



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Cigarette evidence ends—now it's up to Stagers. p28
SPECIAL REPORT: A look at those broadcast reformers. p42
Antitrust chief McLaren supports FCC's 50-50 proposals. p68

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Gidget
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Tank Force
Fast And Sexy
The Man Inside
Once More, With Feeling!
Bitter Victory
Song Without End
Surprise Package
Bonjour Tristesse

The Mouse That Roared
Autumn Leaves
The Mountain Road
Jubal
Beat The Devil
Middle of the Night
Cowboy
They Came to Cordura
Bell, Book and Candle
It Happened to Jane
Our Man in Havana
Strangers When We Meet
Cockleshell Heroes
Man On A String

From Here to Eternity
The Eddy Duchin Story
Pal Joey
Anatomy of a Murder
The Garment Jungle
Let No Man Write My Epitaph
Operation Mad Ball
The Last Angry Man
Who Was That Lady?
Full of Life
The Goddess
The Key



FOR STRIP OR
ONE-A-WEEK PROGRAMMING



ADVENTURE-
SUSPENSE
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all in color

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EPISODES
NEVER BEFORE SEEN...
BALANCE, FIRST-RUN OFF
NETWORKS

your

the
Champions

starring

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ALEXANDRA BASTEDO
WILLIAM GAUNT

Agents of Nemesis use super-
human powers against world
lawlessness

**20 BRAND NEW
10 FIRST-RUN OFF
NBC-TV NETWORKS**



venture-suspense theatre

THE **Baron**

starring

**STEVE FORREST
SUE LLOYD**

International dealer in art with
passion for intrigue and adventure

MAN IN A SUITCASE

starring

RICHARD BRADFORD

Ex-CIA agent travels the world
as a modern bounty hunter for hire

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starring

PATRICK McGOOHAN

From secret agent to a nameless
captive in a fairyland prison of
mystery

**4 BRAND NEW
FIRST-RUN OFF
ABC-TV NETWORK**

**13 BRAND NEW
15 FIRST-RUN OFF
ABC-TV NETWORK**

**17 FIRST-RUN
OFF
CBS-TV NETWORK**

SOLD!

NEW YORK*
LOS ANGELES
PHILADELPHIA
BOSTON
DETROIT
SAN FRANCISCO
CLEVELAND
DALLAS/FT. WORTH*

HOUSTON*
TAMPA/
ST. PETERSBURG*
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SYRACUSE
DENVER*
SAN DIEGO*
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JACKSONVILLE*
WICHITA FALLS*
TUCSON*
LAS VEGAS*
COLORADO
SPRINGS*
AMARILLO*
HONOLULU*

*THE BARON



**INDEPENDENT
TELEVISION
CORPORATION**

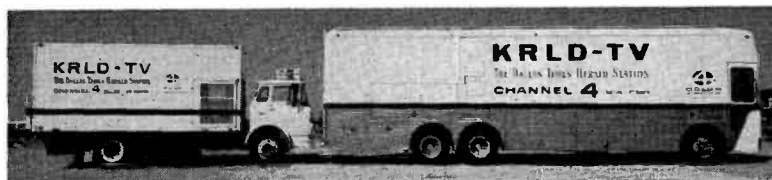
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Technical know-how plus the most sophisticated television equipment available are incorporated in Channel 4's studio facilities and color tele-production cruiser. To keep ahead of the times, KRLD-TV will soon receive the *First* computer-controlled HS-200 Teleproduction System in our area, a marvel that will allow us to perform high band color editing faster, easier and more economically than film. Contact PREMIER TELE-PRODUCTIONS for your next video-tape requirement. You'll enjoy the best!

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Sleeper

Want to speculate on new top man at FCC about six months from now? Jot down Richard A. Moore, now consultant to Health, Education and Welfare Secretary Robert Finch and liaison man on study of violence in programming. Mr. Moore, 55, is attorney, (Yale, with honors, 1939) but best known as broadcaster who ran KTTV Los Angeles as independent for *Los Angeles Times* in 1950's, after having been ABC's attorney and business manager on West Coast. He worked in Nixon campaign, was active in cable TV, is one of numerous applicants (with Bob Hope) in still pending contest for KRLA's facilities in Pasadena.

If Moore selection eventuates, it's more likely than ever that incumbent Chairman Rosel H. Hyde will be asked to stay on by President Nixon—at least until Mr. Moore completes his current assignment and phases himself out of ownership interests.

Still looking

New wave of subpoenas in Federal Trade Commission's long-running probe into pricing practices of television networks has raised renewed concern in agencies and network headquarters over status of FTC probe and where it might be going. Investigation is still immersed at FTC staff level, and hence details are being held confidential. Those subpoenaed are also urged to keep mum. Probe began in 1966, after Senate Antitrust Committee raised questions on volume discounts, which networks later gave up.

At present, FTC investigation is still far from conclusions or recommendations to commissioners for action—but “hopefully at this point closer to the end than the beginning,” one source observed. Probe is understood to be proceeding according to plan, with new subpoenas signalling no abrupt changes of direction or focus. Not ruled out, however, is possibility that matter will be widened to include spot-TV pricing.

Before the storm?

Triangle Publications is seeking to sell off entire CATV holdings because of threat of government action on mixed-media holdings. George A. Koehler, general manager of Triangle stations, acknowledged Friday (May 2) that “we're certainly looking into” sale of

cable operations and franchises, and that recent Justice Department memo to FCC recommending restriction of cross-media ownership in same community “is unquestionably it in part.”

Major Triangle system is Binghamton, N. Y., with 16,000 subscribers. Only other important operating plant is Lebanon, Pa., with 4,000 subscribers of which Triangle owns 60% (two local businessmen hold other 40%). Third functioning system, described as “very small” in Sellersville, Pa., outside Philadelphia, is being closed down. However, Triangle also holds about 20 other CATV franchises, primarily in Pennsylvania.

Scouts out

Newspaper brass involved in station ownerships last fortnight has made Washington its beat. Executives are more concerned than ever about government policy on “concentration of mass media” which might look toward divestiture of broadcast properties or newspapers. They're seeking information and guidance but evidently got no positive assurance that Justice Department would let up or that FCC would radically shift its gears without judicial or congressional mandate.

Reprimand

FCC appears to be nearing final action in WBBM-TV Chicago *Pot Party at a University* case. As indicated earlier (“Closed Circuit,” March 31), there is not sufficient support within commission for really tough sanction, such as designating station's license renewal for hearing. But commission, in order closing out investigation of whether program dealt with authentic happening, as represented, is expected to be sharply critical of WBBM-TV and its parent, CBS. For several hours last week commissioners debated language to be used, then asked staff to redraft order. Item may be up again for consideration this week.

Order, reportedly, focuses not so much on whether party was staged—that was principal original charge—as on whether it would have occurred without encouragement on part of WBBM-TV reporter. Commissioners are said to feel station personnel were lax. They are expected to use statement on case as vehicle for laying down guidelines for broadcasters to follow in similar cases in future.

Backlash

National, massive door-to-door and curbstone petition campaign by National Association of Theaters Owners to arouse public objection to what is termed “threat of pay TV,” has reached final organizational state with Philadelphia and Connecticut theaters receiving campaign material last week. Circulation of anti-pay-TV petitions began first in New York on April 10 and has been aggressively carried on in Los Angeles since April 20. Target is 25 million signatures with eventually estimated 10,000 theaters in U.S. participating.

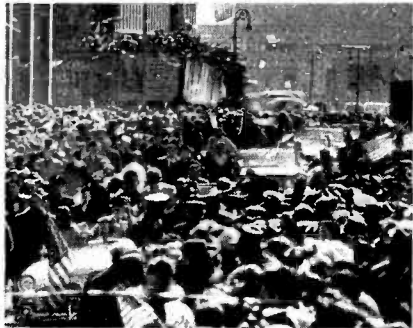
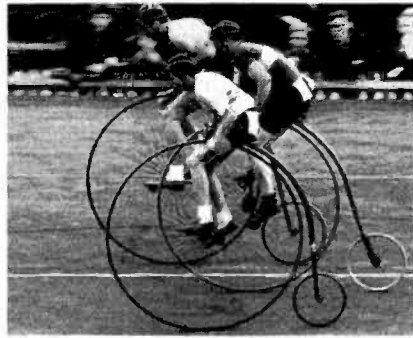
Petitions will be sent to national and state legislatures in hope this will lead to congressional action that will block FCC's decision of last December to authorize pay TV after waiting period that ends June 12. Petitions don't neglect “threat” of community antenna television, saying signers are opposed to “pay television on free airwaves, by cable, wires or in any other form.”

Go for broker

Stock and bond brokerage house of E. F. Hutton & Co. this month will sneak preview its first ad campaign for possible use nationwide later this year. Company, through Benton & Bowles, New York, last winter quietly produced two 30-second commercials, one in New York hotel ballroom, other on tennis court. Cast of 60 was used in first, 45 in other. Commercials will be tested in evening slots in various times throughout spring, summer and fall on WAGA-TV and WQXI-TV, both Atlanta; WBAP-TV and KRLD-TV, both Dallas-Ft. Worth; KOGO-TV and KFMB-TV, both San Diego; and WMAL-TV, WRC-TV and WTOP-TV, all Washington.

Danger sign

National Commission on Causes and Prevention of Violence, which has been given six months' extension by President Nixon, to Dec. 10, meets Friday (May 9) after long hiatus due to Chairman Milton Eisenhower's illness. One task force report commission will have is that on mass media, which will be presented in two parts: news and entertainment. Former is understood to be not too critical of any medium; latter, however, is believed to deal heavily, and critically, with TV.



**AS SOON AS IT HAPPENS.
WASHINGTON
HEARS ABOUT IT.**

**WTOP RADIO
NONSTOP NEWS**
A Post-Newsweek Station

Economic consulting firm devises basis for calculating, in monetary terms, consumer benefits of TV. Its figure: \$101.6 billion annually—making TV perhaps most productive element of American economy. study says. See . . .

\$100 billion in public service . . . 23

House Commerce Committee winds up three grueling weeks of testimony on marketing, advertising and labeling of cigarettes—with tobacco interests apparently on top, and congressional confusion rampant. See . . .

Evidence ends—it's up to Staggers . . . 28

Affiliate rejections of network cigarette ads raise tricky problems—even though tobacco companies, traditionally early buyers, have virtually completed their network TV buying for 1969-70 season. See . . .

Strains in station relations . . . 30

Television Bureau of Advertising reports that automotive category showed largest dollar increase, and entertainment-amusement category largest percentage increase, among major classes in network and spot TV. See . . .

Autos, amusements put more into TV . . . 36

Special report looks at those self-appointed representatives of the public who, through complaints and intervention at the FCC, have become a vocal third force in broadcast regulation. See . . .

A look at those broadcast reformers . . . 42

Action possible in near future on anti-strike-application bill introduced last week by Senator John O. Pastore (D-R. I.), and backed by National Association of Broadcasters and individual and group station owners. See . . .

Pastore submits antistrike bill . . . 50

Educational broadcasters tell Congress they need \$20 million promised by former President Johnson—and if majority reaction of senators is any indication, they'll get it. See . . .

ETV basks in warm Senate climate . . . 54

FCC's assertion of authority over leaseback arrangements between telephone companies and CATV systems—a move welcomed by cable interests, protected by telephone firms—is upheld by D. C. Court of Appeals See . . .

Phone cables stay under FCC control . . . 65

Justice Department antitrust chief Richard W. McLaren, in letter to FCC, supports Westinghouse proposal to curb network domination of programming, and backs spirit of commission's proposed 50-50 rule. See . . .

McLaren supports 50-50 approach . . . 68

Broadcasters, land-mobile radio users spar again over FCC's proposal to open up UHF channels to land mobile—but FCC-backed Stanford Research Institute study gets relatively little attention in most reply comments. See . . .

Spectrum battle flares again . . . 78

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Broadcasting

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Last year, we made a television program that gave them their chance: "One Nation, Indivisible."

At a time when there really was fighting in the streets, we put seventeen blacks and whites into one room. And got them to talk to each other about their hates and fears and frustrations.

They proved there is an alternative to fighting.

And for 3½ hours of prime time, Americans in over 65 cities listened to what they said.

In at least one way that program was a success. It has just won a George Foster Peabody Award as outstanding television public service during 1968.

But you only have to look around you to see a lot remains to be done.

Group W stations are publicly committed to the solution of the problems of urban America as they exist in our individual communities.

We propose to fulfill that commitment.



WESTINGHOUSE BROADCASTING COMPANY

WBZ - WBZ-TV BOSTON · WINS NEW YORK · KYW · KYW-TV PHILADELPHIA
WJZ-TV BALTIMORE · KDKA · KDKA-TV PITTSBURGH · WOVW FT. WAYNE
WIND CHICAGO · KPX SAN FRANCISCO · KFWB LOS ANGELES

**We'd rather see them fight it out
in your living room than in the streets.**



MBS plea is denied

FCC has denied Mutual Broadcasting System's request to halt ABC's four-network radio service, underway since January 1968 (BROADCASTING, April 14). Commission said service "serves the public interest and should be permitted to continue."

Commission, in order announced Friday (May 2), requested ABC to take some corrective measures, including limiting number of its AM affiliates in small markets. But it found no basis in Mutual's arguments on which to terminate four-network plan.

Commission rejected one of Mutual's main contentions—that ABC might force MBS out of business—on ground that ABC is losing money, while MBS is showing profit. ABC, with "poorest financial record of all the radio networks," commission said, has lost some \$2 million annually between 1956 and 1967. and is showing substantially higher loss in 1968, its first year of expanded operation."

FCC considers MBS's cash-flow income before taxes to have been \$153,000 profit in 1967 and \$631,000 profit in 1968. (MBS had reported \$507,000 loss in 1967 and \$99,000 profit in 1968. But commission said expenses during those years included two large items which were "essentially bookkeeping entries.)

"We find no current threat to MBS's viability," commission said. However, it added that it would keep watch on affiliation trends, network billings and income to determine if action is needed to preserve viability of radio networks.

FCC's request that commission limit AM affiliations results from MBS claim that ABC dominance in markets where it has three or four affiliates is anti-competitive. Pending further study of question, commission said it was restricting ABC to one affiliate in two-three- or four-station market, and to two affiliates in five-station markets.

Safe period turned down

FCC has denied request of group of Boston residents for two-month safe period in which to file application for Boston channel 7. Application would be in competition with mutually exclusive applications already filed, by RKO General Inc. for renewal of WNAC-TV on channel 7 and by Community Broadcasting of Boston Inc. for new station.

Dudley Station Corp., which says it's representative of Boston black community, asked commission last month to

hold channel open for applications until May 28 (BROADCASTING, April 7). Dudley argued that any minor delay that might result would be outweighed by public benefits resulting from commission having three applications from which to choose.

Commission said it was not persuaded that interference with normal application processing was justified. But it noted that it was not establishing any cutoff date, other than one in effect.

Thus, if Dudley files substantially complete application prior to day on which commission acts on two pending applications, it would be entitled to comparative consideration with those applications.

In denying Dudley's request for safe period, commission noted that RKO had filed its renewal application three months ago and that, in effect, Dudley was seeking five-month period in which to file competing application.

Commission vote denying safe-period request was 4-to-2, with Chairman Rosel H. Hyde and Commissioners Robert T. Bartley, Robert L. Lee and H. Rex Lee in majority. Commissioners Kenneth A. Cox and Nicholas Johnson dissented.

We said; they said . . .

See-saw battling for ratings supremacy this season between CBS-TV and NBC-TV became outsized contention between two with availability Friday (May 2) of "last" Nielsen report for 1968-69 season.

Second Nielsen report for April—covering two-week period ended April 20, 7:30-11 p.m.—is considered by networks as marking end of ratings season.

CBS said season average for period Sept. 23, 1968, through April 20, 1969, was CBS—20.3, NBC—20.0 and ABC—15.6. In second April report CBS had 19.8, NBC 18.3 and ABC 14.9.

NBC said season rating average was standoff with inclusion of NBC's premiere week. NBC also claimed its prime-time TV revenues topped CBS's, but CBS officials offered analyses to indicate CBS's prime-time is worth more in terms of revenue.

NBC said season's rating average was 20.1 for both it and CBS, using Sept. 16, 1968 as starting point. CBS seemed to be willing to accept this figure. CBS noted both it and ABC were still in reruns of old shows during Sept. 16-23 week when NBC was premiering new shows.

NBC, stating season was its best ever in terms of over-all audience and reve-

nue, said "final revenue numbers" were \$277.9 million for it, \$223.3 million for CBS and \$176.9 million for ABC. CBS countered, asserting that NBC's figures included weeks in September which were not representative of TV season and whether or not these weeks were included CBS still received higher revenue per minute sold, \$48,500 for CBS compared to \$48,200 for NBC.

CBS said this difference in per-minute revenue sold to total dollars was easily explained in that "we turned back one half-hour to the stations every fourth week" and that CBS had greater number of hours of sustaining public-service programming.

If Oct. 1, 1968, start of fourth quarter, were used, said CBS officials, per-minute revenue would come to \$49,200 for CBS and \$48,400 for NBC.

Reconsideration denied

FCC refused Friday (May 2) to reverse its December decision denying license renewal of WNJR Newark, N. J. (BROADCASTING, Dec. 2, 1968). In denying station's petition for reconsideration commission noted case "involves gross misrepresentation and fraud practiced on the commission. . . ."

WNJR was ordered to cease operations July 1. Commission vote was 4 to 1 with Chairman Rosel Hyde lone dissenter.

ATR sold for \$4.3 million

Once-ambitious 1,610-mile microwave system that would have carried Los Angeles TV signals to distant CATV points in Oregon and Texas changed hands Friday (May 2). Remaining 47 applications for point-to-point microwave stations of American Television Relay Inc. and Microrelay of New Mexico Inc. (owned by CATV-entrepreneur Bruce Merrill) were sold for \$4.3 million to Western Microwave Inc., with FCC approval.

ATR's system, at one time, envisaged 150 stations, but ATR began to dismiss large blocks of those applications 17 months ago citing "unexpected delays" on part of commission (BROADCASTING, Dec. 4, 1967 et seq.). Broadcasters along planned microwave chain vigorously opposed it on grounds ATR couldn't finance project. Commission, in approving sale Friday, noted ATR's financing was weak.

Western is subsidiary of Tele-Communications Inc., principally owned by Bob Magness, George C. Hatch (multiple CATV owner) and KUTV Inc. (KUTV[TV] Salt Lake City, group owner and newspaper publishers).



Mr. O'Sullivan



Mr. O'Toole



Mr. Schultz



Mr. Gilbert



Mr. Beesemyer

Kevin O'Sullivan, VP and general manager of ABC Films since last Jan. 1, elected president. He assumes title relinquished by Hal Golden, who left to form independent TV production-distribution company in December 1968. Mr. O'Sullivan has been with ABC Films since 1967 and earlier was director of program services for Harrington, Richter & Parsons, New York, and general sales manager for Independent Television Corp.

In restructuring of Foote, Cone & Beld-

ing Inc. (see page 38) **John E. O'Toole** is to become president, **Arthur W. Schultz** is to become chairman of board, and **Willard R. Wirth Jr.** is to assume duties of general manager of New York office of new U.S. advertising subsidiary, FC&B Advertising Inc. International subsidiary officers will be **Brian F. MacCabe** as chairman and **Richard B. Bradshaw** as president. FC&B Chairman **Richard W. Tully** and President **Charles S. Winston** will hold those offices in parent company. Reorganization is subject to stockholder approval.

John O. Gilbert, VP in charge of affiliate relations, ABC-TV, for three years, has resigned to become executive VP of Pacific & Southern Broadcasting Co., New York, group owner (WQXI-AM-FM-TV Atlanta, WSAI, WJBI[F] Cincinnati and KHON-TV Honolulu). He is succeeded at ABC-TV by **Richard L. Beesemyer**, VP and general manager, WABC-TV New York. Mr. Gilbert joined ABC in 1960, and Mr. Beesemyer in 1961. **Kenneth H. MacQueen**, sales manager, WXYZ-TV Detroit, becomes general manager of WABC-TV.

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

Time-Life adds CATV

Acquisition of 1,800-subscriber Rancho Bernardo, Calif., CATV system by Time-Life was announced Friday (May 2). System brings to 14 number of cable TV interests held by Time-Life, and to 67,000 number of customers. Price was not disclosed.

MIS formed by Interpublic

Formation of Media Information Services to perform media buying function for five agencies in Interpublic Group of Co's., New York, upon request is being announced today (May 5) by Robert E. Healy, Interpublic's president.

Interpublic's agencies McCann-Erickson, Jack Tinker & Partners, Marschalk, Erwin Wasey and Pritchard-Wood will have available to them "media and marketing services," including on-line computer services with terminals in agencies.

Officials emphasized, however, that media planning and strategy will continue to originate with each agency. Mr. Healy said MIS will develop "guidelines for media buying and provide computerized accountability reports. In working with the agencies it will evaluate and distribute rating services, develop position papers, supply the agencies with basic media management reports concerning industry trends, and serve as our research and development

unit for media."

Interpublic spokesman also said, "an agency does not have to use the service at all if it and/or its client decides not to. But after the media decision process, MIS can do the actual buying."

Levin-Townsend gets TV

Approval of sale for KHBV(TV) Henderson-Las Vegas from Nevada Communications Inc. to publicly held Levin-Townsend Enterprises Inc. for \$850,000 was announced by FCC Friday (May 2). In granting application commission waived three-year holding rule for channel 5 independent.

Nevada Communications is owned by Charles Vanda, who during late 1950's and early 1960's was CBS-TV producer and manager of CBS's WCAU-TV Philadelphia.

Levin Townsend Enterprises, subsidiary of Levin-Townsend Computer Corp., has Las Vegas real estate and land development interests; controls chain of highway restaurants and gift shops (Cobbs) and also has investments in Broadway shows. L-T is listed on American Stock Exchange.

Station will be managed and operated by Nevada Equities Inc., Las Vegas subsidiary of National Equities Inc. Control of National Equities was acquired by Levin-Townsend Computer

Corp. in September 1968.

KHBV went on air in September 1967, has 64.6 kw visual and antenna height of 1,190 feet above average terrain.

Bar, media progress

Chairman of American Bar Association's Legal Advisory Committee on Fair Trail and Free Press says "commendable progress" has been made in reconciling views of bar and news media in reporting on trials.

Chief Judge Edward J. Devitt of U.S. District Court in St. Paul, adds most important element in progress is "closing of the communications gap that has existed for so long" and readiness of media and bar to cooperate.

Judge Devitt delivered Law Day address at Massachusetts Press-Bar Symposium, in Boston. Subject of symposium was Reardon Report, whose recommendations for tightening control over kind of information to be made available to news media has been endorsed by ABA house of delegates as means of assuring fair trial. Newsmen, however, have complained they are too restrictive.

Theodore F. Copp, CBS vice president, Washington, and chairman of Joint Media Committee on News Coverage Problems, said he was "optimistic" Reardon Report recommendations "will never be put into widespread effect."

Because you can't get too much of a good thing.

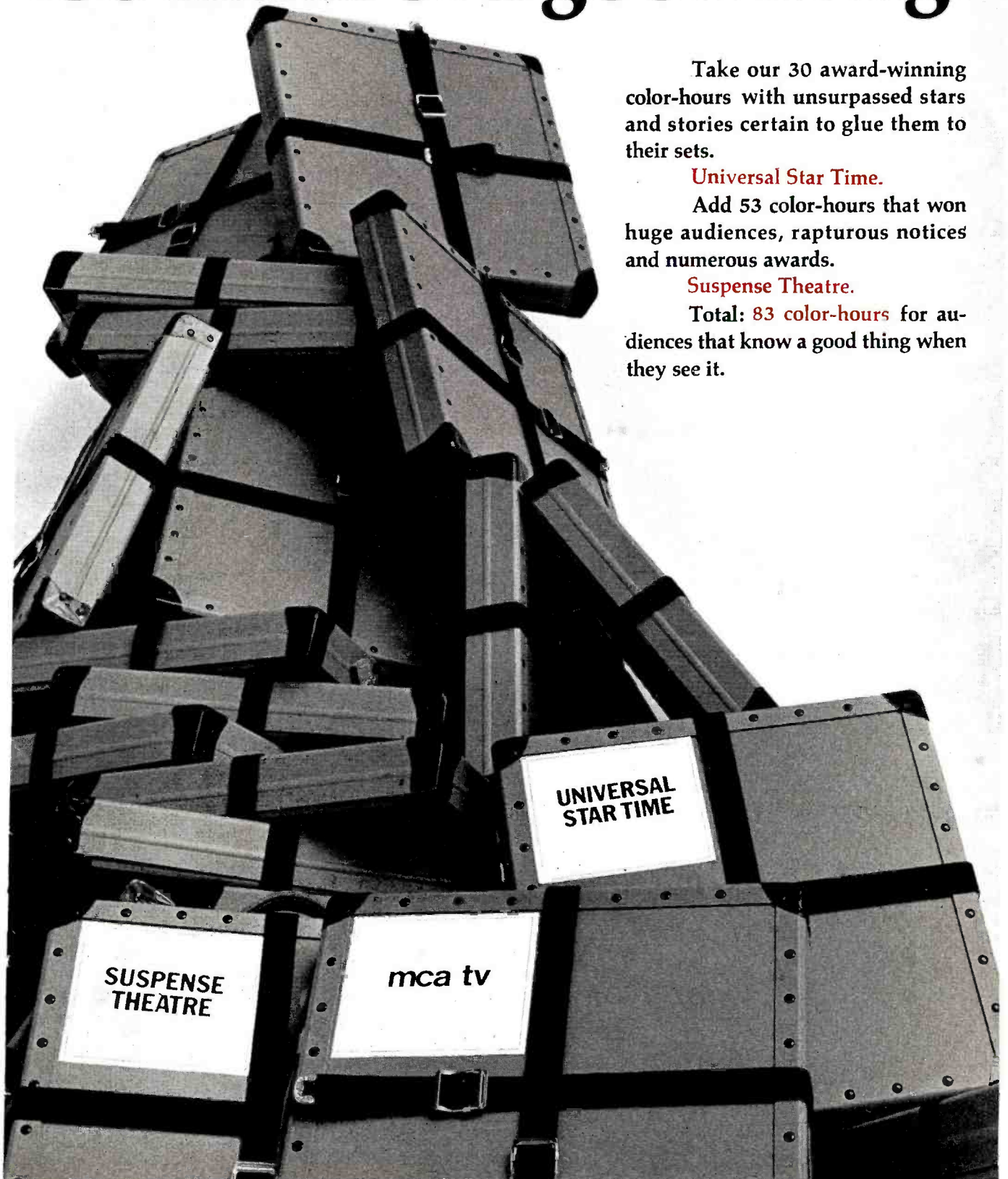
Take our 30 award-winning color-hours with unsurpassed stars and stories certain to glue them to their sets.

Universal Star Time.

Add 53 color-hours that won huge audiences, rapturous notices and numerous awards.

Suspense Theatre.

Total: **83 color-hours** for audiences that know a good thing when they see it.



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

■Indicates first or revised listing.

May

May 4-9—Advanced advertising management seminar of *Association of National Advertisers*. Gurney's Inn, Montauk, N. Y.

May 5—New deadline for reply comments on FCC's proposed rulemaking concerning establishment of FM translator and FM booster services.

May 5—Annual stockholders meeting. *Wometco Enterprises Inc.* Byron Theater, Miami Beach, Fla.

May 5-7—Annual conference of the *Association of Canadian Advertisers*. Speakers include Eugene Hallman, vice president and general manager of English-network broadcasting for the Canadian Broadcasting Corp., and Pierre Juneau, chairman of the Canadian Radio-Television Commission. Toronto.

May 5-7 — Spring convention, *Kentucky Broadcasters Association*. Sheraton Seebach hotel, Louisville, Ky.

May 6—Annual stockholders meeting, *RCA*. Madison Square Garden Center, New York.

May 6-8—Annual Spring meeting of *Illinois Broadcasters Association*. St. Nicholas hotel, Springfield.

May 6-8—Spring meeting, *Pennsylvania Community Antenna Television Association*. Whitehall.

May 7—Annual shareholders meeting, *Magnavox Co.* Fort Wayne, Ind.

■May 7—Radio Festival Day, *Broadcast Advertising Club of Chicago*. Sheraton Chicago, Chicago.

May 7-8—Annual spring meeting, *Pennsylvania Community Antenna Television Association*. Allentown, Pa.

May 7-9—Regional conference co-sponsored by *National Association of Educational Broadcasters* and *Southern Educational Communications Association*. Dedication of Kentucky ETV Network. Phoenix hotel, Lexington, Ky.

May 8—Annual stockholders meeting, *Cowles Communications Inc.* Waldorf-Astoria hotel, New York.

May 8—Spring meeting, *Connecticut Broadcasters Association*. Wesleyan University, Middletown.

May 8—Annual stockholders meeting, *Reeves Broadcasting Corp.* New York.

May 8-10—Annual convention, *Kansas Association of Radio Broadcasters*. Statler-Hilton Inn, Salina.

May 8-12—Tenth annual *American TV & Radio Commercials Festival*. New York.

■May 9—Eighth annual seminar of radio broadcasters and community leaders, *Southern California Broadcasters Association*. California Institute of Technology, Pasadena.

May 9—Deadline for reply comments on FCC's proposed rulemaking that would authorize remote-control operation of VHF stations.

May 9-10—Annual meeting, *Virginia AP Broadcasters Association*. Mariner Motor Inn, Virginia Beach.

May 9-10—*Sigma Delta Chi* distinguished service awards banquet and region 1 conference. Rochester, N. Y.

■May 10-11—1969 state convention, *Pennsylvania News Broadcasters Association*, meeting in conjunction with *UPI Broadcasters*

of *Pennsylvania*. Allenberry, Boling Springs, Pa.

May 11-13—*NBC-TV* affiliates convention. Speakers include Walter D. Scott, NBC chairman; Julian Goodman, NBC president, and Don Durgin, NBC-TV president. Century-Plaza hotel, Los Angeles.

May 11-13—Spring meeting of *Pennsylvania Association of Broadcasters*. Hershey motel, Hershey.

May 12—Annual stockholders meeting, *Capital Cities Broadcasting Corp.* Albany, N. Y.

May 12—Date for FCC's oral arguments on applications by WNDN(FM) Kingston, N. Y., and by 11 UHF TV permittees for additional construction time.

May 12-13—Conference on satellite communications. industrial electronics division, *Electronics Industries Association*. Speakers: Leonard H. Marks, Washington lawyer and recently chairman of U.S. delegation to International Telecommunications Satellite Consortium conference; Richard P. Gifford, and Robert Haviland, General Electric; Dr. Samuel Lutz, Hughes Research Laboratories; Dr. Richard Marsten, RCA; J. A. Fager, General Dynamics/Convair; Donald Jansky, Office of Telecommunications Management, U.S. Office of Emergency Planning. Airport Marina motel, Los Angeles.

May 12-13—Southeastern convention, *National Religious Broadcasters*. American Motor hotel, Atlanta, Ga.

May 13—Annual stockholders meeting, *3M Co.* St. Paul.

■May 13—Annual stockholders meeting, *John Blair & Co.* Dorset hotel, New York.

■May 13—Annual stockholders meeting, *Metromedia Inc.* New York.

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

May 13—Radio Day luncheon meeting, *Advertising Club of Metropolitan Washington*. Hotel America, Washington.

May 15—Annual spring manager's meeting, *New Jersey Broadcasters Association*. Rutgers University, New Brunswick.

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

■May 15-17—Annual international communications conference, *Society of Technical*

TVB meetings

Television Bureau of Advertising regional sales clinics:

May 5—Sheraton-Malibu Airport Inn, Denver.

May 7—Cheshire Inn, St. Louis.

May 9—Northstar Inn, Minneapolis.

May 12—Wilshire Hyatt House, Los Angeles.

May 14—Jack Tar hotel, San Francisco.

May 16—Sheraton motor inn, Portland, Ore.

May 19—Sheraton-Peabody hotel, Memphis.

May 20—Pick Congress hotel, Chicago.

May 21—Royal New Orleans hotel, New Orleans.

May 23—Sheraton-Biltmore hotel, Atlanta.

May 26—Sheraton-Gotham motor inn, Syracuse, N. Y.

June 2—Sheraton-Plaza hotel, Boston.

June 4—Sheraton-Baltimore inn, Baltimore.

June 9—Sheraton-Gibson hotel, Cincinnati.

June 11—Statler Hilton hotel, Cleveland.

June 13—Howard Johnson motor inn, Detroit.

Writers and Publishers. Marriott Twin-Bridges motor hotel, Washington.

May 16—Deadline for reply comments on FCC's inquiry and rulemaking proceeding on applications for channel service by telephone companies to affiliated CATV systems.

May 16-17—Annual meeting, *UPI Broadcasters Association of Mississippi*. Speaker: Peter S. Willett, broadcast services, UPI. Ramada Inn, Tuscaloosa, Ala.

May 16-17—Spring meeting of *Iowa Broadcasters Association*. Holiday Motor Lodge, Clear Lake.

May 17—Deadline for comments on FCC's proposal to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities.

May 19—Deadline for reply comments on FCC's proposal that would provide for type approval of phase monitors; require that a type-approved phase monitor be installed at the transmitter of each station operating with a directional antenna, and specify maximum permissible phase deviations.

May 19—*Radio Advertising Bureau* regional sales clinic. Sheraton-Ritz hotel, Minneapolis.

May 19-21—Annual Idea Bank convention (promotions). Holiday Inn, Pottstown, Pa.

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

May 20—*Radio Advertising Bureau* regional sales clinic. Sheraton-Chicago, Chicago.

■May 20—Annual stockholders meeting, *ABC Inc.* New York Hilton, New York.

■May 20—*Station Representatives Association* Silver Nail and Gold Key awards luncheon. Speaker: Theodore W. Kheel, labor-management relations lawyer and mediator. Hotel Plaza, New York.

■May 20—Annual stockholders meeting, *20th Century-Fox Film Corp.* Waldorf-Astoria hotel, New York.

■May 20—Fund-raising dinner, communications division of *Jewish United Fund of Metropolitan Chicago*. Speaker: David Susskind. Ward L. Quaai, president of WGN Continental Broadcasting Co., will be honored as "Communicator of the Year." Standard Club, Chicago.

■May 20-21—General conference of *CBS Television Network Affiliates*. New York Hilton, New York.

May 21—Meeting of *Michigan Association of Broadcasters*. Madison hotel, Washington.

■May 21 Annual stockholders meeting, *Outlet Co.* Providence, R. I.

May 22—*Radio Advertising Bureau* regional sales clinic. Sheraton Jefferson, St. Louis.

May 22—*Association of National Advertisers* workshop on new-product introductions. New York Hilton, New York.

May 23—Deadline for comments on FCC's proposal that would require uniform tuning methods for UHF and VHF on all television receivers.

May 23—*Radio Advertising Bureau* regional sales clinic. Sheraton-Dallas, Dallas.

■May 23—Meeting of *Florida AP Broadcasters Association*. Sheraton Four Ambassadors, Miami.

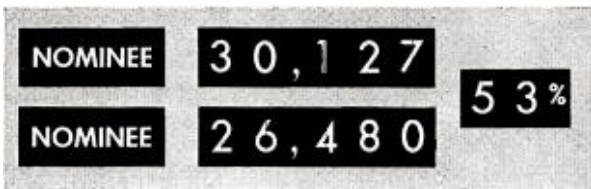
■May 23—*Pacific Pioneer Broadcasters* luncheon meeting. Sportsmen's Lodge, North Hollywood, Calif.

May 23-25—Spring meeting of *Illinois News*

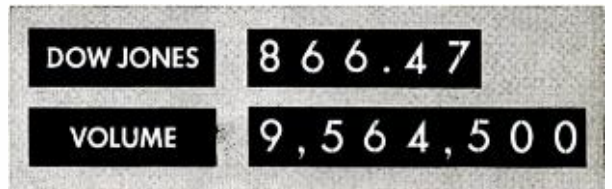
Look what your cameras can do with display units like this



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



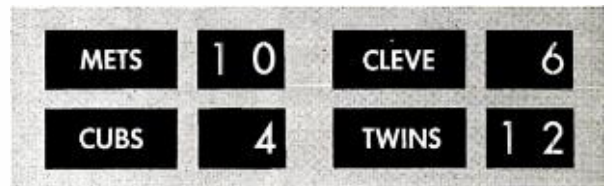
ELECTIONS—No contest. These modular units were designed specifically for TV use to give optimum clarity up to 70 feet — from any camera angle up to 145 degrees.



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



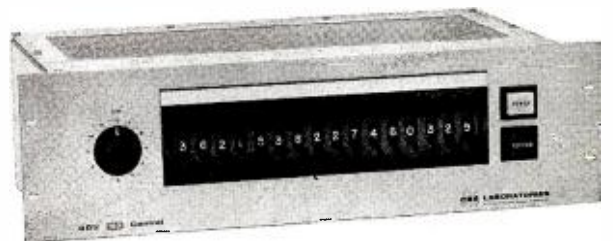
WEATHER—Cool operation. Only 2.7 watts required per unit, with no power between postings. Glare-free even under the strongest lighting conditions.



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

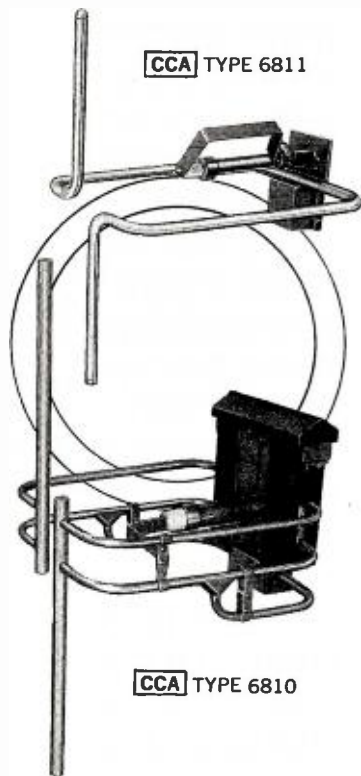
And all operated by one Controller that can handle 192 units — as many as 12 groups of 16 units each. This means up to 12 two-candidate election races; or runs, hits and errors for all major league teams; or 40 local stock issues plus volume and Dow Jones closing. A one-time investment for the professional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

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



PROFESSIONAL
PRODUCTS
CBS LABORATORIES
Stamford, Connecticut 06905
A Division of Columbia Broadcasting System, Inc.

COMPARE... YOU'LL BUY a CCA FM Circularly Polarized Antenna



Only CCA offers a choice between a medium power (Type 6811) or high power antenna (Type 6810). Thus broadcasters can economically select the best combination for their situation. Both antennas are rugged, broadband, and have excellent electrical properties. They're presently in service in all environments with exceptional results. Contact CCA and we'll provide you with technical data and a list of users.



CCA Electronics Corp.
716 Jersey Avenue
Gloucester City, N. J. 08030
Telephone: (609) 456-1716

Broadcasters Association. Wagon Wheel Lodge, Rockton.

May 24—Meeting of *Illinois AP Broadcasters Association.* Wagon Wheel Lodge, Rockton.

May 24—Annual meeting, *Chesapeake AP Broadcasters Association.* Holiday Inn, Baltimore.

May 24-27—*Alaska AP Publishers and Broadcasters* joint meeting. Mount McKinley Park hotel, Mount McKinley.

May 25-27—Fifth annual theater, television and film lighting symposium, *Illuminating Engineering Society.* Sheraton-Chicago hotel, Chicago.

May 25-29—*ABC-TV affiliates convention.* Fairmont hotel, San Francisco.

May 26—Meeting of *Southern California Broadcasters Association.* Lakeside Country Club, Hollywood.

May 26-28—Annual conference of *Sales Promotion Executives Association.* Waldorf-Astoria hotel, New York.

May 30-31—First annual open board meeting, *New Mexico Broadcasters Association.* Holiday Inn. Clovis.

June

June 2—Deadline for comments on *FCC's* proposed rulemaking that would permit noncommercial TV stations to present scrambled programming during part of their broadcast day.

June 2—Annual stockholders meeting, *Rice Broadcasting Co.* Atlanta.

June 3-5—Annual convention, *Armed Forces Communications and Electronics Association.* Sheraton Park hotel, Washington.

June 6—Deadline for reply comments on *FCC's* proposal that would require uniform tuning methods for UHF and VHF on all television receivers.

June 5-6—Thirteenth annual public conference of *PTC Research Institute of George Washington University.* Agenda includes discussion on "Crises in Communication." Shoreham hotel, Washington.

June 6—Third annual Belding awards for creative achievement in advertising, *Advertising Club of Los Angeles.* Beverly Hills hotel, Beverly Hills, Calif.

June 7—Meeting of *Iowa AP Broadcasters.* Fort Des Moines hotel, Des Moines.

June 8—*Television Academy Awards presentation.* Carnegie Hall, New York, and Civic Auditorium, Santa Monica, Calif.

June 8-10—Annual convention of *Florida Association of Broadcasters.* Thunderbird motel, Arlington (Jacksonville).

June 9—Institute for Religious Communications, sponsored by communications department of *United States Catholic Conference.* Speakers include Rev. Agnellus Andrew, O.F.M., director of Catholic Center for Radio, Television and Cinema in Great Britain; Norman Cash, president, Television Bureau of Advertising; Milton Fruchtman, executive producer, Capital Cities Broadcasting, and Louis Cassels, senior editor, UPI. Loyola University, New Orleans.

June 10-14—Nineteenth annual conference of *Western States Advertising Agencies Association.* Speakers include David Mahoney, president of Norton Simon Inc., and Tyler Macdonald, president of N. W. Ayer/Jorgensen/Macdonald. Royal Lahaina hotel, Maui, Hawaii.

June 12—Meeting of *Montana AP Broadcasters Association.* Glacier National Park, Mont.

June 12—Deadline for reply comments on *FCC's* proposed rule that would permit educational television stations to televise scrambled programming during part of the broadcast day.

June 12-14—Spring meeting of *Colorado Broadcasters Association.* Manor Vail, Vail.

June 12-14—Annual spring meeting of *Missouri Broadcasters Association.* Millstone Lodge, Lake of the Ozarks.

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*Reg. U.S. Patent Office.
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Hits back at 'pressures'

EDITOR: How unfortunate that some of the giants of the broadcast media had to acquiesce to the pressures of the FCC's dictum of free anticigarette commercials, before our rule-makers on Capitol Hill had a chance to voice their opinion. What product comes next?

Won't the cigarette companies just transfer their millions of budgeted advertising dollars to the print media and the hoped-for effect be watered down?

Consider this: Radio and TV have for many years given untold dollars worth of free spots exhorting drivers to drive carefully. Have fatal accidents been eliminated? Or should we have had anticar buying commercials?

To get crassly commercial, adult-oriented FM radio will, I'm sure, be happy to take up the slack in the cigarette advertising campaigns that AM and TV apparently can't handle.—*Allen F. Bonapart, president, WUFM(FM) Utica, N.Y.*

The circle in biblical terms

EDITOR: Approximately three years ago I wrote this "quasi biblical parody." It was stimulated by the insurgence of 30-second announcements into the spot field. My prophecy may not altogether materialize, but it seemed to me in view of current happenings, that one shouldn't rule out the possibility.

"Dust to Dust"

In the beginning it was: Let there be 30-second prime-time station breaks.

Then it was: Let there be 20 plus 10 plus 3 prime station breaks but more 20 plus 20 plus 3 prime station breaks because the need was for 20's in prime, not 10's. The 10's didn't tell the story as well as 20's.

Then the need was for 60's in prime instead of 20's because the 60 told the story much better. So we begat movies in prime time to carry 60's. Then few bought prime 20's. With 60's available in prime, it was found a 60 could be used as a 30 plus 30 or a 45 plus 15.

Having borne new children, it was desirable to put them to labor and it was desirable to pay less for a 30 than a 60 or 20, and less for a 15 than a 20.

It would appear that where the prime 60 was the best way to tell a story it could also be done with a 30 and with a 15, but not with a 20.

And so with a hue and a cry it was:

Let there be room for 30's on prime station breaks!

Let there be room for two 30's on prime station breaks! And so we begat 63-second prime-time breaks.

And then it was: Let the 30 be two 15's. And let there not be the same rate. And let there not be two or three neighbors on the same break.

And then it was: Let there be room for only two 15's.

And so we begat: a 30-second prime time station break.

And wasn't that what we begat in the beginning?—*Mann Reed, regional sales manager, WTEV(TV) New Bedford, Mass.*

Ad writing taught here

EDITOR: Like I. C. Haag, I too was delighted to see Margo Krasne's "Monday Memo" of March 17, about good radio commercials. It occurs to me that Mr. Haag might like to know that here at Southern Illinois University, we are training people to write quality commercials for radio and television, too. My broadcast writing class places its major emphasis on this, although other types of writing are also discussed.

The issue of paying people adequately to write copy is another question, one to which I hope Mr. Haag and others in the industry will address themselves quite seriously.—*Charles T. Lynch, assistant professor, radio-television, Southern Illinois University, Carbondale, Ill.*

(In an "Open Mike" I. C. Haag of I. C. Haag Advertising, Northbrook, Ill., had mentioned that "somewhere, sometime, somehow" the advertising industry was going to have to train commercials writers.)

Crest jest request

EDITOR: Would it be possible to secure the original of the April 21 Sid Hix cartoon? Our clients at Procter & Gamble would be delighted to have it—*Timothy J. Connor, Benton & Bowles, New York.*

(Original is en route)



"My little boy ran in shouting he had no cavities, thanks to Crest. . . . Unfortunately, I was doing a Colgate toothpaste commercial at the time!"

Tip of the hat

EDITOR: . . . I very much appreciate the attention you gave to the March 31 "Week's Profile" which turned out splendid indeed. I received glowing comments from everyone. . . .—*Gerald Adler, NBC Enterprises, New York.*

M&H

DON'T JUST STAND STILL ALL SUMMER

There is a unique opportunity this summer to make sure that the rating performance of your station is better next year.

The major ingredient in a station's success comes from what you do yourself, the programs and people under your control. The network helps—but interestingly enough, you can be number one in your market regardless of network affiliation.

News, weather, sports, feature film presentation, local women's programs, children's programs, and syndicated shows in varying degrees are all critical ingredients in a station's total image, and you need to know their individual strengths and weaknesses.

For example, do you know whether your rating strength in the news block comes from the newscasters, the weatherman, the sports reporter? Is one or more of these personalities weak? Do the personalities work as a team and contribute to the total rating? How effective are your competitors' performers? You can't find the answer in a rating book, but you can through McHugh and Hoffman, Inc.

For over sixteen years we have been developing the techniques of depth analysis that result in practical recommendations. Our company is in its seventh year, and was founded to apply all of the things previously learned to the study of radio and television station images.

We have some interesting success stories to tell which you can verify by talking directly to client station managers throughout this country and Canada. We would like to make a presentation with no obligation on your part. Just give us a call.

Make the most of this summer while your competitor is taking it easy—

M&H

McHUGH & HOFFMAN, INC.

Television & Advertising Consultants

**480 N. Woodward Avenue
Birmingham, Mich. 48011**

**Area Code 313
644-9200**

The man of

Any hour.

ED NELSON. He's the popular star who became a household face as Dr. Rossi in "Peyton Place". A well-established TV personality, Ed now hosts his own variety-talk show . . .

THE ED NELSON SHOW.

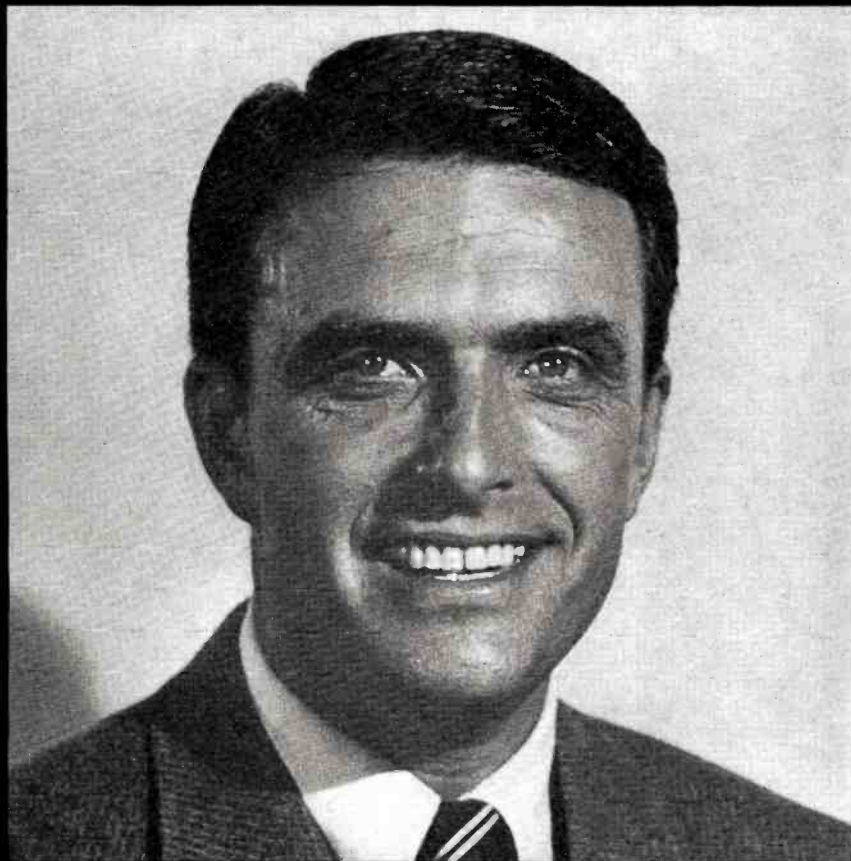
It's a five-a-week 90-minute strip show that can work almost 24 hours a day. Stations are carrying it in the

morning, others are scheduling it for afternoon and prime time viewing.

It's a perfect entertainment vehicle for any hour of the day.

This isn't just another show with people sitting around on a couch. In addition to live studio entertainment, Ed Nelson also goes wherever it's happening . . . whether it's to the Mardi Gras in New Orleans, a Broadway

the hour.



opening night, or an outdoor showing of the latest fashions from Europe.

And he listens . . . listens to some of the most interesting people on television, his guests. People of the moment . . . who have something to say from the world of entertainment, science, art, fashion, politics.

In fact, you never know who's going to show up next.

ED NELSON . . . a delightful host with a fascinating show. Let him go to work for you. Why? He's got seven kids.

The Ed Nelson Show

90 minutes Daily in Color

abc ABC
FILMS

Woman's place is in the executive suite

I believe the field of advertising, including broadcasting, goes further in respecting and accepting women as professional colleagues than many others I can think of.

Nevertheless we still hear a lot about discrimination against women. There is some truth to these comments, more than many of us would like to admit.

I am sure most readers can think of some agencies or companies that are reluctant to place qualified women in many positions of responsibility. This is a harsh and unpleasant fact of life.

But I wonder sometimes if we women don't use this fact of life as an excuse when things don't go just as we wanted. If we are really serious about our careers, though, we can't let it stop us.

The times have never been better for women in advertising, radio or television—for women who want to enter these fields as well as for those already in who want to move up to positions of greater challenge.

Today the number of women who have reached responsible positions is both impressive and growing. Some really have made it. I hear that out East there is even a woman who founded and is now president of her own agency which just a few days ago gave her a big raise and a 10-year contract. She has a few decent accounts—a car, some planes and, oh, yes, even Love.

But she's not the only woman way up at the top. There are a few in Chicago too who also are founders and hold top posts in their agencies.

Further, there is a reservoir of young women training and eager to step up to executive levels. Many will get their chance because this is a business more generous of spirit and more responsive than most.

The time was never better for us to progress according to our worth.

This is an era of dramatic economic and physical change. Important discoveries have resulted in new products in totally new fields, creating additional markets rather than replacing those existing.

New products and new markets mean more jobs and opportunities for the dedicated, the bold and the imaginative to exploit. Who is going to fill these job opportunities? The current male labor force is nearly fully employed. So women have a better chance than ever

to work into intellectually challenging positions.

This also is an era when attitudes about women and their role in the world are changing—at least in some groups. Claire Booth Luce told a Chicago audience a few weeks ago that today's young males and females are beginning to act like equals. This generation, she suggests, could be the first in history to accept the "personhood" as well as the womanhood of females.

This generation will do away with sexual segregation, and women—as well as men—will have the freedom to choose how they will live their lives, the freedom to have a challenging career and the freedom to be judged on merit alone.

Ideas are the very essence of our business. Ideas are what compete in the market place. A better idea, at least sometimes, can come from a woman. There are some areas in which women can make a uniquely feminine contribution.

Understanding what is going on in the mind of the potential customer, more often than not a woman, is basic to successful marketing. Men and women are intellectual equals, but emotionally they react quite differently.

A television commercial, for example, can really turn the woman customer off if her sense of taste and appropriateness is offended. Sometimes this can be done in the most subtle way: too large a serving of meat on a fork can distract a woman from the selling message about good meat; or, polishing a table across the grain instead of with it keeps me from remembering why that brand of

furniture polish is so good.

But the unique contribution of women is not limited to subtleties alone. Women can provide their special intuition and insight into the ways of women to help develop stronger selling approaches.

A woman developed Clairol's "does she, or doesn't she" campaign and women responded with purchases. You've seen it on TV often these days. Many men, however, are impressed mostly by the sexual overtones they read into it, not its selling appeal.

Men on the other hand respond to the TV ads in Noxzema's "take it off, take it all off" campaign but I doubt if many women would endorse it. Women don't understand the virility ritual of shaving and I doubt the same campaign could sell them a depilatory.

So we need both points of view to search out the most compelling sales approach and then to present it most appropriately to the target audience.

