



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Washington may be friendlier town through '72. p27

Newsmen's stamina tested during election coverage. p32

Fairness dilemma passed up to Supreme Court. p56

Radio, TV whet consumer appetite on new products. p73

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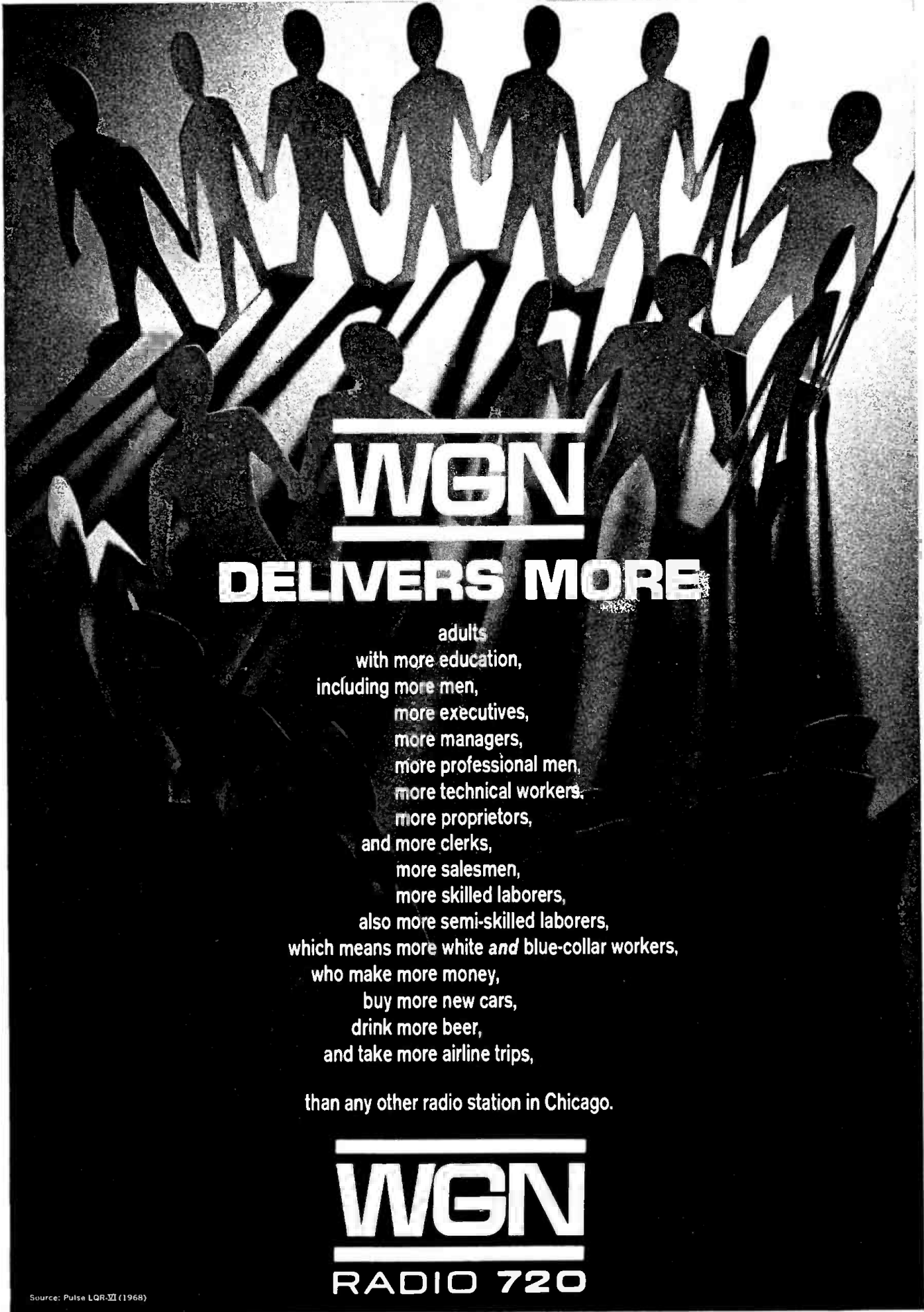
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# EVERYTHING'S THE SAME BUT THE NAME.

## MPC

METROMEDIA PRODUCERS CORPORATION

(Formerly: Wolper Productions, Inc.)



**WGN**

**DELIVERS MORE**

adults  
with more education,  
including more men,  
more executives,  
more managers,  
more professional men,  
more technical workers,  
more proprietors,  
and more clerks,  
more salesmen,  
more skilled laborers,  
also more semi-skilled laborers,  
which means more white and blue-collar workers,  
who make more money,  
buy more new cars,  
drink more beer,  
and take more airline trips,  
than any other radio station in Chicago.

**WGN**  
**RADIO 720**

Source: Pulse LQR-VI (1968)

# FREE

Your very own set of rave Donald O'Connor Show reviews.

I like the sound of your offer. I'm aware I might have missed some important reviewers' reactions to singing-dancing Donald's entertaining approach to his 90 (or 60) minute show. I understand it never loses momentum.

I'm particularly interested in the (check reviews you're particularly interested in):

- Don Page Los Angeles Times review that says, "O'Connor's casualness is infectious . . ."
- Percy Shain Boston Globe review that says, "The show had the feel of a lively party . . ."
- Rex Polier Philadelphia Evening Bulletin review that says, "He is warm and congenial and talented. . ."
- Paul Jones Atlanta Constitution review that says, "It emphasizes entertainment more than talk. . ."
- Frank Judge Detroit News review that says, "The fellow is a real pro at the job. . ."
- Please rush me all Donald's many raves. I understand that if I don't get pretty excited I should consider taking a tonic. I understand Donald's a tonic. I understand.

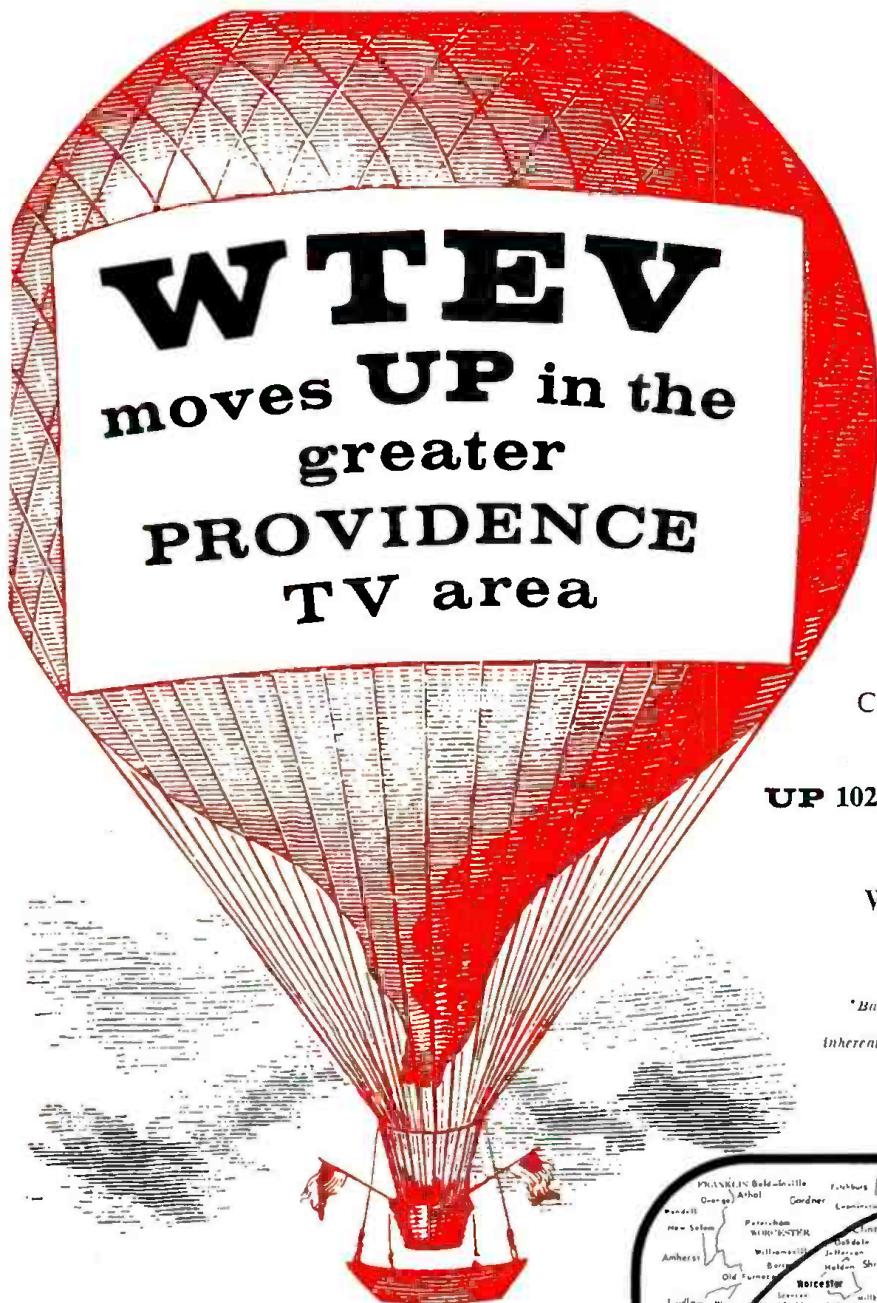
(Circle one)

Mr. Mrs. Miss \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**MPC** METROMEDIA PRODUCERS CORPORATION  
(Formerly Wolper Productions, Inc.)  
485 Lexington Avenue New York (212) 682-9100



**WTEV**  
 moves **UP** in the  
 greater  
**PROVIDENCE**  
 TV area

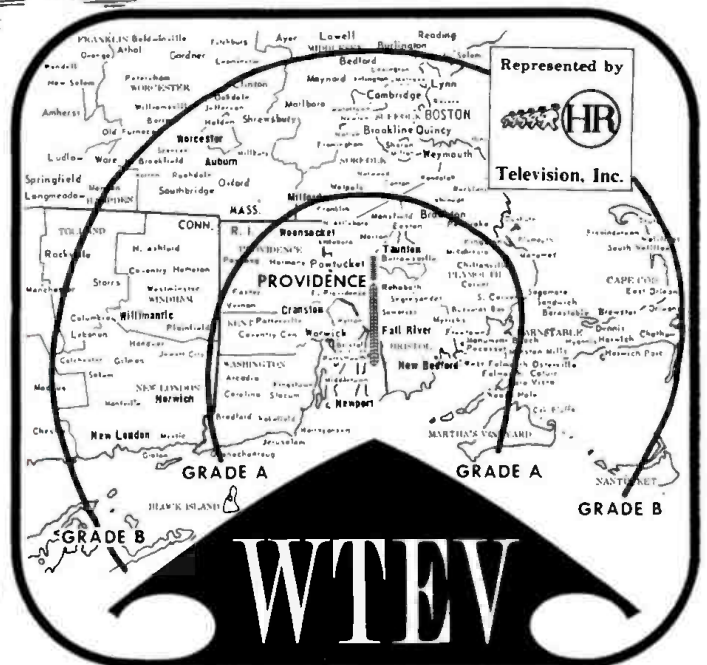
**More TV reach**  
**More TV penetration.**  
 The combination of the new  
 WTEV 1,049-foot tower and  
 programming specifically  
 planned to increase listenership  
 among all age groups is  
 sharply increasing the station's  
 ratings and audience share of  
 the greater Providence market.

Continuing significant leadership in  
 young-adult TV audiences.\*

**UP 102%** in total homes Monday through  
 Friday 5:00 to 7:30 p.m.\*

With WTEV, your sales move up in  
 the greater Providence area.

\*Based on Feb.-March 1968 ARB and/or Nielsen estimates as compared with Feb.-March 1967 estimates; subject to inherent limitations of sampling techniques and other qualifications issued by ARB and Nielsen, available upon request.



**WTEV**  
 Providence—New Bedford—Fall River  
 Rhode Island—Massachusetts  
 Vance L. Eckersley, Sta. Mgr.  
 Serving the Greater Providence Area

Channel  
**6**  
 abc

**WTEV**

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



## Time bomb

If one House Investigations Subcommittee member has his way, probe of broadcast coverage of Chicago Democratic convention coverage will blow roof off. Congressman wants subcommittee to go after networks and newscasters hammer and tongs, convinced that broadcasters were "deliberately trying to destroy Democratic party in Chicago."

Subcommittee staff is proceeding with study, and field investigators have been active in Chicago and New York. But indications are that matter will remain internal subcommittee business at least through remainder of year. Envisioned now is fact-gathering effort and completion of report early next year for "subcommittee evaluation," not public release. Commerce Committee Chairman Harley O. Staggers (D-W. Va.) wants to be in position to reassure fellow Democrats that his subcommittee is doing its homework.

## Surge of revenue

Another indication that national-spot (and local) TV business is coming up strong in fourth quarter this year: Broadcast Advertisers Reports, which monitors 75 markets one week each month, notes 30% gain in September volume of non-network commercial units. BAR covered 251 stations in September 1967, 252 in September this year. BAR's data at later date will be broken out as to local and national spot, with dollar value given to latter, using stations' published rate cards for estimates. Also showing up in monitoring of commercial units is continued proliferation of brands advertised—2.4% increase in national spot and local in September.

## Almost ready

President's Task Force on Telecommunications Policy is coming down home stretch with possibility that final, nine-chapter report will go to President this week or next. Report is expected to make hard recommendations in international telecommunications field (transoceanic satellite communications, merger of international carriers) as well as proposing test of domestic satellite systems with suggestion that broadcasters be authorized to deal directly with operator, presumably Communications Satellite Corp., and even to own ground stations.

In other areas, however, such as spectrum management and broadcasting, conclusions are now believed to call

for further studies rather than out-and-out recommendations as originally proposed in staff document (BROADCASTING, Sept. 9).

## Answer to middlemen

Young & Rubicam, New York, is reported to have set up unit in media-relations department that will serve as liaison between TV-radio stations and Y&R's media buyers. Unit, established to serve regional sections of country for spot TV and spot radio, will receive availabilities from buyers and make contact with stations on daily basis. But Y&R's position is that unit is not considered negotiating team but group that will appraise stations' values for clients.

Though Y&R, along with many agencies, is critical of independent media-buying services, word is that new unit was contemplated before these brokers made their comparatively strong impact this year. But there's no denying that new unit may serve as deterrent to effectiveness of outside media buyers.

## Washington front

That super-lobbying job that networks informally discussed with Lawrence F. O'Brien, Democratic national chairman, may now go to someone else—or perhaps to no one. Mr. O'Brien was approached after death of Senator Robert Kennedy, for whom he campaigned, and before he took national committee chairmanship to run Humphrey campaign ("Closed Circuit," Oct. 7). Search may now turn—if it goes on at all—to someone who would be persona grata to both Republican administration and Democratic Congress. There's some indication networks feel there's less reason for alarm with Mr. Nixon in Presidency.

## Big green light

FCC, long accustomed to being urged by members of Congress to delay action on pay television, has finally been urged by influential member to make move. Senator Everett Dirksen (R-Ill.), Senate minority leader, wrote FCC to express hope it would act soon on proposal to establish national pay-TV service. He reportedly took no position, pro or con, on proposal, other than to indicate that 15 years already spent on it are enough. It was noted that Zenith Radio Corp., principal backer of pay-TV proposal, has headquarters in Chicago.

Senator's statement comes as year-long moratorium that House Commerce

Committee asked commission to observe on issue runs out. Committee in September asked commission to observe second moratorium, this one to expire at end of first session of new Congress. But FCC has made clear it will no longer be bound by committee requests.

## Reeves expanding

Sale of Videotape Productions of New York to Reeves Broadcasting Corp. is reported to be virtually set, with Reeves taking over Videotape's studios for use exclusively as facilities for its list of outside tape producers. This move by Reeves was said to be prompted, in part, by its need for studio space since Reeves must vacate its present premises to clear ground for expansion of United Nations complex. MGM and 3M Co. each own 50% of Videotape Productions.

## Bitter taste

New York Citizens for Humphrey Committee Friday (Nov. 8) said it was preparing formal complaint to FCC over radio spot commercial for Richard Nixon that ran prior to Tuesday's election on several major-market Negro-oriented stations in East. Committee charges that FCC political sponsorship-identification requirements were not met by announcement stating only that commercials were sponsored by "an independent citizen for Nixon."

Spot said: "Remember this: In 50 years, Democrats in power five times. All five times, war times. Republicans in power three times. No wars. Remember this for your boys. Throw the war party out." Some stations reportedly refused spots when offered.

## Still watching

One assiduous viewer of TV network news every weekday night since Aug. 5 proved surprisingly selective in its attention to election-night coverage. Vanderbilt University project, where video-tape recorders have been faithfully preserving programs for eventual retrieval in effort to answer "the great question of whether television news is biased" (BROADCASTING, Oct. 7), chose to record only one hour period, 10-11 p.m. (EST), rather than tape entire coverage, as it had previously for both Republican and Democratic conventions. Time period was selected, it's said, because of "greatest interest in Congress" concerning effects network coverage might have on those polls not yet closed in Far West.



**He doesn't solve  
the world's problems;  
he sorts them out.**



Somehow, the world doesn't seem quite so mixed up after Tom Finn reports the news as anchorman of the "News 7 Noon Report." He shows a special knack of turning reams of wire copy and numerous reports from WMAL-TV Newsmen into an understandable, relaxed half-hour presentation.

Finn's authority derives from a decade of broadcasting experience, extensive travel behind the Iron Curtain and in Scandinavian countries, and a capacity to develop news sources. In Washington his assignments have exposed him to the White House, Capitol Hill, national and local government agencies and other major news sources.

He's frequently seen and heard on WMAL-TV's Public Affairs program, "Close Up." And his narrative skill is put to good use on documentaries (including the recent award-winning "Sweet Smell of Freedom," which explored the D.C. Reformatory at Lorton, Va.).

Get the complete story, from one who knows. The award-winning News 7 is presented weekdays at 12 noon, 5:30 p.m. and 11:00 p.m. Weekends at 6:30 p.m. and 11:00 p.m.

**wmal-tv** 

The Evening Star Broadcasting Company  
Washington, D.C.

Represented by Harrington, Richter & Parsons, Inc.

More of the same sour attitude toward broadcasting may be in evidence on Democrat-controlled Capitol Hill, but President-elect Nixon is on record preferring less, rather than more, regulation of broadcasting. See . . .

## Some hope for easing of controls . . . 27

Election-night coverage turns out to be most expensive, most extensive and most closely watched yet, with general agreement among broadcast executives that media rose to the occasion. See . . .

## Endurance test for newsmen . . . 30

WAST(TV) Albany, N.Y; is sold for \$8 million to Sonderling Broadcasting Corp.; Roy H. Park Broadcasting Co. pays total \$2.9 million for KRSI-AM-FM St Louis Park, WEBC Duluth, both Minnesota, WNAX Yankton, S.D. See . . .

## Sonderling increases holdings . . . 45

Preliminary agreement is reached between Corp. for Public Broadcasting and AT&T that will provide interconnection for public TV during prime time at costs lower than commercial rates. See . . .

## CPB gets AT&T rate reduction . . . 48

Broadcasting's freedom of press issue is tossed to Supreme Court as U.S. solicitor general and FCC ask high court to review conflicting court opinions on fairness doctrine, claim 315 validity now in question. See . . .

## Landmark case may go to court . . . 56

FCC Hearing Examiner McClenning turns down requests of three CATV's to import distant signals into Cleveland TV market, but says in initial decision CATV's could originate programing, could not sell advertising time. See . . .

## CATV importation request denied . . . 62

TV networks may drop as many as eight shows from nighttime schedules. Six reported to be axed are *Daktari*, *Phyllis Diller*, *Journey to the Unknown*, *Don Rickles Show*, *Operation: Entertainment*, *Felony Squad*. See . . .

## Network show obit list jelling . . . 64

It's tough to get the world to take notice of a better mousetrap, tougher yet if manufacturer has built only another mousetrap, but broadcasting rates high as means of whetting consumer interest. See . . .

## Care and feeding of new product . . . 73

NAB says FCC's use of field-strength charts is crucial to whole framework of TV broadcasting, changes "could severely disrupt" its orderly growth as FCC proposes to use actual measurements to determine TV-FM coverage. See . . .

## NAB fights field-strength . . . 76

Representatives of U.S., Mexico will sit down this week at bargaining table for third negotiating session in effort to agree on new treaty governing their respective broadcasters' use of AM broadcast band. See . . .

## U.S.-Mexico try again on treaty . . . 83

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### Broadcasting

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stop  
looking  
and listen!



Who gets the 6-9 a.m. audience in Charlotte? TV? Look again. It's radio . . . WAYS Radio, to be exact. No other station in Charlotte—radio or TV—tops the morning audience of WAYS.\*

And from 9 a.m. to 5 p.m., WAYS tops all of Charlotte's nine radio stations . . . and all but one of the four TV stations, even though the television ARB covers 35 counties more than the radio survey!\*

When you're buying the Charlotte market, take another look. Buy WAYS Radio . . . and get more than meets the eye.

# WAYS Radio

Contact your EAST-MAN...or call WAYS Radio, 704/392-6191 today!

\*People 12 plus or total adults.

Source: ARB estimates. Radio: April-May 1968. TV: February-March 1968.  
Total survey areas. Data subject to qualifications which WAYS Radio  
will supply on request.



## Oppose disclosure plan

Broadcast industry representatives expressed opposition Friday (Nov. 8) to FCC's revived proposal to require public disclosure of network affiliation contracts.

But opposition was less than overwhelming. It came in relatively brief comments filed by three major networks and CBS and NBC-TV affiliate groups, while support for proposal was filed by Mutual Broadcasting System.

Of six parties filing, only NBC-TV affiliates said they intended to participate in oral argument that commission has scheduled for Nov. 18.

Commission, in reviewing 1962 proposal, cited enactment in 1966 of public information section of Administrative Procedure Act (BROADCASTING, Sept. 23). Commission raised question whether maintaining confidentiality of affiliation contracts filed with it is consistent with letter and spirit of law.

ABC, CBS, NBC and two affiliate groups generally restated arguments made against proposal six years ago—that it would not provide public interest benefits and could, as NBC said, have an inhibiting effect on competition among networks.

ABC, which cited its effort to close affiliate gap with CBS and NBC, said it would be harmed in that effort if its affiliation contracts were made public. It noted that it has offered premium compensation as an inducement to stations in certain markets to clear its programs.

But MBS, whose standard affiliation contract does not provide for compensation, said public information act gives commission no choice but to make contracts public.

## Offering sold out

Stock and debenture offering by Sonderling Broadcasting Corp. sold out Thursday (Nov. 7). Sold were 60,000 common shares offered by stockholder at \$37 a share, and \$8 million worth of 5¼% convertible debentures due in 1988, convertible into common stock at \$41.44 a share.

## Cox buys Ocala CATV

Cox Cable Communications Inc., principally owned by Cox Broadcasting Corp., Atlanta, has purchased Video Corp. cable system in Ocala, Fla. Cox Cable stock and assumption of debt covered purchase price of approximately \$1 million.

## No decision on CATV

FCC commissioners on Friday (Nov. 8) reported they had "useful conversations" but reached no conclusions in day-and-a-half retreat on CATV matters in Belmont, Md. (see page 56). Commissioners, who left Wednesday evening, all returned by mid-afternoon Friday.

Among documents commissioners brought with them for study and discussion reportedly was draft of notice of proposed rulemaking embodying proposal to impose freeze on importation of distant signals into top 100 markets until Congress acted on copyright bill and other matters affecting CATV.

## More windfalls for ETV

Corp. for Public Broadcasting, which received windfall last week from AT&T on interconnection for public television during prime time at costs lower than commercial rates (see page 48), will provide half of \$500,000 needed to underwrite startup costs of new service. Other \$250,000 will be donated by Ford Foundation. It was announced Friday (Nov. 8).

## On Cypress board

Franklin B. Lincoln Jr., one of President-elect Nixon's representatives making arrangements for orderly transition of federal power on Jan. 20 and member of Mr. Nixon's New York law firm, is director of Cypress Communications Corp., multiple CATV system owner that went public last March.

## For night telecasting

Engineers attending first International West Coast Conference on Broadcasting in Los Angeles have been shown extremely sensitive, low-light TV camera tube that can pick up dimly lit scenes having only 1 millionth illumination found in normally lit room. Camera tube, called Image Isocon, was developed by British engineers. D. P. Mouser of English Electric Valve Co. Ltd. described tube, which is now commercially available.

## Fights for tax break

Jefferson Standard Broadcasting Co. has appealed to federal court against FCC decision last month denying request for certificate that would have permitted postponement of income tax on sale of WBTW-TV Florence, S.C.

(BROADCASTING, Oct. 7).

Certificate would have allowed Jefferson Standard (WBT-AM-FM and WBTW-TV Charlotte, N. C.) to claim involuntary conversion of property under tax laws, permitting it to delay tax if it buys another station before Dec. 31, 1969. WBTW was sold to Daily Telegraph Printing Co. (WHIS-AM-FM-TV Bluefield, W. Va.-Bluefield Telegraph) for \$4.5 million plus extras. Jefferson Standard has bought WRVA-TV Richmond, Va., from Larus Investing Co. for \$5 million.

Jefferson Standard contended that it had to sell Florence station because if it had attempted to improve facilities of either of two TV stations, overlap between them would have violated FCC duopoly rules.

## NBC tops MNA

In abnormal week of program pre-emptions by paid political telecasts and news coverage, NBC-TV led Nielsen MNA ratings with 18.2 for period Oct. 28-Nov. 3. CBS-TV had 17.4 and ABC-TV had 16.5.

President Johnson's bombing-halt address on all three networks (BROADCASTING, Nov. 4) placed in top 20 on basis of viewing on NBC alone. Paid political, however, fared poorly, bringing such programs as NBC's *Walt Disney*. ABC's *Land of the Giants* and five movies to fore.

### The Top 20:

1. Laugh-In (NBC)	30.7
2. FBI (ABC)	25.7
3. Thursday Movie "The Nanny" (CBS)	25.3
4. Jackie Gleason (CBS)	25.2
5. Walt Disney (NBC)	24.6
6. Tuesday Movie "Exodus" (NBC)	24.2
7. Julia (NBC)	23.7
8. Smothers Brothers (CBS)	23.3
9. Ironside (NBC)	23.0
10. Gunsmoke (CBS)	22.9
Mayberry RFD (CBS)	22.9
12. Ghost and Mrs. Muir (NBC)	22.1
Bonanza (NBC)	22.1
14. Monday Movie "Exodus" (NBC)	21.7
15. Wednesday Movie "Boeing Boeing" (ABC)	21.0
16. Mannix (CBS)	20.8
17. Sunday Movie "Circus World" (ABC)	20.6
18. Red Skelton (CBS)	20.3
19. President Johnson (Thursday, 8-8:30) (NBC)	20.0
Land of the Giants (ABC)	20.0

## WAPQ sale approved

Sale of WAPQ Chattanooga from Martin Theatres of Georgia Inc. to Turner Advertising Co. for \$305,500 has been

## Week's Headliners



Mr. Fritz



Mr. Hemm



Mr. White



Mr. Chambers



Mr. Milliken



Mr. Hollender



Mr. Mosby



Mr. Lynagh

**Jack Fritz**, VP and general manager of Blair TV Stations Division, named to newly created post of VP and general manager of broadcasting, with responsibilities for coordinating both radio and TV divisions of station representation firm. He has been with Blair since 1953 in various executive positions. Succeeding Mr. Fritz is **Robert Hemm**, who has been VP and New York sales manager of Blair TV Stations Division since 1965. **John White**, who has been VP, sales, for division, replaces Mr. Hemm as VP and New York sales manager.

**William E. Chambers Jr.** elected president, succeeding **Norman B. Norman**,

who becomes board chairman, in management changes at Norman, Craig, & Kummel, New York. Mr. Chambers recently resigned as chairman of executive committee. Foote, Cone & Belding, and was general manager of FC&B's New York office. In other appointments: **George C. Milliken**, formerly VP and management supervisor on Trans World Airlines account at FC&B, joins NC&K as executive VP; **John C. Savage**, president, NC&K (Canada) Ltd., elected executive VP of parent company and remains chairman of NC&K Canada; **Nadeen Peterson**, formerly VP and copy group head at FC&B, joins NC&K as VP and associate creative director; **Walter W. Bregman**,

president of NC&K/Europe, who continues in that post, also elected executive VP of NC&K, and **Thomas K. Myers**, NC&K's senior VP and director of marketing services, appointed chairman of agency's new operating committee.

**Alfred L. Hollender**, president of Grey International, New York, named executive VP of Chris-Craft Industries Inc., diversified manufacturer and group-station owner. Mr. Hollender was with WIND and WJJD Chicago for 10 years. During World War II he was chief of overseas branch of Office of War Information—radio division. In 1951 he handled radio-TV activities for Eisenhower campaign, and in 1952 joined Grey as VP and director of radio and television. Chris-Craft owns KCOR-TV Los Angeles, KPTV-TV Portland, Ore., and WTCN-TV Minneapolis-St. Paul.

**Joseph E. Giaquinto**, since October 1966 director of affiliate relations. ABC-TV, elected to newly created post of VP in charge of operations, affiliate relations. Mr. Giaquinto has been with ABC for 25 years in network's accounting department, in station clearances and in affiliate relations.

**Leonard Mosby**, assistant general manager, WJXT-TV Jacksonville, Fla., named area VP. **James T. Lynagh**, general manager, WKBG-TV Cambridge-Boston, Mass., for last two years, becomes VP and general manager for WJXT-TV. Mr. Mosby, 16-year veteran at Post-Newsweek station, previously served as program manager. Mr. Lynagh earlier was general manager for WKBS-TV Burlington, N.J.-Philadelphia and WKBD-TV Detroit and was program director of KTAL-TV Texarkana, Tex.-Shreveport, La. **Glenn Marshall**, who has been acting as president and general manager, continues as president.

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

approved by FCC.

Martin Theatres owns about 150 motion picture theaters in south and WTVC-TV Chattanooga and WTVM-TV Columbus, Ga. Company, without WAPO, is being sold to Fuqua Industries Inc. in stock transaction valued at \$20 million (BROADCASTING, Aug. 12).

### Perfection mite marred

Although NBC News was generally credited with flawless performance in projecting election winners last week

(see page 32), it was later discovered that network made one mistake that went "virtually unnoticed."

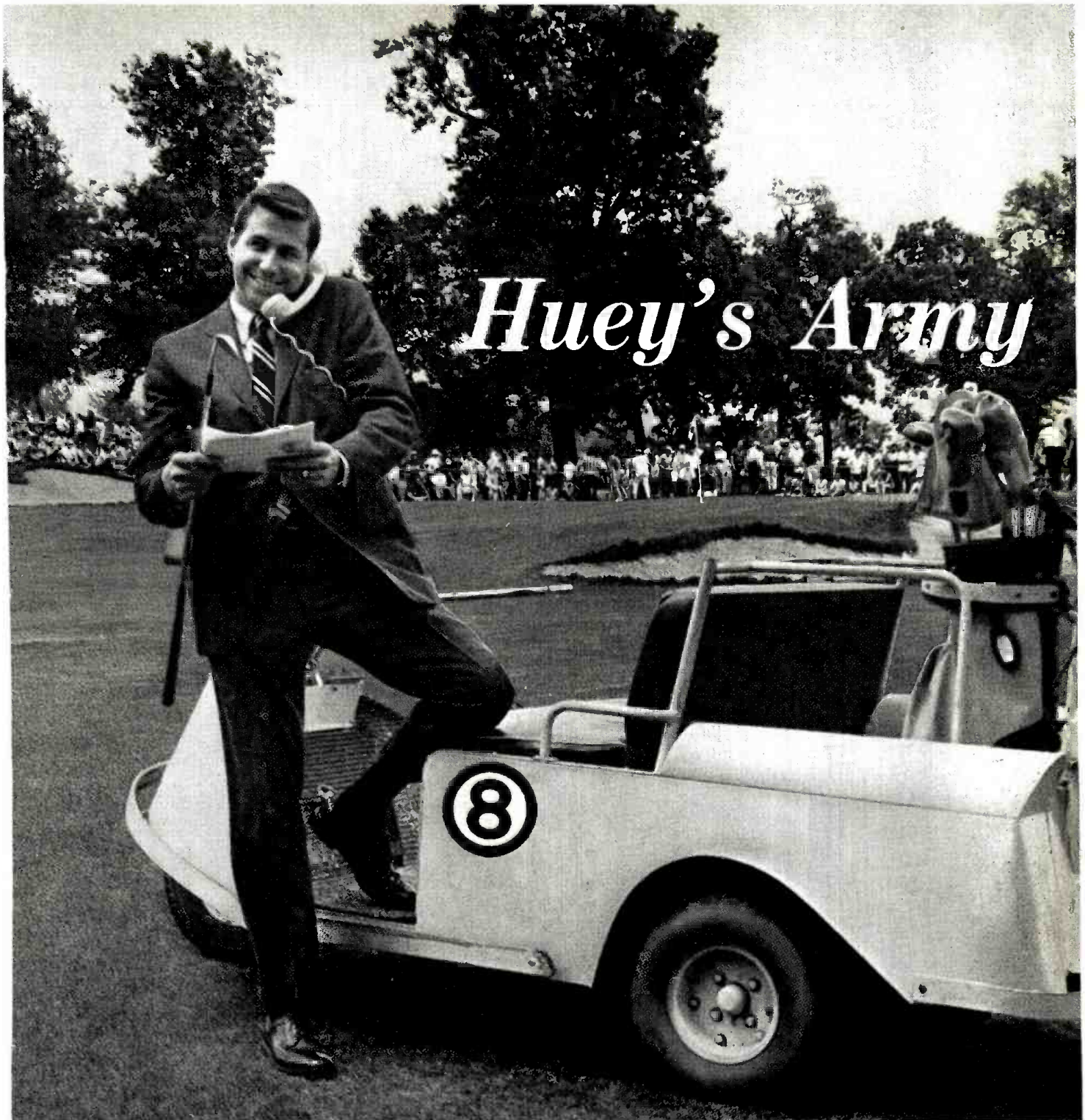
For about 10 minutes from 10:53 p.m., NBC had incumbent Democrat, C. L. Terry Jr., posted as winner of Delaware governor's race. "We still don't know what went wrong, whether it was clerical error or what, but somebody put a check mark by his name," said Frank Jordan, director of NBC election operations. "Once I saw it was wrong, we immediately took it down, and apparently hardly anyone noticed it."

### Benefits seen from 30's

Growth in 30-second commercials can be beneficial to both advertisers and TV stations, Bruce McLean, president, Needham, Harper & Steers of Canada Ltd., told annual meeting of Atlantic Association of Broadcasters in Freeport, Grand Bahamas.

In speech to broadcasters from Eastern Canada, Mr. McLean pointed out 30-second spots can stretch advertising dollars; can open up TV to advertisers who could not afford it previously, and can increase revenues for stations.





## *Huey's Army*

*Ward Huey's a weekend duffer and weekday pro. He's general sales manager for WFAA-TV, and weekdays his secret as a winner is follow-through. That's where his "army" comes in, the programming, traffic, operations, promotion, accounting and sales-staff people. They're behind Ward 100%. Like in golf, at WFAA-TV follow-through is fundamental. Ask Ward...or his army.*

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

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

# 2500 accidents did not happen ...because of WWL-TV

WWL-TV doesn't believe you stop accidents with platitudes. That's why it launched a year-long traffic safety program called Project Life.

Activities included everything from full-length documentaries (7 in all) to in-school safety tests for 200,000 youngsters.

And Project Life won for WWL-TV the Alfred P. Sloan award, the National Headliners' Club award, and, most recently, the National Safety Council award for outstanding public service, among other citations.

Project Life did more than win awards. It actually saved life and limb. In New Orleans, 1967 vs. 1966, there were:

2500 fewer accidents

1000 fewer injuries

12 fewer deaths

No other TV station has ever won an Emmy Citation, plus the Sloan award, plus the National Headliners' Club award, plus the National Safety Council award in a single year. But prizes are only one measure of the effectiveness of WWL-TV public service. Because WWL-TV cares about people, people care about WWL-TV...not just as a television station, but as an active, positive force in their lives. It makes a difference.



# 90 retarded children are going to school ...because of WWL-TV

In December of 1967, WWL-TV telecast "The Other Side of the Shadow," a 30-minute special documentary on the education and rehabilitation of retarded children at St. Michael's School in New Orleans.

"The Other Side of the Shadow" won a special Emmy Citation for WWL-TV—the first ever awarded. But it had another, more dramatic effect.

A New Orleans businessman, who insisted on remaining anonymous, was so moved by the story that he walked into St. Michael's and wrote a check for \$50,000...enough money to aid the school's expansion program ... and make space for 90 more students.

**WWL-TV** New Orleans, La.  
Channel 4 CBS  
Represented by Katz Television-South

# DIVORCE COURT

lands with  
**IMPACT**  
in market  
after market

In Indianapolis

# DIVORCE COURT

sent

share up **67%**  
homes up **94%**  
adults up **78%**  
women up **115%**

over the program previously  
in the time slot  
on WTTV,  
Monday through Friday,  
8-8:30 p.m.

ARND OCT. 1967 VS. OCT. 1966

"Divorce Court"  
consistently delivers  
more homes,  
more women.



30 Rockefeller Plaza  
New York, N.Y.

See page 64



Cherchez  
Les Femmes

(Advertisement)

## Regardless of fit, your next "suit" could cost a small fortune:

If you're part of the communications industry, sooner or later someone's going to try to hang one of these suits on you: A libel suit, slander suit, piracy suit, invasion of privacy suit or a copyright violation suit...and they don't tailor lawsuits to your budget. So, decide what you can afford in case of a judgment against you, and we'll cover any excess with an Employers Special Excess Insurance Policy. For details and rates, write to: Dept. F, EMPLOYERS REINSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta, 34 Peachtree, N.E.

## Graham Junior College

RADIO AND TELEVISION BROADCASTING  
Learn by doing. Two Year Work-Study Programs  
in Radio and Television Broadcasting and Management.  
Communications. Liberal Arts. Professional training on School Station WOSB and WOSB-TV. Activities. Placement. Dormitories.  
Co-Ed. Catalog. Write Mr. Roberts.

Graham Junior College  
(Founded as Cambridge School)  
632 Beacon St., Boston, Mass. 02215

## Datebook

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

■Indicates first or revised listing.

### November

Nov. 10-15—*Society of Motion Picture and Television Engineers'* 104th technical conference. L'Enfant Plaza Communications Centre, Washington.

Nov. 11-12—Fall regional conference, *National Association of Broadcasters*. Sheraton Gibson, Cincinnati.

Nov. 11-15—Fourteenth annual Holm seminar on electric contact phenomena, sponsored by *Illinois Institute of Technology* and *IIT Research Institute*. Sherman House, Chicago.

Nov. 12 — Radio commercials workshop, *International Radio and Television Society*. Waldorf-Astoria, New York.

Nov. 12—Formal opening new headquarters, *Pacific Pioneer Broadcasters*. Home Savings and Loan Building, Hollywood.

Nov. 13—Annual meeting, *Allied Artists Pictures Corp.* Demonico's hotel, New York.

■Nov. 13 — Annual shareholders meeting, *Four Star International Inc.* North Hollywood, Calif.

Nov. 14-15—Fall regional conference, *National Association of Broadcasters*. Dallas Hilton, Dallas.

Nov. 16—Deadline for filing comments on *FCC's* proposed rulemaking to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities.

■Nov. 16—Annual *H-R* promotion seminar. Deauville hotel, Miami Beach.

■Nov. 16—Annual client promotion seminar of *The Katz Agency*, Deauville hotel, Miami Beach.

■Nov. 16—*Peters, Griffin, Woodward* seminar for station clients. "The Challenge of Station Identification at the Start of the 70's." Deauville hotel, Miami Beach.

Nov. 17-19 — Thirteenth annual seminar, *Broadcasters Promotion Association*. Speakers include John Fisher, John Fisher Enterprises Ltd., Toronto, and Ivan Tors, Miami TV producer. Deauville hotel, Miami Beach.

Nov. 18—Oral argument before *FCC* on its proposed rulemaking to permit public inspection of network contracts.

Nov. 18-19—Fall regional conference, *National Association of Broadcasters*. Atlanta Marriott, Atlanta.

Nov. 19 — Special stockholders meeting, *Corinthian Broadcasting Corp.* Bankers Trust Co., New York.

■Nov. 19—Meeting of stockholders of *Tech-nicolor Inc.* and *Memorex Inc.* for consideration of merger. Brown Palace hotel, Denver.

Nov. 19—Deadline for filing reply 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.

Nov. 19-21 — Annual meeting, *Television Bureau of Advertising*. Continental Plaza hotel, Chicago.

Nov. 19-22—Forty-fourth annual *National Association of Educational Broadcasters* convention. Speakers include Frank Pace Jr., chairman, Corp. for Public Broadcasting, and FCC Commissioner Nicholas Johnson.

Sheraton-Park, Washington.

Nov. 19-23—National convention, *Radio and Television News Directors Association*. Beverly-Hilton, Beverly Hills, Calif.

Nov. 20-23—Fifty-ninth anniversary meeting, *Sigma Delta Chi*. Speakers include Dr. Frank Stanton, president CBS Inc.; Roger Tatarian, UPI editor; Lou Harris, pollster, and Donald Shanor, *Chicago Daily News* European correspondent. Atlanta Marriott, Atlanta.

Nov. 21 — Deadline for reply comments on *FCC's* proposal to permit the use of field strength measurements for determining coverage of FM and TV stations, and to establish a standard method of making such measurements.

■Nov. 21—*American Research Bureau* seminar for TV stations on use of ARB reports. Philadelphia.

Nov. 21-23 — Sixth annual National Broadcast Editorial Conference sponsored by the *Radio-Television News Directors Association*. Beverly-Hilton hotel, Beverly Hills, Calif.

Nov. 22—Autumn managers seminar, *Kansas Association of Radio Broadcasters*. Ramada Inn, Manhattan.

Nov. 22—Luncheon meeting, *Pacific Pioneer Broadcasters*. Sportsmen Lodge, North Hollywood, Calif.

Nov. 26—Newsmaker luncheon, *International Radio and Television Society*. Waldorf-Astoria hotel, New York.

### December

■Dec. 3—Annual fall convention of *Connecticut Broadcasters Association*. Speakers include John M. Bailey, former Democratic national chairman. Park Plaza hotel, New Haven.

■Dec. 3—*American Research Bureau* seminar for TV stations on use of ARB reports. St. Louis.

Dec. 6-8—Third annual radio programing conference, *Radio Program Conference Advisory Committee*. Riviera hotel, Las Vegas.

Dec. 9 — Deadline for filing comments on *FCC's* proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations.

■Dec. 9—*American Research Bureau* seminar for TV stations on use of ARB reports. San Francisco.

Dec. 9-11—Twenty-fourth annual exhibition, *National Electronics Conference Inc.* Conrad Hilton hotel, Chicago.

Dec. 16—Oral argument before *FCC* on its proposed rulemaking to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities.

### January 1969

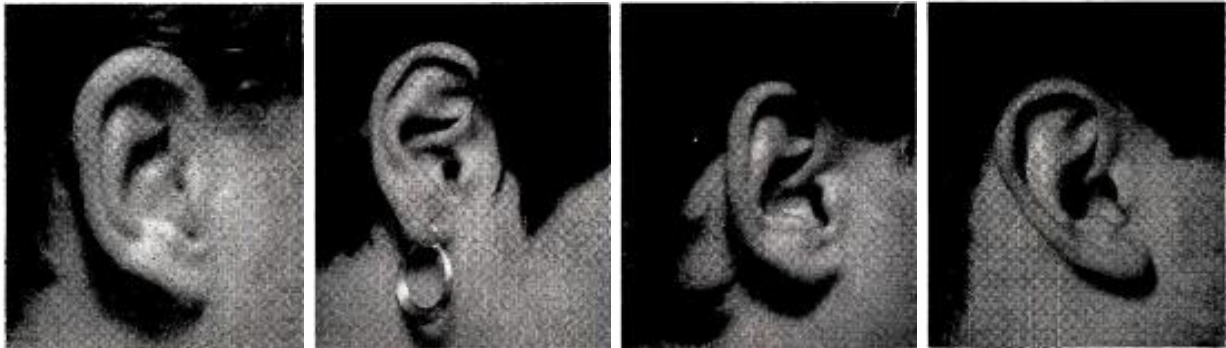
Jan. 9 — Deadline for filing reply comments on *FCC's* proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations.

■Jan. 9—*American Research Bureau* seminar for TV stations on use of ARB reports. Washington.

Jan. 10 — Network newsmen newsmaker luncheon, *International Radio and Television*

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**Our Automatic Loudness Controller delivers the sound that's right for every ear. Automatically eliminates excessive loudness. Unconditionally guaranteed!**

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Combinations of complex signals. All the characteristics that affect even the most sensitive ear.

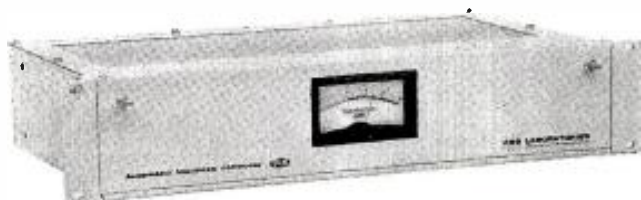
Result? An instrument so "humanly" perceptive it automatically keeps loudness levels under control. And does it inaudibly. Keeps your audience in their chairs . . . listening comfortably. No constant jumping up and down to flip the dial. They enjoy continuous listening pleasure.

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The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22½" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is \$94.50, with Tape Timer \$119.50.

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*Spotmaster*

**BROADCAST ELECTRONICS, INC.**  
8800 Brookville Road  
Silver Spring, Maryland

Society. Waldorf-Astoria hotel. New York.  
Jan. 10-12—Midwinter conference, *Florida Association of Broadcasters*. Orlando.  
■Jan. 14—*American Research Bureau* seminar for TV stations on use of ARB reports. Boston.  
Jan. 16-18—*Florida CATV Association* meeting. Marco Island.  
■Jan. 16—*American Research Bureau* seminar for TV stations on use of ARB reports. Detroit.  
Jan. 17—*Cable Television Association of New England* meeting. New Hampshire Highway motel, Concord, N. H.  
Jan. 13-17—Annual winter meeting *National Association of Broadcasters* board of directors. Americana hotel, San Juan. P. R.  
■Jan. 21—*American Research Bureau* seminar for TV stations on use of ARB reports. Atlanta.  
■Jan. 21-23—Twenty-fourth annual *Georgia Radio and Television Institute*. University of Georgia, Athens.  
■Jan. 23—*American Research Bureau* seminar for TV stations on use of ARB reports. Dallas.  
Jan. 24-25—First annual convention, *Georgia Cable Television Association*. Macon.  
Jan. 27—Annual midwinter meeting, *Idaho State Broadcasters Association*. Downtowner motel. Boise.  
Jan. 28 — Deadline for filing reply comments on *FCC's* proposed rulemaking to limit station acquisitions to one full-time outlet per market.  
■Jan. 28—*American Research Bureau* seminar for TV stations on use of ARB reports. Denver.  
■Jan. 30—*American Research Bureau* seminar for TV stations on use of ARB reports. Los Angeles.

### February 1969

Feb. 5—Newsmaker luncheon, *International Radio and Television Society*. Waldorf-Astoria hotel, New York.  
Feb. 6-9 — Meeting, board of directors, *American Women in Radio and Television*, Las Vegas.  
Feb. 7-8 — Annual winter convention of *New Mexico Broadcasters Association*. Hilton hotel, Albuquerque.  
Feb. 12-14 — Annual convention, *National Association of Television Program Executives*. Los Angeles.  
Feb. 14-15 — Meeting, board of trustees,

educational foundation, *American Women in Radio and Television*. Executive House, Scottsdale, Ariz.

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

Feb. 25-28—1968 Conference, *Western Radio and Television Association and West Coast Instructional Television*. Olympic hotel, Seattle.

### March 1969

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

March 21 — *International Radio and Television Society* luncheon for international broadcasting awards winners. Waldorf-Astoria hotel, New York.

March 23-25—*Southern CATV Association* meeting. Monteleone hotel, New Orleans.

March 23-26—Annual convention, *National Association of Broadcasters*. Shoreham and Sheraton-Park hotels, Washington.

### April 1969

April 11—Radio day newsmaker luncheon, *International Radio and Television Society*. Waldorf-Astoria hotel, New York.

April 13-14 — Spring board meeting and broadcasting day, *Florida Association of Broadcasters*. University of Florida, Gainesville.

■April 29-May 2—Twenty-sixth annual national convention, *Alpha Epsilon Rho*. Statler Hilton hotel, Detroit.

April 30-May 4—Eighteenth annual national convention of *American Women in Radio and Television*. Shamrock Hilton, Houston.

### May 1969

May 8-10—Spring meeting, *Kansas Association of Radio Broadcasters*. Statler-Hilton inn, Salina.

May 13—Annual meeting and performer's award luncheon, *International Radio and Television Society*. Waldorf-Astoria, New York.

May 15-16—Annual Spring convention, *Ohio Association of Broadcasters*. Imperial House South, Dayton.

May 19-23—Annual international television symposium and technical exhibition. Information: Case-Box 97, 1820 Montreux, Switzerland.

## OpenMike

### FM: praised but ignored

EDITOR: We read rah-rah success stories by reps about how well they are doing for their FM stations. But really, isn't this kind of talk nothing but "sweet grapes"? Well, I have some "sour grapes" for you to pick.

KQIP(FM) Odessa, Tex., on the air almost eight years, is an independent FM station that has made almost every nickel locally. The National Association of FM Broadcasters published a list of reps interested in FM. We wrote to all of them. Invariably, they responded that they do not represent FM indies or the market is too small.

How about networks? ABC and Mutual are in the market, but there is no NBC or CBS within miles. Want

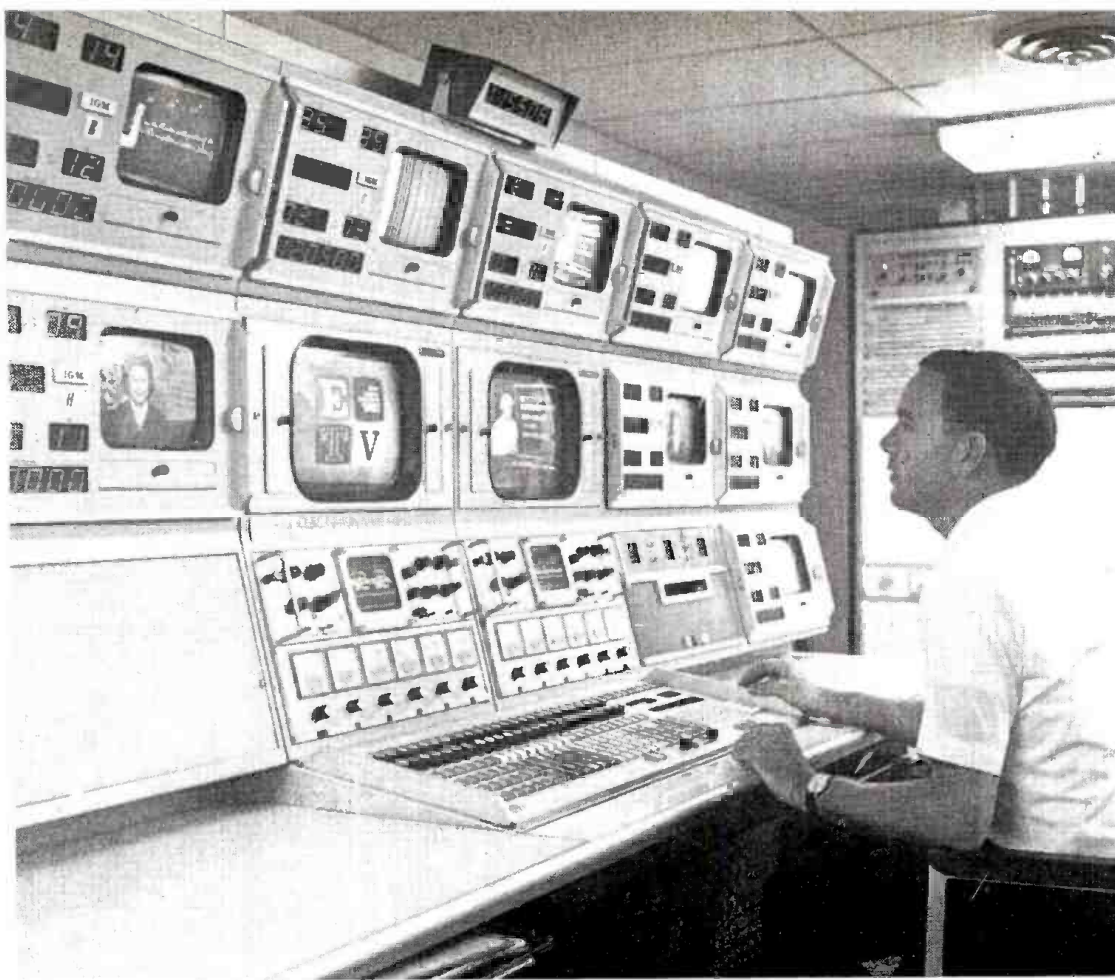
to know what they said? It is against their policy to take on FM stations not affiliated with AM's.

For the information of those interested, KQIP is an independent FM station, and like many of its peers, lost money for two years before turning the profit corner. Reps . . . networks . . . awaken! The year is 1968!—Roy A. Elsner, general manager, KQIP(FM) Odessa, Tex.

