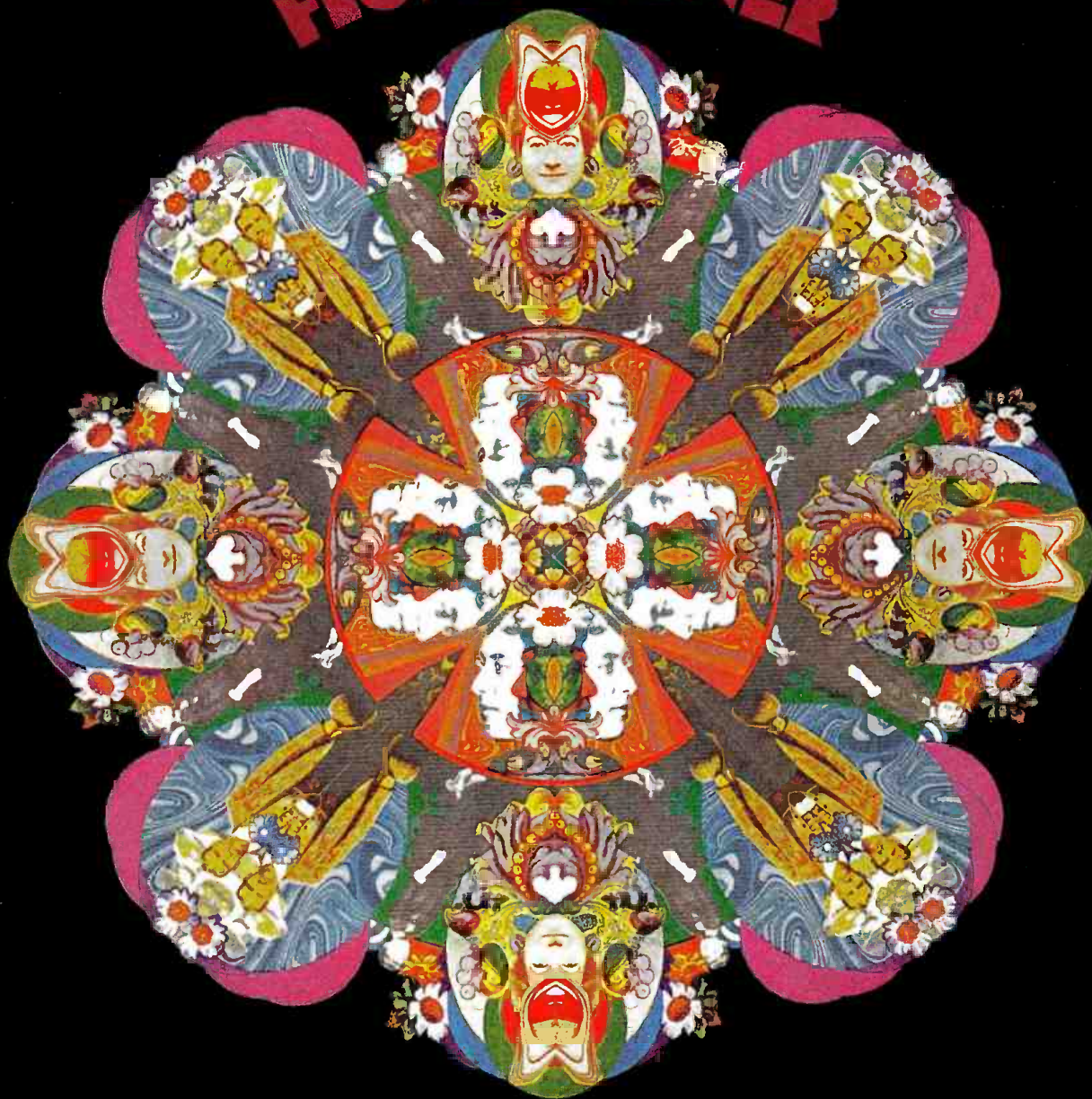


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Up Tight, Out 'a Sight, Psychedelic Station ID's**

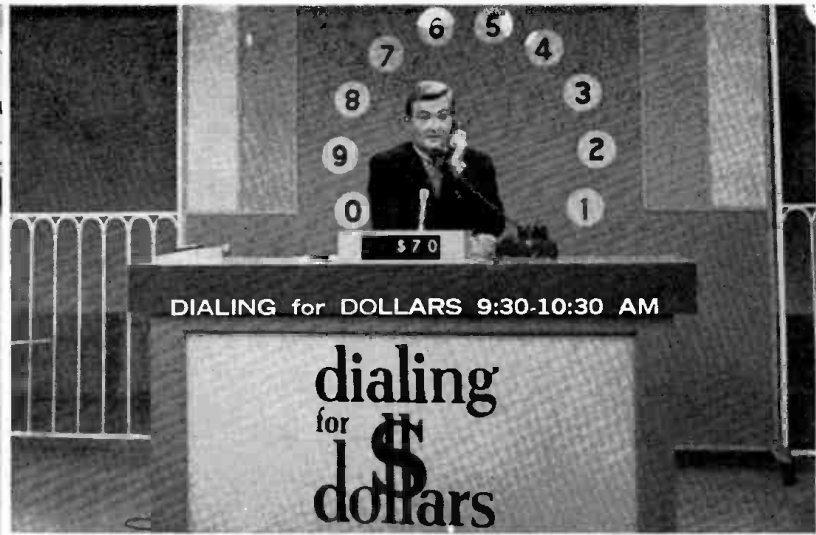
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CRC



KITTY'S CORNER 8:30-9:00 AM



DIALING for DOLLARS 9:30-10:30 AM

dialing
for \$
dollars

On the Go!
in Houston



DATING GAME 9:00-9:30 AM



PASSWORD 3:00-3:30 PM



CADET DON 6:30-7:00
and 7:30-8:30 AM



KITIRIK 3:30-4:30 PM

call BLAIR today... for KTRK
your Capital Cities station
in Houston



TRUTH OR CONSEQUENCES
5:30-6:00 PM



LEAVE IT TO
BEAVER
4:30-5:00 PM

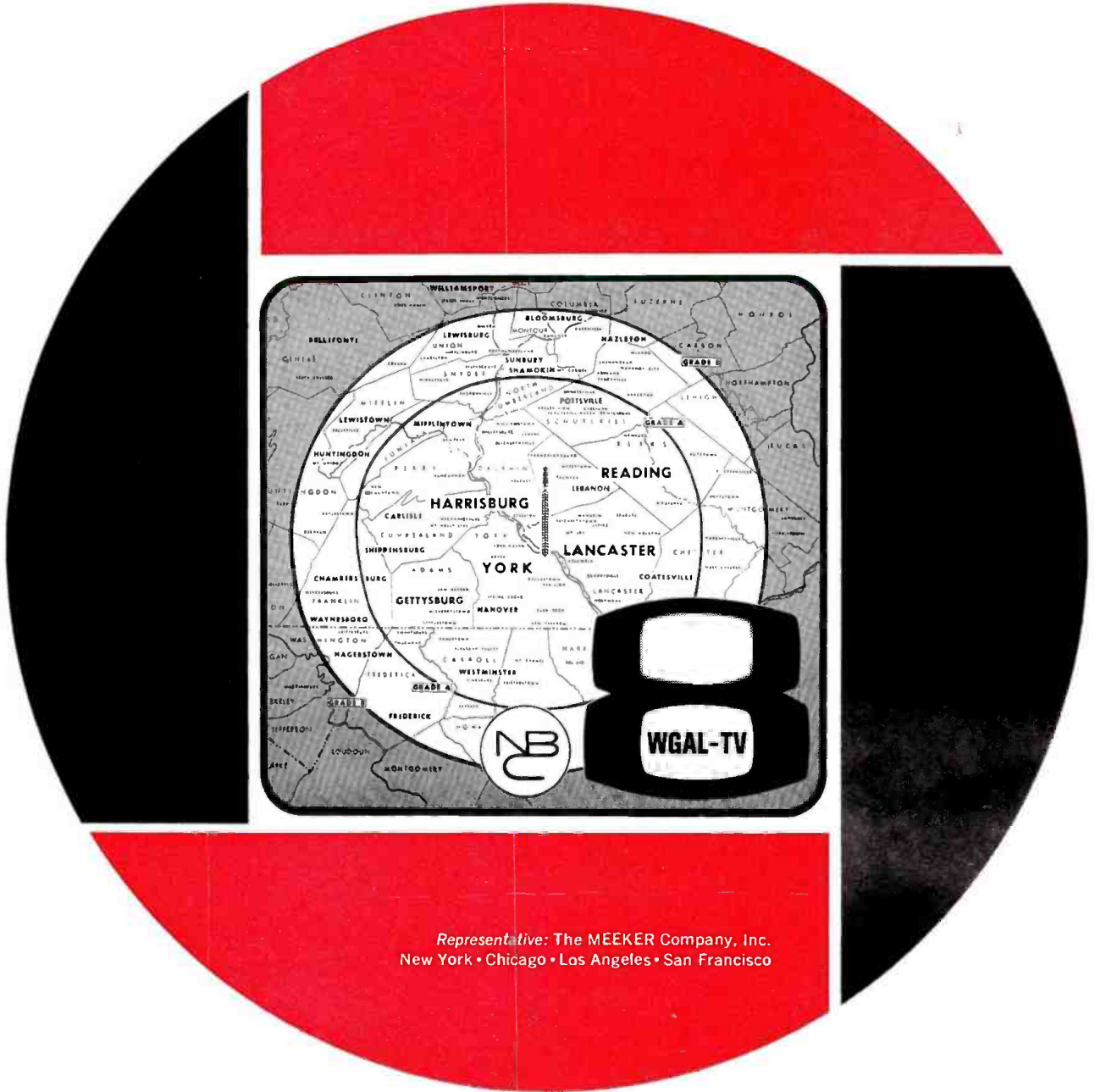
Lancaster,
Harrisburg,
York, Lebanon is
ONE TV market WITH . . .

WGAL-TV

Lancaster, Pa. Channel 8

WGAL-TV successfully saturates this great, diversified area. And, its glowing color pictures include all-color local telecasts and NBC programs. Also 26%* color penetration.

*Based on Feb.-Mar. 1967 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.



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

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

Research findings that could have big influence on both price and number of 30-second TV commercials are about ready for release. Study examined 30-second vs. 60-second commercials and found their communication effectiveness is, in words of one insider, "surprisingly close." Report on study is in finishing stage.

On the prowl

Mutual Broadcasting Corp. is actively exploring opportunities for its first station acquisitions, not necessarily confined to radio. Announcement Friday that Leland M. Kaiser, retired investment banker, has been elected to MBC board cited his "experience in acquisition." Mr. Kaiser is chairman of Governor Ronald Reagan's Citizens' Advisory Task Force and is California native. He's been stockholder for sometime in MBC, parent of Mutual Broadcasting System and Mutual Sports Inc.

Hunted head

Robert E. Kintner, only man to serve as chief operating head of two radio-television networks (ABC and NBC), has seven job offers but isn't in any hurry. Mr. Kintner is at his Georgetown (Washington) home recuperating from second successful eye operation (cataracts) and says he won't even consider his future activity until he's released by his doctors. Mr. Kintner resigned as special assistant to President Johnson last June 30 to prepare for surgery.

Security check

In atmosphere of top secrecy FCC has begun internal campaign to stop leakage of unauthorized information to outsiders. It has ordered Max Paglin, executive director, to locate and dam unauthorized flow. Word about this project was leaked by usually responsible sources.

Draw two

It's beginning to look as if National Association of Broadcasters Code Authority is two-beer crowd. Informally code staff has decided it's acceptable for commercial to suggest, for example, that Schaefer is beer to have if you're having more than one, but if it implies that more than one means three or more, it's promoting excessive consumption. Number of breweries are said to be in disfavor of code authority.

Turnaround

FCC rule to bar broadcasters from signing contracts of more than three years with newswire services (contracts generally now run for five years) may not see light of day, after all. Commission voted 3 to 2 last month to adopt three-year-old proposal. But final action was held up to permit Commissioner Lee Loevinger who, with Chairman Rosel H. Hyde, dissented, to write and circulate statement. He hasn't written it yet, but Commissioner James J. Wadsworth, absent when vote was taken, is now available to participate, and he is understood to be opposed to proposal. Vote of 3 to 3 (Commissioner Robert T. Bartley is in Geneva) would kill it.

Word of commission action (CLOSED CIRCUIT, Sept. 25) last month came as surprise to most observers, who thought long-dormant item was already dead. Among most surprised was AP's counsel, former Attorney General William P. Rogers. He asked Chairman Hyde for chance to talk to commissioners if they decide to go ahead with adoption. Indications last week were that visit won't be necessary after next commission-go-round.

Men and machine

Three long-time Ted Bates & Co. media executives have left agency over past two weeks, "disemployed," one official said, "by automation." He said move resulted from "general streamlining of the media and programing department in connection with the introduction of our new Honeywell 2200 computer." Christopher P. Lynch, assistant VP and 17-year Bates employe, and Chester C. Slaybaugh, media buyer with Bates more than 13 years, left Sept. 30. Donald W. Severn, VP with 13 years at agency, terminated Oct. 15.

New blood

Second change in as many months in top-echelon ranks at ABC Radio took place late last week with resignation of Theodore Douglas, VP and director of national sales. He's replaced, starting today (Oct. 16), by Herb Granath, VP and eastern sales manager. Late August saw resignation of Robert Pauley, ABC Radio president, who announced his separation only

days before ABC revealed plans to provide four differing radio feeds to affiliates starting Jan. 1 (BROADCASTING, Aug. 28).

Countinghouse

Radio advertising is due to get new dollar measurement starting Jan. 1. Broadcast Advertisers Reports, which now provides estimates of TV network spending by advertiser and brand, plans to extend service to network radio, using basic unit-dollar data compiled from advertising agencies. Plan is to offer, as in TV, weekly reports plus monthly and quarterly summaries, due for delivery within days after end of measured period. Radio network expenditures are now provided by Radio Advertising Bureau on information supplied by networks.

Referendum

TV broadcasters attending National Association of Broadcasters regional meetings which open in Atlanta today (Oct. 16) will have opportunity to indicate whether they favor limit on number of appeals or consecutive announcements under new NAB TV code time standards. TV board, in approving new interruption standards (BROADCASTING, Oct. 9) directed TV code board to come up with recommendations by Dec. 15. Howard Bell, code director, feels open session is ideal to get consensus. Results from eight conferences will go to code board at Dec. 12-13 meeting in Miami.

Hard on handicappers

It now seems accepted in Hollywood that there's little, if any, relationship between movie's performance at box office and audience it attracts on television. Latest Niensens, showing such modest box-office performers as "Care-takers," "Courtship of Eddie's Father" and "Back Street" scoring high with TV viewers, have practically clinched case against theatrical hits. It used to be networks wouldn't buy movie packages unless assured of several hit theatrical attractions. This has now gone by the boards. Paramount's "Hell is for Heroes," all-time bust in theaters, but champ on TV, is used as example. Conversely, "Greatest Show on Earth" disappointed in TV showing.

To the kids at Conroe High Humble is a geologist named Laramore.

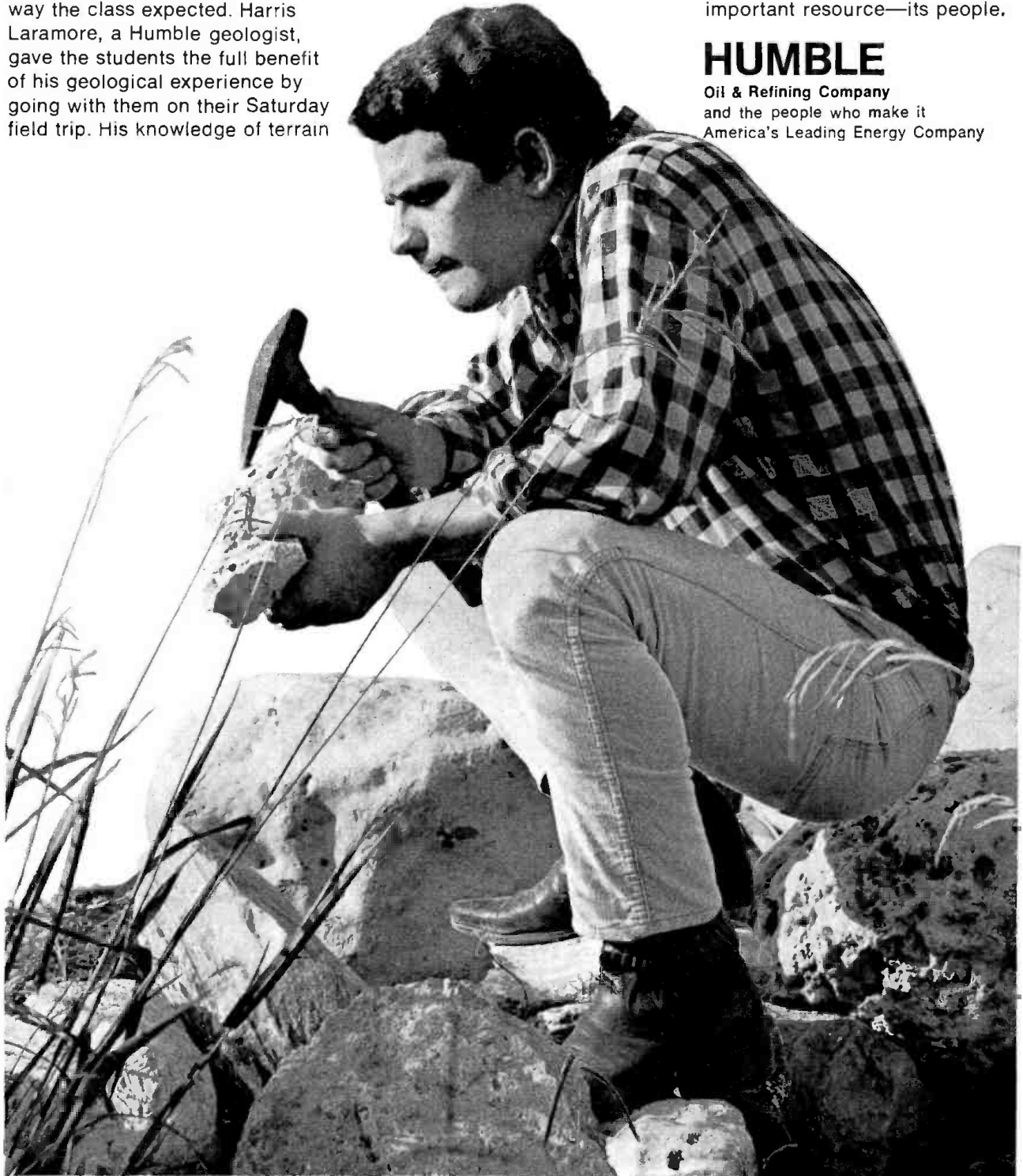
In Conroe, Texas, a high school geology class, in need of certain technical data for a planned field trip, requested a routine fact sheet about fossil identification from Humble Oil & Refining Company. Humble responded. But not the way the class expected. Harris Laramore, a Humble geologist, gave the students the full benefit of his geological experience by going with them on their Saturday field trip. His knowledge of terrain

and its secrets, along with the maps and other information he brought with him, helped the teacher's instruction and the textbooks come alive. These kids probably don't think of Humble as

America's Leading Energy Company. To them Humble is a geologist named Laramore. His helpful attitude is typical of a genuine spirit at Humble: that we must constantly respond to the needs of America's most important resource—its people.

HUMBLE

Oil & Refining Company
and the people who make it
America's Leading Energy Company



WEEK IN BRIEF

First-half spot, network radio figures compiled by Radio Advertising Bureau indicates stepped-up radio sales for second quarter and despite some softness in market, possible 2% to 4% sales rise over 1966 record gains. See . . .

RADIO CURVE UP . . . 27

New York 4A's conference draws more than 1,300 agency executives who hear best current thinking by academic, government and industry figures on "advertising's responsibilities in our changing society." See . . .

4A'S DRAW 1,300 . . . 38

Pay-TV gets airing in House Commerce Committee hearing as once stalwart congressional resistance against issue appears to be crumbling before effective presentations by subscription-television advocates. See . . .

PAY-TV RECEPTION . . . 44

Copyright occupies minds of cablemen at NCTA regional meeting, but also heard is warning that CATV's may have to choose between distant signal-importation and local origination if such programing is forbidden. See . . .

COPYRIGHT HEADS AGENDA . . . 50

All-Channel Television Society calls on FCC to set up meeting between UHF operators and set manufacturers to incorporate more effective UHF tuning devices in TV sets; also wants changes in rating service practices. See . . .

ACTS TUNES IN FCC . . . 56

FCC commissioners tote their baggage to many cities this year as part of year 'round missionary work to dispel old notions that regulators have "horns" and to get "feedback" from industry groups. See . . .

FRIENDLY SKIES BUSY . . . 60

Six radio stations file \$15 million antitrust suit against SESAC, music-licensing organization; accuse SESAC of illegal price-fixing, block-booking; ask that 4,000-plus SESAC licenses be voided. See . . .

SESAC SUED . . . 64

Two TV producers, William Dozier and Lee Rich, take aim at new TV season. Rich says networks lack originality; Dozier sees boredom driving audiences away, surge of specials due to "inferior" series shows. See . . .

TWO BLAST SEASON . . . 69

Since FCC can't please both daytimers and fulltimers with its presunrise rules, it refuses to budge from compromise position despite broadcaster calls for reconsideration; court challenge looms in presunrise future. See . . .

FCC STICKS . . . 76

Broadcasters Promotion Association three-day seminar opens in Toronto with promotion workshop sessions scheduled, speaker lineup includes Marshall McLuhan and CAB President Don Jamieson. See . . .

IT'S BPA TIME . . . 80

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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they
must be
writing
something
right



A writer knows that he gets to people when they buy his music. The writers and publishers affiliated with BMI must be reaching pretty nearly everybody—according to 1967 Gold Record Awards, certified by the Record Industry Association of America. To date this year, recordings of music by BMI writers came out on top. 13 out of 16 Singles Gold Record Awards went to BMI composers. 24 of the 30 certified long playing albums contained music licensed by BMI. What this signifies

is a spectacular talent for pleasing people. To qualify for an RIAA Gold Record Award a single must have amassed a sale of at least one million copies. A Gold Record Album must have earned a minimum of \$1 million in sales at the manufacturer level. ♪ That's why we say BMI composers must be writing something right.

ALL THE WORLDS OF MUSIC
FOR ALL OF TODAY'S AUDIENCE.

BMI

BROADCAST MUSIC INC.

Ray of hope on copyright

Film producers, CATV
operators optimistic
after all-day meeting

Representatives of both film producers and CATV operators said Friday (Oct. 13) they considered chances good for resolution of their differences over CATV copyright liability.

They based views on results of all-day meeting between committee of National Cable Television Association and film producer representatives and other film representatives. Optimism stemmed not from actual accomplishments at session, which was described as "get-acquainted" and "learn each other's business" meeting rather than one that went into specifics of copyright issue, but from what one participant said was "obviously serious intention on everybody's part to come up with a deal."

One film-company participant expressed confidence two sides could come to agreement on CATV copyright proposal to submit for consideration in pending revision of basic copyright law. He cautioned against expecting quick results, however. So did CATV representative who, although "more encouraged than I've ever been," said "it won't happen in a week or a month." Further meetings are planned, with the

next expected within two weeks.

Meeting was held Wednesday (Oct. 11) in New York offices of Louis Nizer, counsel to film producers. NCTA delegation was headed by Alfred R. Stern of Television Communications Corp., New York, chairman of NCTA committee, and Irving Kahn of Teleprompter Corp., also New York, and Robert Beisswenger of Jerrold Corp., Philadelphia. Jack Crosby, Gencoe Inc., Austin, Tex., who is chairman of NCTA, was also present.

Film company representatives included, in addition to attorneys from Nizer firm: Alan M. Silverbach, 20th Century-Fox; Burton Hanft, Paramount Television Enterprises; David Horowitz, Screen Gems; Howard Levinson, Warner Bros.-Seven Arts; Leonard Kornblum, Independent Television Corp.; Lou Friedland, MCA; Edward Montanus and Bernard Segelin, MGM; A. Frank Reel, United Artists.

Anti-pay-TV forces find chill on Hill

Cool breezes continued to chill pay-TV opponents as questioning in House Communications Subcommittee probe continued pattern set earlier in week.

Largely unexpected pro-pay-TV sympathy emerged again on Friday (Oct. 13) as theater-owners' spokesman and Lester W. Lindow of Association of Maximum Service Telecasters testified (see page 44).

Representative Clarence J. Brown Jr.

(R-Ohio) criticized testimony of Martin J. Gaynes, Washington attorney appearing in behalf of National Association of Theater Owners and Joint Committee Against Toll TV. Statement would have been more effective, Mr. Brown maintained, if Mr. Gaynes had "leaned on his own interest rather than try to pick arguments out of the air." Mr. Gaynes's testimony had focused mainly on pay-TV's potential impact on broadcasting.

Subcommittee Chairman Torbert Macdonald (D-Mass.) told Mr. Lindow that disenchantment with commercial broadcasting was so widespread he felt compelled to paraphrase ad slogan. The networks, he averred, "must be doing something wrong."

Then he said, in favor of networks—"not much good has been said for them here today"—that news and sports coverage were "outstanding."

"But the vast wasteland is there," he added. He asked Mr. Lindow if he had ever watched daytime TV. "Speaking of pay TV," Congressman Macdonald continued, "you'd have to pay me to watch those programs."

In contrast to treatment of pay-TV opponents, Solomon Sagall, president of Teleglobe Pay-TV System Inc. fielded no hostile questions. Pay-TV proponent explained why Denver test never got underway, leaving field for RKO General's Hartford, Conn., experiment as only operating subscription experiment is U.S.

"FCC test rules were so restrictive," he charged, that anyone without vast resources "would have to have their head examined" if tempted to try for

Schildhouse questions FCC's CATV wisdom

Sol Schildhouse, chief of FCC's CATV task force, took issue with commission Friday (Oct. 13) on FCC order designating waiver requests of West Virginia CATV operator, Bluefield Cable Corp., for hearing (BROADCASTING, Sept. 11). In his request for clarification or reconsideration of that order, he said that "in important respects it departs from settled policy" and would appear to be "inconsistent with prior precedent." And, in unusual move for staff member, he asked for limited participation in hearing to prove his point.

At issue is commission's show-

cause order against Bluefield because cable system failed to carry and protect signals of WCYB-TV Bristol, Va. Commission said that critical issue is not whether WCYB-TV's grade B signal is received in Bluefield, but whether community lies within station's predicted grade B contour. Mr. Schildhouse, however, contends that rationale underlying CATV rules is that service on cable system should reflect competitive situation in CATV community if system were not in operation. "Thus, a TV station which does not serve a particular community over the air has nothing to gain or lose from operation of the CATV

system," he said, "and is therefore entitled to no protection."

He further noted order seems to indicate that if hearing record supports conclusion Bluefield was not candid as to site location of its CATV system (prime factor for poor reception of WCYB-TV, says cable operator), that system may be ordered to relocate its head end and "that this may be ordered irrespective of whether WCYB-TV serves the community." If commission intends this, Mr. Schildhouse claims final order "may be based on a factor external" to CATV rules and "not related to the underlying regulatory theory."

successful operation under them.

Mr. Sagall also gave first testimony in Commerce subcommittee hearing on pay-TV tests underway in Great Britain. Experimental company there, Pay TV Ltd., has expanded subscriberships so successfully in 18 months operation, he said, that approval of permanent system is now expected "by the end of this year or early next year."

National Grange, opposing FCC's proposed pay-TV rules on grounds that rural areas would suffer under plan, escaped questioning. Grange did not appear; only submitted statements for record.

Billion-dollar mark passed in 3d quarter

Third-quarter revenues took TV networks past billion-dollar mark for year but represented lowest quarterly gain, compared to 1966 levels, that they've had all year, according to nine-month report and analysis released Friday (Oct. 13) by Broadcast Advertisers Reports.

Third-quarter revenues were estimated at \$306,536,000, up 1.7% from last year's third quarter, as against gains of 13.1% in the first quarter and 3% in second. Nine-month total was put at \$1,025,272,400, up 6.3%.

Estimates gave CBS highest nine-month total (\$395,221,000) and highest gain rate (8.4%) despite third-quarter that lagged 0.8% behind last year's third. (For September, BAR showed CBS-TV revenues 4.5% behind September 1966's.) NBC-TV nine-month total was put at \$343,028,100 for 4.1% gain despite 0.1% lag in second quarter. ABC-TV was shown with \$287,023,300 for 6% increase, with all three quarters up.

Lancaster latest site of land-mobile tests

Government-industry project to determine feasibility of land-mobile radio sharing of TV channels is now underway in Lancaster, Pa., and FCC warns some interference to signals of WFIL-TV (ch. 6) Philadelphia may result in Lancaster.

Tests, expected to be completed on Oct. 20, are to provide scientific data to determine co-channel desired to undesired signal ratios.

Government-industry committee, working under FCC sponsorship, began test of land-mobile radio on channel 6 in June in Washington, where frequency is not assigned. Tests were also made in Richmond, Va., where it is.

WEEK'S HEADLINER

Dominic R. Quinn, program director, WEEI Boston, elected VP, CBS Radio Division, for network programs Mr.



Mr. Quinn

Quinn succeeds **George M. Perkins** who has been named director of sports. Mr. Perkins replaces **James M. Dolan**, who is retiring. Mr. Quinn became program director of WEEI in 1964 after having served in that capacity at WINS New York, KDKA Pittsburgh and WIND Chicago. Mr. Perkins joined CBS Radio in 1959 after having been station manager of WROW Albany, N. Y. He became VP for network programs in 1960. Mr. Dolan was made director of sports at CBS Radio when the position was created in January 1961.

For further personnel changes of the week see FATES & FORTUNES

Midwest Video case finally gets to court

Major legal challenge to FCC's jurisdiction over CATV is to be argued today (Oct. 16) in federal circuit court of appeals in St. Louis.

Case is that of Midwest Video Inc., Little Rock, Ark., multiple CATV owner, which challenged both FCC's First Report and Order, asserting authority over CATV's fed by microwave relays, issued last year, and Second Report and Order, asserting jurisdiction over all CATV's, issued earlier this year.

Over course of year, other challenges by CATV's to FCC power to regulate CATV systems have been consolidated, so that case now has seven cable companies as well as National Cable TV Association as appellants.

Opposing appeal are FCC, National Association of Broadcasters and Association of Maximum Service Telecasters.

Final briefs were filed last month (BROADCASTING, Sept. 25).

Harry Plotkin and John D. Matthews, both Washington lawyers, are to argue in behalf of cable companies; Henry Geller, FCC general counsel, and Ernest W. Jennes, Washington lawyers, in behalf of FCC authority.

Networks only 2 points apart in Niensens

CBS's *Carol Burnett Show*, new series this season, shined bright in 30-market Nielsen ratings report out Friday (Oct. 13). Average ratings were CBS-TV 18.7, NBC-TV 17.8 and ABC-TV 16.7 for week ended Oct. 8 (7:30-11 p.m.).

Tuesday movie on NBC, "The Second Time Around" with Debbie Reynolds and Andy Griffith, led report. *Burnett* was second. *Dean Martin* on NBC was third. Two other new shows made top 20: *Flying Nun* (ABC) was 16th and *Gentle Ben* (CBS) was 20th.

If daytime World Series audiences were included in ranking, Oct. 7-8 (weekend) games would have made top 10.

Also placing high up in ratings were CBS's Thursday ("The Yellow Rolls Royce") and Friday ("Viva Las Vegas" with Elvis Presley) movies, NBC's Saturday movie ("Man's Favorite Story" with Rock Hudson), *Lucy Show* on CBS, *Bewitched* on ABC, *Jackie Gleason* on CBS. Former top-rated show, *Bonanza* on NBC was in 18th spot in 30-market ranking.

Professor claims 3-D breakthrough with laser

University of Michigan researcher and associate claim to have found new technique of three-dimensional-TV using lasers and holography that requires thousand times less frequency bandwidth than previously estimated.

Usual laser holographic 3-D system probably would need 40,000 mc band, Professor Douglas B. Brumm of school told American Optical Society meeting in Detroit, but system he and Kenneth A. Haines, Holotron Inc., Wilmington, Del., are working on promises breakthrough. It intersperses ground glass in laser hookups as intermediate medium to deflect beam.

Tiny laser is needed in home-TV set as well as in studio. Image on home set appears to hang in space in front of set instead of on usual flat picture tube, it was explained.

Bishop set for 2d year

ABC-TV is renewing late-night *Joey Bishop Show* for 52 weeks, effective Jan. 15, 1968. Decision, announced Friday (Oct. 13), was made month ahead of deadline. Officials said it reflected audience acceptance and steady growth in ratings (up 38% since show started last April), in station clearances (up 19, to 146) as well as acceptance by advertisers.

When WTOP talks, people listen . . . and call in, and participate, and identify, and buy!



Washington's only 50,000 watt
talk station offers the largest
cumulative audience in the market*



A POST-NEWSWEEK STATION • REPRESENTED BY CBS RADIO SPOT SALES

*Mediastat: April-May 1967

"To have great poets there must be great audiences."

The rule is the same in broadcasting.

As an audience grows more sophisticated, so must the material the broadcaster presents to it.

A flood of congratulatory mail after a particularly good radio or television program not only increases the likelihood of its being repeated, but gives the broadcaster a needed indication of what his audience wants.

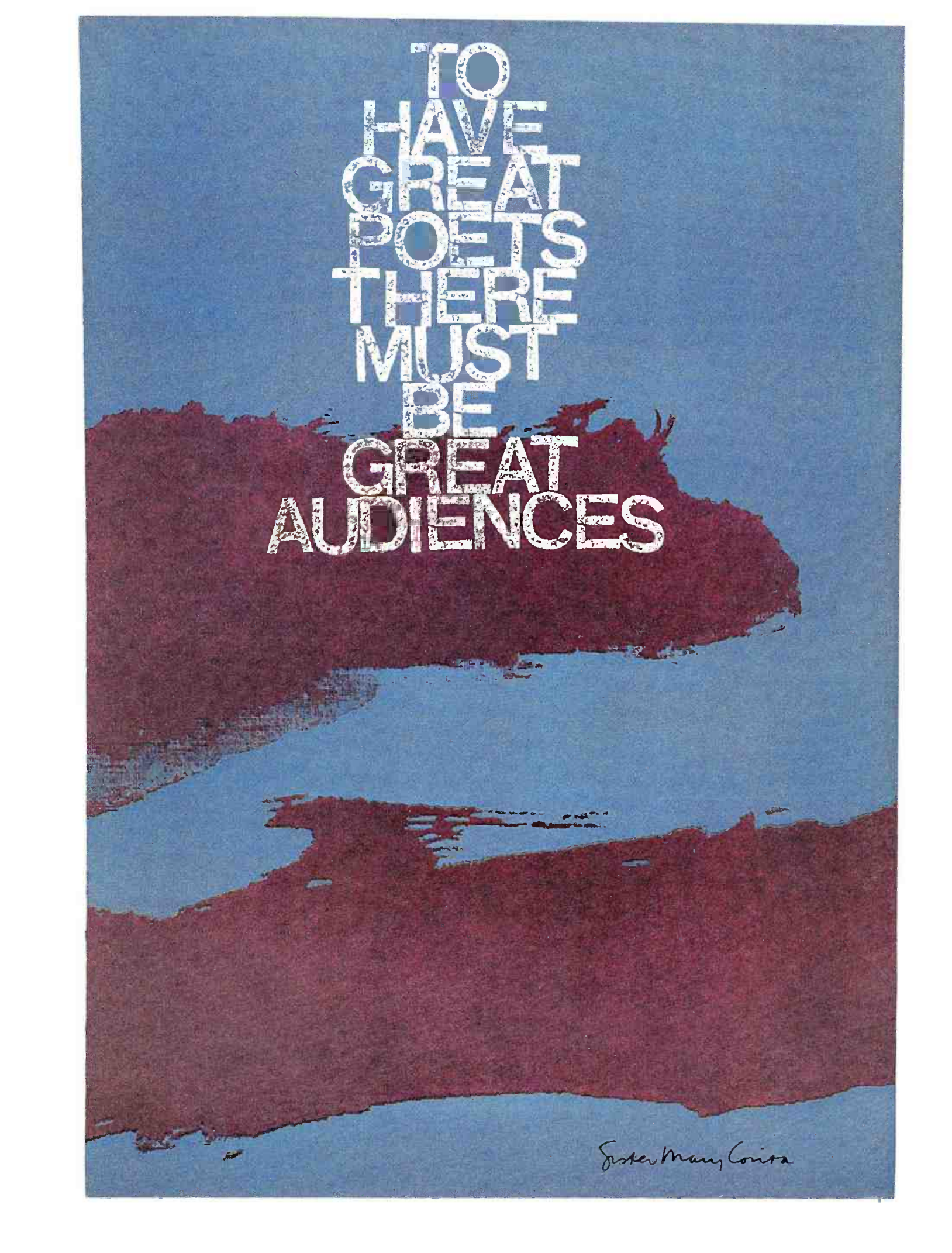
Conversely, an audience too apathetic to respond to excellence can make the broadcaster wonder if excellence is worth achieving.

The colloquy between broadcaster and audience is essential to the improvement of programming and performance. When it stops, we, the broadcasters, operate in a void. When the noise starts again, whether it be bravos or blasts, a mutually nourishing contact is established. So communicate with us.

Make us great.



BOSTON WBZ - WBZ-TV
NEW YORK WINS
PHILADELPHIA KYW - KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KOKA - KOKA-TV
FORT WAYNE WWO
CHICAGO WIND
SAN FRANCISCO KPIX
LOS ANGELES KFWB



TO
HAVE
GREAT
POETS
THERE
MUST
BE
GREAT
AUDIENCES

Sister Mary Coira

What's
at the bottom
of the
"Top of the Mark"?

The new
Hotel Mark Hopkins
Number One Nob Hill
San Francisco

Now that it's a Loew's Hotel wonderful things have happened to it. Like its famous sister hotels, the Regency and Drake in New York City and the Ambassadors in Chicago, a delightfully new and gracious "Mark" is ready to welcome you.

Completely refurbished and beautifully redecorated, the guest rooms and suites will give you the kind of comfort and luxury you expect in a Loew's Hotel.

You'll enjoy Loew's style of service everywhere, as well as the superb food and drink in the intimate bars and exciting restaurants, including the world famous "Top of the Mark".

Next time you come to San Francisco, stay at our new "Mark", high atop Nob Hill in the city's most picturesque and convenient location.



The New
Hotel Mark Hopkins
Number One Nob Hill, San Francisco
A Loew's Hotel • Preston Robert Tisch, President

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

■Indicates first or revised listing.

OCTOBER

Oct. 16—Annual fall outing, Federal Communications Bar Association. Potomac Polo Club, Potomac, Md. (golf at Washingtonian Country Club, Gaithersburg, Md.).

Oct. 16-17—Organizational convention of the National Religious Broadcasters to create a new Midwest chapter. Moody Bible Institute, Chicago.

Oct. 16-18—Annual convention of the Broadcasters Promotion Association. Speakers include communications theorist Marshall McLuhan; Don Jamieson, CJon St. John, Newfoundland; Philippe de Gaspe Beaubien, "mayor of Expo '67;" Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, and NBC-TV performer Hugh Downs. Royal York hotel, Toronto.

Oct. 16-20—The general supervisors short course sponsored by the Georgia Institute of Technology. For more information, contact: Director, Department of Continuing Education, Georgia Institute of Technology, Atlanta 30332. (404) 873-4211, Ext. 343.

■Oct. 17—Institute for Policies Studies sponsoring panel, "Radio, Television and the Consumer: Is the FCC a Wasteland?" Participants: Commissioner Nicholas Johnson; former Commissioner Clifford J. Durr, attorney John Banzhaf, of New York, whose complaint precipitated commission ruling applying fairness doctrine to cigarette advertising; and Tedson Meyers, former administrative assistant to Ex-FCC Chairman Newton N. Minow. Institute for Policies Studies, 1520 New Hampshire Avenue, N.W., Washington, 6 p.m.

Oct. 17—"Ask Nielsen" is theme of meeting of Hollywood Radio and Television Society. Arthur C. Nielsen Jr. is guest speaker. Beverly Wilshire hotel, Beverly Hills, Calif.

Oct. 17-18—Conference on news coverage of race relations, being sponsored by Community Relations Services, Department of Justice, American Civil Liberties Union and American Jewish Committee. Columbia University school of journalism, New York.

Oct. 18—"Man of the Year" luncheon sponsored by The Pulse Inc. honoring Gordon McLendon, president of the McLendon Corp. Plaza hotel, New York.

Oct. 18—Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be John Chancellor, national affairs correspondent for NBC News. Waldorf-Astoria hotel, New York.

Oct. 19-21—42d birthday celebration of WSM Grand Ole Opry. Nashville.

Oct. 20—Deadline for reply comments on FCC proposed rulemaking that would establish pay television system performance capa-

bility standards. FCC has proposed a set of criteria for type acceptance of pay-TV systems similar to conventional TV station operation, including requirements that spectral energy in transmission shall not exceed certain limitations; no increase in TV broadcast channel width (6 mc) shall be required; visual and aural power shall not be in excess of that now authorized; internal modifications to subscribers' receivers shall not be required; interference to conventional TV and subscription TV, co-channel and adjacent channel, black-and-white and color, shall not exceed that occurring from conventional television broadcasting, and susceptibility to interference of any kind shall not be greater than with conventional television broadcasting.

Oct. 20—International Film & TV Festival of New York. New York Hilton hotel, New York. Full details about the festival can be obtained from Industrial Exhibitions Inc., 121 West 45th St., New York 10036.

Oct. 20-22—East central area conference of the American Women in Radio and Television. Stauffer's hotel, Indianapolis.

Oct. 20-22—Western area conference of the American Women in Radio and Television. Hotel Utah, Salt Lake City.

Oct. 20-22—Biannual meeting of the trustees of the National Academy of Television Arts and Sciences, Beverly Wilshire hotel, Beverly Hills, Calif.

Oct. 21-22—Presentation of prize-winning films from the International Film & TV Festival of New York. Gallery of Modern Art Auditorium, New York.

Oct. 22-25—American Association of Advertising Agencies western region convention. Del Monte Lodge, Pebble Beach, Calif.

Oct. 23-25—Fall meeting of the Kentucky Broadcasters Association. Jenny Wiley State Park, Prestonsburg.

Oct. 23-25—23rd annual National Electronics Conference & Exhibition. International Amphitheatre, Chicago.

Oct. 23-26—Annual fall conference, Electronic Industries Association. Featured luncheon speaker will be Representative Torbert H. Macdonald (D-Mass.), chairman of House Commerce Committee's communications subcommittee. Also scheduled: Dr. Kurt Borhardt, former professional communications counsel with House Commerce Committee, now at Harvard Business School; Dr. J. L. Hult, RAND Corp., moderating special seminar on domestic satellite systems that will include among others Dr. Wilbur Pritchard, Comsat; Dr. Allen Puckett, Hughes Aircraft; Dr. Henri Busignies, ITT. Century Plaza hotel, Los Angeles.

Oct. 23-28—Second international Catholic radio meeting sponsored by UNDA, the Catholic International Association for Radio and Television, Seville, Spain. For information contact the National Catholic Office for Radio and Television, 1 Rockefeller Plaza, New York 10020.