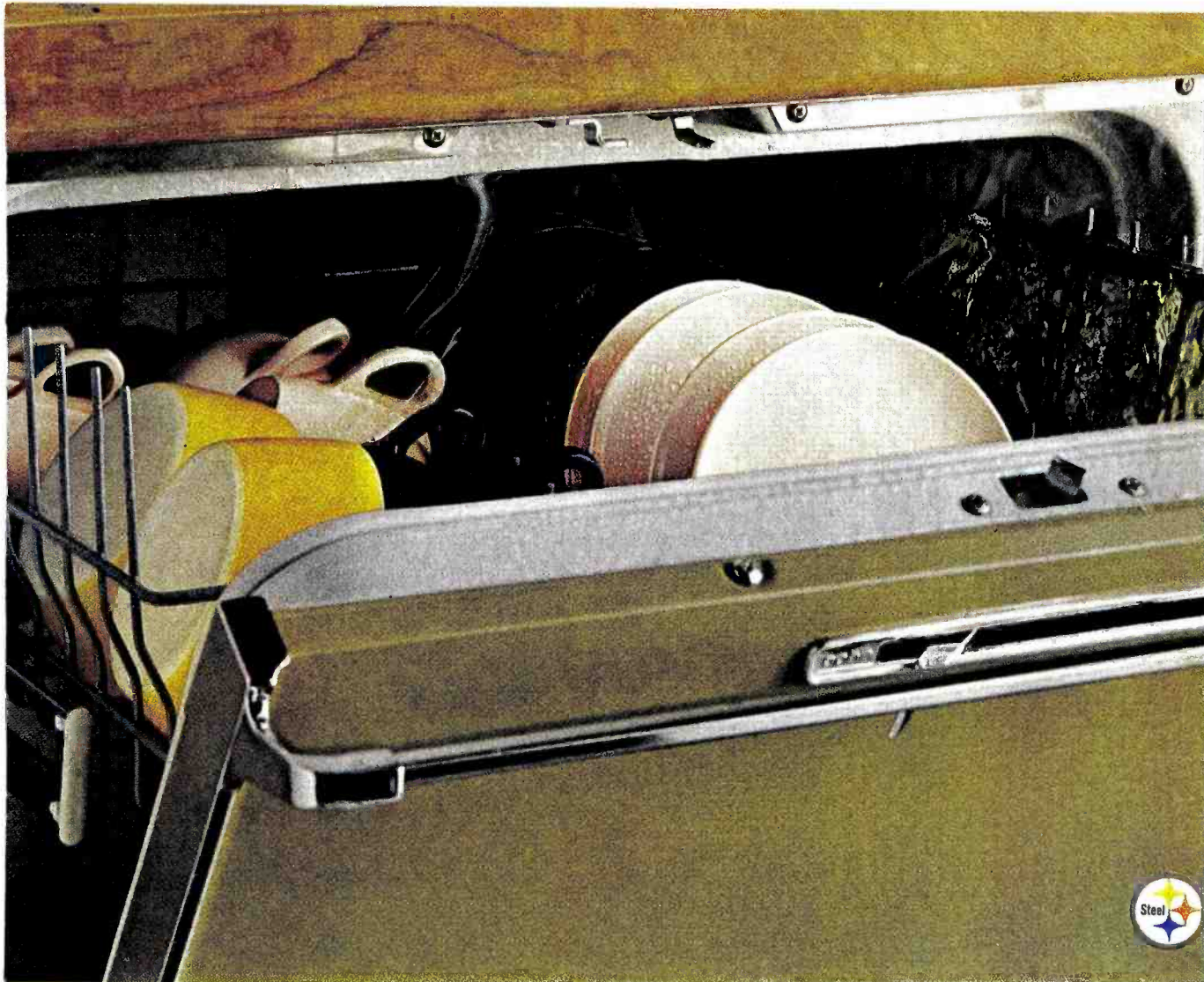
We in advertising also face great moral challenges today and we need the best thinking of both sexes to cope with them. None of our activities take place in a vacuum and each affects the other.

A young person today, living an average life span and viewing TV as an average viewer, will spend the equivalent of 17 years of 24-hour days before the tube and will see well over 4.5-million commercials. Add to that other media exposure and one can grasp the impact.

No matter how we look at it, there is justification today for a better balance between the sexes in the executive suite.



Rosemary E. Anderson is vice president and account supervisor at McCann-Erickson, Chicago. A few weeks ago she was selected Chicago's 1969 Advertising Woman of the Year by the Woman's Advertising Club. She is well known for her media skills, including creative use of television. Mrs. Anderson joined McCann in 1963. Prior to that she was with Compton Advertising and Lennen & Newell in New York as well as McCall's. She was graduated in 1951 from Douglass College, New Brunswick, N.J.



How convenience created jobs for 100,000 Americans

Some people think Americans attach too much importance to conveniences like dishwashers. Actually, all of us probably attach too little.

What some don't see is that appliances such as dishwashers, disposers, and self-cleaning ovens do more than make life easier for housewives. In the past ten years, these appliances have created 50,000 new jobs in the appliance industry*, and at least an equal number in related businesses and industries.

We at Republic Steel can see it. Our steels help to meet the soaring demand for convenience appliances. Republic Steel Corporation supplies the flat rolled steels needed for durability and attractiveness; the stainless steels used for beauty and corrosion resistance; the steel wire and tubing, bar steels and high strength alloys, fasteners, and many more.

If you have ever tried to create a job, you know it isn't easy. It takes a lot of hard work, imaginative thinking, and economic resources. You have to get involved and stay involved. It takes more than good intentions.

The people in American business and industry deserve your support. They've *been* involved for years. They create more jobs, more pay, more tax revenues, and more conveniences for more people than anybody else in the world.

*Based on U.S. Government statistics

You Can Take the Pulse of Progress at
REPUBLIC STEEL

CLEVELAND, OHIO 44101

**Unbelievable...
but you better believe it.**



Gilligan's Island sold in 124 markets.

GILLIGAN'S ISLAND, LOS ANGELES, CALIFORNIA

After 16 months of continuous stripping, GILLIGAN'S ISLAND increased Independent KCOP's share of audience—from a 8.0% share in Nov'67—to an **UNBELIEVABLE** 30.0% share of audience in JAN'69—(275.0% increase) **TOPPING ALL COMPETITION**

KCOP	<i>Monday-Friday</i>		
NOV '67	GILLIGAN'S ISLAND	5.0	8.0%
MAR '68	GILLIGAN'S ISLAND	9.0	17.0%
NOV '68	GILLIGAN'S ISLAND	8.5	22.0%
JAN '69	<i>Monday-Friday, 5:30-6:00P.M.</i>		
KCOP (Ind)	GILLIGAN'S ISLAND	11.5	30.0%
A (CBS)	Early Show	5.5	14.5%
B (NBC)	KNBC News	6.0	16.0%
C (ABC)	ABC Evening News	6.0	17.0%
D (Ind)	News	2.0	5.0%
E (Ind)	Groovy	3.0	7.5%
F (Ind)	Merv Griffin	4.5	12.0%

FOUR STATION ST. LOUIS, MISSOURI
January 1969—M-F, 4:30-5:00P.M.

KPLR-TV (IND)	GILLIGAN'S ISLAND	44.0%
A	Mike Douglas	21.0%
B	Early Show	14.0%
C	Money Movie	24.0%

FOUR STATION MILWAUKEE, WISCONSIN
January 1969—M-F, 4:00-4:30P.M.

WISN-TV	GILLIGAN'S ISLAND	57.0%
A	Mike Douglas	18.0%
B	Theatre 4/Cash	21.0%
C	Mr. Ed	7.0%

FOUR STATION DENVER, COLORADO
November 1968—M-F, 5:30-6:00P.M.

KWGN (IND)	GILLIGAN'S ISLAND	45.0%
A	News/Weather/Sports	9.0%
B	Channel 7 News	32.5%
C	News	15.5%

FOUR STATION SACRAMENTO-STOCKTON, CALIFORNIA
November 1968—M-F, 4:30-5:00P.M.

KOVR	GILLIGAN'S ISLAND	49.0%
A	Merv Griffin	17.0%
B	Mike Douglas	28.0%
C	Various	6.0%

FOUR STATION MINNEAPOLIS-ST. PAUL, MINNESOTA
November 1968—M-F, 4:30-5:00P.M.

WTCN-TV (IND)	GILLIGAN'S ISLAND	48.0%
A	Early Show	13.0%
B	What's My Line	13.5%
C	Mike Douglas	26.0%

FOUR STATION CHARLOTTE, NORTH CAROLINA
November 1968—M-F, 4:00-4:30P.M.

WSOC-TV	GILLIGAN'S ISLAND	50.0%
A	Superman	33.0%
B	Dark Shadows	16.0%
C	Lucy Show	2.0%

THREE STATION KANSAS CITY, MISSOURI
January 1969—M-F, 4:30-5:00P.M.

KMBC-TV	GILLIGAN'S ISLAND	59.0%
A	1 Spy	14.0%
B	Mike Douglas	28.0%

THREE STATION SALT LAKE CITY, UTAH
November 1968—M-F, 5:00-5:30P.M.

KSL-TV	GILLIGAN'S ISLAND	51.0%
A	5 O'Clock Report	31.0%
B	Merv Griffin	19.5%

THREE STATION ORLANDO-DAYTONA BEACH, FLORIDA
November 1968—M-F, 5:00-5:30P.M.

WDBO-TV	GILLIGAN'S ISLAND	52.5%
A	Mike Douglas	31.5%
B	Early Movie	15.5%

THREE STATION CORPUS CHRISTI, TEXAS
November 1968—M-F, 4:45-5:30P.M.

KZTV	GILLIGAN'S ISLAND	54.0%
A	Mike Douglas	27.3%
B	Let's Make A Deal/News	20.0%

THREE STATION NORFOLK, VIRGINIA
November 1968—M-F, 5:30-6:00P.M.

WTAR-TV	GILLIGAN'S ISLAND	46.0%
A	Mike Douglas	33.0%
B	Truth Or Consequence	22.0%

THREE STATION GREEN BAY, WISCONSIN
November 1968—5:00-5:30P.M.

WBAY-TV	GILLIGAN'S ISLAND	70.5%
A	Truth Or Consequence	11.5%
B	News	19.0%

SOURCE: ARB



729 Seventh Avenue, New York, N.Y. 10019/212 CI 5-6000

United Artists Television

Entertainment from Transamerica Corporation

"I just couldn't believe that WNBC in Binghamton is the highest-rated TV station in the country... that's the WHOLE country...9 a.m. to midnight, until I saw that it's a Triangle station."



\$100 billion a year in public service

That's price tag Robert Nathan puts on benefits consumers get from television broadcast system

What are the consumer benefits, in monetary terms, of television broadcasting? An economic consulting firm created its own basis for answering that question, and came up with an estimate of \$101.6 billion annually. This is 13 times the \$7.8 billion spent on broadcast activity and equipment for television reception in 1967, and means, the firm said, that television must be regarded as an efficient and productive element of the economy, perhaps the most efficient and productive.

Robert R. Nathan Associates Inc., of Washington, made the estimate and appraisal in a report on the social and economic benefits of television broadcasting, prepared for the Association of Maximum Service Telecasters. AMST filed the report with its comments last week opposing the FCC's proposals to grant land-mobile radio access to 21 channels of spectrum space now allocated to UHF television (see page 78).

The Nathan report was critical of the proposals. It said they were offered without the studies required for making an informed judgment, and concluded that all of the spectrum space now assigned to television is needed to accommodate an inevitable expansion of the industry.

Nathan, in addition, was harsh in his criticisms of a study by an FCC-sponsored committee of land-mobile radio users—the Land Mobile Advisory Committee—which concluded 16 months ago that land-mobile radio produces greater economic benefits than television per unit of spectrum allocated (BROADCASTING, Dec. 4, 1967). The study, the Nathan report said, "is not worthy of serious consideration."

The Nathan report endorsed a suggestion AMST in its comments in the land-mobile proceeding as a means of meeting land-mobile radio users' claimed spectrum-shortage problems: an increased use of common-carrier services or communication service companies instead of the present independent systems. The report said this would produce substantial benefits for the

economy, and reduce over-all investment costs for land-mobile radio.

The Nathan firm constructed its own framework within which to analyze the consumer benefits of television, it said, since no theoretical framework for such an analysis existed. It employed a concept of "consumer's surplus," which it defined as the excess of consumer satisfaction above his cost. And since market-price values are not available for programs viewed on television, the firm resorted to "shadow pricing"; it assigned costs that it estimated the viewer would have to pay to obtain the same information and entertainment from some source other than television.

In applying the "shadow pricing" technique, the report said it doesn't matter that a viewer would not or could not have recourse to an alternative source in the absence of television. It said "broadcasting is a unique activity" for which nothing can be substituted. It is enough to say, the report added, that the viewer is receiving a benefit which from the next alternative source is valued at a recognizable market price.

The report, with its "shadow prices" for programming adjusted according to the broadcast times and kinds of programming (information and noninforma-

tion, sports and nonsports) being considered, estimated that commercial television provides consumer benefits of \$96.6 billion. Educational television, according to the report, provides another \$5 billion, for a total of \$101.6 billion, or nearly four times the total spent on all forms of recreation in 1967.

(The report acknowledged that the analysis provides only "a rough estimate," since the data needed for a study in depth is not available. But it said "the results are not an unreasonable approximation of the magnitudes involved.")

The report noted that the \$7.8 billion spent on television activity in 1967—advertising and television receivers represented the major expenditures—was about 1% of the Gross National Product, and was responsible for the creation of "a large number of jobs and income."

But it regarded as even more impressive the fact that the input is small compared with the \$101.6 billion in consumer benefits that flow from it—a ratio, it said, that indicates that television broadcasting and associated activity "must be regarded as perhaps the most efficient and productive element of the economy."

Moreover, the report said, that meas-

The Nathan credentials

Robert R. Nathan Associates Inc., which prepared the report on the social and economic benefits of television for Association of Maximum Service Telecasters (see this page), is a well-known economic consulting firm that has been a part of the Washington scene since 1946.

Robert R. Nathan, the founder and president, served the government during World War II as chairman of the Planning Committee of the War Production Board and as deputy director of the Office of War Mobilization. Previously, he had been chief of the U.S. Depart-

ment of Commerce national income division.

The firm has served private clients, as well as agencies of the U.S. government, state and local governments, and foreign countries in doing studies relating to transportation and communication, labor, industry and foreign trade, and urban-regional development.

Project director for the television-benefits study was Ralph L. Trisko, a senior associate, whose experience has been largely in the economic analysis and techniques of international cooperation. He is a graduate of the Georgetown University School of Foreign Service.

urement does not reflect the benefits of the immediacy of television and the availability of programs for which there is no alternative. It also said that television contributes greatly to the nation's economic development, both through its power as an advertising medium and its educational and demonstration impact on the viewer, particularly the poor and less educated (television's penetration of the rural and ghetto areas "is almost complete").

Yet, it said, "at a time when the available television outlets in major cities of the country are now or shortly will be fully utilized, the FCC and the LMR [land-mobile radio] industry are proposing the allocation of the only remaining large block of unassigned television spectrum (channels 70-83) to a nontelevision use, as well as a large share of spectrum already assigned (channels 14-20)." The commission has proposed to permit land-mobile radio to share the lower channels in the top 25 cities; land-mobile forces want all seven reallocated on a national basis. And while the commission would permit translator service in outlying areas on channels 70-83, the land-mobile users have asked that all 14 channels be reserved on a national basis.

These various proposals, the Nathan report said, "seem more an act of desperation than of reasoned judgment. It would make future expansion in many cities dependent on the only technical alternative, i.e., wired transmission." And such transmission, it added, would require a user charge "with serious social and political repercussions. It would hit the poor, the old, the sick, the shut-ins, and the disadvantaged wherever they may live."

The report said the commission had

initiated its rulemaking in spite of "a relative poverty of information relevant to rational decisions on the issue." It noted that the commission's staff had said it lacked the resources to evaluate the total costs and benefits involved in a reallocation of the spectrum, and that a high-level panel named by the secretary of commerce had said two-and-a-half years ago that a national research program on the social and economic values of competing demands for the use of the spectrum is needed.

The report said that, as a minimum, the commission should seek to project the future requirements for land-mobile radio and television channels, particularly in the 25 largest market areas, determine the opportunities for accommodating present and prospective land-mobile radio users within the spectrum space now assigned to them, and learn the costs and benefits to the public of the proposed transfer of spectrum space.

It said that while the commission based its proposal in part at least on the assumption that the UHF spectrum is underused, the fact is that most channels assigned to large cities are used. It noted that in only four of the 25 major cities are commercial channels available for new applicants. In the 10 largest market areas, there is only one noncommercial channel unused, in Philadelphia.

The report noted that, while the commission appears to regard UHF growth as unacceptably slow, UHF television is actually overcoming "fundamental disadvantages" (particularly the lack of sets equipped to receive UHF), and is surging ahead. Between 1966 and 1968, a total of 124 UHF stations went on the air compared with a cu-

mulative total of 148 in the entire preceding period.

Moreover, it said, the ever-growing expenditures for television advertising—both in absolute terms and as a percentage of advertising expenditures in all media—indicate that television's growth is not likely to be limited by a lack of financial support. Advertisers doubled their television expenditures over the 10-year period ending in 1967. During the same period, television expenditures as a percent of total advertising rose from 13.2% to 17.4%.

The report, in addition, pointed to "three basic and irreversible forces at work in American society which are going to result in public need for a greater over-all diversity and variety in television broadcast programming in the future":

- Growth of per-capita income in a growing population. The population of the 50 largest market areas alone is expected to rise from 94 million in 1966 to 114 million in 1980, while per-capita income in the U.S. is rising from \$2,964 to \$4,654 in real terms.

- Increase in leisure-time activities. Expenditures on discretionary items like recreation will increase in real terms from \$42.9 billion in 1967 to \$82.5 billion in 1980. The greatest growth is expected to be for radio, television, records and musical instruments (from \$8 billion to \$21.1 billion).

- Higher levels of education among the people. The number of individuals completing four years or more of college will increase from 9.8 million to 16.8 million.

In urging rejection of the conclusions of the Land-Mobile Advisory Committee report on the comparative economic benefits of land-mobile radio and television, the Nathan report asserted that the study was done by persons "without proper professional qualifications or sufficient knowledge of the TV industry." The "exclusion of a pro-LMR and anti-television bias," the Nathan report added, "would have been very difficult." (There were no television-industry representatives on the committee, and the economic studies were prepared by a "task force" of two men, one employed by General Electric and the other by Standard Oil of New Jersey.)

But more than that, the Nathan report said, the LMAC study uses "an irrelevant and misguided concept for the measurement of intensity of the use of allocated spectrum by LMR and television"—the dollar value of annual expenditures per unit of spectrum allocated—and ignores the only meaningful measure of use, "the extent to which allocated spectrum is actually used over time." (The LMAC report said land-mobile radio spend \$37 million per megacycle of spectrum allocated,

How 'shadow prices' were developed

The table below recapitulates the "shadow price" calculations used by Robert R. Nathan Associates Inc. in concluding that commercial television affords the public an estimated \$96.6 billion in benefits. The consulting firm assigned to programs values that are based on the nature of the program, the composition of the audience (adult and/or children), the time of day and day of the week it is shown, then adjusted to an hourly rate and multiplied by the number of viewer hours (as indicated by Nielsen ratings). For instance, the alternative to prime-time entertainment is said to be a movie in a neighborhood theater. But where the Nathan firm estimates that a "representative admission price" at such a theater to view a one-and-a-half-to-two-hour movie is \$1.75 for an adult and 75 cents for a child, it says the

benefit home viewers are receiving from television in prime time is 50 cents per viewer per hour. This "shadow price" is said "to take into account the differences between television and theater, and to be sufficiently conservative." Such extra movie-going costs as transportation and babysitters are not considered.

Time sector	Audience (billion viewer/ hours)	Rate (\$/hr.)	Total benefit (\$ bil- lion)
6 a.m.-5 p.m. Mon.-Fri.	36	.40	14.4
5-7:30 p.m. Mon.-Sun. information	15	.60	9.0
5-7:30 p.m. Mon.-Sun. non- information	25	.35	8.8
7:30-11 p.m. Mon.-Sun.	76	.50	38.0
11 p.m.-1 a.m. Mon.-Sun.	18	.60	10.8
6 a.m.-5 p.m. Sat.-Sun. sports	8	1.50	12.0
6 a.m. 5 p.m. Sat.-Sun. nonsports	12	.30	3.6
			<u>96.6</u>

CRITICAL CHEERS FOR NBC SPECIALS

IN APRIL...



The Ship That Wouldn't Die – The USS Franklin "An extraordinary document... one of the most moving epics of its kind I have ever seen."
–Percy Shain, Boston Globe



Fellini: A Director's Notebook "To watch a master like Fellini at work was a creative experience."
–Kay Gardella, New York Daily News



The Second Bill Cosby Special "Rich and warm and funny and lively and human..."
–Cecil Smith, Los Angeles Times



First Tuesday "Its best effort...a marvelously paced two hours headed by the droll and often caustic Sander Vanocur."
–Mike Shropshire, Fort Worth Press

AND IN M

IF IT'S REALLY "SPECIAL" IT'S ON NBC

THURSDAY/MAY 1



Jack Paar In Africa (10:00-11:00) Tour-guide Paar concentrates on Africa's fascinating people—from Masai cowboys to pygmies.

FRIDAY/MAY 2



Victoria Regina (8:30-10:00) Julie Harris stars in this "Hallmark Hall of Fame" drama's encore showing. A winner of three Emmys!

SUNDAY/MAY 4



H. Andrew Williams' Magic Lantern Show Co. (10:00-11:00) Making "now" sounds with Andy are Sergio Mendes and Brasil '66, Aretha Franklin and Roger Miller.

MONDAY/MAY 5



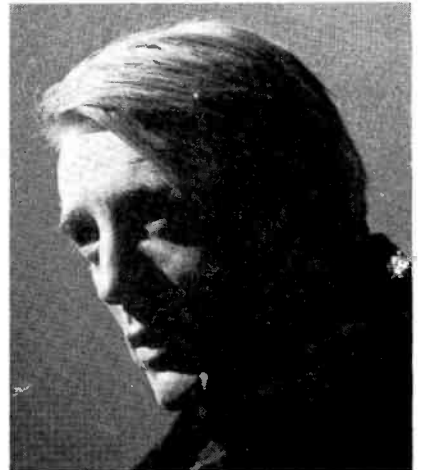
The Best On Record: The Grammy Awards (8:00-9:00) Among those present: the Beatles, Simon & Garfunkel, Dionne Warwick, Jose Feliciano, Mason Williams and O. C. Smith.

TUESDAY/MAY 6



America's Junior Miss Pageant (7:30-8:30) Mike Douglas hosts the finals of this yearly competition. Live from Mobile, Ala.

SATURDAY/MAY 10



Rod McKuen: The Loner (8:30-9:00) What more appropriate vehicle for a loner than a one-man show? Rod's first special of his own.

ALL IN COLOR ON NBC/TH

AY

NDAY/MAY 11



eror Of America (10:00-11:00) "Project s" story of Washington, D.C. from its found- to now. Burgess Meredith is the narrator.

NDAY/MAY 12



iderson & Co. (8:00-8:30) Fred Gwynne d Abby Dalton in a comedy about a loving mily in turn-of-the-century New York.

SUNDAY/MAY 18



The Pogo Special Birthday Special (8:30-9:00) Pogo and his fascinating pals in an animated musical version of the comic strip.

MONDAY/MAY 19



Alan And His Buddy (8:00-9:00) "Alan" is A. King and the "Buddy" is B. Hackett. Joining them are Karen Morrow and Linda Lavin.

SUNDAY/MAY 25



Little Women (6:30-7:30) A ballet version of the famed novel. Geraldine Page narrates this unique "NBC Children's Theatre" program.

MONDAY/MAY 26



Highlights Of Ringling Bros. And Bar- num & Bailey Circus (8:00-9:00) Acrobats! Daredevil feats! Arthur Godfrey hosts.

FULL COLOR NETWORK 

as against \$8.6 million per mc for television.)

It added that the LMAC report, while concluding that television produces fewer economic benefits than land mobile, does not evaluate the benefits of television but, rather, "assumes . . . that all of the social and economic benefits of television would be available

if transmitted by wire." The Nathan firm also noted that while the LMAC report estimates the cost of a nationwide wire-transmission system would be \$3.6 billion, the Complan Associates, in a report prepared for the Task Force on Telecommunications Policy appointed by former President Johnson, said it would be \$20 billion.

The Nathan report dismissed the basis on which the estimates of economic benefits were made—the "wholly undocumented assumptions and a limited number of responses to a questionnaire survey of LMR users." The report said that "the questionnaire itself was biased so as to elicit favorable responses."

Broadcast Advertising

Evidence ends—it's up to Staggers

Cigarette testimony mass of contradictions; now committee must decide on its proposals

House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) called it the "longest hearing" he could remember. His panel wound it all up last week, after three grueling weeks of testimony on the marketing, advertising and labeling of cigarettes, most of it contradictory. But the final witness only signaled the end of the beginning.

The committee is expected to turn this week to the monumental task of sorting out the conflicting claims. Then, possibly as early as next week (witnesses were given five days to file additions to the record), the panel may turn to the politically touchy task of maneuvering for votes, trade-offs on specific proposals and amendments in accord with their consciences and constituencies. Out of it all may come a recommendation to the House floor "that the bill do pass."

What will be in that bill, if any specific measure can survive the intracommittee warfare, to be held behind closed doors with the committee on one side and reporters on the other, at this point can be anybody's guess.

Early in the Staggers hearings it was apparent that tobacco-state representatives were well organized, available in force for hearing-room duty, and determined to seek a simple extension to the Cigarette Labeling Act now on the books—which requires the present health notice on cigarette packs, bars any requirement that it appear in advertisements, and pre-empts states and federal regulatory agencies from insisting on stronger measures.

The aim was enactment of an extension before the labeling act expires, on June 30. Cigarette foes, however, have been either seeking to delay or block an extension of the act, or, if one is moving toward enactment, toughen it. Most anticigarette members on the Commerce Committee have indicated

an antipathy to letting the regulatory agencies have their way with the matter, and in effect joined with the pro-tobacco forces in agreeing that, win or lose, the matter should be decided by Congress.

Thus the speculation now runs that, in the committee, and later on the floor, the main battle will be on the terms of the extension legislation. That some measure, probably acceptable to the tobacco representatives, will clear the committee, is seen as likely. Its fate on the House floor is more in doubt.

And in the Senate, where the legislation will be sent if House passage can be gained, the chances for a pro-tobacco bill remain extremely murky.

The weeks of conflicting testimony from public-health officials and tobacco-industry representatives took their toll on members of the committee. They

frankly admitted they were more than slightly confused and called for an "investigation of the investigators" to find out what the "real situation" was.

Over the three-week period the battle lines were clearly drawn. The public-health officials declared that cigarette smoking does cause lung cancer and other diseases, and urged that the warnings on cigarette packages as well as all forms of advertising, including broadcast, read: "Warning: Cigarette smoking is hazardous to your health and may cause lung cancer and other diseases."

The representatives of the tobacco industry, including members of the medical profession serving as consultants to the industry, firmly stated last week that there has been no clinical evidence to prove that cigarette smoking does cause disease, and offered the opinion that the present warning on cigarette packs ("Cigarette smoking may be hazardous to your health") is too strong. In reference to the present issue about whether the label warning should be strengthened, the tobacco representatives emphasized that there has been no new evidence presented since the last congressional action in 1964 that resulted in the present warning, to warrant a change.

A major witness at last week's hearings was Robert B. Meyner, former governor of New Jersey and present administrator of the cigarette advertising code, who emphasized the work that has been accomplished by his organization in the field of self-regulation—a concept which he feels may be in danger now.

Mr. Meyner explained that the code was drafted by the country's major cigarette companies early in 1964 with its primary aims to avoid appeals to youth and to eliminate unsubstantiated health claims. He pointed out various



Tobacco code's Meyner

instances in which the code was successful in realizing these aims.

When asked his recommendations for congressional action, Mr. Meyner replied that he hoped the committee would encourage self-regulation by the tobacco industry. He said that he was sure that if Congress withheld legislation that would be detrimental to the industry, the tobacco companies would adhere to the code. Mr. Meyner emphatically requested that the Federal Trade Commission not be allowed to take any action in the matter, pointing out that "the total performance by the FTC in this field since 1964 raises questions as to the commission's qualifications to assume the broadened role it seeks in cigarette advertising."

Mr. Meyner, who it seems hadn't yet received the word about the National Association of Broadcasters decision on self-regulation of cigarette advertising (see box), also acknowledged "the additional helpful efforts in this area of the television code and the radio code of the [NAB]."

A new angle to the controversy was contributed by Dr. Eugene E. Levitt, professor of psychology, Indiana University school of medicine, who shifted the focus from whether cigarette smoking causes disease to whether television advertising causes cigarette smoking.

Dr. Levitt cited various studies conducted to discover the effect of cigarette commercials on the smoking habits of young people. All the studies, he said, came to the same conclusion that "there is no scientific basis for inferring that television cigarette commercials exercise a significant influence on the smoking behavior of young people."

If this is so, he was asked by Representative J. J. Pickle (D-Tex.), "why do the tobacco people spend millions of dollars to advertise on television?" Dr. Levitt replied that they advertise for the same reasons that the soap industry does. Like the soap manufacturers who are not trying to encourage people to wash, the tobacco manufacturers are not trying to get people to smoke; they are merely urging them to switch to their particular brand, he explained.

This brought the comment from Representative Bob Eckhardt (D-Tex.) that "the disease of advertising causes its own antibodies." He suggested that if this is the case, "perhaps the FCC should declare a six-month moratorium on cigarette advertising to see if it really is effective."

In conjunction with the battle between pro and anticigarette forces, the battle of semantics raged on.

Several congressmen offered various wordings of warnings that might be appropriate should they appear on cigarette packs and advertising. Most anticigarette representatives felt the warning should go into great detail about

Status quo on NAB code stance

Review board rejects changes in provisions dealing with smoking ads

The National Association of Broadcasters' television code board last week voted to consider no changes at present in the code's provisions concerning cigarette advertising. The board, meeting in Washington Wednesday and Thursday (April 30-May 1), acted on the recommendation of NAB President Vincent T. Wasilewski.

The action came in a Washington climate of regulatory and legislative cigarette activity in which any action affecting broadcasting's voluntary standards—including, it was conceded privately, the decision to make no changes—would tend to be misconstrued by one or the other of the warring camps.

After the meeting, at which a motion to pass over action on any of the possible changes in code treatment of cigarette advertising was approved by a 5 to 3 vote (with one abstaining), on a secret ballot, Robert W. Ferguson, WTRF-TV Wheeling, W. Va., chairman of the TV code review board, said: "Mr. Wasilewski requested the code review board to take no action now be-

cause the Congress and the FCC are in the midst of detailed considerations of numerous proposals relating to cigarette advertising. Code board action at this time might appear to some to be merely a strategic maneuver designed to influence congressional action."

the inherent dangers. The tobacco people, however, felt that no warning was necessary, but if one was used, the present one would suffice. Representative Torbert Macdonald (D-Mass.) facetiously suggested the following: "Caution: this cigarette not dangerous unless lit."

One item the opponents did agree upon, however, was the need for more experimentation to discover definitely the relationship between smoking and disease, and an increased effort to develop a "safe" cigarette. Some work has been done in this latter category, it was brought out during the hearings, by Dr. Perry B. Hudson, a New York research scientist and president of High Tor Foundation, Palisades, N.Y.

"A less hazardous cigarette, acceptable to the smoking public and the cigarette industry, is now possible," Dr. Hudson announced, explaining that a carcinogen (cancer)-fighting tobacco additive called Chemosol had been developed which inhibits the formation of benzo(a)pyrene, the "most potent and most frequently found cancer-inducing agent in cigarette smoke," according to research findings. Dr. Hudson urged, in light of this new discovery, that cigarette advertising not be banned, so that the public could be made aware

of these and other new improvements in cigarettes.

In addition, President Norman E. Cash of the Television Bureau of Advertising sent to the House Commerce Committee—on authorization of the TVB board—a message contending that "the public should have the opportunity to be informed through advertising"; that "if a product can be lawfully sold, it should be lawful to advertise it [in] any and all advertising media," and that "we trust that these principles will be preserved in any decisions" by the committee in its current cigarette hearings.

All these recommendations will be taken into consideration when the committee makes its report to Congress. From the tone of the hearings it appears that the views of the procigarette contingent held sway with committee members.

But, Committee Chairman Staggers has promised that Congress will act; it will not let the present law expire, putting the responsibility of a decision in the hands of the regulatory agencies, namely the FCC and the FTC. Chairman Staggers concluded the hearings, noting, "if we don't act, a regulatory agency will act, possibly legally. I hope we do not abdicate our responsibility."

Strains in station relations

For TV networks, affiliate rejections of cigarette ads raise tricky problems

The practical effect that stations' dropping of cigarette advertising will have on network cigarette commercials was about as clear last week as a smoke-clogged room.

Where it all might lead was even hazier.

The effects on national-spot and local cigarette advertising on stations that elect to drop such commercials, on the other hand, appeared perfectly clear: These messages can be dropped as current contracts expire.

These stations say they'll honor current network commitments for cigarette commercials but will drop those, too, as present commitments expire. The rub is in deciding when the commitment run out. Everybody—networks, affiliates, agencies with cigarette accounts—seems to have his own ideas.

There appeared to be fairly general agreement that cigarette contracts with the networks tend to run either for 52 weeks—but with clients and agencies often leaving themselves an "out," not

always with network concurrence—or for shorter periods but with the advertiser having the option to renew.

The one area of almost total agreement, aside from the point that the entire situation is confused and unpredictable, was that cigarette advertisers, traditionally early buyers, have virtually completed their network TV buying for next season—and had done so even before the Post-Newsweek Stations started the mini-rebellion last month (BROADCASTING, April 14).

Thus it would appear that "firm" 52-week contracts would have to be honored by all affiliates, including those renouncing such advertising, until September 1970, when another new season gets under way. And there was considerable belief that even shorter contracts, if they contained continuation clauses, would also be treated as 52-week contracts if the advertisers in fact renewed them.

But the issue was regarded as being far from one of contracts alone. Some

sources looked upon the contract question as the smallest part of the problem.

If, for example, an affiliate decided that a cigarette brand's 26-week contract with the network ended after 26 weeks and the station thereafter started "covering" that brand's commercials, would the network—any network—make an issue of it even if the network lawyers were sure execution of the renewal clause had made it a 52-week rather than a 26-week commitment?

Even network authorities—and in some cases especially network authorities—often tended to agree that any network would be reluctant to call a showdown at a time when both the FCC and the Federal Trade Commission have taken strong anticigarette and anticigarette-advertising stands and the question is deep in controversy on Capitol Hill.

But network and other authorities also stressed that networks can hardly afford to let affiliates "cover" network commercials indiscriminately. If they do it with cigarettes contrary to contract commitments, and are allowed to get away with it, would they not feel encouraged to do it with other products that they dislike or even with products they don't question but whose commercials they don't like?

Said one network executive: "If an affiliate takes a program, we must insist that he takes what is in it. If he doesn't carry the commercials, he shouldn't have the program. It's a decision I hope we don't have to face up to."

Not many affiliates are involved thus far, though some big markets are. Actually, three groups having a total of nine network-affiliated TV stations and three network-affiliated AM stations have said they would discontinue network, spot and local cigarette advertising when current contracts expire.

The groups are the Post-Newsweek Stations, the Bonneville International stations and the Westinghouse Broadcasting stations, the last two of which also have unaffiliated radio stations and are cutting off cigarette advertising on them too (BROADCASTING, April 14 et seq).

But the consensus last week was that many other stations are reviewing their policies—and that even more stations and all three networks will be paying closer attention in the future to the ratios they maintain between cigarette commercials and antismoking messages. And there were developments to support both of these speculations:

• WZZM-FM-TV Grand Rapids, Mich., headed by William C. Dempsey, announced that effective immediately they would accept no more national-spot, regional or local cigarette advertising and would drop such existing advertising as current contracts expire. The

The network formulas for cigarette fairness

ABC-TV notified its affiliates last week that it will send them weekly reports on all cigarette commercials and of all anticigarette spots scheduled for network telecast and in addition will start an antismoking campaign in Saturday-morning children's programs in September (also see page 31).

The initial report to affiliates covered the broadcast week beginning May 12 and ending May 18. Henceforth, the report will be furnished to affiliates 10 days in advance of each applicable week.

ABC-TV plans to maintain a time ratio of better than one to five, officials said, supplying one minute of anticigarette announcements to less than five minutes of cigarette commercials. NBC's new policy raised its ratio to about one to five in units ("At Deadline," April 28). CBS has not announced its ratio but the first of its weekly reports to affiliates 10 days ago indicated a ratio of about one to six in time and one to between four and five in units.

ABC's wire to affiliates said in part:

"We plan to schedule anticigarette spots in as many fixed positions as possible for the remainder of the 1968-69 season as follows: 20-second announcements on Sunday at approximately 7:30 p.m. and on Monday, Thursday and

Friday and Saturday at approximately 8 p.m., and 30-second announcements on Tuesday and Wednesday at approximately 8 p.m."

For the period May 12 through May 18 ABC-TV has no cigarette or anti-smoking announcements scheduled in the period from 8 a.m. to 7:30 p.m. All of its antismoking messages are concentrated in prime time, except for one spot scheduled on the late-night *Joey Bishop Show* to counterbalance a cigarette commercial on the late-evening *Sunday Movie*.

The weekly reports will list the pro and con messages by four day parts: 8 a.m. to noon, noon to 7:30 (7 on Sundays), 7:30 to 11 p.m., and 11 p.m. to 1 a.m. Spokesmen said they would try to maintain the "better than one to five ratio" in each of the four day parts, and that this was the average they expected to maintain over three-month periods (the first week's schedule provides for one minute of antismoking time for slightly less than four minutes of cigarette commercials).

ABC also told affiliates that starting on Sept. 6, the television network plans to schedule 10-second anticigarette spots every Saturday morning at the following times: 8:30, 9, 10, 10:30, 11 and 11:30. It was pointed out that these messages will be directed primarily to the younger viewers.

policy does not affect network commercials—both stations are ABC affiliates—but Mr. Dempsey said he would urge ABC to phase out its cigarette advertising as soon as possible.

ABC-TV meanwhile disclosed that it had finished drafting a new policy substantially narrowing its ratio between cigarette and anticigarette messages to “better than five to one”—that is, “one minute of antismoking time to something less than five minutes of cigarette commercials”—and also would launch an antismoking campaign in Saturday-morning children’s programs in September. ABC also sent to affiliates the first of what it said would be weekly schedules of upcoming spots in both categories (see complete story, page 30).

Network officials emphasized that the number of stations dropping cigarette advertising—at least to date—is miniscule in comparison with the more than 600 TV and more than 6,000 radio stations now operating commercially.

In TV, all three networks were hit, but CBS was hit hardest. Westinghouse’s KDKA-TV Pittsburgh and KPFX (TV) San Francisco, Bonneville’s KSL-TV Salt Lake City and KIRO-TV Seattle, and Post-Newsweek’s WTOP-TV Washington and WJXT (TV) Jacksonville, Fla., are all CBS-TV affiliates. Westinghouse’s WBZ-TV Boston and KYW-TV Philadelphia are affiliated with NBC-TV, and its WJZ-TV Baltimore is with ABC-TV.

Most of these are among the top-value markets for advertisers, but agency sources said that, as one put it: “The way network contracts go these days, you have to lose a lot more markets than these before you can get any money back.” There was speculation, however, that at least some cigarette agencies might attempt to renegotiate prices—especially if a trend develops—to reflect the loss of important markets.

Another factor complicating life for the networks is that most cigarette buying is in minutes scattered here and there throughout the schedule—primarily the prime-time schedule. If cigarette advertisers were the sponsors or even majority buyers in a program, some sources noted, it might be a relatively simple decision to put that program on another station in markets where affiliates refuse to clear cigarette commercials.

But in most of the markets currently involved, the networks don’t even have that option—unless they want to move a program to a UHF station. Baltimore, Pittsburgh, Philadelphia, Salt Lake City and Boston all have three VHF stations each, all network-affiliated, and Jacksonville has only two V’s and one U, also all with network ties.

The only markets with unaffiliated

Triangle sets series on quitting smoking

A group owner, Triangle Stations, said last week that it has no plans at present to bar cigarette advertising on its stations. The policy was enunciated in announcing syndication for radio and TV next month of an instructional five-minute series called *How to Quit Smoking*.

George A. Koehler, Triangle’s chief executive, laid down the stations’ policy on cigarette advertising in commenting on the new program series. Triangle will broadcast the series—approximately 30 shows will be produced—on its own radio and TV stations, and will offer it for sale to stations nationally. Pricing is expected to be on a par with other syndicated fare offered by Triangle but proceeds will go toward medical research at the University of Pennsylvania, which is cooperating in the production with Triangle’s WFIL-TV Philadelphia. Former U.S. Surgeon General Luther L. Terry, who is vice president for medical affairs at the university, will consult and also appear on several telecasts. The TV series’ sound track will be used for most of the radio programs.

In announcing the show, Mr. Koehler noted that Triangle believes the broadcaster cannot “dictate” whether or not the public should smoke, “but we think it is in the public interest to offer instructional methods in the breaking of the cigarette habit for those people who want to stop and need enlightened help to do so.”

Mr. Koehler cited reports of a rise in smoking in countries where radio-TV cigarette advertising has been banned and said Triangle believed that the *How*

V’s, then, are San Francisco, where channel 2 KTVU (TV) is an independent; Seattle-Tacoma, where channel 11 KTNT-TV and channel 13 KTVW (TV) are unaffiliated, and Washington, where channel 5 WTTG (TV) has no network ties.

Most of the markets do have independent U’s, but one network authority summarized doubts expressed by several when he asked: “If you have an hour show with one cigarette advertiser and five other sponsors, is it fair to the other five to move the show to a U?”

He—and others—thought it unlikely that any network would place, or be able to place, one or more of its shows on a station affiliated with another network in the same market.

The networks are not specifying what cigarette brands have bought into which programs for next fall, and in most cases are not saying what advertisers—cigarettes or otherwise—have bought. One format that has proved particularly at-



Triangle's Koehler

to *Quit Smoking* series was the “kind of series, information and educational” that television was best equipped to do.

He said the series, which will include authorities in the field and a cross-section of citizens who surmounted various obstacles in giving up smoking, was expected to be a “deterrent to potential new smokers, particularly among the young.”

Triangle Stations will schedule each show “several times each day” under the plans announced last week. Stations are WFIL-AM-FM-TV Philadelphia; WLYH-TV Lancaster-Lebanon, WFBG-AM-FM-TV Altoona-Johnstown, all Pennsylvania; WNHC-AM-FM-TV Hartford-New Haven, Conn., and KFRE-AM-TV Fresno, Calif.

tractive to cigarette makers in the past has been network movies. But, one source observed last week, “it would take a lot of courage to move a movie onto a UHF station just because it carried a couple of cigarette commercials that were being covered.”

Nevertheless, there were still those who held to that other view: that as a matter of principle they could not allow affiliates to cover commercials of any kind if that action violated contract commitments.

In all the uncertainty and conflicting views there was unanimity, at least among network sources, on this point: Even if affiliates succeed in covering cigarette commercials with public-service announcements, they are not likely to get away with covering them with national-spot or local commercials—at least not without a fight. All sides appeared not to want to have what they usually called “a confrontation,” much less a fight.

'Globe' drops cigarettes, stations not affected

The *Boston Globe* last week became what appeared to be the first major-market daily newspaper to renounce cigarette advertising. The *Globe* announced it would accept no more such advertising after present contracts expire because "accumulated medical evidence has indicated that cigarette smoking is hazardous to health."

An advertising representative told BROADCASTING that the paper's cigarette-advertising contracts generally were for one-year terms and that some were renewed "just a month or so ago," so that these have "10 to 11 months to go." Other current contracts will also be honored until their respective termination dates, he said.

He declined to estimate the *Globe's* cigarette billings but other sources put the 1968 total for the morning, afternoon and Sunday editions at about \$180,000, based on lineage estimates in "media records."

The *Globe* owns 10% of WKBG-TV, WCAS and WJIB(FM) Cambridge-Boston. An official of the stations, which are 90% owned by Kaiser Broadcasting, said the *Globe's* decision would not affect the stations.

Bell's formula to cool critics of advertising

In an effort to help the advertising industry "reverse the anti-advertising and business philosophies existing today," Howard H. Bell, president of the American Advertising Federation, outlined four avenues of action the industry

should consider.

Speaking to the newly chartered Tallahassee (Fla.) Advertising Federation last week, Mr. Bell advocated the following steps as the advertising industry's answer to the "crunch of legislative and regulatory proposals that are its continuing shadow":

- A continued and strengthened voluntary program of self-regulation of business practices. Such action, he said, "can eliminate the causes of government pressure in the first place."

- The necessity to work toward a better public and governmental understanding of the role of advertising in the market place. "As advertisers," he said, "we have done a rather poor job of advertising advertising itself."

- A statesmanlike approach to government relations. "Today we should not only object to unwarranted legislative attacks but also, when necessary, be prepared to offer positive alternatives," he said.

- A "let's give a damn" attitude. "As experts in motivation," he concluded, "advertising must apply itself to the task of creating a little more understanding and good will among our own people."

Search is on for new spot-television dollars

Television Advertising Representatives announced last week that it had intensified its sales-development efforts to make up for the anticipated losses in billings on seven of its stations that are giving up cigarette advertising.

The stations are the five TV outlets of Westinghouse Broadcasting which also owns TVAR, and Post-Newsweek's WTOP-TV Washington and WJXT(TV)

Jacksonville, Fla. (see page 30).

Marvin L. Shapiro, TVAR president, notified the stations that several personnel changes had been made to strengthen new-business development: Herb Farber, research director, was made a special representative, working with Jerry Schreiner and Ham Andon in special projects and sales development. Michael Leder, administrator of client presentations at NBC, will move to TVAR to replace Mr. Farber, the announcement said.

Other sources meanwhile report that both TVAR and Radio Advertising Representatives, WBC's rep firm for its own and other radio stations, will continue to seek cigarette business for stations on their lists that wish to continue carrying it.

Business briefly:

General Electric Co., through Clyne Maxon, both New York, has renewed full sponsorship next season of the weekly *GE College Bowl* for 12th season on NBC-TV. Other full-sponsorship buys announced by NBC-TV last week included these, all specials: **Bristol-Myers**, through Doyle Dane Bernbach, both New York, for *Anderson & Co.*, a sneak preview comedy pilot; **Burlington Industries**, through DDB, both New York, for the ballet *Little Women* on *NBC Children's Theater* and **Timex Watches**, through Warwick & Legler, both New York, for *Alan and His Buddy*.

Levi Strauss & Co., through Honig, Cooper & Harrington, both San Francisco, will again sponsor Triangle Stations' syndicated special, the *Miss Rodeo America Competition*. The November competition will be televised in January on more than 185 stations.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ending April 20, 1969 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended April 20	Total dollars week ended April 20	1969 total minutes	1969 total dollars
	Week ended April 20	Cume Jan. 1-April 20	Week ended April 20	Cume Jan. 1-April 20	Week ended April 20	Cume Jan. 1-April 20				
Monday-Friday Sign-on-10 a.m.	\$ ———	\$ 4.9	\$ 100.4	\$ 1,807.4	\$ 343.1	\$ 5,415.8	87	\$ 443.5	1,289	\$ 7,228.1
Monday-Friday 10 a.m.-6 p.m.	1,458.1	22,700.2	2,704.2	44,566.7	2,416.9	39,418.7	944	6,579.2	14,187	106,685.6
Saturday-Sunday Sign-on-6 p.m.	1,076.9	18,258.1	1,017.9	18,938.8	592.6	10,329.0	313	2,687.4	4,527	47,525.9
Monday-Saturday 6 p.m.-7:30 p.m.	265.9	5,381.9	782.9	12,073.3	494.9	11,613.5	94	1,543.7	1,445	29,068.7
Sunday 6 p.m.-7:30 p.m.	304.0	2,673.8	187.2	3,858.9	204.0	3,761.8	27	695.2	353	10,294.5
Monday-Sunday 7:30-11 p.m.	5,566.9	86,506.4	7,805.4	113,703.6	7,113.2	112,809.8	442	20,485.5	6,799	313,019.8
Monday-Sunday 11 p.m.-Sign-off	1,101.8	6,500.2	39.2	999.0	870.5	7,919.7	85	2,011.5	1,207	15,418.9
Total	\$9,773.6	\$142,025.5	\$12,637.2	\$195,947.7	\$12,035.2	\$191,268.3	1,992	\$34,446.0	29,807	\$529,241.5



NBC
 oughta be
PROUD
 of us!

We did better than the biggie NBC stations in New York, Chicago and Los Angeles in the recent analysis of the November '68 ARB by Television Age Magazine.

Our NBC station in Fargo, the 'Paris of the Plains,' ran way ahead of the big boys in them metro shares from 9:00 A.M. to midnight!

Even tho' it's nice to rack up them nice percentages against the big market NBC stations, we're more proud of what we duz at home!

Lissen: In our own 3-station market, WDAY leaves the others cold with a 42% metro share from 9:00 A.M. to midnight!

And—in our big spot carrier shows... 'Party Line', early and late News Blocks and the 'Tonight Show'... the WDAY-WDAZ combo chills the others in total homes!

Our loyal hayseeds is jist waitin' to see what you've got to sell! Them PGW Colonels has got all the facts!

Sources: ARB, Fargo Television Audience, November 1968

W D A Y **NBC** **W D A Z**
FARGO TELEVISION DEVILS LAKE-GRAND FORKS

Covering All of Eastern N.D. and Western Minnesota



PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives

Neighborly hate in the



School decentralization wasn't the only issue in Philadelphia.

Any more than it was the only issue in New York.

And deep down, every Philadelphian knew it.

But nobody was talking about it much. Race problems are easier to ignore than they are to deal with.

Nice people avoided the subject, while the real problem festered, disguised as a school issue.

For too long, the bigots had a field day.

Most media carefully avoided a potentially explosive situation.

Then, early in February, we made one of the toughest decisions in our broadcasting careers.

Here we were, one of the most important communicators in Philadelphia, with a great financial, emotional, and historical stake in the community.

Shouldn't we be doing something about this?

We had a stormy meeting.

There were a lot of very persuasive reasons for WIP to remain silent.

City of Brotherly Love.

But we chose the harder route.

On March 12, we ran a spread in the Philadelphia Bulletin (it looked like this one, and had the same headline).

It called upon the city to speak out on how it felt about the issues. In a town forum co-sponsored by WIP Radio and the Philadelphia Committee on City Policy.

We offered free tickets to the forum.

We are proud to say we were over-subscribed. Philadelphia asked us for three times as many tickets as we had seats.

A whole *school* called for tickets.

Of course, we broadcast the forum live. So Philadelphia could hear the issues. The racial issues. And the school issues.

Our switchboard lit up, and the letters started coming in.

We were amazed at how involved people got. And we were very proud to be Philadelphians.

No, we didn't de-fuse the issue. But we did make a start.



WIP/610 METROMEDIA RADIO

REPRESENTED BY METRO RADIO SALES

Autos, amusements put more into TV

TVB finds those categories with largest dollar, percentage gains in 1968

The Television Bureau of Advertising reported last week that the automotive category showed the largest dollar increase and the entertainment and amusement category the largest percentage increase in network and spot television (among major classifications) for 1968.

Based on figures compiled by Leading National Advertisers Rorabaugh, TVB

said that 1968 automotive investments of \$198.5 million showed an increase of more than \$30 million over 1967, while the entertainment and amusements category of \$23 million reflected a 38.9% increase in 1968 over 1967. Among television's smaller product classes, hotel and travel services stepped up spending by 90.9% in 1968 over the

previous year.

In addition to the automotive field, the other top dollar gainers in 1968 were: drugs and remedies (\$25.6 million over 1967); laundry soaps, cleansers and polishes (\$15.8 million over 1967); gasoline, lubricants and fuels (up \$14.3 million), and toys and sporting goods (up \$9.1 million).