### Calls for action

EDITOR: Where are the voices which are supposed to cry out for "fairness" on the part of the broadcast industry? It would appear that we're about to be cut lower than the daily or weekly newspapers in our communities. New York





## NON-IDENTICAL TWINS by IGM. Both offer tomorrow's engineering today.

The **automated** broadcast control system consoles pictured above are both products of IGM design and manufacture. Both are

- designed to free creative people from routine button-pushing
- human-engineered for easy operation
- state of the art engineered, modular for ease of maintenance and plug-in expansion
- custom-tailored to individual tasks
- installed by IGM personnel.

**So how are they different?** The big console at the left above automatically programs a 12-channel television network from information originating in a computer. It uses few relays and contains over 6,000 integrated circuits. It's sophisticated, because that's what was needed.

The console at the right above is an IGM audio control unit, typical of automated IGM equipment systems now in use by more than 300 AM and FM radio stations. It makes extensive use of relays and some integrated circuits. It will be continually changed and improved based on experience gained from the larger, more sophisticated television program control.

With IGM, you're getting tomorrow's engineering today. Write or call International Good Music, Inc., P. O. Box 943, Bellingham, Wash. 98225. Telephone (206) 733-4567.

### IGM audio control systems

Advanced, state of the art design, "human engineered," wide choice of optional features and accessories.



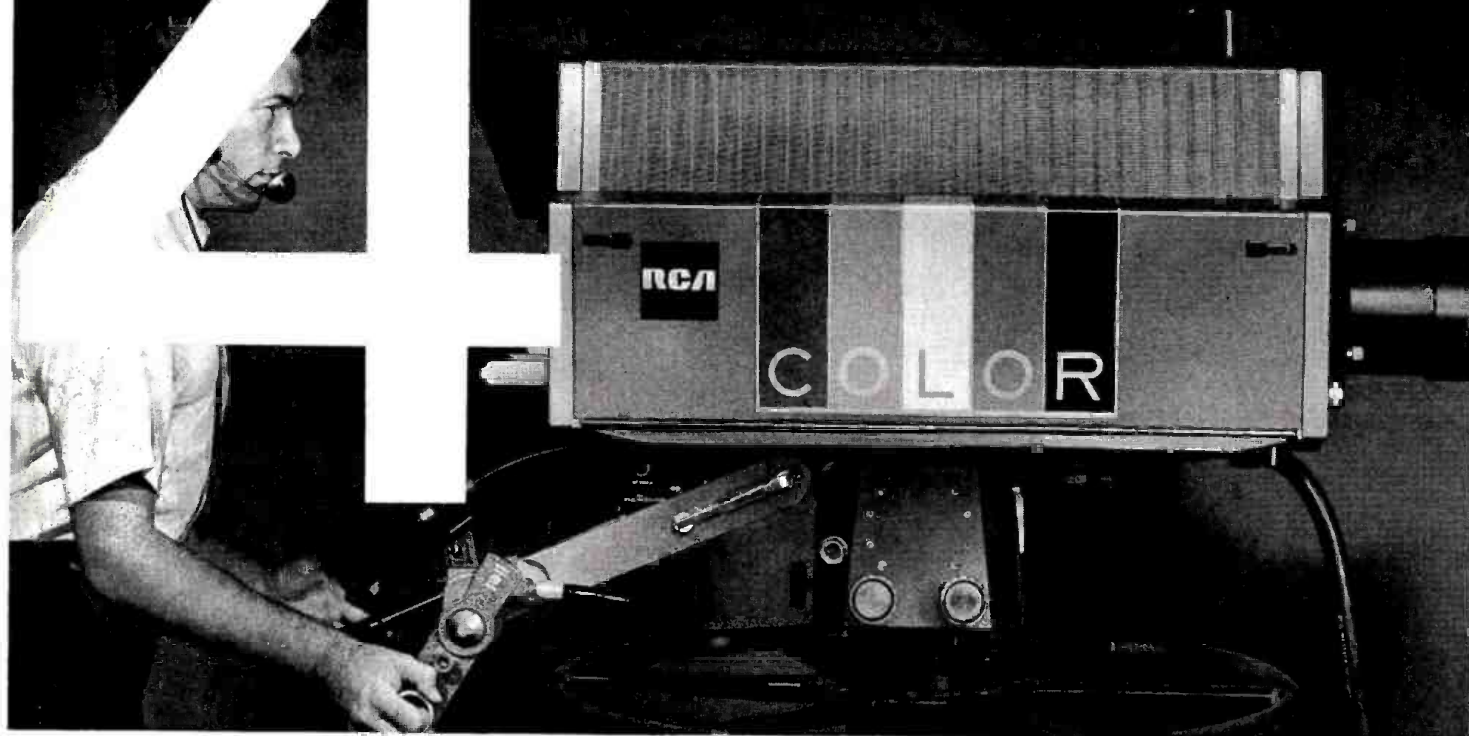
### IGM taped music services



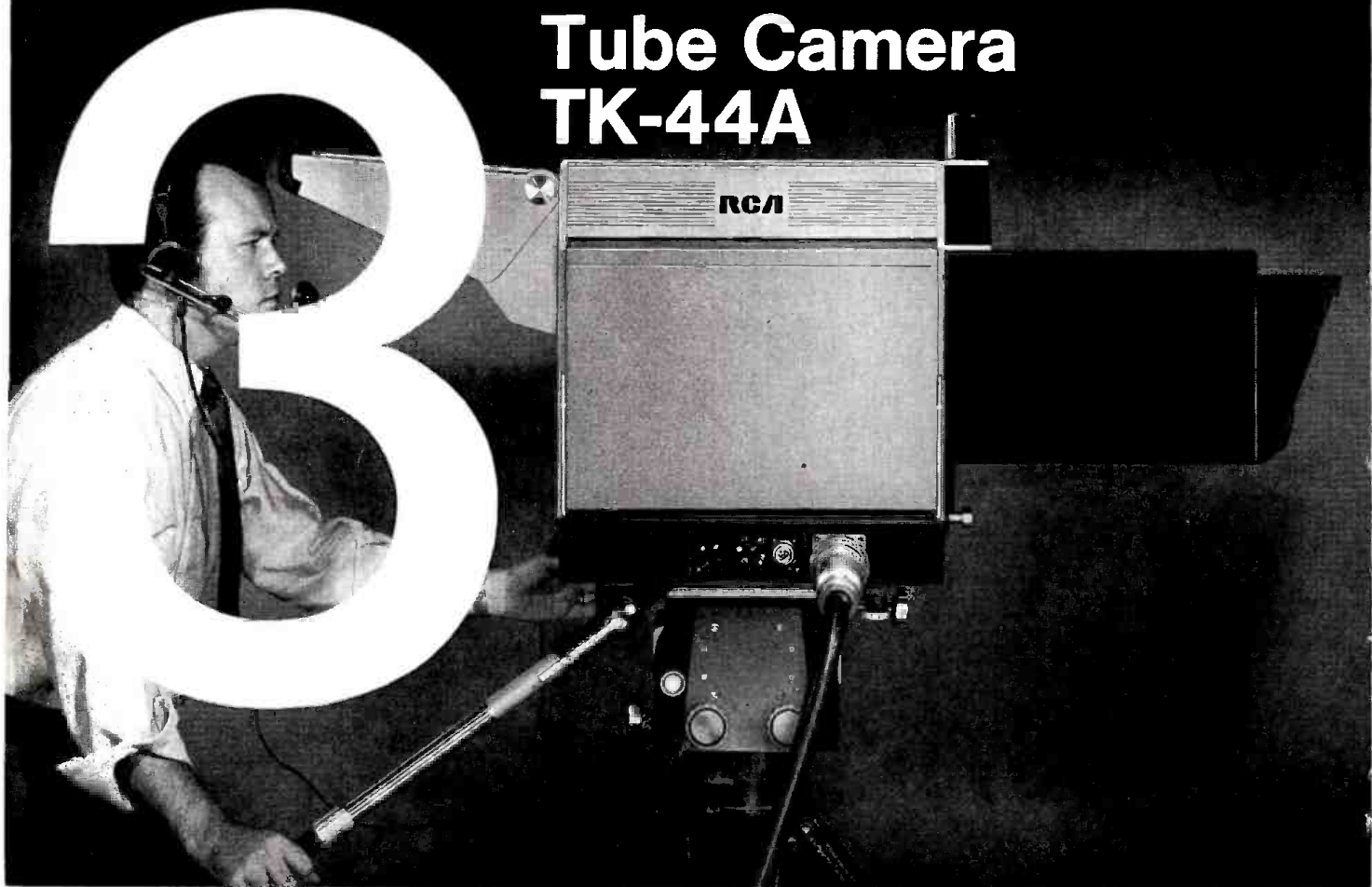
Contemporary to classical, announced or unannounced. World's largest, highest-quality taped music service for radio.



# 4 Tube Camera TK-42



# 8 Tube Camera TK-44A



# 4-Tube Color or 3-Tube Color? ...at RCA You Choose



4½-inch I.O. in luminance channel; three vidicons in chrominance channels

## The TK-42 "Best of the 4-Tube Cameras"

The TK-42 is the 4-tube design, and the only one employing a 4½-inch image orthicon for resolution unequalled by any 4-tube camera . . . and sharpest color pictures. With a high degree of technical sophistication, the TK-42 has earned the reputation for producing the very finest of color pictures.

## The TK-44A "Best of the 3-Tube Cameras"

The TK-44A is the latest in 3-tube design employing lead oxide tubes. It's especially useful where a lightweight, easy-to-handle camera with high color performance is required. With its many engineering innovations, it produces pictures that are sharper and more detailed than those of any other 3-tube camera.



three lead oxide tubes in color channels

These RCA cameras can easily be color matched to work together in color productions. Furthermore, they will function beautifully in a total system of RCA broadcast equipment that is matched in design and performance to create an image of highest quality for broadcast stations.

*For further information on these cameras, contact your RCA Broadcast Representative or write: RCA Broadcast Equipment, Bldg. 15-5, Camden, N.J. 08102.*

**RCA** Broadcast  
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THE BUSINESSWEEKLY OF TELEVISION AND RADIO



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attorney John F. Banzhaf III would have all cigarette advertising removed from radio and television. Yet, it appears evident that we're not too concerned about the loss of many millions of dollars.

Mr. Banzhaf has his "own thing" against smoking cigarettes. Great! But since when can one man or one group of men force a whole industry to yield. It appears possible because we in the industry are too little concerned.

Perhaps one day there will be no automotive products advertised on the air because a man or group of men contend that driving an automobile is, in the case of accidents, not safe.

All I can say is shame! Shame on us for not standing up for what we think is right. WFBM-AM-FM-TV [Indianapolis] stood up for what it thought right [BROADCASTING, Oct. 28]. Now where are the rest of us?—*Don Karnes, program director, WTHE Mineola, N. Y.*

## More on music compensation

EDITOR: Your editorial "Money and music" (BROADCASTING, Oct. 28) fails to touch on some of the vital issues in the performance-license controversy. For example, you can only play one record at a time. To pay Broadcast Music Inc. more money, based on actual use of BMI music, might possibly be justified, if the American Society of Composers, Authors and Publishers payments were made on the same basis. You argue that BMI should receive more money, simply because ASCAP collects more. Stations supporting the Georgia Broadcasters Music Committee contend that ASCAP's rates should be scaled to a realistic figure, and that BMI is now being amply compensated for its repertory.

Neither licensing group wants to make any allowances for stations that are heavy on talk, sports, forums, and other non-music features.

And, BMI apparently has forgotten that it was radio, admittedly in self-defense, which made it all possible. Meanwhile, many recording artists and composers rake off \$25,000 or more on so-called hit records—all because radio spins them—and pays to do it!—*Ed Mullinax, chairman, Georgia Broadcasters Music Committee, Atlanta.*

## A plea for help

EDITOR: I am interested in obtaining copies of old radio programs—programs of radio drama, comedy, vaudeville and those pertaining to the history of radio.

I would appreciate any help which you could give me in this matter.—*Donald G. Godfrey, station manager, KWAX(FM) [noncommercial] Eugene, Ore.*

## BROADCASTING PUBLICATIONS INC.

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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

# TELEVISION

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Sol Taishoff, *editor and publisher*, Lawrence B. Taishoff, *executive VP*.

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Warren W. Middleton, *national sales manager*; Eleanor R. Manning, *institutional sales manager*; Greg Masfield, *Eastern sales manager*; Laura D. Grudinski, *advertising assistant*.

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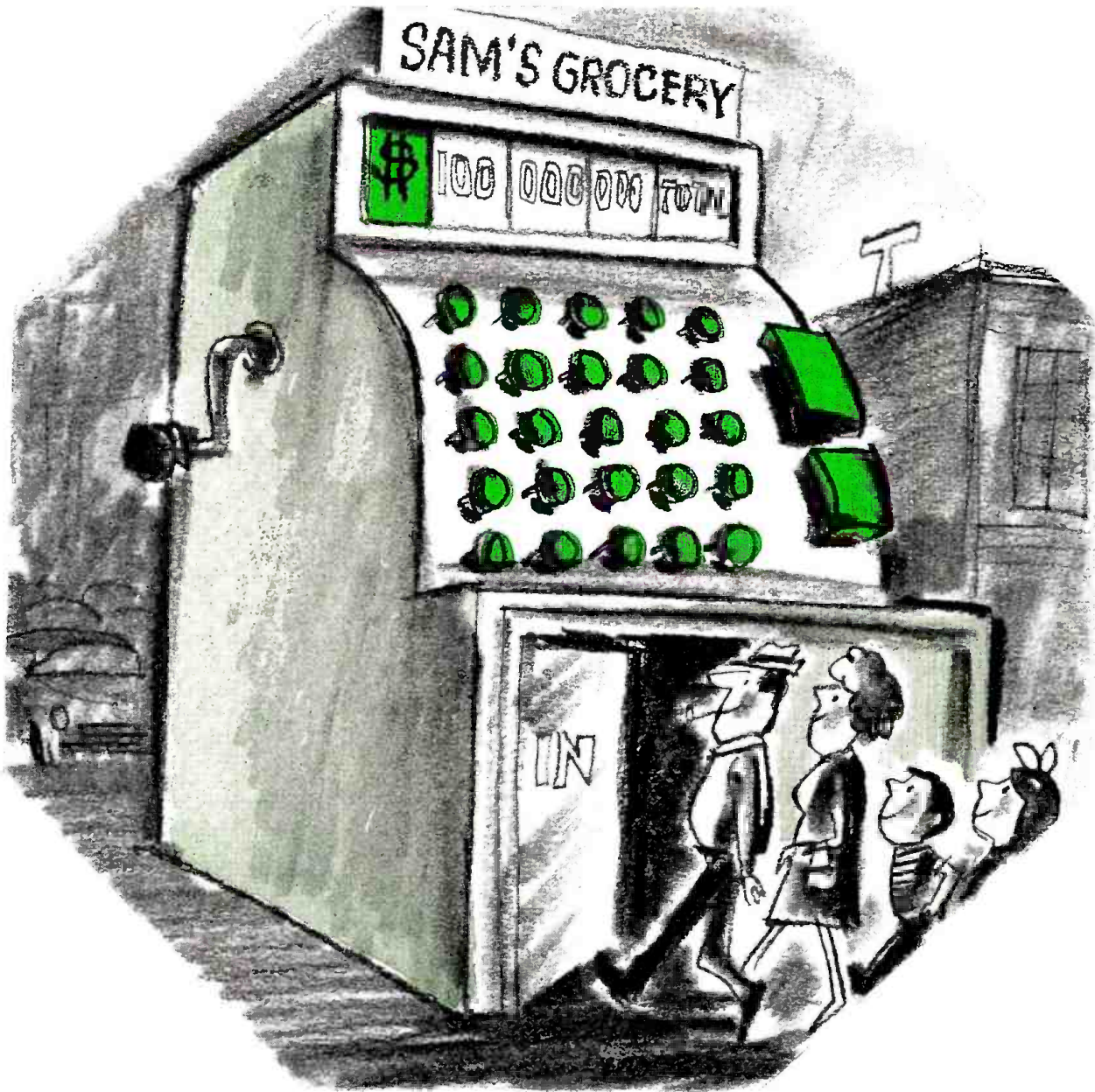
Hollywood: 1680 North Vine Street, 90028. Phone: 213-463-3148. Morris Gelman, *senior editor*; Bill Merritt, *Western sales manager*.

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\*Reg. U.S. Patent Office.

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## Beeline® Country...awfully big in Retail Sales

and BEELINE RADIO KMJ is a proven way to reach an important part of this market

Why not cash in on Fresno's Beeline Radio KMJ and carry its huge market with over 1.55 billion dollars in retail sales. And you can be sure this market is growing every day as it includes five of the richest agricultural counties in America. The entire KMJ marketing area is nine counties large with a whopping \$2.21 billion in effective buying income. So, take your product on a selling spree, put your message on Beeline Radio KMJ. Remember, KMJ is just one of four Beeline stations covering California's prosperous Inland Valley area and Western Nevada.

Data Sources: SRDS, June 1968; Sales Management Copyrighted Survey, 1968

### McClatchy Broadcasting

KATZ RADIO • NATIONAL REPRESENTATIVE



## Mogen David votes straight ticket for television

We needed a medium to reach more people faster with a message unique for each of our 15 wines and champagnes—and TV again was the answer as it has been frequently since Mogen David made television history in 1950.

We have changed our marketing strategy and now are concentrating the majority of our efforts in network and spot TV. This decision to give even more dollars to television (\$1 million for network alone) for the new fiscal year was confirmed by the encouraging wholesale, retail and consumer reaction to our spring campaign. 100% in TV.

Mogen David's recent marketing and research programs have helped establish a new image. We are no longer known as the producer of one type of sweet table wine. Through television we want to make more people aware of our complete line of wines and champagnes—and only TV can do it.

Mogen David has been a pioneer among wineries in the use of TV. We were the first winery to use network TV in 1950, sponsoring *Can You Top This* on ABC. In 1965 we scored another first with wine commercials in color.

Last spring's 100% television campaign was the largest spring marketing drive in the company's history. The program began in March and continued through the spring holiday season. It featured an expanded schedule of 30-second spots in our key markets.

During this campaign daytime TV was used to reach the important women's market (statistics show an increasing number of women are making wine purchases) while prime evening time was scheduled to catch the male audience and reaffirm the message to women. The commercials featured dry table wines, sweet table wines and party punch wine.

Our marketing strategy paid off. Sales reached record highs for the fiscal year ending Aug. 31. The gain was nearly 10% over the previous year.

For this new fiscal year we set a sales goal increase of 10% over last year. To do this we unveiled the largest advertising and sales promotion campaign to date at our recent national sales convention at the Playboy Club hotel in Lake Geneva, Wis. Of the total budget of more than \$2 million, 98% is going into network TV and spot TV.

Our theme, "Mogen David, the Na-

tional Campaigner," was chosen to reflect our national expansion, the complete line of wines and champagnes and our aggressive marketing attitude. Tying in with the election year and heightened news values, the theme has capitalized on the audiences delivered by network and spot TV.

Coast-to-coast advertising and merchandising are supporting each member of our product family. The coverage is designed to include the small towns as well as the major markets, everywhere the Mogen David brand is sold. The drive includes the full networks of ABC, CBS and NBC.

The fall and winter campaign includes major participation on NBC's *Huntley-Brinkley Report* and CBS's *The Evening News With Walter Cronkite*. ABC coverage includes the *Joey Bishop Show*. There also are four daytime audience-participation programs on NBC in the schedule: *Eye Guess*, *Match Game*, *Hollywood Squares* and *Jeopardy*.

The fall and winter network schedule covers nearly 550 stations collectively. The spot TV advertising schedule in support of the network effort is slated for more than 65 key wine markets. Only Los Angeles and Seattle are the exceptions. There radio spot is supporting the network TV. Of the total spot effort, 70% is for evening exposure.

A lively little bouncing grape introduces Mogen David's three new New York State Catawba wines in what we believe is a unique television commercial. Several years of market research plus increasing retailer demand convinced us there was an excellent market

for three distinctive wines in the New York State Catawba category.

Our advertising agency, Edward H. Weiss & Co., Chicago, came up with a commercial as distinctive as the Catawba taste. Through the use of clever photographic sequences, we show that capturing the taste of the Catawba grape in a wine bottle isn't easy unless you know how. Who possibly could know how better than Mogen David?

The now familiar French chef in our dry wine commercial stresses that they are "delicious wines for American menus." Sparkling bubbles, popping corks and flashing colored lights set the background for a swinging party in the television introduction of Mogen David's American Concord red and American dry champagnes.

Three more commercials boast our products' versatility and popular appeal. The "Time for Mogen David" spot, for example, features Concord, blackberry, cherry, rosé and American cream sauterne wines as being "excellent any time: brunch time, cocktail time, TV time, game time, snack time, fun time—any time."

The table wine commercial stresses Mogen David versatility as "a star on any table" while the gift wine spot suggests the many possible occasions.

The "Taste" and "Party Punch Wine" commercials complete the line-up of new television messages. "Taste" focuses on the distinctive fruit flavors.

With advertising and sales promotion such as this on TV, we know "Mogen David—The National Campaigner" came up a winner last week as in every week this year.



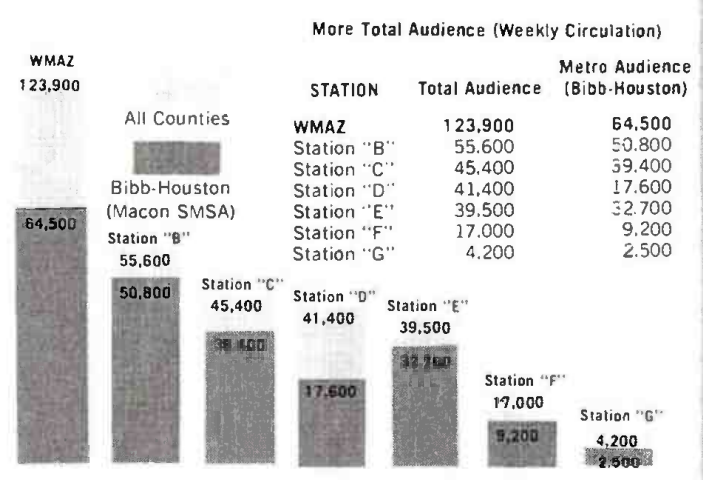
*Bernard Wiernik, president and chief executive officer of Mogen David Wine Corp., is a veteran of more than 20 years in the wine industry. Under his direction the firm became an industry pioneer in use of network TV and color commercials. Mr. Wiernik first joined Mogen David in 1946 as Midwest sales representative, becoming vice-president-sales and advertising in 1956 and executive vice president in 1962. He rejoined the firm in 1964 as president after a short term with C.V.A. Co.*



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SOURCE: Media Statistics, Incorporated 1967-68 Series (Audience Measurement Data are based on research techniques which yield statistical estimates only, and are limited in their accuracy by any sampling deficiencies inherent in the survey from which these data were derived.)

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easily on his shoulder.

It opens up a whole new world  
in television broadcasting. It is the only  
portable camera to give an NTSC  
signal from a backpack. It will cover  
fast-action sports events and fast-breaking  
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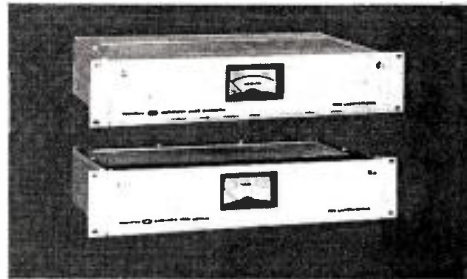
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of the most remarkable advances in the  
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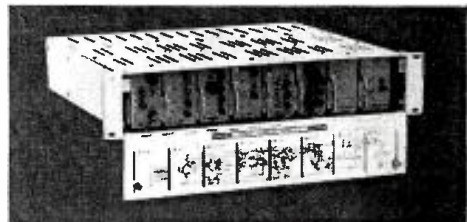
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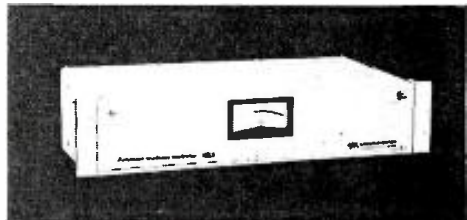
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## Some hope for easing of controls

**Nixon may turn down heat at FCC and Justice—  
but will Democrats on Hill turn it up again?**

The national elections last week produced a mixed bag for broadcasters concerned about the regulation to which they will be subjected. It contains some sweets, some sour.

In Republican Richard Nixon, the voters chose as their President a man whose past record indicates no passion for tough controls on business and who in the campaign just ended said he preferred less, rather than more, regulation of broadcasting.

But the Congress that was elected along with Mr. Nixon is not very different from the one whose term is now ending. It is safely Democratic, and among members who are returning are those with a zest for prodding the FCC into taking a tough regulatory line—Representative Harley O. Staggers (D-W.Va.), chairman of the House Commerce Committee, and Representatives John Moss (D-Calif.) and John Dingell (D-Mich.), who are members of that committee, to name three.

What's more, many members are returning with simmering resentment of the television coverage of the Democratic convention in Chicago last August. House Commerce Committee investigators have been quizzing network officials and requesting films and tapes of their Chicago coverage in what appears to be preparation for a committee investigation. In addition, the Senate Communications Subcommittee is preparing a wide-ranging inquiry into the question of how all broadcasters discharge their public-service obligations, which could include a look at how they cover the news.

During the last period of divided government, in the 1950's, Democratically controlled committees of the Congress discovered worn spots in the moral fabric of the broadcasting business, looked closer and uncovered scandals involving quiz-show rigging, payola and plugola and even ex parte activities on the part of commission

members who had been appointed by the Republican President Eisenhower.

It may be assumed as a fact of basic politics that the next Congress will be no less alert to chances to embarrass a Republican administration.

Until the new administration and new legislature take office, however, there are no signs that the FCC will retreat from regulatory actions it has already undertaken. In recent months the commission has been tightening its controls as a result of House Commerce Committee criticisms of its procedures, particularly in transfer cases. For the commission is sensitive to congressional pressures, regardless of who is in the White House.

But it seems doubtful, too, that the commission will seek to carve out new regulatory fields to conquer, at least in broadcasting, as such. CATV is another matter: the commission feels it must devise new policy and rules or

strangle in the red tape of present procedures.

Mr. Nixon told a KLZ-AM-FM-TV Denver interviewer on Sept. 25 that he prefers "a system where we have less control" rather than more in broadcasting, as well as in other fields, adding, "I have the feeling that competition is the best control where radio and television are concerned." His only qualification was that viewers who suspected that stations are abusing their "privilege" would "look to the government to step in" (BROADCASTING, Oct. 7).

Mr. Nixon's influence on the commission will be felt far more through the appointments he makes than through such pronouncements. And, in the same interview with the Denver stations, he indicated he might gratify one of the broadcasters' oldest desires. Asked whether he would appoint a commercial broadcaster to the commission, he said: "Yes. I think somebody who knows

Photo from CBS Photos





Here is NBC-TV's master control of election coverage at the beginning of what was to be a long night. Monitors at left

show sources from which on-air signals were picked. At far right is Robert Northshield, executive producer.



CBS-TV built a wholly new set for this year's election program. Seated around circular desk, with large hole in mid-

dle, are Walter Cronkite, anchorman, and correspondents. The bubbles at far left and right housed color cameras.

something about the business ought to be on the FCC."

But it is doubtful whether there will be any changes at the commission—to accommodate a broadcaster or anyone else—immediately after Jan. 20, when the new President takes office. For the commission is now in the odd position, during a Democratic administration, of operating under a Republican chairman, Rosel H. Hyde.

Mr. Hyde, a commissioner since 1946 and chairman once before, in 1953-54, was named chairman by President Johnson in June 1966. He is scheduled to retire next June 30, when his term as a commissioner ends. The chairmanship, however, has no fixed tenure. It begins and ends at the pleasure of the President.

One name already mentioned in speculation over the chairmanship is that

of Commissioner Robert E. Lee, a member of the FCC since 1953. Mr. Lee is an old acquaintance of the President-elect; he was a staff member of a House committee when Mr. Nixon was a young congressman in the late 1940's.

But commission observers point to at least one argument as to why Mr. Nixon might well prefer to bring in someone new as chairman: With the office of chairman as bait, Mr. Nixon stands a better chance of attracting someone of stature to serve on the commission.

The jobs of the commissioners themselves are not vulnerable. Unless a commissioner chooses to step down, he can only be replaced when his term expires. And Mr. Nixon will not be in a position to place a Republican in a seat now occupied by a Democrat—and thus give the GOP the maximum of four seats to

which any party is entitled—until June 30, 1970, when the term of Commissioner Kenneth A. Cox, a tough-minded regulator, runs out.

But below the commission level are top-graded civil servants, some of whom play an important role in molding commission policy. They could be replaced—though whether the new administration would insist on moving them out before a new chairman is appointed remains to be seen.

Interest among staffers in this situation has focused on the commission's general counsel, Henry Geller, who has earned a reputation as an activist in government regulation. Mr. Geller became the commission's deputy general counsel in 1961, in the wake of the shift in power from the Eisenhower to the Kennedy administrations.

The Broadcast Bureau chief's posi-



tion has changed hands in previous transfers of power. But the incumbent, George S. Smith, is a Republican. And if Commissioner Lee, for whom Mr. Smith once served as legal assistant, is named chairman, Mr. Smith would seem safe in his present post—unless the White House has someone else in mind for the job.

In the past, chiefs of the Common Carrier Bureau have not been affected by the outcome of presidential elections. But the present chief, Bernard Strassburg, has been a vigorous administrator, particularly in the commission's dealings with AT&T. As a result, the White House may feel pressure from groups anxious to see Mr. Strassburg replaced.

Another spot the new administration may want filled with one of its own is that of FCC executive director, even though it is not a policy-making job. It is now held by Max Paglin, a Democrat and former general counsel of the commission.

Besides effecting changes in commission personnel, the new administration could have an impact on regulation of broadcasting through the new appointments to be made at the Department of Justice. Beginning with its entry into the ABC-International Telephone & Telegraph Corp. merger case, in January 1967, the department's antitrust division has used commission proceedings as vehicles for opposing mergers involving broadcasting properties that it felt were not in the public interest. The technique—successful in blocking the ABC-ITT merger and the acquisition of KFDM-TV Beaumont, Tex., by the *Beaumont Enterprise* and *Journal*—enables the department to avoid court fights to block a merger on antitrust grounds.

The appointment of a new attorney general and antitrust chief might bring an end to that practice—unless it is protected and preserved by department lawyers who survive the change in administrations.

For the management of Transamerica Corp. and Metromedia Inc., this question is of more than academic interest. A transfer case involving Metromedia's absorption by Transamerica in a \$300-million stock deal will soon come before the commission for approval (BROADCASTING, Oct. 14).

The incumbent officials at Justice have also been prodding the FCC to break up multimedia holdings within individual markets—including cross ownerships of broadcasting and newspapers. A change in philosophy at Justice could relieve that pressure.

But while Mr. Nixon may bring new people into government who will have a hand in how broadcasting is regu-



ABC-TV built massive desks for Howard K. Smith, anchorman (left center under big board), and Bill Lawrence, political editor (to Mr. Smith's right).

lated, the voters did not. As forecast in BROADCASTING's pre-election survey (BROADCASTING, Oct. 28), changes in the House and Senate Commerce Committees, which have jurisdiction over the regulatory agencies, were minimal.

Membership in the House committee will be virtually unchanged in the 91st Congress. The only member not returning is Representative Horace Kornegay (D-N. C.), who chose not to seek re-election. And since Democratic losses in the House were slight, no change in the present 19-to-14 ratio between Democrats and Republicans on the committee is expected.

In the Senate, four of the eight Commerce Committee members whose terms expired will not return. Two were defeated last week—Daniel Brewster (D-Md.) and A. S. Mike Monroney (D-Okla.). The fate of the other two was

known earlier—Thruston B. Morton (D-Ky.) had announced his retirement and Frank Lausche (D-Ohio) had been defeated in a primary fight in his bid for renomination.

Among the committee members re-elected was the chairman, Warren G. Magnuson (D-Wash.). Broadcasters have not found him unreasonable in the past. But in the Senate as well as in the House the matter of the coverage of the Democratic convention, plus the high costs of campaigning, will still be fresh in the minds of the successful Senate and House candidates, and may not contribute to an atmosphere in which broadcasting matters are likely to be viewed charitably.

It seems, then, that broadcasters can look for trouble in Congress, if not at the FCC, in the months and years ahead.



# An endurance test for newsmen

## A race too close for computers to call stretches costliest coverage into longest

The whole world was watching . . . and watching . . . and watching as broadcasting fed the exhausting returns of one of the nation's most tense presidential elections last Tuesday (Nov. 5) and well into the next morning.

In keeping with the rest of a mind-bending, back-breaking year for broadcast journalism election-night coverage turned out to be the most expensive, extensive and apparently closely watched yet.

With allowances for mechanical and human fluffs, broadcast executives agreed that the media rose to the occasion.

"I thought we did it better than ever before," said Bill Leonard, CBS News vice president and executive in charge of that network's election coverage. "I wasn't proud only of us, but I think all three television networks told the story in a responsible, sober and interesting, but conservative manner. It wasn't a night of breakthroughs, but it was a good job of making people feel in on a very tense night in American history."

NBC's research staff estimated that all or part of the three television networks' coverage was watched by 142 million people in this country. (In addition, residents of four other continents—including six Iron Curtain nations—saw live portions of the coverage through the most complex international feed ever arranged for a U. S. news event.) In 1964, an estimated 125 million to 130 million people watched the election results.

Costs, too, were up although network officials agreed that the election coverage—despite its wearying length—stayed much closer to budget than the cash-draining primary and convention broadcasts. NBC and CBS each spent an estimated \$3 million on election night; ABC, \$2.2 million. An additional total of about \$1.8 million was written off in advertising revenues lost to the networks through election-coverage preemption of regular programs.

Each of the three networks had accomplishments to cite:

NBC scored the greatest number of correct first projections on state-by-state presidential races, with 24 first calls and two ties as against 11 first calls and one tie for ABC and 13 first calls and one tie for CBS. (For record of all calls see table, page 31).

CBS, which has been working diligently for the past decade to catch NBC

in the size of election audience, came out ahead last week, according to one rating service. ARB figures gave CBS the lead for Tuesday's prime time, with a 24.1 rating, against a 23.2 for NBC and a 9.5 for ABC. C. E. Hooper, however, gave 7-11 p.m. dominance to NBC, with a 29.3 rating, versus 23.7 for CBS and 10.4 for ABC. CBS executives also were proud of the showing made by their projection-and-analysis unit, internally organized for the first time rather than supplied by Louis Harris & Associates.

Although trailing in audience and projections, ABC could once again point to the fact that it scored when it counted: Just as it did in the crucial Oregon and California Democratic primary contests in the spring, the ABC statistical unit came in with the key presidential projections.

ABC made the first calls on the Ohio (7:32 a.m. Wednesday, EST), California (also 7:32 a.m.) and Illinois (8:19 a.m.) races, allowing the network to make the first flat projection of Richard Nixon as the presidential winner at 8:19 a.m. (NBC declared Mr. Nixon the winner at 10:33 a.m., and CBS at 10:45 a.m.) In addition, ABC was the only network to go out on a limb and project any winner in Alaska, Missouri and Texas.

(By contrast with the long vigil of last week, it was recalled that in 1964 NBC called the election of Lyndon Johnson at 6:48 p.m. election day—before the polls closed in any state.)

The caution which had been predicted in calling questionable races was borne out. Despite the many extremely close contests, there were remarkably few projection errors by the individual networks.

NBC had none. ABC had one: It called Mr. Nixon the winner in Maryland at 12:21 a.m. Wednesday but recanted at 12:34 a.m. and considered the race so close from then on out that it never again tried to project the winner.

John Thompson, director of ABC election operations, said: "At this point, we can't tell what went wrong until we really dig into the details. Within 10 minutes of the time we made our projection, we got some additional data that made us suspicious and we immediately withdrew the call."

CBS's one mistake was mechanical rather than statistical. It had Hubert Humphrey ahead in Indiana with 51% of the vote at 7:36 p.m., but at 8:23

p.m. switched to a projection that Mr. Nixon would carry the state with 50%.

"It was literally a computer typographical error," said CBS's Mr. Leonard. "Somehow the figures got transposed. Once we saw we had the wrong man ahead, we pulled it. As long as you have human beings involved with anything, you have the possibility of error."

It apparently was also human, rather than technological, error, that caused the one pervasive election-night foul-up: the breakdown in News Election Service supply of raw vote totals to the three networks and two wire services.

The presidential winner might have been named—and everyone could have gone home—several hours earlier if the as-yet-unexpected programming error had not forced NES to switch to its backup system.

Shortly before the 10 p.m. switch-over from the primary NES computer system, the fact that something was wrong with its tabulations was readily apparent to astute viewers as the networks posted totals of over one million votes for comedian-candidate Dick Gregory (he actually wound up with about 49,000). At midnight came a warning from Wes Gallagher, Associated Press president and an NES director, that some of the NES data might be in error and should be checked.

Both CBS and NBC election officials said the lack of rapid, reliable data slowed them for several hours in calling the crucial Illinois race and was a factor in the important California race.

"We'd probably have been able to call it much earlier if we had the full raw vote for Illinois," said Donald Meaney, vice president, NBC News, and over-all supervisor of the network's election coverage. "We knew that there was trouble with the incoming Illinois information, and we were only able to use one of our two projection systems because an accurate county vote was not available to us. Therefore, we went much more cautiously."

CBS's Mr. Leonard said: "Illinois was a matter of discussion in our shop all night. I was on the edge of the potential to call Illinois much earlier—six or seven hours earlier—but we withheld a final call because we were being ultra-conservative without an accurate raw vote to compare against the narrow lead shown in our vote-profile-analysis precincts."

ABC's Mr. Thompson said he was

# When networks and news services called winners

State by state, times of calls for Presidency, U. S. Senate, governorships. Except as noted, p.m. is Nov. 5; a.m. is Nov. 6. Party symbols: A, American Independent; D, Democratic; R, Republican. Sources: networks, wire reports, monitoring by Broadcasting.

	ABC			CBS			NBC			AP			UPI		
	Pres.	Sen.	Gov.	Pres.	Sen.	Gov.	Pres.	Sen.	Gov.	Pres.	Sen.	Gov.	Pres.	Sen.	Gov.
Ala.	A-7:11p	D-8:02p	—	A-7:31p	D-10:22p	—	A-7:11p	D-7:17p	—	A-8:06p	D-8:50a	—	A-7:11p	D-8:54p	—
Alaska	R-7:35a	R-11:37p	—	R-9:44p	R-10:11p	—	R-9:55p	R-10:25p	—	R-12:33a	R-12:33a	—	R-12:33a	D-6:59a	—
Ariz.	A-12:24a	D-10:48a	R-12:11a	A-7:31a	D-11:33p	—	A-10:13p	D-9:20p	R-5:33a	A-7:10a	D-3:20a	R-5:33a	R-12:55a	D-10:10p	R-12:24a
Ark.	R-7:32a	R-7:32a	R-11:30p	R-7:51a	R-10:30p	—	R-7:48a	D-12:01a	—	R-8:10a	D-8:50a	R-2:20p*	R-8:11a	D-7:26a	R-12:20p*
Calif.	R-10:05p	D-9:02p	—	R-10:30p	R-10:69p	—	R-9:55p	R-9:40p	—	R-10:40p	R-10:30p	—	R-11:39p	R-10:59p	—
Colo.	R-12:20a	—	—	D-8:31p	D-9:03p	—	D-8:38p	D-8:34p	—	D-9:05p	D-9:21p	R-11:44p	D-9:05p	D-11:10p	—
Del.	D-8:32p	—	—	D-9:01p	—	R-3:17a	R-1:24a	—	R-2:20a	R-11:13p	—	—	R-11:23p	—	R-11:39p
D.C.	R-8:20p	D-8:25p	—	R-7:41p	R-8:16p	—	D-8:30p	R-7:54p	—	D-8:20p	R-10:10p	—	D-8:09p	R-9:27p	—
Fla.	A-8:22p	—	—	A-8:49p	D-8:36p	—	A-10:34p	D-7:49p	—	R-10:10p	R-10:10p	—	R-10:47p	R-9:45p	—
Ga.	D-1:31a	—	—	—	—	—	D-11:45p	D-11:55p	—	D-11:35a	D-11:10p	—	A-10:58p	D-9:45p	—
Hawaii	R-12:35a	D-12:48a	—	R-11:40a	—	—	R-11:19p	R-11:30p	—	R-12:05a	R-12:11a	—	D-12:25a	D-11:10p	—
Idaho	R-8:19a	—	R-2:24a	R-10:45a	R-1:20a	R-8:29a	R-10:33a	R-11:08p	R-8:04a	R-8:15a	R-8:15a	R-12:15p*	R-11:08a	R-3:15a	R-8:01a
Ill.	R-8:32p	—	R-10:33p	D-7:36p†	—	—	R-10:33a	D-11:08p	—	D-12:11a	D-12:11a	R-9:58p	R-8:45p	D-12:49a	R-10:07p
Ind.	R-11:15p	—	R-12:11a	R-10:39p	—	—	R-8:15p	D-5:47a	R-11:53p	R-12:27a	R-10:26p	D-3:42a	R-12:25a	D-2:57a	R-1:45a
Iowa	R-9:54p	R-9:39p	—	R-8:37p	—	D-12:07a	R-7:36p	R-6:39p	—	R-7:35p	R-8:30p	—	R-8:08p	R-9:04p	D-2:45a
Kan.	R-7:01p	R-7:49p	—	R-7:02p	—	—	R-6:56p	R-7:08p	—	A-11:50p	R-8:30p	—	R-8:08p	R-8:52p	—
Ky.	A-10:35p	—	—	A-9:31p	—	—	A-9:36p	—	—	D-11:15p	R-9:34p	—	A-11:56p	—	—
La.	D-9:40p	—	—	D-10:46p	—	—	D-9:30p	—	—	D-11:40p	—	—	D-11:15p	—	—
Me.	R-12:21a†	—	—	D-2:17a	—	—	D-2:17a	—	—	R-9:35p†	—	—	R-11:51p†	—	—
Md.	D-9:13p	—	—	D-9:04p	—	—	D-9:16p	—	—	D-10:35p	—	—	D-1:23a	—	—
Mass.	D-10:02p	—	—	D-9:12p	—	—	D-8:54p	—	—	D-10:38p	—	—	D-10:38p	—	—
Mich.	D-11:30p	—	—	D-9:53p	—	—	D-9:47p	—	—	D-8:17a	—	—	D-11:47p	—	—
Minn.	A-8:14p	—	—	A-9:15p	—	—	A-7:31p	—	—	D-12:12a	—	—	D-11:47p	—	—
Miss.	D-11:42p	D-10:36p	D-9:50p	R-11:18p	—	—	—	D-3:16a	D-9:16p	—	D-5:21a	D-10:20p	R-4:07p*	D-4:06p*	D-10:24p
Mo.	R-11:37p	—	D-12:23a	R-10:50p	—	—	—	D-12:15a	D-12:15a	—	—	D-4:32a	R-4:54a	D-12:21a	D-3:50a
Mont.	D-12:14a	—	—	R-10:50p	—	—	R-10:39p	—	—	R-12:12a	—	—	R-12:12a	—	—
Neb.	R-9:32p	—	—	R-6:29a	—	—	R-1:31a	—	—	R-1:06a	—	—	R-12:12a	—	—
Nev.	R-10:06p	—	—	R-10:50p	—	—	R-9:46p	—	—	R-11:08a	—	—	R-1:57a	—	—
N.H.	R-4:25a	—	—	R-6:29a	—	—	R-5:46a	R-8:36p	—	R-11:19p	—	R-5:56a	R-1:57a	R-11:10p	R-1:29a
N.J.	R-10:31p	—	—	R-12:01a	—	—	—	—	—	R-1:06a	—	R-5:04a	R-1:43a	—	R-5:01a
N.Y.	R-11:40p	R-11:30p	—	D-10:09p	R-9:40p	—	D-10:18p	R-9:34p	—	D-1:25a	R-12:30a	R-5:04a	R-1:06a	R-11:29p	—
N.C.	R-12:24a	D-8:06p	—	R-8:11p	D-9:35p	D-9:36p	R-8:15p	D-7:16p	D-11:24p	D-1:25a	D-10:30p	D-5:52a	D-1:25a	D-9:20p	—
N.D.	R-10:31p	R-10:25p	—	R-10:18p	R-10:18p	—	R-10:01p	R-10:08p	D-10:11p	R-3:40a	D-10:30p	D-3:23a	R-2:08a	R-12:02a	D-1:05a
Ohio	R-7:32a	R-10:49p	—	R-8:55a	—	—	R-7:49a	—	—	R-8:43a	—	—	R-4:54a	R-7:27a	—
Oklahoma	R-9:50p	—	—	R-9:05p	R-10:25p	—	R-9:02p	R-11:03p	—	—	—	—	R-9:36p	R-1:05a	—
Ore.	R-11:25p	R-4:48a	—	R-11:21p	—	—	R-12:18a	—	—	R-1:50a	R-2:41p*	D-11:00p	D-11:55p	R-1:05a	—
Pa.	D-11:02p	—	—	D-11:07p	R-11:17p	—	D-7:00a	R-9:51p	D-3:24a	R-1:26a	—	—	D-11:55p	R-1:05a	—
Tenn.	R-12:34a	—	—	R-11:32p	D-11:14p	—	R-12:14a	D-8:19p	—	R-12:35a	R-10:12p	—	D-11:55p	R-12:45p*	—
Tex.	R-9:02p	—	—	R-2:10a	D-12:08a	—	R-8:05p	D-11:57p	R-10:17p	R-1:46a	D-4:55a	—	R-10:01p	R-1:05a	D-10:57p
Utah	D-12:01a	D-12:48a	D-10:07p	R-11:47p	R-5:47a	D-12:20a	R-11:30p	D-8:51p	D-10:08p	D-1:05a	—	D-10:08p	R-8:36p	D-4:16a	R-10:56p
Vt.	R-8:40p	—	—	R-9:30p	—	R-8:43p	R-7:33p	D-12:15a	D-12:15a	R-12:32a	R-2:02a	D-12:24a	D-12:35a	R-1:23a	D-12:11a
Va.	R-9:10p	—	—	D-4:11a	—	—	D-2:00a	R-8:10p	R-8:10p	R-8:35p	—	R-8:35p	R-10:07p	R-9:33p	—
Wash.	D-7:31a	D-12:48a	—	D-1:18a	—	R-1:18a	D-2:00a	—	—	R-11:43p	—	—	R-11:47p	—	—
W.Va.	D-8:43p	—	—	D-8:32p	—	—	D-8:00a	D-12:09a	R-1:00a	—	D-12:30a	R-3:25a	D-4:37p	D-12:09a	R-3:31a
Wis.	R-4:30a	—	—	R-10:22p	D-10:38p	R-11:47p	R-4:07a	R-6:22a	R-5:10a	D-10:20p	—	R-5:10a	D-11:50p	R-4:32a	R-5:40a
Wyo.	R-11:20p	—	—	R-11:09p	—	—	R-11:02p	D-11:04p	R-3:25a	R-8:40a	D-12:33p	R-4:40a	R-11:17p	D-11:48p	R-5:92a

\* Denotes time a race was called after noon of Nov. 6.

† CBS's 7:36 p.m. call for Humphrey in Indiana was changed to a call for Nixon at 8:23 p.m.

‡ ABC's 12:21 a.m. call, AP's 9:35 p.m. call, UPI's 11:51 p.m. call, all for Nixon in Maryland, were changed to "—too close to call"—by ABC at 12:34 a.m., AP at 1:04 a.m., UPI at 12:28 a.m.

able to call the two races first because the key precincts chosen by his statisticians did show a wide enough Nixon lead that it was not felt necessary to check them against NES totals.

Officials of all three networks agreed with Mr. Thompson's statement that "there will be an intensive autopsy" to determine exactly what went wrong in the NES programing.

Despite the difficulty in its first full-scale, computerized use to provide standardized presidential election returns, NBC's Mr. Meaney thought the cooperative service "did a fine job. As long as it was working properly, it was delivering returns at a far greater rate than ever before"—including a new presidential popular vote total every minute.

NES, a cooperative formed for the 1960 elections by ABC, CBS, NBC, Associated Press and United Press International, conducted a successful test computer tabulation system in 11 Western states in 1966, and then decided to set up an elaborate system for the primary and general elections of 1968. The plan included an estimated 125,000 precinct reporters and 4,800 county-level reporters who telephoned information to seven regional collection centers, which in turn converted the totals to data processing form and transmitted them electronically to the computer center in New York. The computer was then expected to provide state totals for presidential, senatorial, gubernatorial and House races to be transmitted at five-minute intervals and county tables at 15-minute intervals.

The difference in the networks' choices of sample precincts and their use for forecasting voting trends made the wide disparity in individual network projection of races. For example, whereas CBS was confident enough of the presidential outcome in Wisconsin to call Mr. Nixon as the winner at 10:25 p.m., NBC did not make a flat projection until 4:07 a.m. and ABC

until 4:30 a.m.

Where NBC was so confident that its precinct samples gave it a handle on the Kansas presidential race that it called Mr. Nixon the winner at 7:37 p.m. with only 3% of the vote in to NES, CBS in Delaware found its sample precincts showing that presidential race so close that it refused to call it even with 99% of the vote counted by NES at 3:10 a.m. (CBS finally declared Mr. Nixon the Delaware winner at 3:19 a.m.)

Executives of all three networks re-emphasized their pre-election promises that in this tenuous election they were more interested in accuracy and analysis than fast predictions. "We didn't regard ourselves as being in a horse-race," said NBC's Mr. Meaney. "It was enough that we were very pleased with the way we performed. I have no idea how we did against the other networks in the number of first calls."

ABC's Mr. Thompson noted that the network had stayed by its pre-election pledge not to project the winner of any race in a state where the polls were still open. "Although we were able to make three key calls at the end of the evening, it was not because we were striving to be first," he said: "It was because we came up with data we were sure was correct."

The determination of the networks to convince audiences of their credibility was apparent on the screen, as newscasters for all three repeatedly explained such things as how they could project a state winner with a very small sample of the vote in.

In the early hours of the election count, the networks also were obviously sensitive to criticism that their projections might keep voters home from the polls in states where balloting was still underway. Newsmen broadcast frequent reminders to vote and NBC even showed a national map with states blocked in where the polls remained open.

## Atlantic-Pacific birds buzz with vote tote

Millions of Europeans and people in the Far East followed the U. S. election television coverage simultaneously via communications satellites over the Atlantic and Pacific oceans.

The Communications Satellite Corp., using its Atlantic II and the National Aeronautics and Space Administration's ATS-3, provided 30 hours of news feeds to earth stations at Raisting, West Germany, Fucino, Italy, and Pleumeur Bodou, France. These programs were distributed to 18 European nations by

the European Broadcasting Union. The countries: Great Britain, Ireland, France, Belgium, West Germany, Austria, Denmark, Sweden, Norway, Bulgaria, Russia, Finland, Switzerland, Italy, Spain, East Germany, Czechoslovakia and Romania.

The same Atlantic satellites were used to feed U.S. network affiliates in Puerto Rico.

Using the Pacific I satellite over that ocean, Comsat fed 18 hours of election TV coverage to Japan, Australia and the Philippines. Hawaiian affiliates of the U.S. networks received 9 hours 20 minutes from the mainland.

Despite the care in stressing broadcast responsibility, in the effort to fill the grinding early morning hours with any sort of fresh information, there was the inevitable flow of trivia, as well as an occasional outright inaccuracy, such as ABC's Bill Lawrence saying at 12:11 a.m.: "This race either will go to Humphrey or the House of Representatives."

On NBC, in a general discussion among its six-man studio team at 1:07 a.m., John Chancellor felt compelled to chide his fellow newsmen during a mushrooming round of speculation on the possible results of a presidential deadlock. He interrupted Chet Huntley, saying: "Could I break in here and say I think you're all trying to put too many Vice Presidents on the head of a pin? . . . I just think it's too early to engage, if you allow me, Chet, to engage in this kind of talk."

But lapses were perhaps inevitable in one of the longest nights in marathon news coverage, and sometimes resulted in a bit of sympathy-inducing humor. In a discussion on NBC, Edwin Newman asked Mr. Huntley: "You said we might have to wait a couple of weeks for the absentee ballots, and what I wanted to ask you was would we have to wait here?"

To which David Brinkley joined in. "I could pick a better place. This is not a bad place to visit, but I don't want to live here, Ed."

Sympathy was well deserved. Newsmen, both on the air and executives, stuck it out to the end on all three networks: On ABC, anchor man Howard K. Smith, political editor Bill Lawrence and their supporting team stayed in action from sign-on at 7 p.m. until they wrapped up 14 hours later at 9 a.m.

Messrs. Huntley and Brinkley put in 13 hours on NBC, from 6:30 p.m. until 7:30 a.m. when the *Today* show swung into three continuing hours of coverage, with Mr. Chancellor and Mr. Newman and a visibly-bearded Sander Vanocur carrying through *Today* until 11:30 a.m.

CBS anchorman Walter Cronkite, who began broadcasting at 6 p.m. received a standing ovation from his fellow election-central personnel when he finally signed off the network's election coverage at 11 a.m., after 17 straight hours at the desk.

