has been continued on an interim basis, was for five years.

The new contract establishes, for the first time in ASCAP contracts with non-network-owned TV stations, a "stair-step" fee arrangement providing for payments at a lower rate on station revenues above a specified base.

Committee authorities estimated that, given a 6% annual growth rate in TV revenues, this arrangement would save TV stations \$39 million in ASCAP commercial fees over the next 10 years, and that a 30% reduction in sustaining fees, also incorporated in the agreement, would add another \$9 million in saving.

The base in the new agreement will be the industry average of 1964 and 1965 net revenues (after specified deductions).

Where the old contract called for TV stations to pay ASCAP a commercial

fee of 2.05% of net revenues from sponsors (after deductions), the new commercial fee will be based on a flat 2% of the industry net revenue base and 1% of industry net revenue in excess of the base.

When this formula has been applied to determine the total industry fee—2% of the base plus 1% of the overage—the percentage relationship between this total fee and the total industry revenue will be used by individual stations in determining the ASCAP fee payable on their own net revenues.

Mr. Tower and his associates offered this example:

"Assume that the revenue base (the average of 1964 and 1965 industry net revenue after deductions) is \$490 million and that industry net revenue by 1969 has grown about 25% to \$612 million. Incremental revenue in 1969 is thus \$122 million. Computation of the rate for 1969 would proceed as



Herman Finkelstein



Charles Tower

these figures indicate:

"2% of \$490-million base revenue = \$ 9.8 million  
 "1% of \$122-million incremental revenue = 1.22 million  
 "Total industry fee = \$11.02 million

"The single percentage rate which each station would apply to determine its ASCAP fee would be the computed industry fee (\$11.02 million) divided by the industry net revenue (\$612 million) or 1.80%."

**Big Reduction** ■ The 1.80% in this case is comparable with the present contract's 2.05%. The \$11.02 million that the new system would produce is approximately 12.2% lower than the \$12.55 million that the old terms would yield on the same net revenues.

The effect—and big attraction—of the stair-step formula is that both individually and collectively stations will pay at lower actual rates as industry revenues rise. Mr. Tower noted:

"Looking forward, for example, to the last part of the license term, if industry revenue grows at an average of 6% a year, industry revenue in 1977 would be approximately double the revenue in the base period, and the commercial-fee rate in that year for each station—regardless of its individual growth—would be reduced to approximately 1.5%."

In addition to the new, reduced commercial fee; the sustaining fee that stations pay to ASCAP would be cut by 30% for 1968. Thereafter it would be tied to the commercial fee, so that the ratio between sustaining and commercial fees would remain as it is in 1968. Thus if a station's commercial fee in 1969 is 5% higher than in 1968, the sustaining fee for 1969 would also be 5% higher than in 1968.

In recent years the sustaining fee has amounted to about 1% of the commercial fee. In 1966, for example, TV stations are said to have paid ASCAP approximately \$11 million in commercial fees and \$2.4 million in sustaining fees, for a total of \$13.4 million.

These figures do not include ASCAP payments by network-owned TV stations, which reportedly paid \$2.8 million in commercial and \$300,000 in sustaining fees for a total of \$3.1 million, bringing ASCAP's total take from TV stations in 1966 to \$16.5 million.

Mr. Tower and associates also translated their long-range potential savings estimates into dollars. Again assuming a 6% annual growth rate in TV station revenues, they estimated that over the 10-year term of the contract stations (excluding network-owned stations) would pay ASCAP \$133 million in commercial fees, as against \$172 million payable if the old rate were kept in force.

To this \$39 million saving they estimated a saving of about \$9 million in sustaining fees would be added, plus about \$5 million in retroactivity, for a total saving of about \$53 million over the next decade.

**Retroactive Saving** ■ The estimated \$5 million saving from retroactivity relates to credits stations will get because, since the old licenses expired at the end of 1961, they have been paying at the old rates with the understanding that certain terms of the new license, whenever agreed upon, would be retroactive. Under the new contract, credits for retroactivity are to be spread equally over the first four years of the new license.

If the growth rate of TV station revenues should be higher than 6% a year, the dollar saving would be more than \$53 million; if the rate is less than 6%, the dollar saving would be lower. Under the 1% incremental rate on revenues above the base, the saving escalates as revenues increase and de-escalates as they decline.

Mr. Tower also noted that TV stations' music licenses with Broadcast Music Inc. call for payment of BMI fees approximately 50% of ASCAP's and said that if the same sort of stair-step deal could be negotiated with BMI, keeping BMI rates at about half the level of ASCAP's, another \$19 million or \$20 million might be saved, bringing stations' 10-year total saving on ASCAP and BMI licenses to \$72 million or more.

TV stations' BMI licenses also expired several years ago but have been extended (subject to cancellation by either side on 90 days notice) while the ASCAP case was pending. BMI officials have given no indication of what new terms they will seek, but negotiations between them and the all-industry committee presumably will get under way in the next few months.

Mr. Tower said that the new ASCAP agreement "obviously doesn't provide as much of a saving as I would have liked to achieve, but we believe it is a better deal than we probably would have gotten if we had gone to trial on our rate-making suit. I regard it as an entirely satisfactory settlement."

**Depends on Growth** ■ "The real value of the deal for TV stations," Mr. Tower said, depends on the growth of the industry over the long term. If station revenues increase as we hope and believe they will, it is a very good settlement. If revenues don't increase, it isn't as good as it will be if they do.

"The committee felt that 1% was about a fair rate but 2.05% had been in effect for 10 years. So we applied

the 2%-1% stair-step. It's a good settlement measured by the realities of the situation, and we all agree it's the best settlement that could be put together in the circumstances."

The fact that the rate had been a straight 2.05% for 10 years was one of three "obstacles" that Mr. Tower said the committee faced in the long negotiations:

1. The price pattern of the past was so firmly entrenched that it was hard to change.

2. The TV networks' negotiated a separate deal for their owned stations in 1964.

3. "Judge Ryan sits at the end of the road if the parties can't negotiate a settlement."

The last reference was to Judge Sylvester J. Ryan, who for many years has presided over all ASCAP cases in the U. S. Southern District Court in New York.

**ASCAP Won** ■ In the major decision Judge Ryan issued in the current case he ruled for ASCAP against the all-industry committee (and was subsequently upheld all the way to the U. S. Supreme Court), and early in the case he initiated a compromise proposal that, if accepted, would have given ASCAP its long-time demand that BMI be divested of its broadcast ownership.

Mr. Tower acknowledged that the agreement is "fairly complex" but said "we couldn't make it simpler without giving up dollars, and in trying to make it simpler we might not have been able to be as fair to all broadcasters."

He thought the deal was better than the one made by the network O&O's and anticipated that they would elect to switch over to the new one. The O&O deal also incorporated a stair-step fee arrangement, but with somewhat different figures.

Their base is the 1963 revenue level rather than an average of 1964-65; on revenues up to the 1963 level they pay 1.9% (as against 2% in the new deal) but on revenues in excess of the 1963 level they pay 1.325% (as against 1% in the new deal).

The O&O deal was said at the time to represent about a 7% reduction in commercial fees, as compared with the 12% minimum reduction estimated for the new arrangement. The O&O's, like the Tower committee, got a 30% reduction in sustaining fees (BROADCASTING, Nov. 2, 1964).

**Long Negotiations** ■ The agreement culminates negotiations that have been conducted, dropped, interrupted, resumed, recessed, reconvened and, often, started afresh in countless sessions over many years.

Mr. Tower paid special tribute to two all-industry committeemen who, being based in New York, bore with him the brunt of the negotiating work:

## WB-7A sued for using block-buster movie to sell package

In a suit that may have far-reaching implications for the television syndication business, movie star Cary Grant and five other plaintiffs have charged that Warner Bros.-Seven Arts sold their theatrical motion picture to television stations in the U.S. and Canada on a package or "block" booking basis without regard to its individual value.

Essentially, the suit, filed last week in Los Angeles superior court, charges Warner Bros.-Seven Arts Inc., Warner Bros.-Seven Arts Ltd., WBP Inc. (Warner Bros. Pictures Inc.) and others unnamed, with breach of contract. It asks the court to declare whether WB-7A had the right to distribute the movie "Indiscreet," starring Mr. Grant and Ingrid Bergman (released theatrically by Warners in 1958), in television syndication in a package or "block" along with 47 other theatrical movies and to allocate the proceeds received equally among all the motion picture properties included or whether WB-7A had an obligation to credit "Indiscreet" with a greater proportion commensurate with its value as compared with the other movies in the package.

Plaintiffs along with Mr. Grant are Norman Krasna, who wrote the screenplay of "Indiscreet" based on his own play, "Kind Sir"; Stanley Donen, producer-director of the feature film; Granley Co.; Stanley Donen Films Inc.; and Granley Productions, a joint venture composed of Stanley Donen Films Inc. and Granley Co. Specifically, the suit is for declaratory relief, seeks to impose a constructive trust on proceeds allegedly wrongfully withheld, charges constructive fraud, seeks damages for breach of contract and an accounting and asks to establish successor liability as a result of last year's merger between WB and Seven Arts.

**Charges** ■ The suit claims that on

or about Nov. 15, 1957, Warner Bros. entered into a written production-and-distribution agreement with Grandon Productions Ltd., an English corporation; Stanley Donen Productions Inc., and Winkle Radio Productions Inc., the last two named both California corporations; for the creation, production and distribution of a proposed feature-length, so-called class-A motion picture, eventually titled "Indiscreet." (According to the suit, all rights, title and interests to these three corporations, as well as the entire ownership of "Indiscreet," now belong to Mr. Grant and his co-plaintiffs.)

Among other things, WB is said to have agreed to distribute and exploit the picture throughout the world in theatrical and television exhibition; also, it's contended that WB promised and agreed to use its best efforts and good faith to secure the largest return from the distribution of the movie as is reasonably practicable and consistent with sound business policies and practices and as is justified by the quality of the movie and its acceptance by the public and exhibitors. As evidence of the quality and commercial success in theatrical distribution of "Indiscreet," the suit points out that as of Oct. 4, 1962, the movie had fully recouped its costs.

Supposedly under terms of the production-distribution agreement involving "Indiscreet," the plaintiffs, after the deduction of certain unspecified production and distribution costs, were entitled to 75% of the gross receipts earned by TV syndication of the movie, while the remaining 25% was to be retained by WB. However, the suit goes on to charge, on or about Oct. 4, 1962, WB entered into a written television agreement with 7A (long before the merger of the two) whereby 7A agreed to, among other things, fulfill the obligations of WB to dis-

tribute "Indiscreet" by TV exhibition throughout the U. S. and Canada.

It's alleged that terms of this new agreement called for 7A, as the agent of Warners, to retain a distribution fee of 30% of the gross proceeds plus 50% of the gross in excess of an advanced payment and certain unspecified distribution costs. The contention is made that WB received in excess of \$10 million gross from TV syndication of the movie package that included "Indiscreet."

The meat of the controversy could prove indigestible to the TV syndication business. For the plaintiffs contend that the defendants do not have the right to license "Indiscreet" in television syndication on a package or "block" basis along with other movies and that the defendants failed to use their best efforts and good faith to secure the largest return from the distribution of this claimed-to-be special-quality feature.

At the same time, it's the defendants' apparent claim that they had the right to distribute the movie by means to TV syndication in a package or "block" and that they had the further right to allocate revenues received from this TV distribution equally among all the feature properties in the package. The defendants, too, of course, claim that they did in fact exercise their best faith and efforts to secure the largest return from the TV distribution of "Indiscreet."

Mr. Grant and co-plaintiffs argue that WB-7A owned most of the 47 movies in the package sold in TV syndication and should have allocated to "Indiscreet" an additional sum of not less than \$500,000 from the total proceeds of TV syndication. They are asking for damages for constructive fraud of \$500,000 together with punitive damages \$250,000. They also are asking damages for breach of contract of \$500,000.

Andrew Murtha of Time-Life Broadcast and Elisha Goldfarb of the law firm of Regan, Goldfarb, Powell and Quinn, counsel for RKO General. He also singled out Don Schapiro of the committee's law firm, Barrett, Knapp, Smith & Schapiro, for making "vital contributions."

He also noted that Hamilton Shea of the Gilmore Stations, who headed the committee until Mr. Tower became chairman in 1963, had a major role

both as chairman and, subsequently, vice chairman. All other members, too, participated importantly "in all key decisions, both substantive and strategic," Mr. Tower said, while all of the nearly 400 stations that supported the committee did so not only with money but also in many cases with information vital to the industry's cause.

"And finally," he added, "since it takes two to make a deal, we should give credit to ASCAP's Herman Fin-

kelstein for his willingness to try to work one out."

The deal is, as Mr. Tower called it, "fairly complex."

Aside from the stair-step formula, the base revenue level on which the 2% commercial fee is to be applied is to be the average of the total net revenues (after deductions) for 1964 and 1965 as reported to ASCAP by TV stations on the air and paying fees to ASCAP prior to July 1, 1961. When so deter-

mined, the revenue base will thereafter be adjusted only to reflect the entry of new stations or the cessation of operations by stations previously included.

**Adjustment Possible** ■ Since industry revenue figures for any year do not become available until after the close of the year, stations will pay on an estimated basis subject to adjustment.

In applying the commercial fee rate, stations will report to ASCAP all broadcast revenue including the value of trade deals (except in certain specified cases). In determining local revenue subject to ASCAP fee, they will not be required to include revenue paid by regular networks providing normal network service, political revenues, bad debts and rate-card discounts.

Allowable deductions from adjusted gross revenue are (1) certain program expenses that may be deducted, at each station's option, on an itemized basis or through a standard deduction, (2) advertising agency commissions not exceeding 15% of net revenue after deduction of program expenses, and (3) a sales commission equal to 15% of net revenue after deduction of program expenses and the allowable agency commission. Stations not affiliated with a regular network may, if they elect to itemize deductions, deduct a 20% sales commission instead of 15%.

For network-affiliated stations the optional standard deduction is 15% of revenue attributable to programs produced by the station and 10% of all other station revenue on which a fee is payable. Revenue from announcements broadcast during breaks between programs is to be attributed to the program following the break; revenue from announcements broadcast before or during a break between network programs is local revenue subject to the 10% deduction.

**Affiliates' Plan** ■ Network affiliates that do not elect to take the standard deductions will be allowed the following deductions for program expenses:

(1) 80% of the cost of films or video tapes used in feature film, cartoon, syndicated film or taped programs, including cost of prints and express charges; (2) 80% of the cost of news service purchased from a bona fide outside supplier; (3) cost of talent for a particular program or programs including talent fees paid to staff announcers; (4) cost of broadcast rights; (5) cost of a transmission utility for remote pickup; (6) cost of prizes to program participants.

For stations not affiliated with a network, the optional standard deduction will be 37½% of revenue attributable to programs broadcast by remote pickup, 32½% of revenue attributable

to all other programs produced by the station, and 25% of revenue from all other sources on which a fee is payable.

Independents preferring to itemize deductions may take the same ones as affiliates, except that the deduction for sales commission may be 20% instead of 15%.

In determining credits for retroactivity, the new stair-step formula will apply for the years 1966 and 1967 and the credits for those years will be the difference between fees payable under that formula and those already paid under the old 2.05% rate. For 1964 and 1965 the fee will be 2% and the credit will be the difference between that and 2.05%.

The sustaining-fee credit for the years 1964 through 1967 will be 30% of the sustaining fee payable under the old license. The old license pegged the sustaining fee at the station's highest quarter-hour card rate per month.

The retroactivity provisions do not apply to the years 1962 and 1963.

**Long Negotiations** ■ The agreement appears to signal the end of nearly seven years of ups and downs.

In the fall of 1961, with the old licenses due to expire at the end of that year, the committee called upon ASCAP for an entirely new kind of license—one on which TV stations would pay ASCAP nothing for the music that is played in feature films and syndicated programs, or about 70% of local programming (BROADCASTING, Oct 23, 1961).

The rationale was simple: motion-picture producers, not motion-picture exhibitors, pay for ASCAP rights "at the source"—that is, at the time of production—and producers or syndicated TV programming as well as features should do the same, leaving stations to pay ASCAP only for whatever music they use on programs they produce themselves.

ASCAP refused, and in line with provisions of the antitrust decree governing ASCAP's operation the committee went to court, asking that ASCAP be required to issue that kind of license, called "clearance at the source" (BROADCASTING, Dec. 19, 1961).

The committee, through the legal counsel then representing it, pushed repeatedly for source-clearance licenses but nine months later Judge Ryan, without ruling on whether such a license would be reasonable, held that ASCAP could not be compelled to issue it (BROADCASTING, Sept. 17, 1962). Twenty-one months and three trips to the U.S. Supreme Court later, the judge's decision still stood. The Supreme Court refused to review it (BROADCASTING,

June 29, 1964).

Meanwhile, efforts toward a negotiated settlement had started early in the game. Within months after the suit had been filed Judge Ryan initiated a plan to settle it. Key features: ASCAP would take a 17% cut in its TV-station music rate, and broadcasters would give up their ownership of BMI. ASCAP, which has been demanding divestiture of BMI virtually since BMI was formed in 1940, accepted the plan. The committee and its counsel agreed to consider it (BROADCASTING, March 19, 26, 1962).

**Differing Views** ■ When word of the BMI-divestiture feature leaked, a storm broke that threatened to—and to some extent did—carry over into that spring's annual convention of the National Association of Broadcasters. Before the NAB convened, however, the committee had decided to reject the plan.

Pre-trial conferences and arguments on "reasonable" rates resumed and were conducted sporadically. Toward the end of 1963 Mr. Shea, having served three years as chairman and pleading the need to spend more time on his station's affairs, turned over the chairmanship to Mr. Tower (BROADCASTING, Nov. 11, 1963), and after the Supreme Court refused to review the decision against source-clearance licenses, the law firm of Barrett, Knapp, Smith & Schapiro was named to succeed that of Donovan, Leisure, Newton & Irwine as committee counsel (BROADCASTING, Aug. 10, 1964).

The networks' decision to make a separate deal with ASCAP for their o&o's was a heavy blow to the committee, because by making the o&o deal look acceptable it seemed, as one committeeman expressed it at the time, to "pull the rug out from under the committee" in its efforts to get even better terms. But after considering the problem, the committee decided to proceed on its own.

In subsequent sessions, many of them heated, the committee won court-authorized access to data in ASCAP's files, and ASCAP in turn won access to confidential financial and other information in the files of stations represented by the committee, but under conditions that would protect the confidentiality of such data (BROADCASTING, Sept. 19, 1966).

For the past year or more, most of the work on the case has been in private negotiations rather than in the courtroom, and the tempo of these sessions has increased substantially in recent months.

At one point in June the negotiators were so close to agreement that the committee representatives thought they had a deal, but whatever accord there was came unstuck when the two sides started drafting a memo of agreement (CLOSED CIRCUIT, July 8). Apparently





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both sides are satisfied the one whose terms were disclosed last week is the real thing.

Members of the all-industry committee, in addition to chairman Tower and Messrs. Goldfarb and Shea, are Robert H. Smith, WCYB-TV Bristol, Va.; Jack Heywood, Avco Broadcasting; Joseph S. Sinclair, Outlet Co. stations; Lawrence H. Rogers II, Taft stations; John McCoy, Storer stations; Dale Moore, KGVO-TV Missoula, Mont.; Paul Goldman, KNOE-TV Monroe, La.; Bill Grant, KOAA-TV Pueblo, Colo.; David Baltimore, WBRE-TV Wilkes-Barre, Pa.; Ralph Jackson, WAVE-TV Louisville and J. B. Fuqua Industries stations.

## Madalyn Murray O'Hair rates in complaints

A program featuring atheist Madalyn Murray O'Hair extolling the virtues of her creed was among the principal subjects of public complaints to the FCC on broadcasting during the month of July. The program is broadcast over KTBC Austin, Tex., which is owned by the family of President Lyndon B. Johnson and has been held in trust during Mr. Johnson's terms of office.

Overall, complaints totaled 1,770 for the month, a drop of 178 from June. Other major subjects of complaints included: discontinuance of a program on racial problems by a Detroit TV station; change from a classical music format to "adult rock" by a San Francisco FM station; views expressed on call-in and other kinds of discussion programs, and obscene, indecent or profane material. Some complaints alleged discriminatory programming or employment practices, and a number of other letters were critical of the commission policy announcement on discrimination in broadcasting.

## Foster-Rouse line-up past 20-station mark

More than 20 TV stations will carry live a 10-round bout between lightweight champion Bob Foster and challenger Roger Rouse, Sept. 9, from the coliseum in Washington, 10 p.m. EDT. WPXI(TV) New York will originate the telecast.

According to Jack Price of Price Roberts Productions Inc., New York, producers of the bout, participating stations may eventually total as many as 35. He indicated that there may be taped delay in Washington.

Sponsorship in the East is by Schaefer Beer and in the West by Gillette Hot Lather, both through BBDO. New York.

# ABC suit brings QM countersuit

## Martin, in \$102-million counterclaim, files for breach and business loss

The contractual dispute that ended ABC-TV's long-time association with producer Quinn Martin and his QM Productions—a rift that has all Hollywood buzzing as to how it may have been caused—has widened into court with a suit and counter suit. It also apparently has aborted a planned merger between QM and Fields Plastics & Chemicals Inc., a New Jersey-based manufacturer.

The court actions started on Aug. 7 when ABC filed civil suit in U. S. District Court, Central District of California in Los Angeles, asking for declaratory judgment regarding its contract with QM Productions. Last week, QM Productions, and Quinn Martin, president and treasurer of the production company, who owns 88.5% and Eli Parker, vice president and secretary, filed counterclaims against ABC. The counterclaims, for damages due to breach of contract, fraud and interference with advantageous business relations and for declaratory relief, ask for a total of \$102,725,000.

Specifically, the counterclaimants ask for compensatory damages of \$20,725,000 to QM Productions; for compensatory damages of \$46.4 million for Mr. Martin; for compensatory damages of \$5.6 million for Mr. Parker, and for exemplary damages for all of \$30 million.

**Agreement Terminated** ■ The claims and counterclaims stem from termination of a written agreement ABC had with QM for the production and delivery of three feature-length motion pictures for broadcast over ABC-TV network during the 1968-69 season. The agreement also called for QM to produce and deliver over the course of the subsequent three years a minimum of 26 episodes of at least one new TV series a year for broadcast over the network. This agreement, both plaintiff and counterclaimants agree, was entered into on Sept. 2, 1967, and amended on Feb. 28, 1968 (BROADCASTING, Aug. 5).

ABC contends that on July 24, 1968, it duly terminated the agreement and notified QM that it should cease production and all other activities under the agreement and to take all reasonable measures necessary to avoid fur-

ther cost and expenses. ABC further contends that it is not obligated to compensate QM for its efforts. In its suit, ABC asks that the court declare its rights and those of QM under the contract and determine that ABC is not indebted to QM.

QM charges that its agreement with ABC was terminated and repudiated "wrongfully and willfully and without excuse or justification." The action also states that ABC's breach of the agreement caused the Messrs. Martin and Parker, as sole stockholders of QM, to lose the benefits of an important business transaction. They had hoped to consolidate QM with Fields Plastics & Chemicals, which is listed on the American Stock Exchange. Under the plan of consolidation, which it is contended was agreed on in principle on or about July 16, Mr. Martin would have owned 2,062,537 shares and Mr. Parker 266,537 shares of the stock of the merged corporation. But owing to ABC's termination on July 24 of its agreement with QM, the counterclaimants allege, Fields has suspended discussions on the proposed merger.

Over the last decade, QM has been the leading independent supplier of dramatic hour series for ABC-TV. Among the company's output for the network were *The Invaders*, *The Fugitive* and *Twelve O'Clock High*. Currently QM is producing *The FBI* series for ABC-TV with Warner Bros.-Seven Arts Ltd.

## Hot rod coverage to be syndicated by tape

The National Tape Network, Indianapolis, will provide radio stations with taped interviews and telephone reports from the 14th annual national championship drag races at Raceway Park in Indianapolis, Aug. 30 through Sept. 2.

The tape network will wrap up its coverage of the championships with the first broadcast of its new 10-minute weekly syndicated *Roddin' with Bob* program, which will cover news of drag racing, hot rodding, custom car shows and car clubs. NTN also plans a 30-minute program of highlights from the championships for the Armed Forces Radio Network.

## Composite-week dates set

FCC has released dates in 1967 and 1968 that will be used for the composite week in 1969 license renewals. They are Sunday, Jan. 28, 1968; Monday, July 22, 1968; Tuesday, Sept. 12, 1967; Wednesday, May 8, 1968; Thursday, Nov. 16, 1967; Friday, April 19, 1968; Saturday, Feb. 17, 1968.

## A 2½ MINUTE NEWS SUMMARY

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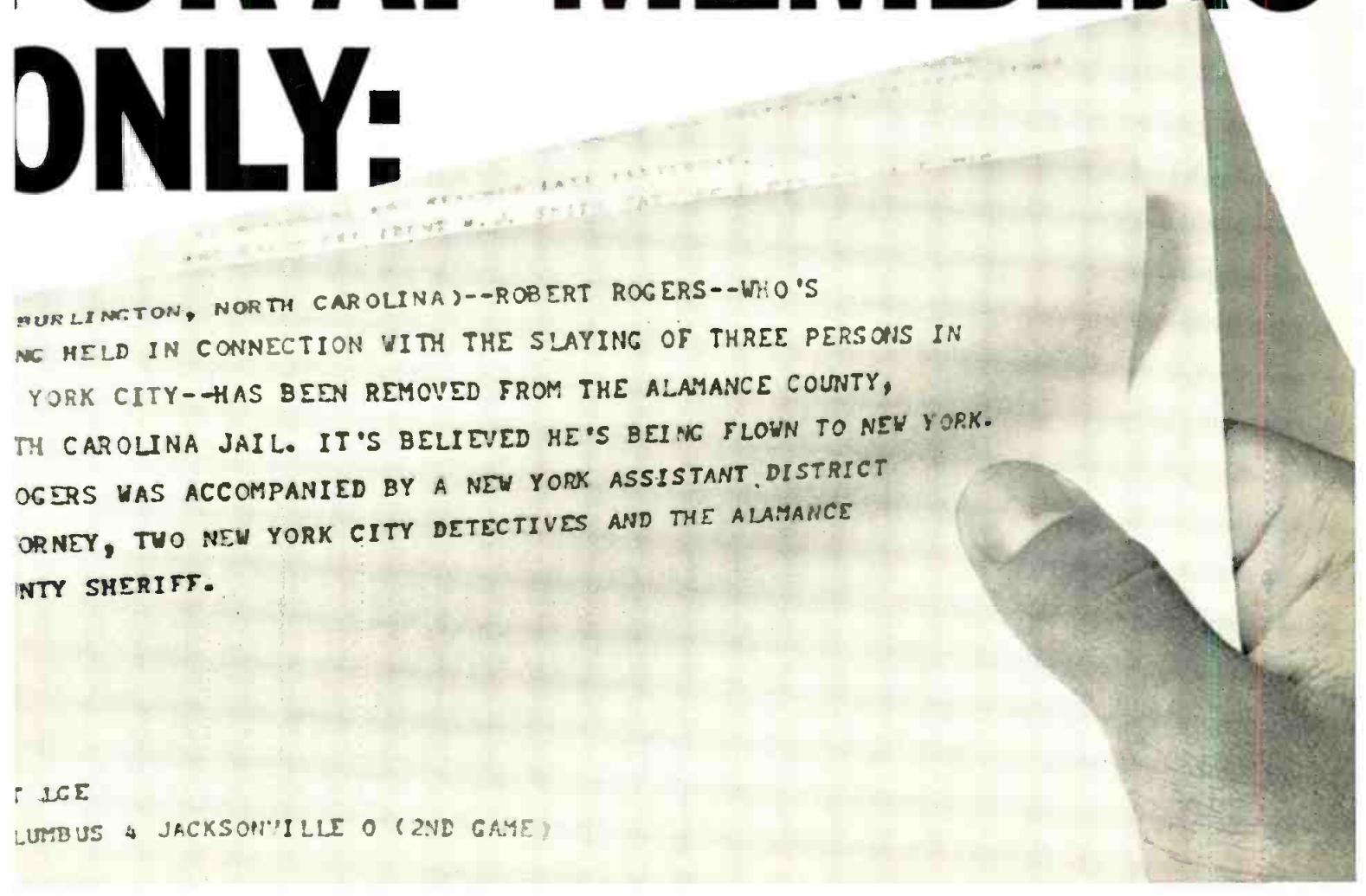
Now, instead of each news item crossing the wire as a single paragraph, each story is datelined and broken into two paragraphs. The first paragraph is a carefully edited capsule of the top of the news, while the second contains secondary details. So if you use just the first paragraph of each item, you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

That's still 5 minutes of summary news.

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

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

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NORTH CAROLINA JAIL. IT'S BELIEVED HE'S BEING FLOWN TO NEW YORK.  
ROGERS WAS ACCOMPANIED BY A NEW YORK ASSISTANT DISTRICT  
ATTORNEY, TWO NEW YORK CITY DETECTIVES AND THE ALAMANCE  
COUNTY SHERIFF.

PLICE

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# TV caught in political middle

How everybody uses Section 315 to his own ends:

McGovern appeals to FCC; Humphrey and McCarthy scrub debate—and then there are Wallace, Maddox

It was an off-again, on-again, off-again week for preconvention debates and television appearances of contenders for the Democratic presidential nomination. Plans, never very firm to begin with, for a full-hour, direct confrontation between leading candidates Hubert Humphrey and Eugene McCarthy fell through Wednesday (Aug. 21), a victim, it was indicated by the Humphrey camp, of Section-315 brinkmanship by other contenders and the unsettled international situation.

And a special one-hour edition of NBC's *Meet the Press*, originally penciled in with a half hour for Vice President Humphrey and a half hour for Senator McCarthy (D-Minn.) (BROADCASTING, Aug. 19) became a full hour for the Vice President when the McCarthy camp notified the network that its man could not appear.

The Humphrey forces took the lead in scuttling the planned multinet network Humphrey-McCarthy confrontation when Ted Van Dyke of the Vice President's staff phoned CBS News President Richard Salant on Wednesday to tell him "we're going to have to abandon the debate." Mr. Salant was coordinating the effort for the three networks.

Senator McCarthy's pullout from *Meet the Press* was officially laid to a schedule conflict; the senator was also to appear on CBS-TV's *Face the Nation* on Sunday 12:30-1 p.m. EDT. *Meet the Press* was slotted at 5-6 p.m. But it was reported that Senator McCarthy was concerned that two separate but back-to-back half hours allotted to himself and the Vice President would be construed by the public as a "debate," when, in fact, none had taken place. He also, it was said, doubted the usefulness to either camp of television appearances so near convention time, too late for public opinion to reach and influence the delegates.

**Saved by the Bell** ■ The cancellation of the multinet network Humphrey-McCarthy debate (time had been offered on Friday, Aug. 23, 7:30 to 8:30 p.m. EDT) saved the FCC from ruling on a demand by Senator George McGovern (D-S.D.) that he be included. When he was offered "equal time"—a half hour of prime time elsewhere in the week, he charged that the networks were discriminating between the candidates

and threatened to seek a court injunction barring a Humphrey-McCarthy program if the FCC rejected his demand that he be included.

And the other nationally declared candidate for the nomination, Georgia Governor Lester Maddox (BROADCASTING, Aug. 19) also asked to be included, although the debate collapsed before any Maddox protestation against separate but equal time could reach the commission.

The commissioners were saved the trouble of making a decision by word,



Mr. McCarthy

Mr. Humphrey

received from NBC and CBS late Wednesday afternoon, that the debate had been called off. Before the word was received, the commissioners had discussed the complaint at some length but without giving any indication as to how they would have voted.

**Staff Positions** ■ It's understood, however, that the McGovern position had little support at the staff level. The general counsel's office and the Broadcast Bureau reportedly felt that the networks were not required to include Senator McGovern in the debate.

But the staff was split on whether the networks' counteroffer to Senator McGovern of a half hour of prime time satisfied the requirement that the senator be given equal opportunity to the Vice President and Senator McCarthy, who would have been jointly exposed for one hour on each of the three networks simultaneously.

The general counsel's office felt the networks were meeting their obligations under Section 315. The Broadcast Bureau felt they were not. (NBC said Wednesday [Aug. 21] that Senator McGovern and Governor Maddox had been offered the 7:30-8:30 p.m. Saturday time slot, and the candidates could opt for a joint appearance or separate

half hours.)

**Wallace Problem** ■ But if the FCC was spared a decision on preconvention equal time it still faces a request from CBS on network coverage of former Alabama Governor George Wallace's speech before his American Independence Party convention, to be held some time, some place next month.

CBS last week asked the commission for a declaratory ruling as to whether coverage of the speech would be exempt from the equal-opportunities clause of Section 315 of the Communications Act.

If it is, CBS says, it plans to cover the speech. Mr. Wallace, it's noted, "is a significant factor in the presidential campaign."

But if the speech is not exempt—and the "more than a dozen" presidential candidates would become entitled to equal time—CBS said, such coverage "would not be feasible."

**Waiting Game** ■ NBC reports only that coverage of the Wallace convention is "under consideration." ABC will make no commitments before the FCC decides what sort of a program it would be under the law.

The 1959 amendments to Section 315 exempt "political conventions and activities incidental thereto," but the commission's pamphlet explaining the application of the equal-time law in specific cases refers to "nominating convention." And the Wallace convention will not be a nominating convention.

CBS notes that Mr. Wallace and his running mate will be nominated before the convention is held. The business of the convention will consist of the presentation of a summary of the party platform, speeches by the presidential and vice presidential nominees and reports from state delegations.

Other details, like time and place, however, remain uncertain. The convention is to be held some time between Sept. 12 and Sept. 25 in either Baltimore, Chicago, Miami or New York.

## Democrats provide taped news

Tape-recorded audio reports of Democratic convention developments are being provided for radio and television use by the Democratic National Com-

mittee. In addition, reports will be available regionally at Springfield, Ill.; Atlanta; Tallahassee, Fla.; Lansing, Mich.; Indianapolis, and the committee's public affairs news headquarters in Washington. The committee advises that further information on the phone-feed service can be supplied by Carl Olexa in Chicago, (312) 663-9600. Voice-actuality news inserts are also being provided by the United Democrats for Humphrey, main campaign organization for the Vice President, at UDH Audio News, (202) 393-2960.

## Coverage is set for Chicago

Despite the problems  
broadcasters will have  
live convention feeds

"This is bound to be a convention of surprises."

The quote is from a high official of the Democratic National Committee Thursday at the Chicago International Amphitheater as he attempted to anticipate problems not only of the convention program itself this week but also the prospects for adequate news coverage by television and radio.

The convention itself, as well as the coverage, might well be affected by a number of events outside the meeting hall. Among these were the possible death of former President Eisenhower, the crisis in Czechoslovakia, Vietnam, mass demonstrations locally in Chicago and possible other related disorders. Security measures are without precedent.