Estimated expenditures by product classifications—network and spot

Category (% change 1968 vs 1967)	Spot TV	Network TV	Total TV
AGRICULTURE & FARMING (-2)	\$ 5,257,000	\$ 1,130,700	\$ 6,387,700
APPAREL, FOOTWEAR & ACCESSORIES (+18)	20,759,500	30,252,700	51,012,200
Apparel, fabrics & finishes	1,641,600	3,483,200	5,124,800
Footwear & shoe care products	4,271,000	4,629,400	8,900,400
Hosiery	3,598,900	2,469,800	6,068,700
Ready-to-wear	2,632,600	4,180,500	6,813,100
Undergarments	7,586,400	13,923,500	21,509,900
Misc. apparel, accessories & notions	1,029,000	1,566,300	2,595,300
AUTOMOTIVE (+18)	73,068,900	125,474,500	198,543,400
Antifreeze & additives	360,000	3,876,900	4,236,900
Auto parts, batteries & accessories	1,127,500	7,952,600	9,080,100
Car cleaners, waxes & polishes	624,600	1,617,800	2,242,400
Passenger cars	63,387,400	92,106,500	155,493,900
Tires & tubes	7,252,300	14,747,100	21,999,400
Trucks & mobile homes	317,100	5,173,600	5,490,700
BEER & WINE (-12)	65,282,400	19,674,100	84,956,500
Beer & ale	57,393,200	17,171,500	74,564,700
Wine	7,889,200	2,502,600	10,391,800
BUILDING MATERIALS, EQUIPMENT & FIXTURES (+20)	5,582,600	14,772,000	20,354,600
Building materials	1,018,100	2,357,000	3,375,100
Equipment, fixtures & systems	2,373,200	4,254,100	6,627,300
Paints, varnishes & misc. coatings	2,191,300	8,160,900	10,352,200
CONFECTIONERY & SOFT DRINKS (-3)	103,911,700	34,097,300	138,009,000
Candy & Gum	36,259,200	15,640,600	51,899,800
Soft drinks	67,652,500	18,456,700	86,109,200
CONSUMER SERVICES (+20)	31,719,600	20,782,000	52,501,600
Engineering & professional services	3,655,500	922,200	4,577,700
Financial	12,238,200	3,903,600	16,141,800
Public utilities & telephone service	13,827,600	15,523,400	29,351,000
Schools & colleges	1,998,300	432,800	2,431,100
DRUGS & REMEDIES (+11)	76,333,800	182,434,300	258,768,100
Cold, cough & sinus remedies	14,035,600	29,930,400	43,966,000
Digestive aids & antacids	12,728,200	28,415,200	41,143,400
Headache remedies & sedatives	20,487,200	59,888,100	80,375,300
Laxatives	1,945,700	10,847,700	12,793,400
Medical equipment & supplies	4,706,700	3,139,800	8,846,500
Skin products & liniments	8,018,800	20,553,500	28,572,300
Vitamins	3,264,500	17,422,500	20,687,000
Miscellaneous	11,147,100	12,237,100	23,384,200
ENTERTAINMENT & AMUSEMENT (+39)	16,890,500	6,204,900	23,095,400
Amusements & events	1,441,800	—	1,441,800

Category (% change 1968 vs 1967)	Spot TV	Network TV	Total TV
Motion pictures	7,469,200	2,206,000	9,675,200
Restaurants & Drive-ins	7,979,500	3,998,900	11,978,400
FOOD & FOOD PRODUCTS (-2)	313,485,000	259,213,600	572,698,600
Appetizers, snacks & nuts	11,677,800	16,392,600	28,070,400
Bakery goods	35,430,100	18,940,500	54,370,600
Cereals	33,334,500	47,211,900	80,546,400
Coffee, tea & cocoa	48,723,700	14,744,100	63,467,800
Condiments	11,878,400	12,605,900	24,484,300
Dairy products	24,395,300	7,673,300	32,068,600
Desserts & dessert ingredients	9,852,000	16,913,300	26,765,300
Flour & baking mixes	4,007,200	10,682,600	14,689,800
Food stores	8,780,900	—	8,780,900
Fruit & vegetable juices	7,875,500	10,398,900	18,274,400
Fruits & vegetables	9,462,600	11,274,700	20,737,300
Health & dietary foods	8,898,200	14,676,800	23,575,000
Infants' foods	2,015,900	—	2,015,900
Meat, poultry & fish	17,050,400	11,151,500	28,201,900
Pasta products & dinners	10,095,200	9,262,800	19,358,000
Prepared dinners & dishes	10,868,100	6,377,000	17,245,100
Salad dressings & mayonnaise	5,524,200	5,456,100	10,980,300
Shortening & oil	15,133,500	15,661,900	30,795,400
Soups	4,088,500	8,313,300	12,401,800
Sugars, syrups & jellies	3,078,600	3,799,500	6,878,100
Miscellaneous	31,314,400	17,676,900	48,991,300
GARDEN SUPPLIES & EQUIPMENT (+28)	3,212,300	3,505,600	6,717,900
GASOLINE, LUBRICANTS & FUELS (+20)	48,958,600	36,437,200	85,395,800
Gasoline & oil	47,408,500	32,904,000	80,312,500
Lubricants & fuels	1,550,100	3,533,200	5,083,300
HOTELS, RESORTS & TRAVEL SERVICES (+91)	3,377,000	1,249,600	4,626,600
HOUSEHOLD EQUIPMENT & SUPPLIES (+9)	46,761,100	51,131,200	97,892,300
Deodorizers & air fresheners	496,100	3,930,200	4,426,300
Disinfectants	1,500,700	4,345,900	5,846,600
Food wraps & foils	3,348,100	9,808,400	13,156,500
Household paper products	24,040,500	3,807,800	27,848,300
Insecticides	2,572,000	3,625,700	6,197,700
Major appliances	5,713,300	14,851,200	20,564,500
Small appliances & equipment	4,851,100	5,521,700	10,372,800
Misc. accessories & supplies	4,239,300	5,240,300	9,479,600
HOUSEHOLD FURNISHINGS (+11)	4,181,400	13,212,500	17,393,900
Floor covering	1,126,800	8,207,300	9,334,100
Furniture	1,679,700	2,714,500	4,394,200
Household fabric & finishes	1,221,100	1,991,600	3,212,700
Misc. household furnishings	153,800	299,100	452,900

(Continued on page 38)

Now watch! KYTV, Springfield, Mo. has appointed Blair Television.



Show me. That's what they say when they're from Missouri. And KYTV is showing them good. With a giant share of Missouri's third largest market. Now Springfield's number one station has appointed the nation's number one broadcast representative firm, John Blair & Company, to handle the station's ever growing national business. So if you want to get seen in Southern Missouri, ask your Blair man to show you the latest ratings on KYTV.



BLAIR TELEVISION

(Continued from page 36)

Category (% change 1968 vs 1967)	Spot TV	Network TV	Total TV
INDUSTRIAL MATERIALS (-9)	3,434,500	10,842,400	14,276,900
INSURANCE (+4)	7,369,500	29,308,300	36,677,800
JEWELRY, OPTICAL GOODS & CAMERAS (+9)	2,785,900	35,279,400	38,065,300
Cameras & photographic supplies	1,916,900	23,431,000	25,347,900
Jewelry & watches	245,000	9,778,800	10,023,800
Optical goods & precision instruments	624,000	2,069,600	2,693,600
LAUNDRY SOAPS, CLEANSERS & POLISHES (+7)	104,263,500	144,916,700	249,180,200
Cleaners, cleansers, polishes & waxes	38,332,900	61,166,300	99,499,200
Laundry preparations	24,275,900	17,273,100	41,549,000
Laundry soaps & detergents	41,654,700	66,477,300	108,132,000
OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES (+20)	2,892,400	16,092,200	18,984,600
Office machines, furniture & accessories	188,400	7,888,800	8,077,200
Pens, pencils, & stationery	2,704,000	8,203,400	10,907,400
PET PRODUCTS (+12)	23,498,000	23,189,200	46,687,200
Pet foods	22,274,700	23,111,100	45,385,800
Pet supplies	1,223,300	78,100	1,301,400
PUBLISHING & MEDIA (+37)	3,623,700	4,736,400	8,360,100
TELEVISION, RADIO, MUSICAL INSTRUMENTS & RECORDS (+15)	11,025,700	15,939,400	26,965,100
Musical instruments	37,800	842,200	880,000
Records & tape recordings	2,792,600	100,400	2,893,000

Category (% change 1968 vs 1967)	Spot TV	Network TV	Total TV
TV sets, radios, phonographs & recorders	8,107,300	14,567,100	22,674,400
Miscellaneous	88,000	429,700	517,700
TOBACCO PRODUCTS & SUPPLIES (-10)	51,296,800	156,787,300	208,084,100
Cigarettes	48,570,500	147,505,900	196,076,400
Cigars & tobacco	2,426,500	9,130,200	11,556,700
Smoking accessories	299,800	151,200	451,000
TOILETRIES & TOILET GOODS (-2)	147,009,800	252,676,600	399,686,400
Cosmetics & beauty aids	20,636,900	24,527,000	45,163,900
Dental supplies & mouthwashes	28,197,300	75,883,800	104,081,100
Depilatories & deodorants	17,748,400	21,220,400	38,968,800
Hair products	38,204,600	58,351,500	96,556,100
Razors & blades	9,417,300	23,602,000	33,019,300
Shaving cream, lotions & men's toiletries	8,069,000	18,428,800	26,497,800
Toilet soaps	11,687,400	24,121,500	35,808,900
Misc. toilet goods	13,048,900	6,541,600	19,590,500
TOYS & SPORTING GOODS (+24)	21,888,300	25,279,000	47,167,300
Sporting goods	1,072,300	1,907,300	2,979,600
Toys, games & hobbycraft	20,816,000	23,371,700	44,187,700
TRANSPORTATION & TRAVEL (+9)	32,272,900	18,128,300	50,401,200
Airlines	24,203,100	17,189,000	41,392,100
Buses	3,282,400	—	3,282,400
Car rental	4,248,100	939,300	5,187,400
Railroads	391,300	—	391,300
Steamship lines	148,000	—	148,000
MISCELLANEOUS (+115)	45,849,200	15,113,000	60,962,200
TOTAL (+5)	\$1,275,991,600	\$1,547,860,400	\$2,823,852,000

Source: TVB/LNA-Rorabaugh; spot TV—gross time charges; network TV—net time and program costs.

FC&B hatches three subsidiaries

Separate units are planned for domestic and foreign billings, cable TV business

Foote, Cone & Belding Inc., New York, last week announced a major reorganization of the company, subject to stockholder approval.

The agency has separated into a parent company, eventually to be called Foote, Cone & Belding Communications Inc., and three subsidiaries: Foote, Cone & Belding Advertising Inc., responsible for all U.S. advertising; FCB International Inc., responsible for all advertising outside the U.S.; and FCB Cablevision Inc., already established with its own officers and board of directors.

The advertising agency's board chairman, Richard W. Tully, and president, Charles S. Winston, will continue in those offices with the parent company, and the board of directors will also remain the same.

The president of the new U.S. advertising subsidiary will be John E. O'Toole, now senior vice president and creative director of the agency's Chicago office. Chairman of the board will be Arthur W. Schultz, now executive vice president and general manager of the Chicago office. He will continue to manage

the Chicago branch.

Williard R. Wirth Jr., senior vice president and management representative in New York, will become general manager of that office. All three men are on the present board of directors.

Daniel E. Kelly, vice president and associate creative director in Chicago, will succeed Mr. O'Toole as creative director there. Louis E. Scott, senior vice president and a director, becomes executive in charge of the western office (Los Angeles, San Francisco and Houston) of the U.S. advertising subsidiary. Mr. Scott will also continue as president of the FCB Cablevision subsidiary, headquartered in Newport Beach, Calif.

FCB International's chairman of the board will be Brian F. MacCabe, vice chairman of the board and chairman of the agency's London office. Richard B. Bradshaw, now senior vice president for the agency's office in continental Europe, will become president of the new subsidiary. International operations were previously conducted by an international committee of the U.S. agency.

FC&B announced that gross billings

for 1968 totaled \$261.2 million, with the U.S. division responsible for over \$200 million. The agency had estimated the broadcast share of U.S. billings at \$112 million (BROADCASTING, Nov. 25, 1968).

The cable TV subsidiary operates systems in Poughkeepsie, N. Y.; Pueblo, Colo.; and Newport Beach, Oceanside, Mission Viejo, Seal Beach-Leisure World and Sunnyvale, all California.

Down, down and away for PKL ad billings

The two-year billings decline of Papert, Koenig, Lois Inc., New York, took a further plunge last week as the ad agency lost about one-third of its remaining billings with the resignation of a single account.

National Airlines pulled out its \$8.5 million account in what was described as an "amicable decision to end their association." About 60% of the billings were in broadcasting.

National said it expects to choose a successor within 30 days and will terminate its relationship with PKL 90 days after May 1. The airline said it has discussed its account with officials of Norman, Craig & Kummel; Ogilvy and Mather; F. William Free & Co., Klemtner-Casey, and Case and Krone.

A 2½ MINUTE NEWS SUMMARY

A few weeks ago AP tried a new format for broadcast summaries. It met with such a resounding cheer of approval that now it's a permanent feature of AP news. We call it the complete 5 minute summary that takes 2½ minutes.

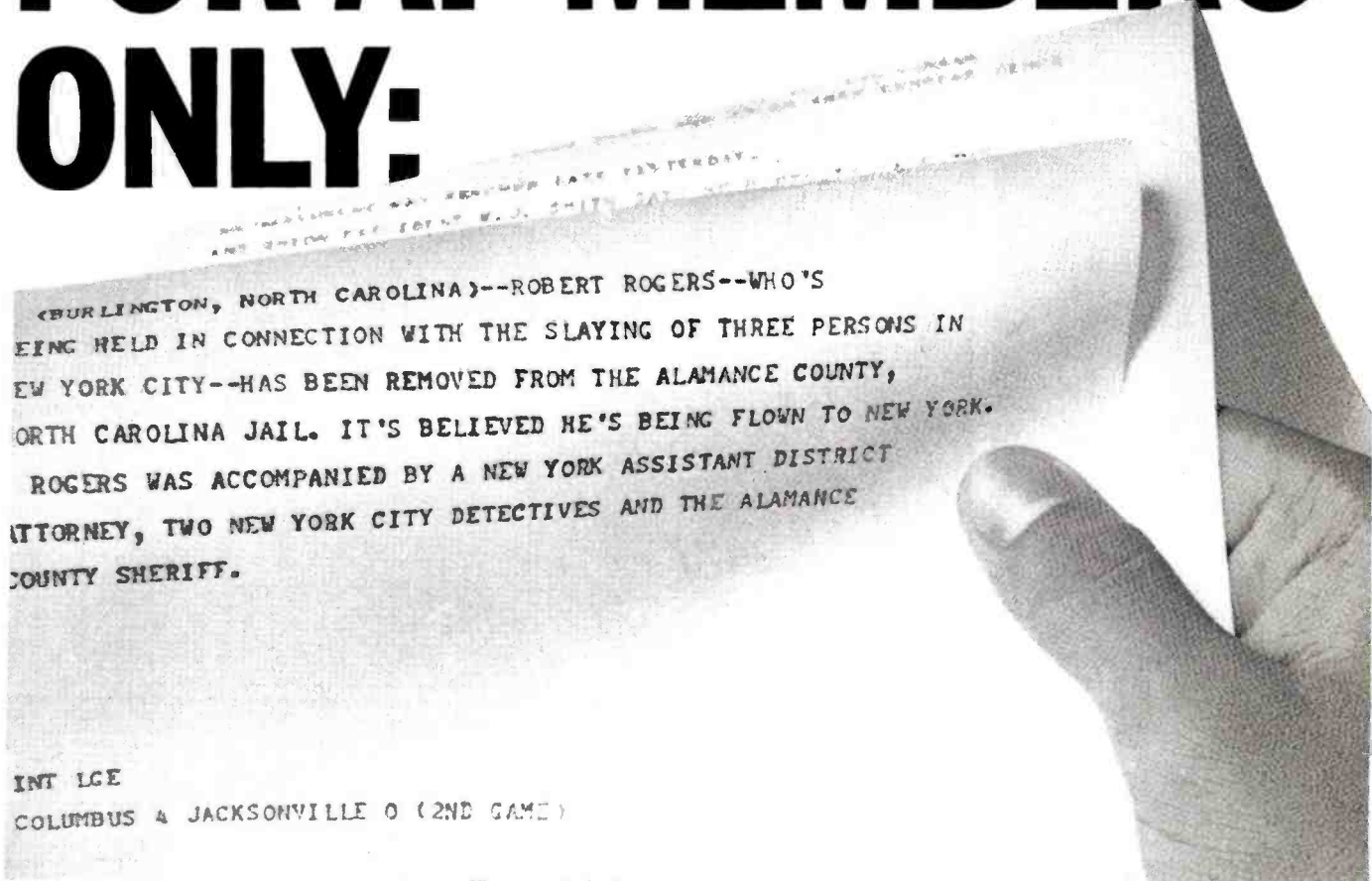
Now, instead of each news item crossing the wire as a single paragraph, each story is datelined and broken into two paragraphs. The first paragraph is a carefully edited capsule of the top of the news, while the second contains secondary details. So if you use just the first paragraph of each item, you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

That's still 5 minutes of summary news.

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

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

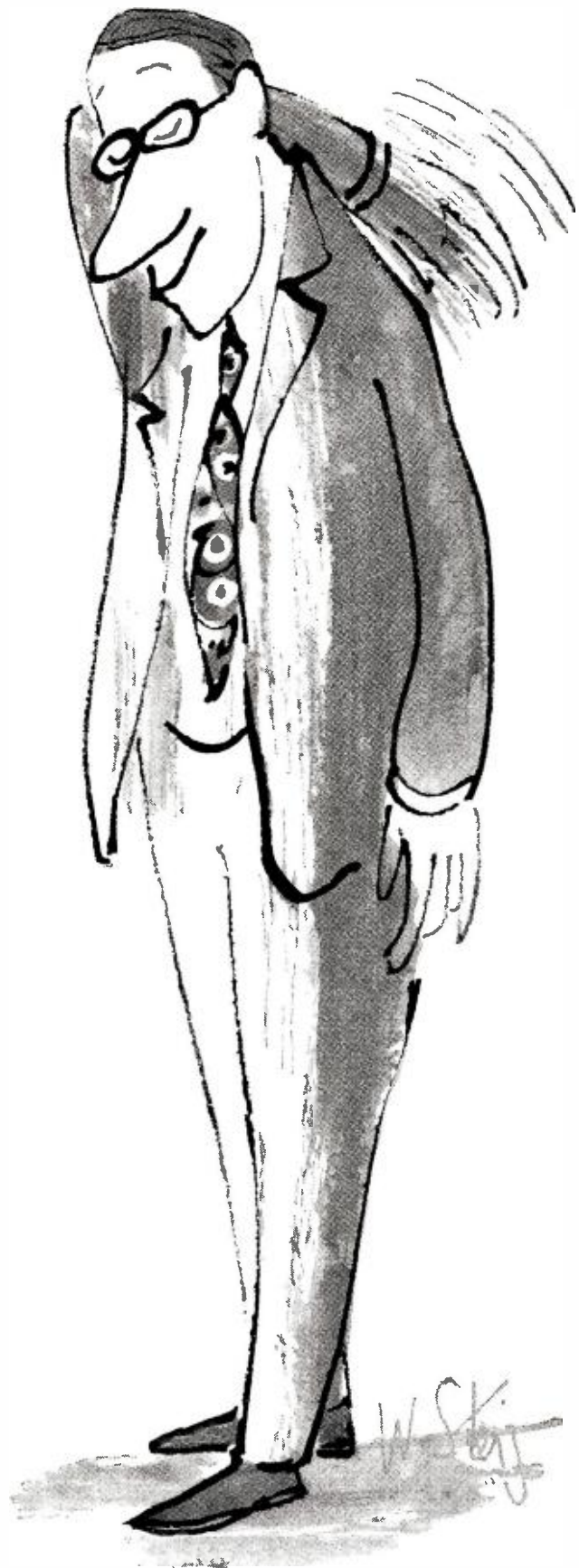
FOR AP MEMBERS ONLY:



(BURLINGTON, NORTH CAROLINA)--ROBERT ROGERS--WHO'S BEING HELD IN CONNECTION WITH THE SLAYING OF THREE PERSONS IN NEW YORK CITY--HAS BEEN REMOVED FROM THE ALAMANCE COUNTY, NORTH CAROLINA JAIL. IT'S BELIEVED HE'S BEING FLOWN TO NEW YORK. ROGERS WAS ACCOMPANIED BY A NEW YORK ASSISTANT DISTRICT ATTORNEY, TWO NEW YORK CITY DETECTIVES AND THE ALAMANCE COUNTY SHERIFF.

INT LGE

COLUMBUS & JACKSONVILLE O (2ND GAME)



OUR 14TH ANNUAL BRAG AND BOAST AD.

Nielsen time is no time for humility.

Especially if it turns out that the ratings turn out to be in your favor.

So with all due pomposity, we'd like to point up the fact that this past season—as in the preceding 13 seasons—more families tuned in the CBS Television Network in prime time than anybody else's network.

And also for the 14th straight season, more CBS shows made it into the "top 15" than anybody else's shows. (While we're on the subject, this season we won again in daytime, children's shows and evening news too.)

Now we are well aware that last season's triumphs are one thing and next season's prospects are quite another.

However, as long as we've suspended our humility for the duration of this ad, we'd like to suggest that any network good enough to win for 14 seasons isn't likely to stop at a mere 14.



The world's largest single advertising medium.



Finding the cause, prevention and cure of multiple sclerosis, "the greatcripler of young adults," deserves the support of every American. Special material has been prepared for your public service use during our National MS Hope Chest Campaign. For television, Julie Andrews and Rock Hudson have filmed color tv appeals. For radio, Glen Campbell, Patti Page, Roger Williams and many others have transcribed both programs and spots. Slides and live copy are also available. The MS Campaign runs from Mother's Day, May 11 through Father's Day, June 15. May we ask your help.

Sincerely,

A handwritten signature in black ink, appearing to read "Victor Borge". The signature is stylized and fluid, with a large initial "V" and a long, sweeping underline.

Victor Borge
National Campaign Chairman

Network contact:
Philip Bershada, Pub. Rel. Dir.
National Multiple Sclerosis Society,
257 Park Avenue South,
New York, New York 10010 212 674-4100

For local use: Contact your
local MS Society Chapter

Youth and age must be served

Klein points up teen-age buyers, but Adams notes importance of oldsters

National General Corp., Los Angeles-based movie exhibitor and producer which has recently moved into full scale television production and distribution, believes it is tuned in to "youthful thinking" and is in the process of creating a "youth TV network."

News of this development was revealed last week in New York by National General Vice President Malcolm C. Klein in a speech to the advanced management research seminar meeting at the St. Regis hotel, in New York ("Closed Circuit," April 28).

Mr. Klein, who last week, too, was named head of National General's new NG television distribution subsidiary after a year as head of creative services and marketing for the parent organization, said that a "complete TV programing concept" is being developed based upon extensive research studies. He refrained from going into detail about the developing programing concept but pointed out that it would begin using a market-by-market approach and eventually would be implemented nationwide. He indicated that the concept would involve youth in the creative functions of programing.

"It will be designed to satisfy a crying social and cultural need," Mr. Klein explained, "a need for the youthful to have an engagement with society at every corner." Pinpointing the motivation for National General's interest in programing for the young-in-mind, Mr. Klein, a former television station manager in both New York and Los Angeles, said, "today, youth is demanding 'equal time' and with what they have to offer a floundering society, we'd better make sure they get it."

According to Mr. Klein, some of the information that National General is using to develop its programing concept came from a pilot study done for the company by Gilbert Youth Research. That study found that "80-90% of TV is irrelevant" for the 14- to 25-year-old age group.

Mr. Klein's over-all topic was "selling the youth market." His conclusions about this were that youth should be allowed to be involved "in the creative and distributive functions of business and in the political functions of government." He said: "By producing products and services in tempo with the times, we don't have to search for our market. We'll be discovered by the youthful who

really are the great discoverers."

At the same seminar, Charles Adams, president of MacManus, John & Adams, issued a warning not to take mature citizens for granted by focusing advertising on youth. "My instincts tell me that the current obsession with the younger side of the American market is working a disservice on many products and services and on many of the companies that promote them," Mr. Adams said.

"It is so easy to overlook the fact that the older American—far less interesting, far more sedate, far less exciting, far more complacent—is still in charge, not only of the levers of power, but of the overwhelming majority of America's purchasing power," he continued.

Mr. Adams backed up his advice with such statistics as the over-45 segment of the U. S. population spends some 50% of all U.S. dollars; nearly one in three in that group earns more than \$10,000; a far higher percentage of the greater income in the over-45 bracket is available for discretionary spending, that is those persons travel more, live better and purchase higher quality products, and thanks to medical science, the mature market is increasing at a rate of 300,000 a year to total almost 20 million, with a total purchasing power of more than \$40 billion.

The older group wants to think, act and buy young, Mr. Adams remarked, "but they also don't want to be forgotten . . . they need more recognition and attention from all of us."

G-N changes its name

The Gumbinner-North Co., New York, last week changed its name to Dodge & Delano, a name the agency felt better represented the existing situation in ownership.

Bruce M. Dodge, president, and Lester A. Delano, executive vice president, have been the principal owners and managers since 18 months ago, an agency spokesman said. Founder Lawrence C. Gumbinner will continue as a consultant.

North Advertising, Chicago, will retain the small financial interest it has in the agency, with both continuing to operate autonomously. The New York office of North Advertising merged with Lawrence C. Gumbinner Advertising in 1963.

Also in advertising:

Chicago seminar ■ Seminar to spotlight the present and future status of audio-visual communications in Chicago will be held for agencies and advertisers on May 26 by Chicago Unlimited, a local media promotion group. Stations, commercial and film producers, recording firms, talent and syndicators will participate.

The latest billionaire ■ The radio division of Edward Petry & Co. has released a new presentation, "New Billionaire in Town," which describes spot radio's part in raising radio advertising dollars past the \$1 billion mark for the first time in 1968. Copies may be obtained by writing William H. Steese, Edward Petry & Co., 3 East 54th Street, New York 10022.

Handy reference ■ The National Retail Merchants Association has published a \$3.50, 42-page booklet describing marketing and production terms used in radio advertising. Copies may be obtained from NRMA, Sales Promotion division, 100 West 31st Street, New York 10001.

Falstaff turns back clock in new campaign

Falstaff Brewing Corp., St. Louis, took the wraps off its new "heritage" marketing and advertising theme last week which involves total corporate image change to match the zest and determination of the late "Papa Joe" Griesedieck, founder, as depicted in new TV commercials for Falstaff.

The commercials hit the air in St. Louis last week and soon will spread to all other TV markets in the 40-state area where Falstaff is sold. Radio will be used in most markets too. The broadcast media, headed by TV, take about 85% of the firm's approximately \$10-million budget.

Foote, Cone & Belding, Chicago, is the agency for Falstaff. Blau-Bishop & Associates, Chicago design and market consulting firm, worked on repackaging and general corporate design of everything from matchbooks to beer trucks.



Joseph Griesedieck Jr. (l) picked veteran character actor Walter Arnold to portray his great-grandfather "Papa Joe" Griesedieck, in the firm's new marketing campaign. They are pictured in a half-century-old tavern setting.

Board seeks rating in movie spots

No revisions are made in cigarette guides despite federal moves

The National Association of Broadcasters' Television Code Review Board approved NAB Code Authority requirements regarding motion-picture advertisements and an interpretation that "normal" highway-safety precautions should be made visible in commercials, and, wherever possible, in programs as well.

In addition, the board took action to make no changes in cigarette code provisions and guidelines that are now in force, meanwhile keeping the matter under continuing review as long as legislative and regulatory-agency proposals remain unresolved (see page 28).

The code authority, now with the tacit endorsement of the review board, wants all commercials—"trailers"—for feature films that have been given a rating symbol by the Motion Picture Association of America to carry that rating, with an explanation of what the symbol means. In addition, the board noted, other code standards affecting the trailers would continue to apply.

The board also approved the code authority's new system for advising code members of trailers' suitability under three classifications—those in clear compliance with code standards; those that might raise questions in some localities or for some audiences, and those that should be programed during hours normally associated with adult audiences ("Closed Circuit," March 31).

Under the safety proposals, persons in commercials shown in moving vehicles should, if the equipment would be ordinarily visible from the chosen camera angle, be using the appropriate safety devices, such as seat belts and shoulder harnesses, or helmets and eye protectors, if on motorcycles.

The board, in meetings at NAB's Washington headquarters held last Wednesday and Thursday (April 30, May 1), heard a report from a subcommittee on stations' experiences with the code's commercial-time standards, set up after the March meeting under Bill Michaels, Storer Broadcasting Co. (BROADCASTING, March 31). The subcommittee reported that it sent questionnaires to stations, about a third responded, and that the replies indicated that the problem was of such complexity that further study was warranted.

Stockton Helffrich, code authority director, said monitoring of subscribing stations was up about 6% over last year; that previewing of new network product on NBC and ABC was pro-

ceeding on a consultative basis, with no snags yet encountered, and that network monitoring was up about three times since last September.

He also said that 13 of 16 commercials for nine feminine spray deodorant products were found to comply with the code's standards on taste and copy-claim substantiation. The three that raised some questions, he added, are being reworked to the code's satisfaction.

Mr. Helffrich told board members that complaints of the Tobacco Institute charging unfair and inaccurate anticigarette messages were referred to the responsible public and private health agencies for comment. The voluminous replies from the agencies—the American Cancer Society, the American Heart Association and the Public Health Service—he reported, have been in turn forwarded to the Tobacco Institute for reply consideration.

Historically, the code apparatus has not been concerned with the content of public-service messages. The Tobacco Institute complaints, it was suggested, may set new precedents for the code. But first, it was stressed, there should be no doubt that actual abuses have taken place.

Sources indicated that good cooperation had been forthcoming from the motion picture industry with the code's plan to have trailers indicate film ratings. Under a system adopted by the MPAA, four ratings have been established. "G" means suggested for general audiences. "M" indicates a film is suggested for mature audiences (with parental discretion advised). "R" means restricted, with children to be refused at the box office unless accompanied by parent or adult guardian. "X" means strictly adults only.

TVB moves three up executive ladder

Three new vice presidents were named by the Television Bureau of Advertising last week in moves that TVB President Norman E. Cash said reflect "the continued growth of spot television, the even more tremendous growth of local television and the increased desire to be a better salesman on the part of television stations."

The men being elevated have been directors of TVB departments in these areas respectively: Dick Noll, director of national sales, becomes vice president and director of national sales, under Harvey Spiegel, vice president and director of sales and marketing; Paul R. Benson, director of local sales, becomes vice president and director of local sales under Howard Abrahams, vice president for local sales; and Frank Browne, director of member training services, becomes vice president, sta-

tions, under William B. Colvin, vice president for member services.

The announcement followed a meeting of the TVB board of directors, who also authorized the submission of a statement on cigarette advertising to the House Commerce Committee, which was conducting hearings on the subject (see page 28), and heard reports on the launching of new field work as part of TVB's long-range research program ("Closed Circuit," April 28).

The field work is aimed at "maximizing audiences"—trying to learn what elements of both nonprogramming and programming contribute to valleys in TV audience size. It consisted of three days of interviewing starting March 25 and will be compared to an earlier TVB study.

Ad man diagnoses sick agency-client relations

There is a \$500-million misunderstanding between advertising agencies and their clients. That's how much money American advertisers switched from one agency to another last year. To Myron C. McDonald, executive vice president and chairman of the strategy board of LaRoche, McCaffrey and McCall Inc., New York, this means "there may be something basically sick in many agency-client relationships."

Using this contention as his runway, Mr. McDonald, addressing a luncheon meeting of the Advertising Club of Los Angeles last week, took off and strafed away at the 15% agency compensation system. "What we really need between the agency and client is professional partnership," he pointed out. "What our compensation system says about us, basically, is that we are commission agents, working within the narrow limits of a fixed range of income and dependent for our total on how much advertising we can 'sell' the client."

What often develops from such a commission relationship, Mr. McDonald suggested, "is a basic tug of war between the agency and client over the amount of service 15% will pay for."

To correct this situation, he offered two pieces of advice. Philosophically, the advertiser and agency should enter into professional partnership, with the advertiser committing himself "eye-to-eye, man-to-man, brain-to-brain" and the agency devoting 24 hours a day to deserve the professional partnership. From a business standpoint, Mr. McDonald advised the infusion of "contemporaneity" in the finished work of the joint agency-client effort. What's contemporaneity? He defined it as "the fine art of being enough ahead of your competitors so the audience who is tired of the dull drag of me-too, will join you just to stay alive."

IN MARYLAND MOST PEOPLE WATCH WMAR-TV NEWS



THE "NEWSWATCH" AIR TEAM — (From left to right) David V. Stickle, Director of Public Affairs; Perry Andrews, Weatherman; Ron Meroney, Weatherman; Lowell James, On-the-scene Reporter; George Rogers, News Director; Jack Bowden, News Reporter; Chuck Richards, News Reporter; Jack Dawson, Sports Director; Bill Burton, Outdoor Editor; Susan White, Feature Reporter. George Collins, Associate Editor, not included in photo.

This leadership represents the sum of average
¼-hour homes — March 1969 — early plus
late evening, Monday through Friday.
This information is based on the March 1969
ARB and NSI ratings.

In Maryland

Most People Watch **COLOR-FULL**

WMAR-TV 

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION

Audience data, if any, used herein are based on standard measurement surveys and are subject to the limitations of the original source. They are estimates only which are not accurate to any precise mathematical degree.

A look at those broadcast reformers

Whatever their motives or their true aims, they're now a third force in TV regulation

The realist assures us that we live in an age of technicians and specialists, a world where government is beyond the feeble grasp of laymen. Meanwhile, the action-minded citizen—who, in his native, has neglected to consult the realist—is out busily “politicizing” some formerly apolitical institution. The words are new, but the theme is old and recurrent: In post-industrial, electronically amplified form, the realist and the citizen epitomize the basic tug-of-war between rulers and ruled in a democratic society.

It is in this general context that a new quasi-political phenomenon has appeared: the invasion of broadcast regulation by self-appointed representatives of the public.

Until this decade, intervention in FCC proceedings was strictly circumscribed. Only those who alleged possible injury in one of two categories—economic or technical—had much hope of injecting their views into commission cases. Citizens could file fairness complaints, but they employed that option rarely and with negligible results. The dialogue was, with rare exceptions, limited to exchanges between industry and government.

In 1964, however, the civil-rights movement provided the backdrop for a court test of citizens' rights as inter-

venors. The Office of Communication of the United Church of Christ went to the FCC with charges of racial discrimination in the programming of five Mississippi stations. The church group asked the commission not to renew the stations' licenses, and asked that it be allowed to present its case in a hearing.

When the commission granted the renewals without hearing, the church appealed to the U. S. Court of Appeals for the District of Columbia. By that time, its target area had narrowed, and one station—WLBT(TV) Jackson, Miss.—remained under fire. In its appeal, the church group sounded the theme that has since become central to the concept of public intervention: If the FCC's limitations on “standing” are strictly enforced, the church said, they lead to “the anomalous result that only persons with selfish economic interests would be permitted to present evidence bearing on the question of public interest. No one with primarily public motives could be heard” (BROADCASTING, Aug. 30, 1965).

The court agreed, and the commission's doors were opened. WLBT subsequently won a full three-year renewal, over a scathing dissent from Commissioners Kenneth A. Cox and Nicholas Johnson, and the case is back in court on appeal. Whatever the outcome in

that instance, however, far more than WLBT is affected by the decision to admit the public in FCC proceedings.

The basic result—the actual or potential “politicizing” of audience sentiment—has been greeted with less than absolute delight by broadcast representatives. Much of this attitude stems from their estimate of the particular citizen groups that have so far appeared. A National Association of Broadcasters spokesman says:

“Any responsible station welcomes letters, suggestions, complaints from its audience. Beyond that, the commission itself has always had authority to deal with public complaints. But *these* people—they want to set themselves up as super-censors . . . super-program directors. And they want to do it overnight. Change takes time—that's the price we pay for a democracy.”

Others accuse “these people” of irresponsibility in their attacks on the industry, carelessness of preparation, and in some cases a streak of publicity hound. Nevertheless, the extent of public influence on regulation, if not profound, has grown in more ways than one.

One development is the extension of the right of intervention to other types of cases, and other kinds of citizen



All by himself, John Banzhaf got the FCC to decree cigarette advertising as a controversial issue, requiring time for antismoking spots. Here he holds his latest interest, an ashtray with model lungs that smoke blackens.



The Rev. Dr. Everett Parker operated at low visibility as the broadcast “expert” of the United Church of Christ for 20-odd years until he figured out how to get an appellate court to give standing to citizens' protests.

groups. In the United Church case, an established organization, clearly representative of substantial community sentiment, had intervened. Last year, however, a group formed solely to oppose the transfer of WFMT(FM) Chicago won the right to present its case in a hearing. (As in the WLBT case, the Chicago citizens' committee won its ticket of admission from the appellate court, not the FCC.) The decision also marked the first public intervention in a transfer case.

Another effect is an apparently increasing awareness on the part of socially aware citizens that the FCC—and, consequently, the broadcast industry—can be shaken and moved. Public complaints are more frequent and, in some cases, more effective. Within the FCC, Commissioner Nicholas Johnson has been a consistent advocate of greater public participation, through his speeches, national magazine articles, and a steady outpouring of dissents. Another frequent commission dissenter, Kenneth A. Cox, has carried on a quieter campaign, often taking his case to gatherings of interested citizens (see page 64).

Since the Church of Christ decision, new citizens' groups, some oriented to a single case and some with hopes of relative permanence, have materialized.

It would perhaps be stretching a point to link public intervention and the recent rash of so-called "strike" applications. The case in which the FCC voted to strip WHDH Inc. of its license to operate on Boston's channel 5, in favor of a competing applicant (BROADCASTING, Jan. 27 et seq.), is riddled with one-of-a-kind considerations; additionally, there is a vast difference between the vantage point of a viewer or listener on the one hand, and the vantage point of a businessman with the funds and inclination to go after an existing facility.

(None of the permanent citizens' groups profess a desire or the financial capability to prosecute a competing application.) The most realistic connection between the two phenomena is merely that both are factors in a climate of change, and both can constitute threats to some existing licensees.

The WHDH-TV case, in which Boston Broadcasters Inc. won the facility in competition with WHDH Inc. and two other applicants, was governed by the commission's comparative hearing process, involving issues such as diversification of mass-media ownership and integration of ownership and management. In contrast, the overriding concern of viewers and listeners when they come before the commission is the programming they see and hear. (It is noteworthy that, in its 35 years of existence, the commission has yet to deny a renewal for reasons of over-all program performance. Its only use of programming as a basis for nonrenewal has come in a very few cases involving obscene or slanderous broadcasts.)

The history of citizen participation at the FCC bears out this concern with programming. In the past year, citizens or groups formed to meet specific situations have moved against renewal or transfer of WFMT; WGKA-AM-FM Atlanta; WXUR-AM-FM Media, Pa.; KEWQ Paradise, Calif.; KTAL-TV Texarkana, Tex.-Shreveport, La.; KSL-AM-FM-TV Salt Lake City; KAYE Puyallup, Wash.; KRON-TV San Francisco and others. The vast majority of these cases have involved matters of program content.

Most attention, however, centers around three more-or-less permanent organizations—also program or commercial-oriented. The original, still very much alive, is the United Church's Office of Communication. The most tangible success has come from Action on Smoking and Health, formed by

John Banzhaf, the young lawyer whose complaint led the commission to apply its fairness doctrine to cigarette advertising. The newest, least predictable is the National Citizens' Committee for Broadcasting, with an illustrious board of trustees and a thoroughgoing dissatisfaction with present commercial broadcasting.

It is through the history of these three organizations that the attitudes and events surrounding citizen participation can be traced.

The United Church's communications activities predate by many years its intervention at the FCC. Prior to the WLBT case, the most conspicuous center of its activity was religious broadcasting. The idea of intervention gestated for years, however, until the time and situation opened an opportunity to test the vulnerability of the FCC's hearing process to outside forces.

Since its entrance into the WLBT case, the church group has stepped up its watchdog role, with monitoring activities of its own and a grant from the Ford Foundation through which it aids local groups concerned about one or more stations in their areas. The office of communication is headed by the Rev. Dr. Everett Parker, a veteran of more than 25 years in and around broadcasting.

The church group's role, as seen by Dr. Parker is gradual, long range, and—ideally—limited. "We're not interested in getting anyone's license," he says. "When we brought charges against WLBT and WJTV (Jackson's only two TV stations), we came up with some very mild suggestions before we went ahead at the FCC—things like integration of kids' programs." Subsequently, the church dropped its case against WJTV, after what Dr. Parker calls a "marked improvement."

When Everett Parker talks about



So far the National Citizens' Committee for Broadcasting has engaged in more talk than action, but it envisions for itself a big role. Paid officer is Ben Kubasik (in photo above left). Other key figures (l-r in photo at right) are Thomas

P. F. Hoving, chairman; Robert Montgomery, one-time producer; Charles Siepmann, professor emeritus, New York University; Robert Drinan, dean of law, Boston College, and Brendan Gill, drama critic, the New Yorker magazine.

broadcasting, the word "fairness" recurs, often and with emphasis. "We want to see the fairness doctrine enforced in areas where there's a lot of extremist propaganda on the air." In pursuing this goal, the church's experience lends support to the widespread impression that whatever "extremism" may exist in broadcasting is of right-wing character. The church has acted, or aided others, in several cases of allegedly ultraconservative programming emphasis. As for possible leftist extremism—"We've looked. There just isn't any," Dr. Parker says.

Most of the church's "fairness" crusading has involved issues of alleged racial discrimination in broadcasting. Here, as elsewhere, the tone is distinctly nonrevolutionary, and the talk is of "important, long-term social change by legal means." The goals, as Dr. Parker sees them, are twofold: greater broadcast exposure for blacks and other minorities, and "an end to discrimination in employment."

Much of the church's recent activity on this front has been in its aiding-and-abetting capacity. In two such cases, the result has been a move, by a local group, to deny license renewal. One, just filed, involves charges of right-wing programming emphasis on the part of KAYE Puyallup, Wash., a suburb of Tacoma (BROADCASTING, April 28). The other, pending before the FCC, charges KTAL-TV Texarkana, Tex., with failure to meet the needs of area Negroes

(BROADCASTING, Jan. 13).

The KTAL-TV case illustrates the primary importance of balanced programming as a United Church objective. According to Dr. Parker, KTAL-TV is "the best station" in its area, judged by such criteria as its quantity of news and public affairs. But it does nothing of consequence for its black viewers, he says—and, as a result, "every Negro group in town has signed the petition against KTAL-TV."

Fairness does not preclude vigorous debate, Dr. Parker insists. As an example, he cites the controversy surrounding a broadcast by the Pacifica Foundation's noncommercial WBAI(FM) New York of an admittedly anti-Semitic poem said to have been written by a black teen-age girl. The poem elicited violent protests and calls for license revocation, but the FCC later denied a fairness complaint against the station (BROADCASTING, Feb. 3 et seq.).

This corresponds to Dr. Parker's view. "All the Jews in New York went after WBAI, but the station *should* have done what it did," he says. "WBAI brought a real problem to public attention—although they should have placed it in context more responsibly; they were irresponsible to that extent." He adds: "CBS should be doing the same thing."

As Everett Parker sees it, the commission's fairness policies are a modern implementation of the First Amendment. Free speech, he says, "has always meant 'free to speak to the public where

the public can be reached.'" By the same token, he argues, freedom of the press involves "freedom of access to the means of reaching the public."

Fairness, in other words, is seen as the public's passageway to the media—and if the policy is ignored by broadcasters, Dr. Parker contends, the public will retaliate more and more. When the kind of "monopoly power" now enjoyed by broadcasting has existed in the past, he says, "the general run of citizens has risen up and busted it. This may be what's happening in broadcasting today."

The key, according to Dr. Parker, is not the right of reply time under the commission's fairness rules ("you can be attacked again the next day"), but the "basic fairness" encouraged by its more general fairness doctrine. If a question of fairness is to arise at all, however, the broadcaster must first program material relating to a "controversial issue of public importance." Dr. Parker regards this as the exception. "The average station owner is not about to have any more controversy than he can help—but that's the curse of business."

"We need controversy, satire, the 'offensive,' the outrageous side of America. This is where broadcasting falls down. It won't let the outrageous things be said.

"It's actually so *little* that this big industry needs to do. . . ."

Everett Parker champions the fairness doctrine; another name, in the past two years, has practically become synonymous with the fairness doctrine.

John Francis Banzhaf III has turned broadcast advertising on its collective ear, at a fraction of the cost borne by those who intervene in renewal and transfer cases. It was Mr. Banzhaf who in 1967—at the age of 26—filed a complaint against WCBS-TV New York, charging that the station had refused him equal time for antismoking messages. He asked the FCC to rule that smoking, as a "controversial issue of public importance," falls under the jurisdiction of the fairness doctrine.

To everyone's surprise—including Mr. Banzhaf's—the FCC agreed with him. Although it declined to specify an equal-time requirement, the commission ruled that broadcasters who carry cigarette advertisements must devote a "significant" amount of free air time to antismoking announcements.

Then, while tobacco and broadcast interests prepared to fight the FCC decision, John Banzhaf stepped in and appealed the ruling himself. Reasoning that the large interests would move quickly in the direction of a court thought to be favorable to their viewpoint—or to one which the young lawyer, with limited time and funds, couldn't reach—Mr. Banzhaf filed an

How 'citizen' groups have moved on FCC

April 1964: United Church of Christ's Office of Communication petitions FCC to deny renewal of WLBT(TV) Jackson, Miss., charging discrimination against Negro viewers.

May 1965: FCC denies church group right to intervene against WLBT, grants short-term renewal without hearing after considering church's allegations.

December 1965: U. S. Court of Appeals for District of Columbia orders FCC hearing on WLBT, with church as party. Landmark decision establishes right of public intervention in FCC proceedings.

December 1966: John Banzhaf files complaint against WCBS-TV New York, arguing that cigarette commercials should be subject to fairness-doctrine requirements.

May 1967: Formation of National Citizens' Committee for Public Television, later National Citizens' Committee for Broadcasting.

June 1967: FCC upholds Mr. Banzhaf, rules broadcasters who carry cigarette commercials must devote "signifi-

cant" air time to antismoking announcement.

June 1968: WNBC-TV New York is target of Banzhaf petition to revoke license—first of many under application of fairness to cigarettes.

June 1968: FCC upholds hearing examiner, grants full renewal to WLBT over strong dissent from Commissioners Nicholas Johnson and Kenneth A. Cox.

July 1968: D. C. appellate court orders commission to hold hearing on objections of ad hoc citizens' group to sale of WFMT(FM) Chicago to WGN Continental, part of *Chicago Tribune* complex.

November 1968: Appellate court upholds commission on cigarette-fairness issue.

January 1969: Negro group, aided by United Church, files against renewal of KTAL-TV Texarkana, Tex.

February 1969: FCC Commissioner Johnson, writing in *Harper's* magazine, urges citizens to intervene or complain to FCC if dissatisfied with broadcast service—and tells how to go about it.

April 1969: Another local group backed by United Church petitions to deny renewal of KAYE Puyallup, Wash., charging extremist programming.

Something **NEW** is born in **OLD MEXICO...**



a very modern network

Televisión Independiente de México

Mexico City, D. F. **XHTM-TV** 
Channel

Monterrey, N. L. **XET-TV** 
Channel

Veracruz, Ver. **XHFM-TV** 
Channel

Puebla, Pue. **XHP-TV** 
Channel

appeal in the D. C. Court of Appeals less than 24 hours after the commission's ruling. Three days later, WTRF-TV Wheeling, W. Va. and the National Association of Broadcasters filed their appeal in a Richmond, Va., court.

After WTRF-TV and NAB unsuccessfully protested the Banzhaf filing on a technicality, the case was heard in the Washington court, which is generally thought to be sympathetic to the FCC's viewpoint. During oral argument, Mr. Banzhaf indirectly revealed his primary concern by devoting his 15 minutes of argument to an oration on behalf of the FCC's ruling, rather than a pitch for equal time—a move which seemed distinctly to irritate the presiding judge. However, the court eventually upheld the commission, and the case has now gone to the Supreme Court.

Since the FCC handed down its decision, John Banzhaf has been its only consistent watchdog. Month after month, as new blocks of broadcast stations come up for renewal, new Banzhaf pleadings appear at the FCC. Virtually all ask license revocation or denial of renewal, on the ground that the station has failed to carry a "significant" number of antismoking ads. All contain results of monitoring conducted under the auspices of Action on Smoking and Health, an organization set up by Mr. Banzhaf early in 1968.

Although Mr. Banzhaf often speaks of "us" when referring to ASH, it would not be too wide of the mark to say that he *is* ASH. With secretarial assistance and outside support (to the extent of over \$100,000 last year, much of it from individuals contacted through a direct-mail fund drive), he runs the operation from a small, cheerfully cluttered office at Washington's George Washington University Law School, where he has been an associate professor since last fall.

No license has been revoked, no renewal denied, as a result of John Banzhaf's campaign—but several licensees have been nudged, pointedly, by the FCC. In the most recent of these cases, the commission directed three of ASH's targets to make a greater effort to present antismoking announcements during prime time. Typically, the stations were successful major-market operations: WNBC-TV New York and KRON-TV and KPX(TV), both San Francisco. (Another station, WNEW-TV New York, was cited at the same time, following a complaint by a Bronx resident.)

The center of all this activity is a young, extroverted, remarkably normal-looking graduate of the Massachusetts Institute of Technology and Columbia University Law School—and formerly, for a brief period, a New York patent lawyer. His plunge into the role of establishment gadfly (it would be a

comic distortion to label this man "anti-establishment"), came only after a period of several months during which the issue of smoking and the possibilities of the fairness doctrine became linked in his mind. Then, as now, neither broadcasting nor smoking was an inevitable focus for his legal activity. To John Banzhaf, "whatever needs doing" and interests him may, at some point, become the testing ground for his gospel: that the little man as well as the big corporation can have "legal leverage," provided he knows where to find it and how to use it. The cigarette issue, while by all indications a genuine concern, is by no means his sole concern.

As his present arena, however, the smoking issue is pursued with zest, though not with an excess of zeal. The door to his office is riddled with anti-smoking buttons ("Stamp out old age—smoke!", etc.) The office itself, with papers and cardboard boxes lending it the air of a converted storage room, bespeaks a man not overly concerned with appearances. When he locked horns with Time-Life Broadcast over pro-cigarette-advertising editorials on WFBM-AM-FM-TV Indianapolis, and the company responded with a massively documented petition, Mr. Banzhaf countered by weighing the Time-Life filing and submitting to the FCC a "Reply to one pound, 10 ounce petition filed by Time-Life Broadcast." There is a distinct sense that the game itself is important to John Banzhaf.

Mr. Banzhaf lends support to this impression as he talks with an air of confident, off-the-cuff practicality about his activities. He rejects the role of fanatic and, like Dr. Parker, disavows any desire to lift licenses. ("Actually, I love broadcasters," he says with an enigmatic grin.) The petitions to deny renewal, like the fairness doctrine itself, serve as legal tools, with more antismoking announcements the goal. "What are the chances that the FCC will deny renewal to these stations? About 1,000-to-1—but broadcasters won't take even that chance with their licenses," he says. A steadily increasing number of anti-smoking announcements would seem to bear him out.

This openly cavalier attitude toward causes normally pursued with messianic ardor, combined with Mr. Banzhaf's evident lack of aversion to public attention, has won him a fair share of detractors. It has become almost an article of faith in some quarters that the young lawyer is "obviously a publicity seeker," as one Washington attorney puts it.

Some contend that his legal abilities fail to match his ambition—that he won his one major victory while "riding a gravy train," as an NAB spokesman says, because the FCC and the U.S. surgeon general already were moving

toward action on smoking, not because of his own shrewdness.

Mr. Banzhaf shrugs off such criticism and looks beyond the cigarette issue to pollution, safety, and other "consumer" concerns that might occupy his time in the future. In his words: "We [ASH] are the acorn for what Ralph Nader has called 'public-interest legal organizations.'"

This idea is in the wind elsewhere, though Mr. Banzhaf is presently its only broadcast-related example. Mr. Nader is the archetype; another collective example is the group of Yale University law students, who, under Mr. Nader's direction, produced a violently critical study of the Federal Trade Commission earlier this year—finding, among other things, "widespread incompetence at high staff levels."

Another individual center of controversy, FCC Commissioner Nicholas Johnson, has urged young lawyers to consider the role of public defender in consumer matters.

In the meantime, however, John Banzhaf remains one of a kind. Although his mind turns to other issues ("ASH might eventually stand for Action on Safety and Health"), the anti-smoking campaign and his teaching duties are more than enough to occupy his time in the immediate future. He recently established a new organization, LASH (Legislative Action on Smoking and Health) to carry the anti-smoking campaign to Capitol Hill. LASH has set up a smoking-withdrawal clinic for congressmen, and has presented each member of Congress with a LASHtray—a devilishly graphic contraption in which cigarette smoke rises through a model of two human lungs, blackening one of them.

Both his interest in broadcasting and his consumer-lawyer stance are reflected in his teaching activities. At George Washington, he lectures on the utility of the lawsuit. As an example, Mr. Banzhaf once produced as a guest in the classroom, Anthony Martin-Trigona, the owner of WTAF(TV) Marion, Ind., who earlier this year filed a \$3-million antitrust suit against ABC, CBS and two group owners, charging that they had conspired to deny network affiliation to his small, struggling UHF. (The station subsequently became an NBC affiliate—with Mr. Banzhaf on hand in an apparently informal capacity when the agreement was closed—but the station has since gone off the air indefinitely [BROADCASTING, Feb. 3 et seq].) Mr. Banzhaf offers the WTAF case as a prime example of the little man raising an issue "of universal importance" through the lawsuit.

Convinced of the fairness doctrine's centrality as a legal mechanism, and concerned that "people who should know how to use it don't," Mr. Banzhaf



turn here



see with
your own eyes



lift up



behold



look inside



pull flap



halloo!



scrutinize

NEW FROM MPC



please inspect



halloo!

advertising contributed for the public good



New Each Show



OR SENSATIONAL FEATURE STORY

You'll Cry! You'll Weep! You'll Wall! You'll Wonder!



New Each Show

5

RETURN OF THE VOCALIST

Bring the good old bugle, boys, we'll sing another song; Sing it with a spirit that will start the world along.

A command second performance

6

GUEST CELEBRITY

an intimate, revealing, no holds barred conversation between headliner and host.

7

THE SECOND PORTRAIT

The Famous & The Infamous!

Celebrated Biographers present Their Profiles of Celebrated Personalities. Such as:



Jackie Gleason by Bill Davidson
Mrs. Dean Martin by Vernon Scott
Steve McQueen by Harlan Ellison



Joe Namath by Jim Murray
Barbra Streisand by John Hallowell
Mickey Cohen by Dean Jennings



8

REPRISE

THE KIDS

ENCORE

American as Apple Pie! The Group shall perform for three weeks at a time./Allen Ludden shall kibitz!

9

THE GRAND FINALE

The entire company of artists to conclude this diversisment with a screaming finale entitled

AUDIENCE FUN & GAMES & PRIZES

The extraordinary and delightful effects produced by these performers in the audience and on the stage constitute the final and the crowning feature of these diversified entertainments.

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IN GLORIOUS COLOR

FIRST RUN

network television star of "Password" & "GE College Bowl" puts a show together like Cecil B. DeMille

a stupendous array of talent an artistic assemblage 90 Minutes of Diversified Entertainments

NINE STUPENDOUS SEGMENTS NINE

1

Each segment is a show within a show, complete with a beginning, a middle and an end.

THE OPENING

Featuring The Great, The Protean Musical Artiste

Music by H. B. Barnum

Are You Ready For This? No Proscenium Arch! The Set Will Change Before Your Very Eyes!

1

Mr. Barnum, music arranger for Dean Martin, Sammy Davis Jr., The Supremes, Lou Rawls, Don Ho, Frank Sinatra and other musical greats, will arrange, perform and conduct his orchestra of many talents.

And Featuring



Music Hath Charms to Soothe the Savage Breast; To Soften Rocks, or Bend a Knotted Oak.



SONGSTER
New Star Each Show

THE VOCALIST

SONGSTRESS
New Star Each Show

With a personal, intimate introduction by Allen Ludden to pluck at the very heartstrings.

2

THE FIRST PORTRAIT

2

stranger than fiction • more revealing than Ripley

headline makers and their stories of movie stars, artists, sports figures, politicians, muckrackers, dictators, gerrymanderers and matinee idols, for example . . .



Ingrid Bergman by Muriel Adams
Frank Sinatra by James Bacon

John Lennon by Betty Rollin
Fidel Castro by Robert Cohen



Each biographer is a published authority.

NEXT: A LIVELY MUSICAL ENTERTAINMENT!

What pipes and timbrels? What wild ecstasy?

3

Tickle the Ivories!
Strike the Lyre!
Squeeze the Box!
Grind the Organ!

THE KIDS

Clash the Cymbals!
Beat the Drum!
Pick the Guitar!