Among those applauding Mr. Cronkite was the entire production staff "without a single exception, from [CBS News president] Dick Salant to the assistant director," according to CBS News's Mr. Leonard, who noted that he, himself, remained on the job from 7 a.m. Tuesday until 3 p.m. Wednesday—32 straight hours. "Somehow nobody got tired until after it was over," Mr. Leonard added.

CBS did spell three of its on-air men,





**One thing  
that grows faster  
than the  
Atlanta market:  
WSB's share  
of it.**

According to trends, WSB's share of the Atlanta radio audience should someday be larger than the total number of Atlanta Radio Households. Fact is, Pulse Surveys\* show that in this last five years WSB's share of the Atlanta Metro audience has increased 51% while the total number of Atlanta Metropolitan radio households has increased 25%.


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We really don't expect our cut of the pie to ever be bigger than the pie. But we're working on it, nonetheless.

## **WSB Radio**

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\*Pulse studies, 1963-1967. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

 COX BROADCASTING CORPORATION STATIONS: WCBM AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU (TV), San Francisco-Oakland; WHIC-TV, Pittsburgh

sending Joe Benti, Roger Mudd and Mike Wallace to bed at 3:30 a.m. for four-hour naps. They took over for the remote coverage of Mr. Humphrey's 10-minute concession speech from Minneapolis at noon, and Mr. Nixon's 10-minute victory speech from the Waldorf-Astoria in New York at 12:30 p.m.

Coverage of the two candidate's speeches by all three networks, in effect, rounded out the night-and-day marathon coverage, and wrapped up the last of an average of 10 live remotes carried by each of the networks.

If the newsmen plugged away at their jobs through the long night, it was obvious that thousands of viewers were right along with them, from firm-lipped political strategists to ordinary citizens such as a woman who called KFEQ-TV St. Joseph, Mo., at 9:35 p.m. to ask: "Is Nixon a Republican or Democrat?"

In wrapping up CBS's coverage, Mr. Cronkite reported that a telephone call had just come in from a Long Island woman who said: "Keep it up. You are just beginning to get good."

NBC reported that its station in Cleveland received more than three-dozen calls complaining that the network was deliberately not reporting votes for Pat Paulsen, the candidate from CBS's *Smothers Brothers Comedy Hour*.

Supporters of another overlooked minority candidate attempted direct action for recognition at NBC's election broadcast headquarters in New York. Two youthful yuppies carrying Viet Cong flags got into the election broadcast studio, but not on camera, at 12:10 a.m., before they were hustled out by guards. A group of fellow yuppies stopped outside the broadcast center were carrying a platter with the head of a pig, their symbolic protest candidate, "Pigasus."

In other bickering at ABC, commentator William F. Buckley, Jr. remained firm in his refusal to appear on-camera with his verbal sparring partner Gore Vidal ("Closed Circuit," Nov. 4). ABC officials had to roll in an extra set of cameras and hung a grey velvet curtain in the studio to separate the conservative and liberal commentators from each other's view.

Mr. Buckley and Mr. Vidal were only two of a number of outside experts the networks used to add individuality to each of their broadcasts.

CBS made frequent on-camera use of author Theodore H. White to analyze voting trends; *Congressional Quarterly* editor Neal Pierce on congressional questions, and Italian journalist Luigi Barzini for an international view of the American election phenomenon.

For those with the endurance to watch, the lagging early-morning hours were enlivened by some pungent comments from the outside commentators, such as Mr. White's strong objection at

3:15 a.m. to a suggestion of eliminating the electoral college in favor of nationwide popular balloting for the President. It would, he said, make selection vulnerable to "the kind of crooks who manipulate the vote in Cook County [Illinois] and Texas."

NBC made use of the advice of a battery of scholarly experts, most notably the opinions of Harvard constitutional law scholar Paul Freund, but it did not put its consultants on the air.

In their efforts to explain details of this year's ultra-complex election, the three networks went in heavily for elaborate break-downs of voting patterns, by regions and by social, economic, racial and ideological groups.

With each network providing a relatively distinctive style of organizing and displaying its data, preference was pretty much in the eye of the individual viewer, although industry observers agreed that graphic displays—which both CBS and NBC did directly from computers—were improved.

ABC relied primarily on the two-man give-and-take between Mr. Lawrence and Mr. Smith. CBS officials expressed strong satisfaction with the "packaging" of returns by regions, with the country divided among Mike Wallace (East), Roger Mudd (South), Dan Rather (Midwest) and Joseph Benti (West). NBC, on the other hand, allotted the handling of returns by type of race: Frank McGee, gubernatorial contests; Mr. Vanocur, Senate races, and Mr. Newman, House races. Mr. Chancellor had his own desk-side computer to field questions on projections and analysis.

NBC's election set, little changed from 1964, appeared by far the busiest, as it was constantly aswirl with executives, writers, technicians, messengers and even an occasional strolling VIP.

ABC, with its entire projection-and-analysis team stationed with its rented ITT computers in Paramus, N.J., had

## Making political hay

At the prodding of their national association, cable-television systems throughout the country gave free exposure to the major candidates before last week's election.

The National Cable Television Association reported last week that 415 CATV systems in 45 states, representing 4.5 million viewers, had carried campaign material for Richard Nixon and that 350 systems in 44 states, representing 3.5 million viewers, had carried Hubert Humphrey tapes or films. George Wallace supplied material to a smaller number of systems.

NCTA had actively solicited the candidates' use of cable systems (BROADCASTING, Oct. 7).

far fewer people within camera range.

CBS probably scored the greatest visual advance with its elaborate new "elections in the round" set ("Closed Circuit," Oct. 14), which looked modern, compact and uncluttered, with most behind-the-scenes personnel tucked away behind the scenes. Most common viewer reaction to the CBS set was curiosity about the large green bubbles which dotted it (they were plexiglass domes enclosing cameras).

In addition to the networks' national broadcasts, NBC fed portions of its coverage live to 18 other countries in the first simultaneous use of four satellites and land lines.

While the exhaustive video coverage of the election saturated the nation, radio was equally active.

Perhaps busiest was ABC, feeding its four radio networks in continuous rotation out of one New York studio. There were only seconds of dead air per hour. ABC Radio News packaged 20 separate reports an hour continuously from 7 p.m. Tuesday until election sign-off at 8:30 a.m. Wednesday. Don Gardiner anchored coverages on the American Contemporary Network; Bob Wilson on the American Entertainment Network; Al Edel the American FM Network, and Mort Crim, Merrill Mueller, Bill Downs and Bob Walker rotated on the American Information Network.

CBS Radio carried continuous election coverage from 6 p.m. Tuesday until 11 a.m. Wednesday. Robert Trout and Dallas Townsend anchored the broadcast, with Alexander Kendrick providing analysis.

NBC Radio's continuous coverage ran from 7:05 p.m. Tuesday until 10:45 a.m. Wednesday. Peter Hackes and Russ Ward anchored, with Bill Ryan handling projection and analysis, Robert McCormick, the Senate and House races and Dean Mell, gubernatorial contests.

Mutual provided continuous election coverage from 7:36 p.m. until 5:30 a.m. From 5:30 a.m. until 1:15 p.m. it reported election developments in five-minute reports at 15 minutes after and 15 minutes before the hour, as well as in regularly scheduled newscasts on the hour and half-hour.

Charles Warren, Washington bureau chief for Mutual, anchored the election broadcast from New York, with George Hamilton Combs and Whitney Bolten providing analysis in New York and Fulton Lewis III in Washington.

All four radio networks cut in live pickups of Mr. Humphrey's concession speech at noon Wednesday and Mr. Nixon's victory statement at 12:30 p.m.

ABC, NBC and CBS used their network news facilities to provide projection data for the radio broadcasts. Mutual did not attempt to make projections.



# An asphalt pavement under this wasteland could help free the world from the threat of famine.

(The steels are ready whenever you are)

Two feet below this useless land, a layer of ordinary asphalt one-eighth inch thin could help produce a greatly increased crop yield.

The underlying pavement of asphalt traps rainwater that would ordinarily drain away. This keeps the surface soil moist and much more productive.

Widespread use of asphalt-layered soil could, with a newly developed strain of stiff rice plants, double the acreage of Southeast Asia's paddy fields and boost output 2,600 percent! Experiments indicate that half-starved countries could be free of the threat of famine.

Worldwide application of this asphalt-barrier technique would require

large-scale development of the special farm machinery needed to lift a two-foot-thick strip of earth, spray liquid asphalt underneath, and then let the soil settle back. With more acreage of formerly unusable land, production of the many types of highly efficient farm machinery would have to be increased beyond estimation.

The new asphalt-barrier technique will require tougher, more durable steels to do this precision job. Republic has anticipated the future needs for all kinds of improved farm equipment. Just as we have for a full line of tubular products with a new maximum dependability for the petroleum industry, refiners of asphalt. These rugged, new

steels will be ready when needed.

At this moment, the long reach of steel from Republic is probing into areas wherever man's imagination needs it – from beneath the land to beyond the moon, from the heartbeat of man to the drumbeat of defense. Republic Steel Corporation, Cleveland, Ohio 44101.



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# The high price of seeking office

By all accounts 1968 campaigns were costliest in history

While the politicians and newsmen were adding up votes last week, other newsmen and media experts began adding up dollars. And preliminary estimates were that campaign expenditures reached an all-time high, substantially exceeding trend lines projected from earlier campaign years.

When all the returns are in—if, indeed, they ever are—total political spending in 1968 may reach \$300 million, with broadcasting's share in the vicinity of \$50 million. One observer holds that a total of \$67.5 million was spent for TV alone.

The \$300-million total figure represents the outside estimate, with other projections centering around \$250 million. But Herbert E. Alexander of the Citizens Research Foundation of Princeton, N.J., which keeps tabs on political spending, says he's changed his prediction from "around" \$250 million to "at least" that amount.

The major presidential candidates have spent an estimated \$36 million to \$40 million, with about half going into media—print and broadcast. It's noted that much print expenditure is tied to broadcast, although the revenue is not collected by broadcasters. Newspaper display is used to attract audiences for radio and television broadcasts.

Total broadcast revenues for all

campaigns are expected to range in the neighborhood of \$50 million for the year. Final figures will be provided by the FCC, which, if it follows the pattern of prior election years, will report some time next summer.

Mr. Alexander suggests that another 20% should be allowed for production, which would up the \$50-million projection for broadcast to \$60 million. Adding in another allowance for newspaper promotion of broadcast messages could bring the whole broadcast and broadcast-related bill for all candidates into the \$60-million to \$70-million range.

In 1964 the FCC figures for primary and general-election use of broadcast in all campaigns came to \$34.6 million. This figure would include production costs levied by stations and networks but not include production by outside firms.

The Citizens Research Foundation's estimate for direct broadcasting charges, \$50 million, is also above the trend line from prior election years, Mr. Alexander notes, but he defends it on the grounds of increased costs and more intensive use.

More precise figures await the FCC report and a Citizens Research Foundation study being funded by the Ford Foundation. Mr. Alexander says his study will include—as far as is possible—breakdowns detailing use of media in campaigns. He has researchers gathering data from the reports filed under the Corrupt Practices Act with the clerk of the House of Representatives.

The House clerk's filings are not complete, and won't be until later this year or early next year. They include lists of contributions and expenditures by all but intrastate campaign com-

mittees, but expenditures for media are often lumped under payments for "services" to advertising agencies and consultants.

Mr. Alexander says that his report probably can't be completed before another year or year and a half.

Media expenses for the presidential races can be computed using the 50% rule of thumb from estimates for total expenditures. The Republicans are said to have spent, based on their own announcements and partial data filed with the clerk of the House, from \$17 million to \$20 million.

The Democrats had \$12 million budgeted, but are generally thought to have spent more than they had originally planned. George Wallace's American Independent Party estimates have been in the \$7-million to \$8-million range, but the Wallace camp has been particularly uninformative about media spending.

Another source, in broadcasting, said Mr. Nixon spent \$10.5 million on TV alone. Mr. Humphrey spent \$9 million. The Humphrey camp's feast or famine regarding broadcasting money was laid to the assassination of Robert Kennedy. Before the senator's death, it's reported, Mr. Humphrey had access to considerable "stop-Kennedy money." After the assassination the supply dried up. Later, in the last three weeks of the campaign, these funds again became available as "stop-Nixon money."

The same source offered the \$67.5-million projection for all political TV spending for the year. Senator Kennedy, it's added, spent \$7 million before his death, and had been prepared to spend at least that much more in the rest of his campaign, if nominated.

Ernest Lee Jahncke, Jr., an NBC vice president, declined to estimate total spending by candidates but observed that this year saw the "most intensive use of broadcasting in the history of broadcasting." Two factors swelled the totals, he noted: the intensity of use during the climax of the campaign and the duration of this year's use of the medium, which began before the New Hampshire primary and continued almost unabated through last week's Monday-evening climax.

NBC alone had done more than \$1 million in political business before the conventions, he added.

Also seen as different this year was a lack of use of daytime TV (except during the final week), an explosive growth of the use of network radio, an increased emphasis on use of sports programs as vehicles for political messages and increased sophistication in the use of radio-TV by campaign strategists generally, compared to prior years.

Despite dry spells when money got tight for either the Democratic or Republican candidates, NBC reported that



One Democratic project relegated to the scrap heap was a mock debate with puppets representing the major candidates. Scheduled for a two-hour election eve telecast on ABC-TV the show was abandoned when agency executives took a look at it and decided it was "rather childish."

# The non-violent demonstrators.

"Beany & Cecil" demonstrate that it's possible to have a successful adventuresome children's show without getting violent about it. They've been demonstrating their popularity to station managers and advertisers by consistently pulling large audiences.

Here's just a sample of how they rated around the country in their recent network run:

- = 1 in Seattle, Sunday 8:30 a.m., with an 8 rating and 89% share of this five station market.

- = 1 in Minneapolis, outdrawing competition "Popeye" and "Forest Rangers" Sunday at 11:00 a.m. with a 31% share.

- "Beany & Cecil" topped "Tom & Jerry" in head up competition in Charleston, S.C., by a 60 to 40 margin, Sunday at 9:30 a.m.

- = 1 in Rockford, "Beany & Cecil" out-pulled competition "Captain Kangaroo" better than 2 to 1, with 71% share, Saturday at 7:30 a.m.

- A big hit Monday afternoons at 4:00 in Springfield, Mo., gaining 83% share of the audience.

- = 1 in St. Louis, getting 43% share of this four station market, Sundays at 11:00 a.m.

- Four out of every five viewers in Portland, Oregon were watching "Beany & Cecil" Sunday mornings at 8:30 a.m.

"Beany & Cecil" is now available for your market . . . 78 8-minute fun-filled animated episodes, in color. Made to fit any program format . . . or use three together as a half-hour show. This is the kind of wholesome, non-violent childrens' entertainment that appeals to parents too.

With "Beany & Cecil" you're likely to end up with the biggest small audience in your market.

**"BEANY and CECIL"**

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Source: ARB Feb '67.



actual use of that network's time by both camps came out remarkably even. On Nov. 1, "quite by chance," both groups had logged or contracted for exactly 351 NBC-TV minutes, counting half hours as 30, hours as 60 (minutes as minutes, of course). By election day, Mr. Humphrey's forces had added 60 more minutes to the grand total of commitments; Mr. Nixon didn't match the new total but came in with another 30.

By common consent in all camps it wasn't lack of availabilities that brought the buying to a halt (although availabilities did get quite tight in the closing days of the campaign). The parties ran out of money before the broadcasters ran out of time. A Nixon aide was reported saying, "We could have spent \$100 million if we'd had it."

Despite the record spending by politicians, it wasn't all gravy. NBC sources estimate that the actual costs of election-night coverage approximated \$3 million, with pre-emption costs estimated as between another \$400,000 and \$500,000. The network recouped about \$1 million in election-coverage advertising.

CBS wouldn't discuss any actual figures, but observers estimated coverage and pre-emption costs to be of the same order of magnitude as NBC's.

ABC estimates its coverage cost \$2.2 million. Pre-emption of prime time and the *Joey Bishop Show* cost about \$1.2 million. Sponsorship of coverage returned only between \$300,000 and \$400,000, leaving the operation \$800,000 to \$900,000 in the red.

## Campaign stirs up agency executives

Both sides admit they'd jump at the chance to do it all over again

Barry Nova, helmsman of the Humphrey-Muskie advertising campaign, called the broadcast effort "an advertising man's dream." John Poister, account manager at the Nixon-Agnew agency, said it had been "a monumental job." Communications savants from the crow's nest of noncommercial television, saw paid political broadcasting as "dangerous" and "a destructive weapon."

These were the comments made after the campaigns closed last week by those who had been in the thick of it.

It is estimated that Fuller & Smith & Ross spent in the neighborhood of \$12 million in broadcast media costs on behalf of President-elect Nixon and Spiro Agnew. Of this amount television

## N.Y. cable originates election coverage

Manhattan Cable Television substituted six hours of election coverage for its usual news-information fare last Tuesday night and Wednesday morning.

The CATV company ordinarily uses channel 6 to disseminate UPI news, to which it is a subscriber, information on cultural and entertainment events in New York, and interviews with celebrities from 5 p.m. to midnight and 7-10 a.m. The CATV's announcers began giving national and local vote totals from UPI and their own local contacts at 9 p.m. Tuesday and continued until sign-off at 12 midnight, then devoted the three hours Wednesday morning to election news.

Teleprompter and CATV Enterprises, New York's other cable companies, did no local originations.

accounts for 85% to 90%.

The multimillion dollar broadcast effort has left its mark on an agency that billed only 24% in TV last year and whose accounts are largely industrial.

"I think we have learned the hard way how to do a tremendous job in buying for broadcast media," said Mr. Poister.

Of the 93 full-time and part-time workers on the Nixon-Agnew account, 33 were on loan from other agencies or "at liberty," according to Mr. Poister. A total of 131 TV spots and 134 radio spots for Nixon-Agnew came out of Fuller & Smith & Ross after the Republican National Convention.

Mr. Nova, senior vice president at Lennen & Newell and head of Mr. Humphrey's Campaign Planners Associates, said they spent approximately \$6.5 million for radio and television time and production costs. Other industry sources have estimated that nearly \$9 million was spent by Humphrey-Muskie in television. Mr. Nova estimated that \$2.75 million was spent in the final week alone.

Mr. Nova and Mr. Poister both indicated that they would jump at the opportunity to work on another political campaign. "I would work on another one tomorrow. It's the most exciting thing I've ever done," said Mr. Nova, "the whole market is America."

On election eve, when the candidates took over prime time with a combined six-and-a-half hours of paid network time, WNDT(TV), New York's noncommercial NET affiliate, ran a discussion of the campaign and the election by experts in the fields of communications and political science. The guests on *Newsfront* included Robert Montgom-

ery, the actor, director, producer and former consultant to President Eisenhower; Bill Moyers, publisher of *Newsday* and former news secretary to President Johnson; F. Clifton White, public affairs consultant and campaign manager to Governor Reagan of California, and Robert Hirschfield, head of the political science department at Hunter College.

The conversation quickly got around to campaign advertising, particularly on television. All the panel members were critical of the use of the medium by political candidates. Mr. Montgomery said he deplored the idea of a candidate putting himself "in the hands of an organization that would much rather be dealing with a can than a candidate," and expressed a hope that campaign advertising would prove ineffectual.

The ad agencies, he said, were doing too good a job, were too "slick." "Give me a pair of scissors and I think I can elect a President of the United States. You ask why and I can tell you why. All you have to do is clip off the applause on televised, tape-recorded interviews. Clip off the applause on one man and leave the applause on the other man, and you've elected a President," said Mr. Montgomery.

The panel generally concurred with Mr. Montgomery's views. It was suggested that the "McCarthy phenomenon" was a result of TV exposure and that in future campaigns it would be possible to present a man before the public with enough saturation on television to make him well known in a short period of time.

## How broadcasters fared in politics

The pattern of congressional elections—incumbents staying in and challengers staying out—held true for both legislators and aspirants with broadcasting interests or backgrounds. And one governor, an ex-broadcaster, also held the fort by being elected to another two-year term.

The governor, John R. (Jack) Williams, a former state senator and an executive and minority stockholder of KOV Phoenix, was elected governor of Arizona two years ago and re-elected last week.

Representative Clarence (Bud) Brown Jr. (R-Ohio) and Senator Ernest F. Hollings (D-S.C.), both members of their respective Commerce Committees, were re-elected. Mr. Brown owns WCOM-FM Urbana, Ohio. Senator Hollings has been listed as owner of approximately 1% of WSIB Beaufort, S.C.

Of the other congressmen and senators listed in BROADCASTING'S compilation of Hill ownerships and related interests (BROADCASTING, Jan. 15), only



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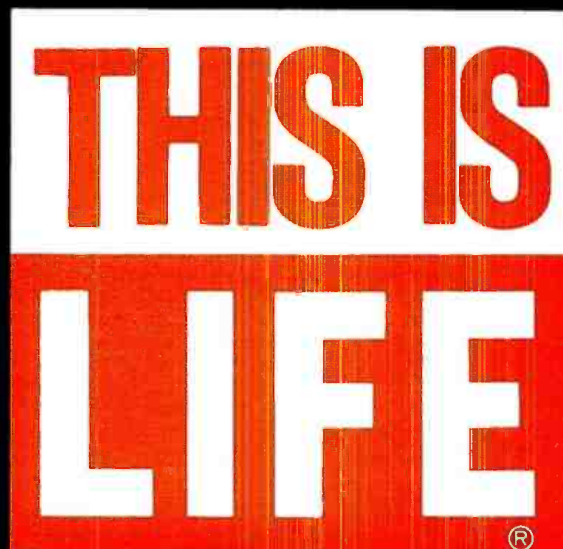
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Senator Thruston Morton (R-Ky.) and Representative Basil Whitener (D-N.C.) will be departing next January. Mr. Whitener, listed with 2% of wsvm Valdese, N.C., was defeated by James Broyhill (R-N.C.), a Commerce Committee member who, because of redistricting, had to fight for re-election in what had been predominately Mr. Whitener's previous territory. Senator Morton, with family connections to WAVE Inc., Louisville, Ky., retired from the Senate and did not stand for re-election.

Another broadcaster made a run for Senator Morton's seat, but lost. Katherine Peden, owner of wvnl Nicholasville, Ky., ran behind Marlow Cook, a Republican who campaigned with Senator Morton's endorsement. Miss Peden, a Democrat, was the only woman member of the Kerner commission on civil disorders, whose findings she strongly backed.

Another name well known to broadcasters fell to a conservative tide in Florida. LeRoy Collins, seeking a seat vacated by Senator George Smathers (D), was defeated by Republican Edward J. Gurney. Mr. Collins is a former president of the National Association of Broadcasters. He ran as a Democrat.

Two other challengers with broadcasting backgrounds also ran. Richard Smiley, president of KXXI, Bozeman, Mont., failed to topple Representative Arnold Olsen (D-Mont.). And Stelio Salmona, former newsman with WNBC-TV Hartford, Conn., could not unseat Congressman Robert Giaino (D-Conn.).

## All turn to TV for final appeal

### Telethon format is used by Nixon and Humphrey; Wallace on three networks

Both major-party candidates wound up this year's frenetic campaign for the Presidency with separate, unprecedented election-eve telethons originating on the West Coast. Each telethon was conducted live for four hours and each pre-empted two hours of prime time on network television. Third-party candidate George Wallace pre-empted 90 network minutes that night, a half hour on each network.

Hubert H. Humphrey talked directly to telephone callers in a Hollywood television studio. Richard M. Nixon answered questions from viewers across the country telephoned to a TV studio in Burbank and relayed to him by his staff.

In addition, Mr. Humphrey had two half-hour film programs, one on CBS

and one on NBC. The NBC half hour was up against the same candidate on another network—it conflicted with the Humphrey telethon on ABC.

It was estimated that the citizens for Humphrey-Muskie spent some \$300,000 in sponsoring *The Humphrey-Muskie Call-In* over ABC-TV. The bill for the two additional half-hours was put at approximately \$160,000 not counting prorated production costs. The Nixon-Agnew Victory Committee was thought to have spent some \$375,000 to sponsor the *Ask Richard Nixon* telethon over NBC-TV.

Edward Lee Jahncke Jr., NBC vice president, said he thought the Nixon telethon cost Republicans upwards of \$500,000, figuring in all gross charges, including AT&T fees for special equipment and personnel.

NBC's 50% political discount, originally offered for prime-time participation minutes and later in the campaign extended to all spots, did not apply to the telethon or other purchases of whole time blocks.

The Humphrey telethon pre-empted *Peyton Place*, *The Outcasts*, and the first half of *The Big Valley*. The Nixon telethon pre-empted NBC's *Monday Night at the Movies*.

Mr. Humphrey shared the telethon questions with his vice presidential candidate, Senator Edmund S. Muskie. Mr. Nixon did not make use of his vice-presidential candidate, Gov. Spiro T. Agnew.

A 8:30-10:30 p.m. EST segment for Mr. Humphrey and 9-11 p.m. EST segment for Mr. Nixon covered live all the country but California, Oregon and Washington. Both candidates took an hour break after their first two-hour segment. Then each covered the three West Coast states live with the second two-hour segment (8:30-10:30 p.m. PST, 9-11 p.m. PST, respectively.)

A George Wallace half-hour film program appeared at different times on all three networks Monday night. His combined bill for the three half-hours was put at approximately \$230,000.

Vice President Humphrey and Senator Muskie, from an ABC-TV studio in Hollywood, answered questions in three ways. Primarily they talked directly to callers. These calls came in to a telephone switchboard manned by Agar Jaicks and Linda Gaugal, program producers on leave of absence from KGO-AM-TV San Francisco. Incoming calls were screened with the most articulate, pertinent ones passed on to Jim Dunbar, a telephone-talk on-air personality for the ABC-owned stations in San Francisco who served as moderator for the political telethon (the personnel from the KGO stations were brought in as a paid talent package by the Citizens for Humphrey-Muskie because of their experience with call-in shows). Mr. Dun-

bar, who manned a panel that could handle 23 incoming calls, put the various callers on the air in direct communication with the Vice President or the senator. No tape delay device was used.

When Mr. Dunbar's switchboard was jammed with calls, spillover calls—up to 77 of them at a time—were passed to a panel of some 40 celebrities. Included were Frank and Nancy Sinatra, Burt Lancaster, Kirk Douglas, Herb Alpert, Bill Cosby, Buddy Hackett, Steve Allen and Johnny Carson. The celebrities at different times paraphrased questions which were answered by Mr. Humphrey or Mr. Muskie.

Questions also were taken directly from the studio audience of some 250. These questions and questions from the celebrity panel were coordinated by Paul Newman and Danny Thomas, who were co-hosts for the telethon.

The Humphrey program was produced by the television staff of the Democratic National Committee. Lloyd Hand, former U.S. chief of protocol, assisted in production. Bob Squier was executive producer, while Sid Galanty directed. Nick Vanoff and Bill Harbach of Zodiac Productions, the company that produces *The Hollywood Palace*, also assisted in putting together the telethon.

The Nixon telethon, originating from what is normally the Bob Hope studio at NBC-TV Burbank, was conducted by the former college football coach and now ABC-TV sports telecaster, Bud Wilkinson. He relayed call-in questions to Mr. Nixon that were first taken and written down by 100 so-called "Nixonaires," young girl volunteers (actually there were 300 of the young women on hand but they worked in shifts). The questions also were carefully screened by Mr. Nixon's staff before they were aired. Mr. Jahncke noted that the Nixon telethon was the most complicated production ever mounted at the NBC Burbank facility.

The Nixon program was produced by Jack Rourke, of Jack Rourke Productions, Hollywood, who has been conducting telethons for politicians and charities since 1962. Roger Ailes of *The Mike Douglas Show* directed (see "Week's Profile," page 101).

As was the Humphrey Telethon, the Nixon production was some four weeks in preparation and made use of 100 telephone lines. Most of the questions asked on both telethons were asked and answered previously during the long campaign. But some questions produced new answers. One of them for Mr. Nixon was of particular significance to the television industry. Asked if he would consider inaugurating some kind of television program on a regular basis to answer questions if he becomes President, the soon-to-be President-elect answered affirmatively, especially,



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he said, if it could provide a way to give a feeling of communicating with the President to the public.

A similar question was put to Mr. Humphrey, who said he would, if elected, seriously consider a telethon format as a means of presidential communication.

Here are the Nielsen and Arbitron figures for New York City during the hours the candidates were making their final appeals:

	Arbitron	Nielsen
7:30-8 p.m. WABC-TV Avengers	9.1	14.9
WABC-TV Humphrey-Muskie	9.2	9.9

WNBC-TV I Dream of Jeannie	15.4	18.6
WNEW-TV Truth or Consequences	11.8	14.2
WOR-TV Steve Allen	3.2	3.4
WPIX Rat Patrol	6.3	6.3

8-8:30 p.m.		
WABC-TV Avengers	11.7	19.0
WCBS-TV Mayberry RFD	14.5	16.7
WNBC-TV George Wallace	11.6	8.3
WNEW-TV Movie "Viva Zapata"	8.2	10.8
WOR-TV Steve Allen	5.3	4.4
WPIX Run for Your Life	5.5	4.8

8:30-9 p.m.		
WABC-TV Humphrey telethon	11.6	10.8
WCBS-TV Here's Lucy	10.1	10.5
WNBC-TV Humphrey-Muskie	8.4	6.3
WNEW-TV Movie	13.5	13.7
WOR-TV Steve Allen	7.4	10.3
WPIX Run for Your Life	7.2	8.2

9-9:30 p.m.		
WABC-TV Humphrey telethon	11.7	10.1

WCBS-TV George Wallace	9.3	6.1
WNBC-TV Nixon telethon	10.0	11.1
WNEW-TV Movie	11.1	16.3
WOR-TV Movie "La Dolce Vita"	14.2	15.9
WPIX News	3.7	6.3

9:30-10 p.m.		
WABC-TV Humphrey telethon	9.7	9.1
WCBS-TV Family Affair	14.6	11.1
WNBC-TV Nixon telethon	12.8	11.7
WNEW-TV Movie	9.1	13.5
WOR-TV Movie	14.0	15.2
WPIX Password	2.8	4.4

10-10:30 p.m.		
WABC-TV Humphrey telethon	8.0	8.4
WCBS-TV Carol Burnett	20.4	17.8
WNBC-TV Nixon telethon	12.1	9.1
WNEW-TV News	6.8	8.3
WOR-TV Movie	9.7	12.9
WPIX Perry Mason	3.8	6.4

10:30-11 p.m.		
WABC-TV George Wallace	4.8	3.0
WCBS-TV Carol Burnett	22.2	19.1
WNBC-TV Nixon telethon	13.0	10.6
WNEW-TV News	4.9	7.3
WOR-TV Movie	8.6	11.2
WPIX Perry Mason	4.5	8.0

Sindlinger & Co. national interviews on election eve (Nov. 4) viewing habits show many adults of voting age watching or listening to political programs on television and radio, but a majority of these voters had already made up their minds on their choice for President.

Of a projected audience of 116,607,000 (56,308,000 male, 60,299,000 female), 77,417,000 or 66.4% (37,708,000 or 67% male, 39,709,000 or 65.9% female) watched political programs on television Monday. Political radio broadcasts attracted a projected 17,363,000 or 14.9% (8,662,000 or 15.4% male, 8,701,000 or 14.4% female). The cumulative television-radio audience, taking into account duplicate watchers-viewers, totaled 86,754,000 or 74.4% (41,530,000 or 73.8% male, 45,224,000 or 75% female).

Of this cumulative audience, 68,800,000 or 79.3% (33,504,000 or 80.7% male, 35,296,000 or 78% female) heard Richard Nixon; 68,780,000 or 79.3% (32,994,000 or 79.4% male, 35,787,000 or 79.1% female) heard Hubert Humphrey; 47,246,000 or 54.5% (24,205,000 or 58.3% male, 23,041,000 or 50.9% female) heard George Wallace, with the rest refusing to answer.

A projected 109,117,000 of the 116,607,000 base had an opinion on who they wanted to win the election, and of those with opinions, 67,335,000 or 61.7% (33,632,000 or 63.8% male, 33,703,000 or 59.8% female) made their decisions over a month ago. Only 17,109,000 or 15.6% (8,408,000 or 16% male, 8,701,000 or 15.4% female) said they decided election eve or election day.

### Two who weren't there

NBC waded through the long night of election coverage without its top newsman in the control room.

NBC News President Reuven Frank sat out the marathon telecast in a room at New York's Polyclinic hospital. He



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Shaw explained more about the station's switch to Kodak Ektachrome color film and the Kodak ME-4 Process. "It was time to go color. Our ABC Network was full color, and coming on with local events in black-and-white would have left us

flat-footed. The Kodak experts came down to help us set up the process. We get all of our Ektachrome films and processing chemicals from Kodak. We've been processing right to Kodak recommendations."

Has color film paid off for WGHP-TV? "It sure has. We've had increased advertising revenue since we went full color. We shoot color spots for local advertisers, too. As far as the quality of the footage we've been getting—it's all good. It's a tough job to figure out what to put on the air."

Shaw tells more about the

timing of the color switch. "I'd like to say we were first in our market—but we weren't. Actually, each of the three stations here went full color almost simultaneously, without knowing what the other stations were doing. That's an indication in itself that it was time to go to color. Any station that hadn't would have been behind."

Don't let your station get behind. Everyone will be full color sooner or later. Don't be later. Contact Kodak now.



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was taken there by ambulance Friday (Nov. 1) after suffering a seizure in his Rockefeller Center office.

Mr. Frank was released from the hospital last Thursday (Nov. 7) after undergoing a series of tests and was expected back at work the next day. Although it was first feared that Mr. Frank had suffered a heart attack, final diagnosis was a malfunctioning gall blad-

der.

Mr. Frank sent NBC News personnel a two-page election-eve message noting that "the last time I wasn't at work at 30 Rockefeller on election night was in 1948," when he was employed by a newspaper with an office next to a fish store in Elizabeth, N. J., and his assignment "was some dissident Republicans trying to capture the Union

county board of chosen freeholders."

CBS also was without one of its men. Correspondent Hughes Rudd, who was to have been stationed at Nixon headquarters, was under treatment for injuries suffered in an election-eve mugging. Mr. Rudd was attacked by four youths on a New York city street corner when he left his apartment to buy a newspaper.

## TheMedia

# Sonderling increases TV holdings

## Obtains WAST in \$8-million purchase deal; Park group buys 3 stations from Gamble-Skogmo

The sales of a single TV station, selling for \$8 million, and three radio stations, selling for \$2.9 million, were approved by the FCC last week.

WAST-TV Albany, N.Y., on channel 13 with an ABC affiliation, was bought by Sonderling Broadcasting Corp. The \$8 million consideration is in cash. The agreement also calls for an amount equal to the excess of current assets over current liabilities at the closing.

The WAST purchase was from Glen Alden Corp., a conglomerate that acquired WAST's parent company, Stanley-Warner Corp., through a merger. At that time, Glen Alden disclosed that it intended to sell WAST. Early this year, it entered into an \$8.5 million contract with RKO General, but this was later cancelled. The Sonderling purchase became known last May, and the application for transfer was filed last July.

Sonderling Broadcasting is a publicly owned group broadcaster, which acquired its first TV station last year when it bought channel 32 WLKY-TV Louisville, Ky., for a record UHF sale price of \$6.9 million. Sonderling's other stations: WOPA-AM-FM Oak Park, Ill.; WDIA and WTCV-FM Memphis; KDIA Oakland, Calif.; KFOX-AM-FM Long Beach-Los Angeles; WWRL New York and WOL and WMOD-FM Washington.

Egmont Sonderling is president and 20.5% owner with Richard Goodman, first vice president with 15%, and Mason A. Loundy, secretary-treasurer, with 5.2%.

The multiple radio station sale to Roy H. Park Broadcasting Co. involved KRST-AM-FM St. Louis Park; WEBC Duluth, both Minnesota, and WNAX Yankton, S.D. They were bought from Gamble-Skogmo Co., which earlier this year acquired Red Owl Stores, parent company of the stations. The sale of the stations was ordered by the FCC when it approved transfer of con-

trol of the stations to Gamble-Skogmo last March. The commission then found that an unauthorized transfer of control of the stations had occurred earlier, and told Gamble-Skogmo to dispose of the stations within six months. The commission also issued a fine of \$10,000 for the unauthorized transfer, which has been paid.

The Park group contracted for the stations last July. Actually the stations are being assigned to Roy H. Park Broadcasting of the Midwest Inc. This licensee is 90% owned by Roy H. Park Broadcasting Co., which is wholly owned by Roy H. Park, and 10% by Frank J. Brady, a Yankton attorney. Park stations are WNCT-AM-FM-TV Greenville, N.C.; WDEF-AM-FM-TV Chattanooga; WJHL-TV Johnson City, Tenn.; WTVR-AM-FM-TV Richmond, Va. Park Broadcasting also holds a construction permit for channel 20 in Utica, N. Y. Mr. Park's base is Ithaca, N. Y.

The radio station sales were approved by FCC Chairman Rosel H. Hyde and Commissioners Robert E. Lee and James Wadsworth. Commissioners Robert T. Bartley and Nicholas Johnson dissented. Commissioner Kenneth A. Cox abstained from voting.

The three radio stations are all full

## Gannett adds to holdings

Gannett Co., group newspaper publisher-broadcaster, has agreed to pay \$17.7 million for the *San Bernardino* (Calif.) *Sun* and *Telegram*. The California newspapers are being bought from the Times-Mirror Co. (*Los Angeles Times*), following a federal court ruling ordering Times-Mirror to divest itself of the *San Bernardino* newspaper which it bought in 1964 for \$15 million. The Gannett purchase was originally announced last month (BROADCASTING, Oct. 7).

time. WNAX, which was founded in 1922, is on 570 kc with 5 kw; WEBC, is on 560 kc with 5 kw; KRST is on 950 kc with 1 kw and KRST-FM is on 104.1 mc with 30 kw. WNAX is affiliated with CBS, the other two with ABC.

New Commissioner H. Rex Lee did not participate in either of the two sales approvals.

## FM application raises concentration question

FCC concern about concentration of control of media, frequently discussed in terms of major markets and multi-million-dollar broadcasting properties, isn't limited to cases involving those factors. Last week the commission ordered a hearing on a concentration issue in a case involving an application for an FM in Sheboygan, Wis., a community of 46,000.

The applicant is WHBL Inc., licensee of WHBL, one of two radio stations in Sheboygan. Two of WHBL's stockholders, Mr. and Mrs. A. M. Werner, who own a 36.7% interest in the application, control the local daily newspaper, the *Sheboygan Press*.

WHBL, in response to a commission query, had said that the station and newspaper are not under common control but, rather, compete commercially and take different editorial positions.

But the commission, in its order last week, said a hearing is necessary to determine whether the stock interests of the Werners diminish the freedom of the two media to compete and/or impinges on their ability to take differing positions; and whether a grant of the application would tend to create an undue concentration of control of local media in Sheboygan.

Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson voted for the hearing order. Commissioners Robert E. Lee and James J. Wadsworth dissented. Chairman Rosel H. Hyde concurred in the designation for hearing but would have favored a conditional grant. Commissioner H. Rex Lee did not participate.

# The Unpredictable Year

The victory of a Democratic maverick in the nation's first primary...the announcement by a President that he would not run for re-election under any circumstances...the assassination of a Presidential candidate in the corridor of a hotel kitchen...

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And, predictably, the NBC News approach won the appreciation of the viewing public. Our coverage of both national political con-



ventions this past summer, for example, attracted larger audiences than the other networks. (This has been true for each of the six conventions going back to 1960.)

Finally, NBC News reporting of Election Night – led by Chet Huntley, David Brinkley, John Chancellor, Frank McGee, Edwin New-

man and Sander Vanocur – once again set the standard for broadcasting with coverage that was incisive, responsible and complete.

But that's exactly what's come to be expected – in *any* kind of year—from NBC News.



**NBC NEWS** 



# CPB gets rate reduction from AT&T

Pace foresees prime-time interconnection soon but gives no details on costs

An obviously pleased Frank Pace Jr., chairman of the board of the Corporation for Public Broadcasting, has announced that a preliminary agreement has been reached with AT&T that will provide interconnection for public television during prime time at costs lower than commercial rates.

Mr. Pace's announcement was made in a letter to FCC Chairman Rosel H. Hyde, which the commission made public last week. Mr. Pace had kind words for AT&T and for the commission's Common Carrier Bureau chief Bernard Strassburg, who participated in the negotiations leading to the agreement.

Mr. Pace, who said that "some of the details remain to be worked out," touched on only the high points in his letter. He expects the agreement to make possible the interconnection of 150 public television stations for two prime-time hours, 8 to 10 p.m., for one night a week, beginning in December, and then for five nights, Sunday through Thursday, beginning in January.

He said "the cost under the proposed arrangement would represent a sub-

stantial saving to public television in furtherance of the Public Broadcasting Act of 1967." But, he did not state what the cost would be.

Nor did he indicate whether the reduced rates would be given for any particular length of time. In the course of the negotiations leading up to the "preliminary agreement," AT&T has talked of a six-month trial period.

Mr. Pace said the agreement is "only a first and tentative step toward public television's goal" of the free interconnection or substantially reduced rates which the act creating the nongovernment corporation authorizes the commission to approve.

He also said "it is not yet clear precisely how this present initial agreement with AT&T will relate to the longer term." But he added, "in our discussions, AT&T has evidenced a genuine spirit of cooperation in our search for answers in this area and has made a sincere effort to find new ways to meet our needs."

Mr. Pace said "this limited interconnection service" provides the opportu-

nity for new kinds of programming and for a more effective distribution system. "Public television is now at the beginning of a regular interconnection service which I hope will provide local stations with wider program opportunities and yet retain the local and regional character so vital to the further development of public television," he said.

The agreement marks the culmination of talks initiated under the commission's sponsorship last May (BROADCASTING, May 13). Other participants were the Ford Foundation, National Educational Television, the National Association of Educational Broadcasters, and the Eastern Educational Network.

Mr. Pace expressed his gratitude for the initiative of the commission and for Mr. Strassburg's efforts "to bring this initial negotiation to a successful conclusion."

## Changing Hands

### Announced:

- WARD-TV Johnstown, Pa.: Sold by Margaret E. Gartland and others to Carl L. Shipley, J. William Middendorf II and others for \$500,000. Sellers will retain WARD-AM-FM. Buyers own WBNO-AM-FM Bryan, Ohio. Mr. Shipley is Republican national committeeman for Washington, D. C., and is partner in a law firm. WARD-TV (ch. 56) has 91 kw vis. is affiliated with CBS-TV and ABC-TV and has a construction permit to change to channel 19 with 91.2 kw vis.
- WTIM-AM-FM Taylorville, Ill.: Sold by Milburn H. Stuckwish and Jon R. Ulz to Donald G. Jones and others for \$270,000. Mr. Stuckwish has interest in WCSJ Morris, Ill. Mr. Jones is news director for WSMT-AM-FM Litchfield, Ill. WTIM is a daytimer on 1410 kc with 1 kw. WTIM-FM, not on air, has construction permit for 92.7 mc with 3 kw. Broker: Chapman Associates.
- WPAW East Syracuse, N. Y.: Sold by Claude A. Parton, Albert Webb and others to Bruce A. Houston for \$175,000. Mr. Houston is former assistant manager of Robert E. Eastman & Co., Chicago, station representative. WPAW is a daytimer on 1540 kc with 1 kw. Broker: Chapman Associates.

### Approved:

- The following transfers of station ownership were approved by the FCC last week: (For other FCC activities see "For the Record," page 88.)
- WAST(TV) Albany, N. Y.: Sold by Glen Alden Corp. to Sonderling Broadcasting Corp. for \$8 million (see page 45).
  - KRSI-AM-FM St. Louis Park, WEBG Duluth, both Minnesota, and WNAX Yankton, S. D.: Sold by Gable-Skogmo Inc. to Roy H. Park Broadcasting Co. for \$2.9 million (see page 45).

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# Wometco requests equal treatment

## Tells commission ABC is still subject to the same charges

Antwin Theatres Inc. is ready to forgive ABC Inc. for alleged anticompetitive practices in the theater business in Florida. But Wometco Enterprises says that the FCC should not be so charitable.

Wometco is defending itself in a commission hearing against charges that Antwin, the operator of a drive-in theater in the Miami area, filed two years ago against it and ABC (BROADCASTING, Nov. 7, 1966).

"So long as the commission feels it is required to pursue" the allegations against Wometco, that company said in a letter to the commission last week. "it is also required to pursue the same allegations against the alleged co-conspirator," ABC.

Antwin had asked the commission to strip Wometco and ABC of all their television licenses. Earlier, Antwin had filed a triple-damages antitrust suit against ABC, Wometco and a number of motion-picture distributors, in the federal court for the southern district of New York.

But Antwin and ABC have reached an out-of-court settlement of the antitrust suit. And last month Antwin notified the commission that its "problems" with ABC "have been satisfactorily resolved" and that it was withdrawing its request for a hearing on the license-renewal applications for ABC's stations.

Wometco, however, noted that the Antwin letter "did not admit the charges were erroneously made." The withdrawal of the complaint against ABC, it added, does not change the commission's duty to determine the validity of the charges in the original petition.

The basis of the original complaint was the charge that ABC, Wometco and the motion-picture distributors had engaged in "illegal, fraudulent and monopolistic activities," which have prevented Antwin from obtaining first-run motion pictures. ABC and Wometco own and operate theaters in Florida.

The hearing in which Wometco finds itself involves applications for the renewal of its WLOS-TV Asheville, N. C., and WTVJ(TV) Miami, as well as a comparative contest in which Florida-Georgia Television, 45% owned by Wometco, is seeking a construction permit for a station on channel 12, Jacksonville. Florida-Georgia has operated WFGA-TV on the channel since 1957,

but a final resolution of the original comparative proceeding has been held up by litigation growing out of disclosures that one of Florida-Georgia's competitors in that hearing made off-the-record approaches to the late Commissioner Richard Mack.

The commission had originally dismissed Antwin's complaint and granted the then-pending license renewal applications for WLOS-TV and WTVJ. However, after Antwin appealed that action to the U. S. Court of Appeals in the District of Columbia, the commission changed its mind and, last February, asked the court to remand the case so that the renewal applications could be designated for hearing.

At the same time, it enlarged the issues in the comparative proceeding to include a question as to whether Florida-Georgia had been used in "anticompetitive activities" in the distribution of first-run motion pictures (BROADCASTING, Feb. 5). Three months later the commission consolidated in a single hearing the renewal applications and Florida-Georgia's application for the construction permit.

In originally asking the commission to take away all of the Wometco and ABC television licenses, Antwin urged the commission to call up in advance the applications for Wometco's KVOS-TV Bellingham, Wash., and ABC's WXYZ-TV

Detroit, WBKB-TV Chicago (now WLS-TV), KGO-TV San Francisco, KABC-TV Los Angeles, and WABC-TV New York. The commission, in its order in February, left open the question as to whether it would order hearings on the renewal applications for those stations when they were filed. Since then, Wometco has twice written the commission to "remind" it that various ABC renewal applications were being filed.

## Pa. CATV's may lose Philadelphia UHF's

### Initial decision orders carriage curtailed in Hazleton, Wilkes-Barre

Service Electric Cable TV Inc. will have to curtail its carriage of distant signals on three Pennsylvania CATV systems, if an FCC initial decision issued last week becomes a final action.

Hearing Examiner Chester F. Naumowicz Jr. proposed in his decision that Service Electric be permitted to carry Philadelphia UHF's WPHL-TV, WKBS-TV and WTRF-TV on its Mahanoy City system, but that the firm be prohibited from carrying noncommercial stations WHYY-TV Wilmington, Del., and WLVT-

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The examiner also proposed that Service Electric systems in Hazleton and Wilkes-Barre be denied permission to import several signals, including those Philadelphia UHF's. Stations involved in Hazleton are WCAU-TV, WPHL-TV, WKBS-TV and WIBF-TV, all Philadelphia; WBNF-TV Binghamton, N. Y.; WHYY-TV, and WLVT-TV. Those in Wilkes-Barre include WPHL-TV, WKBS-TV, WIBF-TV, WHYY-TV and WLVT-TV. Service Electric trades in those two cities as Mountain City TV Co. and Teleservice Co. of Wyoming Valley, respectively.

The basic issue in all three cases was whether the signals had been sufficiently carried on the systems prior to Feb. 15, 1966, to be considered "grandfathered" within the meaning and intent of FCC's CATV rules. The rules established a hearing requirement for CATV systems that propose to carry distant signals after that date.

According to Mr. Naumowicz, there is no indication that either Wilkes-Barre or Hazleton had established grandfathered rights to the three Philadelphia UHF's, nor is there evidence that Service Electric ever carried WCAU-TV or WBNF-TV on its Hazleton system at all. He also noted that the firm no longer carries the signals of WHYY-TV and WLVT-TV and has, in effect, waived any right it might have had to carry them.

Mahanoy City should be permitted to carry the three Philadelphia UHF's, Mr. Naumowicz said, because they were shown to have been given substantial, though not full-time, exposure prior to Feb. 15, 1966. Subscribers were not accustomed to receiving the full schedules of the stations, but were accustomed to having available substantial amounts of their programming, he said.

Additionally, the examiner said, Mahanoy City is already being served with those signals from a competing CATV system. If he were to deny those signals to Service Electric, Mr. Naumowicz said, the result would be to favor one system over another which is both "inequitable and inappropriate."

## H&B adds Maine CATV's, seeks mail-order firm

H&B American Corp., Beverly Hills, Calif., has acquired the outstanding capital stock of Caribou TV Inc. from Reeves Broadcasting Corp. in exchange for an undisclosed amount of its common stock. Caribou TV owns cable TV systems in Caribou, Fort Fairfield, Loring Air Force Base, and Presque Isle, all in Maine. These systems serve an estimated 3,000 CATV subscribers.

With the acquisition of Caribou TV, H&B now owns an aggregate of 61 operating CATV systems serving about 219,000 subscribers in 112 communities

across the country. H&B also is constructing four additional CATV systems.

In a separate transaction, H&B revealed plans to enter the mail-order business. The cable TV company has agreed in principle to acquire Hanover House Industries Inc., Hanover, Pa., for 400,000 shares of its common stock. Included in the deal would be such Hanover House affiliates as Lana Lobell, Lakeland Nursery and other companies. Last fiscal year, Hanover House chalked up gross revenues of more than \$15 million from sales by mail order of ladies fashions, specialty items, gifts, shrubs, trees, bulbs, and other plant products.

## NAB conferences get some extra touches

The final swing of the National Association of Broadcasters fall conferences this week will present some new faces along the way.

The NAB's meetings will be in Cincinnati today (Nov. 11) and Nov. 12; Dallas Nov. 14-15, and Atlanta Nov. 18-19 with basically the same format employed in earlier conferences in New York, Los Angeles and Denver (BROADCASTING, Oct. 7, Sept. 30).

But some of the feature attractions have changed. In Cincinnati Richard Hatcher, mayor of Gary, Ind., will address a Nov. 12 general assembly devoted to the urban crisis in U. S. cities and broadcasting's role in solving local problems. In Dallas Frank M. Wozencraft, U. S. assistant attorney general, will address a Nov. 15 general assembly on federal laws and the urban crisis. In Atlanta Patrick V. Murphy, newly-named administrator of the Justice Department's law enforcement assistance administration, will speak on law enforcement and urban problems during a Nov. 19 general assembly.

Other new faces and the cities in which they will appear include Leland Davis, vice-president-advertising for Kroger Co., national food retailer, who will speak in Cincinnati Nov. 11, and former FCC Commissioner Lee Loevinger, who will speak in Dallas Nov. 14.

## NAB opposes regular job-bias examination

The National Association of Broadcasters has urged the FCC to reject suggestions that it require broadcasters seeking renewal of their licenses to make an affirmative showing that they comply with fair-employment practices.

NAB was replying last week to the comments filed by a number of religious and civic organizations on the commis-

sion's proposed rule and policy statement aimed at prohibiting broadcasters from discriminating in employment on grounds of race (BROADCASTING, Oct. 14).

The proposed rules would require only that equal-opportunity notices be posted in radio and television employment offices and on employment application forms. But the commission also said it would consider requiring an affirmative showing of compliance with fair employment practices.

And the policy statement declares that the commission will deny license-renewal applications in cases where a broadcaster is found to have discriminated in employment. Action would come after a complaint has raised a "substantial issue" of discrimination.

NAB said that the policy is sufficient. The commission's traditional approach "to determine licensee compliance with the fairness doctrine—that is, careful examination of petitions or complaints raising substantial questions, is well suited to insuring compliance with the equal opportunities policy," NAB added.

A requirement that broadcasters make an affirmative showing of compliance, NAB said, would attach to them "a form of original sin," which would have to be cleansed at each renewal period.

## Buyer, seller, now applicants for AM's

A broadcaster who thought he had bought two AM's—but failed to acquire them when the seller presumably had a change of heart—is now seeking the stations via a different route: New-station applications.

Brinsfield Broadcasting Co. had completed negotiations and secured FCC approval to acquire WOXR Corry and WKRZ Oil City, both Pennsylvania, from group owner Rennekamp Stations. On July 26, the commission granted renewal of the two licenses to Rennekamp, conditioned upon consummation of the transfer within 45 days and notification of the FCC one day thereafter. The renewals had been deferred because of alleged technical violations.

When the two firms failed to conclude the assignment of license within the allotted time, the renewals were automatically rescinded and returned to deferred status. Brinsfield then charged that Rennekamp had "refused" to consummate the transfer. The would-be assignee subsequently tendered applications which are mutually exclusive with Rennekamp's renewal applications.