Oct. 24—Deadline for comments on FCC's proposed revamping of VHF translator rules and policies regarding competitive problems and increased effective service.

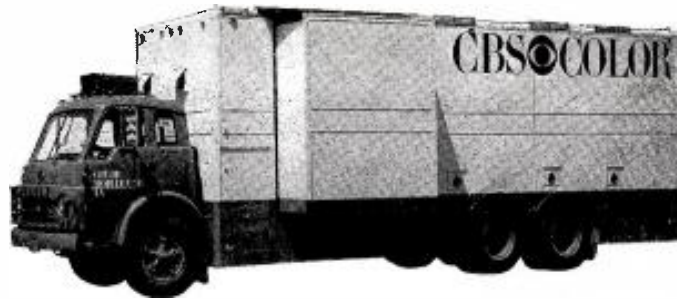
Oct. 24—Fall convention of the Connecticut Broadcasters Association. Speakers include William Carlisle, NAB vice president for television. Hotel America, Hartford.

Oct. 26-27—Annual fall meeting of election of officers of Ohio Association of Broadcasters. Neil House, Columbus.

Oct. 26-27—First meeting of television news directors of Europe, United Kingdom, U. S. and Canada, sponsored by Time-Life Broadcast in cooperation with the Radio-Television News Directors Association of the U. S. and Canada. Tentatively scheduled are detailed presentations of TV news department operations in large and medium-sized European systems and U. S. stations, discussions of common problems relating to access to

NAB FALL CONFERENCES

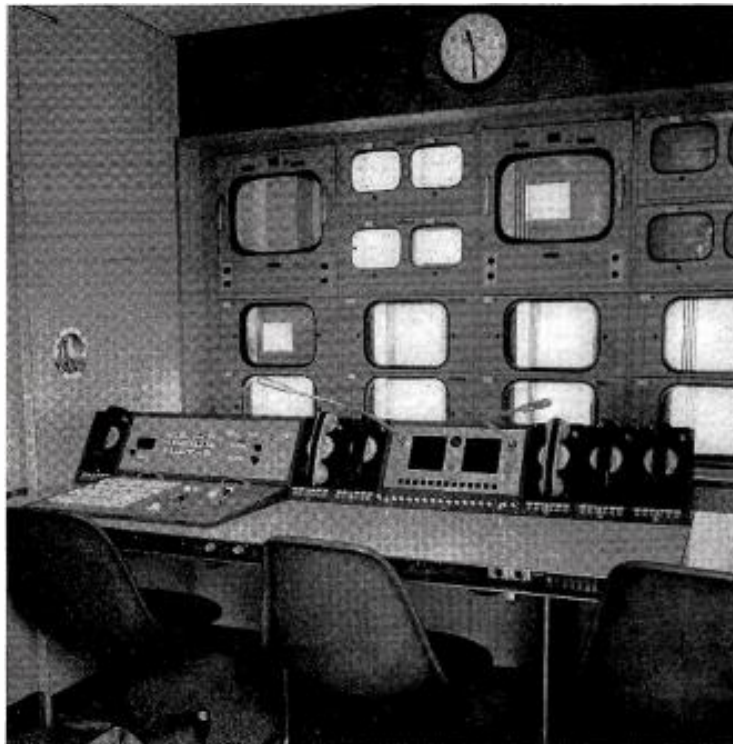
- Oct. 16-17—Marriott motor hotel, Atlanta.
- Oct. 19-20—Marriott motor hotel, Dallas.
- Oct. 23-24—Sheraton-Park, Washington.
- Oct. 30-31—Sheraton-Boston, Boston.
- Nov. 9-10—President hotel, Kansas City, Mo.
- Nov. 13-14—Brown Palace hotel, Denver.
- Nov. 16-17—Statler Hilton, Los Angeles.
- Nov. 20-21—Palmer House, Chicago.



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NCTA Regional Meetings

- Oct. 16-17—Regency hotel, Atlanta.
- Oct. 19-20—Netherland Hilton hotel, Cincinnati.
- Oct. 23-24—Raddison hotel, Minneapolis.
- Oct. 26-27—Prom Sheraton Motor Inn, Kansas City Mo.
- Nov. 9-10—Marriott motor hotel, Dallas.
- Nov. 13-14—Vacation Village, San Diego.
- Nov. 16-17—Portland Hilton hotel, Portland, Ore.

news, legal questions and technical advances in newsfilm. Salon des Champs Elysees, Paris.

Oct. 26-27—Meeting. Mid-America CATV Association. Prom Sheraton hotel, Kansas City, Mo.

Oct. 27-28—Annual fall meeting of Maryland-D.C.-Delaware Broadcasting Association. Speakers include FCC Commissioner Kenneth Cox; Douglas Anello, NAB general counsel; Howard Roycroft of Hogan & Hartson, Washington law firm. Statler Hilton hotel, Baltimore.

Oct. 27-29—Southern area conference of the American Women in Radio and Television. Francis Marion hotel, Charleston, S.C.

Oct. 29—Annual meeting of the Missouri AP Radio-TV Association. Downtowner motel, St. Louis.

Oct. 29-Nov. 1—58th annual meeting of the Association of National Advertisers. Homestead, Hot Springs, Va.

Oct. 30-31—Annual meeting of NBC Radio network affiliates to be addressed by Julian B. Goodman and Stephen B. Labunski, presidents respectively of NBC and of NBC Radio division. Americana hotel, San Juan, P.R.

Oct. 30-31—Illinois Broadcasters Association fall convention. Pick-Congress, Chicago.

Oct. 30-31—Annual convention of the Missouri Broadcasters Association. Midtown Holiday Inn, St. Louis.

NOVEMBER

Nov. 1-3—Annual meeting, Northeast Electronic Research Engineering Meeting. Sessions on domestic satellite communications, holography, lasers, digital integrated circuitry. Sheraton-Boston hotel and War Memorial auditorium, Boston.

Nov. 3—Newsmaker luncheon of the International Radio and Television Society. Speakers include network program chiefs Michael Dann, CBS; Leonard Goldberg, ABC; and Mort Werner, NBC. Waldorf-Astoria hotel, New York.

Nov. 3-5—Western Regional American Advertising Convention (formerly the AAW mid-winter convention). Executive House, Scottsdale, Ariz.

Nov. 5-8—43d annual convention of the National Association of Educational Broadcasters. Speakers include Leonard H. Marks, director of the U. S. Information Agency; FCC Chairman Rosel Hyde; R. Buckminster Fuller, author and designer; Thomas Hoving, chairman, National Citizens' Committee on Public Television, and Grover Cobb, chairman of the board, National Association of Broadcasters. Denver Hilton hotel, Denver.

Nov. 5-8—Meeting of the North Carolina Association of Broadcasters. Kings Inn, Freeport, Grand Bahama, Bahamas Islands.

Nov. 6-8—8th Armed Forces Technical Conference. Speakers include Thomas D. Morris, assistant secretary of defense for manpower. Lowry Air Force Base, Denver. For further details write: Plans/Operations Directorate, Lowry Technical Training Center, Lowry AFB, Colo. 80230.

Nov. 9-10—Annual fall meeting of Oregon Association of Broadcasters. Sheraton motor hotel, Portland.

Nov. 9-10—Western conference on broadcasting sponsored by the group on broadcasting, Institute of Electrical and Electronics Engineers. Papers on interference-producing ground coupling, lasers, satellite broadcasting, antenna design, color TV and CATV. Ambassador hotel, Los Angeles.

Nov. 10—Sixth district, American Advertising Federation, annual all-day conference. Sherman House, Chicago.

Nov. 10—Deadline for reply comments on FCC's proposed rulemaking concerning the power to be permitted for presunrise operation by class II stations on U.S. I-A clear channels.

Nov. 12-15—Fall meeting, California CATV Association. Vacation Village, San Diego.

Nov. 15-18—National convention of Sigma Delta Chi, professional journalistic society. Minneapolis-St. Paul.

Nov. 16-18—Annual fall meeting of Alabama Broadcasters Association. University hotel, Tuscaloosa.

Nov. 20—Twentieth annual dinner of the Motion Picture Pioneers. Leonard H. Goldenson, president of ABC, New York, will accept the society's "Pioneer of the Year" award in recognition of his years of service to the entertainment industry. Americana hotel, New York.

Nov. 24—New deadline for reply comments on FCC's proposed revamping of VHF translator rules and policies regarding competitive problems and increased effective service.

Nov. 28-29—Executive committee meeting, National Cable Television Association. Washington.

Nov. 28-Dec. 1—Media workshop sponsored by Advertising Age. Speakers include A. L. Plant, vice president-advertising, Block Drug Co.; Douglas K. Burch, media director, P. Lorillard Co.; John B. Hunter Jr., vice president-consumer products and marketing, B. F. Goodrich Co., and Leo Rosten, noted sociologist and humorist. Washington Hilton hotel, Washington.

DECEMBER

Dec. 1-2—AP Wisconsin meeting (newspaper and radio-television members. Pfister hotel, Milwaukee.

Dec. 4-8—Third annual engineering/management seminar of the National Association of Broadcasters. Purdue University, Lafayette, Ind.

Dec. 8—Winter meeting of Arizona Association of Broadcasters. Camelback Inn, Phoenix.

Dec. 8-9—National conference of radio and TV weathercasting sponsored by the American Meteorological Society. Causeway Inn, Tampa, Fla. For further information contact program chairman Ray Leep, WTVT(TV) Weather Service, Box 1199, Tampa 33601.

Dec. 14—New deadline for filing comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

Dec. 19—Annual Christmas benefit luncheon and entertainment sponsored by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

JANUARY 1968

Jan. 4—Newsmaker luncheon sponsored by the International Radio and Television Society. Speakers include newsmen Walter Cronkite, CBS; Chet Huntley, NBC; and Peter Jennings, ABC. Waldorf-Astoria hotel, New York.

Jan. 12-13—Annual meeting Rocky Mountain Cable Television Association. Holiday

■ Indicates first or revised listing.

**FALL MANAGEMENT CONFERENCES
OF RADIO ADVERTISING BUREAU**

- Oct. 16-17—The Dearborn Inn, Detroit
- Oct. 19-20—O'Hare Inn, Chicago
- Oct. 22-24—Hyatt House, San Francisco

Inn, Albuquerque, N. M.

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

Jan. 21-26—Winter board meeting of the National Association of Broadcasters. Far Horizons, Longboat Key, Sarasota, Fla.

Jan. 22-23—Executive committee meeting, National Cable Television Association. Washington.

Jan. 23-25—25th annual convention of the National Religious Broadcasters. Washington.

Jan. 25-28—Meeting of the board of directors of the American Women in Radio and Television. Houston.

FEBRUARY

Feb. 1—Deadline for entries for the 1967 Medical Journalism Awards of the American Medical Association. Awards are given for distinguished reporting on medicine or health on a U.S. radio or television station or network, and for distinguished editorial writing on a U.S. radio or television station or network. All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago 60610.

Feb. 9—Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be Vincent Wasilewski, president of the National Association of Broadcasters. Waldorf-Astoria hotel, New York.

Feb. 27-28—Annual State Presidents Conference of the National Association of Broadcasters. Marriott Twin Bridges motel, Arlington, Va.

MARCH

March 14—Newsmaker luncheon sponsored by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

March 18-22—1968 International Convention and Exhibition of the Institute of Electrical and Electronics Engineers. New York Hilton hotel and the Coliseum, New York.

March 21-27—Fifth Hollywood Festival of World Television. Los Angeles.

March 22—Newsmaker luncheon sponsored by the International Radio and Television Society. Winners of the International Broadcasting Awards competition will be presented. Waldorf-Astoria hotel, New York.

March 24-26—Spring meeting, Southern CATV Association. Callaway gardens, Atlanta.

March 31-April 3—Annual convention of the National Association of Broadcasters. Conrad Hilton hotel, Chicago.

APRIL

April 1-2—Eighth annual Washington conference on business-government relations sponsored by The American University. Shoreham hotel, Washington. For further information write Robert W. Miller, director, business-government relations program, school of business administration, The American University, Massachusetts & Nebraska Avenues N.W., Washington 20016.

April 4-5—Region II conference of the National Association of Educational Broad-

■Indicates first or revised listing.

BROADCASTING, October 16, 1967

FIRST

**SIGN-ON
TO SIGN-OFF**

AGAIN WSYR-TV is No. 1 IN HOMES
Delivered in the Syracuse Market:
***24% More Than Station #2**
***73% More Than Station #3**

6-6:30 P.M.
MONDAY THRU FRIDAY
WSYR-TV is No. 1

IN HOMES
Delivered in the Syracuse Market:
***20% More Than Station #2**
***149% More Than Station #3**

11-11:30 P.M. NEWS
SUNDAY THRU SATURDAY
WSYR-TV is No. 1

IN HOMES
Delivered in the Syracuse Market:
***30.2% More Than Station #2**
***194% More Than Station #3**

*NSI • Feb. 16 to Mar. 15, 1967
Data quoted or derived from audience surveys are estimates subject to sampling and other errors. Advertisers and their agencies are referred to the complete survey for details.

WSYR • TV

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Channel 3 • SYRACUSE, N. Y. • 100 KW
Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

A Sound Market

\$6,147 per household retail sales (Ranks 24th nationally), total \$593,835,000 (82nd nationally). Latest SALES MANAGEMENT SURVEY OF BUYING POWER ranks the Lansing Metro Area among the top 100 markets for all categories—Population, Households, Effective Buying Income, and Retail Sales. Generous balance of government (state capital), education (Michigan State University), and industry (home of Oldsmobile, Fisher-Body, Reo-Diamond and Motor Wheel) keeps Lansing's spending habits stable.



A Sound Buy

WILS delivers Lansing's "Buying Power." Latest PULSE shows WILS with GREATEST SHARE OF ADULT AUDIENCE BY A WIDE MARGIN! 20% more ADULT AUDIENCE than the 2nd station. And our primary signal (5,000 watts) reaches all three metro counties (Ingham, Eaton and Clinton) plus all of Jackson, Calhoun, Ionia and Gratiot.

Pulse, Metro Area — Feb.-March 1967

For complete cost/M and other audience data, write or call:

ALAN TORBET ASSOCIATES, INC.

RADIO 1320
WILS
LANSING

5,000 WATTS / 24 HOURS A DAY

(FM 3,000 WATTS 6 A.M. 'til Midnight)

71

casters. Atlanta Cabana hotel/motel, Atlanta. Inquiries regarding the session should be sent to: Mr. Louis Peneguy, Georgia ETV Network, State Office Building, Atlanta 30334.

April 18—Newsmaker luncheon sponsored by the International Radio and Television Society, Waldorf-Astoria hotel, New York.

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

MAY

May 1-5—Seventeenth annual convention of the American Women in Radio and Television, Century Plaza hotel, Los Angeles.

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

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OPEN MIKE®

Accuracy, standards lauded

EDITOR: . . . An article prepared by me entitled "Cables in the Sky and the Struggle for Their Control" is being published in the Federal Communications Bar Association *Journal*. . . . If you will look over the article, you will note that the most frequently cited source material is BROADCASTING magazine. In doing this research, I obtained a renewed appreciation of the role played by BROADCASTING as the chronicle of the industry, not only by reason of the completeness of stories covered, but their factual accuracy. The high standards of your publication, whether apparent issue by issue, become very evident in any long-term research. For this you have my commendation.—*Donald C. Beelar, Kirkland, Ellis, Hodson, Chaffeiz & Masters, Washington.*

Continuing with the 49ers

EDITOR: Thank you for noting my appointment as sports director of Kaiser Broadcasting's KHJK-TV San Francisco (BROADCASTING, Sept. 25).

I am proud to be associated with Kaiser but want you to know that, contrary to the implication, I will continue my 13-year association with the San Francisco 49ers and KCBS.—*Bob Fouts, sports director, KHJK-TV San Francisco.*

Reserving the Yearbook

EDITOR: We appreciate your information concerning the sell-out of the 1967 *Yearbook* and . . . would like very much to have a copy of the 1968 *Yearbook* reserved for this corporation.—*T. W. Hart, president, Apollo Recording Studio Inc., Baton Rouge.*

(Ed. note: Publications department is now taking orders for the 1968 *Yearbook* scheduled for release Jan. 1. Copies are \$10.)

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

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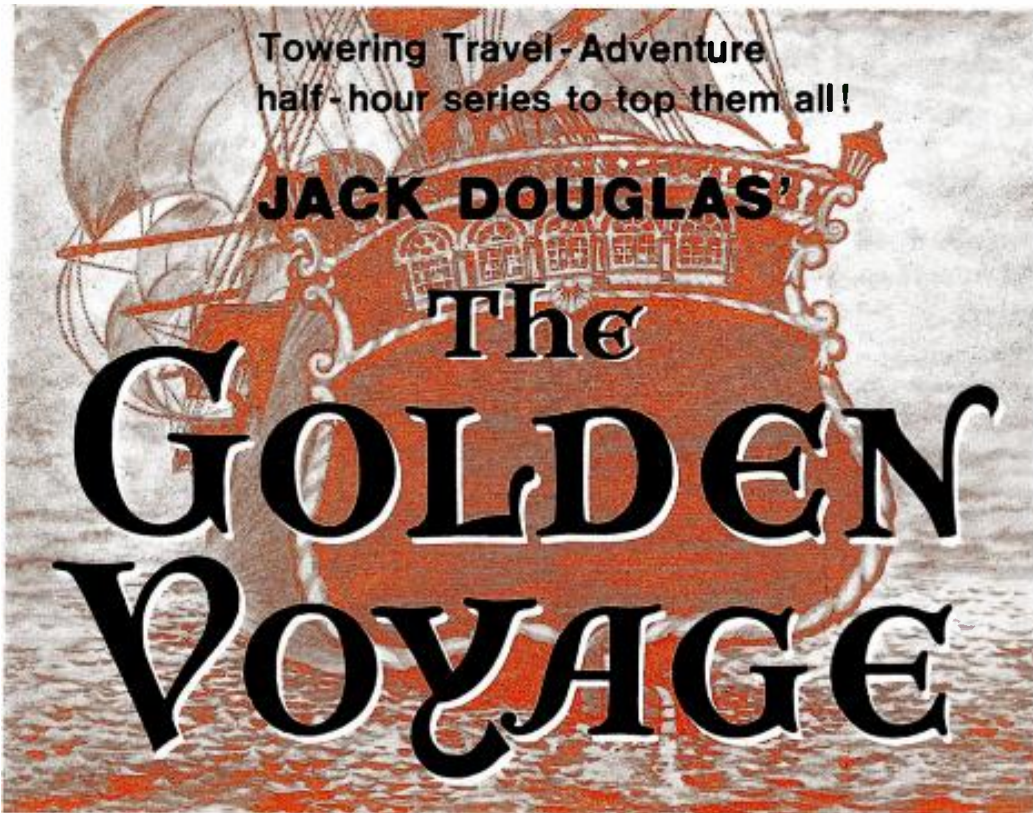
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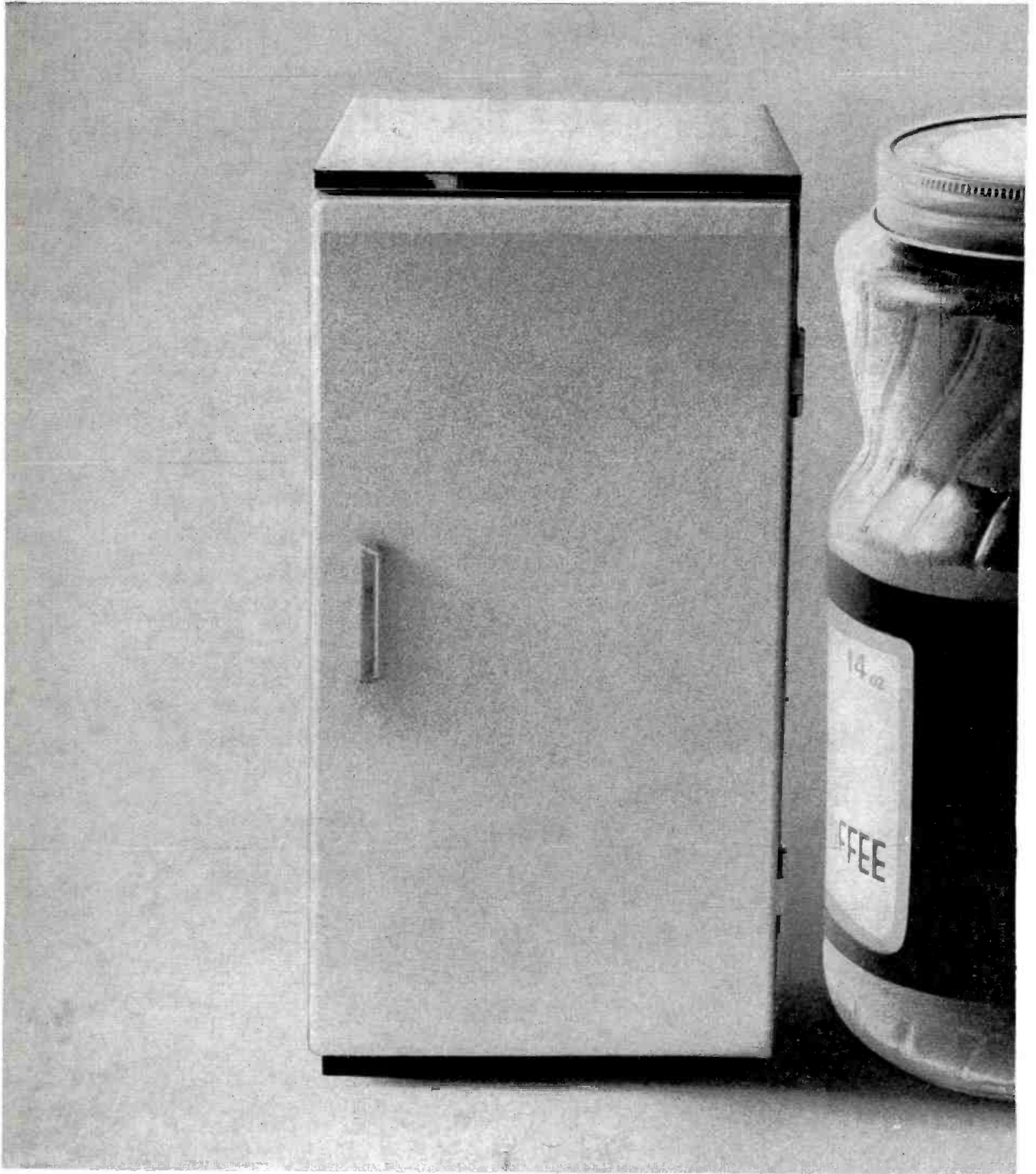
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Screening prints available immediately. Contact Al Lanken

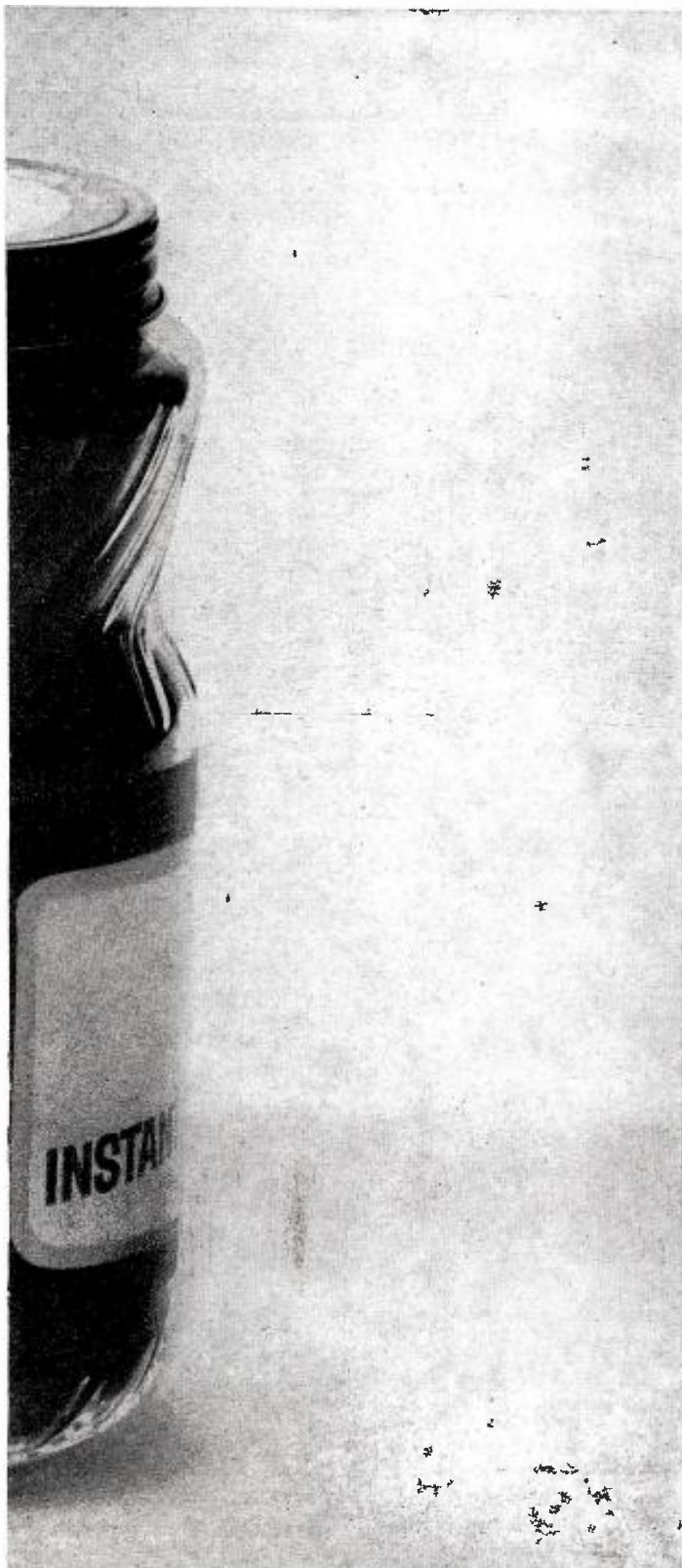
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Our service is all



the same size.



If you sell major appliances in 50 states and have a hefty ad budget, Blair will help you deploy your radio dollars effectively, without waste.

If you're introducing instant coffee in three test markets, Blair will help you reach precisely the audience you want to reach.

If you're just getting your feet wet in radio, Blair will help you make the most of a limited budget. And if you want to make a big splash but only at certain times of the year, Blair will help you do that, too.

The point is, whether your advertising budget is lavish or limited, whether your product is new or well-established, whether you're in one market, ten or more, Blair Radio's full resources are at your service.

And our service is *all* giant economy size.



BLAIR  RADIO

Media impact: breaking the tyranny of statistics

There are a number of signs that we are on the threshold of a new era in media, in its evaluation and its uses.

Each medium has its special values that advertisers can and do weigh in making media decisions. Therefore, my topic does not bear on which media to use but how best to use any medium (or all media) to accomplish the most important goal of advertising: the communication of ideas. And I hope to question some time-honored sacred cows of media evaluation.

Right now, there's a very good chance that there's a straitjacket of statistics tending to inhibit us all in the most effective and innovative use of media to communicate advertising ideas.

It's a phenomenon I would call the "tyranny of data," or perhaps the "box-car statistic syndrome."

Over the years enormous amounts of information about media have been collected. Some of the figures have been provided by the media themselves, still others by outside services.

The availability of the data has made media selection (in one way) infinitely more precise. They help us to define, even more exactly, the reach, frequency and audience characteristics of different media and media usage.

Some media people may object to progress. We don't. But we must recognize that sometimes progress may be a liability as well as an asset.

Solid Punch ■ What these statistics really measure is media's communications *potential*. What they don't tell us is the actual communications impact of media use. They do not reflect the interaction of the medium with the message. They tell us what media can do, not what they actually do.

The reason is obvious. Advertising messages themselves vary infinitely—from time to time, from product to product—while media vehicles do not. The practical tendency is to develop and syndicate information about the vehicle rather than the message. The vehicle is the constant, the message is the variable.

We tend to overlook the highly restricted nature of our information because it is all we have to work with. Lacking information in other areas, we rely on it unduly.

The figures almost seem to take on a life of their own. We use them all too often to make decisions on an "all-other-things-being-equal" basis.

What I'm exploring is the possibility

that all other things may not be equal, and to suggest some of the implications. To the three traditional dimensions of media, I would add an indispensable fourth: *impact*.

Without impact on the consumer, all the statistical evidence of reach, frequency and continuity in the world means nothing. If the ad went unnoticed amid its counterparts, what does it matter that the audience characteristics were right?

This we might term the creative aspect of impact. But there's another very vital concomitant: the media aspect of impact. Here is where the tyranny of data comes in.

Tough Decisions ■ Who's to say, on the basis of data now available, whether an advertiser wouldn't be better off spending all his money to buy the entire Christmas issue of *Life*, rather than taking a page a month in five different magazines?

Or whether a \$3-million budget shouldn't be spent at a \$9-million rate every fourth month rather than steadily throughout the year?

Or if a single five-minute commercial wouldn't have 50 times the impact of five 60-second commercials?

Our present statistical guidelines would give us a negative answer every time to such questions. And for many advertisers, when the chips are down, statistical reassurance carries the day.

But there is a growing group of innovative advertisers that are willing to walk away from the limited statistical information available and take a new look at media use. This takes courage. It means leaving the world of the comfortable data knowns to enter the realm of the unknown. Yet, as the drive to get more communications power for advertising dollars grows more intense,

more advertisers are willing to take the plunge.

It's becoming clear that what appears to be common-sense media behavior on the basis of data now available may not make commercial sense in the long run.

That's why you'll see 228 specials on TV this year, and the reason Ford ran a 10-minute commercial on "The Robe." Why a few years ago General Motors bought out all available time on all three networks to introduce its cars. Why Gulf has had an open-end contract with a network for automatic and instant sponsorship of specials devoted to big news events.

Why? Emphatically not to achieve only continuity, reach and frequency. But to achieve *impact*.

New Technology ■ Don't forget that with the advent of CATV and UHF, the electronic media is going to become a highly segmented medium.

Over 52% of U.S. homes will have two or more TV sets by 1971. Radio is already practically a personal medium, and is making considerable headway with a segmentation sales pitch.

In media one way to get customers is through measurement, by producing data that documents the advantages you offer over competition.

But it's important not to forget that cost-per-thousand differences, while seemingly significant statistically, may not actually be important when weighed against other factors.

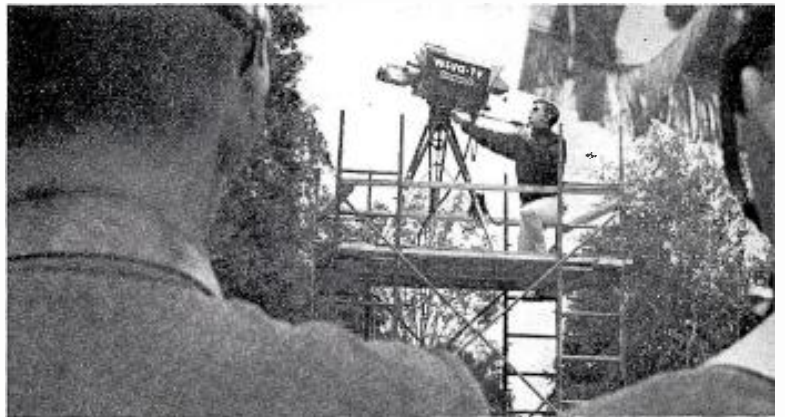
That's where the second key to win customers enters—innovation. And if the nature of your innovation is to produce impact, there's a very good chance that alert advertisers are going to be highly interested.

In the coming media era, a better idea may well be more effective than a better statistic.



Herbert D. Strauss since June 1961 has been president of Grey Advertising, New York, an agency he joined in 1939 when it was billing \$3 million a year. Today it's one of the top-10 agencies in the U. S. and is one of six publicly held. His article condenses highpoints of a speech made Sept. 19 before the Magazine Publishers Association in which Mr. Strauss explored the idea that the welter of data now available in media should not inhibit innovation to produce impact.

Action Report: the WSVN-TV market-lock on the whole Shenandoah Valley.



Guarded by a mountain barrier . . . and hard work.

The 3300-foot Blue Ridge mountains form a natural barrier between the rich Shenandoah Valley and distant stations in Washington, Richmond and Roanoke . . . making WSVN exclusive and dominant over a 120-mile radius.

This WSVN-TV market-lock commands greater viewer loyalty — demands greater station service. The first self-contained remote VTR unit in Virginia travels daily within the valley. On-location shows are produced in Charlottesville, Staunton, Waynesboro and other cities. The region's only full time professional broadcast news staff includes

monthly, locally produced, documentary specials in its assignments.

Exclusivity. Local coverage in depth. Plus the top three major network shows. WSVN adds responsible direction to its market-lock.

For exclusive coverage that matches your full sales potential in the fabulous Shenandoah Valley, look to WSVN-TV, in Harrisonburg, Va. It's got the market locked up in one big-market package: \$1,260,000,000 CSI* and still growing!

*SRDS, June 1967

CBS / ABC / NBC NETWORKS

Represented by 



James S. Gilmore, Jr., president

The Go-Group

GILMORE BROADCASTING CORPORATION

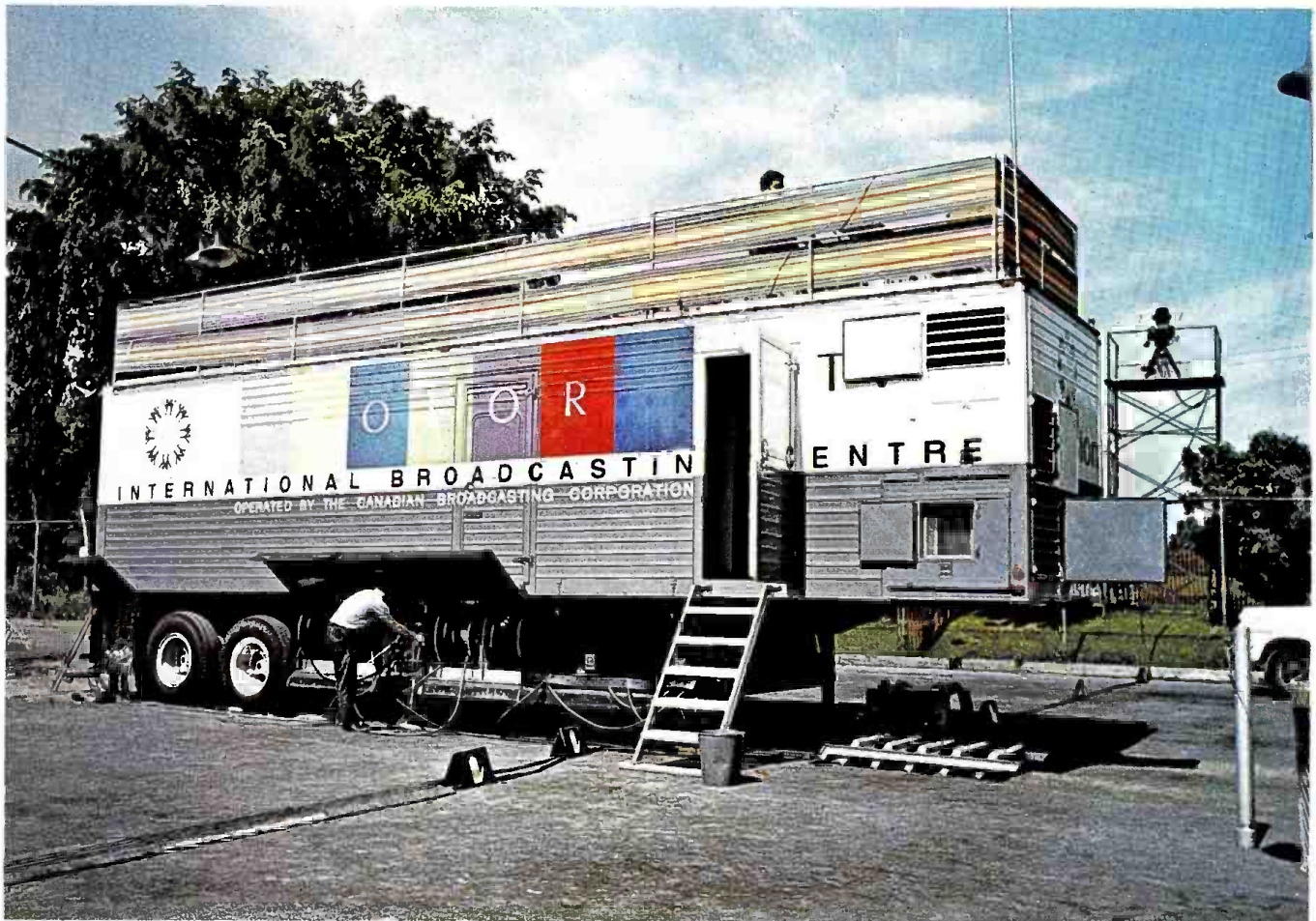
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KODE-TV Joplin / KODE-AM Joplin / WEHT-TV Evansville / WSVN-TV Harrisonburg / WSVN-AM Harrisonburg / WSVN-FM Harrisonburg / XGUN-TV Tucson



CBC "big tube" cameras put sharp TV coverage where the action is!

Three color TV mobile units similar to this one near the 18th hole were used by CBC to cover the event.





One of a total of eleven TK-42 cameras in use—located at several strategic points to pick up all the action.

During the Canadian Open Golf Championship at Montreal—an Expo 67 feature which attracted “name” golfers from all over the world—11 TK-42 “big tube” color cameras were deployed, 3 of them around the 18th green and fairway where much of the action took place.

These cameras were operated throughout several days of changeable weather and with widely varying light levels, constantly producing pictures of brilliance and sharp detail. Long shots depicting the milling crowds of spectators watching a long drive, or close-ups showing the details of tense putting sequences were equally effective.

A total of three RCA Victor-built vans, equipped with eleven TK-42 color cameras, was used to give the very

finest coverage from any vantage point. Narrative was simultaneously done in English and French—the usual procedure in Canada. The English program was fed simultaneously to an American network.

Whether you are interested in large-scale remote pickups, such as this out-size one for the Canadian Open Golf Championship, or for local remotes around town, get the facts on RCA’s “big tube” color cameras. Call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. 08102.



THE MOST TRUSTED NAME IN ELECTRONICS

EQUATION FOR TIMEBUYERS

$$\frac{\text{ONE BUY}}{X} = \frac{\text{DOMINANCE}^*}{\text{WKRG-TV} \cdot \text{MOBILE ALABAMA}}$$

*PICK A SURVEY---ANY SURVEY



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



Radio curve up in third quarter

Year's totals will be up from 2% to 4% over record gains of 1966; spot is steady and network heads are optimistic about last half billings

National advertisers stepped up their radio spending in the second quarter and are currently moving at a pace that, though uneven, seems to hold hope for a modest overall gain in a year marked by softness and uncertainty in all media.

This diagnosis and forecast was drawn last week from a combination of indicators including first-half spot and network radio figures as compiled by the Radio Advertising Bureau, an independent canvass of leading radio station representatives and all four radio networks and a sampling of stations in a few major markets.

The consensus was that market-to-market variations, always evident, are probably more widespread than at any time in recent history and probably will remain so for the rest of the year. It also seemed generally agreed, however, that radio's performance thus far and for the year will compare favorably with that of most other media.

Some sources speculated that total radio sales this year would be 2% to 4% above those for 1966. Considering that 1966 broke records for big increases and that 1967 has challenged if not broken records for uncertainty, they thought 2% to 4% would be a respectable increase.

All Media Hit ■ Aside from this year's generally unsettled economy, the big setbacks and question marks have been the reduction in cigarette and automotive advertising and uncertainty about what these two important categories are going to do in the months ahead. The problems are not peculiar to radio alone.

On the brighter side, sales authorities reported that some of the cigarette and automotive losses were being offset by gains in other categories, by increasingly heavy spending by several major companies only recently returned to radio and by new accounts.

Miles David, RAB president, cited growing commitment to radio by a number of major advertisers and, de-

spite the current uncertainty over cigarette and automobile advertising, expressed unruffled confidence in "the great continuing growth opportunities."

He named General Foods as one bellwether advertiser that has dramatically increased its radio advertising. In the first half of 1966 General Foods ranked 89th among spot advertisers, with \$277,000 in spot; in the same

in documenting "radio's enormous audience." Among other things, he said, it shows that for many advertisers a combination of afternoon and nighttime radio, or morning and nighttime, is a better buy than much-demanded drive time alone.

First Six Months ■ RAB's first-half figures put total spot billing at \$146.6 million, up 2.37% from the first half of 1966. They placed network billings for the period at \$36.1 million, down 3.73%.

Even though network was off for the six months, its figure as well as spot's represented a marked improvement over the first quarter. In that period spot was up only 0.5% and network was down 7%. In offsetting these figures spot gained 4% in the second quarter and network brought its sales up to a point only 1% below those for the second quarter of 1966.

Reps canvassed by BROADCASTING offered varying views on both current business and the outlook for the year. On the whole, about half expected their 1967 sales to be ahead of 1966's, though not by a lot (the biggest gain forecast was 7-8%). About a third thought business would be down somewhat and the rest expected to hold about even with last year, give or take a little.

Despite a first-half decline in total network business, network officials reported an upsurge currently and for the fourth quarter and most expected their volume to be up for the year, some dramatically.

Herb Granath, vice president and head of eastern sales for ABC Radio, said first-half volume was off about 5% from '66 figures, but that sales for the third quarter were up 27% above the comparable period in '66—possibly the most successful quarter ABC Radio has ever had. He said present data suggests fourth-quarter sales will be up at least 18% over the last quarter of '66. Mr. Granath indicated that fourth-

Top 10 for spot radio

Spot radio's top 10 for first half of 1967 were:

| Advertiser | Estimated expenditure |
|---------------------------------|-----------------------|
| 1. General Motors Corp. | \$12,265,000 |
| 2. Ford Motor Co. | 7,663,000 |
| 3. Chrysler Corp. | 6,641,000 |
| 4. R. J. Reynolds Tobacco Co. | 4,216,000 |
| 5. Coca-Cola Co./bottlers | 4,076,000 |
| 6. PepsiCo Inc./bottlers | 3,995,000 |
| 7. American Home Products Corp. | 2,820,000 |
| 8. American Tobacco Co. | 2,467,000 |
| 9. A T & T | 2,400,000 |
| 10. Campbell Soup Co. | 2,371,000 |

Source: Radio Advertising Bureau.

period this year it rose to 20th place with expenditures totaling \$1,260,000. Bristol-Myers, Shell Oil and Mobil also stepped up their spot spending, and B-M also tripled its network budget.

Mr. David also said a special study of radio's reach and frequency, being done for RAB by the American Research Bureau, was nearing completion and promises to open "new dimensions"

RADIO CURVE UP IN THIRD QUARTER continued

quarter sales this year would be further augmented by "considerable short-term business during the holidays."

Projections of '68 business, at least for ABC Radio, would appear to be difficult, since on Jan. 1 ABC Radio begins feeding—and selling—four different network feeds to four different sets of affiliates (BROADCASTING, Aug. 28). Mr. Granath indicated that he was "very bullish" about the four networks' sales prospects next year. "Hopefully, we'll quadruple our business," he said.

CBS Conservative ■ George Arkedis, vice president of the CBS Radio division and vice president and general manager of the CBS Radio network, indicated that 1967 might be slightly off the 1966 pace, but added:

"But our fourth quarter is running well ahead of 1966 and we certainly can forecast a very good year in 1968."