3



The Young Wonders of Our Time. / Fresh and Clean as A Scrubbed Babe!

Young American Groups: "The Back Porch Majority" and the "New Society" and others presented by Randy Sparks who developed "The New Christy Minstrels."



4

You'll Get The Giggles!
You'll Split Your Sides!

COMEDY

Mr. Ludden will introduce and will draw out the talents of a notorious fun maker.

4

**Maybe you owe money
to banks, stores,
companies or people.**

**We're in debt to
wars, floods,
health services,
life saving and
blood banks.**



The American Red Cross.



has also talked of holding a one-day class in the art of the fairness complaint, with representatives of consumer groups as "students."

In the wake of the FCC's proposal to ban all cigarette advertising from the air, the smoking issue is now likely to take twists and turns far beyond the question of antimoking announcements. For Mr. Banzhaf, however, that victory remains the cornerstone. "All I can do is help to get the message across," he says. "If people hear it and keep on smoking, there's nothing I can do about that."

Both John Banzhaf and the United Church, in different ways and with different concerns, deal in limited causes. They come to broadcasting primarily as it bears upon and intersects with specific social issues. Their orientation is egalitarian; their aim, to secure a slice of the existing pie for those they seek to represent.

The National Citizens' Committee for Broadcasting falls outside that mold almost by definition. Its fundamental concern, its "social issue," is broadcasting itself.

Having staked out that wide terrain, NCCB has vowed to patrol it with a vengeance. Despite its relative youth and its past financial troubles, NCCB has earned a generous share of attention in recent months. Its membership roll is fairly glowing with eminent names: Leonard Bernstein, Bill Cosby, John Kenneth Galbraith, former FCC Chairman E. William Henry, novelist Saul Bellow and Ralph Ellison, social critic Michael Harrington, director Mike Nichols—on and on, over 150 strong. Its blasts at commercial broadcasting and its ambitious plans for reform, though not yet translated into much action, have combined to give NCCB the status of an impressive-looking unknown quantity.

The committee's origins are linked to those of "public" television. After publication in 1967 of the Carnegie Commission's report on the future of non-commercial broadcasting, conversations between Alan Pifer, president of the Carnegie Corp., and Thomas P. F. Hoving, director of New York's Metropolitan Museum of Art, led to the formation of a citizens' group with the avowed intention of developing "support in all walks of American life" for the noncommercial system proposed in the Carnegie report.

Mr. Hoving had already plunged into television on one occasion, with unfortunate result. He had been host of a series on noncommercial WNDT(TV) Newark, N. J.—New York, *Metropolitan Wonderland*, which offered a Hoving's-eye-view of life in and around New York. Early in the series, Mr. Hoving got his hands on the plans for the then-upcoming New York

World's Fair, analyzed them, found them wanting, and promptly seized the opportunity to blast the event well in advance of its opening. The program in turn elicited criticism and pressure from critics, public officials, and—some say—Mr. Hoving's employer. Whatever the reason, *Metropolitan Wonderland* suffered a relatively abbreviated lifespan. The episode apparently sharpened Mr. Hoving's perception of both the possibilities and the difficulties of existing television.

In May 1967, what was then the National Citizens' Committee for Public Television came into being; two months thereafter, the committee acquired a permanent executive director—Ben Kubasik, formerly information services director for CBS News and associate director of the Ford Foundation's Public Broadcast Laboratory. Mr. Kubasik, who regards his jump from network employment to the citizens' committee as a natural progression based upon a consistent view of the media, swears that during his tenure at CBS he consented to publicize only news and public affairs programs, not "any of that stuff they call 'entertainment.'"

After enactment of the Public Broadcasting Act and creation of the Corp. for Public Broadcasting, the committee changed its name and broadened its orientation, but maintained the same leadership and outlook.

The committee members, collectively and individually, are not bashful. At a news conference earlier this year, during which he and several trustees discussed the committee's new plans, Mr. Hoving called for "a stop to the broadcast-government liaison that in the name of free enterprise has exploited audiences"; called the broadcasters' public-service efforts "propaganda," and wondered out loud "why and how it is . . . that licensees of stations around the country appear to receive rubber-stamp renewals when many stations probably should be ineligible for renewal" (BROADCASTING, Jan. 13). On other occasions, some of Mr. Hoving's statements have been counterproductive, incurring repudiation by committee members as well as more predictable blasts from the industry.

After falling in and out of financial crisis earlier this year, the committee has obtained backing for the moment and a professional fund-raiser for the long haul, according to executive director Kubasik. Hunting money for NCCB is Dr. Harold Oram, who in the past has aided such groups as the Legal Defense Fund of the National Association for the Advancement of Colored People, as well as the United Church and Action on Smoking and Health.

Mr. Kubasik's description of the committee's projected role in broadcasting

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has two facets. On the one hand, NCCB plans to move on its own in every possible milieu: government, networks and individual stations, influence upon public opinion—with suggestions, criticism, legal action. Additionally, it hopes to become a focal point for individual and group complaints against the industry, translating them into appropriate action.

In short, NCCB wants an all-purpose role, with an articulate, elite corps of public figures at its helm. This has led to the charge that the committee is a self-appointed spokesman for people it does not truly represent. Mr. Kubasik partially agrees with that analysis. "Sure, we're self-appointed," he says. "Who—who, indeed—appointed Bill Paley [CBS Chairman William Paley] as guardian of the public interest?"

He rejects the notion that NCCB is unrepresentative; in many cases, he argues, the broadcast media themselves are out of touch.

Broadcasting too often "talks to an America that doesn't exist, *about* an America that doesn't exist," Mr. Kubasik says. Young people, a generally more educated public, minorities—all want more than broadcasting now gives them, and all belong to NCCB's potential constituency, Mr. Kubasik says. "The elitist argument," he concludes, "doesn't hold up." He continues: "There's nothing inherently 'mass' about television." Broadcasting is analogous to print as an entire medium, he says, arguing that the medium as medium has neither 'mass' nor 'elite' character, but is simply a means of communication. As such, it can harbor quality and genuine diversity—one of which he now regards as rare, the other as nonexistent.

"Everything in broadcasting is 'pop'—pop drama, pop comedy, pop adventure," he complains. This orientation not only abuses the potential of television, he says, it also underestimates much of its audience and simply drives others away. Drawing upon his own observation, he insists that "it's possible for people to experience things in a way they're not given credit for—if television would only let them."

It will be difficult to act upon these ideas, he acknowledges—ideas which, in essence, guide the citizens' committee as a group. More than the denial of license renewal to a station, more than fairness complaints, would be involved. Fairness, in fact, is relatively incidental to NCCB. Although Thomas Hoving has foreseen challenges to individual stations, "on a selective basis," the committee's primary role will probably be as an agent of persuasion. Mr. Hoving calls the committee a "public-opinion generator;" it has given Congress a proposal for funding noncommercial broadcasting—a 4% tax on commercial broadcasters' gross receipts; it has also

filed comments in several FCC rule-making proceedings. And, according to Mr. Kubasik, complaints from the public are beginning to find their way to the committee's sympathetic offices.

"We're on our way," he says optimistically.

A few other citizens' groups dot the landscape, with names such as the American Council for Better Broadcasts and the National Association for Better Broadcasting, but their role is limited to praise, criticism and study outside the battleground of government. Where the most conspicuous of these organizations are concerned, many though not all roads must lead to the FCC.

Public intervention and a growing number of complaints are now facts of life there, but the commission—although it has been called a "democratic" regulatory agency because of the complaints-and-compliance factor in its operation—has been slow to admit public intervenors. In the important WLBT and WFMT cases, the D.C. Court of Appeals, not the commission, cleared the path. Only Nicholas Johnson has beat a consistently loud drum on behalf of citizen participation at the FCC.

The commissioner states his basic case flatly: "I don't think it's our duty to represent the industry. We're here to represent the public." He would have government and industry alike recognize that public involvement in broadcasting—both through contact with individual stations and through legal action—is, in reality, "an alternative to regulation." Broadcasters should either respond more readily to the public or submit to stiffer regulation, he says—and "when they say they don't want either, that to me is just irresponsible."

Commissioner Kenneth A. Cox, although not so firmly associated with the idea as Mr. Johnson, has also encouraged members of the public to know their rights and take appropriate action. No one else has carried the ball with anything like Mr. Johnson's ardor. Some who have been associated with the commission seem not to welcome the idea at all.

One of these is former FCC Chairman Paul Porter, who as a Washington lawyer has argued against the United Church on behalf of WLBT. In that capacity, of course, his words bear the stamp of the lawyer's role; nevertheless, they constitute a criticism shared by others.

The commission, Mr. Porter has argued, "is there to maintain certain standards," and one of its means to that end is a complaints and compliance division where "they take cognizance of even the most frivolous complaints." To do more, he says, invites "enormous" administrative burdens and the "utter irresponsibility" of some citizens'

charges.

He adds: "In a democracy, obviously, everyone has the right to bellyache, ballyhoo and be heard. But citizens' groups tend to be careless and irresponsible about it."

Ben Kubasik responds: "We need this court, this place where people can be heard."

Whatever the arguments on either side, the fact is that citizens are in the door. They have a forum—a limited one.

Citizens do not restructure the industry. To date, only John Banzhaf's fairness complaint has wrought a hard legal change in broadcasters' obligations. Citizens' groups may yet dislodge licensees, but all cases to date are either still pending or have been resolved in the licensee's favor.

Changes in broadcasting do come with perceived changes in public attitudes, and that perception may come from government as well as from industry.

In pursuit of the "public interest," the government has taken a new kind of cognizance of the public—which raises a Gordian knot of a question: Who, in fact, speaks for anything so vague as the "public"?

Among those who have pondered the question, Walter Lippmann has perhaps returned to it more frequently than any other American in this century. When he published *The Phantom Public* in 1925, he attacked the "popular" notion that the people rule. In 1969, conversely, his words have the ring of accepted truth:

"I hold that [the] public is a mere phantom. It is an abstraction. The public in respect to a railroad strike may be the farmers whom the railroad serves; the public in respect to an agricultural tariff may include the very railroad men who were on strike. The public is not, as I see it, a fixed body of individuals. It is merely those persons who are interested in an affair and can affect it only by supporting or opposing the actors."

In the framework of broadcasting, "public" might better be rendered as "publics," with different tastes, different needs. Their quasi-political role is limited; their complaints are not always prosecuted wisely nor too well. The odds against them—as John Banzhaf said in another context—are at least 1,000-to-1. The odds would perhaps be better for all concerned if restless citizens were intercepted, and understood, before their dissatisfaction found its way to the ever more willing ears of government.

(The preceding special report was written by Steve Millard, staff writer, Washington.)

Ben Levesque automated coffee breaks, lunch hours and vacations.



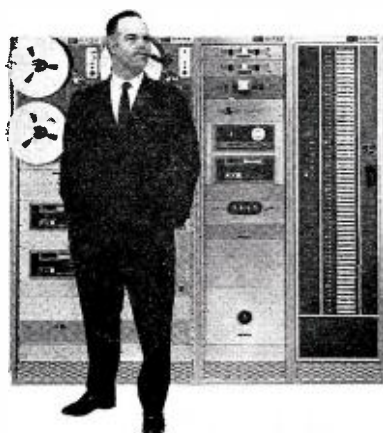
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CPB finds friends in the Senate

In face of Nixon budget halving CPB funds, Democrats push for original \$20 million

A stalwart band of noncommercial, educational broadcasters told a sympathetic Senate subcommittee last week that they needed the \$20 million for noncommercial broadcasting that former President Johnson had proposed. And if the senators' reactions were any indication, that's what the Corp. for Public Broadcasting is going to get.

The only balk at this figure was from Robert H. Finch, secretary of health, education and welfare. In a letter to the subcommittee Mr. Finch presented the Nixon administration's proposal to halve that sum to \$10 million. But the proposal brought forth a plea from Senator Warren G. Magnuson (D-Wash.), chairman of the parent Senate Commerce Committee, that the \$20 million must be voted "to give me something to work with." Senator Magnuson is also chairman of the Senate Appropriations Subcommittee.

The Nixon recommendation drew derisive comments from Democratic members of the subcommittee, principally Senators Magnuson, John O. Pastore (D-R.I.), who is chairman of the Communications Subcommittee that held

the day-and-a-half hearings, and Vance Hartke (D-Ind.).

At one point, Senator Magnuson referred to the \$10-million figure, saying "why the Defense Department spills that much in a week." To which Senator Pastore added: "Sometimes they can't even find it after they've spilled it." Senator Hartke noted that the government spends \$1 million in the Vietnam War every 15 minutes.

The authorization hearing, which progressed mostly with Senator Pastore in the chair, with Senator Norris Cotton (R-N.H.) as his companion, heard an array of witnesses that with marked unanimity called for both the \$20 million for CPB and the \$5.6 million funding for federal grants to states for the construction and expansion of educational TV and radio stations. President Nixon had recommended that this also be cut to \$4 million.

Threading throughout the hearing, however, were references to the need for a long-range permanent financing plan that would obviate the need for CPB to come to Congress each year. Mr. Finch told the subcommittee that the

administration and CPB were working on it.

The subject was also brought up by a newly organized group of educational TV producers who expressed concern that continued appropriations from Congress might jeopardize ETV's news and public-affairs integrity.

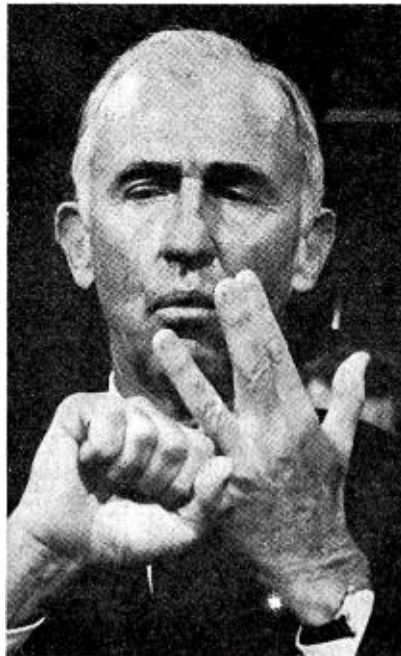
One piece of good news for educational TV did become known at the hearing. FCC Chairman Rosel H. Hyde announced that AT&T had made a proposal to CPB that would provide a full-fledged daily interconnection network to 91 points, seven days a week, 14 hours a day, for between \$6 million and \$7 million annually. This, AT&T said, would be about 50% of what the commercial rate would be for these facilities.

The proposed network would provide for three transmitting points for national programs and five for regional programming.

Above all, AT&T said, the network facilities would be permanent; they could not be pre-empted, as has been the case with the test interconnection lines that have been in existence the



Senator Cotton



Mr. Pace



Mr. Macy

last six months.

The proposed AT&T network facilities could not become fully operational until 1971, the company said. In the meantime, it proposed that the present experimental interconnection continue.

The current interconnection provides links to 58 points for two hours daily, five days a week. The charges on a six-month lease totals \$500,000.

Perhaps the most interesting of the many words that were aimed at the Senate subcommittee last week came from John W. Macy Jr., former chairman of the U. S. Civil Service Commission, who was chosen CPB president last February.

He told the subcommittee that with \$20 million from the federal government, and with an estimated \$4 million from private sources, CPB in the next fiscal year plans to spend \$15.7 million on television; \$3 million on radio; \$2.25 million on program distribution (interconnection) and library facilities; \$1.85 million on "nonbroadcast activities" (fellowships, promotion and research) and special projects, and \$1.2 million on administration.

The television funds would see \$5.2 million going to station and regional operations; \$2 million for the production of national programs by local stations; \$6 million for the production of programs by national production centers, and \$2.5 million for children's programs.

This would take 65.4% of the total income.

For radio, CPB plans to spend \$1.75 million for station and regional support, including expansion of the National Educational Radio Network; \$500,000 for national programs, and \$750,000 for talent development, promotion and other nonbroadcast activity. Radio would account for 12.5% of the income.

CPB proposes, Mr. Macy said, to extend national TV program production from the present 14.5 hours to 24 hours weekly; public affairs from the present 4.5 hours to six hours weekly; continuing education from one to two hours weekly, and cultural programming from 2.5 to 3.5 hours weekly.

Mr. Macy noted that CPB has already committed 90% of the \$7 million it has received through this present current fiscal year.

Frank Pace, chairman of CPB, told the subcommittee that ultimately CPB will need \$100 million a year to function. Answering fears that federal financing puts CPB under obligation to congressmen, Mr. Pace unequivocally stated that in his 14 months as chairman, he has never received a letter or call from a member of Congress about programming. And, he added, neither has Mr. Macy.

Chairman Hyde told the subcommittee that the FCC "wholeheartedly"



The trio of "concerned" educational TV producers who appeared before the Senate subcommittee hearings on public broadcasting last week: Jack Willis, NET (l), Alvin Perlmutter, NET (c) and

Arthur Alpert, PBL (r).

The trio expressed their fears that the freedom of noncommercial broadcasting might be endangered by the need to ask funds of Congress.

endorses the objectives of the Senate bill (S-1242)—both for the grants to states for building ETV and noncommercial radio stations, and the \$20 million for CPB.

Mr. Hyde said he understood that Japan commits the equivalent of \$1.7 billion a year to public broadcasting.

William G. Harley, president of the National Association of Educational Broadcasters, told the subcommittee that for every dollar of federal funds spent for the construction of stations, more than two-and-a-half times that sum was raised from local and state sources.

From 1962 to 1967, the federal government made grants to states amounting to \$32 million, he noted; funds from state, local and private sources amounted to almost \$75 million.

Plumping hard for the full authorization for construction grants to states, Mr. Harley noted that only \$8 million had been actually appropriated, with another \$4 million recommended for the new fiscal year.

Already, he said, 34 states have asked for more than \$33 million in federal matching funds. He also urged that the full \$20 million recommended for CPB be appropriated for use in the 1970 fiscal year.

Existing ETV stations, he noted, are devoting 45% of their schedules to programs for schools, supplying seven million children. And perhaps the most important contribution ETV can make, he observed, is "making compensatory education" available for the preschool, culturally deprived child.

Frank Stanton, president of CBS, favoring the full amount for CPB and for grants, expressed disappointment at the lack of public support for educational broadcasting. But, he added, he sees "increasing interest on the part of the public in public broadcasting."

Mr. Stanton submitted for the record a list of CBS's contributions to ETV, which showed that since 1956, CBS has contributed almost \$4 million in cash and equipment to ETV stations.

The total of \$3,896,400 included \$2.2 million in cash—including the \$1 million donation to CPB last March—with the remainder in equipment.

CBS also listed recipients of multiple gifts that add up to over \$2 million in cash and equipment. These were made to noncommercial stations, WTTW(TV) Chicago, KETC(TV) St. Louis, WNDR(TV) New York, and WHYY-TV Philadelphia in addition to the Midwest Council on Airborne Television and the Community Television of Southern California.

Support from commercial broadcasting also was voiced by Vincent T. Wasilewski, president of the National Association of Broadcasters.

"Our general view," Mr. Wasilewski said, "is that public broadcasting is intended for the benefit of all the people, and that an authorization for a congressional appropriation of 'seed' money is essential at this time."

In response to a question from Senator Hartke, Mr. Wasilewski noted that the board of NAB has recommended federal financing as the basic funding for CPB. He assured the committee that

commercial broadcasters will support noncommercial broadcasting with both money and equipment.

Fear that the freedom of noncommercial broadcasting may be compromised because it continues to have to come to Congress for a yearly appropriation, was expressed by A. H. Perlmutter, a public-affairs producer at National Educational Television network, representing the newly formed Association of Public Television Producers.

"... The present method of annual appropriations presents a potential threat to the freedom of inquiry that is the essence of our dedication to the medium," Mr. Perlmutter said, "and indeed a precondition to the functioning of a free press."

Mr. Perlmutter charged that the 1967

Ned Schnurman, Mr. Perlmutter, Mort Silverstein and Tony Batten of NET and Fred Wardenburg, Don Lenger and Mr. Alpert of PBL.

The producers also expressed the feeling that the people appointed to control noncommercial television under CPB "do not now fully represent the pluralistic society they are charged to serve." They expressed the same concern for the new administrative body to be set up by CPB—the Public Broadcast System. This "panel of men empowered to determine what programs go out over the public network lines: at what times, and for how long" thus has the power of censorship, the producers maintain. They said: "We are concerned that this board will be no more representative than the board of the Corp. for Public Broadcasting and

the airwaves, being pillaged by commercial broadcasters."

Calling for an "activist" FCC, Mr. Montgomery told the committee that the NCCB "will do what it can" to see that citizens participate more vigorously before the FCC. He also charged that commercial broadcasting, although appearing to favor public broadcasting publicly, really was trying to kill it. He referred to Mr. Wasilewski's testimony as "shabby."

Mr. Montgomery was not alone in being critical of commercial broadcasting. Early in the hearing, Senator Cotton said he was sympathetic to noncommercial broadcasting, because he hoped "it might atone for some of the tripe we have to listen to night after night on commercial TV." Later, when Dr. Stanton was on the witness stand, Senator Cotton said he wished to withdraw those remarks. "I'm the only senator," he said, "who sometimes speaks without thought."

The New Hampshire senator, however, repeated several times that he found that "three-quarters of educational TV programs we get in my state are even duller than what we get over commercial TV." People in New Hampshire, he iterated, "aren't listening to it."

The CBS president's appearance also prompted Senator Pastore to add a comment reflecting his attitude about sex and violence on TV—the subject of hearings before the same committee last March (BROADCASTING, March 10 et seq.). Broadcasting, he said, should be like a church; it knows there is sin in the world, but it encourages man to "lift up his eyes toward heaven from the sordid things on earth."

Time after time, the subcommittee members, when all were there, cautioned that less than full support for public broadcasting could slow down the momentum that has been built up.

Senator Hartke, at one point, said he feared that a reduced budget for CPB could bring it close to "disaster."

And Senator Pastore repeatedly warned that public broadcasting would be competing for funds with other vital programs—the hungry, the Vietnam War, education, and urban problems.

Record turnout expected at NBC-TV convention

NBC said last week that a record number of executives, more than 535 representing 153 of its affiliated television stations, was expected to attend the annual NBC-TV affiliates convention, which opens Sunday (May 11) in Los Angeles.

In addition to formal speeches during the May 11-13 convention period by Walter D. Scott, board chairman; Julian Goodman, NBC president, and



Senator John O. Pastore (D-R.I.), chairman of Senate subcommittee on communications (l) essays quip at last week's hearings which convulses staff profes-

sional Nicholas Zapple (c) but leaves Senator Warren G. Magnuson (D-Wash.), chairman of parent Senate Commerce Committee (r), poker faced.

Public Broadcasting Act "failed to insulate our own journalistic freedom and integrity" and the audience's right to know from the influence and control of government and special interests.

Mr. Perlmutter said APTP supports the \$20-million grant to CPB, but urged that the corporation not be permitted to come before Congress again for public funds without plans for long-term financing. "There is no hope for a vital and truly public broadcasting system supported largely by government funds," he said.

Mr. Perlmutter was accompanied by Jack Willis, also a NET producer, and Arthur Alpert, a Public Broadcasting Laboratory producer.

The new APTP includes about 90% of the producers at NET and PBL and several independent companies, for a total of around 50 people. Invitations have been sent to producers at noncommercial stations throughout the country to join the group.

The association has not had time to elect officers, one of the members said. Currently it is being run by an informal steering committee including Mr. Willis, Barbara Gordon, Lou Plotter,

no better insulated from governmental and special interests."

In a move to spark more action on the long-range financing problem, Representative Leonard Farbstein (D-N. Y.) last week introduced a resolution (H. J. Res. 683) calling on the FCC to determine how public broadcasting should be funded on a long-term basis.

Referring to the recommendations by Professor Richard Netzer of New York University—suggesting, among other things, that a tax be imposed on commercial broadcasting—which were provided to the subcommittee for its records by Robert Montgomery in behalf of the National Citizens Committee for Broadcasting, Mr. Farbstein said he tended to support it. "I am satisfied that proper hearings [by the FCC] would convince the authorities that commercial television and radio should support educational television."

Mr. Montgomery, one-time movie and stage star and a producer of dramas that were on network TV for a number of years, expressed support for federal assistance to noncommercial broadcasting and took the occasion to lash at "waste and pollution of a great resource,

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by Don Durgin, president of NBC-TV, a major presentation will be given the morning of May 13 on the network's current activities and plans for the 1969-70 season.

The May 12 formal business will be a panel session featuring NBC news correspondents from news centers in the U.S. and abroad. Among the social events on the agenda are receptions and dinners at two production studio centers—at 20th Century-Fox May 12 and at Universal studios May 13. Convention activities will be held at the Century Plaza hotel.

The convention starts with a reception and buffet at the hotel Sunday evening. Mr. Scott and Mr. Goodman are luncheon speakers May 12 and 13 respectively and Mr. Durgin's talk will precede his formal presentation on May 13.

The attendance figure was projected by Donald J. Mercer, vice president, station relations, NBC, who will be joined at the convention by the following station relations officials: Raymond T. O'Connell, director, and station relations regional managers Joseph Berhalter, Thomas Berresford, A. A. (Tony) Cervini, William Kelley, Malcolm (Bud) Laing, Pierson Mapes, Paul Rittenhouse and Thomas White.

Times-World sells WDBJ-TV for \$8 million

The Times-World Corp., Roanoke, Va., which intends to sell its newspapers to Landmark Communications, last week found a buyer for its WDBJ-TV. The station will be sold to the *South Bend (Ind.) Tribune* (WSBT-AM-FM-TV South Bend) for approximately \$8 million, subject to the usual FCC approval.

Still in negotiations are the sale of WDBJ-AM-FM, both of which will be sold separately. After Times-World and Landmark agreed on the purchase of the Roanoke operation, which includes the *Roanoke Times* and *World-News* (BROADCASTING, Nov. 18, 1968), it was decided to spin off the broadcast properties. The spin off is due principally to the overlap between WDBJ-TV and Landmark's WFMY-TV Greensboro, N.C.

The Times-World Corp., headed by M. W. Armistead III, also owns a Roanoke shopping center and a semi-weekly newspaper in Galax, Va. Franklin D. Shurz is president of the buying group, which owns the *South Bend Tribune* and WSBT-AM-FM-TV. Other *South Bend Tribune* newspapers include the *Hagerstown (Md.) Herald-Mail*, California's *Indio Daily News*, *Brawley News*, and *El Centro Imperial Valley Press*, as well as Indiana's *Bloomington Herald-Telephone* and *Bedford Times-Mail*.

Landmark owns WTAR-AM-FM-TV Norfolk, Va., in addition to its Greens-

boro TV outlet, and Telecable Corp., owner of CATV systems in Alabama, North Carolina and West Virginia. Landmark newspapers are *Norfolk Virginian-Pilot*, and *Ledger-Star* and *Greensboro Daily News* and *Record*.

Pastore submits antistrike bill

Action on measures to protect licensees may be in offing

Senator John O. Pastore (D-R. I.) stuck a substantial prop last week under a "sword of Damocles" threatening broadcasters at renewal time. The Senate Communications Subcommittee chairman, who holds the key to Senate consideration of anti-strike-application legislation sought by broadcasters, introduced a slightly modified version of a bill that would bar competing applications for renewal of licenses unless the FCC first found the incumbent had not been serving the public interest.

The Pastore bill (S.2004) would confine the commission's determination of whether an existing broadcaster had been operating in the public interest to an examination of the "record and representations of the licensee." If the FCC found it should deny a renewal, the bill makes clear, then other applications could be filed and considered.

The Pastore move, which came without advance notice, fed speculation that the measure, approved by the National Association of Broadcasters and supported by individual and group stations, would see its first steps toward enactment taken in the Senate, rather than in the House, where—as of last Thursday (May 1)—a number of similar bills had been introduced.

Although a number of House Commerce Committee members have sponsored or cosponsored renewal bills, such support has yet to come from members in the committee leadership. Also, it is noted, the House committee faces a jammed agenda, caused in part by three solid weeks of hearings on cigarette labeling and advertising (see page 28).

The Senate committee is busy, too, but spokesmen wouldn't rule out some sort of action on the Pastore bill within the near future. It was understood, however, that plans for further consideration had not yet been formulated. They may or may not take the form of hearings. The Senate subcommittee has already aired the issues during appearances of the FCC and broadcasting leaders (BROADCASTING, March 10, 24).

At those hearings, and later at the annual convention of the NAB (BROAD-

CASTING, March 31), Senator Pastore made it clear that he regarded the encouragement of competing applications to be unfair and bad policy. At the hearings, the FCC commissioners, with two notable exceptions, took turns agreeing. Later it was indicated that the commission could, by re-establishing a policy torn asunder by the WHDH-TV Boston decision, repair the damage without resort to a legislative solution, which was then in the formative stage.

Decisions, at the NAB and elsewhere, to continue to push for antistrike legislation—while other approaches were also explored, such as policy or personnel changes at the commission—led to the introduction of the first bills three weeks ago in the House. Meanwhile, Senator Pastore kept his own counsel on the legislative approach, until last week when he submitted S. 2004.

As is Senate custom, other senators, although expressing interest privately in the legislation—sparked by vigorous contacts from home-state broadcasters—refrained from expressing that support publicly. Now, it is said, indications of that support from other senators can be expected to be communicated to Senator Pastore.

In introducing the bill, Senator Pastore said he was particularly concerned about the financial burden on stations exposed to competing applications, which almost automatically trigger costly comparative hearings.

He called the threat of competing applications a "sword of Damocles" hanging over the heads of legitimate licensees.

Echoing sentiments expressed in his March 24 speech at the NAB convention in Washington, the senator underlined the fact that "broadcasters must maintain the best and most modern equipment and gather together highly qualified professional personnel in order to best serve the public interest." This outlay, he declared, must be backed by "reasonable assurance that, if [the broadcaster] does his job—and does it well—then his license will be renewed and that his investment will not go down the drain." Senator Pastore emphasized that the burden of proof would remain with the broadcaster under the proposed measures, and that "this legislation does not give the broadcaster a license in perpetuity."

The Pastore bill extends the scope of the three-week-old campaign that had, by May 1, seen bills introduced or cosponsored by 39 congressmen in the House (BROADCASTING, April 28, 21).

The sponsors and cosponsors of these bills, 27 Republicans and 14 Democrats, represent 22 states. Last week's bills were introduced by Commerce Committee member Tim Lee Carter (R-Ky.), H. R. 10583; Edwin W. Edwards (D-La.), H. R. 10587; William Nichols

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(D-Ala.), H. R. 10605; Alexander Pirnie (R-N. Y.), H. R. 10609; John R. Rarick (D-La.), H. R. 10613; William St. Onge (D-Conn.), H. R. 10619; James C. Wright (D-Tex.), H. R. 10629; William E. Brock III (R-Tenn.), H. R. 10636; Martin B. McKneally (R-N. Y.), H. R. 10684; Charles E. Chamberlain (R-Mich.), 10668; Page Belcher (R-Okla.), H. R. 10712; George Bush (R-Tex.), 10720; W. R. Hull Jr. (D-Mo.), H. R. 10734; Joe D. Waggoner Jr. (D-La.), H. R. 10760, and Watkins M. Abbutt (D-Va.), H. R. 10781.

WHA gets CPB grant for audio studies

A \$50,000, one-year grant from the Corp. for Public Broadcasting will establish a national center for audio experimentation at the University of Wisconsin's noncommercial WHA Madison.

CPB President John W. Macy Jr. said the project is aimed at developing "new and exciting techniques in sound production that can be applied by all public radio stations and thus help promote a strong and vigorous public radio service nationally."

Karl Schmidt, associate director for radio at the university, will head the project, aided by Milburn Carlson, film producer and teacher of aesthetics and

creative writing at San Francisco State College, who will join the station for a year.

Kentucky ETV network plans for expansion

One of the more extensive and ambitious state-operated educational TV networks will be formally dedicated this week (May 7-9) at a regional conference co-sponsored by the National Association of Educational Broadcasters and the Southern Educational Communications Association in Lexington, Ky.

Culminating nine years of planning and only one year of implementation spearheaded by the network's executive director, O. Leonard Press, the new Kentucky ETV Network began operating Sept. 23, 1968, by pumping 19 courses into more than three-quarters of the state's 195 school districts.

The network, funded with \$4.5 million biannually, reaches into 1,400 schools from the poverty pockets of Appalachia to the Mississippi river border. The system reaches homes via 12 transmitters on channels ranging from 21 to 54. With additional funding, KETV may eventually become a 26-station network.

Ambitions do not rest here but include a plan to interconnect the state's

six universities and colleges and numerous junior colleges—with studios for originating programs at each—with the network's \$1.2-million production center in Lexington.

The main center was built on land donated by the University of Kentucky.

While a 12-station network is now in operation, KETV will have 13 outlets in the fall by an agreement made with noncommercial WFPK-TV Louisville.

The system is designed, Mr. Press said, "so that it could be the backbone of an expanded telecommunications system which could serve many state agencies, like the police and mental-health departments, as well as the schools."

Changing Hands

Announced:

The following station sales were reported last week, subject to FCC approval:

▪ WDBJ-TV Roanoke, Va.: Sold by the Times-World Corp. to the *South Bend Tribune* for about \$8 million (see page 58).

▪ WHIM-AM-FM Providence, R. I.: Sold by Harold C. Arcaro and family to Matthew J. Culligan and others for \$450,000. Mr. Culligan is chairman of the *Westport* (Conn.) *Town Crier* and has interest in applicant to purchase KRNO-FM Houston and KEIR(FM) Dallas. He also has interest in a publishing company, a movie production company and *Promenade* magazine. WHIM is a daytimer on 1110 kc with 1 kw. WHIM-FM is on 94.1 mc with 50 kw and an antenna height of 430 feet above average terrain.

▪ WJSW Maplewood, Minn.: Sold by Paul Glass to Donald L. Frerichs, Donald D. Wozniak and Sev Widman for \$148,000. Mr. Frerichs owns a hardware store in Rochester, Minn.; Mr. Wozniak is a St. Paul attorney, and Mr. Widman is WJSW general manager. WJSW is a daytimer on 1010 kc with 250 w. Broker: Chapman Associates.

▪ KAGH-AM-FM Crossett, Ark.: Sold by Julian F. Haas to W. Barry Medlin, W. B. Medlin and Thomas Baker for \$130,000. W. Barry Medlin is manager of WLCM-AM-FM Lancaster, S. C., and Mr. Baker is commercial manager of that station. W. B. Medlin is a tobacco and cotton farmer. KAGH is a daytimer on 800 kc with 250 w. KAGH-FM is on 104.9 mc with 3 kw and an antenna height of 275 feet above average terrain. Broker: Hamilton-Landis & Associates.

▪ WCNL Newport, N. H.: Sold by Chester C. Steadman Jr. to Carl S. Goodwin and others for \$103,500. Mr. Goodwin is former owner of KTRC

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Santa Fe, N. M. WCNL is a daytimer on 1010 kc with 250 w. Broker: Hamilton-Landis & Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 83):

- WBBX Portsmouth, N. H.: Sold by William A. Gildersleeve to Curt Gowdy for \$316,000. Mr. Gowdy, an NBC-TV and ABC-TV network sportscaster, owns WCCM-AM-FM Lawrence, Mass., and KOWB Laramie, Wyo. He also owns 2.8% of group owner Frontier Broadcasting. In addition, he owns 49% of Greater Lawrence Cable Television Inc., which has a franchise for Lawrence, Mass. WBBX is full time on 1380 kc with 1 kw.
- KCFI Cedar Falls, Iowa: Sold by Donald Blanchard and others to Robert F. Goodwin for \$240,000. Mr. Goodwin is manager of business services for WMAL-AM-FM-TV Washington. KCFI is a daytimer on 1250 kc with 500 w.

Theater owners seek delay on pay television

The nation's theater owners, borrowing time in their fight against the establishment of pay television, last week asked the FCC to stay the effective date of its new pay-TV rules until all avenues of judicial review have been exhausted.

The commission, which authorized a limited, tightly controlled system of nationwide pay TV in an order last December, said at that time that the ruling would not take effect until June 12, 1969—six months after adoption of the order—so as to provide time for congressional action and judicial review. The National Association of Theater Owners and the Joint Committee Against Toll TV have since appealed the pay-TV order, but oral argument in the U.S. Court of Appeals for the District of Columbia will not take place until June.

With that in mind, the two theater owners' groups last week urged the commission either to stay its effective date or, as an alternative of similar import, to grant no pay-TV authorizations until completion of judicial review.

Characterizing the pay-TV rules as

"the most radical change in broadcasting since the adoption of the Radio Act in 1927," the two groups said that orderly procedure in such a situation requires that the commission maintain the status quo on pay TV until the validity of the order has finally been determined.

The theater owners have argued in their court appeal that the commission lacks statutory and constitutional authority to establish pay TV, and that its action would discriminate against the poor "through the deprivation to them of the free use of public frequencies" (BROADCASTING, April 14).

TVC expands, buys Akron CATV system

Television Communications Corp., New York-based CATV owner, last week announced purchase of a system franchise for the city of Akron, Ohio, for 50,000 shares of TVC stock. Based on the price of the stock May 1 of \$15 a share, the transaction was valued at \$750,000. TVC is traded over the counter.

TVC said, however, it plans to invest \$12 million in the construction in Akron of a "unique 40-channel system." The franchise was purchased from Akron-Telerama, of which James M. Carney is president. Alfred R. Stern is

president and chairman of TVC.

TVC said that when completed the system will serve a 350,000 population by covering Akron and the surrounding communities of Lakemore, Stow, Barberton and Silverlake. TVC will start immediate construction of a system using 1,300 miles of cable. The company expects first homes to be wired for the service by the end of 1969.

According to Mr. Stern, the Akron system will offer up to 40 channels—an "innovation," he said, that would make it possible "to sub-divide a community and provide for neighborhood programing, as well as other new communications and marketing services." The Akron system is expected to originate programing.

Bitter words from bidder on WCAM sale

Gordon McLendon, who lost a bid to acquire WCAM Camden, N. J., two months ago when the FCC frowned on his survey of community needs, apparently still bears a scar and a grudge.

Mr. McLendon, president of McLendon Stations, gave the commission a rousing acid bath last week in a speech to the 26th annual convention of Alpha Epsilon Rho, the national radio-TV fraternity. Representatives of

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35 colleges and universities, meeting at the University of Detroit, had gathered to hear a talk on creative programming in radio and preparation for employment in the field. They heard that talk—plus a six-minute side trip, laden with bitter irony, during which Mr. McLendon never mentioned the WCAM affair, but clearly had it fresh in mind.

The case, in which the city-owned Camden station was to be transferred to McLendon Corp., for \$1.35 million, crashed around the company's head when the commission decided that McLendon's program proposals—less news, emphasis on middle-of-the-road music, less ethnic programming—were not designed to meet the needs of that city as they had been ascertained. The commission also questioned the validity of McLendon Corp.'s survey. Gordon McLendon reacted to the decision, two months after the fact, by noting, somewhat sarcastically, that "... the FCC is now able to help us with the results of all of our surveys of numbers of the public and to interpret our surveys and tell us which suggestions should be acted upon, and which should not, and in fact, even do this for us without studying the programming of competitive stations. It is marvelous what they are able to do these days!

"Still," he continued, "I say that the FCC is somewhat delinquent in not filling one important role: that of informing us how we, as simple lay broadcasters, can gain the same programming expertise so closely guarded by the FCC." Mr. McLendon concluded: "It is clear to me and clear to the FCC and should be clear to you, that any intelligent broadcaster should be able to anticipate retroactive program rules which the commission may decide to promulgate. . . ."

L'Heureux fund set by CATV Pioneers

Establishment of the Robert D. L'Heureux Memorial Scholarship Fund at Georgetown Law School, Washington, for a three-year scholarship to a deserving student selected by the law school's scholarship committee, has been announced.

The fund is being initiated by CATV Pioneers in memory of Mr. L'Heureux, who was graduated from Georgetown Law School and who died in February.

Mr. L'Heureux was active in CATV, having served as general counsel of the National Cable TV Association as well as having specialized in cable TV in private practice.

Contributions should be addressed to Martin F. Malarkey Jr., 1225 Connecticut Ave., N.W., Washington, D. C. 20036.

Another lesson in lifting licenses

Cox tells citizens that's last resort if other tactics he recommends fail

FCC Commissioner Kenneth A. Cox, who has already told broadcasters he opposes legislative proposals aimed at giving them a measure of protection at license-renewal time, last week carried that message to a citizens group. And in the process, he asked the citizens to oppose the proposals also.

The group is the American Council for Better Broadcasting, whose stated aim is "to improve by educational means the quality of radio and television." Commissioner Cox addressed its 16th annual convention in Columbus, Ohio, on Wednesday.

The controversial measure, which is backed by the National Association of Broadcasters, would permit the filing of competing applications at renewal time only after the FCC had designated the renewal application for hearing and then concluded that renewal would not be in the public interest. Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, introduced his version of the bill last week (see page 58).

Commissioner Cox, who first opposed the concept embodied in the bill in an appearance at the NAB convention in Washington in March (BROADCASTING, March 31), said the bill's adoption would be "like saying that no one should be allowed to run for public office unless the incumbent has first been impeached."

He said the bill is "contrary to the fundamental policy of the Communications Act that no licensee acquires any right of ownership in the frequency he has been authorized to use," and, if adopted, would make broadcasters "even less responsive to the tastes and interests of the public they are licensed to serve."

"So," he added, "I hope you will put yourselves on record in opposition to this proposal."

The commissioner discussed the issue in the course of suggesting—as he has in talks before other groups—how members of the public can make broadcasting "truly responsive to the public." These techniques range from getting "to know your local broadcasters better," through filing complaints with the commission, to—"in an extreme case"—opposing the renewal application of a broadcaster whose cooperation "you may despair of getting."

One point he advised his audience to be aware of in measuring a station's responsibility—if it is a network affiliate—is its carriage of network public-affairs programs and the "more serious entertainment programs" that try "to

tell us something about ourselves and our world." If such public-affairs and entertainment programs are dropped in favor of old movies and reruns of situation comedies, he said, it is likely that the station has acted "simply to maximize its profits and cannot offer any public-interest justification for its action." He said prompt action on the part of viewers "might serve to counter such developments."

But he said "the ultimate challenge to an existing licensee's operation is, of course, a competing application filed against its renewal." And although he expressed doubt that members of his audience would become involved in such a venture, he said, "You have an interest in the maintenance of this opportunity for a new applicant to question a station's past performance and to offer the public a different, and perhaps better, service."

The commissioner ventured into another controversial area by expressing agreement with Tommy Smothers's view that the furor over the CBS cancellation of the *Smothers Brothers Comedy Hour* is another manifestation of the generation gap. And he said there is support for Tommy Smothers's claim that the show provided "a needed forum for the views of the young—including a measure of their dissent, irreverence and protest."

The commissioner said the support



Mr. Cox

was in the report of an ACBB Look-Listen Opinion Poll, in which the views of 4,293 adults and teen-agers were checked for programs shown during October and November 1968. The *Smothers Brothers Comedy Hour* received a score of minus 235 from adults, but a plus 357 from teen-agers. The poll, which is open to anyone wishing to participate, scores programs on a scale of opinion running from excellent, which counts as plus 2, through good (plus 1), fair (minus 1) to poor (minus 2).

The same polls showed a similar breakdown for *Rowan and Martin, Laugh-In*—a minus 330 from adults, but a plus 234 from youngsters. Commissioner Cox found it "interesting" that the show that received the higher rating is the one that was canceled.

Phone cables stay under FCC control

Court backs commission's right to regulate cables leased to CATV companies

The FCC's assertion of authority over the leaseback arrangements that telephone companies enter into with CATV systems has been upheld by the U.S. Court of Appeals for the District of Columbia.

The commission's June 26 ruling, which was welcomed by CATV systems as an action that filled a regulatory void, had been appealed by a group of telephone companies, including Bell, General Telephone and United Telephone affiliates, and the National Association of Regulatory Utility Commissioners.

The commission had held that Section 214 of the Communications Act, which requires common carriers to seek its permission before building or extending lines of service, applies to telephone companies proposing to build channel facilities to serve CATV systems.

And the three-judge panel of the appeals court, in a decision that left no doubt as to the court's view that the commission has broad powers under the Communications Act in dealing with CATV, agreed. It said the service the companies provide is part of an interstate system that is within the authority of the commission to regulate.

The commission's assertion of jurisdiction over leaseback arrangements came in the wake of CATV complaints telephone companies were providing channel facilities to affiliated CATV companies without seeking anyone's permission. The companies had held that the local franchises under which they were operating provided authority



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Two clients, a government regulator and a colleague were among the guests attending a farewell luncheon last week for Earl Gammons (seated right), long-time Washington representative of broadcast interests. Mr. Gammons left the capital later for retirement in Naples, Fla. The luncheon, attended by a few of Mr. Gammons's old friends, was held at the National Broadcasters Club, Washington.

Others in the picture are (l-r) Bill Michaels, president of Storer Broadcast-

ing Co., and August C. Meyer, president of WCIA(TV) Champaign, Ill.; WMBD-AM-FM-TV Peoria, Ill., and KFMB-AM-FM-TV San Diego, both represented in Washington by Mr. Gammons; FCC Commissioner Robert T. Bartley and Frank M. (Scoop) Russell, consultant and retired Washington vice president of NBC.

From 1942 to 1955 Mr. Gammons served as CBS's vice president in Washington, at the same time Mr. Russell occupied a similar vice presidential position at NBC.

for the channel-service offering. And CATV systems were worried about telephone companies crowding them out of the business.

The court's opinion last week noted that General Telephone, United and Bell are heavily involved in providing service to CATV operators, and that many of the systems General and United serve are affiliated companies.

The companies, in appealing the commission's action, argued principally that the service they provided was intrastate and, thus, beyond the authority of the federal government. The commission, however, said that regardless of the location of the facilities involved, a company which "participates as a link in the relay of television signals is performing an interstate communications service."

Judge Warren E. Burger, who wrote the opinion for the court, reviewed court decisions in previous cases dealing with CATV, including the Supreme Court's opinion upholding the commission's authority to regulate the cable industry, then said:

"It seems clear that as the outlines of the CATV problem emerged, the commission acted within the scope of

the [Communications] Act and consistently with the broad purposes of the act by treating its responsibilities as comprehensive and pervasive. Any other determination would tend to fragment the regulation of a communications activity which cannot be regulated on any realistic basis except by a central authority; 50 states and myriad local authorities cannot effectively deal with bits and pieces of what is really a unified system of communications."

Judge Burger said the telephone companies have inserted themselves as links in the "indivisible stream" of communications "and have become an integral part of interstate broadcast transmission. They cannot have the economic benefits of such carriage as they perform and be free of the necessarily pervasive jurisdiction of the commission."

The companies had argued that the provision of Section 214 exempting "a line within a single state unless [it] constitutes part of an interstate line" applies to their CATV channel services. But the commission, the court noted, relied on the Section 214 definition of a "line" coming within its jurisdiction as "any channel of communica-

tion established by the use of appropriate equipment."

And, Judge Burger added, given the interstate nature of the service being provided, "we cannot conclude that the commission abused its authority to construe these remedial provisions in a way to effectuate the ultimate regulatory scheme of the act."

The court also upheld the commission's decision to reject the carriers' assertion that they were exempt under another Section 214 provision—one that excludes "local, branch or terminal lines not exceeding 10 miles in length." The commission had argued that the lines were neither local, branch nor terminal, but "main" lines which come under its jurisdiction.

In addition to losing the argument on the question of the commission's jurisdiction, the telephone companies lost one on whether the commission is authorized to employ cease and desist orders to stop the continued construction of channel distribution systems being built without authorization. The carriers said the commission was limited to seeking court injunctions to stop such construction.

The cease-and-desist authorization, the telephone companies said, does not apply to common carriers. But, the court said, the language of the law providing for those orders is sufficiently broad to cover them.

Besides Judge Burger, the panel consisted of Judges J. Skelly Wright and Spotswood W. Robinson III.

Colorado moves to put CATV under PUC control

The business affairs committee of the Colorado House of Representatives, by a vote of 7 to 3, has approved a bill to allow regulation of CATV systems by the state's public utilities commission.

Under provisions of the bill, cable systems would be required to obtain a "certificate of feasibility" from the PUC before they could operate. An application for such a certificate would be accompanied by a fee of \$50 for a system serving up to 50 subscribers, or a \$500 fee for a system serving more than 50 subscribers. The law would give the state PUC the power to require systems to pay a fee similar to the application fee annually for the privilege of operating a system.

The bill, introduced by Charles Edmonds, state representative and president of KCMS-AM-FM Manitou Springs, Colo., still allows counties and cities to enter into agreements with cable companies and permits the counties and cities to receive a portion of the cable firm's gross income.

If the bill is passed by the Colorado

legislature, cable systems already in operation would be required to obtain a "certificate of feasibility" from the PUC within 90 days after the effective date of the new law.

The new bill adds Colorado to the list of about a dozen states considering state regulation of CATV companies (BROADCASTING, March 24).

Color demographics fit marketing aims

Color penetration growth is strongest among those marketing groups most emphasized by advertisers, NBC-TV's sales planning department has concluded on the basis of new Nielsen data.

NBC estimated 34% of television households were color equipped, but the degree of penetration varied with differences in household income, head-of-house education, head-of-house age, and household size.

The bias toward middle-and-upper income homes continues, said NBC, with upper income conversion broadening its lead each year. The 35-49 age bracket continues to lead color set sales, although the 50-64 group achieved almost the same percentage of penetration, the report notes.

In household size, the average size family (three-four) has held the lead, but larger households (five-plus) are converting at a faster rate and may take the lead soon, NBC predicted. Although historical data for color penetration according to educational background was incomplete, NBC reported from 1969 data that household heads with a college education led the field in color sales.

Color homes: 20.5 million

The number of U.S. color television households has reached 20,560,000 (equivalent to 35.5% of total TV homes) during the first quarter of 1969, according to an estimate as of last week by NBC.

The April 1, 1969, total compares with 15,270,000 color homes on April 1, 1968.

Allen R. Cooper, NBC vice president, planning, said that the number of color sets in use exceeds the number of color homes by a nestimated 2 million or more. He explained that many of these "extra" sets are located in multi-color-set households, hotels, hospitals, offices, schools and other public places.

Media reports:

SRA moves ■ Station Representatives Association, now at 366 Madison Avenue, has moved to 230 Park Avenue, New York 10017. The new telephone

number will be (212) 689-6084.

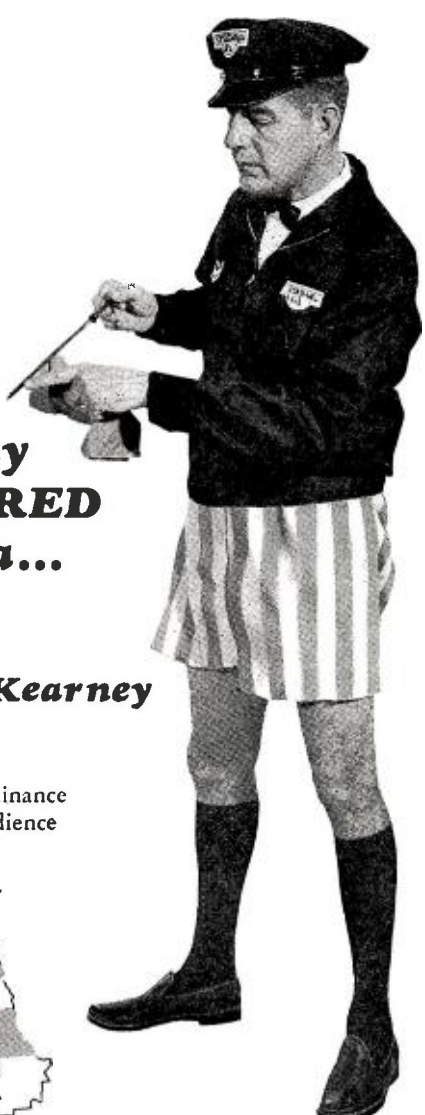
New home ■ WFMT(FM) Chicago has moved to new studios and offices at 500 North Michigan Ave. Facilities are much enlarged and feature the latest in technical gear. WFMT is part of the WGN Continental Group. New phone: (312) 644-1900.

Looking for help ■ American University, Washington, plans to expand its broadcasting-film sequences and is looking for one and possibly two full-time faculty members for its department of communications. Chairman of the search committee is Professor Edward L. Bliss Jr., assisted by an advisory

committee of professional broadcasters.

Bright Fulbright ■ Ed Arnow, lecturer in broadcast journalism at the University of California at Berkeley, has been awarded a Fulbright lectureship at the University of Ankara, Turkey. Mr. Arnow is also associated with KPIX(TV) San Francisco. He will be teaching broadcast news in Ankara.

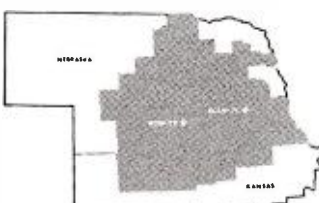
CATV network additions ■ The Baby Sitting Network, composed of CATV systems subscribing to a special children's programing service of Telemation Program Services Inc., New York, has added three affiliates: Glassport, Pa.; Aiken, S.C., and El Centro, Calif.




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Justice urges curbs on networks

Antitrust chief would cut back schedules, bar syndication and rights in other's shows

The broadcasting networks, like other elements in the business community, are finding out that the Justice Department's antitrust division under the Republicans can be even more hard-nosed than it was under the Democrats.

The proof was provided in antitrust chief Richard W. McLaren's two-and-one-half-page letter to the FCC explicitly endorsing two proposals aimed at curbing what he considers network domination of programing ("Closed Circuit," April 28).

Three years ago, Donald F. Turner, who was head of Justice's antitrust division under President Johnson, addressed himself to the question of the networks' role in programing, in a letter filed in the FCC's so-called 50-50 rulemaking proceeding. He said that network control of more than 90% of their prime-time programing raised serious antitrust problems—but he did not expressly endorse the rule the commission had proposed as a means of dealing with those problems, or an alternative offered by Westinghouse Broadcasting Co. (BROADCASTING, July 25, 1966).

Mr. McLaren, on the other hand, has endorsed both the WBC proposal and a portion of the proposed rule which the commission first issued for comment four years ago. Both, he said, "would serve to encourage the development of independent sources of programing."