Brinsfield Broadcasting Co. is wholly owned by J. Stewart Brinsfield Sr. and J. Stewart Brinsfield Jr. Doing business as Christian Broadcasting Co., the



Brinsfields own 100% of WHRN Herndon, Va. Rennekamp Stations, owned by Kenneth E. and Olivia Rennekamp, is licensee of three other Pennsylvania stations: WDJR(FM) Oil City, WKH St. Mary's, and WTRA Latrobe.

### Economic-injury pleas prompt Waterbury hearing

The unusual question of UHF-on-UHF impact is to be included in a hearing ordered by the FCC last week.

At issue is an application by WATR-TV (ch. 20) Waterbury, Conn., to move its transmitter from a location 0.2 miles south of Waterbury to a new location about eight miles southeast of the present site. WHNB-TV (ch. 30) New Britain, Conn., opposed the application, alleging that it would be economically injured, because both it and WATR-TV are NBC affiliates and duplication would cause a reduction in rates.

Impart Systems Inc., permittee of WTVU(TV) New Haven, Conn., also urged denial, citing loss of service to Waterbury, adverse impact of UHF development, foreclosure of its own activation and a de facto reallocation of channel 20. All three stations are in the same TV market.

The commission noted that, although the problem of UHF development is usually framed in terms of VHF effect, the extension of WATR-TV's signal would clearly introduce a new competitive factor. Other issues include questions of fact concerning field intensity and shadow effect and whether the proposed antenna system and site would be a hazard to air navigation.

### Pacific & Southern getting into CATV; names Bevis

Charles C. Bevis Jr., VP operations, administration and sales, Telesis Corp., Chicago, multiple CATV group, has been appointed director of cable TV, Pacific & Southern Broadcasting Co., New York, group broadcaster. Appointment of Mr. Bevis marks Pacific & Southern's expansion into the CATV field, according to Arthur H. McCoy, president.

Previous to his association with Telesis, Mr. Bevis was director of operations of group broadcaster Polaris Broadcasting Co. (now defunct). He also served for a time as assistant executive director of the Association of Maximum Service Telecasters; executive director of the Association on Broadcasting Standards, a group of AM stations, and for 23 years was an executive with NBC.

Pacific and Southern Broadcasting owns KHON-TV Honolulu, KHAW-TV Hilo and KAHU-TV Wailuku, all Hawaii; WQXI-AM-FM-TV Atlanta and WSAI and WJBI(FM) Cincinnati.

BROADCASTING, Nov. 11, 1968

## The New "WHAT'S MY LINE?"

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MASON**



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to  
6:00 P.M.

**HAZEL**



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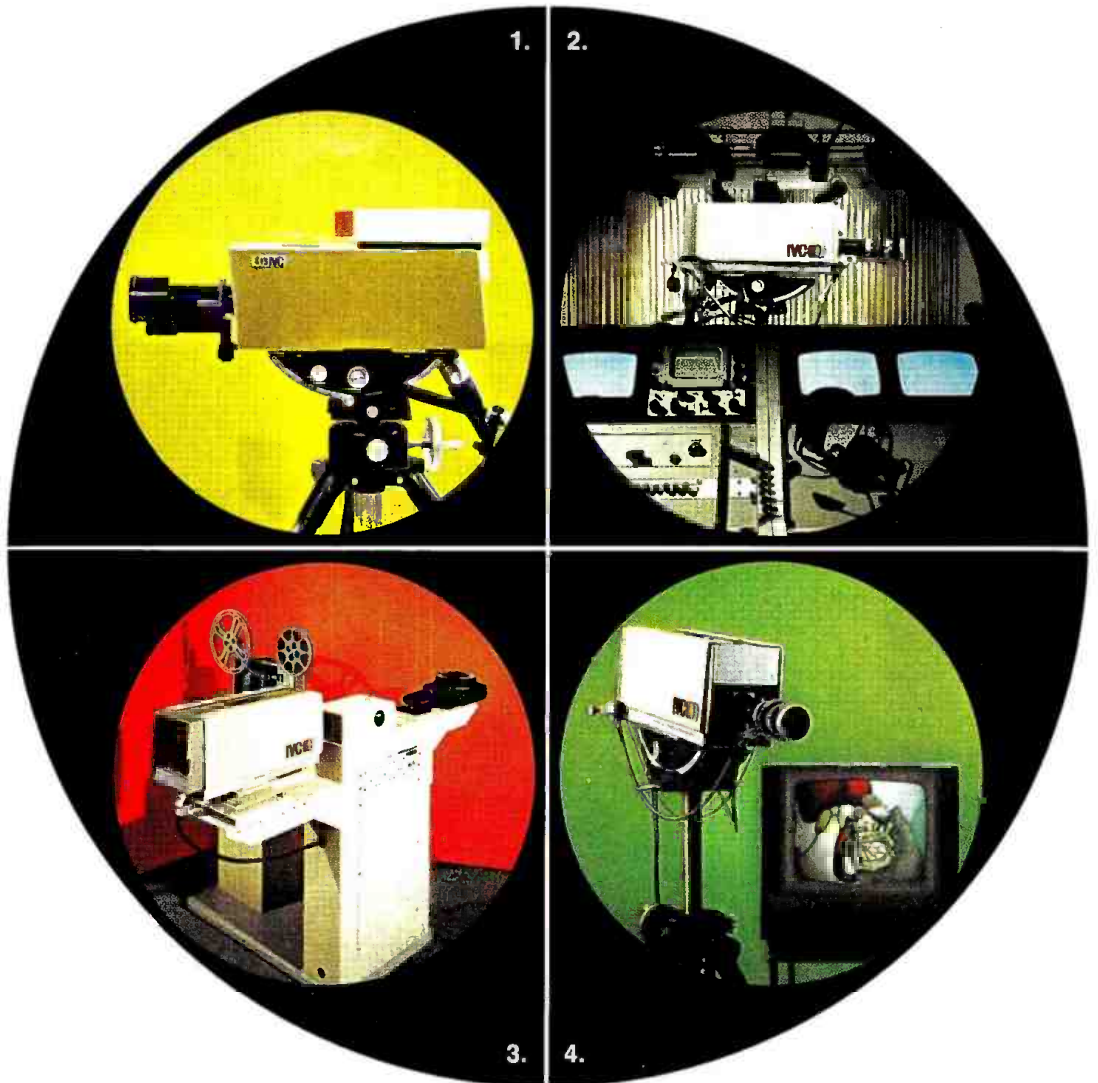
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## ABC, NBC affiliates meet in Barbados, California

The programming affairs of ABC-TV and NBC-TV, including the extent of changes at midseason and discussion of development plans for 1969-70, are expected to be allotted special attention at affiliate board meetings held this week.

The ABC-TV Affiliates Board of Governors opens a four-day meeting today (Nov. 11) with network officials in Barbados, British West Indies.

The NBC-TV Affiliates Board of Delegates will meet with NBC executives at La Costa Spa, Carlsbad, Calif., beginning with a reception tonight (Nov. 11) and a presentation on future network programming tomorrow with provision for a continuation of business on Wednesday (Nov. 13).

Reports of impending midseason and program changes on the networks were circulated last week (see page 64).

## Tower blasts Hoving, defends commercial TV

Charles H. Tower, executive vice president of Corinthian Broadcasting Corp., last week wrote an open letter to Thomas P. F. Hoving, chairman of the National Citizens Committee for Broadcasting, challenging Mr. Hoving's criticism of commercial TV programming and the contributions made to educational TV by commercial broadcasters.

Mr. Tower, who said he was writing as an individual broadcaster, chided Mr. Hoving for having indicated "collusion" between the networks and AT&T. He said Mr. Hoving had adduced no evidence supporting his allegations.

Mr. Tower defended current commercial programming, claiming there is "a popular demand" for certain types of shows. But he added that commercial TV, within limits, responds to more specialized tastes through cultural programs and a considerable amount of informational programming.

## TV cited as 'villain' by fitness council

The Television Information Office has taken issue with a new campaign for the President's Council on Physical Fitness and Health.

Print ads developed by Mike Becker, art director at Young & Rubicam, in his spare time, cite "the milkshake, the TV, the escalator and the elevator" as the "villains" and "killers" of physically fit youth.

Bert Briller, executive editor at TIO, objected in a letter to Mr. Becker last week that "the fact that not enough youngsters are physically fit stems from

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many causes. Why direct all the darts at television? Particularly when the medium is giving your campaign lots of free air time."

Mr. Becker estimated the campaign received about \$18 million in free air time and print space last year.

Mr. Briller also attacked the reasoning behind the ads. "Your announced target, youngsters 10 to 17, does less televiewing than any other segment of the population, about two-and one-half hours per day," he pointed out. "Moreover, research on children indicates that television tends to displace activities which are similar to it (such as going to the movies), but not activities which are different (such as outdoor play) . . . therefore it seems unfair to fix on television as the 'villain' or the 'killer'."

## Carol Music Inc. gets \$18,000 settlement

Settlement of the Carol Music Inc. lawsuit for \$18,000 was with the estate of the late William A. Roberts and not with the firm of Roberts and McInnis as erroneously reported two weeks ago (BROADCASTING, Nov. 4). The late Mr. Roberts withdrew from the firm on Nov. 30, 1964, and handled the Carol Music case privately.

The complaint by Carol Music (which formerly owned WCLM[FM] Chicago) against Charles B. McInnis, individually, and as a partner in Roberts and McInnis, was dismissed with the

consent of Carol Music on Oct. 28 by U. S. District Judge Edward M. Curran. Roberts and McInnis is not defunct, as reported, but is now McInnis, Wilson, Munson and Woods.

## CATV put on couch at Belmont retreat

### FCC members, six experts confer at Maryland hideaway on Supreme Court decisions

Six independent experts, including specialists in communications, law and economics, accompanied members of the FCC on their get-away-from-it-all study of CATV problems at Belmont, Md., last week ("Closed Circuit," Nov. 4).

The experts, as identified by a commission spokesman on Thursday, the day the two-day retreat began, included:

Ben H. Bagdikian, of the Rand Corp., Santa Monica, Calif., a former newspaper and magazine writer who has written criticisms of newspapers.

Donald A. Dunn, of the Stanford Research Institute, Menlo Park, Calif.

Professor Hyman H. Goldin, of the School of Communications of Boston University, an economist on the commission's staff for 22 years before leaving three years ago.

Professor W. Kenneth Jones, Colum-

bia University School of Law.

Thomas F. Rogers, director of the Office of Urban Technology and Research, Department of Housing and Urban Development.

Charles L. Schultze, of the Brookings Institution, a former director of the Bureau of the Budget.

The unusual retreat, reportedly suggested and planned by Commissioner Nicholas Johnson, is designed to enable the commissioners to focus on the knotty problems facing them in their effort to revise the FCC's basic CATV policy.

The problems of CATV regulation, always difficult, became urgent as a result of two Supreme Court decisions last summer. One upheld the commission in its assertion of jurisdiction over CATV. The other held that CATV systems were not liable for copyright payments for the material they pick up and transmit.

The second one was almost as much a blow to the commission as to the copyright owners. The commission had expected the court to rule that the systems were liable—and had believed that once that decision was handed down, the forces of the market place would come into play, and the commission's burden in CATV regulation would be lifted.

The commission took no members of its staff to Belmont. The only commissioner not making the trip was James J. Wadsworth, who had conflicting commitments in the two days.

## Programming

# Landmark case goes to high court

## Government seeks Supreme Court review of First Amendment and broadcasting

Broadcasting's freedom-of-press issue was tossed directly to the U.S. Supreme Court last week. The court was asked to review a federal appeals court decision that overturned the FCC's fairness rules and that held that broadcasters, like newspapers, are protected completely by the First Amendment.

The solicitor general of the United States and the FCC, which filed the petition for certiorari, did not make their arguments in the filing last week, but they did raise a new possibility. This is the specter that the constitutionality of Section 315 of the Communications Act might also be in question if the appellate court's ruling is accepted. Section 315 requires broadcasters to provide equal time to political candi-

dates for the same office whenever one of those candidates uses their facilities.

The request for review was filed last Thursday (Nov. 7), three days short of two months after the U. S. Court of Appeals for the Seventh Circuit held that the FCC's fairness rules violate the First Amendment (BROADCASTING, Sept. 16).

In essence, the government told the Supreme Court that two federal circuit courts have ruled differently on the commission's fairness rules and policy, requiring adjudication by the high tribunal.

The earlier case, decided by the District of Columbia circuit in 1967, upheld the commission's fairness doctrine (there were no rules then). That

case involved Red Lion Broadcasting Co. (WGCB-AM-FM Red Lion, Pa.), which had been ordered by the FCC to provide time to author Fred J. Cook who had been personally attacked in a paid broadcast over the station during the 1964 presidential election campaign. The Supreme Court accepted review in this case, but delayed argument pending the outcome of the Seventh Circuit case which was then in its initial stages.

The Seventh Circuit case was instituted by the Radio Television News Directors Association, CBS, NBC and eight other broadcast groups. The object of their attack was rules promulgated by the FCC in 1967 requiring broadcasters to provide time for responses





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4—RADIO: For distinguished reporting on medicine or health on a United States radio station or network.

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The awards will not be given for work, however excellent, that involves primarily the relaying of medical knowledge to the medical profession and to allied professions. Members of the medical profession, medical associations and their employees are not eligible.

#### AWARDS AND PRESENTATION

The award in each of the five categories will consist of \$1,000 and an appropriately inscribed

plaque. The awards will be presented at a time and place to be selected by the Awards Committee.

#### GENERAL RULES

1—Deadline for receipt of all entries is February 1, 1969.

2—Entries must have been published or broadcast during the calendar year of 1968.

3—Entries for newspaper and magazine articles must be submitted in triplicate, at least one copy of which must be a tear sheet, validating the date of publication and showing the material as it appeared when presented to the public.

4—Entries for radio or television must consist of three copies of the complete script and, except for editorials, a 200-word summary of the script. Television entries must be accompanied by a 16mm film with sound recording, a kinescope or a videotape. Radio entries must be accompanied by a transcription or an audio tape of the show.

5—Elaborateness of presentation will not be a factor in the judging.

6—Awards will be presented at the AMA Annual Convention in June 1969.

7—An entrant may make as many entries as he wishes and may receive more than one award or the same award in subsequent years.

8—Radio and television films, tapes or kinescopes will be returned if requested. Other entries will not be returned.

9—All entries must be accompanied by the following information: Title of entry, writer or producer, publication in which article appeared or station or network over which program was broadcast, date entry was published or broadcast, category for which entry is submitted, name, address, and title of person submitting entry.

#### JUDGING OF ENTRIES

Entries will be judged on a basis of accuracy, significance, quality, public interest, and impact. In the absence of meritorious entries in any category, the Medical Journalism Awards Committee may determine that no award shall be made in the category. The Medical Journalism Awards Committee will include outstanding members of the publishing industry, radio and television industry and the medical profession.

---

*All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago, Illinois 60610. Awards subject to state, federal and other applicable laws.*

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# ELECTION NIGHT

CBS	24.1
NBC	23.2
ABC	9.5

# NIGHT AFTER NIGHT

CBS	15.8
NBC	14.9
ABC	6.3

Audience rating estimates, CBS Evening News with Walter Cronkite and competing evening television news series, Monday-Friday, based on NTI-AA household data for latest 12 months, October 1967-September 1968. Subject to qualifications available on request.



where an attack is made over the station on a person or group, and for other candidates where the station itself editorializes in favor of one candidate for political office.

In citing the reasons why the Supreme Court should review the Seventh Circuit decision, the government noted that the Red Lion case does not involve the rules attacked by RTNDA and the two networks. Also noted was the fact that the Seventh Circuit, in its reference to the Red Lion decision, considered the ruling by the District of Columbia circuit as incorrect.

"It is evident," the government concluded, "that this case [RTNDA et al], like Red Lion, presents questions of major importance in the administration of the Communications Act that should be settled by this court. Although the court below [Seventh Circuit] stated that it was 'not prepared' to hold the general fairness doctrine unconstitutional, its reasoning can only be read as an expression of serious doubt that the doctrine could be properly applied in other contexts. Indeed, the approach taken by the court below may amount to a questioning of the validity of the provisions of Section 315 of the Act requiring stations to make equal time available to candidates for political office."

The Seventh Circuit decision, adopted unanimously by a three-judge panel, not only found the challenged rules unconstitutional, but also found that they are vague, impose an undue burden on broadcasters, threaten censorship and likely would inhibit broadcasters from making their views known on political candidates and controversial public issues.

The court also specifically disallowed the FCC argument—long used to justify regulation—that broadcasters must be licensed because of the scarcity of radio spectrum space and that, once licensed, broadcasters have a lower order of freedom of press than the printed media.

The Red Lion and RTNDA cases are the direct challenges to the FCC's fairness doctrine and the rules which the commission enunciated in 1967. Still awaiting a court decision is the attack by the National Association of Broadcasters, WTRF-TV Wheeling, W. Va., ABC, CBS and NBC and others on the commission's ruling in the Banzhaf case. This decision, adopted last year, requires broadcasters to provide antismoking public announcements on a proportional basis to offset cigarette advertisements. This case was argued before a three-judge panel of the District of Columbia circuit court last spring. No decision has yet been rendered.

The government's petition filed last week was signed by Solicitor General

Erwin N. Griswold; Assistant Attorney General Edwin M. Zimmerman, in charge of the Department of Justice's antitrust division, and Gregory B. Hoendon, a Justice Department lawyer. It was also signed by Henry Geller, general counsel, and Daniel R. Ohlbaum, deputy general counsel, of the FCC.

## Salant criticizes government policy

### Defends news coverage, says First Amendment is being 'chipped away'

CBS News President Richard S. Salant voiced a strong plea last week for government restraint in acting upon complaints against broadcast news coverage of contemporary news events.

At the same time, Mr. Salant was outspoken in his criticism of the past handling of such complaints by official government agencies, indicating plainly such actions had infringed on the rights of the broadcast news media as set down in the First Amendment.

He embodied his views in a talk prepared for delivery before the Oregon Association of Broadcasters in Portland last Friday (Nov. 8), during which he summarized the problems TV-radio newsmen face in reporting "instant history" in these critical times. He dwelt at length on the "deep and wide public hostility" toward the press in general and broadcast news in particular.

Mr. Salant stressed that it is the duty and the responsibility of all news organizations to report fully on people and events involved in problems and crises. and added: "As a result, we in

news have made people very uncomfortable because a lot of people just do not want to hear about, or see, or be reminded of, these things."

Mr. Salant pointed out that broadcast journalism is particularly vulnerable because it reaches many people, who rely on TV-radio as their chief source of news; its audience directly identifies with the media, and, most important of all, TV-radio stations are licensed by the government.

These three factors, according to Mr. Salant, combine to create "a disturbing official attitude" that broadcasting "somehow or other must perform as government or political instrumentalities." He contended that the broadcast media are "treated as something a good deal less than an independent part of the press; we are treated as being there to be used."

Turning to criticism of broadcast news coverage, Mr. Salant stated that not only extremists of the right and left but congressmen and senators, cabinet members and government agencies, and even the President of the U. S. appear to hold the view that "the First Amendment is divisible: It applies fully to print but hardly at all to broadcast news."

"I do not know how much further, for us in broadcast news, the First Amendment is going to be chipped away, or for all practical purposes repealed altogether," Mr. Salant asserted. "I do know that this is too common, too important to our society, too threatening to the morale of our reporters to ignore." He said a friend recently said to him that the prevailing notion is that the First Amendment "is there for the press only when the press says what most people want it to say, and there is no general understanding that it is explicitly designed to keep the government out even when the majority of people and the government itself are outraged by what the press says." Mr. Salant made this observation: "My friend believes—and sadly I share this belief—that if the First Amendment were advanced today as a new proposition, it would be rejected. Surely, it seems to be in the process of rejection in respect of broadcast news."

Mr. Salant contended that if the First Amendment is to be meaningful in the area of broadcast news, "it must mean that the government cannot investigate and regulate and tell us what to do and how we ought to do it and punish us if we have not met its notion of proper reporting." He added that he is "equally convinced that this gives us no moral license to be wrong or careless or biased."

Broadcasting must be accountable to everybody except the government if it



Mr. Salant

is to remain free, Mr. Salant insisted. It must be accountable to its editors, to its managements and to the public, he said.

Mr. Salant conceded there is a fine line separating what the government can and must do because of its licensing power and what the press is entitled to do in pursuit of its journalistic function in accordance with the letter and spirit of the First Amendment. He claimed the line "is being drawn too far toward licensing and its concomitant regulation than toward the spirit of the First Amendment."

In concluding remarks, Mr. Salant raised these questions: "At the very least, should not there be congressional, executive and administrative self-restraint? Should not the FCC stop and consider the First Amendment implications before it sets its wheels in motion—should it not write back to those who complain, and tell them about the First Amendment and explain that the complainant has some burden of proof in advancing specific evidence of fraud, or impropriety, or chicanery—going to the licensee's character?"

"After all, it's the FCC's and Congress's First Amendment, too, as well as yours and mine."

### AMST holds to prior views on copyright

The Association of Maximum Service Telecasters, meeting the Nov. 1 deadline for comments on copyright revision legislation asked by Senator John L. McClellan (D-Ark.), told the chairman of the Copyright Subcommittee that AMST still supports a formula that would levy varying degrees of liability on CATV systems depending on importation of distant signals and origination of cablecast programing.

The AMST attorney noted that the U.S. Supreme Court decision on CATV liability should be narrowly construed as exempting only the simplest types of cable systems.

### Georgians back screening bill

The board of directors of the Georgia Association of Broadcasters has voted to endorse a bill introduced in the 90th Congress by Representative John Dingell (D-Mich.) that would require record manufacturers to supply with each record distributed the texts of the recorded lyrics. The measure (H.R. 18328) is expected to facilitate efforts by broadcasters to screen records for suggestive or off-color material. Mr. Dingell is expected to reintroduce the bill in the next Congress, which meets in January. A similar measure is before the Georgia legislature.

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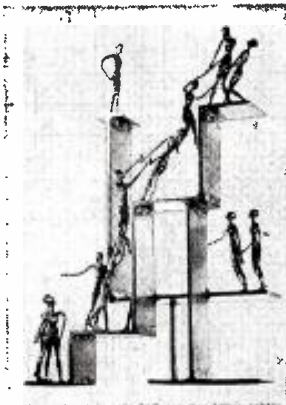
	NSI	ARB
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WNBC	3.3 29	4.2 29
WCBS	3.0 25	3.6 24
WABC	2.0 17	1.7 11

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# CATV importation request denied

## FCC says bringing distant signals into Cleveland area would hamper development of UHF service

Three CATV systems were turned down last week in their requests for FCC permission to import distant signals into the Cleveland television market. They were also told they could originate programming—but that they could not sell advertising time.

The rejection of the requests and the limitation on program origination were contained in an initial decision issued by Hearing Examiner Forest L. McClenning. The systems involved—Akron Telerama Inc., of Akron, Ohio; Telerama Inc., of Cleveland, and Lorain Cable TV Inc., of Lorain, Ohio—are free to ask the commission to review the decision.

The largest single owner of Telerama (49%) is Scripps-Howard Broadcasting Co., which owns WEWS(TV) Cleveland, as well as other broadcast properties. Akron Telerama is a Telerama subsidiary formed to provide CATV service to Lorain and to the Lorain-Elyria metropolitan area. A majority of Lorain Cable's outstanding stock is owned by the *Lorain Journal*.

At issue was the commission rule prohibiting CATV systems from importing distant signals into any of the top 100 markets unless they can demonstrate that the importation would be consistent with the public interest—specifically, with the maintenance of viable television service in the area. Cleveland is the eighth-ranked TV market.

Mr. McClenning concluded that the importation of distant signals would have an adverse impact on the development of the growing UHF service in the Cleveland market. The only CATV system now operating in the Cleveland market is Telerama's, which serves customers in four Cleveland suburbs with six local and 12 distant signals.

There are four VHF stations in the market, three in Cleveland and one in Toledo, Ohio. Mr. McClenning said the hearing has developed evidence that Cleveland and Akron areas have become areas "of extensive CATV activity with major interests being in competition for CATV franchises . . ." and UHF activity, he said, has developed to the point where, "if effectuated and preserved," Cleveland, Akron and Lorain residents will have a choice of nine to 11 stations, most of them providing those communities with city-grade service.

The examiner said the systems had failed to sustain the burden of proving that their proposed service would not

harm the present and proposed TV service. He said economic analysis, supplemented by full testimony by experienced broadcasters and advertisers, is the evidence needed.

Instead, he said, the systems chose to accept conditional waivers in Cleveland and Akron of the distant-signal rule, and had urged that such waivers, plus the Lorain proposal, were too minimal to affect UHF development. Telerama had reduced the number of suburbs it was seeking to enter, and Akron said it would limit the number of subscribers it would serve.

Mr. McClenning also noted that the proposals for importing distant signals with the presently available channel capacity will be rendered moot before the proceeding is concluded. In view of the number of stations present and proposed that CATV companies are committed to carry, and the fact that three channels on each of the companies' 12-channel systems cannot be used because of technical problems, Mr. McClenning said, availability of channels for regular carriage of distant signals would be "completely inadequate."

Mr. McClenning said this lack of availability could not be relied on to afford protection for the developing UHF stations. He noted that Akron Telerama and Lorain Cable are considering expanding their respective systems to a 20-channel capacity.

The examiner, noting that the systems propose to originate programming—principally time, weather and news and (in the case of Lorain) local public affairs—said no restrictions should be placed on program originations, "except against the sale of commercial time."

He said the commission has followed a policy "of encouraging the development of additional outlets for community self-expression." And he said the limitation on commercial originations is required to prevent the CATV systems from becoming additional competitors for local advertising revenue, "ordinarily a vital source of UHF revenue."

The Telerama aspect of the proceeding involves one of the first distant-signal cases brought under the CATV rules. It grows out of a court appeal Telerama took from an April 29, 1966, commission letter advising the system that it would be violating the then new rules if it provided distant-signal service to communities it was not serving when the rules became effective, on Feb. 15 of that year. The system was then in-

stalling cable in two suburbs, Euclid and Maple Heights. The U. S. Court of Appeals, in Cincinnati, held its decision on the appeal in abeyance, pending a commission decision in the major-market proceeding.

One of the issues in the hearing is whether the equities established by Telerama's investment in CATV operations in areas following Feb. 15, 1966, sufficiently outweigh the likely impact on UHF in the area to warrant the waiver that would permit CATV service in those communities.

The examiner ruled in the negative. He said Telerama should have known, from a commission statement in April 1965, that restrictions on the signals that CATV systems could carry might be coming in the CATV rules then under consideration. Telerama, the examiner said, "simply made a mistake in judgment" of the time that would be needed for the commission to put its proposed rules into effect. In any event, he noted, the greater portion of Telerama's expenditures has been on that portion of the system that was in operation before the rules were adopted.

## Guidelines issued on nonduplication

Continuing program exclusivity squabbles between broadcasters and CATV's have caused the FCC to reiterate those applicable portions of its CATV rules in a public notice.

The reminder was prompted by a long-standing dispute between KCMT(TV) Alexandria, Minn., and Willmar Video Inc., serving Willmar, Minn., whether program exclusivity should be provided to KCMT. The commission had said it should and ordered the cable system to comply.

Apparently the cable system didn't, in part, and KCMT re-issued its complaint that the CATV refused to afford it protection. Willmar contended KCMT was obligated to specify the programs and broadcast times on a distant station it did not want duplicated. Those programs, the CATV said were at different times than they appeared on KCMT.

The commission found that KCMT indeed had not indicated the broadcast times of those programs, but it noted that the CATV system "appears to have seized upon a few errors as an excuse for affording no protection at all." KCMT was ordered to meet its notification obligations and Willmar to afford



same-day nonduplication protection even in case of errors in notification. Willmar was asked to inform the commission if the errors occurred "with any significant frequency."

In addition the commission took the opportunity to "clarify" broadcaster and CATV obligations under the CATV rules. It specified that the broadcaster is responsible for indicating programs to be deleted, the stations carrying these programs and the times of their presentation on the cable system, all notification to be given eight days before the programs' air dates. For its part the cable system must inform the broadcaster about its plans for carrying signals and program schedules, if they are known, of the stations providing the signals. If the cable system can't obtain this information, then the broadcaster must get it directly from the source of the signals, the commission said.

Broadcasters originating the signals were urged to cooperate with the local stations in providing this information. The commission noted that since the nonduplication rules apply primarily to network programs, a local station should provide CATV's with both programs and broadcast times to be deleted at the beginning of a network season, and provide CATV's with notice of change only when there has been an alteration either by the network or the originating station.

Local stations should be informed of any such changes, the commission stressed. And even though specials are scheduled on short notice, the commission said "cooperation among the interested parties should still permit . . . the 48-hours notice specified in the rules. . . ."

### Tors plans increase in film productions

Plans for an expanded program of feature films and TV series for Ivan Tors Films, Los Angeles, and Ivan Tors Studios, North Miami, Fla., were announced last week by the Norris Grain Co., Chicago, a conglomerate which has a major investment in Tors.

Sig Shore has been named executive in charge of motion picture and TV investments for Norris Grain and has been elected to the board of directors of the two Tors companies. Mr. Shore, who has been associated with David O. Selznick Productions, Warner Brothers and several of his own companies in capacities that include TV, will oversee development and implementation of production plans.

Tors currently has five feature films in various phases of development for 1969 production and its TV activities include the *Tiger, Tiger* series for NBC-TV in 1969-70 and the current *Daktari* and *Gentle Ben* series for CBS-TV.

# Joan Rivers

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N.Y. Times

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# Jelling: an obit list of network shows

At least eight are on way out with three of them involved in ABC-TV's Friday night

The television networks may drop as many as eight shows from their nighttime schedules at replacement time in mid-season, according to reports last week from advertising agency and network sources.

Most certain to be dropped are these six: *Daktari* on CBS-TV; *Phyllis Diller* on NBC-TV; *Journey to the Unknown*, *Don Rickles Show*, *Operation: Entertainment*, and *Felony Squad* on ABC-TV.

CBS has already announced the demise of *Daktari* (Wednesday, 7:30-8:30) in January. It will be replaced on Jan. 29 by a variety program starring Glen Campbell (BROADCASTING, Nov. 4). There are reports that one of two other new shows on CBS—*Good Guys* (Wednesday, 8:30-9) or *Blondie* (Thursday, 7:30-8)—may be cut loose.

NBC's *Phyllis Diller* (Sunday, 10-11) is expected to be succeeded by one of two one-hour shows NBC now has in production—the investigative suspense *Strange Report*, and the mystery-comedy *My Friend Tony*—or by a variety-

type program. Mentioned were *Soul*, an all-Negro version of *Laugh-In*, or *A Family Thing* which stars the Cowsills.

Agency executives said that most likely NBC will decide on whether to effect time-period adjustments of *The Jerry Lewis Show* (Tuesday, 7:30-8:30) and *Star Trek* (Friday, 9-10). *The New Adventures of Huckleberry Finn* (Sunday, 7-7:30) was reported to be suffering in audience levels and may be dropped.

ABC's Friday night schedule is expected to receive substantial face-lifting. *Operation: Entertainment*, *Felony Squad* and *Don Rickles* now fill the 7:30-9:30 slots on Friday. The network has announced previously that one of the replacements Friday would be a one-hour contemporary-variety series starring British pop singer Tom Jones, starting at 10. Retained on Friday would be *Judd for the Defense* and *Guns of Will Sonnett* and inserted would be two half-hour games shows, a nighttime version of *Let's Make a Deal*, purchased initially from NBC for daytime showing, and *The Generation Gap*.

ABC's Thursday's schedule also is to be changed to some degree. Mentioned is the move up to 7:30 of *The Flying Nun* to be followed by *That Girl* at 8 and *Bewitched* at 8:30 with a new program, *What's It All About World?* (*Laugh-In* type), at 9-10 and 10-10:30 would be returned to the stations. (The 10:30-11 period on ABC Thursday is now station time). The future of *Ugliest Girl in Town* now at 7:30 on Thursday and *Peyton Place* (Wednesday, 8:30-9), which was said by some agencies to be in trouble, was not indicated.

broadcasts, Olympic coverage and various specials interrupting normal network fare. The political scored less than 10, and the Summer Olympics ranged from 17.3 to 10.9, but four of the specials made the top 20—*It's the Great Pumpkin, Charlie Brown*, which was first on the list, Bing Crosby and Jim Nabors, who ranked ninth and 10th, respectively, and the *Friars' Roast of Johnny Carson*, 16th in line.

NTI top 20 Oct. 21-27:	Rating	Share
1. It's the Great Pumpkin special (CBS)	29.5	48
2. Rowan and Martin (NBC)	29.4	43
3. Mayberry RFD (CBS)	27.9	42
4. Bonanza (NBC)	26.5	41
5. Family Affair (CBS)	26.4	42
6. Gomer Pyle (CBS)	25.5	45
7. Julia (NBC)	24.1	37
8. Red Skelton (CBS)	23.6	36
9. Bing Crosby special (NBC)	23.5	36
9. Girlfriends & Nabors special (CBS)	23.5	36
11. Ed Sullivan (CBS)	23.1	35
12. Here's Lucy (CBS)	22.6	33
13. Beverly Hillbillies (CBS)	22.4	36
14. Dean Martin (NBC)	22.3	40
15. Mission: Impossible (CBS)	22.0	44
16. Friars Roast Johnny Carson special (NBC)	21.9	35
17. Green Acres (CBS)	21.8	35
18. Carol Burnett (CBS)	21.7	38
18. Gunsmoke (CBS)	21.7	34
20. Petticoat Junction (CBS)	21.5	37

## WBC 65-part series to study American Negro

Westinghouse Broadcasting Co. last week disclosed plans for the production and telecast on its five-owned stations of 65 half-hour programs entitled *A Thing Called Pride*, a documented study of the American Negro.

The Westinghouse stations will telecast the show's weekly, thus spreading the series over more than a year's time. The shows will be scheduled starting in early 1969.

In announcing the series, Donald H. McGannon, president and chairman of Westinghouse Broadcasting, described the undertaking as a comprehensive sociological survey of Negro life, culture and history in the U.S. exploring the origins and dynamics of the black American world. It will cover Negro society from "slum to high society, from slavery to militant protest, from the arts to religion, from separatism to intermarriage," according to Westinghouse.

The survey will have Dr. Thomas R. Cripps, historian who is associated with Morgan State College, as the host, writer and chief consultant.

Westinghouse indicated it regards the new series as a continuation of other efforts it's made to focus attention on the racial crisis in America. Last May, a three-and-a-half-hour documentary telecast in prime time on all five Westinghouse stations, also was shown on more than 60 other stations across the country and rebroadcast in morning hours during October on Westinghouse

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over the program previously in the time slot on KPHO-TV, Monday through Friday, 3:30-4 p.m.

ARD: FEB./MAR. 1968 VS. FEB./MAR. 1967

"Divorce Court" consistently delivers more homes, more women.



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See page 14

## CBS on top in NTI; no movies in top 20

CBS-TV reclaimed the lead in national Nielsen ratings by less than one point for the week of Oct. 21-27. The averages were CBS-TV 19.7, NBC-TV 19.0 and ABC-TV 14.5.

CBS's strong night was Monday, when its entire line-up was in the top 20. The NBC movie opposite this programming, "The Satan Bug", ranked 25 with a 20 rating and 34 share, and was the top-rated movie of the week. This was the first week movies had not appeared in national Nielsen top-20 rankings, although two made the list in the Nielsen MNA ratings (BROADCASTING, Nov. 4).

It was hardly an average week, however, with national and local political

stations for the benefit of high school students. A series of 10 half-hour programs, *The Great Ones*, a biographical and historical telling of the lives of notable American Negroes, was on Westinghouse's radio stations a year ago and since then has been rebroadcast.

The TV stations are WBZ-TV Boston, KYW-TV Philadelphia, KDKA-TV Pittsburgh, WJZ-TV Baltimore and KPX(TV) San Francisco.

## L.A. ETV wants okay for specialized service

Noncommercial KCET(TV) Los Angeles has asked the FCC to propose and establish a rule permitting noncommercial educational TV stations to transmit a limited amount of encoded ("scrambled") instructional material designed for doctors, nurses and law enforcement personnel, and "not suitable for viewing by the general public." KCET has provided such service on an experimental basis for the past four years.

The rapid increase of knowledge in the medical and law enforcement fields, KCET said, has created a corresponding need for more rapid transmission of new information to specialists in those areas. The station added that, based on its experience, scrambled TV transmissions are an effective, technically feasible way to meet that need, and are also fully compatible with operation of standard broadcast service.

Such specialized material should not be available to the public over instructional broadcast stations, KCET said. The medical programs could lead to baseless public fear, untrained self-diagnosis and misinterpretation of professional differences of opinion, while the law enforcement programs would deal with techniques best kept secret for reasons of security, the station said.

## Stag show on cable leads to felony charge

The video operator accused of inadvertently showing a pornographic program over several Palm Springs, Calif. area cable TV systems last month has been arraigned on federal felony charges. If Robert Veatch, formerly employed by KPLM-TV Palm Springs, is convicted, he could be sentenced to two years in federal prison or a \$10,000 fine or both.

Mr. Veatch, who apparently meant to privately screen at the station photographic material featuring a nude scene but accidentally distributed the images over the area's cable systems (BROADCASTING, Nov. 4), has been bound over to U. S. district court in Los Angeles. A date for entering his plea has not been set.

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# Copyright positions are set

## Broadcasters, NCTA, others go on record before copyright comes up in Congress

Combatants in next year's CATV copyright battle in Congress have staked out their preliminary positions for negotiations. Position papers requested by Senator John L. McClellan (D-Ark.), chairman of the Senate Copyright Subcommittee, were released last week by the subcommittee.

Positions of the National Association of Broadcasters and ABC Inc. were unveiled Nov. 1, on the subcommittee's deadline day for filing (BROADCASTING, Nov. 4). Made available last week were the bulk of responses from other parties to the dispute over copyright liability for cable systems.

Key filings came from the NAB, National Cable Television Association and from attorney Louis Nizer, representing organizations supplying copyrighted film programs for television broadcast, and the Motion Picture Association of America.

Other responses came from the Association of Maximum Service Telecasters, the All-Channel Television Society, the American Society of Composers, Authors and Publishers, CBS Inc., NBC Inc., the American and National Football Leagues, Westinghouse Broadcast-

ing Co., attorneys for Broadcast Music Inc., and assorted print copyright proprietors.

The filings are in response to an attempt by Senator McClellan to develop legislative language acceptable to all parties for copyright revision that would, for the first time, cover cablecasting. A measure passed the House in the 90th Congress, but with a section providing for CATV exemptions deleted on final passage, after a jurisdictional dispute between the Judiciary Committee, in charge of copyright legislation, and the Commerce Committee, charged with matters concerning regulation of communications. Later, the Senate failed to advance the House-passed bill, postponing action until the new Congress meets next year.

Several of the broadcasters' comments indicate agreement with the original section on the proposed copyright revision measure (Section 111) that was dropped on the House floor but remained in the Senate bill. Subcommittee and Copyright Office staff members have indicated that language similar to that in Section 111 would also have rough sledding in the next

Congress because of the "regulatory" content, which gave rise to the trouble with the House Commerce Committee.

(Staff members now expect the Senate to report a bill that would not attempt to assess varying degrees of copyright liability on differing types of cable systems [depending on such factors as program origination and importation of distant signals], as did the modified Section 111 that the House dropped. At issue, it's indicated, will be simply the questions of whether CATV's in general should be subject to copyright, and, if so, by what means fees should be collected and at what level they should be set.)

In addition to the NAB, which favors Section 111 as modified during floor debate before being dropped by the House, AMST and ACTS also opted for retention of the Section 111 principles.

NBC suggests that all cable systems be brought under the "public performance umbrella," with statutory licenses for stations relaying only unmodified signals of stations in whose normal service areas they are located. No such special treatment is suggested for systems that vary from simple relaying of local signals.

CBS, as in previous filings, holds for exemption for classic CATV's providing a supplementary service as in Section 111; others should pay. However, CBS modified its previous stand of full liability for all originating cable

### Program notes:

**Stokowski special** ■ Metromedia Producers Corp., Hollywood, is producing a one-hour program on conductor Leopold Stokowski in association with Laurie Productions. The show is planned for network broadcast it was explained.

**Rehabilitation series** ■ A new series of 10 half-hour programs on the problems faced by handicapped persons and the ways in which they overcome their disabilities is now scheduled for five NBC-owned TV stations. The series, *To Live Again*, was produced by NBC-TV in cooperation with the Department of Health, Education and Welfare.

**Busy shop** ■ Filmmation Associates, Los Angeles, is preparing a new TV series, a series of TV specials and a feature film. A pilot for *King Arthur and the Knights of the Roundtable*, a Saturday morning animated children's series for NBC-TV, is in development. In storyboard stage is a projected series of six prime-time live-animated specials starring Marcel Marceau. The third project is *Gulliver*, a combination live-animated feature film starring Kirk Douglas.

**Serendipity and Schwarz** ■ A one-hour Christmas season special, taped at F.

A. O. Schwarz, New York toy store, released by Trans Lux Television, New York, for showing, has had initial sales in nine markets: WPIX-TV New York, KHJ-TV Los Angeles, WFLD-TV Chicago, WISH-TV Indianapolis, KOA-TV Denver, KOAA-TV Pueblo - Colorado Springs, WTAE-TV Pittsburgh, WRDW-TV Augusta, Ga., and KGMB-TV Honolulu. Fred Weintraub is executive producer of show starring the Serendipity Singers and titled *Christmas at F. A. O. Schwarz*.

**Houdini special** ■ Triangle Stations Inc., New York, will produce *Houdini: The Impossible Possible*, a one-hour special for release next year.

**Cartoon sale** ■ Murakami Wolf Films, Hollywood, has sold two animated short subjects to Westinghouse Broadcasting Co. for a one-time presentation on WBC's five television stations. The animated films, entitled *The Box* and *Insects*, have won prizes in animation festivals held in various countries. This marks the first time they will be shown on television.

**Animation expansion** ■ Hanna-Barbera Productions is building a 35,000 square-foot wing directly behind its Hollywood studio. This will bring H-B's total

plant space to 75,000 square feet and will include a 100-seat theater and dubbing and recording rooms with modern acoustical facilities. The construction reportedly will cost more than \$1 million.

**Hearing Stars** ■ The Los Angeles Stars, the latest major league sporting attraction to be started in the Southern California area, have found a broadcast home. All their American Basketball Association games will be carried by KBIG-FM Los Angeles.

**From London** ■ TME Inc., London, is offering the *Dave Cash Radio Programme* direct from London on a one or five times weekly basis. The half-hour radio program features new English recordings and interviews. TME has set up an office in the Northwestern Bank building, Suite 310, Asheville, N. C. 28801.

**TV hot line** ■ KHJ-TV Los Angeles has added a "hot line" feature to its programming. The new program, called *Community Press Conference*, ables viewers to speak directly to public figures in the news, both nationally and regionally, on a regular basis. The first such figure to field questions from the viewer audience was Vice President Hubert Humphrey.

systems by agreeing to exemption for classic systems that originate only non-commercial public-service programming.

Westinghouse, a group broadcaster and multiple-CATV operator, sketched out a compromise modification of Section-111 principles exempting classic CATV's but defining local service in terms of a 30-mile radius from the post office of the community served (rather than in terms of signal-strength contours), and with a grandfather clause protecting CATV's in areas underserved by over-the-air signals. Systems importing distant signals into a fully served area would be subject to negotiated compulsory licenses. Issues such as program origination and pay-TV would be left to the FCC to regulate.

NCTA reaffirmed its opposition to the regulatory functions inherent in the Section-111 principles while agreeing to pay "for both local and distant signals." if proposed Section-111 controls on distant signals would be removed. The cablecasters suggest a compulsory license for relaying unaltered broadcast signals, involving a statutory flat fee paid to a single collection point, based on a percentage of gross, and a provision honoring blackouts of sports events, all coupled with no restrictions on origination or use of noncopyrighted material.

The filing for the film proprietors, submitted by Mr. Nizer, holds that negotiations with NCTA have been snagged on a definition of "adequately served" markets. Under the film-owners' proposal, three classes of CATV systems would be provided for: systems within the markets of four or more commercial TV stations (and all systems in the top 75 markets); all systems in markets served by three stations (or all in markets 76 through 100), and all others.

Systems in the first category would be fully liable for retransmission of all distant signals. In category two, a compulsory license would be provided or any system until it had achieved a 20% penetration of its potential market (or for three years, with all exemptions ending by 1974). A compulsory license would be provided for all systems in category three. In addition, a compulsory license would be mandatory for all retransmissions of local signals in all three categories.

The Nizer filing adds that the copyright owners would agree to fees based on a percentage of gross.

The football leagues contend that copyright legislation may provide "the only feasible medium for returning to the leagues control over their own pattern of telecasts." The leagues oppose compulsory licensing that would leave systems free to import signals into areas the clubs would prefer to have blacked out.

## Tone, Pertschuk join study staff

### Violence commission to hear from network TV presidents next

The National Commission on the Causes and Prevention of Violence is treading carefully as it prepares to look further into the question of violence and the mass media. It has already had one hearing on this subject, principally considering television (BROADCASTING, Oct. 21), and early next month it's going to interrogate the presidents of the nation's three television networks, as well as spokesmen for motion pictures and comic-book publishing (BROADCASTING, Oct. 28).

In preparation for this occasion, the commission last week announced that it had hired a special counsel to run the mass-media hearings. He's 45-year-old Philip W. Tone, a well-regarded Chicago lawyer who's a partner in that city's law firm of Raymond, Mayer, Jenner and Block. Albert E. Jenner Jr., a member of the firm, is a member of the violence commission and also was a senior attorney with the Warren Commission that investigated the assassination of President John F. Kennedy.

The violence commission was established by President Johnson last June after the assassination of Senator Robert F. Kennedy. Dr. Milton Eisenhower, president emeritus of the Johns Hopkins University, Baltimore, and brother of former President Eisenhower, is chairman.

To further boost its weight in the media investigation, the commission also announced that it had added as special consultant Michael Pertschuk, general counsel of the Senate Commerce Committee. Mr. Pertschuk will supervise the studies being made on violence and the mass media, it was reported.

Also announced last week were two additions to the mass media task force staff. They are human resources expert Carolyn M. McClelland, George Washington University, Washington, and behavioral scientist Lieutenant Colonel Frederick C. Berry of the U.S. Army's Office of Research and Development. This brings to nine the staff of the mass-media task force.

Co-directors of the mass-media task force are Robert Baker, former Department of Justice attorney, and Dr. Sandra Ball, San Diego (Calif.) State College, on leave from the University of Alberta, Canada. Special consultant to the task force is Dr. Otto N. Larsen, University of Washington sociologist.

Mr. Tone has served as a law clerk to Associate Justice Wiley B. Rutledge

of the U. S. Supreme Court for a year. He has been active in bar activities, serving on state and city committees that resulted in new rules for the Illinois Supreme Court, as well as revisions on practices and procedures in lower courts. Although the firm is noted for its trial work, Mr. Tone's specialty is corporation law, with emphasis on antitrust work.

The appointment of Mr. Tone to handle the mass media inquiry is seen not only as lending weight to the staff but also as relieving the commission's executive director, Washington lawyer Lloyd N. Cutler, of what could be an embarrassing situation. Mr. Cutler's firm, Wilmer, Cutler and Pickering, has a number of broadcasters, among them CBS, among its clients.

Because of this relationship, which was known and publicized when he accepted the appointment, Mr. Cutler has, it's understood, walled himself off from all activity in the mass media area of the commission's considerations.

Violence and TV, motion pictures, comic books and newspapers and periodicals, have generated the greatest amount of mail of any of the subjects the commission is investigating, a commission source said last week.

## Now its 'nonprogram' for noncommercial TV

Noncommercial KQED(TV) San Francisco this month started a weekly presentation of five half-hour "nonprograms," *Videospace*. The special series is the byproduct of a one-year experimental project at the station by the Rockefeller Foundation and the National Endowment for the Arts. The Rockefeller group contributed \$150,000 and the National Endowment chipped in with an additional \$70,000 to explore the potential of television as a medium.

The so-called "nonprograms" that partially resulted from this combined largess of \$220,000 consist of visual and audio effects, some described as "nightmarish." Various series segments—one is called "trio for speaker, screen and viewer"—were put together by "pioneer" techniques, including the mingling of sequences and sounds originally recorded at different times.

## 'Canned Heat' canned by Star

The Star Stations have banned all air plays of records by "The Canned Heat" group as the result of an alleged incident of public profanity by a member of the group, which appeared Oct. 26 in Portland, Ore. The public show was advertised, though not broadcast by K1SN Portland, a Star Station. Don W. Burden, chairman of the Star Stations, wrote the group's manager to advise

him of the action.

A copy of the Burden letter also was sent to the FCC. "Any artist or group conducting themselves in this depraved fashion will not be presented in public nor on the air," Mr. Burden wrote to Skip Taylor, The Canned Heat manager. The group's records, however, contain no profanity, it was acknowledged.

## New York delays edict on CATV originations

An expected decision on CATV program origination in New York last week was postponed until Dec. 5.

The city's board of estimate, licensing body for the cable systems, heard arguments for and against origination for almost five hours Oct. 24 and then scheduled a decision for Nov. 7 (BROADCASTING, Oct. 28). Presumably more time was needed to study the issue.

The three New York CATV compa-

nies operating under experimental franchises from the board of estimate, Teleprompter, Manhattan Cable and CATV Enterprises, have all applied to the board for permission to program on their own. Theater-owner groups are leading the fight against the resolution to be voted on by the board.

## Hopes not bright for AFM-network accord

The strike by the American Federation of Musicians against ABC, CBS and NBC, which began on Oct. 30, continued last week with no apparent settlement in sight.

Networks continued broadcast operations uninterrupted, relying on programs taped in advance; repeats of earlier shows or carrying programs without live music, when necessary. No meetings were scheduled between the union and management.

Representatives of 14 locals in New York affiliated with entertainment

unions adopted a resolution last Wednesday (Nov. 6) calling on their parent organizations to give "immediate and full support" to the AFM's strike. Among the unions represented at the meetings at which the resolution was passed were locals of the American Federation of Television and Radio Artists, National Association of Broadcast Employees and Technicians, International Brotherhood of Electrical Workers and the International Alliance of Theatrical State Employees. They represent performers and announcers, technicians, electricians and stage hands.

Approximately 800 employes throughout the country are involved in the strike which the union claims resulted from wages and working conditions and which NBC insists was over the musicians' staff size (BROADCASTING, Nov. 4).

The union removed its pickets from network facilities broadcasting election returns from 7 p.m. last Tuesday (election day) until last Wednesday morning.

## Broadcast Advertising

### GF to change method of buying spot TV

In a move to improve the cost efficiency of its spot TV expenditures which exceeded \$43 million in 1967, General Foods Corp., White Plains, N. Y., will convert to a consolidated TV spot-time-buying method by Jan. 1, 1969.

General Foods last week said its five agencies will be given responsibilities for buying all of its spot announcements in assigned geographical markets. Planning will remain the responsibility of the brand agency.

Under the plan, a designated agency will purchase all the TV spots, for example, in Los Angeles, San Francisco, Denver, for all GF brands.

The company stressed that its decision was based on its own needs and marketing approaches, and in no way reflected on other client-agency relationships. A spokesman said the move is "being made as a result of the growing complexities which now surround the spot TV business."

Asked if the emergence of the independent media buyer services was a factor in General Foods' decision, the spokesman said: "No, not at all. We've been testing this approach for about two years and we have decided that it is feasible. We think we will be able to cut costs, not that this is a cost-cutting device.

"But we feel that by using this method, we will be able to eliminate parallel ef-

forts by our agencies."

The agencies in the plan include Benton & Bowles, Young & Rubicam, Ogilvy & Mather, Grey Advertising and Doyle Dane Bernbach.

### Strips in projector subbed for storyboards

Authenticolor Inc., New York film processing company, has developed a TV film-strip method of presenting commercial concepts as a replacement for the storyboard. Jack Flanagan, Authenticolor president, said the method involves making of film strips for each sequence in a storyboard and showing them via a compact projector, which is



given free to agencies hiring Authenticolor.

Mr. Flanagan pointed out that the TV film strip of a storyboard eliminates the "squinting, jumping ahead by the client to the last panel and the inability of the client to 'feel' the commercial from a piece of cardboard."

Authenticolor's method is being shown to New York advertising agencies by Bob Popper (l), executive vice president of Authenticolor, who discusses the technique with Bob Plisker of Benton & Bowles.

### BRC grants researchers' stamp of approval

The Broadcast Rating Council Inc., New York, announced last week that a number of research organizations' reports have been accredited and may carry the council's "seal."

Among the reports accredited are the American Research Bureau's Local Market Television's Audience (except New York), Television Market Summary, Day-Part Television Audience Summary and New York Instantaneous Audience (Arbitron); the A. C. Nielsen Co.'s Nielsen Station Index (TV), Nielsen Television Index and New York Instantaneous Audimeter; the Pulse Inc.'s Radio Pulse (local radio reports published in white covers); Survey & Marketing Services' Traffic Radio Audit—Coincidental Enumeration (TRACE).