He said that 1967 has not lived up to expectations but that 1967 still was "a good year—but not our best year." The factors that slowed business in 1967, he said, were the uneven general economy and adverse developments in the automotive industry.

A spokesman for Mutual said business in 1967 has been running more than 20% higher than in 1966. He attributed this improvement to two principal factors: upgrading of the network's station list during the year and a revitalized news organization. He said these improvements have been recognized by advertisers and they have been

investing more substantially in Mutual than before.

"We are pleased with our progress to date," he said, "and we are bullish about the future. We think that network radio as a whole is going to benefit from the RADAR [audience measurement] study which should be ready in a few months."

Stephen B. Labunski, president of the NBC Radio division, said the network was "enjoying a mild boom," with second-half sales up 10% from last year's levels. He said NBC-owned radio station sales, spot and local, were running 3.2% ahead of last year's second half, and that both the fourth quarter of this year and the first quarter of 1968 look strong for both network and spot.

More News Sales ■ About half of the 10% gain in NBC network business is in additional sales of news, Mr. Labunski reported.

Reports on local radio sales, drawn from numerous sources, were inconclusive. In some markets local business appeared to be running substantially ahead of the 1966 pace; in others, behind.

A separate spot-check in a half-dozen major markets, dealing primarily with the first six months, indicated local was holding even with its performance a year ago—and that national business was running ahead.

In RAB's first-half reports, the top 100 spot advertisers put somewhat less into spot than a year ago (\$114.1 mil-

lions vs. \$117.1 million), and so did the top 100 network advertisers put less into network (\$33.7 million vs. \$35.3 million).

The cloud over automotive budgets, centered around United Auto Workers' strike at Ford and negotiations with other major companies, had not fully developed during the first half, but some major fluctuations in radio budgeting were apparent anyway.

Expected Drop ■ A spokesman for one of the leading radio reps said his company anticipated 1967 radio sales lower than last year, resulting from a first half that was—"about even with last year," and a second half which, while "it started out very strong," has been affected by an unsettled general economy, a fall-off in cigarette advertising and the Ford strike.

"It's not so much a matter of budget cuts as of companies very carefully husbanding their budgets, and one of the easiest places to apply a 'wait and see' attitude is in spot," he said. "There has been a general tendency to go with short rather than long flights—a lot of in and out activity."

He anticipates "new money in 1968," however, "money that has never been in radio before," which would "tend to offset the possible loss of all cigarette money."

Spot radio's been "severely hit by the loss of tobacco income, but business is still good with a broader base of new accounts," according to an official of a short list firm. The trouble, he indicated, comes with newer advertisers buying on a short-term basis instead of

Best customers for spot, network radio

RAB RELEASES FIGURES ON LEADERS FOR FIRST SIX MONTHS OF 1967

Spot and network radio's biggest customers in the first six months of 1967 are shown in the following lists. One is a compilation of spot radio's top 100 advertisers for the period; the other is a similar listing of network radio's top 100. Both are from Radio Advertising Bureau (also see page 27).

TOP 100 NATIONAL-REGIONAL SPOT-RADIO ADVERTISERS (BY BRANDS)

FIRST SIX MONTHS 1967

| | Est. | Expend. |
|----------------------------------|--------------|---------|
| 1. General Motors | \$12,265,000 | |
| Buick cars | 2,409,000 | |
| Cadillac cars | 532,000 | |
| Chevrolet cars | 4,763,000 | |
| Delco-Remy-United Motors Service | 23,000 | |
| Fisher Body | 2,000 | |
| Frigidaire | 279,000 | |
| G.M.A.C. | 330,000 | |
| Guardian | | |
| Maintenance | 723,000 | |
| Harrison Radiator | 537,000 | |
| Oldsmobile cars | 528,000 | |
| Pontiac cars | 1,375,000 | |
| Soap Box Derby promotion | 5,000 | |
| Institutional | 761,000 | |
| 2. Ford Motor | 7,663,000 | |

| | |
|----------------------------|-----------|
| Ford cars | 6,606,000 |
| Ford trucks | 79,000 |
| Lincoln-Mercury cars | 401,000 |
| Institutional | 577,000 |
| 3. Chrysler | 6,641,000 |
| Chrysler cars | 1,586,000 |
| Dodge cars | 3,175,000 |
| Dodge trucks | 231,000 |
| Plymouth cars | 1,607,000 |
| Simca cars | 42,000 |
| 4. R. J. Reynolds | |
| Tobacco | 4,216,000 |
| Camel-cigarettes | 1,413,000 |
| Day's Work chewing tobacco | 7,000 |
| Prince Albert pipe | |
| Tobacco | 126,000 |
| Salem cigarettes | 68,000 |
| Winston cigarettes | 1,616,000 |
| Winston 100's cigarettes | 946,000 |
| R. J. Reynolds Foods Co. | |
| My-T-Fine puddings | 42,000 |
| 5. Coca-Cola/Bottlers | 4,076,000 |

| | |
|---------------------------|-----------|
| Coca-Cola | 2,892,000 |
| Fresca | 455,000 |
| Sprite | 240,000 |
| Tab | 315,000 |
| One Way Bottles promotion | 44,000 |
| Duncan Foods Div. | |
| Butternut Coffee | 130,000 |
| 6. PepsiCo/Bottlers | 3,995,000 |
| Devil Shake | 165,000 |
| Diet Pepsi | 881,000 |
| Mountain Dew | 341,000 |
| Patio Diet Cola | 2,000 |
| Pepsi-Cola | 2,464,000 |
| Teem | 74,000 |
| Frito Lay Div. | |
| Lays Potato Chips | 13,000 |
| Rold Gold Pretzels | 55,000 |
| 7. American Home Products | 2,820,000 |
| Anacin | 1,092,000 |
| Conquest | 10,000 |
| Denalin | 11,000 |
| Drilal | 1,000 |
| Dristan | 11,000 |
| Easy Off oven cleaner | 17,000 |
| Neet | 31,000 |
| Preparation "H" | 1,563,000 |
| Snarol | 24,000 |
| American Home Food Div. | |
| Chef-Boy-Ar-Dee | |
| foods | 60,000 |
| 8. American Tobacco | 2,467,000 |
| Carlton cigarettes | 50,000 |
| Half & Half cigarettes | 5,000 |
| Lucky Strike | |

| | |
|--------------------------------|-----------|
| cigarettes | 47,000 |
| Mayo cigarettes | 8,000 |
| Montclair cigarettes | 31,000 |
| Pall Mall cigarettes | 800,000 |
| Pall Mall filter cigarettes | 578,000 |
| Tareyton cigarettes | 734,000 |
| Tareyton 100's cigarettes | 213,000 |
| Tennyson cigarettes | 1,000 |
| 9. AT&T | 2,400,000 |
| Combined Bell System Companies | 2,400,000 |
| 10. Campbell Soup | 2,371,000 |
| Campbell beans | 17,000 |
| Campbell soups | 2,079,000 |
| Campbell tomato juice | 43,000 |
| Pepperidge Farm products | 154,000 |
| V-8 juice | 78,000 |
| 11. Jos. Schlitz Brewing | 2,340,000 |
| Blatz Bavarian beer | 3,000 |
| Burgermeister beer | 438,000 |
| Old Milwaukee beer | 104,000 |
| Schlitz beer | 1,709,000 |
| Schlitz malt liquor | 86,000 |
| 12. Anheuser-Busch | 2,201,000 |
| Budweiser beer | 1,214,000 |
| Busch Bavarian beer | 478,000 |
| Michelob beer | 460,000 |
| Cotton Maid starch | 47,000 |
| Delta-syrup | 2,000 |
| 13. American Oil | 2,118,000 |
| Amoco gas & oil | 1,319,000 |
| Amoco heating fuel | 1,000 |
| Amoco tires, batteries. | |

the tobacco companies 52-week schedules. He cited a few newcomers to spot radio: Breck shampoo with "tremendous" buying spree this year over its 1966 campaign; Ultra-Brite toothpaste's first entry this year; and General Foods' steadily increasing spot budget.

The tobacco cutback, he said, isn't universal since a number of cigarette advertisers still buy spot—Chesterfield 101's, a few Lorillard brands and some others.

Upsy-Downsy ■ The top sales executive at a leading rep company described 1967 as a whole as a "spotty year" for radio, and voiced the view that national spot sales might approach the 1966 level or be off slightly.

He hastened to add that no matter what the other media proclaim, 1967 will show "a spotty performance," and some of these media, including magazines and TV, will either dip or produce a small gain over 1966.

Spot radio, he indicated, has suffered particularly from the decline in consistent cigarette advertising and from a reduction by major auto companies, notably Ford. He thought the 52-week cycle by cigarette companies in spot radio is "a thing of the past," with these advertisers concentrating in the future in short flights.

Despite this bleak picture, he was confident that 1968 will show an improvement. He predicted a heftier investment in spot radio by the various food companies and by other categories of advertisers, which are beginning to appreciate the values of the medium because of the improved research that

is becoming available.

Sees Gains ■ Though business has been "soft" at various times during the year and in certain localities, a major representative organization estimated that its overall billing would climb by 7% to 8% over 1966. He indicated that September was a "surprisingly good month, far exceeding September 1966," and pointed out that it's been a year one month was up and another was down.

Despite "bargains" in network radio, spot buying is still up this year over last—but only slightly, according to another rep spokesman. He blamed shorter campaigns from a majority of accounts, which have reduced profits for the rep, the station and the agency.

Another drawback, he suggested, has been the "tobacco crisis." But he thought prospects are bright, since a number of accounts have taken up the slack. For example, he pointed to General Foods and Colgate buying habits. He also said Procter & Gamble is reported to be taking a hard look at spot radio. And if tobacco comes back, he noted, "things in radio will be just rosy."

An executive representing a short list of important markets said, "business opportunities during the first half of '67 were off from what we experienced in '66. There's been a reduction in radio budgets, possibly for economic reasons, that has hurt spot a little bit, along with cigarette cutbacks. But he foresaw a brighter second half, especially if the automotive industry gets back on an even keel.

Slow This Quarter ■ Another major market representative said the first half of '66 was stronger than the comparable period in '67. "We're slightly ahead of last year's figures for the first half," he said, "but the growth is nothing comparable to that of '66 or '65."

He described the third quarter of '67 as "very slow," and said projections indicated the fourth quarter "will not be as active as we had hoped." He said he too felt that roll-backs by tobacco companies had hurt business somewhat, but he indicated that 1968 would be more active than 1967 despite the cutbacks.

An official of a large rep firm said the first quarter was erratic and there was an improvement in the second quarter but he pointed out that the entire first half was characterized by selective buying, with certain markets outperforming others. He felt there was a pronounced advertiser trend toward limiting number of markets, with the top areas of the nation gaining a larger share of the advertiser dollars than in 1966.

He acknowledged that the first half expenditures on his stations overall were "down somewhat" from 1966, and he estimated that on the basis of current business, the second half of 1966 will not equal last year's sales mark. He indicated that decreases from the cigarette and auto industries were strong factors in spot radio's decline this year, but pointed to one bright area: increased spending in products aimed at the youth market, such as cosmetics, beverages and clothing.

| | | | | | | | |
|--|-----------|------------------------------------|-----------|----------------------------|---------|---------------------------------------|---------|
| accessories | 110,000 | Shell gas & oil | 994,000 | Loans & financing | 938,000 | Ballantine beer & ale | 772,000 |
| Standard gas & oil | 580,000 | Tires, batteries, accessories | 4,000 | 31. Wrigley | 904,000 | 39. Carling Brewing | 756,000 |
| Standard heating fuel | 11,000 | Shell heating fuel | 174,000 | Wrigley gum | 904,000 | Carling Black Label | |
| Standard tires, batteries, accessories | 85,000 | Insecticides | 52,000 | 32. Heublein | 888,000 | beer & ale | 745,000 |
| 14. P. Lorillard | 2,001,000 | 23. Bristol-Myers | 1,203,000 | Byrrh wine | 55,000 | Heidelberg beer | 5,000 |
| Beech-Nut cigarettes | 2,000 | Ammens | 46,000 | Hams beer | 833,000 | Stag beer | 6,000 |
| Kent cigarettes | 56,000 | Ban | 157,000 | 33. Colgate-Palmolive | 878,000 | 40. Canada Dry/Bottlers | 752,000 |
| Kent 100's cigarettes | 248,000 | Duramax | 34,000 | Action bleach | 24,000 | Canada Dry | 414,000 |
| Newport cigarettes | 157,000 | Excedrin | 521,000 | Ajax | 7,000 | Wink | 338,000 |
| True cigarettes | 1,538,000 | Score | 1,000 | Colgate dental cream | 86,000 | 41. Delta Air Lines | 743,000 |
| 15. Royal Crown Cola/Bottlers | 1,949,000 | Vitalis | 15,000 | Cue | 3,000 | Air travel | 743,000 |
| Diet Rite | 925,000 | Vote | 6,000 | Fab | 136,000 | 42. Pearl Brewing | 741,000 |
| Quench | 16,000 | Clairol Div. | | Florient | 10,000 | Country Club | |
| Royal Crown Cola | 1,008,000 | High-Lightening | 2,000 | Halo | 11,000 | malt liquor | 479,000 |
| 16. Humble Oil & Refining | 1,784,000 | Midnight Sun | 15,000 | Hour After Hour | 23,000 | Goetz beer | 7,000 |
| Eso gas & oil | 1,630,000 | Numero Uno | 7,000 | Luster Creme | 27,000 | Pearl beer | 255,000 |
| Eso heating fuel | 136,000 | Summer Blond | 285,000 | Respond | 25,000 | 43. Rheingold Breweries | 736,000 |
| Tires, batteries, accessories | 18,000 | Vitapoint | 15,000 | Tackle | 280,000 | Gabinger beer | 102,000 |
| 17. Pan American World Airways | 1,566,000 | Drackett Div. | | Ultra-Brite | 154,000 | Knickerbocker beer | 108,000 |
| Air travel | 1,566,000 | Echold | 3,000 | Wash 'n Dri | 62,000 | Rheingold beer | 526,000 |
| 18. Equitable Life Assurance Society | 1,406,000 | O'Cedar | 4,000 | 007 Toilettries | 30,000 | 44. The Nestle Company | 734,000 |
| Insurance | 1,406,000 | Prolong | 7,000 | 34. Plough | 841,000 | Cross & Blackwell | |
| 19. Florida Citrus Commission | 1,367,000 | Sweep | 3,000 | Black & White | 1,000 | products | 4,000 |
| Florida citrus fruits | 1,367,000 | Whistle | 82,000 | Coppertone | 197,000 | Decaf | 638,000 |
| General Foods | 1,260,000 | 24. Beneficial Finance | 1,191,000 | DI-Gel | 42,000 | Nescafe | 49,000 |
| Gaines Burgers | 16,000 | Loans & financing | 1,191,000 | Mexsana | 44,000 | Tasters Choice coffee | 43,000 |
| Great Shakes | 549,000 | 25. Trans-World Airlines | 1,175,000 | Moroline | 1,000 | 45. Studebaker (S.T.P. Div.) | 715,000 |
| Maxim coffee | 73,000 | Air travel | 1,175,000 | Musterole | 121,000 | S.T.P. additive | 715,000 |
| Maxwell House coffee | 417,000 | 26. Warner-Lambert Pharmaceuticals | 1,069,000 | Nix | 3,000 | 46. Eli Lilly (Elianco Products Div.) | 700,000 |
| Orange Plus | 20,000 | Bromo Seltzer | 23,000 | Q. T. lotion | 136,000 | Agricultural chemicals | 188,000 |
| Post Cereals | 3,000 | Cornhuskers lotion | 1,030,000 | Ril-Sweet | 13,000 | Greenfield lawn products | 512,000 |
| Sanka | 163,000 | Listerine | 5,000 | St. Joseph aspirin | 190,000 | 47. Liggett & Myers | 633,000 |
| Tang | 19,000 | Reef mouthwash | 11,000 | Solorcaine | 92,000 | L & M cigarettes | 139,000 |
| 21. Falstaff Brewing | 1,235,000 | 27. American Airlines | 993,000 | Zemo | 1,000 | Lark cigarettes | 451,000 |
| Falstaff beer | 1,178,000 | Air travel | 993,000 | 35. F & M Schaefer Brewing | 826,000 | Granger pipe tobacco | 3,000 |
| Kruger beer | 7,000 | 28. American Express | 979,000 | Schaefer beer | 826,000 | Redman chewing tobacco | 68,000 |
| Narragansett beer | 50,000 | Credit cards | 467,000 | 36. United Air Lines | 806,000 | Velvet pipe tobacco | 2,000 |
| 22. Shell Oil | 1,224,000 | Money orders | 8,000 | Air travel | 806,000 | 48. Midas | 661,000 |
| | | Travelers cheques | 504,000 | 37. American Cyanamid | 801,000 | Midas mufflers | 661,000 |
| | | 29. Northwest Orient Airlines | 972,000 | Agricultural products | 83,000 | 49. Mobil Oil | 636,000 |
| | | Air travel | 972,000 | Breck Hair Care products | 662,000 | Mobil gas & oil | 621,000 |
| | | 30. Household Finance | 938,000 | Drug products | 55,000 | | |
| | | | | Wood Preen | 1,000 | | |
| | | | | 38. P. Ballantine & Sons | 772,000 | | |

BEST CUSTOMERS FOR RADIO continued

| | Est. Expend. |
|--|--------------|
| Farm lubricants | 15,000 |
| 50. Firestone Tire & Rubber | 633,000 |
| Firestone tires | 633,000 |
| 51. B. C. Remedy | 631,000 |
| B. C. headache & neuralgia remedy | 631,000 |
| 52. Monarch Wine | 617,000 |
| Manischewitz wine | 617,000 |
| 53. Eastern Air Lines | 616,000 |
| Air travel | 616,000 |
| 54. Stroh Brewing | 580,000 |
| Stroh's beer | 525,000 |
| Goebel beer | 55,000 |
| 55. Sinclair Refining | 576,000 |
| Sinclair gas & oil | 538,000 |
| Sinclair heating fuel | 32,000 |
| Tires, batteries, accessories | 6,000 |
| 56. M. J. B. | 567,000 |
| M.J.B. coffee | 567,000 |
| 57. Seven-UP/Bottlers | 542,000 |
| Seven-UP | 446,000 |
| Like | 96,000 |
| 58. Sun Oil | 539,000 |
| Sunoco gas & oil | 507,000 |
| Sunoco heating fuel | 32,000 |
| 59. General Electric | 537,000 |
| Appliances | 2,000 |
| Industrial lighting | 117,000 |
| Institutional | 104,000 |
| Lamps | 314,000 |
| 60. Arnold Bakers | 524,000 |
| Bakery products | 524,000 |
| 61. Union Oil | 510,000 |
| "76" gas & Royal | 170,000 |
| Triton oil | 170,000 |
| Pure Firebrand gas & Purelube oil | 340,000 |
| 62. McCormick | 506,000 |
| Schilling coffee | 13,000 |
| McCormick spices | 493,000 |
| 63. Carnation | 504,000 |
| Alber's grits | 3,000 |
| Carnation milk | 69,000 |
| Contadina tomato products | 258,000 |
| Ice cream | 2,000 |
| Instant Breakfast | 172,000 |
| 64. Sterling Drug | 493,000 |
| Bayer aspirin | 34,000 |
| Campho-Phenique | 94,000 |
| Cope | 3,000 |
| D-Con | 266,000 |
| Dr. Caldwell's laxative | 3,000 |
| Midol | 5,000 |
| Lehn & Fink Div. | 33,000 |
| Beacon Wax | 51,000 |
| Lysol | 51,000 |
| Stridex | 4,000 |
| 65. Robert Hall Clothes | 487,000 |
| Clothing stores | 487,000 |
| 66. American Sugar | 486,000 |
| Domino sugar | 486,000 |
| 67. American Motors | 479,000 |
| Rambler cars | 479,000 |
| 67. Standard Oil Company of California | 479,000 |
| Chevron gas & oil | 470,000 |
| Chevron Chemical Div. | 9,000 |
| 69. International Nickel | 462,000 |
| Fertilizer | 462,000 |
| Nickle products | 462,000 |
| 70. du Pont | 436,000 |
| Butte Knit | 71,000 |
| Cantrece | 308,000 |
| Lorox | 11,000 |
| Lycra girdles | 6,000 |
| Rally car wax | 35,000 |
| Remington Arms Div. | 5,000 |
| 71. Atlantic-Richfield | 434,000 |
| Atlantic gas & oil | 287,000 |
| Richfield gas & Richlube oil | 147,000 |
| 72. Gulf Oil | 431,000 |
| Gulf gas & oil | 250,000 |
| Gulf heating fuel | 7,000 |
| Tires, batteries & accessories | 173,000 |
| Agricultural products | 1,000 |
| 73. Chas Pfizer | 416,000 |
| Coty Imprevu perfume | 188,000 |
| Pacquins cream | 51,000 |
| Pacquins Rinse-Off | 4,000 |
| Thermodont toothpaste | 53,000 |
| Un-Burn | 11,000 |
| Agricultural products | 109,000 |
| 74. Miller Brewing | 409,000 |
| Gettleman beer | 8,000 |
| Miller High Life beer | 401,000 |
| 75. National Biscuit | 401,000 |
| Cookies | 69,000 |
| Crackers | 19,000 |
| Cream of Wheat | 6,000 |
| Hamies | 32,000 |
| Milbrook Balad | 6,000 |
| Pretzels | 4,000 |
| Shakes a-la Mode | 4,000 |
| Shredded Wheat | 27,000 |
| Shreddies | 32,000 |

| | Est. Expend. |
|------------------------------|--------------|
| Vanilla Wafers | 202,000 |
| 76. Melville Shoe | 392,000 |
| Thom McAn shoes | 392,000 |
| 77. Western Air Lines | 378,000 |
| Air travel | 378,000 |
| 78. Quantas Empire Airways | 373,000 |
| Air travel | 373,000 |
| 79. National Airlines | 369,000 |
| Air travel | 369,000 |
| 80. Beech-Nut Life Savers | 357,000 |
| Confections | 112,000 |
| Tetley tea | 245,000 |
| 80. Geigy Chemical | 357,000 |
| Agricultural chemicals | 357,000 |
| 80. National Brewing | 357,000 |
| Altes Golden Lager | 7,000 |
| Colt 45 malt liquor | 187,000 |
| French 76 malt liquor | 7,000 |
| National Bohemian beer | 71,000 |
| National Premium beer | 56,000 |
| 007 beer | 14,000 |
| Regal beer | 15,000 |
| 83. Blue Cross/Blue Shield | 356,000 |
| Hospital & medical insurance | 356,000 |
| 84. U. S. Suzuki Motor | 355,000 |
| Suzuki motorcycles | 355,000 |
| 85. Noxell | 354,000 |
| Cover Girl | 110,000 |
| Noxzema cream | 193,000 |
| Noxzema lotion | 10,000 |
| Noxzema shave cream | 29,000 |
| Therablent | 12,000 |
| 86. Genesee Brewing | 353,000 |
| Genesee beer | 353,000 |
| 87. Cities Service Oil | 351,000 |
| Citgo gas & oil | 351,000 |
| 88. Standard Brands | 331,000 |
| Blue Bonnet margarine | 110,000 |
| Chase & Sanborn coffee | 45,000 |
| Fives dog food | 25,000 |
| Fleischmann's yeast | 92,000 |
| Hunt Club dog food | 1,000 |
| Planters peanuts | 26,000 |
| Royal desserts | 7,000 |
| Shake-A-Pudding | 13,000 |
| Siesta coffee | 12,000 |
| 89. Borden | 330,000 |
| Coffee Combo | 20,000 |
| Danish margarine | 1,000 |
| Fluid milk | 95,000 |
| Ice cream | 90,000 |
| Old London foods | 21,000 |
| Realemon juice | 100,000 |
| Snow's seafood | 1,000 |
| Wise potato chips | 2,000 |
| 90. General Brewing | 329,000 |
| Lucky Lager beer | 329,000 |
| 91. Phillips Petroleum | 323,000 |
| Phillips "66" gas & oil | 323,000 |
| 92. Revlon | 320,000 |
| Comeback | 35,000 |
| Natural Wonder | 177,000 |
| Sunnyside Up | 104,000 |
| Tintex Dye | 6,000 |
| 92. Volvo | 320,000 |
| Volvo cars | 320,000 |
| 94. Menley & James Labs | 317,000 |
| Contact | 317,000 |
| 95. Northeast Airlines | 303,000 |
| Air travel | 303,000 |
| 96. B. F. Goodrich | 299,000 |
| Goodrich tires | 297,000 |
| Rayco Div. | 2,000 |
| 97. Dr. Pepper Bottlers | 298,000 |
| Dr. Pepper | 226,000 |
| Hustle | 66,000 |
| Pommac | 4,000 |
| Suncrest | 2,000 |
| 98. Seaboard Finance | 283,000 |
| Loans & financing | 283,000 |
| 99. Miles Laboratories | 281,000 |
| Bactine | 281,000 |
| 100. Tidewater Oil | 280,000 |
| Flying A gas & Veedol oil | 280,000 |

Source: Radio Advertising Bureau
 All figures shown are gross before deduction of any discounts or agency commission. This makes them comparable to data for other media including network TV.
 Brand expenditures are, in most cases, based on break-outs as reported. In the few instances where exact figures were not available due to product scheduling on a rotating basis, RAB has projected estimates of brand expenditures.

TOP 100 NETWORK RADIO ADVERTISERS (BY BRANDS)

| | 1967 Est. Expend. |
|--|-------------------|
| FIRST SIX MONTHS | |
| 1. General Motors | \$2,970,000 |
| Buick cars | 281,000 |
| Chevrolet cars | 1,099,000 |
| Delco-United Motors Service | 427,000 |
| Fisher Body | 237,000 |
| Frigidaire | 297,000 |
| Guardian | |
| Maintenance | 166,000 |
| Oldsmobile cars | 208,000 |
| Corporate | 255,000 |
| 2. Campbell Soup | 1,317,000 |
| Campbell soups | 390,000 |
| Campbell V-8 juice | 927,000 |
| 3. P. Lorillard | 1,178,000 |
| Kent cigarettes | 49,000 |
| Newport cigarettes | 8,000 |
| True cigarettes | 1,121,000 |
| 4. State Farm Mutual Insurance | 1,090,000 |
| Insurance | 1,090,000 |
| 5. Sterling Drug | 1,014,000 |
| Bayer aspirin | 421,000 |
| Ironized yeast | 125,000 |
| Phillips Milk of Magnesia | 236,000 |
| Lehn & Fink Div. | |
| Lysol | 213,000 |
| Medi-Quik | 19,000 |
| 6. Bristol-Myers | 991,000 |
| Ammens powder | 88,000 |
| Bromo Quinine | 46,000 |
| Exedrin | 502,000 |
| No-Doz | 357,000 |
| 7. R. J. Reynolds Tobacco | 962,000 |
| Camel cigarettes | 393,000 |
| Winston cigarettes | 475,000 |
| R. J. Reynolds Foods Co. Div. | |
| *My-T-Fine Desserts & Vermont Maid Syrup | 94,000 |
| 8. Liggett & Myers Tobacco | 932,000 |
| L & M cigarettes | 326,000 |
| Lark cigarettes | 606,000 |
| 9. Borden | 896,000 |
| Aunt Jane's Foods Div. | |
| —pickles | 140,000 |
| Cremona | 169,000 |
| Realemon Co. Div. | |
| —Realemon juice | 184,000 |
| Wyer & Co. Div. | |
| —fruit juices | 142,000 |
| Wyer & Co. Div. | |
| —soups | 261,000 |
| 10. Chrysler | 855,000 |
| Chrysler cars | 43,000 |
| Customer car care | 135,000 |
| Dodge cars | 96,000 |
| Marine Div. | 88,000 |
| Plymouth cars | 512,000 |
| 11. Wrigley | 758,000 |
| Wrigley gum | 758,000 |
| 12. Florida Citrus Commission | 738,000 |
| Orange juice | 738,000 |
| 13. Eversharp (Schick Safety | |

| | |
|---|---------|
| Razor Div.) | 735,000 |
| *Razors, blades & shave cream | 735,000 |
| 14. American Home Products | 719,000 |
| Anacin | 209,000 |
| Dristan | 204,000 |
| Preparation "H" | 75,000 |
| E. J. Brach Div. | |
| —candy | 231,000 |
| 15. Time | 680,000 |
| Life magazine | 467,000 |
| Time magazine | 213,000 |
| 16. AT&T | 659,000 |
| Long-distance telephone service | 659,000 |
| 17. American Tobacco | 585,000 |
| Lucky Strike cigarettes | 126,000 |
| Pall Mall cigarettes | 317,000 |
| Tareyton cigarettes | 142,000 |
| 18. National Dairy Products Corp (Kraft Foods Div.) | 569,000 |
| Parkay margarine | 569,000 |
| 19. du Pont | 564,000 |
| *Automotive products | 305,000 |
| Dacron | 58,000 |
| Orlon | 138,000 |
| Stren | 84,000 |
| 20. Morton Salt | 552,000 |
| Morton salt | 552,000 |
| 21. American Dairy Assn. | 522,000 |
| Fluid milk & dairy- | |

Network radio's top 10

Network radio's top 10 for first half of 1967 were:

| Advertiser | Estimated expenditure |
|----------------------------|-----------------------|
| 1. General Motors | \$2,970,000 |
| 2. Campbell Soup | 1,317,000 |
| 3. P. Lorillard | 1,178,000 |
| 4. State Farm Mutual Ins. | 1,090,000 |
| 5. Sterling Drug | 1,014,000 |
| 6. Bristol-Myers | 991,000 |
| 7. Reynolds Tobacco | 962,000 |
| 8. Liggett & Myers Tobacco | 932,000 |
| 9. Borden Co. | 896,000 |
| 10. Chrysler Corp. | 855,000 |

Source: Radio Advertising Bureau.

| | | | |
|--|---------|------------------------------------|---------|
| 6. Bristol-Myers | 991,000 | products promotion | 522,000 |
| Ammens powder | 88,000 | 22. Cowles Communi-cations | 481,000 |
| Bromo Quinine | 46,000 | Family Circle magazine | 220,000 |
| Exedrin | 502,000 | Look magazine | 281,000 |
| No-Doz | 357,000 | 3M | 461,000 |
| 7. R. J. Reynolds Tobacco | 962,000 | Games | 22,000 |
| Camel cigarettes | 393,000 | Tapes | 178,000 |
| Winston cigarettes | 475,000 | Tarni-Shield | 247,000 |
| R. J. Reynolds Foods Co. Div. | | Scotchgard | 14,000 |
| *My-T-Fine Desserts & Vermont Maid Syrup | 94,000 | 24. Plough | 452,000 |
| 8. Liggett & Myers Tobacco | 932,000 | Coppertone | 59,000 |
| L & M cigarettes | 326,000 | Di-Gel | 334,000 |
| Lark cigarettes | 606,000 | Solarcaine | 59,000 |
| 9. Borden | 896,000 | 25. Colgate Palmolive Fab | 436,000 |
| Aunt Jane's Foods Div. | | Ultra Brite | 102,000 |
| —pickles | 140,000 | Wash 'N Dry | 320,000 |
| Cremona | 169,000 | 26. Armstrong Cork | 435,000 |
| Realemon Co. Div. | | Epic floor wax | 435,000 |
| —Realemon juice | 184,000 | 27. Kellogg | 420,000 |
| Wyer & Co. Div. | | *Cereals | 420,000 |
| —fruit juices | 142,000 | 28. Warner-Lambert Pharmaceuticals | 415,000 |
| Wyer & Co. Div. | | Corn Husker lotion | 415,000 |
| —soups | 261,000 | 29. American Express | 409,000 |
| 10. Chrysler | 855,000 | *Credit cards & travelers cheques | 409,000 |
| Chrysler cars | 43,000 | 30. Wynn Oil | 401,000 |
| Customer car care | 135,000 | Wynn friction proofing | 401,000 |
| Dodge cars | 96,000 | 31. AFL/CIO Labor Union | 368,000 |
| Marine Div. | 88,000 | 32. Block Drug | 365,000 |
| Plymouth cars | 512,000 | Nytol | 182,000 |
| 11. Wrigley | 758,000 | Polident | 166,000 |
| Wrigley gum | 758,000 | Tegrin | 17,000 |
| 12. Florida Citrus Commission | 738,000 | | |
| Orange juice | 738,000 | | |
| 13. Eversharp (Schick Safety | | | |

THE BIG NEWS

on WHIO-TV, Dayton, Ohio — 6 p.m. to 7:30 p.m., Mon. thru Fri.

First 90-minute news in Dayton — First full-color news, weather and sports



TOM FRAWLEY
News Director



ED KRAHLING
Local News



TOM HAMLIN
Sports Director



MORT BEACH
Downtown Dayton



CHUCK UPTHEGROVE
News and Photography



DICK BIESER
Weather



DON WAYNE
Local-Business News



JOE WISSELL
General News



ANDY CASSELLS
Downtown Dayton



LYLE STIEG
Military Affairs



BOB TAMASKA
Regional News



MIKE BRIGNER
Photography

On the air for one year, this complete 90-minutes of news has increased viewing homes 28 percent* from 6 to 7:30 P.M. with full-color news in a variety and volume never before provided in the Dayton area. Anchor program is Huntley and Brinkley, and in half-hour segments on either side WHIO-TV's favorite news specialists will present complete coverage on sports; state, local and regional news; women's features; a Wright Patterson Air Force Base report; business news; daily filmed reports from Ohio and the Miami Valley; weather and miscellany. With steadily soaring interest in news, news, and more news, THE BIG NEWS offers audiences that are big, alert, affluent, and influential. See Petry for availabilities.

*ARB—MARCH 1966 - MARCH 1967—Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.



Represented by Petry



Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WHIC TV, Pittsburgh

| | Est. Expend. | Div.) | | | | | |
|---|--------------|---|---------|--|---------|---|--------|
| 33. Knox Gelatin | 294,000 | Ozite rugs & carpets | 196,000 | 69. V-M | 130,000 | Div.) | 34,000 |
| Knox gelatin products | 294,000 | 51. Mutual of Omaha Insurance | 180,000 | V-M phonographs & tape recorders | 130,000 | Toni home permanents | 94,000 |
| 34. Chas Pfizer (Coty Div.) | 272,000 | Insurance | 180,000 | 70. North American Van Lines | 124,000 | O'Brien paints | 91,000 |
| Imprevu perfume | 272,000 | 52. Billy Graham Religious | 179,000 | Transportation | 124,000 | 88. Unified Van Lines | 91,000 |
| 35. National Biscuit Nabisco 100% bran cereal | 194,000 | 53. Ocean Spray Cranberries | 178,000 | 70. Renuzit Home Products | 124,000 | Transportation | 91,000 |
| Crackers | 77,000 | 53. Purex Cranberry products | 178,000 | *Household cleansers & deodorants | 124,000 | 90. Borg-Warner Stereo tapes & cartridges | 90,000 |
| 36. F & F Laboratories F & F cough drops | 255,000 | 53. Purex Ayds reducing candy | 178,000 | 72. Anderson Anco windshield wipers | 118,000 | 91. Kerr Glass Food preserving jars | 87,000 |
| 37. Bankers Life & Casualty White Cross insurance | 251,000 | 55. Cessna Aircraft Cessna planes | 177,000 | 73. Benjamin Moore Paint | 116,000 | 92. Carrier (Bryant Div.) Air conditioning equipment | 86,000 |
| 38. Luden's Luden's cough drops | 241,000 | 56. General Foods Instant Maxwell House coffee | 3,000 | 74. Jeffrey Martin Laboratories Compoz | 112,000 | 93. Railway Express Agency (Air Express Div.) Air express & freight | 85,000 |
| 39. MacFadden-Bartell *Magazines | 231,000 | 57. American Motors Rambler cars | 170,000 | 75. Curtis Publishing Holiday magazine | 109,000 | 94. Metropolis Brewery of N. J. | 81,000 |
| 40. Hastings Casite additive | 230,000 | 58. Amana Refrigeration Amana refrigerators | 161,000 | Saturday Evening Post magazine | 102,000 | Champale malt liquor | 81,000 |
| 41. General Mills Bisquick | 229,000 | 59. Holiday Inns of America Hotel & motel service | 160,000 | 75. Newsweek Newsweek magazine | 109,000 | Reader's Digest Assn. Reader's Digest magazine | 81,000 |
| "Total" cereal | 221,000 | 60. Nationwide Insurance Insurance | 157,000 | *Home entertainment products | 109,000 | 96. Pet Whitman's candy | 79,000 |
| 42. Miller Brewing Miller High Life beer | 226,000 | 61. Benrus Watch Benrus watches | 152,000 | 78. Foster-Milburn Doan's pills | 106,000 | 97. Cooper Tire & Rubber Tires | 78,000 |
| 43. Retail Clerks International Assn. Union promotion | 224,000 | 62. Sinclair Refining oil | 149,000 | 78. Shakey's Pizza parlors | 106,000 | 98. Swift Vigoro fertilizer | 75,000 |
| 44. Pennzoil Pennzoil gas, oil & lubricants | 207,000 | 63. Formula 409 "Formula 409" cleaners | 148,000 | 8* Helmac Products Lint Pic-Up | 102,000 | 99. Church & Dwight Arm & Hammer Brand washing soda | 74,000 |
| 45. Ford Motor *Ford cars & trucks | 206,000 | 63. Pepsi-Cola | 148,000 | 81. Hartz Mountain Products | 95,000 | 100. Patio Foods Frozen Mexican foods | 73,000 |
| 46. Quality Courts Motels Hotel & motel service | 205,000 | 65. Standard Brands Fleischmann's margarine | 142,000 | Pet Needs Div.—flea powder | 95,000 | | |
| 47. Brunswick Mercury outboard motors | 153,000 | 66. American Cyanamid (J. H. Breck Div.) Breck shampoo | 139,000 | 81. Kelly Girl Services Temporary employment service | 95,000 | | |
| 48. International Harvester Cub Cadet tractors | 201,000 | 66. In-Sink-Erator Mfg. Garbage disposal units | 139,000 | 81. Kentucky Fried Chicken Restaurants | 95,000 | | |
| 49. Meredith Publishing Better Homes & Gardens magazine | 198,000 | 68. Quaker State Oil Refining Quaker State oil & lubricants | 138,000 | 81. State of Minnesota Vacation promotion | 95,000 | | |
| 50. National Plastics Products (Vectra | | | | 85. CIBA Binaca | 94,000 | | |
| | | | | 85. Dunn & McCarthy Enna Jettick shoes | 94,000 | | |
| | | | | 85. Gillette (Toni Co. | 94,000 | | |

*Reports on expenditures for these advertisers are not broken down in enough detail for RAB to estimate brand figures with acceptable accuracy.

Figures shown are gross before deduction of any discounts or agency commissions, as reported by ABC, CBS, MBS, and NBC Networks. This makes them comparable to data for other media including Spot Radio, Spot TV and Network TV.

Source: Radio Advertising Bureau Inc.

Adtel to run CATV ad lab

New firm takes over ARF's experiment and plans to open in eastern market by April 1968

The CATV "split-run" advertising laboratory proposed by the Advertising Research Foundation (BROADCASTING, July 10) is planned to begin operation in April 1968. But the laboratory will be established and operated by Adtel Ltd., a private corporation formed recently in New York by John Adler, the management consultant who carried out the original ARF feasibility study, and William T. Eldridge, an independent marketing consultant who is supplying 80% of the initial capital for the project.

According to Mr. Adler, the original 24 advertiser and agency underwriters of the ARF study were unable to form a nonprofit organization quickly enough to exploit the most promising CATV-market opportunity available, so he and Mr. Eldridge took over the project.

Expensive ■ Mr. Adler estimated last week it will cost between \$700,000 and \$1 million to establish the laboratory in an eastern market, including demographic selection and separate wiring of two sample populations of 1,000 homes each. Adtel entered the market by guaranteeing a construction loan for a new CATV system and will work under

contract with its owner.

Mr. Adler cited a number of "advantages" that will be offered by the Adtel project over its two established competitors, the Communication and Media Research Services Inc. "Split-Cable" operation in Port Jervis, N. Y., and the Milwaukee Advertising Laboratory, owned and operated by the *Milwaukee Journal* (WTMJ-AM-TV).

Where the Milwaukee Laboratory offers only two-network cut-in service (WISN-TV, the CBS-TV affiliate there, is not cooperating), the control population sees a blank screen when the experimental group is seeing a test commercial, and spot time is more expensive in Milwaukee than in the Adtel market, according to Mr. Adler. Adtel will work with all three network affiliates, will use substitute commercials for the control group, and will offer less expensive spot rates.

Dr. G. Maxwell Ule, consultant to the Milwaukee Laboratory since its inception, last week welcomed the Adtel initiative "in a very promising area of advertising research."

Research Basis ■ Mr. Adler said advantages of his operation over the Port

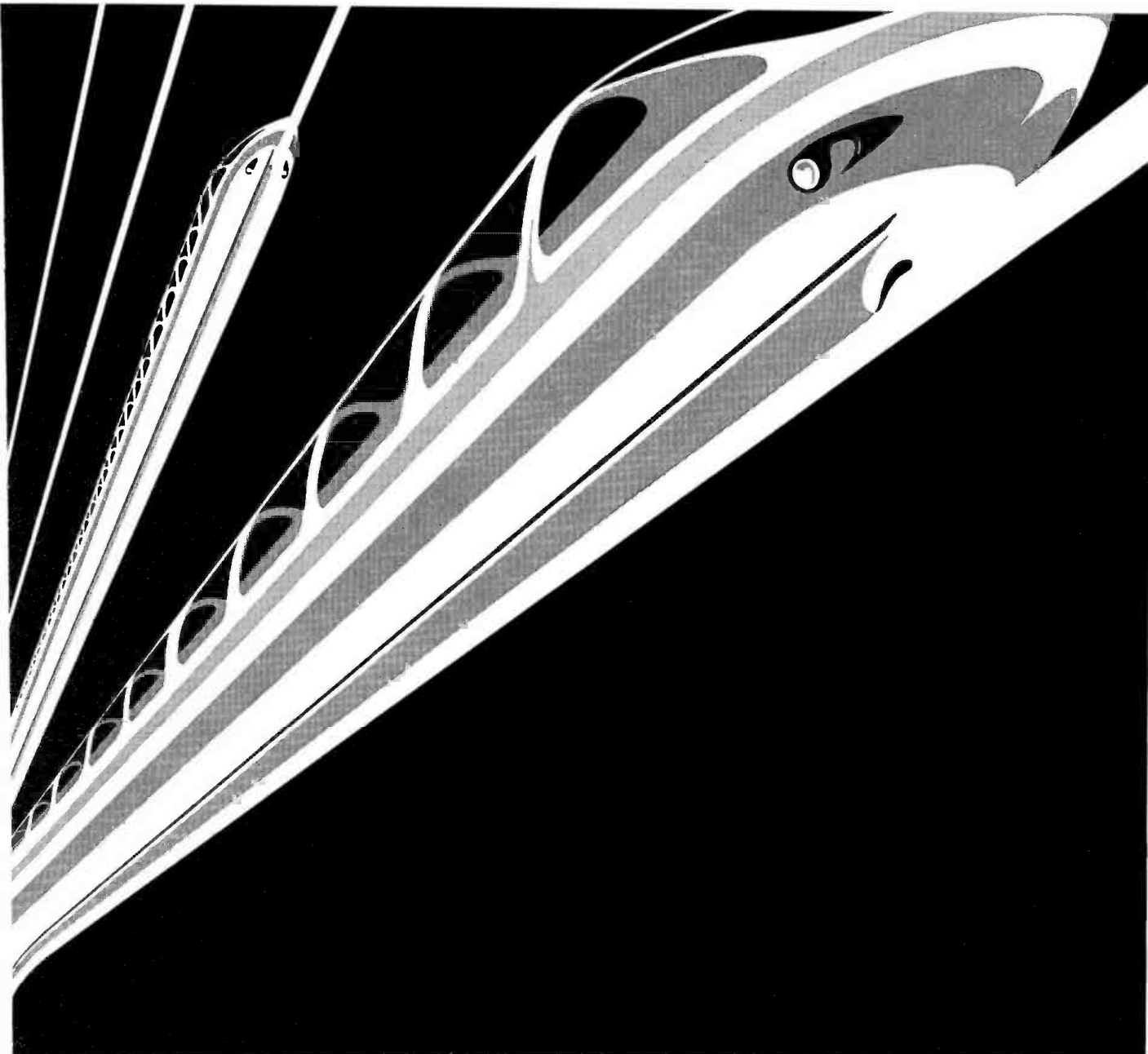
Jervis project included a larger base of potential subscribers, better demographic selection of the test groups, and the use of a purchase diary as opposed to an interview technique, which Mr. Adler said "wears out the test group too quickly."