WBC suggested that television stations in the top 50 markets served by at least three stations be prohibited from taking more than three hours of network programing between 7 and 11 p.m. The commission proposal, as endorsed by Mr. McLaren, would prohibit networks from acquiring "any rights" in independently produced television programs—other than the right to network exhibition—and would bar them from domestic syndication.

Mr. McLaren's endorsement does not cover the best-known aspect of the proposal—one that would prohibit networks from owning or controlling more than 50% of their nonnews programing between 6 and 11 p.m. And it appears to exclude, also, a provision that would bar networks from syndicating abroad any programs except those they them-



Mr. McLaren

selves produce.

The WBC proposal, Mr. McLaren said in a letter to FCC Chairman Rosel H. Hyde, would encourage the development of independent programing sources by giving independent suppliers "a reasonable chance to have their programs seen by audiences large enough to attract sufficient advertising, without being limited to the networks as customers." And the second, he said, "would increase the incentive for independent programing by enabling suppliers to obtain access to network exhibition, which is likely to remain the principal channel of nationwide distribution, without sharing with the networks their ownership of the programs."

The letter, which said that "the commission's objective of maintaining strong, independent sources of programing" is in line with the aims of the antitrust laws, contained a warning. His comments on the proposals, Mr. McLaren said, do not "preclude the Department of Justice from taking any action consistent with its responsibilities for enforcement of the antitrust laws."

Mr. McLaren's letter was filed with the commission about the same time CBS and NBC were submitting a sec-

ond report by Arthur Little Inc., of Cambridge, Mass., on television program production and distribution.

The first Little report, filed three years ago by all three networks, attacked the proposed rule as unworkable and the views on which it was based as unfounded.

The second report, consisting almost entirely of statistics, indicated that, although the percentage of prime-time network programing owned by the network had increased—from 93% in 1964 to 97%—the market for nonnetwork programing was growing. The number of independent and affiliated stations is on the rise, the report indicated, and so is the number of hours of nonnetwork programing that affiliated stations carry in prime time. (BROADCASTING, April 28).

Mr. McLaren, however, said the data developed by the commission's staff makes it "clear" that network control over programing is now stronger than ever, and that independent programing has declined, since 1963, when the commission outlawed network option-time practices as a means of encouraging independent programing.

Moreover, he said the "expeditious development" of nonnetwork program sources is essential both to the success of UHF television and to "the effective implementation of the commission's proposals for CATV program origination."

The deadline for comments in the reopened rulemaking proceeding is May 17. Mr. McLaren said the Justice Department was filing its views ahead of time to make them available for the consideration of those preparing to submit comments.

Missouri to honor McGee

Frank McGee, NBC News correspondent and anchorman of *The Frank McGee Sunday Report* on TV, was the one broadcast winner among the six recipients of The Missouri Honor Award for Distinguished Service in Journalism, given by the University of Missouri at Columbia. The awards will be presented May 9 during the 60th annual Journalism Week at the university.

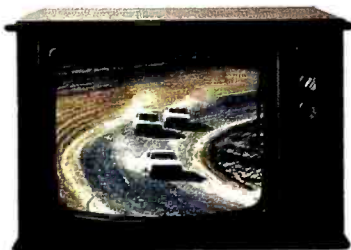
When WTAR-TV shifted to local color news, they had a money-back guarantee

"A station has to be full color today," says Phil Trahadias, Supervisor of the Photographic Department of the Norfolk, Va. station. "For us that meant going to Kodak Ektachrome films and the Kodak ME-4 Process for news, documentaries, and sports coverage. It meant an investment on our part, but we knew that once we had our color processor working, we were guaranteed a lot of commercial business. We haven't been disappointed. In fact, we're busier than ever before.

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essed. Now they just send it over to us.

"The Kodak ME-4 Process is very easy to use, especially with the packaged Kodak chemicals. I remember when the Kodak Sales and Engineering Representatives came down to help us set up for our first batch. They left two hours later saying, 'You're



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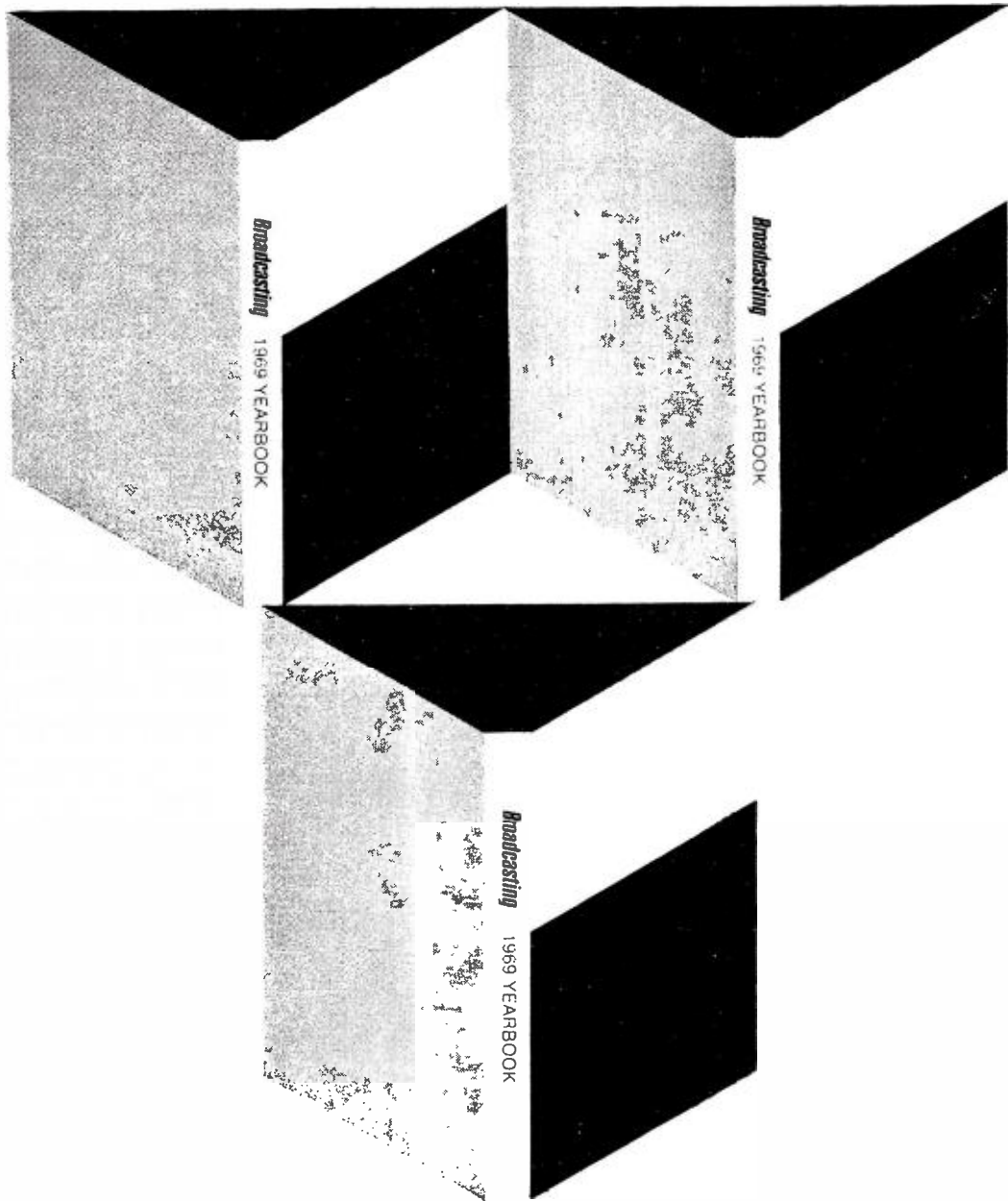
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Wolper returns to TV with Kennedy special

David L. Wolper, who formed his own independent company last fall, has set his first television project in some three years: a 90-minute documentary film based on the life and times of the late Senator Robert F. Kennedy. It will be written by historian Arthur Schlesinger Jr., a Kennedy family friend and one-time special assistant to the late President John F. Kennedy.

Entitled "The Unfinished Journey of Robert F. Kennedy," the film will be shown on ABC-TV sometime after the early fall of this year. The documentary will be slotted on ABC-TV's upcoming weekly, 90-minute series, *Movie of the Week*.

Mr. Wolper will coproduce the film with David Seltzer, who until recently was head of program development for Metromedia Producers Corp., formerly Wolper Productions Inc. Mr. Wolper departed from the Metromedia organization last October. For two years previous to this move, he had concentrated solely on motion-picture production.

Elmer Bernstein, who currently is scoring Mr. Wolper's feature film, "The Bridge at Remagen," and who earlier was an Emmy award winner for his score on the Wolper documentary, "The Making of the President: 1960," has been signed to compose and conduct the score for the Kennedy project. Mel Stuart, long-time Wolper associate who also elected to leave Metromedia but who is still producing "The Making of the President: 1968" for Metromedia Producers, will direct the Kennedy film.

Under terms of his agreement with Metromedia, Mr. Wolper could not release television documentaries for a one-year period. This contractual restriction ends in October.

Diary, records asked in news-managing case

Albert Kihn, formerly a cameraman for KRON-TV San Francisco and now an active opponent of that station's license renewal, has been ordered by an FCC examiner to produce a diary and mechanically recorded materials bearing upon the complaint he filed against his former employer.

Hearing Examiner Chester F. Naumowicz, who will preside at a hearing ordered by the commission on KRON-TV's renewal application, issued the order in response to a request by Chronicle Broadcasting Co., licensee of KRON-TV. The examiner said in granting the request that Chronicle had been specific in its requests and had limited

them to "foundation documents ostensibly utilized by Kihn" in preparing his material for the commission.

Mr. Kihn complained to the commission late last year that KRON-TV has been guilty of managing the news. He said station newsmen have been ordered to suppress news that might be awkward to Chronicle Broadcasting or to its parent, Chronicle Publishing Co., and in other cases have been made to cover "pseudo" events in nearby communities so as to further Chronicle's efforts to acquire CATV franchises. The KRON-TV hearing will deal with that charge as well as with issues of concentration of media control and possible anticompetitive or monopolistic business practices. Mr. Kihn is involved only in the managed-news charges.

The examiner also ordered Mr. Kihn to produce memoranda, letters and writings of present and former Chronicle employees and management, and a complete tape recording of a conversation with a KRON-TV producer. All the material has been referred to by Mr. Kihn in his complaint.

The former KRON-TV employe had asked to be excused from producing certain of these records, arguing that it would be burdensome. Examiner Naumowicz said, however, that since Mr. Kihn was able to assemble the material for his own purposes, he should be able to reassemble it for the hearing.

CBS spotlights age gap

The generation gap will be examined on three one-hour programs to be carried on CBS-TV on successive Tuesdays (May 20, May 27 and June 3) under the sponsorship of the Xerox Corp., Rochester, N. Y. The three-part series,

which carries the over-all title of "Generations Apart" and will be produced by CBS News, focuses on the dimensions and details of the generation gap in the first segment. It will be followed by the results of a public-opinion research survey conducted on the subject and a concluding episode on the international aspects of the generation gap. The agency for Xerox is Needham, Harper & Steers, New York.

CPB overseas fellowships

Four program producers will spend a year in foreign broadcasting operations starting in September on fellowships provided by the Corp. for Public Broadcasting.

The program, for two radio and two television producers, will pay salary and expenses up to \$15,000. Noncommercial stations have been invited to submit nominees who have had at least three years experience in the field.

The radio fellows will be assigned to the British Broadcasting Corp. in London and the Canadian Broadcasting Corp. in Toronto. The television producers will spend the year with national television systems in Japan and Sweden.

Hughes carries Notre Dame

For the third consecutive year Hughes Sports Network will televise Notre Dame's football games on a delayed basis.

The 1969 season series of 90-minute Sunday telecasts (11:30 a.m. to 1 p.m. NYT) will begin Sept. 21 and end Nov. 23. No definite sponsors or stations have been signed yet. Last season's series was carried on 139 stations.

Program notes:

Frank Jr.—and pop too! ■ Metromedia Producers Corp. has sold a one-hour special *Frank Sinatra Jr. with Family and Friends*, to the Monsanto Co. for showing on CBS-TV this fall. The program will feature Sammy Davis Jr., the U.S. Thunderbirds, Arte Johnson, Nancy Sinatra and Frank Sinatra Sr.

Auto racing: 1908 style ■ John H. Secundari Productions will produce a 90-minute TV documentary recreating the adventures of a New York-to-Paris automobile race held in 1908. George Schuster, the race winner and now 96 years old, will be a consultant.

Model models ■ Spangler Television Inc., New York, has acquired the American and International Model Festival Inc. and will turn it into a TV special with Cliff Robertson and Dina Merrill as hosts.

Blacks in syndication ■ Triangle Program Sales is syndicating "Blackbook,"

a one-hour weekly variety entertainment and interview series featuring performers, artists, politicians, athletes and community leaders "whose work has had a current impact significant to both blacks and whites."

Sales for Barrett ■ First reports of sales to non-Metromedia stations since gossip commentator Rona Barrett's two-and-a-half to three-minute programs were placed in syndication (BROADCASTING, April 14) were released last week by Metromedia Producers Corp. MPC said it has sold the show in 16 markets, including WTVN-TV Columbus, Ohio; WKBF-TV Cleveland; WKRC-TV Cincinnati; KBTW(TV) Denver; WHIO-TV Dayton, Ohio; WAST(TV) Albany, N. Y.; KCPX-TV Salt Lake City; WSPD-TV Toledo, Ohio and Kaiser's WKBG-TV Cambridge-Boston; WKBD-TV Detroit; WKBS-TV Burlington, N. J.-Philadelphia; and WKBF-TV Cleveland.

TV coverage set for Apollo moon mission

Networks expect nine color feeds from space, two b&w transmissions

The major broadcast networks once again are mobilizing for a massive coverage splurge when the astronauts of Apollo 10 journey on their eight-day junket around the moon and back.

A near-routine pattern has been anticipated from previous Apollo 8 and 9 flights, with radio and television networks going live for lift-off from Cape Kennedy Sunday, May 18, and splashdown in the Pacific ocean off Pago Pago Monday, May 26, as well as live inserts for all major junctures of the flight and periodic progress reports.

ABC, CBS and NBC television plan to carry all nine live colorcasts and two black-and-white broadcasts from space.

NBC-TV, on basis of tentative plans, can once again be expected to go for greatest saturation coverage. It is to remain live with the flight from noon May 18 (49 minutes before the scheduled firing) to about 4 p.m. (40 minutes after the scheduled translunar injection).

ABC-TV plans to stay with the lift-off from noon until 1:30 p.m. May 18, then cut back from 3:30 to 4:05 p.m. for the translunar injection burn. About the same schedule is expected for CBS-TV.

The networks anticipate that of the 11 live television transmissions from space planned by the National Aeronautics and Space Administration (BROADCASTING, April 28), nine will be in color using the new seven-and-a-half-pound Westinghouse camera and CBS field-sequential color system, and two—both on the homeward journey—will be in black and white using one of the four-and-a-half pound RCA cameras of previous Apollo missions.

As in the two previous pre-lunar flights, all three networks will use scale and full-size mockups of equipment plus animation and guest experts to aid in explaining various phases of the adventure.

ABC-TV coverage will be co-anchored by Frank Reynolds and science editor Jules Bergman. Walter Cronkite will anchor for CBS-TV, and Chet Huntley, David Brinkley and Frank McGee for NBC-TV.

While Apollo 10 promises new visual splendors with the first live color views from space, radio also is gearing to carry every important event of what additionally will be man's most intricate and dangerous space journey to this

time.

ABC, CBS and NBC radio networks, Metromedia Radio News, Mutual and UPI Audio network all will carry live coverage of the lift-off, splashdown and all important events in between as astronauts Thomas P. Stafford, John W. Young and Eugene A. Cernan fly into orbit around the moon, undock a lunar excursion module with two of the astronauts aboard to descend within 50,000 feet of the moon's surface, return to their space craft and fly home.

CBS Radio plans at least 53 special broadcasts during the eight days; Mutual eight five-minute special broadcasts a day outside regular news reports, and UPI Audio 16 live programs varying in length from 10 minutes to two hours, in addition to some 140 special one-minute reports.

George Engle and Alan Christian will anchor for Metromedia; Phil Clark, Dick Rosse and Dick King for Mutual, and Scott Peters and Art Thompson for UPI Audio.

Electronic ID's coming from Graham-Ruttenberg

Graham-Ruttenberg Inc., New York, TV-radio station consultant, has formed a subsidiary to produce and market TV-radio ID jingles.

The jingles are produced electronically on the Moog Synthesizer and the music was composed by Herbert Deutsch, professor of composition and theory at Hofstra University, Hempstead, N.Y. The initial package consists of 33 ID's run from two to 55 seconds, and will be augmented by 15 additional cuts supplied over three-year period.

ETV's will play the college game

The Eastern Educational Network this week will experiment with a special edition of *EEN Chronicle* in settling a simulated university crisis at a fictional metropolitan university.

"Campus Crisis Game" which is scheduled for broadcast Thursday, May 8, 8:30-10 p.m. EDT, will utilize actual student leaders in Boston and university faculty and administration in Philadelphia.

Television audiences will also participate, with Philadelphia's representing university trustees and Boston's representing a student body. Each station will show the deliberations of its particular group, then through interconnection will carry on bilateral negotiations.

Playing the "game" with Philadelphia will be WETA-TV Washington and the Pennsylvania ETV network stations, WVIA-TV Scranton, WLVT-TV Allentown, WITF-TV Hershey, WQED(TV) Pitts-

burgh, and WPSX-TV University Park. Boston's team includes the New York ETV network—WNYT(TV) New York, WSKG(TV) Binghamton, WNED-TV Buffalo, WXXI(TV) Rochester, WMHT(TV) Schenectady and WCNV-TV Syracuse. In addition WSBE-TV Providence, R. I., WETK(TV) Burlington, Vt., WENH-TV Durham, N. H., WMEB-TV Orono, Me., and WEDH(TV) Hartford, Conn., will participate.

Seven stations tied in to new Pa. ETV network

The Pennsylvania Public Television Network will inaugurate service linking seven member stations today (May 5) with a one-hour program incorporating reports from each station on local operations and services.

The network plans to operate initially from 3 to 11 p.m. seven days a week, with general-appeal and instructional programming. A full-time operation is expected to start by late 1970.

Participants are WVIA-TV Scranton/Wilkes-Barre, WLVT-TV Allentown-Bethlehem, WUHY-TV Philadelphia, WPSX-TV Clearfield-University Park, WQED(TV) Pittsburgh, WQLN(TV) Erie and WITF-TV Hershey. WUHF-TV will feed programs from the Eastern Educational Network to the other affiliates.

The network was created Nov. 20, 1968, with the establishment of the Public Television Network Commission. The initial appropriation for the network is \$1.3 million.

The commission has 22 members of which eight, including the chairman, are appointed by the governor and 10 of which are ex-officio members, all in the noncommercial television field.

Hill news reforms sought in proposed bill

A package of legislative reforms has been introduced in the House of Representatives which includes a provision that would open all meetings of standing and select committees to broadcasting and telecasting, at the discretion of the committee or subcommittee.

The "Legislative Reorganization Act" (H.R. 10426) is sponsored by 17 Democrats, including two House Commerce Committee members, and would make possible the "broadcasting, telecasting, and photographing by still and motion pictures of that hearing, or the recording and filming of that hearing for later broadcast." It does not apply, however, to the House Committee on Rules and the Committee on Standards of Official Conduct. This is already the procedure operating in the Senate.

The present policy in the House prohibits the taking of any pictures after the chairman's gavel has dropped.

A dedication at Valley Forge

Windows commemorating basic freedoms installed by NAB, RAB

Broadcasting leaders participated last week in the dedication of two stained-glass windows, installed in the Faith of our Fathers chapel study room, at Freedoms Foundation, Valley Forge, Pa. The windows, one honoring John Peter Zenger, whose pre-revolutionary libel trial set press-freedom precedents, and the other based on "The American Way of Life" credo of the Freedoms Foundation, were contributed by the National Association of Broadcasters, the Radio Advertising Bureau and interested broadcasting executives.

NAB President Vincent T. Wasilewski, speaking at the dedication ceremonies, said he could "think of no more appropriate way to observe Law Day, Loyalty Day and the beginning of National Radio Month than by coming here to the cradle of our independence to honor John Peter Zenger—one of the first Americans to suffer for the freedom of communication."

The Zenger decision, he noted, which first established truth as a defense in libel actions, presaged the protections for the press found in the First Amendment. "Some people, however," he added, "believe broadcasting is a second-class citizen under the First Amendment. Because broadcasting is licensed, they believe that somehow it has less protection than the press."

Broadcasters reject that idea, he said. "The fact that we are licensed does not mean that we have given away anything—not one percent, not one iota, nothing—in the area of free speech.

The companion window, dedicated to the American way of life, presents the American Credo, written by Donald Belding, former chairman of Foote, Cone and Belding, and adopted as the credo of the Freedoms Foundation, a nonprofit, nonsectarian and nonpolitical organization dedicated to preserving the American way of life.

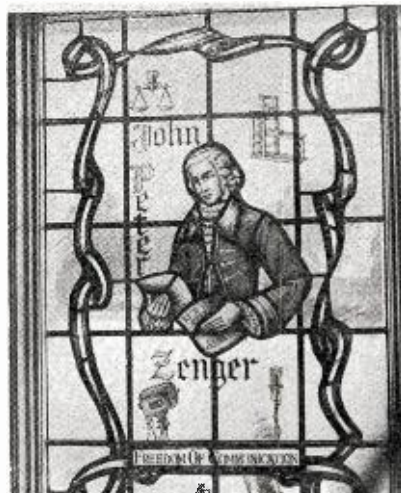
The window with the Belding credo has title lettering "The American Way of Life" over a panel with the sub-titling, "political and economic rights which protect the dignity and freedom of the individual."

Under this four panels spell out these

rights:

- Right to worship God in one's own way.
- Right to free speech and press.
- Right to peaceably assemble.
- Right to petition for redress of grievances.
- Right to privacy in our homes.
- Right of habeas corpus—no excessive bail.
- Right to trial by jury—innocent until proved guilty.
- Right to own private property.
- Right to free elections and personal secret ballot.
- Right to work in callings and localities of our choice.
- Right to bargain with our employers and employes.
- Right to go into business, compete, make a profit.
- Right to bargain for goods and services in a free market.
- Right to contract about our affairs.
- Right to the service of government as a protector.
- Right to freedom from arbitrary government regulation and control.

Participating in the dedication ceremonies, along with Mr. Wasilewski, were Miles David and Roger W. Clipp, president and chairman, respectively, RAB; Reverend Donald Connally, coordinator, National Catholic Radio and Television; Gino J. Merli, Peckville, Pa., a Congressional Medal of Honor winner; Lionel F. Baxter, vice president, radio, Storer Broadcasting Co.; Arch L. Madsen, president of Bonneville International Corp., Salt Lake City group owner; Roger S. Firestone, president of Firestone Plastics Co.; John M. Couric, NAB vice president, public relations, and Dr. Kenneth D. Wells, president, Freedoms Foundation.



The Zenger window

BPA goes to college with seminar series

First draws crowds, but second encounters student demonstration

The Broadcasters Promotion Association last week conducted the second of four university seminars it had scheduled this spring to inform undergraduates about the career opportunities in broadcast promotion.

The seminars, conducted by BPA officers and members with the cooperation of the appropriate college authorities, are intended not only to acquaint students with the opportunities in the field but to attract them into it and also encourage more colleges to offer full-scale broadcast-promotion courses.

Last week's seminar, held Tuesday afternoon (April 29) at the University of Kentucky, Lexington, was said to have coincided with student demonstrations that were blamed for keeping attendance to about 30 students. The first, April 25 at Michigan State University, East Lansing, attracted 150 to 200 students during the day, with as many as 75 attending some sessions.

An evening seminar is scheduled for May 13 at Morehead (Ky.) State University, and a session is being planned for Southern Illinois University, Carbondale, Ill., on a date to be determined.

The Michigan State seminar, supervised by Andy Amyx of WOOD-AM-TV Grand Rapids, Mich., was held as part of the university's course in broadcast promotion which is conducted by Dean Bennett, former promotion man at KSL Salt Lake City and WEEI Boston.

The all-day session included presentations on effective audience promotion by Todd Spoeri, WJBK-TV Detroit; elements of designs and graphics in local advertising by George Sperry of WKBD-TV Detroit and in national advertising by Bob Williams of WWJ Detroit; ratings and what they mean by Bill Miller, A. C. Nielsen Co., Chicago, and "care and feeding of the station rep" by Ken Mills, The Katz Agency, New York. There were also morning and afternoon showings of a film prepared by the Chicago Ad Club on "how to get a job in broadcasting."

The Kentucky session on Tuesday was directed by Ed Hessel Jr., WHAS-AM-TV Louisville, in cooperation with



Dean Bennett, former broadcast promotion man, who now conducts a broadcast promotion course at Michigan State University, addressed the opening session of the Broadcast Promotion Association seminar on the campus.

Among the BPA panelists were (l-r): Andy Amyx, WOOD-AM-TV Grand Rapids, Mich.; Todd Spoeri, WJBK-TV Detroit; George Sperry, WKBD-TV Detroit, and Bill Miller, A. C. Nielsen, Chicago.

Dr. Joseph M. Ripley, chairman of the university's department of telecommunications, and featured discussions of small-market radio promotion by Paul Lindsay, WLAP Lexington; large-market radio-TV promotion by K. C. Strange, WFBM-AM-TV Indianapolis, and publicity and exploitation by Mr. Hessel.

Joe Costantino of Avco Broadcasting, Cincinnati, BPA president, will preside at the May 13 meeting at Morehead State, which is being coordinated by James Uszler of the university's radio-TV department and will include presentations by Mr. Lindsay of WLAP and Jim Johnson of Avco's WLWT(TV) Cin-

cinnati. Clark Grant, KTVI(TV) St. Louis, is working with Professor Buren Robbins, chairman of the radio-TV department of Southern Illinois University, in setting up the workshop there.

Mr. Constantino said that "BPA is acutely aware of the need for graduates trained in the skills of broadcast promotion," but emphasized that the seminars are only one phase of BPA activity in this area. Last year, he noted, BPA published a study of internship programs available in broadcasting, and this year it expects to issue a study, supervised by Dr. James Saunders of Ohio University, that will profile the broadcast promotion manager in terms of status, staff, areas of responsibility, etc.

NRMA wants to honor best TV by retailers

An annual television commercials competition for retailers has been established by the Television Bureau of Advertising and the National Retail Merchants Association, New York.

Entries (storyboards and copy or films) from retailers, television stations or networks, advertising, marketing or public relations firms or individuals doing work for retailers must be received by May 15. The commercials should have been telecast during 1968.

Goldmark receives AWRT's silver award

Dr. Peter C. Goldmark, president of CBS Laboratories, has been named by the American Women in Radio and Television as recipient of its international silver satellite award for outstanding contributions in the field of communications. Dr. Goldmark was to accept the award from the organization's president, Mary Dorr, at AWRT's annual convention last Saturday (May 3) in Houston.

Dr. Goldmark, a physicist, holds more than 150 patents for inventions relating to communications technology and is generally credited with such developments as the long-playing record, and, most recently, CBS's Electronic Video Recording (EVR).

WTMR promotes packets for GI's in Vietnam

WTMR Camden, N. J. (Philadelphia) raised over \$9,000 April 26 to send packets containing the eight most requested items to men in combat in Vietnam. The 12-hour marathon broadcast was cosponsored by the local Jaycees and the station, and organized by Project Thank You.

Project Thank You is a national volunteer operation that travels across the

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country undertaking similar broadcast appeals at a different station each Saturday. Under the sponsorship of Christian Reformed Laymen's League and non-salaried president Dr. Bob Plekker, a Hudsonville, Mich., dentist, the organization solicits radio and TV stations to set aside a 12 to 15 hour period during which visiting celebrities and local and

station personalities appeal for funds; viewers and listeners then phone in their pledges over the air.

Other stations which have participated include WOOD Grand Rapids, Mich.; KIRO Seattle; KLZ Denver; KCRA Sacramento, Calif.; KFH-AM-FM Wichita, Kan.; KQXI Arvada, Colo., and WGAN Portland, Me.

Extensive advance promotion, tapes of endorsements and background patriotic music are provided to participating stations, which receive for their cooperation a bronze plaque and a letter of commendation sent to the FCC. Information can be obtained from Dr. Plekker at 3427 Kelly, Hudsonville, Mich.

International

Peters comments on Canadian content

CAB president advocates overhaul of rules on foreign ownership

The president of the Canadian Association of Broadcasters, J. R. Peters, last week told delegates attending the CAB's annual convention in Edmonton, Alberta, that requirements for a high level of "Canadian" programming content were unrealistic.

He said private radio and television stations in Canada have done their best

over the last 50 years to meet policy requirements that radio and TV programming "safeguard, enrich and strengthen the cultural, political, social and economic fabric of Canada."

But, he said, private broadcasters have done their best to meet the requirements despite the fact that Canadians "have shown an unmistakable and marked preference for program material originating from the U.S."

Mr. Peters said that new technical developments are giving Canadians access to more and more foreign programming. "As a result of these technical developments," he said, "the so-called public-policy objectives to safeguard, enrich and strengthen the . . . fabric of

Canada are approaching the position where a far more realistic objective must be sought.

"In fact, the combination of satellite and cable communication makes it likely that this long-standing government policy is even now obsolete. If we fail to realize this, we could find every broadcaster in the country breaking his neck to produce programming that strengthens the Canadian identity and fabric, while our listeners and viewers are tuned to broadcasting stations based in other countries of the world," Mr. Peters said. "It is a known fact that you can legislate the broadcaster, but you cannot legislate the interests and desires of the Canadian public—and thank

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c. Model AS-30



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b. 8 Channel Console Dual Turntable System 800-C Cartridge System



e. Model TC-12 Custom



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God for that."

Mr. Peters, who in addition to being CAB president is head of CHEK-TV Victoria and CHAN-TV Vancouver, both British Columbia, also criticized a government order-in-council limiting foreign ownership in the Canadian broadcasting industry. He said the order sets out such complex and unusual regulations for determining Canadian ownership that it may work against itself.

"There is a real danger that the current directive falls far short of building Canadian control of broadcasting, and instead seems to tear down the structure of our industry in a way that may weaken and not strengthen our Canadian fabric." Mr. Peters said the government should withdraw its order-in-council and replace it with one which would allow Canadians to invest in the broadcasting industry "under the same ground rules that exist for other Canadian investment."

"My request for Canadian investors in Canadian broadcasting is not for special treatment, it is for equal treatment and the right to be governed by the same commercial rules that are applied to other Canadian industries and investments."

Mr. Peters called for a simplification and streamlining of government legisla-

tion affecting the broadcast industry in Canada. He said the weight of this legislation had grown steadily more onerous.

The amount of extra clerical work required to meet the regulations of the numerous government bodies which currently intervene in broadcasting "seriously affects the cost of operation." He said it requires more people and costs more money to operate a Canadian broadcasting station than it does, for example, to operate a comparable station in the U.S. A major reason, Mr. Peters said, is the proliferation of regulations.

He said broadcasters wanted Ottawa to issue broadcasting licenses for periods longer than the present one or two years so stations could plan on a long-range basis. It is not unreasonable, he said, to expect authorities to grant licenses for 10-year periods.

Ecuadorian station going on with RCA gear

RCA has completed shipments of more than \$600,000 in broadcast equipment for a new TV station in Guayaquil, Ecuador.

The new station, CETV(TV) (ch. 10), will

use a mountain peak broadcast antenna and seven repeater locations to cover a wide area of Ecuador in which about three-fourths of the nation's 100,000 receivers are located, it was said. The station will go on the air later this spring.

Equipment shipped from the U.S. includes a 40-foot mobile TV van, with a 20-foot camera boom, which will be used to cover horse races, soccer matches and other remote events. Though primarily a commercial station, CETV will cooperate with the national government to produce programs for schools and colleges.

Senate begins probe of satellite broadcasts

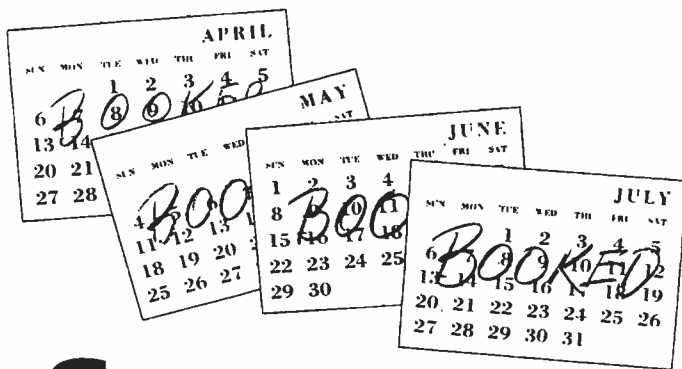
The impact of satellite broadcasting on international relations will be one of the topics explored when the House Foreign Affairs Subcommittee on National Security Policy and Scientific Developments, under the chairmanship of Representative Clement Zablocki (D-Wis.), begins hearings next week.

The May 13-15 hearings are an effort to investigate the charge by the subcommittee chairman that the present technology of the Soviet Union would allow that country to transmit programs directly to American television sets from synchronous satellites stationed 22,300 miles over the equator. The consequence, he warned, could be a "propaganda war" from the use of space broadcasting in which U. S. might come out "second best."

In announcing the hearings, the Wisconsin representative introduced a "sense of Congress" resolution calling on the President to "resist any effort to give exclusive control of satellite broadcasting to an international agency operating on the basis of unanimous agreement." The resolution also urged the President to promote peaceful satellite broadcasting and to work with other nations to establish a worldwide space broadcasting network.

This provision, according to Representative Zablocki, is aimed at proposals which will come before the United Nations next July when the U.S. Committee on Peaceful Uses of Outer Space takes up the subject of satellite broadcasting.

Next week's subcommittee hearings will also explore such topics as the pur-



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poses and uses of a planned French broadcast satellite which would be able to reach Europe, Africa, Latin America and the East Coast of the United States and Canada; the U.S. agreement to allow India to use a National Aeronautics and Space Administration experimental satellite as the basis of a new educational television system, and the role of

Intelsat in space broadcasting.

Witnesses scheduled to testify before the subcommittee include Dr. Willard L. Pritchard, director of laboratories for the Communications Satellite Corporation; Leonard Jaffee, director of NASA's space applications programs office; Arnold W. Frutkin, NASA's assistant administrator for international

affairs; Professor Richard N. Gardner, Columbia University, former assistant secretary of state for international organization affairs; the Rev. John M. Culkins, S.J., director of the Center for Communications, Fordham University, and Samuel DePalma, assistant secretary of state for international affairs.

FocusOnFinance

Spedcor to take over Entron for \$20 million

Entron Inc., Silver Spring, Md., group operator of CATV systems and manufacturer of CATV equipment, has agreed to merge with New York-based Spedcor Electronics Inc., through an exchange of stock valued at about \$20 million.

Edward P. Whitney, Entron president, said the agreement calls for Entron to issue three common shares for each Spedcor share. Entron will be renamed Spedcor Electronics, he said, and will become either a wholly owned subsidiary or a division of Spedcor. The stock of the surviving corporation is expected to be listed on the American Stock Exchange. Entron stockholders will vote on the merger agreement in late July.

Under another agreement, the Boston Herald-Traveler Corp. (WHDH-AM-FM-TV Boston), controller of Entron (over 40%) and the company's major creditor, has agreed to convert \$1,782,000 of Entron's debt into 237,600 Entron shares.

Entron, operator of seven CATV systems in Pennsylvania, North Carolina and Louisiana, previously reported a net loss of nearly \$1.4 million on net sales of about \$2 million for the year ended Dec. 31, 1968 (BROADCASTING, April 7).

Spedcor, manufacturer of test, communications and other electronic equipment, had net sales of \$6.7 million and net income of \$860,000 for the year ended July 31, 1968.

NTC production firm plans public offering

National Teleproductions Corp., Indianapolis, has filed a registration statement with the Securities and Exchange Commission offering 150,000 common shares for public sale through Amos Treat Associates Inc., New York, at \$8 per share.

The underwriter will have the option of purchasing, for \$15, five-year war-

rants to purchase 15,000 shares. The warrants are exercisable after one year at prices ranging from \$8.55 to \$10.20 per share.

National Teleproductions provides facilities and personnel for video tape recording of television programs and commercials.

Of the net proceeds of its stock sale, \$140,000 will repay indebtedness to a bank, \$150,000 will be used for sales development, \$150,000 will be used for pilot television programs, \$100,000 will pay salaries of additional engineering and personnel and the balance will be added to working capital.

Purchasers of the shares being registered will acquire a 30% interest in the company for \$1.2 million.

The company has 350,000 shares outstanding of which management officials own 75%. Howard J. Zuckerman is president and Steven M. Miller, board chairman.

Commonwealth fails to unite

Commonwealth United Corp., Beverly Hills, Calif., and Perfect Film & Chemical Corp., New York, last week jointly announced that they ended discussions on possible merger. A proposal for the consolidation of the two firms was announced last month but without the disclosure of any details (BROADCASTING, March 24). A Commonwealth spokesman said the talks were broken off "indefinitely" because of inability to reach agreement and because of current market conditions. Commonwealth is heavily engaged in the fields of entertainment and leisure-time products. Perfect Film is involved in book publishing, photo finishing and production of musical instruments.

CCA Electronics to sell 220,000 common shares

CCA Electronics Corp., Gloucester City, N.J., has filed a registration statement with the Securities and Exchange Commission offering 220,000 common shares for public sale through Goldwater, Valente, Fitzpatrick & Schall,

New York, at \$7.25 per share maximum. Goldwater will be entitled to purchase, for \$220, five-year warrants to purchase 22,000 shares.

CCA manufactures AM and FM broadcast transmitters, specialized communications transmitters and related electronic equipment. It also owns QRK Electronic Products Inc., which manufactures broadcast turntables.

Of the net proceeds of the stock sale, \$658,500 will liquidate debts; \$100,000 will expand and improve the administrative and production equipment and facilities of CCA and QRK; \$150,000 will expand CCA's development, engineering and marketing activities, the balance will be added to working capital.

CCA has 562,000 common shares outstanding, of which Bernard Wise, president, owns 56% and management officials as a group, 98%.

Capital Cities buys Pontiac Press daily

Capital Cities Broadcasting Corp., group station owner, which last year entered the daily publishing field with the purchase of the eight Fairchild business newspapers, last week expanded into the consumer daily field.

It has announced agreement to buy the Pontiac Press Co., Pontiac, Mich., publisher of the *Pontiac Press*, an 80,000-circulation six-day afternoon newspaper. The *Press* last year ranked 32d in the nation in advertising lineage for six-day newspapers.

Thomas S. Murphy, president of Capital Cities, declined to reveal terms of the purchase. He said the paper "will continue with current management, personnel and policies."

MPO Videotronics files common-stock offerings

MPO Videotronics, New York producer of television commercials and sponsored motion pictures, has filed a registration statement with the Securities and Exchange Commission seeking registration of 26,155 shares of common stock.

The shares may be offered for sale

by MPO stockholders at \$20 per share maximum.

William Susman, MPO officer-director, proposes to sell 10,000 of his 32,340 shares and Marshall Stone, director, proposes to sell 10,000 of 33,075 shares held. Three others will sell the balance of the shares being registered.

MPO has 556,026 common shares outstanding, of which management officials as a group own 43%. Judd L. Pollack is board chairman and Arnold Kaiser, president.

Financial notes:

■ Storer Broadcasting Co., Miami Beach, has declared a regular quarterly dividend of 25 cents a share, payable June 10 to stockholders of record May 23.

■ Creative Management Associates is the new corporate name of the company resulting from a merger between talent agencies Creative Management Associates Ltd. and General Artists

Corp. that took place last summer.

■ Collins Radio Co., Dallas, and Honeywell Inc., Minneapolis, have called off their merger talks (BROADCASTING, April 21). Reason for terminating discussions was not given, but Collins said it is still opposed to the exchange offer previously made by Electronic Data Systems Corp., Dallas, and is evaluating other offers.

■ Transamerica Corp., San Francisco-based parent of United Artists Corp., last week declared a regular quarterly dividend of \$1.12½ a share on its 4½% convertible preferred stock payable June 2 to stockholders of record May 15.

■ Rice Broadcasting Co., owner of WJRJ-TV (ch. 17) Atlanta, in its first annual report listed a net loss of \$363,107 or \$1.56 per share for the year ended Dec. 31, 1968. Gross revenues amounted to \$411,649 and broadcasting expenses, a special item, totaled

\$224,798.

■ At a special meeting last week shareholders of Chris-Craft Industries Inc., New York, voted to split the outstanding shares of common stock on a two-for-one basis. They also voted to increase the authorized common stock from 5,742,519 shares of \$1 par value each to 15 million shares of 50 cent par value each.

Company reports:

Technicolor Inc., Hollywood, film processor, reported an increase in revenues but a decline in net income amounting to 13 cents a share for the quarter ended March 29, 1969:

	1969	1968
Earned per share	\$0.30	\$0.43
Revenues	26,048,623	25,559,181
Net income	1,119,879	1,510,309
Shares outstanding	3,741,909	3,514,156

Notes: 1969 revenues are from continuing businesses; 1968 net income includes net income of \$179,286, or 5 cents a share, from discontinued businesses.

Cohu Electronics Inc., San Diego, man-

The Broadcasting stock index

A weekly summary of market activity in the shares of 81 companies associated with broadcasting, compiled by Roth Gerard & Co.

Stock symbol	Ex-change	Closing May 1	Closing April 24	Closing April 17	1969		Approx. Shares Out (000)	Total Market Capitalization (000)
					High	Low		
Broadcasting								
ABC	N	70¾	69	68¾	76¼	56¼	4,709	\$ 266,600
Atlantic States	O	9¼	9¼	9¼	15¼	9¼	1,789	18,000
Capital Cities	N	78¼	72	69¼	79	62¾	2,811	186,900
CBS	N	54¾	54¾	52¾	55½	44¾	24,138	1,215,900
Corinthian	N	27¾	29¾	29¼	37¼	25¼	3,384	97,300
Cox	N	45¾	44¾	45	59	42¾	2,884	135,900
Gross Telecasting*	O	18¾	17¾	18½	19¼	17¾	400	16,000
Metromedia	N	37¾	36¾	41¾	53¾	36¾	5,408	257,600
Pacific & Southern	O	23	23	22½	25½	19½	1,616	38,800
Reeves Broadcasting	A	22	22½	23½	35¾	18½	2,091	47,800
Scripps-Howard	O	27	27	26	31½	26	2,589	73,800
Sonderling	A	38¾	39	38	40	32¾	963	32,300
Taft	N	39¼	36¼	36	40¾	34¾	3,363	127,800
Total							56,154	\$ 2,514,700
Broadcasting with other major interests								
Avco	N	34¼	33¼	33½	49¾	32¾	12,535	\$ 451,300
Bartell Media	A	16¼	16¼	16	22¼	14	2,106	31,300
Boston Herald-Traveler	O	38	38	38	71	38	574	23,000
Chris-Craft	N	44¾	41	45¾	58¼	38¾	1,395	64,200
Cowles Communications	N	15¼	13¾	14¾	17¾	13½	3,620	53,400
Fuqua	N	44¾	42¾	42¾	47	34	3,781	139,400
Gannett	N	36	37¾	38¼	40¾	35¾	5,322	223,500
General Tire	N	25¼	25¼	25¾	34¾	24	17,402	461,200
Gray Communications	O	10	10	10	12¾	9¾	475	5,200
Lamb Communications	O	6	6¼	5¾	10	5	2,468	13,600
Liberty Corp.	N	18¾	18¾	18¾	23¼	17¾	7,036	146,000
LIN	O	14¾	13	14¾	30¾	13	1,415	19,100
Meredith Corp.	N	50¼	50¼	52¾	59¾	47¾	2,744	146,100
The Outlet Co.	N	23¾	22½	22¾	30¾	21	1,229	30,300
Plough Inc.	N	68¾	66¾	65¾	72¾	62¼	6,761	446,200
Post Corp.	O	22	23	23½	40	17	566	12,700
Rollins	N	36¾	34¾	36	38¾	30¾	7,947	266,200
Rust Craft	A	33¾	31¾	31½	38¾	29¾	1,169	35,400
Storer	N	43	45	45	62	41¼	4,194	190,300
Time Inc.	N	70¾	69	71	100¾	61¾	7,211	587,700
Wometco	N	22	22¾	23½	23¾	19¾	5,723	121,600
Total							95,673	\$ 3,467,700
CATV								
Ameco	A	11¼	11½	11¼	14¾	10¼	1,200	\$ 13,100
Columbia Cable	O	14¼	14¼	14¼	15¼	13¾	580	8,400
Cox Cable Communications	O	19¼	18¾	19½	20	16¾	2,500	45,600
Cypress Communications	O	15	15	15	23	12	808	12,100
Entron	O	5¾	5¾	5¾	10	5¾	607	3,800
H & B American	A	16¾	15½	16¾	20	13¾	4,973	70,900
Sterling Communications	O	8	8¼	8¼	10	6¼	500	4,900
Teleprompter	A	56¾	54	53¾	66¾	46¾	995	51,000
Television Communications	O	14¾	14¼	14	17¼	12¾	2,090	26,600
Vikoa	A	26¼	24¾	28	33¾	23¾	1,573	41,500
Total							15,826	\$ 277,900

ufacturer of broadcast and closed circuit television systems and precision instrumentation, reported increases in net sales and net income for the three months ended March 31:

	1969	1968
Earned per share	\$0.07	\$0.05
Net sales	2,298,036	2,210,920
Pretax income	195,752	99,307
Net income	95,752	61,307
Shares outstanding	1,395,257	1,356,700

Zenith Radio Corp., Chicago, last week announced a record first quarter, marking the 24th time in the past 25 quarters the firm has set new records as color sales continue to increase. Radio and related product sales also were up.

For the three months ended March 31:

	1969	1968
Net income per share	\$0.63	\$0.59
Net sales	185,469,000	182,252,000
Pretax income	25,880,000	24,101,000
Net income	11,966,000	11,146,000
Shares outstanding	18,935,390	18,859,550

Doremus & Co., New York, reported

increases in billings and net income for the three months ended March 31:

	1968	1967
Earned per share	\$0.16	\$0.15
Billings	9,290,331	7,480,254
Gross income	1,398,954	1,130,651
Net income	68,067	63,917

Movilab Inc., New York, film processor, reported decreases in net sales and net income for the fiscal year ended Dec. 28, 1968:

	1968	1967
Earned per share	\$0.25*	\$0.73
Net sales	9,892,250	11,178,439
Net income	352,586	1,017,103

*Include 6 cents per share of nonrecurring income from an investment in securities in contemplation of an acquisition which did not materialize.

C-COR Electronics Inc., State College, Pa., manufacturer of CATV equipment, reported increases in sales and net income for 1968:

	1968	1967
Earned (loss) per share	\$12.63	(\$10.33)
Sales	2,430,019	1,260,796
Net income (loss)	194,048	(158,545)

John Blair & Co., New York, reported record revenues and net earnings for

the first quarter ended March 31:

	1969	1968
Earned per share	\$0.36	\$0.23
Gross revenues	8,972,000	7,100,000
Net income	823,000	533,000

Lamb Communications Inc., Toledo, Ohio, CATV group operator and owner of WICU-TV Erie, Pa., reported a 400% increase in net income and a 22% increase in revenues for the first quarter of 1969.

Lamb also announced it will shift its accounting period from a calendar year to a fiscal year basis which will end May 31. Lamb had net income of \$302,200 or 11 cents per share on revenues of \$1,556,500 for the nine months ended Feb. 28. For the quarter ended March 31:

	1969	1968
Earned per share	\$0.04	\$0.01
Revenues	562,990	450,630
Net income	118,480	26,900
Shares outstanding	2,650,700	2,646,700

3M Co., St. Paul, reported a record 10.9% increase in net income and a

	Stock symbol	Ex-change	Closing May 1	Closing April 24	Closing April 17	1969		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
Programming									
Columbia Pictures	CPS	N	35	32½	32¾	42	29¾	5,113	\$ 171,300
Commonwealth United	CUC	A	13½	13¾	14½	24¾	13	7,396	114,600
Disney	DIS	N	83½	82	83¾	86¾	69½	4,346	345,500
Filmways	FWY	A	34½	33¾	31¾	38½	28½	1,079	33,400
Four Star		O	4½	4	4½	10	4½	666	3,800
Gulf & Western	GW	N	32½	29½	30½	50½	28½	15,700	514,200
MCA	MCA	N	36	34	36½	44½	34	8,059	297,200
MGM	MGM	N	34	34	37½	44½	32	5,762	227,600
Transamerica	TA	N	35	34½	33½	38¾	32	59,742	2,195,500
Trans-Lux	TLX	A	33¾	34¾	37	58½	30½	856	33,600
20th Century-Fox	TF	N	32¾	32¾	33¾	41¾	31½	7,072	227,200
Walter Reade		O	12¾	11½	12	15½	11	2,248	30,300
Warner-Seven Arts	WBS	A	52½	47½	48	64½	39½	3,816	185,600
Wrather Corp.		O	14	13¾	15½	22¾	13¾	1,760	28,200
						Total		132,615	\$ 4,408,000
Service									
John Blair		O	28	26½	27	30	22¾	2,271	\$ 56,800
Comsat	CQ	N	46½	45½	45½	55½	41¾	10,000	442,500
Doyle Dane Bernbach		O	29¾	28¾	29¾	31¾	28	2,104	58,900
Foote, Cone & Belding	FCB	N	13¾	14½	14½	15½	13¾	2,159	31,000
General Artists		O	13	13¾	14½	20¾	13	581	9,300
Grey Advertising		O	17½	16½	17½	18¾	14	1,199	18,900
Movilab	MOV	A	10	10½	10½	14½	10	1,407	15,100
MPO Videotronics	MPO	A	14½	15	14½	22½	13½	536	8,000
Nielsen		O	33¾	32½	35½	37	31¾	5,240	189,900
Ogilvy & Mather		O	29¾	29¾	30½	30½	21¾	1,090	30,000
Papert, Koenig, Lois	PKL	A	17½	17	17½	30½	10½	721	14,300
Wells, Rich, Greene		O	15½	16½	17½	18	13	1,501	26,600
						Total		28,809	\$ 901,300
Manufacturing									
Admiral	ADL	N	21½	20½	19½	21	15	5,110	\$ 84,300
Ampex	APX	N	43	38½	37½	41¾	32½	10,571	407,000
General Electric	GE	N	96	92½	90½	97¾	85½	90,578	8,355,800
Magnavox	MAG	N	54½	53½	54	56½	47½	15,446	839,900
3M	MMM	N	106½	99½	100¾	106	94	54,110	5,566,600
Motorola	MOT	N	126½	120	110	133½	102¾	6,122	679,500
RCA	RCA	N	46½	42½	43½	48½	41¾	62,612	2,606,200
Reeves Industries	RSC	A	8	7½	7½	10½	7½	3,415	28,600
Visual Electronics	VIS	A	20½	20½	21	37	19	1,233	28,400
Westinghouse	WX	N	63	60½	63	71½	58½	38,239	2,571,600
Zenith Radio	ZE	N	52½	49½	49½	58	48½	18,924	948,600
						Total		306,360	\$22,116,500
						Grand total		626,437	\$33,686,100
Standard & Poor Industrial Average			113.28	110.66	110.07	113.19	106.36		

N-New York Stock Exchange
A-American Stock Exchange
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of March 28
*Adjusted for two for one stock split April 4

record 11.9% increase in sales for the first quarter of 1969:

	1969	1968
Earned per share	\$0.72	\$0.65
Sales	367,872,000	328,682,000
Net income	39,194,000	35,337,000

Gannett Co., Rochester, N.Y., newspaper chain and group broadcaster, reported a record 19.8% increase in revenues and a record 14.6% increase in net income for the 13 weeks ended March 30:

	1969	1968
Earned per share	\$0.29	\$0.28
Revenues	33,465,365	27,941,680
Pretax income	3,888,408	3,076,324
Net income	1,366,723	1,338,324

Fuqua Industries Inc., Atlanta-based group broadcaster and diversified company, reported a record 34% increase in net revenues and 26% increase in net income for the three months ended March 31:

	1969	1968
Earned per share	\$0.38	\$0.30
Net revenues	66,956,000	49,758,000
Net income	2,042,000	1,628,000

Notes: 1968 figures are restated to include on a pooling of interests or part of interests basis businesses acquired in 1968 and 1969. Net income is before extraordinary items of one cent per share for both 1968 as restated and 1969.

Walter Reade Organization Inc., Oakhurst, N.J., group motion picture theater owner and distributor of films for theaters and television, reported increases in gross revenues and net income for 1968. The company has announced it has reached an agreement in principle to acquire Pyramid Publications, publisher of paperback books and magazines, for \$5.2 million in cash and stock.

For the year ended Dec. 31, 1968:

	1968	1967
Earned per share	\$0.47	\$0.42
Gross revenues	27,088,000	23,614,000
Pretax income	2,025,000	1,787,000
Net income	972,000	864,000
Shares outstanding	2,083,000	1,662,000

Telestatus

TELEVISION

UHF penetration

Five years ago last month, the All-Channel Receiver Act went into effect. The result has been a predictable growth in UHF facilities (274 UHF stations currently on the air) and a high, but unknown level of national UHF set ownership.

Surprisingly, no current national data on UHF penetration is available. The last Advertising Research Foundation-Bureau of Census study, done in June 1967, estimates UHF ownership at 42.1%. Since 1967, two million TV households have been added, and nine million households have become color TV owners. Based upon these factors, Papert, Koenig, Lois estimates current national UHF penetration at 55% of TV households. A new, soon to be published,

ARF-Census study will provide the authoritative count.

The following American Research Bureau data reports UHF ownership in UHF "active" television markets as of March 1969, and the growth trend in the last two years. Because of a response bias, no data is reported for markets without an active UHF station.

In a few markets, the UHF penetration trend shows a decrease across time. These "reversals" are a result of the estimating tolerances implicit in sample-based measurement and do not indicate an actual decrease.

"Telestatus" appears in the first BROADCASTING issue of each month. It is prepared in cooperation with Papert, Koenig, Lois Inc. A "Telestatus" report on market-by-market color penetration will appear on June 2.