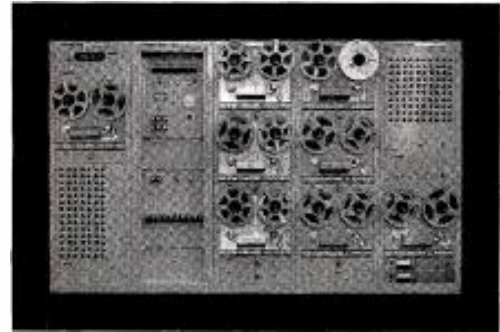
The council noted that accreditation



# Your Next Disc Jockey



A disc jockey is a likable fellow.  
He sits at his turn table — hours on end.  
Playing records and talking.  
Sometimes he talks too much. Or forgets to.  
He may play only the music he likes.  
Instead of what your listeners like.  
If he gets a phone call — or nature beckons —  
the record may come to its end.  
Then there is silence.  
Or the record may stick.  
And repeat-repeat-repeat-repeat-repeat.  
He may be your employee for weeks.  
For months. Occasionally even for years.  
But you're never sure if he'll get drafted.  
Go Hollywood. Win the Irish Sweepstakes.  
Or go to work for your competitor.  
His salary may be \$100 a week.  
Or \$200. Or more.  
And don't forget those fringe benefits.  
Vacations. Unemployment insurance.  
Sick leave. Coffee breaks. Expense accounts.  
Sure can add up to a lot. Can't it?  
A disc jockey may be right for your station.  
But if you have a really good man  
A Schafer Automation System will make him even better.  
He'll have time to generate new ideas,  
create fresh programming.  
Sell more Advertising.  
Sure beats sitting at that turn table.  
Hours — on end.



A Schafer Automation System  
is kind of like a disc jockey.  
In fact it does all of the things  
a whole stable of disc jockeys used to do.  
It plays exactly the music you choose.  
Rock and Roll. Country-Western.  
Contemporary. Middle of the Road.  
Or any other kind you can think of.  
There's never a pop.  
A click. A fade-out.  
Or deadly silence.  
It inserts commercials.  
IDs. Time signals. Personality tracks.  
It switches to the network. And back.  
It's perfect for FM... and for AM.  
For big cities. For small towns.  
It works 24 hours a day.  
7 days a week. 52 weeks a year.  
It doesn't drink. Or smoke.  
Or swear. Or have hangovers.  
It never needs a vacation.  
Never takes sick leave.  
Never leaves you for another station.  
You don't have to pay overtime.  
Or unemployment insurance.  
Some station owners call it a magician  
because it turns red ink into black.  
Makes black ink even blacker.  
Never deals the same programming hand twice.  
And makes all sorts of problems vanish.

All this happiness for as little as  
**\$55** a week. With SCHAFER instant credit approval  
you could be automated real soon.

## schafer

Schafer Electronics, 9119 De Soto Avenue,  
Chatsworth, California 91311 (213) 882-2000  
A division of Applied Magnetics Corporation

applies only to the report series listed and not to other output of the various services. It also applies only to the estimates of the size and composition of the broadcast audiences and not to other estimates published in some of the reports.

## Forecasts as seen in clouded crystal

### Brower takes ad research, networks over coals on ability to pick winners

Advertising research drew some sharp digs from Charles H. Brower, chairman of BBDO, in the creative session winding up the 59th annual meeting of the Association of National Advertisers on Nov. 2 (BROADCASTING, Nov. 4).

He said he wasn't "attacking" advertising research but that he had reservations about the value of a good deal of it.

In an apparent allusion to commercial testing services like that of Schwerin Research Corp., Mr. Brower said that trying to forecast the success of a campaign by "exposing a few commercials to a shanghaied audience" brought in off the street was like trying to forecast next year's tides by "sitting in your kitchen" contemplating "a cup of salt water."

He also said that no TV network in the last three years has been "even 50% right" in judging which of its new shows would be worth bringing back the following season. They might have done better, he suggested, by "pitching pennies."

He predicted advertising costs in the

future would rise at a rate of about 7% a year, and, facing up to a question that's asked more often than answered, said he thought commercials—and other advertising forms—that win awards "probably" sell more than those that don't win awards.

Stressing the importance of simplicity in advertising, the BBDO chairman showed eight commercials by other agencies—and one by his own—that he considered particularly well done.

They were for Raisin Bran, by Grey Advertising; Polaroid, by Doyle Dane Bernbach; Edward & Hanley, by Lois, Holland, Calloway; Xerox, by Papert, Koenig, Lois, which at that time was the Xerox agency; AT&T, by N. W. Ayer & Son; Union Carbide, by Young & Rubicam; Bugles, by Wells, Rich, Greene; Yellow Pages, by Cunningham & Walsh, and Diet Pepsi, BBDO.

Mr. Brower was the wind-up speaker on a session exploring "The Quality of Today's Ads," which also featured Carl Ally, chairman and chief executive officer of Carl Ally Inc., who showed a selection of his agency's commercials, and an illustrated talk by Jack Roberts, vice chairman and creative director of Carson/Roberts.

ANA officials also announced at the closing session that the 1969 annual meeting will be held Dec. 6-10 at Scottsdale, Ariz. This year's, like most ANA conventions, was at The Homestead, Hot Springs, Va.

### Business briefly:

Motorola Inc., Chicago, through Fuller & Smith & Ross Inc., New York, will sponsor a Christmas special, *Fenwick*, starring Walter Slezak. It will be test marketed in seven cities this year with Motorola possibly sponsoring a second

version of the program for network telecast next year. Henry Jaffe Enterprises is producing the special. Executive producer is Ed Mahoney, senior vice president, broadcast, F&S&R.

General Foods Corp., White Plains, N. Y., is supporting the national introduction by its Post division of three new flavors of Toast 'Em Animals (toaster food) with a heavy network TV schedule. Agency is Benton & Bowles, New York.

Pepperidge Farm Inc., Norwalk, Conn., through Ogilvy & Mather, New York, has purchased time on CBS Radio's *News-on-the-Hour* and *Dimension*.

General Foods Corp., Maxwell House Division, White Plains, N. Y., through Ogilvy & Mather, New York, is expanding its introduction of "New Instant Max," a form of Instant Maxwell House Coffee. Spot TV will be used in eastern and midwestern states.

Levi Strauss & Co., San Francisco, through Honig, Cooper and Harrington, that city, will sponsor the first telecast of the "Miss Rodeo America" pageant Nov. 11-13 on about 185 stations this winter. Triangle Stations, the producer and distributor, will carry the program on its six outlets.

## Suburban banks unite in Atlanta radio campaign

Six independent banks in as many Atlanta suburbs have joined forces and budgets in a cooperative radio campaign aimed at competing for new customers with the larger Atlanta banks and branches.

The Bank of Jonesboro, First National Bank of Tucker, Rosewell Bank, Bank

## How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Oct. 27, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Oct. 27	Total dollars week ended Oct. 27	1968 total minutes	1968 total dollars
	Week ended Oct. 27	Cume Jan 1-Oct. 27	Week ended Oct. 27	Cume Jan. 1-Oct. 27	Week ended Oct. 27	Cume Jan. 1-Oct. 27				
Monday-Friday Sign-on-10 a.m.	\$ .....	\$ 145.8	\$ 208.0	\$ 3,498.1	\$ 375.7	\$ 14,282.6	112	\$ 583.7	3,180	\$ 17,926.5
Monday-Friday 10 a.m.-6 p.m.	1,843.2	50,578.1	2,940.8	116,944.0	2,407.6	93,380.8	981	7,191.6	38,039	263,842.9
Saturday-Sunday Sign-on-6 p.m.	1,775.4	43,546.2	1,958.0	41,435.5	843.8	26,846.0	327	4,577.2	10,723	111,827.7
Monday-Saturday 6 p.m.-7:30 p.m.	1,439.3	15,440.7	761.7	23,706.6	709.5	24,680.1	122	2,910.5	3,898	63,827.4
Sunday 6 p.m.-7:30 p.m.	468.0	4,879.6	278.4	8,300.5	269.8	7,591.2	33	1,016.2	870	20,771.3
Monday-Sunday 7:30-11 p.m.	7,311.7	200,460.0	8,154.7	244,972.1	7,786.5	246,539.9	461	23,252.9	18,865	691,972.0
Monday-Sunday 11 p.m.-Sign-off	972.1	14,828.8	61.3	4,802.5	433.6	19,263.5	99	1,467.0	3,353	38,894.8
<b>Total</b>	<b>\$13,809.7</b>	<b>\$329,816.2</b>	<b>\$14,362.9</b>	<b>\$443,659.3</b>	<b>\$12,826.5</b>	<b>\$435,584.1</b>	<b>2,135</b>	<b>\$40,999.1</b>	<b>78,936</b>	<b>\$1,209,062.6</b>

of Smyrna, Fairburn Banking Co. and Peoples Bank of Lithonia are using drive-time spots and other time announcements to reach commuters, people at home on the weekends and housewives.

Structured so that all the banks are mentioned in each commercial and each bank has its name mentioned first in rotating spots, the message is: "Keep a little bread where you lay your head, get an extra edge—keep a little hedge, put your money in a Frontyard Bank."

Agency for the banks is Liller, Neal, Battle and Lindsay, Atlanta.

## Variety of subjects highlight 4A agenda

### Everything from profits to post-election report planned for discussion

A Chicago meeting of more than 200 advertising agency executives will open this morning (Nov. 11) with a discussion of business—particularly profits—and will close tomorrow afternoon with an "inside" look at an agency, Los Angeles-based Carson/Roberts.

In the interval, the annual meeting of the American Association of Advertising Agencies central region, will also touch on minority group employment and creative sessions of "big idea" campaigns. Included in the program is a post-election report, "Television and the Election," featuring Floyd Kalber, NBC News's Chicago correspondent, at a luncheon today.

A closed management session starts things off this morning. John Crichton, AAAA president, will speak on "A Matter of Pride"; Harry Paster, vice president of the association, will discuss "Recent Trends in Stock Distribution in Member Agencies", while "The Profit Crisis" will fall to the attention of Richard Turnbull, 4A's senior vice president and director of consulting services.

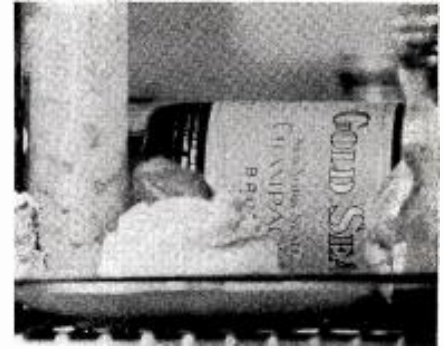
Taking part in panel discussions this morning — on "Controlling Agency Costs" and "Increasing Agency Income"—are Charles D. Peebler Jr., Bozell & Jacobs, Omaha; Robert E. Pflieger of Meldrum & Fewsmith, Cleveland; John R. McAlpine, Young & Rubicam, Detroit; David B. Arnold, Gray & Rogers, Philadelphia; Warren J. Kratky of Gardner Advertising, St. Louis, and Philip H. Schaff Jr. of Leo Burnett, Chicago.

This afternoon's session is devoted to a discussion of how Chicago agencies are working to recruit and train talented Negroes for careers in advertising through the Chicago Council's basic

## Any time is right time for glass of bubbly

Gold Seal Vineyards Inc., Hammondsport, N. Y., unveiled a new commercial approach to selling champagne last Friday (Nov. 8) during its co-sponsorship of ABC-TV's *Don Rickles Show* (9:30-10 p.m.): It urges viewers to drink champagne on occasions that are not special.

The commercial's theme is: "What are you saving it for?" The message suggests that special occasions take care of themselves. A feature of the color commercial is that it goes to black several times while showing a bottle of Gold Seal Brut champagne inside a



refrigerator.

The commercial was produced at MPO Videotronics, New York. Agency: Gilbert Advertising, New York.

advertising course. Participants scheduled are Willard Klose of Campbell-Ewald, Detroit; and—all from Chicago—Robert Ross and Lynn Small of Leo Burnett; William Sharp, Glenn Hawkins and J. Franklin Johnson, all three with J. Walter Thompson; Julius Hunter of Foote, Cone & Belding, and William Aiston of BBDO.

Edward L. Bond Jr. of Young & Rubicam and 4A chairman talks on "What's the Color of his Collar" at a dinner meeting tonight.

The "big idea" campaigns will be discussed at a session Tuesday morning, including speakers J. Gerald Fortis of Needham, Harper & Steers, Chicago, on "America's Oldest Eight-Year Old," the Morton Salt story; Jim Shymkus of Leo Burnett, Chicago, on "Moment of Truth," the Clark Teaberry Gum Ad-paign; A. Laney Lee of Gardner Advertising, St. Louis on "Cessna's \$100 Million Coupon" campaign; Emery T. Smyth, formerly of Interpublic Group of Co.'s product development workshop in New York and newly appointed Pritchard Wood Associates (New York) president on the introduction of Simba, a new Coca-Cola Co. soft drink, and Walter Ambruster of D'Arcy Advertising, St. Louis, on "Budweiser is the King of Beers (But You Know That)."

Also Tuesday morning, Alvin Hampel of Young & Rubicam, will employ wit in addressing himself to "Losing Money the Creative Way, or Watch Out for Clients in Pleated Pants." At lunch Tuesday, Robert W. Galvin, chairman and chief executive officer, Motorola Inc., will examine the questions and attitudes raised about the advertising business as expressed by a representative group of college students. The "Inside Carson/Roberts" presentation in the afternoon will be given by the agency's principals, Ralph Carson and Jack Roberts. A special breakfast meeting is planned for educator guests Tuesday by the 4A's central region agency-educator committee.

### Also in advertising:

**Caribbean expansion** ■ Ross Roy of New York Inc. has opened a branch office in San Juan, P. R., to service its client, Bacardi Corp. Jose A. Valdes-Chao was named manager of the new office and will serve as account executive for Bacardi, Raymond Stokes in New York will continue as account supervisor.

**Los Angeles merger** ■ Speer & Mays Inc., Los Angeles-based agency with estimated 1967 billings of more than \$1.1 million, has merged with Young & Hollander Inc., an agency formed in Los Angeles last year, which also had 1967 billings of about \$1.1 million. The new firm formed is Speer, Young & Hollander.

**Name change** ■ Lewis & Dobrow, Washington, has changed its name to Lawrence Dobrow & Associates. Started in 1952, the firm was originally named Larrabee Associates.

### AAAA offering grants

The American Association of Advertising Agencies Educational Foundation has invited applications for a new group of grants to support college professors' research programs in advertising, marketing communications and consumer behavior. Each grant is in an amount up to \$10,000 per year. Applications should be sent to the foundation at 200 Park Avenue, New York 10017, and must be received before Jan. 5, 1969.

### FC&B adds another

Foote Cone & Belding, San Francisco, has been assigned the MidAmerica charge card account. MidAmerica is an association of 315 banks in Nebraska, Iowa, Wyoming and South Dakota, which expects to issue master charge cards in 1969. FC&B already handles the master charge for the Western and Eastern States Bankcard Association.





## ***The right to know***

The public's right to know—and the responsibility of a station to report—are greatest when American lives are at stake. This was the case surrounding the controversy of the M16 rifle used in Vietnam. A Michigan manufacturer . . . backed by GI reports . . . claimed he could solve much of the malfunctioning problem. The Fetzer television station in Kalamazoo sent in a three-man film reporting team. One Fetzer reporter was a participant in the firing tests under simulated battle conditions. On-camera closeups clarified the controversy for Western Michigan viewers. This is an example of the in-depth reporting our listeners have learned to expect.



## ***The Fetzer Stations***

<b>WKZO</b> Kalamazoo	<b>WKZO-TV</b> Kalamazoo	<b>KOLN-TV</b> Lincoln	<b>KGIN-TV</b> Grand Island	<b>WJEF</b> Grand Rapids
<b>WWTV</b> Cadillac	<b>WWUP-TV</b> Sault Ste. Marie	<b>WJFM</b> Grand Rapids	<b>WWTV-FM</b> Cadillac	<b>WWAM</b> Cadillac

## The care and feeding of a new product

Broadcasting rates high as the means of whetting consumer interest, but experts warn of some pitfalls

That old bromide about building a better mousetrap does not turn out to be a very good marketing principle. The truth is it's tough to get the world to take notice of a better mousetrap, and it's tougher yet if you've only built another mousetrap.

When it comes to new product introduction, the most vital of communications media is the grapevine. The broadcast media are second.

The consumer has a strong appetite for newness—a fact that has been familiar to copy departments for a long time, where “new” has always been a facile adjective, no matter what was being sold.

More often than not, a new product is something less than a startling discovery. Most new products are the result of a game of corporate leap-frog whereby one company takes the risk of introducing something new and then all its competitors must follow suit in order to protect their market shares. Sometimes a “new product” is an old product spruced up in some way—new packaging or new size, for example.

The introduction of a product with a distinctive product difference, rather than one that just matches a competitor's market entry, is the easier job. In a presentation to the Advertising Research Foundation annual conference in 1966, A. C. Nielsen Co.'s James Peckham called the imitative product a “me-too product.”

If the manufacturer has a unique brand “with a strong consumer-plus and an exceptionally strong copy story,” said Mr. Peckham, he can save as much as one-third on advertising expenditures.

“On the other hand,” Mr. Peckham continued, “if you are the second or third brand to exploit a particular consumer-plus characteristic and/or if the product advantages are minor or perhaps difficult to develop into an effective copy story, you will probably find it necessary to increase your advertising by 50% or more.”

There seems to be a growing dependence on new products among manufacturers, and this growth will eventually translate into advertising growth. The National Industrial Conference Board

polled 50 consumer-goods manufacturers and learned that the average percentage of current sales attributable to new products is 22% (products are defined as new if they were first marketed within the last five years).

In a study of new products in the food business conducted by Nielsen for the Grocery Manufacturers Association, it was discovered that almost all the growth in the grocery field could be traced to new items. In 1966 old products accounted for \$57 billion in volume, Nielsen reported, while products introduced that year accounted for \$8 billion. That \$8 billion represents 12.2% of the total food business, or practically all of the 1966 gain.

According to a Katz Agency survey, Procter & Gamble, the biggest user of network television, considers 70% of its annual sales to be new products. Bristol-Myers says 60% of its annual sales are new products; General Foods claims 20% and Alberto-Culver, 90%.

Successful new products sell at a higher price per unit, too. Not only do increased manufacturing costs figure in, but there are increased profit margins. Nielsen reported that new items in 1966 had an average 23.2% profit margin, while surviving items had a 19.4% margin, and discontinued items had an average 18.6% profit margin. The risks are great, but the rewards can be ample.

One marketing expert estimates that 6,000 new products are introduced annually and that the cost of their debuts may be \$500 million. But the mortality rate, too, is high. A study of new products on television made by the Katz Agency suggests that out of 40 seriously considered new-product ideas, only two products ever get to market—where one fails. The odds are 40 to one, and it's not every day you hear a success story like the one they are telling at Young & Rubicam.

In the past year, General Cigar and Y&R successfully introduced a new product using TV almost exclusively. Cigar smokers are an especially conservative bunch with a virile self-image, and Y&R feared they would not warm up to a mentholated cigar. Tiparillo M, now two years old, was first introduced

in the summer of 1966, in 10 seconds tacked onto the end of every Tiparillo spot. The original plan was for Tiparillo M to ride the coattails of the regular Tiparillo.

“It didn't work very well,” says Vice President and Account Supervisor Joe Vaamonde. So they did some of what Mr. Vaamonde calls “haphazard research.” “We were talking to typical cigar smokers who said: ‘You want to ruin a good cigar?’” says Mr. Vaamonde. “Out of this came basically the campaign.”

The campaign that resulted was: “The great taste that sounds terrible.” In the spring of 1967 the campaign was test-marketed in the Boston area, despite some reservations about the negativism of the copy.

Says Mr. Vaamonde: “We went into New England. And we had the advantage of having one-sixth rights to the Red Sox baseball games which is a terrific media buy, as you know. And that was the year they won the pennant, which we didn't know they were going to do.”

Three different commercials were used in both 30-second and 60-second versions, all calling the mentholated Tiparillo M, “the great taste that sounds terrible.”

“All of a sudden things started to go this way,” says Mr. Vaamonde using his arm for an ascending graphline, “and it took Tiparillo with it. We put our money behind the new and exciting product and it took the old one with it.”

After an original assumption that the new product would capitalize on the reputation of the established product, it was ironic but the opposite had occurred.

The Tiparillo M campaign is now national with about 70% of the advertising budget in television, 20% in radio and 10% in print. The ratio of spot to network has been about three-to-one. “We have been heavily committed to television at General Cigar for five or six years. This is our prime medium,” explains Mr. Vaamonde.

With the new campaign, sales are up about 40% nationally. “We have raised

menthol Tiparillo to the same level as menthol cigarettes in the cigarette market," says Mr. Vaamonde.

Television offers advertisers an opportunity to demonstrate something new and at a high level of impact. One network executive suggests that special-event television, with its high levels of awareness, is particularly well-suited to new-product marketing.

"The chances of breaking through the awareness barrier are likely to be greater on television, likely to be faster than any other medium," according to Peter Bardach, vice president and director for broadcast at Foote, Cone & Belding.

"Television gives you something that people can talk about," says Erwin Fishman, vice president and director of research, also at FC&B. "It can possibly stimulate the person-to-person communication."

In February of this year NBC published the results of research into the

viewing habits of the "venturesome shopper." The network learned that 41% of the homemakers who heavily view nighttime television are also adventurous consumers. Homemakers who used at least eight products introduced within the previous five years qualified as venturesome shoppers. A viewer who saw more than 4.4 half-hour segments of television per day was classified as a heavy viewer. The theory holds up in daytime television and among men, as well.

Among the experts, two schools of thought on the new-product consumer have polarized. One theory holds that the buying public is shrewder, more determined not to be had, more cautious than ever before. The other theory holds the consumer is more open to new items and better able to afford new items than ever before.

In a study of housewives and new grocery items for the Grocery Manufacturers of America, Home Testing

Institute found the woman between 45 and 54 years of age to be the prime new-product target. This group is weary of the old products, and, most important, has the money to experiment. The more educated homemaker, and often the younger homemaker, is reluctant to buy new products. HTI found that demographic factors such as income and geography made little difference in new-product buying habits. Lower income groups, as might be expected, are less influenced by advertising, however.

Costs, as well as risks, run high in a new-product introduction. Vic Bloede, president of Benton & Bowles, considers his the new-product agency. "I don't know whether we have introduced more new products than any other agency, but it seems we have had more in the last three years" says Mr. Bloede. So when he says new-product marketing is an expensive business, he says it with a certain authority. "The price of the

## A sampler of new products on TV

Examples of new products that were introduced last summer through television. Where introduction was done via spot TV, sector of country is given.

Source: Broadcast Advertisers Reports.

Product	Agency	U. S. sector & date started	Product	Agency	U. S. sector & date started
Ideal Popin Hoppy <i>Ideal Toy Corp.</i>		Central 5/14/68	Hasbro Penguin Polo <i>Hassenfeld Brothers</i>	Bruns Advertising New York	Western 6/2/68
Body Build Food Supplement <i>Carnation Co.</i>	Erwin Wasey Los Angeles	Western 5/17/68	Betty Crocker Mashed Potatoes with Onions <i>General Mills</i>	Knox Reeves Minneapolis	Network 6/9/68
Lipton Flavor Bases Food Seasonings <i>Thomas Lipton Inc.</i>	SSC&B New York	Western 5/17/68	Twenty-Six Top Hits Record Album <i>RTV Sales</i>	Len Carl Advertising New York	Network 6/9/68
Mattel Dr. Doolittle toys & games <i>Mattel Inc.</i>	Carson/Roberts Los Angeles	Network 5/26/68	Hasbro Pie Face Game <i>Hassenfeld Brothers</i>	Bruns Advertising New York	Eastern 6/7/68
Topper Johnny Toy Maker <i>Delux Topper Corp.</i>	D-F-S New York	Network 5/26/68	Gillette Hot Shave Cream <i>Gillette</i>	DDB New York	Eastern 6/9/68
Sport Cola <i>Canada Dry Corp.</i>	Ted Bates New York	Eastern 5/24/68	Sunbrella Sun Hair Lotion <i>John H. Breck Inc.</i>	Y&R New York	Eastern 6/9/68
Hasbro Game of Love <i>Hassenfeld Brothers</i>	Bruns Advertising New York	Western 5/26/68	Go Back Game <i>Milton Bradley Co.</i>	Harvey & Carlson New York	Network 6/23/68
Hasbro Sound Fleet <i>Hassenfeld Brothers</i>	Bruns Advertising New York	Western 5/26/68	Mattel Bath House Brass <i>Mattel Inc.</i>	Carson/Roberts Los Angeles	Network 6/23/68
Hasbro Sugar Plum Products <i>Hassenfeld Brothers</i>	Bruns Advertising New York	Western 5/26/68	Mattel Sister Small Talk Doll <i>Mattel Inc.</i>	Carson/Roberts Los Angeles	Network 6/23/68
Breck Basic Texturizer <i>American Cyanamid Co.</i>	SSC&B New York	Network 6/2/68	Mattel Talking Barbie Doll <i>Mattel Inc.</i>	Carson/Roberts Los Angeles	Network 6/23/68
Bucket of Fun Game <i>Milton Bradley Co.</i>	Harvey & Carlson New York	Network 6/2/68	Mattel Talking Stacey Doll <i>Mattel Inc.</i>	Carson/Roberts Los Angeles	Network 6/23/68
Clairol Sudden Summer Men's Hair Lightener <i>Bristol-Myers Co.</i>		Network 6/2/68	Mattel Tippee Toes <i>Mattel Inc.</i>	Carson/Roberts Los Angeles	Network 6/23/68
Schick Solid State Retractable Electric Razor <i>Schick Inc.</i>	D-F-S New York	Network 6/2/68	Cacklebird Fried Chicken <i>Corn Products Co.</i>	FC&B New York	Eastern 6/7/68
Glory Spray Foam Rug Cleaner <i>S. C. Johnson &amp; Son</i>	FC&B Chicago	Eastern 5/10/68	Cacklebird Main Dishes <i>Corn Products Co.</i>	FC&B New York	Eastern 6/7/68
Sugar Twin Low Calorie Granulated Sugar Substitute <i>Alberto-Culver</i>	Ayer Chicago	Western 5/10/68	Simba Beverage <i>Coca-Cola</i>	Pritchard Wood New York	Central 6/7/68
Wham-O Air Zapper <i>Wham-O Manufacturing Co.</i>	Marlin Los Angeles	Midwestern 5/24/68	Oh! de London Pressed Perfume Powder <i>Yardley of London</i>	Y&R New York	Network 6/23/68
Listerine Breath Spray <i>Warner Lambert Pharmaceutical</i>	JWT New York	Eastern 5/31/68	Chef Boy ar Dee Beef-O-Getti <i>American Home Products</i>	Y&R New York	Network 6/30/68
Daybrite Bleach <i>American Home Products</i>	Daniels & Charles New York	Network 6/2/68	Glidden New Royale I-Coat House Paint <i>S C M Corp.</i>	Meldrum & Fewsmith Cleveland	Network 6/30/68
			Colgate Dental Cream with MFP <i>Colgate-Palmolive</i>	Ted Bates New York	Eastern 6/21/68
			Pall Mall Filter 88's cigarettes <i>American Tobacco</i>	SSC&B New York	Western 6/21/68



chips to get into the game is very high," he says.

The initial advertising push, designed often to interest the trade as much as the consumer, is costly. Joe Ostrow, vice president in charge of media planning for Y&R, describes the initial effort: "The tendency is to use the longer commercial length at the outset and cut down as you go along sometimes you tend to go into nighttime in the introduction period," when a less expensive day part will suffice later on.

But Mr. Ostrow is quick to add that the real costs of new-product marketing are not media costs. Alterations in the production line, shipping and distribution, the sales force, the diversion of executive time and legal costs—there are where the big money goes.

Radio offers its new-product success stories, too. When P. R. Mallory & Co. developed Duracell batteries, its agency, Needham, Harper and Steers, drew up a campaign—half radio, half print.

Duracell batteries had a different chemical make-up that provided a much longer life span and a stronger surge of power than conventional batteries, but the price was necessarily much higher than other batteries on the market. The need for an intensive introductory campaign was clear.

A spokesman on the account summed up the reasons radio was the chosen medium. Its cost-per-thousand impressed the client: "Our budget wasn't geared to television;" and radio was "more dynamic than print." Plus, the more or less unconscious association of batteries and radios made radio a natural advertising medium for Duracell.

Duracell started out in four markets, has since expanded to 11 key markets virtually giving the product national coverage. If things continue to go as well as they have been, Indianapolis will be added as the 12th market.

There are media planners who would

not recommend radio for a product with mass appeal, but who will concede radio's selectivity.

Robert H. Alter, executive vice president of the Radio Advertising Bureau, suggests: "Advertisers can use the leverage of the right stations, and time periods, to cut through the vast 'not interested' audience often impossible or difficult to avoid in other mass media." Advertisers who would appeal to teenagers, drivers or ethnic groups, for example, have long found radio the effective medium for launching products.

"Advertisers, involved in the chancey, expensive, challenging job of launching a new product must reach a large chunk of their potential market as rapidly as possible," says RAB's Mr. Alter. Radio, he contends "can reach most people within a week with budgets in line with new product introduction." What's more, radio does not demand the long-range commitments necessary

Product	Agency	U. S. sector & date started	Product	Agency	U. S. sector & date started
Pace Spray Deodorant Procter & Gamble	D-F-S New York	Western 7/5/68	Lady Esther Facial Washing Cream Chemway Corp.	Edward H. Weiss Chicago	Network 8/4/68
Gibson Side-by-Side Refrigerator-Freezer Hupp Corp.	Allen, Anderson, Niefeld & Paley Chicago	Network 7/7/68	Sunoco Special Motor Oil Sun Oil	Esty New York	Network 8/4/68
Aqua Velva Redwood After Shave Lotion J. B. Williams Co.	Parkson New York	Network 7/14/68	Sing Deodorant Soap Purex Corp.	Edward H. Weiss Chicago	Southern 6/7/68
Betty Crocker Sunkist Lemon Cake Mix General Mills	NH&S Chicago	Network 7/14/68	Lipton Low Calorie Lemon Flavored Iced Tea Mix Thomas Lipton Inc.	SSC&B New York	Eastern 8/11/68
Betty Crocker Sunkist Lemon Frosting Mix General Mills	NH&S Chicago	Network 7/14/68	Ocean Spray Grapeberry Juice Ocean Spray Cranberries Inc.	Y&R New York	Central 7/26/68
Brut 33 Men's Toiletries Rayette Faberge	Nadler & Larimer New York	Network 7/14/68	Amoco 120 SS Radial Oval Tires Standard Oil of Indiana	MJ&A Bloomfield Hills Mich.	Network 8/11/68
Duncan Hines Orange Supreme Cake Mix Procter & Gamble	Compton New York	Network 7/14/68	Gulfgas Fuel Gulf Oil	Y&R New York	Network 8/11/68
Brut 33 Body Freshener & Deodorant Rayette Faberge	Nadler & Larimer New York	Central 7/12/68	Mattel Kooky Kakes Mattel Inc.	Carson/Roberts Los Angeles	Network 8/11/68
Softene Bath Oil Climalene Co.	Allen, Anderson, Niefeld & Paley Chicago	Central 7/12/68	Mattel Sgt. Storm Mattel Inc.	Carson/Roberts Los Angeles	Network 8/11/68
Betty Crocker Pizza Spins Snacks General Mills	Wells Rich, Greene New York	Network 7/21/68	Chiffon Diet Margarine Anderson Clayton Co.	B&B New York	Network 8/18/68
Lipton Ham & Cheddar Main Dish Dinner Lever Bros.	SSC&B New York	Network 7/21/68	Kenner Spirotop Kenner Products Co.	Leonard M. Sive Cincinnati	Network 8/18/68
Mattel Tog-L Building Blocks Mattel Inc.	Carson/Roberts Los Angeles	Network 7/21/68	Seven Seas Creole French Salad Dressing Anderson Clayton Co.	B&B New York	Network 8/18/68
Ben Gay Foot Guard Leeming/Pacquin Div. Charles Pfizer & Co.	LaRoche, McCaffrey & McCall New York	Central 7/19/68	Micrin Toothpaste Johnson & Johnson	North Advertising Chicago	Western 8/2/68
Mattel Strange Change Mattel Inc.	Carson/Roberts Los Angeles	Network 7/28/68	Bounty Cooking Sauce Campbell Soup Co.	NH&S Chicago	Western 8/16/68
Wham-O Super Foam Machine Wham-O Manufacturing Co.	Marlin Los Angeles	Network 7/28/68	Clackers Cereal General Mills	D-F-S New York	Network 8/25/68
Ralston Sugar Frosted Chex Ralston Purina	FC&B Chicago	Central 7/19/68	Kenner Betty Crocker Baking Kits Kenner Products Co.	Leonard M. Sive Cincinnati	Network 8/25/68
DuPont Teflon 2 Certified Cookware DuPont	Ayer Philadelphia	Network 8/4/68	Kenner Zippy Speedway Kenner Products Co.	Leonard M. Sive Cincinnati	Network 8/25/68
			University Seal Permanent Pressed Men's Suits Brookfield Industries Inc.	Griswold-Eshleman New York	Network 8/25/68

to other media.

The champions of radio are also quick to point out the medium's climate is appropriate to new products. The sense of intimacy and familiarity that radio communicates provides an atmosphere of trust and confidence for a new product. And as a prime new medium, radio is a logical vehicle for new-product news.

"New-product introductions are news, news from the point of view of the advertiser and the consumer. A new product or service is now available and people have got to be informed rapidly and effectively," says Mr. Alter.

But a visual impression can be important to the new product. One media man at a major agency who worked on the campaign to introduce a new food product says of radio: "It can work to your advantage. A person's imagination is considerably larger than a television screen. But one of the things you do lose is the identification of the package. But as far as appetite appeal, you get that from good description."

In the beginnings of a campaign, when second guesses are, euphemistically, "projections," advertisers sometimes avoid radio because radio test markets are difficult to reproduce on a national scale.

In a discussion of new-product introduction, it is impossible to get away from the issues of test-marketing. Finding a community with the stable economic conditions and demographic bal-

ance and introducing the product and its advertising over a year-and-a-half cost a lot in time and money. According to one member of the National Industrial Conference Board: "The cost of a 5% test market is in the neighborhood of \$400,000 to \$500,000 for 12 to 18 months."

The temptations are many to cut back on test marketing or eliminate it altogether. The espionage activities of the competition are seldom underrated. A vice president at a major agency confesses: "I have been in situations where the competitor learned more in test market than the advertiser."

After careful planning of a campaign, an advertiser cannot be sure that during the time spent in test marketing the media environment will not have changed. One media man talks of current experimentation in the industry with "different kinds of clustering." He says: "When we go national, 30-second availabilities might be the rule rather than the exception."

Y&R's Joe Ostrow accuses TV stations in a test market of blackmailing the advertisers. Rates are high on cut-ins that simulate network commercial messages, even though, according to Mr. Ostrow: "To make a cut-in requires the intelligence of a chimpanzee and the dexterity of a turtle." The stations' answer is that cut-ins are business that ultimately will go to the networks, so it does not pay them to be cooperative.

Despite all the problems and in-

efficiency in test marketing, no one seems to have an alternative. Most marketing men concur that not to test is suicidal. Certain products that are either seasonal or that depend largely on a novelty appeal find it expedient not to test. And some products go national when, in highly competitive situations, risk of other manufacturers either learning something or exerting competitive pressure tends to muddy the results.

The limits of shelf space have already been reached, and one wonders what the consumer's threshold for "new" is. But the new items keep coming. If today's research-and-development budgets are any indication of what tomorrow's marketing budgets will be like, business can expect to become even more dependent upon new products. According to the National Industrial Conference Board, seven out of 10 manufacturers expect to be more dependent on new-product sales in five years. As one member explains it: "Our expenditures for research and development are at an all-time high, and the competitive pressures upon us are certainly not going to decline."

Y&R's Mr. Ostrow sees these products sold to fragmented markets by fragmented media. "With the greater availability of leisure time, of education, of affluence, people can develop more special tastes," says Mr. Ostrow. "With the greater segmentation, you don't have to sell a product to two million people to make money.

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## *Equipment&Engineering*

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### **NAB fights field-strength standards**

#### **Says proposed use of such measurements for coverage purposes is unnecessary**

The National Association of Broadcasters said last week that the FCC's practice of predicting station coverage through the use of field-strength charts is crucial to the whole framework of television broadcasting, and that any changes in the present criteria "could severely disrupt the orderly growth of broadcasting and unduly complicate the determination of service contours."

NAB's comments were among a sparse few filed with the commission in response to a proposed rulemaking exploring the possibility of using actual field-strength measurements to determine TV and FM coverage instead of the present theoretical field-strength charts. The commission presently recognizes the use of field-strength meas-

urements only in formal rulemaking proceedings that have as their objective the amendment of commission technical standards. They may not be used as a representation of station coverage in competitive situations.

In a petition for rulemaking which prompted the proposed rule, the engineering firm of Kear & Kennedy contended that some of these competitive situations require supplementary showings, and recommended that FCC rules be amended to permit such a showing in cases where the actual coverage would be markedly different from that shown by the standard prediction method.

While it acknowledged the "short-comings" of field-strength charts, NAB

characterized them as "workable tools for designing an over-all assignment plan and for administering rules regarding overlap of service areas, carriage of signals by CATV systems, and other similar matters." Any widely employed and recognized method of field-intensity measurement, NAB said, must yield "substantially the same results when made under similar conditions by independent observers and at different times." It's doubtful that such a method exists at present, NAB added.

Objections were also filed by the Association of Maximum Service Telecasters. According to AMST, the proposed rule would "authorize use of a measurement technique for purposes quite different from that intended for that technique." As originally developed by the Television Allocations Study Organization, AMST said, the method was intended to be used to collect data for "propagation analysis," and not for establishing the coverage area of operating stations. Moreover, AMST said, the

method "provides no assurance that measurements taken independently by different engineers would regularly yield similar results."

AMST also questioned what it sees as the commission's intention—the "use of measured contours in nearly all cases where predicted contours are now prescribed."

The areas where accurate measurements are most crucial—in the outer reaches of stations' service areas—are those where measured contours are least accurate, AMST said, adding that "the uncertainties in contour location determined by the measurements would cut one way in some cases and the other way in other cases."

The Association of Federal Communications Consulting Engineers said that a majority of its members endorses the commission's proposal, but added that no presently proposed method of measurement will give a "unique" result for different observers at different times.

UHF WBRE-TV Wilkes-Barre, Pa., said that measurements for U's are reasonably accurate when the surrounding terrain is smooth, but are unreliable in hilly areas. In the latter case, the station said, the commission should either use only predicted contours or employ the "mountaintop theory," in which field strength is measured at high

elevation along a radial and compared to the predicted contour.

Deadline for comments on the proposed rule was Thursday (Nov. 7). Reply comments are due Nov. 21.

### KGPC gets \$5,000 fine

KGPC Grafton, N. D., has been notified by the FCC of its apparent liability for forfeiture of \$5,000. Alleged violations include failure to have equipment performance measurements and maintenance logs available; operating with daytime facilities prior to sunrise or after sunset on numerous occasions during August-December 1967, and false representation in its renewal application that it had made complete equipment performance measurements for 1967. KGPC has 30 days to pay or contest the forfeiture.

### Technical briefs:

**Zoom lens** ■ Zolomatics Corp., Hollywood, has developed a new zoom lens for black and white Plumbicon TV cameras. The lens has a focal range of 22.5-225 mm. (10-1) and a maximum aperture of F/3.5. For use with studio viewfinder cameras, the lens is offered with manual controls. Optional is a remote control unit.

**New tap unit** ■ C-Cor Electronics Inc.,

State College, Pa., is offering CATV systems an advanced, eight-port tap unit with 50 mc to 300 mc bandpass, directional coupler, designed especially to overcome interference problems among TV receivers in high density areas. Price: \$21.95 in quantity.

**Multiplexer available** ■ Telemation Inc., Salt Lake City, has developed a new four-input, multiplexer for color TV. The TMM-212 features fluid mounting and enclosed field lenses.

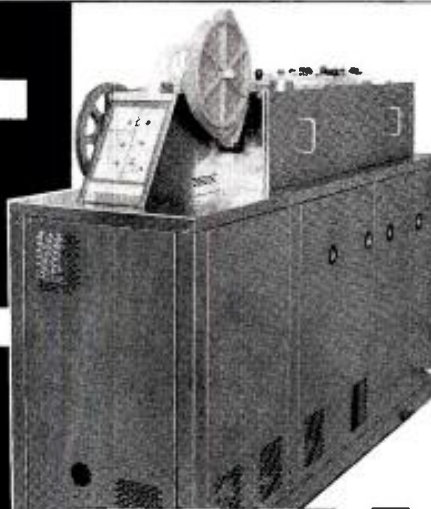
**Acquisition move** ■ Audience Studios Inc., New York, a worldwide research company, has acquired N. T. Fouriezios & Associates Inc., New York, marketing research firm. ASI is a subsidiary of Screen Gems Inc.

**Cartridge machine** ■ Tapecaster TCM, Rockville, Md., has developed a new all-silicon solid-state series 700 professional broadcast-type tape cartridge machine. In mono, the playback-only machine is listed at \$300; combination record and playback, \$450. In stereo, the machines are \$450 for playback only; \$700 for record and playback. A mono record and playback unit with delay interval, for telephone radio shows, is priced at \$500. A \$50 price increase for each machine is scheduled to go into effect during the first quarter of 1969.

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## Broadcasting stocks exceed S&P average

Issues in October mixed with manufacturing at top; five stocks added to lists

October was a month of mixed success for individual groups of broadcasting stocks, but on the whole, industry shares climbed healthily.

The BROADCASTING index of selected stocks registered an over-all increase of 2.9% for the period ended Oct. 31, compared to only a 1% gain for the Standard & Poor Industrial Average in the same period.

Excluding five stocks added to the

listing during the month, the BROADCASTING index showed gains in the categories of purely broadcasting, programming and manufacturing, while there were declines in broadcasting with other major interests, CATV and service stocks.

The manufacturing category's even 4% gain was responsible for raising the over-all index because of the large total market in this category. The manufacturing increase offset declines of 8.2% in the broadcasting with other major interests category, 7.3% in CATV and 2.1% in the service category.

Purely broadcasting stocks increased 1.7% and programming stocks just under 1%.

As part of an expansion of the BROADCASTING index, five companies were added this month, three of them

having just gone public with stock sales: in CATV, Cox Cable Communications Co. and Cypress Communications Co., both sold over-the-counter, and in the broadcasting with other major interests category, Pacific & Southern Broadcasting Inc., also over-the-counter.

Also added to the index were Plough Inc. on the New York exchange, in the broadcasting with other major interests division, and Transamerica Corp., also on the New York exchange, in the programming category.

## Sale of 145,000 shares offered by Music Makers

A New York firm that made its mark writing music and jingles for TV and radio advertising is planning to offer

## The Broadcasting stock Index

A weekly summary of market movement in the shares of 74 companies associated with broadcasting, compiled by Roth Gerard & Co.

Stock symbol	Ex-change	Closing Nov. 7	% change			1968		Approx. Shares Out (000)	Total Market Capitalization (000)
			Closing Oct. 31	Month of Oct.	Year to date	High	Low		
<b>Broadcasting</b>									
ABC	N	66½	65½	- 7	- 1	75	44	4,709	\$307,300
CBS	N	54	54½	+ 1	unch.	61	44	23,665	1,283,800
Capital Cities	N	74	75	+ 4	+ 64	78	43	2,811	210,800
Corinthian	N	36¾	37½	+ 6	+ 28	41	23	3,384	126,500
Cox	N	55¾	55½	+ 4	+ 5	65	44	2,879	159,800
Gross Telecasting	O	33	34	+ 4	+ 8	37	28	400	13,600
Metromedia	N	49¾	52½	+14	+ 93	53	34	4,862	254,600
Reeves Broadcasting	A	35½	35	-	+264		10	1,825	63,900
Scripps-Howard	O	31½	31½	+ 6	+ 18	34	24	2,389	74,700
Sonderling	A	37	37	- 9	+ 34	48	24	930	34,400
Taft	N	40	42½	+ 3	+ 14	46	30	3,363	141,700
							<b>Total</b>	<b>51,217</b>	<b>\$2,671,100</b>
<b>Broadcasting with other major interests</b>									
Avco	N	44½	43½	- 7	- 33	65	37	14,075	\$612,300
Bartell Media	A	14¾	15¼	+ 4	+ 67	21	9	2,106	32,100
Boston Herald-Traveler	O	68	64	+ 7	+ 23	71	48	569	36,400
Chris-Craft	N	37¾	36¾	+ 4	- 15	45	27	1,153	42,200
Cowles Communications	N	14¾	15¾	+ 9	+ 1	18	13	3,625	57,100
Fuqua	N	37¾	37½	+ 6	+ 8	45	33	3,600	94,200
Gannett	O	39¾	40	- 5	+ 74	44	23	4,736	189,400
General Tire	N	32¾	32¾	- 2	+ 17	34	23	17,061	560,900
Gray Communications	O	11¾	11¼	- 5	NA	15	9	475	5,600
LIN	O	28	28½	- 6	+ 51	31	16	1,550	43,800
Meredith	N	47¾	45½	+ 9	+ 70	49	23	2,732	124,300
The Outlet Co.	N	28¾	30¼	+10	+ 18	34	20	1,184	35,800
Pacific & Southern	O	20	16¼	+30	NA	20	6	1,614	26,200
Plough	N	68	69	- 7	+ 15	79	52	6,761	466,500
Rollins	N	78	77	+ 1	+ 69	78	43	3,959	304,800
Rust Craft	A	30¾	46¾	- 4	+ 44	52	29	779	36,400
Storer	N	50¾	51¼	- 9	+ 8	63	36	4,188	214,600
Time Inc.	N	103¾	108¾	+ 5	+ 11	110	86	7,018	760,600
Wometco	N	30¾	30¾	- 3	+ 31	34	18	3,815	117,800
							<b>Total</b>	<b>81,000</b>	<b>\$3,761,000</b>
<b>CATV</b>									
Ameco	A	14¾	15	- 7	+ 45	19	8	1,200	\$18,000
Cox Cable	O	20¾	20¾	+26	NA	25	16	2,500	51,900
Cypress Communications	O	18	18	- 4	NA	23	12	808	14,500
Entron	O	10	10½	+ 3	+110	10	4	607	6,200
H & B American	A	22¾	22¾	+ 4	+ 58	24	10	2,956	67,600
Teleprompter	A	67¾	63	-11	+ 81	78	24	994	62,600
Vikoa	A	31¾	28¾	-19	+ 91	37	13	1,364	39,400
							<b>Total</b>	<b>10,429</b>	<b>\$260,200</b>
<b>Programing</b>									
Columbia Pictures	N	44¾	44¾	13	+ 55	43	23	4,701	\$209,200
Commonwealth United	N	18	18¾	- 3	+ 61	22	7	6,087	114,900
Disney	N	76¾	76	+ 3	+ 38	82	42	4,230	321,500

145,000 shares of its stock to the public.

In a registration Oct. 25 with the Securities and Exchange Commission, Music Makers Group Inc., principally owned by composer Mitch Leigh ("Man of La Mancha"), proposes to sell the securities at about \$10 a share to realize between \$1.45 million and \$1.55 million.

Underwriter is to be Scheinman, Hochstin & Trotta, which is to receive warrants convertible over a period of years into 14,500 common shares for a price of \$145. The underwriting firm also has an option to purchase up to 10,000 additional shares at the same price as the publicly sold shares.

Music Makers Group is presently 86.7% owned by Mitch Leigh Co., and 10.6% by Marvin A. Kemper, Mitch Leigh Co. is 80% owned by Mr. Leigh and 20% by Milton Herson. After the sale of the securities, Mitch Leigh Co.'s ownership will drop to 60.8%. Mr. Leigh is chairman and Mr. Herson president of Music Makers Group. Mr.

Kempner is vice president of the company.

Music Makers includes these divisions: Mark Century Corp., Mark Century Sales Corp., Andrew Scott Inc. and Renleigh Inc.

Mark Century sells radio programing services (ID's, music programing and other short programing bits) to stations. Mark Century Sales, as the name implies, is the sales arm. Mark Century Sales also sells tailored animated film in color to stations.

Andrew Scott and Renleigh are the music publishing arms of Music Makers.

Music Makers Group owns 21%, and individual stockholders in the aggregate 59% of 5-kw daytimer WFEA Manchester, N.H. (on 1370 kc).

For the fiscal year ended June 30, Music Makers Group took in \$1,475,114 in revenues, had income before taxes of \$427,050, and after taxes of \$206,219 (59 cents a share) with 350,000 shares outstanding. Total assets of the company as of June 30 amounted to \$1,996,073, of which

\$1,847,274 were current assets. Total current liabilities were listed as \$1,077,674.

Music Makers Group also divulged that it has an agreement with three major advertising agencies guaranteeing minimum annual billings of \$230,000 providing the company does not create or supply original music for TV and radio commercials to more than five advertising agencies during the year. The contract is with Carl Ally Inc., Wells, Rich, Greene Inc., and Doyle Dane Bernbach, all New York.

## Optico plans expansion after stock sale

Optico Inc., New York, wholly owned by MPO Videotronics Inc., has filed a registration statement with the Securities and Exchange Commission offering 150,000 shares for public sale through Michael G. Kletz & Co., that city.

The offering price is \$6 per share. The company has agreed to sell to Kletz. for \$150, five-year warrants to

	Stock symbol	Ex-change	Closing Nov. 7	% change			1968		Approx. Shares Out (000)'	Total Market Capitalization (000)
				Closing Oct. 31	Month of Oct.	Year to date	High	Low		
<b>Programing (cont.)</b>										
Filmways	FWY	A	34 $\frac{1}{8}$	38	+ 2	+ 63	39	17	961	36,500
Four Star		O	7	7 $\frac{5}{8}$	+ 9	+ 9	10	5	666	5,100
Gulf & Western	GW	N	49 $\frac{3}{8}$	51	+11	- 14	66	39	11,680	595,700
MCA	MCA	N	47 $\frac{1}{4}$	48 $\frac{1}{4}$	- 4	- 2	53	43	7,764	374,600
MGM	MGM	N	42 $\frac{1}{4}$	47	-10	- 2	55	36	5,759	270,700
Screen Gems	SGE	A	42 $\frac{1}{4}$	42	+13	+ 47	43	23	4,048	170,000
Transamerica	TA	N	76 $\frac{3}{8}$	77 $\frac{3}{8}$	+15	+ 47	80	44	28,859	2,240,200
Trans-Lux	TLX	A	56 $\frac{3}{4}$	60 $\frac{3}{4}$	-25	+178	84	22	753	45,700
20th Century-Fox	TF	N	34 $\frac{3}{8}$	33	-12	+ 6	40	25	7,035	232,200
Walter Reade		O	15 $\frac{1}{2}$	16 $\frac{1}{4}$	+25	+103	17	7	1,662	27,800
Warner-Seven Arts	WBS	A	43 $\frac{1}{4}$	45 $\frac{3}{4}$	+ 4	+ 27	48	26	3,810	174,300
Wrather Corp.		O	14	13 $\frac{3}{4}$	- 5	+293	15	4	1,710	23,500
									<b>Total</b>	<b>89,725</b>
										<b>\$4,841,900</b>
<b>Service</b>										
John Blair	BLA	O	42 $\frac{1}{2}$	43	+15	+ 69	44	20	1,080	\$46,400
Comsat	CQ	N	52 $\frac{1}{4}$	53	- 2	+ 7	65	42	10,000	530,000
Doyle Dane Bernbach		O	29 $\frac{1}{2}$	30 $\frac{1}{4}$	+ 3	- 27	41	31	2,104	64,700
Foote, Cone & Belding	FCB	N	14 $\frac{1}{2}$	14 $\frac{1}{2}$	+ 4	- 5	20	13	2,157	32,100
General Artists		O	14	13 $\frac{1}{2}$	-10	+ 61	26	10	610	8,200
Grey Advertising		O	15 $\frac{1}{4}$	14 $\frac{1}{4}$	-12	- 10	20	12	1,201	17,100
MPO Videotronics	MPO	A	15	15 $\frac{3}{8}$	-11	+ 3	18	11	517	7,900
Movielab	MOV	A	12 $\frac{1}{2}$	12 $\frac{1}{2}$	- 3	- 13	18	13	1,404	18,100
Nielsen		O	33 $\frac{1}{4}$	34 $\frac{1}{2}$	- 8	- 15	40	27	5,130	177,000
Ogilvy & Mather		O	21	20 $\frac{3}{4}$	+ 6	+ 34	21	14	1,090	22,600
Papert, Koenig, Lois	PKL	A	6 $\frac{3}{8}$	6 $\frac{1}{4}$	- 2	unch.	10	5	791	5,200
									<b>Total</b>	<b>26,084</b>
										<b>\$929,300</b>
<b>Manufacturing</b>										
Admiral	ADL	N	20 $\frac{1}{2}$	19 $\frac{1}{2}$	- 6	+ 5	25	17	5,110	\$101,600
Amplex	APX	N	34 $\frac{1}{8}$	35 $\frac{3}{8}$	- 3	- 1	38	27	9,629	340,600
General Electric	GE	N	95 $\frac{3}{8}$	95	+11	- 1	100	80	91,068	8,651,500
Magnavox	MAG	N	59 $\frac{1}{2}$	57 $\frac{3}{4}$	+ 5	+ 46	59	37	15,442	891,800
3M	MMM	N	108 $\frac{1}{2}$	108 $\frac{1}{2}$	+ 5	+ 15	120	81	53,793	5,829,800
Motorola	MOT	N	137 $\frac{1}{4}$	134 $\frac{1}{4}$	- 4	+ 15	154	97	6,122	824,900
National Video	NVD	A	15 $\frac{1}{4}$	13 $\frac{1}{4}$	+ 1	- 38	25	12	2,782	36,900
RCA	RCA	N	47 $\frac{1}{4}$	47	- 5	- 12	55	44	62,606	2,942,500
Reeves Industries	RSC	A	6 $\frac{3}{8}$	7 $\frac{3}{8}$	+ 4	+ 4	9	5	3,240	23,900
Westinghouse	WX	N	74	75	- 2	+ 7	79	60	38,064	2,854,800
Zenith Radio	Z	N	59 $\frac{1}{2}$	57 $\frac{1}{2}$	- 1	+ 1	66	51	18,860	1,086,800
									<b>Total</b>	<b>306,716</b>
										<b>\$23,585,100</b>
									<b>Grand total</b>	<b>565,171</b>
										<b>\$36,048,600</b>
<b>Standard &amp; Poor Industrial Average</b>			112.87	112.86	+ 1	+ 7	114.70	95.05		

N-New York Stock Exchange  
A-American Stock Exchange  
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of Oct. 31

In each field, there is a leader—and this leader selectively attracts the major share of men and women who are leaders themselves.