Television and radio facilities within the amphitheater generally were operational late Thursday even though in some cases quality checks, rehearsals and fine studio preparations were yet to be made. Some live shows already were originating from the hall.

Around the Chicago Loop hotels, broadcast coverage continued to be virtually all on tape or film because of the three-month old strike by the telephone local of the International Brotherhood of Electrical Workers against the Illinois Bell Telephone Co.

Emotions and pressures seemed to be taking their toll uptown. Hotel TV crews last week found cables to their video tape vans sliced. Overhead camera shots from "cherry picker" units were discouraged and mobile news vans sometimes were informed they might do well to move somewhere else.

Network crews in Chicago were not

## FCC again defines its equal-time guidelines

With the political season of this election year now in full swing, the FCC last week favored broadcasters with a combination prod and reminder in connection with political broadcasting.

The commission, in a public notice, said that it "encourages" broadcasters to make their facilities available to political candidates. But it reminded them that they cannot satisfy their obligations under the equal-time law by offering a candidate reply time on a take-it-or-leave-it basis.

Section 315 of the Communications Act, the commission noted, gives legally qualified candidates the right to opportunities equal to those given their opponents in the use of broadcast facilities, without the broadcaster having any right of censorship.

Thus, the commission added, it "has held that an attempt by a licensee to dictate program format, participants, length of program and

times of taping and broadcast, and then offering the package to the candidates on a 'take it or leave it' basis does not deprive a candidate who refuses an invitation under such conditions of his right" to appear after his opponent has used the station's facilities.

**Area Considerations Noted** ■ The commission also noted, though, that licensees, under the equal-time law, "has the responsibility of making good-faith, reasonable judgments as to what programming will best serve the needs and interests of his area."

It concluded that it "recognizes the important contribution broadcasters can make to an informed electorate by contributing broadcast time to election campaigns, and hopes that licensees will attempt to work out mutually agreeable arrangements with candidates so as to enhance the opportunities for use of broadcast facilities."

FCC officials said that notice had been in preparation since June.

allowed to put their own microwave relay dishes on hotel roofs or other sites under the strike rules, a situation unique to Chicago. Network radio men were reluctant to be seen patching their tape recorders by alligator clips to the public telephone talk terminals.

**More Problems** ■ Chicago also continued to give newsmen more than their usual share of convention coverage headaches with the taxicab strike. Negro bus drivers too were poised to strike over the weekend. As one veteran network producer noted, "This one is the worst I've ever seen."

Although the local TV film editors union had reached a settlement with CBS-owned WBBM-TV Chicago (BROADCASTING, Aug. 12), film editors at NBC-owned WMAQ-TV Chicago were still on strike and picketing the amphitheater Thursday. NBC said its program operations there and at the Merchandise Mart studios were not affected. Union negotiations at ABC-owned WBKB-TV Chicago continued.

ABC-TV said it was operational from the amphitheater as of last Monday on an emergency basis but did not expect to feed from there until last Saturday. Live feeds began for the ABC radio networks early Thursday morning.

ABC News reported one major casualty last week before the convention even began. Its special helicopter shuttle from a stockyards pigpen was grounded by the Secret Service. Security rules prohibit such aircraft, except those of police, within five miles

of the site.

CBS-TV went operational from the amphitheater studios Monday while CBS Radio began live feeds from there Thursday. As NBC did in Miami, CBS in Chicago is handling the network broadcast pool. The pool's color-TV system went operational Wednesday but rehearsal and quality checks still were to be run Friday.

The convention hall audio pool is being handled by Mutual under the CBS pool control. MBS has a parallel operation feeding its own affiliates as well.

NBC-TV began live TV feeds from the convention hall Thursdays as did NBC radio. The network also reported that group testing by all the networks of their various radio frequency "wireless" TV cameras and microphones was scheduled for Friday, an exercise anticipated with caution considering the frequency spectrum crowding within the hall among hundreds of walkie-talkie units and other devices as well as the radio-TV gear.

NBC again plans to use its small wireless RCA "Manpack" color camera. ABC is using the Ampex color portable while CBS is using the small unit developed by CBS Labs.

**Canadian Coverage** ■ Among the many color vans in the hall Thursday was one not found earlier in Miami. It was a color unit from CFTO-TV Toronto. Inside were technicians from both CFTO-TV and CBC-TV plus producers from the BBC-TV.

# A swing to Negro activism

Advocating creation of 'united black front,'

Harlem-based agitators get pledges of allegiance

from delegates to convention of Negro DJ's

The Negro broadcaster may have lost control of his National Association of Television and Radio Announcers to an outside group of militants who moved in on NATRA's Miami convention Aug. 15-18.

The outside group, Fair Play for Black Citizens Committee, a New York-based organization which only recently turned its focus on black broadcasting, claimed it obtained some 500 signed pledges from NATRA members, officers and associates at the Miami meeting.

The manner in which NATRA acted first to rebuff and subsequently to welcome the appearance of the black-militant organization at the 13th annual convention of NATRA in Miami, the postponement of decision on a tempting merger bid from the American Fed-

eration of Television and Radio Artists (BROADCASTING, Aug. 19), the sudden disappearance of NATRA's executive secretary (Del Shields, WLIB New York, host of syndicated *Night Call*), who was the chief architect of the convention—these and other signs suggested the symbolic vision of a NATRA with a gun at its head in the middle of the night despite the teams of special guards on 24-hour patrol at NATRA's request.

This impression was in no way allayed by a statement, issued in New York almost a week after the incident in Miami and attributed to Mr. Shields and E. Rodney Jones, of WJON Chicago, president of NATRA. The closing sentence of the statement read: "NATRA does not intend to be intimidated or coerced or threatened but

to live and grow as an organization that seeks to add a vital voice to answer the needs of blacks and concerned whites in the broadcasting and record industries" (see box below).

By day and on the surface, however, the outward appearance of the convention and its officials was business as usual. NATRA officials explained that the Fair Play platform, "as generally acceptable to anyone as the Declaration of Independence or Bill of Rights," actually had been the substance of NATRA's thinking or position all along but "more eloquently stated." They explained the Fair Play group was just "cooperating."

**Just a Meeting** ■ Outwardly this was simply another broadcast industry meeting, devoted purposefully to exploring the problems of the black man in radio-TV today and recognizing his many achievements in public service, entertainment and salesmanship. As many such meetings do, things got off schedule occasionally and there were last-minute changes of program.

It was to be NATRA's record-breaking convention at Miami's new Sheraton-Four Ambassadors — an achievement in itself because the young organization earlier had been blocked from meeting at a prominent Miami Beach hotel.

NATRA couldn't keep track of the turnout, estimated to run well above 1,500 including wives and children. NATRA's active membership of broadcasters is estimated at 500 or so.

And three dozen record labels invested collectively a minimum of a quarter-million dollars for food, hospitality, entertainment, and supporting services to help the convention along.

The convention was destined to be significant too based on the prominence of its invited guests and speakers, including Mrs. Martin Luther King and Representative John Conyers (D-Mich.). NATRA's sources said Congressman Conyers was not aware of the Fair Play group's position when he spoke at the wind-up luncheon Aug. 18 urging NATRA's inclusion within the framework of his new politically oriented National Committee of Inquiry.

NATRA members gave standing ovations to the Aug. 16 dinner speaker, Georgia State Representative Julian

## A vow to resist militant take-over

The president and executive secretary of the National Association of Television and Radio Announcers said last week that the organization would fight to preserve its identity against pressure from outside sources.

The president, E. Rodney Jones of WJON Chicago, and executive secretary, Del Shields of WLIB New York, issued their statement in New York last Thursday, four days after the conclusion of the annual NATRA convention at which a band of outside organizers was active (see story above).

Nowhere in the statement was the Fair Play Committee identified by name, but it was assumed to be the subject of the following reference: "Because we are a democratic organization attempting to make changes in our industries through legal democratic processes, we were unaware and totally unprepared for outside forces whose purposes may have been legitimate but who failed to observe the sophistication of change through majority rule."

The NATRA officers said they would welcome any responsible investigation of their association. "We hope," they said, "that those who



Del Shields, a principal organizer of the NATRA convention, disappeared during the first night and did not surface again until he and E. Rodney Jones, president, issued a statement last week in New York.

seek change through intimidation and force will make their organization available for such inspection."

Bond (D-Atlanta). Mr. Bond reviewed the historic struggles of the Negro to win justice under the white power structure, cited the years of unkept promises, noted twice as many blacks "are being sent to Vietnam to die each year" as whites and recalled colonial America had to resort to revolution to win freedom.

"Violence as a political means has not yet had a real test in the United States," Mr. Bond said. "The black movement has to address itself to solving America's white problem," he said.

**Cosby A Hit** ■ An ovation also was accorded TV star Bill Cosby, honored with NATRA's man-of-the-year award at its \$50-a-plate dinner in the Miami Bay Front auditorium Aug. 17. Mr. Cosby asserted extravagant spending for the convention in places like Miami should stop. Among his possible alternative sites: Harlem, Watts, North Philadelphia, Chicago.

"Let us find a place, take our money into a community and make that community live," Mr. Cosby said. "No more of this trying to be like a big-wig," he continued. Let's take our money home to feed our children and make work for our fathers."

The response to another major speaker, however, was mixed.

FCC Commissioner Nicholas Johnson, who spoke for about an hour at the Aug. 17 luncheon and discussed new program ideas and how the black disk jockey could better serve the ghetto listener (BROADCASTING, Aug. 19), drew a few quiet "amens" and "that's right, brother" during his speech. Record-company executives listening showed no reaction to his warning of possible payola revisited if the entertaining and other assistance went too far.

Commissioner Johnson had scarcely finished talking when one who disagreed with him exploded in open emotion, rushed to the podium and demanded the microphone. Carleton (King) Coleman, former disk jockey and now head of Platinum Records, shouted, "I detest this whole program," and told the FCC official he had no business making such a speech to NATRA.

"He should have made this talk to the station owners," Mr. Coleman said. "We are announcers and we have no control over programming." Launching into criticism of "\$200,000-a-year" black personalities on top New York stations who submit to white control (exception: "William B. Williams on WNEW New York is the only man in radio who can say his own views"), Mr. Coleman concluded: "We just want to do what white people can do."

NATRA long applauded the Aug. 16 talk by Andrew Carter, president of KPRS Kansas City, one of the few black



Representative John Conyers Jr. (D-Mich.) (l) was a featured speaker at NATRA convention. With Mr. Conyers on podium was Tommy Smalls, one

time disk jockey and now a restaurant operator who figured prominently at the convention after the Fair Play Committee moved in.

owners of a radio station. Calling upon black broadcasters to learn the business as well as the program side of radio and to get into ownership of their own stations, Mr. Carter advised: "We can no longer allow ourselves to be used as a Judas goat to lull our people into forgetting the inequities of the world around them."

Mr. Carter said black broadcasters can no longer "bleed our people of the little money they now have by producing and delivering commercials for the sharp operators in our community whose shoddy merchandise and high prices and higher interest rates have kept our people poor."

**Shields Disappears** ■ As the NATRA convention got underway Thursday (Aug. 15) it was clearly under the direction of Executive Secretary Shields. By Friday morning, however, Mr. Shields could not be found, and everyone disclaimed knowledge of what had happened or where he was. He never returned.

Prominent thereafter in introducing NATRA officers and meetings and among those assuring the Fair Play group that it was welcome was Tommy Smalls, a co-founder of NATRA who now is a New York restaurant operator. Mr. Smalls is a former disk jockey.

At a Friday-morning membership meeting, NATRA's board chairman, Jack Walker, music director of WLBI New York, opened the session by assuring the members the convention would continue as planned despite the reports of intimidation. He explained this turn of events had kept NATRA officials up all night Thursday night.

Mr. Walker then said the Friday-morning meeting would go into closed

session and asked newsmen to leave. The meeting had been scheduled as an open session to discuss the role of the black broadcaster in today's urban crisis, a "part two" session following the earlier meeting on the subject in New York (BROADCASTING, May 20).

The purpose of closing the meeting, Mr. Walker said, was to permit a Fair Play representative to present his platform. Subsequently Mr. Walker explained his Friday-morning remarks were mistaken. He indicated they had been based on rumor.

**The Visitors** ■ The Fair Play group operated from a table in the lobby of the hotel near the NATRA registration desk. The Fair Play representatives passed out their platform and other literature as well as badges and solicited pledges. NATRA sources said the Fair Play people did not register or pay the convention fees.

Eddy Ellis, a free-lance writer who said he was handling publicity for the Fair Play group, explained early in convention that his organization is four years old, has worked socially and economically in behalf of ghetto victims in Harlem and is now forming chapters in other cities. He said Fair Play is financed through public contributions, represents a broad cross section of the community and only recently turned its attention to broadcasting.

Mr. Ellis said Fair Play's delegation to Miami totaled 34 men from several cities. Most are not in broadcasting, he said, but about a half-dozen are disk jockeys.

Fair Play's New York headquarters is at 2566 Seventh Avenue (phone 368-8000). Chairman, according to Mr. Ellis, is Teddy Wilson.

Mr. Ellis said he had heard all sorts

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of wild rumors about his group such as it might use strong-arm methods to take over the NATRA convention. He firmly denied such reports and assured that they were merely rumors.

Privately, however, a Fair Play leader explained: "We are nonviolent to start with. But will employ whatever techniques are necessary to get a hearing for our program, including violence."

**Dark of Night** ■ Later in the week Mr. Ellis reported the successful accomplishments of the Fair Play group. He said at 12:30 a.m. Friday morning in the Fair Play's quarters, suite 1071, his group met with officers of NATRA to try to dispel the rumors and assure them that "fair play didn't come for any rough stuff. But we advised them we wouldn't be intimidated either."

There were 18 officers and directors of NATRA present at the middle-of-the-night meeting with Fair Play. Mr. Ellis reported, and "all of the officers signed the program." Mr. Shields was not present Mr. Ellis said.

Asked if the Fair Play group had any idea where NATRA's executive secretary had gone, Mr. Ellis and those of his associates present merely laughed. Eventually Fair Play sources confided that Mr. Shields knew ahead of time that Fair Play was planning to be at the Miami convention and had attempted to block them. The source also claimed this was the reason NATRA acquired the 60-man squad of special Andy Frain guards and had them patrol the hotel on a 24-hour basis.

Toward the end of the convention Mr. Ellis reported that NATRA's board had approved the Fair Play platform, a fact also acknowledged by Chairman Walker. Mr. Walker said he signed the Fair Play pledge because it long has been NATRA's objectives and was a general statement like the U. S. Constitution which everyone could support.

Mr. Ellis also reported that at a closed membership meeting of NATRA on Saturday morning "they 100% overwhelmingly endorsed the platform. Their sentiments were so encouraging it really moved me."

At the Saturday night awards dinner Mr. Ellis was given the microphone. He told the NATRA members their board had "overwhelmingly" approved the Fair Play program. He explained: "We didn't come to fight or argue, only to present our position." adding: "Any man who is afraid of the Fair Play Committee is the man who is wrong."

**Money Supply** ■ NATRA officials met with record-company officials during the convention to solicit financial assistance in setting up a professional school in association with a regular college which would train broadcasters,

especially Negroes. Those present expressed interest but felt it was premature to make commitments. They also felt station owners should contribute.

Before the convention ended NATRA announced the school had become a fact and that over \$200,000 had been contributed by record-company officials. Some record-firm representatives appeared surprised at this news, but NATRA said the benefactors wish to remain anonymous.

Buddah Records announced at the awards dinner it would pledge a portion of its earnings to the Southern Christian Leadership Conference in memory of Dr. Martin Luther King. Atlantic Records donated \$50,000 to the Martin Luther King Memorial Fund and contributed \$21,800 to NATRA itself. The latter sum represented the excess from the recent Madison Square Garden King-memorial benefit which was staged jointly by Atlantic and NATRA. Bell Records contributed \$5,000 to NATRA to establish a credit union.

NATRA honored Mrs. Coretta King as its woman of the year. "My husband had great affection for members of this organization," she said, "and I know you had a great affection for him."

Mrs. King told NATRA members that through their support of Dr. King's "work of nonviolence and love, you can put the issues where they belong."

**The Platform** ■ Here are excerpts of the Fair Play Committee platform circulated in Miami at the NATRA convention. Fair Play claims "over 500" signed pledges to support the platform, including pledges from virtually all NATRA officers, disk-jockey members and record-industry people.

"It is our belief that all black people must be accorded fair and equal treatment; here and now. The Fair Play Committee seeks to bring this

about by any means necessary. . . . We have initiated a number of community action projects designed to achieve the following goals:

"1. Insuring that all radio stations which claim to serve the black community meet the existing wants and needs of that community.

"2. Exposing and eliminating those persons who are not working in the best interest of black people. Among black disk jockeys there are many who can be called nothing less than 'Uncle Toms.' These people owe their complete loyalty to whites and have consistently 'sold' their brothers 'down the drain.' They must be exposed for what they are and dealt with accordingly.

"3. Providing job security and dignity for black people in radio. The time is long past when black jocks are at the mercy of station management; when they must shuffle their feet and grin in order to 'keep their jobs.' Black jocks must become black men—stand up and be counted. . . .

"4. Securing executive management positions for qualified black people . . . White station managers must realize that only black people can honestly and effectively relate to the problems of the ghetto. Black men . . . must receive salaries commensurate with executive management responsibilities.

"5. Upgrading and improving public-affairs programing. Increasing quality and length of news gathering and reporting with special coverage of events and personalities relating to the black community. . . .

"6. Improving community relations. Radio station management must begin community programs designed to create a climate conducive to better relations between consumers and merchants in the black community. Black-owned businesses must be assisted and encouraged. In the field of recording, black companies must begin to receive the same treatment whites receive. The monopoly once held by a few "giant" labels and gangsters must be destroyed. Small independent manufacturers must be given an opportunity to have records aired, just as the 'giant labels.' . . .

"7. Creating a united and cohesive organization of black people in the field of radio. Submerging our petty differences and coming together in a united black front. . . .

"8. Eliminating personal and individual gain derived at the expense of the members of the organization. Exposing those officers and members who are using their positions to get rich while their brothers starve. . . .

"9. Creating a more democratically run organization with all members receiving fair and equal treatment. For too long a few hand picked 'Negroes' have

### NGC adds new interest

National General Corp., Los Angeles, which is preparing to take over Warner Bros.-Seven Arts Ltd. (see page 51), has acquired Educational Film Productions Inc., Riverside, Calif. The purchase was made from Elliott & Associates for more than \$5 million.

Educational Film specializes in production and distribution of medical training films. National General said it plans to have the first of 2,500 films and video tapes ready for distribution to schools and hospitals by next year.

led the majority astray; stealing all the money and acting as the white man's 'boy.' All this must come to an abrupt end.

"10. Providing for and maintaining the welfare of black jocks, while improving the conditions under which these jocks must work. . . ."

(On copies of the platform circulated in Miami, the following was rubber-stamped: "Fair Play is working for fair pay, \$15,000 minimum disk jockey salary.")

## N.Y. CATV firm calls rules obsolete

An upstate New York CATV firm faced with a request for protection under the FCC's nonduplication rules responded last week by arguing that the rules are obsolete.

Auburn Cablevision Inc., owner of the 10-channel CATV system at Auburn, N. Y., said that it received a request for nonduplication protection from WHEN-TV Syracuse, N. Y., a CBS affiliate. Auburn also carries CBS-affiliated WHEC-TV Rochester, N. Y. According to Auburn, the nonduplication rules are inconsistent with the Supreme Court decision that CATV systems do not incur liability when they pick up and retransmit copyrighted

programming (BROADCASTING, June 24).

The rules were imposed, Auburn said, because of the commission's view that CATV "stood outside the customary program distribution process." Then, the petition noted, the court in its landmark decision identified the function of CATV with that of the viewer rather than the broadcaster—a "passive beneficiary" rather than an active participant. When the role of CATV is so defined, Auburn said, the rationale for nonduplication disappears. If the commission can't restrict the number of stations a viewer can receive, the corollary is that CATV—also defined as a "viewer"—can't be directed to include or delete certain programs, according to Auburn.

The petition also contended that nonduplication would be anticompetitive, since it would favor the dominant CBS affiliate in the area; that nonduplication isn't feasible, since Auburn residents get WHEC off the air anyway, and that the preference given to nonduplication requests in cases where the station serves as an outlet for local self-expression isn't applicable, since WHEN, it's held, consistently ignores significant Auburn news although the station is only 25 miles away.

Furthermore, Auburn said, WHEN had sought the Auburn CATV franchise and, when that was denied, had

tried to obtain control of Auburn Cablevision. It should be determined, the firm said, whether the request for nonduplication was simply an attempt to "harass" the present franchise holder.

The firm requested that an evidentiary hearing on these questions be held in Auburn, so that local residents might participate.

## Encores of Bell Hour set for NBC Radio

NBC Radio has scheduled *Encores from the Bell Telephone Hour* (6:30-7 p.m. NYT) to begin Sept. 15.

The 39-week series will feature taped voices from past radio and TV programs. Donald Voorhees, the host, will interview some of the artists about highlights and experiences during their careers. AT&T, through N. W. Ayer & Son, is the advertiser (BROADCASTING, March 25).

The original *Bell Telephone Hour* started on radio on NBC April 1940, and continued through 1958. Mr. Voorhees conducted the *Bell Telephone Hour* Orchestra throughout its existence on radio, remaining in that capacity when the series moved to NBC-TV in 1959.

The *Bell Telephone Hour*, on NBC-TV starting in September, will be presented periodically on a specials basis.

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**Facilities of Television:** Station profiles; call letters; channels; allocations; applications pending; group and newspaper/magazine ownership, station sales, plus CATV listings and data.

**Facilities of AM/FM Radio:** Station directory includes executive personnel, specialty programs, call letters,

frequencies; campus-limited stations; Canada, Mexico-Caribbean stations.

**Program Services/NAB Codes:** TV and radio codes; program producers, distributors, production services; news services; talent agents; foreign language, C&W, Negro programming by call letters; broadcast audience data

**Broadcast Equipment/FCC Rules:** Product Guide; manufacturers and services— who makes it, where to buy it. Station/set figures.

**Representatives, Networks, Top Advertisers/Agencies:** directories including national, regional and state associations; government; books and reference works; schools; subject matter index to leading news events reported in weekly issues of BROADCASTING.

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# Norton Simon acquires TA in merger

## CONGLOMERATE NOW HAS ENTERTAINMENT ARM

They were playing merger a-go-go again last week in the entertainment industry. Norton Simon Inc., the recently formed near-billion-dollar conglomerate, announced an agreement in principle to acquire Talent Associates Ltd., a 16-year-old independent producer of television series and specials. It was the fifth announced merger in the last month that involved significant entertainment industry firms.

Terms of the Norton Simon-Talent Associates transaction were not disclosed. The only indication given was that TA, privately-held with annual sales estimated to be between \$10 and \$15 million, will be acquired for stock valued at several million dollars. The proposed acquisition is subject to completion of a definitive agreement and approval by directors of both companies.

Norton Simon Inc. was formed last month upon the consolidation of Hunt Foods & Industries Inc. (earned \$15.4 millions on sales of \$523.6 million in 1967); Canada Dry Corp. (earned \$2.2 million on sales of \$187 million in 1967), and McCall Corp. (earned \$7.3 million on sales of \$209.6 million in 1967).

NSI currently is based in Fullerton,

Calif., headquarters for Hunt Foods. The new billion-dollar company, however, has announced that it will move to Los Angeles within the next 12 months. The company is named after Norton Simon, who started in 1931 with an investment of some \$7,000 in Hunt Foods, and pyramided his interests into major shareholdings in McCall and Canada Dry. While Mr. Simon is a director and major stockholder in the company that bears his name, he has announced that he would not be active in management.

In 1964, Mr. Simon, who then owned about 10% of the stock of ABC through Hunt Foods, made a drive for representation on the ABC's board of directors. The move was fended off when ABC shareholders abolished cumulative voting.

**Officers Listed** ■ William E. McKenna, formerly chairman of Hunt, is chairman and chief executive officer of NSI. David J. Mahoney, formerly president of Canada Dry, is president and chief operating officer.

Talent Associates was formed in 1952 by the late Alfred Levy and David Susskind. Principals currently are Mr. Susskind, Daniel Melnick and Leonard Stern. In 1961, a 50% interest in Talent Associates, which then had a gross income of \$5.5 million, was acquired by Paramount Pictures Corp. for a combination of cash and stock in excess of \$1 million. The company was not profitable for Paramount and in 1965 was sold back to Mr. Susskind and associates for close to the amount of Paramount's original investment.

Currently TA is represented on all three networks with *Get Smart* on NBC-TV, *The Good Guys* on CBS-TV and *NYPD* on ABC-TV. Since it was formed TA has turned out some 175 television specials. The company recently has entered movie production and has a reported seven motion pictures in various stages of development. It's also said to have six new television projects in co-productions with the networks.

## Networks plan for funeral coverage

The possibility of having to cover a state funeral at the same time as the Democratic convention, while not being discussed openly, was on the minds of officials of the three TV networks last week as former President Dwight Eisenhower lay critically ill in Walter

Reed Army Hospital, Washington.

ABC-TV noted that plans had been made for four or five days' coverage in the event that General Eisenhower died, and if this occurred during the convention, the network would cover both. A spokesman noted, however, that the Democrats in turn might alter convention plans if the circumstance arose, and the problem would be alleviated.

CBS-TV reported that it could give no details because it was working in conjunction with the Army, which would be the releasing source of funeral plans. NBC-TV, which has definitely planned a 90-minute special on the evening of the death, said the network officials would "exercise their news judgment" on other plans.

The news organizations are said to have drafted pool coverage plans, with CBS-TV responsible for services for General Eisenhower. Funeral plans in the case of a president are usually drawn in advance with his knowledge (BROADCASTING, July 1).

## NET seeks to bring back black staffers

Negotiations continued Thursday (Aug. 22) in an effort to bring 11 black staff members back to National Educational Television's *Black Journal* program.

The entire black staff, with the exception of Editor Lou Potter, who also works on other projects at NET, resigned last week in a dispute over editorial control of the program's content.

NET offered to place Mr. Potter in control of the production unit as executive editor, and eliminate the position of executive producer, now held by Alvin H. Perlmutter, a white. Mr. Perlmutter would be retained as consultant under the plan. The staff wavered over this proposal, but then insisted that NET name a black executive producer. They have not been able to agree on qualified or available personnel.

*Black Journal*, an hour program replacing *NET Journal* once a month, started June 12 and is scheduled to end Sept. 11 under present NET funds. NET says it is still seeking funds for the continuation of the program, and that the Sept. 11 show will not be disrupted by the walkout.

The Negroes feel that NET has been hypocritical in its presentation of *Black Journal* because not enough of the production was done by the 12 blacks out of the total 20 staff members. NET said its intention was "to promote from within the unit and to increase the black composition of the unit as quickly as staff members were ready for advancement."

## NBC stations stay on

In what amounted to an extended vigil, several NBC-owned television stations last week stayed on the air past their usual sign-off. These operations were begun Aug. 16 when General Eisenhower's condition was reported very critical. WNBC-TV New York and WRC-TV Washington were continuing their round-the-clock telecasts as of last Thursday (Aug. 22), remaining on the air beyond sign-off (normally around 2 a.m. or later). Movies and late news bulletins were run. KNBC(TV) Los Angeles also went through that procedure with the exception of Aug. 22, the station signing off at 3 a.m. PDT on the theory it would have protection from New York which, because of time differences, would by then be feeding the *Today* show. WMAQ-TV Chicago stayed on one night (Aug. 16). NBC's fifth owned TV station, WKYC-TV Cleveland, signed off at its usual time throughout the period.

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## **Nielsen Station Index**

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# Media responds to Czech crisis

## Major networks expand coverage of invasion in series of specials

Television and radio networks and stations reacted quickly to the sudden invasion of Czechoslovakia by troops of the Soviet Union and other Communist bloc nations by providing news bulletins of developments, starting on Tuesday evening (Aug. 20) and continuing throughout the week with news reports and special programming.

CBS News claimed it made the first announcement of the invasion in an exclusive live broadcast of the Democratic Platform Committee hearings in Washington over CBS-TV. At 9:25 p.m. last Tuesday, as Secretary of State Rusk was concluding his testimony on Vietnam policy, news reports of Radio Prague were handed to Secretary Rusk and Representative Hale Boggs of Louisiana, committee chairman. Congressman Boggs advised the meeting and the nation's viewers of the startling development.

Later that same evening (11:30-midnight) CBS-TV presented a news special, *The Invasion of Czechoslovakia*, including background films plus interviews with Senator Wayne Morse (D-Ore.), Professor John Galbraith of Harvard University and Senator Clairborne Pell, a member of the Senate Foreign Relations Committee.

Wednesday afternoon CBS showed films from Prague relayed by satellite for a three-network pool pickup. The special 15-minute segment at 2:45 p.m. also included films of a demonstration in Bonn and President Johnson's statement on the crisis. That evening the network pre-empted regular programming to devote an hour (7:30-8:30 p.m. EDT) to a special, *Czechoslovakia: the Invasion—the Impact*, in which correspondent Alexander Kendrick interviewed a panel of Soviet experts: Eric Sevareid, Marvin Kalb and Richard Hottelet analyzed the situation, and film clips and other interviews were presented. The special was sponsored by Western Electric. CBS-TV then went live to the UN until 9 p.m. for a speech by Jan Muzik, Czechoslovakia's acting chief representative, and interrupting a paid political broadcast which was re-scheduled (see page 52).

Thursday CBS expanded its evening news with Walter Cronkite to an hour (6:30-7:30 p.m.) (see box).

ABC-TV pre-empted *Dream House* to

show a special Wednesday night (8:30-9 p.m.) featuring satellite reports from correspondents Russ Jones and Ray Moloney, witnesses to the invasion, reactions from Pope Paul, the French Communist party and British people, and analysis of the political implications of the crisis for U.S. presidential candidates.

ABC Radio's four networks remained on the air Tuesday night to broadcast bulletins and special reports. Three reports were 20 minutes long, and eight others ran 10 minutes. Correspondents reported from Washington, Moscow, West Berlin, Rome, London and Paris, with Don Gardiner, John Schubeck, Bruce Brown and Tome Schell anchoring the newscasts. Continuing coverage was to be broadcast on regular newscasts.

NBC-TV's special Wednesday afternoon (2:30-3 p.m.) showed the satellite pictures from Prague and Bonn and included President Johnson's statement. That night a one-hour special, *The Invasion of Czechoslovakia, 1968*, presented taped highlights of the UN Security Council meeting, Prague films, and reactions in Washington, Moscow, and Chicago.

NBC Radio, in addition to covering President Johnson's speech live Wednesday (12:08 p.m.), presented a special (9:06-9:30 p.m.) with reports from Moscow, Berlin, Belgrade, and the UN, anchored by Mike Maus.

The television networks and local stations also interviewed Czech nationals in New York.

Mutual's coverage started Tuesday night with direct pickups from Prague and analyses in Washington and New York. Wednesday the radio network continued with correspondents' reports on its regular national newscasts and went live to the UN that night for the Security Council session. On Thursday, Mutual's correspondents continued to broadcast material, while Radio Prague and Radio Moscow were monitored. Serge Fligers, chief of the European

bureau in Paris, was sent to Vienna to cover events from there.

National Educational Television, which had scheduled a *NET Journal* program Sept. 9 (9-10 p.m. EDT) on Czechoslovakia, pieced together from foreign documentaries, was re-editing its program to include a half-hour of analysis by experts on the Soviet Union and Eastern Europe.

On the international scene, Radio Free Europe, which had been broadcasting about 18 hours a day, went on a 24-hour schedule, monitoring about 40 stations from its Munich center. RFE broadcasts to Czechoslovakia, Poland, Hungary, Rumania, and Bulgaria.

Czech television reportedly was able to send about 45 minutes of visual material out through Vienna before closing down. Radio Free Prague, an underground station, was still broadcasting Thursday.

Among Americans caught in the Soviet invasion were crews from two productions houses. David Wolper Productions and MPO Videotronics. Both companies were working on feature films.

## CATV origination debated in NYC

Proponents and opponents of local origination of entertainment programs on CATV systems in New York presented their views last Thursday (Aug. 22) during a hearing before the board of estimates there.

The board, which formulates ground rules for the allocation of cable TV franchises, deferred a decision until Sept. 19 after opponents of origination requested more time to prepare their position.

The hearing was scheduled after Manhattan Cable Television, which holds a city franchise and is operating, announced last month that it planned to begin local origination of feature films without charge to subscribers on Sept. 9 (BROADCASTING, July 1). A spokesman for Sterling Communications Inc., which controls Manhattan Cable, said after the hearing that it would not begin its feature film presentations until after the board of estimate ruling.

An official of Manhattan Cable told the board it felt it had the right to originate local entertainment programming by virtue of provisions spelled out in its charter from the city. A supporter of programming origination, the Teleprompter Corp., New York, which also operates a CATV system in the city, maintained that the U.S. Supreme Court had given the FCC jurisdiction over cable TV and said the commission has

### Hour news gets test on CBS

The news load got so heavy Thursday (Aug. 22) that CBS-TV expanded the early-evening *News with Walter Cronkite* show from a half-hour to one hour, starting at 6:30 p.m. EDT. On the newcast was film footage by satellite transmission covering news events on three continents: from inside Czechoslovakia and on Pope Paul VI's arrival in Bogota, Colombia, both via Atlantic communications satellite, and the rocket attack on the South Vietnam National Assembly Building in Saigon, by Pacific communications satellite.

approved local originations for CATV. Others who supported the stand of the CATV interests in New York were officials of the American Federation of Musicians and the American Symphony Orchestra, who lauded the local programming efforts of cable interests.

Representatives of several theater organizations opposed local origination, claiming it would open the door to pay television. Spokesmen for the broadcasting industry, including ABC, Metro-media and WPIX(TV) New York, urged the board to withhold a decision until it had more information on the possible effects of CATV program origination on the public and the public interest.

The board directed all interested parties to set forth in writing their views on the subject and deliver it to the board well in advance of its next scheduled meeting on Sept. 19.

## FCC complains hippies get too big a play

Chances are the average broadcaster won't have very many occasions to heed the latest advisory out of the FCC. It isn't often he is faced with the prospect of losing control of his programming—actually physically losing

control, that is. But in case he ever is, he is hereby on notice to put on programming which he can control or go off the air.

The commission issued that advice in a letter to WNDT(TV) Newark, N. J.—New York that was made public last week.

The letter was the wrapup of a commission investigation of the June 25 invasion of WNDT by a score of persons, described as “hippies,” during a prime-time live broadcast of a panel discussion of the underground press (BROADCASTING, July 1).

Police managed to arrest seven of the intruders, but not until the group had shoved aside station personnel and, literally, got into the act before the camera for about 20 minutes.

The station told the commission that a telephone call was made to police as soon as the group began breaking into the studio and that station personnel never lost control of the programming.

WNDT also said the employees decided it would be better to continue the program with the new panelists (the trespassers had plunged into the discussion of the underground press, which is edited largely for them) rather than to permit the screen to go dark or to substitute other programming.