Area of Dominant Influence	ADI TV households (9/68)	ARB % UHF penetration trends (UHF-active ADI markets)			
		Nov. 1967	Mar. 1968	Nov. 1968	Mar. 1969
Abilene-Sweetwater, Tex.	93,800	—	—	—	—
Albany, Ga.	72,500	—	—	—	—
Albany-Schenectady-Troy, N.Y.	387,800	—	—	—	—
Albuquerque, N.M.	176,100	—	—	—	—
Alexandria, La.	49,600	—	—	—	—
Alexandria, Minn.	56,700	—	—	—	—
Amarillo, Tex.	141,800	—	—	—	—
Ardmore-Ada, Okla.	42,700	—	—	—	—
Atlanta	615,300	44	46	58	63
Augusta, Ga.	138,400	—	—	—	55
Austin, Tex.	98,500	65	71	77	82
Bakersfield, Calif.	83,100	95	98	97	96
Baltimore	638,400	53	57	56	60
Bangor, Me.	76,900	—	—	—	—
Baton Rouge	135,800	—	—	—	—
Beaumont-Port Arthur, Tex.	131,100	—	—	—	—
Bellingham, Wash.	21,200	—	—	—	—
Billings, Mont.	54,900	—	—	—	—
Biloxi, Miss.	37,000	—	—	—	—
Binghamton, N.Y.	129,600	88	88	91	90
Birmingham, Ala.	400,100	57	58	61	66
Bluefield, W. Va.	64,000	—	—	—	—
Boise, Idaho	82,300	—	—	—	—
Boston	1,432,800	53	58	62	67
Bristol-Johnson City, Va.-Tenn.	156,900	—	—	—	—
Buffalo, N.Y.	553,800	55	61	60	62
Burlington, Vt.-Plattsburgh, N.Y.	128,100	—	—	—	56
Butte, Mont.	36,200	—	—	—	—
Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill.	203,300	—	—	—	—
Casper-Riverton, Wyo.	41,200	—	—	—	—

Area of Dominant Influence	ADI TV households (9/68)	ARB % UHF penetration trends (UHF-active ADI markets)			
		Nov. 1967	Mar. 1968	Nov. 1968	Mar. 1969
Cedar Rapids-Waterloo, Iowa	225,600	—	—	—	—
Champaign-Decatur-Springfield, Ill.	238,000	90	95	93	94
Charleston, S.C.	119,100	—	—	—	—
Charleston-Huntington, W. Va.	412,100	—	—	—	—
Charlotte, N.C.	386,700	49	54	61	65
Chattanooga	193,600	—	—	—	—
Cheyenne, Wyo.	61,300	—	—	—	—
Chicago	2,466,200	63	63	72	76
Chico-Redding, Calif.	87,300	—	—	—	—
Cincinnati	560,400	56	57	65	68
Clarksburg-Weston, W. Va.	43,900	—	—	—	—
Cleveland	1,227,100	60	64	71	77
Colorado Springs-Pueblo, Colo.	125,500	—	—	—	—
Columbia, S.C.	132,800	75	76	78	80
Columbia-Jefferson City, Mo.	109,800	—	—	—	—
Columbus, Ga.	133,100	—	—	—	—
Columbus, Miss.	48,000	—	—	—	—
Columbus, Ohio	412,800	59	65	*	—
Corpus Christi, Tex.	113,400	—	—	—	—
Dallas-Fort Worth	798,500	53	53	60	66
Davenport, Iowa-Rock Island-Moline, Ill.	254,200	—	—	—	—
Dayton, Ohio	358,700	68	72	73	76
Denver	422,900	—	—	—	—
Des Moines-Fort Dodge, Iowa	252,400	—	—	—	—
Detroit	1,368,700	65	67	75	76
Dothan, Ala.	61,300	—	—	—	—
Duluth, Minn.-Superior, Wis.	146,700	—	—	—	—
El Paso	130,700	—	—	—	—
Ensign, Kan.	11,300	—	—	—	—
Erie, Pa.	97,500	90	93	93	94

Area of Dominant Influence	ADI TV households (9/68)	ARB % UHF penetration trends (UHF-active ADI markets)			
		Nov. 1967	Mar. 1968	Nov. 1968	Mar. 1969
		Eugene, Ore.	94,600	—	—
Eureka, Calif.	41,900	—	—	—	—
Evansville, Ind.	148,800	95	95	94	92
Fargo, N.D.	139,300	—	—	—	—
Flint-Saginaw-Bay City, Mich.	315,300	59	69	70	72
Florence, S.C.	66,200	—	—	—	—
Fort Myers, Fla.	23,100	—	—	—	81
Fort Smith, Ark.	52,700	—	—	—	—
Fort Wayne, Ind.	171,900	97	94	98	97
Fresno-Visalia, Calif.	237,700	97	98	99	99
Glendive, Mont.	4,400	—	—	—	—
Grand Junction, Kan.	39,900	—	—	—	—
Grand Rapids-Kalamazoo, Mich.	390,200	—	—	—	—
Great Falls, Mont.	51,500	—	—	—	—
Green Bay, Wis.	220,900	—	—	—	—
Greensboro-Winston Salem-High Point, N.C.	299,100	—	40	47	50
Greenville-New Bern-Washington, N.C.	206,400	—	—	—	—
Greenville-Spartanburg, S.C.-Asheville, N.C.	350,200	47	44	52	53
Greenwood, Miss.	35,000	—	—	—	—
Harrisburg-York-Lancaster-Lebanon, Pa.	326,100	86	88	85	86
Harrisonburg, Va.	26,100	—	—	—	—
Hartford-New Haven, Conn.	546,000	75	78	78	82
Hays, Kan.	19,500	—	—	—	—
Helena, Mont.	8,900	—	—	—	—
Honolulu	167,100	—	—	—	—
Houston Huntsville-Decatur-Florence, Ala.	633,300	57	60	72	71
Idaho Falls-Pocatello, Idaho	117,300	—	—	—	—
Indianapolis	54,200	—	—	—	—
Jackson, Miss.	642,200	63	61	64	68
Jackson, Tenn.	200,900	—	—	—	—
Jacksonville, Fla.	4,400	—	—	—	—
Johnstown-Altoona, Pa.	256,500	62	65	71	74
Joplin, Mo.-Pittsburg, Kan.	217,900	52	59	60	58
Kansas City, Mo.	115,600	38	49	58	61
	514,400	40	43	47	53
Klamath Falls, Ore.	17,600	—	—	—	—
Knoxville, Tenn.	250,300	61	62	62	78
La Crosse-Eau Claire, Wis.	100,700	—	—	—	—
Lafayette, La.	113,900	—	—	—	51
Lake Charles, La.	47,100	—	—	—	—
Lansing, Mich.	144,200	—	—	—	—
Laredo, Tex.	16,500	—	—	—	—
Las Vegas	89,600	—	—	—	—
Laurel-Hattiesburg, Miss.	44,100	—	—	—	—
Lexington, Ky.	98,800	94	91	97	97
Lima, Ohio	31,900	—	—	—	—
Lincoln-Hastings-Kearney, Neb.	184,800	—	—	—	—
Little Rock, Ark.	278,000	—	—	—	—
Los Angeles	3,182,000	63	65	65	67
Louisville, Ky.	369,700	77	79	80	85
Lubbock, Tex.	112,300	—	58	61	70
Lufkin, Tex.	18,400	—	—	—	—
Macon, Ga.	97,500	—	—	—	61
Madison, Wis.	119,500	90	91	94	95
Mankato, Minn.	45,500	—	—	—	—
Marquette, Mich.	45,600	—	—	—	—
McAllen-Brownsville (Lower Rio Grande), Tex.	88,000	—	—	—	—
Medford, Ore.	39,600	—	—	—	—
Memphis	481,200	—	—	—	—
Meridian, Miss.	62,500	—	—	43	61
Miami	567,800	56	58	67	69
Milwaukee	545,400	78	82	77	82
Minneapolis-St. Paul	702,200	44	48	52	56
Minot-Bismarck-Dickinson, N.D.	102,600	—	—	—	—
Missoula, Mont.	21,000	—	—	—	—
Mobile, Ala.-Pensacola, Fla.	246,200	—	—	—	—
Monroe, La.-El Dorado, Ark.	119,100	27	36	*	—
Montgomery, Ala.	113,300	68	72	79	76
Nashville	441,600	—	—	—	54
New Orleans	398,200	60	61	65	70
New York	5,682,800	48	52	54	59
Norfolk-Portsmouth-Newport					

Area of Dominant Influence	ADI TV households (9/68)	ARB % UHF penetration trends (UHF-active ADI markets)			
		Nov. 1967	Mar. 1968	Nov. 1968	Mar. 1969
		News-Hampton, Va.	344,600	—	—
North Platte, Neb.	12,800	—	—	—	—
Odessa-Midland, Tex.	101,900	—	—	—	—
Oklahoma City	362,700	44	46	*	—
Omaha	256,800	—	—	—	—
Orlando-Daytona Beach, Fla.	294,900	—	—	—	—
Ottumwa, Iowa-Kirksville, Mo.	43,700	—	—	—	—
Panama City, Fla.	23,800	—	—	—	—
Pembina, N.D.	9,600	—	—	—	—
Peoria, Ill.	163,900	95	98	99	100
Philadelphia	2,070,000	67	72	75	78
Phoenix	331,900	—	54	59	64
Pittsburgh	959,000	50	54	55	63
Portland, Ore.	473,200	—	—	—	—
Portland-Poland Spring, Me.	209,100	—	—	—	—
Presque Isle, Me.	25,200	—	—	—	—
Providence, R.I.	470,000	—	—	—	—
Quincy, Ill.-Hannibal, Mo.	116,900	—	—	—	—
Raleigh-Durham, N.C.	224,600	—	—	—	58
Rapid City, S.D.	44,700	—	—	—	—
Reno	65,800	—	—	—	—
Richmond, Va.	278,400	—	—	—	—
Roanoke-Lynchburg, Va.	248,200	34	43	43	50
Rochester-Austin, Minn.-Mason City, Iowa	99,500	—	—	—	—
Rochester, N.Y.	242,800	—	—	—	—
Rockford, Ill.	143,900	94	97	96	97
Roswell, N.M.	42,600	—	—	—	—
Sacramento-Stockton, Calif.	504,300	—	—	63	66
St. Joseph, Mo.	52,300	—	—	—	—
St. Louis	834,000	—	—	—	—
Salinas-Monterey, Calif.	139,400	—	50	52	65
Salisbury, Md.	28,300	—	—	—	—
Salt Lake City	305,000	—	—	—	—
San Angelo, Tex.	23,300	—	—	—	—
San Antonio, Tex.	322,200	57	57	58	64
San Diego	380,400	61	64	60	66
San Francisco	1,372,600	53	54	65	66
Santa Barbara, Calif.	77,300	—	—	—	—
Savannah, Ga.	99,500	—	—	—	—
Seattle-Tacoma	613,100	56	51	59	61
Shreveport, La.-Texarkana, Tex.	285,800	—	—	—	—
Sioux City, Iowa	125,000	—	58	60	64
Sioux Falls-Aberdeen, S.D.	169,200	—	—	—	—
South Bend-Elkhart, Ind.	156,400	99	97	98	99
Spokane, Wash.	215,200	—	—	—	—
Springfield, Mo.	134,600	—	—	—	49
Springfield, Mass.	176,200	97	98	96	98
Syracuse, N.Y.	388,700	—	—	—	—
Tallahassee, Fla.	92,400	—	—	—	—
Tampa-St. Petersburg, Fla.	488,800	75	74	71	72
Terre Haute, Ind.	133,100	—	—	—	—
Toledo, Ohio	284,400	61	63	70	69
Topeka, Kan.	102,700	36	44	49	61
Traverse City-Cadillac, Mich.	81,700	—	—	—	—
Tucson, Ariz.	124,900	—	—	—	—
Tulsa, Okla.	303,000	—	—	—	—
Tupelo, Miss.	15,800	—	—	—	—
Twin Falls, Idaho	30,600	—	—	—	—
Tyler, Tex.	40,700	—	—	—	—
Utica, N.Y.	96,700	—	—	—	—
Waco-Temple, Tex.	132,100	—	—	—	—
Washington	978,800	61	64	67	70
Watertown-Carthage, N.Y.	66,000	—	—	—	—
Wausau-Rhineland, Wis.	91,100	—	—	—	—
West Palm Beach, Fla.	133,900	—	—	—	—
Wheeling, W. Va.-Stubenville, Ohio	137,600	—	—	—	—
Wichita, Kan.	297,800	—	—	—	—
Wichita Falls, Tex.-Lawton, Okla.	136,700	—	—	—	—
Wilkes Barre-Scranton, Pa.	270,900	93	94	97	97
Wilmington, N.C.	85,000	—	—	—	—
Yakima, Wash.	109,900	82	89	95	95
Youngstown, Ohio	128,200	97	98	98	95
Yuma, Ariz.	35,100	—	—	—	—
Zanesville, Ohio	22,600	—	—	—	—
Total ADI's	57,522,300				

Notes: (—) No active UHF station in market.
* UHF stations went off the air.

Spectrum battle flares again

But issue fails to stir up much interest in
FCC-backed Stanford Research Institute study

The war for spectrum space flared again last week, with broadcasters and land-mobile radio users as primary combatants, words and diagrams as weapons, the FCC as a battleground, and a pair of proposed rules that would allocate UHF channels to land-mobile users as the contested issues. But if the specific clash was new, the arguments presented in reply comments filed with the commission were strongly reminiscent of those presented three months ago in initial comments on the two proposals (BROADCASTING, Feb. 10).

One of the proposed rules was offered by the commission as an immediate answer to the problem of congestion on land-mobile frequencies; it would permit sharing of the lowest seven UHF channels (14 to 20) with land mobile. The other, designed as a complementary proposal to be implemented over the long haul, would set aside 115 mc between 806 mc and 960 mc for land-mobile.

Last week's comments re-enacted the earlier division of opinion between land-mobile users—who insisted that additional spectrum space is essential if their congestion problem is to be relieved, and who in many cases advocated outright reallocation rather than sharing of the lowest seven channels—and broadcasters, who have maintained that mismanagement of existing space, not lack of sufficient frequency space, is the cause of the land-mobile problem. The major spear-carriers for those two views—the Land Mobile Communications Council, representing 21 major land-mobile users, on one side, and the Association of Maximum Service Telecasters on the other—were consistent targets of specific reaction on both sides of the dispute.

Surprisingly, however, the FCC-sponsored study by Stanford Research Institute, an interim version of which was released late in March (BROADCASTING, April 17, Feb. 24), received relatively little attention. The report, generally regarded as providing support for broadcasters' assessment of the spectrum tangle, said that the lack of adequate facilities for management of the land-mobile spectrum is a primary cause of congestion, and recommended a program of intra- and interservice

sharing of channels as a way to virtually "eliminate" congestion.

Some broadcast filings drew upon the SRI report in passing with an attitude of "we told you so." Land-mobile users almost unanimously ignored the study, concentrating their fire on AMST.

The exception to this general rule among broadcast comments was AMST, which again filed the most comprehensive expression of the broadcasters' position. AMST argued in detail that the SRI report supported its conclusions in four particulars; that "a lack of commission manpower and budgetary resources" is at the heart of the land-mobile problem, rather than inadequate frequency space; that the commission



John Lowry Productions Ltd., Hollywood and Toronto, has been named to market the Wesscam stabilized camera mount, developed by Canadian Westinghouse, Hamilton, Ont. The unit, originally intended for aerial surveillance work, permits vibration-free use of TV or motion picture cameras on a helicopter, boat, auto or any other mobile base. The system consists of a gyro-stabilized platform on which is mounted the camera inside a ball-shaped housing (above) mounted outside the moving vehicle. The housing can be panned through 360 degrees or tilted to a maximum of 90 degrees. A reflex viewfinder is linked via closed-circuit television to a video monitor inside the moving craft enabling the cameraman to see what he is filming.

has too little factual basis for its tentative conclusion that land mobile requires additional frequencies; that existing allocations can be used to meet land-mobile needs "for the foreseeable future," and that congestion in major urban areas is caused by allocation, coordination, management and usage deficiencies which can be corrected by the commission.

As before, AMST argued that projections of land-mobile transmitter growth by the commission and by land-mobile users have been seriously overdrawn. The association also argued that "population growth trends from the huge metropolitan urban cores outward to the suburbs and beyond will change the nature and direction of future land-mobile development and will ease rather than increase land-mobile communications congestion in large cities by facilitating geographic re-use or sharing of presently available frequencies."

AMST questioned the land-mobile argument that stations can be moved off channels 14 to 20 at a cost of around \$125,000 each with no technical difficulty. The association also rebutted the contention that land-mobile radio has greater "economic value" than television broadcasting.

In the former case, AMST, in cooperation with the National Association of Broadcasters and the All-Channel Television Society, conducted a study which, the association said, revealed that channel changes would entail a basic cost of \$167,000 and, in the likely event of "additional technical complexities," an average cost of \$498,344. AMST added that a land-mobile proposal to cluster UHF channels between 21 and 69 by modifying the commission's mileage separation requirements is technically "unsound," and would lead to a loss of broadcast service because many stations could not be accommodated on channels 21-69.

The economic and social benefits of TV broadcasting were analyzed for AMST in a report prepared by Robert Nathan & Associates (see page 23).

In other broadcast filings, NAB supported the AMST line and wondered why land-mobile radio's requests for more spectrum space have "paradoxically . . . not been for just any fre-

quencies, but specifically for those allocated to the television broadcasting services." ABC urged the commission to look into SRI's recommendations before searching for additional frequencies. It said that channel-sharing would be unsatisfactory because it would benefit only the top 25 markets, despite the universality of the problem. And, ABC added, if land-mobile and broadcast interests agree on anything, it is that sharing would lead to engineering problems. The All-Channel Television Society questioned the idea that mileage separation requirements could be modified in order to move UHF stations off channels 14-20. The "taboos," ACTS said, are not an "academic and hypothetical technological exercise," but an objective and generally recognized necessity.

In land-mobile filings, the Land Mobile Communications Council contended that AMST's "problems" and suggested "reforms" have already been reviewed by the commission's Land Mobile Advisory Committee, and later by the FCC staff—yet the commission, LMCC noted, has nonetheless indicated a belief that more land-mobile spectrum space is necessary. The council supported channel-sharing as a means of providing some immediate relief.

Motorola Inc. said that AMST proposals to prevent proliferation of users, through determination of user needs, cannot work because no approach will "reduce the number of messages which must be transmitted to meet the needs of the public." The firm added that there need be no choice between sacrifice of TV or land mobile, since neither commission nor land-mobile reallocation proposals require a reduction of TV service.

The National Association of Manufacturers argued that the commission is already moving to meet the problems described by AMST.

RCA creates new TV recorder for satellites

A TV tape recorder, with more than three times the life in space than present units and capable of recording TV pictures and infrared data 10 times sharper than pictures broadcast on commercial television, is being built by RCA for the National Aeronautics and Space Administration.

The unit, under a \$944,000 contract, will employ integrated circuits and is

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being designed for an operational life of 1,000 hours, compared to 300 hours for present systems.

Using two-inch wide tape, the system will record signals from 5 cps to 6 million cps for a total of 30 minutes. Playback will be at the same rate.

The compact system—using, for example, one one unregulated 24-volt DC source, compared with four or more regulated units—will be packaged in two units, each smaller than an attache case. The transport will be 20 by 12 by 4.5 inches; the electronics unit will be 16 by 7 by 4.5 inches.

Licensees support VHF remote rule

Broadcasters, NAB back proposal; NABET concerned with job security

VHF licensees responded with a flood of favorable comments last week to an FCC proposal to permit VHF stations to be operated by remote control. The only discordant note was struck by an employes' union concerned about the proposal's impact on the job security of its members.

More than 60 licensees, represented in some 30 comments, urged the commission to adopt the proposal, which the National Association of Broadcasters has been seeking for years. They said that the state of the art is such that remote control of VHF stations—like that now permitted for UHF—is feasible, and that it would alleviate the problem many said is caused by a shortage of qualified technical personnel, especially in smaller markets.

The feasibility argument was based in large part on tests conducted for NAB at VHF stations in New York, Kansas City, and Los Angeles. NAB in its comment last week said the tests demonstrated the reliability of existing VHF equipment, the ability of

automatic devices to detect malfunctions, the adequacy of alarm systems to alert operating personnel, and the ability to control transmitters in remote locations.

But the National Association of Broadcast Engineers and Technicians, which represents some 8,000 employes in VHF stations, said the feasibility of remote control operation had not been demonstrated. It quoted from letters from engineers whose experience, it said, indicated that such operation has not been, "and probably never will be," satisfactory.

NABET stressed its concern with the impact of the proposed rule on the job security of its members. It predicted adoption of the proposal would result in from two to 11 employes being cut at each VHF station. Furthermore, it said, the proposal would have an adverse impact on the recruitment of young men into the occupation of operating television broadcast transmitters.

Some of the broadcasters who commented disputed the contention that employes would be dropped. Twenty-five licensees, in a joint filing, and CBS in a separate comment, said the proposed rule, if adopted, would permit the "better utilization" of engineering personnel.

The only fault broadcasters found with the proposed rule was several restrictions it would impose. NBC was one of a number of licensees that objected to a proposed requirement that those proposing remote control operation undergo a six-month "shakedown" operation to assure trouble-free operation before remote-control authorization is given.

NBC said equipment now available is so reliable that the six-month period could safely be either reduced or eliminated.

NAB did not object to the six-month trial, which it said provides "adequate opportunity" to resolve any problems that might develop. But it asked that the commission eliminate a proposed requirement that a transmitter be taken

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off the air automatically if there is a failure in the return telemetry circuit from the transmitter to the control point. NAB said the proposed rules permit "off-air" waveform and picture monitoring as an alternative method of monitoring the transmitter's output.

Technical briefs:

School gets processor ■ WLOS-TV Asheville, N. C., has donated a black-and-white film processor, valued at around \$10,000, to East Tennessee State University.

Multimillion backlog ■ Ampex Corp., Redwood City, Calif., has announced

an order backlog of more than \$2 million for its new line of two-Plumbicon tube broadcast color cameras. Included in this estimate are orders for the BC-210 broadcast color studio TV camera and BC-100 and BC-110 hand-held color cameras. Deliveries of the first production units of the BC-210 model started in April. BC-100 deliveries to other than networks started last winter. First BC-110 deliveries are scheduled for this coming winter.

General Instrument Expansion ■ General Instrument Corp., New York, has acquired Vitality Bulbs Ltd., Bury St. Edmon's, England, manufacturer of subminiature incandescent bulbs used

in TV, radio, communications, aerospace and optical industries. The purchase was for an undisclosed sum in cash.

Time-delay cartridge ■ Gates Radio Co., Quincy, Ill., has introduced an AM and FM time-delay cartridge that provides delays of from six seconds to 60 seconds from audio input to output when a time lag is desirable for such live shows as telephone, interview, panel discussion and audience participation shows. The cartridge, with 10 minutes of tape, is used with any standard, direct-drive, record-playback unit. Price is \$150.

Fates&Fortunes

Broadcast advertising

Harold V. Rover, senior VP, Sullivan, Stauffer, Colwell & Bayles, New York, elected executive VP. **Richard Huebner**, creative associate, elected VP.

Gene Fairly, head of own management consultant firm, joins The Marschalk Co., New York, as VP and executive assistant to president.



George A. Wilcox, VP and associate media director, Needham, Harper & Steers, Chicago, named director of media for agency's Chicago division. He succeeds **Gordon Buck**, who re-signs effective July

1 to form his own company as consultant in field of human relations and executive development. **Bruce Pennington**, director of TV specials, BBDO, New York, joins NH&S as program manager.

John Curran, television account group supervisor, Doyle Dane Bernbach, New York, named VP.

Charles Colombo, with Robert E. Eastman & Co., New York, named VP of West Coast division. He will be based in Los Angeles.

Frank Clayton, VP and account supervisor on Pabst Brewing Co. account at Kenyon & Eckhardt, Chicago, named director of marketing and media for all K&E operations in Chicago, San Francisco and Dallas including agency's computerized media planning and reporting services. He will continue to headquarter in Chicago.

Brandon Stoddard, program operations supervisor, Grey Advertising, New

York, named VP and associate program director.

Nelson M. Fellman Jr., PR director; **Gordon G. Lawrence**, account supervisor; **H. Robert Lesnick**, executive art director, and **Howard M. Rice**, associate creative director, Kalish, Spiro, Walpert & Ringold Inc., Philadelphia, elected VP's.

Robert S. Swinehart, media supervisor, Al Paul Lefton Co., Philadelphia, joins Hutchins Advertising Co., New York, as media director.

Stan Kreiser, account supervisor, Scali, McCabe, Sloves Inc., New York, joins Nadler & Larimer Inc. there as media director.

Richard C. Babb, account supervisor, Cole & Weber Inc., Portland, Ore., joins Geyer-Oswald Inc., as manager of Portland office.

Reese Barkley, research and sales development manager, WNAZ-TV Boston, named to newly created post of assistant research director, Peters, Griffin, Woodward, New York.

Roger C. Bullard, management supervisor, Compton Advertising, New York, elected VP. **Charles D. Allen**, account executive, also elected VP.

Ronald Martinez, production manager, Fuller & Smith & Ross, New York, named to newly created position of VP and director of production and purchasing services.

Daniel Connolly, secretary-treasurer and office manager, Foote, Cone & Belding, New York, joins Clyne Maxon Inc. there as senior VP and secretary-treasurer.

Nicholas P. Santrizos, account group head, BBDO, New York, joins The Cadwell Davis Co. there as senior VP and accounts supervisor, newly created position.

Ovie Trilling, with Haboush Co., Holly-

wood, joins Honig-Cooper & Harrington, San Francisco, as television producer.

Martin Narva, VP, Lennen & Newell Inc., New York, named manager of media department.

Fredric D. Cuneo, administrator in NBC-TV's special unit of sales administration, New York, appointed manager, special sales administration.



Mr. Kelly



Mr. Dowling

John D. Kelly and **Joseph P. Dowling**, with Storer Television Sales, New York, named VP-sales and VP-research, respectively.

Ralph Petti, general sales manager, KFI Los Angeles, named VP.

Jan Costner, with AAA Enterprises, Atlanta, joins Scofield, Braselton and Williams Inc., Atlanta, as media director.

Ernestine Parker rejoins Tracy-Locke Co., Dallas, as media supervisor.

Norman Pinsky, media director, John F. Murray Advertising Agency Inc., New York, joins Wesson & Warhaftig Inc. there in same capacity.

Ray W. Colie, general sales manager, WWJ-TV Detroit, joins WLWT(TV) Cincinnati, in same capacity.

Floyde E. Beaston, VP and general manager, WGMS-AM-FM Bethesda, Md.-Washington, joins WEFM(FM) Chicago, as sales manager. He succeeds **Ron**

Etter, who resigns.

John H. Kline, local sales manager, WPHL-TV Philadelphia, appointed sales manager.

Jerry Norman, account executive, WFUN South Miami, Fla., joins WDAE Tampa, Fla., as sales manager.

William A. Power, with sales staff, KFRE-TV Fresno, Calif., appointed assistant sales manager.

Alan H. Baker, director of creative services, WKBS-TV Philadelphia, joins WCAU-TV there in newly created position of director of retail commercial production.

Media

Lorne Williamson, with Grey Advertising, New York, joins code authority of National Association of Broadcasters, as manager of New York office. He succeeds **Warren Braren**, who resigns to pursue professional interests. In Washington code office, **Henry J. Roeder**, with Library of Congress, named supervisor of television monitoring, and **Dr. Kenneth Milstead** resigns as science associate. No future plans announced.

Joseph F. Kelly, business manager, PR advertising and promotion, ABC-TV, New York, appointed business manager for ABC Radio's four network services.

Andrew E. Jacobs Jr., manager, KOIN Portland, Ore., also elected VP.

Alan D. Chunka, audit and tax manager, Cox Broadcasting Corp., Atlanta, named assistant controller.

Ira J. Goldstein, assistant general counsel and assistant secretary, Metromedia Inc., Los Angeles, joins Reeves Broadcasting Corp., New York, as VP and general counsel. **Arthur Harvey**, formerly with ABC and presently in private law practice, succeeds Mr. Goldstein as assistant general counsel.

Charles R. Tyler, general sales manager, WWTC Minneapolis, appointed general manager. **Lee Zanin**, account executive, succeeds Mr. Tyler.

James J. Crane, president of Broadcast Consultants Inc. and WRIE Erie, Pa., joins WUBE and WCXL(FM) Cincinnati, as general manager.

Dick Harris, manager, KHVH-TV Honolulu, resigns. No future plans announced.

John Reddy, assistant business manager, WJAS Pittsburgh, appointed manager, business affairs.

Programing

Maurice Silverstein, president of MGM International, joins Commonwealth United International, newly formed worldwide distribution organization of Commonwealth United Corp., Beverly Hills, Calif., as president.

Sheldon Pinchuk, coordinator, talent

AP bureau heads shift

In new bureau chief reassignments at AP: **Thomas F. Pendergast**, Philadelphia, takes charge in Southern California with headquarters in Los Angeles. Mr. Pendergast succeeds **William J. Waugh**, who is being reassigned. **David Doug Bailey**, formerly correspondent in charge of Pittsburgh bureau, replaces Mr. Pendergast in Philadelphia. **Paul H. Finch**, Mexico City, takes over in San Francisco, replacing **Robert Myers**, who is assuming other duties. **Charles H. Green**, Caracas, succeeds Mr. Finch in Mexico City. **Thomas V. Brady**, bureau chief at Santiago, Chile, succeeds Mr. Green in Caracas. **Isaac Levi**, correspondent, Montevideo, Uruguay, becomes chief of Santiago bureau, replacing Mr. Brady.

and program administration, NBC, West Coast, appointed manager, talent and program administration. **Dennis L. Riley**, in private law practice, succeeds Mr. Pinchuk.

J. Michael Donohew, director of negotiations, business affairs, CBS-TV, Hollywood, appointed director of talent and program negotiations, CBS-TV business affairs department, New York.

Joseph J. Doyle, sales service and booking manager, Four Star Entertainment Corp., New York, appointed director of operations.

Fred Seiden, program manager, WRFM(FM) New York, joins Cine-Vox Productions Inc. there as program director.

Malcolm C. Klein, VP and director of creative services and marketing for National General Corp., Los Angeles, named head of company's recently formed television distribution subsidiary.

Dick Veatch, producer-director, WBAL-TV Baltimore, joins Lewron Television, Hollywood, as director of operations.

Sam Sperber, sales executive, Pelican Films, New York, joins Libra Productions there as VP in charge of sales.

William L. Service, producer-director, WJRT-TV Flint, Mich., appointed production supervisor.

Don Karnes, program director, WTHE Mineola, N. Y., joins WPAC-AM-FM Patchogue, N. Y., and WHRF-AM-FM Riverhead, N. Y. (all Adams-Getschall stations), in same capacity.

Rick Fight, with WPLO Atlanta, joins WZIP Cincinnati, as operations manager.

Ernest P. Anastos, newscaster, WRKO Boston, named operations manager of WROR(FM). Both are RKO General stations.

Robert Atkins, program director, WJXT-TV Jacksonville, Fla., appointed operations manager.

Mollie Durkin, promotion manager, WPHL-TV Philadelphia, appointed creative director.

Larry Shannon, announcer, WNOR Norfolk, Va., joins WPVL Painesville, Ohio, as program director.

Jim Coursen, producer, WNAC-TV Boston, appointed production manager.

Roger A. Skolnik, instructor in speech and theater at University of Illinois, Urbana, joins WIND Chicago, as producer.

Marlene M. Oechsner, account executive, writer and producer, R. L. Meyer Advertising and Promotions Inc., Milwaukee, joins KEMO-TV San Francisco as creative director.

News

Jack Mayne, communications director, Republican caucus, House of Representatives, Washington, joins AP bureau in Spokane, Wash.

Raymond Lockhart, manager, conventions operations, NBC News, New York, appointed operations manager, news. **Don Oliver**, with NBC-owned WKYC-TV Cleveland, joins NBC News, Los Angeles bureau.

Ray Mosely, news editor, Rome bureau of UPI, appointed chief correspondent and manager for Italy.

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Charles R. Novitz, editor-writer for ABC News, elected president of Deadline Club, New York chapter of Sigma Delta Chi.

Larry Morrone, with CBS News Washington bureau, joins WNAC-TV Boston, as news director. He succeeds **George Rasmussen**, who becomes director of broadcast editorials and chairman of newly formed editorial board.

Jerry Hansen, producer, KNBC (TV) Los Angeles, appointed senior news producer. He is succeeded by **Paul Beavers**, KNBC news writer.

Herb Michelson, assistant city editor, Oakland (Calif.) Tribune, joins KGO-TV San Francisco, as news assignment editor.

George Reading, anchorman-reporter, WBZ-TV Boston, and **Bill Fahan**, newsman, KMSP-TV Minneapolis-St. Paul, join WCBS New York, as anchorman-reporters.

Sam Simmermaker, WCSI Columbus, Ind., and **John Bittner**, WAZY Lafayette, Ind., elected president and VP, respectively, of UPI Indiana Broadcasters Association.

Bill Leonard, producer-director, WKYC-TV Cleveland, joins WRC-TV Washington, as executive news producer. Both are NBC-owned stations.

Ken Michaels, news director, WMIL Milwaukee, joins WXYZ Detroit, as member of news staff.



Mr. McGaffin

Mr. Murray

James M. McGaffin Jr., news director, WOW-AM-FM-TV Omaha, appointed director of public affairs. Tom Murray,

AWRT elects officers



Mrs. Schertzer

under newly installed president, **Marion Corwell Shertzer**, public affairs representative of Ford Motor Co., Dearborn, Mich. Others elected: **Elaine R. Pitts**, manager of consumer relations for Sperry and Hutchinson Corp., New York, northeast area VP; **Hazel Burnett**, executive secretary of Dairy Council of St. Joseph Valley Inc., South Bend, Ind., east central area VP; **Ruth Pratt**, home economist for KOMO-AM-TV Seattle, western area VP; **Wilma Kriner**, officer of Fuchs-Zemp-Celander Advertising Agency, Tampa, Fla., southern area director-at-large; **Juanita Hostetler**, air personality, WHP Harrisburg, Pa., Midwest area director-at-large. **Dorothy Richey**, president, Richey-Bosch Associates and air personality, KLVI Beaumont, Tex., Southwest area VP, and **May Ferne Smart**, Bates-Hodgson, Neuwohner Advertising Agency, St. Louis, west central area director-at-large.

wow newsman, succeeds Mr. McGaffin.

Wayne L. Ennis, newsman, WSB Atlanta, joins WPTF Raleigh, N. C., in same capacity.

Jack Etzel, news director, WFIE-TV Evansville, Ind., joins KMOX-TV St. Louis, as reporter. **Bob Wilson**, with WHDH-AM-TV Boston, joins KMOX as sports specialist.

Ernest Mastroianni, with WJXT (TV) Jacksonville, Fla., appointed public affairs editor.

Promotion

Robert F. Blake, director of creative services, West Coast, Group W Productions, appointed to newly created position of PR director of Group W Productions, New York.

Matt Massina, assistant TV-radio editor, New York Daily News, joins NBC, New York, as coordinator, special press projects.

Frank C. Smith, with Turner & Feeney Inc., New York, joins Fuller & Smith & Ross Inc. there as sales promotion director.

Alonzo M. Saunders Jr., assistant promotion director, WIP Philadelphia, appointed community relations director for WIP and WMMR (FM) there.

Pamela Clayton, producer for KABC Los Angeles, joins WFLD-TV Chicago as director of press information. She succeeds **Kathleen O'Brien**, who resigns.

Judy Ann Kauffman, promotion writer, KMBC-TV Kansas City, Mo., joins WDAF there as promotion director.

Carl R. Cunningham, director of information, WTTG (TV) Washington, named promotion manager.

Richard L. Parrish, promotion manager, KWWL Waterloo, Iowa, joins KSTP-AM-TV St. Paul-Minneapolis, in same capacity.

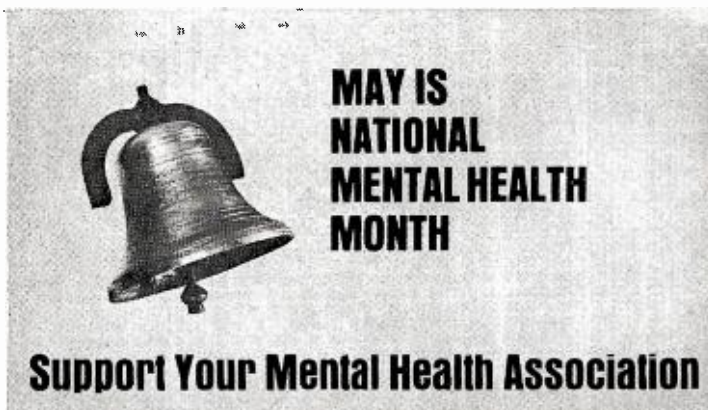
Equipment & engineering

Neal Nagata, with ABC-TV Hollywood, joins Lewron Television there as chief engineer.

John K. Lady, with Illinois Institute of Technical Research, Chicago, joins National Cable Television Association, Washington, as research director in technical matters.

Raymond J. Steiner, national sales manager of direct markets, Sony Corp. of America, Long Island City, N. Y., named general sales manager of consumer products. **Richard F. O'Brien**, national sales manager, consumer VTR department, named national sales manager, video products. **Richard W. Lucius**, systems engineering manager, industrial division, appointed senior field engineer for special projects.

David K. Elwell, eastern regional VP, Sylvania Electric Products Co., New York, named to newly created position of VP-service. He will also serve as president of Sylvania Service Co. **Robert B. Franklin**, VP and general manager, lamp division, succeeds Mr. Elwell.



William B. Pitts, regional sales representative, Superior Continental Corp., Hickory, N. C., appointed southwestern regional sales manager, with headquarters in Dallas.

Daniels Hamant, assistant manager, microwave tube operation, Raytheon Co., Lexington, Mass., appointed manager.

Allied fields

Lyle Stitt, news director, WAOW-TV Wausau, Wis., joins staff of Representative David R. Obey (D-Wis.), as administrative assistant.

Professor John Becker, Queens College, Queens, N. Y., and **Jack Phillips**, State University of New York at Farmingdale, elected chairman and co-chairman, respectively, of newly formed Higher Education Association for Television, New York.

International

Guilford Dudley Jr., president of Life and Casualty Insurance Co. of Ten-

nessee (WLAC-AM-FM-TV Nashville), nominated by President Nixon to be U. S. ambassador to Denmark, succeeding **Angier Biddle Duke**, who resigns.

Arthur J. Sebesta, manager of commercial sales, CBS Electronic Video Recording Division, New York, appointed director of sales, Canada.

Deaths

Dwight M. Mills, 67, retired chairman of executive committee of Kenyon & Eckhardt Inc., New York, died of cancer April 25 at New York hospital. Mr. Mills, who joined K&E in 1934, became executive VP in 1942, president in 1949 and chairman in 1951. He retired in 1956.

Julian Clayman, 51, television producer, author and playwright, died April 24 in Memorial hospital, New York, of heart attack. During the 1950's, Mr. Clayman was producer of *Studio One* and *Playhouse 90* on CBS-TV. He is survived by two daughters.

Harry Olesker, 46, documentary film

producer and former TV producer for NBC and CBS, died April 26 when his motorcycle and an automobile collided in Roslyn, N. Y. He is survived by his wife, Elaine, and two daughters.

J. Carl Downing Jr., 50, news secretary to Senator Warren G. Magnuson (D-Wash.), died April 27 at National Institutes of Health, Bethesda, Md., of rare brain disease. Before joining Senator Magnuson's staff 14 years ago, Mr. Downing had been executive secretary of the Washington State Association of Broadcasters for nine years. He had worked for KPO Wenatchee, Wash., and also had served as UPI bureau manager in Olympia, Wash. In early April Mr. Downing was honored by Senate resolution for his contributions to news media. He is survived by his wife, Dora, three daughters and son.

Carroll Kirk Neltner, 47, operations engineer in charge of studio operations, WBBM-TV Chicago, died April 24 in Chicago, of pneumonia complications. He is survived by his wife, Carolyn, and two children.

ForTheRecord

As compiled by BROADCASTING, April 23 through April 30 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

Applications

■ **South Bend, Ind.**—Michiana Public Broadcasting Corp. Seeks UHF ch. 34: ERP 203 kw vis. 41.5 kw aur. Ant. height above average terrain 563 ft.; ant. height above ground 542.1 ft. P.O. address: c/o John W. Meaney, 202 Main Building, University of Notre Dame, Notre Dame, Inc. 46556. Estimated construction cost \$176,583; first-year operating cost \$37,300; revenue none. Geographic coordinates 41° 37' 05" north lat.; 86° 13' 09" west long. Type trans. RCA TTU-12A. Type ant. RCA TFU-24DM. Legal counsel none indicated; consulting engineer W. J. Kessler Associates, Gainesville, Fla. Principals: Board members, Michiana Public Broadcasting Corp., nonprofit corporation, Jerry Hammes, president, et al. Ann. April 18.

■ **Youngstown, Ohio**—Youngstown State University. Seeks UHF ch. 45: ERP 176.1 kw vis. 35.22 kw aur. Ant. height above average terrain 698 ft.; ant. height above ground 1,080.6 ft. P.O. address: c/o Dr. John J. Coffelt, 410 Wick Avenue, Youngstown 44503. Estimated construction cost \$563,423.62; first-year operating cost \$236,576.38; revenue none. Geographic coordinates 41° 04' 46" north lat.; 80° 38' 25" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-25G. Legal counsel Fisher, Wayland, Duvall & Southmayd; consulting engineer Commercial Radio Equipment Co., both Washington. Principals: Board of Regents.

Ethel Fisher, chairman, et al. Principals control *WYSU(FM) Youngstown, Ann. April 23.

Final action

■ **Escanaba, Mich.**—WFRV Inc. FCC granted VHF ch. 3: ERP 100 kw vis., 20 aur. Ant. height above average terrain 1,192 ft.; ant. height above ground 1,048 ft. P. O. address: 1181 East Mason Street, Green Bay, Wis. 54305. Estimated construction cost \$209,250; first-year operating cost, \$69,310; revenue \$70,250. Geographic coordinates 46° 08' 04" north lat.; 86° 56' 52" west long. Type trans. RCA TT-25BL. Type ant. RCA TF-6AL. Legal counsel Covington & Burling, consulting engineer A. D. Ring & Associates, both Washington. Principals: Ralph A. Jackson, president and general manager, et al. Station to be satellite of WFRV-TV Green Bay, Wis. Mr. Jackson is president and director of WFIE Inc., licensee of WFIE-TV Evansville, Ind., and executive vice president and general manager of WAVE Inc., which owns and controls all stock of applicant and WFIE Inc., and is licensee of WAVE-AM-TV Louisville, Ky. Principals also own WMT-AM-FM-TV Cedar

Rapids, Iowa. Action April 23.

Other actions

■ Review board in Montgomery, Ala., TV proceeding, Doc. 16984, granted petition for extension of time filed April 25 by WTVY Inc., Martin Theatres of Georgia, Inc. and Eagle Broadcasting Co. Action April 29.


■ Review board in Tyler, Tex., TV proceeding, Docs. 18403-04, 18448, denied motion to enlarge issues filed Jan. 13 by Atlantic Video Corp. Action April 29.

■ Review board in Tyler, Tex., TV proceeding, Docs. 18427-28, granted request for extension of time led April 25 by Tyler Television Co. Action April 29.

Actions on motions

■ Hearing Examiner Basel P. Cooper in Tyler, Tex. (Tyler Television Co. and Festival Broadcasting Co.), TV proceeding, granted request by Tyler Television Co. and Festival Broadcasting Co., and continued further prehearing conference to June 30 (Docs. 18427-8). Action April 28.

■ Chief Hearing Examiner Arthur A. Gladstone in Jamestown, N. D. (North Dakota

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Broadcasting Co.). TV proceeding, designated Hearing Examiner James F. Tierney as presiding officer; scheduled prehearing conference for June 5 and hearing for July 8 (Doc. 18533). Action April 25.

■ Hearing Examiner David I. Kraushaar in Terre Haute, Ind. (Terre Haute Broadcasting Corp. and Alpha Broadcasting Corp.), TV proceeding, denied petition by Terre Haute Broadcasting Corp. to dismiss application of Alpha Broadcasting as legally unqualified or otherwise unsuitable for comparative evaluation (Docs. 18321-2). Action April 25.

Call letter application

■ Marion Television Corp., Marion, Ohio. Requests WMOS-TV.

Existing TV stations

Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WKYT-TV Lexington, Ky., to Oct. 25; WBRE-TV Wilkes-Barre, Pa., to Oct. 25.

■ WBMG-TV Birmingham, Ala.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 25. Action April 25.

■ WHNT-TV Huntsville, Ala.—Broadcast Bureau granted CP to change ERP to 929 kw vis., 139 kw aur.; trans. location; increase ant. height to 1750 ft. Action April 25.

■ KBSC-TV Corona, Calif.—Broadcast Bureau granted CP to change ERP to 1450 kw vis., 219 kw aur.; change trans. and ant.; make changes in ant. system; ant. height to 2,940 ft.; condition. Action April 25.

■ KEMO-TV San Francisco—Broadcast Bureau granted CP to change ERP to 1706 kw vis., 340 kw aur.; change trans. and ant.; make changes in ant. structure and increase ant. height to 1,270 ft. Action April 25.

■ KGSC-TV San Jose, Calif.—Broadcast Bureau granted license covering permit for new station; specify studio location as 1536 Kerley Drive, San Jose. Action April 21.

■ WATL-TV Atlanta—Broadcast Bureau granted mod. of CP to change ERP to 2030 kw vis., 304.5 kw aur.; change type ant.; increase ant. height to 1,090 ft. Action April 25.

■ *WCVN(TV) Covington, Ky.—Broadcast Bureau granted CP to replace expired permit for new station. Action April 29.

■ WWOM-TV New Orleans—Broadcast Bureau granted CP to change ERP to 661 kw vis., 66.1 kw aur. Action April 21.

■ WABI-TV Bangor, Me.—Broadcast Bureau granted license covering permit for changes. Action April 28.

■ Williston Enterprises Inc., Williston, N. D.—Broadcast Bureau granted mod. of CP to change vis. trans. of commercial TV on ch. 11. call letters unassigned; condition. Action April 25.

■ KDKA-TV Pittsburgh—Broadcast Bureau granted CP to change type trans. Action April 21.

■ KHSD-TV Lead, S. D.—Broadcast Bureau granted CP to change ERP to 316 kw vis.; 31.6 kw aur. Action April 21.

■ KVTV(TV) Laredo, Tex.—Broadcast Bureau granted mod. of CP to change trans. and studio location to Anna at Poggenpohl, Laredo; make changes in ant. structure. Action April 29.

■ WCYB-TV Bristol, Va.—Broadcast Bureau granted CP to change ERP to 10.25 kw aur.; change type ant. trans.; granted CP to change TV type trans. Action April 21.

■ KHQ-TV Spokane, Wash.—Broadcast Bureau granted CP to change trans. Action April 21.

Actions on motions

■ Hearing Examiner Millard F. French in Houma, La., and Panama City, Fla. (St. Anthony Television Corp. [KHMA-TV] and Delta Teleradio Corp.), TV proceeding, on examiner's own motion, scheduled further prehearing conference for May 8 (Docs. 17446-8). Action April 30.

■ Hearing Examiner Isadore A. Honig in Newark, N. J. (Atlantic Video Corp. [WRTV(TV)], Vikcom Broadcasting Corp. and Ultra-Casting Inc.), TV proceeding, granted petition by Atlantic Video Corp. for leave to amend application to amplify information contained in earlier amendment concerning S. L. Highleyman's interest in Walter Reade Organization Inc. (parent company of Atlantic Video) and to reflect change in interest of Mayfair Atlantic Corp.

in Walter Reade Organization Inc. subject to condition that no comparative advantage will accrue to petitioner from acquisition of stock of Mr. Highleyman in Walter Reade Organization Inc. (Docs 18403-4, 18448). Action April 24.

■ Hearing Examiner Isadore A. Honig in Newark, N. J. (Atlantic Video Corp. [WRTV(TV)], Vikcom Broadcasting Corp., Ultra-Casting Inc.), TV proceeding, on examiner's own motion, postponed further prehearing conference to May 9 pending review board disposition of enlargement petitions (Docs. 18403-4, 18448). Action April 25.

■ Hearing Examiner Chester F. Naumowicz Jr. in Lynchburg, Va. (WLVA Inc. [WLVA-TV]), TV proceeding, ordered hearing continued to June 9 and further hearing to receive rebuttal evidence to commence on June 30 (Doc. 18405). Action April 23.

New AM stations

Other actions

■ Review board in Costa Mesa-Newport Beach, Calif., AM proceeding, Docs. 15752, 54-56, 58-59, 62, 64-66, granted joint motion for extension of time to file exceptions and briefs filed April 25 by nine of the applicants. Action April 29.

■ FCC granted interim operating authority to Voice of Reason Inc., Golden, Colo., for 90 days to reestablish former facilities of KICM Golden. KICM operated on 1250 kc, 1 kw, DA-D. Action April 23.

■ Review board in Springfield, Mo., AM proceeding, Docs. 17921-17923, granted to extent indicated and denied in all other respects, appeal from examiner's ruling, filed Oct. 23 by Giant Broadcasting Co. Proceeding remanded to examiner for further hearing on areas and populations issue and for preparation of supplemental initial decision. Action April 25.

■ Review board in Kettering, Ohio, AM proceeding, Docs. 17243-45, 47, 49-50, granted joint petition for extension of time to file replies to exceptions filed April 25 by Gem City Broadcasting Co. and Bloomington Broadcasting Co. Action April 29.

■ Review board in Freeland, Pa. AM proceeding, Docs. 18489-91, granted motion for extension of time filed April 22 by Broadcasters 7 Inc. Action April 24.

■ Review board in Greencastle, Pa., AM proceeding, Docs. 18492-93, granted petition for extension of time to file opposition to petition to enlarge issues filed April 22 by Greencastle Broadcasting Co. Action April 24.

Actions on motions

■ Chief, Office of Opinions and Review in Greencastle and Waynesboro, both Pennsylvania (Greencastle Broadcasting Co. and TV Cable of Waynesboro Inc.), AM proceeding, granted petition by TV Cable of Waynesboro Inc. and extended to May 8 time to respond to petition for rescission of memorandum opinion and order filed by Metro-media Inc. (Docs. 18492-3). Action April 24.

■ Chief, Office of Opinions and Review in Bayamon, P. R. (Augustine L. Cavallaro Jr.), AM proceeding, granted motion by applicant and extended to May 2 time to file reply to Broadcast Bureau's opposition to petition for review (Doc. 16891). Action April 24.

■ Hearing Examiner Basil P. Cooper in Hartsville and Florence, both South Carolina (Community Broadcasting Co. of Hartsville and Eastern Carolina Broadcasters Inc.), AM proceeding, granted motion by Eastern Carolina Broadcasters Inc. and continued date for exchange of exhibits from April 25 to May 2 (Docs. 18198-9). Action April 28.

■ Hearing Examiner Charles J. Frederick in St. Louis (Great River Broadcasting Inc.) et al., AM proceeding, granted petition by Prudential Broadcasting Co. for leave to amend application to show change in employment of 2.6% stockholder (Docs. 17210-15, 17217, 17219). Action April 24.

■ Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Virginia (Virginia Broadcasters, Suffolk Broadcasters and James River Broadcasting Corp.), AM proceeding, granted request by Virginia Broadcasters and continued date for exchange of exhibits to April 30 (Docs. 17605-6, 18375). Action April 22.

■ Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Virginia (Virginia Broadcasters, Suffolk Broadcasters and James River Broadcasting Corp.), AM proceeding, on oral request of Virginia Broadcasters, scheduled further prehearing conference for May 1 (Docs. 17605-6,

18375). Action April 30.

■ Chief Hearing Examiner Arthur A. Gladstone in Blue Ridge and Clarkesville, both Georgia (Click Broadcasting Co. and R-J Co.), AM proceeding, designated Hearing Examiner Millard F. French as presiding officer; scheduled prehearing conference for June 5 and hearing for July 8 (Docs. 18526-7). Action April 25.

■ Chief Hearing Examiner Arthur A. Gladstone in Yorktown, Tex. (Don Renault and Edwin Zaitontz), AM proceeding, designated Hearing Examiner Jay A. Kyle as presiding officer; scheduled prehearing conference for June 6 and hearing for July 10 (Doc. 18528). Action April 25.

■ Hearing Examiner Isadore A. Honig in Pittsfield, Mass. (Blue Ribbon Broadcasting Inc. and Taconic Broadcasters), AM proceeding, granted petition by Blue Ribbon Broadcasting Inc. for leave to amend application to establish that all stockholders are financially qualified to meet their commitments and that applicant is financially qualified to construct and operate proposed facility (Docs. 18275, 18277). Action April 29.

■ Hearing Examiner Isadore A. Honig in Henrietta, Geneseo and Warsaw, all New York (What The Bible Says Inc., Oxbow Broadcasting Corp. and John B. Weeks), AM proceeding, on request of What The Bible Says Inc. postponed further hearing to June 17 (Docs. 17511-3). Action April 28.

■ Hearing Examiner Isadore A. Honig in Wanchese and Midway Park, both North Carolina (Outer Banks Radio Co. and Onslow County Broadcasters), AM proceeding, on examiner's own motion, postponed indefinitely, pending action on Onslow County's petition to dismiss, dates for exchange of exhibits on Onslow's qualifications issues and for notification of witnesses for cross-examination under qualifications issues (Docs. 17886-7). Action April 25.

■ Hearing Examiner David I. Kraushaar in Kansas City, Mo. (Broadcasting Inc.), AM proceeding, granted motion by Broadcasting Inc. and ordered transcript corrected as proposed (Doc. 18184). Action April 29.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Farnell O'Quinn and Morris's Inc.), AM proceeding, granted request by Wayne Broadcasting Inc., licensee of WLOP Jesup, Ga., and rescheduled evidentiary hearing for June 11 (Docs. 17722, 18395). Action April 23.

■ Hearing Examiner Chester F. Naumowicz Jr. in Springfield, Mo., and Ozark, Ark. (Babcom Inc. and Giant Broadcasting Co.), AM proceeding, scheduled further conference for May 6 (Docs. 17921, 17923). Action April 30.

■ Hearing Examiner Chester F. Naumowicz Jr. in Lexington and China Grove, both North Carolina (Harry D. and Robert E. Stephenson and China Grove Broadcasting Co.), AM proceeding, continued further hearing to May 2 (Docs. 18285-6). Action April 23.