Your best index of a business paper's worth is the **PAID** circulation it commands. People pay for a publication because they value it, want it, depend upon it as a reliable source of facts. Only **quality** of editorial coverage can make this possible.

**IN THE BUSINESS OF BROADCAST ADVERTISING** the leader is **BROADCASTING**. Through the pages of **BROADCASTING**, your own advertising reaches more than **twice** the paid circulation among vital agency-&-advertiser readers than any other TV-radio publication can offer. And at a cost-per-contact less than **half** that of any other.

This is the largest audience with the greatest potential at the biggest economy. **BROADCASTING** delivers it.

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

purchase 15,000 shares.

The company produces optical effects for TV commercials, supplies TV stations with films and video tapes produced by others and sells and distributes 8mm sound film projectors designed for commercial and industrial uses.

Of the net proceeds from the sale, \$100,000 will be used to increase sales, promotion and advertising for film projectors and \$400,000 for increasing the inventory of projectors for sale and rental. The balance will be added to working capital.

The company has 350,000 shares outstanding. Judd L. Pollock is president.

#### Financial notes:

▪ WNJU-TV Newark-Linden, N. J., has reported gross sales for the fiscal six-month period ended last Oct. 31 of \$1.2 million, an increase of approximately \$450,000 over the same period last year. The Spanish-language UHF station serving the New York area expects to bill more than \$2.5 million for the fiscal year ending April 30, 1969.

▪ Gulf & Western Industries Inc., New York, has declared quarterly cash dividends of all class and series of stock, payable Jan. 1, 1969 to stockholders of record on Nov. 29. G&W declared the regular quarterly 7½ cents per share dividend on the common stock;

\$4.375 per share on the \$1.75 series A cumulative convertible preferred stock; \$.875 per share on the \$3.50 series B cumulative convertible preferred stock; \$.96875 per share on the \$3.85 series C cumulative convertible preferred stock and \$1.4375 on the \$5.75 sinking fund preferred stock.

▪ Sylvania Electric Products Inc., a subsidiary of General Telephone & Electronics Corp., both New York, reported a 50% increase in color TV sales for the nine months ended Sept. 30. Sylvania sales for the first nine months contributed \$618,317,000 to GT&E's consolidated revenue and sales of \$2,126,082,000. Sylvania's net income was \$19,210,000. GT&E's consolidated net income amounted to \$161,302,000 (or \$1.53 per share).

### Public offering made by Hal Roach Studios

Hal Roach Studios Inc., New York, TV film and motion-picture producer, has filed a registration statement with the Securities and Exchange Commission offering 130,000 shares for public sale through Amos Treat Associates Inc., that city.

The offering price is \$7.50 per share. The company has agreed to sell Amos Treat warrants to buy 13,000 shares for \$13.

The company, formerly Hal Roach Inc., resumed active business in the fall of 1967. In addition to TV-film and motion picture production, the company licenses and rents motion pictures and TV films.

Of the net proceeds of the sale, \$525,000 will be applied to proposed new film productions and other projects. The balance will be used for working capital.

The company has outstanding 80,000 shares of preferred and 195,000 shares of common stock. Hal E. Roach, president, owns 29% of the preferred and 50% of the common. The directors and promoters of the company acquired 195,000 common shares for an aggregate of \$50,000.

### \$26 million in debentures offered by Chris-Craft

Chris-Craft Industries Inc., a diversified firm with multiple broadcast interests, has filed a registration statement with the Securities and Exchange Commission seeking registration of \$26 million of convertible subordinated debentures.

Of the debentures, \$21.5 million will be offered for subscription by stockholders at the rate of \$100 for each 12 shares of common stock, for each 12

*This advertisement is not an offer to sell nor a solicitation of an offer to buy any of these securities. The offering is made only by the Prospectus.*

New Issue

October 18, 1968

**130,000 Shares**  
**Rice Broadcasting Company, Inc.**  
**Common Stock**

(\$1.00 Par Value)

**Price \$5.00 per Share**

*Copies of the Prospectus may be obtained from the undersigned only in states where the securities may legally be offered in compliance with the securities laws thereof.*

**The Robinson-Humphrey Company, Inc.**



shares of \$1.40 convertible preferred stock, or for each 24 shares of prior preferred held. The debentures are being offered through Loeb, Rhoades & Co., and Shields & Co., both New York.

Net proceeds of the bond sale will be added to the company's general funds and be available for further acquisitions and diversifications of its business. The company has outstanding 1,395,461 common shares, of which management officials as a group own 1.1%.

Chris-Craft owns KCOP(TV) Los Angeles, KPTV(TV) Portland, Ore. and WTCN-TV Minneapolis.

### Company reports:

**Metro-Goldwyn-Mayer** last week reported a steep drop in earnings, blamed on "temporary factors," including lower-than-expected boxoffice returns for major film releases, a loss on record company operations and cancellation of three out of four network television series, for the fiscal year ended Aug. 31:

	1968	1967
Earned per share	\$0.16	\$2.52
Income before extra-ordinary items	8,491,000	14,029,000
Net income	9,409,000	14,029,000

**Norton Simon Inc.**, Fullerton, Calif., diversified firm which acquired Talent Associates Ltd., New York, TV program producer, on Oct. 1, reported substantial growth in earnings for the first quarter ended Sept. 30:

	1968	1967
Earned per share	\$0.57	\$0.34
Net sales	242,000,000	219,319,000
Net Income	7,310,000*	5,255,000
Average shares outstanding	10,526,000	10,287,000

\*Exclusive of gain of \$10,043,000 on sale of stock of Crucible Steel Corp.

**Memorex Corp.**, Santa Clara, Calif., producer of recording equipment and tape, reported increases in net sales, net income and earnings per share for the nine months ended Sept. 30:

	1968	1967
Earned per share*	\$0.83	\$0.70
Net sales	39,956,000	23,310,000
Income before federal and foreign income taxes	6,200,000	4,454,000
Net income	3,020,000	2,316,000
Average shares outstanding	3,660,000	3,588,000

\*Adjusted to reflect conversion of company's 5% convertible subordinated debentures on Feb. 1, 1968 and three-for-one stock split-up on Feb. 2, 1968.

**Cohu Electronics Inc.**, San Diego, TV equipment manufacturer, reported a decline in net income for the nine months ended Sept. 30 due to increased development expenses during the first six months of the year and imposition of the federal surcharge on earnings:

	1968	1967
Earned per share	\$0.17	\$0.20
Net sales	6,769,016	6,097,569
Income before federal income tax	470,036	502,194
Net Income	237,036	262,194
Shares outstanding	1,394,446	1,343,656

**Ameco Inc.**, Phoenix-based manufac-

turer and installer of CATV systems, reported a slight increase in net income but a decline in net sales for the first fiscal quarter ended Sept. 30:

	1968	1967
Earned per share (loss)	\$0.01	(\$0.04)
Net sales	1,419,616	1,648,096
Net income (loss)	15,252	(46,308)
Shares outstanding	1,200,000	1,200,000

**Lewron Television Inc.**, New York, reported an increase in revenues and income for six months ended Sept. 30:

	1968	1967
Earned per share	\$0.23	\$0.10
Operating revenues	535,147	432,965
Net Income	55,973	20,460
Shares outstanding	238,688	209,355

**A. C. Nielsen Co.**, Chicago, reported a 7% increase in consolidated sales for

the 12 months ended Aug. 31:

	1968	1967
Earned per share	\$1.22	\$1.20
Sales	83,414,521	77,711,015
Income before taxes	12,054,069	12,479,930
Net income	6,414,523	6,299,658

Note: 1967 figures are restated to reflect the acquisition of Petroleum Information Corp. on a pooling-of-interest basis and relevant treatment of deferred taxes. The 1968 earnings per share are based on 5,240,300 shares outstanding Aug. 31, 1968.

**Vikoa Inc.**, Hoboken, N. J., group CATV owner and manufacturer of CATV equipment, reported record sales and increased earnings for the nine months ended Sept. 30:

	1968	1967
Earned per share	\$0.56	\$0.31
Sales	13,840,736	10,323,434
Net income	790,707	419,062
Shares outstanding	1,415,698	1,351,812

*This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these securities. The offering is made only by the Prospectus.*

**NEW ISSUE**

November 1, 1968

**145,000 Shares**

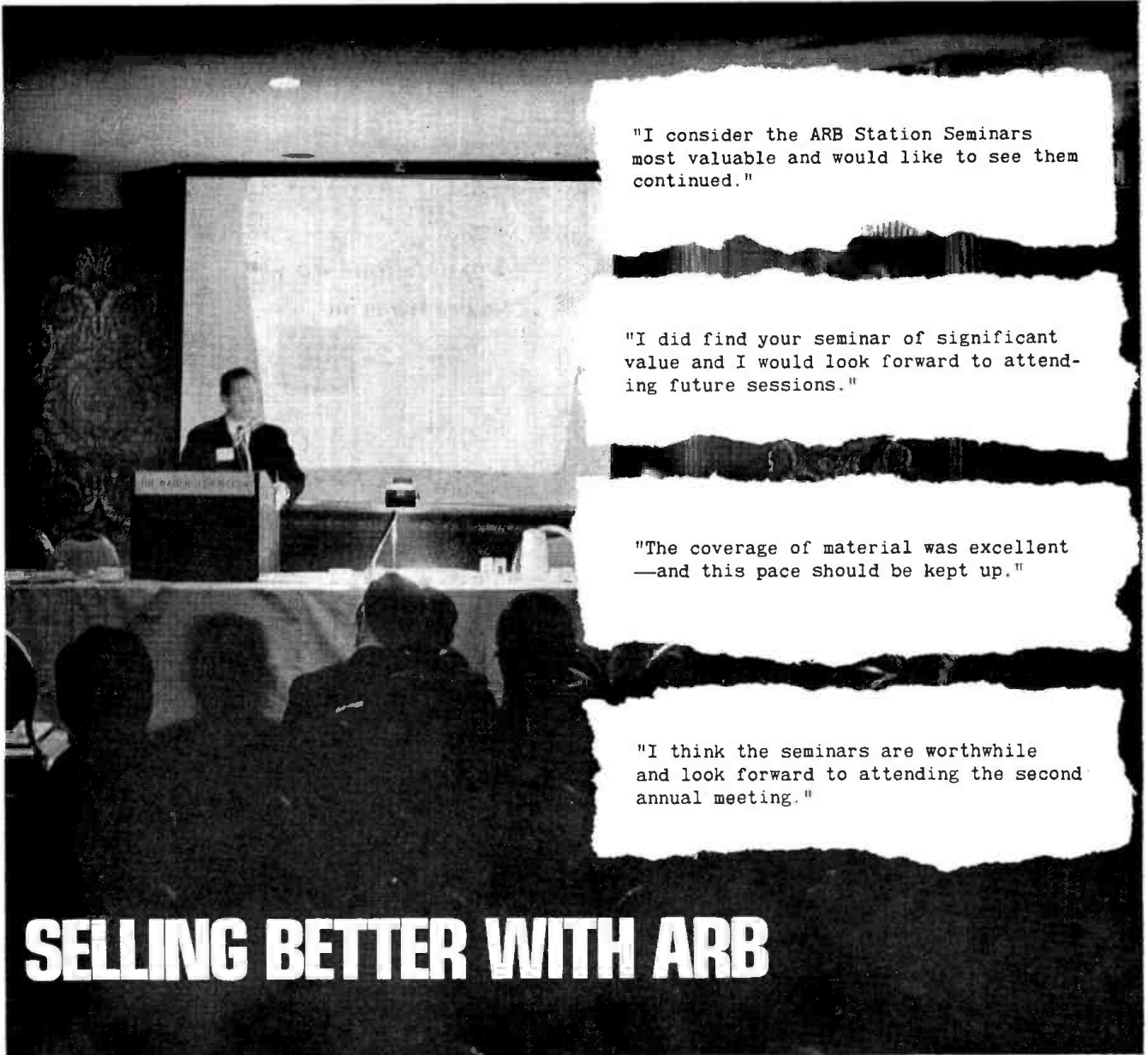
**THE MUSIC MAKERS GROUP, INC.**

**Common Stock**  
\$10 Par Value

**Price \$10.00 per share**

*Copies of the Prospectus may be obtained from the undersigned and such other brokers and dealers as may legally offer these securities in this State.*

**Scheinman, Hochstin & Trotta**  
Incorporated



"I consider the ARB Station Seminars most valuable and would like to see them continued."

"I did find your seminar of significant value and I would look forward to attending future sessions."

"The coverage of material was excellent—and this pace should be kept up."

"I think the seminars are worthwhile and look forward to attending the second annual meeting."

# SELLING BETTER WITH ARB

A second series of ARB Station Seminars & Research Clinics will begin soon, and the emphasis is on selling better with ARB.

We've streamlined the agenda to include more "how to use" information you've asked us to provide. In addition, you'll get the story behind ARB data and learn of more improvements in methodology that have been added.

The Clinic portion of the meetings will offer time for discussion of your special research problems. You'll also have an opportunity to tell ARB about additional information you would like added to future reports.

The ARB executives who will be conducting the seminars are men who understand station sales and research problems. The ideas they will offer are sure to be of special value to managers, sales managers, research and promotion managers of every television station.

Here's this season's schedule—expanded to ten centrally located cities and slated in two cycles. The first series follows October report delivery and offers the added advantage of those in markets scheduled for November surveys to attend prior to their first report of the season. The second series follows delivery of November sweep reports.

Philadelphia.....Thursday, November 21, 1968  
 St. Louis.....Tuesday, December 3, 1968  
 San Francisco.....Monday, December 9, 1968

Washington.....Thursday, January 9, 1969  
 Boston.....Tuesday, January 14, 1969  
 Detroit.....Thursday, January 16, 1969  
 Atlanta.....Tuesday, January 21, 1969  
 Dallas.....Thursday, January 23, 1969  
 Denver.....Tuesday, January 28, 1969  
 Los Angeles.....Thursday, January 30, 1969

Ask your ARB representative for registration material now (open to the staff of all commercial television stations at no charge). You're sure to profit by our efforts to put real meaning into "selling better with ARB."



**AMERICAN RESEARCH BUREAU**  
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 LOS ANGELES    SAN FRANCISCO

## U.S.-Mexico try again on treaty

### Four points on AM band usage confront third negotiating session in Mexico City

Representatives of the U.S. and Mexico will sit down across a table from each other in Mexico City, on Tuesday (Nov. 12) for the start of the third formal negotiating session in two years in the two nations' efforts to agree on a new treaty to govern their respective broadcasters' use of the AM broadcast band.

Members of the U.S. team expressed hope—and it was no more than that—that the upcoming talks, expected to last 10 days, will end in agreement on a new treaty. The two countries are currently operating under the second extension of the five-year treaty which was to have expired June 9, 1966. The present extension runs out Dec. 31.

The talks come less than two months after technical experts representing the two sides met in Washington in what proved to be an unsuccessful effort to resolve the issues still separating the two countries (BROADCASTING, Sept. 23). Last May FCC Chairman Rosel H. Hyde headed a special three-man team that participated in what proved to be generally fruitless talks on the treaty in Mexico (BROADCASTING, May 20).

Formal negotiating sessions that have been held occurred in Washington, in September 1966, and in Mexico City, in the following February.

As on those occasions, the U.S. delegation this week will be headed by Commissioner James J. Wadsworth, who is chairman of the negotiating team. The delegation will also include Richard Black, of the State Department, and commission staff members Wallace E. Johnson, assistant chief of the Broadcast Bureau, Bruce Longfellow, of the rules and standards division, and Donald S. Kanode, chief of the technical and allocations branch.

Four points remain as obstacles to final agreement. One involves the U.S. effort to have Mexico permit U.S. daytime-only stations operating on Mexican clear channels to sign on before sunrise; this provision, if accepted by the Mexicans, would benefit some 270 American stations. But the Mexicans are said to be asking return permission for their stations on U.S. clear channels to operate postsunset.

One issue involves each side's effort to have included as "special cases," and therefore exempt from the requirements of the treaty, a number of stations that would be permitted to operate on the other nation's clear channels at night.

A second "special cases" issue involves stations operating on nonclear channels. All told, some 60 U.S. and Mexican outlets are involved.

The fourth point involves Mexico's efforts to have the U.S. accept a lesser priority than 1-A clear channel for 1030 kc, on which WBZ Boston is the dominant station. Mexico wants to clear the way for an increase in power for a Mexico City station that operates on that channel.

One point on which agreement was reached early in the negotiations provides for an increase in power for some 20 class IV stations on each side of the border, from 250 w to 1 kw. Other points have either been resolved or referred for consideration to a joint technical committee that was established to work on problems concerning the countries on a continuing basis.

### CBS Labs steps up foreign marketing

CBS Laboratories is expanding its marketing of broadcast products overseas. The expansion is expected to be placed in effect some time next month.

The announcement, made last week by Dr. Stafford L. Hopwood Jr., vice president for business development and professional products, stressed the role of CBS's image enhancer, which officials said has rung up substantial sales since its introduction in the U.S. about a year ago.

CBS Laboratories, a division of CBS Inc., markets several broadcast products in the U.S. In addition to the image enhancer (sells for approximately \$5,000), its products include electronic devices to measure and control sound levels, digital display units (particular use in TV newscasts) and mobile television vans for pickups of news, sport and other events.

Dr. Hopwood said that CBS was in negotiation with "several prospective distributors to make available a complete line of products to European broadcasters."

Image enhancement is a technique CBS Laboratories developed to sharpen the quality of television signals as they are transmitted. The effect is to provide crisper, more detailed pictures for home viewing.

CBS officials pointed to the use of

color throughout the broadcast industry both here and abroad as increasing the demand for enhancers. The market for the gear is made up of TV manufacturers, network affiliates, independent broadcasters and advertising agencies (for production purposes).

In the industrial and medical fields the potential application of the image enhancer is being studied for such areas as X-ray technology and visual displays. Still another area, according to Dr. Hopwood, for the enhancer's use is in satellite communications. The Communications Satellite Corp (Comsat) has already ordered enhancers for use at ground receiving stations where they'll increase the sharpness of video signals that are being received from satellites.

### Football attendance lag blamed on CATV

Cable television apparently is winning very few friends among owners of the Canadian Eastern Conference football teams who claim CATV is hurting their home attendances.

The Ottawa Rough Riders say they have failed to fill their 27,000-seat home stadium to capacity, despite the team's active contention for the conference title. Average home attendance has been about 22,000.

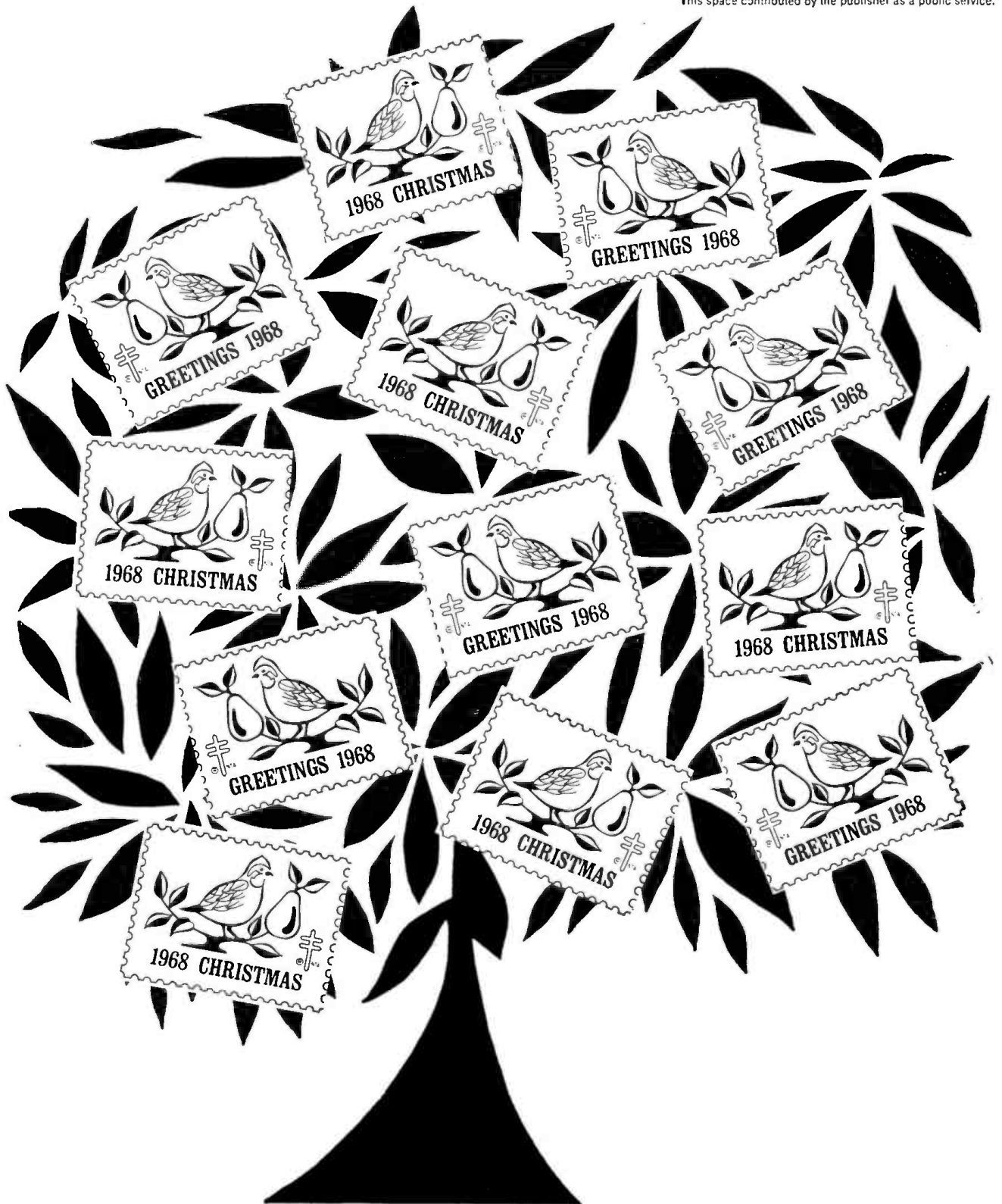
The empty seats, the officials claim, are attributable to local CATV importation of distant TV signals of stations in Kingston, Ont., and Montreal, which carry the Riders home games. "We've been hollering for three years. And it is going to get worse before it gets better," says one team spokesman.

There are indications other conference teams are also feeling the home attendance pinch and blaming CATV. The matter may be brought before the Canadian Radio-Television Commission, the government regulatory body for broadcasting. It's said the conference will argue against CATV's carrying conference games without paying for the rights. Currently the conference negotiates contracts for television rights with the Canadian TV networks and receives about \$118,000 a team.

### Abroad in brief:

**Below border sale** ■ Television Independiente de Mexico. Mexico City, has received a \$1.1 million television equipment order from Ampex Corp., Redwood City, Calif. Included are two mobile TV vans, nine high-band, color video-tape recorders, eight studio video-





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Fight tuberculosis, emphysema, air pollution.**



tape recorders and a battery-operated video tape recorder.

**New O&M acquisitions** ■ Ogilvy & Mather, Ltd., Canada, agency for Pepperidge Farm Products and Campbell soups by Campbell Soup Co. Ltd., has been appointed for all additional Campbell products. New billings are estimated at \$750,000, with the majority in TV, for Swanson Frozen Foods, Franco American, V8 Juice and new products. These will now be added to the \$1 million O & M is already billing on Campbell. Leo Burnett Co., Canada, was the previous agency.

### BookNotes

*"The Great Comedians Talk About Comedy,"* by Larry Wilde. The Citadel Press, New York. 382 pp. \$6.95.

The author, a comedian, interviewed 16 top comedians, each of the meetings was put on tape and "The Great Comedians Talk About Comedy" is the sum total of the effort. All of the interviews are current in that the material was collected over the past two years. Each comedian is introduced with a brief biographical sketch along with some samplings of the individual's humor.

Mr. Wilde's contribution is for the comic buff, and ever since radio's onslaught on the funnybone, continued with motion pictures and with television, the fans would number just about everybody. The comedians: Woody Allen, Jack Benny, Milton Berle. Shelley Berman, Joey Bishop, George Burns. Johnny Carson, Phyllis Diller. Jimmy Durante. Dick Gregory. Boh Hope. George Jessel, Jerry Lewis. Danny Thomas and the late Ed Wynn.

*"The Golden Web: A History of Broadcasting in the United States, Volume II—1933 to 1953,"* 1968, by Erik Barnouw. Oxford University Press, New York. 391 pp. \$9.

With the public's current dependence on radio and television as primary sources of news, it's difficult to remember a time a scant 30 years ago when one of the media, radio, was fighting for that very right to carry the news at all. How it won that privilege—and more—is detailed in this second volume of broadcasting history by Erik Barnouw, chairman of the TV, film and radio division of the Columbia University School of Arts.

As a colorful chronicler of those two most formative decades Mr. Barnouw delineates the formation and growth of the major networks, and their creation of a national rather than a local consciousness and a strengthened executive branch of government "at the expense of other elements in the body politic."

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\*Times listed are approximate and vary with size of item.

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### ARB initiates awards for use of research

The American Research Bureau, Beltsville, Md., has announced sponsorship of a special Innovator Awards program to recognize outstanding and creative applications of audience research by TV stations. Dr. Peter Langhoff, ARB president, said the awards are being established to provide recognition for effective uses of TV audience data in meeting station objectives on a local or national level.

Gold, silver and bronze plaques for the best uses of audience data will be presented. The plaques will be displayed

during the National Association of Broadcaster's convention March 23-26, 1969, in Washington.

The competition is open to all U. S. television stations. Entries must be accompanied by an official entry form available from chairman, ARB Innovator Awards committee, 4320 Ammen-dale Road, Beltsville, Md., 20705. Entry deadline set for the contest is Feb. 28, 1969.

### Special presentations set by PGW, Katz, H-R

Peters, Griffin, Woodward Inc., The Katz Agency and H-R Representatives

will conduct seminars for their station clients in conjunction with the annual Broadcasters Promotion Association seminar Nov. 17-19 in Miami Beach.

The reps have scheduled their meetings Saturday, Nov. 16 in the headquarters Deauville hotel. PGW's session, case-history and future-opportunity discussion, will be located in the Baccarat room.

Katz's presentations, being handled by research-promotion director Kenneth A. Mills and director of audience development Ollie Blackwell, will be given in the Cavalier room. H-R clients will meet in the Crown room to hear promotion director Mel Grossman's presentation.

## Fates & Fortunes

### Broadcast advertising



**Lewis J. Fuiks Jr.**, creative associate for copy, Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.

**Fred W. Dudak**, associate media director, and **Lawrence J. Flink**, account executive,

*Mr. Fuiks*

Dancer-Fitzgerald-Sample, New York, named VP's. **D. James Hughey**, account executive, D-F-S Dayton, Ohio, also named VP.

**James D. Donovan**, account supervisor, Carson/Roberts/Inc., Los Angeles, named VP and management supervisor.

**James R. Benedict**, **Douglas M. Bo-meisler**, **Eugene F. Cassidy** and **William M. Rusch**, account supervisors, Foote, Cone & Belding, New York, elected VP's.

**Ivan Davis**, VP and media director, Weightman Inc., Philadelphia, named senior VP and director of media services.

**James W. Evans**, director of audience and sales promotion, WTAR-TV Norfolk, Va., appointed director of sales development.

**Andree Vilas Grabe**, VP and creative director, David Singer Associates, New York, joins Viking Carpets Inc., that city, as director of advertising and pro-

motion.

**Arthur N. Mele**, art director-producer, Campbell-Ewald Co., Los Angeles, joins Kaleidoscope Productions, Los Angeles, commercial production house, as staff director of live-action and animation.



*Mr. MacIntosh*

**Douglas P. MacIntosh**, manager of creative services, Young & Rubicam, Detroit, joins W. B. Doner & Co. there as senior art director/senior broadcast producer.

**Bea Alexander**, in production department of MacManus, John & Adams, Los Angeles, named production manager. **Melba Calkins**, director of broadcast production for MJ&A, also named traffic manager.

**Steve Edwards**, sales executive for KYA San Francisco, joins KKOP(FM) Redondo Beach, Calif., as general manager.

**Bill Miller**, program director, KRAV Tulsa, Okla., joins KGGF Coffeyville, Okla., as operations manager. He succeeds **Richard Embody**, who becomes manager of KBIX Muskogee, Okla. **Will Jones**, KRAV staff, succeeds Mr. Miller.

**Norman Marcus**, director of cultural programming, WHYI Inc., Philadelphia (WHYY-TV Wilmington, Del., WUHY-FM-TV Philadelphia, all noncommercial), named operations director.

**Mort Crowley**, program director and air personality, KXOK St. Louis, named

station operations manager.

### Media

**Donald W. Reynolds Jr.**, head of staff-management services division, Donrey Media Group, Fort Smith, Ark., named VP in charge of newly organized broadcast division.

**S. W. Pai**, head of own consulting and construction firm, joins Aqua Instrument Co., Syracuse, N. Y., as VP of new CATV division.

**W. Byron Bellville**, general sales manager, KMOX St. Louis, joins KWK there as general manager.

**Jim DeCaro**, sales manager, WFIL Philadelphia, appointed station manager.

**Luther Strittmatter**, general sales manager, WSAI Cincinnati, joins WUBE there as station manager.

**Mrs. Kay Coustan**, administrative assistant. Family and Community Service, Chicago, rejoins Keystone Broadcasting System Inc. there as director of station relations.

### Programming

**Clark Davis**, operations director, Reeves Broadcasting Corp., Charleston, S. C., joins National Telefilm Associates Inc., Beverly Hills, Calif., as Southeastern division sales manager. Mr. Davis will open new NTA Southeastern branch office in Atlanta.

**Don French**, program director, KJOY Stockton, Calif., joins WGR Buffalo, N. Y. in same capacity.

**Ray Marlin** WSTC-AM-FM Stamford,



Conn., appointed program director.

## News

**Robert O. Jones**, with KGMB-TV Honolulu, joins NBC News Vietnam as correspondent.

**Dwight W. Bischel**, producer-director, WFLD-TV Chicago, named news director. He succeeds **Dick Hance**, who joins Great Northern-Northern Pacific Railroad, Minneapolis, as audio-visual director.

**Jack Emmerson**, news director, WMAK Nashville, joins KCKN-AM-FM Kansas City, Kan., as managing news director.

**Robert W. Delaney Jr.**, with WGBS Miami and news bureau of Time Inc. there, named full-time reporter for WGBS.

**Keith Cummings**, news and sports director, KAYS-AM-TV Hays, Kan., joins WILS-AM-FM Lansing, Mich. as news director.

**Mark Ledbetter**, with WLBT(TV), WJDX-AM-FM Jackson, Miss., appointed associate news director for both stations.

**Gil Whitney**, assistant news director, KENS-TV San Antonio, Tex., joins WHIO-TV Dayton, Ohio as reporter.

**Dick Gottschald**, news director, WDIO-TV Duluth, Minn., elected president of Northwest Broadcast News Association, Minneapolis.

**Carolyn Lewis**, feature editor and radio-TV news analyst, *The Washington Post*, joins news department, WTOP-TV Washington.

## Promotion

**Norman Ober**, director of press and program information, CBS Radio since May 1963, named director of press and public information, CBS Electronic Video Recording (EVR) Division.

**Barrie D. Richardson**, special publicity coordinator, Metro-Goldwyn-Mayer Inc., New York, joins MGM-TV there as director of publicity and exploitation.

**Leito F. Durlley**, business analyst, Detroit Edison Co., joins WKBD-TV Detroit as sales promotion manager.

**Ron Fagan**, promotion director for KJEO(TV) Fresno, Calif., joins KFI Los Angeles in newly created position of director of product service.

**Jeff Dane**, creative director, WTAR-TV Norfolk, Va., appointed audience promotion and creative director.

**Jane Gibbons**, assistant promotion manager, WVT(TV) Milwaukee, joins WKTR-TV Kettering, Ohio, as director of promotion and sales promotion.

**Laya Gelff**, design coordinator, William L. Pereira & Associates, Los Angeles,

named awards administrator, West, for National Academy of Television Arts and Sciences.

## Equipment & engineering

**Forest C. Eckhoff**, senior electronics technician, Atomic Energy Commission, Kansas City, Kan., joins Visual Electronics Corp. there as district sales engineer for Midwest.

**Don Doughty**, with WCEE-TV Freeport-Rockford, Ill., joins WDCA-TV Washington as director of engineering.

**Benjamin B. Bauer**, audio research scientist, CBS Laboratories, Stamford, Conn., elected president of Audio Engineering Society, New York.

**Neil M. Smith**, with Washington consulting firm of Kear and Kennedy, becomes partner. Mr. Smith joined firm in 1963.

**David F. Cassady** joins engineering staff of KCBS San Francisco. He replaces **Robert Conger**, who resigned to become chief engineer for KPAT-FM Berkeley, Calif.

**Sidney Holtzman**, section head, reliability and maintainability departments, American Electronic Laboratories Inc., Lansdale, Pa., joins Per Corp., Doylestown, Pa., as manager of communication products division. Per Corp. is producer of broadcast phasing and accessory equipment.

**Talbot Wentworth**, manager of The Okonite Co. plant at East Brunswick, N. J., named general manager of Vikoa Inc.'s cable facility at Freehold, N. J.

## International

**Rudie Koster**, managing director of Young & Rubicam, Amsterdam, and **Marc DeVos**, managing director of Y&R Madrid, named VP's.

**Colin Godbold**, senior editor-reporter for Canadian Broadcasting Corp., Toronto, appointed Washington correspondent.

**Colonel Robert R. Eby**, officer-in-charge, Armed Forces Radio and Television Service, Los Angeles, retired Oct. 31. He is succeeded by **Colonel Robert Cranston**, deputy director, AFRTS, The Pentagon.

## Deaths

**Frank D. Fallain**, 78, broadcasting pioneer and founder of WEEA (now WFDF) Flint, Mich., died Nov. 3 in Flint. Mr. Fallain founded station in 1922. He sold in 1937 but remained associated with it until his retirement in 1952. He is survived by his wife.

**Ramon Novarro**, 69, star of silent fea-

ture films and more recently television character actor, was found beaten to death Oct. 31 at his home in North Hollywood. Mr. Novarro appeared in TV series that included *Walt Disney's Wonderful World of Color*, *Rawhide*, *High Chapparral*, *Bonanza* and *Wild, Wild West*.



**Mr. Heacock** of WINS New York, WBZ Boston (all Westinghouse stations), national program manager of Bartell Broadcasting Co., New York, and program director of KEYS Corpus Christi, Tex.

**Barbara Oberhansley**, 24, with American Red Cross, Vietnam, and volunteer weather girl for the American Forces Vietnam Network, Saigon, died Oct. 23 in San Francisco, apparently from overdose of pills.

**Allen Heacock**, 40, general manager of KDKA Pittsburgh, died Nov. 4 in Pittsburgh of apparent heart attack. Mr. Heacock had been general manager of KDKA one year; previously he was program manager

  
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As compiled by BROADCASTING, Oct. 30 through Nov. 6 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

## New TV stations

### Other action

- Review board in Anaheim, Calif. TV broadcast proceeding. Docs. 18295-18300, granted further petition for additional time filed Oct. 29 by Orange County Communications, extended to Nov. 7 time to file responsive pleadings to petitions to enlarge issues filed by Golden Orange Broadcasting Co. Action Oct. 31.

### Actions on motions

- Office of Opinions and Review 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, granted petition by Wometco Enterprises Inc. and Wometco Skyway Broadcasting Company and extended to Nov. 12 time to file opposition to application for review, filed by Antwin Theatres Inc. on Oct. 18, of review board's action released Sept. 30 (Docs. 10834, 17582-4, 18185-6). Action Oct. 30.
- Office of Opinions and Review in Savannah, Ga. (Lewis Broadcasting Corp. and WSGA Television Inc.), TV proceeding, granted petition by WSGA Television Inc. to dismiss application for review; dismissed application for review filed April 29 by WSGA Television Inc. and all related pleadings; terminated proceeding (Docs. 16976, 16978). Action Nov. 4.
- Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co.) et al. TV proceeding, on request by Voice of the Orange Empire Inc. continued date for further prehearing conference from Oct. 30 to Nov. 6 (Docs. 18295-300). Action Oct. 29.
- Hearing Examiner Forest L. McClenning 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, granted motion by Wometco Enterprises Inc. and Wometco Skyway Broadcasting Co. and extended to Nov. 12 time to file responsive pleadings to answers and objections of Antwin Theatres Inc. to written interrogatories (Docs. 10834, 17582-4, 18185-6). Action Oct. 31.

### Call letter application

- UHF-Hawaii Inc., Honolulu. Requests KOHM-TV.

### Call letter actions

- Broadcasting-Telecasting Services, Ft. Myers, Fla. Granted WBBH-TV.
- Channel 25 TV Inc., West Palm Beach, Fla. Granted WJUD-TV.

## Existing TV stations

### Final actions

- KLYD-TV Bakersfield, Calif.—Broadcast Bureau granted CP to change ERP to 67.6 kw vis., 13.2 kw aur.; make changes in ant. system. Action Oct. 31.
- Bay Broadcasting Co., San Francisco—Broadcast Bureau granted mod. of CP to change ERP to 843 kw vis., 137 kw aur., ant. height 1,310 ft.; change trans. location to San Bruno Peak, KNBR-FM Building, Dale City, Calif.; studio location to 760 Harrison St., San Francisco; change type trans.; type ant.; and make changes in ant. structure. Action Oct. 28.
- WTWO-TV Terre Haute, Ind.—Broadcast Bureau granted CP to install precise carrier frequency control equipment at main trans. Action Oct. 31.
- \*WUCM-TV University Center, Mich.—Broadcast Bureau granted CP to change ERP to 562 kw vis., 56.2 kw aur., and change type trans. Action Oct. 28.
- KCIT-TV Kansas City, Mo.—Broadcast Bureau granted mod. of CP to change trans. site to approximately 101 ft. north and 79 ft. west of present site; change ant. structure; granted mod. of CP and extended completion date to April 29, 1969. Action Oct. 29.
- KKBC-TV Lubbock, Tex.—Broadcast Bureau granted CP to change ERP to 1185 kw vis., 237 kw aur.; change trans. location to 1.2 mile south of city limits on University Avenue, Lubbock; change studio location to 2013-15 50th Street; change type trans., type ant., ant. structure; ant. height 850 ft. Action Oct. 29.

### Other actions

- FCC informed David Dichter, Democratic candidate for House of Representatives for second district, New Jersey, that equal opportunities clause of Sec. 315(a) does not apply in his complaint against WOR-TV New York. Ann. Nov. 1.
- WEBR Buffalo, N. Y.—FCC denied appli-

cation for review of review board decision granting application of Ultravision Broadcasting Co. for UHF ch. 29, Buffalo (Doc. 15255). Action Oct. 30.

- KFDA-TV and KGNC-TV, both Amarillo, Tex.—Broadcast Bureau granted requests and extended time to file comments and reply comments to Dec. 2 and Dec. 17, respectively, in establishing ant. farm area at Amarillo. Action Sept. 30.

### Action on motion

- Hearing Examiner David I. Kraushaar in Moline, Ill. (Moline Television Corp. [WQAD-TV], Community Telecasting Corp.), TV proceeding, ordered record reopened for limited purpose of hearing oral argument and discussion on Broadcast Bureau's petition requesting extension of time from Nov. 14 until Dec. 30 for filing proposed findings of fact and conclusions of law; scheduled oral argument for Oct. 29 (Docs. 17993-4). Action Oct. 25.

### Designated for hearing

- FCC designated for hearing application by WATR-TV Waterbury, Conn., to make trans. site, ant. height, power and other changes. Action Nov. 6.

## New AM stations

### Applications

- Corry, Pa.—Brinsfield Broadcasting Co. Seeks 1370 kc; 1 kw-LS. 500 w-N, DA-N, U. P.O. address: 412 Montrose Avenue, Baltimore 21228. Estimated construction cost \$18,000; first-year operating cost \$35,000; revenue \$55,000. Principals: J. Stewart Brinsfield Sr. and J. Stewart Brinsfield Jr. Messrs. Brinsfield own WHRN Herndon, Va., have 45% interest in WCIR Beckley, W. Va., are applicants for new AM's at Catonsville, Md. and Naples, Fla., are applicants for new FM at Peoria, Ill., each own 33 1/3% of pending application to purchase WSMO-FM La Plata, Md. and each own 25% of real estate holding corporation. J. Stewart Brinsfield Sr. is pastor. Ann. Nov. 1.
- Oil City, Pa.—Brinsfield Broadcasting Co. Seeks 1340 kc; 1 kw-LS. 250 w-N, DA-D, U. P.O. address: 412 Montrose Avenue, Baltimore 21228. Estimated construction cost \$13,000; first-year operating cost \$32,000; revenue \$50,000. Principals: J. Stewart Brinsfield Sr. and J. Stewart Brinsfield Jr. (each 50%). For interests of principals see Corry, Pa. above. Ann. Nov. 1.

### Start authorized

- KHAD DeSoto, Mo.—Authorized program operation on 1190 kc, 1 kw DA-D. Action Oct. 30.

### Other actions

- Review board in Elmhurst, Ill., AM broadcast proceeding, Docs. 16965-66, granted motion for extension of time filed Oct. 31 by Du Page County Broadcasting Inc., extended to Nov. 6 time to file replies to exceptions to initial decision. Action Oct. 31.
- Review board in Reno, AM broadcast proceeding, Docs. 16110-16115, panel members Berkemeyer, Stone and Pincock adopted order granting motion to correct transcript filed Oct. 22 by WGN Continental Broadcasting Co. Action Nov. 4.
- Review board in Warwick, N. Y., AM Broadcast Proceeding, Docs. 18274-77, granted petition filed Oct. 29 by Taconic Broadcasters, extended to Nov. 20 time to file reply to opposition to petition to enlarge issues. Action Oct. 31.
- Review board in Bayamon, P. R., AM broadcast proceeding, Doc. 16891, denied petition for additional time for oral argument filed Oct. 31 by Augustine L. Cavallo Jr. Action Nov. 4.

### Actions on motions

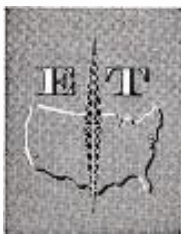
- Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Alabama (Sumilton Broadcasting Co. and Cullman Music Broadcasting Co.), AM proceeding, continued hearing from Nov. 4 to date to be determined later and scheduled further con-

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ference for Dec. 6 (Docs. 18204-5). Action Nov. 1.

■ Hearing Examiner Thomas H. Donahue in Collinsville, Va. and Chapel Hill, N. C. (Radio Collinsville Inc. and 1530 Radio). AM proceeding, upon request by parties to proceeding, scheduled further prehearing conference for Oct. 30 (Docs. 18245-6). Action Oct. 29.

■ Hearing Examiner Thomas H. Donahue in Collinsville, Va. and Chapel Hill, N. C. (Radio Collinsville Inc. and 1530 Radio). AM proceeding, ordered examiner's statement and order following prehearing conference is vacated; ordered further prehearing conference scheduled for Dec. 17 (Docs. 18245-6). Action Oct. 30.

■ Hearing Examiner David I. Kraushaar in Grandview and Kansas City, both Missouri (H-B-K Enterprises and Broadcastink Inc.). AM proceeding, because of pendency before review board of joint petition for approval of agreement and other relief filed by applicants Aug. 20, which together with responsive pleadings could result in elimination of need for hearing, and pending outcome of applicants' joint effort to resolve issue outside of hearing process, continued hearing without date (Docs. 18183-4). Action Oct. 29.

■ Hearing Examiner David I. Kraushaar in Medford, Ore. (Medford Broadcasters Inc., R. W. Hansen, Radio Medford Inc. and W. H. Hansen). AM and FM proceeding, postponed prehearing conference from Nov. 29 until Dec. 2 (Docs. 18349-53). Action Oct. 29.

■ Hearing Examiner Chester F. Naumowicz, Jr. in Boynton Beach and Naples, both Florida (North American Broadcasting Company, Radio Boynton Beach Inc., Boynton Beach Community Services Inc. and Radio Voice of Naples). AM proceeding, ordered hearing be governed by procedures set forth on record of prehearing conference of Oct. 30; hearing is scheduled to commence Jan. 6, 1969 (Docs. 18310-3). Action Oct. 30.

#### Call letter applications

■ Tylertown Broadcasting Co., Tylertown, Miss. Requests WTYL.

■ Mt. Carmel Broadcasting Co., Mt. Carmel, Pa. Requests WMIM.

#### Call letter action

■ Prattville Radio Inc., Prattville, Ala. Granted WPXC.

#### Designated for hearing

■ FCC designated for hearing applications for new AM by Sundial Broadcasting Co., Parma and Howard L. Burris, Warren, both Ohio. Sundial seeks 1000 kc, 500 w, DA-D. Mr. Burris seeks 1000 kc, 1 kw, DA-D. Action Oct. 30.

### Existing AM stations

#### Final actions

■ WAYD Ozark, Ala. — Broadcast Bureau granted license covering CP for new station and specify type trans. Action Oct. 29.

■ WNPT Tuscaloosa, Ala. — Broadcast Bureau granted license covering use of former main trans. as alternate-main-nighttime and auxiliary-daytime trans. Action Oct. 31.

■ KACY Port Huoneme, Calif. — FCC granted CP to change from 1520 kw, 10 kw-D, 1 kw-N, DA-2 to 1520 kc, 50 kw-D, 1 kw-N, DA-2. Action Oct. 30.

■ KOHO Honolulu — Broadcast Bureau granted license to increase power and install new type trans. Action Oct. 31.

■ KSGM Chester, Ill. — FCC granted application to relocate main studio at studios of KSGM-FM Ste. Genevieve, Mo. Action Oct. 30.

■ KMA Shenandoah, Iowa — Broadcast Bureau granted license covering use of former main trans. as alternate-main trans. Action Oct. 31.

■ WPTX Lexington Park, Md. — Broadcast Bureau granted CP to replace expired permit. Action Oct. 31.

■ WDMV Pocomoke City, Md. — Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes. Action Oct. 28.

■ KEXS Excelsior Springs, Mo. — Broadcast Bureau granted license covering CP for new station. Action Oct. 29.

■ KOKO Warrensburg, Mo. — Broadcast Bureau granted license covering change in

ant-trans. and studio location. Action Oct. 28.

■ KCOW Alliance, Neb. — Broadcast Bureau granted mod. of license to change hours from U time to SH. Mon.-Sat.: 6 a.m. to 7:30 p.m.; Sun.: 6:45 a.m. to 7:30 p.m. Action Oct. 31.

■ KLUC Las Vegas — Broadcast Bureau granted license covering change in frequency and increase in power; installation of new type trans.; specify new type trans. Action Oct. 31.

■ KALG Alamogordo, N. M. — Broadcast Bureau granted license covering increase in daytime power, installation of new trans., and specify type trans. Action Oct. 28.

■ WBBS Jacksonville, N. C. — Broadcast Bureau granted license covering CP for new station. Action Oct. 29.

■ WGNJ Wilmington, N. C. — Broadcast Bureau granted CP to replace expired permit. Action Oct. 31.

■ KTYN Minot, N. D. — Broadcast Bureau granted license covering CP for new station and specify studio and remote control location. Action Oct. 29.

■ WADK Newport, R. I. — Broadcast Bureau granted license covering changes. Action Oct. 28.

■ WEMB Erwin, Tenn. — Broadcast Bureau granted license covering change in ant. system. Action Oct. 28.

■ WSKT Knoxville, Tenn. — Broadcast Bureau granted license covering increase in power, change in station designation, installation of new trans., change in ant. system; specify type trans. Action Oct. 31.

■ KIVY Crockett, Tex. — Broadcast Bureau granted CP to increase power to 1 kw; conditions. Action Oct. 30.

■ KXYZ Houston — Broadcast Bureau granted license covering installation of auxiliary trans. Action Oct. 28.

■ WKEX Blacksburg, Va. — Broadcast Bureau granted mod. of CP to change ant-trans. location to 0.35 mile south Rt. 655, 1.8 miles west of Blacksburg, studio to be determined; conditions. Action Oct. 28.

■ WLLL Lynchburg, Va. — Broadcast Bureau granted license covering changes. Action Oct. 31.

■ WGH Newport News, Va. — Broadcast Bureau granted CP to install alternate-main night trans. at 0.2 mile north of intersection of Main & Willow Drive, Hampton, Va.; granted mod. of CP to delete request to change studio location; change type trans.; granted mod. of CP to extend completion date to Jan. 1, 1969. Action Oct. 31.

■ KEDO Longview, Wash. — Broadcast Bureau granted license to cover CP. Action Oct. 31.

#### Other action

■ FCC informed Californians Against the Tax Trap Initiative, Los Angeles, that it cannot conclude that KLAC, that city, failed to comply with requirements of fairness doctrine. Ann. Nov. 1.

#### Actions on motions

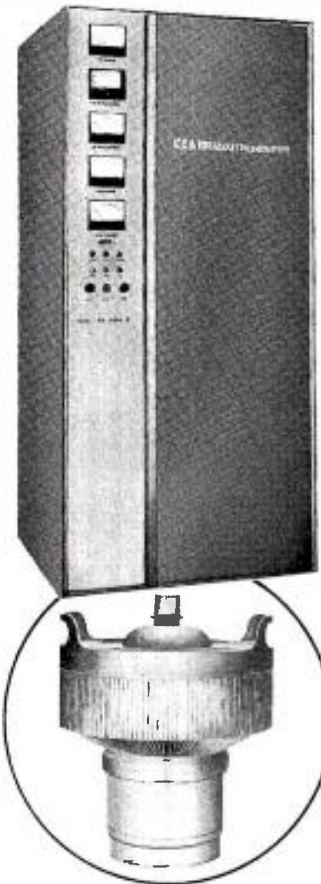
■ Office of opinions and review in Clifton Forge and Roanoke, both Virginia (Image Radio Inc. and Impact Radio Inc.), renewal of licenses of WCFV and WPXI, granted petition by Image Radio Inc. and extended to Nov. 1 time to file reply to Broadcast Bureau's opposition to supplemental petition for reconsideration and/or for termination of proceedings (Docs. 17945-6). Action Oct. 28.

■ Office of opinions and review in Clifton Forge and Roanoke, both Virginia (Image Radio Inc. and Impact Radio Inc.), renewal of licenses of WCFV and WPXI, granted petition by Image Radio Inc. and extended to Nov. 8 time to file reply to Broadcast Bureau's opposition to supplemental petition for reconsideration and/or for termination of proceedings (Docs. 17945-6). Action Nov. 4.

■ Chief Hearing Examiner James D. Cunningham in Mobile, Ala. (Azalea Corp., W.G.O.K. Inc. [WGOK], People's Progressive Radio Inc. and Mobile Broadcast Service Inc.), AM proceeding, ordered, subject to objection, that Chester F. Naumowicz is substituted for Elizabeth C. Smith as presiding officer (Docs. 17555-8). Action Oct. 31.

■ Chief Hearing Examiner James D. Cunningham in Henderson, Nev. (1400 Corp. [KBMI] and Joseph Julian Marandola), AM proceeding, ordered, subject to objection, that Isadore A. Honig in lieu of Eliza-

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Telephone: (609) 456-1716



beth C. Smith serve as presiding officer (Docs. 16813-4). Action Oct. 31.

■ Chief Hearing Examiner James D. Cunningham in New York (City of New York Municipal Broadcasting System [WNYC]), AM proceeding, ordered, subject to objection, that Basil P. Cooper is substituted for Elizabeth C. Smith as presiding officer (Docs. 11227 and 17588). Action Oct. 31.

■ Hearing Examiner H. Gifford Irion in Tempe, Ariz. (Tri-State Broadcasting Co. [KUPD]), AM proceeding, continued hearing from Oct. 31 to Dec. 10 (Doc. 17777). Action Oct. 28.

■ Hearing Examiner H. Gifford Irion in Sunbury, Pa., Stirling and Watchung, both New Jersey (Sunbury Broadcasting Corp. [WKOK], Herbert P. Michels, and Kel Broadcasting Co.), AM proceeding, upon examiner's own motion, certified to review board joint petition for leave to amend filed by Kel Broadcasting Co. and Herbert P. Michels (Docs. 18291-3). Action Oct. 24.