Mr. Edward Wallerstein, head of the Port Jervis project, said "Adtel has no idea of the kind of difficulties involved in establishing such a laboratory. Furthermore, there is some reason to believe that the application of their technique may constitute a clear violation of the patent on my Split-Cable technique." Mr. Wallerstein has pending a patent whose specific nature has not been disclosed.

On the subject of Mr. Wallerstein's pending patent, Mr. Adler said: "I am sure we will have no difficulty coming to an accommodation with Mr. Wallerstein if and when his patent is granted and it is found that we are in some way in violation of it."

Service Charges ■ Adtel is currently marketing its service on an exclusive product-category basis to the original 24 ARF underwriters and other advertisers at \$60,000 per category per year. Charter subscribers to the new service may renew their purchase of product categories for as long as they desire, and they save \$15,000 per-category and a one-year commitment in comparison with regular participants, who will be charged \$75,000 per year on a two-year commitment after Jan. 1, 1968.

Mr. Adler says that "a number of the



As transportation goes more and more electric...you can see the future happening.

No one can say for sure how you'll go places in the future. But it's a good bet some kind of electric transportation will help you get there.

Because electricity is the energy of progress. It can help move anything—from people to products—faster, quieter, cleaner, between cities or within them.

And we're doing all we can to make your better future happen. Our industry

and others have some of the best brains in the country working to improve all kinds of transportation, electrically.

In just the past 10 years we've helped to make atomic power a proven source of electric energy. And we have many hundreds of research projects under way each year to help make electricity ever more useful, dependable and low in price, for you.

**The people at your
Investor-Owned Electric Light and Power Companies***

*For names of sponsoring companies, write to: Power Companies, 1271 Avenue of the Americas, New York, N. Y. 10020.



ARF's study finds CATV lucrative

The Advertising Research Foundation feasibility study for a CATV advertising laboratory, carried out by the management-consultant firm of John Adler & Associates, examined the general economics of CATV systems and came to strongly favorable conclusions.

Mr. Adler is a principal in a new company formed to operate such a laboratory (see page 32).

"Virtually all CATV systems earn a high rate of return on invested capital," according to the study. "As of 1966, only four out of about 1,600 systems were known to have failed." The reasons for this high success factor, the study reported, are:

- "A wide margin between income and normal annual operating expenses."

- "A one-time investment which can be depreciated in as little as five years."

- "Freedom from competition, usually because of the obvious economic unfeasibility of building a competitive system, rather than from legally exclusive franchise provi-

sions."

- "Leveraged ownership, where capital borrowed directly from banks or finance companies, or indirectly through installment payments to suppliers, often has provided from 50% to 80% of total requirements."

The study also notes a tendency to concentration in ownership, "particularly [by] broadcasters and publishers." Almost half of all operating systems are owned by groups that own two or more systems. An estimated 25% to 30% of all systems are owned by broadcasting companies. CATV-equipment suppliers own "perhaps 100" systems, "but are not likely to win out against broadcaster and publisher bids, particularly in the big cities," according to the study.

As part of the tendency toward concentrated ownership, the study notes "current prices of most existing systems are \$200 to over \$400 per subscriber (on a subscription rate averaging about \$60 per year), whereas "the cost of building a new system generally has been only \$80 to \$150 per subscriber."

largest corporations" in the original group of 24 have signed up, but he did not specify them. The original 24 ARF backers were: Best Foods, Bristol-Myers, Campbell Soups, Carter, Chrysler, Colgate-Palmolive, General Foods, General Mills, Johnson & Johnson, Lever Bros., Liggett & Myers, Pillsbury, Schlitz, Scott Paper, Dow Chemical, Clairol, Squibb, Toni, BBDO, Benton & Bowles, Dancer-Fitzgerald-Sample, Foote, Cone & Belding, Young & Rubicam and Procter & Gamble, through Tatham-Laird & Kudner.

Business briefly . . .

Liggett & Myers Tobacco Co., New York, is expanding distribution of its new "101 Chesterfield" cigarettes from 10 test markets to the entire nation. Campaign, prepared by J. Walter Thompson, New York, will use network and spot television and saturation radio on both network and spot basis.

Four advertisers have bought sponsorship of *The Huntley-Brinkley Report Special: Just a Year Ago*, an NBC News special on coming Presidential election, Friday, Nov. 10 (10-11 p.m. NYT) on NBC-TV. They are **Ronson Corp.**, through Grey Advertising; **Allstate Insurance Cos.**, through Leo Burnett Co.; **Abbott Laboratories**, through

Tatham-Laird & Kudner Inc., and **Volkswagen of America Inc.**, through Doyle Dane Bernbach, all New York agencies.

Alberto Culver Co., Melrose Park, Ill., introduces new Alberto VO5 Super Lather shampoo for frequent shampooers and plans saturation campaigns using network television and spot TV plus color ads in women's magazines. Agency is J. Walter Thompson Co., Chicago.

Hotel Sahara, Las Vegas, part of **Del E. Webb** hotel chain, through Geyer-Oswald Inc., Los Angeles, is returning to radio advertising with saturation schedule of spots. First flight calls for more than 1,100 spots through Nov. 26 over eight Los Angeles area radio stations. The commercials, produced by Klein-Barzman creative service, are in support of the "Sahara Safari," a special three-day tourist package.

Parker Brothers Inc., Salem, Mass., through Badger and Browning & Parcher Inc., Boston, has bought time in 51 spot TV markets to promote its toy and games products. In Los Angeles alone. Parker's promotion includes 229 local spot TV commercials. Company also has purchased time on *Johnny Carson, Today* and *The Mike Douglas Show*.

Campaign already has started in most markets and will continue through Dec. 17. Parker Bros. also is buying heavily into spot radio.

The Singer Co., through J. Walter Thompson Co., both New York, will sponsor second showing of *Herb Alpert & the Tijuana Brass* on NBC-TV Friday, Nov. 24 (8:30-9:30 p.m. EST).

Rep appointments . . .

- **WJIB** Boston: Quality Media Inc., New York.

- **WCDQ** Hamden, Conn.: Harold H. Segal & Co., Boston.

- **WLTV** Littleton, N. H.: Eckels & Queen Inc., Boston.

- **CBFT** Montreal, **CBVT** Quebec City, **CBFT** Ottawa-Hull and **CBAFT** Moncton, N. B. (all French-language stations): Canadian Standard Broadcast Sales Inc., New York.

- **KNBR** San Francisco: Media Reps, Incline Village, Nev. (for Reno-Lake Tahoe markets).

Coffee TV campaign halts down sales curve

A decline in coffee consumption in the U.S. may have been arrested, and with considerable credit to a Coffee Promotion Committee TV campaign in the U.S. and Canada.

That was the assessment last week of John F. McKiernan, chairman of the committee, who reported to the group's membership at a luncheon meeting in New York.

Mr. McKiernan noted that seven out of 10 people under 30 years old in a sample group interviewed in test markets and who were exposed to the "think drink" TV campaign "increased their consumption of coffee by 20%." The TV approach was created for the committee by McCann-Erickson, New York, and the study was conducted by Market Facts.

He noted figures showing a slight gain in coffee sales and coupled with what's happened with TV, Mr. McKiernan said the committee would continue to promote increased coffee consumption "with the power of advertising and public relations."

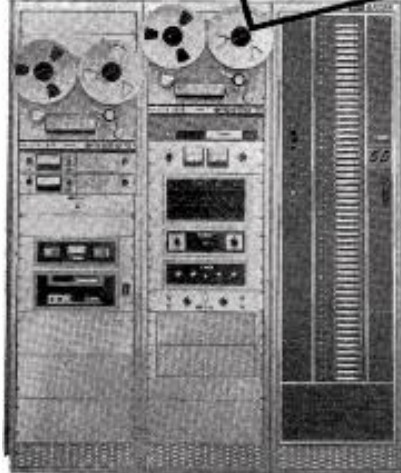
Mr. McKiernan said the "think drink" TV campaign last year was in 14 major markets in the U. S. and 14 in Canada, and in addition on a regional TV network (on ABC-TV east of the Mississippi). Starting Oct. 23, a "second generation" of the "think drink" campaign will be in 17 major U. S. markets and virtually all English-speaking homes in Canada by way of spot. Network TV will be used in the U. S. at a later date, he said.

We can get you automated quick as you can say

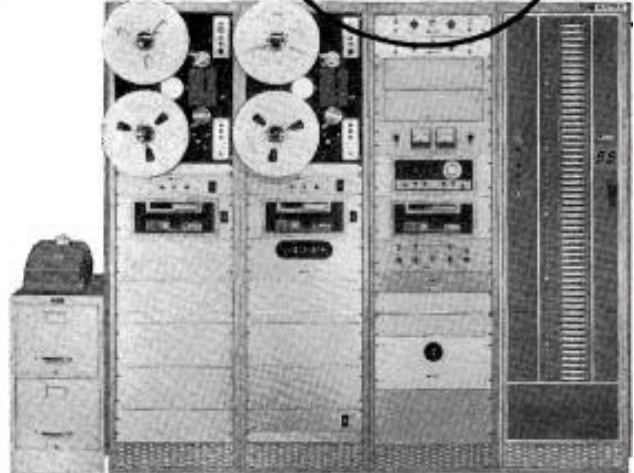
1



2



3



Modern program automation shouldn't be complicated.

Not for the broadcaster.

So we worked out three basic systems on a small-medium-large basis.

And we designed them so each one is easy to modify for specific programming needs.

This gives you the most automation for the least cost. Which is for you?

1. AUTOMATE 244 – A good start if you want selected periods of program automation.
2. AUTOMATE 484 – This one handles some pretty complicated programming. Available with optional network joining and complete remote control.
3. AUTOMATE 1007 – The ultimate in automation – ideal for today's and tomorrow's comprehensive AM/FM program requirements.

And any system can be expanded as you grow.

You'll be amazed at what automation can do for you *right now*.

It's possible that you can be automated for as little as \$65 a week. Let us tell you how.

Just jot down your name, station and address on this ad and mail it to us.

AUTOMATIC TAPE CONTROL DIVISION

1107 East Croxton Avenue
Bloomington, Illinois 61702, U.S.A.

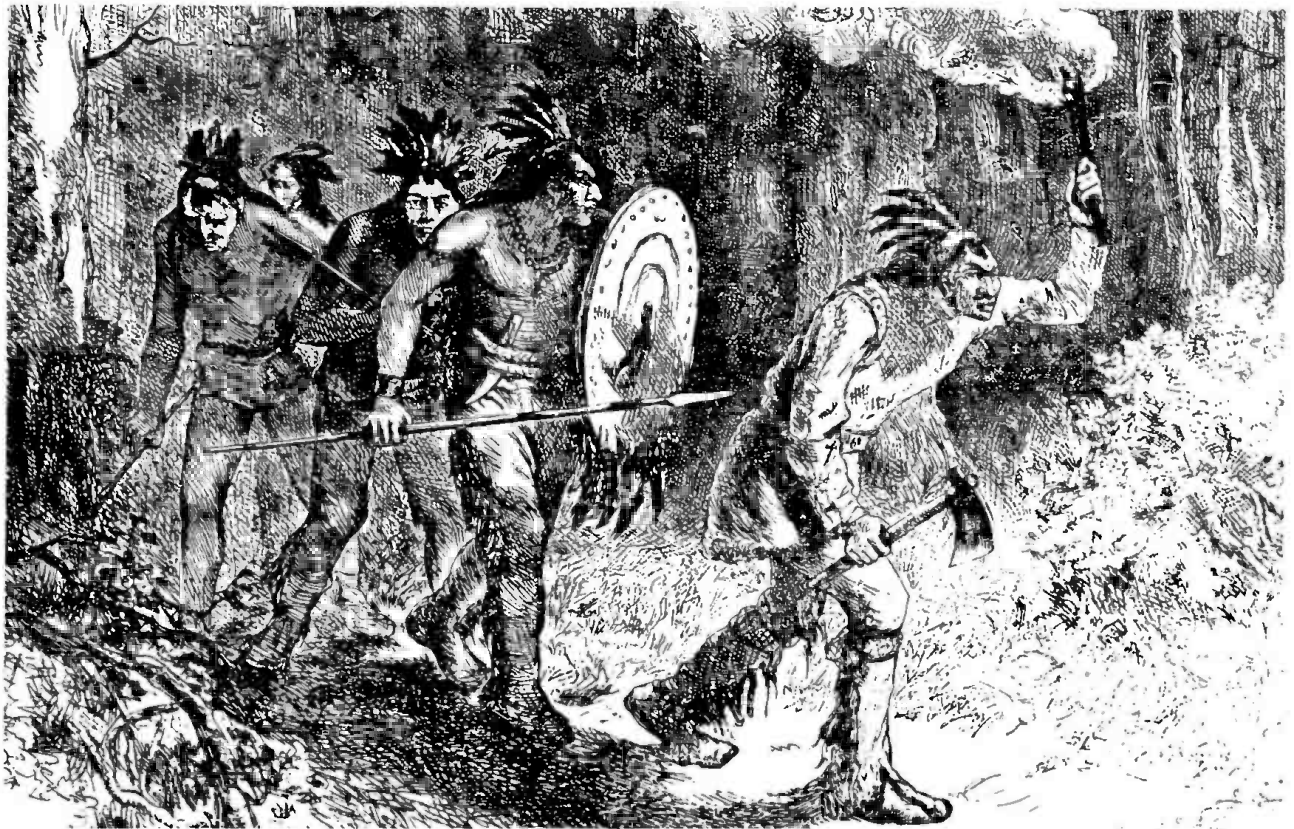
GATES

Gates Radio Company,
Quincy, Illinois

HARRIS
INTERTYPE
CORPORATION



Does McLendon
Begin a Rep Firm?



FIRST

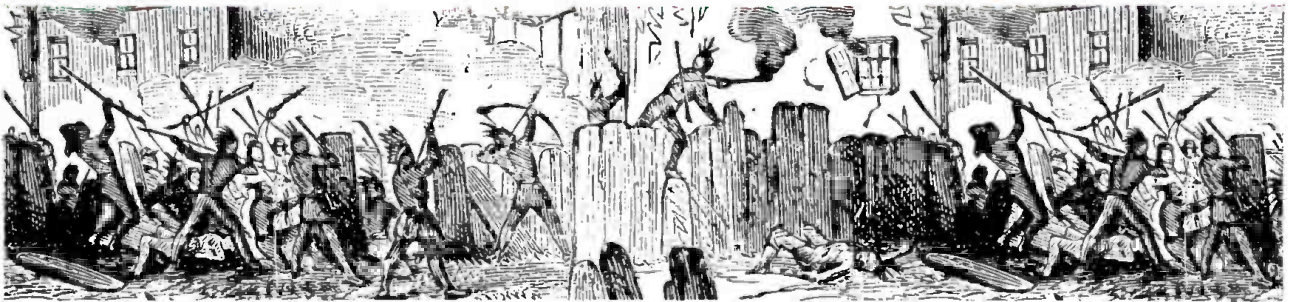
YOU GET
THE CHIEFS



5 BIG CHIEFS FOR 5 BIG TERRITORIES

| | | | | |
|-----------------------|-----------------------------|------------------------|--------------------------|-----------------------|
| JIM MACKIN | WILLIAM W. BRYAN | JIM KISSMAN | SPENCE HARRIS | BILL CLARK |
| NEW YORK | DETROIT | LOS ANGELES | CHICAGO | SAN FRANCISCO |
| BUREAU CHIEF | BUREAU CHIEF | BUREAU CHIEF | BUREAU CHIEF | BUREAU CHIEF |

AND PLENTY OF INDIANS, TOO...



McLENDON 45

Founded to represent stations in *only* forty-five 45 caliber radio markets embracing more than two-thirds of America's total population.

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313/567-8250

LOS ANGELES
5670 WILSHIRE BOULEVARD
213/937-1035

CHICAGO
24 WEST ERIE STREET
312/943-8400

SAN FRANCISCO
632 COMMERCIAL STREET
415/982-9586

4A's draw 1,300 at conference

Galbraith defends TV's central economic role while

Backman sees ad agencies becoming marketing agencies

More than 1,300 agency executives were updated on some of the best current thinking by academic, government and industry figures on "advertising's responsibilities in our changing society" last week at a two-day conference in New York.

Media received generally only indirect attention in the conference's broad-gauge assessment of industry challenges and opportunities, presented at the eastern annual conference of the American Association of Advertising Agencies at the Plaza hotel Oct. 10 and 11.

The most significant direct reference to broadcast media occurred in a news conference after the luncheon address of Dr. John Kenneth Galbraith, Harvard University professor of economics and author of the best selling "The New Industrial State." Dr. Galbraith defended as "broadly true" his assertion in the book that "the industrial system is profoundly dependent on commercial television and could not exist without it."

He said that "we must accept the thesis that advertising must reach all the consumers, not only those who read. Today the range of affluence is wider than that of literacy. Television breaks through the print barrier. As European countries approach broader consumer affluence, they are experiencing increasing pressure for the com-

mercialization of television."

Dr. Galbraith's address and that of Dr. Jules Blackman, New York University research professor of economics and author of the Association of National Advertisers-sponsored study "Advertising and Competition" also provided what was perhaps the conference's sharpest focus on industry issues.

Many Ways • Dr. Backman, operating from his thesis of the economic role of "the total marketing-mix," emphasized that "to meet the needs of our dynamic competitive economy, a company's marketing posture must be kept flexible. Advertising is only one alternative in the marketing mix.

"Experimentation in the marketing mix is becoming increasingly important within the framework of today's highly competitive markets. . . . One result is that the advertising agency is moving in the direction of becoming a marketing agency."

While Dr. Backman appeared to be soft-pedaling the importance of advertising in the marketing mix, Dr. Galbraith was strongly asserting its vital role in "managing consumer demand" to stabilize an economy dominated by large corporations and increasingly complex technology.

Other highlights of the conference included a keynote address by Sargent Shriver, director of the Office of Eco-

nomics Opportunity, and a luncheon address by Betty Furness, the President's special assistant on consumer affairs.

Mr. Shriver described the opportunities being opened for disadvantaged citizens, particularly minority groups, by the administration's war on poverty, and outlined ways in which the advertising industry could involve itself in the interests of expanding and deepening consumer participation in the economy.

Consumer Fairness • Miss Furness, still relatively new to a job she described as a "professional go-between" industry and consumer, addressed herself to the question of trust and mutual reliance implicit in government-industry cooperation in the construction of "the fair society."

Dr. Harvey Cox, Harvard University professor of theology and author of "The Secular City," spoke on "social vision and personal fulfillment." He argued that a business becomes a profession "when it recognizes a responsibility that goes beyond profit making. This responsibility is three-fold—to the client, to the society and to God."

Dr. Cox described advertising as relevant to "the principal of advocacy," in a way similar to the legal profession. He argued for the extension of the "right to legal representation . . . to the next logical step, some form of right to the services of an advertising agency" for dissident, unpopular causes and groups without the financial means to retain an agency.

Dr. Cox recognized that "no court has yet held that every group in the society has a right to an advertising agent, whether it can pay or not. No

BAR network-TV billing report for week ended Oct. 8

BAR network-TV dollar revenue estimates—week ended Oct. 8, 1967 (net time and talent charges in thousands of dollars)

| Day parts | Networks | Week ending Oct. 8 | Cume Oct. 1-Oct. 8 | Cume Jan. 1-Oct. 8 | Day parts | Networks | Week ending Oct. 8 | Cume Oct. 1-Oct. 8 | Cume Jan. 1-Oct. 8 |
|-----------------|----------|--------------------|--------------------|--------------------|---------------------------|----------|--------------------|--------------------|--------------------|
| Monday-Friday | ABC-TV | \$ 4.9 | \$ 4.9 | \$ 14.8 | Sunday | ABC-TV | 102.0 | 171.6 | 4,216.3 |
| Sign on-10 a.m. | CBS-TV | 186.8 | 186.8 | 4,725.1 | 6-7:30 p.m. | CBS-TV | 530.6 | 777.3 | 8,566.7 |
| | NBC-TV | 322.6 | 322.6 | 10,883.2 | | NBC-TV | 238.7 | 402.5 | 5,318.4 |
| | Total | 514.3 | 514.3 | 15,623.1 | | Total | 871.3 | 1,351.4 | 18,101.4 |
| Monday-Friday | ABC-TV | 1,301.1 | 1,301.1 | 51,398.4 | Monday-Sunday | ABC-TV | 5,615.8 | 6,827.5 | 188,753.6 |
| 10 a.m.-6 p.m. | CBS-TV | 2,772.3 | 2,772.3 | 119,924.1 | 7:30-11 p.m. | CBS-TV | 7,089.6 | 8,146.9 | 218,028.0 |
| | NBC-TV | 4,963.7 | 4,963.7 | 67,702.3 | | NBC-TV | 6,643.2 | 7,728.1 | 213,167.4 |
| | Total | 9,037.1 | 9,037.1 | 239,024.8 | | Total | 19,348.6 | 22,702.5 | 619,949.0 |
| Saturday-Sunday | ABC-TV | 1,257.0 | 1,403.4 | 31,990.6 | Monday-Sunday | ABC-TV | 175.2 | 348.4 | 9,400.5 |
| Sign on-6 p.m. | CBS-TV | 1,693.9 | 3,170.7 | 35,458.0 | 11 p.m.-Sign off | CBS-TV | 21.6 | 54.2 | 3,114.4 |
| | NBC-TV | 3,826.6 | 4,438.3 | 25,957.3 | | NBC-TV | 388.2 | 388.2 | 15,155.8 |
| | Total | 6,777.5 | 9,012.4 | 93,405.9 | | Total | 585.0 | 790.8 | 27,670.7 |
| Monday-Saturday | ABC-TV | 613.9 | 613.9 | 11,919.9 | Network totals | ABC-TV | 9,069.9 | 10,670.8 | 297,694.1 |
| 6-7:30 p.m. | CBS-TV | 575.9 | 575.9 | 21,088.8 | | CBS-TV | 12,870.7 | 15,684.1 | 410,905.1 |
| | NBC-TV | 552.3 | 552.3 | 23,639.4 | | NBC-TV | 16,935.3 | 18,795.7 | 361,823.8 |
| | Total | 1,742.1 | 1,742.1 | 56,648.1 | Grand totals all networks | | \$38,875.9 | \$45,150.6 | \$1,070,423.0 |

BEELINE® COUNTRY . . . AWFULLY BIG IN FAMILY INCOME



. . . and **BEELINE RADIO**
KFBK is a proven way
to reach an important
part of this market.

The average household in our 21-county Sacramento market has an effective buying income of \$8,724 per year. This exceeds the income averages of 37 states . . . including Florida and Texas.

Carry your message home to the 1.4 million members of this affluent society . . . advertise on Beeline Radio KFBK. KFBK is just one of four Beeline stations which can open doors in California's rich Inland Valley.

Data Source: Sales Management's 1967 Copyrighted Survey — Effective Buying Income

McCLATCHY BROADCASTING
Katz Radio • National Representative



KFBK Sacramento
KBEE Modesto
KMJ Fresno
KOH Reno

advertising agent to my knowledge has been expelled from the profession because he refused to work for a client who couldn't pay." But he asked: "Shouldn't we be thinking seriously about moving in that direction?"

Dr. Cox received an ovation at the end of his speech, but no agency executives were seen rushing up to offer their services free to impoverished clients.

Panel Groups ■ The AAAA conference also held professional panel discussions of recruitment and personnel problems, relations between agencies' research and creative operations, the role of the food broker and his effects on advertising, and a survey of agency creativity in the past and the future.

A panel of agency executives examining the assistance that research can provide to the agency creative department agreed unanimously that it can

help in devising creative strategy, but falls down almost completely in determining which creative concept can be the most valuable in a specific campaign.

The panelists also agreed that the single most important ingredient in an advertisement or commercial was the execution and no matter how unique or compelling the concept, the effectiveness of the advertising is negated if the follow-through is faulty.

The panel consisted of Jerome Birn, vice president and director of creative services, Tatham-Laird & Kudner, New York; Herta M. Herzog, partner, Jack Tinker & Partners; Allan Greenberg, vice president and research director, Doyle Dane Bernbach, New York, and Reva Korda, senior vice president and creative director, Ogilvy & Mather Inc., New York.

Antismoking spots to shock through humor

MEL BLANC TO PRODUCE ATTACK FOR CANCER SOCIETY

The American Cancer Society is preparing its strongest attack ever on the cigarette-smoking habit. Radio is going to carry the brunt of the attack. Television will be called on to lend additional impact (CLOSED CIRCUIT, Oct. 2).

The material used in the campaign will be strong. Indeed, it's aimed at being stronger than anything ever presented about cigarette smoking on the air before. Many stations are expected not to want to play the antismoking commercials unless forced.

The anticigarette-smoking campaign, which is a special project of the ACS and not part of that organization's annual national crusade, is being handled by Mel Blanc Associates, Hollywood-based commercial producer. MBA is charged with creative supervision and production of radio commercials for the campaign and creative supervision of the TV spots.

Shocking Humor ■ According to Richard Clorfene, creative director for MBA, the premise of the campaign is simple and singular. "We're not out to inform the public," he says. "The public is informed. We're out to scare the public, period. It will be shock through humor, but shock, shock, shock, shock. We know that's the only way you can have an effect.

The first campaign approach Mel Blanc Associates is taking—via a series of probably eight 60-second spots—will be direct lampoons of current cigarette advertising on radio and television. "We're turning the tables on them," Mr. Clorfene explains. "We'll take their keynote and twist it against them." (One such tactic already being considered would be the following

parody of the Winston slogan: "It's not how you make it long, it's how long you make it. Stop smoking cigarettes.")

Actual production of spots is about a month away. Plans call for pressings of the radio spots to be sent to American Cancer Society offices all over the country before the end of the year. From there they will be distributed to

Sweet talk's better

More commercials would be successful in television if they romanced the girls instead of shouting at them or rushed them, Alice Westbrook, senior vice president and creative director of North Advertising, Chicago, said last week in a talk to the Chicago Advertising Club's annual workshop. "Love and tenderness" will sell the housewife a lot more than foot stamping, she explained.

Mrs. Westbrook commented: "When I sit at home and watch TV commercials, I often think that to be courted by the man who wrote them must be the most harrowing experience of a woman's life. Can you imagine dinner with this man:

"Man: 'Take off your coat! Sit down! Have a real cigarette . . . Have one of my cigarettes! Order roast beef—it's delicious!' And the curtain line," Mrs. Westbrook added, "has got to be: 'Kiss me, but hurry! This offer is limited!'"

just about every radio station.

This ACS project is a paying account for MBA. The production company has handled the cancer organization's national crusade for the last two years and is doing so again next year (the first year on a voluntary basis, the last two for a fee). But MBA feels the special project is sort of a loss leader, one on which "we'll probably spend a lot more than we're getting."

Risky Business ■ And the campaign already has cost the production house dearly in other directions. Reportedly, the company "walked out" on one account that was in conflict with the anticigarette drive and broke off negotiations with a national cigarette manufacturer for the same reason.

"There's no question about it," reports Mr. Clorfene, "this is a calculated risk. If we do this lampoon on Winston, it's unlikely that William Esty is going to give us much of their business. We think it's worth it philosophically as well as economically."

As a condition of taking on this tricky and potentially risky assignment, MBA has asked for a virtual free hand in production. "We're going out on a limb and we want our staff to read exactly as we prepared it," explains Mr. Clorfene.

From that limb, MBA intends to drive home such points as cigarette advertisers spending \$200 million a year to encourage people to smoke and that cigarette smoking kills and cripples. Always the objective will be to shock the public's sensibilities.

RC Cola shifts to network radio, TV

Royal Crown Cola Co., Columbus, Ga., next month will embark upon a \$7-million-plus broadcast campaign that marks the company's first use of network TV and its re-entry—after almost 30 years' absence—into network radio.

Concurrently, some 450 RC bottlers throughout the country will conduct co-op spot TV and radio campaigns. Although an exact budget for the bottlers can't be determined, it's estimated they with the company will spend over \$15 million in the 1968 campaign, from November 1967 through October 1968. (About 80% of RC's advertising is in radio-TV.)

Royal Crown's agency, D'Arcy Advertising Co., New York, has prepared two campaigns: a "youthquake" for RC Cola, the drink with the "mad, mad taste," aimed at teen-agers and people under 30; and for Diet-Rite, "the No. 1 low-calorie soft drink," a heavy TV

drive aimed at everybody.

RC Cola will be full sponsor of a Nancy Sinatra special, *Movin' with Nancy*, on NBC-TV (Dec. 11, 8-9 p.m. EST), which will be presented next spring (BROADCASTING, Oct. 9). Six one-minute color commercials will be part of the special, some of them featuring Miss Sinatra.

Two Radio Networks - RC Cola's campaign in network radio includes a scatter plan on NBC and CBS from Nov. 7 through Dec. 11. This five-week run will encompass some 125 spots, or from 25 to 27 spots a week on both networks. Talent for the radio-TV messages includes Miss Sinatra, Joey Heatherton, Art Linkletter and Jill Hawthorn. Other planned commercials will employ Stu Gardner and the recording group, Dino, Desi & Billy.

Diet-Rite's jump into network TV begins this fall with participations on CBS-TV and NBC-TV shows. It will continue next spring and again in the fall on all three networks. RC has bought time on NBC's Tuesday and Saturday movies, *I Dream of Jeannie*, and *Tarzan*; and on CBS's *Ed Sullivan Show*, *Beverly Hillbillies*, and *Wild, Wild West*. (Diet-Rite will not use network radio.)

In local markets, RC bottlers will buy time either individually or on a co-op basis. D'Arcy has prepared 10-, 30-, and 60-second radio and 10-, 20-, and 60-second TV spots for the 1968 drive. In the past, RC has put more emphasis on spot TV (\$7 million) as opposed to spot radio (\$3.5 million to \$4 million).

BAR hits LNA with antitrust suit

Leading National Advertisers Inc. and its owners are accused of violating antitrust laws by attempting to monopolize the business of compiling and selling network television data in a suit filed in the U. S. District Court for the Southern District of New York by Broadcast Advertisers Reports Inc.

The complaint notes that BAR is the sole competitor of LNA in supplying network TV data. It charges that in August LNA reduced prices for its network TV data by approximately 50% from those previously charged and up to 33% from those previously announced for the year 1968.

The complaint calls these prices "unreasonably low and below cost," and contends the defendants "agreed to apply the profits from LNA's monopoly in the production, compilation and sale of magazine data and . . . station-originated spot TV data against losses suf-

Networks set September billing record

Network TV estimated net time and program billings for the first nine months of 1967 totaled \$1.028 billion, an increase of 6.6% over the same period of 1966.

In reporting the estimates last week, the Television Bureau of Advertising said the September total of

\$129 million for the television networks represented a record for that month and a 2% gain over the September 1966 billing.

Network TV billings by day part and by network for September and the nine months of this year were listed by TVB as follows:

Network television net time and program billings by day parts and by network (add 000)

| | September | | | January-September | | | |
|-----------------|-------------|-------------|------------|-------------------|---------------|----------|-------------|
| | 1966 | 1967 | % Change | 1966 | 1967 | % Change | |
| Daytime | \$ 43,490.3 | \$ 42,255.3 | - 2.8 | \$314,591.0 | \$ 335,920.6 | + 6.8 | |
| Monday-Friday | 27,829.9 | 24,470.2 | -12.1 | 233,200.4 | 244,061.6 | + 4.7 | |
| Saturday-Sunday | 15,660.4 | 17,785.1 | +13.6 | 81,390.6 | 91,859.0 | +12.9 | |
| Nighttime | 83,071.0 | 86,808.0 | + 4.5 | 650,220.9 | 692,453.6 | + 6.5 | |
| Total | \$126,561.3 | \$129,063.3 | + 2.0 | \$964,811.9 | \$1,028,374.2 | + 6.6 | |
| 1967 | ABC | | CBS | | NBC | | TOTAL |
| January | \$37,906.9 | | \$55,902.7 | | \$46,627.3 | | \$140,436.9 |
| February | 35,587.2 | | 47,586.4 | | 40,738.7 | | 123,912.3 |
| March | 40,206.4 | | 53,215.2 | | 45,211.6 | | 138,633.2 |
| April | 34,275.4 | | 44,496.1 | | 40,071.2 | | 118,842.7 |
| May | 30,205.2 | | 41,864.0 | | 36,377.8 | | 108,447.0 |
| June | 24,450.8 | | 36,043.2 | | 30,040.6 | | 90,534.6 |
| July | 24,845.9 | | 33,154.3 | | 30,451.4 | | 88,451.6 |
| August | 24,925.0 | | 34,457.7 | | 30,669.9 | | 90,052.6 |
| September | 36,633.3 | | 48,381.8 | | 44,048.2 | | 129,063.3 |

ferred by LNA and/or MA [Miller Associates, one of the defendants] arising out of the predatorily low prices charged by them or either of them for network data."

As a result, the complaint asserts, BAR "is losing profits, its good will has been and is being destroyed" and it is threatened by the "eventual extinction of its network data business" if the defendants are not enjoined.

The action was brought against LNA, one of its subsidiaries, Miller Associates Inc.; The N. C. Rorabaugh Co., which is under common ownership, and Francis C. Miller, Thomas Miller and Charles Scott Miller, who own the companies. Defendants have 20 days from Oct. 3 to reply to the complaint.

Rate Comparison - Submitted to the court was a flyer bearing the LNA imprint which stated that the network services produced by LNA and BAR were the same but that LNA's prices were below those of BAR. It showed, for example, that BAR's lowest rate for agencies billing over \$100 million in broadcast was \$6,300 to \$7,350 a year, compared to \$5,000 for LNA; agencies with \$75-\$100 million pay \$5,400 to \$6,000 to BAR and \$4,500 to LNA, and agencies with \$55-\$75 million, \$4,200 to \$4,500 to BAR versus \$4,000 for LNA.

The complaint asked the court to find that defendants have violated the antitrust laws; to enjoin them from carrying out the practices alleged by the

plaintiff and to award the plaintiff treble damages when extent of damages has been determined.

LNA and BAR formerly were associated in supplying network TV commercial data but split up at the end of last year, with each starting its own network service.

McLendon starts FM rep firm

The formation of McLendon 45 as a representative firm for McLendon-owned FM stations and other FM outlets is being announced today (Oct. 16) by Gordon McLendon, president.

Mr. McLendon formed the company because he felt there was "a need for FM outlets to have a complete sales service." The "45" in the new rep firm's name reflects the organization's intention to represent up to 45 FM outlets.

McLendon 45 will make its headquarters at 485 Madison Avenue, New York 10022, with James F. Mackin as bureau chief. Other bureau chiefs and their respective offices are William W. Bryan, 2930 East Jefferson Street, Detroit; Spencer Harris, 24 West Erie Street, Chicago; James C. Kissman, 5670 Wilshire Boulevard, Los Angeles, and Bill Clark, 632 Commercial Street, San Francisco.

McLendon 45 will not represent the

AM properties of the parent company, which continue with their current national representatives.

In addition to the McLendon FM properties, the new firm will represent WKXI(FM) Smyrna-Atlanta, Ga.; WJBI(FM) Cincinnati; KMBR-FM Kansas City, Mo.; KSL-FM Salt Lake City, and KBBX(FM) Seattle.

Xerox buys ABC specials

Its full sponsorship of nine shows headlines report on 'special season'

ABC-TV President Thomas W. Moore last week disclosed that Xerox Corp. has purchased a series of nine ABC specials, called *Xerox Special Events*. He also discussed plans for a "very special week," Oct. 22-29, and outlined a fall-winter timetable of specials that make up the network's "very special season."

During a special closed-circuit TV presentation originated in New York and fed Oct. 12 to ABC affiliates across the country, Mr. Moore said Xerox Corp., Rochester, N. Y., through Papert, Koenig, Lois, New York, will fully sponsor the nine specials in 1967-68. (The company's only other national TV commitment is *A Nation of Immigrants*, which Xerox has placed on stations independently for showing at various dates, Oct. 19 through Oct. 25.) The ABC-Xerox specials, Mr. Moore noted, will include an adaptation of Truman Capote's "Among the Paths to Eden" (Dec. 17, 8-9 p.m., EST); three one-hour editions of David L. Wolper's production of William L. Shirer's book "The Rise and Fall of the Third Reich" (to be telecast on three nights in one week); and five additional specials (in January, April, May and late in 1968). The Wolper programs, he indicated, will be produced by Mel Stuart, narrated by Richard Basehart, and include filmed commentaries by author William Shirer.

Mr. Moore explained that ABC embarked upon its "very special season" with the four-hour *Africa* special (Sept. 10), and is now ready for "the second stage"—an eight-day schedule (Oct. 22-29), featuring 18 hours of "specials": four movies (7½ hours), three musicals (3½ hours), two ABC News programs (2 hours), and two sports events (5 hours). The movie schedule includes "Johnny Belinda" (Oct. 22, 9-11 p.m.), "The King and I" (Oct.

25, 7:30-10 p.m.), "Lili" (Part two, Oct. 27, 7:30-8:30 p.m.), and "Hud" (Oct. 29, 9-11 p.m.). ABC News specials are *Coach Bryant: Alabama's Bear* and *The Long Childhood of Timmy* (an update of a special program shown previously) to be shown Oct. 23 (8:30-9:30 p.m. and 10-11 p.m., respectively). The network's musicals are *Kismet* (Oct. 24, 9:30-11 p.m.), *With Love . . . Sophia* (Oct. 25, 10-11 p.m.), and *John Davidson at Notre Dame* (Oct. 27, 10-11 p.m.). On Saturday (Oct. 28) of that week, ABC sports programming will include the Notre Dame-Michigan State football game (2:10-5:30 p.m.), followed by the heavyweight boxing championship elimination bout of former champion Floyd Patterson vs. Jerry Quarry (5:30-7 p.m.).

Special Sponsors ■ ABC's lineup of specials is accompanied by an equally impressive lineup of advertisers, according to James E. Duffy, vice president in charge of TV network sales.

Mr. Duffy explained that besides the Xerox buy, ABC has commitments from Ford for a repeat showing of "The Robe" (April 14, 1968) and the Winter Olympics in February; McDonald hamburger chain for a Debbie Reynolds special (Nov. 19, 8-9 p.m.); Armstrong Cork Co. for an Armstrong Circle Theater presentation of "Kismet" (Oct. 24, repeated next spring); and Eastern Air Lines for the "King and I" movie (Oct. 25). In addition, ABC has signed B. F. Goodrich for a series of 11 documentaries, *Coach Bryant: Alabama's Bear*, *The Underseas World of Jacques-Yves Cousteau*, four-program series (premiering in January), and one-quarter sponsorship of ABC News election coverage 1968. Other sponsors are Monsanto-Chemstrand for *Carol Channing & 101 Men* (Nov. 16, 9-10 p.m.), *With Love . . . Sophia*, and *C'est la Rouse* (no date set); Bristol-Myers for the beauty pageant (1968); American Airlines for the Tony Awards; and Eastman Kodak for the Academy Awards (1968).

Also in advertising . . .

Philly agency change ■ Ringold/Kalish & Co., Philadelphia-based advertising, marketing and public relations agency, has changed its name to Ringold/Kalish/Walpert Co. New vice president and secretary, Howard (Ed) Walpert, joined the agency in 1964 as vice president of consumer package goods division, and will continue in that capacity. The firm is located at 1420 Walnut Street in Philadelphia and has offices in Palo Alto, Calif. Agency's billings total \$6 million.

ATA your tour ■ Ketchum, MacLeod & Grove Inc., Washington, has produced a series of soft-sell spots for Air

Transport Association. Some of the commercials, current on WGMS, WMAL and WTOP, all Washington, have been written revealing little-known facts of aviation history; but most, employing the calling card of a particular locale, are individualized invitations to travel air to American cities and states.

Agency appointments . . .

■ Scandinavian Airlines System Inc., Jamaica, N. Y., effective Nov. 1, has named Gaynor & Ducas Inc., New York, to handle North American advertising of SAS carrier service. Account, which bills under \$2 million, uses spot radio primarily in its "gateway cities" of New York, Chicago, Los Angeles, Seattle, Anchorage and Montreal. SAS had been with Carl Ally Inc., New York, for three years.

■ Geer DuBois Co., New York, will replace Carl Ally, same city, as advertising agency for the Horn & Hardart Co., Philadelphia, effective Nov. 1. The account bills \$500,000.

■ Wellington Management Co., Philadelphia, has appointed Scali, McCabe, Sloves Inc., New York, for mutual fund advertising, replacing Doremus & Co.

Kingen Feleppa O'Dell plans Nov. 6 start

Larry C. Kingen, sales manager, WLIB-AM-FM New York; Richard A. Feleppa, director, advertising and promotion, WQXR-AM-FM New York; and Robert J. O'Dell, art director at the *New York Times*, have formed their own ad agency, Kingen Feleppa O'Dell Inc., at 555 Madison Avenue, New York. Agency, which begins operation Nov. 6, will provide advertising, promotion, marketing, and public relations services. Identity of the new firm's accounts—said to bill close to \$1 million annually—will be announced shortly.



L to r: Messrs. Kingen, Feleppa and O'Dell.

YOU'RE ON TO A



*television excellence
reflects this land of*

growth

Arkansas' three existing state capitols stand as graphic examples of the Southwest's cultural and economic growth down through the years.

The Territorial Capitol (1819-1836), the Old State House (1836-1910), and the present State Capitol Building illustrate a people's ability to change and grow, while preserving the foundations upon which the great Southwest was built.

Likewise, the growth of Griffin-Leake Television, Inc. is characterized by its ability to keep abreast of a growing and changing society, while preserving the broadcasting standards and ideals upon which it was founded.

GRIFFIN-LEAKE TV, INC.
KATV-7, LITTLE ROCK
KTUL-TV-8, TULSA
KWTU-9, OKLAHOMA CITY

THE OLD STATE HOUSE

THE ARKANSAS STATE CAPITOL

THE ARKANSAS TERRITORIAL CAPITOL

Pay TV gets mixed reception in House

DOUBTS SHOWN ON FCC'S PLAN, BUT PAY-TV ADVOCATES ARE EFFECTIVE

Opponents of pay TV shifted their efforts last week from a potentially wavering FCC to what had previously proved to be a rock of stalwart resistance—the House Commerce Committee. But by the third day of Communications Subcommittee hearings it appeared that cracks might be developing in what had heretofore been solid congressional rock.