The commission said it was not at-

tempting to determine whether the licensee actually had lost control of its programming.

But it said it “believes it advisable to call your attention and that of other licensees to the fact that broadcasters are responsible for maintaining control of their programming at all times, and that if such loss of such control occurs or appears to be imminent, the licensee should immediately substitute other programming over which it has control or discontinue all programming until control can be regained.”

## Mendelsohn moves to Century Corps as VP

As part of an expansion and acquisition program at Mark Century Corp., New York, Herbert J. Mendelsohn, former president of Bartell Broadcasting Corp., has been named a vice president of Mark Century, and president of the company's Century Broadcasting Group Inc.

Milton Herson, president, said Mr. Mendelsohn will function in all areas of the corporation and in new product development and station liaison. Century Broadcasting now operates WFEA Manchester, N. H.

## THE MEDIA

# AT&T reveals its lower rates for ETV

## CARRIER OFFERS SUNDAY-MONDAY PRIME TIME AT FIFTH NORMAL COST

AT&T has made its first hard proposal as to the reduced rates it could offer a noncommercial television network for interconnection service in prime time. And the initial reaction of ETV officials was, “We are encouraged.”

AT&T said it could serve a 41-city, nationwide network over existing facilities at a cost of \$20,000 a month, based on two hours of use, between 8 and 10 p.m. (NYT), on four Sundays or Mondays during the month.

Under the offer, which is for a six-month trial period, the noncommercial broadcasters could use the facilities in those prime-time hours on both Sundays and Mondays at a monthly cost of about \$30,000.

The \$20,000 monthly charge for eight hours of prime time, which includes charges for local channels and out-of-pocket costs, but nothing for interexchange channels and station connections, is about one-fifth the cost that would be charged commercial broadcasters.

However, use of the facilities would be subject to pre-emption when required for commercial customers or for route restoration. AT&T said that since the facilities were built and are paid for by commercial broadcasters, their service needs “necessarily would have priority.”

**Spokesman Pleased** ■ Nevertheless, a spokesman for the Corp. for Public Broadcasting was obviously pleased by the proposal, which was contained in a letter to Bernard Strassburg, chief of the FCC's Common Carrier Bureau.

Ward Chamberlin Jr. said: “We are encouraged.” He indicated the educators would like prerduced rates “five or six days a week” but made it clear he regarded the offer as a helpful “first step.”

Mr. Chamberlin noted he was speaking only for CPB. But he said representatives of other interested groups—the Ford Foundation, National Educational Television, the National Association of Educational Broadcasters, and the Eastern Educational Network—

would meet soon to discuss their next step.

The CPB was created by the Public Broadcasting Act of 1967 as an independent, nongovernmental agency to aid in the development of noncommercial broadcasting through grants for programming, interconnection and other services. The same act specifically permits the commission to authorize free or reduced-rate interconnection service to educational broadcasters.

**Meetings** ■ The commission has brought educational broadcasters and AT&T officials together in a series of meetings aimed at implementing that provision. The company's letter to Mr. Strassburg last week was a result of that commission-directed effort.

CPB last month had informed AT&T of educational broadcasters needs “over the next five to 10 years”: regular interconnection nationwide for an eight-hour period, 3 to 11 p.m., daily. CPB outlined a nationwide system that could be broken down in five regional groupings—in the eastern,

central, southern Rocky Mountain and western states (BROADCASTING, July 29).

AT&T, in its letter last week, said the specified network, encompassing 91 points, has been priced out, at present commercial rates, at about \$8,800,000 annually. The company promised by Oct. 1 an estimate as to when construction could be completed and service furnished. It said it would have estimates as to the costs for building and operating such a network by Nov. 15.

But if the commission determines that the proposed facilities should be made available to the educators at preferential rates or at no cost, AT&T noted, the agency will have to make the further determination "as to who should bear the cost burden." As a regulated monopoly, AT&T is guaranteed a certain return on its investment.

**Off-Peak Hours Available** ■ AT&T, in its letter to Mr. Strassburg, also called attention to its offer of off-peak-hour use of its facilities by educators at reduced rates. CPB has said that educators would have little use of the facilities between 2 a.m. and 12 noon—the proposed hours—when they would otherwise be idle.

AT&T, however, noted that "all interested parties" recognize "that plans for public broadcasting are still very formative and that it is premature to reject completely the possibility of making some use of communications facilities in off-peak hours."

The company said the off-peak-hour cost would be on the average about \$43.50 per station per occasion for the video and associated audio intercity network. This would be for out-of-pocket expenses and would not cover costs for interexchange channel service. Regular tariff rates would apply for video and audio local channels, and there would be additional charges for construction of local channels where required.

The 41-city network AT&T has proposed making available at reduced rates in prime time on Sundays and Mondays is the same as that furnished to the Public Broadcasting Laboratory.

The cities: Tempe and Tucson, both Arizona; Los Angeles and San Francisco; Denver; Jacksonville, Miami and Tampa, all Florida; Atlanta; Carbondale, Chicago and Urbana-Champaign, all Illinois; Des Moines, Iowa; Louisville, Ky.; New Orleans; Detroit and Ann Arbor, both Michigan; Minneapolis-St. Paul; Omaha; Albuquerque, N. M.; Greensboro, N. C.; Cincinnati, Cleveland and Columbus, all Ohio; Portland, Ore.; Hershey and Pittsburgh, both Pennsylvania; Columbus, S. C.; Memphis and Nashville; Austin-San Antonio, Dallas, Houston, all Texas; Salt Lake City; Richmond, Va.; Seattle and Spokane, both Washington; Madison and Milwaukee, both Wisconsin.

## AT&T broadcast rates to be under study

Full-time and occasional users of AT&T lines for broadcast transmission who have been fighting for lower rates may find their battles have not been in vain.

Through National Analysts Inc., Philadelphia, AT&T is conducting a market survey of audio and video services to come up with a rate plan which the Bell System hopes "will satisfy the

broadcast industry." AT&T wants the new program service tariff to be effective April 1, 1969.

That date is the one the company agreed to last March when the FCC's Common Carrier Bureau had requested that rate increases scheduled to be effective April 1, 1968, be delayed one year. (BROADCASTING, March 4). Under the original proposal broadcasters would pay an estimated \$17 million more than they are currently paying.

Now, however, AT&T is going to the radio-TV networks, both commercial and educational, closed-circuit operators and "selected" stations "to de-



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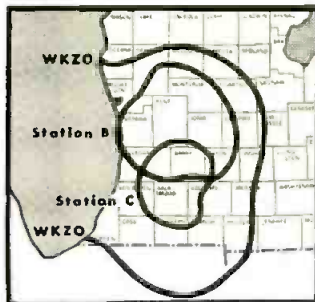
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WTVY/CADILLAC-TRAVERSE CITY  
WWUP-TV SAULT STE. MARIE  
KOLN-TV LINCOLN, NEBRASKA  
KGIN-TV GRAND ISLAND, NEB.

**WKZO**

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termine potential usage and inclination to buy with various rate plans." The survey's initial interviews are scheduled for this month and September with followup interviews planned for two weeks later.

## FCC looks again at trafficking concept

McLendon Corp.'s application to acquire WCAM Camden, N. J., has been ticketed for an FCC hearing in a proceeding that could result in new guides as to what constitutes trafficking in station licenses.

The commission informed McLendon last month that assignment of WCAM's license, from the City of Camden, could not be approved without a hearing on whether the corporation had engaged in trafficking (CLOSED CIRCUIT, July 29).

The company, which owns 10 AM and FM stations and one television outlet, elected to proceed with the hearing.

The commission, in announcing the hearing last week, said it would not be restricted to the trafficking issue. The question of whether McLendon's proposed program plans are realistically designed to meet the needs of Camden

or neighboring Philadelphia will also be explored.

The hearing order does not specify the basis for the trafficking issue. But some commission attorneys suggest that a new concept as to what constitutes trafficking may emerge from the hearing.

Generally, they say, the issue has been raised against parties suspected of buying stations with the hope of selling them at a profit. But McLendon, though active in the trading market, is not known for turning over station properties quickly.

**New Consideration** ■ Accordingly, the attorneys say, the issue may now be raised in connection with parties who sell stations in order to buy others. The commission approved McLendon's sale of KILT and KZAP(FM) Houston to LIN Broadcasting Co. for \$6.5 million (BROADCASTING, April 1).

And McLendon's application to buy WCAM for \$1.5 million was filed in April. Earlier, McLendon had applied for assignment of license of KYXI Oregon City, Ore. for \$1.3 million. That sale fell through after the commission notified the parties the assignment could not be approved without a hearing on a trafficking issue (CLOSED CIRCUIT, July 8).

The order setting the WCAM matter

for hearing was adopted by a commission vote of 4-to-1, with Commissioner Robert E. Lee dissenting and Commissioner James J. Wadsworth absent. Chairman Rosel H. Hyde and Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson made up the majority.

The McLendon stations are KLIF and KNUS(FM) Dallas; KABL-AM-FM Oakland-San Francisco; WYSL-AM-FM Buffalo, N. Y.; WNUS-AM-FM Chicago; WWWW(FM) Detroit; KOST(FM) Los Angeles; and KCND-TV Pembina, N. D.

## CATV goes to court to get FCC moving

An upstate New York CATV system that has beseeched the FCC for 15 months for permission to import a New York City independent, and has had no action from the commission, last week asked the U. S. District Court in Utica, N. Y., to require the FCC to move on its petition.

Filing the suit is Vestal Video Inc., and Lawrence Flinn Jr., its principal owner, which operates CATV systems in Union, Vestal and Owego, New York, all within the grade A contour of TV stations in Binghamton, N. Y., ranked number 87 by American Research Bureau.

On May 4, 1967, the cable company filed a petition for a waiver of the FCC's top-100 market rule asking the FCC for permission to bring its customers WNEW-TV New York, or if no permission were granted, to hold a hearing. The FCC has done nothing about this petition, even after the CATV system repeatedly has filed requests for action with the commission, it said, and none of the TV stations affected have raised any objections.

And, rubbing salt in its wounds, Vestal Video said, the FCC, on the same day it filed its original petition, approved the carriage of WNEW-TV by a CATV system serving Binghamton, Johnson and Union, all in the same area. And to compound the smart, Vestal Video said, this has resulted in its competition in Union carrying WNEW-TV, while its system there still may not.

## Changing hands . . .

**ANNOUNCED** ■ The following station sales were reported last week subject to FCC approval. (For other FCC activities see FOR THE RECORD, page 62).

■ WMCK McKeesport, Pa.: Sold by Robert M. Cox and associates to Westchester Corp. Price was undisclosed, but is believed to be approximately \$500,000. Westchester Corp., principally owned by Norman Wain, Robert C.

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Weiss and Joseph T. Zingale, is the licensee of WIXY and WDOX-FM Cleveland. WMCK is a full-time station on 1360 kc with 5 kw days, and 1 kw nights.

▪ WMCR Oneida, N. Y.: Sold by C&U Communications Corp. to William Warren and wife for \$120,000. Mr. Warren owns WHLT Huntington, Ind. C&U Communications owns telephone companies and a group of five FM stations in upstate New York (see below). WMCR is 1 kw daytimer on 1600 kc. Broker: Blackburn & Co.

▪ WEIV(FM) Ithaca, WBIV(FM) Wethersfield, WMIV(FM) South Bristol, WOIV(FM) DeRuyter Township, WJIV(FM) Cherry Valley Township, all New York: Donated by C&U Communications Corp. to Christian Broadcasting Network Inc. Stations are reported valued at about \$500,000. Christian Broadcasting Network owns WYAH-TV (channel 27) and WXRI-FM Portsmouth, Va.; holds a grant for channel 46 in Atlanta, and owns Nuevo Continente, an AM radio station in Bogota, Colombia. Pat Robertson is president. The FM stations are all 20 years old; WEIV is on 103.7 mc with 5.6 kw; WBIV, 107.7 mc with 5.4 kw; WMIV, 95.1 mc with 5.3 kw; WORV, 105.1 mc with 5.3 kw, and WJIV, 101.9 mc with 5.4 kw. Broker: Blackburn & Co.

**APPROVED** ▪ *The following transfer of station interests was approved by the FCC last week.*

▪ WTMC Ocala, Fla.: Sold by William L. Matheson to Walter Beinecke Jr. for \$285,000. Mr. Beinecke is a New York investor in real estate, cattle ranching and other businesses. Mr. Matheson is a New York lawyer. WTMC is fulltime on 1290 kc with 5 kw days and 1 kw nights.

## Commission sets hearing for ch. 56 in Anaheim

Six mutually exclusive applications to operate a TV station on channel 56, Anaheim, Calif., have been designated for hearing by the FCC.

The applicants include: Orange County Broadcasting Co., owned by J. D. Wrather Jr., president of the Wrather Corp., which owns *Lassie*, *The Lone Ranger* and other TV shows; Orange County Communications; Voice of the Orange Empire Ltd.; Orange Empire Broadcasting Co.; Dana Communications Corp., and Golden Orange Broadcasting Co. Inc., which lists entertainers Pat Boone, Jimmy Durante and Fess Parker as stockholders, with Mr. Boone as president.

The commission said the applicants

all were qualified to build and own a station except as indicated in two issues set for hearing. One is an issue of financial qualification for Orange Empire Broadcasting to determine whether it will have available a bank loan of \$1.7 million for construction and operation the first year. The other is whether five of the applicants (all but Orange County Communications) will have available the transmitter sites they specified in applications. The sites are on national forest lands, the commission said, and the Department of Agriculture has not determined whether the land is available for such use.

## Do CATV's foresee harsher regulation?

The unusual request by 16 CATV firms for an immediate evidentiary hearing on their proposals to import the signals of independent New York stations into three top-100 markets (BROADCASTING, Aug. 12) is apparently an attempt to obtain protected status in the likely event of major CATV rules revision by the FCC, according to a petition Westinghouse Broadcasting Co. filed with the commission last week.

The companies had proposed to carry New York's three independent stations—WPIX(TV), WOR-TV and WNEW-TV—in the markets of Pittsburgh (ranked 10th), Johnstown-Altoona, Pa. (29th) and Wheeling, W. Va.-Steubenville, Ohio (37th). Any such proposal requires either a waiver of commission rules or an evidentiary hearing—and, while the hearing is sometimes a lengthy process, a petition for waiver is inescapably so. Petitions are considered in the order in which they were filed, and the commission presently has some 200 on file. As a possible shortcut, the 16 firms requested that a hearing be conducted "at the earliest possible time."

According to the response filed by Westinghouse, the request for hearing is superfluous if taken at face value, since such a proceeding is mandatory under commission rules in the absence of a petition and grant of waiver, and "petitioners are in the anomalous position of simply arguing that the commission adhere to its own rules."

The clue to their real intent, Westinghouse said, was the urgency of the request; to grant it, according to the firm, would be contrary to present commission practice of postponing such hearings pending re-evaluation of commission CATV rules, which is presently taking place (BROADCASTING, Aug. 12).

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# Adams steps down at NBC; 3 to replace him

David C. Adams, senior executive vice president of NBC, starts his long-planned one-year leave of absence—or trial retirement—next week, and his wide-ranging responsibilities are expected to be split three ways (CLOSED CIRCUIT, July 15, 1968, Sept. 25, 1967).

The three men slated to share the Adams mantle are Thomas E. Ervin, vice president and general attorney; Robert D. Kasmire, vice president for corporate information, and George H. Fuchs, vice president, personnel. They may also get new titles to go with the new responsibilities. They will report directly to President Julian Goodman.

Mr. Adams has been responsible for planning and research, the law department, the Washington office, standards and practices, station relations, corporate information, public information, advertising, promotion and press and publicity.

**Division of Duties** ■ Here's how these responsibilities are expected to be divided subject to approval by the NBC board at its meeting Sept. 4:

■ Mr. Ervin, who already heads the law department, is expected to add responsibility for the Washington office, headed by Peter Kenney, and for station relations, headed by Don Mercer.



Mr. Adams



Mr. Ervin



Mr. Kasmire



Mr. Fuchs

■ Mr. Kasmire is slated to continue to have responsibility for advertising, press, promotion, standards and practices and public information, but with direct responsibility now to President Goodman without an intermediate superior.

■ Mr. Fuchs is expected to add re-

sponsibility for research and planning to his present area of personnel.

Mr. Adams, a key figure in NBC's top councils for many years, has made no secret of his wish to retire at age 55—or of his plan to take a trial retirement at that time.

He plans to attend the Democratic convention in Chicago this week and then, in his words, "get lost."

In a memo to colleagues last week he acknowledged that he wasn't sure he'd find retirement as enjoyable as working, but he intended to find out.

He said that after 21 years at a job that has demanded almost all of his time and energy he felt a need "for a pause that refreshes." If the experiment doesn't work, he said: "I may be back if there's a place for me, because there is no company or regular job at which I'd rather work than NBC."

There almost certainly would be a place for him if he wanted to come back—or one would be made—because NBC management wanted him to stay on.

A former assistant to the general counsel of FCC, he joined NBC in December 1947, was elected a vice president in 1953, staff vice president in 1954, executive vice president for corporate relations in 1956 and senior executive vice president in 1959.

## Concern rises over FCC rule

### D.C. lawyers meet on how to meet FCC-Justice threat on multiple ownership

A strong belief that broadcasting is facing a violent and destructive wrench in its historic structure, and that the industry must rally to protect itself, impelled 10 Washington communications lawyers representing major multiple broadcasters and newspaper-broadcaster interests to meet last week to determine ways of turning back the threat.

The meeting, called by Douglas A. Anello, general counsel of the National Association of Broadcasters, was held last Thursday (Aug. 22) at the associa-

tion's headquarters in Washington. It lasted for two-and-a-half hours.

It was generally agreed that the FCC's proposed rule and particularly the Department of Justice's recommendations threaten the pattern of broadcast ownership as it has not been challenged since the newspaper-ownership investigation of the 1930's, and the multiple-ownership proceedings of the 1940's.

**Answers Not Obvious** ■ But exactly what should be done about it was not so plain. It was evident, according to those present at last week's meeting, that fundamental factual material to rebut the commission's and the more menacing proposals of the Department of Justice must be provided.

The commission had proposed that acquisition of broadcast stations in the same market be limited to one type of service; the Department of Justice not only seconded these proposals but suggested that this prohibition be extended to the cross ownership of broadcast stations and newspapers in the same city. And, most ominously, the Department of Justice recommended that these restraints be applied to existing patterns at license-renewal time.

These two Justice Department recommendations, it is felt, change the FCC's rulemaking proceeding radically.

At the moment, consideration is being given to seeking from the FCC further extensions for the filing of documented research. This would require, it's thought, much more time than the 30 extra days that were granted last week in answer to the requests of Time-Life Broadcast Inc. and the Communicana Stations (BROADCASTING, Aug. 19).

The commission, through George Smith, chief of its Broadcast Bureau, granted these petitions and set Sept. 30 as the new deadline for reply comments in the rulemaking proceeding. Comments, totaling over 70, were filed earlier this month.

Present at last week's meeting, in addition to Mr. Anello, were Theodore Baron, William J. Dempsey, Benito Gaguine, Robert L. Heald, Ernest W. Jennes, W. Theodore Pierson, Harold F. Reis, Howard F. Roycroft, Thomas W. Wilson and J. Roger Wollenberg.

It is anticipated that another meeting of this group, plus many others, may very well take place this week or next.

# Platform committee hears media

Stanton and Harley urge plank for money for CPB;

Mrs. Magnuson appears for plea for consumer interests

Democratic platform - committee members heard two requests for a plank supporting subsidized public television—one from a commercial network president and one from an educational-broadcasting spokesman—during platform hearings last week held in Washington and Chicago.

In addition the platform architects heard a plea in behalf of consumers from Jermarie Elliott Magnuson, wife of Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.), that included a proposal for a National Consumer Service Foundation "funded by both private contributors and government appropriations; to conduct research and disseminate objective performance data about consumer products in various categories where substantial confusion currently exists in the market."

A draft proposal for a platform plank advocating continued attention to national telecommunications problems in line with ongoing efforts, such as those of the President's task force on telecommunications (CLOSED CIRCUIT, Aug. 19), did not surface during the public platform hearings, but it was understood that such a plank was under active consideration and might be expected to emerge in the final package.

One commercial broadcaster's position on noncommercial television was brought before the panel in Chicago Thursday (Aug. 22) by CBS President Frank Stanton. In a wide-ranging presentation Dr. Stanton urged that the momentum gained by passage of the Public Broadcasting Act in 1967 should be reinforced by development of an appropriate method of permanent federal financing for the Corp. for Public Broadcasting (a sales tax on television sets is his recommendation) and a platform plank "underscoring the need for a strong and viable noncommercial broadcasting service."

**315 Plea** ■ Dr. Stanton also urged that the convention reaffirm the Democratic Party's "historic position" in regard to freedom of information "for all media." And "to strengthen the democratic process," Dr. Stanton advocated the repeal of Section 315 or "at the very least . . . a strongly worded resolution urging the House to approve S. J. Res. 175 [as already passed by the Senate] and thus temporarily suspend [the equal-time provisions] for the offices of President and Vice President for this campaign." In addition,

he advocated a uniform nationwide 24-hour voting day to effect a simultaneous closing time for the polls.

William G. Harley, president of the National Association of Educational Broadcasters, also urged attention to the need for a permanent financing plan for public television and asked for a plank committing the party to support prompt enactment of a plan that would provide "freedom from political interference or control of public television." In his statement he noted that none of the money authorized by the Public Broadcasting Act for the CPB and station-facilities grants had actually been appropriated to date.

**Waking the Watchdogs** ■ In her consumer message, delivered for her husband who was, she said, too busy with campaign appearances in his home state to appear, Mrs. Magnuson suggested that special interests had too much influence in regulatory agencies. "For too long," she said, "some of our important consumer agencies have had the reputations more as political dumping grounds than as spirited public-interest defenders. These appointees must not be partners to the whims of any special interest, but servants of all consumers and the people's interest.

"I would particularly stress the importance of having the Federal Trade Commission and the Antitrust Division of the Department of Justice move more vigorously in the enforcement of our antitrust laws," she said.

## Community needs notice released by FCC

The FCC public notice dealing with the ascertainment-of-community-needs questions in broadcast license applications was approved and released by the commission last week, after a month-long effort by government and industry to settle their disagreements as to its wording and implications.

The FCC had regarded its notice as simply a clarification of what it expects from applicants in response to the programing sections of application forms. Primarily the work of Commissioner Robert T. Bartley, the statement was deemed necessary because of the delays and extra commission workload caused by defective applications. In its original form, however, it brought strong protests from broadcasters, who felt that the notice imposed new re-

quirements which would increase their paperwork, subject them to public second-guessing and possibly impose tighter control over a licensee's programing judgment.

Except for two minuscule changes related more to syntax than to content, the notice as released mirrored exactly a proposed statement which emerged from meetings between FCC representatives and a broadcast-industry committee which advises the Bureau of the Budget on commission forms. The notice states that applicants are to consult with "a representative range" of community leaders on community needs, and list each person consulted by name, position and organization; report on "the significant suggestions" received, whether or not they're adopted; evaluate the relative importance of those suggestions, and relate the program service to the needs of the community as evaluated, "i. e., what programing is proposed to meet what needs." The requirements apply both to license applicants and to applicants for increased facilities "serving a substantial amount of new area or population."

Eliminated from the notice were sections requiring applicants to list "all significant suggestions received" on community needs, and then to explain why discarded ideas weren't adopted.

The lone FCC dissenter was Commissioner Robert E. Lee, who had also objected to the notice when it was first sent to the Budget Bureau. Mr. Lee reiterated his belief that broadcasters have a number of ways of becoming expert in the needs of their communities, and said that while he might question them on how they became experts, he would then accept their judgments "without question." Mr. Lee also objected to the requirement that applicants list the names of persons contacted, which he said would serve no useful purpose except as a means to check the veracity of statements made by an applicant.

## WBVI-TV hearing set

The FCC last week designated for hearing an application by Bay Video Inc., permittee of WBVI-TV (ch. 13) Panama City, Fla., for extension of time to complete construction. The firm has filed three requests for extension of time, two applications for transfer of control, and three applications for changes in facilities since its construction permit was granted on Sept. 8, 1961. According to the commission, Bay Video's latest request was set for hearing to determine whether this series of applications and the delay were caused by the firm's individual economic considerations or were created by causes not under its control.

# Moore resigns as ABC group VP

Former ABC-TV president leaves 'amicably' after 12-year association; will announce future plans soon

The resignation of Thomas W. Moore, ABC group vice president and former president of ABC-TV, was announced last week. ABC said that Mr. Moore was expected to announce his plans "shortly."

Mr. Moore's departure from ABC, with which he's been associated for 12 years, came nearly nine months after a major realignment of the network's executive suite in which Mr. Moore was moved from ABC-TV network president to group vice president (BROADCASTING, Jan. 15). In that shuffle, Elton H. Rule, who had been vice president and general manager of KABC-TV Los Angeles, was named president of ABC-TV, succeeding Mr. Moore.

Mr. Moore told BROADCASTING he was not in a position to announce a new association though he was in "conversations" with several people. He said he could not say whether his future would continue in a phase of broadcasting, but noted wryly that it was in this area that he's had most of his experience.

"ABC has been good to me. The network will go on," he said. His parting with ABC, Mr. Moore said, was "amicable."

The announcement of Mr. Moore's resignation, effective Aug. 30, was made Thursday (Aug. 22) by Leonard H. Goldenson, ABC president, who praised Mr. Moore for his contribution to ABC and to the television industry.

Mr. Goldenson's statement took note of the advancement and innovation of sports coverage during Mr. Moore's tenure as an "outstanding example" of contributions made to ABC and to television. And, Mr. Goldenson said: "I join with all of his colleagues here at ABC in wishing him success and happiness in whatever future endeavor he undertakes."

Mr. Moore served as president of ABC-TV from 1963 until last January when he was made group vice president over an area that included ABC-TV, ABC International, ABC Film Sales and ABC Sports. Mr. Moore is also a director of ABC Inc., a position to which he was elected in May 1965. Mr. Goldenson said that the vacancy created on the board would not be filled immediately, but would be considered by the board at a later date.

A reassignment of the "line of command" for the broadcasting divisions of Mr. Moore's group, Mr. Goldenson said, "will be made shortly."

Mr. Moore was with CBS-TV from 1952 until 1957 when he joined ABC.



Mr. Moore

His positions at ABC included vice president in charge of sales, vice president in charge of network programing (1958-62), and vice president in charge of ABC-TV (1962-63).

## Cities' crisis topic of fall conferences

What broadcasters are doing about the crises in the urban centers and the nation generally will be a major topic of the six fall conferences of the National Association of Broadcasters. Also under discussion will be what broadcasters can do—other than donating a few hours of time to candidates—to become more deeply enmeshed in the political election process.

A highlight of the radio session at the conferences—this year's replacement of what once were separate radio program clinics—will be the first report on radio's role today. The report to be made by Charles M. Stone, NAB vice president for radio, will be a summary of findings of the "Role of Radio in Daily Life," a survey conducted by Gallup for the NAB research department earlier in the year. The survey was conducted among some 1,500 households.

The joint session will deal with how broadcasters have programed to meet the needs of today's urban and national crises and how they are working with educators and other groups in locating and training persons in minority groups for jobs in broadcasting.

Discussions of the equal-job-opportunity laws, as interpreted by the FCC and other government agencies, will be

covered by NAB staff members.

The topic of political involvement is expected to be hit on by NAB President Vincent Wasilewski in his opening address at the conferences, and also will be stressed by other staff members.

One of the radio session subjects will be "Profile for Programing Music." Station speakers will be Jerry Chapman, WFBM Indianapolis, at the Cincinnati and Atlanta conferences; Marvin Hillis, KIXL Dallas, at Denver; Larry Kenfield, WTIC Hartford, Conn., at New York; Willard Mears, KOMR Portland, Ore., at Los Angeles; Dave Nabers, WKAI McComb, Ill., at New York, Cincinnati and Atlanta; Marshall Pearce, WSMB New Orleans, at Dallas, and J. C. Stallings, KEEB Nacogdoches, Tex., at Los Angeles, Denver and Dallas.

The TV session of the conferences will cover the NAB-sponsored Land report on "Television and the Wired City," and other subjects relating to the future of television.

The conferences open in New York, Oct. 17-18 and close in Atlanta Nov. 18-19.

## Fairness not applied to Ohio union spots

The FCC last week rejected the contention of a labor union local that three Ohio radio stations had knuckled under to pressure from an advertiser, and granted license-renewal applications for the outlets.

In the process, the commission affirmed an earlier holding that the stations' alleged refusal to carry advertisements urging a boycott of a store which the union had struck did not raise a fairness-doctrine issue. The stations were carrying the store's commercials.

Commissioner Nicholas Johnson, who concurred in the opinion, dissented to the commission's holding on the fairness-doctrine. He appeared to favor extending the principles underlying the commission's holding that cigarette commercials raise a fairness-doctrine question—that product advertising can represent one side of a controversial issue.

The stations whose licenses were renewed are WFMJ Youngstown, WHHH Warren, and WLEC Sandusky. Action on the license-renewal application of a fourth station involved in the union local's complaint, WREO Ashtabula, Ohio, has been deferred pending the receipt of additional information.

**Origins** ■ The controversy involving the stations arose after Local 880 of the Retail Store Employees Union struck the Ashtabula outlet of Hill's Department Stores in 1966.

The local bought time on various



Ohio stations informing the public of the strike and calling for a boycott of the store. But the stations eventually stopped carrying the commercials—as a result, the local said, of economic pressure exerted by Hill's, which advertises on stations in the area.

The union made that charge in accusing Hill's of violating the National Labor Relations Act. But National Labor Relations Board found no evidence for the charge.

The commission last week cited this ruling in rejecting the local's complaint that the three stations violated both the labor act and the fairness doctrine. The commission also asserted that the local's complaint filed with it was unsubstantiated and lacked specificity.

And it added that the stations themselves had denied the charge. One of them—WHHH—had said it had never accepted the local's ads, and so could not have "cancelled" them.

**Fairness Issue** ■ The local initially raised the fairness doctrine issue in a pleading with the commission in April 1966. It said then that various Ohio and Pennsylvania radio stations had violated the fairness doctrine by rejecting its advertisements while carrying commercials for Hill's.

The FCC has maintained that the doctrine was not involved since Hill's commercials, which promoted the store's merchandise, did not raise a controversial issue of public importance. It also said that the stations are not common carriers, and cannot be required to carry every program submitted to them.

Commissioner Johnson, however, supported the local's argument which, he said, "would expand the reach of the obligation imposed on broadcast licensees to ensure fair exposition of all viewpoints on controversial issues of public importance."

He noted that the local had argued that the question of whether to shop at Hill's or participate in the attempted boycott is a controversial issue of public importance, and that Hill's routine advertising takes one side of the issue—it urges the public to patronize the struck store and, in effect, disregard the boycott.

**WREO Aspect** ■ The commissioner said that the case of WREO—whose re-

newal application is still on the line—has "a special fairness obligation" since it is located in the community where the strike is located. By permitting Hill's to advertise on its facilities, WREO, he said, has "the corollary obligation" of carrying the local's announcements urging a boycott.

## Larus & Brother sold to Toronto firm

Sale of Larus & Brother Co., Richmond, Va., to Rothmans of Canada Ltd., Toronto, for an undisclosed sum is subject to confirmation of stockholders next month.

Sale has been approved in principle by the board of Larus Investing Co., a holding company that owns the tobacco and cigarette firm (Edgeworth, Holiday, John Rolfe, VIP and Blend II pipe tobaccos, Domino cigarettes). Larus Investing also owns WRVA-AM-FM-TV Richmond. WRVA-TV has been sold to Jefferson-Pilot Corp., owner of WBT-AM-FM and WBT(TV) Charlotte, N. C., for \$5 million pending FCC approval (BROADCASTING, May 20).

## McQuade replaces Greene

James R. McQuade has been appointed director of CBS/FM Broadcasting effective Aug. 30. He replaces William D. Greene, creator of CBS/FM Broadcasting operations and "The Young Sound" music programming service. Mr. Greene will resign effective Sept. 1, to become a partner in the law firm of Boal, McQuade & Fitzpatrick, New York. James McQuade, who has been Mr. Greene's executive and administrative "right arm" for a year and a half, will have responsibility for the production and syndication of "The Young Sound," and serve in an advisory capacity to the general managers of CBS-owned FM stations.

## Mutual adds 11 affiliates

Mutual has added 11 new affiliates, bringing its total affiliations to 500 radio stations.

The new affiliates are: KODA Houston; KPRS-AM-FM Kansas City, Mo.; WDAO-FM Dayton, Ohio; WBCO Bucyrus, Ohio; WDNG Anniston, Ala.; KVN1 Coeur D'Alene, Idaho; WSFC Somerset, Ky.; WFIF Milford, Conn.; WBB1 Abingdon, Va.; WRAY-AM-FM Princeton, Ind.

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# WRG wants to go public

Ad agency files with SEC to offer 402,400 shares worth some \$7 million

Wells, Rich, Greene Inc., the glamour advertising agency of Madison Avenue, is going to let the public have a piece of the action. It filed a registration statement with the Securities and Exchange Commission in Washington last week, proposing to offer 402,400 shares—about 40% of the outstanding stock—for public sale at an estimated maximum of \$19 per share. This would bring in to the company, and to the 39 stockholders who are selling the bulk of the stock, an estimated \$7,645,600.

The firm, which is headed by Mary Wells Lawrence, was founded in 1966 and only two weeks ago picked up the \$18-million Trans World Airlines account (after resigning the Braniff Airways account), boosting its gross billings over the \$80 million yearly mark (BROADCASTING, Aug. 19).

As of Jan. 1, it was considered the 38th agency in billings in the U. S., with estimated billings of \$41.8 million.

It will become the eighth publicly held advertising agency. Others are: Doyle Dane Bernbach; Foote, Cone and Belding; Grey Advertising; Ogilvy and Mather International; Papert, Koenig, Lois; Grant Advertising International, and Adams & Dana Silverstein.

The underwriting group is headed by White, Weld and Co.

**Sellers** ■ Actually, only 50,000 shares of common are being offered by the company itself; 352,400 shares are being sold by present stockholders, beginning with Miss Wells, 75,250 out of her present 301,000 holdings. Among others: Richard L. Rich, 75,000 out of 300,000; Stewart Green, 75,000 out of 300,000; Herbert Fisher, 16,275 out of 65,100; Sylvester L. (Pat) Weaver, 6,250 out of 25,000.

Miss Wells is to be chairman, president and chief executive officer of the agency, at a yearly salary of \$175,000, of which \$50,000 will be deferred. In the last fiscal year, she received \$118,423. Messrs. Rich, Greene and Fisher will be senior vice presidents, respectively, as chairman of the strategy board, chief operating officer for creative services and chief operating officer

for management and administration. No salaries were given for these three, but in fiscal 1967, Messrs. Rich and Greene received \$87,372 each. Mr. Weaver, a former president of NBC and of Subscription Television Inc., until it ceased operations, is listed as director of communications at \$100,000 yearly salary, of which \$30,000 will be deferred.