#### Call letter application

■ KPCN, Republic Broadcasting Corp., Grand Prairie, Tex. Requests KKDA.

#### Designated for hearing

■ FCC designated for consolidated hearing applications of WRDS South Charleston and Claude R. Hill Jr., Fayetteville, both West Virginia, WRDS seeks change from 1410 kc, 1 kw-D, to 1450 kc, 1 kw-D, 250 w-N. Mr. Hill seeks new AM on 1450 kc, 1 kw-D, 250 w-N. Action Oct. 30.

## New FM stations

### Applications

■ Groton, Conn.—Lawrence A. Reilly and James L. Spates. Seeks 105.5 mc, ch. 288A, 3 kw. Ant. height above average terrain 275 ft. P.O. address: Box 298, West Springfield, Mass. 01089. Estimated construction cost \$23,310; first-year operating cost \$10,000; revenue none. Principals: Lawrence A. Reilly and James L. Spates (each 50%). Messrs. Reilly and Spates own WSUB Groton. Ann. Nov. 5.

■ Peoria, Ill.—Brinsfield Broadcasting Co. Seeks 105.7 mc, ch. 289, 50 kw. Ant. height above average terrain 316 ft. P.O. address: Box 666, Herndon, Va. 22070. Estimated construction cost \$18,528; first-year operating cost \$30,000; revenue none. Principals: J. Stewart Brinsfield Sr. and J. Stewart Brinsfield Jr. (each 50%). Messrs. Brinsfield own WHRN Herndon, have 45% interest in WCIR Beckley, W. Va., are applicants for new AM's at Catonsville, Md. and Naples, Fla., each own 33 1/4% of pending application to purchase WSMF-FM La Plata, Md. and each own 25% of real estate holding corporation. J. Stewart Brinsfield Sr. is pastor. Ann. Nov. 4.

■ Pontiac, Ill.—Pontiac FM Broadcasting Co. Broadcast Bureau granted 103.1 mc, ch. 276, 3 kw. Ant. height above average terrain 185 ft. P.O. address: c/o M. O. Simundson, Box 212A, Pontiac, Ill. 61764. Estimated construction cost \$22,112; first-year operating cost \$20,000; revenue \$20,000. Principals: Merton J. Gonstead D. C. and Dorothy Meythaler (each 50%). Mr. Gonstead owns 33 1/4% of chiropractic clinic. Mr. Gonstead and Mrs. Meythaler each own 33 1/4% of KAGE Winona, Minn. and WPOK Pontiac, Ill. Applications to sell KAGE to third partner of partnership and to sell remaining 1/2 of WPOK to Mr. Gonstead and Mrs. Meythaler are pending. Action Oct. 30.

■ \*University Heights, Ohio—John Carroll University. Seeks 88.9 mc, ch. 205, 14.98 w. Ant. height above ground 153.3 ft. P.O. address: c/o Milton J. Roney, Northpark & Miramar Drives, University Heights, Ohio 44118. Estimated construction cost \$12,313.18; first-year operating cost \$1,620; revenue none. Principals: John Carroll University board of trustees, Very Reverend Joseph O. Scheil, S. J., president. Ann. Oct. 31.

### Starts authorized

■ KDNO(FM) Delano, Calif. — Authorized program operation on 98.5 mc, ch. 253, ERP 12.5 kw horiz., 6.2 kw vert. Action Oct. 30.

■ KWWL-FM Waterloo, Iowa—Authorized program operation on 107.9 mc, ch. 300, ERP 100 kw. Action Oct. 24.

■ KEYN-FM Wichita, Kan. — Authorized program operation on 103.7 mc, ch. 279, ERP 58 kw. Action Oct. 28.

■ WMBC-FM Columbus, Miss.—Authorized

program operation on 103.1 mc, ch. 276, ERP 3 kw. Action Oct. 25.

■ WWTX(FM) Corinth, Miss. — Authorized program operation on 95.3 mc, ch. 237, ERP 3 kw. Action Oct. 25.

■ KULP-FM El Campo, Tex. — Authorized program operation on 96.9 mc, ch. 245, ERP 27 kw. Action Oct. 29.

■ \*WRFW(FM) River Falls, Wis.—Authorized program operation on 88.7 mc, ch. 204, ERP 410 w. Action Oct. 29.

### Final actions

■ \*Wallington, Conn.—The Choate School Foundation Inc. Broadcast Bureau granted 90.1 mc, ch. 211, 10 kw. P.O. address: Christian Street, Wallington, Conn. 06492. Estimated construction cost \$6,599; first-year operating cost \$800; revenue none. Principals: Craig D. Munson, Rev. Seymour St. John, Dr. F. Tremaine Billings Jr., et al., all members of board of trustees. Action Oct. 28.

■ Fosston, Minn.—Fosston Broadcasting Co. FCC granted 107.1 mc, ch. 296, 3 kw. Ant. height above average terrain 111 ft. P.O. address: Box 49, Park Rapids, Minn. 56470. Estimated construction cost \$6,050; first-year operating cost \$2,000; revenue \$2,000. Principals: E. P. De La Hunt Jr., sole owner. Mr. De La Hunt owns KEHG Fosston and is majority owner of KPRM-AM-FM Park Rapids. Action Oct. 30.

■ Clovis, N. M.—Friend Radio Inc. Broadcast Bureau granted 99.1 mc, ch. 256, 28.99 kw. Ant. height above average terrain 269 ft. P.O. address: c/o James C. Self, 1400 Oakhurst Road, Clovis, N. M. 88101. Principals: Frank N. Rleron, vice president and Ken White, vice president (each 27.41%), James C. Self, president (12.07%) et al. Mr. Self is sole owner of advertising agency. Mr. Rleron is 40% owner of automobile agency. Mr. White is 46% owner of livestock sales company and 40% owner of cattle feeding and housing business. Action Oct. 25.

■ Murfreesboro, Tenn. — Middle Tennessee State University. Broadcast Bureau granted 89.5 mc, ch. 208, 185 w. Ant. height above average terrain 93 ft. P.O. address: c/o Mr. Lane Boutwell, Middle Tennessee State University, Murfreesboro, Tenn. 37310. Estimated construction cost \$17,777.50; first-year operating cost \$15,000; revenue none. Principals: Applicant will operate under authority of Tennessee State Board of Education. Action Oct. 29.

### Other actions

■ Review board in Boulder, Colo., FM broadcast proceeding, Docs. 17029-30, panel members Berkemeyer and Stone adopted order granting motion for corrections to transcript of oral argument filed Oct. 21 by Environmental Science Services Administration. Action Nov. 4.

■ Review board in Aurora, Ind., FM broadcast proceeding, Docs. 18264-65, granted motion for extension of time filed Oct. 30 by Dearborn County Broadcasters, extended to Nov. 4 time to file reply to Broadcast Bureau's supplementary comments on petition to enlarge issues. Action Nov. 1.

### Actions on motions

■ Chief Hearing Examiner James D. Cunningham in Eufaula, Ala. (Dixie Radio Inc., and Harry I. Goggans and Charles E. Gilmore db/as Bluff City Broadcasting Co.), FM proceeding, designated Hearing Examiner H. Gifford Irion as presiding officer; scheduled prehearing conference for Dec. 4 and hearing for Jan. 8, 1969 (Docs. 18364-5). Action Oct. 24.

■ Chief Hearing Examiner James D. Cunningham in Reno (Brian E. Cobb), FM proceeding, granted petition by Broadcast Bureau and dismissed application of Brian E. Cobb for new FM (Doc. 18135). Action Oct. 30.

■ Chief Hearing Examiner James D. Cunningham in Reno (Brian E. Cobb), FM proceeding, by action released Oct. 31, cancelled hearing scheduled for Nov. 25 and terminated proceeding (Doc. 18135). Action Nov. 1.

■ Chief Hearing Examiner James D. Cunningham in Albuquerque, N. M. (R. Edward Ceries and Jack C. Hughes), FM proceeding, granted petition by R. Edward Ceries for leave to amend application to show loan commitment of \$15,000 from relative; ordered amended application retained in hearing (Docs. 18213-4). Action Oct. 24.

■ Chief Hearing Examiner James D. Cun-

ningham in Albuquerque, N. M. (R. Edward Ceries and Jack C. Hughes), FM proceeding, ordered, subject to objection, that James D. Cunningham is substituted for Elizabeth C. Smith as presiding officer (Docs. 18213-4). Action Oct. 31.

■ Hearing Examiner Thomas H. Donahue in Rockmart, Ga. (Georgia Radio Inc. and Faulkner Radio Inc.), FM proceeding, as result of Oct. 25th prehearing conference, scheduled further prehearing conference for Dec. 13 and continued hearing from Dec. 9 until Jan. 21, 1969 (Docs. 18314-5). Action Oct. 25.

■ Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Dearborn County Broadcasters and Grecco Inc.), FM proceeding, granted petition by Dearborn County Broadcasters to amend application to shore up financial qualifications (Docs. 18264-5). Action Oct. 29.

### Call letter application

■ Guntersville Broadcasting Co., Guntersville, Ala. Requests WTWX(FM).

### Call letter actions

■ University of Maine, Bangor, Me. Granted \*WMEH-FM.

■ Shaw University, Raleigh, N. C. Granted \*WSHA(FM).

■ Mid-Ohio Communications Inc., Westerville, Ohio. Granted WBBY(FM).

■ WEMB Inc., Erwin, Tenn. Granted WXIS-(FM).

## Existing FM stations

### Final actions

■ WLOP-FM Jessup, Ga.—Broadcast Bureau granted license covering new station; specify type ant. Action Oct. 29.

■ WVEM(FM) Springfield, Ill. — Broadcast Bureau granted license covering change in ant.-trans. and studio location with remote control; and other changes. Action Oct. 28.

■ WTGI(FM) Hammond, La.—Broadcast Bureau granted license covering changes. Action Oct. 28.

■ WFMD-FM Frederick, Md.—Broadcast Bureau granted CP to install vert. polarized ant. and change ant. height to 1,100 ft. Action Oct. 28.

■ KNCV(FM) Rochester, Minn.—Broadcast Bureau granted license covering new station; specify type trans. Action Oct. 29.

■ KPWD(FM) Plentywood, Mont. — Broadcast Bureau granted mod. of license covering change in the name of licensee to Empire Broadcasting Corp. Action Oct. 31.

■ WKSJ-FM Jamestown, N. Y.—Broadcast Bureau granted application for remote control; condition. Action Oct. 31.

■ WABC-FM New York—Broadcast Bureau granted license covering use of former main trans. and former ant. for auxiliary purposes only. Action Sept. 6.

■ WNBC-FM New York—Broadcast Bureau granted license covering changes. Action Oct. 31.

■ WHDL-FM Olean, N. Y.—Broadcast Bureau granted license covering changes. Action Oct. 28.

■ WRUN-FM Utica, N. Y.—Broadcast Bureau granted mod. of SCA to make changes in programming. Action Oct. 28.

■ WHBC-FM Canton, Ohio—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Sept. 23.

■ WWGO-FM Erie, Pa.—Broadcast Bureau granted mod. of CP to change trans. location to intersection Knowle Road and Dewey Road, 2 miles northeast of Hammett; change type trans.; make changes in ant. system, ERP 50 kw. ant. height 500 ft.; remote control permitted. Action Oct. 28.

■ KCOR-FM San Antonio, Tex.—Broadcast Bureau granted license covering CP. Action Oct. 31.

■ KWWW(FM) Stephenville, Tex. — Broadcast Bureau granted license covering new station. Action Oct. 29.

■ KWIC(FM) Salt Lake City—Broadcast Bureau granted CP to change trans. location to Coon Peak, Oquirrh range of mountains, Salt Lake City; install new type trans., new type ant.; make changes in ant. system, ERP 13 kw, ant. height 3650 ft. Action Oct. 31.

■ WESP(FM) Charlotte Amalie, V.I.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to Crown Mountain, St.

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## Summary of broadcasting

Compiled by BROADCASTING, Nov. 6, 1968

	Licensed	On Air CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,213 <sup>1</sup>	17	4,230 <sup>1</sup>	69	4,299 <sup>1</sup>
Commercial FM	1,858	59	1,917	193	2,110
Commercial TV-UHF	495 <sup>2</sup>	10	505 <sup>2</sup>	12 <sup>1</sup>	517 <sup>2</sup>
Commercial TV-UHF	117 <sup>2</sup>	46	162 <sup>2</sup>	159	322 <sup>2</sup>
Educational FM	344	14	358	28	386
Educational TV-VHF	70	4	74	3	77
Educational TV-UHF	64	29	93	18	111

## Station boxscore

Compiled by FCC, Oct. 1, 1968

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,201 <sup>1</sup>	1,840	612 <sup>2</sup>	343	134
CP's on air (new stations)	25	59	54	12	33
Total on air	4,226 <sup>1</sup>	1,899	665 <sup>2</sup>	355	167
CP's not on air (new stations)	72	209	173	29	21
Total authorized stations	4,298 <sup>1</sup>	2,108	839 <sup>2</sup>	384	188
Licenses deleted	0	1	0	0	0
CP's deleted	0	1	0	0	0

<sup>1</sup> Includes two AM's operating with Special Temporary Authorization, and 25 educational AM's.  
<sup>2</sup> Includes two VHF's operating with STA's, and one licensed UHF that is not on the air.

Thomas, near Charlotte Amalie; change type ant., type trans.; make changes in ant. system, ERP 50 kw, ant. height 1500 ft. Action Oct. 31.

■ WXMT-FM Merrill, Wis.—Broadcast Bureau granted license covering new station, specify type trans. Action Oct. 29.

### Call letter applications

■ WMRO-FM, Aurora FM Inc., Aurora, Ill. Requests WAUR(FM).

■ WFQM(FM), Quality Broadcasting Corp. of San Juan, San Juan, P. R. Requests WKYN-FM.

### Call letter action

■ WKLR-FM Booth American Co., Toledo, Ohio. Granted WKLR(FM).

## Renewal of licenses, all stations

■ WTAF-TV Marion, Ind.—Broadcast Bureau granted renewal of license. Action Oct. 31.

■ KBUB Sparks, Nev.—Broadcast Bureau granted renewal of license. Action Oct. 29.

■ Broadcast Bureau granted renewal of licenses of following translators: K12FM Fort Stockton; K78CM and K80AT, Wheeler county, all Texas. Actions Oct. 29.

■ Broadcast Bureau granted renewal of licenses for following stations and co-venting auxiliaries: KCLV Clovis, N. M.; KHAT and KHEP-AM-FM both Phoenix; KHOS Tucson, Ariz.; KMVT(TV) Twin Falls, Idaho; KAPR Douglas, Ariz. Actions Oct. 31.

## Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's and extended completion dates for following stations: WNUZ Talladega, Ala. to Dec. 1; WDAN Danville, Ill. to Jan. 31, 1969; KSEN Shelby, Mont. to Nov. 29; KOBY Reno to March 30, 1969; WHN New York to April 16, 1969; WEEP Pittsburgh to April 15, 1969; WCHS Charleston, W. Va. to Nov. 15. Actions Oct. 31.

■ Broadcast Bureau granted mod. of CP's and extended completion dates for following stations: KGMR-FM Jacksonville, Ark. to March 29, 1969; KPRI(FM) San Diego to May 7, 1969; WWSD Monticello, Fla. to Nov. 15; WSAL-FM Logansport, Ind. to Jan. 14, 1969; KRNT-FM Des Moines, Iowa to April 1, 1969; WXLN Potomac-Cabin John, Md. to April 15, 1969; WFXM(FM) Jackson, Miss. to April 28, 1969; WQMA Marks, Miss. to April 4, 1969; KGMO-FM Cape Girardeau, Mo. to Jan. 1, 1969; KHAD DeSoto, Mo. to Nov. 15; WNCR(FM) Wilmington, N. C. to April 13, 1969; WLNG-FM Sag Harbor, N. Y. to Feb. 13, 1969; KPNW-FM Eugene, Ore. to May 25, 1969; WWGO-FM Erie, Pa. to May 20, 1969; KNWC-FM Sioux Falls, S. D. to March 6, 1969; WCCV-FM Charlottesville, Va. to May

7, 1969; KWSC Pullman, Wash. to March 10, 1969; KBBX(FM) Seattle to May 6, 1969; WDMP-FM Dodgeville, Wis. to Jan. 14, 1969; WAWA Milwaukee to Nov. 15. Actions Oct. 29.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WDAN-FM Danville, Ill. to Jan. 31, 1969; WCHO-FM Washington Court House, Ohio to March 22, 1969. Actions Oct. 31.

## Other actions, all services

■ Broadcast Bureau granted licenses covering following new stations: WZZW Augusta, Ga.; WATZ-FM Alpena, Mich.; WQMU(FM) Indiana, Pa.; WCHQ(FM) Camuy, P. R.; \*WCB(FM) Memphis; WBEV-FM Beaver Dam, Wis. Actions Oct. 29.

## Processing line, all stations

■ Following AM application will be ready for processing Dec. 10: WSSA Morrow, Ga., Clayton Broadcasting Co., Has: 1570 kc, 1 kw-D (College Park, Ga.). Req: 1570 kc, 5 kw-D (Morrow, Ga.). Action Oct. 30.

## Translator actions

■ Grantham Mines, Warm Spring Camp, Calif.—Broadcast Bureau granted CP for VHF TV translator to serve Warm Spring on ch. 12 by rebroadcasting KORK-TV Las Vegas. Action Oct. 29.

■ Lake Television Association, Bayfield, Colo.—Broadcast Bureau granted CP for new VHF TV translator to serve Vallecito Reservoir area on ch. 2 by rebroadcasting KOAT-TV Albuquerque, N. M. Action Oct. 30.

■ K74AD Pagosa Springs, Colo.—Broadcast Bureau granted assignment of license of UHF TV translator to Pagosa Springs Television Association. Action Oct. 31.

■ W08AW Greene, Del., Schoharie and Otsego counties, Gilboa, Prattsville and Roxbury, all New York — Broadcast Bureau granted mod. of CP of VHF TV translator to extend completion date to April 30, 1969. Action Oct. 31.

■ Broadcast Bureau granted CP's to replace expired permits of following UHF TV translators: K77CC Captain Cook, K79BS Pahala and K72DF Waimea (Kamuela), all Hawaii. Actions Oct. 31.

■ K70EN Manhattan, Kan.—Broadcast Bureau granted mod. of CP of UHF TV translator to make changes in ant. system. Action Oct. 31.

■ K12FS Kilgore, Neb.—Broadcast Bureau granted CP of VHF TV translator to change frequency to ch. 9, 186-192 mcs, and call sign to K09IW. Action Oct. 31.

■ K72BO Paradise Valley, Golconda, Winnemucca and vicinity, all Nevada—Broadcast Bureau granted CP for UHF TV translator to change trans. location to Hinkey Summit, approximately 12 miles north of Paradise

Valley; make changes in ant. system. Action Oct. 31.

■ Penasco Social Action Committee, T.V. Committee, Penasco, N. M.—Broadcast Bureau granted CP for new VHF TV translator to serve Penasco on ch. 6 by rebroadcasting KOB-TV Albuquerque, N. M. Action Oct. 25.

■ K74BX Elgin, Lagrange, Union and Baker, all Oregon—Broadcast Bureau granted mod. of CP of UHF TV translator to extend completion date to April 30, 1969. Action Oct. 31.

■ K05CP Dell City, Tex.—Broadcast Bureau granted CP to change frequency to ch. 6, 82-88 mcs, and call sign to K06FS of VHF TV translator. Action Oct. 31.

■ Millard County School District, Oak City, Utah—Broadcast Bureau granted CP for new VHF TV translator station to serve Lynndyl and Oak City on ch. 6 by rebroadcasting KUED(TV) Salt Lake City. Action Oct. 30.

■ Millard County School District, Scipio, Utah—Broadcast Bureau granted CP for new VHF TV translator station to serve Scipio and Holden on ch. 6 by rebroadcasting KUED(TV) Salt Lake City. Action Oct. 30.

■ Peoples TV Association Inc., Moses Lake, Wash.—Broadcast Bureau granted CP's for new UHF TV translators to serve Moses Lake, Warden, Royal City, and Othello areas on ch. 75 by rebroadcasting KREM-TV Spokane; and on ch. 81 by rebroadcasting KHQ-TV Spokane. Action Oct. 29.

■ K04FD Sheridan and Fort MacKenzie, both Wyoming—Broadcast Bureau granted CP for VHF TV translator to replace expired permit. Action Oct. 31.

## CATV

### Initial decisions

■ Hearing Examiner Forest L. McClenning in initial decision denied petitions of Akron Telerama Inc., Akron; Telerama Inc., Cleveland and Lorain Cable TV Inc., Lorain, all Ohio, for waiver of rules to permit importation of distant TV signals into Cleveland TV market (Docs. 17357-9). Ann. Nov. 5.

■ Hearing Examiner Chester M. Naumowicz in initial decision granted permission for Service Electric Cable TV Inc. to carry distant signals WPHL-TV, WKBS-TV and WIBF-TV, all Philadelphia, on only its Mahanoy City, Pa. system (Docs. 18193-5). Ann. Nov. 6.

### Other actions

■ Review board in Lexington, Ky., CATV proceeding, Doc. 16990, scheduled oral argument before panel of review board for Dec. 3 in Washington. Ann. Nov. 5.

### Actions on motions

■ Chief Hearing Examiner James D. Cunningham in Birmingham, Ala. TV market (Clear Vision TV Co. of Bessemer, Televue Cable Alabama Inc., Jefferson Cablevision Corp.), CATV proceeding, extended procedural dates and extended hearing from Nov. 19 to Jan. 28, 1969; ordered petition for continuance filed jointly by petitioners dismissed as moot (Doc. 18064-6). Action Oct. 28.

■ Chief Hearing Examiner James D. Cunningham in Birmingham, Ala. TV market (Clear Vision TV Co. of Bessemer, Televue Cable Alabama Inc., Jefferson Cablevision Corp.), CATV proceeding, ordered, subject to objection, that Forest L. McClenning is substituted for Elizabeth C. Smith as presiding officer (Docs. 18064-6). Action Oct. 31.

■ Chief Hearing Examiner James D. Cunningham in Clinton, Iowa (Clinton TV Cable Co.), CATV proceeding in Quad City (Davenport, Iowa, Rock Island-Moline, Ill.) TV market, ordered, subject to objection, that Herbert Sharfman is substituted for Elizabeth C. Smith as presiding officer (Doc. 18024). Action Oct. 31.

■ Chief Hearing Examiner James D. Cunningham in Toledo, Ohio (Buckeye Cablevision Inc.), request for special relief pursuant to Sec. 74.1109, ordered subject to objection, that Charles J. Frederick is substituted for Elizabeth C. Smith as presiding officer (Doc. 17882). Action Oct. 31.

■ Hearing Examiner Forest L. McClenning in Cleveland TV market (Akron Telerama Inc., Lorain Cable TV Inc. and Telerama Inc.), CATV proceeding, hearing examiner having motion to strike or for other relief filed by Storer Broadcasting Co. Oct. 16, pleading in support thereof of Broadcast Bureau filed Oct. 24 and opposition to motion filed Oct. 23 by Telerama Inc., granted motion to strike to extent that affidavit of

(Continued on page 99)



# CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.  
Situations Wanted 25¢ per word—\$2.00 minimum.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.  
Help Wanted 30¢ per word—\$1.00 minimum.

Deadline for copy: Must be received by Monday for publication next Monday. Display ads \$25.00 per inch, 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.  
All other classifications 35¢ per word—\$4.00 minimum.  
No charge for blind box number.  
Address replies: c/o BROADCASTING, 1155 DeSales St., N.W., Washington, D. C. 20036

## RADIO

### Help Wanted Management

Sales manager by successful Florida station in growing market. Excellent opportunity for man with proven record. Box L-3, BROADCASTING.

Sales minded station manager. Salary and bonus plus chance to earn part ownership. Small market in Carolinas. Box L-55, BROADCASTING.

Manager for mid-Atlantic small market who is experienced in sales. Opportunity for an experienced salesman to move up. Box L-93, BROADCASTING.

Manager wanted. Major market midwest fulltime AM and FM radio stations have immediate opening for aggressive manager. Man looking for challenge with growth opportunity should write Box L-117, BROADCASTING.

Branch studio manager—long established—successful—excellent salary. Call or write V. Warren or R. Clark, WHLT, Huntington, Indiana 219-356-1641.

Branch studio manager, city of 5,000. Must handle sales and local news. Midwestern small town or rural background preferred. Send resume, tape, photo, Mr. Talley, WSMI, Litchfield, Illinois.

Capable, loyal manager for established 1000 watt community radio station. Must be familiar with all phases of AM radio. Preferably someone with experience within the Commonwealth of Virginia. Send resume and references to Box 672, Culpeper, Virginia 22701. After 18 years, present manager retiring.

### Sales

South Florida Coast—medium size market, 5 kw fulltime facility. The experienced sales person we are looking for is now employed at a northern radio station. Each year he dreams of making his present income and potentially more in Florida where he and his family can enjoy outdoor living year around. This is your golden opportunity. Compensation mutually set after we are in contact. Write Box K-271, BROADCASTING today with resume. Replies confidential.

Major Philadelphia FM station has career opportunity for aggressive, experienced salesman. Salary plus commission. Replies confidential. Box L-96, BROADCASTING.

Established and growing 300,000 market needs productive, imaginative sales manager—salary, plus commission, plus override—good opportunity. Box L-123, BROADCASTING.

Top station in America's finest chain has opportunity for unlimited growth from account executives into management. Fringe benefits second to none. Send full resume to Box L-131, BROADCASTING.

Opportunity to join young, growing group operation in Pacific Northwest. Excellent Fringe benefits. Opening now for salesman for small market contemporary easy listening station. Also need first phone announcer. Contact Hank Erdman, KODL, Box 741, The Dalles, Oregon (503) 296-2300.

Salesman-announcer for work in "Land of Pleasant Living" with small market station. Short air-shift, pleasant working conditions and fringe benefits. Excellent starting pay. Send resume to WDMV, P.O. Box 825, Salisbury, Maryland.

Small market needs salesman with announcing-production ability. WDNT, Dayton, Tenn

Salesman with play-by-play experience. Unusual permanent opportunity for experienced salesman wishing to combine profitable sales with Big Ten and high school football and basketball play-by-play. All details and requirements first letter. WEAW, Evanston, Illinois. 60202

## Sales—(cont'd)

Branch studio manager—long established—successful—excellent salary. Call or write V. Warren or R. Clark, WHLT, Huntington, Indiana. 219-356-1641.

WOBT Radio, Rhinelander. Currently has an opportunity for some young man with lots of enthusiastic sales ability to join the sales staff. Along with good working conditions, the man we hire will be paid salary-commission commensurate with his capabilities. Fringe benefits and paid vacation. Address all correspondence to WOBT Radio, Rhinelander, Wisconsin 54501.

Radio Time-Salesman—Excellent opportunity for young enthusiastic man. You must have experience. Send resume to Jim Smith, WSAI Radio, W. 5th & Matson Place, Cincinnati, Ohio 45204.

Need sales manager for number one station in growing medium market, preferred account list, guarantee plus commission, Bonus, fringes. Send full resume to R. M. McKay, Jr., Box 113, Columbia, Tenn.

How ambitious are you? A young go-getter, full of ideas, experienced in sales, 24-35 can grow with our chain, obtain stock options, be trained in management. Salary and commission. We have opening in Ft. Pierce, Florida. Call or write Hudson C. Millar, Box 3032

Salesmen needed. Salary plus commission. Permanent. Full/part time. 219-563-4111.

## SORRY FOR THE INTRUSION

... 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's Classified Section is THE marketplace for everybody and everything in broadcasting.

## Announcers

Talk man—Experienced communicator for regular shift at one of nation's outstanding all-talk, two-way radio stations—with substantial experience. Must have first phone ticket, but will do no maintenance. Top station in a top market. Send resume, air check and references to Box H-3, BROADCASTING.

If you want to grow—grow with our chain. Immediate opening for announcer with 1st ticket. No maintenance, 6 to midnight shift at MOR on the east's beautiful DelMarVa peninsula. Send tape, resume and references to Box H-253, BROADCASTING.

Announcer with good knowledge of middle-music for Texas Gulf Coast station. No tape please. Box K-219, BROADCASTING.

Florida—\$150.00 per week to start. Bright young personality—today's music, experienced in contemporary music format. Send tape and resume to Box K-272, BROADCASTING.

## Announcers—(cont'd)

Immediate opening for up-tempo MOR morning man, 1000 w, 24 hour midwest regional station. #1 in market. Chance for advancement. Many fringe benefits. Write Box K-31, BROADCASTING.

Mature announcer for MOR afternoon shift with Western Pennsylvania single-station market. Send tape, resume, photo and salary requirements first letter. Box K-225, BROADCASTING.

MOR station, authoritative voice. Ability to handle music, talk, news. Good opportunity for right man. Send tape, picture, resume. Tapes returned. W. Penna. network affiliate. Good starting salary. Reply Box L-8, BROADCASTING.

Mature announcer—first phone. We need a mature announcer for a MOR format with a first, who can either co record shows until the cows come home, or can move into management. 5000 watt daytimer in central Penna. Benefits. Money excellent. Good working conditions. Fine community. Send resume, letter and tape to Box L-13, BROADCASTING.

Enlarging staff—AM/FM. Need music men, newsmen, engineers (1st phone) & salesmen. Contact immediately—resume and tapes. CBS—Middle Atlantic area. Box L-25, BROADCASTING.

Medium market with major market sound wants stable morning man with first ticket. Contemporary music. No maintenance. Photo, tape, resume to Operation Director. Box L-33, BROADCASTING.

Need immediately. Contemporary all-night man with first ticket, no maintenance. An equal opportunity employer. Tape, resume to Box L-34, BROADCASTING.

Staff announcer for one of midwest's finest radio and television stations. Great opportunity for young man with radio and television experience. Send complete resume and/or air check to: Box L-58, BROADCASTING.

Immediate opening for staff announcer MOR operation. Good location and working conditions. Send tape, resume and picture to Box L-68, BROADCASTING.

Announcer—standard Spanish dialect, college graduate, who can write some production work and editing for package programming service located in southeast. Interested only in quality Spanish voice without regional accent. Salary commensurate with qualifications. Send complete resume and tape in confidence to Box L-90, BROADCASTING.

Small Nebraska station has opportunity for announcer-salesman. Good opportunity for growth. Pleasing personality and good voice required, and the desire for improvement. Immediate opening. Write Box L-51, BROADCASTING.

New Mexico daytimer needs CGW announcer—some sales. Send resume, tape and snap. References will be checked. Box L-85, BROADCASTING.

Deejay first phone. Major midwest market. \$150.00 to \$200.00 a week depending on ability. Box L-98, BROADCASTING.

Florida adult station seeking experienced announcer-production man. Third phone. Mail tape and resume. Box L-102, BROADCASTING.

Morning man wanted for New England small market. Pleasant area ... all types sports. Send tape to Box L-106, BROADCASTING.

Experienced, quality announcer—good voice—needed by eastern Massachusetts M.O.R. Sports or news background helpful. Send tape and resume first letter. Box L-111, BROADCASTING.

It's happened again. When Philadelphia, Boston, Washington and others need pros, they steal from us. Fact is, they just don't know any better. Top 40 professionals send your tape now. Box L-114, BROADCASTING.

Upper midwest radio-TV group to add experienced announcer. 5 day week. Exceptional working conditions. Pulse rated number one. MOR. Send tape, picture and resume to Box L-121, BROADCASTING.

## Announcers—(cont'd)

Excellent salary for qualified announcer in MOR station near New York City. Box L-122, BROADCASTING.

Top 10 market contemporary giant adding a first phone pro for production/news/weekends. Develop into permanent air personality within 6 months. Box L-123, BROADCASTING.

KIGO, St. Anthony, Idaho needs announcer with first class license. Beginner or experienced. No maintenance.

Growth opportunity with young, expanding group operation in Beautiful Pacific Northwest. Possibilities limited only by ability. Excellent Fringe benefits. Opening now for first phone announcer on contemporary easy listening small market station. Sales position also open. Call or send resume to Larry Shaw, KODL, Box 741, The Dalles, Oregon 97131 296-2300.

Announcer wanted for permanent position: Experienced announcer-continuity writer at a top notch southeastern Ohio MOR station. Contact Jim Saul, Radio Station WATH, Athens, Ohio.

Immediate opening for afternoon drive man experienced only—no floaters. Rush tape, photo and resume to Jack Gale, WAYS, Charlotte, North Carolina.

WCMI now looking for man who can do top flight air show and handle sports play by play. Immediate opening. Good salary. Rush tapes and resume. Box 949, Ashland, Kentucky.

WCRO, Johnstown, Pa. has immediate opening for experienced announcer. Permanent Modified Top 40. Phone General Manager. 814-536-5158.

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, P.O. Box 825, Salisbury, Maryland.

MOR small market. Two announcers. One experienced-do sell-production spots. One beginner to learn. Auditon-resume. WDNT, Dayton, Tenn.

New Wisconsin daytimer needs a pro! The man we're looking for has a minimum of 5 years experience, has probably worked in medium or major markets but prefers smaller markets. is married, has service behind him, knows the value of communication rather than enunciation, knows how to program MOR music, can work six hours a day on the air, and likes working with new equipment in moderately plush surroundings. We'd like to pay this man \$150 per week with a promise of a long term association. Contact me with a complete resume and tape: Bruce Micek, owner/manager, WELF, Mohawk Drive, Tomahawk, Wisconsin 54487.

Announcer for small rural market. Good voice but experience not necessary. Tape and resume required. Brooks Russell, WESR, Box 1330, Tasley, Va. Male or female.

Swingin' operation in St. Louis area needs first ticket dee jay who can operate a tight board. Send resume to Chuck Norman, WCNU, Granite City, Illinois.

Combo man for top rated CBS affiliate. University Town. No maintenance. 1st phone. salary open. Send resume, picture and tape to General Manager, WINA, Charlottesville, Virginia.

Immediate opening for announcer with first phone. Good hours. Good working conditions. Call Mr. Doll, WISZ Radio, Glen Burnie, Maryland. 301-761-1590.

This is it! Your chance to join the staff of what'll be downstate Illinois' most sharply programed station. Be part of the professional radio sound of Wonderful Radio WIZZ. Network, professional production, good working conditions and great people. We need a first phone with radio savvy who wants to hitch on and grow with our group. Send tape and background to Bill Dahlsten, WIZZ, Streator, Illinois 61364.

At once: Mature announcer . . . 3rd. MOR-FM. 4 season resort city. WLDR-FM, Traverse City, Michigan.

Immediate opening for announcer looking for permanent position. First class license an asset. Good pay. Send tape and resume to: Don Wealer, General Manager, Radio Station WMIX, Southern Illinois' Most Powerful Radio Voice, Mt. Vernon, Illinois.

Wanted: Staff announcer for one of mid-west's finest radio and television stations. Great opportunity for young man with radio and television experience. Send complete resume and/or air check to: Marvin Chauvin, Program Director, WOOD-TV, 120 College, S.E., Grand Rapids, Michigan 49502.

## Announcers—(cont'd)

Philadelphia's fastest growing FM/stereo station wants an announcer with a good voice to join our small staff in the 4th largest market playing the world's most beautiful music. Approximately \$100.00 a week to start. Call 215-CH 8-4900 or send tape and resume to John Beatty, Station Manager, WQAL, 1230 East Mermaid Lane, Phila., Penna. 19118. All tapes will be returned.

Experienced air personality for daytime slot with contemporary MOR format modern studios and equipment. Six station medium market. Minimum three years experience. Contact Rod Wolf, Mgr. WRTA, Altoona, Pa.

Announcer—Full time day position with this up-to-date MOR station. Family man with experience preferred. Good salary, good fringe benefits, and completely modern facilities. Send tape and resume to C. R. Criggs, WvLN, Olney, Ill. 62450.

Uptempo, MOR, Morning style night man wanted for established station building more modern image. Two years experience. Beautiful country for the hunter, skier, or fisherman. Send tape immediately with full details to Mark May, P.O. Box 1139, Great Falls, Montana 59401.

## Technical

Radio engineer with excellent technical qualifications for Texas resort city. Box K-220, BROADCASTING.

Engineer for studio and transmitter duties. First class license necessary. Interview desired. Send resume with small photo to Box L-19, BROADCASTING.

Engineer—with substantial experience in broadcast maintenance and service. Must be capable of working in the field with medical electronics users in service and sales. Small but growing company in suburban D. C. needs one man who is flexible and resourceful, who can deal with people and who knows audio inside-out. We promise you'll never be bored. Send full resumes and salary requirements to Box L-71, BROADCASTING.

Technician wanted, first class license, radio control room experience, by major eastern station. No announcing. Send resume and salary expected. Box L-91, BROADCASTING.

First Class for east Pa. 5,000 watt full-time station. Well-established clean operation offers profit-sharing plan, other good benefits. WCOJ, Coatesville, Pa. 19320.

First class engineer for chief at established AM. Want man who can take complete charge of equipment. Must be able to install new FM including control room. If you know and like the technical side of radio, this is the job you're looking for. Contact Edward Marzoa, Station WJWL, Georgetown, Del. 19947.

Top rated station in Top rated resort needs young, interested maintenance man who can also do news and/or jock shift. Call Bob Badger, Manager, WMID, Atlantic City, New Jersey.

Staff opening for professional Engineer, part field and part office engineering and management work. Vir James Associates, Consulting Radio Engineers, 345 Colorado Blvd., Denver, Colo. 80206. Tel. 303-333-5562.

## NEWS

Newsman wanted, Fulltime, network station. Brand new facilities. 150,000 market in New York state. News experience required. Send tape, photo and resume to Box L-59, BROADCASTING.

Downstate Illinois AM-FM seeks news director. Experience in play-by-play sports helpful, but not necessary. Salary open. Reply Box L-113, BROADCASTING.

Major northeast full-time 5 KW needs pro newsman due to expansion. Contemporary station. Resume, tape. Box L-115, BROADCASTING.

Experienced Radio Broadcast newsman needed for expanding northern California operation. Complete details and tape first letter to Bill Duke, KCRA, 310 10th Street, Sacramento, California, 95814.

Immediate opening for newsman to gather, write and read news. Send resume and tape to Manager, KSYL, Alexandria, La.

Start \$750 move into 5 figures as news director. KVON, in beautiful Napa Valley near San Francisco. Successful AM in fast growing market. Programing keyed to local news. Call collect 707-255-0220.

Sports play-by-play; news; top station; great market; summer playground of southwestern Michigan; send tape-resume: salary open. Jim Blake, WHFB, Box 628, Benton Harbor, Mich.

## News—(cont'd)

Power delivery newsman for northeastern Ohio's no. 1 station. WREO Ashtabula, 5,000 watt contemporary, regional scope, Mutual affiliate, serves a three county area. Excellent company benefits; paid life insurance, mileage, hospitalization. Call 216-993-2126.

Top station in Wilmington, Delaware, requires experienced newsman. Immediate opening. Call the News Director at 654-8300 ac 402.

## Programing, Production, Others

Wanted: fulltime instructor for fast growing broadcasting school . . . must have management potential, three years successful broadcasting experience . . . more interested in teaching abilities than academic laurels. Salary open. Box L-41, BROADCASTING.

Free-lance voices to do smooth FM spots, also gimmick-voice spots. We supply copy, you return spots by mail. Send tape samples to Box L-62, BROADCASTING.

Production manager—radio package programing company. Responsible for all taped program production, library, training in production techniques, etc. Work directly under president of company. Must have fluency Spanish, minimum 3-5 years production experience. Willing to travel Latin America occasionally. Salary commensurate with qualifications. Send complete resume and audition tape in confidence to Box L-79, BROADCASTING.

Good music suburban station needs quality announcer. Minimum 2 years production, programing a must. Rapid advancement to pd. Send resume and tape to WPVL, Painesville, Ohio.

Wanted: Full time instructor for fast growing broadcasting school . . . must have management potential, three years successful broadcasting experience . . . more interested in teaching abilities than academic laurels. Write Communications Institute of America, Radio and TV Broadcasting College, Colorado Springs, Colorado. Salary open.

## Situations Wanted

### Management

General manager—20 years broadcast experience—top industry references. Wants to buy station in small to medium market, or part of station and operate as partner to absentee owner. Box L-78, BROADCASTING.

Radio general manager. Good. Box L-101, BROADCASTING.

Florida-broadcast media. 17 years, management-sales-programing. Public relations and ad agency AE, major market, 7 years. Seeking ownership opp. Age 38. married. E.T.C., 3208 Fruitwood Lane, Jacksonville, Fla.

### Sales

Houston, 8 years radio, news, production, board, traffic, promotion, traffic reporting, supervision of ten man staff, copy writing, sweeping floors, sales presentations and closings. I know Houston market. Worked and lived here all my life. Can sell any format. Want sales in Houston. Call after 6 p.m.: HO 83512.

## Announcers

What do you look for in T-40? A pro: no. 1 show, 56-M, 6 to 10 p.m. Experienced: 3½ years, 1½ with present station—air work, production, promos. Stability: Married, completed service. Searching for several months for the right major or higher T-40-M. Want the right station: I move the music with personality. Ron Savage 413-739-6889, Box K-251, BROADCASTING.

DJ/announcer, newscaster, married, northeast only. Box L-44, BROADCASTING.

DJ, tight board, good news, commercials, third phone. Box L-51, BROADCASTING.

Beginner has first phone, wants job at hard rocker. No maintenance. Military completed. \$120 start required. I have no tape to send you. 412-521-6510. Box L-72, BROADCASTING.

Young announcer seeks position in east coast area. Four years in radio, have 3rd endorsed. Box L-76, BROADCASTING.

Announcer—southern New England or New York State—MOR—3rd. Broadcast school grad—seeking weekend work that will eventually lead to fulltime. Personal interview desired. Call after 6 P.M.—914-472-1979 or write Box L-82, BROADCASTING.

Career Academy graduate wants first job. Tight board, 3rd endorsed. Box L-86, BROADCASTING.



## Announcers—(cont'd)

New England wanted. Mid-twenties. 3 years experience in 200,000 market. Top 40 or up tempo MOR. Box L-89, BROADCASTING.

DJ, dependable, tight board. Third endorsed. Excellent community man. Relocate. Box L-105, BROADCASTING.

Need dependable weekend help? Are you within commuting distance of NYC? Announcer, combo, third endorsed, experienced all phases and formats. Top refs, top skills. You'll be sorry I can't be around all week. Ed Baron, 212-582-6495 or Box L-108, BROADCASTING.

Rock first phone jock working part time in southern California. Desire fulltime position. Prefer west coast but will travel for right job. Draft exempt. Very dependable. Box L-119, BROADCASTING.

Announcer for top forty or up tempo MOR. Some experience. Third endorsed. Broadcasting school. Draft exempt. Interested all states. David Solinske, 282 Marlborough Street, Boston, Massachusetts.

Young talented beginner dj draft exempt, broadcast school grad, licensed. Good sound tight board, sales experience willing to relocate. Frank Marshall, 740 Reading Road, Mason, Ohio 45040. (513) 398-3379.

Columbia grad is now available to work anywhere in the U.S., 1-Y. Call Joe Steiner, collect after 6 PST 415-285-2437.

Weekend Dallas-Ft. Worth area. 3rd phone w/endorsement, some experience. Joel Edwards, 6901 Forest Park Rd., Dallas, Texas 75235. Tele. 214-FL 8-1275.

Boss sound—rock jock (dj-pd), 3rd class, will wait for right offer. 513-631-5428 after 5:30 P.M.

East personality MOR or rock worked large markets, available immediately. Call 609-466-1867.

Intelligent, sober, reliable, ambitious New York City area announcer with background in markets including Philadelphia, Scranton, Trenton, N.J. and the New York City metropolitan areas interested in a major market. Bob Curley, 233 Thomas St., Woodbridge, N.J. 201-634-5024.

Experienced, third, B.A., good voice, magnetic commercial and dj style, no corn, tight board, intelligent programmer, medium or major market, no or little news. Sonny, KMFB, 666, Mendocino, Calif. 95460.

## Technical

Chief engineer with bright morning show earning \$12M in hot 300,000 market—wants to move up! Box L-77, BROADCASTING.

First phone 14 years radio and TV transmitter and studio maintenance and operation. C. W. Simpson, 73 Knollwood Circle, Waterbury, Conn. 06704. Phone 203-757-0619, Waterbury, Conn.

## NEWS

Creative small market news director seeks move up Married, college grad, draft free. 5 years experience. Box L-64, BROADCASTING.

Award winning TV radio newsman with four years experience, including a Vietnam assignment, desires position in the Baltimore-Washington-Philadelphia area. Box L-118, BROADCASTING.

News pro with awards and excellent references needs a solid radio or television slot. Currently in television with prime time newscast, but preponderance of experience is in radio. I can build a solid organization, or add to the one you have. Must have good future possibilities plus high starting pay. Write Box L-127, BROADCASTING.

## Programing, Production, Others

First phone, sales, announcing. Limited experience. Want programing and office routine. \$125. Married, age thirty. Available January. Prefer southeast. Box L-47, BROADCASTING.

Record programmer, librarian. Vastly diversified knowledge of music and recordings. Can build interesting shows in any realm of listening. Personal collection of over 10,000 rare discs. Box L-70, BROADCASTING.

Midwest 250,000 market program director desires same in New England. Up MOR or top 40. Middle twenties. Box L-90, BROADCASTING.

I am 26 years old. Broadcasting is my profession. I hold a B.S. in R-TV and have worked one year toward a Master's in journalism. I am experienced and interested in all phases of broadcasting. Qualified to assume program or news director responsibilities. Present salary: \$7,200. Box L-93, BROADCASTING.

## Programing, Production, Others

### (cont'd)

Young creative program director at number one eastern station desires a program management position with a company that really is number one—inside and out. Top 40 or MOR. Strong on production and promotion. \$200 minimum. Box L-97, BROADCASTING.

## TELEVISION

### Help Wanted

#### Sales

Great opportunity to join the sales staff of the most progressive station in the Rockies. Need someone who knows television and has a desire to help the advertiser. Our best producers are people who have come to sales thru the ranks. Enjoy the climate and mountains. Sell in an area that is booming. Only hustler who will try hard need apply. Send complete resume plus picture Two years of college required. Box K-213, BROADCASTING.

Experienced professional local TV salesman needed for an independent in four station major market. Potential is unlimited. Excellent pay and incentive plan with substantial broadcasting company. Send complete resume, including recent photograph, in confidence, to Box L-35, BROADCASTING.

## Technical

TV technicians first class phone, for northeast market stations with top salaries and exceptional benefits. Box L-69, BROADCASTING.

Pittsburgh TV station (commercial VHF) is looking for a technician with well established background in operation and maintenance of RCA color video tape recording equipment. Box L-105, BROADCASTING.

VTR maintenance engineer experienced in TR-70's. Must have first phone. Tape is primary responsibility but must be willing to learn maintenance of full station. Box L-110, BROADCASTING.

TV engineer, January 1, 1969 new upstate New York ETV Center requires man with training, FCC license, experience, operational ability and maintenance appetite. Open for a young self-starter. \$8,000.00. Box L-120, BROADCASTING.

Need first phone engineer for TV studio maintenance, including RCA TR-3 & TR-5's. Send particulars first letter to Eugene C. Rader, Director of Engineering, KBIM-TV, Roswell, New Mexico 86201.

Video tape operator and transmitter operator wanted immediately. New station and all new color equipment. Good fringe benefits. Contact Jim Riley, KSEL-TV, Box 2803, Lubbock, Texas. PH. SH7-4561 18061.

Wanted now: UHF transmitter supervisor for new 30 kw educational station; Huntington, West Virginia. Send resume to Chief Engineer, WMUL-TV, 1737 Third Avenue, Huntington, West Virginia 25701.

Senior engineering position need engineer with diversified experience for responsible position, with full color two station ETV operation opportunity for advancement to supervisory position. Top salary, benefits. Apply Chief Engineer, WMVS-WMVT, 1015 North Sixth Street, Milwaukee, Wisconsin 53203.

Television technician. Excellent opportunity for responsible TV engineer experienced in educational or commercial studio practices. Work with Orth and Vidicon cameras; high band-low band helical VTR's; color equipment and remote van. Salary based on experience, liberal fringes. Contact University of Michigan Personnel, 1020 L.S. & A. Bldg., Ann Arbor, Michigan.

Video design engineers and technicians needed in rapidly expanding Vital Industries, Inc., in Gainesville, Florida. Write or call Mr. N. Donoyan, (3614 S. W. Archer Road; telephone 904, 378-1581.)

## NEWS

Color CBS network affiliate in intermountain vacationland seeks qualified young aggressive newsman capable of writing and airing radio news and television sports in addition to handling general assignment and feature work. College degree preferred but not required. Salary commensurate with experience and abilities. Position available immediately to fill key vacancy on nine man news and public affairs staff. Excellent working conditions and fringe benefits. Only qualified need apply. Box K-111, BROADCASTING.

## News—(cont'd)

Reporter for TV-radio news department in major southeastern city. One year of experience desirable. Send resume and audio tape to Box K-275, BROADCASTING.

TV news—eastern market . . . We need an attractive woman reporter with experience in stand-up film work and on camera reporting. She must know what she is doing and be able to dig up, produce and report stories without constant supervision. Salary commensurate with productivity. Immediate opening. Send film and/or videotape with first reply. Box L-12, BROADCASTING.

News photographer reporter for midwest TV-radio. Cover stories using all equipment utilized by both media. Be able to develop own newscasts. Be qualified to do the radio and TV air work in news capacity. Send resume, photo, tape (audio-video) to Box L-65, BROADCASTING.

Phoenix network affiliate looking for news man to work in documentary area. Strong in writing and research. Not looking for an air man. Must be well versed in film production. Well equipped news department with high standards. Send resume of experience in documentary field with sample of work if possible. Box L-95, BROADCASTING.

Immediate opening for working, on-air news anchor man. Send VTR air check and resume to Channel 6 NEWS, WCIX-TV, 1111 Brickell Avenue, Miami, Florida 33131.

Baltimore VHF looking for experienced news cameraman. Call Bill Dean, 301-664-7600 ext. 263.

## Programing, Production, Others

Producer-director-active eastern network ETV station has immediate opening for experienced producer-director. Must be hardworking self-starter with creativity, enthusiasm, and strong follow-through. Box L-73, BROADCASTING.

Phoenix network affiliate looking for experienced TV commercial writer that can write for local retail accounts and help supervise production from original concept to finished commercial. Must be well-versed in film and tape. Complete film facilities including processing and printing. Please send sample copy with resume and salary requirements. Box L-94, BROADCASTING.

Major San Francisco TV station needs graphic artist with experience in television layout and design. Experience in set design and staging a plus. Excellent working conditions and fringe benefits. Send resume to Box L-109, BROADCASTING.

Director: Experienced, college graduate preferred, for group owned VHF ABC affiliate in midwest. A great opportunity for a creative mind with future management potential. Box L-116, BROADCASTING.

## TV—Situations Wanted

### Management

Experienced local-regional-national-general sales manager. VHF-UHF. Excellent references. Box K-141, BROADCASTING.

General Manager with major market success story and medium market group experience seeks opportunity to exercise ingenuity and drive. Box L-87, BROADCASTING.

Will supervise television programing, production, related departments. Expert, creative, production, administration, syndication knowledge. Major market background. Desire vigorous, challenging position. Box L-107, BROADCASTING.

## Technical

Sports director—aggressive, creative, organizational. Want daily competitive market with station commitment to "specials." Ambitious local sports minded stations only. Box H-255, BROADCASTING.

TV engineer, 6 years experience in nearly all phases of TV operations, GE & RCA transmitter, studio operations, worked in union and non-union shops, operated Marconi-7 & RCA-42 colored. Box L-63, BROADCASTING.

Director of engineering for group TV desires change Presently in complete charge of engineering. Broad experience in construction, maintenance. Excellent references. Looking for position as director of Engineering or TV chief in medium market. Western states preferred. Box L-74, BROADCASTING.

## NEWS

Available the first of the year, one experienced television reporter. Box L-67, BROADCASTING.



## News—(cont'd)

**News director.** Top rated newscaster, award winning newsfilm photographer with successful administrative track record. Credits include White House, Capitol Hill, Cape Kennedy, NATO. Extensive experience in setting up new operations. Best references, VTR available. RTNDA, SDX, Box L-99, BROADCASTING.

## Programming, Production, Others

**Producer-director.** Young married college graduate seeks position in top 20 market, east or midwest. Currently senior director at full color network affiliate. Desires relocation with management potential. Box L-75, BROADCASTING.

**Graphic artist, illustrator,** orientated in TV production and sales promotion. No small markets, please! Box L-84, BROADCASTING.

**Creative ETV producer-director,** seeking brighter opportunity; married; 32; degree. Resume available. Box L-92, BROADCASTING.

**Promotion:** Major market award-winner wishes to relocate. Innovative, aggressive. Knows what's happening now! Broad experience supervising top-budget department. Box L-100, BROADCASTING.

**Meteorologist—professional.** AMS Seal of Approval. Ten years television experience. Tape available. Box L-124, BROADCASTING.

**Need proven production manager** to organize a "Mission Impossible" department? Intriguing? Enthusiasm, experience and talent (administrative and creative) offered to station demanding production excellence. Box L-128, BROADCASTING.

**Radio pro seeks TV.** Bkgd. incl. college deg., pr. dir., news, sports, tel. talk, copy, etc. Move to any part of U.S. (Box L-130, BROADCASTING.)