From the outset the hearing had a different tone from the one held in 1958 under then Commerce Committee Chairman Oren Harris, an outspoken opponent of pay TV, which resulted in a committee resolution adamantly opposed to subscription television. Last week's hearing, conducted by Communications Subcommittee Chairman Torbert Macdonald (D-Mass.), began with Mr. Macdonald's statement that he intended to take no position pro or con on the matter until he had heard the testimony—a position he reiterated later in the hearing.

Mr. Macdonald explained that the hearings would not focus specifically on the FCC's Pay-TV Committee proposal (BROADCASTING, July 17, Oct. 9) but would look at the basic question of whether toll television was necessary and what impacts such a service would

have on burgeoning plans for educational ("public" and soon-to-be subsidized) television, the development of UHF broadcasting and existing VHF operations.

Jurisdiction ■ Another issue of burning committee interest proved to be that of basic jurisdiction—who was in charge of approving or disapproving such a radical departure? The usual assertions of congressional sovereignty were made and all witnesses who were asked to venture an opinion agreed that Congress, as the author of the country's basic communications law, was ultimately responsible. But FCC Chairman Rosel Hyde, pressed on the point, said if forced to give "a lawyer's answer," he could only conclude that the broad provisions of the Communications Act gave the FCC the authority to come to a decision on the matter if the commission finds that subscription TV is in the public interest.

That the commission had sought "congressional guidance" on the issue raised the collateral question as to what sort of guidance would be required to stay the FCC's hand. (Prior "guides" took the form of committee resolutions, from both the House and the Senate, but the resolutions did not gain floor

approval in either body.) Chairman Hyde, while emphasizing his deference to congressional wishes, explained that Congress could mandate changes in the law only by changing the law.

What could serve as guidance, short of an outright mandate, and to what effect on the commission, were left undefined. The FCC chairman did respond to persistent questioning by Chairman Macdonald, however, that in his personal view he did "not expect precipitate action."

"I would assure you," Chairman Hyde said, "that the commission is not going to take hasty action while committee action is pending." Nevertheless, most congressmen and witnesses seemed left with the clear notion that committee silence on the issue would imply acquiescence in FCC jurisdiction. Most also noted that the jurisdictional issue was sufficiently cloudy that an FCC decision to establish a pay-TV system would face court challenges.

Serious Doubts ■ By their questioning of other witnesses, subcommittee members showed that they harbored considerable reservations about details of the FCC's Pay-TV Committee proposals. Chairman Hyde, however, was spared any rigorous questioning on



Representative Dingell



FCC's Hyde



Zenith's Wright

specifics of proposals before his agency on the grounds that the commission is now in an "adjudicatory posture" on the matter.

But by the tone of questions put to later witnesses opposed to pay-TV, committee members showed that favorably received presentations in support of subscription TV might have swayed, if not changed, some congressional minds.

Motion-picture producer-director Otto Preminger clearly charmed the subcommittee with his loquacious appeal—punctuated by wit and flashes of good humor—that pay-TV be allowed to freely compete in the marketplace for the favor of consumers. In the process he heaped considerable scorn on commercial broadcasters, the fare that they offered, the commercials that pay the freight (especially dog-food spots, which he called "bad taste in a world where people go hungry"), while freely admitting that he, as a film owner, stood to benefit from a wider and potentially more lucrative market for his products.

Mr. Preminger's testimony on Tuesday (Oct. 10) was followed the next morning by that of Joseph S. Wright, president and chief executive officer of Zenith Radio Corp., pay-TV system developers and participants in the FCC-authorized test in Hartford, Conn. In contrast to Mr. Preminger's performance, Mr. Wright's presentation was matter-of-fact and low-keyed but also earned committee accolades.

"All we ask," he told the panel, "is a competitive battle. If we lose, OK." He gave assurances, in response to questioning, that his company would

have no plans to siphon off any programming now on television. If abuses developed, he added, that would deprive viewers of features they had come to expect on conventional television, "such a howl and cry would arise" that regulation would necessarily be prompt and efficient. His company is seeking no black eyes, he added.

Congressman Macdonald retorted that other industries had been known to accept black eyes if the benefits were commensurate.

Programming Criticized ■ Although generally well received, Mr. Wright also ran into some static on the sort of movie fare offered during the Hartford test. Leafing through a program booklet, Horace R. Kornegay (D-N.C.) noted that most of the films seemed to be labeled "adults only." James Harvey (R-Mich.) seconded the objection, but Congressman Macdonald and Fred B. Rooney (D-Pa.) defended the selections. Mr. Rooney said he's seen most of them and thought they were all right. Mr. Macdonald observed that the films were in demand and represented what people wanted.

More criticism came from Richard L. Ottinger (D-N.Y.). He termed Mr. Wright's pledge to not pre-empt top sports events "naive." Mr. Ottinger had previously parted company with a colleague he has usually been aligned with on broadcasting matters, John Dingell (D-Mich.), and declared himself in favor of toll television.

Mr. Dingell, although not a Communications Subcommittee member, is the author of the only bill before the panel on pay TV. His measure, H.R.

12435, would amend the Communications Act to remove pay-TV jurisdiction from the FCC and firmly establish it with the Congress. Whenever the question of jurisdiction came up during the hearings most congressmen, including Chairman Macdonald, said they felt it was a matter that Congress should decide.

In opposing the Dingell measure, however, Congressman Ottinger said the technological future points toward consumer selection of a wide variety of programs, at times of the viewer's choosing. Payment for such a switched service would necessarily be by the program, he explained, and therefore pay-TV is a step in the right direction.

Two Sides ■ That testimony for pay-TV had swayed congressional attitudes was apparent from sharp questions shot at Everett H. Erlick on Thursday. The ABC Inc. vice president and general counsel was charged with inconsistency in maintaining that nobody wanted pay TV except the promoters of it and it could be so successful that it could wreck free broadcasting.

Mr. Erlick explained that only small-market penetrations would give pay-TV operators enough leverage to outbid commercial TV for highly desirable features that could then act to snowball demand.

But if the traditional congressional united front against pay TV seemed to be showing same gaps, it could well be that sports enthusiasts on the panel, contemplating loss of favorite events on conventional television, would reform the ragged line.

Coming in for a great deal of debate



Producer Preminger



Glenn L. Johnson (l), staff aide, confers with Representative Macdonald.

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"blahs"
during
holiday
seasons
ahead



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Collusion should end sports blackouts

The pay-TV probe by the House Communications Subcommittee gave several congressmen a chance to air a pet peeve—selective blacking out of sports presentations on commercial TV.

Network witnesses parried the blows by reaffirming that as broadcasters they had always been opposed to blackouts on the grounds that they reduced coverage and the general usefulness of the service, but that the practice stems not from the TV industry but from contract requirements imposed by sports promoters.

Subcommittee Chairman Torbert Macdonald (D-Mass.) suggested that the three major networks could get together and refuse to enter into contracts with promoters that contained blackout provisions. Network witnesses suggested that the Justice Department might take a dim view of such collusion, but Mr. Macdonald said he thought a request for an advisory opinion might be in order,

inasmuch as such a united front would not be in restraint of trade, but would rather be addressed to widening public benefits.

During the hearing, Congressman Macdonald sought a curbstone opinion on the matter from Representative Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, who appeared as a witness to urge the committee to block FCC approval of pay TV. Chairman Celler said he thought such action by the networks would technically be in violation of the antitrust laws.

"But I doubt if they would prosecute," Chairman Celler added. "It would be simple to get immunization. It's often done in other lines of endeavor."

Congressman Macdonald advised network witnesses of this development, and urged follow-up action.

"But I have a feeling [the networks] aren't that irritated" about the practice, he chided an ABC witness.

was a provision that pay TV could not carry any sports event that has been shown on free TV (or "commercial TV," which became the favored term for conventional broadcasting during the hearing) within the previous two years. Chairman Macdonald became convinced that the FCC committee's language effectively ruled out transference of World Series games to toll by being specifically named as an example of the sort of programing that was to remain on the free list. But others were not so sure that even the baseball classic would be safe from fee TV if the promoters elected to go dark for two seasons. Possibilities for pro-football defection to pay TV were even more hair-raising for sports enthusiasts on the panel.

Money Talks ■ Despite protestations of Mr. Wright of Zenith, that his company had no designs on any programing currently on free TV, congressmen zeroed in on the possibility that with a big enough kitty, pay-TV operators could make it worth a team's while to forego commercial revenue while qualifying for potentially more-lucrative subscription TV by staying off the home screens for two seasons.

Later, Douglas Anello, general counsel for the National Association of Broadcasters, supported a point made

by Mr. Erlick, of ABC that a pro-ball team need only withhold its home games, already blacked out in its local community, for two seasons. Then the team could offer pay-TV showings of home games locally and elsewhere, while withholding away games until they qualified to go on pay TV. The outlined maneuver, it was noted, would result in minimal, if any, loss in TV revenues.

In testimony on the first day of the hearing (Oct. 9), NBC's Washington attorney, Howard Monderer, made the same point. Presenting testimony prepared for delivery by Julian Goodman, NBC president, he noted that "if pay television could achieve a 20% penetration rate . . . it could outbid free television for key program attractions. As a result . . . 20% of the public could foreclose free television from making those programs available to all of the public."

Spectrum Problems ■ The NBC statement also opposed use by toll TV of spectrum space allocated to the broadcast service. Several opposing witnesses were asked if their objections would be met if pay TV was distributed by cable. Only testimony presented by the NAB directly termed CATV, interconnected and charging for programs, as an economic threat. In a statement prepared for delivery by NAB President Wasilew-

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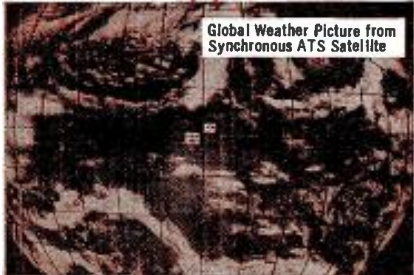
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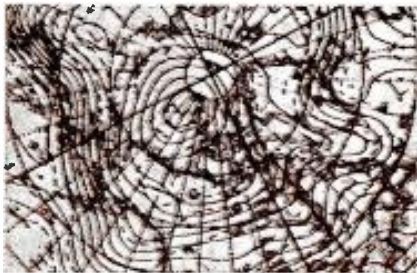
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ski, the NAB said it would "be a thorn in the pocketbook of everybody."

But other witnesses conceded, in questioning, that toll video via cable was either unrelated to the broadcast variety of pay TV or that it would be otherwise acceptable.

Congressional testimony before the panel was uniformly opposed to subscription TV. In addition to Congressman Dingell, House Judiciary Chairman Emanuel Celler appeared before the subcommittee. Catering to the same mass audience as commercial TV, but with the only limit on rates to be "what the traffic will bear," pay TV would offer no difference in programming, Mr. Celler predicted, adding that only the charges would constitute a novelty.

Set for testimony Friday (Oct. 13) was the Association of Maximum Service Telecasters and the National Association of Theater Owners, in a combined statement with The Joint Committee Against Toll-TV.

AMST hit aspects of programming regulation inherent in the proposed FCC pay-TV rules. (Chairman Hyde conceded that such regulation would be a new departure for the commission.) AMST also cited the All-Channel Receiver Act and the pending Public Broadcasting Act of 1967 as indications that "free television broadcasting is well on the way to bringing into being what pay TV has promised and cannot deliver."

Supreme Court requested to delay Red Lion case

The U. S. Supreme Court was asked to defer action on the Red Lion Broadcasting Inc. fairness-doctrine case—or if it did agree to review it to suspend hearing argument—until the industry's major case had been heard and decided in the federal appeals courts.

The request was filed last week by both NBC and CBS as friends of the court. The Red Lion case involves the commission's fairness policy, particularly its reference to personal attacks.

The case goes back to the 1964 election campaign when the Reverend Billy James Hargis, in a sponsored program carried by WGSB-AM-FM Red Lion, Pa., allegedly attacked Fred J. Cook, author of an anti-Goldwater book. The FCC in 1965 told the Red Lion stations that they must make time available to Mr. Cook without regard to his ability to pay for the time. A federal circuit court last June upheld the FCC's ruling and the Red Lion last month asked the Supreme Court to review this decision (BROADCASTING, Sept. 18).

Both networks called attention to the pending appeals in the Seventh Circuit Court of Appeals in Chicago against

the FCC's fairness doctrine, codified into its rules last July, filed by the Radio Television News Directors Association, NBC, CBS and others. It is likely, both networks indicated that those appeals may also be before the Supreme Court and the high court could then review both sets of appeals.

ANPA study finds CATV a solid investment

CATV "may well represent one of the most exciting diversification opportunities for newspapers in several decades," newspaper publishers have been told by the Research Institute of the American Newspaper Publishers Association.

In a 15-page booklet, dated Sept. 29, the publishers' association says that cable TV "has a unique capability." It can carry multiple color and black and white TV, FM radio, facsimile, teletypewriter, "and other input/output devices" simultaneously. And, it adds, the cable could be ideal for "the computer-based home, business and school information services of the future."

The ANPA study said that already about 15% of the 1,800 systems are owned by newspaper and magazine publishers. And it points out, "the day may arrive when there are no regular TV broadcasts in the U. S. as we now know them. It is not inconceivable," the report continues, "that the vast majority of the nation's TV home receivers will be wired into some type of cable service, and that the national and local TV broadcasting networks will be closely affiliated with these cable systems."

Media reports . . .

New San Antonio FM ■ KCOR San Antonio, Tex. has announced that its FM affiliate will begin broadcasting Oct. 29. KCOR-FM, 100,000 w, will air Latin-flavored music with continental-style selections from other lands, but unlike its AM Spanish-gear affiliate, all announcing will be in English.

Time takes to TV ■ A weekly television section was begun last Monday (Oct. 9) in the latest issue of *Time Magazine*. For the last nine years the publication had covered TV from time to time in its show business section. *Time* began a radio section in 1938; changed it to radio and TV in 1948 and dropped it entirely in August 1958.

Pepper offices ■ New corporate headquarters have been announced for Pepper Sound Studios, Memphis. Offices are located at 2076 Union Avenue, and will include executive suites as well as business operation departments.

Attention TV Stations:

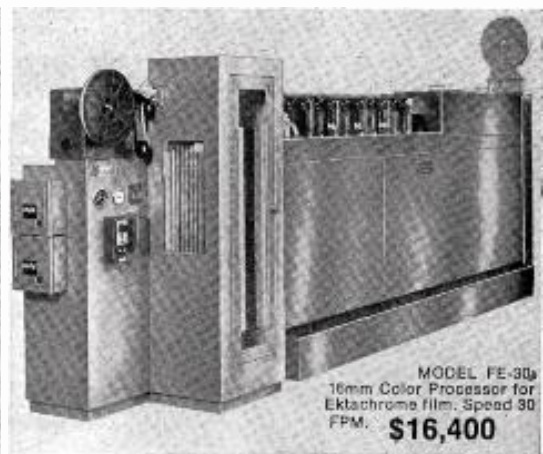
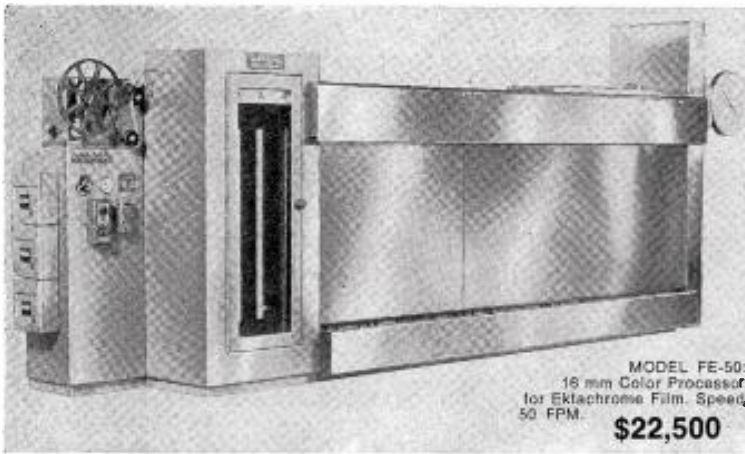
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- **"TORQUE MOTOR TAKE-UP"** gives you constant film take-up and does not impose any stress or strain on the film itself. Completely independent of the film transport system. This FILMLINE feature is usually found in professional commercial processors but is incorporated on the FE-30 and

FE-50 models as standard equipment. Don't settle for less!

- **"TEMP-GUARD"** positive temperature control system. Completely transistorized circuitry insures temperature control to well within processing tolerances. Temp-Guard controls temperatures accurately and without the problems of other systems of lesser sophistication.
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- **"ZERO DOWN TIME"** The reputation of any film processor is only as good as its reliability. The

combination of the exclusive and special added Filmline features guarantees trouble-free operation with absolute minimum down-time and without continual operator adjustments. Recapture your original investment in 2 years on maintenance savings alone. Filmline's "Push the button and walk-away processing" allows inexperienced operators to turn out highest quality film.

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Additional Features included in price of machine (Not as extras).

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Partial listing of Filmline Color Installations:—NBC- New York, NBC- Washington, NBC- Cleveland, NBC- Chicago, CBS & ABC Networks, Eastman Kodak, Rochester.

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TV Stations: WAPI-TV, WHP-TV, WMAL-TV, WXYZ-TV, WWL-TV, WMAR-TV, WJXT-TV, KETV-TV, WTOP-TV, WEAT-TV, WCKT-TV, WAVE-TV, WAVY-TV, KTVI-TV, WCPD-TV, KTAR-TV, WSYR-TV.



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Copyright heads CATV's agenda

CABLEMEN TOLD OF NEGOTIATIONS WITH PROGRAM PRODUCERS

Overwhelmingly, copyright was topic A at the first 1967 regional meeting of the National Cable Television Association in Philadelphia last week.

It was there that CATV operators heard the first public report of the scheduled meeting last Wednesday between a CATV committee and representatives of motion picture film producers to begin negotiating on a copyright agreement (see page 9).

The more than 200 cable operators also heard from Senator John L. McClellan (D-Ark.), who is chairman of the Senate Judiciary Committee's Subcommittee on Patents, Trademarks and Copyrights. Senator McClellan, who is a minor stockholder in Midwest Video Inc., Little Rock, Ark., a multiple CATV owner, told NCTA members in a statement read by Bruce Lovett, general counsel of the association, that copyright payment is "just" but warned license holders that the fees "must be reasonable" and that "appropriate procedures" must be evolved to avoid any excessive burden on individual cable owners.

Senator McClellan also noted that a satisfactory copyright fee formula "must take into account the distinctions between your [CATV] functions and those of broadcasters." Broadcasters control the selection of programs they broadcast; cable operators don't, he observed.

And he sent this word of assurance to the assembled cable TV owners: ". . . I will oppose any effort to use the copyright statute for the purpose of obstructing the service which you render to millions of our citizens." He urged CATV operators to "exert every effort to reach understandings with copyright interests and broadcasters."

The Philadelphia meeting, held in conjunction with the Pennsylvania and New Jersey CATV associations, also was heartened by the warm words about CATV and program origination by FCC Commissioner Nicholas Johnson (BROADCASTING, Oct. 9) and his call for an in-depth study of CATV and its impact on and relationship to broadcasting. The latter proposal was seconded by top officials of NCTA.

For the first time, however, the proposal that CATV systems engage in local program origination was not unanimous. Cautionary voices were raised for the first time about cablecasting.

Alfred R. Stern, president of the multiple CATV group, Television Communications Corp., New York, who is chairman of the copyright negotiating

committee and is also the immediate past chairman of the NCTA, warned that CATV operators may have to choose between the importation of distant signals and local origination. In response to a question of whether any decision had been made by the committee, he replied that none had been made, but, he added, he for one isn't prepared to spend "substantial sums" for cablecasting equipment when origination may be forbidden sometime in the immediate future.

This called forth the comment by Mr. Lovett that the right to originate is a "constitutional right" and must not be bargained away.

Archer S. Taylor, a Washington engineering and management consultant, warned that cablecasting requires broadcast quality equipment and that undertaking originations with less is short sighted and would prove to be detrimental to CATV.

New Services ■ But integrated with these stop-look-and-listen voices were a number of others that looked forward to more cablecasting particularly in specialized fields:

Item: Milton J. Shapp, CATV pioneer and founder and president until 1964 of Jerrold Corp., Philadelphia, proposed bigger and better cablecasting in such specialized fields as fire and burglary alarms, meter reading and marketing. Mr. Shapp recommended that cable-TV systems work out a cooperative arrangement with local radio stations to share costs and personnel in

the coverage of local news and sports events.

Item: Bill Daniels, Denver, multiple CATV owner and broker, said that he was going to pay for the 30% extra expense of placing his Colorado Springs CATV system underground by instituting specialized services.

Item: Wally Briscoe, executive director of the association, and Sam Street, membership services director, showed cable operators a five-minute, 16mm film of Representative Sylvio O. Conte (R-Mass.) and Senator Charles H. Percy (R-Ill.) as an example of CATV public service programming—and one that would help win friends on Capitol Hill. Mr. Briscoe said that over 100 CATV systems are now regularly engaged in cablecasting.

Item: NCTA Chairman Jack Crosby, president of Gencoe Inc. which has been merged into Livingston Oil Co., Tulsa, Okla., called on the CATV industry to begin thinking seriously of intercity connections "in order to carry out Commissioner Johnson's ideas for minority group programing." Mr. Johnson had suggested that ethnic programing is a proper field for CATV, and that if one system couldn't handle it financially, several CATV's in separate cities might join to share the expense and build a substantial audience.

Item: Among the score of exhibitors at the meeting, four showed originating equipment—Telemation Inc., Salt Lake City, showed a small studio including live, film, slide camera chains, video tape and time-weather facilities for under \$20,000; Peirce-Phelps Inc., showing Ampex equipment, displayed a mobile studio, also for under \$20,000; Trans-Lux showed a viewer capable of handling printed and photographic copy, and 3-M Co., video tape.

No More Poles ■ Mr. Daniels urged cable operators to begin thinking seriously of placing their cable facilities underground. This move, he stressed, will remove the restrictions on services that are included in most CATV pole-line contracts with local telephone companies, and will also overcome the threat of cancellation of pole-line rights now held by the telephone company in most contracts.

The cost of going underground, Mr. Daniels said, will be about 30% higher than the customary method of stringing cable on telephone and utility poles. But, he added, in his Colorado Spring system now being built, he expects to recoup this extra cost in eight years—by eliminating the per-pole charges

CATV's crystal ball

Bill Daniels, Denver CATV entrepreneur and broker, can always be counted on to stimulate the spirits of cable operators. Last week, at the first regional meeting of the National Cable Television Association in Philadelphia. Mr. Daniels continued this reputation: Here's his forecast for the cable-TV industry over the next 10 years:

| | Present | 5 Years | 10 Years |
|-----------------------|---------------|----------------|-------------|
| Number of systems | 1,800 | 2,500 | 7,500 |
| Number of subscribers | 3 million | 10 million | 30 million |
| Annual revenues | \$300 million | \$750 million | \$3 billion |
| Investments | \$500 million | \$1.45 billion | \$5 billion |
| Number of employees | 60,000 | 175,000 | 750,000 |

"Cheap" food is likely to become very expensive for American consumers

During the past 20 years there has been a major revolution in the American food supermarket. Store sizes have steadily expanded to provide more shelf space for the increasing variety of new foods available to the family food purchasing agents. Never in human history has anyone — including the most powerful of monarchs in ages past — ever had a greater selection of high quality foods than what is offered today in our food stores.

The food choices offered can easily satisfy any variety of tastes and any household budget levels. More and more foods are sold with built-in maid service to cut down sharply the amount of time the busy homemaker must spend in her own kitchen to prepare meals. She buys all this food — and the added services — with a lower percentage of the family's income than ever before.

Food costs have increased in recent years but not nearly at the rate that inflationary pressures have increased many other living costs. While food costs in 1966 were about 14% higher than in the 1957-59 period, medical care costs had increased almost 28%, reading and recreation 17%. Housing in 1966 was 11% above the 1957-59 period while personal care items were up 12%.

It Costs Money to Produce and Process Foods

Today the hired labor involved in processing and distributing foods — and not including the labor hired by the farmer who produces the original product — accounts for as large a share out of the consumer's food dollar as that paid to farmers. This means that wage rates paid to labor today are as important a factor in food costs as what the processor of food pays to the farmer for the original product.

To pay adequate wages to labor, to hire the many other services required to process and distribute food adds to the costs that consumers must pay. No one should expect food costs to remain at the same level they might have been when most families had their own vegetable gardens and bought and butchered a hog or beef animal several times a year.

Yet there persists among the American people the fantasy that for some reason food prices should be held at low levels, no matter what

happens to the rest of the economy. Food is not supposed to increase in cost even though the costs of producing, processing, and distributing food do increase along with all other items that make up the cost of living. This kind of situation can't continue. If it does, the current trend away from agriculture among the competent young farm families is going to mean that we may face serious food shortages in the not too distant future.

Food Producers and Processors Must Earn A Decent Living Too

Not only must the labor income and investment return be more adequate to keep the competent young farm families producing food, but also

what we're really paying for when we buy food. We're buying nutrients essential to good health. We're buying the many pleasures we experience in eating food. We're buying many other attributes as well — convenience in preparation, variety, etc.

Food is very cheap in this country when compared with other products and services we buy. Look at this one example. Milk is the basic food in the American diet. The average cost of a half gallon of milk purchased in supermarkets in the 25 leading cities in this country in early August was about 51 cents. This breaks down to about 12 cents per pound or only six cents per eight-ounce glass of milk. (The range in these cities was from slightly less than six cents per glass to slightly less than eight cents per glass.)

Look now at the graph which shows the percentage of recommended daily dietary allowances (as determined by the Food and Nutrition Board, National Academy of Science — National Research Council) provided by the amounts of milk indicated for each type of person. The 2, 3, or 4 glasses of milk per day suggested for each age-sex group are based on recommendations of the nutritionists who put together the Daily Food

| Milk's Contribution To Your Daily Diet | | | | |
|--|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| Man, age 18-35 | Woman, age 18-35 | Child, age 3-6 years | Boy, age 12-15 years | Girl, age 12-15 years |
| Protein 26% | Protein 31% | Protein 67% | Protein 48% | Protein 58% |
| Calcium 72% | Calcium 72% | Calcium 100% | Calcium 82% | Calcium 89% |
| Vitamin A 14% | Vitamin A 14% | Vitamin A 42% | Vitamin A 28% | Vitamin A 28% |
| Thiamine 13% | Thiamine 20% | Thiamine 40% | Thiamine 27% | Thiamine 32% |
| Riboflavin 49% | Riboflavin 65% | Riboflavin 100% | Riboflavin 93% | Riboflavin 100% |
| Food Energy 11% | Food Energy 15% | Vitamin D 75% | Vitamin D 100% | Vitamin D 100% |
| | | Food Energy 30% | Food Energy 21% | Food Energy 26% |
| 2 8-oz. glasses of milk per day | 2 8-oz. glasses of milk per day | 3 8-oz. glasses of milk per day | 4 8-oz. glasses of milk per day | 4 8-oz. glasses of milk per day |

there is going to have to be adequate investment return included in the price of food to keep food processors and super markets in business in the years ahead. There are too many more profitable alternative businesses in which to invest today, so there is no incentive to remain in a low-profit or no-profit business. Food production, processing, and distribution is a part of our total economic system. It, too, must be profitable if we expect new efficiencies in food handling and new developments that Americans have grown to expect.

Because we've taken our food supply for granted so long, and because we have expected to buy that food at very low prices, we oftentimes forget

Guide. These recommendations are for people normally active in our temperate climate, and the percentages are, of course, approximate since individual needs vary. This is also based on vitamin D-enriched whole fluid milk.

From this measurement of milk's nutrient contributions, it is apparent that milk is certainly a tremendous bargain as a food as well as being pleasant to drink. It provides a wide range of essential food nutrients at a very low cost of pennies per glass. Incidentally, it provides these essential nutrients at a relatively low cost in calories as well, a point important to those concerned about weight control.

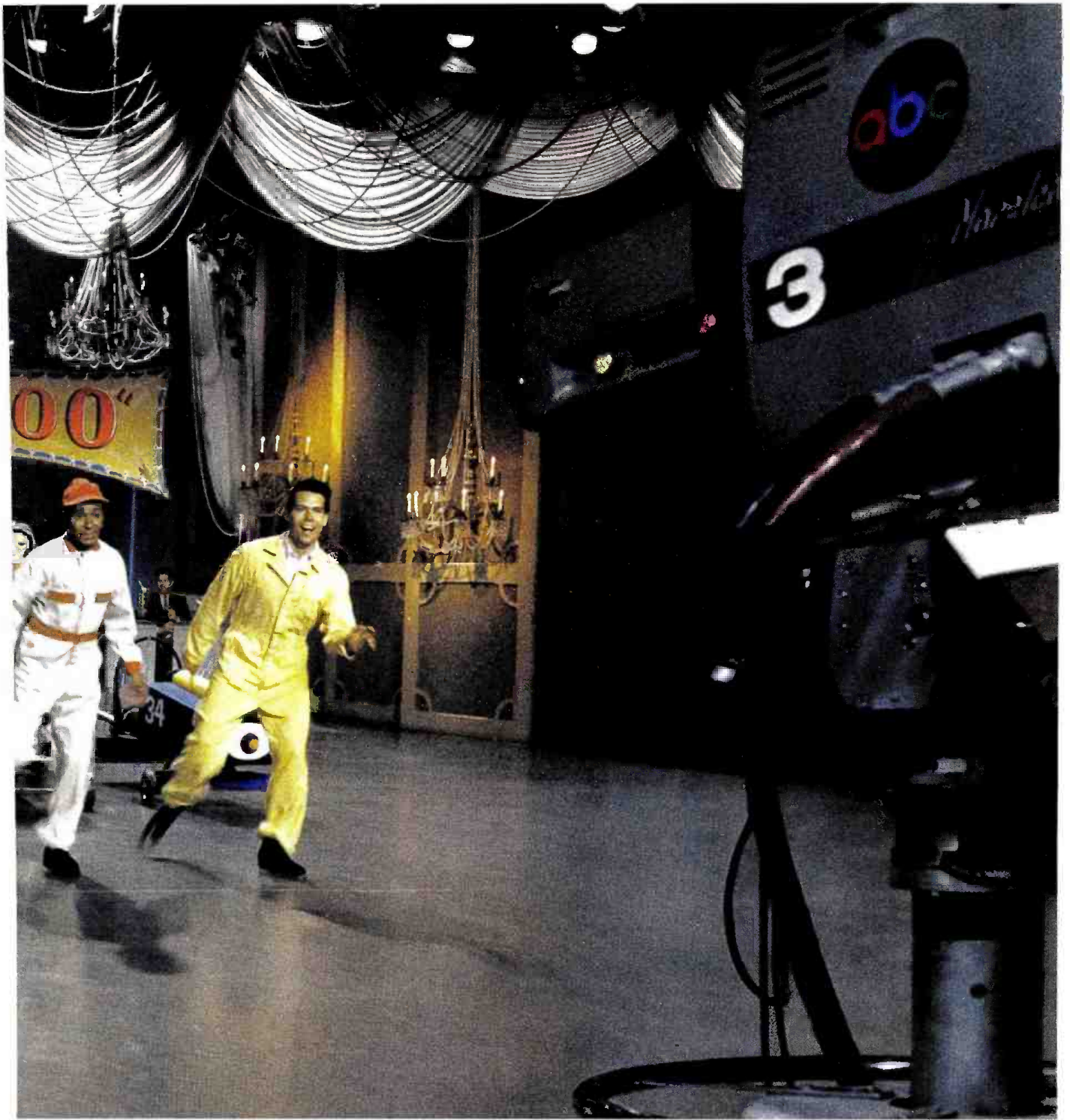


a message from dairy farmer members of
american dairy association

20 N. Wacker Drive, Chicago, Ill. 60606



**Norelco cameras
are used for top shows
on 2 of the 3
major networks
...there must be a reason**



ABC's Lawrence Welk Show is enjoyed by millions each Saturday night...televised with Norelco Plumbicon color cameras.


There is. First a superior color picture that enhances fine programs. A picture with snap, with sharpness of detail, and free of noise and lag.

There are other reasons, too. The Norelco Plumbicon* camera has a unique optical system that utilizes light to the maximum—performs beautifully even at very low light levels and over high contrast ranges.

Finally, the Norelco camera

scores consistently with networks, group and independent stations from coast to coast by its simplicity of operation, reliability and unmatched handling ease.

Send for the brochure, "The camera that sees eye to eye with the viewer," for a complete description of the newest generation Norelco PC-70. For a live demonstration at your station, contact our representatives, Visual Electronics.

| | |
|---|--|
| <p><i>Awarded to Philips for Outstanding Achievement in Engineering for the Development of the Plumbicon Tube</i></p> |  <p>Emmy®</p> |
| <p>Norelco</p> | <p>PHILIPS BROADCAST EQUIPMENT CORP.</p> |

299 Route 17, Paramus, New Jersey 07652

*Registered trade mark for television camera tubes.
N. A. T. A. S. ©1949



report from srds

Radio Programming Statements

Programming statements will appear starting in October issues. Of the 1,200 received to date, 500 will be inserted in October, 400 are scheduled for November, and 300 have been returned for editing because of inclusion of promotional language.

As you know, stations voluntarily submit statements. Some have refused, because they say a statement in print cannot hope to capture their image, or their personality, or their distinguishing characteristics. SRDS agrees. We are not seeking such information. What we want are auditable statements which describe what the stations program on the air. We would very much like an expression from you.

TV Grid Rates

Approximately 100 TV stations do not now provide to SRDS all of their rate information available for their stations. SRDS has called attention to this oversight and has requested full disclosure of their rate structures to be reported routinely.

SRDS will publish all rate information submitted by the station, as it does for any other medium.

Most advertising media demand prompt and immediate reporting of their rate structures in SRDS. We are only too willing to comply to assure all who evaluate media the full rate information they are entitled to have as they want and need it. Please tell us if this would be helpful.

Do you see "Report to SRDS Users?" This monthly news bulletin describing trends in the buying of media and how SRDS is keeping up or a step ahead, will be sent to you upon request—without charge.

Write to:

Standard Rate & Data Service, Inc.

national authority serving the media-buying function
5201 Old Orchard Road, Skokie, Illinois 60076

(which normally range from \$2.50 to \$4.50 per month) and by instituting specialized cablecasting services.

Underground installation for all utilities is the wave of the future, Mr. Daniels said, and it's time for CATV to follow suit. Mr. Daniels also urged CATV'ers to join forces with newspaper publishers, as the cable operators' best ally in the CATV community.

Other highlights of the meeting:

- Commissioner Johnson's call for an in-depth study of CATV and its relation to broadcasting was seconded by Frederick W. Ford, president of the national CATV organization, and Irving B. Kahn, Teleprompter Inc., multiple cable-TV owner, as well as Mr. Crosby.

- E. Stratford Smith, Washington lawyer, and Mr. Stern warned cable operators, that even if the copyright issue is satisfactorily resolved, the spectre of "exclusivity" would still rise to haunt CATV'ers. Exclusivity is the practice of film syndicators and other program sellers of protecting their TV station customers by not selling the same product to other stations, or cable-TV systems, in the same market.

- Mr. Ford disclosed that NCTA plans to hire a government-relations director for its Washington headquarters.

- Mr. Shapp saw extension of CATV to rural areas through the development of a low-cost coaxial cable.

- Mr. Taylor saw the next significant technical advance as the use of integrated circuits, resulting in an amplifier so small it may well be incorporated into the cable.

Austin UHF gets NBC-TV affiliation

KHFI-TV Austin, Tex., the UHF outlet that claims it's being "whip-sawed" because its VHF rival, the L. B. Johnson family's KTBC-TV, has sewed up choice programing of all three networks, is getting a primary affiliation with NBC-TV, effective Jan. 1.

KTBC-TV, on ch. 7, is a primary affiliate of CBS-TV but as a practical matter has been carrying programs of all three networks. So has KHFI-TV, on ch. 42, but KHFI-TV contends it has had to be satisfied with KTBC-TV's rejects. It has carried its argument to the FCC, among other places.

NBC programs currently scheduled on KTBC-TV but which presumably will move to KHFI-TV in new affiliation are reported to include Huntley-Brinkley, *Bonanza*, *High Chaparral*, *Ironside*, *Daniel Boone*, *I Spy*, *Run for Your Life*, *Tarzan*, *Get Smart* and *Tonight*.

ABC-TV said it hoped the new affiliation line-up would enable it to get

more programing on KTBC-TV, although its primary affiliation is with CBS.

KHFI-TV is licensed to Southwest Republic Corp. It is headed by Fred W. Adams as chairman and John R. Kingsbery as president, with Dan Love executive vice president and general manager.

CATV editorializes against FCC rules

The FCC's CATV rules are coming under fire at the grass-roots level. In Rochester, Minn., an on-the-cable "editorial" written by Frank Thompson, vice chairman of the National Cable Television Association, asked viewers to boycott sponsors advertising on KAUS-TV Austin, Minn. The station had asked for and was entitled, in the FCC's opinion, to nonduplication of its programs over the CATV system.

Mr. Thompson, manager of Rochester Video, owned by multiple-CATV owner American Cablevision Co., explained last Thursday: "We intend to do a lot more of it. We plan to raise hell and arouse the public."

The nub of his complaint is a recent order by the FCC requiring the Rochester CATV to blank out its channel 9 picture as requested by KAUS-TV, an ABC-TV affiliate on channel 6. KAUS-

TV received approval from the FCC to require that its programs be carried on the system on channel 6 only and not be duplicated on the system's channel 9, which also carries programs from ABC-TV-affiliated KMSP-TV Minneapolis-St. Paul.

Mr. Thompson admitted that the FCC's rules allow KAUS-TV to make such a request, but he added that the rules also permit CATV operators to originate programs. He contends, however, that the rules, promulgated in the 1966 Second Report and Order, fundamentally are illegal and have yet to be settled in the courts, hence his editorial position.

In a petition for special relief filed with the FCC, KAUS-TV reported that the editorial running on a crawl machine on the CATV system's channel 9 read as follows: "This program is blacked out at the demand of KAUS-TV, ch. 6, Austin, and by order of the FCC. We believe this to be unconstitutional, arbitrary censorship on the part of a federal bureau and a commercial broadcast monopoly using the public-owned radio spectrum. If you believe as we do, there are several things you can do: Write and voice your complaint to your congressman and senators; call KAUS-TV collect; boycott products advertised on KAUS-TV and advise the sponsor of your reasons."

You don't have to feel the
Negro pulse in New Orleans . . .

WBOK will show it to you!

Pulse Proves It . . . all day in every time period from 6 A.M. until 6 P.M. WBOK IS THE LEADER . . . more Negro men . . . more Negro women listen to WBOK than any other station in the Metro New Orleans Negro market. Over 37% of the New Orleans city area is Negro. 295,000 Negro population — the second largest city in the State... Purchasing power \$450 Million.

WBOK IS THE LEADER Pulse Special Negro Audience

| *Pulse Mon-Fri. Jan-June, 67 | | |
|---------------------------------|------|-----------|
| | WBOK | Station A |
| 6 A.M. to 12M | 44 | 31 |
| 12 to 6 P.M. | 39 | 35 |
| 6 P.M. to 12 Mid. | 29 | 34 |

*Data quoted or derived from audience surveys are estimates subject to sampling and other errors.



Member OK Group/Call Dore & Allen

ACTS tries to tune in the FCC

UHF GROUP ASKS HYDE TO SET MEETING ON TUNING DEVICES

The question long troubling UHF station operators of how more effective UHF tuning devices can be incorporated into television sets might best be resolved through a meeting between representatives of set manufacturers and of UHF operators. Accordingly, the FCC should move promptly to arrange such a meeting.

The All-Channel Television Society made this suggestion last week in a letter to FCC Chairman Rosel H. Hyde, who two months ago queried set manufacturers as to their activities and plans for improving UHF tuners (BROADCASTING, Aug. 7). The chairman said that the current two-step tuning now required on most sets—first to the UHF position, then to the specific UHF channel—discouraged UHF viewing.

The ACTS letter proposing the meeting was one of three actions the newly established association of 100 UHF stations took last week to aid its cause. In a letter to the Broadcast Rating Council, it said rating services should—as they do not now—automatically credit stations with homes in their area that are served by CATV systems, provided

the stations have asked the systems for the nonduplication and carriage protection afforded by commission rules. And the association filed comments in a commission proceeding supporting greatly expanded use of translators.

Law Not Working ■ In a letter to Chairman Hyde, ACTS counsel Martin E. Firestone said that despite the passage of the all-channel receiver law—requiring all sets to be capable of receiving UHF as well as VHF signals—five years ago, the public is denied “the full enjoyment of all-channel television services” because of the lack of significant progress in the development of UHF tuners.

Mr. Firestone said that UHF operators have accumulated considerable information on tuning and tuners which, in many cases, has been passed on to set makers. However, he said that the manufacturers have done little with it, and have stated that any cooperative efforts should be engaged in not “on an individual company basis but by associations representing both groups.”

Therefore, Mr. Firestone said, the chairman should invite the Electronic

Industry Association, representing the manufacturers, and ACTS, representing the station operators, to a meeting at which they could exchange ideas and information. ACTS said the meeting should be held “at the earliest possible date,” with representatives of the commission and any others with an interest in UHF development participating.

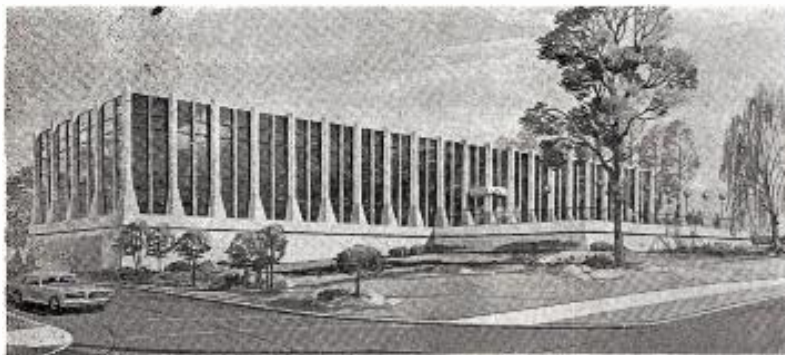
Mr. Firestone told the chairman his letter to the manufacturers represents “an encouraging first step” toward implementing the congressional policy embodied in the all-channel receiver law. The meeting, ACTS added, would be “a vital and necessary second step.”

Commission sources said that seven TV set manufacturers had replied to the August inquiry (out of 10 queried), and that the replies indicated that simpler controls were already being included in the higher priced TV sets, including push-button and “detente” (click) tuning for each of the UHF channels as well as the VHF channels. Most of the companies also noted the inclusion of automatic frequency-control circuits especially designed for UHF reception. These newer tuning devices would, following the history of such innovations, find themselves in the more medium priced sets in two or three years, the manufacturers noted.

UHF operators were told last month by Jack Wayman, EIA consumer products vice president, that the continuing improvement of UHF tuners, reducing noise level between 5 db and 10 db in last few years, would realize another 1.5 db reduction in a couple of years with the industry-wide use of mixer diodes for tuning as well as transistorized oscillator circuits. Mr. Wayman made these comments at the Sept. 18 meeting of the FCC-sponsored Committee for the Full Development of All-Channel Broadcasting.