**TV-Radio High** ■ Last fiscal year, the agency said, 63.9% of its media commissions came from TV and radio billings; 17% from newspapers and magazines, and 1.3% from outdoor advertising. The other 17.8% of revenues came from production commissions and special charges—11.6%, and from fees—6.2%.

As of April 30, the total assets of the agency were \$8,586,322, of which \$6,861,508 were listed as current assets. Total current liabilities were reported as \$5,685,510 and retained earnings at \$934,652.

## WTRF-TV outlines financial status

WTRF-FM-TV Wheeling, W. Va., which is being sold for \$7,250,000 to group broadcaster-publisher Forward Communications Corp. (BROADCASTING, May 20), had an earned surplus of \$144,000, according to its balance sheet as of May 31.

The information was contained in the application asking FCC approval for the transfer of ownership. Total

assets of WTRF-TV Inc., licensee of the two stations, were shown as \$3,848,190, of which current assets totaled \$285,246. Total current liabilities were listed as \$298,127 and long-term notes and mortgages as \$436,000.

The original cost of land, buildings and equipment for the two stations was put at \$1,089,655; replacement cost at \$1,724,514.

Total assets of Forward Communications Corp., for the same date, were put at \$6,608,204, of which \$2,023,964 were current assets. Current liabilities stood at \$954,830; long-term obligations, \$4,422,250, and retained earnings \$1,263,453.

Forward Communications also disclosed it is borrowing \$12 million from Employers Mutual Insurance Co. of Wausau, Wis., to pay for the purchase of the Wheeling stations, with the remainder to be used to retire obligations in the amount of \$4,350,000, plus additions to working capital.

The Wheeling stations are principally owned by the Dix family, which owns newspapers in Ohio and Kentucky and radio stations in Ohio and Virginia.

Forward Communications is principally owned by O. Charles Lemke, with 29.99%; the *Wausau Record-Herald*, 28.57%; *Wisconsin Rapids Tribune-WFHR-AM-FM*, 14.28%; *Marshfield News-Herald*, 12.9%; *Rhineland News*, 9.5%; *Merrill Herald*, 9.5%, all Wisconsin. John C. Sturtevant, publisher of the *Wausau Record-Herald*, is chairman; Richard D. Dudley is president and holds 3.11% of Forward Communications' stock.

## Up, up and away . . .

Inside peek at the financial success of Wells, Rich and Greene Inc., New York advertising agency, was given in its registration statement with the Securities and Exchange Commission in Washington last week. Here's how the Madison Avenue shop did last year and the first seven months of this year:

	Year ended Oct. 31, 1967	Seven months ended May 31, 1968
Earned per share	\$1.87	\$0.58
Gross billings	36,507,700	32,858,460
Revenues from commissions and service fees	5,473,418	4,926,306
Income before taxes	2,646,185	1,441,406
Net income after taxes	1,217,982	601,267
Average shares outstanding	652,154	1,045,038

## Reeves income down for first half 1968

Reeves Broadcasting Corp., New York, reported last week that cash flow from operations (net income plus depreciation) increased 15% to \$1,061,000 for the first six months of 1968, compared to \$920,000 for the same period in 1967. But, Reeves Broadcasting said, net income for the half year was down compared to the first six months of 1967.

J. Drayton Hastie, president, noted that reduced earnings had been expected during the first half of the year. He attributed the decrease directly to the federal tax surcharge and to added costs incurred in connection with the company's acquisition program. He singled out added interest charges on newly borrowed funds used to acquire a CATV system in Huntsville, Ala., and to provide for new construction cur-

rently underway there, and to the increased depreciation on new investment in equipment for the company's Reeves Sound Studios Division.

The company also recently increased its CATV holdings by agreeing to acquire systems in Seattle, and in Vineland, Hammonton, Northfield and Bridgeton, all New Jersey, at a price of over \$4.5 million (BROADCASTING, July 8).

For six months ended June 30:

	1968	1967*
Earned per share**	\$0.17	\$0.20
Operating revenues	6,377,200	5,054,900
Net income before taxes	658,700	721,500
Net income after taxes***	325,500	408,100
Average shares outstanding***	2,124,618	2,152,068

\*Restated to reflect acquisition on April 1 of Video Cable Systems Inc., treated as pooling of interest.

\*\*Restated on basis of average shares outstanding, including shares to be issued upon conversion of 6% convertible subordinated debentures, conversion of 2% cumulative convertible stock, and shares to be issued upon exercise of stock options and warrants.

\*\*\*After provision for dividends on 2% cumulative convertible preferred stock.

## 104% jump in net for Bartell Media

Bartell Media Corp. announced its net income for the first six months of 1968 increased 104% over the same period last year.

Earl H. Tiffany, president, said that estimates for the full year show that the upward trend will continue.

The company also said its three radio stations (WADO New York, WOKY Milwaukee, KCRQ San Diego) have recovered from a poor first quarter and moved ahead to the highest second quarter sales and profit in Bartell broadcasting history.

Six months ended June 30:

	1968	1967
Earned per share	\$0.104	\$0.051
Revenues	16,412,974	15,390,701
Net income	218,876	107,114

## 13% increase noted in Corinthian's earnings

Corinthian Broadcasting Corp., New York, reported it had the highest sales and earnings in its history during the first fiscal quarter, ended July 31.

Earnings, after ordinary federal income taxes, increased approximately 13%.

C. Wrede Petersmeyer, chairman and president, reported that for the television operations, local and national sales increased 18% and 5%, respectively, and network revenues were about even with last year. Both local and national sales were ahead of those for the same

## Profit margin shrinks at typical AM outlet

In 1967 the typical (median) AM station showed its smallest profit in four years. The National Association of Broadcasters radio financial report for 1967 showed the typical station with \$132,100 in revenue, \$123,100 in expenses and profit of \$9,000 before federal tax. The profit margin came to 6.83% cents on the sales dollar. The profit margin was 6.4 cents in 1963, 7.5 cents in 1964, 7.7 cents in 1965 and 8.7 cents in 1966.

The NAB figures, compiled by its department of broadcast management, are based on response of 1,433 AM stations (35.2%) of the

4,071 stations surveyed.

Respondents estimated total revenue for 1968 would be up to \$140,000, a 6% increase over 1967.

The survey showed 87% of time sales came from local advertisers with 13% from national and regional sponsors. Of the expenses, 42% went to general and administrative, 31% to programming, 18% to sales and 9% to technical. Programming salaries took 37% of the salary budget with 28% to general and administrative, 25% to salesmen and 10% to technicians.

Depreciation and amortization of the typical station was \$7,000.

period last year during each month of the new fiscal quarter.

Corinthian owns five TV stations, all affiliated with CBS-TV, and all VHF. It also owns Corinthian Editions Inc., which publishes books sponsored by corporations and institutions.

	1968	1967
Earned per share	\$0.29	\$0.25
Revenues	4,827,367	4,543,110
Net income	969,496	859,601
Average shares outstanding	3,384,259	3,384,259

## Ampex reports highest three months earnings

Ampex Corp., Redwood City, Calif., reported its highest orders, sales and earnings for any first quarter in the three months ended July 27. New orders received were up 40%, earnings before taxes rose 31%, net earnings were up 20%, and sales increased 12%.

For three months ended July 27:

	1968	1967
Earned per share	\$0.26	\$0.22
Sales	58,976,000	52,749,000
Net earnings	2,485,000	2,072,000
Shares outstanding	9,638,457	9,562,368

## Merger of NGC and W7 approved by boards

Directors of National General Corp., Los Angeles, and Warner Brothers-Seven Arts Ltd., New York, approved at separate meetings last week an agreement in principle to merge the companies (BROADCASTING, Aug. 19). Shareholder approval of the merger will be sought at special meetings within the next several months. Just prior to its special board of directors meeting, National General reported that gross income rose 39% and operating profit increased

73% for the first three quarters of the current year. The 1968 results include operations of Grosset & Dunlap Inc. and Bantam Books Inc., its subsidiary, since the time of their purchase by National General last March. Figures for last year have been restated to include Banner Productions Inc., on a comparable basis. Last year's figures, however, do not include operations of Grosset & Dunlap or its subsidiary.

For the nine months ended June 25:

	1968	1967
Earned per share	\$1.50	\$0.78
Revenues	77,761,705	55,933,901
Net earnings	5,612,933	2,696,280
Shares outstanding	3,746,038	3,707,738

## Rollins reports earnings at an all-time high

Rollins Inc., Atlanta, diversified service company with group broadcast holdings, reported revenues and earnings at an all-time high for the three months ended July 31. Pre-tax earnings increased 20%, net earnings 9% and revenues 10% over the same period last year.

O. Wayne Rollins, company chairman and president, said the firm expects new highs in earnings and revenues for the current fiscal year.

For three months ended July 31 (unaudited):

	1968	1967*
Earned per share**	\$0.50	\$0.46
Revenues	26,882,645	24,522,552
Operating profit	4,678,534	4,236,101
Earnings before taxes	4,254,606	3,532,845
Net earnings**	2,004,691	1,844,302
Average shares outstanding	3,960,627	3,937,707

\*Restated to reflect merger with Dwoskin Inc. and Dwoskin Decorating Co. on Jan. 1 on pooling of interests basis.

\*\*Per share figures based on average number of common shares outstanding during period adjusted for stock split and after dividends on preferred stock.

## Allen tells of political advertising pros and cons

Take it from a man who should know: Republican Presidential nominee Richard Nixon is well aware of his appearance on television—ski nose and heavy jowls. He's also aware of the labels pinned on his brand of political philosophy. Yet his new image—although not planned—is one of being more seasoned, more relaxed and conceding past mistakes.

Robert E. Allen, board chairman and chief executive officer of Fuller & Smith & Ross, New York, made these evaluations in a question-and-answer period before a dinner meeting of the Association of Industrial Advertisers in Los Angeles on Aug. 15. F&S&R was the agency that handled the "Nixon for President" ad campaign.

Earlier, before the Los Angeles chapter of AIA, Mr. Allen made a brief talk on the problems facing an advertising agency in handling a national political program. During the speech he cited an illustration of today's exorbitantly high cost of political advertising: "About a month ago, a young man approached us to handle his advertising. He was running for Congress in a small, relatively unknown rural congressional district. We turned him down. But do you know what his ad budget was? \$150,000!"

The whole area of finance is one of the major reasons many agencies refuse political clients, Mr. Allen pointed out. Agencies must have cash in advance to pay for print and broadcast advertising, he explained. Federal law limits to \$3 million the aggregate expenditure that a political

committee can spend during any calendar year. If the agency puts up the money for the political client and fails to be reimbursed, the money advanced can't be claimed as a bad debt. Federal law says that all bad debts owed by political parties may not be taken as a business deduction.

Another major reason agencies shy away from handling politicians,



Mr. Allen

according to Mr. Allen, is that a political campaign usually disrupts expected agency service to steady clients. The campaign—win or lose—is usually over in 10 or 12 weeks and agencies don't want to pull many staff people off regular assignments for such brief encounters.

Still, Mr. Allen made clear that a

political client can:

- "Enhance the agency's image and reputation if conducted properly."

- "Make a positive contribution to the improvement of government and public life in general."

- "Bring increased billings and be profitable, if controlled properly."

- "Be a tremendously exciting period, unlike anything you ever experienced."

- "Sharpen your staff and in many ways be helpful to your regular, permanent clients."

- And yet, "need not be disruptive to your regular clients if you structure the staff properly and establish iron-clad procedures."

Mr. Allen went on to tell about the "anchor and loan plan" that is being used by agencies to handle political campaigns. The fundamentals of the plan call for an "anchor agency," selected by the political party to supervise its advertising activities. This agency creates and places the advertising in all the media. It borrows people it wants and needs from other or "loan" agencies. These people—writers, artists, producers, and other specialized personnel—are loaned only for the duration of the campaign and go back to work at their original agency when their specific assignment is completed. The "loan" agency and the "loan people" choose to participate for the party or candidate of their beliefs. The "anchor" agency and the "loan people" choose standard costs of the people loaned.

Commented Allen: "It works. It works for all concerned because it is so simple."

## GOP gets on air before competition takes shape

Republican candidates Richard M. Nixon and Spiro Agnew are not waiting for the Democrats to choose candidates before starting their campaign.

United Citizens for Nixon-Agnew, through Fuller & Smith & Ross, made two time-block purchases last week. One broadcast was supposed to preempt *The Beverly Hillbillies* on CBS-TV Wednesday, Aug. 21, 8:30-9 p.m. EDT, but after five minutes it was interrupted by reports on the Czechoslovakian invasion. The program was rescheduled for Friday, Aug. 23, 8:30-

9 p.m. EDT, replacing *Gomer Pyle*. The second, on NBC-TV, was planned for 9:30-10 p.m. EDT, also Friday, Aug. 23, pre-empting *The Hollywood Squares*. Nixon-Agnew supporters have also purchased a light schedule of scatter announcements which are now running on ABC-TV.

Governor George Wallace of Alabama, however, is waiting for his Democratic opponents. Through Luckie & Forney, Birmingham, Ala., he has bought a half-hour on NBC-TV Tuesday, Sept. 3, 7:30-8 p.m. EDT for an address, pre-empting *I Dream of Jeanie*, and a half-hour on ABC-TV Monday, Sept. 9, 9-9:30 p.m. EDT, replacing *Felony Squad*.

## Advertisers set for NBC political coverage

NBC News's television coverage of the Nov. 5 elections has been sold to four advertisers with one-quarter sponsorship each: Bulova Watch Co., through Young & Rubicam, both New York; Miracle White Co., a division of Beatrice Foods, through Spot Sales Advertising, both Chicago; Campbell Soup Co., Camden, N. J., through BBDO, New York, and American Motors Corp., Detroit, through Wells, Rich, Greene, New York.

The four election-night advertisers complete NBC-TV's political coverage

sponsorships. Gulf Oil, through Young & Rubicam, signed for both the Republican and Democratic conventions, while Eastern Air Lines, also through Young & Rubicam, will be the sponsor of the network's coverage of inauguration ceremonies (BROADCASTING, April 1).

## Apollo firm sponsors ABC science specials

North American Rockwell Corp., the nation's 28th largest corporation and the company charged with building the spacecraft that will carry three astronauts to the moon, has become a first-time advertiser on network television. It marks one of the rare uses of network television (if not the only one) by a leading advertiser in the still-emerging giant aerospace industry.

The relatively new company, which came into being last September by the merger of North American Aviation, El Segundo, Calif., and Rockwell-Standard Corp., Pittsburgh, (with combined sales of some \$2.4 billion) will sponsor a series of three science-oriented documentary specials. The series, *Man and His Universe*, will be broadcast in the 10-11 p.m. slot over ABC-TV during the 1968-69 season and will be produced by the ABC news department (CLOSED CIRCUIT, Aug. 12).

The three one-hour color programs will be devoted to scientific happenings, with the emphasis on people. "The Scientist" will be presented on Nov. 29, "Cosmopolis" on Jan. 13 and "The View from Space" on March 14. The first and second programs will be re-broadcast.

## Task force calls for stronger warnings

The Surgeon General's Task Force for Smoking and Health has called for a stronger warning on the health hazards of cigarette smoking, on packages and also in advertising. And, the group

said, the U.S. Public Health Service should determine if the broadcasting industry is complying with the FCC's ruling that anti-smoking announcements be carried as a counter to cigarette commercials.

In its report, the task force said it was unable to see how, in the long run, "a product involving the health hazards of cigarettes can continue to be advertised." Until the time when cigarettes are no longer advertised, the report said, the "task force believes . . . higher standards for cigarette advertising should be demanded."

The report urged the Public Health Service to originate a new proposal calling for a full-scale Advertising Council program on smoking and health. In the event such a program cannot be obtained, the report said, PHS should mount its own program through a contract with an advertising agency and with the guidance of an advisory committee of media, advertising and business leaders.

The task force also recommended that the Public Health Service "assess more precisely" the influence of advertising on smoking behavior and the effectiveness of the anti-smoking messages being broadcast. Such an assessment would include a review of broad-

casting-industry compliance with the FCC's ruling on cigarette fairness.

The task force for smoking and health, appointed in November 1967, is headed by Dr. Daniel Horn of the Public Health Service. One of its 10 members is advertising executive Emerson Foote.

The Tobacco Institute has called the task force report "a shockingly intemperate defamation of an industry which has led the way in medical research to seek answers in the cigarette controversy."

## Webster stresses radio advertising effectiveness

How can radio more effectively help advertisers sell their product? Maurie Webster, vice president, CBS Radio, seems to have some of the answers.

In an address delivered at the Southeast region, Public Utilities Advertising Association, Daytona Beach, Fla., Aug. 22, Mr. Webster stressed that radio should establish a greater rapport with the agency, examine the skills required to do a more effective job, and analyze the production facilities available, including recording studios, engineers, tape equipment and sound effects. He said there

## 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.

1. Light-tight 2400-ft. magazine permits leader and film footage to be handled together eliminating costly start-up time.
2. Footage counter records the total footage for comparisons with chemical usage.
3. A unique automatic speed control on the film take-up maintains constant film tension.
4. First developer rack is adjustable ( $\frac{1}{4}$  f-stops) for film exposed at other-than-normal exposure indexes. May be adjusted while machine is running.
5. Drawer-type electrical control panel simplifies inspection. And Pako's nationwide Distributor Network means that parts and factory-trained personnel are readily available.
6. Automatic replenishment system, automatic temperature control, controlled impingement drying system, and fpm tachometer included.

Pako also has quality processors for Kodachrome, Kodacolor, Anscochrome, Eastman Color, and B/W. See your Pako Distributor now, or write Pako Corporation, 6300 Olson Memorial Highway, Minneapolis, Minnesota 55440.



Adjustable developer rack

Easy-access control panel

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should be a greater willingness to hire independent creative producers, when the need arises, to help solve a problem.

Mr. Webster also reported that an experiment conducted in Toronto indicated production techniques applied to a message on radio significantly aided the listener in his comprehension and retention of the commercial. Surprisingly, he added, TV production techniques aided little, with the result that radio scored higher than TV in this test.

## Business briefly . . .

**Stella-D'Oro Biscuit Co.**, through Firestone and Associates, both New York, will run its first network TV campaign with one-minute commercials on ABC-TV daytime shows *Newlywed Game*, *General Hospital*, and *Dark Shadow*, running the month of September.

**Mutual** last week announced 14 advertisers making new purchases on the network. Advertisers were **General Foods Corp.**, through Young & Rubicam, both New York; **Kellogg Co.**, Battle Creek, Mich., through Leo Burnett, Chicago; **Kraft Foods** through J. Walter Thompson, both New York; **Morton Salt**, through Needham, Harper & Steers, both Chicago; **American Tobacco**, through Gardner, both New York; **Miller Brewing**, through Mathisson & Associates, both Milwaukee; **Colgate-Palmolive**, through Ted Bates & Co., both New York; **Union Carbide**, through William Esty Co., both New York; **Philip Morris**, through Burnett, both Chicago, **A&W Root Beer** through Dancer-Fitzgerald-Sample, both Los Angeles.

**Kerr-McGee Corp.**, Oklahoma City, begins a 16-week fall TV campaign Sept.

1 for Blue Velvet motor oil. Five 60-second and two 20-second spot announcements will carry the message over 55 stations in the company's mid-western distribution area. Featured in the spots will be Miss Blue Velvet—actress Laraine Stephens—supported by a "family" of sculptured paper people. Lowe Runkle Co., Oklahoma City, is the agency.

**Ideal Toy Corp.**, through Grey Advertising and HelfGott and Partners Inc., all New York, will sponsor the *Huck Finn Show*, Sundays, 7-7:30 p.m. EST on NBC-TV, Nov. 24 through Dec. 15.

**Transogram Co.**, through Smith/Greenland Co., both New York, has purchased time on ABC-TV's *Casper*, *Spider Man*, *Gulliver's Travels*, *George of the Jungle*, as well as on NBC-TV's *Top Cat*, *Underdog*, *Super 6* and *Flintstones*. Sponsorship runs for 14 weeks, starting Sept. 21.

**Toro Manufacturing Corp.**, Minneapolis, through Campbell-Mithun Inc., same city, is readying an advertising program for its family of Snow Pup and Snow Hound snow throwers that includes a two-week November saturation campaign of 30- and 60-second TV spots and radio spots in 18 major snow markets.

**Canadaigua Industries Inc.**, Buffalo, N. Y., through Hutchins Advertising, Rochester, N. Y., has purchased a 13-week sponsorship of *Monitor*, in its first NBC radio buy.

**Quaker Oats Co.**, through J. Walter Thompson, both Chicago, purchased sponsorship in 10 NBC-TV prime-time programs for the 1968-69 season.

**Timex Watches**, through Warwick and

Legler, both New York, will sponsor a special featuring the family singing group, the Cowsills, on NBC-TV Saturday, Nov. 23 (8:30-9 p.m. EST).

**Lincoln-Mercury Division of Ford Motor**, through Kenyon & Eckhardt, both Detroit, has purchased sponsorship in news programs on ABC Radio's four network services. Buy is for three months starting in September.

## Also in advertising . . .

**Joining the field** ■ Showest Inc., a new commercial production house, has opened at 3425 Cahuenga Boulevard West, Hollywood. Principals include Edgar K. Beatty, formerly contract director for EUE/Screen Gems; David S. Parlour, producer-director once with J. Walter Thompson and Grey Advertising, and Karl C. Braun, free-lance television film writer, who will handle the business management.

**Added entry** ■ AD II Corp., a newly organized six-man advertising agency headed by George A. Hall and Jim Kost, has moved into quarters located at 12767 Saticoy Street, North Hollywood, Calif. Olga Blohm, media director, said the agency is expected to bill more than \$500,000 annually. The agency's accounts are Auditronics, Teaching Technology, Whittaker Vacuum Products, and Whittaker Counter Products divisions.

**Rep goes national** ■ The John A. Potter Co., new radio-TV station representative firm on the West Coast, has expanded to offices in New York, Chicago and Detroit. Headquarters are at 5670 Wilshire Boulevard, Los Angeles. Andy Potter is president and Bet-tee Holden is vice president. Pow-

## BAR network TV-billing report for week ended Aug. 11

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Aug. 11, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Aug. 11	Total dollars week ended Aug. 11	1968 total minutes	1968 total dollars
	Week ended Aug. 11	Cume Jan. 1-Aug. 11	Week ended Aug. 11	Cume Jan. 1-Aug. 11	Week ended Aug. 11	Cume Jan. 1-Aug. 11				
Monday-Friday										
Sign-on-10 a.m.	\$ .....	\$ 145.8	\$ 27.2	\$ 2,203.2	\$ 308.3	\$ 10,513.9	50	\$ 335.5	2,202	\$ 12,862.9
Monday-Friday										
10 a.m.-6 p.m.	885.1	36,508.5	2,157.9	89,450.3	1,857.0	67,158.1	750	4,900.0	28,469	193,116.9
Saturday-Sunday										
Sign-on-6 p.m.	793.5	30,120.8	784.3	25,956.6	470.0	14,530.1	234	2,047.8	7,421	70,607.5
Monday-Saturday										
6 p.m.-7:30 p.m.	193.5	9,413.3	520.2	17,379.7	387.0	18,182.5	89	1,100.7	2,804	44,975.5
Sunday										
6 p.m.-7:30 p.m.	.....	3,338.9	117.7	6,102.5	63.6	5,630.4	14	181.3	648	15,071.8
Monday-Sunday										
7:30 p.m.-11 p.m.	3,177.7	146,087.9	2,523.8	182,416.9	2,360.2	178,918.6	387	8,061.7	13,904	507,423.4
Monday-Sunday										
11 p.m.-Sign-off	199.1	10,478.8	518.4	1,966.1	484.7	13,580.6	100	1,202.2	2,382	26,025.5
Total	\$5,248.9	\$236,094.0	\$6,649.5	\$325,475.3	\$5,930.8	\$308,514.2	1,624	\$17,829.2	57,830	\$870,083.5

## Gimbels get Gingold for fashion follies

Gimbels of Philadelphia will air an "irreverent" fashion show in prime



Hermione Gingold reviews the script for a fashion special with Walter A. Spiro, chairman, Kalish, Spiro, Walpert & Ringold Inc.

time on four Philadelphia TV stations next month to open its fall-winter season fashion promotion.

For years, Gimbels kicked off its two big fashion seasons with a week-long series of spectacularly staged fashion shows in its downtown store. The 30-minute special, entitled *Fall Girl—An Irreverent Look at Fashion*, features comedienne Hermione Gingold, and will be shown on WCAU-TV, WIBF-TV, WKBS-TV and WPHL-TV (the last three are UHF's) at different times during a two-week period in September, reviving the tradition through modern media.

Heavy supporting material for the promotion is also planned by the chain's agency, Spiro, Walpert & Ringold Inc., including radio spots, mailings and in-store displays.

ell Ensign is vice president in charge of the New York office at 15 West 55th Street. Tom Corlett is the Detroit representative, and John Walker is Chicago manager. Carl Nielsen is manager in San Francisco.

**High sales** ■ Sales at the ABC-owned radio stations for the first six months of 1968 reached a record high, it was announced last week by Harold L. Neal Jr., president of the division. Total sales for the first half are up 12.5% over the same period of 1967, with WABC New York showing a gain of 16.5%, Mr. Neal stated.

**Basketball for sale** ■ Avery-Knodel Inc. has been named national sales representative for the Missouri Basketball Television Network's schedule of nine games to be telecast on 16 stations extending from Ohio to Texas, starting Jan. 11, 1969.

### Agency appointments . . .

■ Hutchins Advertising Co., Rochester, N. Y., has been appointed by the Gannett Group to develop a corporate advertising program. Gannett has 43 newspapers, six radio stations, and three television stations.

■ Foote, Cone & Belding, San Francis-

co, has been appointed ad agency for Shakey's Inc., Burlingame, Calif. Shakey's operates more than 350 pizza parlors in the U. S., Canada and Mexico.

■ Ronzoni Macaroni Co., has named Firestone and Associates, Inc., both New York, to handle advertising with particular emphasis in TV, effective Sept. 1. The agency, which has been handling the account in Philadelphia, Boston and Providence, R. I., for the past year, will now also place Ronzoni product advertising in the company's main market, New York.

■ Fauna Pet Corp., New York, operator of American Kennels, has appointed Weiss and Geller, New York, to handle advertising and promotion. A fall radio campaign is planned.

### Rep appointment . . .

■ KFMB-TV San Diego and WCIA(TV) Champaign, Ill.: Peters, Griffin, Woodward, New York.

### New ad agency formed in N.Y.

A new advertising agency, Chalk, Nissen, Hanft Inc., was formed last week, with offices at the Gotham Hotel, 700 Fifth Avenue, New York. Messrs. Chalk, Nissen and Hanft were all formerly associated with Altman, Stoller, Chalk Advertising Inc., New York. Howard Chalk, who was executive vice president, and Joseph Nissen, a vice president and senior art director at the firm, divested themselves of their holdings. Ed Hanft, vice president and copy chief, had no shares in the agency.

# M&H

## Researches Your Personality

*Every television and radio station has a personality which, like that of a person, its audience can define and articulate with amazing and sometimes startling candor.*

*This personality (or image) is the result of the effect of everything that happens on the station. Each individual on the air is part of the call letters or channel personality.*

*We have completed over 130 market studies, encompassing more than 60,000 depth interviews, studying the images of TV and radio stations from coast to coast in the United States as well as in Canada.*

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

*Our clients know where they stand, and more importantly, they know reasons why their ratings tabulate the way they do, particularly for the programs under their control—news, weather, sports, documentaries, women's programs, movies, children's programs, etc.*

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

*Our contribution has helped the aggressive management effort of some of our clients to move from third to first place in several of the country's most competitive markets. As a matter of fact, over one-half of our current clients are number one in their markets. Why do they use us? They want to know why they are in first place and be sure they stay there.*

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

# M&H

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# U's oppose frequency give-away

## LETTER ASKS FOR TIME FOR STUDY RESULTS ON LAND-MOBILE QUESTION

The All Channel Television Society has urged the FCC to withdraw its proposals for making spectrum space now assigned to UHF available to land-mobile radio. ACTS says no reassignment should be made until the commission is satisfied—by studies now underway—that no other solution to land mobile's spectrum-shortage problem is possible.

ACTS, a trade association of UHF stations, was attempting to head off proposals issued by the commission last month. In a notice of proposed rule-making, the commission proposed sharing the use of the lowest seven UHF channels (14-20) with land-mobile radio users. And in a combined notice of rulemaking and inquiry, it proposed setting aside 115 megacycles of spectrum, including the top 14 UHF channels, (70-83) for land-mobile use (BROADCASTING, July 22).

ACTS is planning a general membership meeting in Washington Sept. 17-18 preparatory to the Committee for All-Channel Broadcasting (CAB) meeting in New York on Sept. 19. At the Washington meeting, ACTS members will be briefed on the group's position on UHF tuner "comparability" (see below)—a program that has been under way since last year—as well as the land mobile, CATV and newspaper listing projects. ACTS is working to persuade newspapers to give equal listings to UHF

stations to those given the local VHF stations.

There seemed little likelihood that ACTS's request, which was made in a letter to FCC Chairman Rosel H. Hyde last week, would be granted. The commission, which has heard many of the ACTS arguments before, is under pressure from land-mobile users and their supporters in Congress to get moving on solutions to land mobile's spectrum-shortage problems.

**Development?** ■ ACTS warned that the proposals could cut the ground from under the development of UHF television. ACTS estimated that, on the basis of the number of operating UHF stations, the investment in UHF since 1966 has doubled, from \$80,682,000 to more than \$160 million. If stations authorized but not yet on the air are considered, ACTS said the potential investment exceeds \$363 million.

But, ACTS said, existing UHF entrepreneurs will not increase their investments if the channel on which they are operating will either be changed, deleted or be subjected to "interference from an 'engineered' land-mobile system" as a result of the adoption of the proposals currently under consideration. Nor will prospective operators, ACTS added, invest in development of the UHF band "if that portion of the spectrum" is considered nothing more than a reservoir of frequencies to be tapped

each time allocation of "land mobile 'overcrowding' and 'shortages' are raised before the commission."

ACTS, as it and other broadcaster groups have in the past, argued that land-mobile operators' problems result from inefficient use of the spectrum assigned to them. It quoted a June 20 report of the commission's chief engineer's office which noted that land-mobile radio "is characterized by transmissions having a low duty factor"—that, in other words, "there are frequent periods of inactivity when . . . no transmissions are taking place."

**Studies Authorized** ■ ACTS noted that the commission has authorized studies dealing "with restructuring present land-mobile frequency usage to permit more efficient use in the public interest." The commission in June awarded Stanford Research Institute a contract for a research project which will include a study of the land-mobile radio services (BROADCASTING, July 1). The report is due next June.

ACTS also cited the proposal by the Association of Maximum Service Telecasters for a joint government-industry monitoring study designed to provide definitive information on actual land-mobile radio traffic patterns (BROADCASTING, July 15).

## Wescon features miniaturization

Microminiaturization, by now an old-time star of the electronics industry, still managed to steal the show last week at the four-day Western Electronics Show and Convention held in Los Angeles (Aug. 20-23). RCA unveiled what it called "the world's most powerful transistor." It's said to have a power output of up to 800 watts. The transistor, operating at frequencies of 1 mc, is also said to be able to handle three times the power generated by many standard broadcast radio stations.

RCA's development was easily one of the star attractions of the 16th annual Wescon presentation, which probably amounted to what will be one of the largest technical expositions in the world this year. The show and convention included 1170 exhibits of new electronic systems by more than 650 companies, requiring the floor space of two huge arenas—the Los Angeles

### ACTS seeks to promote quality UHF tuners

UHF broadcasters who are striving for equal rights on TV sets—they want the UHF tuners to be "comparable" to VHF tuners in ease of tuning—are thinking of seeking out companies that might want to get into the TV tuner manufacturing field, provided they would put out a better UHF tuner.

This was the consensus of a group representing the All-Channel Television Society (ACTS) after a two-day visit to four TV-set makers earlier this month. The inspection team consisted of two members of ACTS (Warren P. Williamson III, WKBN-TV Youngstown, Ohio, and John A. Fergie, Springfield Television Broadcasting Corp. group) accom-

panied by Robert G. Weston, engineering aide to FCC Commissioner Robert E. Lee; Jack Wayman, staff vice president of consumer products Electronic Industries Association, and Charles N. Hoffman, Warwick Electronics, chairman of that EIA division. They toured Motorola, Zenith and Warwick plants in Chicago, and the RCA plant in Indianapolis. They were disappointed, ACTS said last week; they found only one company actively designing and producing a tuner of the quality sought by ACTS. This tuner, however, is only being used in higher priced sets, representing a small percentage of the manufacturer's line, ACTS said.



Sports Arena and Hollywood Park Race Track. A program of 175 technical papers also were presented in three downtown hotels, with headquarters for the convention being the Biltmore hotel.

Among other companies featuring microminiaturization equipment, Sony Corp. of America showed its 16-pound Videover video-tape recorder and camera. The VTR division of the company won a Wescon award of excellence for this equipment.

MVR Corp., Palo Alto, Calif., showed one of its 16 magnetic disc video recorder models. It was said to be applicable for broadcast and data storage purposes.

Westinghouse Electric Corp. introduced a process for making transistors that may someday be torn out, used and then thrown away like paper matches. The "thin-film" transistors are "printed" on such common toss-away materials as paper, plastic kitchen wrap and aluminum foil. The new process stencils the transistors on these bases, or substrates, with vapors of metal and glass, not ink.

**Low Light Requirements?** Westinghouse, too, demonstrated a new so-called "see-in-the-dark" television camera. The ultrasensitive, low-light-level TV camera, which weighs 12 pounds, is claimed to contain all of the optics and electronic circuitry needed to produce pictures of standard television quality at light levels down to moonlight light conditions.

MPO Videotronics Inc. showed an automatic sound super 8 motion picture projector that provides two-way projection—on its own built-in TV-type screen or large group projection on a wall or standard projection screen. Judd L. Pollock, chairman of the New York-based independent TV commercial film production company, said that the new MPO projector has been designed essentially for use by salesmen in presentations and for education applications.

Alexander M. Poniatoff, founder and chairman of Ampex Corp., Redwood City, Calif., received the 1968 medal of achievement of the Western Electronic Manufacturers Association. This organization, together with the Institute of Electrical and Electronics Engineers, sponsors the annual non-profit Wescon event.

## New satellite series debuts on Sept. 18

Before the leaves fall, the first of a new series of space communications satellites, each capable of carrying 1,200 voice circuits or four TV channels, will be in operation over the

## GE engineer recipient of IEEE award

Dr. Kurt Schlesinger, a consulting engineer with General Electric, Syracuse, N. Y., was given the Institute of Electrical and Electronics Engineering's Vladimir K. Zworykin award at the Western Electronics Show and Convention in Los Angeles, Aug. 20.