■ Hearing Examiner Chester F. Naumowicz Jr. in Lexington and China Grove, both North Carolina (Harry D. and Robert E. Stephenson and China Grove Broadcasting Co.), AM proceeding, granted petition by China Grove Broadcasting Co. for leave to amend application to reflect voluntary withdrawal of Richard H. Taylor as vice-president, 33 1/3% stockholder and proposed full-time general manager (Docs. 18385-6). Action April 28.

■ Hearing Examiner Herbert Sharfman in Freeland and West Hazleton, both Pennsylvania (Summit Broadcasting, CBM Inc., Broadcasters 7 Inc.), AM proceeding, granted petition by Summit Broadcasting for leave to amend application to show additional funds available (Docs. 18489-91). Action April 25.

Existing AM stations

Application

■ KODA Houston—Seeks mod. of license to change to 1010 kc, 250 w, 5 kw-LS. DA-D. SH: 6 a.m. or sunrise, whichever is earlier, to local sunset. Ann. April 25.

Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WRAG Carrollton, Ala., to July 31; KCAL Redlands, Calif., to Aug. 1; KSDO San Diego to Oct. 14; KSCO Santa Cruz, Calif., to June 27; KREX Grand Junction, Colo., to Sept. 30; WRKV Rockville, Conn., to July 20; WQMA Marks, Miss., to Oct. 4; KSEN Shelby, Mont., to July 30; WWLE Cornwall, N.Y., to July 1; WGBR Golds-

boro, N.C., to Sept. 27: WEEP Pittsburgh to Oct. 15; WKVM San Juan, P.R., to Oct. 7; WAMB Donelson, Tenn., to Sept. 23; KLFJ Dallas to Oct. 21; WPED Crozet, Va., to Oct. 1; KCGO Cheyenne, Wyo., to Nov. 1. Actions April 28.

■ Broadcast Bureau granted renewal of licenses for following: KIDD Monterey, Calif.; WBIS Bristol, Conn.; WESO Southbridge, Mass.; WNAB Bridgeport, Conn.; WTSI Hanover, N.H.; WBBX Portsmouth, N.H. Actions April 25.

■ Broadcast Bureau granted licenses covering changes in following: KARK Little Rock, Ark.; WCHS Charleston, W. Va. Actions April 25.

■ KTUC and KFMM(FM) both Tucson, Ariz.—Broadcast Bureau granted mod. of license to change name of licensee to KTUC Inc. Action April 3.

■ WLIS Old Saybrook, Conn.—Broadcast Bureau granted CP to change trans.-studio and remote control location to Ferry Hill Springbrook Road, Old Saybrook. Action April 22.

■ WNTY Southington, Conn.—Broadcast Bureau granted mod. of CP to change trans. and studio location to 440 Turnpike Road, Pleasantville, Conn. Action April 24.

■ WKEN Dover, Del.—Broadcast Bureau granted CP to install auxiliary trans. at new main trans location for auxiliary purposes only. Action April 29.

■ WNMP Evanston, Ill.—Broadcast Bureau granted CP to change trans. location to 2100 Lee Street, Evanston; delete remote control; conditions. Action April 23.

■ WXOX Baton Rouge—Broadcast Bureau granted remote control. Action April 21.

■ WKAR East Lansing, Mich.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 16. Action April 21.

■ WHNY McComb, Miss.—Broadcast Bureau granted license covering increase in nighttime power and change nighttime DA system. Action April 25.

■ WOTW Nashua, N.H.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action April 21.

■ WGLI Babylon, N. Y.—Broadcast Bureau granted CP to install new trans. at main trans. location as main-nighttime and auxiliary-daytime trans. Action April 29.

■ WHEN Syracuse, N.Y.—Broadcast Bureau granted license covering change in DA pattern; add MEOV. Action April 21.

■ WSAI Cincinnati — Broadcast Bureau granted license covering use of former main trans. as alternate-main trans. Action April 25.

■ Chief, FCC complaints and compliance division, notified WBAX Wilkes-Barre Pa., that broadcasts by station employee who is candidate for public office require that WBAX afford equal opportunity to all other candidates for that office. Action April 21.

■ WALD-AM-FM Walterboro, S.C.—Broadcast Bureau granted mod. of licenses to change studio and remote control location to Highway 17A, 1.9 miles south of Walterboro. Provisions of rules have been waived to permit relocation of main studio and remote control points beyond corporate limits of Walterboro. Action April 3.

■ WGOW Chattanooga—Broadcast Bureau granted mod. of license to change name of licensee to Turner Communications Corp. Action April 3.

■ KBUC San Antonio, Tex.—Broadcast Bureau granted mod. of license to operate main trans. by remote control; condition. Action April 21.

■ KTXO Sherman, Tex.—Broadcast Bureau granted license covering changes. Action 25.

■ FCC denied petition by Image Radio Inc., for termination of proceeding on application for renewal of license of WCFV Clifton Forge, Va. Action April 23.

■ WBCI Williamsburg, Va.—Broadcast Bureau granted CP to make changes in ant. system, ant. height to 394 ft.; conditions. Action April 23.

■ WCHS Charleston, W. Va.—Broadcast Bureau granted license to change auxiliary trans. location to main trans. location. Action April 25.

■ WKLC-AM-FM St. Albans, W. Va.—Broadcast Bureau granted mod. of licenses to change name of licensee to WKLC Inc. Action April 3.

■ WPDR Port Jervis, Wis.—Broadcast Bureau granted CP to make changes in ant. system. Action April 23.

■ WQBS San Juan, P.R.—Broadcast Bureau granted mod. of CP to make changes in

nighttime DA system and to add MEOV. Action April 17.

Initial decision

■ Hearing Examiner Jay A. Kyle in initial decision proposed grant of application by WMGS Inc., for renewal of license of WMGS Bowling Green, Ohio. WMGS operates on 790 kc. with 1 kw. DA-D (Doc. 16290). Action April 25.

Other actions

■ FCC rescheduled oral argument from May 12 to May 26 in license revocation proceeding of WGWR-AM-FM Asheville, N. C. (Doc. 16789). Action April 23.

■ FCC granted petition for reconsideration by David Ortiz Radio Corp. requesting removal of condition of grant that applicant sever connection with WNIK-AM-FM, Arcibon, P.R. On February 26, application of Ortiz for new class III AM at Cabo Rojo, P.R., on 930 kc with 500 w. DA-D, was granted by FCC with condition that program tests not be authorized until satisfactory evidence has been submitted that Ortiz had severed all connection with WNIK. Action April 23.

Actions on motions

■ Chief, office of opinions and review in Media, Pa. (Brandywine-Main Line Radio Inc.) renewal of licenses of WXUR and WXUR-FM, granted petition by Broadcast-Main Line Radio Inc. and extended to June 25 time for filing replies to exceptions and brief filed by Broadcast Bureau (Doc. 17141). Action April 24.

■ Hearing Examiner Isadore A. Honig in Henderson, Nev. (1400 Corp. [KBMI], AM proceeding, on oral request of 1400 Corp. postponed further hearing to May 21 pending exploration of stipulation agreements to permit closing of record (Doc. 16813). Action April 29.

■ Hearing Examiner David I. Kraushaar in Medford, Ore., and Alturas, Calif. (Medford Broadcasters Inc. [KDOV], W. H. Hansen, Radio Medford Inc. and R. W. Hansen [KCNO]), AM-FM proceeding, ordered in lieu of arrangements previously adopted that hearing open May 6 at Medford; that Hansen's testimony be presented first during Medford phase of hearing; that Medford sessions are to be concluded on or about May 14, and that further hearing sessions be held, beginning on or about May 15 at Alturas (Docs. 18349-53). Action April 21.

■ Hearing Examiner Chester F. Naumowicz Jr. in Alamogordo and Ruidoso, both New Mexico (Fred Kayser and Sierra Blanca Broadcasting Co. [KRRR]), AM proceeding, set certain procedural dates and continued further hearing to June 17 (Docs. 17624-5). Action April 23.

■ Hearing Examiner Herbert Sharfman in Clifton Forge, Va. (Image Radio Inc.), renewal of license of WCFV rescheduled hearing to June 16 (Doc. 17945). Action April 24.

Call letter applications

■ KCOY, James H. Ranger, Santa Maria, Calif. Requests KUHL.

■ WEHW, Windsor Broadcasting Co., Windsor, Conn. Requests WKND.

■ WWOM, Entertainment Communications, New Orleans. Requests WORL.

■ WHRY, East Penn Broadcasting Corp., Elizabethtown, Pa. Requests WEPN.

Designated for hearing

■ FCC set for consolidated hearing mutually exclusive applications of Click Broadcasting Co., Blue Ridge, Ga., and R-J Co., Clarksville, Ga., for CP's for new AM's. Action April 23.

■ FCC set for hearing application by DeWitt Radio, Yorktown, Tex., for new AM on 1520 kc, 500 w, DA-D. Action April 23.

Presurise service authority

■ Broadcast Bureau granted following AM's PSA from 6 a.m. or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with daytime ant. system and power as shown: WAFI Middlesboro, Ky., 500 w. Action Feb. 28. KXRB Sioux Falls, S.D., 46 w. Action March 17. KUAD Windsor, Colo., 500 w. Action April 11. KVWM (modified) Show Low, Ariz., 61 w. and KXOW (modified) Hot Springs, Ark., 389 w. Actions March 11. KOLJ Quanah, Tex., 500 w. and WTBK Troy, Ala., 500 w. Actions April 23.

New FM stations

Applications

■ Tucson—Alvin L. Korngold. Seeks 92.9 mc, 28 kw. Ant. height above average ter-

rain 86 ft. P.O. address 48 East Broadway, Tucson 85701. Estimated construction cost \$3,266.38; first-year operating cost \$13,106.38; revenue \$30,000. Principals: Alvin L. Korngold, sole owner. Mr. Korngold is attorney and owns applicant for new AM at Albuquerque, N.M., and 95% of KVET Tucson, Ann. April 24.

■ Van Nuys, Calif.—Los Angeles Valley College. Seeks 89.7 mc, 10 w. Ant. height above average terrain 105 ft. P.O. address c/o James M. Sargent, Van Nuys 91401. Estimated construction cost \$3,827; first-year operating cost \$240,000; revenue none. Principals: Los Angeles City Junior College District Board of Education, James Edward Jones, president, et al. Ann. April 28.

■ Alamosa, Colo.—Adams State College. Seeks 90.9 mc, 50 kw. Ant. height above average terrain 287 ft. P.O. address c/o Dr. Michael Lowenstein, Alamosa 81101. Estimated construction cost \$3,500; first-year operating cost \$3,500; revenue none. Principals: Trustees of the State Colleges, Dr. John A. Marvel, president of college, et al. Ann. April 10.

■ Peoria, Ill.—Clark Broadcasting Co. Seeks 105.7 mc, 50 kw. Ant. height above average terrain 287 ft. P.O. address c/o D. H. Hanna, 5400 North Second St., Loves Park, Ill. 61111. Estimated construction cost \$4,325; first-year operating cost \$49,175; revenue \$50,000. Principals: Dwight M. Clark, president-treasurer (75%), and Donald H. Hanna, vice president-secretary (25%). Messrs. Clark and Hanna have minority interests in WCEE(TV) Freeport-Rockford, Ill., own applicant for new AM at Waterloo, Iowa, and have numerous business interests together. Ann. April 11.

■ Naples, Fla.—Recreation Broadcasting of Naples Inc. Seeks 93.5 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address c/o Mrs. Helen J. Hunting, 2720 Darby, Southeast Grand Rapids, Mich 49506. Estimated construction cost \$36,550; first-year operating cost \$35,000; revenue \$35,000. Principals: Helen J. Hunting, president, Julian Hutton, chairman of board (each 1%) et al. Principals own applicant for new FM at Aspen, Colo. Mr. Hutton owns 50% of home fabrication firm. Ann. April 28.


■ Lyons, Kan.—Rice County Broadcasting Co. Seeks 105.5 mc, 3 kw. Ant. height above

Outstanding

for

25 yrs.





ELECTRONIC
PRODUCTS
FRESNO, CALIF.

A SUBSIDIARY OF
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Summary of broadcasting

Compiled by BROADCASTING, May 1, 1969

	Licensed	On Air CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,241 ¹	8	4,249 ¹	62	4,311 ¹
Commercial FM	1,949	38	1,987	168	2,155
Commercial TV-VHF	496 ²	10	506 ²	14	520 ²
Commercial TV-UHF	126 ²	51	175 ²	159	336 ²
Educational FM	363	8	371	35	405
Educational TV-VHF	71	5	76	1	77
Educational TV-UHF	73	27	100	12	112

Station boxscore

Compiled by FCC, April 1, 1969

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,236 ¹	1,946	618 ¹	358	144
CP's on air (new stations)	10	36	62	9	32
Total on air	4,246 ¹	1,982	678 ²	367	176
CP's not on air (new stations)	62	167	171	38	13
Total authorized stations	4,308	2,149	841 ²	403	189
Licenses deleted	1	0	0	0	0
CP's deleted	0	1	2	0	0

¹ Includes three AM's operating with Special Temporary Authorization, and 25 educational AM's.

² Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

average terrain 284 ft. P.O. address c/o Rolan Cobb, 109 South 7th Street, Sterling, Kan. 67579. Estimated construction cost \$37,385; first-year operating cost \$36,000; revenue \$40,000. Principals: Rolan Cobb, sole owner. Mr. Cobb owns real estate and is engineer for Garvey Communications Systems Inc., Colorado Springs. Ann. April 28.

■ *Senatobia, Miss.—Northwest Mississippi Junior College. Seeks 89.9 mc. 2.58 kw. Ant. height above average terrain 147 ft. P.O. address c/o R. D. McLendon, Colleke Station, Senatobia 38668. Estimated construction cost \$24,294.30; first-year operating cost \$10,949; revenue none. Principals: Board of Trustees, R. D. McLendon, president, et al. Ann. April 24.

■ *Hammondspont, N.Y.—Taylor Aviation Inc. Seeks 98.3 mc. 2 kw. Ant. height above average terrain 355 ft. P.O. address c/o Walter S. Taylor, R. D. 2, Hammondspont 14840. Estimated construction cost \$54,760; first-year operating cost \$22,860; revenue \$24,000. Principals: Walter S. and Ellen K. Taylor, president and secretary-treasurer, respectively (each 50%). Mrs. Taylor owns one wine company and both Taylors are employed by another. Ann April 28.

■ *Bloomsburg, Pa.—Bloomsburg State College. Seeks 88.1 mc. 83.7 w. Ant. height above average terrain minus 75 ft. P.O. address c/o Dr. John A. Hock, Main and Penn Streets, Bloomsburg 17815. Estimated construction cost \$13,995; first-year operating cost \$1,000; revenue none. Principals: Board of Trustees, William A. Lank, president, et al. Ann. April 24.

■ *Pullman, Wash.—Washington State University. Seeks 90.7 mc. 39.48 kw. Ant. height above average terrain 1,219 ft. P.O. address c/o Cal Watson, 102 Arts Hall, Pullman, Wash 99163. Estimated construction cost \$73,388; first-year operating cost \$163,130; revenue none. Principals: Board of Regents, H. H. Hahner, president, et al. Principals control *KWSU-AM-TV Pullman. Ann April 24.

Final actions

■ Lafayette, Ind.—Tiprad Broadcasting Co. FCC granted 92.7 mc 3 kw. Ant. height above average terrain 165 ft. P.O. address 1000 Ortman Lane, Lafayette 47905. Estimated construction cost \$6,880; first-year operating cost \$12,000; revenue \$15,000. Principals: David M. Stevenson (70%), John C. Ribbens (20%) and Robert E. Goris (10%). Mr. Stevenson owns two-way radio sales and service firm. Mr. Ribbens is clergyman. Mr. Goris is fireman and partner in background music system firm. Action April 12.

■ *Oneonta, N. Y.—Hartwick College. Broadcast Bureau granted 89.5 mc. 10 w. Ant. height above average terrain minus 107 ft. P.O. address: c/o Norman Roper, controller, Hartwick College, Oneonta 13820. Estimated construction cost \$4,225.42; first-year operating cost \$1,000; revenue none. Principals: Hartwick College, Charles L. Ryder, chairman of board of trustees, et al. Action April 22.

■ Ada, Okla.—Oklahoma Broadcasting Co. Broadcast Bureau granted 93.3 mc. 100

kw. Ant. height above average terrain 630 ft. P. O. address: c/o Bill Hoover, Box 10, Ada. Estimated construction cost \$37,025; first-year operating cost \$60,600; revenue \$72,000. Principals: Eastern Oklahoma Television Inc., 100%, Bill Hoover, president, et al. Principals own KTEH-TV Ada. Action April 25.

■ *Springfield, S. D.—Southern State College. Broadcast Bureau granted 88.5 mc. 10 w. Ant. height above average terrain 85 ft. P.O. address: c/o Marion R. Heusinkveld, Springfield 57062. Estimated construction cost \$6,940; first-year operating cost \$8,000; revenue none. Principals: South Dakota Regents of Education, governing body of: University of South Dakota, licensee of KUSD-AM-FM-TV Vermillion; South Dakota State University, licensee of KESD-FM-TV Brookings, and South Dakota ETV Board, licensee of KBHE-TV Rapid City, all South Dakota. Action April 23.

Other actions

■ Review board in Ocean City, N. J., FM proceeding, Docs. 18408-09, granted request for extension of time filed April 22 by chief, Broadcast Bureau. Action April 24.

■ Review board in Ocean City, N. J., FM proceeding, Docs. 18408-09, granted to extent indicated and denied in other respects petition to enlarge issues filed Jan. 27 by Salt-Tee Radio Inc. Action April 29.

■ Review board in Williamson, W. Va., FM proceeding, Docs. 18456-57, granted petition for extension of time to file opposition to petition to enlarge issues filed April 23 by Harvit Broadcasting Corp. Action April 25.

Actions on motions

■ Chief, Broadcast Bureau on request by Palmetto Radio Corp. (WNOK-FM) extended to May 5 time to file reply comments in matter of amendment of table of FM assignments. Cayce, S. C. (Doc. 18476). Action April 23.

■ Hearing Examiner Thomas H. Donahue in Las Vegas (James B. Francis and Quality Broadcasting Corp.), FM proceeding, set certain procedural dates and continued hearing to July 15 (Docs. 18437-8). Action April 28.

■ Hearing Examiner Thomas H. Donahue in Pleasantville, N. J. (WMID Inc.), FM proceeding, on petition of WMID Inc. extended time for filing proposed findings of fact and conclusions to May 16 (Doc. 18005). Action April 28.

■ Hearing Examiner Millard F. French in Huntington, W. Va., and Catlettsburg, Ky. (Christian Broadcasting Association Inc. and K & M Broadcasting Co.), FM proceeding, scheduled further prehearing conference for April 23 (Docs. 18439-40). Action April 23.

■ Hearing Examiner Millard F. French in Huntington, W. Va., and Catlettsburg, Ky. (Christian Broadcasting Association Inc. and K & M Broadcasting Co.), FM proceeding, rescheduled certain procedural dates, rescheduled hearing for May 19; further ordered other dates with respect to proceeding be set at May 19 hearing (Docs. 18439-40).

Action April 24.

■ Hearing Examiner Millard F. French in Williamson and Matewan, both West Virginia (Harvit Broadcasting Corp. and Three States Broadcasting Co.), FM proceeding, granted petition by Three States Broadcasting Co. for leave to amend application to meet suburban issue and make certain corrective amendments (Docs. 18456-7). Action April 23.

■ Chief Hearing Examiner Arthur A. Gladstone in Raytown and Harrisonville, both Missouri (J. Stewart Brinsfield Sr., and J. Stewart Brinsfield Jr.), FM proceeding, designated Hearing Examiner Charles J. Frederick as presiding officer, scheduled prehearing conference for June 6 and hearing for July 10 (Docs. 18529-30). Action April 25.

■ Chief Hearing Examiner Arthur A. Gladstone in Palestine, Tex. (Vista Broadcasting Co. and KNET Inc.), FM proceeding, designated Hearing Examiner Basil P. Cooper as presiding officer, scheduled prehearing conference for June 11 and hearing for July 23 (Docs. 18531-2). Action April 28.

■ Hearing Examiner Jay A. Kyle in Albuquerque, N. M. (R. Edward Cerles and Jack C. Hughes), FM proceeding, ordered proposed findings of fact and conclusion of law be filed by May 15 and replies filed by May 22; further ordered record be opened to receive Cerles exhibits four and five, and again closed record (Docs. 18213-4). Action April 23.

Rulemaking petitions

■ Gene R. Smith, Lake Village, Ark.—Requests amendment of table of FM assignments to add ch. 240A at Lake Village, Ark. Ann. April 25.

■ FCC in second report and order adopted proposal to substitute ch. 277B for ch. 228A at Ukiah, Calif. (Doc. 18222). Ch. 233 operates at Ukiah. Action April 23.

■ FCC in notice of proposed rulemaking proposed assignment of ch. 253C to Panama City, Fla. Action April 23.

■ KWVY-AM Waverly, Iowa—Requests institution of rulemaking proceedings to amend FM table of assignments to assign ch. 257A to Waverly, Iowa. Ann. April 25.

■ WGHM Skowhegan, Me.—Requests institution of rulemaking to amend FM table of assignments to add ch. 286 and delete ch. 296A at Skowhegan, add ch. 294 and delete ch. 283 at Augusta, add ch. 288A and delete ch. 285A at Westbrook and add ch. 224A and delete ch. 228A at South Paris, all Maine. Ann. April 25.

Call letter applications

■ Dawson Broadcasting Co., Dawson, Ga. Requests WDWD-FM.

■ Kankakee Valley Broadcasting Co., Knox, Ind. Requests WKVI-FM.

■ Guilford College, Greensboro, N. C. Requests *WQFS(FM).

■ Sun Country Broadcasting Co., El Paso, Tex. Requests KINT-FM.

Designated for hearing

■ FCC set for hearing mutually exclusive applications of Brinsfield Broadcasting Co., Raytown, Mo., and Cass County Broadcasting Co., Harrisonville, Mo., for CP's for new FM's on ch. 264 (100.7 mcs). Action April 23.

■ FCC set for consolidated hearing applications of Vista Broadcasting Co. and KNET Inc. for new FM's on ch. 232 (94.3 mcs) in Palestine, Tex. Action April 23.

Existing FM stations

Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KINI(FM) Indio, Calif., to Sept. 1; KXOA-FM Sacramento, Calif., to Nov. 1; KUKI-FM Ukiah, Calif., to Oct. 20; WXOS(FM) Plantation Key, Fla., to July 1; WITT(FM) Tuscola, Ill., to June 15; KCRF-FM Winnsboro, La., to Aug. 15; WFXM(FM) Jackson, Miss., to Oct. 28; WFOG(FM) Wilmington, N. C., to Oct. 13; KMMM-FM Muskogee, Okla., to Oct. 6; WAEL-FM Maricao, P. R., to Oct. 14; WANS-FM Anderson, S. C., to July 13; WCCV-FM Charlottesville, Va., to November 7; KIMA-FM Yakima, Wash., to November 1. Action April 21.

■ *KCCM-FM Moorhead, Minn., *KSJN-FM New Brighton and Mineapolis-St. Paul, Minn., *KSJR-FM Collegeville, Minn. — Broadcast Bureau granted mod. of CP's (*KCCM-FM and *KSJN-FM) to change name of permit-

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tee, and mod. of licenses *KSJN-FM and *KJSR-FM to change name of licensee, all to Minnesota Educational Radio Inc. Actions April 28.

■ **KFCA(FM) Phoenix**—Broadcast Bureau granted mod. of CP to change trans. and ant., make changes in ant. system, ant. height to minus 31 ft.; ERP to 2.95 kw. Action April 23.

■ **KGFM(FM) Bakersfield, Calif.**—Broadcast Bureau granted CP to change trans. location; make changes in ant. system; install new ant.; ERP 4.8 kw hor., 3 kw vert.; ant. height to 1280 ft.; remote control permitted; condition. Action April 23.

■ **KMJ-FM Fresno, Calif.**—Broadcast Bureau granted CP to change ant.-trans., studio and remote control location to between E and G streets, and between Stanislaus and Calaveras streets, Fresno; install new trans. and new ant.; make changes in ant. system; ERP to 48 kw; ant. height to 290 ft.; remote control permitted. Action April 23.

■ **KUTE(FM) Glendale, Calif.**—Broadcast Bureau granted CP to change ant.-trans. location to North Video Road, Mt. Wilson; change studio and remote control location to 1150 South Hill Street, Los Angeles. Provisions of rules have been waived to permit location of studio beyond corporate limits of Glendale; install vert. ant.; make changes in ant. system; ERP to 640 w. hor. and 630 w. vert.; ant. height to 2,860 ft.; remote control permitted. Action April 23.

■ **KXFM(FM) Santa Maria, Calif.**—Broadcast Bureau granted renewal of license; conditions. Action April 22.

■ **WSRF(FM) Ft. Lauderdale, Fla.**—Broadcast Bureau granted license covering changes. Action April 21.

■ **KIND(FM) Independence, Kan.**—Broadcast Bureau granted CP to replace expired permit. Action April 24.

■ **WBMD-FM Catonsville, Md.**—Broadcast Bureau rescinded grant of application which changed site and increased facilities. Action April 24.

■ **KKWB(FM) Breckinridge, Minn.**—Broadcast Bureau cancelled license BLH-4253 and station is reverted to CP status. Action April 25.

■ **KBUB-FM Reno**—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 7. Action April 24.

■ **WBIV(FM) Wethersfield Township, N. Y.**—Broadcast Bureau granted mod. of CP to change trans.; install circular polarized ant.; make changes in ant. system; ERP to 32 kw; ant. height to 470 ft.; remote control permitted. Action April 23.

■ **WJIV(FM) Cherry Valley Township, N. Y.**—Broadcast Bureau granted CP to install new trans.; install circular polarized ant.; make changes in ant. system; ERP to 7.1 kw; ant. height to 1,800 ft.; remote control permitted. Action April 23.

■ **WBEA(FM) Elvria, Ohio**—Broadcast Bureau granted remote control. Action April 21.

Other actions

■ Following FM's have notified commission, as required by rules, they are conducting FM stereophonic operation. This supplements previous listings: KBUZ-FM Mesa, Ariz.; KFAB-FM Omaha, Neb.; KFMW(FM) San Bernardino, Calif.; KGBC-FM Galveston, Tex.; KRMD-FM Shreveport, La.; KSYN(FM) Joplin, Mo.; KWBE-FM Beatrice, Neb.; *WBKY-FM Lexington, Ky.; WCCO-FM Minneapolis; Minn.; WDAS-FM Philadelphia, Pa.; WDHV-FM Chicago; Ill.; WHCU(FM) Ithaca, N. Y.; WHLF-FM South Boston, Va.; WJOY-FM Burlington, Vt.; WLDR-FM Traverse City, Mich.; WMNA-FM Gretna, Va.; WNOR-FM Norfolk, Va.; WOPA-FM Oak Park, Ill. Ann. April 30.

■ Review board in Chicago, FM proceeding. Doc. 18417, denied motion to enlarge issues filed Feb. 10 by Citizens Committee To Save WFMT, et al. Action April 24.

Action on motion

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, denied motion by Albert C. Kihn and Blanche Streeter and ordered deposition of Blanche Streeter be taken as specified in April 7 notice (Doc. 18500). Action April 23.

Rulemaking action

■ **WMIR Lake Geneva, Wis.**—Denied request for rulemaking proceeding to assign ch. 269A to Lake Geneva, Wis. Action April 25.

Call letter applications

■ **WWOM-FM, Entertainment Communications, New Orleans.** Requests WZRD(FM).

■ **KACO(FM), Entertainment Communications, St. Louis.** Requests KGRV(FM).

■ **WMSH-FM, East Penn Broadcasting Corp., Elizabethtown, Pa.** Requests WEPN-FM.

■ **WIBG-FM, Seaboard Radio Broadcasting Corp., Philadelphia.** Requests WPNA(FM).

■ ***WVMS(FM), World Christian Radio Foundation, Chattanooga, Tenn.** Requests *WKES(FM).

■ **KEBE-FM, Wells, Waller & Ballard, Jacksonville, Tex.** Requests KOOI(FM).

Call letter actions

■ **WGAU-FM, Clarke Broadcasting Corp., Athens, Ga.** Granted WNGC(FM).

■ **WHIR-FM, WHIR Inc., Danville, Ky.** Granted WMGE(FM).

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WEDC Chicago to Sept. 1; WWWS(FM) Saginaw, Mich., to Oct. 14; *KCMW-FM Warrenburg, Mo., to June 15; WFEA Manchester, N. H., to Sept. 16; WHOM New York to Sept. 25; WHN New York to Oct. 16; *WKTL(FM) Struthers, Ohio, to June 4; WKJB Mayaguez, P. R., to July 1; KBBX(FM) Seattle to Oct. 9. Actions April 28.

Other actions, all services

■ FCC in notice of proposed rulemaking advanced proposal to permit noncommercial educational TV's to present scrambled programming during part of their broadcast day. Commission proposal followed petition of Nov. 1 filed by Community Television of Southern California, licensee of *KCEI Los Angeles. Community Television asked that rules be amended to allow noncommercial ETV stations to transmit limited amounts of encoded or scrambled programs for instructing doctors, nurses, and law enforcement personnel. Community has transmitted such programs under experimental authority during past four years. Action April 23.

■ FCC adopted Report and Order (Doc. 18390) changing ETV reservation from Ch. 8 to 12 at New Orleans and otherwise taking action to permit *WYVE-TV to obtain facilities of WVUE(TV). WVUE will build new facilities on ch. 8. Action April 23.

Processing line, all stations

■ Following AM applications are ready and available for processing: NEW, Golden, Colo., Voice of Reason Inc. Req. 1250 kc, 1 kw-DA-D. NEW, Shenandoah, Iowa, John Bozeman. Req. 920 kc, 500 w, 1 kw-LS. U. Actions April 23.

Translator actions

■ Broadcast Bureau granted CP's to make changes in ant. systems of following UHF translators: K75GC, K77BL and K79BB all Snyder, Tex. Action April 23.

■ Broadcast Bureau granted licenses covering changes in following UHF translators: W79AI Torrington, Conn.; K80BL Rockaway and vicinity, Ore.; W83AJ Danville, Va.; W81AG Danville, Va.; K78BU Bunker, Wash.; K76CT Hood River, Ore., and White Salmon, Wash.; K80BA The Dalles, Ore., and Goldendale, Wash. Actions April 24.

■ Broadcast Bureau granted licenses covering following new UHF translators: K72DE Radium and Sheephorn, Colo.; W76AI Escanaba, Mich.; W74AN Escanaba, Mich.; W72AJ Escanaba, Mich.; K70AU Gulfport, Miss.; K68AD rural area south of Perryton and Booker, Tex.; K66AB rural area south of Perryton and Booker, Tex. Actions April 24.

■ Broadcast Bureau granted licenses covering following new UHF translators: K74AX and K78AN both Yreka and Weed, Calif. Action April 28.

■ **K12GO and K06FH Coulterville, Greely Hill; and Twain Harte and Bellevue, all California**—Broadcast Bureau granted CP's to replace expired permits for new VHF

translators. Action April 23.

■ **K71BD Lakeport and Clear Lake Basin, Calif.**—Broadcast Bureau granted license covering changes in UHF translator. Action April 21.

■ **K03AM Canon City, Colo.**—Broadcast Bureau granted CP to change trans. and make changes in ant. system of VHF translator. Action April 23.

■ **K07DB Wolcott, Eagle, Gypsum and Riland, all Colorado**—Broadcast Bureau granted license covering changes in VHF translator. Action April 21.

■ FCC waived rules governing authorization of 10-w VHF translators west of Mississippi River and granted Paducah Newspapers Inc. a CP to increase power from 1 kw to 10 w for VHF translator W10AH Carbondale, Ill. and to make certain equipment changes. Action April 23.

■ **Washoe County T.V. Tax District, Verdi, Nev.**—Broadcast Bureau granted CP for new VHF translator to serve Verdi on ch. 12 by rebroadcasting KTVN(TV) Reno. Action April 24.

■ **K08BH Des Moines, N. M.**—Broadcast Bureau granted CP to replace expired permit for changes in VHF translator. Action April 23.

■ **W77AD Bellefonte State College and Port Matilda, all Pennsylvania**—Broadcast Bureau rescinded action of April 18 which granted change in primary TV station and change in type trans. for UHF translator. Action April 23.

■ **W72AM Williamsport, Pa.**—Broadcast Bureau granted mod. of CP to make changes in ant. system of UHF translator. Action April 28.

■ **Newcastle TV Association, Newcastle, Wyo.**—Broadcast Bureau granted CP for new VHF translator to serve Newcastle on ch. 13 by rebroadcasting KHSD-TV Lead, S. D. Action April 23.

CATV

Application

■ **Florida TV Cable Inc.**—Requests distant signals of WJCT-TV Jacksonville and WUFT Gainesville, both Florida, to Ormond Beach, Fla. (Orlando-Daytona Beach, Fla.-ARB 65). Ann. Apr. 24.

Final actions

■ FCC denied request by Continental Transmission Corp., CATV operator, for waiver of program exclusivity requirements of rules for KERO-TV, KLYD-TV and KBAK-TV all Bakersfield, Calif. Action April 23.

■ FCC authorized Orangeburg (S. C.) Cable TV Inc. to add three distant signals from Charleston, S. C. Petition for waiver of exclusivity requirements to protect Columbia, S. C. CBS affiliate denied. Action April 23.

■ FCC granted interim operation authority requested by Cablevision of Virginia Inc. to extend CATV systems in Covington and Clifton Forge, both Virginia, into nearby community of Iron Gate, Va. Action April 23.

■ FCC authorized Marcus Theatres CATV Systems Inc., proposed operator of CATV systems in Marinette and Peshtigo, Wis., and Menominee, Mich., all Green Bay, Wis., TV market, to import distant signals. Commission waived evidentiary hearing provisions of rules to make authorization. In separate action commission denied petition for special relief, directed against operation of CATV system in Menominee, and filed under rules by WFRV-TV, licensee of WFRV-TV; WLUK-TV Inc., licensee of WLUK-TV, Norbertine Fathers, licensee of WBAY-TV, all Green Bay. Green Bay licensees also opposed carriage of distant signals in Marinette and Peshtigo. Actions April 23.

Ownership changes

Applications

■ **KAGH-AM-FM Crossett, Ark.**—Seeks assignment of licenses from Radio Station KAGH Inc. to Ashley County Broadcasters Inc. for \$130,000. Sellers: Julian F. Haas, sole owner. Buyers: W. Berry Medlin, president-treasurer; W. B. Medlin, secretary, and Thomas E. Baker, vice president (each 33%). Messrs. W. Berry Medlin and Baker are general manager and commercial manager, respectively, of WLCM-AM-FM Lan-

(Continued on page 95)

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Young, energetic salesman for 100% country music station. Chance to move up to sales manager. Send complete resume and past billing to KGMV, Box 1495, Missoula, Montana 59801.

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Immediate opening for experienced Sales Manager and Salesman in growing operation. Salary, commission, bonus. Great potential. Send complete details today to: Richard F. Palmquist, General Manager, WRAC, Racine, Wisconsin 53405.

Experienced—who wishes to go into management. Medium sized market. Write Norman Thomas, P. O. Box 428, Chattanooga, Tenn.

Top market station needs an aggressive man with a proven sales record. Outstanding opportunity for the right man. Good base income plus excellent commission. Send complete resume and past income history to: T. Danley, P. O. Box 404, Birmingham, Mich.

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Announcer qualified for writing and commercial production. Sales possible; active market, non-metropolitan, fulltime station. Box D-307, BROADCASTING.

Swinging 100,000 market midwest station looking for good, aggressive sales-announcer-production combination. Send tape, prof., resume and sales background. Box D-334, BROADCASTING

Bright, experienced personality for eastern MOR fulltimer. Salary open. Send picture, resume and tape. Box E-29, BROADCASTING.

Afternoon drive slot. No. 1 station top-30 market. Salary open. 1st phone helpful. Send tape, resume. Box E-35, BROADCASTING.

Need bright morning personality jock for metro midwest group station. Contemporary format, good money for the right man. Send tape, resume soonest to Box E-38, BROADCASTING.

Announcer and/or engineer needed. Southeastern Michigan. Resort college town. Box E-39, BROADCASTING.

Announcer, first phone, with interest in news. Daytime station fastest growing county New York State. Ideal living conditions. Send resume, tape. Box E-57, BROADCASTING.

Need bright morning personality jock for midwest group station. Contemporary format, good money for the right man. Send tape, resume soonest to KEWI, Topeka, Kansas 66603.

Announcers continued

Experienced Announcer. Omaha-Council Bluffs AM and 100 kw FM. Maximum music format is new and exciting. Send tape resume and salary requirements to P.D., KRCB radio. Council Bluffs, Iowa 51501. No calls please.

Experienced Announcer with 3rd Phone—production ability helpful. Regional Farm Station, soon 50,000 watts. Immediate opening. Send tape and resume to KRVN, Lexington, Nebraska.

Immediate opening. Combination part time announcer with ability to write above average copy. Permanent position. Excellent working conditions. Send resume and tape to XKOW, P. O. Box 579, Hot Springs, Arkansas.

Soul jock. First phone, for Ethnic radio station. Contact manager, KZEY, Tyler, Texas.

Weekend announcer MOR format. 3rd phone required. WBME, Belfast, Me. 04915. Send tape-resume. 16 hours/wk.

Immediate opening with AM-FM-TV group for experienced, mature-voiced, MOR announcer with bright sound and personality. Position involves radio morning show plus some television. Starting salary is \$140 per week plus talent. Send tape, photo and resume to WCOV Radio, Box 2505, Montgomery, Ala. 36105.

Announcer for small market MOR-C&W. Short on experience but lots of enthusiasm. Send tape-resume to WDNT, Dayton, Tenn.

Country Western announcer. WEET Radio, Box 6955, Richmond, Va.

WERK, who's reputation speaks for itself, is looking for top 40, first phone, experienced announcer. Send resume and aircheck. Bill Shirk, P. O. Box 2812, Muncie, Indiana.

Announcer/newsmen for MOR station. No beginners. Resume and tape to WHUC, Hudson, N. Y.

We need you but we won't promise anything we can't deliver. Opening for announcer with some experience who wants to sharpen his skills in a good small station. Reasonable salary. Good working conditions. Think it over. Write, Arch Harrison, WJMA, Orange, Va. 22960.

Wanted: Modern country announcer. Night shift. WKDE, P. O. Box 512, Altavista, Va.

Wanted: Experienced announcer. Send tape, photo, and resume. WMFC-AM-FM, Monroeville, Ala.

Immediate opening—Radio Station WNFL. We need MOR-First phone announcer-DJ. No maintenance. Excellent working conditions, top fringe benefits and stability. Send tape, resume, photo and salary requirements to Hugh Boice, Jr., General Manager, WNFL, Box 520, Green Bay, Wis. 54301.

Announcer-engineer, announcer-salesman or salesman-engineer. \$100-\$175 and more based on experience and ability. MOR. Send resume to Bob Rooney, WOSC-AM-FM, 1 West Bridge Street, Oswego, New York 13126.

First phone, mid-morning man. Must have some talk and news background. Chance to grow with growing area. Call 703-368-3108 or send tape and resume to WPRW, Box 151, Manassas, Virginia.

Full-time, 5000 Watt, sports minded, MOR CBS affiliate has opening for newsmen and announcer-DJ. Send tapes and resume to Jerry Schroeder, WSWG, 400 Mason Building, Saginaw, Michigan 48607. Or call 517-753-4456.

First phone radio announcer who wants to move into television. Must operate board. Reply to John Miller, WWOM-TV, International Trade Mart, New Orleans, Louisiana. No collect calls.

Wanted: Announcer with first phone ticket, emphasis on announcing. No maintenance. C&W station in Virginia. Opportunity for sales. Position available in May. Send tape and resume to P.O. Box 231, Bassett, Virginia. or call 703-629-2509 day, 703-647-8493 night.

Announcers continued

Rare opportunity in major Florida market. Established 50,000 watt Modern C & W needs bright, friendly sounding professional for daytime air and production shifts. First phone preferred but not essential. Salary open. Phone Allen Hall, Program Director, at 904-354-4501.

Announcer for 5 KW full-time Pennsylvania adult music station with heavy accent on news and sports. No 1 in medium market. Modern operation with top sound. Some ability to do sports play-by-play. Good salary and fringe benefits. 215-384-2100.

Upbeat MOR in Michigan small market is looking for experienced or beginning announcer who can handle various duties including air shift. Rush resume and tape to Box 70, Sturgis, Michigan, 49091, or call P.D. at 616-651-2383.

Immediate opening . . . first phone . . . south Florida . . . MOR no maintenance. Beginner considered. Rush tape, resume, salary requirement to: David Appelblatt, P. O. Box 488, Marathon, Florida 33050.

5 kw MOR independent serving southern Wisconsin and northern Illinois looking for experienced sign-on man. Excellent opportunity with enterprising station for qualified applicant seeking permanency and unlimited growth potential. Accepting applications now for opening. Send resume, salary requirements, and off-air tape to: William Dommer, Box 1108, Beloit, Wisconsin 53511.

Man for remote studio: Selling, local news plus late afternoon music show. Must have first. Salary, liberal commission. Calvin "Curley" Miller, Manager, Brookfield, Missouri.

Technical

Engineer-Announcer for S.C. daytimer in resort area. Short airshift. Write Box D-278, BROADCASTING.

Our chief engineer employed for 20 years with mid-west station approaching retirement. Need qualified, competent successor. Age no barrier. Please send resume and salary requirements to Box E-19, BROADCASTING.

First Class Engineer with maintenance experience for suburban AM-FM station. Rapid promotion to Chief Engineer for right man. Rush resume including references and salary requirements to C. Dingman, WCTC, 385 George Street, New Brunswick, New Jersey 08901.

First class licensed engineer for complete maintenance and operation of a directional 5 KW AM plus FM plant. No air work. Permanent position with excellent opportunity for advancement. Car required. Write giving full details of experience and technical background to WPIC Radio, Alexandria, Virginia.

The ABC Radio Network has immediate openings for technical personnel—first phone, strong in tape editing and fast board operation. Contact Harry Curtis, Manager of Technical Operations—East Coast, ABC Radio, 1926 Broadway, New York, N. Y. 10023. 212-LT 1-7777, ext. 8644.

The University of Michigan has an opening for an experienced studio engineer radio. Strong technical background necessary. Knowledge of music, experience in recording live music and drama desirable. First phone license preferred. Opportunity to enroll in University coursework. Salary \$6500-\$7500 depending on experience. Full fringe benefit program. Send resume to Kenneth G. Rimmer, Interviewer, Professional-Technical Placement, 1020 L.S. & A. Bldg., Ann Arbor, Michigan. An Equal Opportunity Employer.

NEWS

News director for ABC affiliate in beautiful cosmopolitan university town in northeast. Handle local morning and noon newscast. Direct reporters. Excellent for pro. Box D-58, BROADCASTING.

Ohio radio station needs experienced news director. We are a highly paced respected news operation. Personal interview a must. Send tape and resume. Box D-297, BROADCASTING.

News continued

Will consider all applications for News Director. This station believes in news. Vacancy created by promotion within group. Send tape, resume and salary requirements to: Manager, KMA Radio, Shenandoah, Iowa 51601.

Well-rounded newsman/woman. Read well, report, write. 34th market-decent pay. Tapes, resumes to Paul Burke, News Director, WAVI-WDAO, Dayton, Ohio.

Immediate opening—5,000 watt contemporary station seeking a take-charge newsman. New studios, new equipment. Send resume, air check and salary requirements to: Tom Wynn, WEBC, Duluth, Minnesota 55805.

Have position open for News Department staff member. Typing and voice must be acceptable. Starting salary about \$100. 6-day week, 3-week vacation, hospital benefits, etc. Apply in person or by actual tape. H. M. Thayer, WGHO, Kingston, N.Y.

News director: Gather and air local news. Resume and tape to WHUC, Hudson, N. Y.

Ustate N.Y.—group owned station needs aggressive self starting number 2 newsman, full time. Excellent opportunity for a newsman on the way up. Station is number 1 in five county area. An equal opportunity employer. For information, call Ken Dodd or Mike Tamres, 315-789-1200.

Program, Production, Others

Is there a Promotion manager with some time for a free lance short term project in preparing station brochure? Station within 100 miles of Chicago. Send letter and resume stating qualifications to Box E-20, BROADCASTING.

Situations Wanted Management

St. Louis broadcaster seeks managers-sales managers position. Box D-314, BROADCASTING.

All around experienced radio man available. Sale of station, Mgr., sales, news, sports. D]. Relocate. Box D-329, BROADCASTING.

Experienced general manager strong on sales and production. College graduate in broadcasting. Young family man in mid 30's. Fourteen years in television. Looking for a good challenge with a future. Not afraid of work and long hours. Knows national and local sales. Am able to lead people and get the most out of them. Write Box E-15, BROADCASTING.

You've said aloud a hundred times, "Where can I get good help? Here's your answer. Happy with present employer, but growing family needs more money. Offer loyalty, good taste, good judgment, thirteen years TV, eight years radio management. My motto, "Do the job better than anyone else ever did, could, or will." Box E-17, BROADCASTING.

Presently Mgr. of suburban radio station in small market. 16 yrs. experience, 7 as manager. Good track record. Can furnish good references. 15 years married with three children. Favors small market in the south. Box E-18, BROADCASTING.

Wanted: Rare Opportunity—Creative Sales Develop Exec with proud record of achievement in the New York market restless for new challenge. Analytical man who enjoys making things happen through Quarterback Leadership, intensive research for facts, original ideas, judicious attention to detail, sound planning, uncommon good judgment and complete follow-through. Offer skills and seasoning of free-thinking man who finds more answers with applied intelligence than in picking someone else's brains. Searching for stimulating organization where integrity is "in" and politics "out." Beyond sales offer special talents in writing, sales promotion and photography. New York area preferred but will consider relocation. Box E-54, BROADCASTING.

Manager—Major market minimum \$25,000, call 206-283-0066.

Sales

Southern location. Experienced creative salesman. Management and announcing background. Box D-244, BROADCASTING.

Graduate of Career Academy seeks newswork, sales—College background in Political Science, History—married with family—3rd endorsed—prefers Pacific northwest. Box E-12, BROADCASTING.

College degree in broadcasting—want sales with possible future management. 3 yrs experience announcer. Will do both. Married. 21, draft exempt. Box E-56, BROADCASTING.

Announcers

Personality Personified—no brags, just facts—Radio and/or TV—any format or Talk—credentials untd. Box D-2, BROADCASTING.

Negro announcer, broadcasting school graduate, third phone endorsed, beginner Box D-31, BROADCASTING.

Announcers continued

Third phone, DJ, tight board, solid news, commercials. Box D-117, BROADCASTING.

Small and medium market managers: Be number one! Switch to the proven "maximum music" format. Contact Bill Drake, c/o Drake-Chennault Associates, Los Angeles—or—save that exorbitant consultant's fee and let me program your station. Even on a limited budget, I'll make your sleepy station come alive with an image pulling heavy ratings and revenue everywhere. In addition to establishing and maintaining this consistently professional sound with all its subtleties, I also offer the following plusses: I will immediately make money for you with my creative copy and sharp production. If necessary, I can go on the air myself. (I run a tight, bright airshow.) I have a first class license. I may be a "synthetic" Drake, but I'm also a genuine bargain. Let me make your station a winner! Box D-104, BROADCASTING.

Sharp C&W personality. Young, digs real country music. No hick. Leave Engelbert Humperdinck at the MOR station. High ratings guaranteed. Major/medium market. State best salary offer first letter. Box D-255, BROADCASTING.

Teen Bopper Appeal—22, 9 months experience, college, altar plans, will relocate, desires Top 40—MOR. Box D-268, BROADCASTING.

Aggressive sportscaster wants challenging sports position . . . 2 years sports director . . . 5 years play-by-play . . . journalism degree . . . married with one son . . . 1 year TV . . . will consider all offers over \$190. Box D-295, BROADCASTING.

College Student majoring in broadcasting desires summer employment. Announcing, Program producer, Sports, some sales. Prefer North Central States. 2½ years experience. 3rd endorsed. Box D-318, BROADCASTING.

A young pro sportsman seeks a solid sports opportunity with a company that wants sports done properly. College grad., third phone, married, excellent play-by-play, eager. Will start for \$150 a week. Box E-13, BROADCASTING.

Announcer-DJ, top 40, first phone, married, draft exempt. Desires major market, but all replies considered. Box E-16, BROADCASTING.

Announcer—3rd endorsed—experienced-deejay-sports-news. Family man wants to settle in the west—Arizona, California. Box E-27, BROADCASTING.

Second Time Around: There was no demand for my type so I ended a twelve year career in radio in 1964. Nobody wanted poignant commentary, live laughing audience production, telephone call in shows, facetious (Johnny Carson type) humor, controversy. I was bored being paid for my pipes and reading skills. I hated those lousy records and crusaded against professional sports. But if times have changed and a more competitive radio industry has air space for challenging men, I'll close my little home building business and come back in with both feet. Cutless managers need not reply. Offer a low starting salary. I will require it be doubled second year. Not a politico or radical. Phone Jack Prosten, 713-692-5306 or write Box E-28, BROADCASTING.

Dynamic Californian—Third endorsed, school, married, vet. Resume, tape and references will convince you I'm the one Dependable. Will relocate. Box E-32, BROADCASTING.

Experienced announcer, good voice, intelligent, 26, 3rd endorsed, prefer northeast. Background includes college, successful sales. Box E-36, BROADCASTING.

Young Negro D.J., soul and R&B, first phone, exp, some college draft exempt, will relocate. Box E-40, BROADCASTING.

Announcer-Sales position wanted, tight board, news, broadcasting school graduate, third phone, desire, initiative. Box E-41, BROADCASTING.

1st phone announcer-program director-sports director-major league baseball sportscaster-all sports play-by-play 5 years experience-all phases-excellent up tempo MOR-married-young-college-draft exempt-looking for all sports position or announcer/sportscaster medium/major markets only-salary open. Prefer Northeast. Box E-43, BROADCASTING.

Announcer/DJ, first phone experienced in Eng. & Programming, would like to work in R&B or Top 40, have completed training in all fields. Box E-45, BROADCASTING.

Exp. DJ-Announcer newscaster. 3rd endorsed. Married. No floater. I'm your man! Box E-47, BROADCASTING.

Top rated pro: fifth market, AFTRA Experienced all facets. Prefer warm climate, major MOR \$250 weekly minimum. Third class endorsed. Box E-50, BROADCASTING.

Negro beginner, top 40, R&B DJ, Broadcast School Grad. Gordy c/o 734 Euclid, Cleveland, Ohio 44114.

Announcers continued

Female DJ—3rd—tight board—well qualified—news gathering—traffic—experienced—children. Write: Pupil, 314 Bradley Bldg., Wabash, Indiana 46992. Phone: 219-563-4426.

The no. 1 jock in the 57th market for 2 years, is looking for a higher top-40 market. 5 years experience. Married. ½ a child (it will be one child soon). 413-739-6899.

Pittsburgh and vicinity, college grad, 3rd endorsed, broadcast school trained, slightly experienced. Needs summer work. Available June 16. Call Mike Messina, Pittsburgh, 412-731-3381.

DJ/Announcer—Broadcast school grad., 3rd endorsed. Married, 1 child, age 25. Seeking chance to prove myself. Draft exempt. Looking for MOR or Rock. Will relocate anywhere East Coast. Available now. Dale Cleveland, 11 Holiday Lane, Hazardville, Conn. 06036.

"Top-40" program director, (DJ), winning personality, proven to hold ratings, induces perfection, and cooperative work, knows music, 3rd-class. (Specialize—new or changing to Top 40). Radio modernizing for the 70's in mind . . . 513-631-5428 after 5 p.m.

1st phone, experienced jock, military fulfilled, hard worker, prefer So. California or surrounding area, call Scott at 714-645-1029.

Soul DJ, 6 ft. 2 pure love & joy. 3rd avail. May. W. Williams, 1416 New York Ave., Apt. 3-C, Brooklyn, New York 11210.

Attention Northampton, Mass. area: Seven years D.J. experience, middle-range. In area for summer, desire employment for summer. Gerald Laprade, Victoria, Kansas.

Attention Detroit Area, seeking 1st position as announcer, 4 years freelance commercial experience, professional model and actor in Detroit area. Broadcast School graduate, tight board, excellent resume and tape. 3rd endorsed, salary unimportant. Personal interview preferred. Nights, weekends. Contact Bob Stewart. KE 5-9200 (313).

Milwaukee stations: I sound like what you need. C.P.B. Box 87, Saukville, Wisconsin.

Technical

First phone engineer. Presently chief midwest AM. 20 years experience. Can handle board shift. Prefer Southwest or So. California. Availability, 90 days. Box D-320, BROADCASTING.

Vacation relief engineer immediately available. Station with first phone, car. 315-341-4932.

Former Manager—Chief Engineer for major International Company seeks position as Director of Engineering or Chief Engineer. Call Ralph Carrell at 712-477-2561.

Chief engineer. Seven years AM experience. Excellent technician. Average, pleasant voice. Outstanding moderator, spot ad-lib, promos. Agency-quality copy. Superb references. Want permanent position, including talk show smaller relaxed station. Not Latin, but speak fluent Spanish. Can sell. Prefer southwest. Married, young 40, good health, no vices. 503-648-6593. 345 N. 9th Place, Hillsboro, Oregon 97123.

NEWS

Draft Deferred, college graduate seeks on air position in News. Presently working N.Y.C. News Department. Prefer Northeast—accept any good offer. Third endorsed. Box D-292, BROADCASTING.

Need a good summer newsman? 1½ years experience, good writing. Box D-308, BROADCASTING.

Mature, married ex-Federal agent, factual scooper, documentarian, award winner wants news directorship. Left #1 news team. Box E-9, BROADCASTING.

Interpretative newscaster/writer seeking summer or part-time position within commuting distance of Detroit. College Sophomore. Honors student, three years experience. Third phone. Box E-10, BROADCASTING.

Newsman, 36, broadly experienced on network level, seeking within next year news directorship of stations whose owner wants mature, professional, stylish news operation. Box E-34, BROADCASTING.