Letter to BRC ■ The ACTS letter concerning rating service practices was written to Kenneth Baker, executive director of the BRC, whose job is to set the standards used by rating services in measuring stations' audiences. Mr. Firestone noted that the services credit local stations with homes in their area served by CATV systems only if the stations submit affidavits stating that their programming is in fact receiving nonduplication protection from the systems. Mr. Firestone said ACTS believes such procedure “unfairly discriminates” against the stations in assuming non-compliance with commission rules.

The national rating services should assume compliance with the commis-



Star Stations builds new facilities

Star Stations Inc., group broadcaster and licensee of KOIL-AM-FM Omaha, broke ground last week in that city for a \$1 million-plus broadcast center.

The three-story building will have a total of 24,000 square feet of space including offices on the ground floor, KOIL-AM-FM facilities on the second floor and Star Station's corporate offices on the third floor.

Since the purchase of KOIL in 1953 by Don W. Burden, president and principal owner of Star Stations Inc., the group has grown to a five-station complex of broadcasting facilities, with gross sales increasing 10 fold during the past decade. Other Star properties are KISN Portland, Ore., and WIFE-AM-FM Indianapolis.

The new building is expected to be ready for occupancy by July 1968.

CHECK THESE *ADVANCED FEATURES!*

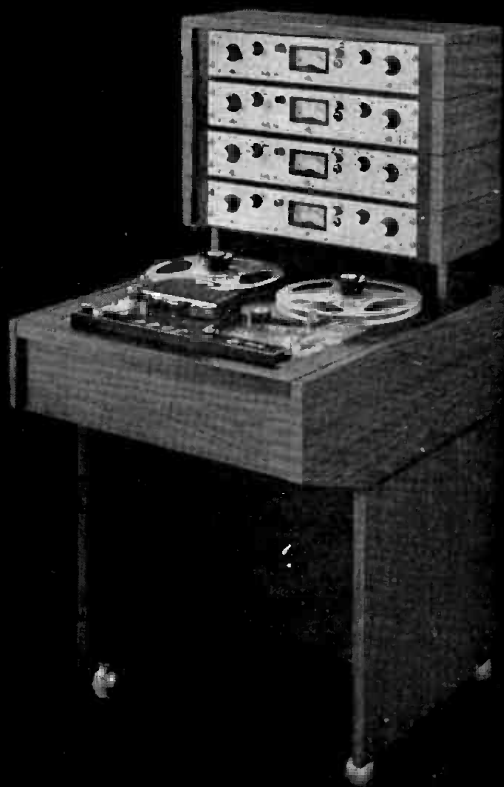
ON THE GREAT **NEW Scully 280**

NEW "ADD-ON" MODULAR DESIGN CONSOLE . . . accommodates one, two or four amplifiers. Handsome cast metal covers on operations panel and head assembly give the 280 an entirely new look.

NEW BRAKING SYSTEM WITH EXCLUSIVE MOTION SENSING! Available previously only on the Scully one-inch tape transport, this unique system permits tape handling in any operation sequence without breaking worries. Optional on the Model 280.

NEW AUTOMATIC TAPE LIFTERS! This is an added bonus with the new motion sensing braking system. The automatic tape lifter keeps the tape off heads until tape transport has come to full stop.

SCULLY'S NEW SYNC/MASTER! Remote control your sync-sessions with Scully's exclusive Sync/Master control panel. Ask your Scully distributor about this new optional accessory for our 8-track units.



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Now, once again, Scully sets the pace in great new features for the all-new 1968 model 280!

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THE QUICKEST WAY TO REACH TULSA AREA COLOR SET OWNERS*

Ask any color set owner in Tulsa, "what station has the most color," and 75%** of them will tell you, "KVOO TV." What's more, 60%** of them will tell you KVOO TV has the best color! Buy KVOO TV in Tulsa. Call your Petry man.

KVOO 2 TV

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Represented by  Petry & Co., Inc.
The Original Station Representative

*68,900 ARB Nov. 1966.
**Robert B. Spears Research Co., March 10, 1966

CATV to pitch on radio

Radio spots promoting CATV systems is being urged by the National Cable Television Association. The association has underwritten three humorous-type, 50-second radio spots, produced by Mel Blanc Associates Inc., Hollywood, which will sell to CATV systems for \$55. The fee permits the local cable operator to use the spots for 32 weeks. CATV systems are being urged to buy time on local radio stations to run the promotions. NCTA spent \$6,000 for the series.

sion's rules, Mr. Firestone said. These require systems to carry the signals of local stations and to afford nonduplication protection, provided the stations have asked for such protection—and unless the systems have requested a waiver of the rules.

Mr. Firestone said the local station "should be deprived of credit for homes in its area only if the CATV system, by affidavit, establishes that it has received a waiver of the commission's rules and is in fact not providing nonduplication protection to the station."

Mr. Firestone said ACTS believes the matter is an urgent one for all stations, particularly UHF's. He asked Mr. Baker to bring the matter to the attention of the rating services and urge them to revise their procedures along the lines ACTS suggested.

Commission Inquiry ■ The commission proceeding attracting ACTS's attention last week is a combined notice of proposed rulemaking and inquiry bearing on the possible use of translators as a means of expanding off-the-air service (BROADCASTING, June 19). The proceeding reflects a commission concern with providing some alternative to the kind of supplemental service CATV now provides.

And ACTS urges the commission not only to liberalize its translator rules, as the notice suggests, but to be careful not to preclude adoption of rules "further liberalizing the use of translators to serve the broadcast needs and interests of the public."

ACTS said the commission should not only permit but encourage television broadcast licensees to own and operate VHF translators beyond the service areas of their stations, if the residents of the areas involved are not receiving free, off-air service, and to eliminate the current rule barring UHF

licensees from operating VHF translators within their stations' service areas.

ACTS also urged the commission to permit translators to operate with any power necessary—"1,000 watts, or even higher"—to provide efficient service in any location, so long as technical standards can be established to prevent interference with other broadcast services. The commission had proposed only increasing from 1 w to 10 w the maximum allowable power of VHF translators west of the Mississippi and in Alaska and Hawaii. ACTS also favored the use of translators as relays of signals to other translators and as originators of programing material.

CATV test sought in Goshen, Ind.

A second formal request to conduct a major-market test of the economic impact on local stations by CATV's importing distant signals was filed with the FCC last week by Valley Cablevision Corp. The cable system's request for a five-year authorization to conduct a test in Goshen, Ind., follows within a month the commissions' rejection of a similar proposal offered by Suburban Cable TV Co. for the Philadelphia market (BROADCASTING, Sept. 18). Suburban has asked the commission to reconsider its decision (BROADCASTING, Oct. 9).

Valley, co-owned by WSJV(TV) Elkhart, WNDU-TV and WSBT-TV, both South Bend, has franchises in Goshen, Elkhart, South Bend, Mishawaka and Plymouth, all Indiana. Goshen, the site proposed for the experiment, has 4,300-plus homes, falls within the grade-A contour of the South Bend-Elkhart market (94th ARB) and only receives the signals of the three UHF's that own the cable system.

Though Valley filed a waiver request with the FCC last year to import distant signals, plans for the Goshen experiment first became known at a Sept. 14 ad hoc committee meeting between broadcasters and CATV operators in Washington. At that meeting, designed to produce some kind of agreement between the two groups outside the aegis of their respective trade associations, were discussed several possible test markets other than Phila-

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delphia; Goshen was confirmed as one of those under discussion (BROADCASTING, Sept. 18). The same committee will meet again on Wednesday, Oct. 18.

Eleven Stations ■ If approved by the commission, Valley will carry seven Chicago stations as well as WKZO-TV Kalamazoo, Mich., and the three local outlets; solicit subscribers on a commercial basis; test them as to viewing habits against nonsubscribers in an attempt to measure probable and ultimate CATV penetration. (In its waiver request last year Valley estimated that an optimum subscriber saturation in Goshen would be 50% or about 2,000 homes, or about 1% of the total homes in the test market.)

In support of its test, Valley said the commission should avail itself of the opportunity to acquire empirical data that cannot "conceivably damage an interest of public consideration" despite the imminence of copyright legislation presently under congressional purview. That such legislation is pending was a prime reason for commission refusal of the Philadelphia experiment.

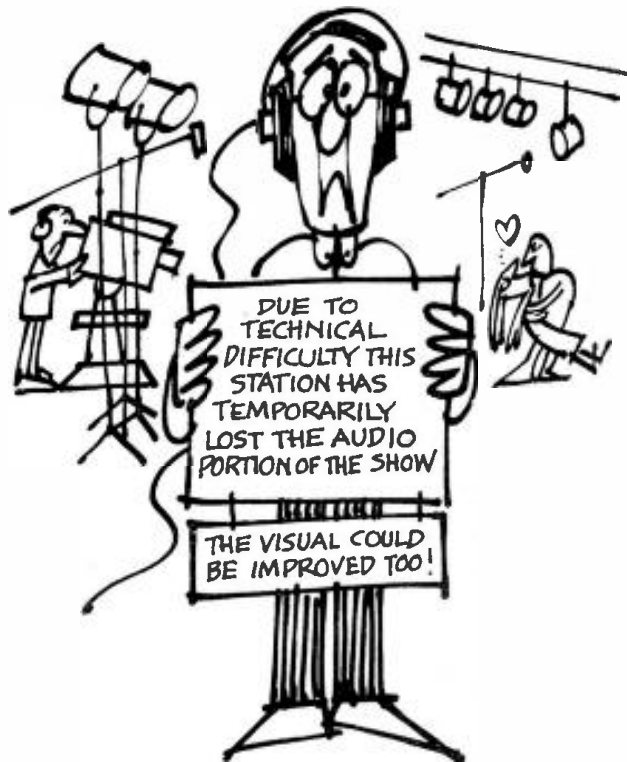
Noting that copyright liability may ultimately affect major-market CATV operations, Valley said it appears that cable operators will continue to offer programs to their subscribers that are unavailable to local stations. "After the resolution of the copyright issue, the basic question of CATV's appropriate role in tomorrow's communications scheme not only will remain, but may become even more pressing than it is today," Valley said.

The cable operator further cited that its operation will have little, if any, adverse impact on local stations (its owners) and that its one-year-old waiver petition has been unopposed. Several broadcasters, including Westinghouse, had objected to the Philadelphia test.

CPB conference date set

House-Senate conferees will hold their first meeting Tuesday (Oct. 17) to attempt to iron out differences in pending legislation that would establish a Corp. for Public Broadcasting. Bills to feed federal funds to noncommercial educational broadcasters for programing development have passed both houses of Congress but in different forms. The two bills also extend an ongoing program of facilities and equipment grants for ETV stations and would fund a study of instructional classroom-TV needs. House observers have predicted a stormy conference, but Senate experts hope for speedy resolution of the differences.

BROADCASTING, October 16, 1967



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something's wrong!**

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To protect performance of your equipment, call our field office near you! Or contact Broadcast Service, RCA Service Company, Bldg. CHIC-225, Camden, N. J. 08101. Phone: (609) 963-8000, ext. PH-328.



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That footloose FCC: notes on official travel

Last week, FCC Commissioner Nicholas Johnson was in Philadelphia. This week Lee Loevinger will be in Atlanta, James J. Wadsworth will be in Cincinnati and Robert E. Lee will be in Dallas. For this is the season of the regional fall meetings of the National Association of Broadcasters and the young but increasingly sophisticated and organized National Cable Television Association. And none of these meetings would be considered complete without an appearance by a member of the government agency that regulates the members of the respective associations.

But the flights to the regional fall meetings, which will continue through the middle of next month, seem not to represent the break in routine they once did—it's not as though a flock of birds had been frightened from their tree by a rock thrown into their midst. For commissioners are on the go the year around. A commissioner unavailable to callers or missing from a commission meeting because of a speaking engagement in, say, Toledo, Ohio, is no rarity.

Commissioner Travels ■ Indeed, FCC commissioner travels exceed those of members of other government regulatory agencies—or have since April 6, when the commission began collecting and publicizing information on commissioners' official outside activities.

The weekly releases indicate that from April to the end of September, when the fall travel season had barely begun, commissioners made 35 trips outside Washington to speak or participate in panel discussions at affairs concerned with industries they regulate, attend broadcaster meetings or, in the case of Chairman Rosel H. Hyde, receive or make awards. (Not included are trips to International Telecommunication Union meetings in Geneva, by Commissioners Loevinger and Robert T. Bartley, or trips by Commissioners Lee and Kenneth A. Cox in connection with government-industry committees they head.

Members of the Interstate Commerce Commission recorded 23 such trips in the same period; the Federal Power Commission, 19; the Securities and Exchange Commission, 17; the Civil Aeronautics Board, nine, and the Federal Trade Commission, seven. The ICC, the government's oldest regulatory agency, has 11 members, compared with the FCC's seven. Each of the other agencies has five members.

A comparison of the amount of travel by commissioners as between current and past years is hard to come by, since commission officials decline to make public information concerning the funds that have been allocated and spent on commissioners' speaking-engagement trips. However, the record of its hearing on

the commission's 1968 budget request that the House Appropriations Committee made public shows a proposed increase in this category—from \$16,000 estimated to be spent in the fiscal year that ended June 30 to \$18,000 proposed to be spent in the new fiscal year.

Reasons for Travel ■ Chairman Hyde and other members of the commission explain their leadership in the travel derby in terms of the wide variety of industries and industry groups under their regulatory sway: broadcasting (with each state having its own broadcaster association), land-mobile radio, telephone and telegraph, among them. They say that only the ICC, with responsibilities covering the nation's trucking and railroad industries, has comparably far-ranging responsibilities.

But the FCC members also place great stress on the two-way educational process they say is made possible by face-to-face confrontations with industry groups. One commissioner feels there is nothing like a prepared speech for transmitting his thoughts to an industry group. And the "feedback" commissioners get at industry affairs, the commissioner added, is invaluable in stimulating a bureaucrat's thinking. "Industry people discuss matters in a way they never do when they visit Washington (if they ever visit Washington) with a special problem," he says.

Commission officials frequently

Cox parts company on two CATV waivers

FCC grants of waiver requests in two separate CATV actions last week found Commissioner Kenneth A. Cox at odds with majority opinion that he says further erodes and weakens basic commission policy.

One commission grant offered a partial waiver to RV Cable-Vision Inc., which operates an eight-channel system in Harrodsburg, Ky. The operator carries two local Lexington, three Louisville and three Cincinnati stations, all network affiliates. The Lexington stations requested program exclusivity and opposed the waiver request despite RV's claims that the Cincinnati signals are poorly received even on the cable system and thus afford no competition, that the Louisville stations provide ac-

tual grade-B service over the community and that the cost of providing program exclusivity would be a considerable burden.

On all counts the commission rejected the CATV's request for full waiver and ordered full compliance with the rules with respect to the Cincinnati stations. However, the commission found mitigating circumstances to permit RV to continue carriage of the Louisville stations. The commission noted that the cable system would have to switch five of its eight channels and that "while this consideration, by itself, would not justify relief, we recognize it as a factor." Further, since only one of the Louisville stations places a grade-B signal over Harrodsburg, "full enforcement of the rules would dislocate the present competitive parity" of all those stations on the cable system. Since Lexington will have two new stations in the future—one commercial, the other educational—the commission reasoned that

"this conjugation of special considerations" required a delay in full compliance with the program exclusivity requirements for the Louisville signals until the new Lexington stations become operable.

Cox's View ■ These special considerations cited by the commission caused Commissioner Cox to charge that the majority action contingent on the emergence of the new stations was merely "sugar-coating" the denial of the Lexington stations' rights under the CATV rules. "There is no suggestion in our rules that a broadcaster's right to non-duplication protection is in any way dependent on the advent of new local services" if indeed they do get on the air. Further, he said, if the broadcaster is on the air now, "he needs exclusivity, and the rule accords it to him."

The majority action, the commissioner said, is of such a flimsy nature that the special considerations protect the private interests of the CATV sys-

say, too, that the trips serve the purpose of demonstrating to members of regulated groups that commissioners "don't have horns"—an impression the commissioners feel licensees may get from trade-press reports and editorials. Some also note that, regardless of what the figures show, the amount of travel would be far greater if commissioners accepted all the invitations they received.

However, the commissioners' trips do come in the face of White House requests to government agencies to economize—among other things, by curtailing their participation at industry functions. The commission had hoped to ease the pinch travel puts on its budget by obtaining reimbursement from industry groups inviting its members and personnel to participate in their meetings. However, the comptroller general ruled that the statutes would not permit such reimbursement (BROADCASTING, May 29).

Traveling Men ■ The six-month period checked indicates that the travel was broken down fairly evenly among five commissioners—Commissioners Wadsworth and Bartley are not shown as making any outside trips.

The leading traveler, in terms of number of trips, appears to be the commissioner considered the strictest regulator in the agency—Commissioner Cox. (As one commission official observed, "Broadcasters prob-

ably really do think Cox has horns.") Commissioners Lee and Johnson are close behind, with seven trips apiece, and Chairman Hyde and Commissioner Loevinger with six each.

Chairman Hyde has captured the mileage record for a single trip. He was the first chairman ever to visit Alaska, which he toured in June, speaking to broadcasters in Ketchikan and Sitka, and addressing the Alaska Broadcasters Association, in Fairbanks, in a swing in which he also received an LL.D degree from the University of Utah, in Salt Lake City. Earlier, in April, he received an award from the National Conference of Volunteers of America, in Portland, Ore., and spoke to the Oregon State Broadcasters Association.

In the weeks ahead, commissioners participating in the two-way educational process at NAB and NCTA fall regional meetings will be popping up in Boston, Los Angeles, Kansas City, Chicago, Denver, San Diego and Portland. Several of the cities will provide sites for the meetings of both associations.

But with Alaska having been done by Chairman Hyde, there aren't any more frontiers for FCC members. Chairman Hyde visited Hawaii in 1964, when he attended a meeting of National Association of Railroad and Utilities Commissioners. Commissioner Loevinger was there last summer, at the American Bar Association meeting.

tem in two instances and, in another, protect the interests of the Louisville stations. "But none of these matters involve the public interest in strengthened UHF broadcasting and broadened local service, which our CATV rules are designed to promote," he claimed "It is not the purpose of the rules to maintain competitive parity for stations that do not provide strong enough signals to entitle them to carriage," the commissioner cited. "This great concern for competitive equality for stations in distant markets has crept into a number of our decisions . . . as an excuse for permitting the carriage of multiple signals in derogation of our distant-signal rules."

Second Dissent ■ Another commission decision waiving a hearing requirement to allow importation of three independent New York City signals by microwave into the Johnstown-Altoona market brought a charge from the commissioner that the extension of big-city

signals great distances was "inconsistent with probable copyright legislation and with the public interest in general." The commission grant would allow multiple-CATV-owner Centre Video Corp., on twelve of its systems in the Nittany, Pa., Valley, to replace four of seven Pennsylvania stations with the three New York City signals. The commission granted the waiver because the rugged terrain prevents good reception, and the distance between the CATV communities and the lack of significant audiences would prove unattractive to local UHF stations. Therefore the commission reasoned that "no adverse effect upon UHF growth is foreseen."

But Commissioner Cox dissented, saying the extension of distant signals for distances of over 200 miles to both Altoona and Johnstown would by-pass or "leap frog independent stations in Philadelphia as well as potential independents in Pittsburgh that have construction permits outstanding.

Strike's end seems near

NBC-NABET agreement

improves situation as

ABC-union talks continue

Prospects for a settlement of the strike against ABC by the National Association of Broadcast Employees and Technicians appeared to brighten late last week as negotiations resumed on Thursday (Oct. 12) in the wake of a ratification by NABET engineering employes of a new three-year pact with NBC.

ABC and union negotiators held a marathon session on Thursday and scheduled a late meeting that night.

Neither the union nor ABC would speculate on the chances of early settlement of the strike, which began on Sept. 22.

The agreement at NBC sets up a contract pattern covering technicians that represents a compromise between a previous network offer NABET members had rejected and one they had demanded.

Another indication pointing to a relaxation of tensions was a communication from Eugene V. Klumpp, international president of NABET, to the American Federation of Television and Radio Artists and the American Federation of Musicians, advising them that NABET no longer was asking these unions to respect picket lines at ABC installations. Late Thursday afternoon both unions withdrew their picket lines.

The presence of AFTRA picket lines had been a source of resentment at ABC and led to a series of incidents.

NBC Agreement ■ Setting the stage for a possible rapprochement was the completion of the ballot count on Tuesday of NABET technical employes at NBC, who by a 604-to-368 margin accepted a contract with the network.

Under the terms of the agreement, the large majority of technicians at NBC will receive an increase in weekly wages from the current \$218 maximum to \$260 after three years, with terms retroactive to last April 1. Last month NABET employes at both NBC and ABC rejected a proposed contract that would have increased their weekly salary to a top of \$252 after three years.

Still to be negotiated at NBC is an agreement covering about 300 non-technical employes. This phase of the negotiation is expected to be completed without difficulty.

Before AFTRA issued its directive

last Thursday rescinding its order on respecting the NABET picket lines, the New York local board of AFTRA lodged fines amounting to a total of \$48,000 against four ABC news correspondents who had crossed the lines. The newsmen and their fines were Tex Antoine, \$14,000; Bill Beutel, \$12,000; John Schubeck, \$11,400, and Jimmy Breslin, \$10,600. The fined newsmen said they were retaining lawyers to take appropriate action.

Discipline ■ An AFTRA spokesman said the fines would stand, despite the union's later order permitting its members to cross picket lines. In addition, he said, local unions throughout the country will proceed with plans to hold hearings on members who allegedly have crossed NABET lines during the strike.

An ABC spokesman said early in the week the company would support "these employes in every way it can." He noted that many of these employes had personal contracts with the network or with the ABC-owned stations.

The ABC-TV and radio networks and the owned stations have continued operating uninterrupted since the inception of the strike, using supervisory and nonunion personnel. With the rescinding of the AFTRA order, ABC-TV planned to resume production and

telecasting this week of programs that had been affected by the performers' union's ruling. Included are the late-evening *Joey Bishop Show* and prime-time *Lawrence Welk Show*, *Hollywood Palace*, *Dating Game* and *Newlywed Game*, as well as several daytime series, all of which had been using repeats or substitute programming.

Belk buys WOAK for \$1.6 million

Henderson Belk, group broadcaster who sold off three of his major radio stations this year leaving him with only one AM and one FM, has re-entered the major-market field. He's buying WOAK Atlanta for \$1.6 million from Zenas Sears and Stan Raymond, subject to FCC approval.

Mr. Belk, a southeastern department store magnate based in Charlotte, N. C., came into broadcasting in 1959 when he bought WKIX-AM-FM Raleigh, N. C., for \$167,925 plus obligations. In 1960 he bought WIST-AM-FM Charlotte, N. C., for \$507,500 plus obligations, and in 1963, WQXL Columbia, S. C., for \$225,000. This year he sold the Char-

lotte and Columbia stations to Statesville Broadcasting Co., North Carolina radio groups, for a total of \$375,000, and the Raleigh station to the Southern Broadcasting group for \$1.5 million, leaving him with WPDQ Jacksonville, Fla., and WIST-FM, which is off the air. He recently applied to buy WRLJ(FM) in Jacksonville. The \$1.6 million purchase price for the Atlanta station includes leases and options on real estate. The Messrs. Sears and Raymond will remain with the station. They retain WRMA Montgomery, Ala.

WOAK, founded in 1954, is fulltime on 1380 kc with 5 kw. Broker: Blackburn and Co.

Also reported last week was the sale of WTOW Towson, Md., and WTOW-FM Baltimore, by Harry J. Daly and associates to T. E. (Dick) Paisley Jr. and group for \$560,000 in cash.

Mr. Paisley, who was with NBC in various sales and management capacities for eight years, resigned last week as sales manager of WPBS(FM) Philadelphia. Other members of the buying group are also Philadelphia businessmen.

WTOW is a 5 kw daytimer on 1580 kc; WTOW-FM operates on 101.9 mc with 20 kw.

Changing hands . . .

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

■ WOAK Atlanta: Sold by Zenas Sears and Stan Raymond to Henderson Belk for \$1.6 million (see above).

■ WTOW-AM-FM Baltimore-Towson, Md.: Sold by Harry J. Daly and associates to T. E. (Dick) Paisley Jr. and group for \$560,000 (see above).

■ WHYZ Greenville, S. C.: Sold by Thomas C. Fleet Jr. and associates to Edwin S. Lowe and Beverly M. Middleton for \$356,150. Mr. Lowe owns diversified businesses in New York, including toy and game manufacturing company and real estate management and advertising company. Mr. Middleton, former broadcaster, is supervisor of public information for Department of Motor Vehicles in Washington. WHYZ is daytimer on 1070 kc with 50 kw.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 85).*

■ KPCC-AM-FM Pasadena, Calif.: Sold by Pasadena Presbyterian Church to Crosby-Avery Broadcasting Co. for \$310,000. Principals in Crosby-Avery are Leon A. Crosby, partner in and general manager of KMPX(FM) San Francisco, and Lewis Avery, former partner of Avery-Knodel Inc., national station representatives.

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274-8151

KPPC operates on 1240 kc with 100 w during specified hours. KPPC-FM operates on 106.7 mc with 22.5 kw.

■ WCWR Tarpon Springs, Fla.: Sold by Pinellas Broadcasters to Joseph S. Peebles for \$150,000. Selling corporation is owned by Cyril W. Reddoch, C. Winsett Reddoch and John B. McCrary. Messrs. Reddoch have interest in KDLA DeRidder and KREH Oakdale, both Louisiana, and KSTV Stephenville, Tex. Mr. Peebles owns WELE South Daytona, Fla. WCWR is daytimer on 1470 kc with 5 kw.

CABLE TELEVISION

■ Decatur, Ala.: Decatur CATV Inc., owned by American Cable Television Inc. (multiple CATV owner) sold to Telecable Corp., Norfolk, Va., also a multiple CATV owner. Price was undisclosed. The 127-mile system carries 12 channels and brings in signals from Birmingham, Ala. and Nashville. Acquisition of the Decatur system, which has 3,300 subscribers, gives Telecable Corp. its seventh system and a total of approximately 13,000 subscribers. Telecable Corp. operates systems in Roanoke Rapids, N. C.; Beckley and Princeton, both West Virginia, and Selma, Opelika and Auburn, all Alabama. The company is a subsidiary of Landmark Communications Inc. (formerly Norfolk-Portsmouth Newspapers), also a group broadcaster (WTAR-AM-FM-TV Norfolk, Va., and WFMV-TV Greensboro, N. C.).

Two Harriscop stations affiliate with ABC-TV

ABC-TV last week announced a primary affiliation agreement with two Harriscop stations—KULR-TV Billings and KFBB-TV Great Falls, both Montana. The network said the date of affiliation would be announced later, effective with the expiration of KULR-TV's current affiliation contract with NBC-TV and KFBB-TV's with CBS-TV.

The stations are owned by Harriscop Broadcasting Corp., of which Burt Harris is president. KULR-TV operates on channel 8 and KFBB-TV on channel 5.

CBS-TV said it has signed a primary affiliation contract with KRTV(TV) Great Falls, effective next Feb. 15. The outlet, licensed to Snyder & Associates, is currently an NBC-TV affiliate. KRTV operates on channel 3. CBS also noted that it has a primary affiliation with KOOK-TV Billings.

NBC last week said KRTV would continue to be a primary affiliate, but that CBS-TV would be permitted "first refusal rights" to an affiliation in view of the expected termination of CBS's affiliation with KFBB-TV.

Columbia journalism drive tops \$4.7 million

More than \$4.7 million has been raised by the Half-Century Fund Campaign of the Columbia School of Journalism in New York.

The campaign, begun in 1964 and part of the university's capital-fund drive, has already surpassed its Dec. 31 goal of \$3.8 million. Donations will be used to refurbish the journalism school's 55-year old building at Broadway and 116th Street. A total of 1,130 journalism-school alumni have given to the campaign.

The renovated building will include "The Edward Klauber Broadcast Journalism Laboratory," a complex of television and radio studios and control rooms, film and sound editing rooms, and newsroom. Funds for the broadcast facility are being raised in memory of the complex's namesake, a former executive vice president of CBS.

Justice files reply brief on ABC-ITT

The Department of Justice last week took a parting shot at the FCC's decision in the ABC-ITT merger case, in

filing a reply brief in the U. S. Court of Appeals for the District of Columbia. The controversial case is to be argued in the Washington federal appeals court tomorrow (Oct. 17). Arguing will be Lionel Kestenbaum, for the Department of Justice; Daniel R. Ohlbaum, for the FCC, and Hugh B. Cox of the Washington law firm of Covington and Burling, for ABC-ITT.

The Department of Justice's anti-trust division is appealing the FCC's June decision, approving for the second time, the ABC-ITT merger. Both commission decisions (last June's and the first in December 1966) were on 4-to-3 votes.

In its reply brief, filed last Wednesday (Oct. 11), the Justice Department reiterated its views that the FCC erred in finding that ABC needed the financial support to be gained by merger with ITT; that the ITT board approved the merger with the expectation that ITT would be able to realize a \$100 million cash flow from ABC; that ABC's autonomy from ITT management is unrealistic, since the network will become ITT's "largest single revenue and profit unit."

And finally, the Justice Department said, "the potential detrimental influence of [ITT's foreign] interests upon ABC must be recognized."

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SESAC sued for antitrust

Six stations, saying they represent 4,000, charge music-licensing firm with coercing radio to buy performing rights for unwanted music

A \$15-million antitrust suit against SESAC, music-licensing organization, was filed last week by six radio stations on behalf of themselves and some 4,000 others (CLOSED CIRCUIT, Oct. 9).

The six stations accused SESAC of illegal price-fixing and block-booking. In addition to \$5-million damages, under the antitrust laws, they asked that the estimated 4,000 SESAC licenses currently in force with radio stations be voided and that SESAC be permanently restrained from illegal practices.

The suit charges that SESAC "coerced" stations into taking "blanket" licenses at "exorbitant" prices covering the use of all SESAC music even though stations use and want "only a small fraction" of it.

SESAC has at least 20 days to file its answer to the suit.

The six plaintiffs acted unofficially as representatives of the All-Industry Radio Station Music License Committee, which has been planning the move and soliciting support for several months (BROADCASTING, April 10, et seq.). Their complaint was filed by Emanuel Dannett of the New York law firm of McGoldrick, Dannett, Horowitz & Golub, counsel to the committee.

Six for All ■ The six stations are

wwrl New York and wol Washington, both members of the Sonderling group; wlna Peekskill, N. Y.; wpta Batavia, N. Y.; womt Manitowoc, Wis., and kely Ely, Neb. The complaint said they were acting for themselves and approximately 4,000 other radio stations—the number estimated to have paid license fees to SESAC in the past four years—because questions common to the entire class are involved—but it would be impracticable to bring them all into court.

Members of the all-industry committee are Elliott M. Sanger, retired chairman of wqxr New York, who is chairman of the committee; George W. Armstrong of the Storz stations, who is vice chairman; John J. Heywood of Avco Broadcasting, treasurer; Robert D. Enoch of wxlw Indianapolis, secretary; J. Allen Jensen of kid Idaho Falls, Idaho, and Herbert E. Eyans, consultant to National Communications Inc.

Some of the charges in the suit, filed in U. S. Southern District Court in New York, echo gripes that individual broadcasters have made unofficially—and sometimes, more officially, in complaints to the Federal Trade Commission—over several years.

One of these is that stations have

taken out SESAC licenses under threat of being sued by SESAC for copyright infringement. Another is that it's often hard and sometimes impossible to tell whether a given piece of music is licensed by SESAC or not.

'Blanket' Deal ■ The complaint also charges that SESAC refused to grant radio networks a "clearance at the source" license, one that would not require network affiliates to pay separately for SESAC music on the network, unless 90% of the affiliates took out "blanket" SESAC licenses.

"Under the circumstances," the complaint asserts, "network affiliates, in order to broadcast network programs, had no choice but to sign blanket SESAC licenses which covered not only network programs but all local programs, even though few, if any, local programs used SESAC compositions."

The complaint also contends that many syndicated programs and transcribed commercials, and many local programs such as church services and sports events, contain music that stations have no part in selecting and whose copyright ownership is not as a rule known to stations. Similarly, the suit continues, the labels frequently don't identify the copyright owners of the music on the 250 or so records played by a station in a given day.

With knowledge of these problems, "SESAC has refused to issue any form of license which will permit a broadcaster to pay for only such SESAC musical compositions which have actually been used by the broadcaster or for such programs which have actually utilized SESAC compositions," the complaint continues.

The suit also asserts "upon information and belief" that "only a small fraction of the musical compositions broadcast by plaintiff broadcasters are SESAC compositions, and only a few of their programs use any SESAC compositions."

Conditioned Offer ■ SESAC "from time to time has purported to offer" licenses on a "per-piece" basis, but only on condition that SESAC be given advance information regarding the composition to be played, according to the suit. The broadcaster in most such cases

Ham-and-eggs and news-in-depth

A CBS radio affiliate in Baltimore today (Oct. 16) embarks on a new format for network affiliated stations—and it hopes that it reads the wishes of Baltimoreans correctly.

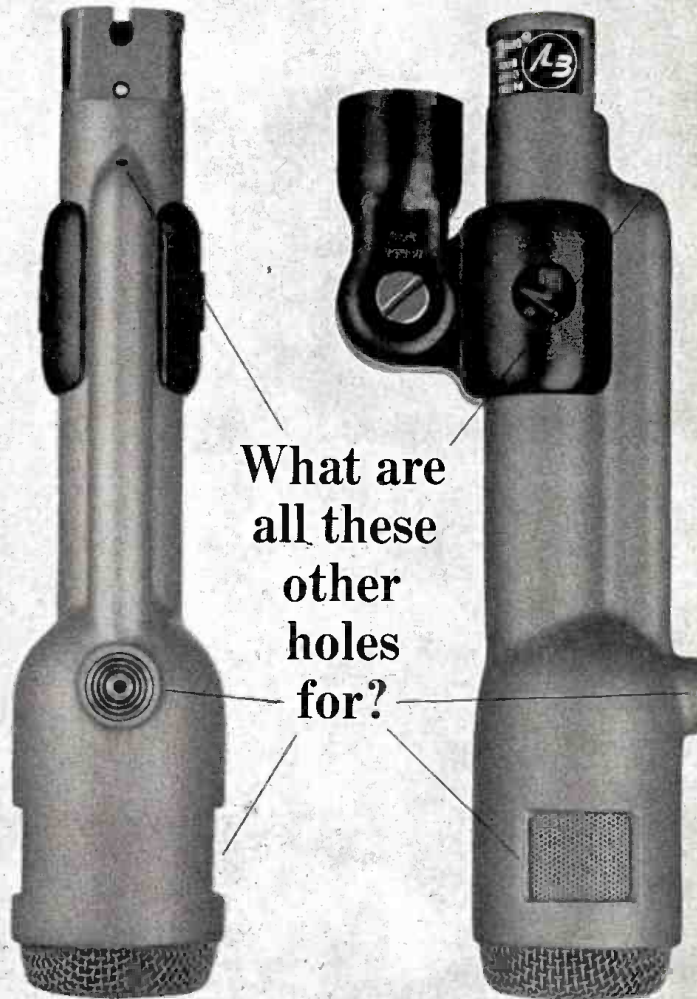
WAYE, a daytime-only good-music outlet, has convinced the network that its listeners were interested in in-depth news and commentary programs in the morning. Agreeing, the network has approved the station carrying in its all-news morning show all major CBS News features that normally would be run at different times during the day. These will include, in addition to regular local and CBS News programs, such

"Dimension" features as Harry Reasoner, *Dear Abby*. *Report from Hollywood*, Betty White, Mike Wallace, *Report on Health*, Phil Rizzuto, and Alexander Kendrick.

This format will run from sign-on to 9 a.m., after which the station goes to its good-music format, although it will cut in for the hourly CBS News reports. The only exception is that the station regularly will carry CBS' *Arthur Godfrey Show*.

WAYE has just been acquired by Adler Communications Corp., which bought the 1-kw, 860-kc outlet from Guy S. Erway for \$790,000 (BROADCASTING, Oct. 2).

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The hole on top is for the mid-range. It works the same, but with a longer path and added filters to affect only the mid-frequencies. And near the rear is another hole for the lows, with an even longer path and more

filtering that delays only the bass sounds; again providing almost 20 db of cancellation of sounds arriving from the rear. This "three-way" system of ports insures that the cancellation of sound from the back is just as uniform as the pickup of sound from the front—without any loss of sensitivity. The result is uniform cardioid effectiveness at every frequency for outstanding noise and feedback control.

Most other cardioid-type microphones have a single cancellation port for all frequencies. At best, this is a compromise, and indeed, many of these "single-hole" cardioids are actually omnidirectional at one frequency or another!

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Instant national TV poll draws 50,000 voters

Viewers in 11 cities were asked the same question on early evening newscasts last Monday (Oct. 9): "Do you think we should immediately stop bombing North Vietnam?" The decidedly hawkish results were reported on late night newscasts.

The question was the first attempt at a national instant TV poll and about 50,000 viewers voted. In the 11 cities the weighted average was 40% yes and 60% no. WLWI (TV) Indianapolis and WFLA-TV Tampa, Fla., had asked the same question a week earlier and when their averages were figured in, the national figure was 38% in favor of cessation of bombing and 62% in favor of continued bombing.

WFIL-TV Philadelphia, which had created the nightly TV poll and had been querying stations for participation in a national question (CLOSED CIRCUIT, Oct. 2 BROADCASTING, Oct. 9), coordinated last week's effort.

The vote was probably smaller

than it normally would have been because all stations closed their polls early in order to have figures from their cities worked into the national picture. East Coast stations, which normally had polls open to 10:45 p.m. shut down at 10:15 and in the mountain time zone stations closed their polls an hour early so the results could be made available to eastern stations.

WFTV (TV) Orlando, Fla., turned up with by far the most hawkish respondents; 81% of those calling favored continued bombing and only 19% wanted to stop bombing.

The city-by-city breakdown of voting:

| | % of | |
|-----------------------------|------|----|
| | yes | no |
| KOB-TV Albuquerque, N. M. | 43 | 57 |
| WMAR-TV Baltimore | 42 | 58 |
| WZZM-TV Grand Rapids, Mich. | 33 | 67 |
| WLWI (TV) Indianapolis | 27 | 73 |
| WLBW-TV Miami | 39 | 61 |
| WVUE-TV New Orleans | 41 | 59 |

| | yes | no |
|------------------------------|-----|----|
| WFTV (TV) Orlando, Fla. | 19 | 81 |
| WFIL-TV Philadelphia | 45 | 55 |
| WIC-TV Pittsburgh | 40 | 60 |
| KSTP-TV St. Paul-Minneapolis | 38 | 62 |
| KCPX-TV Salt Lake City | 40 | 60 |
| WNDU-TV South Bend, Ind. | 31 | 69 |
| WFLA-TV Tampa, Fla. | 31 | 69 |

Results of the poll were sent by various stations to the White House, secretary of state and Senate and House majority and minority leaders.

The letter from Robert B. Cochran, assistant general manager of WMAR-TV, to President Johnson notes that since the results "seem to be a resounding approval of your Vietnam policies, we felt you would be interested. . . ."

Other national questions are being planned and increased station participation is anticipated. About 30 stations are now reported to be involved with a nightly viewer poll. Among the more recent joiners are ABC-TV owned and operated outlets.

cannot supply the information, so that the proposed per-piece license has not been used and has no practical utility in radio broadcasting, the suit charges.

The alternative, the complaint contends, is a blanket license at an "arbitrary" license fee covering all SESAC compositions "notwithstanding the fact that broadcasters have little or no use for a blanket license since few of their programs use SESAC compositions are only a minute portion of SESAC compositions are broadcast by plaintiff broadcasters.

The suit charges that SESAC acts "in concert" with its affiliates—publishers whom SESAC represents—in a number of the alleged offenses. They are not identified in the complaint or named as defendants.

The suit says that SESAC has "the sole right to determine the royalty fees" for the music it represents, and that under its affiliation agreements with publishers SESAC deducts "various so-called items of expense" and then pays one-half of the rest of the royalties to its affiliates and keeps one-half for itself.

The complaint also contends that SESAC "has demanded and received" higher royalties unrelated to plaintiffs' use of SESAC compositions.

Origins ■ SESAC is a privately owned company, founded in 1931 by Paul Heinecke. It is one of the three leading music-licensing organizations but in

volume of business ranks well behind the others, the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music Inc. (BMI). Its revenues in 1964 were estimated unofficially at somewhere in the \$1.5-million range, as against about \$40.2 million for ASCAP and over \$16 million for BMI (BROADCASTING, March 15, 1965).

SESAC is the only one of the three that does not operate under a federal antitrust consent decree. The ASCAP and BMI decrees are different, but both require, among other things, that music users be offered a choice between blanket and per-program licenses.

Although SESAC is the sole judge of its rates, the consent decrees provide for "appeals" if ASCAP or BMI fails to come to terms with broadcasters—appeal to the courts in ASCAP's case and to arbitration in BMI's.

SESAC surmounted an FTC hurdle in 1966 by agreeing to publish a catalogue of its works. Stations, including the all-industry committee, had been pushing for FTC action on the ground that they didn't know that compositions SESAC licensed and therefore couldn't tell whether they needed a SESAC license. Upon SESAC's agreement to publish a catalogue, FTC said it was closing its investigation.

Leaders of the all-industry committee said at that time they were pleased to get a catalogue but that radio sta-

tions needed "essential relief" that they hadn't received. This was interpreted as meaning the committee felt broadcasters should have some means of assuring themselves that SESAC's rates were reasonable, perhaps by recourse to the courts as in their dealings with ASCAP (BROADCASTING, July 11, 1966).

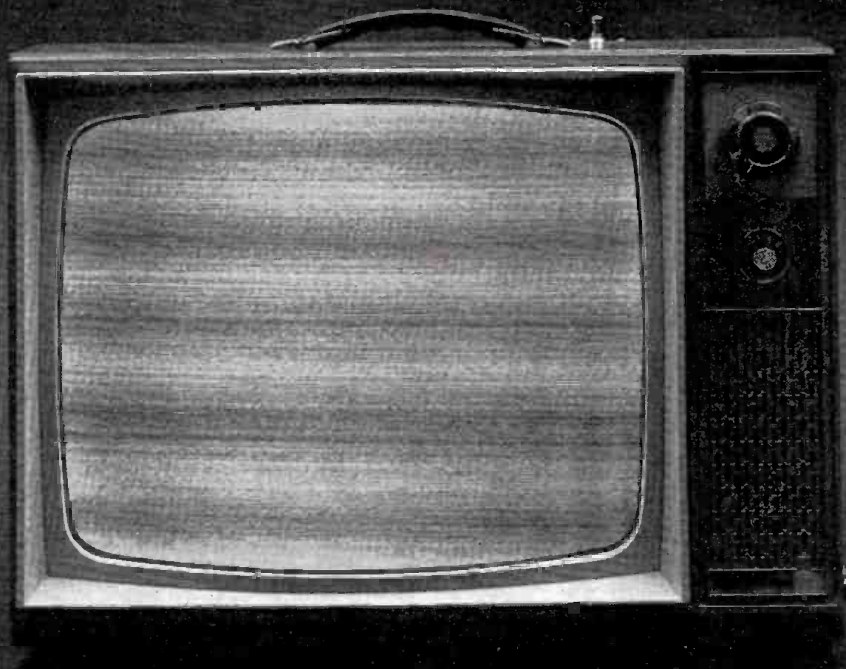
NBC rejects PBL plea for news clips

William R. McAndrew, president of NBC News, last week rejected the request by Av Westin, director of the Public Broadcast Laboratory, to excerpt network news and commentary for presentation in his *PBL* show, premiering Nov. 5 (see page 70).