The award, named for the pioneer TV engineer, was presented to Dr. Schlesinger for his "sustained and pioneering contributions to television circuitry and electron optical devices." The annual prize consists of a certificate and \$500.

Dr. Schlesinger, a theoretician and experimentalist who holds more than 200 U.S. patents and is author of more than 40 technical papers, is best known for his work in the field of electronic beam deflection and scanning, and his development of "electron trigonometry," which provides a theoretical basis for predicting size and position of electron



Dr. Schlesinger

optical images. Dr. Schlesinger's work has contributed markedly to the development of new lightweight high-resolution cameras and micro-spot tubes, electronic zoom lenses, automatic tracking camera tubes, the Deflecteron, and spiral optics.

Atlantic Ocean.

This is the Intelsat III series, with the first launch planned for Sept 18. The satellite will be launched from Cape Kennedy by the National Aeronautics and Space Administration, which will be paid \$4.5 million for each launch. This includes the cost of the launch vehicle, a new McDonnell-Douglas long-tank Delta rocket.

All will be placed into synchronous, 22,300-mile-high orbit over earth—two over the Atlantic, one over the Pacific, and one over the Indian Ocean.

Unique to the new communications satellites is directional antenna that will constantly be kept pointing toward earth. As the satellite spins clockwise, the antenna will spin counter-clockwise at precisely the same speed, resulting

in keeping the antenna always pointed toward earth.

The satellites were built for the Communications Satellite Corp., manager of the 62-nation international telecommunications satellite consortium, by TRW Inc., Redondo Beach, Calif. Each satellite, weighing 632 pounds at launch, has been designed for a minimum life of five years in orbit. The communications facilities of the 78-inch-long satellites are designed for simultaneous communications between several earth stations.

Four commercial communications satellites are now operating over the Atlantic and Pacific oceans. Two cover the Atlantic region, and two the Pacific. Each has a capacity of 240 voice circuits, or one TV channel.

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## CBC reports costs up sharply

Special telecasts, salary increases part of reason for highest yearly expenses

Operating costs of the Canadian Broadcasting Corp. have gone up and so has the cost to the Canadian taxpayer, according to the CBC's annual report for the period ending March 31.

Centennial year activities and programming helped push CBC costs to the highest level in the corporation's 33-year history. Net cost of operations was \$145,684,637, up from \$118,044,589 in the last fiscal year (BROADCASTING, July 17, 1967). The \$145 million bill amounts to about \$7.25 for each man, woman and child in Canada.

Total operating expenses for the CBC for the fiscal year ended March 31 were actually \$185,885,439. But revenue from advertising and some other investments pushed down the net tab to

\$145,684,637. Total expenditures in 1966-67 were \$154,240,599.

The corporation's programming costs were up \$21,438,000 in 1967-68 over the previous year, a 22% increase. The annual report attributed these rising program costs to "special centennial telecasts, increased salaries resulting from negotiated union agreements and general price increases." CBC radio and television carried close to 1,500 hours of centennial programs and special coverage in 1967 (an average of four hours of centennial programming a day), not including regular programming and programming beamed overseas.

**Source of Revenue** - Money for the programs and the facilities came from the government, advertising, and other sources. Parliamentary grants totalled \$140,147,000 of which \$2,889,905 went back to the receiver-general as repayment of capital loans to the corporation, while another \$644,301 was due to the receiver-general at the end of the year. The repayments leave the net operating funds received from the government at \$136,612,794.

Earnings from advertising totalled \$38,734,295 in 1967-68, up from \$35,153,014 last year. Other revenue totalled \$1,466,507.

The report said the \$38 million in ad revenue "equalled 21.9% of the corporation's expense, excluding depreciation and amortization, as compared with 23.9% in 1966-67."

On the CBC's English TV network, only about 25% of the network programs carried before 6 p.m. are considered salable by the corporation, but about 68% of programs after 6 p.m. are considered salable. On the French TV networks the figures are 24% before and 49% after 6 p.m.

The report said 78% of the salable programs on the English TV network were bought by advertisers, and that the percentage rose to 95% after 6 p.m. On the French network advertisers were reported buying 47% of the salable daytime programs and 35% of the evening programs. The use of feature films in the afternoon and late evening on the French network was said to account for that network's lower percentage of evening sales. The report noted that English network stations purchase and broadcast such films individually.

The CBC has some programs which are not available to any advertiser. News programs are one example. Other shows are not sold because of their content, their appeal to a specialized audience or their position in the program schedule.

**Plans for Color** - The report noted that, although color TV production

facilities have up to now been limited to Montreal, Ottawa and Toronto, the corporation plans to extend such facilities to other regional centers and to expand the Montreal and Toronto color capability.

During the past year color programming on the English network increased between eight and 12 hours a week. Between 37 and 46 of the English network's 72 hours a week were in color.

The French network increased its color output about eight hours a week. Between 26 and 56 hours of the 105-hour-per-week schedule were in color.

The corporation's annual report also said the network hoped to extend facilities so that eventually 100% of the population could be reached by the CBC. CBC-TV currently reaches 96.6% of the population while CBC Radio reaches 98.7% of all Canadians. The report said remote areas of the country could be provided full service if a space satellite system were employed.

During the past year the corporation extended some of its coverage by adding 21 new television transmitters and 26 new radio transmitters.

The report said capital assets after accumulated depreciation increased by \$10.9 million over last year to a total of just under \$88 million. The largest portion of the increase was attributed to extensions and improvements to service, continued consolidation of facilities and other additions and replacements to plant.

## IBN makes appearance covering Pope's visit

Interamerican Broadcasting Network, New York, organized to serve Spanish-language radio stations in the U. S. and Latin America, made its first appearance last Thursday (Aug. 22) with broadcast coverage of Pope Paul VI's visit to Bogota, Colombia, to attend the 39th International Eucharistic Congress.

Broadcasts, emanating by microwave, were relayed from WBNX New York to 20 Spanish-language stations in the U.S. and to over 400 stations in 15 Latin

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American countries. In addition to Spanish, the programs will be broadcast in Portuguese to over 100 stations in Brazil.

The broadcasts were to be presented in the U. S. by Hellman's Mayonnaise and the Best Foods division of Corn Products. In Latin America, they were to be under the sponsorship of Fiat.

Interamerican Broadcasting Network was formed by Frank Webber, who is president. He has been in the station representation business for U. S. and international radio stations for 12 years. Jack Heston is vice president and treasurer, and was formerly with Kenyon & Eckhardt. Juan Lefcovich is vice president and director of Latin American affairs. He served for 14 years as chief of verbatim reporters at the United Nations, and earlier was with UPI.

Interamerican's next special project will be coverage of the 1968 Olympic games in Mexico, followed by coverage of the U. S. national elections.

Mr. Lefcovich reported that a "daily program of service" will be launched this fall, with heavy, live coverage of U. S. and Latin American news, plus programs aimed at women and youth, with focus on news of special interest to Spanish-speaking people.

Interamerican Broadcasting will seek one or more sponsors for specials on the Olympics and U. S. elections, as well as for the daily programs in the U. S. and Latin America.

Interamerican Broadcasting Network is located at 861 Third Avenue, New York.

## VOA again being jammed during Czech crisis

Last week the U. S. Information Agency reported that for the first time in more than five years Voice of America and other Western broadcasts into Russia and Eastern Europe were being jammed by the Soviet Union. The jamming began shortly after Russia and other Warsaw Pact nations invaded Czechoslovakia (see page 41).

"This resumption of cold-war tactics is a regrettable step backward," said USIA Director Leonard Marks, "I earnestly hope that the Soviet government will reconsider its action." He pointed out that the VOA was carrying live the current sessions of the United Nations, including the remarks of the Soviet delegate. "The peoples of the Soviet Union should have the chance to hear for themselves what is said," he urged.

## Settlement makes both sides happy

The dispute between Britain's independent program companies and their TV technicians ended Aug. 16 with both sides confident of having scored a victory. A new pay and working agreement, retroactive to July 1, is being prepared by the management, and negotiations will be resumed later in the

month. Meanwhile, independent TV services are getting back to normal and the technicians have agreed not to disrupt future programs.

It is estimated that the two-week dispute cost the programmers \$1.2 million in advertising revenue. During this time the programmers combined to put out a networked service of recorded programs.

Dr. Tom Margerison, chairman of the employers' negotiating committee, said that the programmers had put up with "centrally planned guerrilla actions" which had given them "two weeks of trauma." George Elvin, the technicians' negotiator, was also emphatic on the results achieved. He was, moreover, "delighted and gratified" that the technicians had "stayed 100% solid" during the dispute.

## Abroad in brief . . .

**Olympic coverage** ■ The Canadian Broadcasting Corp. will provide exclusive Canadian TV coverage of the summer Olympic games to be held in Mexico City, Oct. 12-27. CBC plans to send a 100-member crew to Mexico to furnish the French and English TV and radio networks and the international broadcast service with approximately 180 hours of live and recorded programs.

**Overseas distributor** ■ The international sales department of CBS Enterprises Inc., New York, has become the overseas distributor for educational films of Bailey Films, Inc., Hollywood, and Film Associates, Los Angeles.

## FATES & FORTUNES

### BROADCAST ADVERTISING

**Thomas R. Vohs**, executive VP, Chirgurg & Cairns, New York agency, elected president.

**Paul H. Chook**, **Kenneth A. Longman** and **Leon I. Rosenbluth**, division managers of marketing/research department, Young & Rubicam, New York, elected VP's. Mr. Chook has been manager of advertising research since January 1967; Mr. Longman has been manager of developmental research, and Mr. Rosenbluth has been manager of survey research.

**Manning Rubin**, VP and associate creative director, Grey Advertising Inc., New York, named creative director. **Donald J. Dolen**, with Grey, Detroit, elected VP and creative director.

**Larrabee M. Johnson**, VP and associate general counsel. **Ted Bates & Co.**, New York, named general counsel. He succeeds **A. Michael Frothingham**, senior VP, secretary and director, who remains in charge of Bates's corporate and legal affairs.

**Louis A. Smith**, VP and general manager of Chicago office of Edward Petry Co., joins Cor-Plex International Corp. there as executive VP and general manager of its sales subsidiary, Media Sales Inc. Cor-Plex operates hotel TV systems.

**Alan O. LeVally**, copy supervisor, Needham, Harper & Steers, Chicago, elected VP.

**Theodore H. Smith**, account supervisor, W. H. Schneider Inc., New York agency, named VP.

**Edward S. Almgren**, VP and executive art director, BBDO, New York, becomes VP in charge of art, succeeding **Harold W. Olsen**, who retires at end of year.

**Dan Blumentha**, creative director, and **Fred Caravetta**, art director, both with Hume. Smith, Mickelberry Advertising, Miami, named VP's.

**Donald M. Smith Jr.**, senior VP, McCann-Erickson, New York, named to newly created position of director of

marketing for western region.

**William R. Greenwood**, with The Biddle Co., Bloomington, Ill. agency, joins Galvin/Farris/Ross Advertising, Kansas City, Mo., as creative director.

**Elizabeth S. Eddy** and **George E. Robinson**, copy supervisors at Benton & Bowles, New York, named associate creative directors.

**Daniel Rona**, general manager, KSL-FM Salt Lake City, joins Quality Media Inc., FM rep, as manager of newly opened Chicago office.

**Carroll B. Sugar** joins D. P. Brother & Co., Hollywood, as manager of office, succeeding **Al Cochrane**, who resigns.

**Rick Waite**, still and motion picture photographer-director-cameraman, appointed to head live-action commercial department of Murakami Wolf Film Inc., Hollywood.

**Thomas A. Michaelson**, formerly with Doyle Dane Bernbach and BBDO, joins Radio Advertising Representatives,

New York, as research manager.

**Allen Kline**, director of The Pulse Inc., Los Angeles, joins Davis Broadcasting Co. as director of research and planning for KLOK San Jose and KWIZ-AM-FM Santa Ana, both California.

**Henry G. Chadwick**, VP and manager, Blair Radio, Philadelphia, joins WFIL-TV, that city, as general sales manager. **John L. Welford**, on Blair's Boston sales staff, succeeds Mr. Chadwick.

**J. William Beindorf**, local sales manager, WTCN-TV Minneapolis-St. Paul, appointed general sales manager, succeeding **Corky Cartwright**, who joins KOA-TV Denver as general sales manager. Mr. Beindorf is succeeded by **Norman Page**, account executive, WTCN-TV.

**James D. Boaz**, sales manager, WKBF-TV Cleveland, appointed general sales manager and assistant general manager. **R. King Patterson**, account executive, WKBF-TV, succeeds Mr. Boaz. **Alan S. Feuer**, account executive, WKBF-TV, appointed local sales manager.

**Howard Parkus**, with WTOO Toledo, Ohio, appointed general sales manager, succeeding **William Jaeger**, who resigns.

**Norman R. Cissna**, director of sales, WMAQ-TV Chicago, joins WNHC-TV New Haven, Conn., as general sales manager.

**Ray Horn**, air personality, KPOK(FM) Portland, Ore., appointed sales manager.

**Jerry Klein**, account executive, KXTV (TV) Sacramento, Calif., joins KSAN-FM San Francisco, as sales manager.

**John W. Doscher**, with WOR-TV New York, appointed sales manager.

**James J. Gaskin**, with wxyz Detroit, appointed to newly created position of sales manager.

**Earl J. Gallagher**, sales manager, WCGO Chicago Heights, Ill., joins Walton Broadcasting Sales Corp., Chicago as manager of sales.

**Dana F. Baird** named sales manager, KATZ St. Louis.

**Steve L. Halpern**, account executive, WAGA-TV Atlanta, joins WQXI-TV, that city, as local sales manager.

**Thomas L. Thompson**, timebuyer, Tracy-Locke Co., Dallas, appointed media and broadcast supervisor.

**Jonathan Weintrobe**, with Foote, Cone & Belding, New York, joins Kane, Light, Gladney Inc., that city, as copy director.

**William A. Morris**, VP of own film syndication company, Barberrry Pro-

ductions, joins New York sales staff of RKO General Broadcasting National Sales.

## MEDIA

**Charles B. Brakefield**, president, WREC-AM-FM-TV Memphis and WESH-AM-TV Daytona Beach-Orlando, Fla. (Cowles Communications Inc., New York), elected to CC board, succeeding **Palmer K. Leberman**, who resigns. Mr. Brakefield is also chairman of Television Bureau of Advertising.

**Robert Eastman II**, with Robert E. Eastman & Co.'s Los Angeles office, joins WTRX Flint, Mich., as president. Mr. Eastman previously worked on station's sales staff.



Mr. Bohi

**Eugene H. Bohi**, sales manager, WKYC-TV Cleveland, appointed station manager, succeeding **Neal Van Eills**, who joins KNBC(TV) Los Angeles as manager. Both stations are NBC-owned.

**Gene Loffler**, executive VP and general manager, KAHJ and KAFI(FM) Auburn, Calif., resigns. He is succeeded by **Tom McCrum**.

**Adrian D. (Ken) Knight**, with WRHC Jacksonville, Fla., named VP.



Mr. Green

**George Green**, general manager, Jefferson-Carolina Corp., Greensboro, N. C., named VP.

**James T. Hall**, with KUTY Palmdale, joins KBVM Lancaster, both California, as manager.

**John W. Dunlop**, general manager, Maine ETV network, resigns to become general manager of proposed public television system in Virgin Islands.

**Tony Dean**, operations director, KHAK-AM-FM Cedar Rapids, Iowa, joins KCCR Pierre, S. D., as station manager. Both are Agruss Broadcasting Inc. stations.

**Harold Soldinger**, formerly VP and general manager, WTAR-AM-FM-TV Norfolk, joins WAVY-TV Portsmouth-Norfolk-Newport News, Va., as assistant to general manager.

## PROGRAMING

**Paul King** has been named CBS-TV network VP for program production, Hollywood. He has been assistant to **Perry Lafferty**, VP, programs, Hollywood, since last October and will continue to report to him. He will have

general charge of all program series and pilot programs produced by CBS-TV in Hollywood. He will also be responsible for network's casting activities in Hollywood.



Mr. Greenberg

**Berry Greenberg**, director, international television operations and sales, Warner Bros.-Seven Arts Inc., New York, named VP, administration and sales, international television.

**Robert K. Chandler**, program director, WQMR and WGAY(FM) Silver Spring-Washington, named VP, operations. **Bob Falcon** succeeds Mr. Chandler.

**George Dietrich**, western division manager, Allied Artists Television, joins Independent Television Corp., Los Angeles, in same capacity.

**Chase Mellen**, writer and story editor with Roncom-Huggins Productions, Hollywood, joins ABC-TV, that city, as assistant to director of network television feature film production. **George W. Vosburgh**, VP, Merv Griffin Productions, New York, joins ABC-TV, that city, as director of daytime programs, East Coast. **Peter Calabrese** named director, ABC-TV's *Treasure Isle*.

**Ernie Losso**, casting director, Paramount Television, Hollywood, joins Screen Gems Inc., that city, in same capacity.

**Susan McCusker**, with Fredana TV Ltd., appointed production coordinator in film and TV divisions of The Campbell, Silver, Cosby Corp., Beverly Hills, Calif.

**Warren Lyons**, theatrical producer, joins Paramount Television as casting consultant in New York.

**Arthur Semon**, story editor, Walt Disney Productions, New York, appointed executive story editor for 20th Century-Fox TV's 13 90-minute motion pictures being produced for ABC-TV.

**Thomas F. McGuire**, with NBC International, South Vietnam, joins WSB-TV Atlanta, as producer-director.

**Jack Rattigan**, sales manager, WMMR(FM) Philadelphia, appointed operations manager.

**Raymond C. Bartolucci Jr.**, supervisor of production, WHNB-TV New Britain-Hartford, Conn., joins WHCT-TV Hartford as production manager.

**Bill Kline**, program manager, WIBF-TV Philadelphia, joins KTXL(TV) Sacramento, Calif., as program-operations manager.

**George Bonnell Jr.**, director of pro-

graming, WQXY-FM Baton Rouge, appointed manager of station operations.

## NEWS



**Albert T. Primo**, news director, KYW-TV Philadelphia, joins WABC-TV New York as director of news and public affairs.

**David V. Stickle**, news director, WMAR-TV Baltimore, appointed director of public affairs. Mr. Stickle is succeeded by **George F. Rogers Jr.**

**Martin Dyckman**, special assignment reporter, WJXT(TV) Jacksonville, Fla., appointed public affairs director.

**Ted Kamp**, political editor, WPIX(TV) New York, appointed editor-producer.

## FANFARE

**Richard S. Priebe**, division VP, 3M Co., St. Paul, elected to newly created position of corporate VP, public affairs, succeeding **Robert H. Tucker**, who continues as VP and secretary. **John J. Verstraete**, director of communications, named to newly created position of executive director of public relations.

**Don E. Whiteley**, assistant manager for public relations, Central City Opera House Association, Denver, joins KBTR and KBTB(TV), that city, as director of promotion and advertising.

**Carole Chadwick**, copywriter, WPDQ Jacksonville, Fla., joins WJXT(TV), that city, as public service director.

**Robert H. Sandler**, reporter with *Newsday*, Garden City, N. Y., joins WCBS-TV New York as senior press representative, information services.

**Walter F. Wiener**, account executive, public relations department, Doremus & Co., New York, appointed account group supervisor.

## EQUIPMENT & ENGINEERING

**W. E. Cowan**, president, Allied Radio Corp., Chicago, also elected VP and director, LTV Ling Altec Inc., Anaheim, Calif., parent company of Allied.

**John Murray**, with Bardwell & McAlister Inc., Hollywood, named VP in charge of sales.

**Alan B. Higgins**, assistant chief engineer, WHIO-AM-FM-TV Dayton, Ohio, appointed director of engineering, succeeding **Richard E. Lauth**, who retires.

**Avrel Mason**, manager of program planning, RCA defense electronic products, appointed chief engineer, commercial electronic systems division, Camden, N. J.

**James S. Arrington**, director of marketing, and **John S. Boyers**, director of engineering, both with communications division, Telex Corp., Minneapolis, named VP's.

**Robert K. Burns**, distributor division sales manager, Cinch Manufacturing Co., Chicago, joins Oak Manufacturing Co., Crystal Lake, Ill., as distributor sales manager.

**Gene Block**, national sales manager, Muntz Stereo-Pak Inc., Los Angeles, joins GW Electronics Inc., Torrance, Calif., as national sales manager.

## INTERNATIONAL

**Ralph Jensen**, Radio Liberty, Munich, Germany, appointed associate producer of *W5*, weekly public affairs program for CTV television network, Toronto.

**Charles D. Wilkes**, continental television sales manager, United Artists, Paris, joins Warner Bros.-Seven Arts as television sales representative for France.

**Alan Robertson**, executive director, Calgary and regional educational television association, Alberta, elected president of newly formed Educational Television and Radio Association of Canada in Banff, Alberta. **Art Knowles**, director, instructional aid resources, York University, Toronto, elected VP.

## DEATHS

**Percy L. Deutsch**, 81, founder and former president of World Broadcasting System, died at his home in New York on Aug. 15. Mr. Deutsch established WBS, pioneer transcription library organization for radio, in 1929 and operated company until 1943 when he sold it to Decca Records. Mr. Deutsch also was founder of Brunswick Phonograph and Record Co., New York. He is survived by son, John, and daughter, Mrs. Morris Rittenberg, whose husband is VP of NBC Films Inc.



Mr. Peace

**Roger Craft Peace**, 69, chairman of Multimedia Inc. (multiple broadcast-newspaper group), died Aug. 20 at his home in Greenville, S. C. following long illness. Multimedia Inc. is owner of WFBC-AM-FM-TV Greenville; WBIR-AM-FM-TV Knoxville, Tenn.; WMAZ-AM-FM-TV Macon, Ga.; WWNC Asheville, N. C., and *Greenville (S. C.) News and Piedmont* and *Asheville (N. C.) Citizen and Times*. Mr. Peace served interim term in U. S. Senate in 1941 following appointment of James F. Byrnes to Su-

preme Court. He is survived by daughter.

**John B. Lee** 45, unit manager at ABC-TV Hollywood for last seven years on several programs including *The Lawrence Welk Show*, died Aug. 21 at UCLA medical center in Los Angeles. Before coming to ABC-TV, Mr. Lee was director for Alexander Film Co., Colorado Springs. He formerly was program manager for WXYZ-TV Detroit. Mr. Lee is survived by his wife, Ruth, daughter and son.

**Sam Elman**, 62, executive VP, WATR Waterbury, Conn., died Aug. 11 after being struck by automobile in front of his home in Waterbury.

**William J. Anderson**, 36, operations editor with news division, Voice of America, Washington, died Aug. 16 of heart attack at his home in Churchton, Md. Before joining VOA in 1965 as news writer, Mr. Anderson was with WQXI Atlanta as news director from 1962-65. He was managing news editor, Armed Forces Radio Network, Frankfurt, Germany from 1958-61. Mr. Anderson had also been associated with Radio Press International, West Berlin, and WBAL-TV Baltimore. He is survived by his wife, Johanna, three daughters and son.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Aug. 14 through Aug. 21 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 communicators 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

OTHER ACTIONS

■ Review board in Patchogue, N.Y., TV broadcast proceeding, Docs. 17889-90, granted joint petition for approval of agreement filed June 28 by Granik Broadcasting Co. and Long Island Video Inc.; approved agreement to extent indicated; application of Long Island Video Inc. dismissed with prejudice; granted application of Granik Broadcasting Co. and terminated proceeding.

■ Review board on Aug. 15 in Medford, Ore., TV broadcast proceeding, Docs. 17681-82, denied motion to enlarge issues filed June 5 by Medford Printing Co., dismissed request to file further pleading and statement in further opposition filed Aug. 12 by Liberty Television.

■ Review board in Yakima Wash., TV broadcast proceeding, Docs. 18924-26, granted petition for extension of time filed Aug. 16, by Broadcast Bureau, extended to Sept. 3 time within which to file responsive pleadings to petition to enlarge issues. Action Aug. 20.

ACTIONS ON MOTIONS

■ Hearing Examiner H. Gifford Irion on Aug. 13 in Baltimore (Baltimore Broadcasting Co. and Meadows Broadcasting Co.) TV ch. 54 proceeding, continued further prehearing conference from Aug. 15 to Aug. 16 (Docs. 17740-1).

■ Hearing Examiner Forest L. McClenning on Aug. 13 in Jacksonville and Miami, both Florida, and Asheville, N. C. (Florida-Georgia Television Co., Community First Corp., New Horizons Telecasting Co., Florida Gateway Television Co., Wometco Enterprises Inc., and Wometco Skyway Broadcasting Co.) TV proceeding, in accordance with provisions of Sec. 1.261 of rules, ordered transcript of further prehearing conference of Aug. 12, corrected Docs. 10834, 17582-4, 18185-6).

Existing TV stations

FINAL ACTIONS

■ Commission has granted application of Eagle Broadcasting Co. to change ERP of WYEA-TV Columbus, Ga. to 525 kw vis.

103 kw aur., ant. height to 590 ft., trans. location to 1.2 miles north of Phenix City, Ala., change type trans., change in ant. structure and ant. system. Action July 31.

■ WKRC-TV Cincinnati, Ohio — Broadcast Bureau granted mod. of CP to change ERP to 303 kw vis., 30.3 kw aur., change ant. system (main trans. and ant. with alternate main vis. amp). Action Aug. 20.

■ Broadcast Bureau granted mod. of CPs to extend completion dates for following stations: KTVM(TV), ch. 5, Medford, Ore. to Feb. 16, 1969; KRET-TV, ch. 23, Richardson, Tex. to Feb. 16, 1969; WMUL-TV, ch. \*67, Huntington, W. Va. to Feb. 16, 1969. Action Aug. 16.

OTHER ACTION

■ Replying to a complaint that WCBS-TV and WNBC-TV, both New York, failed to cover picketing by a group "dedicated to destruction of slum-lordism," commission said it found no basis for action. Ann. Aug. 16.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Aug. 13 in inquiry into WEBM-TV's broadcast on Nov. 1 and 2, 1967 of report on marijuana party (Doc. 18101), denied letter of Columbia Broadcasting System Inc., licensee of WBBM-TV Chicago dated April 26 requesting adoption of certain procedures to govern conduct of commission's inquiry into station's broadcast Nov. 1 and 2, 1967, of report on marijuana party. Examiner said procedures requested would have effect of according Columbia procedural rights to which it would be entitled were this adjudicatory, rather than investigatory proceeding; and that such procedures are not applicable to type of non-adversary inquiry involved here.

■ Hearing Examiner Millard F. French on Aug. 15 in Montgomery, Ala. (Cosmos Broadcasting Corp. (WSFA-TV)) TV proceeding, granted petition by WTVY Inc. and extended time to Sept. 16 in which to file proposed findings of fact and conclusions of law (Doc. 16984).

CALL LETTER APPLICATIONS

■ Channel 25 TV Inc., West Palm Beach, Fla. Requests WJUD(TV).

■ KFEQ-TV, Panax Corp., St. Joseph, Mo. Requests KQTV(TV).

■ \*Long Island Educational TV Council, Garden City, N.Y. Requests \*WLIW(TV).

CALL LETTER ACTION

■ KTVM(TV), Southern Oregon Broadcasting Co., Medford, Ore. Granted KOB(TV).

New AM stations

FINAL ACTIONS

M. D. Price, Jr., Northfield, Minn.—Broadcast Bureau granted mod. of CP to change ant.-trans location to 3.3 miles NE of center of Northfield for AM station; conditions. Action Aug. 16.

OTHER ACTIONS

■ Review board on Aug. 19 in Crowley, La., AM broadcast proceeding, Doc. 16785, granted petition for extension of time filed Aug. 15 by Rice Capital Broadcasting Com-

pany, extended to Aug. 26 time within which to file reply brief to exceptions to initial decision.

■ Review board in Bayamon, P.R., AM broadcast proceeding, Doc. 16891, granted petition for extension of time filed Aug. 19, by Augustine L. Cavallaro Jr., extended to Aug. 29 time within which to file response to Broadcast Bureau's opposition to petition to dismiss. Action Aug. 20.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on Aug. 16 in Hartsville and Florence, S. C. (Community Broadcasting Co. of Hartsville and Eastern Carolina Broadcasters Inc.) AM proceeding, dismissed as moot pleading by Broadcast Bureau requesting examiner to issue order informing Eastern Carolina that as corporation it must be represented by attorney in proceeding. Commission has been advised that Billy R. Craig, attorney at law, will appear in proceeding as attorney for Eastern Carolina (Docs. 18198-9).

■ Chief Hearing Examiner James D. Cunningham on Aug. 19 in St. Louis, Mo. (Great River Broadcasting Inc. et al.) AM proceeding, continued further hearing scheduled for Aug. 22, to date to be specified by presiding hearing examiner (Docs. 17210-15, 17217, 17219).

■ Hearing Examiner Jay A. Kyle on Aug. 19 in Bellaire, Tex. (T. J. Shriner) AM proceeding, denied petitions for leave to amend filed July 29 and Aug. 6 by T. J. Shriner and continued without date hearing scheduled for Aug. 26 (Doc. 17635).

■ Hearing Examiner Chester F. Naumowicz Jr. on Aug. 20 in Kettering, Ohio (Kittyhawk Broadcasting Corp. et al.) AM proceeding, on informal request by Gem City Broadcasting Co., scheduled hearing conference for Aug. 26 (Docs. 17243-7, 17249-50).

■ Hearing Examiner Herbert Sharfman on Aug. 16 in Globe, Ariz. (Mace Broadcasting Co. and Herb Newcomb) AM proceeding, set certain procedural dates, rescheduled hearing from Oct. 15 to Nov. 18 (Docs. 18225-6).

Existing AM stations

FINAL ACTIONS

KOKY Little Rock, Ark.—Broadcast Bureau granted assignment of license to Midwest Broadcasting Corp.; consideration \$160,000. Action Aug. 20.

■ Commission has granted application of Gordon Broadcasting Inc. to increase power of KSDO San Diego, operating on 1130 kc, directional ant. (DA-2), from 1 kw night, 5 kw local sunset, to 10 kw night, 50 kw local sunset. Action Aug. 14.

KSRO Santa Rosa, Calif.—Broadcast Bureau granted CP to increase ant. height. Action Aug. 16.

WIFF Auburn, Ind.—Broadcast Bureau granted mod. of CP to make changes in ant. system; conditions. Action Aug. 19.

WLOB Portland, Me.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 1. Action Aug. 12.

WCAO Baltimore — Broadcast Bureau granted license to designate present alternate trans as auxiliary trans. to be operated on 600 kc, 5 kw, DA-1. Action Aug. 20.

■ FCC denied request of WSBS Great Barrington, Mass. for waiver of sec. 75.35 of rules and dismissed its application for assignment of license to Northern Berkshire Broadcasting Co. Action Aug. 14.

KTIS Minneapolis — Broadcast Bureau granted CP to make changes in ant. system; conditions. Action Aug. 13.

WOIC Meridian, Miss.—Broadcast Bureau granted assignment of license to Stanleigh O. Torgerson; consideration \$95,000. Action Aug. 20.

WGHO-AM-FM Kingston, N. Y. and WVOX-AM-FM New Rochelle, N. Y.—Broadcast Bureau granted mod. of licenses covering change in name of licensee to H-W Radio Inc. Action Aug. 20.

KEYZ Williston, N. D.—Broadcast Bureau granted license covering installation of new alternate main trans., remote control permitted. Action Aug. 20.

KPAR Albuquerque, N. M.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 9. Action Aug. 12.

WSEN Baldwinville, N. Y.—Broadcast Bureau granted license covering change in ant. system. Action Aug. 20.

WMNT Manati, P.R.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 15. Action Aug. 12.

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**WFLI Lookout Mountain, Tenn.**—Broadcast Bureau granted license covering use of alternate main night type trans.; granted license covering change in trans. (main day, main night); and granted license covering auxiliary (day) type trans. Action Aug. 20.

■ Broadcast Bureau granted renewal of license for following station: KBLT Big Lake, Tex. Action Aug. 16.

**WIGM Medford, Wis.**—Broadcast Bureau granted CP to change ant. system; conditions. Action Aug. 13.

**KMER Kemmerer, Wyo.**—Broadcast Bureau granted license covering changes, specify type trans. Action Aug. 20.

■ Broadcast Bureau granted licenses covering following new stations: KJPW-FM Wavnesville, Mo.; WCSV Crossville, Tenn. Action Aug. 20.

■ Broadcast Bureau granted licenses covering changes in following stations: KDUO (FM) Riverside, Calif.; KGIW Alamosa, Colo.; WEAS Savannah, Ga.; KATN Boise, Idaho; KWVL Waterville, Iowa; KFIL Preston, Minn. Action Aug. 20.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on Aug. 16 in Hartsville and Florence, S. C. (Community Broadcasting Co. of Hartsville and Eastern Carolina Broadcasters Inc.) AM proceeding, granted motion by Eastern Carolina Broadcasters Inc. and extended certain procedural dates to Sept. 5; evidentiary hearing will begin on Sept. 11 (Docs. 18198-9).

■ Hearing Examiner Charles J. Frederick on Aug. 16 in San Antonio, Tex. (The Wal-mac Co.) renewal of licenses of KMAC and KISS(FM), on examiner's own motion, rescheduled hearing to Oct. 21, at 10:00 a.m. (San Antonio time) in San Antonio, Tex., at location to be specified later (Doc. 18223-4).

■ Office of opinions and review on Aug. 13 in Arvada, Colo. (Radio Station KQXI [KQXI]), AM proceeding, granted request by KQXI, and extended time to and including Sept. 3, in which to file reply to oppositions to application for review filed July 5 (Doc. 14817).

■ Office of Opinions and Review on Aug. 16 in Calhoun, Ga. (John C. Roach and Gordon County Broadcasting Co. [WCGA]) AM proceeding, granted motion by John C. Roach and extended time to and including Sept. 13, in which to file exceptions to initial decision released July 17 (Docs. 17695-6).

■ Hearing Examiner Herbert Sharfman on Aug. 14 in Clifton Forge and Roanoke, both Virginia (Image Radio Inc. and Impact Radio Inc.) renewal of licenses of WCFV and WPXI, because of pendency of petition for reconsideration filed by Image Radio Inc. and Impact's similar petition which makes revision of procedural schedule appropriate, rescheduled certain procedural dates and set further prehearing conference for Oct. 21; and scheduled hearing from Aug. 29 to Nov. 12 in Roanoke, Va. (Docs. 17945-6).

■ Hearing Examiner Herbert Sharfman on Aug. 19 in Milton, Fla. (Milton Broadcasting Co.) renewal of license of WEBY, rescheduled hearing from Sept. 30 to Oct. 28, in Milton, Fla. (Doc. 17613).

#### FINES

■ FCC ordered KTOO Broadcasting Co., licensee of KTOO Henderson, Nev. to pay forfeiture of \$2,000 for repeated violation of Secs. 73.119(e), 73.56 and 73.113 of rules. Action Aug. 14.

■ FCC ordered Kern County Broadcasting Co., licensee of KLYD Bakersfield, Calif., to forfeit \$3,000 for willful and repeated violation of communications act provisions on contest rigging. Action Aug. 14.