Brussels . . . Young lady with three years experience in news, production and continuity seeks position in Brussels, Belgium. College Degree Communications. Box E-55, BROADCASTING.

Programing, Production, Others

Need a program director? Nine years experience in controlled MOR radio, five years programing a #1 station that beat Drake. I'm happily married, 31 yrs. old and assist PD at a OGO in a major market. I'm looking for good station that needs help. Mike Burton 415-924-5719 or Box E-8, BROADCASTING.

Prog., Prod., Others cont.

DJ with 3rd end. Rock & MOR experience. Start June 10. Best recommendations. Call Terry 307-358-2768 collect.

12 year veteran sportscaster/salesman wants major western market opportunity. College and pro football, basketball, baseball play-by-play. Available for personal interview. Larry Myers, 1611 Camino Seco, Tucson. 602-298-2713.

TELEVISION—Help Wanted MANAGEMENT

CATV Manager for large community CATV system in major N.E. area. State experience, personal background and salary desired. Send snapshot. Box D-241, BROADCASTING.

Manager-Sales Manager-experienced, loyal, sober, reliable, UHF TV. Real challenge, top wages and benefits. Position now open, please apply to Box D-311, BROADCASTING.

General manager for new VHF full-color independent in fast growing single station market. Ownership participation available to qualified applicant. Local sales background required. On job by July for November start-up. Replies confidential. Send detailed resume: Channel Three, P. O. Box 2263, Salem, Oregon.

Sales

Unparalleled opportunity. A young public company in the communications-entertainment field has immediate need for sales personnel with extensive experience to sell its color video-tape production facilities (mobile and studio) to advertising agencies, production companies, networks, etc. Company also needs personnel with experience in TV syndication to develop production and sales. Unlimited chance for advancement, substantial draw, stock options, and multitude of other fringe benefits. Send resume with complete information to Box D-274, BROADCASTING. All inquiries will be treated confidentially.

TV Account Executive wanted at WXXE-TV, Richmond, Virginia. Good salary—and commission arrangement—pension—life insurance—hospitalization and disability plans, plus working for a company which offers you a future. WXXE-TV is a nationwide communications station. Contact—Edward J. Ruppe, Local Sales Director, P.O. Box 8765.

Announcers

Station expansion in north's largest city. Anchorage's better music station needs professional, quality announcer. \$825 to start. Send tape, resume, photo to Ken Flynn, KHAR AM-FM-TV, Pouch 7-016, Anchorage, Alaska 99501.

Announcer—excellent opportunity in midwest for seasoned on-camera professional with solid work record. Send VTR and resume to Box E-53, BROADCASTING.

Technical

Chief Engineer for large CATV system. Reply giving complete details including salary required. Excellent position. Box D-242, BROADCASTING.

Chief engineer closed-circuit television and low power FM radio. Heavy maintenance duties. First phone required. \$690 per month. Start July 1. University in Intermountain west. Equal opportunity employer. Box E-1, BROADCASTING.

Studio and transmitter engineer for full-color mid-west VHF. Top scale and benefits. Box E-52, BROADCASTING.

We have immediate opening for assistant chief engineer at new JHF in sportsman's paradise. Exciting ground floor opportunity for experienced man. Growing organization. Excellent pay and benefits. Send resume to: WJLH-TV, KFZ-TV, Fond du Lac, Wisconsin 54935, or phone 414-921-3770.

New York—Binghamton . . . Dependable person with first class license . . . to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call Chief Engineer, WBJA-TV, Binghamton, N.Y. 772-1122.

Assistant Chief, Studio Technician, Transmitter operator. 1st phone required. Growth potential for the right persons in a growing organization. Send resume with salary requirements to Ira Lowe, Chief Engineer, WYVA-TV, Rawley Pike, Harrisonburg, Virginia 22801.

Engineers for studio and transmitter operations—rapidly expanding, full-color state network. New building, new equipment. Begin at \$10,200 with excellent fringe benefits including group insurance and retirement plan. Advance in 6 years to \$13,400. Send resume to: Maryland Center for Public Broadcasting, RFD 1, Box 147B, Owings Mills, Maryland 21117.

Technical continued

Engineer to aid chief engineer in maintenance and operation of full-color production studio nearing completion and existing monochrome studios. New studio will feature Ampex high-band video-tape and General Electric color cameras. Color experience desirable. Salary commensurate with experience. Position open July 1. Send full resume to: Mr. Charles Anderson, Operations Manager, Western Kentucky University, Educational Television Dept., Bowling Green, Kentucky 42101.

Technical man with first phone capable of working with Chief Engineer and in production. Send full resume to: Dr. Fred Haas, Coordinator of ETV, Western Kentucky University, Bowling Green, Kentucky 42101.

NEWS

An established Pennsylvania VHF station is now auditioning candidates for news anchor position with a progressive active television news department. Individual selected must have solid background in broadcast news. Television experience is preferred, but candidates with extensive background in radio news will be given equal consideration. Send complete resume, videotape or audiotape with photograph with first letter. Equal opportunity employer. Box E-33, BROADCASTING.

Our Radio and Television news operation is number one in a highly competitive, three station market. We need a number one man to keep it that way. We're a Mid-west station in the top 100. Looking for experience administrative ability and the on-camera savvy to anchor two key newscasts. Send complete resume and VTR or pix with first reply. Box E-51, BROADCASTING.

California CBS-TV affiliate seeking experienced News Director. Full color operation. Will anchor early evening one-hour local newscast. Send complete background, VTR or film, and recent photo and salary requirements to Redd Gardner, General Manager, KBAK-TV, Box 2929, Bakersfield, Calif. 93303.

TV Newsmen, for top-rated Washington Post-Newsweek Station, Florida. Good at reporting, writing, on-air. Contact Bill Grove, WJXT-TV, Broadcast House, Jacksonville, Florida 32207. An equal opportunity employer (M/F).

Programing, Production, Others

Major market station wants creative cameraman-editor for TV commercial unit. Only those with commercial film production experience need apply. Box D-170, BROADCASTING.

TV floorman-director—need some experience on floor, but will train in directing. Good chance for young man to grow, good midwest market, all color station, lots of production going on. Send full information to Box D-252, BROADCASTING. Or call Erv, 319-364-4194.

Triole threat talent. The number one station in a major market has a great opportunity on the weekend news team for a meteorologist or experienced weatherman who can also be an enthusiastic host on class public affairs programs. Some staff announcing, duties involved, too. This is a network owned station so the opportunities, conditions, benefits and standards are first cabin. Put your personality in a letter along with your resume and immediately send to Box D-305, BROADCASTING.

Florida ETV seeking photographer, creative yet when time limited can shoot and edit quality footage. Thorough knowledge of equipment. Send resume, photo, salary requirement. Box E-3, BROADCASTING.

Florida ETV seeking Producer-director. Solid background required, limited experience acceptable. Opportunity to try out innovative ideas. Send resume, photo, salary requirements. Box E-4, BROADCASTING.

TV producer. Exp. videotape; non-fiction. Broad subject background essential. NYC prod. and distrib. co. Sal. open. Send resume and sal. req. to Box E-5, BROADCASTING.

TV director . . . Exp color, VTR, and edit. Studio & remote News, pub-affairs, sports, edu'l. Permanent opening with expanding production and distribution co., NYC. Salary open. Send resume and salary requirements to Box E-6, BROADCASTING.

Promotion assistant—will be in charge of broadcast media promotion for major Washington, D. C. television station. Must have strong experience in copy writing and production. Please send full resume, salary requirements and samples or writing to Box E-7, BROADCASTING.

Producer-director—Southeastern NBC affiliate in top 40 market seeks energetic, creative person to develop within a progressive organization. Include resume in first letter. Box E-14, BROADCASTING.

Program Director, with creative ability, some syndication and programing experience for top fifty market station in Southeast. Box E-16, BROADCASTING.

Prog., Prod., Others cont.

Studio crewman (cameraman, floorman, break-director) for ETV Station. \$7000 to \$7800 depending on experience. Send resume to John Hutchinson, WNED-TV, Hotel Lafayette, Buffalo, New York 14203.

Ass't promotion director—Promotion assistant wanted by WTOL-TV, Toledo. Applicant must be good leader and writer with potential to grow with group. Should have background in audience and sales promotion and public relations. Good salary, numerous benefits. Send resume to Promotion Director, P. O. Box 715, 604 Jackson St., Toledo, Ohio 43601. No phone calls accepted.

Traffic manager, male or female. Television or radio experience necessary. Reply to John Miller, WWOM-TV, International Trade Mart, New Orleans, Louisiana. No collect calls.

TELEVISION

Situations Wanted Management

Children's show with successful format looking for new market. Will make your young viewers happy. Guaranteed top ratings for your station. Box D-148, BROADCASTING.

Program Executive presently employed desires new challenge in top management. Young and experienced. Excellent references. Box D-265, BROADCASTING.

Fighting a "V"? I know how to compete. 17 years all phases radio & TV. Last 6 years combination station and sales manager for UHF in intermixed market. Local sales up 61% this year. Community-minded, family man who's tired of ownership "no-win" policy. Looking for a challenge with a chance. Box E-22, BROADCASTING.

General Manager—National Sales Manager for medium to large market or group. Thoroughly experienced all phases: station ownership, development, management, sales management—sales (national and local), programing, film-buying, production, promotion and network announcing-hosting-newscasting. Leader in community affairs. Leader in industry. 15 years in television; 13 prior years in radio. Total experience: 28 years since 1940. Age—44. Nationally recognized as successful administrator—troubleshooter—developer. A professional, quality, aggressive competitor. Accustomed to much responsibility. Specialist in developing troubled and new properties and substantially increased profits. Selling my station soon. Seeking another challenging group or large station to manage and develop. Box E-26, BROADCASTING.

Variety said "The men with program savvy, who mix and feel for show business and local responsibilities are being called now by management as general managers to protect their investments." If you need a man of local and then national experience who also knows the business side of the ledger and can sell himself to the community and his ideas to local and national sponsors write Box E-31, BROADCASTING.

Desire position as Ass't Manager, Dir. of Operations, or Engineering Manager in medium market (others considered). Strong engineering administrative background. budgets, FCC, personnel. Box E-37, BROADCASTING.

Sales

T.V. Sales Manager—Eastern market preferred. 11 years experience as sales manager, account executive. College degree. Family man. Box D-291, BROADCASTING.

Announcers

Currently announcer-weatherman, with experience in news & sports writing, airing, and commercial writing seeks better opportunity elsewhere. Would like to move to major market, but will consider all offers. Box D-282, BROADCASTING.

Good salesman and announcer. Want combo TV ann. and/or sales. Now in Oklahoma City. No tiny town, please. Call 405-525-7221.

Technical

Engineering supervisory position: Chief on down; Experienced engineer. Eastern Midwest only. Box C-425, BROADCASTING.

First phone AM-TV experience 22 years electronics. Box D-304, BROADCASTING.

Director/engineering/chief engineer BSEE, 24 years experience, registered professional engineer, well known in broadcast field requires challenging job U.S. or abroad. Box E-23, BROADCASTING.

Programing, Production, Others

Promotion manager with creative imagination. Diversified broadcasting and advertising background. Excellent references. Resume will tell all. Box D-145, BROADCASTING.

Prog., Prod., Others cont.

Weather forecaster with comprehensive delivery. Working knowledge in meteorology. 4 years weather-casting. Versatile broadcasting and advertising background. Excellent references. Box D-150, BROADCASTING.

Producer / director seeking imaginative creative position with progressive station. Extensive background in broadcasting. Excellent references. Box D-151, BROADCASTING.

Television host with own show in top ten market. Host of nationally syndicated radio show. 31 years old. 17 years experience. Seeks new challenge. Box D-257, BROADCASTING.

Television production manager/continuity director. 35, family man, desires Nebraska or "West of Mississippi" small to medium market. Thirteen years radio-TV experience: Continuity, production, operations, semi satellite management.—Short course 1st phone. Box D-319, BROADCASTING.

Assistant director—Top 10 market. Seeks director or A.D. position. Excellent references. Box E-2, BROADCASTING.

Promotion or public services director. 3 years major market . . . Masters degree. Absolute top references. Available June 9, 1969. Niel Phillips, 9061 Ridgeland Drive, Miami, Florida.

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 78040.

400 to 500 foot self supporting tower. Give details & price. Mr. Lee. W5BC, 2400 W. Madison St., Chicago, Ill. 60612.

Will pay new price for good used Rack Mount for Ampex 601. Write, J. Emmett Smith, Chief Engineer, WSCN, Birmingham, Ala.

Wanted: Spotmaster Portapak. Wilfred Fisher, Vanceve, Kentucky 41385. (606) 666-5006.

FOR SALE—Equipment

Coaxial-cable—Heliac, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list S-W Elect. Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Jack Panels and patch cords, Audio and video, new and used. Precision video coax cable and connectors (Belden 8281). Write for catalog. Gulf Electro-Sales, Inc., 6325 Beverly Hill, Houston, Texas 77027. Phone 713-781-3066.

Shure Mixers and microphones. Turner. AKG. Vega. Fairchild. Langevin, Pultec, Universal Audio. Best deals. Audiovox, Box 7067-55, Miami, Florida 33155.

Andrew Multi-V 8 Bay FM antenna. In service now and giving excellent performance. Reasonable. John R. Kreiser, KVET, 113 West 8th Street, Austin, Texas. AC 512-478-8521.

RCA TR-11 videotape machine, excellent condition, new air headwheel, solid state processor, set up and check out, available southeast. 703-272-6071.

Turntables and preamplifiers. QRK, Russco, Rek-O-Kut, Gray, Shure. Immediate delivery. Audiovox, Box 7067-55, Miami, Florida. 33155.

300 ft. Radio/T.V. Tower, Ideco self-supporting three legs, \$5000 or best offer. L.W. Schoening, 2121 West Hwy. 36, St. Paul, Minnesota 55113.

For sale, UHF equipment good condition, available now. 2 UHF GE 12.5 KW transmitters type TT25A channels 25, 32, 3-TY-25C GE antennae channels 25, 32, 36 1 TY 106A GE antenna channel 18. 1200'-3 1/2" 50 ohm transmission line. Don Kassner, Box 1045, Charlotte, N. C., telephone 704/372-4434.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10 CO. Unconditionally guaranteed. Comedy catalog free Edmund Orrin, Mariposa, Calif. 95338.

3 dj jingles. Response tremendous. \$25.00 only good until May 22. Free tape. Bill Shirk, Mid-America Promotions, Inc., P. Box 2812, Muncie, Indiana.

"D.J. Source Book." Updated listing of names-ad dresses you need! Each described . . . prices. Save time searching for: One liners, jingles, promotions, magazines, books agencies, programs, equipment and "hundreds" more. Only \$4.95. Command Productions, Box 26348, San Francisco 94126.

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.

INSTRUCTIONS continued

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-week Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Institute in Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Institute in 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 Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

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R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call 18161 WE 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

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Broadcasters are passing their first phone exams in six to twelve weeks through tape recorded lessons at home, plus one week personal instruction. During 1967-68, one week sessions were held in Memphis, Seattle, Minneapolis, Washington, D. C., Portland and Los Angeles. An outstanding success rate has brought expansion in 1969 to Boston, Detroit, Atlanta, Denver and New Orleans. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 1060D, Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

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Company in formation to acquire radio/TV stations top 100 markets, seeks outstanding executive as one of two key men. Highly favorable stock deal can be negotiated. Candidate must possess the ability to build a profitable station group with capability of going public within five years. Resume
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Announcers

BRIGHT ARTICULATE DJ
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Situations Wanted

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WARNING TO:
Future competitive radio stations! Soon, an experienced, ambitious and professional salesman and creative radioman may come into your market. Proven record. Excellent references. The ONLY way to stop this man . . . is for you to hire him! Full resume on request.
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Our client has a TV station in a 3-station market located within 200 miles of Chicago. We are seeking a replacement for the present Sales Manager who will retire in June.

Ideal opening for a Salesman with management potential or a Sales Manager with less than two years management experience.

Base salary of \$15-\$18,000 depending on background plus excellent incentive program. Total income will exceed \$20,000 first year.

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Programing, Production, Others

WANTED:

Director of Continuing Education to be responsible for the development and implementation of programing in this area. Prefer applicants with Masters Degree and some experience in the production, either closed-circuit or on-air, of adult, in-service, or continuing education program. Salary \$10,000 per year on a twelve month contract. For further information contact: Gregory K. Schubert, Station Manager, WBGU-TV, Bowling Green State University, Bowling Green, Ohio 43402. Bowling Green State University is an equal opportunity employer, and as such will give consideration for employment without regard to race, color, creed, religion, or national origin.

WANTED: Photographer/laboratory Co-ordinator to supervise small laboratory staff and coordinate photo services. Still and 16mm. photographic ability necessary. Masters degree desirable, but the right man can qualify with a B.A. and experience. Salary \$8,500 for 12 month contract. For further information contact: Gregory K. Schubert, Station Manager, WBGU-TV, Bowling Green State University, Bowling Green, Ohio 43402. Bowling Green State University is an equal opportunity employer, and as such will give consideration for employment without regard to race, color, creed, religion, or national origin.

Program Director/Operations Manager for

Small market VHF, full color net affiliate. Must be able to switch and direct although not a regular duty. Good salary, retirement plan and fringes. Send resume, recent photo, salary requirements to:

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PROMOTION ASSISTANT wanted by WTOL-TV, Toledo. Applicant must be good leader and writer with potential to grow with group. Should have background in audience and sales promotion and public relations. Good salary, numerous benefits. Send resume to:

Promotion Director, P.O. Box 715, 604 Jackson St., Toledo, Ohio 43601. No phone calls accepted.

Situations Wanted

Programing, Production, Others

MONEY IS SECONDARY

To opportunity . . . young TV sportscaster wants to move into sports production with large organization . . . experienced in radio and TV but anxious to learn more . . . married . . . military completed . . . 1st phone . . . full details first reply to

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Help Wanted News

TELEVISION NEWS DIRECTOR

Top-rated NBC California station in need of complete "take charge" on-camera News Director. He may now be second or third ramp TV news reporter at major market station ready to move up. Or he may now be News Director in secondary market but capable of assuming *full command* of an aggressive news team. Must be able to edit, write as well as assign reporters and cameramen to where "its happening." Must be completely familiar with all the technical aspects of putting together a top-rated news program. He must also be interested in becoming an integral part of the community by attending civic and social functions, etc. He should be qualified to make suggestions to ownership for editorializing, as well as being capable of producing local-area documentaries. If you are this man, we offer an adequate *starting* salary and one of the most beautiful areas in all of California in which to live. Your future will depend upon how you deliver. If you are completely qualified and interested, write full details along with references and salary history to

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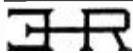
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N.E.	Sub.	Profitable	650M	29%	Midw.	Metro	Daytime	265M	29%
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Mike Barrett, Box 1077, Morton, Texas
Phone 806-266-8976

(Continued from page 88)

caster, S. C. W. B. Medlin is farmer. Ann. April 23.

■ WEHW Windsor, Conn.—Seeks assignment of license from WEHW Partnership to Windsor Broadcasting Co. for \$85,000. Sellers: Robert I. Kimmel and Bessie W. Grad (each 50%). Sellers have respective interests in WWSR St. Albans and WSNO Barre, both Vermont. Buyers: Jerome Hilda and Kenneth Dawson (50%, 40% and 10%, respectively). J. Dawson is dentist. K. Dawson is salesman for match company. Ann. April 23.

■ WBGC Chipley, Fla.—Seeks assignment of license from Lee-San Corp. to Broaddus Radio Inc. for \$80,000. Sellers: John Sanders, president et al. Sellers own WPXE Starke, Fla. Buyers: James W. Broaddus Jr., sole owner. Mr. Broaddus is sales manager for WYNX Smyrna. Ga. Ann. April 22.

■ WHAN Haines City, Fla.—Seeks assignment of license from WHAN Inc. to Radio Central Inc. for \$82,500. Sellers: Meyer Layman, president et al. Buyers: John H. Everbach, sole owner. Mr. Everbach owns 65% of WOKB Winter Garden, Fla. Ann. April 23.

■ WLBW-TV Miami and WCKY Cincinnati—Seek assignment of licenses from L. B. Wilson Inc. to Post-Newsweek Stations, Florida Inc. for \$18.4 million. Sellers: Charles H. Topmiller, president (32.5%), Thomas A. Welstead, executive vice president of WLBW-TV, Jeanette Heinze, executive vice president of WCKY (each 19.3%), William C. Ittman, Jolar Corp. (each 11.3%) and Essie Rupp (6.3%). Mr. Welstead is general manager of WLBW-TV. Mr. Ittman is vice president, international division, Procter & Gamble. Jolar Corp. is headed by Sol Talshoff, president of Broadcasting Publications Inc. Mrs. Rupp was secretary of L. B. Wilson Inc. Buyers: Post-Newsweek Stations Inc., 100%. Post-Newsweek Stations is wholly owned subsidiary of Washington Post Co., publisher of Washington Post and Newsweek Magazine and owner of WTOP-AM-FM-TV Washington and WJXT(TV) Jacksonville, Fla. Katharine Graham, president of Washington Post Co., and family (as a group 100%). Ann. April 23.

■ WYND Sarasota, Fla.—Seeks assignment of license from Radio WYND Inc. to Trend Broadcasting Inc. for purpose of corporate reorganization and tax purposes. Principals: Lowell W. Paxson, president (100% before, 64% after) to Jean L. Paxson (none before, 26% after) and Burton O. Waterman (none before, 10% after). Principals own WKSN-AM-FM and WNYP(TV) all Jamestown, N. Y., and applicant to purchase WARV Warwick-East Greenwich, R. I. Ann. April 25.

■ WKRS Waukegan, Ill.—Seeks transfer of control of The News-Sun Broadcasting Co. from F. Ward Just and Mrs. Elizabeth Swift Just (jointly 53.53% before, 59.72% after) to F. Ward Just (49.67% before, 55.85% after) due to distribution of dividend consisting of two shares of common stock for each share of common stock owned. No consideration involved. Principals: Keystone Printing Service Inc., 100%. Ann. April 23.

■ WGMI(TV) Gary, Ind.—Seeks assignment of CP from General Media Television Inc. to Family Stations Inc. for \$20,000. Sellers: Earl B. Glickman, secretary et al. Buyers: Harold Camping, president. Scott L. Smith, vice president, Peter Sluis, secretary. Non-stock corporation. Buyers own WKDN-FM Camden and WFME(FM) Newark, both New Jersey; KEAR(FM) San Francisco, KEBR-(FM) Sacramento, KECR(FM) El Cajon, all California. Mr. Smith owns 16 2/3% of KEWQ Paradise and KEQR(FM) Chico, both California. Ann. April 24.

■ WGLM Richmond, Ind.—Seeks assignment of license from House of Sound Inc. to Broadcasting Services Inc. for \$85,000. Sellers: Richard N. Williams, president, et al. Buyers: R. L. Drake Co., 100%. R. L. Drake, president, votes stock for R. L. Drake Co. Principals own WTAP-AM-FM Parkersburg, W. Va. Ann. April 22.

■ KXLW Clayton, Mo.—Seeks transfer of control of Saint Louis County Broadcasting Co. from Richard J. Miller et al. (as a group 100% before, none after) to Communications Fund Inc. (none before, 100% after) for exchange of stock. Consideration: No consideration involved in exchange of stock; \$192,000 from new investors. Principals: Richard J. Miller, president (62.01% before, 64.11% after readjustment due to new investors) et al. Principals own KAD(FM) St. Louis and 49% of WMAS Springfield,

Mass., with option to buy remaining 51%. Ann. April 22.

■ **KSHO-TV Las Vegas**—Seeks assignment of CP from Talmac Inc. to ch. 13 of Las Vegas Inc. for purpose of corporate reorganization. No consideration involved. Principals: Talmac Inc. owns 25% of Channel 13 of Las Vegas Inc. Desert Broadcasting Co., Ettlinger Broadcasting Corp. and Clark County Communications Inc. Jointly own 75% of Channel 13 of Las Vegas Inc. Desert, Ettlinger and Clark are owned by Talmac. Alan K. Abner, president of Talmac, et al. Ann. April 23.

■ **WFTN Franklin, N. H.**—Seeks transfer of control of WFTN Inc. from New England Broadcasting Co. (80.4% before, none after) to Ronald E. and Dorothy H. Porter (jointly none before, 80.4% after). Consideration: \$60,000. Sellers: Douglas J. Rowe, vice president, et al. Buyers: Ronald E. and Dorothy H. Porter. Mr. Porter is member of faculty, Plymouth State College of University of New Hampshire. Ann. April 23.

■ **WTHE Mineola, N. Y.**—Seeks transfer of control of Bursam Communications Corp. from Selig S. Burrows, Hartley L. Samuels, Margery S. Samuels, Kenneth D. Burrows and Jonathan L. Burrows (jointly 100% before, none after) to Lawrence Brandon, Marvin B. Kosofsky, Howard Warshaw and Harold S. Schwartz (each none before, 25% after). Consideration: \$145,000. Principals: Messrs. Warshaw, Brandon and Kosofsky each own 33 1/3% of WYLO Jackson, Wis., and of WARO Canonsburg, Pa., and 15%, 34% and 51%, respectively, of KUXL Gold Valley, Minn. Mr. Schwartz owns KXEN St. Louis. Ann. April 23.

■ **WNIO Niles, Ohio**—Seeks transfer of control of The Niles Broadcasting Co. from Stephen Contil (50% before, 37.5% after) to Frank Bevilacqua (50% before, 62.5% after). Consideration: \$4,000 extra revenue for corporation. Ann. April 25.

■ **KSHA Medford, Ore.**—Seeks assignment of license from Medford Broadcasters to Jackson Broadcasting Co. for \$110,000. Sellers: Genevieve de Dampiere Casey, Diana Crocker Redington and William H. Crocker II (each 33 1/3%). Sellers own respective interests in KATR Eugene, Ore. Principals Casey and Redington each own 25% of KAPT Salem, Ore. Buyers: Western Communications Inc., 100%. Robert W. Chandler, president, votes stock for Western Communications. Mr. Chandler and Mrs. Nancy R. Chandler (each owning 50% of all interests) own 54.27% of Western Communications. They own Bend (Ore.) *Bulletin* and 25% of *LaGrande* (Ore.) *Observer*. Ann. April 25.

■ **WHIM-AM-FM Providence, R. I.**—Seeks assignment of licenses and SCA from Golden Gate Corp. to Culligan Communications Corp. for \$450,000. Sellers: Harold C. Arcaro, president, and family (98%) et al. Mr. Arcaro owns 92% of WNET(TV). Buyers: Matthew J. Culligan, president (16.58%), James E. Fuchs, executive vice president-treasurer (11.05%), et al. Mr. Culligan owns 20% of movie production company, Mr. Fuchs owns 50% of athletic film distribution firm. Messrs. Culligan and Fuchs are chairman of board and president, respectively, of *Westport* (Conn.) *Town Crier*. Culligan Communications owns applicant to purchase KBNO-FM Houston, KEIR(FM) Dallas, *Promenade* Magazine and Phaedra Publishing Inc. Ann. April 25.

■ **KPRC-AM-TV Houston**—Seeks transfer of control of The Houston Post Co. from W. P. Hobby Jr. and Jessica Hobby Catto, co-executors of estate of W. P. Hobby, deceased (25.14% before, none after) to Oveta Culp Hobby, individually and as trustee (25.14% before, 50.28% after). No consideration involved. Principals publish *Houston Post*. Houston. Ann. April 23.

■ **KULE Ephrata, Wash.**—Seeks assignment of license from Coulee Broadcasting Corp. to D. & W. Partnership for \$97,750. Sellers: Donald P. Berry, sole owner. Buyers: Walter Bednark and David M. Sands (each 50%). Mr. Bednark owns liquor dispensary. Mr. Sands owns 50% of KEYD, Oakes, N. D. Ann. April 22.

■ **KWOR Worland, Wyo.**—Seeks assignment of license from Joseph P. Ernst to KWOR Inc. for \$105,000. Sellers: Joseph P. and Mildred V. Ernst (each 50%). Sellers own KRTR Thermopolis and KWRB-TV Riverton-Lander-Worland-Thermopolis, all Wyoming. Buyers: Kermit G. Kath, president, Leland H. F. Kurz, vice president, and Tony Kehl, secretary-treasurer (each 33 1/3%). Mr. Kath owns KGOS Torrington, Wyo. Mr. Kurz is sales manager for KGOS. Mr. Kehl owns 33 1/3% of KVOW Riverton, Wyo. Ann. April 25.

Actions

■ **KDQN De Queen, Ark.**—Broadcast Bureau granted assignment of license from R. G. McKeever to Charles Mathias Jr. for \$70,000. Principal: Mr. Mathias is chief engineer for KOSY-AM-FM Texarkana, Tex. Action April 25.

■ **KXFM(FM) Santa Maria, Calif.**—Broadcast Bureau granted assignment of license from KXFM Inc. to Frank G. Macomber IV for \$49,382.70. Sellers: Clark B. Smith, president, et al. Buyer: Mr. Macomber owns KSEE Santa Maria. Action April 22.

■ **WAPE Jacksonville, Fla.**—Broadcast Bureau granted transfer of control of Brennan Broadcasting Co. from Frances U. Brennan, executrix of estate of William J. Brennan, deceased, (90% before, none after) to Frances U. Brennan, individually as co-trustee with C. V. Steizenmuller (jointly none before, 90% after). Principals: Mrs. Brennan and Mr. Steizenmuller own 97% of WBAM Montgomery, Ala. Mrs. Brennan owns 50% of WSLA-TV Selma, Ala., and 18% of WFLI Lookout Mountain, Tenn. No consideration involved. Action April 21.

■ **WVOH Hazlehurst, Ga.**—Broadcast Bureau granted transfer of control of Jeff Davis Broadcasters Inc. from L. R. Uresky Sr. (25% before, none after) to John Hulett and Wimley Waters (each 37 1/2% before, 50% after). Consideration: \$15,000. Principals: Mr. Hulett owns poultry farm and 51% of WVMG-AM-FM Cochran, Ga. Mr. Waters has interest in manufacturing company and owns WBAF Barnesville, Ga. Action April 23.

■ **WSDR Sterling, Ill.**—Broadcast Bureau granted assignment of license from Blackhawk Broadcasting Co. to WSDR Inc. for purpose of corporate reorganization. No consideration involved. Principals of WSDR Inc.: Thomas L. Davis, president (40%), Robert M. Baker, secretary, George J. Jensen, treasurer-vice president, George A. Jensen and Dr. Harry H. Hetz (each 15%). Action April 25.

■ **WPDF Corydon, Ind.**—Broadcast Bureau granted control of Harrison Radio Inc. from Sam B. and Joyce A. Holmes (42.91% before, none after) to Herbert L. and Mary R. Arms (42.91% before, 85.82% after). Consideration: \$30,000. Principals: Mr. Holmes has minority interest (approx 2%) in WAIN Columbia, Ky. Mr. and Mrs. Holmes own auto supply firm in Jeffersonville, Ind. Action April 25.

■ **KCFI Cedar Falls, Iowa**—Broadcast Bureau granted assignment of license from KCFI Inc. to Cedar Falls Broadcasting Inc. for \$240,000. Sellers: Donald Blanchard, president, Harry Campbell, vice president (each 25%), Russell Salter (1%) et al. Messrs. Campbell and Blanchard each own 25% of WIXN Dixon, Ill. Mr. Salter owns WBEL Beloit, Wis., and WKKD Aurora, Ill. Buyer: Robert F. Goodwin, sole owner. Mr. Goodwin is employe of WMAL-AM-FM-TV Washington. Action April 23.

■ **KFMG(FM) Des Moines, Iowa**—Broadcast Bureau granted transfer of control of Iowa Fine Music Broadcasting Corp. from William N. and Ruth C. Plymat (each 50% before, none after) to Woodland Corp. (none before, 100% after). Principals: John E. Gustafson, chairman of board (6.04%), et al. Mr. Gustafson is physician and owns real estate investment and development firm. Consideration: \$10,000 plus 12,500 shares of Woodland stock. Action April 25.

■ **WIOS Tawas City-East Tawas, Mich.**—Broadcast Bureau granted assignment of license from Airway Broadcasters Inc. to Carroll Enterprises Inc. for \$120,000. Sellers: S. Franklin Horowitz, president, et al. Buyers: John J. Carroll, president (60%), Vernard D. Hanna, secretary-treasurer (20%), et al. Mr. Carroll owns 70.83% of WKMF Flint, Mich. Mr. Hanna owns 20.83% of WKMF. Action April 25.

■ **WBBX Portsmouth, N. H.**—Broadcast Bureau granted assignment of license from Seacoast Broadcasting Corp. to Curt Gowdy Broadcasting Corp. for \$316,000. Seller: William A. Gildersleeve, sole owner. Buyer: Curtis E. Gowdy, sole owner. Mr. Gowdy is NBC-TV and ABC-TV network sportscaster. He owns WCCM-AM-FM Lawrence, Mass., and KOWB Laramie, Wyo. He also is 2.8% owner of KFBC-AM-TV Cheyenne, Wyo.; KSTF-TV Scottsbluff, Neb., and KTVS Sterling, Colo. He has 49% interest in Greater Lawrence Cable Television Inc. and has CP for KVRW(TV) Rollins, Wyo. Action April 25.

■ **KSYX Santa Rosa, N. M.**—Broadcast Bureau granted assignment of license from Herman S. Boles to Tri-City Broadcasters

Inc. for \$7,000. Principals: Robert D. Deitrich, president, Glenn C. Jones, treasurer and Richard F. Rowley II, secretary (each 33 1/3%). Messrs. Deitrich and Jones are KSYX employes. Mr. Jones owns ranch and Mr. Rowley is attorney. Action April 25.

■ **KWEL Midland, Tex.**—Broadcast Bureau granted assignment of license from D-J Broadcasting Inc. to KWEL Inc. for \$95,000. Sellers: Winston J. and Helen B. Deane (jointly 100%). Mr. Deane owns KOTN-AM-FM Pine Bluff, Ark. Buyers: Bob Hicks, sole owner. Mr. Hicks is former owner of KP50 Fairfuries, Tex. Action April 23.

■ **WRVA-AM-FM Richmond, Va.**—Broadcast Bureau granted transfer of control of WRVA Radio Inc. and WRVA-FM Inc., respectively from Larus Investing Co., (100% before, none after) to First & Merchants National Bank trustees (none before, 100% after) for purpose of corporate liquidation. No consideration involved. Principals: John Baldwin Larus, Charles D. Larus, et al. Action April 29.

■ **WELC Welch, W. Va.**—Broadcast Bureau granted transfer of control of Pocahontas Broadcasting Co. from estate of D. C. Bradberry (46.1% before, none after) and from J. G. Hunt and William Keyser (each 7% before, none after) to Sam Sidote (13.9% before, 46.2% after), Howard King (26% before, 38.5% after), Howard King (26% before, 38.5% after), Mary Sidote (none before, 10.3% after) and John Sidote (none before, 5% after). Consideration: \$12,720. Principals: Mary and John Sidote are employes of WELC. Action April 23.

■ **WAXO(FM) Kenosha, Wis.**—Broadcast Bureau granted assignment of license from Service Broadcasting Corp. to Zion-Benton Broadcasting Corp. for \$125,000. Sellers: Andrew Johnson, president, et al. Buyers: William J. Bicket, president and treasurer (50%) and W. James Bicket (49%) vice president and secretary, et al. Messrs. Bicket also own WZBM Zion, Ill. Action April 23.

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through April 30. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

■ **Macclenny, Fla.**—Macclenny Cable Television Inc. has been granted a 20-year non-exclusive franchise. The company will pay 3% of its gross revenue. Subscribers will pay \$10 for installation and \$5 monthly, plus another \$1 monthly for each additional set.

■ **Robinson, Ill.**—Robinson TV Cable Co. has been granted a 25-year franchise.

■ **Parsippany, N. J.**—WRAN Dover, N. J., has been granted a franchise. Customers will pay \$20 for connection and \$5 monthly. The company will pay \$1,000 per year plus 3% of its gross incomes from the system. Schools will be provided the service free of charge.

■ **Cadiz, Ohio**—Communications Construction Co. of Lisbon, Ohio, has applied for a 25-year nonexclusive franchise. The company would charge \$10 for installation and \$5 monthly, with a \$1 additional charge for each extra set. Commercial firms would be charged \$6 monthly and \$1 for each additional set.

■ **Bend, Ore.**—Liberty Television, operator of KEZI-TV Eugene, Ore., has applied for an extension of its franchise to 1989. The company was granted a 20-year franchise in 1956. In asking for the extension until 1989, the firm also requested permission to raise its monthly rate from \$3.60 to \$5.

■ **Ontario, Ore.**—General Communications & Entertainment Co. of Tulsa, Okla. (group CATV owner), has applied for a franchise.

■ **Karns City Pa.**—Michael Dobranclin of East Brady, Pa. has been granted a franchise.

■ **Tacoma, Wash.**—Two firms have applied for a franchise: Tacoma Cable Co., represented by Marshall Riconosciuto and John Munson, and Cable TV Puget Sound, represented by Lyle Hellender. Tacoma Cable would offer a 12-channel service for \$4.95 monthly, and would provide free connection for schools.

For a man who just "stumbled across" a career in broadcasting, Mike Mallardi has gone pretty far in his 13 years in the industry.

Now vice president and general manager of the Straus Broadcasting Group (WMCA New York; WTLB Utica-Rome, N. Y.; WGVA Geneva, N. Y.; and WALL-AM-FM Middletown, N. Y.), Mr. Mallardi had no driving ambitions for a broadcasting career when he attended Notre Dame University.

"I took the most practical courses I could," he recalled, "because I wasn't sure I could swing it financially and didn't know when I might have to leave."

This meant majoring in accounting, although he indulged in a not-so-practical minor—philosophy. He did well in both, graduating magna cum laude and winning the Indiana CPA Association award for the accounting major with the highest academic average.

"It took me a while to get rid of the 'green eye shade' image," he recalled.

Mr. Mallardi's first job in 1956 was with ABC as an assistant internal auditor. "ABC was a young, growing company," he said, "so I got into a lot more areas than you would at CBS or NBC, which were more established." He became involved in cost control, enjoying his liaison with producers in working out production costs.

After serving as assistant controller, Mr. Mallardi left ABC in 1961 to become a location auditor for Metro-Goldwyn-Mayer on the West Coast, keeping his contacts with the creative side of the business through the financial route.

Later that year he joined Radio Press International, a former Straus Broadcasting Group division, as business manager. In 1965 he was named treasurer of the Straus Group and in May 1967 became vice president and general manager.

"I don't think the creative and financial aspects are incompatible," Mr. Mallardi remarked. "People in this business tend to go to one extreme or the other; they're too short-sighted in their outlook."

"It's getting better, though," he added. "there are a lot more responsible people in the industry today who really want to make a contribution. I was a little shocked at the caliber of personnel in the years when I started."

Along with better people, Mr. Mallardi credits increasing competition for an improvement in broadcasting service.

"FM is coming along, which is good," he noted. "It forces more creativity, more competition and more thinking."

"The whole business is prone to change," he said, "and the big problem is to motivate and attract people."

Mr. Mallardi is particularly con-

Finances, creativity seen as compatible in station operation

cerned with attracting people through the new format at WMCA. The station switched from all "rock" music to a call-in talk format between 10 p.m. and 10 a.m. April 14.

"The first night went well," Mr. Mallardi reported. "Our callers actually averaged younger than the demographics show on our music audience."

The reason for the switch was twofold, he said. First, the Straus people felt it was their true responsibility to the audience to give them a vehicle to express themselves. "I know you've heard all that before," he commented, "but it's not a lot of baloney at Straus. Contemporary music really has a lot to say and tries to get a message across. We felt the listeners probably had something to say too."

Another reason rested on the business side—the station hoped to improve its ratings. According to the January-

Week's Profile



Michael Patrick Mallardi—vice president, general manager, Straus Broadcasting Group Inc.; b. March 17, 1934, New York; joined ABC as assistant internal auditor, 1956, then became systems specialist, cost control administrator and assistant controller; location auditor, Metro-Goldwyn-Mayer, 1961; business manager, Radio Press International (former division of Straus Broadcasting Group), 1961; treasurer, Straus Group, 1965; vice president, general manager, since May 1967; m. Sylvia Mandalios, 1961; children—Karen, 5; Stephanie, 2.

February American Research Bureau report, WMCA scored a 20.4 share of the New York audience, measured from 6 a.m. to 12 midnight, as compared to a 31.3 for a "rock" music rival station.

"I can't say that we might not extend the talk segment," Mr. Mallardi reported, "but we think we have the proper proportion now. It might get tiring all day."

Another public service of WMCA which Mr. Mallardi terms "a perfect combination with the new format" is the *Call for Action* series, in which listeners call up with complaints and are referred to the city agency that can help them. In some cases, Mr. Mallardi pointed out, the station has followed up on complaints when the city failed to act. One result of such a policy is a New York City housing law sometimes known as "the WMCA law."

Volunteers handle the telephone calls, aided by directories listing the city agencies. "At first I thought the women who came in were just do-gooders who would leave when they got bored," said Mr. Mallardi. "But they keep coming back, so they must get satisfaction out of it."

The *Call for Action* format has recently been recommended by the national Urban Coalition to individual stations around the U. S., which pleases the Straus Group general manager.

Mr. Mallardi drives to work every day from his home in suburban Suffern, N. Y. "That way I can take a sampling of other stations in drive time," he said. He also uses that time to listen to WMCA and check the quality of his own on-the-air personalities.

Despite the long commute, he prefers living in the country, "especially when you've grown up in poorer sections of the city."

Another indication for not living in the city is his preference for "puttering around" in the yard and in the house.

Oil painting is one of Mr. Mallardi's hobbies—"when I get the spare time," he adds, which isn't too often.

A third pastime is sports. "I enjoy watching the professional football games," Mr. Mallardi commented, "and I get involved with Notre Dame football on television. I'm usually placid about office problems, but not about the Notre Dame games."

"This may be getting off the track," he continued, "but I think more people should get involved with sports. It teaches you how to lose and how to take the knocks. If more kids were involved with sports, we might not have some of the problems we do today."

Although Michael Patrick Mallardi (who acquired his middle name by being born on St. Patrick's day) has spent his career in business-oriented positions, the philosophy is never far behind.

The Pastore amendment

Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, last week put his name to a bill to protect broadcast licensees against so-called "strike" applications filed against them at renewal time. Similar bills had been introduced by a host of members of the House (BROADCASTING, April 28). It now seems more than possible that necessary action will be taken promptly.

All of the bills have a common purpose. Before the FCC could lift an incumbent's license and give it to another applicant, it would first have to find that the incumbent was unqualified to stay on the air. Only then would other applications for the facility be entertained.

As Senator Pastore explained in introducing his bill last week, the measure would give the broadcaster no rights to his license that he had not earned by performance. It would, however, protect his license from being put up for grabs every three years—a condition that could only lead to diminished quality of broadcast service.

Now that the bills are in, broadcasters would be wise to let their congressmen and senators know the importance of legislative passage. The National Association of Broadcasters has done a commendable job of coordinating the congressional-information program so far. It needs to keep it up.

Nathan's hail

For the first time, to our knowledge, a respected economist has put a dollar value on consumer benefits derived from television broadcasting in this country. The value comes to some \$100 billion a year—not counting the huge contribution television advertising makes to the Gross National Product by stimulating commerce.

This appraisal, as reported in detail elsewhere in this issue, was prepared by the prestigious Robert S. Nathan Associates of Washington for the Association of Maximum Service Telecasters. The Nathan report was submitted to the FCC for the immediate purpose of countering arguments that have been made by land-mobile radio interests in their attempts to wrest spectrum space from television. But the report can be used in other causes. It is, in total, as persuasive a championship of the present broadcast system as has recently come to hand.

Who's selling whom?

One of the features of the American Association of Advertising Agencies convention two weeks ago was a panel session that produced some provocative, if not dismaying, thoughts for TV stations and spot-TV salesmen. Stations, it was said, ought to pay a 20% agency commission on spot-TV sales; and as for the salesmen, they were warned that they are going to become unnecessary unless they learn a new line of work (BROADCASTING, April 28).

The case for bigger commissions was based on the argument that the cost of processing spot-TV buys is so high that the traditional 15% doesn't begin to cover it; indeed, according to Richard A. R. Pinkham of Ted Bates & Co., who proposed the increase, 20% wouldn't cover it either.

The ultimate if not imminent extinction of media salesmen, at least in their present functions, was predicated on the belief—advanced by Lee Rich of Leo Burnett Co. and Lorimar Productions, with strong endorsement by Harold Miller of Grey Advertising and Herbert Maneloveg of BBDO—that computers in time will supply all the media information that salesmen now provide. Thus, in their view,

media salesmen to survive will have to become, as Mr. Rich put it, primarily "idea men and marketing men."

Superficially—and separately—the two lines of reasoning seem to have some logic. Together, they don't quite add up.

Admittedly, nobody contends that spot television is easy or inexpensive to process. But the paper-work problem is being attacked on several levels, and even though the problem is far from solved, if the computer takes over—as the panelists were confident it will—won't it almost by definition reduce the complexity and cost?

As for salesmen, any salesmen, the best of them are always those who can show their clients new and better ways to use the media they represent. If the computer evolution makes this their primary function, both their media and their clients—and the salesmen themselves—stand to gain.

Old pro

It was a normally tumultuous Washington week with Congress in its usual state of perturbation as the Nixon administration contemplated its first 100 days in office. But for old-time broadcasters it was a week with a heart-throb.

Earl H. Gammons, senior statesman for a quarter of a century and a broadcaster since 1924, last week slipped out of town and into retirement in Naples, Fla. CBS had transferred him from WCCO Minneapolis, which it then owned, to Washington in 1942. He left his CBS vice presidency in 1955 but promptly became Washington consultant to the network and to Storer Broadcasting Co., as initial clients.

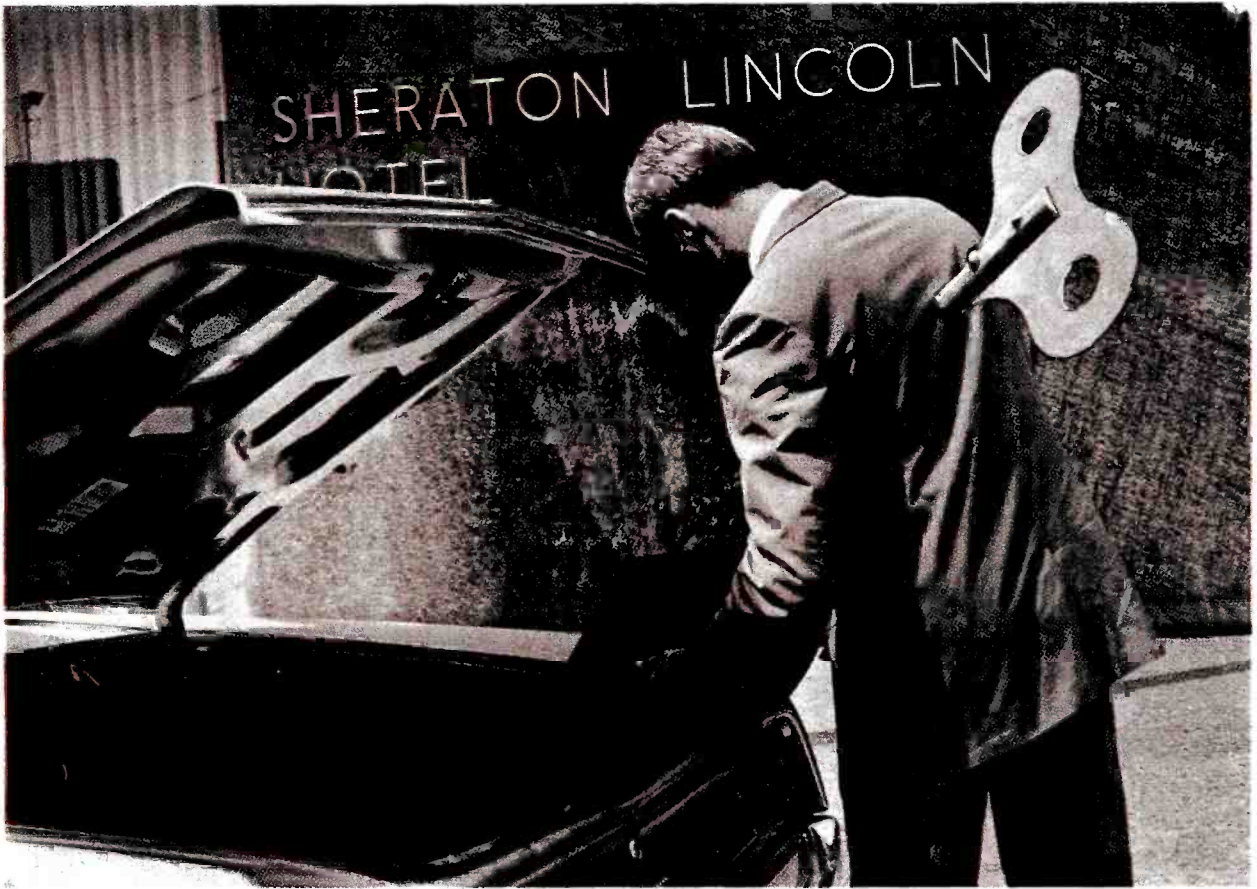
No broadcaster ever enjoyed greater popularity in Washington. He was a raconteur, an avid golfer and a great host. It used to be said that Mr. Gammons won more points with his stories than Washington lawyers did with their briefs.

Mr. Gammons's health had become impaired of late. At 75 he decided he would be better off in Florida's sunshine. There was no big farewell party; just a dozen or so old friends at lunch at the Broadcasters Club last Wednesday. They could have filled Constitution Hall if he had wanted it that way.



Drawn for BROADCASTING by Sidney Harris

"Not only will it put a communications satellite into orbit for us, but, as the boosters fall off, they'll land on the headquarters of a certain competing network."



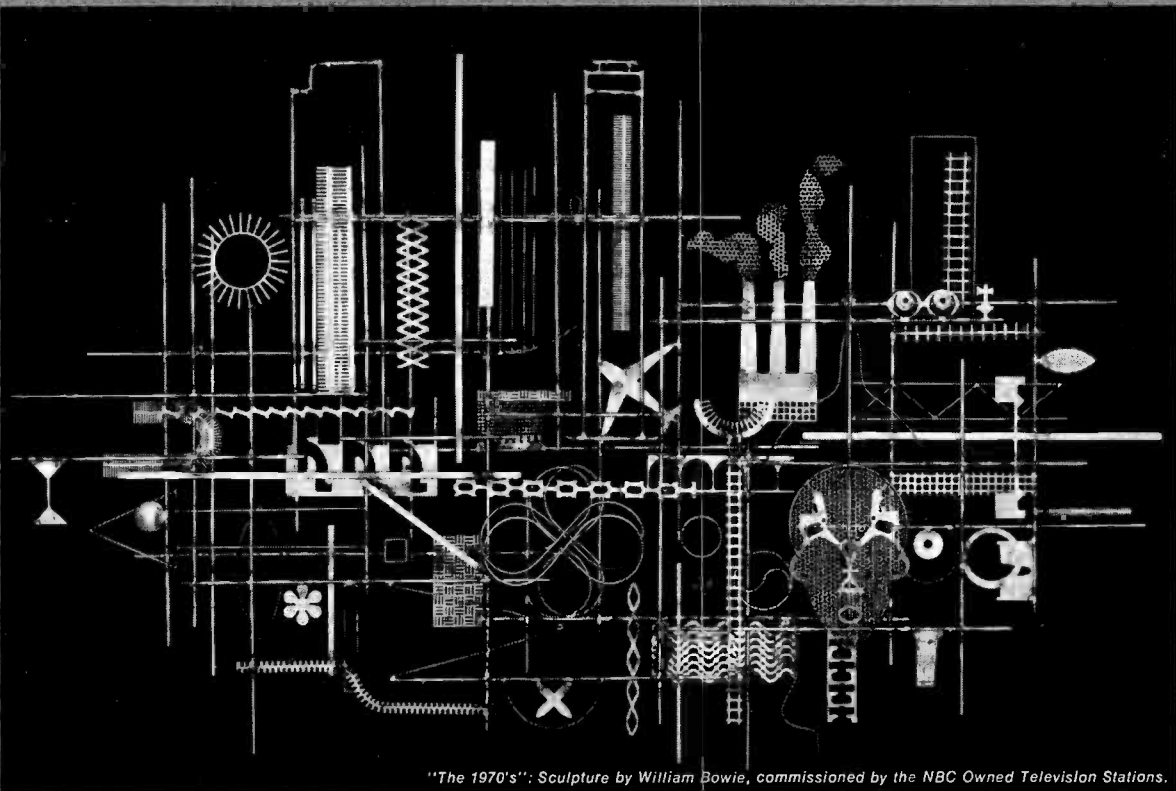
Next time you're on the road, all keyed-up from "turnpike tension," stop in Houston and ease up. Enjoy a great meal, a quiet, air-conditioned room, the swimming pool, then sit down in front of the TV set. Tune in KPRC-TV, and unwind!

*Keyed-up
executives
unwind with
KPRC-TV*
NBC in Houston

NBC in Houston represented nationally by Edward Petry & Co.



No place like home.



"The 1970's": Sculpture by William Bowie, commissioned by the NBC Owned Television Stations.

Though it's a maze of urgent problems, the American city is — and will remain — *home* for millions.

Some of its problems, like pollution, transit or housing, can be eased by money and planning.

But the larger social and psychic enigmas can't be blueprinted or budgeted away.

This distinctly *human* area is examined in an unusual television program called *Five Cities*, a

joint venture by the NBC Owned Television Stations in New York, Washington, Cleveland, Chicago and Los Angeles.

By focusing on a single street in each city, this special hour-long colorcast reflects the entire range of human problems that affect the quality of urban living. And it indicates the potential for a new and better life style for the millions who call a city "home."

But *Five Cities* is only one facet of television's most intensive study of urban life. During the month of May, the NBC owned stations are presenting a total of more than 120 programs in — and about — their respective communities.

For us, too, there's no place like home. And we do more than just live there.



COMMUNITY SERVICE: ANOTHER REASON VIEWERS DEPEND ON THE NBC OWNED TELEVISION STATIONS
WNBC-TV, New York / WRC-TV, Washington, D.C. / WKYC-TV, Cleveland / WMAQ-TV, Chicago / KNBC, Los Angeles