NBC News thus became the second network news organization to turn down Mr. Westin's request, made in a speech to the Radio Television News Directors Association Conference in Toronto last month. Richard S. Salant, president of CBS News, has already rejected the request.

Spokesmen for ABC News said that while "the proposal has been kicked around by a number of people here, the question will ultimately have to be resolved at the corporate level."

They said they did not know when ABC management would come to a decision on the matter.



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when snow levels reach 20 feet), to an ETV closed-circuit system at the University of Kansas Medical Center. And our 75A has been transmitting high quality pictures for a number of CATV networks in New York and Pennsylvania.

And remember, when you buy Lenkurt equipment, you are buying more than hardware; you are purchasing Lenkurt's heritage and reputation for quality and continuity.

It all comes down to this: when you're thinking about microwave transmission equipment, for any application, think of Lenkurt. We'll show you how to improve your picture — both TV and profit. Write or call Lenkurt Electric Co., Inc., San Carlos, California. Other offices in Atlanta, Chicago, Dallas, and New York City.

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CBS stretches Nielsen lead

Movies monopolize top ratings in two-week period ending Oct. 1

The fast weekly Nielsens last week had CBS-TV again riding the crest and ABC-TV ahead of NBC-TV by a fraction, thus ABC-TV for the first time this season coming up for contention in national ratings.

CBS had a 20.9 average rating (Sept. 25-Oct. 1, 7:30-11 p.m.). Laid alongside the averages of the competition (ABC 17.1 and NBC 17.0), CBS's

score gave it a spread of nearly four points said to be the biggest lead it's had since the 1963-64 season (BROADCASTING, Oct. 9).

Once again the movies were winners. All six feature films run that week on the networks made the top-30 list. Two movies on CBS, "North by Northwest" and "Cat on a Hot Tin Roof" were first and second in the ratings. Another motion picture, "Whatever Happened to Baby Jane" on ABC, scored fourth behind CBS's *Andy Griffith*.

Officials at both ABC and NBC said the dazzling picture titles and stars were primarily responsible for CBS's spectacular rise in the ratings, and asked: "What's going to happen when the best pictures have run on CBS?"

ABC Reaction ■ During a closed-circuit telecast to affiliates last Thursday (see page 42), Leonard Goldberg, ABC vice president in charge of television network programming, took note of rising audiences for ABC's nighttime

schedule and, along with Thomas W. Moore, president of ABC-TV, said a still better measure of the season would be available once CBS had to dig down in its bag of movies.

Though ABC officials said they were hopeful of future success, they admitted to a "disappointing" showing in the ratings of two series in particular—*Custer* (Wednesday, 7:30-8:30) and *Good Company* (Thursday, 10-10:30). Both these shows are contracted for 17 episodes and, ABC people said, the network has ample time to decide on cancellation. *Custer* and *Good Company* are cellar occupants in the show rankings.

Spokesmen at NBC said subsequent Nielsen reports were bound to show that network again in contention, citing live coverage in prime time of a speech by President Johnson on Sept. 29 and of a second game of a Detroit-California baseball doubleheader on Sept. 30 as examples of "event television" (see NBC President Julian Goodman's speech, page 72) but low scorers in the ratings.

NBC appeared to find solace also in the performance of its new shows in the regular national Nielsen report that covered the two weeks ended Sept. 24. In this report—out Oct. 9—CBS had 19.9, NBC 19.1, ABC 15.8, a ranking that NBC spokesmen insisted was closer to what could be considered "normal" for this season.

The Better Rankings ■ Of NBC's eight new shows this season, six achieved a positioning in about the top third of the ranking of all programs in the two-week Nielsen report—the *Jerry Lewis Show* was tied for number 13 with ABC's *The Flying Nun*; and the other five were *Kraft Music Hall* (23d), *The Mothers-in-law* (25th), *High Chaparral* and *Ironside* in a tie for the 26th position, and *Danny Thomas Hour* (36th).

CBS's winning sweep of Nielsen's fast weekly included seven shows in the top 10, eight in the top 15, 13 of the top 20 and 19 of the leading 30 (ABC had six and NBC five of the top-30 programs). Four new shows made the top-30 listing, including ABC's *Flying Nun*, tied in the 10th spot with NBC's *Bonanza*, and three CBS shows, *Gentle Ben* (22d), *Carol Burnett* (24th) and *Mannix* (tied at 28th with CBS's *Petticoat Junction*.)

In addition to the surprise lift in the *Mannix* rating, CBS scored with *My Three Sons* (tied at number 14 in the ranking) and *Gunsmoke*. Both shows moved to new time periods this season. Also noted in the fast Nielsen report was a comeback for *Red Skelton* on CBS. *Skelton*, which had slipped in the ratings this fall, was returned to the top-10 list, ranking seventh among all programs.

Firm offers feature films for CATV

A new source of feature films for cable-TV operators was disclosed last week, during the regional meeting of the National Cable TV Association. The company offering feature films for CATV is the Programming Corp. of America, Houston, and its spokesmen last week claimed it has the CATV rights for 834 Warner Brothers-Seven Arts features.

PCA is headed by John S. Brunson, a Houston attorney. Vice president of the corporation is George W. Gerner, in the banking business. Both have clients in the CATV business, they said. They declined, however, to identify other PCA principals, acknowledging that others are not broadcasters or in CATV.

PCA proposes to supply seven video-recorded tapes weekly of the Warner Bros.-Seven Arts films to CATV customers at a charge of 60 cents a subscriber per month. A five-year contract will be required. As part of the deal, CATV systems will be required to lease on a 66-month basis, or buy, two Sony tape recorders, since the films will be tape recorded on this equipment and playback machines must be compatible. The Sony gear will be offered to cable operators at \$4.40 to \$4.80 a month. Messrs. Brunson and Gerner said.

The contract with PCA provides, it was pointed out, that the films are

subject to prior licensing by TV stations.

The PCA proposal to supply CATV with feature films is the third move in this field in the last six months and the second involving a Houston group. The first was announced early in the summer by a Houston firm calling itself International Artists Inc., whose president is Felix Girard. IA proposed to furnish a daily, four-hour show on tape, including a feature film, at a charge of \$50 per 1,000 subscribers (BROADCASTING, July 3). The second was reported only last month; it is Northwest Cablevision Inc., operator of cable systems in Seattle and in nine other communities, headed by Bradford Harrison (CLOSED CIRCUIT, Sept. 18).

Also announced last week was the formation of Leeder Cable Services Inc., New York, to distribute feature films, cartoons and other local origination programming to CATV systems.

George Leibowitz, president, said Leeder Cable Service has arranged to act as sales representative in CATV for several producers and distributors of motion pictures, but could not reveal their identities at this time. Leeder Cable is a subsidiary of Leeder Consultants Inc., which serves as a management and financial consultant firm primarily to the CATV industry.

News pipelines to the ghettos

Radio, TV called dominant, but messages they carry may not be getting through

Television, radio and word-of-mouth are the chief news conduits into the nation's urban ghettos, conferees on problems of race and news coverage were told last Thursday (Oct. 12) in New York.

Bill Monroe, director of NBC News in Washington and a panelist of "Race and the News Media—a Second Look," told conferees that a recent study showed every household of 100 ghetto inhabitants recently surveyed in Pittsburgh has at least one radio and one television set. Half the households had two or more radios, and one-third had two television sets. "Only 14% of the households subscribed to a daily paper," he said.

Mr. Monroe cited the media preference figures during comments on media coverage of the racial revolution. He suggested that the news media "should try to find out a little more about the effects we're having when we report racial problems." And, he added, "I'm not talking about the currently popular clamor to tone down coverage of agitators and riots. This clamor contains a lot of scapegoatism and a lot of anxiety I don't happen to share. . . ."

But when a newspaper does a series on ghetto problems or "when a network does a documentary on the urban riots, who looks at it?" he asked. "Why can't we take our market research people . . . and find out what we're doing, how we're getting across?"

Local Vs. National ■ Although broadcast news reaches more ghetto Negroes than other media, Mr. Monroe said, the Pittsburgh study reveals that television doesn't "come out too well" as a dispenser of news.

"The Pittsburgh ghetto residents preferred local news to national news, and they displayed widespread ignorance about the location of Vietnam, the location of the Suez Canal and the identity of people like Charles Percy and Ronald Reagan. They never heard of them," Mr. Monroe said.

"There are a number of messages [in these facts] for all media," he said. "This is just one of the things we need to know more about in terms of the people we're talking to and how the signal is coming through. We don't

know much, even today, about our own media and the roles they're playing, or could play, in the racial crisis."

In order to cover racial problems, Mr. Monroe suggested that: "(1) News media people need to educate themselves more deeply about the Negro revolution, the white resistance and the possibilities of communication between the races; (2) . . . We need more reporting, and different reporting, about Negroes; and (3) we need more reporting, and different reporting about whites."

The conference at which Mr. Monroe made his remarks was sponsored by the Anti-Defamation League of B'nai B'rith and the Freedom of Information Center at the University of Missouri. The meeting served to introduce "Race and the News Media," a soon-to-be-published anthology of remarks on the subject made by newsmen two years ago during a similar conference sponsored by the

Anti-Defamation League and the University of Missouri.

Mr. Monroe, a contributor to the book, was the only broadcast newsmen on the panel. He shared the dais with three print newsmen, one of whom—Martin S. Hayden, editor of the *Detroit News*—said "television had a lot to do with this summer's Detroit riots. The Detroit riot was born in Newark," he said, apparently in reference to television coverage of riots in the latter city. Mr. Hayden did not expand his remarks, except to say that he would not "stand for curtailment of their [TV's] reporting."

Mr. Monroe said in concluding remarks that television is primarily under fire for covering racial problems and incidents "too much, too quickly, and too graphically." He said such criticism implies that television is either "too foolish" or "too courageous" in its coverage of the racial revolution.

Two producers blast new season

Rich charges the networks balk at program originality; Dozier sees boredom driving audiences away from TV

The open season on television's new season warmed up in Chicago last week as two prominent production figures took aim at the establishment and let fire.

The speakers were William Dozier, president of Greenway Productions and executive producer of ABC-TV's *Batman*, and Lee M. Rich, now vice president in charge of media services at Leo Burnett Co. and formerly president of Mirisch-Rich Television Productions where he was executive producer of *The Rat Patrol* and *Hey Landlord*.

Mr. Dozier battled the system before the Publicity Club of Chicago and had

the part of the public . . . and what is far worse, it has also set in on the part of dozens of my contemporaries in the production ranks. . . . Television will get worse before it gets better."

■ Mr. Rich: "I maintain that an attitude prevails in network television today that makes everybody so concerned with staying afloat they don't have time to swim. . . . They're afraid to get their feet wet in anything that might be polluted with originality. They're afraid somebody—an advertiser, a client, an executive—will throw cold water on their innovations. Afraid, afraid, afraid."

Endless Start ■ Mr. Rich recounted in detail the one-and-a-half years of tribulation trying to bring the pilot, *Sheriff Who?*, a western spoof, to completion and onto the air. Turned down by all three networks and twice under option to NBC-TV, *Sheriff Who?* may still get its chance as a result of good reviews and the failure of so many new shows predicted this fall. The hope also lies in the fact NBC has asked for three more scripts, Mr. Rich indicated. Excerpts from the pilot were screened for the club.

Mr. Rich asked his audience to keep in mind the length of struggle to get the pilot produced as well as the costs in dollars and nerves, citing how network and other officials assured him the show was one of the best. Yet, he observed, none really were in the posi-



Mr. Rich



Mr. Dozier

more than a kind word for Jim Aubrey, ex-CBS-TV president. Mr. Rich let loose his salvo before the Broadcast Advertising Club.

Samples of the shooting:

■ Mr. Dozier: "The television audience is shrinking. Ennui has set in on

tion of decision and repeatedly passed the buck to someone else.

"By the lack of decision, by the indecisiveness, by their fear, certain people have taken a year and a half out of other people's lives," Mr. Rich charged, "and that is the single, most frightening thing about this story. No individual has the right to do that to another individual."

Sheriff Who? stars John Astin (*The Addams Family*) as the villain-hero. Guest stars, such as Dick Shawn and Jerry Lewis, play the role of the sheriff who gets bumped off each week. Writers are Jerry Belson and Garry Marshall; director, Jerry Parris, and music, Nelson Riddle. NBC put up \$125,000 toward production of the pilot and got a 45% share. Total cost of the color half hour: \$200,000, exactly on budget.

Best Ever ■ Mr. Rich recalled weeks of waiting for NBC to give a decision after completion of the pilot and said finally one of the top officials "told me it was the best pilot that they had seen, but he didn't know whether it was going to get on the air or not because of other commitments they had made."

The initial NBC option expired March 1 of this year, Mr. Rich related. On March 2 he took the show to CBS-TV.

Mr. Rich said the head of the CBS program department called the show the second best pilot they had seen this year, next to the CBS-TV *He and She*, but the network's schedule was already locked. That same afternoon Mr. Rich was at ABC-TV.

"I showed it to the head of programming at ABC", Mr. Rich continued, and his comment was it was a great pilot "but he didn't think it could make a series."

Mopping his face with a handkerchief still another time, Mr. Rich wound up his talk to the BAC on a slight upbeat: NBC decided to pick up another option.

Creative Wasteland ■ Mr. Dozier told the Publicity Club he saw more creativity in the media of communication at Canada's Expo '67 in a recent three-day visit than he has observed in commercial television during the last three years.

"The whole surge toward specials this season is the result of an awareness on the part of networks and advertisers that television audiences have become bored with regular series," Mr. Dozier said, "not because they are regular but because they are regularly so inferior. They are desperately trying to do something to shore up the dwindling total viewership and particularly the more discriminating viewership."

The only worthwhile regular series in recent times, Mr. Dozier contended, was *The Defenders* and it was dumped the moment ratings began to fade.

Martin moves to ABC-TV

ABC-TV has signed producer Quinn Martin to an exclusive five-year contract. Mr. Martin, whose QM Productions, Hollywood, has produced for ABC such shows as *The Untouchables*, *The FBI*, *The Fugitive* and *The Invaders*, will



Mr. Martin

develop new TV projects for the network. The agreement was announced Thursday (Oct. 12) by Leonard Goldberg, ABC vice president in charge of TV network programming, during a closed-circuit television report to affiliates (see page 42).

"Some have come close," he thought, observing that *I Spy* is a very good show; so is *Mission: Impossible*. Also, one or two of the new *Judd* shows."

Television as it exists today, Mr. Dozier said, "is primarily a merchandising medium, not primarily an entertainment medium. It has been allowed to entertain only if it has also sold merchandise."

Respects to Aubrey ■ Mr. Dozier paid glowing tribute to Jim Aubrey, former CBS-TV president, for the list of top programs he built on that network. He noted that Mr. Aubrey's methods became "objectionable" only after the network position was threatened.

"Heaven knows Jim and I were never exactly buddies," Mr. Dozier related, "but familiarity is one thing and respect is something else—and compared with some of the frightened pygmies who are calling the programming shots in network television today—I say to you Jim Aubrey was 20 feet tall."

Mr. Dozier noted that FCC Commissioner Lee Loevinger recently spoke in Los Angeles and "stated unequivocally that the public is getting exactly what it wants on television." Mr. Dozier deplored such a "defeatist attitude" from a public official and suggested there may be "some solace" in the fact Mr. Loevinger has announced his intention to resign next June.

"But even if Mr. Loevinger is right," Mr. Dozier continued, "must we continue to pander to that so-called taste?" He felt a steady and courageous diet of meaningful programs by all three net-

works might eventually elevate the taste level a few notches.

Admitting a burst of irreverence, Mr. Dozier concluded with a parody of Lincoln's Gettysburg address:

"Fourteen and seven years ago the three networks brought forth upon this continent a new medium, conceived in profit-making and dedicated to the proposition that more merchandise can be sold visually than orally.

"Today we are engaged in a great struggle, to determine whether that medium so conceived and so dedicated, can hang on to its audience. We have met here today to discuss some elements of that struggle. The world will little note nor long remember what we have said here, but we must nevertheless fervently pray that all deposed network presidents and program heads shall not have been fired in vain, and that this medium under Paley, Sarnoff, and Goldenson shall have a lower cost per thousand, and that a medium of the ratings, by the ratings, and for the ratings shall not perish from the earth."

PBL's two-hour show to focus on trends

The two-hour Sunday Public Broadcasting Laboratory show *PBL* has been acquiring more definite form as it goes through a series of dry-runs leading up to its Nov. 5 premiere on 125 non-commercial stations.

According to Av Westin, director of the laboratory, spot news will play a very small role in the *PBL* format. "We're not attempting anything like a 'news of the week in review.'" he said last week.

"Our approach is mainly concerned with trends reporting, and secondarily with investigative reporting," he said. "Some elements will be fairly regular features of the show: 'PBL views the press,' the confrontation of parties to an issue with opposing interests or points of view, an artistic performance as either a 'pacer' or a major element of the show, and public-service announcements, our 'noncommercials,' but in general, we are keeping the format very flexible to handle themes in perspective. Our main use of spot news will be as introductions or 'cappers' to our trends stories."

Mr. Westin said the laboratory currently has "15 major stories" under development for its "bank." With some overlapping, they will form the core material for about nine of the 25 shows in this year's series.

Among the "bank stories" that can be discussed, Mr. Westin said, are pieces on "stop-and-frisk laws, gun-

control laws, financing of political campaigns, marijuana, euthanasia, and trends in management-labor relations."

Story Loss ■ In addition, the laboratory had six investigatory reports under development until "we lost two. One on air safety was just about shot when the Federal Aviation Administration recently tightened safety standards."

Mr. Westin emphasized the important participation of NET-affiliate stations in *PBL* production: "In our recent dry-runs, Los Angeles and Boston contributed major elements and stations in New York, Rochester, N. Y., Cleveland, Boston, Washington, San Francisco, Pittsburgh, Chicago and other cities were involved, either through the use of their facilities or in local origination."

Mr. Westin said early plans for a mobile unit "had to be scrapped for lack of money. We're now in the position of having to accept more black-and-white elements, where the stations don't have color facilities. I'll never turn a story down because it's in black-and-white, if it merits inclusion, but I urge the stations to color production."

Mr. Westin said that provisions in the recently passed House version of the Public Broadcasting Act prohibiting editorializing and entertainment programming by the Corp. for Public Broadcasting had not yet affected his programming perspectives for the *PBL* series, "though if the wording and sense of the Act were clearer I don't doubt but that we would begin to conform to its intentions. The better to perform our role as a demonstration of what public broadcasting can do."

He said that while he "naturally supported the widest possible latitude" in noncommercial programming, "we are not in the advocacy business. That is the job of the National Citizens' Committee for Public Television."

Musical theater topic of ABC Films special

Plans for coproduction by ABC Films of a 90-minute color special, *Salute to the American Musical Theater*, was announced last week by Hal Golden, ABC Films president. The program will be prepared for production in 1968 and for showing on a network basis.

The special will be produced by ABC Films in association with Roger Englander and the Manhattan School of Music. It will chronicle the musical theater in the U. S. from 1867 through 1967 and will be an adaptation of a live presentation originally given at the Waldorf Astoria hotel in New York last April.

BROADCASTING, October 16, 1967

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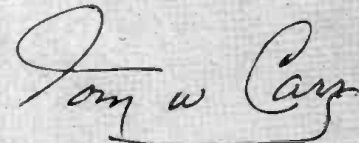
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The networks' woeful tale of two cities

NATIONAL CONVENTION SITE CHOICES POSE PROBLEMS

The networks' news organizations last week flinched from a boot in their wallets following the Democrats' announcement that their 1968 national convention would be held in Chicago. Earlier the stage had been set for the spread-eagle coverage when the Republicans chose Miami Beach as their convention site.

The Democrats' choice of Chicago, reportedly prompted at least in part by the city's offer of \$900,000, \$100,000 sweeter than Miami's, will probably cost the three networks more than \$3.5 million, on top of the probable \$30-million-plus total cost of primaries, conventions and elections coverage, and involves huge logistical and manpower problems. Duplication of equipment in the two cities is a problem because of shortages of color equipment. The necessity for duplicating temporary support staffs is also a serious difficulty.

Network Reaction ■ Richard Salant, president of CBS News, refused to discuss costs "as a matter of policy," but his tone of voice was almost eloquent as NBC News President William McAndrew's estimate of "more than a million extra dollars," and the estimate of Bob Goldman, ABC News vice president-general manager, of "at least an extra million, probably more."

Actually it is too early for firm figures. According to Mr. Goldman, ABC News has yet to submit its election-year budget estimates to the corporate management. Mr. Goldman estimates a total cost of "more than \$10 million, and some of our rough figuring has gone as

high as \$15 million."

Mr. McAndrew said NBC News' over-all cost would be about \$12.7 million.

News coverage costs may prove hard to budget if threatened demonstrations mar the formal proceedings in Chicago. One factor reportedly concerning party chiefs before the convention site was picked was the possibility of widespread civil disorders by civil-rights and anti-Vietnam groups.

Before the Democratic National Committee's site subcommittee announced Chicago as the choice on Oct. 8, it was speculated that Houston, or Miami Beach—with an island location permitting more effective crowd control—would be less disturbance-prone.

But Chicago Mayor Richard J. Daley reportedly offered assurances of Chicago's moderate racial atmosphere and that order could be maintained. Although marked by disorders the previous two summers, Chicago this year escaped the wave of significant outbreaks that hit other cities.

Woroner starts two more 'All-Time' tournaments

Woroner Productions, Miami, which is successfully mating sports and the computer for syndicated radio fare, plans to use the same formula for two new series. The firm's *All-Time Heavyweight Championship Tournament* start-

ed Sept. 11 and is in more than 300 markets (BROADCASTING, Oct. 9).

President Murray Woroner announced last week that work has started on the *All-Time Middleweight Championship Tournament* and the *All-Time College Football Championship Tournament*.

As in the heavyweight tournament, participating middleweights will be selected by a poll of over a hundred leading sports writers and announcers who will contribute as much information as they can research or recall concerning leading boxers, past and present. That information, including intelligence, power, stamina and technique, will then be processed and computerized with the blow-by-blow developments announced by veteran sportscaster Guy Le Bow.

In the football championship, over 60 colleges will be asked to select the team they feel was the best their school ever fielded. From this list, 16 contenders will be processed.

Computer programing for both series is being done by Systems Programing Services, Miami, and National Cash Register Co., Dayton, Ohio.

'Event TV' is big draw NBC's Goodman claims

There are convincing signs of the success of the "event television" concept introduced by NBC this fall, NBC President Julian Goodman told a meeting of the Cincinnati Advertising Club on Oct. 11.

Mr. Goodman said at least half of NBC's schedule meets the requirements of "event television," and added:

"Motion picture features of special merit obviously have this quality," he said. "So do news specials and continuing coverage of such events as political conventions and space projects. Dean Martin, Danny Thomas and Jerry Lewis each bring that extra presence to weekly programs that make them capable of standing alone as specials. *Kraft Music Hall*, *The Bell Telephone Hour* and *Walt Disney's Wonderful World of Color* also fall into the category of 'specials'."

Mr. Goodman maintained that the concept of "event television" also can embrace the series form. He indicated that some series in the future might be scheduled at intervals longer than a week to "enhance the quality and the 'eventfulness' of each episode." He suggested that series might be shot in unusual and realistic settings to provide added impact.

Mr. Goodman predicted there will be more news specials on TV and that they will continue to "try to get closer to the bone of social and political events and issues." He said NBC will seek out an

TVQ rates the new season

Results from the first TVQ study of the new season, covering the last week in September and the first week in October, contrast strongly with the ratings.

Whereas CBS-TV leads in the ratings, it had no new show in the top-20 programs in TVQ, which is based on (1) being seen and (2) being "one of my favorites."

ABC-TV had *Garrison's Gorillas*, *Guns of Will Sonnett*, *Flying Nun*, and *Second Hundred Years*, while NBC-TV had *Maya* and *Ironside*. in the top-20 programs.

The TVQ study ranked the season's new shows as follows:

Garrison's Gorillas (ABC), *Guns*

of Will Sonnett (ABC), *Flying Nun* (ABC), *Second Hundred Years* (ABC), *Maya* (NBC), *Hondo* (ABC), *Cowboy in Africa* (ABC), *Genie Ben* (CBS), *Judd* (ABC).

High Chapparel (NBC), *Mannix* (CBS), *N.Y.P.D.* (ABC), *Cinnamon Strip* (CBS), *Carol Burnett Show* (CBS), *Off to See the Wizard* (ABC), *Accidental Family* (NBC), *Jerry Lewis Show* (NBC), *Good Morning World* (CBS), *Custer* (ABC).

Mothers-in-Law (NBC), *Good Company* (ABC), *Danny Thomas Show* (NBC), *He and She* (CBS), *Kraft Music Hall* (NBC) and *Dun-dee and the Culhane* (CBS).

increasing number of events to cover as they happen, "a type of programing that has given Americans reason for eventfulness in all programing."

Episcopal priest gets time on WXUR

An Episcopal priest, who testified at an FCC hearing that a radio "talk show" personality accused him on the air of fraudulently soliciting funds, won a concession from the station last week.

Attorneys for WXUR-AM-FM Media, Pa., gave the Reverend H. Francis Hines a tape of the program containing the alleged accusation and offered the priest free air time to reply.

The clergyman, one of three persons to testify against the station so far, said he asked for a tape and free time shortly after the July 21 program, but got no reply from the station management.

WXUR's offer came during the second week of what is expected to be a lengthy hearing into charges the radio station violated the commission's fairness doctrine.

An attorney for the Greater Philadelphia Council of Churches, intervenor and one of 19 organizations seeking to block renewal of WXUR's license, told Hearing Examiner H. Gifford Irion that he would show WXUR violated the fairness doctrine three ways.

He charged WXUR's owners failed to provide more than one viewpoint on controversial issues of public importance, claimed persons and groups attacked were not given time to reply and said the station presented unbalanced programing.

WXUR Speaks Up - Most of last week's activity, however, came from WXUR's side of the hearing room.

Placing intervenor witnesses under stiff cross-examination, WXUR attempted to show the station offers a number of viewpoints and said much of the present difficulty is caused by the complainers.

WXUR said the station has trouble getting varied viewpoints because organizations that disagree with the station have refused to appear on WXUR while the fairness doctrine matter is before the FCC.

The attorneys also charged spokesmen for the groups refused offers of broadcasting time long before the organizations filed a petition to deny license renewal in July 1966.

"The station can only go so far to keep balance," a WXUR attorney said. "But if all of these groups refuse to take part, have they not made it impossible for the station to achieve balance?"

WXUR attorneys also asked Examiner

Irion to issue a subpoena for a congressman from Pennsylvania.

They asked that Representative Joshua Eilberg (D) be called to the hearing to testify about his part in a 1965 Pennsylvania house of representatives resolution asking for an investigation of WXUR.

Representative Eilberg was in the state house at the time and station attorneys told Mr. Irion the legislator was offered free time on WXUR to comment in the favor of the resolution which was critical of the station and controversial fundamentalist minister Reverend Doctor Carl McIntire.

WXUR is operated by Brandywine-Mainline Radio Inc., which is owned by Faith Theological Seminary Inc. of Elkins Park, Pa., headed by Doctor McIntire.

Screen Gems may sell 30 features to ABC-TV

ABC-TV was reported last week to be in the final stages of negotiations with Screen Gems Inc. to purchase 30 Columbia Pictures feature films at a total cost of approximately \$25 million.

The negotiations were said to be virtually completed and a contract was expected to be signed shortly. An ABC spokesman declined to discuss the transaction, saying that the network would not comment on the report. SG officials could not be reached late last week.

The package is said to include such recent films as "Cat Ballou," "The Cardinal," "Lord Jim," "Dr. Strangelove," "Georgy Girl," "The Night of the Generals," "The Chase," "Deadly Affair," and "Divorce, American Style."

The agreement reportedly calls for two runs of each of the 30 films and a third run for "Cat Ballou" and "The Cardinal."

The network is expected to use half of the package in 1968-69 and the remainder the following season.

Radio series sales . . .

Jimmie Fidler Hollywood News (Jimmie Fidler In Hollywood Inc.): WvLD Valdosta, Ga.; cKLC Kingston, Ont., and KR0E Sheridan, Wyo.

Perspective (Davis & Coles Inc.): KTRG Honolulu; International Radio Network Mexico: KRBC Abilene and WRR Dallas, both Texas, and KROC Rochester, Minn.

John Doremus Show (E. C. Cotter & Associates): WJNC Jacksonville, N. C., and WFWL Camden, Tenn.

Grand Ole Opry (WSM Inc.): KAHU Waipahu, Hawaii; KZIN Yuba City,

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Doctor's House Call (Signal Productions): WJIC Salem, N. J.; KICS Hastings, Neb.; WLKN Lincoln, Me., and WSVS Crewe, Va.

Point of Law (Signal Productions): WCCO Minneapolis; WMTE Manistee, Mich., and KIJV Huron, S. D.

The World of Money (Signal Productions): WMTE Manistee, Mich.

Anniversaries in Sound (Triangle Publications Inc.): WTBO-AM-FM Cumberland, Md., and WGHQ Kingston, N. Y.

30 Hours of Christmas (Triangle Publications Inc.): WNAX Yankton, S. D., and WTBO-AM-FM Cumberland, Md.

Program notes . . .

Music distribution ■ Kristom Productions, Hollywood, will distribute *The Golden Age of Popular Music*, package of 200 hour radio programs featuring the original records of the big bands and personalities of yesteryear. Included in the package are such bands as Benny Goodman, Tommy and Jimmy Dorsey, Glenn Miller and Artie Shaw. Also included are such personalities as Fred Astaire, Dick Powell, Alice Faye and Judy Garland.

New sports ■ CBS Radio's new weekend five-minute reports on sports (*Sports Central, U.S.A.*) will begin Oct. 21. The schedule is 8:15 a.m. and 5:55 p.m. on Saturdays; 10:05 a.m., 5:05 p.m. and 7:55 p.m. on Sundays, all New York time. Win Elliot will serve as anchorman in New York. The series, which will feature stars, coaches, officials and sportscasters in late-breaking reports on developments in sports, was announced to affiliates at their annual convention in New York (BROADCASTING, Sept. 25).

'Young Sound' gains ■ KGNC-FM Amarillo, Tex., has subscribed to CBS/FM's music programming service, "The Young Sound." The concept began in 1966 and was created for the CBS owned FM stations (WCBS-FM New York, WEEI-FM Boston, WCAU-FM Philadelphia, WBBM-FM Chicago, KMOX-FM St. Louis, KNX-FM Los Angeles and KCBS-FM San Francisco).

NET buys some BBC ■ National Educational Television last week announced the purchase of 43 dramas and 10 public-affairs documentaries from the British Broadcasting Corp. Included in the drama package are 13 one-hour episodes of "Thirteen Against Fate," based on the detective novels of French author Georges Simenon, Alan Seymour's

"Auto Stop," starring Davis Hemmings, and a dramatization by Santha Rama Rau of E. M. Forster's novel "A Passage to India," starring Dame Sybil Thorndike. "Auto Stop" will premiere on the NET network Jan. 5, "Passage to India" Jan. 26, 1968, on NET Playhouse.

Churchill film donated ■ Wolper Productions, Los Angeles, has donated its one-hour, two part documentary on the life of Winston Churchill to the Winston Churchill Memorial and Library in Fulton, Mo.

Eerily green ■ Alan Sands Productions, New York, has packaged a radio series, *Beyond the Green Door*, of 130 five-minute programs—the last radio series recorded by the late Basil Rathbone—for syndication. The stories of a supernatural-mysterious-bizarre nature are composed by mystery writer Robert Sheckley with background music by Alexander Steinert.

Trafco and kids ■ A 15-week color television series for children is being syndicated by the Television, Radio and Film Commission, a part of the Methodist Church, New York. *Wonder Window*, originally televised by KGO-TV San Francisco, and produced by the Northern California Council of Churches, will feature Reverend Don Mueller, who will sing, draw, tell stories and interview guests. Children participate by singing, acting out various games and playing rhythm instruments. The series is available on video tape for showing on public service time under the auspices of local ecumenical bodies. Write: Bruce Mosher, TRAFCO, Room 420, 475 Riverside Drive, New York 10027.

Robert Taylor hour ■ Jack Douglas Productions, Hollywood, has started work on an hour color special. *Matinee Idol: An Hour With Robert Taylor*. Script for the filmed program, which will avoid the use of movie stills or clips, has been written so that it can be adapted for radio. The production is expected to be completed by November.

Distribution rights ■ TV Cinema Sales Corp., Beverly Hills, has acquired TV distribution rights in 13 Western states to 108 feature films owned by Lin/Medallion Pictures Corp., New York. The movies will be added to TV Cinema Sales Corp.'s existing library of more than 200 feature films.

Sail special ■ Twentieth Century-Fox TV has acquired world-wide syndication rights to *Sail to Glory*, an hour color special depicting the first America's Cup victory by the U. S. in 1851. The program was produced by Gerald Schnitzer Productions, Hollywood, nor-

mally a film commercial production house. It was shown in 24 Eastern markets last month.

Syndicated symphony ■ Warner Bros.-Seven Arts will distribute internationally *The Boston Symphony at Tanglewood*, a one-hour television special shown last season on NBC-TV's *Bell Telephone Hour*.

TV series sales . . .

Expedition and High Road and Flying a PKG (ABC Films): KFWT(TV) Fort Worth-Dallas.

Lin/Medallion Pictures feature package (TV Cinema Sales Corp.): KTVU(TV) Oakland-San Francisco; KZAZ(TV) Nogales-Tucson, Ariz., and KGSC-TV San Jose, Calif.

McHale's Navy (MCA TV): KTVA(TV) Anchorage, and KBLL-TV Helena, Mont.

The Munsters (MCA TV): WTEV(TV) Providence, R. I.-New Bedford, Mass.; KTTS-TV Springfield, Mo., and WCCB-TV Charlotte, N. C.

Feature film package, Domingos Alegres, Bullfights from Mexico (Spanish International Network): KGSC-TV San Jose, Calif.

LIN alters name of its film subsidiary

The name of Medallion Pictures Corp. has been changed to LIN/Medallion Picture Corp. to reflect more fully the company's association with its parent organization, LIN Broadcasting Corp., it was announced last Thursday (Oct. 12).

Robert H. Yamin, president, said LIN, which makes its headquarters in Nashville, is expanding aggressively into various phases of the broadcasting, entertainment, leisure and service businesses, and TV syndication will be fortified through stepped-up activity at LIN/Medallion Pictures.

"LIN owns a TV station in Decatur, Ill.; six AM radio stations located in St. Louis, Rochester, N. Y., Louisville, Ky., Shreveport, La., and in Little Rock, Ark., and Nashville, though these two latter stations are being sold," Mr. Yamin reported. "In addition, LIN has contracted to acquire a VHF station in Portsmouth, Va.; an AM and FM radio station in Houston, and an FM station in Louisville."

Coincident with the name change, Mr. Yamin announced that LIN/Medallion has acquired a new, first-run

one-hour color series, *From the Bitter End*, for syndication to TV stations. The series of 26 programs, produced by Canaan Productions, will present Fred Weintraub, owner of the Bitter End restaurant in New York, as host. The series will feature such entertainers as Woody Allen, Bill Cosby, the Serendipity Singers, Mort Sahl, Theo Bikel, the Four Seasons, Dick Cavett, Odetta and Charles Aznavour, and will focus on the "in" happenings and thinking of today's society.

The LIN/Medallion library currently consists of 241 features and 175 cartoons, including these groups: the Cinemagreats, Spectacolos, the Main Street group, the Quintent group, Scattergood Baines and Cisco Kid International.

New WCBS format moves ahead

WCBS New York said its changeover—now more than half way completed—will be concluded by Dec. 4, by which time its current news-information programing of 70 hours weekly will be expanded to 121 hours a week. Now heard weekdays, 5:30 a.m. to

8:10 p.m., with the exception of CBS Radio's feed of the *Arthur Godfrey Time*, the news-information format will cover Mon.-Sat., 5:30 a.m.-11:30 p.m. (with a break weekdays for *Godfrey* at 1:10-2 p.m.), and on Sundays, 8 a.m.-1 a.m. WCBS said the present staff of 128 will be expanded to 151 to keep up with the accelerated programing. WCBS will continue to broadcast *Music 'til Dawn* overnight.

WBBM expands its news staff

CBS-owned WBBM Chicago is doubling the size of its local news staff and will end up with a total of 25 people in that department soon, it was announced last week by William C. O'Donnell vice president-general manager, in disclosing a revision of the talk-radio station's morning format. He said the 6-10 a.m. period effective Oct. 23 will feature *The Morning People*, a roster of well-known personalities presenting latest news, information and features, plus telephone audience participation. John Gallaway, director of programing and news, is supervising expansion.

Atlanta film center opens

Storer Studios Inc. was to dedicate its new 20,000 square-foot photographic production facility in Atlanta yesterday (Oct. 15). Some of the services offered by the center will be production of 35mm and 16mm film, still photography, 35mm slides, audio recording and reproduction and for original artwork.

The studio equipment includes Stewart T-Matte blue screens, grid lighting system, full-sized cyclorama, and recording and mixing systems with interlocks and power capacity of 4800 amps. Address is 3700 Oakcliff Road, N. E., Atlanta.

ABC-TV fared better

ABC-TV placed second in the Nielsen 30-market prime-time (7:30-11 p.m.) ratings for the week ended Oct. 1, averaging 18.0 as against 19.9 for CBS-TV and 16.2 for NBC-TV. BROADCASTING's report last week inadvertently transposed the ABC and NBC rating averages.

INTERNATIONAL

Pirate DJ's swing on BBC's Radio One

BBC Radio One, Britain's answer to the pirates, took to the air (Sept. 30) with a Cape Kennedy-style countdown. As the hands of the studio clock came up to 7 a.m., Robin Scott, controller of Radios One and Two announced: "Ten seconds to go before Radio One . . . stand by for switching . . . five, four, three, Radio Two, Radio One, go!"

The rocket analogy was appropriate. British teen-agers may go into orbit over the new disk-jockeyed, gimmick-gear programing, but for the sedate and the square it carries a lethal warhead, particularly as it's scheduled to go on until 2 a.m. the next morning. Questioned on the aspect of its late night and early morning resonances, Mr. Scott admitted that it would "certainly be a little less dreamy than its predecessors."

Radio One sounded off with its regular weekday feature, the *Tony Blackburn Show*. Mr. Blackburn, late of pirate-radios Caroline and London, is a popular 22 year old, with a large following from his sea-going days. Part of his show consists of a "bedroom twisting session" that is designed to force everyone out of bed by 7:15 a.m. Mr. Blackburn begins like this: "Come on you, up you get. Even you. Granny

—up you get, love. That's it. Now take a nice deep breath, open the window and say: Radio One is wonderful."

Most of the new disk jockeys are former radio pirates. The BBC, which has put them on two-month contracts initially, seems to be digesting them without any difficulty.

Comments on Radio One's first day of programs were mixed. A former pirate fan said: "The whole thing sounds just like Radio London. I can't tell the difference." But a group of Radio Caroline fans were not so sure. One of their number commented: "We didn't think much of Radio One, it's such a peculiar combination. We all tuned in for Tony Blackburn because

he's one of our favorites. But Leslie Crowther's *Junior Choice* program right afterwards sent us straight back to Caroline in disgust."

News-film censorship abolished in Brazil

Twenty years of harassment by Brazilian customs officials ended when that nation's Justice Ministry ruled that efforts to censor newsfilm, tape recordings and photos were illegal.

The written decision, made in response to queries from the Brazilian

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customs department which has been the object of complaints made over the years by foreign correspondents, ends 20 years of controversy during which messengers have been detained and press material confiscated at airports on the grounds that the material had not been subjected to censorship.

The controversy, according to United Press International, stemmed from a law that "film" must undergo censorship. The law was meant to apply only to entertainment-type film destined for exhibition in theaters, but customs officials sometimes had interpreted the word "film" to include TV-news film and tape recordings.

Brazil's Justice Ministry ruled in Rio de Janeiro that freedom of speech and the press are guaranteed by that nation's constitution. The ministry let stand the ruling that "public entertainments and amusements" must be submitted to official scrutiny.

Abroad in brief . . .

'Time' to Newcastle ■ Time Inc. has acquired 10% of Newcastle Broadcast-

ing and Television Corp. Ltd., licensee of channel NBN-3, the only commercial channel in Newcastle. 70 miles from Sydney, Australia. Sig Mickelson is vice president of Time's broadcasting division (Time-Life Broadcast) in charge of international development.

Wolper in Canada ■ Metromedia's Wolper Productions, New York, has named Ralph C. Ellis Enterprises Ltd., Toronto, as its sales representative for syndicated TV properties in Canada.

Jobs available with Israeli television

The government of Israel plans television broadcasts to areas conquered in the recent war and to Arabs living in Israeli territory, beginning in six months.

One-year contracts for television producers, directors, announcers, engineers, technicians, cameramen and photographers are being offered in the United States. A screening committee will be in New York, Los Angeles and the Midwest to conduct interviews at

the end of October.

For further information, Lucy D. Manoff, director of the Committee on Manpower Opportunities in Israel (COMOI), may be contacted at 515 Park Avenue, New York 10022, telephone Plaza 2-0600.

International film sales . . .

Joan Baez Musical Special (Fremantle International Inc.): Anglia, Great Britain; Border, Great Britain; Channel, Great Britain; Grampian, Great Britain; Scottish, Great Britain; Southern, Great Britain; Tyne & Tees, Great Britain; Ulster, Great Britain; Westward, Great Britain.

Magic Boomerang (Fremantle International Inc.): TWW, Great Britain; Anglia, Great Britain; Border, Great Britain; Scottish, Great Britain; Granada, Great Britain; Redifusion, Great Britain; Sierra Leone; South Arabian Broadcasting Service.

Jimmy Demaret Golf Show (Fremantle International Inc.): FNQ 10 Cairnes, Australia.

EQUIPMENT & ENGINEERING

FCC sticks to its presunrise rules

Court action against rules, opened by WBEN, seems certain to mount from fulltime stations

Confronted by daytime-only stations that say it didn't go far enough and fulltime regional stations that say it went too far—and restricted in its ability to maneuver by foreign treaty obligations—the FCC last week voted to affirm the rules it adopted on June 28 to permit presunrise operations by daytimers (BROADCASTING, July 3).

The rules, the commission said, represent a compromise of conflicting interests within the framework of the U. S. agreement with Canada contained in the North American Regional Broadcasting Agreement. It then proceeded to deny a number of petitions for reconsideration of its action and, in the main, requests for waiver of the new rules.

However, the commission may be facing a flood of court challenges from fulltime stations contending their operating authorizations would be illegally infringed as a result of the new rules.

WBEN Buffalo, N. Y., has already obtained a court stay of the commission's order as it applies to the station's frequency, 930 kc, pending judicial review of the commission's order. And a number of similar suits are expected.

Association Action ■ The Association of Broadcasting Standards, which represents some 75 licensees owning fulltime regional stations, was preparing last week to file an appeal from the order in the U. S. Circuit Court of Appeals in Washington. ABS plans to ask for an expedited transfer of the suit to the second circuit court, in New York, where the WBEN case is pending and where it will seek a stay of the rules as they apply throughout the country. ABS contends the commission has failed to provide adequate protection for fulltime class-II and class-III stations.