**KMPG Hollister, Calif.**—Broadcast Bureau notified KMPG it has incurred apparent forfeiture liability of \$200 for violation of rules Sec. 73.114(b), including failure to have records available to indicate inspection required by Sec. 73.93(e) had been conducted since current licensee assumed control of station. Action Aug. 20.

**WCNL Newport, N. H.**—Broadcast Bureau on Aug. 20 notified WCNL that it has incurred apparent forfeiture liability of \$250 for violation of rules, including failure to calibrate weekly remote and base ant. meters and failure to make entries in station records since Sept. 12, 1967, showing readings before calibration and after calibration.

**KCNY San Marcos, Tex.**—Broadcast Bureau on Aug. 20 notified KCNY it has incurred apparent forfeiture liability of \$200 for violation of rules, including failure to provide data concerning equipment performance measurement (Sec. 73.47).

■ Broadcast Bureau on Aug. 15 notified following stations of apparent forfeiture liability in amounts indicated for late filing of their renewal applications in violation of Sec.

1.539(a) of commission's rules: KVLH Pauls Valley, Neb.—\$200; KFDI Wichita, Kan.—\$100; KROA(FM) Aurora, Neb.—\$100; KWHG (FM) Lincoln, Neb.—\$100; KCNW Tulsa, Okla.—\$100; KIHN Southeast of Hugo, Okla.—\$100; KICS-AM-FM Hastings, Neb.—\$25 (each); KUVR Holdrege, Neb.—\$25; KWHP (FM) Edmond, Okla.—\$25; KBK Elk City, Okla.—\$25. Licensees have 30 days to pay or contest forfeitures.

#### CALL LETTER APPLICATIONS

■ WHHT, Allen Broadcasting Co., Lucedale, Miss. Requests WRBE.

■ Radio Cornwall, Cornwall, N.Y. Requests WWLE.

■ Brown Broadcasting Co., Jacksonville, N.C. Requests WBBS.

■ Furniture City Broadcasters, Lenoir, N.C. Requests WKGX.

■ KNOX Radio Inc., Minot, N.D. Requests KTYN.

■ WPXI, T&H Broadcasting Inc., Roanoke, Va. Requests WTOY.

■ KENY, Bellingham, Wash. Requests KBFV.

#### CALL LETTER ACTIONS

■ Southington Broadcasters, Southington, Conn. Granted WFCS.

■ West Jefferson Broadcasting Inc., Grena, La. Granted KGLA.

■ WKYR, Frazier Reams Jr., Cumberland, Md. Granted WUOK.

■ Taylorsville Broadcasting Co., Taylorsville, Miss. Granted WSCO.

■ KNOX Radio Inc., Minot, N. D. Granted KTYN.

■ Midland Valley Investment Co., Burnet-town, S. C. Granted WVAP.

#### New FM stations

##### APPLICATIONS

**Lancaster, Calif.**—Antelope Broadcasting Co. Seeks 106.3 mc, ch. 292, 3 kw. Ant. height above average terrain 105 ft. P.O. address: 2501 West Avenue I, Lancaster, Calif. 92534. Estimated construction cost \$19,200; first-year operating cost \$7,425; revenue \$10,000. Principals: W. B. Carter, president (33.3%), James B. French, first vice president (41.6%) et al. Applicant is licensee of KAVL Lancaster, Calif.

**Columbus, Neb.**—City and Farm Broadcasting Inc. Seeks 93.5 mc, ch. 228A, 1 kw. Ant. height above average terrain 252 ft. P.O. address: 1367 33rd Avenue, Columbus, Neb. 68601. Estimated construction cost \$14,226; first-year operating cost \$6,500; revenue \$8,400. Principals: William C. Whitlock, president, Ronald L. Robson, secretary-treasurer (each 30%) et al. Mr. Whitlock is 52% owner of KUVR Holdrege, Neb. and 32.5% owner of KGEK Sterling, Colo. Mr. Robson also owns 32.5% of KGEK. Applicant is licensee of KTTT Columbus, Neb. Ann. Aug. 15.

**Las Vegas**—James B. Francis. Seeks 93.1 mc, ch. 226, 29.7 kw. Ant. height above average terrain 25 ft. P.O. address: 2700 Republic National Bank Building, Dallas 75201. Estimated construction cost \$33,800; first-year operating cost \$24,000; revenue none. Principals: James B. Francis, sole owner. Mr. Francis is lawyer, president of real estate firm, owner of 51% of KVIL-AM-FM Highland Park, Tex. and KRAM Las Vegas. He also has real estate interests, on Vegas. He also has real estate interests, oil and gas properties. Ann. Aug. 20.

**Harrisonburg, Va.**—Madison College. Seeks 91.1 mc, ch. 216, 10 w. Ant. height above average terrain minus 44.93 ft. P.O. address: Madison College, Harrisonburg, Va. 22802. Estimated construction cost \$16,333.50; first-year operating cost \$5,000; revenue none. Principals: Madison College. Applicant is subject to control of Commonwealth of Virginia. Ann. Aug. 15.

#### FINAL ACTIONS

**Springdale, Ark.**, Autus Johnson—Broadcast Bureau granted mod. of CP to change type trans., type ant., remote control permitted; condition. Action Aug. 14.

**Tuscola, Ill.**—Frederick W. Siebold—Broadcast Bureau granted 93.5 mc, ch. 228, 3 kw. Ant. height above average terrain 117 ft. P.O. address: 600 South Main Street, Tuscola 61953. Estimated construction cost \$10,995; first-year operating cost \$15,000; revenue \$20,000. Principal: Mr. Siebold is retail florist and plant grower. Action Aug. 15.

\***Denison, Tex.**—Grayson County Junior College—Broadcast Bureau granted 84.7 mc, ch. 209, 28.5 kw. Ant. height above average terrain 275 ft. P.O. address: Grayson County Junior College, Dennison, Tex. Estimated construction cost \$38,500; first-year operating cost \$12,000; revenue none. Principals: Applicant is nonprofit educational institution.

#### OTHER ACTIONS

■ Review board on Aug. 16 in Thomasville, Ga. FM broadcast proceeding, Docs. 17853-54, granted motion for equalization of filing date filed Aug. 15 by Thomasville Broadcasting Co., extended to Aug. 21 time within which to file reply briefs to exceptions and supporting briefs to initial decision.

■ FCC accepted application by Lankford Broadcasting Co. for new FM station at New Albany, Ind., on ch. 280 (103.9 mc), last vacant FM channel assigned to Louisville, Ky. Sec. 73.203(b) of rules was waived to permit acceptance of application. Action Aug. 21.

■ The commission, by its review board on Aug. 15 in Pleasantville, N. J., FM broadcast proceeding, Docs. 18005-06, dismissed appeal from hearing examiner's decision filed Aug. 2 by Atlantic City Broadcasting Co.

■ Commission, by review board on Aug. 15 in Albany, N. Y., FM broadcast proceeding, Docs. 18210-12, granted motion for extension of time filed Aug. 14 by WPOW Inc., extended to Aug. 20 time within which to file oppositions to four pending petitions to enlarge issues filed July 22.

■ Commission has waived minimum mileage spacing requirements of Sec. 73.207(a) of rules and accepted application of Radio Wise Inc., for new FM station at Norton, Va., to operate on ch. 292 (106.3 mc), with ERP of 700 w. and ant. height of 560 ft. Action Aug. 14.

■ FCC accepted for filing application of Hi-Fi Broadcasting Co., licensee of KDUX-FM Aberdeen, Wash., for change in station location to Ocean Shores, Wash., and for related technical changes. Action Aug. 14.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on Aug. 16 in San Clemente, Calif. (El Camino Broadcasting Corp. and South Coast Broadcasting Co.) FM proceeding. Denied petition by El Camino Broadcasting Corp. requesting dismissal of application of South Coast Broadcasting Co.; denied petition filed by El Camino Broadcasting Corp. for leave to amend its application, and granted petition by South Coast Broadcasting Co. for leave to amend its application to specify ant. height of 660.8 ft. above average terrain with ERP of 25 kw (Docs. 17648-9).

■ Chief Hearing Examiner James D. Cunningham on Aug. 19 in Flora and Salem, Ill. (Flora Broadcasting Corp., Doyle Ray Flurry, and Salem Broadcasting Co.) FM proceeding. Designated Hearing Examiner Elizabeth C. Smith to serve as presiding officer, scheduled prehearing conference for Sept. 17, hearing for Oct. 30 (Docs. 18288-90).



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## RULEMAKING ACTION

■ FCC denied petition by Warren L. Authement to delete ch. 285A from Donaldsonville, La., and assign it as second FM channel at Thibodaux, La. Action Aug. 14.

## DESIGNATED FOR HEARING

■ FCC designated for hearing FM applications of Flora Broadcasting Corp., Doyle Ray Flurry, Flora, Ill., and Salem Broadcasting Co., Salem, Ill., for new FM stations to operate on ch. 249 (97.7 mc), with ERP of 3 kw. Action Aug. 14.

## Existing FM stations

### FINAL ACTIONS

**KAAY-FM** Little Rock, Ark.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 22, 1969. Action Aug. 13.

**KTUX(FM)** Livermore, Calif.—Broadcast Bureau granted CP to change ant.-trans. location to 2 miles east of Pleasanton Vinyard Road, Alameda, Calif., install new type ant., make change in ant. system ant. height minus 150 ft. remote control permitted. Action Aug. 16.

**KBBI(FM)** Los Angeles, Calif.—Broadcast Bureau granted mod. of SCA to make changes in programing. Action Aug. 13.

**KACE-FM** Riverside, Calif.—Broadcast Bureau granted CP to make changes in ant.-trans. location, install new type ant., ERP 1.70 kw, ant. height minus 88 ft.; condition. Action Aug. 14.

**\*WGES(FM)** Trumbull, Conn.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 1, 1969. Action Aug. 13.

**KFOA(FM)** Honolulu—Broadcast Bureau granted CP to install new type trans., ERP 60 kw; condition. Action Aug. 14.

**WSMI-FM** Litchfield, Ill.—Broadcast Bureau granted CP to install new type trans., ERP 17.5 kw. Action Aug. 14.

**WTIM-FM** Taylorville, Ill.—Broadcast Bureau granted mod. of CP to change type trans., install new type ant., ant. height 150 ft. Action Aug. 14.

**WILL-FM** Urbana, Ill.—Broadcast Bureau granted request for SCA to operate on subcarrier frequency of 67 kc. Action Aug. 13.

**WGVE(FM)** Gary, Ind.—Broadcast Bureau granted request for SCA to operate on sub-

carrier frequency of 67 kc. Action Aug. 13.

**WPF(FM)** Terre Haute, Ind.—Broadcast Bureau granted license covering change in ant.-trans. and studio location, remote control permitted, ant. height 190 ft. Action Aug. 20.

**KABI-FM** Abilene, Kans.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 31. Action Aug. 13.

**WRUS-FM** Russellville, Ky.—Broadcast Bureau granted mod. of CP to change type trans., type ant.

**WJIB(FM)** Boston — Broadcast Bureau granted CP to change ant.-trans. location to 0.33 miles east of Highland Ave. and Rt. 128, Needham, change type ant., ERP 8.7 kw, ant. height 1,010 ft., remote control permitted.

**WESO-FM** Southbridge, Mass.—Broadcast Bureau granted mod. of CP to change type trans.; condition. Action Aug. 16

**WCAO-FM** Baltimore, Md.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 20, 1969. Action Aug. 13.

**WBOC-FM** Ocean City-Salisbury, Md.—Broadcast Bureau granted mod. of SCA to make changes in programing. Action Aug. 13.

**KCMW-FM** Warrenburg, Mo.—Broadcast Bureau granted CP to install new type trans., type ant., make change in ant. system. ERP 27 kw, ant. height 165 ft.

**WKNE-FM** Keene, N. H.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 6, 1969. Action Aug. 13.

**WFGP-FM** Atlantic City, N. J.—Broadcast Bureau granted mod. of CP to change ERP to 50 kw, change type ant., ant. height 300 ft.; condition. Action Aug. 16.

**WFMX(FM)** Statesville, N. C.—Broadcast Bureau granted license covering installation of new type ant., ERP 52 kw, ant. height 290 ft. Action Aug. 20.

**WFIN-FM** Findlay, Ohio—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only, remote control permitted. Action Aug. 20.

**KJIB(FM)** Portland, Ore.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 30; condition. Action Aug. 13.

**WAMO-FM** Pittsburgh, Pa.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 1. Action Aug. 13.

**WANS-FM** Anderson, S. C.—Broadcast Bureau granted CP to install new type trans., type ant.; change ERP to 100 kw; ant. height 120 ft.; conditions. Action Aug. 13.

**KVSR(FM)** Rapid City, S. D.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 7, 1969. Action Aug. 13.

**KDLO-FM** Watertown, S. D.—Broadcast Bureau granted request for SCA to operate on subcarrier frequency of 67 kc. Action Aug. 13.

**WTCV(FM)** Memphis—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 1. Action Aug. 13.

**KAWB(FM)** McKinney, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 30. Action Aug. 13.

**WESR-FM** Tasley, Va.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 24, 1969. Action Aug. 13.

**WESR-FM** Tasley, Va.—Broadcast Bureau granted mod. of CP to change type ant., ant. height 320 ft. Action Aug. 13.

**KEPR-FM** Kennewick, Wash.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 20, 1969. Action Aug. 13.

**KUDY-FM** Spokane, Wash.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 31, 1969; condition. Action Aug. 13.

**WDMP-FM** Dodgeville, Wis.—Broadcast Bureau granted mod. of CP to change type trans., dual polarized type ant., ant. height 460 ft., ERP 1.1 kw. Action Aug. 19.

**WIAL(FM)** Eau Claire, Wis.—Broadcast Bureau granted CP to install new type trans., type ant., ERP 100 kw, remote control permitted; condition. Action Aug. 14.

## ACTION ON MOTION

■ Hearing Examiner Forest L. McClenning on Aug. 15 in San Antonio, Tex. (Avco Broadcasting Corp., Bexar Broadcasting Co., and Turner Broadcasting Corp. [KBUC-FM] FM proceeding in Docs. 18237-9, granted Avco Broadcasting Corp.'s request for dismissal; and dismissed with prejudice application.

## FINES

**WSMD-FM** La Plata, Md.—Broadcast Bureau on Aug. 20 notified WSMD-FM it has incurred apparent forfeiture liability of \$200 for violations of rules, including failure to make equipment performance measurement at yearly intervals (Sec. 73.254[b]).

**KORE-FM** Eugene, Ore.—Broadcast Bureau on Aug. 20 notified KORE-FM it has incurred apparent forfeiture liability of \$200 for violation of rules, including failure to provide data concerning equipment performance measurement (Sec. 73.254).

**KLUE-FM** Longview, Tex.—Broadcast Bureau notified KLUE-FM that it has incurred apparent forfeiture liability of \$200 for violation of rules, including failure to provide data concerning equipment performance measurements (Sec. 73.254).

## CALL LETTER APPLICATIONS

■ **WBBF-FM**, WBBF Inc., Rochester, N. Y. Requests WBBF.

■ **KCLE-FM**, Jim Gordon Inc., Cleburne, Tex. Requests KFAD.

## CALL LETTER ACTIONS

■ **Autus Johnson**, Springdale, Ark. Granted **KSPR-FM**.

■ **WCBM-FM**, The A. S. Abell Co., Baltimore. Granted **WMAR-FM**.

■ **WXEN-FM**, Booth American Co., Cleveland. Granted **WXEN(FM)**.

■ **KPOJ-FM**, KPOJ Inc., Portland, Ore. Granted **KPOK(FM)**.

■ **North Central Broadcasting Corp.**, Merrill, Wis. Granted **WXMT-FM**.

## RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for following stations and co-venting auxiliaries: **KSTA** Coleman, and **KTAE** Taylor, both Texas; **WMMJ** Lancaster, N. Y.; **KABH** Midland; **KCAR** Clarksville; **KCAS** Slaton; **KCBD-TV** Lubbock; **KEBE**, **KEBE-FM** Jacksonville; **KETX** Livingston; **KIRT** Mission; **KMCO** Conroe; **KOCA** Kilgore; **KODA** Houston; and **KSJT(FM)** San Angelo, all Texas.

## Translators

### ACTIONS

**KLC-77** Birmingham, Ala.—Broadcast Bureau granted CP for new instructional TV fixed station. Action Aug. 20.

**KZW-56** Birmingham, Ala.—Broadcast Bureau granted mod. of CP to increase power to 1 w and change ant. system for instructional TV fixed station. Action Aug. 20.

**Baker Community Services District**, Baker, Calif.—Broadcast Bureau granted CP for new VHF TV translator station to serve Baker on ch. 7 by rebroadcasting **KNXT** (TV), ch. 2, Los Angeles. Action Aug. 19.

**Indiana Springs School District**, Big Bend, Calif.—Broadcast Bureau granted CP for new VHF TV translator station to serve Big Bend and Bush Bar on ch. 2 by rebroadcasting programs of **KHSL-TV**, ch. 12, Chico, Calif. Action Aug. 19.

**K04EZ** Big Bend and Bush Bar, Calif.—Broadcast Bureau granted CP to replace expired permit for new VHF TV translator station. Action Aug. 16.

**K06ET** Big Bend and Bush Bar, Calif.—Broadcast Bureau granted CP to replace expired permit for new VHF TV translator station. Action Aug. 16.

**K04BP** Collbran, Colo.—Broadcast Bureau granted CP for VHF TV translator station to specify principal community as Collbran and area West of Collbran, make changes in ant. system. Action Aug. 16.

**K13EM** Yuma, Colo.—Broadcast Bureau granted CP to replace expired permit for VHF TV translator station for changes and specify name as town of Yuma. Action Aug. 16.

**W83AI** Indian River County, Fla., Melbourne and Eau Gallie, Fla.—Broadcast Bureau granted CP to replace expired permit for new UHF TV translator station. Action Aug. 16.

**W03AE** Lewiston, Auburn and New Auburn, Me.—Broadcast Bureau granted license covering CP for new VHF TV translator station. Action Aug. 13.

**St. Francis Chamber of Commerce**, St. Francis, Me.—Broadcast Bureau granted CP for new VHF TV translator station to serve St. Francis on ch. 2 by rebroadcasting **WAGM-TV**, ch. 8, Presque Isle, Me. Action Aug. 19.

**University of Maine**, St. Francis, Me.—Broadcast Bureau granted CP for new VHF TV translator station to serve St. Francis on ch. 4 by rebroadcasting **WMEM-TV**, ch. 10, Presque Isle, Me. Action Aug. 19.

**W09A** Bessemer, Ramsey and Wakefield, all Michigan—Broadcast Bureau granted license covering changes in VHF TV translator. Action Aug. 14.

**Minneonto Television Inc.**, International Falls, Minn.—Broadcast Bureau granted CP for new UHF TV translator station to serve International Falls on ch. 77 by rebroadcasting **WIRT(TV)**, ch. 13, Hibbing. Action Aug. 19.

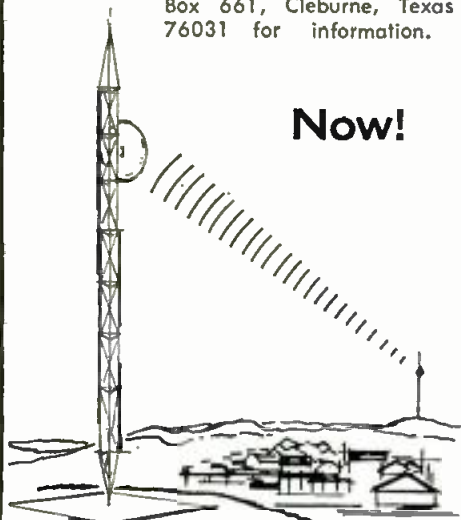
(Continued on page 73)

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### RADIO—Help Wanted—Management

Manager with small investment. Full power FM in good northeast market. Needs salesman-manager. Strong on sales. Box H-188, **BROADCASTING**.

Need manager for 5 kw ethnic station in medium size southern market. Must be strongly sales oriented. Your guarantee plus sizeable portion of operating profit could be very rewarding. If you're looking for breakthrough to management, this could be it. Box H-201, **BROADCASTING**.

### Sales

Florida east coast C&W wants one good salesman. Must be able to show bonafide sales record. Position demands settled and responsible person of clean habits and a real worker. No beginner—no amateurs. References required and will be checked. This is a real opportunity for a permanent position with the No. 1 station in the market. State everything in first letter. Repeat: That bonafide sales record is imperative. Box H-51, **BROADCASTING**.

Needed, aggressive, young promotion-minded sales manager to build and direct sales staff top rated medium market station Gulf Coast near Houston. Opportunity to move up. Income \$900 per month plus override. Box H-210, **BROADCASTING**.

We are a multi-million dollar link in a very big chain. We have an opening for an account executive. If you are sharp, we want to hear from you. P.S. We do like men from small markets. Golden Opportunity. Drop a brief note to Box H-230, **BROADCASTING**.

Salesman, New Jersey community minded FM station. Radio background helpful. Lucrative potential. Easy listening format. Salary, draw plus commission. Send details and references. Box H-259, **BROADCASTING**.

Detroit area's most dynamic FM radio station needs equally dynamic account executive. All correspondence confidential. If you're ready to move up to the nation's number 5 market send your resume to Box H-304, **BROADCASTING**.

Radio broadcast time salesman, top position available, active account list, sales experience preferred, but broadcast background other than sales considered. Top pay, fringes, retirement benefits, immediate opening. Contact Ken Soderberg, KAUS Radio, Austin, Minnesota.

Ground floor opportunity for salesman or experienced radioman wishing sales. Complete resume required. No phone calls. Please. Dale Low. KLSS/KSMN, Mason City, Iowa.

We need an aggressive, professional radio salesman who is interested in locating in southern Calif. We've only been a hard rocker for two months and already we're number 2 in Orange County (Hooper). If you're interested in working for an FM that is starting to knock the AMs off the charts and taping into the lucrative L.A.—O.C. markets, send your resume, bonafide sales record, salary requirements, and photo to: Bill Carr or Gary Lake c/o KTBT, 9929 Chapman Ave., Garden Grove, Calif. 92640, 714-530-5100.

Experienced, energetic and aggressive sales manager for southern tier small market station. Excellent draw and commission plus fringe benefits for right man. Send resume to WFSR, P.O. Box 471, Bath, New York 14810.

Sell for the station with highest average daytime county wide share of audience in state. Established accounts. Also opportunity to do play-by-play sports. WSMI, Litchfield, Illinois.

### Sales—(Cont'd)

10,000 watt C&W station in one of the 10 top markets in the N.E. needs announcers. First ticket preferred. Also needed 3 experienced account executives. Call collect 518-742-1542 and ask for General Manager.

Sell going businesses. Expanding business brokerage firm has opening for an experienced salesman with good character. Paul Chapman, Chapman Associates, 2045 Peachtree, Atlanta.

Major California market wants salesman who has had experience, good sales record selling retail, wants to move up to major market retail selling. Send resume, picture and reference. Potential for right man. Salary, commission and company benefits. Reply Box 631, Santa Clara, California.

Salesman needed, Indiana, salary plus commission based on ability, community minded. 219-563-4111.

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... but if you find replies to a **BROADCASTING** classified cluttered with "sales talk" from other publications, please consider the source. They're using us for the same reason you are . . . build a business, find a better job, fill a vacancy, buy or sell something. That's why **BROADCASTING Classified Section** is THE marketplace for everybody and everything in broadcasting.

### Announcers

**Announcer, professional sound, tight board.** Settled, looking for permanent job with a future. Excellent working conditions. Top salary. Southwest. Send tape, resume. Box G-176, **BROADCASTING**.

**Announcer for single market station near Dallas.** Excellent pay for experienced, dependable, mature radio man. Box G-244, **BROADCASTING**.

**Announcer wanted for commercial radio station . . . must have experience or very mature voice . . . join a growing station in northeast Texas.** Box G-254, **BROADCASTING**.

**First ticket combo man can make good now with a fast-growing full time modern country operation.** New England area. No maintenance, but top air sound. Rush tape and resume to: Box G-343, **BROADCASTING**.

### Announcers—(Cont'd)

**Immediate opening . . . for a top-flight modern C&W air "personality" for major market full-time station.** Top salary for the right man plus many fringe benefits. We're looking for experienced pros in the great northeast. Please send complete resume, tape and photo to: Box G-361, **BROADCASTING**.

**Morning man for 5 kw fulltime MOR with heavy accent on news and sports.** #1 in medium market of 300,000 +. Ideal community in northeast. Growing group. Salary decent and additional benefits if good production manager. Rush tape and resume to Box G-371, **BROADCASTING**.

**Experienced announcer wanted mid-western 5,000 watt, full-time independent in top 100 market wants personality contemporary announcer.** Please send tape, picture and resume to Box H-197, **BROADCASTING**.

**Great Lakes top 20 market opening announcer/sales 50 kw-100% stereo.** In top position. Top facility. Box H-198, **BROADCASTING**.

**Announcer-copywriter.** Emphasis: Creativity. Midwestern college community of 25,000. Stable operation. Start \$500-plus monthly. Write Box H-238, **BROADCASTING**.

**Wanted: Morning disc jockey, possible program director duties, good music format mixed with top 40.** Middle Tennessee market. Write Box H-242, **BROADCASTING**. Salary commensurate with ability.

**New Jersey AM-FM seeks experienced staff announcer who can gather and write news.** Send tape and resume to Box H-250, **BROADCASTING**.

**Opportunity for ambitious announcer to break into sales.** Midwest. Box H-253, **BROADCASTING**.

**If you want to grow—grow with our chain.** Immediate opening for announcer with 1st ticket. No maintenance, 8 to midnight shift at MOR on the east's beautiful DelMarVa peninsula. Send tape, resume and references to Box H-283, **BROADCASTING**.

**Experienced announcer-salesman with third ticket for Virginia community station in the Shenandoah Valley, 70 miles from Washington.** Prestige station in the market, MOR format, top rating, excellent working conditions, new transistorized equipment, many fringe benefits, home station for group of seven. Start \$150 per week. Send photo and tape. Box H-285, **BROADCASTING**.

**Creative MOR morning man wanted to turn on major Fla. market.** Rush air check—resume to Box H-302, **BROADCASTING**.

**Announcer, salesman with FCC 1st needed now at KEYD, Oakes, N.D.**

**KEYN Radio in Wichita, Kansas wants "top 40" announcer with first class license, no screamers.** Please send tape and resume to Greg Dean, KEYN.

**Alaska's largest city. Position still open for professional announcer.** Adult station, quality sound. Beginners do not apply. \$800 to start. Airmail tape, photo, resume, references to: Ken Flynn, KHAR-AM-FM-TV, Pouch 7-016, Anchorage, Alaska 99501.

**5 kw daytimer needs male continuity director-announcer.** KOLY, Mobridge, S.D.

**#1 soul station in Houston needs swinging, modern sounding soul jock.** Send tape and resume first mailing to Dick Oppenheimer, KYOK, 613 Preston, Houston, Texas 77002.

**If you have what it takes to swing with a tight formatted, more music, top 40, here's the opportunity of the month.** Contact Bill Adams, KYSN, Colorado Springs.

**Help! Need 2 fulltimers now.** Summer workers leaving. No tapes. Call OSburn 2-2157, WBUZ, 2 West Main St., Fredonia, N.Y. Small market.

## Announcers—(Cont'd)

Immediate opening for sports announcer who can handle play-by-play on high school and junior college games. WBYS AM and FM, Canton, Illinois.

Classical music announcer needed for evening and weekend work. Contact Bob Linder, WDHA-FM, Dover, N.J. 201-366-3424.

Combo man with first phone. Maintenance and short air shift. Small market. Good working conditions in the "Land of Pleasant Living." Good starting pay with fringe benefits. Daytime station. Send tape and resume to WDMV, Box 825, Salisbury, Maryland.

Sept. 1st.—experienced announcer—mature voice, soft sell FM radio station, 1st preferred. Air check, resume and photo a must. WFMN, Box J., Newburgh, N.Y. 12550.

First job opportunity for bright interested announcer with 3rd endorsed and some board and announcing ability. Night shift (6 to 10 p.m.) afternoon training and briefing. Start \$65 per 40 hour week. WFTR, Front Royal, Virginia. 68 miles west of Washington D.C. Contact Ken Gordon, Manager. 703-635-4121. No collect calls.

Immediate opening for full time announcer at a strong mid-Atlantic FM. Looking for talent in MOR, semi-classical area. Fine working conditions, attractive compensation and future for someone willing to work. Conscientious applicants only—service obligation or discharge necessary. Tape, resume, photo first letter to Operations Manager, WGH-FM, 711 Boush Street, Norfolk, Virginia 23510.

First phone-announcer—beginner considered, but must be able to read well. Program director advancement to right man—play by play sports opportunity. Send tape, resume and starting salary to: WHGR, Houghton Lake, Michigan 48629 or call Norm Pike at 517-366-5364.

Experienced combo — bright news/sports MOR, standard. Salary \$150, first phone. WHMC, Gaithersburg, Maryland.

Experienced, professional announcer for MOR station Permanent job with a future. Excellent working conditions. Send tape, resume to WJIC, Salem, New Jersey or call 609-935-1510.

Immediate opening for mature morning man for MOR ABC affiliate. 1st phone is necessary, but no maintenance. We are looking for a bright sound for wake up show. We are part of a growing 3 station chain. Good salary, vacation, insurance and promotion possibilities. Send tape and resume to Ken Coe, General Manager, WJOR, South Haven, Michigan 49090. 616-637-1138.

Ready to move up? Morning man-1st phone, good voice, good adlib. Modern facility 20 miles from NYC. MOR. Good pay. Resume, photo, tape to: Al Faust, WKQW, Box 428, Nanuet, N.Y. 10954.

First class combo position open at WORX, Madison, Indiana. Contact General Manager.

Get in on the ground floor. Expanding corporation has opening for energetic first-phone announcer in southern Maryland, the land of pleasant living. Send tape and resume to: WPTX, Lexington Park, Md. 20653.

WSBT-AM-FM-TV has staff opening for man, with some experience, ready to move up to top-rated, leader station. Prefer Indiana or neighboring states resident with good music background—no top 40. Some television possible. Professional staff, excellent benefits. Send tape with resume to personnel director, South Bend Tribune, South Bend, Indiana 46626.

WSGW, Saginaw, Michigan wants afternoon MOR experienced staffer. Prefer Michigan background if possible. Call Fred Krell, 517-753-4456.

Atlantic City area MOR needs 1st class ticket announcer. No maintenance, will consider man with limited experience. Possibility to move into programming. Send tape or call Larry Keene, WSLT, Ocean City, N.J. 609-399-1555.

First phone combo man. Single station market, southern Michigan's most desirable resort area. Contemporary MOR. Good starting salary. Plenty of room at the top. Call John Buzby, WTVB, Coldwater, Michigan 279-9767.

## Announcers—(Cont'd)

Immediate opening available, salary open. Contact S. Lubin, WVOS, Liberty, N.Y.

First ticket combo man, accent on announcing. Excellent opportunity and benefits. Member of the fast growing Rahall chain. Send tape and resume to WWNR, Beckley, West Virginia.

Help . . . need first phone top 40 combo, 5000 watt fulltimer, multiple station market. growth, attractive opening, airmail tape etc., call P.D. 912-436-7233.

10,000 watt C&W station in one of the 10 top markets in the N.E. needs announcers. First ticket preferred. Also needed 3 experienced account executives. Call collect 516-742-1542 and ask for General Manager.

Announcer for play by play high school sports. Excellent AM-FM stereo station. Dominant in area. Also work in announcing, sales, copy or programing. If you want to grow join this expanding group. If you live in Colo, N.M. or adjoining states call Darrel Burns, 505-662-6082 after 6 P.M.

Morning man, MOR, 5 kw, suburban Washington station. First ticket preferred. Call Mike Oliver at 703-368-3108.

Need immediately! First phone announcer. No maintenance. Good top-40 man with good news delivery. Work for number one station. Music and news. Send tape and resume. Salary open. Box 1725, Lake Charles, Louisiana 70601.

Program director/announcer fluent talker, think and re-act quickly. MOR with some country and top 40. Must write some copy and do intelligent news. \$100 week. WFTR, Front Royal, Va. Ken Gordon, Manager, 703-635-4121. No collect calls.

## Technical

Choice positions for two outstanding men. New midwestern major market UHF grantee needs chief engineer particularly strong on planning and installation supervision. Permanent position with well financed multiple-owner. Large west coast parochial school system needs chief engineer for planned area-wide instructional TV system. Requires knowledge of mono and color studio equipment installation and operation plus ability to learn essentials of ITFS and in-school distribution systems. Permanent position in excellent locale. For either position send resume, and salary requirements to Box H-173, BROADCASTING.

Coastal South Carolina, daytimer seeking engineer-announcer. Send tape, resume, and salary requirements to Box H-278, BROADCASTING.

First phone opening for engineering duties (other abilities helpful) at directional AM/stereo FM/Muzak. Experience desired but will train. Chief Engineer, KCRC, Enid, Okla.

Engineer with first class license. Wonderful recreational area. Some air work if you are interested. KIGO, St. Anthony, Idaho.

Chief engineer for complete maintenance AM and FM. Capable of board work. Sales if desired. Send complete work history and resume in first letter. Needed immediately. General Manager, WAFQ, P. O. Box 1209, Staunton, Virginia 24401.

Combo man with first phone. Maintenance and short air shift. Small market. Good working conditions in the "land of pleasant living." Good starting pay with fringe benefits. Daytime station. Send tape and resume to WDMV, Box 825, Salisbury, Maryland.

Chief engineer wanted. Must have knowledge of AM operations plus automated FM equipment. Permanent position. Salary to be negotiated. Co. is retired or semi-retired individual. Must drive car. Will work six days a week. Three weeks vacation, hospitalization and life insurance. Top station in attractive small city. Living conditions excellent. Will consider partial payment of moving expenses. Harry M. Thayer, WGHQ, Kingston, N. Y.

First class engineering position open at WORX, Madison, Indiana. Contact General Manager.

First class licensed man for transmitter operation and maintenance. Car essential. Permanent position with opportunity for advancement. WPIK Radio, Alexandria, Virginia.

Need extra \$? Good engineer needed for technical revamping of station 20 miles from NYC. Approx. 1 week's steady work. Call Operations Manager, (914) 623-8001.

## NEWS

Mid-Michigan top rated independent AM-FM radio station has immediate openings for experienced news director and newsman. Must be aggressive and experienced in news and editorial writing. Send tape, resume and photo to Box H-196, BROADCASTING.

Experienced contemporary radio newsman needed now as addition to large fully equipped news dept. Mail tape and resume to Box H-207, BROADCASTING.

Excellent opportunity in expanding news department. Ability to deliver sportscast required. Audition tape with resume only. Ralph Weber, KLSS/KSMN, Mason City, Iowa.

Experienced newsman needed to gather, write and air local news. Send resume and tape to WBNR, Beacon, New York.