## WANTED TO BUY—Equipment

We need used, 250, 500, 1 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 76040.

**Wanted—mobile unit.** Monochrome, 3 or 4 cameras. Write or call. Furr Anderson, Channel 6, 43 W. 61st New York, N. Y. 10023 212-586-2426.

**Time announcer machine.** Cartridge, drum or similar with tape. Send details condition and price to S. C. Gibson, KPRO, P.O. Box 1440, Riverside, California 92501.

**FM transmitter—250 to 3KW—used and cheap.** Send description and price to R. Brian Langwill, Box 148, Tomah, Wis. 54660.

**Projector wanted.** Eastman 250, 275; RCA TP-6, TP-16. Any condition. 6616 Woodlake Ave., Canoga Park, Calif. 91304.

## FOR SALE—Equipment

**Coaxial-cable—Helix, Stvoflex, Spiroline, etc.,** and fittings. Unused mat'l—large stock—surplus prices. Write for price list, S-W Elect., Box 4663, Oakland, Calif. 94623, phone 415-832-3527.

**RCA TTU-1B UHF Transmitter.** Some parts missing. Exciters alone worth the price. Dick Lange, WHUT, Box 151, Anderson, Indiana 46015.

**Best deals—Sportmasters, Scully, Crown, QRK,** Russo and other top brands. Lease, trade, finance. Audiovox, Box 7067-55, Miami, Florida 33155.

**Gates FM5B transmitter,** excellent condition, operating recently and like new MC5534 Exciter on 100.7. Exciter easily retuned. Also over 500 feet of 3 1/8" rigid transmission line for FM. Available immediately. Real good price. John R. Kreiger, KVET, 113 West 8th Street, Austin, Texas 78701. A.C. 512-CR 8-8521

**Coaxial Lines:** Used, in good condition, stored inside. 30-Steatite 51.5 ohm Section 20"—3 1/2" Line Flanged MI-19113-1; 11—Universal Elbows MI-27791-4; 66-Teflon 50 ohm Section 20"—3 1/2" Universal Line MI-27791-D-1-A using Marmon Clamps rated 35 lb. Contact: H. A. Higgins, 184 Barton Street, Buffalo, New York 14213—Phone 716-881-2222.

**Television broadcast station equipment.** General Electric—\$40,000.00. Transmitter, antenna, transmission line, cameras, projectors, consoles, microphones, lights, sync generator, test equipment, etc. Enough to place UHF station on the air. Chapman, Box 3297, Birmingham, Alabama 35205.

**Gates TE-1, 100% solid state DCFM 10 watt FM** exciter. Latest model, never used. Save hundreds. Current price \$2,995.00. This one only \$2,295.00. Box L-36, BROADCASTING.

**Nems Clark 108-E phase monitor** for two tower array. Immediately, cash, Box L-43, BROADCASTING.

## FOR SALE—Equipment

### (cont'd)

**UHF transmitter,** custom built, Eimac Klystrons, exciter. SBF. Save up to \$100,000. Box L-15, BROADCASTING.

**Increase FM power—Westinghouse FM-10.** Complete 10 KW amplifier and power supply. Companion for the Westinghouse FM-3. Make offer. Box L-20, BROADCASTING.

**Ampex PR-10 full-track mono machine** in case. Good condition. A good buy at \$575.00. Box L-131, BROADCASTING.

**Ampex 300 Mastering recorder.** Mono Console. Excellent Condition. Only \$975.00 firm. Barbara Allan Productions, Inc. Box 207, Kalamazoo, Michigan. Phone 327-6746.

**Collins 830E-1 5kw solid state stereo generator;** GE BF-3-A 10kw Amplifier with rectifier, amplifier converted to use 3CX2500 tubes. Call Mr. Leggett 213-681-6777.

**RCA 5-F 5KW transmitter** in good condition including many spare parts. Write KSJB, Jamestown, N. D. 58401.

**Schafer stereo automation system.** Year old. Excellent condition. Make offer. KTBT, Garden Grove, California, 714-530-5100.

**UHF 12 1/2 kw RCA transmitter (used).** Price does not include filiplexer which is individually required for each specific channel. Transmitter not being used but available for immediate inspection. \$30,000.00 as is. Box L-132, BROADCASTING.

**Auricon 400' optical.** Magnetic. Zoom. Tripod compl. accessories. Magnasync 400' Mixer & accessories. Box L-126, BROADCASTING.

## MISCELLANEOUS

**Deejays! 6000 classified gag lines,** \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

**30 jingles, five voices,** \$25. \$150. trade . . . 15 station frequency . . . and programing promos \$25, \$150 trade. Send \$5, for usable sample. Broadcasters Aids, 4125 Crain St., Memphis, Tennessee 38128.

**"Eschew Obfuscation" Plaque, 4" x 8 1/2".** Typographically entertaining. \$1.50. Deluxe, \$2.50. Grandiose, \$5.00. Wry Idea Co., Rye, N. Y. 10580.

**Cash For Your Station.** Yes, Ratings-Exclusives-Sales and Cash. The Dave Cash Radio Programme direct from London to you weekly. Contemporary-First releases-Artist interviews from London's Royal Lancaster Hotel, the home of the Beatle's Yellow Submarine. Priced low—So low that markets are closing fast. Call Mr. Taylor Collect-704-252-8569. TME—A worldwide service to radio.

**Educators! One to One** is an organization of experienced production specialists who can help you use television, radio, and film to solve your curriculum problems. 20121 Shrewsbury, Detroit, Michigan 48221—313-342-3557.

**Wanted—radio & TV promotions Fla. & S.E.** Any kind. Media Masters, 3208 Fruitwood Lane, Jacksonville, Fla. 32211.

**Up Your Charisma!** Join our Board of Directors. Framed certificate, \$250. Shady Enterprises, Shady, N. Y. 12479.

**Comedy material.** Original, terrific. Details, 10¢. Frankel, P.O. Box 963, Chicago, 60690.

## INSTRUCTIONS

**F.C.C. License Course** available by correspondence. Combination correspondence-residence curriculum available for BSEE Degree. Grantham Schools, 1505 N. Western Ave., Hollywood, California 90027.

**New Orleans now has Elkins' famous 12-week** Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

**The nationally known six-weeks Elkins Training** for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

**Elkins is the nation's largest and most respected** name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veterans' Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

## 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.

**Why pay more?** First phone license in four weeks . . . tuition \$295.00 Results guaranteed. rooms \$8.00 weekly. Tennessee Institute of Broadcasting, 2106-A 8th Ave., South, Nashville, Tenn. Phone 297-8084.

**Be prepared.** First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

**Announcing, programing, production, newscasting,** sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

**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.

**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 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).

**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, Combiner, and Announcers.

**Radio Engineering Incorporated Schools** has the finest and fastest course available for the 1st class Radio Telephone License (famous 5 week course). Total tuition \$350. Classes begin at all R.E.I. Schools Nov. 11, Jan. 6, Feb. 10, Mar. 17. Call or write the R.E.I. School nearest you for information.

**R.E.I. in Beautiful Sarasota,** the home office, 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922.

**R.E.I. in Fascinating K. C. at 3123 Gillham Rd.,** Kansas City, Mo. 64109. Call (816) WE 1-5444.

**R.E.I. in Delightful Glendale** at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

**R.E.I. in Historic Fredericksburg** at 809 Caroline St., Fredericksburg, Va. 22401 Call (703) 373-1411.

**First phone quickly** through tape recorded lessons at home plus one week personal instruction in Boston, Washington, D.C., Minneapolis, Los Angeles. Our 17th year teaching FCC license courses. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90266 (213-379-1461) Eastern office, P.O. Box 292, Westfield, Mass. 01085 (+13-568-3689).

**Your 1st Class License** in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class January 6. Most experienced personalized instruction and methods. Lowest costs finest accommodations available close-by. Call or write: Don Martin School, 1653 N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

**Announcing/management/first phone . . . earn** while you learn. Tennessee Institute of Broadcasting, 2106-A Eight Ave. South, Nashville, Tennessee 297-8084.

**RADIO—Help Wanted**

**Management**

**MANAGER WANTED**

Radio station in expanding Northern Illinois Market, 250,000 County population. Need aggressive sales oriented manager. Salary, bonus and equity for right man.

Write Box L-38, Broadcasting.

**Announcers**

**AIR PERSONALITY**

Top 40 in Nation's 6th city needs top jock. Send tape immediately.

*Buddy McGregor*  
KNUZ  
Houston, Texas

**Sales**

**BROADCAST  
EQUIPMENT  
SALES  
AM & FM**



**APL** Immediate openings for sales and marketing personnel with background and familiarity with the FM and AM broadcast industry. Major criterion will be experience in sales or engineering with a sales aptitude. Must be able to work and travel in the field with little supervision selling AEL's line of type accepted AM/FM Broadcast Transmitters.


To discuss the opportunities available with one of the leaders in solid state FM exciter and stereo generator design plus a full line of transmitters to 50 KW and to arrange an interview, send resume to or call Mr. L. K. Peetoom.

**AMERICAN ELECTRONIC LABORATORIES, INC.**  
RICHARDSON ROAD, COLMAR, PA.  
Correspondence: Post Office Box 552, Lansdale, Pennsylvania 19446  
Phone: 215-822-2929 TWX: 510-661-4976


All qualified applicants considered regardless of race, color, religion, sex, age or national origin.

**Program, Production, Others**

Richard Ireland predicts success for your radio station!



Introducing the most exciting and talked about subject today—EXTRA SENSORY PERCEPTION - to Radio!



DIMENSION IV is a five minute lively narration about psychic phenomena, with Richard Ireland, foremost authority on ESP.

The psychic Richard Ireland closes each show with current predictions on topical subjects.

For an audition tape and details, write PERRY ENTERPRISES, 222 West Osborn Road Suite 314, Phoenix, Arizona 85013, 602-277-8510

**Situation Wanted**

**Technical**

**Chief Engineer**  
Asst. Project Mgr. in Africa on lg. complex system desires position at med. or maj. mkt. sta. Qualified in all phases of broadcasting... const., maint., supervision, etc. Marr., 50, no children, former net. eng. at maj. o&o sta. Location not as imp. as challenge. Will consider international position. Will arrange interview at my own expense.  
Box L-66, Broadcasting.

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CLASSIFIED AD  
in**

**Broadcasting**  
TOP MANAGEMENT OF TELEVISION AND RADIO

**Situation Wanted—Announcer**

**LOOKING  
FOR AN  
ANNOUNCER?**

Let Dick Good help you.



Dick is Director of Job Placement Services at Columbia School of Broadcasting. With our 27 offices in the U. S. and Canada the chances are excellent that we have just the graduate you're looking for. Just tell him what you want and he'll send you a resume, photo and audition tape. Air Mail.



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of Broadcasting**

444 Geary Blvd., San Francisco 94118  
Telephone: (415) 387-3000

(Not affiliated with CBS, Inc. or any other institution)

**TV Help Wanted—Management**

**TV/RADIO  
OPENINGS**

We need applicants in the following job categories only. Please send your typewritten resume immediately to be confidentially represented to our station clients. No fee to applicants.

CHECK AREA OF INTEREST

- TV  RADIO
- General Manager
- Program Director
- Sales Manager
- Salesman
- Broadcast Equipment Sales
- Chief Engineer
- Studio Maintenance
- Transmitter Maintenance
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- Broadcast Equipment Design
- First Phone Announcer
- Continuity Director
- Art Director
- Sales Promotion Mgr.
- CATV System Manager
- CATV Chief Technician

Name .....  
Address .....  
Salary desired .....

**NO PLACEMENT FEE!!!**



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Consultants**

645 NORTH MICHIGAN AVENUE  
CHICAGO 60611  
312-337-5318

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**SALES ENGINEERS  
Video Broadcast**

Nationally known and highly regarded manufacturer of video broadcast electronics equipment requires sales engineers to satisfy expanding markets in direct studio, OEM and closed circuit sales. Established territories in the Northeast, Midwest and West Coast areas. Related broadcast sales experience necessary. Salary commensurate with experience plus commission. In addition to expenses. Submit resume including salary history to:

Industrial Relations Dept., Box 387-H  
15 E. 40 St., New York, N.Y. 10016

**An Equal Opportunity Employer.**

**MAJOR OUTLET**

of a growing broadcasting group wants a Television Sales Representative to call on local accounts and agencies in the Northeast area.

Excellent future for an energetic worker with fine sales experience. Salary, commissions, expenses, many other fringe benefits. First year potential earnings \$10,000 to \$12,000.

All replies held in strictest confidence. Send resume to:

Box L-129, Broadcasting.

**Technical**

**Large**

electronics manufacturing/broadcasting corporation has been awarded a three year operation and maintenance program of television stations in Saudi, Arabia. Openings exist in the following areas:

• **CHIEF ENGINEERS**

BSEE or equivalent plus 10 years' experience in overall VHF stations operations.

• **BROADCAST TECHNICIANS**

Television technical school plus 5 years' experience in VHF station equipments operation and maintenance.

• **INSTRUCTORS**

Television technical school plus 5 years' experience in VHF station maintenance plus 2 years' experience in formal classroom instruction on electronics equipment.

Generous salary—completion bonus—living allowance—excellent fringe benefits. Send resume in confidence to:

Box L-53, Broadcasting.

**TV Situations Wanted Mgt.**

**WANT A STEAL?**

At any price I'm a bargain. Over \$25,000 and I'm available.

Take-charge TV Station Manager, seeking challenge and growth. Major market proven record established over 20 years in administration, network negotiations, syndication purchases, local programming, total station operations. Produced award-winning documentaries and public affairs series. Degree.

Am not unhappy, just want to move up. MY LAST MOVE so will wait.

Box L-88, Broadcasting.

**MISCELLANEOUS**

**Attention All Markets!  
Sta. Mgrs. \* P.D.'s  
Disc Jockeys!**

Add personality to the sound of your shows promoting your personalities, news, features, commercials, etc., with authentic sounding impersonations of Walter Brennan, Ed Sullivan, Jimmy Cagney, Edward G. Robinson, Arthur Godfrey, Jimmy Stewart, Boris Karloff, Peter Lorre, etc. You write what you want the voices to say, or we'll write them for you. Package of 12 promo's tailor-made for you, exclusive in your market for only \$25.00! Also commercials with voices at low rates! "Free sample tape on request".

**BE DIFFERENT!  
RAISE RATINGS!**

**VOICES UNLIMITED  
9536 W. OHIO PLACE  
DENVER, COLORADO**

**PROGRAMING**

We don't claim to have the largest program service, only the best. If you're tired of automated MOR programing that produces bills but no billing, "listeners," but no ratings, drop us a line. We're expensive, but we have a track record and we're good.

Box L-133, Broadcasting.

BAH HUMBUB BAH HUMBUB BAH HUMBUB

**Attention All Markets!**

Special offer for the holiday season! "Voices Unlimited" presents the voice of Scrooge in hilarious vignettes, "Shopping ideas for the individual who has everything, a wad of bubble gum which was once actually chewed by Bobby Breen, as a child!" These have musical intros and stingers. They're great for coming out of news, or spot separators! These are "A" material, high quality. 36 of them, all different, exclusive in your market for only \$15.00! Perfect for the holiday season. Order today!

**VOICES UNLIMITED  
9536 W. OHIO PLACE  
DENVER, COLORADO 80226**

BAH HUMBUB BAH HUMBUB BAH HUMBUB

**FOR SALE—Stations**

**WHY BUY AN FM?**

Build your own!  
Over 900 open freq. If you are not in broadcasting now and you have at least \$20,000 liquid strength, ask us about Franchised FM  
Tape Networks, Inc. 12148 Victory Blvd.  
No. Hollywood, Calif. 91606  
(213) 980-4000

M.W.	small	daytime	\$235M	cash	West	small	fulltime	\$75M	nego
M.W.	small	FM	60M	nego	S.C.	small	daytime	55M	SOLD
Ore.	medium	AM&FM	175M	\$50M	Ariz.	medium	daytime	90M	29%
Coastal	metro	daytime	225M	terms	West	metro	daytime	70M	29%
N.Y.	suburban	daytime	175M	SOLD	Ill.	major	FM	135M	50%

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**BUSINESS OPPORTUNITY**

**NEWSPAPERS**

Large suburban multi-weekly in Midwest. Growth unlimited. Daily Potential. Owner retiring. Nets 25% before taxes. \$2.5-Million cash.

New York Suburban multi-weekly. Good cash flow. Top market. Terms. \$400,000. State finances and write fully to:

J. N. WELLS & COMPANY  
(Weekly Newspaper Division)  
543 West Roosevelt Rd.,  
Wheaton, Illinois

**Midwest Independent  
UHF Local**

station with major market potential seeks \$175,000 loan for expansion program. Engineering and planning recently completed by new management for all-color increased power facility but past losses make this growth situation highly speculative. Potential is there for aggressive investor desiring 15% minority position plus full repayment on loan. Reply

Box L-112, Broadcasting.

**MY BIRTHRIGHT FOR A  
MESS OF PORRIDGE!**

"Its Baseball Time!" my copyrighted, money-making radio game for sale to responsible syndicate. Write for full story to:

**Willing Productions  
Winnsboro, Louisiana 71295**

**Employment Service**

527 Madison Ave., New York, N.Y. 10022



**BROADCAST PERSONNEL AGENCY**  
Sherlee Barish, Director

**Lux Media Brokers Inc.**

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
265-3430



**FOR SALE—Stations**

(cont'd)

**Confidential Listings**  
RADIO—TV—CATV  
N.E.—S.E.—S.W.—N.W.**G. BENNETT LARSON, INC.**  
R.C.A. Building, 6363 Sunset Blvd., Suite 701  
Hollywood, California 90028 • 213/469-1171  
**BROKERS-CONSULTANTS****FOR SALE**

Small market FM station—Market size, over 50,000. Only station in community 10,173. No major market in the area. Class A-1300 watts—good equipment. Modern, 3 year old building, tower (guyed) close by—2.1 acres of ground included. Perfect for owner-operator. Absentee management. AP contract about to expire. Asking price—\$85,000. Reply to:

Box L-104, Broadcasting.

## STATION KHAI

### Honolulu

### 1090 Kc, 5 kw Unl.

Trustee in Bankruptcy has invited bids pursuant to FCC Memo Opinion and Order released September 9, 1968 (FCC 68-907 in Docket 16676). For further details contact

Counsel, B. P. Cottone

1001 Conn. Ave., N.W.

Wash., D. C.

Phone: 202-393-4477

# Broadcasting

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your clients, prospects,  
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They'll see the workable plans and methods of men and women who lead the way in the business world of broadcasting. And their own personal copy of BROADCASTING means they'll get the news faster and be able to take advantage of it while it's still news.

(Continued from page 92)

Creighton E. Miller dated Oct. 8 be stricken and denied in all other respects motion to strike (Docs. 17357-9). Action Oct. 31.

**Ownership changes****Applications**

■ WARI-AM-FM Abbeville, Ala.—Seeks transfer of control of Abbeville Radio Inc. from John W. Mizell (92.66% before, none after) to Irene R. Mizell, administratrix of estate of John W. Mizell, deceased (3.57% before, 22.14% after). Daniel E. and Charles V. Mizell, Mrs. Lataine Baker and Mrs. Ila M. Turner (each none before, 18.57% after). No consideration involved. Ann. Oct. 30.

■ WAPX Montgomery, Ala.—Seeks transfer of control of Sparling of Alabama Inc. from Judson G. Sparling (21% before, 20% after), Rex Moore and George Dean Jr. (each 32% before, none after) and Gretchlin Jenkins, Michael E. Creech and William A. Stewart (each 5% before, none after) to Harry C. Powell Jr. and Lawrence R. Picus (each none before, 40% after). Principals: Mr. Powell owns real estate marketing firm. Mr. Picus is sole owner of WOBBS Jacksonville, Fla. Consideration: \$98,000. Ann. Nov. 5.

■ KWCB Searcy, Ark.—Seeks assignment of license from White County Broadcasting Co. to Horne Industries Inc. for purpose of corporate merger. No consideration involved. Principals: C. R. Horne, president (99.55% before, 98.44% after), Imogene S. Horne (.45% before, .44% after) and Mark Roland (none before, 1.12% after). Mr. Horne owns KXRJ Russellville, Ark. Mrs. Horne and Mr. Roland have no other business interests indicated. Ann. Nov. 4.

■ KBBY(FM) Bakersfield, Calif.—Seeks assignment of CP from Thunderbird Broadcasting Co. to Chaparral Broadcasting Inc. for purpose of incorporation. No consideration involved. Principal: Alvis E. Owens Jr., sole owner. Ann. Oct. 31.

■ KLAN Lemoore, Calif.—Seeks assignment of license from Radio Lemoore Inc. to Sadler and Fischer Enterprises for \$99,900. Sellers: Frederick W. Volken, Melvin J. Vierra and N. V. Parsons (each 33¼%). Buyers: William H. Sadler Jr., president and Joseph P. Fischer, vice president (each 50%). Mr. Sadler has no other business interests indicated. Mr. Fischer is sales manager for KELI Tulsa. Okla. Ann. Oct. 30.

■ KLIL Upland, Calif.—Seeks assignment of CP from J & W Broadcasters to K-LIL Inc. for stock valued at \$20,000. Sellers: Woodrow W. White and John Oliveira (each 50%). Buyers: Woodrow W. and Lillie Lee White (jointly 67.76%), Augustine G. Solomon (17.10%), J. & W. Broadcasters (13.16%), John Oliveira (.66%) et al. Mr. and Mrs. White own grocery business. Mr. Solomon is self-employed rancher and member of board of directors of wine company. Mr. Oliveira is chief engineer for KARM Fresno, Calif. Ann. Nov. 4.

■ WWPf Palatka, Fla.—Seeks assignment of license from George W. Hall and Mrs. Robert E. Williams to J. P. Hall, administrator of estate of George W. Hall, deceased, and Mrs. Robert E. Williams. No consideration involved. Principals: John P. Hall (75%) and Mrs. Robert E. Williams (25%). Ann. Oct. 30.

■ KTOH Lihue, Hawaii—Seeks assignment of license from Kauai Broadcasting Co. to Santa Maria Publishing Co. for corporate reorganization. No consideration involved. Kauai Broadcasting is a wholly-owned subsidiary of Marla Publishing. Principals of Marla Publishing: Duane B. Hagadone, president (36.56%), Scripps League Newspapers Inc. (61.29%) et al. Mr. Hagadone and Scripps League Newspapers each own 50% of KVNI Coeur d'Alene, Idaho. Ann. Oct. 30.

■ WTIM-AM-FM Taylorville, Ill.—Seeks assignment of license from Community Broadcasters Inc. to Public Service Broadcasters Inc. for \$270,000. Sellers: Milburn H. Stuckwisch, president and Jon R. Utz, secretary-treasurer (each 50%). Mr. Stuckwisch owns 50.17% of WCSJ Morris, Ill. Mr. Utz was formerly in educational field. Buyers: Donald G. Jones, president (20%) et al. Mr. Jones is news director for WSMI-AM-FM Litchfield, Ill. Ann. Oct. 31.

■ WJBL-AM-FM Holland, Mich. and WAUK-AM-FM Waukesha, Wis.—Seek transfers of control of Ottawa Broadcasting Corp. from Zondervan family and Peter Kladder Jr. (as a group 50.8% before, 50% after) to Peter J. Vanden Bosch and John S. Helder (together 49.2% before, 50% after). Sellers: Zondervan family owns publishing house, book store, song book publishing company, recording company and realty holding com-

pany. Mr. Kladder is engaged in these businesses and owns less than 1% of the publishing house and the book store. Buyers: Messrs. Vanden Bosch and Helder are general manager and general sales manager, respectively, for WJBL-AM-FM. Consideration: \$4,000. Ann. Nov. 1.

■ WELZ Belzoni, Miss.—Seeks assignment of license from Humphreys County Broadcasting Co. to Humphreys County Broadcasting Inc. for \$50,000. Sellers: Roth E. and Lucille Hook (each 50%). Mr. Hook owns 55% of WRUS-AM-FM Russellville, Ky.; 44% of WRAG Carrollton, Ala.; 58% of WKIZ-AM-FM Key West, Fla.; 55% of WMAG and WQST(FM), both Forest, Mississippi; 57% of CP for new FM at Carrollton, Ala. and sole owner of CP for new AM at Donaldsonville, La. Mrs. Hook owns 5% of WMAG and WQST(FM). Buyers: Arthur E. Wood Jr., president and Herb L. Guthrie, secretary-treasurer (each 49.9%) et al. Mr. Wood is 50% partner in medical practice, owns 40% of hospital-nursing home and 50% of nursing home. Mr. Guthrie is manager of WELZ and WRBC Jackson, Miss. Ann. Oct. 30.

■ KZYM-AM-FM Cape Girardeau, Mo.—Seeks assignment of license and CP, respectively, from Missouri-Illinois Broadcasting Co. to Missouri-Illinois Broadcasting Inc. for purpose of incorporation. No consideration involved. Principals: Jerome B. Zimmer (50%), Lionel D. Spedel, vice president (49.5%) and Edna A. Spedel (.5%). Ann. Oct. 30.

■ WARD-TV Johnstown, Pa.—Seeks transfer of control of Rivoli Realty Co., permittee, from Margaret E. Gartland et al (as a group 100% before, none after) to Williams County Broadcasting System Inc. (none before, 100% after). Principals: J. William Middendorf II, president (25%), Carl L. Shipley, vice president-secretary (51%) et al. Mr. Middendorf has interest in management company and has other business interests. Mr. Shipley is partner in law firm, has interest in manufacturing companies, realty and oil companies and has other business interests. Buyers own WBNO-AM-FM Bryan, Ohio. Consideration: \$500,000. Ann. Nov. 5.

■ WKBJ-AM-FM Milan, Tenn.—Seeks assignment of license from Mrs. Doris P. King, executrix of estate of Ben I. King, deceased, et al to Mrs. Doris P. King et al. No consideration involved. Ann. Oct. 31.

■ WSM-AM-TV and WLWM(FM), both Nashville—Seek transfer of control of WSM Inc. from National Life and Accident Insurance Co. to NLT Corp. for purpose of incorporation and exchange of stock. No consideration involved. Principals: G. Daniel Brooks, chairman of the board, Sam W. Fleming, president, Walter M. Robinson Jr., secretary-treasurer et al. Ann. Nov. 4.

■ KPXE Liberty, Tex.—Seeks transfer of control of Liberty County Broadcasters Inc. from Jesse C. Russell, vice president-treasurer (80% before, none after) to C. L. Wilson Jr., president (20% before, 100% after). Principal: Mr. Wilson is employee of business/radio college. Consideration: \$1,200. Ann. Nov. 5.

■ KPNG Port Neches, Tex.—Seeks assignment of license from Mid County Radio Inc. to Coastaj Broadcasting Corp. for \$160,000. Sellers: Joseph S. Trum, president et al. Buyers: Delwin W. Morton, president (50%), John Pickens, vice president and Orman L. Kimbrough, secretary-treasurer (each 25%). Mr. Morton owns 50% of KEES Gladewater, 25.5% of KDOX Marshall, 30% of KAWA Waco, 25% of KYAL McKinney, 100% of KCAD Abilene, all Texas; and is 20% owner of KRGO Salt Lake City. Applications to acquire control of KEFC(FM) Waco and to sell KDOX are pending. Mr. Pickens was formerly engaged in oil and ranching business. Mr. Kimbrough owns 50% of KEES, 25.5% of KDOX and 30% of KAWA. He is also owner of oil and ranching business. Ann. Nov. 1.

■ KUJ Walla Walla, Wash.—Seeks assignment of license from KUJ Inc. to VBR Broadcasters Inc. for \$225,000. Sellers: H. E. Studebaker, president (56%) et al. Buyers: Laverne D. Russell, president and Barbara L. Russell, treasurer (jointly 51%); Robert L. Thome, vice president and James F. Alyward (jointly 49%). Mr. Russell is KUJ assistant manager. Mrs. Russell has no other business interests indicated. Messrs. Thome and Alyward are with small business investment company. Mr. Alyward is vice president of diversified lending firm. Ann. Oct. 30.

■ KSGT Jackson, Wyo.—Seeks transfer of control of J-G-J Corp. from Jack Schroeder and Julius Lytton (each 33¼% before, none after) to Paul W. Knowles, president (33¼% before, 100% after). Principal: Mr. Knowles is consultant for life insurance company. Consideration: \$5,000. Ann. Oct. 30.

## Actions

■ **KREO** Indio, Calif.—Broadcast Bureau granted assignment of license from KREO Inc. to Desert Air Broadcasting Inc. for purpose of incorporation. No consideration involved. Principals: John Jackson Latham, president, Myles Hymes, secretary et al. Action Oct. 29.

■ **KBLF** Red Bluff, Calif.—Broadcast Bureau granted transfer of control of North Sacramento Valley Broadcasting Co. from Walter B. Lake, Willard Baumgarten and Charles B. O'Neill (as a group 53.1% before, none after) to Robert F. Dennis (38% before, 96.17% after). Principal: Robert F. Dennis. President et al. Mr. Dennis and family own advertising agency. Consideration: \$49,500. Action Oct. 31.

■ **KSLY** San Luis Obispo, Calif.—Broadcast Bureau granted assignment of license from Ben Wickham to Harold W. Gore for \$170,000. Buyer: Harold W. Gore, sole owner. Mr. Gore is general manager of WRTH St. Louis. Action Oct. 30.

■ **WZST** Leesburg, Fla.—Broadcast Bureau granted assignment of license from Alpha B. Martin to WYOU Radio Inc. for \$105,000. Seller: Alpha B. Martin, sole owner. Buyers: H. Arthur Reuben, president (25%); T. B. Lanford, vice president (74%), et al. Mr. Reuben has no other business interests indicated. Mr. Lanford is sole owner of KALB-AM-FM Alexandria, La., and has 51% interest in KALE-TV, that city. He is also sole owner of KRMD-AM-FM Shreveport, La., and has 13.8% interest in WSLI and WFTV-TV, both Jackson, Mississippi. Action Oct. 31.

■ **KVSI** Montpelier, Idaho—Broadcast Bureau granted transfer of control of Tri-State Broadcasting Co. from Glacius G. Marie B. Daria Dean and Gregory G. Merrill (as a group, 100% before, none after) to James and Joseph H. Olsen, William G. Stalder and Keith P. Martindale (each none before, 25% after). Principals: Messrs. Olsen each own 15% of hardware store, James Olsen is mayor of Montpelier and Joseph Olsen is rancher. Mr. Stalder has interest in apartment buildings and owns motel. Mr. Martindale is KVSI manager. Consideration: \$80,000. Action Oct. 30.

■ **WTAF-TV** Marlon, Ind.—Broadcast Bureau granted transfer of control of Geneco Broadcasting Inc. from Northern Indiana Broadcasters Inc. (76% before, none after) to Anthony R. Martin-Trigona (5% before, 81% after). Sellers: William N. Udell, president et al. Buyer: Martin-Trigona is sole owner of real estate firm. Consideration: approximately \$61,000. Action Oct. 31.

■ **KCRB** Chanute, Kan.—Broadcast Bureau granted transfer of control of Neosho County Broadcasting Inc. from Dale W. and Neal W. McCoy, W. R. Murfin and E. Glen Strange (100% before and after) to same as trustees under voting trust agreement. No consideration involved. Action Oct. 31.

■ **KLIB** Liberal, Kan.—Broadcast Bureau granted 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. Rob-

ert Wooten, president, Gene A. Allen, vice president, Charles M. Palmer, vice president and Hugh Jones, secretary-treasurer, each 25%. Mr. Wooten owns a leasing and development company, Messrs. Wooten, Allen, Palmer and Jones have interests in KLTR Blackwell, KFOR-FM Ponca City, both Oklahoma and KHUZ Borger, Tex. Action Oct. 31.

■ **WMJL** Marion, Ky.—Broadcast Bureau granted assignment of CP from Crittenden County Broadcasting Co. to Crittenden County Broadcasting Inc. for purpose of incorporation. No consideration involved. Principals: James B. Crawley Jr. (40%), Samuel L. Crawley, D. W. Crawley Jr. and Jane Hite (each 20%). James B. Crawley Jr. is school band director. Mr. Samuel L. Crawley is with TV repair company and Mr. D. W. Crawley is technician there. Jane Hite is bookkeeper for WMSK Morganfield, Ky. Action Oct. 29.

■ **WKMI** and **WSEO-FM**, both Kalamazoo, Michigan—Broadcast Bureau granted transfer of control of Steere Broadcasting Corp. from Howard D. Steere (88.42% before, none after) to Mrs. Pauline Steere and Jeremiah D. Berkey, co-executors of estate of Howard D. Steere, deceased (7.56% and 4.02%, respectively, before, 100% jointly after). Principals: Mrs. Steere is vice president of Steere Broadcasting Corp. and Mr. Berkey is secretary-treasurer. No consideration involved. Action Oct. 28.

■ **KRSI-AM-FM** St. Louis Park, WIBC Duluth, both Minnesota, and **WNAK** Yankton, S. D.—Broadcast Bureau granted assignment of license from Areawide Communications Inc. to Roy H. Park Broadcasting of the Midwest Inc. for \$2,900,000. Principals of Areawide Communications Inc.: Gamble Skogmo Inc. Principals of Roy H. Park Broadcasting Co.: Roy H. Park (90%) and Frank J. Brady (10%). Mr. Park has controlling interest in WNCT-AM-TV Greenville, N. C., WDEF-AM-FM-TV Chattanooga, WJHL-TV Johnson City, Tenn., WNCT Greenville, N. C. and WTVR-AM-FM-TV Richmond, Va. Mr. Park also has application pending FCC approval for UHF television station at Utica, N. Y. Mr. Park also has numerous other business interests. Action Nov. 6.

■ **WAST** Albany, N. Y.—Broadcast Bureau granted transfer of control of Van Curler Broadcasting Corp. from Glen Alden Corp. (none before, 100% after) to Sonderling Broadcasting Corp. (none before, 100% after). Principals of Glen Alden Corp.: Stock is voted by office pursuant to authority of board of directors, Mathew Polon, president et al. Sellers hold CP for VHF trans. serving Groversville-Johnstown, N. Y. Principals of Sonderling Broadcasting Corp.: Egmont Sonderling, president (20.5%), Richard Goodman, first vice president (15%) et al. Buyers own WOPA-AM-FM Oak Park, Ill.; **WDIA** and **WTCV-FM**, both Memphis; **KFOX-AM-FM** Long Beach, Calif.; **WWRL** New York; **WOL** and **WMOD-FM**, both Washington; **KDIA** Oakland, Calif., and **WLKY-TV** Louisville, Ky. Consideration: \$8 million. Action Nov. 6.

■ **WHEN** Syracuse, N. Y.—Broadcast Bureau granted assignment of license from Meredith Syracuse Radio Corp. to Meredith

Broadcasting Co. for purpose of merger. No consideration involved. Principal: Meredith Broadcasting is sole owner of Meredith Syracuse. Action Oct. 30.

■ **KNOX** Grand Forks and **KTYN** (CP) Minot, both North Dakota—Broadcast Bureau granted transfer of control of KNOX Radio Inc. from Alma Bannach (30.03% before, none after) to Justin D. Hoberg (19.98% before, 50.05% after). Principal: Mr. Hoberg is president of KNOX Radio Inc. Consideration: \$70,500. Action Oct. 29.

■ **KMCM** McMinnville, Ore.—Broadcast Bureau granted assignment of license from Ray Andrew Fields to Norjud Broadcasting Inc. for \$97,500. Principals of Norjud Broadcasting Inc.: Judith Irene Aldred, president-secretary and Theodore H. Johansen, vice president-treasurer (each 50%). Mr. Aldred is freelance performer for television shows and commercials and is also news director of KROC Rochester, Minn. Action Oct. 29.

■ **WEDO** McKeesport, Pa.—Broadcast Bureau granted transfer of control of Tri-City Broadcasting Co. from Lee Hirschberg (28.46% before, none after), Adelaide Mann (5.23% before, none after), Sam H. Hirschberg Jr. and Allen Hirschberg (each 3.85% before, none after), and Sam Hirschberg and Jennie Weiss (each 1.54% before, none after) to Edward J. Hirschberg (32.61% before, 58.72% after). Principal: Edward J. Hirschberg is president of Tri-City Broadcasting Co. Consideration: \$28,900. Action Oct. 28.

■ **WCKM** Winnsboro, S. C.—Broadcast Bureau granted assignment of license from Fairfield Broadcasting Co. to Better Broadcasting Inc. for \$55,000. Sellers: Harold A. Kline, treasurer, et al. Buyers: Mrs. Otis McDonald Braselton (50%), B. L. Williamson and Otis G. Stephens (each 25%). Principals own WLOV Washington, are applicants for new AM at Royston and new FM at Washington and own 98% of WPEH Louisville, all Georgia. Action Oct. 31.

■ **KCLW** Hamilton, Tex.—Broadcast Bureau granted assignment of license from Martin W. Chambers to William E. Hobbs for \$64,000. Principal: William E. Hobbs, sole owner, Mr. Hobbs is general manager of KAUZ-TV Wichita Falls, Tex. Action Oct. 31.

■ **WTSA** Brattleboro Vt.—Broadcast Bureau granted assignment of license from Brattleboro Broadcasting Corp. to Southern Vermont Broadcasters Inc. for purpose of incorporation. No consideration involved. Principals: John K. Healy, president and Bette L. Healy, vice president-secretary (each 50%). Action Oct. 29.

■ **WGOE** Richmond, Va.—Broadcast Bureau granted assignment of license from Southern States Radio Corp. to Dixie Broadcasting Corp. for \$182,500. Sellers: J. Sargeant Reynolds, president et al. Buyers: Stanley H. Fox, president, Irvin L. Fox and Seymour Dworsky, vice president (each 33 1/3%). Messrs. Fox and Dworsky have interest in WIZS Henderson, WRMT Rocky Mount and WEYE Sanford, all North Carolina. Action Oct. 28.

## Cable-antenna activities

The following are activities in community antenna television reported to BROADCASTING, through Nov. 6. Reports include applications or permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

### Franchise grants shown in *italics*.

■ Garden Grove, Calif.—Garden Grove Cablevision has applied for a nonexclusive franchise.

■ *Woodland, Calif.*—Multi-View Systems of Woodland has been granted a franchise.

■ *Donalsonville, Ga.*—John A. "Toby" Dowdy and Gilbert M. Kelley have been granted a 35-year franchise for a 10-channel system.

■ *Screven, Ga.*—Sparks Cable TV Inc., Alachua, Fla., a subsidiary of Micanopy Group Co.'s, has been granted a franchise. Installation and monthly fees will be \$10 and \$5, respectively. City will receive 3% gross annual revenues.

■ *Fowler, Ind.*—Total Communications Co., Monticello, has been granted a 20-year franchise. Installation fee will be \$15.50 with

monthly fees of \$5.40.

■ *Lebanon, Ky.*—Tech-Com Corp., Evansville; and J. B. Crawley, Campbellsville, and Billy Kelly, Lebanon, have each applied for a franchise. Tech-Com would give city 3% of gross annual revenues for the first 2,000 subscribers and 4% above 2,000. Messrs. Crawley and Kelly offer city \$1,000 on systems' completion, 4% of gross annual revenues, plus \$1,000 for any year the system carries over 1,000 subscribers.

■ *Mount Pleasant, Mich.*—Thumb Video has applied for a franchise. Booth American Broadcasting Co., Detroit (multiple CATV owner), and Hardy TV, Mercer, Pa., have each applied for renewal.

■ *Oxford, Miss.*—The Mississippi Transmission Corp., Oxford, has purchased Houston TV Cable Co., Houston, a subsidiary of Pate Electronics, Tubelo.

■ *St. James, Mo.*—Nation-Wide CATV Corp., Oklahoma City, has applied for a franchise.

■ *Versailles, Mo.*—Missouri CATV Inc. has been granted a 10-year franchise for a 12-channel system.

■ *Clovis, N. M.*—Fort Worth Tower Co. has been granted a franchise. Midwest Video Corp., Little Rock, Ark. (multiple CATV owner), holds other franchise there.

■ *Stanley, N. C.*—Stanley Cable TV Inc., Stanley, has applied for a franchise.

■ *Conneaut, Ohio*—Erie Cable Vision Inc. and Conneaut Transvideo Inc. have each applied for a franchise. Installation for Erie

Cable and Transvideo would be \$19.50 and \$9.95, respectively, and monthly fees would be \$5.50 and \$5, respectively. City would receive 2% gross annual revenues from Erie Cable and 5% from Transvideo. Previous applicant was Conneaut CATV Inc.

■ *Lodi, Ohio*—Lloyd Bartel, Lodi, and Floyd Banks, Loudonville, have each applied for a franchise. Installation and monthly fees would be \$19.95 and \$6.45, respectively.

■ *Plymouth, Ohio*—Continental Cablevision of Ohio Inc. (multiple CATV owner) has been granted a nonexclusive 20-year franchise for a 12-channel system. Installation and monthly fees will be \$10 and \$4.85, respectively.

■ *Upper Arlington, Ohio*—Franklin County Cable Services Inc. and Nationwide Communications Inc. have each applied for a franchise. Monthly fees would be \$5 for Franklin County Cable Services Inc.

■ *Zelenople, Pa.*—Armstrong Utilities Inc., Butler (multiple CATV owner), has been granted a 10-year franchise. City will receive 5% gross monthly revenues.

■ *Corpus Christi, Tex.*—Castel Corp. has applied for a franchise.

■ *Stoughton, Wis.*—Viking Media Inc., Peoria, Ill., granted a franchise for a 12-channel system. Installation and monthly fees will be \$20 and \$5, respectively. Viking also holds franchise for Fennimore, Wis.

■ *Watertown, Wis.*—Davis Broadcasting Co. has applied for a franchise.



Whatever other marks he may make on the White House, the 37th President of the United States already has set some sort of precedent by being the only chief executive in the nation's history to have played straight man coast-to-coast on a top-rated television comedy show.

The Richard M. Nixon who said "sock it to me" on *Rowan & Martin's Laugh-In* this fall unquestionably had traveled a long way in his relationship to the broadcast media in the eight years since the 1960 Kennedy-Nixon debates which were cited as playing a large part in defeating him in that presidential race.

Perhaps one of the most noticeable new aspects of the "new Nixon" was his awareness of this need to use television and his selection of a staff well versed in the politically unfamiliar techniques of the communications force.

Among the battery of key advisers in waging Mr. Nixon's successful presidential bid was a special television consultant, 28-year-old Roger Ailes, who left his job as executive producer of the *Mike Douglas Show* to help clear up Mr. Nixon's broadcast image.

It was Mr. Ailes (the names rhymes with "sails") who produced Mr. Nixon's distinctive "man in the arena" format for regional and national television broadcasts. He also served as adviser for the television appearances of the rest of the Nixon family: Mrs. Nixon, daughters Tricia and Julie and Julie's fiance, David Eisenhower.

As someone who has spent all of his short career in television since majoring in radio and television at Ohio University, Mr. Ailes quickly found that although the battle-tough Nixon "is very aware of television's importance . . . there is a tendency on the part of the political old-timers to be more naive about the medium. They still feel it's a gimmick and they don't trust it because they don't really understand it."

He maintains they are all on their way out. "Never again will a man be elected to office without TV," Mr. Ailes said. "In a way it is bad, because it will limit the field. In the past, no thought was given to whether a candidate would be acceptable on an entertainment medium. Now one of the questions candidate's backers will ask is if the man can make it on Johnny Carson."

That is one of many definite opinions Mr. Ailes holds on the role of television in politics, and it is the sort of thing that caught the attention of the television-conscious Mr. Nixon.

They met last winter when Mr. Nixon appeared on the *Douglas* show and had a long talk in Mr. Ailes's office on politics and television. Mr. Ailes received a call from one of Mr. Nixon's law partners a few days later and became a part-time consultant to the presidential

## How to change debate loser to arena winner

hopeful. Last Aug. 2, on the eve of the Republican convention, Mr. Ailes left the *Douglas* show to become a full-time member of the Nixon team.

In mapping political television strategy one of Mr. Ailes's pet phrases is "truth television"—a concept that television zooms in to give the audience an intimate, close-up impression of a candidate.

Mr. Ailes maintains that just as politicians have begun to learn the need for television, audiences, too, have become much more sophisticated in watching candidates on the medium, and a campaigner must be very careful not to project an easily-detectable false "over-impression" of himself to

astute viewers.

His "man in the arena" technique for Mr. Nixon's broadcasts was to have the candidate stand for an hour on a circular platform with studio audiences on two sides and a panel of a half-dozen local citizens facing him tossing out unrehearsed questions on any topic.

Mr. Ailes said he hit upon it as a way to project a true picture of Mr. Nixon at his fighting best. "I heard he was a fan of Teddy Roosevelt," Mr. Ailes said. "I have a thing on my office wall that's part of a Teddy Roosevelt speech and starts out: 'It's not the critic who counts, but the man in the arena, whose face is covered by dirt, sweat and blood . . . far better it is to dare mighty things, to win glorious triumphs, even though checkered by failure, than to take rank with those poor spirits who neither enjoy much nor suffer much, because they live in the gray twilight that knows not victory or defeat.'"

"Mr. Nixon has known both victory and defeat and this seemed a way to put him in the arena naturally. It allowed us to show him being himself and dispell all those old bugaboos about how he had to have special make-up and lighting and be shot just right. That was all a lot of nonsense, and by showing him honestly, on his own terms, it came through."

While the question of whether to debate or not to debate is a political, more than television judgment, Mr. Ailes believes debates between presidential candidates are a good thing—if somewhat risky.

Mr. Ailes would like to see a foundation or university underwrite a non-election year study on the effects of TV debates. "I'd like to get stations to contribute public-service time in non-crucial periods for public figures to thrash out the whole debate question and come up with two things: ground rules for future political debates and education of the public in what to look for in debates."

Actually Mr. Ailes himself would like to be the person to produce the study. He has formed his own production company, Bounty Enterprises in Philadelphia, now that his campaign duties are over.

Mr. Ailes says he does not expect any full-time role in the new administration, although "I may do some consulting for political candidates, and Mr. Nixon and I have discussed the possibility that he may call on me for some advice."

"In the White House, television is very important to a President in avoiding a credibility gap. Mr. Johnson failed in leveling with the people. Television could have done it for him, but he didn't use it properly, and once you've lost 40 million people, it's hard to get them back."

### Week's Profile



*Roger Ailes — special television consultant to Richard M. Nixon and family; b. Warren, Ohio, May 15, 1940, graduated from Ohio University, 1962; in college served as student station manager and sports announcer WOUB Athens, Ohio, university-operated radio station; 1961 worked part time as announcer and cameraman WTAP-AM-TV Parkersburg, W. Va.; 1962 program manager WMPD Middleport, Ohio; 1962 joined KYW-TV Cleveland, as assistant director, 1963 promoted to producer-director in charge of public affairs and children's programs; 1964 joined Mike Douglas Show as assistant director, 1965 producer-director, 1966 executive producer; m. Marjorie White, 1962; no children; resides in Media, Pa.; hobbies—flying, swimming, comedy writing.*



## A way to reverse the spiral

One of the many problems that last week's elections failed to solve is that of the rising cost of political campaigning. The final calculations won't be available for quite a while, but there is no doubt that it cost more to win or lose in 1968 than in any previous election year.

In the aftermath of the election, the candidates and parties will begin looking for ways to reduce the expense of future campaigns. Broadcasters are certain to find themselves in the bullseye when the search for targets starts. There will inevitably be demands for legislation requiring broadcasters to donate large amounts of time for political campaigning as a condition to their licensing. There will also be revivals of proposals that they charge less for political advertising than for other kinds, as indeed some did in this year's campaigns.

Neither of those approaches is equitable, unless Congress is also prepared to require all other media of advertising and all suppliers of campaign material and services to make special allowances for political use. There is, however, a positive action that Congress could take to reduce the politicians' expense of obtaining broadcast exposure. In the same action, television and radio could be freed of what we persist in thinking is an unconstitutional restriction on their ability to perform as journalistic media during political campaigns.

Section 315, the equal-time law, has prevented journalistically minded broadcasters from providing meaningful presentations of candidates and their philosophies. It has also supplied a useful alibi to broadcasters who prefer to avoid the controversies of political coverage.

The repeal of Section 315 would give the broadcast journalists the freedom they need to examine politics and would deprive the timid broadcasters of the excuse to ignore politics. It would open much more time to the appearances of candidates on both radio and television.

Broadcasters ought not to wait like sitting ducks for the shooting to begin. They must begin preparing now the case for repeal of Section 315 and be ready for the presentation when the new administration and new Congress take office.

## Good and bad

Suddenly it's a new ball game, but not as new as it would have been if the Republicans had won the Congress with the Presidency.

Richard Nixon's victory is bound to change the tone of broadcast regulation. The Democrats' retention of control of Congress, however, will limit the degree of change that the next President can impose.

Mr. Nixon has already gone on record as favoring "less government control" of broadcasting. "Competition," he has said, "is the best control where radio and television are concerned" (BROADCASTING, Oct. 7). These are views that broadcasters can only wish will be implemented when the administration changes hands.

With or without a friendly Congress, Mr. Nixon has the power to tidy up the FCC. He has not the power to undertake a thorough housecleaning. He may reassign a few senior officials on the FCC staff, and thus alter the philosophies that are served up to the commissioners for action. He may appoint a chairman from the commission now in office, and thus put a like-minded administrator at the agency's head. But absent resignations, Mr. Nixon is stuck with

an FCC membership that can be changed only one member at a time once a year, and the next normal vacancy will not occur until the incumbent Chairman Rosel Hyde's retirement next June 30.

Mr. Nixon may also be stuck until June 30, 1970, with a Democratic majority on the FCC. Mr. Hyde is a Republican, one of three now serving on a seven-member commission that the law proscribes from containing more than four of the same party affiliation. The next Democratic term to run out is Kenneth Cox's a year from next June. Perhaps Mr. Cox, a hard-line regulator uncongenial to Mr. Nixon's views, will wish to leave the FCC for a more promising future and thus give Mr. Nixon a vacancy to fill before the Cox term expires.

When Mr. Cox does leave, his sidekick, Nicholas Johnson, will be left with his spleen to himself. Mr. Johnson's term does not expire until 1973. Mr. Johnson may find the going lonely if he sticks around.

A perhaps more immediate effect on broadcast regulation may be had from changes in the Justice Department than in the FCC. It is the Justice antitrust division that has propelled the FCC toward the promulgation of rules that would break up multi-media ownerships within individual markets. It is inconceivable that Mr. Nixon would appoint an attorney general and deputies who would wish to rid newspapers of their broadcast ownerships or who would share the incumbent view that media combinations are bad simply if they are big. The vast majority of newspapers endorsed Mr. Nixon in his recent campaign, and big businesses have been both his clients and supporters.

This brings us to a 91st Congress that will be under the same control as the 90th, with the same committee chairmen running things and with some of broadcasting's worst enemies having inched upward in seniority by re-election. There the trouble will remain. It could be a volatile period.



Drawn for BROADCASTING by Sidney Harris

"I don't suppose you'd be too interested in knowing that one of our commercials won an award for artistic excellence . . ."

# The Sheraton-Humboldt is about as close as you'll ever get to cloud 9.



You arrive at this hotel in Venezuela by cable car. From the window of your suite, you are surprised to find yourself looking down at the clouds from 7,000 feet. Through them, you see colorful Caracas on one side and the Caribbean on the other.

The Sheraton-Humboldt is one of an international Sheraton chain of hotels and motor inns that can now serve you better because it is part of ITT.

## Needs of a changing world

To help meet the challenges of competition and the changing travel patterns of both tourist and businessman, Sheraton plans call for a streamlined chain of facilities and a fast-moving international construction program. Plans are now being worked out for over 25 new hotels worldwide. In addition, the Sheraton chain has been carefully combed by teams of experts to upgrade existing facility and service standards.

Sheraton is also expanding its interests into the field of medicine. This new venture is the development of Continuing Medical Care Centers. These will provide a full range of medical services for patients requiring recuperation and restorative services between acute hospital care and their return to daily living.

Such a facility is to be built close to the University of Vermont Medical Center Hospital in Burlington. Rates will be substantially lower than the existing private and semi-private rates at

local hospitals.

This unique development is but another example of how ITT can respond to changing needs in a changing world.

## Back to the Sheraton-Humboldt

Even before you checked in at the Sheraton-Humboldt, other of our resources were probably helping make your trip a pleasant one.

The instrument landing system of Maiquetia International Airport near Caracas is an application of a system developed by us. In fact, without it and other of our developments, air travel as it is known today would be impossible.

The Avis car you may have rented at the airport is another example of how we serve you, worldwide. When we entered this field through Avis in 1965, Avis had a fleet of 25,000 cars and trucks. Today it has grown to 85,000. Competition helped accelerate this growth and the growth of the entire industry, which now has more companies in it than ever before.

The cablegram that told your family back home that you'd arrived safely was probably handled by our subsidiary, ITT World Communications.

## Management expertise

We have gone into all these fields—and many more—successfully, because we have a strong management group with the expertise to operate economically and to exercise effective control of all our global operations.

Your trip to Venezuela shows what we are doing for the traveler. We are also active in educational training and data processing. We offer consumer loans and mutual funds. And through Levitt & Sons, we have become the world's largest international home and community builder.

## ITT and you

In all these industries, our standards of performance generate growth and more efficient use of manpower and material. That means a better, more comfortable life for you and people all over the world. And at Sheraton hotels from Hawaii to Tel Aviv, from Montreal to Caracas, a more exotic life as well.

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