News director—must be able to gather, write, and deliver. MOR format. Contact George Droelle, WCLI, AM & FM, Corning, N.Y. 14830.

A major market adult radio station needs an adult sounding, on the air newsman; and needs him now. He must be oriented in the use of the telephone for digging for news items and actualities, and use of the typewriter. The income is open for the right man. Send resume, tape and picture to Ken Hildebrand, WHK Radio, Cleveland, Ohio.

Need immediately—newsman who's good with cops and courts, who won't tolerate a closed door and won't accept no from any news source. A real digger. Live in the country's most beautiful capital city. Plenty to do; lots to cover. A real challenge for a real newsman who won't let the community rest. Join Wisconsin's number one radio news department!! Tape and resume now to P. K. Powers, News Director, WISM, Box 2058, Madison, Wisconsin!!! Now!

We just lost an afternoon newsman to WFIL, need pro replacement. Four man department, "boss" format, top pay. Detailed presentation to Chuck Crouse, News Director, WPOP, Hartford, Conn. 06111.

Newsman to gather, write and deliver local news. Play-by-play ability helpful. WSMI, Litchfield, Illinois.

News director—creative news department head with voice and delivery compatible with adult MOR format. Opportunity for play-by-play and talk shows if qualified for either or both. Call manager, 617-674-3535.

## Programing,—Production, Others

Program and production director needed. Good pay for hard worker. Adult AM/FM. First phone desired. Contact Charles Stewart, WSAF, Sarasota, Florida.

Program director. Adult self-starting detail man. Assume full department head status with accompanying authority and responsibility. Preference given to man with talk show and/or play by play experience. Must believe in talk/MOR music format and community participation. 1 kw in city of 100,000. Call manager, 617-674-3535.

## Situations Wanted

### Management

Management team . . . proven record—red to black in 3 months; Mgr. strong sales. 1st phone: PD programing, play-by-play, administrator, announcer. Both married; community minded; now working. Box H-154, BROADCASTING.

Manager. 12 years sales, announcing, engineering experience. Prefer desert southwest. Small to medium market. Phone 606-387-7028. Or write Box H-254, BROADCASTING.

21 years of broadcast experience, last 10 as general manager radio-TV medium market. Excellent administrator, outstanding sales management ability. Experience covers national sales radio-TV as well as local. Outstanding play by play sports. Interested in south medium to large markets only. Will consider production or sales. Available immediately for interview. References. Box H-272, BROADCASTING

Young aggressive hard working account executive with local and national sales and promotion experience seeks manager's position. Box H-286, BROADCASTING.

## Sales

Professional broadcast salesman needs change. Late 30's, family, degree, several years experience sales and programing small to major markets. Qualified for management. Insist on good list, opportunity substantial income. Box H-277, BROADCASTING.

Authorative newscaster dj announcer salesman, experienced. Family man. Box H-300, BROADCASTING.

Good radio salesman, now employed. Want transition to TV sales, creative copywriter, excellent salesman. Ten years radio and TV announcing, four years sales. Interested in either combination sales-announcing or straight sales. Call 915-673-8684, after 7 P.M.

## Announcers

Experienced sports man seeks Olympics assignment. Oct. 7-28th. Box H-167, BROADCASTING.

Midwestern MOR first ticket announcer, good voice, available now. Three years with present employer. Music, news, etc. Box H-187, BROADCASTING.

1st phone/announcer seeks position at top 40 or MOR station, experienced, strong on maint. Prefer midwest. Box H-191, BROADCASTING.

First ticket dj-program director must move to Washington, D.C. area. I'm looking for work within 50 miles of Washington. Have worked rock and E.L. Currently in small market. Box H-221, BROADCASTING.

Young disc jockey seeking position with rhythm and blues station. Salary second to opportunity. Box H-232, BROADCASTING.

Rock, blues and top forty contemporary disc jockey authoritive newscaster. No screamer . . . Box H-234, BROADCASTING.

First phone beginner wants in radio. No maintenance. Medium or major market rock station only. Anywhere. Will accept, learn any position except sales. Veteran, reliable. Minimum \$110 weekly start required. No tape. 412-521-6510. Box H-235, BROADCASTING.

Announcer—have experience with successful commercial FM. Looking for progressive rock station Will consider hot 100 or MOR. Third phone. Box H-236, BROADCASTING.

Talk man available. Experienced midwest conversation personality seeks medium or large markets only. 27 married, 3rd. Will relocate. Box H-239, BROADCASTING.

Announcer—newscaster. Disc jockey—salesman. Experienced—dependable. Tight board—third endorsed. Please send replies to Box H-240, BROADCASTING.

Announcer/news/dj. Experienced degree, man with administrative ability. Sales tight board, third endorsed. Dependable. Box H-244, BROADCASTING.

Desire MOR. Can do good play-by-play, news, production. BFA, married, 26, military complete. Available October 1st. Box H-246, BROADCASTING.

Negro dj, real swinger, third phone. Experienced, willing to relocate. Phone 212-723-8150. Box H-249, BROADCASTING.

New York City area announcer with interest in a major market. Can write news. Box H-256, BROADCASTING.

Two years experience, some college, third, good voice. Box H-258, BROADCASTING.

Play-by-play 15 years experience football, basketball, baseball. Box H-260, BROADCASTING.

Attention Seattle-Tacoma. Professional announcer desires week-end announcing or fulltime night position. 3rd phone. Box H-263, BROADCASTING.

Major markets . . . MOR professional at 50 KW station in top ten market will relocate for major station. Minimum \$12,000. Superior ratings and outstanding references. All replies treated confidentially. Box H-264, BROADCASTING.

Veteran annrc. eng., 1st phone, prefer Pa. or Fla. Good music. Box H-265, BROADCASTING.

## Announcers—(Cont'd)

First ticket. Presently air personality-production manager major chain. 12 years experience, college, smooth professional approach to music, news, talk shows. Minimum \$200, weekly. Box H-270, BROADCASTING.

Finally got degree . . . desire medium market PD or major market jock. 8 years experience. All the other superlatives. I've had the "big" offers. Now I can move. Box H-271, BROADCASTING.

First ticket pro. Over 10 years experience. Strong on production and news. Still have original wife and my own children. Desire return to west coast. State salary offered in first letter. Box H-273, BROADCASTING.

Experienced (Negro lady) R&B. DJ, third class endorsement. Box H-275, BROADCASTING.

Swinging professional for large market MOR. Relaxed, creative, sincere. Will do talk. Box H-279, BROADCASTING.

1st phone top 40 jock, aggressive newsman, super tight board, 3 yrs under my belt, every aspect of radio experienced in drake as well as non-drake format. College grad. No maintenance. Draft free. Available now. Like to settle down with a growing rocker in Florida, NY or Conn. Box H-287, BROADCASTING.

Currently employed staff announcer seeks new opportunity and market advancement. Married, stable, and needing at least \$175/week plus talent. Have also done news, weather and sports, plus copy writing. Box H-288, BROADCASTING.

DJ/announcer, experienced, authoritative news, versatile, solid show biz experience, dependable. Tight board, third endorsed. Prefer California and southwest, but will relocate anywhere. Box H-290, BROADCASTING.

Versatile dj-announcer, newscaster. 3rd ticket, married, draft exempt. New York area Box H-292, BROADCASTING

DJ, dependable third endorsed tight board. Versatile, relocate. Gives a 100%. Box H-295, BROADCASTING.

I like my job, but I can do better! If you're a professional contemporary top 25 market operation, I'd work well with you. Box H-301, BROADCASTING.

First phone experienced announcer-pd desires combo position at fulltime medium market contemporary east of Mississippi or Ontario, Canada. Preferably #2 or Brand new (starting) contemporary for real challenge, with chance for pd. Write: Bob Allen, 46 Jackson, Attica, New York.

Experienced announcer, prefer country. 3rd ticket. Available now. 913-CE-2-8263, ext. 517.

Beginner looking for first job. 20 years old; good voice; third ticket; willing to relocate; any format. Jim Genovese, 20 Plover, Hicksville, N.Y. 11801.

Need a talent? a talent that's not a phony? Currently unemployed. The boss of "Boss Radio" couldn't afford my already low paycheck. Stayed on the air over 15 hours airing my situation. Had close to 1000 calls protesting the boss's action. He still won't reconsider. Will you? Eight years radio. Four years in Springfield contemporary radio. 27, 5 kids, Love production work also. Dick Booth, 58 Georgetown Road, Ludlow, Massachusetts. 413-583-3687. P.S. Joey Reynolds is still looking.

Smale . . . is in the Detroit area seeking relatively short (up to one year) term employment. Again I ask to be allowed to present myself to you. Ambitious, versatile, third class, some college, sales background, schooled in production, news, programing, sales, traffic, promotion, public service, community affairs, soon to be schooled in advanced production. If you are looking for an announcer or an air personality contact George Ellery Smale, 1-313-535-9200. Would travel if offer was lucrative.

No. 1 jock in half a state, looking for higher top 40 market. Call 1-413-739-6889.

Negro disc jockey, 21 veteran—eager to work. Recent broadcasting school graduate, plus on the job training in R&B station. Please write my teacher, Dave Black, Jr., 11 So. Reese, Memphis, Tenn. 38111 or phone 327-3763 in Memphis.

## Announcers—(Cont'd)

New York City area announcer with background in markets including Philadelphia, Scranton, and the New York metropolitan area. Interested in a major market. Bob Curley, 233 Thomas St., Woodbridge, New Jersey. Mercury 4-5024.

Crying for competition, top 40 pro. Available any large market. Tape, resume, Harold Dodd, 208 1st St., S.W., Fort Payne, Ala. 205-845-4158

I eat, breathe and sleep this business, and besides that, I like it. I have first class passport from poverty, experience, not married, military fulfilled. Can entertain young adult audience without insulting them. Top 40. \$115 week to start. Phone (813) 983-7678.

Need a pro? 11 years small to top 10 markets. Sharp air, production, crack copy, P.D. experience, first phone. 815-844-6786.

1st phone PD, morning jock, news, engineer, sales production. 8 years experience contemporary and MOR stations. Present salary \$150. Paul Kelly (616) 965-0108 or 120 Carl, Battle Creek, Mich.

## Technical

Experienced electronic engineer looking for position utilizing design/maintenance and sales experience, preferably in northern California or N.W.—no announcing. Box H-10, BROADCASTING.

Major market chief engineer. At home with high budget operations. Familiar with all phases of construction, maintenance, operations, labor relations and power to 50 kw. Box H-241, BROADCASTING.

Experienced—construction, installation, directionals, proofs, maintenance, purchasing, chief. Prefer north or eastern U. S. Box H-274, BROADCASTING.

First phone. Box H-291, BROADCASTING.

Chief engineer 17 years, family man, sober, reliable, two years college. Virginia or eastern states. 150 minimum. 703-342-4439 or Box H-294, BROADCASTING.

Engineer-1st phone, married, experienced, presently employed, desires position in Rocky Mountain region, limited board shift, Box 1613, Rock Springs, Wyo.

## NEWS

Beginner FCC 3rd endorsed. Recent graduate in school of radio announcing. Seeks start in small market. Tight board, any format. Draft exempt. Box H-182, BROADCASTING.

New York City area majors. Newscaster. 50 kw and heavy regional background. Radio and TV. Top credentials. Personal interview. Box H-261, BROADCASTING.

Miami area. Pro newscaster. Radio-TV. Much experience. No snowbird. Box H-262, BROADCASTING.

Democratic Convention, disturbances and riots—on the spot coverage outside the amphitheater and in the Chicago area. For experienced, creative, in depth reporting, contact: Jeff Atkinson, 1144 Ashland, Evanston, Illinois 60202. Phone 312-328-1105.

Hey! Looking for college graduate? Poli-Sci, Econ.; broadcasting school. Seeking newscasting position. Willing to relocate. For resume, tape, write: 2951 Russell St., Berkeley, Calif. 94705.

Experienced, dedicated newsman. Gather—write—deliver. Authoritative, responsible, excellent references. P.O. Box 38171, Hollywood, Calif. 90038. Phone: 213-463-8374.

## Programing.—Production. Others

Top top 40 jock personality—program director, too. Well seasoned pro with wide, varied background. Over 10 years experience on-the-air, in programing, production, ad infinitum . . . with group and independent operations. Proven track record. Number one ratings. Youthful, but mature. Attuned to what's happening. Agreeable personality on and off the air. If you're building with people, this could be where it's at for openers. Box H-185, BROADCASTING.

Do you need a young experienced, program director, dj for your small or medium market young adult or top 40 station? Box H-231, BROADCASTING.

## Prog.—Production, Others—(Cont'd)

For sale—one production director—jock—1st ticket. Now in use at number 1 station, in top 10 market. Quality samples on request from: Box H-233, BROADCASTING.

Los Angeles — programming/production. 7 years experience, degree, first phone. Educational preferred. Veteran, married. Available in December. Box H-247, BROADCASTING.

## TV—Help Wanted—Management

Executive secretary seeking career in broadcasting needed for west coast network station. Excellent opportunity for the person who has ability to organize and help with administrative details. Good typing and shorthand skills required. Top salary. Please send complete background, references to Box H-276, BROADCASTING.

## Technical

Chief engineer—for UHF in all-U market, must know transmitters and videotape. Well-equipped, full color, preparing to install new plant. Work under group dir. of engineering. Good Salary, nice town, stable company, valuable benefits. Box H-206, BROADCASTING.

Major New York film sound studio completing new installation. Seeks chief engineer experienced all phases audio. Excellent opportunity. Box H-299, BROADCASTING.

First phone engineer for studio switching and transmitter operation. Permanent position. Contact Chief Engineer, WBJA-TV, Binghamton, N. Y. . . . 607-772-1122.

Need two qualified first phone trainees—good salary—benefits—equipment and experience—contact Chief Engineer, WKBT, La Crosse, Wisconsin.

Colorful opportunity—for first class engineers to expand staff of CBS UHF in preparation to build complete new facilities. Excellent pay and benefits for good men, particularly if you're sharp on Ampex VTR. Contact Hal Schumacher, WKYT-TV, Lexington, Ky. 606-254-2727.

Engineers wanted for total color operation. Must have first class license. Excellent working conditions. Opportunity for advancement. Call Harold Rogers, area code 318; 233-1515; Lafayette, Louisiana.

## NEWS

WAAY television in Huntsville, Ala., 3rd largest city in Alabama is looking for an experienced newsman to serve as news director. Must be experienced in all phases of news production including 16mm film shooting sound on film interviews and on the air delivery. Send resume, photograph and either sound on film sample or videotape. Salary open. You may call collect. M. D. Smith, WAAY Television, 1000 Monte Sano Boulevard S.E., Huntsville, Ala. Phone 539-1783.

## Programing.—Production, Others

Experienced program manager for major southeast market. VHF, full-color station in one of the largest metro markets in the south. Looking for young individual who is a strong administrator, understands feature buying and scheduling, and has good production know how. Person must be ambitious and like hard work. We're not number one but we will be. Box H-122, BROADCASTING.

Sales promotion specialist. Growing major station sales representative requires number two man in sales promotion department. Emphasis on sales, presentation writing, market development concepts. Layout and production skills desirable. Will have support of excellent research staff. Successful candidate probably has two to three years sales promotion experience with other Rep, network, or station group. Salary commensurate with experience. Liberal fringe benefits, excellent opportunity for growth. Box H-281, BROADCASTING.

TV floorman-director—need some experience on floor, but will train in directing. Good chance for your man to grow, good midwest market, all color station, lots of production going on. Send full information to Box H-297, BROADCASTING. Or call Erv, 319-364-4194.

## Prog.— Production. Others—(Cont'd)

Chief commercial photographer needed to head-up entire commercial filming department of leading CBS affiliate in northern Michigan market. Must have full working knowledge of 16mm color equipment and editing technique. Excellent starting salary and opportunity for the right man. Send resume and film sample to Local Sales Manager, Fetzer Television Inc., Cadillac, Michigan 49601.

## TELEVISION—Situations Wanted

### Management

Operations/program manager. Eighteen years experience—eleven in present top 30 market. Box H-218, BROADCASTING.

Young television executive—5 years experience in top 10 market—desires challenging management position. Box H-252, BROADCASTING.

### Technical

One year VHF TV maintenance plus transmitter construction. First phone. Married, 23, Military complete. Experience in two way radio repair. DJ ability. Nine western states, relocation pay elsewhere. Collect (206) 376-2911.

## NEWS

Far west stations only!! If you want top-rated, field-trained newsman-newscaster, let's talk. 10 yrs. R-TV . . . news-sales-programing . . . 29. Box H-237, BROADCASTING.

Desire TV sports/news—either side of camera. Eight years ETV and AFRTS. BFA. married, 26, military complete. Available October 1st. Box H-245, BROADCASTING.

Television newscaster — reporter, experienced major market, all phases. Box H-248, BROADCASTING.

Newsfilm cameraman, film editor, writer and reporter seeks position. Major market experience. Box H-257, BROADCASTING.

Ex-Air Force PIO, single, 26, MS from Columbia J-school, looking for on-air reporting job. Good voice; newspaper, wireservice and military TV experience. Box H-266, BROADCASTING.

Looking to move to bigger market and more money in news or sports. Currently working news fulltime in medium market including TV newscast. 5 years play-by-play experience. Box H-293, BROADCASTING.

Navy information officer completing far east tour and obligated service desires position in television news or public affairs programming. R-TV degree, University of Illinois. Commercial and educational R-TV experience prior to service. Married. Locate anywhere, midwest preferred. Available October. Write: Lt. Roy L. Karon, Staff, Commander Service Group Three, Fleet Post Office, San Francisco, California 96601.

## Programing.—Production, Others

Producer/director seeks challenging position with progressive station. Ten years experience includes a variety of studio, film and remote productions. Minimum salary \$9,500 plus opportunity for advancement. Box H-90, BROADCASTING.

Versatile Los Angeles radio pro who believes in showmanship and shirt sleeves desires entry into television in dual capacities: 1/as interview-host or member of on-air news team, preferably sports; 2/as your needs dictate use of successful, adaptable background and knowledge of promotion, production, merchandising and public service campaigns. This is not a "tape and resume available" solicitation and I'll prove it by traveling to your city at my expense for a personal interview. Please, only major markets or secondaries offering major market rewards. Box H-251, BROADCASTING.

Sports director—aggressive, creative, organizational. Want daily competitive market with station commitment to "specials." Ambitious local sports minded stations only. Box H-255, BROADCASTING.

## Prog.—Production, Others—(Cont'd)

Art director: 15 years experience. Seeking position in larger market with aggressive sales promotion dept. Photography and graphic design background. Prefer south. Box H-284, BROADCASTING.

## WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk, Guaranteed Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Need used: RCA T01-B WF monitor; Conrac video monitors; RCA headwheel panels; channel 47 filterplexer, frequency monitor; lo-pass video filter; phase equalizer assembly for TTU1-B. Box H-165, BROADCASTING.

Studio equipment — 252' tower — monitors — remote system compatible to 99.3mc stereo. Warman Broadcasting Ind., Uniontown, Pa. 15401.

General radio RF bridge. Chief Engineer, KZYM Cape Girardeau, Missouri.

We need a good used 1000/250 watt transmitter. Call or write, KXRB-Radio, P.O. Box 1101, Sioux Falls, South Dakota 605-743-2290.

Wanted: 3 used Roberts recorders. Send price and condition to Grace Bible College, Albany, Ga. 31702.

ETV station wishes to purchase three (3) pan-tilt heads (friction or cradle), and one (1) Ampex VR-1100 or RCA TR-3. Box H-298, BROADCASTING.

5 kw low band VHF transmitter. Prefer General Electric, TT-40. Phone 206-624-6000.

## 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 415-832-3527.

General Electric type TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCASTING.

Westinghouse 10 kw, FM-10 transmitter, just removed from service. 10 lengths of 51 ohm Andrews 3 inch coax line, plus five 90° elbows. F.O.B. Wallace D. Taylor, C.E. WHDL, Olean, N.Y. 14760, phone 716-372-0161.

TV mobile unit—vehicle formerly used as highway post office, 35 ft. long, extra ceiling height, good mechanical condition. Several stations have adapted these for mobile units successfully. Price \$8,500. Hal Schumacher, WKYT-TV, Lexington, Ky.

Three towers—300 foot, 40 pound—\$4,000.00 with guys, no lights or insulators. Swager Tower Corporation, Fremont, Indiana 219-495-6165.

Guyed towers—200 to 500 foot used one year by government; big savings; we finance. Box H-215, BROADCASTING.

Brand new Spotmasters (3) units, (1) record/playback and (2) play-backs, all three: \$38.21 monthly. Audiovox, Box 7067-55, Miami, Florida 33155.

Searchlights 60" complete. Parts in stock. Sunray Lighting, 4228 Sepulveda Blvd., Culver City, Calif. 213-870-8628.

Ampex 300, 350, 352, 400, 450 users, for greater S/N ratio, replace first playback stage 12SJ7 with our plug-in transistor preamp. For specifications write VIF International, P. O. Box 1555, Mtn. View, Calif. 94040.

Color video tape recorder/RCA TR-4 available Aug. 1, for \$20,500. Unit has air bearing head-wheel panel, line-lock. Mono and color ATC modules. Box H-243, BROADCASTING.

UHF television transmitter, 1 kw continental. Sacrifice \$5,000. 4 bay RCA FM antenna with heaters \$800. WIFI, Box 3022, Philadelphia 19150.

Gates cartrtape II one record/playback one playback. Solid state, like new, best offer. VHSA. Box 4742, Richmond, Va. 23229.

## FOR SALE—Equipment—(Cont'd)

Balanced audiopads . . . each unit two . . . 4 db. W.E. pads mounted with bracket . . . plated low noise resistors . . . accurate 600 ohms . . . like new . . . \$1.50 each . . . also 160 ft. welded angle iron, 20" square galvanized microwave tower dismantled. KJBC Radio, Midland, Texas.

For Sale: One Ampex VR1000A heterodyne color video tape machine with head. Just taken out of service. Best offer. Two vidicon cameras—Cohu remote control (pan, tilt, 10 to 1 zoom, focus, variable speed)—includes 200 ft. of cable. Each just taken out of service—9 months old. Best offer. Contact William Woods, Director of Engineering, WTTW/WXXW, 5400 North St. Louis Avenue, Chicago, Illinois, Telephone: 312/583-5000.

For sale: Western Electric Model 405B 5 kw AM transmitter with reactors, tubes and manuals. Removed in working condition \$2150. Contact: Chief engineer or Manager, KBUC Radio, San Antonio, Texas 78220. Phone: 512-222-9191.

Remote control—RCA BTR-20A studio and transmitter control units with instructions. Five years old. \$895.00. KMER, Box 432, Kemmerer, Wyoming 83101. Phone: 307-877-4422.

Display KIOSK designed for heavy traffic area. 30" high with 5 double sided radials each 14 feet high. Total diameter 20 feet. Back lighted picture area, 5 TV monitors, sound, timers. Steel framed, durable construction. Ideal for train or bus station, shopping mall or conventions. Can be seen 30th Street, Railroad Station, Philadelphia, Highest bid. Box H-303, BROADCASTING.

20,000 watt FM transmitter. New Standard Electronics Type 2014. Bargain for you if you're interested in saving you're company money. Contact Mr. R. T. Bentley, KTAL-FM, Shreveport, Louisiana.

Gone Stereo: For sale . . . brand new Spotmaster BE-500B (6 months) with one trip. \$575.00; Also Ampex 350-U in beautiful console, \$900.00. Contact Lyn Judkins, WMVA, Martinsville, Va. 703-632-2152.

## MISCELLANEOUS

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Mike plates, studio banners, magnetic car signs, auto tags, decals, celluloid buttons, etc. Write Business Builders, Box 164, Opelika, Alabama 36801.

Add six voices to your show. DJ Productions, Box 281, Auburn, Wash. 98002, for sample.

Writing team for world's highest-paid dj will write for you, exclusive in your market. New one liners, up to 300 per week for pennies a day. Dollar gets samples: Delaney, Box 2282, Santa Ana, California.

## INSTRUCTIONS

F.C.C. License Course available by correspondence. Combination correspondence-residence curriculum available for ASEE Degree. F.C.C. License training offered in residence in Washington, DC. Write for information on desired course. OR, send \$87.25 as full payment for the Grantham Package Course (leading to first-class F.C.C. license)—88 lessons (over 1600 pages) including more than 3300 FCC-type practice questions (and separate answer booklet)—shipped prepaid upon receipt of order and remittance. Grantham Schools, 1505 N. Western Ave., Hollywood, California 90027.

New Orleans now has Elkins' famous 12-week Broadcast course. Professional staff, top-notch equipment. First class September 4, 1968. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute 3603 Inwood Road, Dallas, Texas 75235

## INSTRUCTIONS—(Cont'd)

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Sept. 25, Jan. 8, April 2. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, Minneapolis or Los Angeles. Our seventeenth year of teaching FCC license courses. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90266.

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 Sept. 3, Oct. 7, Nov. 11. Call 955-6922 or write Radio Engineering Incorporated, 1336 Main St., Sarasota, Florida 33577.

"Boy, I say Boy, you not lisenin". 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 Sept. 3, Oct. 7, Nov. 11.—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 Sept. 3, Oct. 7, Nov. 11. Call 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.

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., Va., 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, 1653 No. Cherokee, Hollywood, Cal. 90028. HO 2-3281. Find out the reasons why our students are in demand!

## RADIO—Help Wanted

### Sales

**SUPERSOUND!**  
**NEEDS REPS**  
**BE YOUR OWN BOSS . . .**  
**MAKE EXTRA CASH QUICK**  
**...20% SALES COMMISSION**

Salesmen, media reps, ad agency personnel: SUPERSOUND! of Nashville is now setting up exclusive sales territories in the U. S. SUPERSOUND! is a producer of excellent musical commercials, audio concepts, TV-film commercials, syndicated radio programs and package station commercials and promotions.

This can be a rewarding full-time job or that lucrative "second" job. We pay 20% sales commission on all sales.

We supply demo tapes, films, brochures, business cards, contracts, order forms, rate cards and top quality products.

If you would like to be our representative in a protected sales territory, write us a short resume. Furnish references and tell us the market area you desire.

**SUPERSOUND! INC.**  
805 18th Avenue, South  
Nashville, Tenn. 37203

### Announcers

**17,000.00-20,000.00**  
**per year**

It's yours—if you are our man. Need strong drive time personality with experience and successful rating record for a progressive middle of the road operation in a top ten market. Send tape, resume and photo to:

**Box H-296, Broadcasting.**

## Situations Wanted

### Management

#### RADIO MGR.

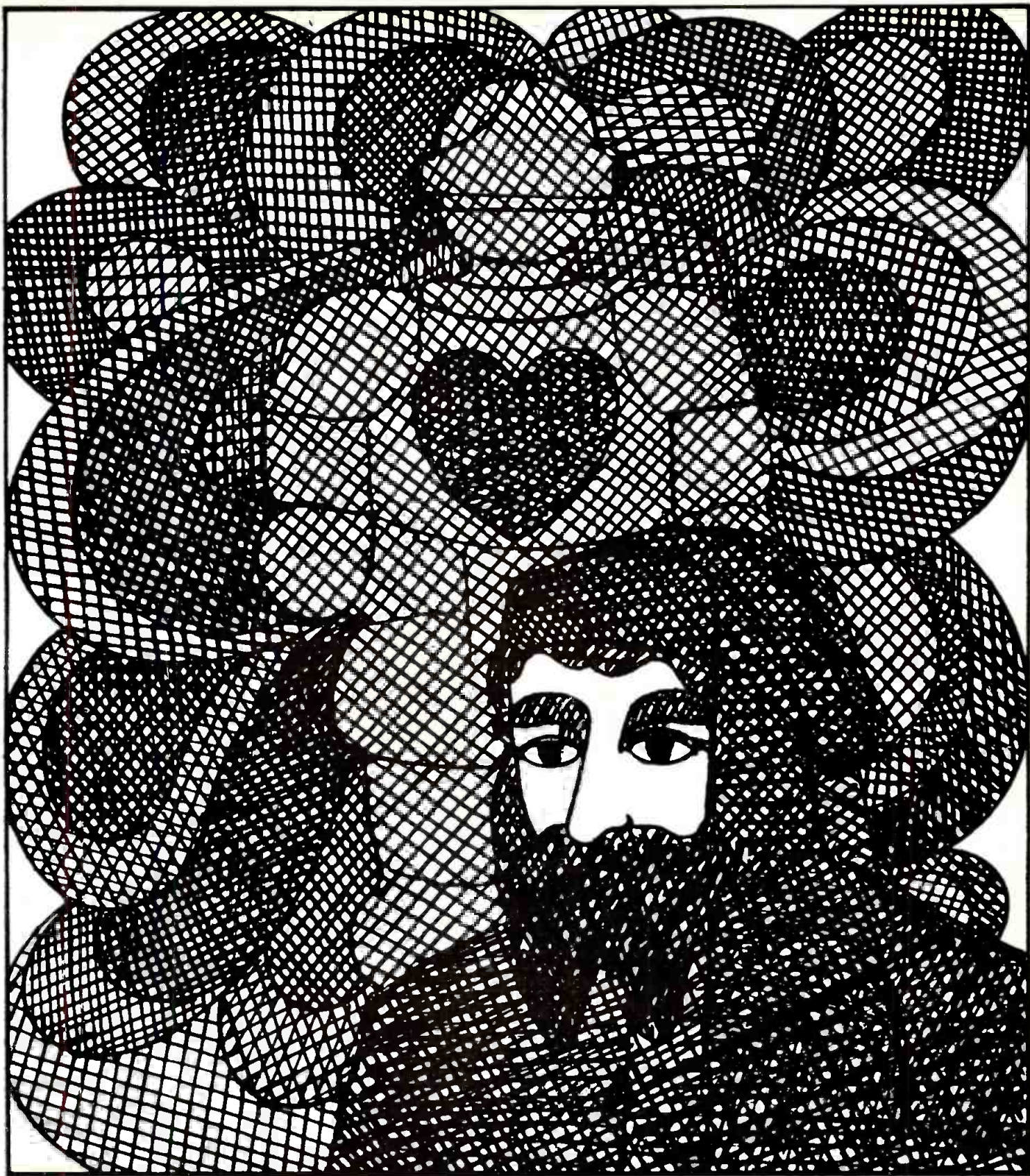
I'm ready to move up from Mgr. of 300,000 mkt. to a larger mkt. Need min. of \$15,000 base plus strong incentive, including possible ownership. Strong sales and administration background. College degree, married with 2 pre-school children. Write

Box H-268, Broadcasting.

### Announcers

#### PROVEN MAJOR MARKET MORNING MAN

with TV background. Available NOW. Contact  
BOX H-282, BROADCASTING.



Geoffrey Chaucer, the Father of English Poetry, wrote of his "gentle knight" that "In all his life he hasn't never yet said nothing discourteous to no sort of person." What's right to say today may be wrong to say tomorrow.

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NOT AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM, INC.,  
OR ANY OTHER INSTITUTION.



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\*Monthly retainer arrangements are now being accepted from a limited number of TV and Radio stations for complete personnel recruiting services.



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EXECUTIVE, ADMINISTRATIVE, PROGRAMING, SALES, AND ENGINEERING PLACEMENT

#### NEWS

### Talk and/or News Personality

Top calibre major market talker, with sixteen years in broadcast news, available now. INTELLIGENCE NOT INSULTS TO BUILD A LASTING FOLLOWING AND SPONSOR REACTION. Will consider right news position with chance to editorialize or comment.

Wynn Moore, 5402 Styling  
Houston, Texas 77016

#### TV—Help Wanted—Management

### MIDWEST TV MGR.

Bright, aggressive television executive needed to manage our Chicago TV Division. Top salary plus stock options for individuals with ability to direct personnel recruiting programs for major TV and Radio station clients.

Call Ron Curtis, President, Nationwide Broadcast Personnel Consultants, 312-337-5318 for an interview.

#### Technical

### Experienced Studio Technicians

Union scale—fringe benefits—building new studio facilities—permanent position—send resume to:

Engineering Department  
WNAC-TV 21 Brookline Ave.  
Boston, Massachusetts

#### Programing,—Production, Others

### Program Director

I am presently Program Director of #1 rated MOR station in med. market. If you are looking for a man who is under 30, College degree, happily married and stable, I'm your man. I am not unhappy, just want to move to major market with good facility. Write

Box H-269, Broadcasting.

#### TV—Situations Wanted—Sales

### TV SALES MANAGER

Age 31, married, 3 children, college degree and current income of \$25,000. Prefer station East of Mississippi.

Write Box H-267, Broadcasting.

#### NEWS

### Top Newsmen—Executive

who has covered nearly all the top stories of 1968 for international broadcast organization wishes position as news director or public affairs director of local or group television station.

Box H-289, Broadcasting.

#### FOR SALE—Equipment

### FOR SALE

55,000 feet no. 10 bare copper ground wire on 500 foot spools.

Eastern California Broadcasting Corp., Box 4518, Santa Barbara, Calif. 93103. 803-963-7891.

#### Programing,—Production, Others

## Program-Operations Manager

For major group operator in top 10 market. Must be strong on administration, talent direction, production and detail. A demanding, but rewarding position. Creative atmosphere . . . excellent salary and benefits.

Box H-280, Broadcasting.

An Equal Opportunity Employer

## NEED HELP?

Read and reply to BROADCASTING Classified's where many of the finest opportunities are displayed weekly.

#### MISCELLANEOUS

A Radio Fun Game! . . .



## CROSSWORD PUZZLE GAME®

An exclusive market, people to people, merchandising promotion designed to:

BUILD AND MAINTAIN AUDIENCE  
CREATE CLIENT TRAFFIC  
OFFER CLIENT PARTICIPATION  
ASSIST YOUR SALESMEN

For information write or call

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Burbank, Calif. 91504  
(213) 464-5161 (213) 849-5235

#### INSTRUCTIONS

LEARN RADIO SALES . . . The highest paying job in Radio.



If you're not making enough money in announcing or engineering or in your present job. . . we will train and place you. No experience necessary. Write or Call:

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### NEWSPAPER GROUP

Available in South Illinois. Weeklies and shopper. Excellent potential. Owner pulled out \$42,000 last year. \$220,000 with terms. Write fully to:

J. N. WELLS & COMPANY  
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#### Employment Service

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY  
Sherlee Barish, Director

#### FOR SALE—Stations

### Tu Rue Media Brokers Inc.

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NEW YORK, N. Y.  
265-3430

Confidential Listings  
RADIO—TV—CATV  
N.E.—S.E.—S.W.—N.W.

G. BENNETT LARSON, INC.  
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BROKERS-CONSULTANTS



(Continued from page 64)

Minneonto Television Inc., Kabetogama, Minn.—Broadcast Bureau granted CP for new UHF TV translator station to serve Kabetogama on ch. 73 by rebroadcasting WIRT(TV), ch. 13, Hibbing, Minn. Action Aug. 19.

Armstead, Dell, Horse Prairie TV Booster Club, Dell, Mont.—Broadcast Bureau granted CP for new VHF TV translator station to serve Dell on ch. 6 by rebroadcasting KIFI(TV), ch. 8, Idaho Falls, Idaho. Action Aug. 19.

The Montana Network, Lame Deer, Mont.—Broadcast Bureau granted CP for new UHF TV translator station to serve Castle Rock and Lame Deer, operating on ch. 70 by rebroadcasting KOOK-TV, ch. 2, Billings, Mont. Action Aug. 19.

K10GF Miles City, Mont.—Broadcast Bureau granted mod. of CP to change input channel to via proposed ch. 70, Lame Deer and Castle Rock, for VHF TV translator station, specify type trans. Action Aug. 19.

Lincoln County Television District No. 1, Caliente, Nev.—Broadcast Bureau granted CP for new VHF TV translator station to serve Caliente on ch. 4 by rebroadcasting KCPX-TV, ch. 4, Salt Lake City. Action Aug. 19.

Lincoln County Television District No. 1, Panaca, Nev.—Broadcast Bureau granted CP for new VHF TV translator station to serve Panaca ch. 13 by rebroadcasting KCPX-TV, ch. 4, Salt Lake City. Action Aug. 19.

Lincoln County Television District No. 1, Pioche, Nev.—Broadcast Bureau granted CP for new VHF TV translator station to serve Pioche on ch. 11 by rebroadcasting KCPX-TV, ch. 4, Salt Lake City. Action Aug. 19.

Lincoln County Television District No. 1, Ursine, Nev.—Broadcast Bureau granted CP for new VHF TV translator station to serve Ursine ch. 4 by rebroadcasting KCPX-TV, ch. 4, Salt Lake City. Action Aug. 19.

KZB-27 Milwaukee — Broadcast Bureau granted mod. of CP to change location of trans. to 3800 North 92 Street, Milwaukee, change ant. system for instructional TV fixed station and CP to replace expired permit. Action Aug. 14.

KZH-34 Milwaukee — Broadcast Bureau granted mod. of CP for instructional TV fixed station to extend completion date to Dec. 31 and change ant. system. Action Aug. 14.

KZH-35-40 Milwaukee—Broadcast Bureau granted mod. of CP's for instructional TV fixed stations to extend completion dates to Dec. 31. Action Aug. 14.

W04AS Greene and Schoharie Counties, Gilboa, Prattsville and Roxbury, N. Y.—Broadcast Bureau granted license covering new VHF TV translator station. Action Aug. 19.

K82AT Tillamook, Ore.—Broadcast Bureau granted CP to change type trans. for UHF TV translator station. Action Aug. 16.

**FOR SALE—Stations**

Continued

**OKLAHOMA DAYTIMER**

Single station market, good opportunity, excellent facilities, billing \$6,000, much greater potential. Full price \$122,500, with \$22,500 down. 6% ten year payout to qualified buyer.

Box H-195, Broadcasting.

East	Medium	Daytime	\$150M	Nego.
East	Small	Fulltime	600M	29%
Florida	Coastal	Daytime	180M	29%
M.W.	Major	FM	135M	50%
M.W.	Metro	FM	65M	Nego.

South	Medium	Profitable	\$235M cash/29%
M.W.	Small	Profitable	200M 65%
West	Medium	Profitable	340M 29%
M.W.	Major	Daytime	168M Nego.
Ala.	Metro	Daytime	100M Nego.



2045 Peachtree Road

Atlanta, Ga. 30309

**SUMMARY OF BROADCASTING**

Compiled by BROADCASTING, August 21, 1968

	ON AIR Licensed	CP's	TOTAL ON AIR	NOT ON AIR CP'S	TOTAL Authorized
Commercial AM	4,186 <sup>1</sup>	33	4,219 <sup>1</sup>	67	4,286 <sup>1</sup>
Commercial FM	1,828	51	1,879	220	2,099
Commercial TV-VHF	497 <sup>2</sup>	9	506 <sup>2</sup>	12	518 <sup>2</sup>
Commercial TV-UHF	113 <sup>2</sup>	36	148 <sup>2</sup>	163	312 <sup>2</sup>
Educational FM	341	13	354	32	386
Educational TV-VHF	68	6	74	3	77
Educational TV-UHF	55	28	83	28	111

**STATION BOXSCORE**

Compiled by FCC, August 1, 1968

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,187 <sup>2</sup>	1,821	610 <sup>2</sup>	335	123
CP's on air (new stations)	26	41	45	13	33
Total on air	4,213 <sup>2</sup>	1,862	654 <sup>2</sup>	348	156
CP's not on air (new stations)	78	241	175	31	32
Total authorized stations	4,293 <sup>1</sup>	2,103	829 <sup>2</sup>	379	188
Licenses deleted	1	0	0	1	0
CP'S deleted	0	0	0	0	0

<sup>1</sup> Includes two AM's operating with Special Temporary Authorization.  
<sup>2</sup> Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

W70AS Strasburg and Front Royal, Va.—Broadcast Bureau granted mod. of CP to make changes in ant. system for UHF TV translator station. Action Aug. 16.

FCC has granted applications of Archdiocese of New York for use of two additional instructional television fixed relay stations to serve schools located within its ITF system's service area. Schools are unable to receive transmissions because of signal path obstructions. In making grant, commission waived assignment limitations of Sec. 74.902(c) of rules. Action Aug. 21.

Broadcast Bureau granted renewal of licenses for following VHF TV translator stations: W07AP Ceiba, and W08AS Utuado, both Puerto Rico; W09AO Bessemer, Ramsey and Wakefield, all Michigan; W12AD Monticello, Ky; W08AR Fontana Village, N. C., and W11AL and W13AD Flintstone, Md. Actions Aug. 14.

communities and surrounding area of Lykens, Wiconisco, Williamstown, and Elizabethville, all Pennsylvania (Harrisburg-Lancaster-Lebanon-York, Pa.-ARB30). Ann. Aug. 16.

Wheeling Antenna Co.—Requests distant signals from WJAN-TV Canton, Ohio to Wheeling, Benwood, Triadelphia and Bethlehem, all West Virginia (Wheeling, W. Va.-Steubenville, Ohio-ARB37). Ann. Aug. 16.

**FINAL ACTION**

Valley TV Cable Inc., Corning, Calif.—CATV Task Force granted CP for new community antenna relay station. Action Aug. 20.

Dorate Interstate Inc., Elkhart, Kan.—CATV Task Force granted CP for new community antenna relay station. Action Aug. 20.

CATV Task Force on Aug. 19 in Lafayette, La., All Channels Cable TV Inc. dismissed by delegated authority "petition for waiver" of Sec. 74.1107(a) of rules.

CATV Task Force on Aug. 12, KZG-20, Cosmos Cablevision Corp., Darlington, S. C. granted mod. of CP to extend completion date for new community antenna relay station to Dec. 11.

**ACTIONS ON MOTIONS**

Hearing Examiner Jay A. Kyle on Aug. 15 in Kalamazoo, Mich. (Fetzer Cable Vision et al.) CATV proceeding in Grand Rapids-Kalamazoo and Lansing, Mich., TV markets, granted request by Triad Cablevision Inc. and extended time to Aug. 19 in which to file proposed findings of fact and conclusions of law (Docs. 17200-2, 17207-8).

Hearing Examiner Chester F. Naumowicz, Jr., on Aug. 16 in Athens, Ala. (Athens TV Cable of Alabama Inc.) CATV proceeding, granted joint petition by Athens TV Cable of Alabama Inc. and North Alabama Broadcasters Inc. and dismissed Cease and Desist Order directed against Athens, and terminated proceeding (Doc. 18025). Fajardo, P. R. (WSTE-TV Inc. [WSTE] TV proceeding. Granted petition by WSTE-TV Inc. for leave to amend application concerning financial qualifications (Docs. 18048-9).

Office of Opinions and Review on Aug. 15 in Springfield-Decatur-Champaign, Ill. TV market (First Illinois Cable T. V. Inc. and others) CATV proceeding, granted re-

quest by First Illinois Cable T. V. Inc. and extended time to Aug. 7 in which to file reply to oppositions to petition for reconsideration (Docs. 18206-7).

## Ownership changes

### APPLICATIONS

**KAPR Douglas, Ariz.**—Seeks transfer of control from Jerry Hartline (50% before, none after) to Ray Morgan (50% before, 100% after). Principal: Ray Morgan, sole owner. Consideration: \$6,000. Ann. Aug. 16.

**KPAT-AM-FM Berkeley, Calif.**—Seeks transfer of control from Paul Bauman and Dickens J. Wright to Dickens J. Wright, Alice Demovic and J. Liben, executors of will of Paul Bauman, deceased. No consideration involved. Ann. Aug. 16.

**KRML Carmel, Calif.**—Seeks transfer of control from Alan C. and Gordon T. Lisser, Cliff Gill, Lisle R. Sheldon and David S. Drubeck (as group 100% before, none after) to Samuel and Deanna R. Salerno (none before, 100% after). Buyers: Mrs. Salerno is general manager of KLV Las Vegas. Mrs. Salerno is CPA. Consideration: Difference between \$125,000 and amount of principal plus accrued interest at closing date of sale. Ann. Aug. 15.

**KVFM(FM) San Fernando, Calif.**—Seeks assignment of license from Spectra Broadcasting Inc. to Manuel G. Martinez for \$90,000 cash. Sellers: John Stroud, president et al. Buyer: Manuel G. Martinez, sole owner. Mr. Martinez has various real estate interests. He is also applicant for new FM station at Newhall, Calif. Ann. Aug. 14.

**WLOF Orlando, Fla.**—Seeks transfer of control from William S. Clarke, deceased, to Mrs. Marjorie Y. Clarke (none before, 60% after) executrix of estate of Mr. Clarke. No consideration involved.

**KAIN Nampa, Idaho**—Seeks transfer of control from Doyle Cain, deceased (50% before, none after) to Elizabeth L. Cain (none before, 50% after). Principals: Elizabeth L. Cain and Howard Nafziger (each 50%). No consideration involved. Ann. Aug. 15.

**KCBC Des Moines, Iowa**—Seeks assignment of license from Fletcher-Mitchell Corp. to Allied Broadcasting Co. for \$320,000. Sellers: Jonathan M. Fletcher, president (93.75%) et al. Sellers is also licensee of WTRL Bradenton, Fla. Buyers: Allied Construction Services (80%) and Robert D. Bunce, president (20%). Mr. Bunce is commercial manager of KCBC. Ann. Aug. 15.

**KCRB Chanute, Kan.**—Dale W. McCoy, W. R. Murfin, Neal W. McCoy and Everett Glen Strange, as individuals, (100% before, 100% after) seek transfer of control to same as trustees. No consideration involved. Ann. Aug. 14.

**KLIB Liberal, Kan.**—Seeks assignment of license from The Plains Enterprise Inc. to Communications Enterprises of Kansas Inc. for \$132,000. Seller: John B. Gray et al. Buyers: J. Robert Wootten, president, Gene A. Allen, vice president, Charles M. Palmer, vice president and Hugh Jones, secretary-treasurer, each 25%. Mr. Wootten owns a leasing and development company. Messrs. Wootten, Allen, Palmer and Jones have interests in KLTR Blackwell, KFOR-FM Ponca City, both Oklahoma and KHUZ Berger, Tex. Ann. Aug. 20.

**WKBG-TV and WCAS, both Cambridge, Mass. and WJIB(FM) Boston**—Seek transfer of control from Globe Newspaper Co. (50% before, 10% after) to Kaiser Broadcasting Corp. (50% before, 90% after). Sellers own Boston Globe newspaper. Buyers: Kaiser Broadcasting is licensee of KBHK-TV San Francisco, KBSC-TV Corona-Los Angeles, WKBD-TV Detroit, WKBS-TV Burlington, N. J.—Philadelphia and has 50% of WKBF-TV Cleveland and KFOG(FM) San Francisco. Consideration: \$1.6 million. Ann. Aug. 14.

**KRAM Las Vegas**—Seeks assignment of license from Theodore and Joan Oberfelder and Burton and Hattie Lambert to Nevada Broadcast Inc. for \$500,000. Sellers: Theodore I. Oberfelder, president and treasurer and Burton Lambert (each 43%), et al. Buyer: Sovereign Broadcast Inc. (100%). James B. Francis, president, Robert D. Hanna, vice president, and J. Tilley, secretary-treasurer. Mr. Francis is lawyer and has real estate, oil and gas properties. He is also 51% owner of Carla Broadcasting Inc., Dallas, applicant for purchase of KVIL-AM-FM Highland Park, Tex. Mr. Hanna is 49% owner of Carla Broadcasting and has numerous other business interests, J. Tilley is legal secretary. Ann. Aug. 20.

**WNOK Columbia, S. C.**—Seeks assignment of license from Palmetto Radio Corp. to Radio Columbia Inc. for \$250,000. Sellers: Irwin Kahn, president (31.1%), J. W. Lin-

dau III, vice president (10.1%) et al. Sellers retain WNOK-FM-TV. Buyers: Sherwood J. Tarlow, president (51%), Joseph Kruger, treasurer (24.5%) et al. Mr. Tarlow has controlling interest in WHIL-AM-FM Medford, Mass. and has 25% of WDEW Westfield, Mass. Mr. Kruger has interests in same stations as Mr. Tarlow. Ann. Aug. 20.

**KDOX Marshall, Tex.**—Seeks assignment of license from Gemini Enterprises II to KDOX Inc. for \$117,500 less 5% brokerage fee. Sellers: John D. Mitchell, 49%, D. W. Martin, 25.5% and O. L. Kimbrough, 25.5%. Mr. Mitchell is 25% owner of KWCL Oak Grove, La. Mr. Martin is 50% owner of KEES Gladewater, Tex.; 30% owner of KAWA Waco, Tex.; 25% owner of KYAL McKinney, Tex.; 20% owner of KRGO Salt Lake City and sole owner of KCAD Abilene, Tex. Mr. Kimbrough is 50% owner of KEES Gladewater, Tex. and 30% of KAWA Waco, Tex. Buyers: Tolbert Foster, president (40%); W. E. Dyche Jr., secretary-treasurer (20%); Edgar B. Younger Sr., vice president (20%); and Kenneth C. Delp, vice president (20%). Mr. Foster is sole owner of CATV systems in Center and San Augustine, both Texas. Mr. Foster also is 34% owner of KDET Center and 20% of KNET Palestine, both Texas. Mr. Dyche has minority interests in five banks and is partner in law firm. Mr. Younger owns three trucking companies and has 20% interest of KNET Palestine, Tex. Mr. Delp has minority interests in various real estate holdings. Ann. Aug. 20.

**WTRF-FM-TV Wheeling, W. Va.**—Seeks assignment of license from WTRF-TV Inc. to Forward Tele-Productions Inc. for \$7-250,000. Sellers: Robert W. Ferguson, (10%), Albert V. Robert C., Raymond E. and Gordon C. Dix (each 22.5%). Messrs. Dix each own 20% of WWST-AM-FM Wooster, Ohio and as group own WRAD Radford, Va. and WKNT-AM-FM Kent, Ohio. Buyers: Forward Communications Corp. (100%). Buying corporation is headed by John C. Sturtevant, chairman. Buyers own WSAU-AM-FM-TV Wausau, WMTV(TV) Madison, WKAU-AM-FM Kaukauna, all Wisconsin, and KCAU-TV Sioux City, Iowa. Ann. Aug. 16.

### ACTIONS

**KJNO Juneau, Alaska**—Broadcast Bureau granted transfer of control from Warren W. and Donna Wiley to Sitka Broadcasting Co. (none before, 100% after). Sellers own 100% of KJNO. Principals of Sitka Broadcasting Co.: Roy Paschal, president (69%) et al. Mr. Paschal is also 69% owner of

KIFW Sitka, Alaska. Applicant is also owner of KIFW-TV Sitka. Consideration \$59,869. Ann. Aug. 14.

**WTMC Ocala, Fla.**—Broadcast Bureau granted assignment of license from WTMC Inc. to Osceola Broadcasting Co. for \$285,000. Principals of WTMC Inc.: William L. Matheson, president (100%). Principals of Osceola Broadcasting Co.: Walter Beinecke Jr., president (100%). Mr. Beinecke has no other business interests indicated. Action Aug. 20.

**KVCW(FM) Bartlesville, Okla.**—Broadcast Bureau granted assignment of license from Quality FM Broadcasters Inc. to Thompson Broadcasting Co. for \$100,000. Principals of Quality FM Broadcasters Inc.: Peter B. Wolcott, president et al. Principals of Thompson Broadcasting Co.: Fred L. Thomson (52%), Anthony Floyd and Ralph B. Evans Jr. (each 24%). Messrs. Thomson, Floyd and Evans each have 33.3% interest in KRSL-AM-FM Russell, Kan. Action Aug. 20.

**KGAY Salem, Ore.**—Broadcast Bureau granted assignment of license from Radio Wonderful Williametteland Inc. to Capitol Equities Corp. for \$175,000. Principals of Radio Wonderful Williametteland: Glen M. Stadler, president and Mrs. Helene N. Stadler, vice president. Mr. and Mrs. Stadler will enter the academic field. Principals of Capitol Equities Corp.: F. L. Dilger, vice president (16.6%), Roy G. Green, Lawrence T. Epping, Edward James Dougherty (each 16.6%) et al. Mr. Green is realtor. F. I. Dilger is dentist. Mr. Epping is builder and real estate investor. Mr. Dougherty heads own PR firm. Action Aug. 14.

**KBLT Big Lake, Tex.**—Broadcast Bureau granted assignment of license from Paul A. Huffman, George A. Fox Jr. and Mac L. McGowan d/b as Southwestern Broadcasting Co. to WMO Broadcasting Inc. for \$1-510. Principals of WMO Broadcasting Inc.: Paul A. Huffman, president, Mrs. N. W. Hickman, vice president (each 45%), Horace B. Bees, vice president (10%). Mr. Huffman is 45% owner of KBLT Big Lake, Tex. Mrs. Hickman is sole owner of ranch land and real estate. Mr. Bees is president of bank, vice president of petroleum investment firm, vice president of oil and gas producing company and sole owner of oil and gas properties investment firm. Principals of Southwestern Broadcasting Co.: Paul A. Huffman and George A. Fox Jr. (each 45%) and Mac L. McGowan (10%), all partners. Mr. Fox is 100% owner of KAMY McCamey, Tex. Action Aug. 15.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Aug. 21. 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.

■ Fresno county, Calif.—Fresno Cable TV Co. Inc. has been granted a nonexclusive franchise to operate throughout the entire county, including all of the Fresno and Clovis metropolitan areas. Monthly fee will be \$4.85, initially, and will drop to \$4.50 when 15,000 subscribers have signed up. County will receive \$5,000 annually or 5% of gross revenues for first two years of operation and a straight 5% of revenues thereafter.

■ Caldwell, Idaho—Boise Valley Broadcasters, a joint venture of KBOI-TV and KTVE(TV), both Boise, has been granted a franchise.

■ Nampa, Idaho—Boise Valley Broadcasters has been granted a franchise. (See above.)

■ Chicago Heights, Ill.—Teleprompter Corp., New York (multiple CATV owner), has applied for a franchise for a 15-channel system. Installation and monthly fees would be \$20 and \$5, respectively. Revenue to the city would be \$5,000 annually, or 5% of gross revenues, whichever is greater.

■ Springfield, Mo.—International Telemeter Corp. (multiple CATV owner), a subsidiary of Gulf & Western Industries; Telecable Corp., Norfolk, Va. (multiple CATV owner); GT&E Communications Inc., New York (multiple CATV owner), Springfield Telecable Corp., San Angelo, Tex., and Ozark Empire Vision Inc., Springfield, Mo., have each applied for a franchise.

Concord, N.H.—Telecable Inc., applicant

for a franchise, was incorrectly identified as multiple owner Telecable Corp., Ellen-ville, N.Y. (BROADCASTING, Aug. 12). It is, instead, a company owned by Valley Photoengraving Corp., Holyoke, Mass. (which is affiliated with the Holyoke Transcript-Telegram and the Concord Daily Monitor and New Hampshire Patriot, and has an interest in Pioneer Valley Cablevision Inc., Greenfield, Mass., a multiple CATV owner), and Continental Cablevision Inc., Wilmington, Del. (multiple CATV owner).

Concord, N.H.—Capital Cablevision Inc. (Harold Solomon, Nashua, N.H.) has applied for a franchise. Other applicants include Estes Associates (Frank Estes, WKXL Concord), Concord Cable TV System (Robert S. Davis and E. Nicholas Sanguinetti, both with multiple CATV interests), United Cable Co. of New Hampshire (a subsidiary of United Broadcasting Co., group broadcaster and CATV owner), and Telecable Inc. (see above).

Plainfield, N. J.—Plainfield Cablevision Inc. has applied for a nonexclusive franchise for a 12-channel system. City would receive an annual license fee of \$1,000 and 3% of gross monthly rental fees.

■ Munnall, Pa.—Dynamic Cable Vision has been granted a franchise. Broadway Maintenance Corp. was a previous applicant. Dynamic has systems in Homestead, West Homestead and Whitaker, all Pennsylvania.

■ Wayne, Pa.—Armstrong Utilities Inc., Kittanning, Pa. (multiple CATV owner), has been granted a franchise.

Aberdeen, S.D.—Aberdeen Cable TV Service Inc. has applied for a nonexclusive franchise for a 12-channel system. Installation and monthly fees would be \$25 and \$6, respectively. Revenue to the city would be \$3,000 or 3% of gross annual receipts in addition to property taxes. The company is owned by Midcontinent Broadcasting (group broadcaster and previous CATV applicant) and by the Aberdeen News Co. (operators of the Aberdeen American-News and KSDN Aberdeen).

**I**N 1962, Abe Voron, co-owner and general manager of WQAL(FM) Philadelphia, made his first appearance in the annual picture of officers of the National Association of FM Broadcasters when he was elected treasurer.

He hasn't missed a picture since.

He was re-elected treasurer in 1963, served the maximum of two terms as chairman in 1964 and 1965, and since 1966 has been the unpaid president of the association.

Abe Voron put WQAL on the air in 1959 and joined NAFMB that same year. Since then he has been struggling mightily for the association's demise on the day FM gains general acceptance.

"When FM is accepted only as radio, then there will be no need for NAFMB," its president states. "Nobody's built any empires and there's no need to keep it alive a day longer than is necessary." However, while a need for NAFMB does exist ("There's only one organization that truly cares about FM and that is NAFMB"), Mr. Voron is fighting just as hard to keep the association in the forefront of FM's battles.

**Receiver Legislation** ■ Although he might be a little over-optimistic, Abe Voron would like to see NAFMB go out of business in three or four years. By then he thinks FM will be accepted, with AM, as just plain radio. A prime factor to achieving this goal, he says, is the all-channel radio receiver legislation which has been offered in Congress this year.

He has high hopes about getting the bill passed in the next session and says "a couple of years after that many of FM's problems won't exist."

Generally speaking the problems of FM are to attract larger audiences; which in turn produce ratings; which in turn attract sponsor dollars. However, as long as FM's fight for 60% or 75% set penetration in markets where AM's have virtual total saturation, it's going to be hard to get numbers.

While the FM industry generally has gone from "a period of struggling for survival to a period of what you might call 'boom'," Mr. Voron says, NAFMB hasn't grown comparably. "It continues to grow, but not fast enough." One of its main difficulties, he feels, is that the association has been "unable to mount a consistent membership drive."

Part of NAFMB's difficulties lie with the FM operators who have AM licenses, too, and "just aren't that interested in FM," says Mr. Voron. Another problem for the association is the independent FM operator, "who certainly needs NAFMB and is probably the guy who can afford it least."

WQAL, which Abe and brother George Voron put on the air in November 1959, had 20 people on the payroll in

## His goal is the demise of NAFMB

the beginning. Today it has eight full-time and some part-time personnel.

"We had good AM-type programming with a little more jazz than rock and DJ's with chatter. All we did was keep commercials to a minimum. But that was no problem since we had no spots.

"My mistake," he concedes nine years later, "was in thinking we were going into the radio business, so we had people to write scripts, write commercials, etc."

Abe Voron learned the hard way that in 1959 FM still could not be considered on a parity with AM, in either drawing listeners or the attention of timebuyers. "What little I knew about radio," he recalls, "was conditioned by what I knew about AM."

## WEEK'S PROFILE



**Abe Jacob Voron**—president, National Association of FM Broadcasters; co-owner and secretary-treasurer, George Voron Co., Philadelphia (WQAL(FM) and Voron Electronics Corp.); b. Philadelphia, July 18, 1918; attended University of Pennsylvania and Temple University, 1938-42; U. S. Army Air Corps, 1943-45; manager, Morroe Block, Philadelphia holding company, 1946-49; formed partnership with brother George in George Voron Co., electronics equipment manufacturer, 1949; put WQAL on air 1959; m. Mildred Friedman, Philadelphia, 1940 (now separated); children—Harvey, 26, Donna, 21; chairman, NAFMB, 1964-66; president, NAFMB, 1966-present; hobbies—golf, tennis, flying, horseback riding.

Shortly after the Voron brothers got WQAL on the air they began looking around for other markets in which they could get stations. "Our original intent," Abe Voron remembers, "was to own seven FM's in the Middle Atlantic states. Our first filing [after WQAL] was for a frequency in Harrisburg, Pa. We ran into a contest with Newhouse Broadcasting there, decided not to fight and wait a while."

But the idea of more Voron stations hasn't been forgotten. "We haven't given up the idea," Mr. Voron says, "and we're presently looking at properties." Today he no longer restricts future plans to the Middle Atlantic region.

Abe Voron enjoys classical music, the opera and ballet and he attends such events in New York and Philadelphia regularly. Taking this enjoyment one step further, he would like to find a market "where I can program classical music." Such stations (mostly FM) are fading, he says, "because their audiences are too small to give numbers and that's what the people in New York buy."

**Electronics Enterprise** ■ The George Voron Co. is licensee of WQAL and it has a wholly owned subsidiary, Voron Electronics Corp. Although Abe and George Voron are partners in the firms, brother Abe says that "George does all the work and makes all the money and I spend it."

Today's spending money is a result of scraping together \$6,800 in 1949 and forming the George Voron Co., a "very small manufacturer of noncomplex military communications gear. If we got a \$5,000 contract, we were doing great."

The original Voron Co. office was on the fifth floor of an old building, "the cheapest space we could find." Its initial furnishings were a desk at \$13.50, two chairs at \$1.50 each, a clothes rack at \$1 and an old typewriter for \$85. "We put the desk in the middle of the floor, called the phone company," says Abe Voron, and "we were in business."

Today the Voron firm has 100 employees, takes up 30,000 square feet, does about \$1.5 million in electronics business each year and has "lots of IBM typewriters."

Classifying himself as a "cynical, old bastard, who doesn't cotton to the human race easily," Abe Voron feels one of "the greatest things" about his association with NAFMB has been "the wonderful people I've met and have been able to work with and the friendships I've made."

He looks at the young men entering radio and wishes he were 30. "It's a young man's business and they have the greatest impact on it. They don't have old thinking to hold them back."

## Black power play

A new spirit of militancy has swept through the national organization of Negro disk jockeys. Whether the spirit will escalate into extremism remains to be seen, but there were hints of its taking that direction in the 10-point "program" that most officers and many members of the National Association of Television and Radio Announcers saw fit to sign at their recent convention in Miami.

The program and the conditions of its presentation to the NATRA are described elsewhere in this issue. Although containing many statements that no enlightened citizen can disagree with, the program is in essence a call for separatism. It speaks of a "united black front." It derides "Uncle Toms" who owe their loyalty to whites. It is, in short, an exercise of racism in reverse.

This is not a program that promises to lead to a resolution of the Negro's many problems or to an accommodation between white and black to the mutual benefit of both. It is more apt to lead to an exacerbation of the tensions that are already tearing at the civil structure everywhere.

If the aggressive voice of separatism is to prevail on a significant number of radio stations, the job of radio in establishing communication between races will be made more difficult. Yet it seems to us that radio has no more important job than that. It is in both the whites' and Negroes' interests that radio execute it well.

Negro radio performers are entitled to demand—and collectively fight for—the same opportunities that are available to whites, whether they do so in established multiracial organizations or in an association of their own. If, however, they are to organize as the mouthpieces of the separatists, they will be creating a propaganda force with access to the inflammable centers of population. The situation bears watching.

## Case of overkill

WE are for flag, mother, country and an open convention, but in the name of reason we must suggest that television is in danger of over-reacting to this summer's public clamor against violence. Much of the public itself has over-reacted, specifically in assuming without a shred of proof that "violence" on TV helped to develop a psychosis of violence in the nation, but that does not make it right or even proper for television to rush pell-mell, as it seems to be doing, to rid its entertainment of virtually every semblance of conflict and to camouflage the rest.

This just ain't that kind of world—and wasn't, long before television came into it.

Let us say quickly—before we're stoned in the streets—that we're against excessive violence on television. But "excessive" is hard to define. It is a matter of taste. As beauty is fabled to be, it is in the eye of the viewer. General public reaction supports the conclusion that, over the years, television's sense of good taste has not been inferior to that of its audiences.

It is understandable that in the aftermath of Senator Kennedy's assassination a broadcaster would, as one network did, postpone a series episode that involved a political assassination. In deference to today's climate it is also appropriate for programmers to maintain extra watch against "excessive" violence, however they define it. But this is not a particularly nonviolent world at the moment, and in the context of the times the lengths to which some programmers are prepared to go strike us as verging on the absurd.

The efforts that are being made to curtail violence in the

new fall schedule were recounted in considerable detail in this publication a week ago. In many cases, it seems to us, a better sense of perspective should be brought to bear.

It is one thing to edit out the gore, for instance, and something else again to rule out, automatically, any script that has a violent theme. Shorter fist-fights and fewer on-screen killings make sense. But police agents who carry no weapons? And a man falling out of a window—in a comedy at that—implausibly saved to limp away, rather than have viewers think he was killed? If audiences are as impressionable as the critics claim, what's so wrong about letting them think that police are armed and that jumping out of windows is a risky business?

There is, as we said, no evidence that violence on TV has either encouraged violence in real life or even made it more acceptable. There is a good deal to suggest that TV has done neither. But television is reacting as if the indictment were true, and the upshot may be that its programming will become as bland as the critics claimed it was—before they started claiming it was too violent.

## Only the beginning

IT now seems possible that broadcasters will mount an effective challenge to the Justice Department's campaign to break up multiple ownerships of media within individual markets. As reported in this publication Aug. 19 and also in this issue, a marshaling of broadcast forces is under way, with the National Association of Broadcasters acting as a coordinator.

Last week the FCC granted an extension to Sept. 30 of the deadline for comments on the proposal submitted by the Justice Department in the one-to-a-customer rulemaking that the FCC initiated some months ago. Even with the extension there is little time to prepare the kind of case that will be needed to head off the very real threat of a fractionizing of broadcast and broadcast-newspaper ownerships.

The loose coalition that has come together in this instance may prove strong enough to delay, or even to defeat, the radical FCC action that the Justice Department has suggested. But sterner tests may be yet to come. There are influential members of the Congress who are sympathetic to the same cause espoused by Justice. What the broadcasters need are solid arguments that can be used in any forum.



Drawn for BROADCASTING by Sid Hix  
*"I just don't think he's the man to put over that particular message!"*

# CITIZEN KPRC-TV!

YOU CAN'T STAND THE HEAT, STAY OUT OF THE KITCHEN!



Former President Harry Truman wasn't talking about television when he made his familiar comment, but he might have been. The television station manager who could win a popularity contest among his station's viewers is probably doing a second-rate job. In fact, a fair measure of how effective a station is in assuming its share of civic responsibility just might be the angry buzzing from the hornets it stirs up.

Not that we intend to wrap ourselves in self-righteousness. Nobody made us get into the television business, and nobody is insisting that we stay in it. We happen to like it, heat and all. And—once in a while—somebody does say something nice to us.

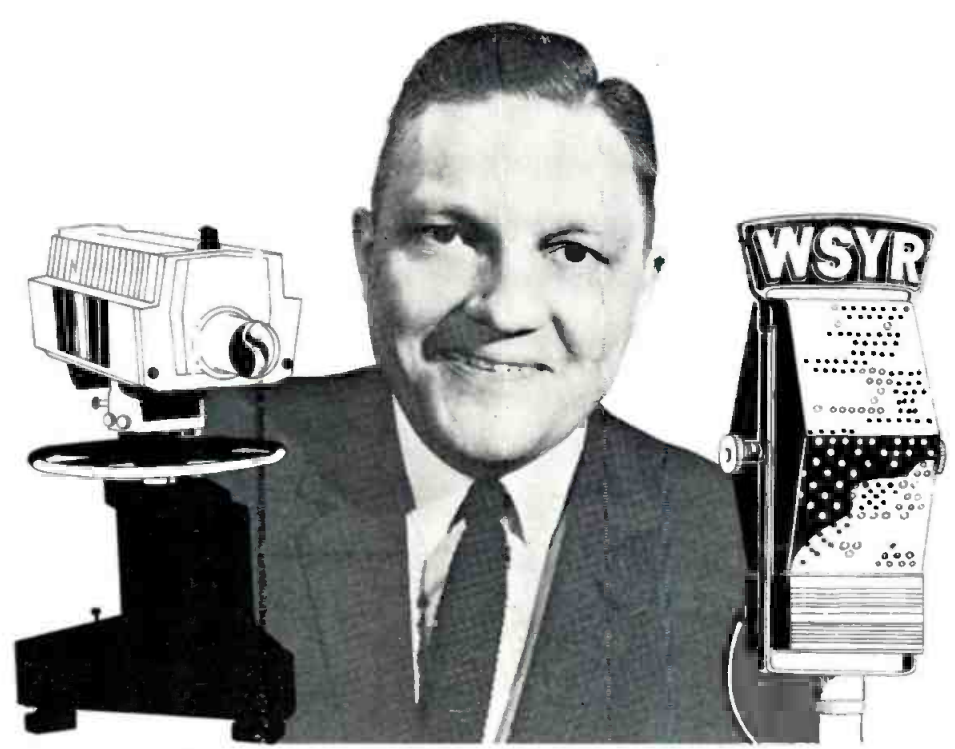
*SOMETHING NICE LIKE "CITIZEN"*

# KPRC-TV

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Edward Petry & Co., National Representatives

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**"MOST LISTENED TO!"**  
**IN SYRACUSE!**



Fred Hillegas, News Editor

**WSYR NEWS**  
**BOTH RADIO AND TV!**

"WSYR-570 Radio was the most used (35%) and the most believed radio station (32%)" . . . "WSYR-TV 3 was the most used (35%) and the most believed television channel (36%)" . . . These were among the findings of a mass media survey of the Syracuse Metropolitan Area conducted by the Continuing Education Center for the Public Service at Syracuse University (June 1968).

	RADIO	
	Used	Believed
WSYR Radio	35%	32%
Station #2	16%	23%
Station #3	20%	13%

	TELEVISION	
	Used	Believed
WSYR-TV	35%	36%
Station #2	33%	29%
Station #3	14%	13%

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