The new rules became effective Aug. 15, and authorized stations are to begin

operating under them Oct. 29, the day standard time returns. The commission has received requests from some 1,200 stations for presunrise operating authority (PSA).

Chairman Rosel H. Hyde and Commissioners Robert E. Lee and Lee Loevinger voted for the order, with Commissioner Kenneth A. Cox concurring in part and dissenting in part. Commissioner Nicholas Johnson did not participate and Commissioners Robert T. Bartley and James J. Wadsworth were absent.

Provisions ■ Stations with PSA's will be permitted to begin operating at 6 a.m. local standard time with power limited to 500 w, or less if necessary to provide protection to co-channel foreign stations. During the presunrise period, they will be entitled to use daytime antennas, whether directionalized or not. And fulltime stations, many of which must now directionalize at night, have the option of operating under the new rules or maintaining their licensed nighttime operation.

But the new rules replace regulations providing for the "permissive" use of daytime facilities before local sunrise by class-III stations (those on regional channels) and a number of class-III's, both those licensed for daytime-only operation and unlimited-time stations having different day and night facilities. (The permissive provisions of the rule weren't extended to class-II and class-III stations authorized after January 1962, however; their authorizations

were specifically conditioned against presunrise operation during the pendency of the rulemaking proceeding.)

And complaints from the daytimers, individually and through their Daytime Broadcaster Association, stem from the fact that under the old rule, daytimers were allowed to begin operation as early as 4 a.m. local standard time with full daytime power. Their operations were, however, subject to termination on an interference complaint from a fulltime station.

The commission promised to try to liberalize one aspect of the new rules that is particularly irksome to many stations—that specifying sign-on time as 6 a.m. local *standard* time—which means 7 a.m. local time during the six months of daylight time.

More Negotiation ■ The commission cannot, on its own, change the rule to make it refer to 6 a.m. local time, since the new regulations are provided for in a modification of NARBA that was laboriously worked out with Canada. And “we cannot unilaterally depart from it,” the commission said.

However, it added that it will “in the near future” explore with Canada the possibility of “redefining the agreement in terms of prevailing local time.” The commission said most stations seeking waivers of the new rules would “achieve substantial satisfaction of their requirements” if Canada agrees to the proposed change.

In another move toward relaxation of the new rules, the commission said it would permit power in excess of 500 w on the basis of full domestic nighttime protection (in addition to foreign). The commission said this would benefit “a small but undetermined number” of stations.

The commission also issued a further notice of proposed rulemaking to deal with the question of class-II daytime and limited-time stations located east of co-channel I-A stations. The rules prohibit presunrise operation by such daytimers, and only two class-II stations in that category are known to be operating presunrise—WHCU Ithaca, N. Y., and WHLO Akron, Ohio.

But the commission said their pleadings raise questions as to the value of their service with respect to the co-channel I-A nighttime services which they would limit, and secondary issues regarding the circumstances under which they should be permitted and the amount of protection that should be afforded the I-A stations.

New Ground ■ The rulemaking enlarges a proceeding initiated in June, in connection with the adoption of the new rules, in which the commission sought guidance on the presunrise power limitations to impose on 31 class-II daytime-only, limited-time and full-time stations located west of co-channel

I-A stations.

The commission, in buttressing its decision to affirm its adoption of the new rules, noted two developments that it indicated made a change in the rules essential. One was that the number of complaints being filed against daytime stations that were operating presunrise under the “permissive” rule was sharply increasing.

The other was the entry into force in 1960 of a revised NARBA, which clearly defined daytime operation as that between local sunrise and local sunset and which provided for notification procedure. Observance of the U.S.’s obligations under the agreement would have required a large number of presunrise operations to be ended or, if lesser powers could be used, sharply curtailed in power, the commission said.

Another development was the 1962 action—of the House of Representatives, in the face of commission proposals to tighten up its presunrise rules—in passing a bill to give liberal presunrise authority to daytimers. The Senate never acted on the bill, but the commission was sufficiently impressed to agree to restudy the presunrise matter—and the new rules are the result.

Give and Take ■ The commission calls the rules a compromise—one that seeks to balance the fact that daytimers often render valuable locally oriented service presunrise—in the broadcast of news, weather and like information—and the fact that such non-daytime operation “does cause substantial interference.”

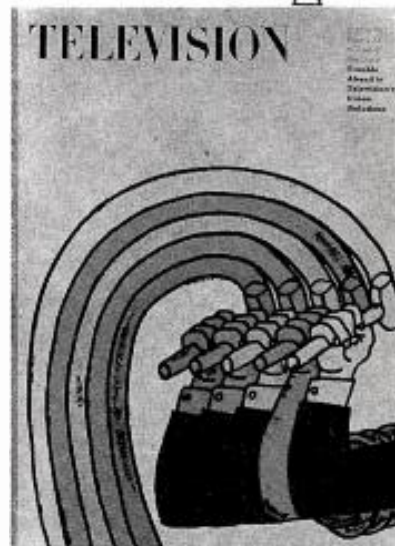
It is a compromise, furthermore, reached “within the framework of this country’s international obligations concerning the notification to foreign countries of standard broadcast operations, and proscribing such operations when they cause objectionable interference to foreign cochannel stations.”

The commission showed some annoyance with the daytimers association which accused it of inconsistency in refusing to permit daytimers to continue operating with the same power and early morning authority they now have. DBA held that the commission had decided that interference on regional channels is “of no concern” but had nonetheless limited presunrise authorizations to 500 w.

“Interference is not ‘of no concern’”, the commission said. “It is simply that, in our judgment, a limitation to 500 watts is a reasonable, and easily administered interference control device.”

Standards ■ At the same time the commission rejected ABS contentions it had ignored engineering standards needed to guard against interference. “The protections against interference adopted appear adequate and reasonably simple, and, also of some importance, they afford the basis for a deci-

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sion now," the commission said.

The commission also rejected ABS' argument—made also by other petitioners for reconsideration as well as by WBEN in its court suit—that in permitting additional interference, the commission is sanctioning a reduction in a station's service area. And such a reduction, ABS said, cannot legally be accomplished without a hearing.

The commission said it cannot conclusively determine the extent of its authority—"this is for the courts." But, it said it rests its order on previous court decisions it believes establishes its authority to take the action it has, "on the basis of a general rulemaking proceeding and without individual adjudicatory proceedings."

RCA produces laser TV for Eros satellite

RCA last week announced development of a combined laser-TV system of high-resolution photography and transmission.

The basic system was designed by RCA for use in the earth resources observation satellite (Eros) and has been presented to the National Aeronautics and Space Administration.

The technique involves a new TV camera tube that sends its pictures to a gas laser whose beam traces them on photographic film at a rate of 1,200 lines a second.

It could conceivably replace standard photographic processes used in the manufacture of integrated micro-electronic circuits and the preparation of graphic-arts material's and news-photographs transmission.

Technical topics . . .

Low-price camera ■ International Video Corp., Mountain View, Calif., has developed what it considers an economic breakthrough in the color-TV camera field. The new unit sells for \$10,000.

New video systems ■ Concord Communications Systems, Los Angeles, a division of Concord Electronics Corp., has introduced a new television control panel (for creating special effects); an interlaced sync generator; and, video switcher for use with video tape recording and closed circuit TV systems. The new products are designed to allow business, education and industry to create video tapes of professional studio quality.

New translator ■ Emcee Broadcast Products (division of Electronics, Missiles & Communications Inc.) White Haven, Pa., has introduced a new 1 kw translator that provides radiated power of 10 kw ERP when linked to an

antenna with a gain of 10. Off-air TV signals are converted to a UHF channel and re-transmitted at 1,000 watts peak visual power, 100 watts average aural. Emcee said the first unit has been installed at the educational outlet WCVE-TV (ch. 23) Richmond, Va.

The Mini-Brute ■ Berkey-ColorTran Inc. has announced availability of the Mini-Brute 5, 6 and 9, high intensity fill lights. Intended to supplement daylight on outdoor locations, they are designed for color work in motion picture and television studios requiring intense light output and constant color temperature of 3200 degrees K. With all nine dichroic-coated PAR 36 lamps burning, the Mini-Brute 9 (LQD9) produces 3000 footcandles at 10 feet and draws less than 50 amps. Available with different lamp switch arrangements that provide for various levels of intensity without changing color temperature, the Mini-Brute 6 and 9 have movable (verticle) lamp banks that permit varied beam coverage. Details from: Berkey-ColorTran Inc., 1015 Chestnut Street, Burbank, Calif. 91502.

AEL appoints ■ S. M. Merion, vice president marketing for American Electronic Laboratories Inc., Colmar, Pa., has announced two recent sales representative appointments: Technical Instruments Inc., 122 West Street, Wilmington, Mass., will provide broadcast equipment representation in the New England area, and Hugh Marsland Associates, 6699 Lincoln Avenue, Chicago, will represent AEL throughout the Midwest.

CCTV/VTR camera ■ General Electric's Consumer Electronics division, Syracuse, N. Y., has available a new 15¼-pound viewfinder camera for closed-circuit TV and video-tape recording. Model TE-24 (\$1,195 list) has a five-inch viewfinder with a built-in light hood for studio-type camera operation. The unit is also suitable for use with GE's one-inch and one-half inch Helican scan video-tape systems.

New model ■ Maryland Telecommunications Inc., Cockeysville, Md., has announced the availability of its new MTI Model Orth 1X Image Orthicon Viewfinder Television Camera System. The model is portable, compact and lightweight and its advanced solid state regulated circuitry assures, reports MTI, that it can be set up and operational in a matter of minutes. Two versions of the Model Orth 1X are available: Orth 1XA, which is designed to accept full EIA external synchronization and is priced at \$12,725; and, the Orth 1XB, which is complete with self-

contained interlaced industrial synchronization and is priced at \$13,075. Delivery of the MTI Model Orth 1X is from stock to 30 days.

Riker's fifth ■ Riker Video Industries Inc., Hauppauge, N. Y., which makes audio-video communications systems and equipment, has with a New York investors group acquired a controlling interest in Ward Leonard Electric Co., Mount Vernon, N. Y., manufacturer of electronic and electrical components. Although no price was quoted, Riker said the company and investors have purchased 108,784 of the 217,681 shares outstanding at Ward. The buy represents Riker's fourth in the past year. Other acquisitions include: Richmond Hill Labs Ltd. and Leitch Research & Development Inc., both of Canada, ITV Inc., New York, and Continuous Progress Education Inc., Norwalk, Conn.

Name change ■ The Industrial Products division of Concord Electronics Corp., Los Angeles, has changed its name to Concord Communications Systems. The division markets a line of video-tape recording and closed-circuit television systems with related video products to business, education, industry and various professions. The name change is a result of product line expansion and some new marketing programs.

NAB continues effort for VHF remote control

The National Association of Broadcasters has taken an FCC suggestion and is making plans to petition for authorization of remote control of VHF television stations.

Last spring the FCC turned down a remote-control request saying broadcasters will first have to convince the commission that the necessary equipment is available (BROADCASTING, April 3). In effect the commission urged NAB to come up with the requested data and resubmit its case.

NAB started on that road last week by announcing two Metromedia stations, WNEW-TV New York and KTTV-TV Los Angeles, were installing special gear for new remote-control field tests.

The installation has already begun and testing is expected to begin around Jan. 1, 1968. WNEW-TV will test wire-line remote control and KTTV will test off-air remote control. The tests will be supervised by Malcom Burleson, Metromedia director of engineering and chairman of NAB's Engineering Advisory Committee, and George Bartlett, NAB vice president for engineering.

FINANCIAL REPORTS

PKL billings start swinging upward

Though Papert, Koenig, Lois, New York, continues to show a decline in earnings from last year, the advertising agency's billings are up, indicating a reversal in the first nine months as contrasted to the first half of this year.

PKL in an interim report last week listed \$29,267,130 in gross billings for the first nine months of this year, an increase of almost \$250,000 over the like period in 1966. Net income for the period was off less than half of what PKL had reported a year ago.

PKL, which had suffered a loss of billing at the beginning of the year and had increases in the costs of conducting its business, had anticipated the poorer showing in income (BROADCASTING, July 17). Part of the depressed profit figures, PKL had said, was attributable to the consolidation of its London office and its new subsidiary, the Century Cycle Co., with a related program of acquisition of more personnel. The London operation, which still shows a slight loss for the nine months, is expected to turn a profit in the fourth quarter, according to Frederic Papert, chairman, and Norman Grulich, president.

For nine months ended Aug. 31:

| | 1967 | 1966 |
|--------------------|------------|------------|
| Income per share | \$0.216 | \$0.42 |
| Gross billings | 29,267,130 | 29,044,340 |
| Net income | 175,400 | 337,243 |
| Shares outstanding | 810,787 | 802,410 |

NYSE to trade Corinthian

Trading in the common stock of Corinthian Broadcasting Corp. is scheduled to begin on the New York Stock Exchange on Oct. 25, it was announced last week. The board of governors of the NYSE approved the listing on Oct. 5.

Corinthian Broadcasting owns and operates KHOU-TV Houston; KXTV (TV) Sacramento, Calif.; WANE-TV Fort Wayne, Ind. and WISH-TV Indianapolis. Its stock currently is traded over the counter.

ITT shares may split 2-1

The board of directors of International Telephone and Telegraph Corp., have proposed to split the shares of common stock of the corporation on a two-for-one basis and increase the authorized common stock proportionately. The proposal will be submitted for approval

by ITT shareholders at a special meeting, 2 p.m., Wednesday, Dec. 13, at the Lord Baltimore hotel in Baltimore. The directors also increased the quarterly dividend on the present common stock to 42½ cents per share, equivalent to an annual rate of \$1.70 a share.

General Tire's earnings fall for 9-month period

Although consolidated net sales of General Tire & Rubber Co., Akron, Ohio, increased slightly, earnings dropped drastically for the nine-month period ended Aug. 31, in comparison with the same period last year.

An \$8-million loss was suffered by General Tire's subsidiary, Aerojet-General, compared to its \$11-million profit in 1966, according to the company.

The firm's group broadcasting and multiple-CATV-owner subsidiary, RKO General Inc., also dropped its earnings 15.6% for the nine-month period, but increased revenues.

For the nine months ended Aug. 31:

| | 1967 | 1966 |
|--|-------------|-------------|
| Earned per share | \$0.85 | \$2.05 |
| Net sales | 711,282,089 | 710,766,690 |
| Net income of RKO General Inc. and its consolidated subsidiaries for the nine months ended June 30 | 6,448,723 | 7,639,144 |
| Total | 717,730,812 | 718,405,834 |
| Provision for federal income taxes | 3,076,000 | 25,350,000 |
| Estimated income | 15,034,000 | 35,299,000 |

Amex trading starts on Visual Electronics

Trading in the common stock and 5¼% convertible subordinated debentures, due Sept. 1, 1968, of Visual Electronics Corp. began on the American Stock Exchange Wednesday (Oct. 11).

A total of 1,308,909 shares of common stock and \$2.5 million of the debentures have been authorized for listing on Amex. Trading opened on 3,200 shares at 29, and 10 bonds at 115. The ticker symbol for Visual Electronics is VIS.

The corporation, with manufacturing facilities in Clifton, N. J., and Palo Alto, Calif., distributes television and radio broadcast equipment to stations, video-tape recording centers, educational and closed-circuit television systems.

For the three months ended June 30, 1967, Visual Electronics reported net income of \$306,176 in comparison

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with \$204,603 for fiscal first quarter 1966. For the fiscal year ended March 31, 1967, the company's net income was \$973,238, as against \$445,810 in fiscal 1966.

Financial notes . . .

▪ Transamerica Corp., San Francisco-based financial holding company and parent of United Artists Corp., announced that it plans to acquire Trans International Airlines Corp., Oakland. Deal would be for stock with a current market value of about \$147 million.

▪ An offering of \$100 million of ITT 4% convertible preferred stock series J, has been made. The stock is priced at 100% plus accrued dividends, and is convertible into ITT common at \$123 per share. Preferred stock is redeemable at any time after Sept. 1, 1969, at prices declining from \$104 to \$100 on Sept. 1, 1985 and thereafter. Net proceeds from sale will be added to working capital, and one-half will be applied to reduction of bank borrowings.

▪ The acquisition of C-E-I-R Inc., Washington-based applied research and computer services corporation by Control Data Corp., has been approved by directors of both companies. The purchase, to be effected through the exchange of one share of Control Data for six shares of C-E-I-R, is subject to approval by shareholders, tentatively set for Nov. 15. A two-thirds vote of approval will be needed. C-E-I-R has 1,665,645 shares outstanding. Control Data's stock to be issued has a value of about \$35 per share, according to the New York Stock Exchange.

Blair to acquire Chicago printing firm

John Blair & Co., New York, has reached an agreement in principle to acquire Alden Press Inc., Chicago, for 80,000 shares of Blair stock, it was announced last week. Blair, which is traded over the counter, has been selling at approximately \$30 a share in recent weeks.

Francis Martin Jr., Blair president, said Alden would be merged with

American Printers & Lithographers Inc., in which Blair has a 51% interest. When Alden is merged, Blair's interest in American Printers & Lithographers will be raised about 70%.

Seven Arts set fiscal-year record

Seven Arts Productions Ltd., Toronto, achieved the highest operating income in seven years in the entertainment industry during the fiscal year ended June 30, it was reported last week.

Samuel Haims, vice president and treasurer, said these figures represent the results of operations for Seven Arts Productions prior to its acquisition of the assets of Warner Brothers as of June 30.

For the fiscal year ended June 30:

| | 1967 | 1966 |
|--------------------|------------|------------|
| Earnings per share | \$2.56 | \$2.04 |
| Gross income | 46,801,414 | 33,919,502 |
| Net earnings | 6,520,541 | 5,201,741 |

FANFARE

It's BPA time in Toronto

McLuhan among top speakers at three-day seminar that opens today

About 350 delegates are to be in Toronto this week for the 12th annual seminar of the Broadcasters Promotion Association, BPA President George Rodman, WBKB-TV Chicago, estimated last week.

Several major station representative companies this year plan to have promotion workshop sessions with their stations while other service companies in the field planned similar related sessions. The networks also scheduled meetings and parties over the weekend.

Speaker lineup for the Monday-Wednesday convention will include Professor Marshall McLuhan of Fordham University; Don Jamieson, four-time president of the Canadian Association of Broadcasters, and Phillippe de Gaspé Beaubien, mayor of Expo '67 (BROADCASTING, Oct. 2). NBC personality Hugh Downs will be among broadcasting professionals participating in the

panels and luncheon sessions. Dr. Andrew Stewart, chairman of the Canadian Board of Broadcast Governors, also is to talk.

The BPA convention is being held at the Royal York hotel.

The official agenda:

Monday, Oct. 16:

9:00 a.m.—President's call to order and announcements.

9:30 a.m.—Communicating through promotion: Don Jamieson, president, CJON St. Johns, Nfld.

10:35 a.m.—The Communication of an Image: Jerry McCabe, CFRB-AM-TV Toronto, host/producer; Phillippe de Gaspé Beaubien, "Mayor of Expo," speaker.

12:30 p.m.—Luncheon. Speaker: Dr. Andrew Stewart, chairman, Board of Broadcast Governors, Ottawa.

2:30 p.m.—Man—The Communicator (workshop #1): Howard Wry, WHNB-TV West Hartford, Conn., and Marge Injasoulian, KOOL-AM-TV Phoenix, host/producers. First session: 2:30 p.m. Second session: 3:25 p.m. Third session: 4:20 p.m.

On-the-air Promotion: Small TV market, Arle Landrum, WLCY-TV St. Petersburg, Fla.; Large TV market, Ray McFarland, KRLL-TV Dallas-Fort Worth; Small radio market, Guy Koenigsberger, KRNT Des Moines, Iowa; Large radio market, Tom Watkins, WHEN Syracuse, N. Y.

Advertising: Small TV market, Fred Foerster, WBRE-TV Wilkes-Barre-Scranton, Pa; Large TV market, Jack Dorr, WKYC-TV Cleveland; Small radio market, Jim Ward, WMT Cedar Rapids, Iowa; Large radio market, Bob Harris, KLAC Los Angeles.

Sales Promotion: Small TV market, open; Large TV market, Boyd Seghers, WGN-TV Chicago; Small radio market, Otto Goessi, WTIK New Orleans; Large radio market, Nancy Chappel, KTAR Phoenix.

6:30 p.m.—Cocktail party.

7:00 p.m.—Trade press cocktail party.

8:00 p.m.—Banquet and awards presentations.

Tuesday, Oct. 17:

9:00 a.m.—Credential check.

9:30 a.m.—Business meeting.

11:30 a.m.—Communicating with the experts.

12:15 p.m.—Luncheon Speaker: Dr. Marshall McLuhan.

2:30 p.m.—Communicating with the experts.

3:00 p.m.—Man—The Communicator (workshop #2): Clark Grant, CKLW-TV Windsor, Ont.-Detroit, host/producer. Salary survey, departmental breakdown, year-end reports and projections, makeup of promo manager: Paul Lindsay, WLAP Lexington, Ky., speaker. Television contests: Casey Strange, WFBM-TV Indianapolis, speaker. Radio contests: Babs Pitt, CFCF Montreal, speaker.

3:40 p.m.—Man—The Communicator (workshop #3): repeat of workshop #2.

4:20 p.m.—Man—The Communicator (workshop #4): Todd Spoeri, WJBK-TV Detroit, and Jim Ward, WMT Cedar Rapids, Iowa, host/producers. Parades, floats, fairs, expositions, home shows, celebrations: Gene Godt, WJW-TV Cleveland, speaker. Use of research in planning promotion: Frank Magid, Frank Magid Associates, Cedar Rapids, Iowa. Selling a market: James W. Evans, WTAR-TV Norfolk, Va., speaker.

5:00 p.m.—Man—The Communicator (workshop #5): repeat of workshop #4.

Wednesday, Oct. 18.

9:00 a.m.—Man—The Communicator (workshop #6): Maury Midlo, WDSU-TV New Orleans, and Annette Simpson, WALA-TV Mobile, Ala., host/producers. Graphic tools: Dick Paul, WAVY-TV Norfolk, Va., speaker. Photography in promotion: Doug Duitsman, NBC, speaker. Sales presentations: Josef Rosenberg, Blair TV, New York, speaker.

9:40 a.m.—Man—The Communicator (work-

shop #7): repeat of workshop #6.
 10:20 a.m.—Man—The Communicator (workshop #8): Jack Agnew, WBZ-TV Boston and David Williams, WNDU-TV South Bend, Ind., host/producer. How to communicate with better TV, radio and print production: Bob Klein and Alan Barzman, Klein & Barzman Productions. Los Angeles, speakers.

11:05 a.m.—The art of improving your communications with man: Carl Haglund. WRVA Richmond, Va., host/producer. Speaker: Hugh Downs, NBC-TV.

Drumbeats . . .

Award to NBC ■ NBC has been presented an award by the General Federation of Women's Clubs, Washington, for *The Smithsonian* program series colorcast on NBC-TV last week.

BMI competition ■ Broadcast Music Inc., New York, performing rights licensing organization, is making \$14,300 available to young composers in the 16th annual student composers awards competition. Prizes ranging from \$250 to \$2,000 are awarded annually (awards were established in 1951 by BMI in cooperation with music educators and composers) to encourage the creation of concert music by student composers under the age of 26. This year's competition closes next Feb. 15. Rules and entry blanks are available from Oliver Daniel, director, SCA project. BMI, 589 Fifth Avenue, N. Y. 10017.

Country music salute ■ The International Radio and Television Society Inc. last week paid tribute to National Country Music Month with a Newsmaker Luncheon in New York highlighted with a 90-minute "Wonderful World of Country Music" show, featuring record-



T. A. M. Craven lauded for contributions

Former FCC Commissioner T. A. M. Craven was honored by members of the Washington chapter of the Institute of Electrical and Electronic Engineers with a scroll expressing their appreciation for his career as a public servant and for his "outstanding contributions to the

engineering profession and to the broadcast industry." The presentation was made last week by officers of the local IEEE chapter. L to R: Harold L. Kassens, FCC; Howard T. Head, A. D. Ring and Co.; Robert G. Weston, FCC; Mr. Craven, and John F. Watter, General Electric.

ing stars Tex Ritter, LeRoy Van Dyke, Jeannie Seely, Ray Price, The Stoneman Family and the Nashville Sounds. The program was presented by The Country

Music Association, whose membership includes 18 radio stations in 11 states. Among the door prizes was a thoroughbred Tennessee walking horse.

FATES & FORTUNES

BROADCAST ADVERTISING

Carl Jensen, VP for BBDO, Los Angeles, named account supervisor for Rexall Drug account, replacing **Robert Herzbrun** who joined Rexall as VP and director of marketing and sales planning.



Mr. Weinrott

Lester A. Weinrott promoted to senior VP of Geyer-Oswald Inc., Chicago. With agency since 1963, he earlier had been with Ted Bates & Co.

Jack Macdonald, with Ritchie Advertising Agency, Houston, joins Cohn Advertising there as VP and account supervisor.

Robert J. Somerville, general manager of KFOG(FM) San Francisco, also named sales manager of KHJK-TV there

(change of call pending to KBHK-TV). Both are Kaiser Broadcasting stations.

Norman F. Hall, formerly with McCarty Co. (now Botsford, Constantine & McCarty) and Donahue & Coe (now West, Weir & Bartel), both Los Angeles, joins R. H. Alber Co. there as VP.

Peter C. Wilkinson, advertising manager, Eaton Laboratories, Norwich, N. Y., appointed director of Advertising, Endo Laboratories Inc., Garden City, N. Y. **Robert Jahoda**, Endo Labs' assistant advertising manager, named advertising manager.

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Jean Hanlin, formerly media buyer for Brownfield, January & Clark and Glenn Advertising, both Dallas, appointed media director of AD-PR Inc., that city.

Robert P. Linderman, copy group head with J. Walter Thompson Co., New York, appointed to newly established position of creative director in advertising department of P. Lorillard Co., that city.

Ben McKeel, local salesman, WTTG-TV Washington, named to New York sales staff, Metro TV Sales.

Dino Ianni, station manager of WJAS-AM-FM Pittsburgh, appointed station manager of WKYC-AM-FM Cleveland, succeeding **Robert Martin**, who resigned. **Earl Buncher**, manager of sales for WJAS, will succeed Mr. Ianni. All stations are NBC-owned.

Steve Seymour, formerly with KPIX-TV San Francisco and Television Advertising Representatives, New York, appointed account executive for KDKA-TV Pittsburgh.

Howard Cortese, account executive for KPGM(FM) Los Altos, Calif., joins KYMS(FM) Santa Ana, Calif., in same capacity.

David S. Low, with WKYC, and **Frank R. Castillo**, with Foster & Kleiser, both

Cleveland, join WAFT-TV there (change of call pending to WKBF-TV) as account executives.

Martin S. Pollins, regional sales manager for ABC-TV Spot Sales, New York, named general sales manager for KNBC-TV Los Angeles.

John Dundas, Gardner Advertising Co., New York, and **Dick Rack**, BBDO, New York, have joined Sullivan, Stauffer, Colwell & Bayles, same city, as account supervisors.

Phil Goldman, manager, Atlanta office, National TV Sales, moves to McGavren-Guild-PGW Radio Inc.'s Atlanta office as manager. **Robert De Tchon** salesman, WHK Cleveland, joins McGavren-Guild-PGW's New York sales staff.

Ken Klein, advertising manager, WOR-AM-FM-TV New York, appointed director of advertising and promotion for radio. **Ken Cowan**, former director of information, WOR-AM-FM-TV, named to newly created post, director of creative services and sales development, WOR-TV.

Lynn Wood Hall, from WCAU-TV Philadelphia sales staff, named to new post of director of program sales, Spanish International Network, New York.

James C. Etzler, elected as secretary of Wade, Lauer & Katt Inc., Fort Wayne, Ind. He also becomes account executive for firm that was established to take over business of former Louis E. Wade Inc. that city.

Garrett Bergmark, television salesman, Peters, Griffin, Woodward, Los Angeles, moves to New York office.

John W. Britten, ABC-TV station clearance, New York, joins sales staff, Savalli/Gates Inc., same city.

Peter M. McCoy, account executive, Henry I. Christal Co., New York, named account executive, WCBS New York.

Gary Adler, account executive with Television Advertising Representatives, Chicago, joins WTOP-TV Washington as sales manager.

Yvonne Wake, continuity director for KFVB Los Angeles, appointed sales service manager for KLAC Los Angeles.

Klee C. Dobra, account executive with WTOP Washington, appointed assistant sales manager.

Ken Willert, from Geyer, Morey, Ballard's San Jose, Calif., office, joins Meltzer, Aron & Lemen, San Francisco, as account executive.

Nick A. Corvello, account executive for WHJB Greensburg, Pa., named com-

mercial sales manager of WHJB and WOKU-FM, that city.



Mr. Friedman

Harold Friedman becomes president; **Lee Savage**, board chairman and creative director, and **Sol Goodenoff**, partner and executive VP at Savage Friedman, New York commercial producer. Previous



Mr. Goodenoff,



Mr. Savage

titles were executive producer, creative director and engineer, respectively.

Patricia Chipman, media assistant at Reach, McClinton & Co., Boston, named media buyer.

Vincent R. Bujan, from J. M. Mathes, New York, appointed account executive at WCBS New York.

Culver Eisenbein, creative director for E. M. Reilly & Associates, Clayton, Mo., ad agency, appointed VP.

June Gader, copywriter, Honig, Cooper & Harrington, Los Angeles, joins Erwin Wasey Inc., that city, as copy writer.

Jack Jennings, general sales manager for KNBC-TV Los Angeles, joins KHJ-TV Los Angeles as account executive.

Zip Zanders joins KTHO-AM-FM Tahoe Valley, Calif., as account executive.

Blanche Haggard, **H. H. Pressley** and **Tommy W. Wright** join sales department of WLOS-AM-FM Asheville, N. C.

MEDIA



Mr. Bryan

Bill Bryan, for 23 years Detroit manager of Peters, Griffin, Woodward Inc. named general manager of wwww that city and bureau chief of McLendon 45, new station representation firm of McLendon Corp. (see page 41).

Michael W. Burke, with Traveler's Insurance Co., Washington, appointed assistant to National Association of Broadcasters' radio code manager.

Get VP stripes



Mr. Spielmann



Mr. Theiss



Mr. White

Three VPs of former George P. Hollingbery Co. have been designated VPs in reorganization of rep firm as Hollingbery Company (BROAD-

CASTING, Oct. 9).

Robert Spielmann, VP and eastern sales manager, becomes VP and New York sales manager; **Charles Theiss**, VP and central sales manager, is elected VP of spot sales development, and **Edgar White**, VP and western sales manager, becomes VP and director of research and promotion.

William A. Potts, WDKN-AM-FM Dickson, elected president of Tennessee Association of Broadcasters. Other officers elected: **John H. Bailey**, WJZM Clarksville, secretary-treasurer; **Robert A. Davidson**, WHAL-AM-FM Shelbyville, VP for middle Tennessee; **John Reese**, WATE-AM-TV Knoxville, VP for east Tennessee; **Alvin M. Wood**, WTRO-AM-FM Dyersburg, VP for west Tennessee.

Irvine B. Hill, executive VP and commercial manager of WCMS-AM-FM Norfolk, Va., named executive VP and general manager.

Robert R. Mercado, in field of investment banking, joins KSOM-AM-FM Ontario, Calif. as general manager.

George C. Stevens, broadcast consultant, elected president of WGCH Greenwich, Conn.

John A. Sullivan, system manager of Teleprompter of Oregon, Eugene, Ore., promoted to Teleprompter microwave administrator in charge of cable TV systems in Oregon, Montana, Kansas and Wyoming with headquarters in Eugene. **Robert Morrison**, systems manager of Teleprompter's Great Falls (Mont.) Cable TV, succeeds Mr. Sullivan in Eugene. **Jack L. Williams**, from KLIB Liberal, Kan., appointed system manager of Teleprompter of Liberal, replacing **Leo Levisay**, named system manager of Teleprompter Cable Television of Greenwood (S. C.).



Mr. Manson

Lee Manson, manager of Kops-Monahan Communications' WAVZ New Haven, Conn., appointed manager of group's FM Service Division, same city.

Roy Bacus, WBAP-AM-FM-TV Fort

Worth, elected president of Texas Association of Broadcasters. Other officers elected: **Clint Formby**, KPAN Hereford, VP, and **Steve Cowan** KGBC-AM-FM Galveston, secretary-treasurer.

Dudley S. Taft, with Washington law firm of Koteen & Burt, and son of Hubert Taft Jr., board chairman of Taft Broadcasting Co., Cincinnati (group owner), appointed corporate attorney for Taft Broadcasting.

Jack G. Carnegie, general manager of KONO-KITY(FM) San Antonio, Tex., elected VP of licensee Mission Central Co. which also owns WRIZ Miami.

Al Thernes, station manager of KVII-FM Amarillo, Tex., appointed station manager of KRDO Colorado Springs.

Two selling units

Metro TV Sales, New York, TV rep division of Metromedia Inc., is splitting its sales staff in New York into two groups of eight people each. The units called "Red Group" and "White Group" will handle four outlets and seven stations, respectively.

Gerry Mulderrig, VP and sales manager, will direct the Red Group (selling for KTTV[TV] Los Angeles, WFLD-TV Chicago, WPHL-TV Philadelphia and KPLR-TV St. Louis), and **Gerry McGavick**, VP and sales manager, will direct the White Group (WTTG-TV Washington, WTTV[TV] Indianapolis, KMBC-TV Kansas City, WCIX-TV Miami, WVUE[TV] New Orleans, KCPX-TV Salt Lake City and WPTA[TV] Fort Wayne, Ind.) They will report to **Tom Tilson**, VP and general sales manager of the rep firm. **John B. Sias** is Metro TV Sales president.

Charles C. Watts Jr., formerly commercial manager of WWWB-AM-FM Jasper, Ala., joins staff of Representative Tom Bevell (D-Ala.).

Ralph S. Hatcher, who last month sold WJBS Deland, Fla., appointed general manager of Communicable Inc. and Five Beaches Cable TV Inc., CATV systems in Cocoa Beach and Canaveral City, both Florida. **Jay Barbree**, NBC correspondent at Cape Kennedy, elected to CATV firms' board of directors.

Marcus J. Weise, assistant general sales manager at WNHC-TV New Haven, Conn., named associated director of public affairs for KDKA Pittsburgh.

Lee Shoblom, KBTR Denver, news-

man, promoted to public relations director-production manager.

Ruth W. Bodington, traffic manager for KMPC Los Angeles, named director of public service.

PROGRAMING



Mr. Stromberg

Hunt Stromberg Jr., executive producer for Goodson-Todman Productions, Beverly Hills, named VP in charge of television production for Aubrey Co., Hollywood, firm headed by James T. Aubrey Jr.

and which has co-production agreements with Columbia Pictures and Screen Gems. Mr. Stromberg was programming VP for CBS-TV when Mr. Aubrey was president of that network.

John Foley, VP-director of sales, Olas Corp., Cleveland, named regional manager, Ohio-Michigan, with Wolper Television Sales. **Joseph P. Grant**, Wolper Productions' business affairs manager, transferred from Los Angeles to New York.

Thomas F. Edwards, account executive, Blair TV, New York, appointed eastern division sales manager, Trans-Lux Television Corp., same city.

Bernard R. Goodman, VP, Warner Bros.-Seven Arts Distributing Corp., New York, elected VP of parent company.

Jeffrey Rose, promotion and publicity manager, Screen Gems Inc.'s New York office, named director of promotion and publicity, New York, succeeding **Johanna Grant**, who left company.

George A. Elber, executive VP and member of board of Four Star Television departs end of year to return to law practice.

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Robert Moomey, from WIND Chicago, appointed program manager for WWOV Fort Wayne, Ind., replacing **Neil McIntyre** who has been named to similar post at KDKA Pittsburgh. All are Westinghouse stations.

Don Shellady, program director of KXIC Iowa City, Iowa, named program and operations manager of KXIC-AM-FM. **Fred Hagen**, KXIC chief announcer, appointed assistant program director.

Al McCoy promoted to program director of KOOL Phoenix.

John Garry of Toledo, Ohio, appointed program director of WGH Newport News, Va.

Don Day, program director of KXOL Fort Worth, appointed program director for KDSX Denison-Sherman, Tex.

Bob Gillies, announcer and production assistant on *Malibu U*, joins production staff of syndicated *The Woody Woodbury Show*.

Gilbert B. Boucher, program director at KSMA Santa Maria, Calif., named program director at KSOM-AM-FM Ontario, Calif.

Wilbur F. Liedke, with noncommercial WMFE-TV Orlando, Fla., joins noncommercial WTVI(TV) Charlotte, N. C., as production manager, succeeding **Michael J. Ziegler**. **Franc Dutton** joins WTVI as producer-director.

NEWS

John Greene Jr., who resigned in June as WBT Charlotte, N. C., news supervisor to become director of University of North Carolina news bureau at Greensboro, appointed news manager of reorganized WBT news department.

Leslie Brooks, WTJS Jackson, Tenn., elected president, Tennessee Associated Press Radio-TV Association.

Russ Van Arsdake, newsman for KHJ-TV Los Angeles, appointed news director replacing **Allan Moll**, who will concentrate on community relations and special projects.

Tim Moran, from WTVT(TV) Tampa, Fla., appointed chief of WTVJ(TV) Miami news bureau in Tallahassee.

Ven Marshall promoted to assistant news editor at WWJ Detroit. **Jerry Blocker** and **John Spears** added to news staff.

Fred White, sports director of KHAS Hastings, Neb., becomes sports director of WIBW-AM-FM-TV Topeka, Kan., on Oct. 23 in charge of all sports play-by-plays. He replaces **Gary Bender**,

who resigned last month to become sports director of Kansas University Radio Network.

Frank W. Beatty succeeds **Robert E. Page** as administrative assistant to central division manager, UPI, Chicago. Mr. Page moves to New York office as general sales executive. Replacing Mr. Beatty as Michigan regional executive, Detroit, is **Ronald Riechmann** of Chicago bureau.

H. Erik Horvitz, Chicago newsman, joins WISN-TV Milwaukee as general assignment reporter.

Hardie H. Mintzer, managing editor of WNEW-TV New York, appointed news manager of WKBS-TV Burlington, N.J.-Philadelphia.

Jimmy D. Britnell, Birmingham, Ala., bureau manager for UPI, appointed UPI regional executive for Tennessee with headquarters in Nashville.

Al Helms, news director for KTVU (TV) Oakland-San Francisco, joins KCBS San Francisco as reporter-news-caster.

Jim Harwood, news producer and writer for KPIX(TV) San Francisco, named special assignment reporter.

Marcus J. Weise, assistant general sales manager with WNHC-TV New Haven, Conn., appointed associate director of public affairs for KDKA-TV

Pittsburgh.

John W. Chalfant, with noncommercial WOUB-AM-FM-TV Athens, Ohio, named news director.

EQUIPMENT & ENGINEERING



Mr. Kremer

Selman M. Kremer, director of advertising and public relations for Jerrold Corp., Philadelphia, named manager of Jerrold's distributor sales division. **Joseph Kerner**, former manager of distributor sales division, named to new corporate post as manager, distributor products.

Norman Marberblatt, components division sales manager, National Radio Co., Melrose, Mass., appointed director of marketing, components, equipment and instrument divisions.

Joseph M. Hertzberg, VP and general manager, communications systems division, RCA defense electronics products, named division VP, international communications projects for RCA. He will be in charge of planning and coordinating communications product and systems programs for RCA.

Sy Krinsky named president of Gravco Sales Inc., Grass Valley, Calif., wholly owned subsidiary company of The Grass Valley Group, which manufactures broadcast and closed-circuit television equipment. Gravco Sales will be responsible for all sales for parent company.

Robert E. Wenning named sales engineer for Memorex Corp. at Lowell, Mass.

Edwin R. Levine, with Philips Broadcast Equipment Corp., Paramus, N.J., appointed senior field engineer.

William J. Lauritzen named CATV equipment sales representative in Oregon, Washington and Idaho for Ameco Inc. at Eugene, Ore.

FANFARE



Mr. Bronson

Richard B. Bronson, head of PR department of Hildreth Network, Bangor, Me., named VP-public relations.

Allan Rinde, account executive, record promotions, Morton D. Wax & Associates, New York, promoted to account executive, consumer press.

Robert E. Anslow, assistant to president, Roanwell Corp., New York, promoted to comptroller.

Governor Case dies



Governor Case

Norman Stanley Case, former FCC commissioner and onetime governor of Rhode Island, died Oct. 10 after a long illness in Wakefield, R. I. He

would have been 79 on Oct. 11. A Republican, he served through three terms as governor from 1928 to 1933. In 1934 he was appointed to the FCC by President Franklin D. Roosevelt, where he served in the divisions of radio, telegraph and telephone on a rotating basis. He was reappointed to a seven-year term which expired in 1945. For the next 10 years Governor Case practiced law as a member of Case & Wozencraft in Washington and then retired. He is survived by his wife, Emma Louise, son and daughter.

Mike Hartley joins WSB-AM-FM Atlanta as promotion assistant.

Jane Ann Jayroe, "Miss America" of 1967, joins WKY-AM-TV Oklahoma City in newly created position of community relations coordinator.

Bernard A. Goodrich, director of public relations for National Rural Electric Cooperative Association, Washington, named assistant manager of press relations in Washington office of International Telephone & Telegraph Corp.

Beata Dabrowska, special assistant to Bishop Fulton J. Sheen, named coordinator, awards and special projects, NBC, New York.

Edward T. O'Toole, VP, Grey Public Relations Inc., New York, elected executive VP.

Mike Gray, director of television, East Coast, Rogers, Cowan and Brenner Public Relations, New York, joins Frank Goodman Associates, that city, as executive VP.

Omar K. Lerman, arts administrator for American Ballet Theater and City

Center Ballet, appointed associate director of the National Citizens Committee for Public Television in charge of community relations and development programs.

Arnold Katinsky, promotion and advertising director, WNEW New York, promoted to director of information services. James F. X. Mullen, merchandising manager, CBS Radio, joins WNEW as assistant director of information services.

INTERNATIONAL

Tom Gould, who resigned as political broadcaster - correspondent of Canadian Broadcasting Corp., has joined CTV Television Network as head of Ottawa bureau. He will handle daily CTV *National News* for network as well as weekly public-affairs show, *Canada: 101*.

John J. Leitch, retired VP-director of engineering for WCAU-AM-TV Philadelphia and consultant since 1963, has accepted assignment with International Executive Service Corps to be volunteer

executive with ABS-CBN Broadcasting Corp., Manila, which is expanding its radio-TV operations in Philippine Islands.

DEATHS

William Phillips, 58, Associated Press night supervisor on New York broadcast news desk, died Oct. 9 in North Shore hospital, Manhasset, N. Y., of lung cancer. Survivors include his wife, Josephine; and two sons, Angus William, newsman with WQXR New York, and Thomas, reporter for *Worcester (Mass.) Evening Gazette*.

Clancy Lake, 46, news director, KTVI(TV) St. Louis, died Oct. 6, in St. Petersburg, Fla., of leukemia. He is survived by his wife Ruth, and three sons.

Harry Cummings, 77, John Blair & Co. salesman in the Southeast, with his office in Jacksonville, Fla., died early last week at his home in Jacksonville. Mr. Cummings retired in 1966 after more than 30 years with Blair. He leaves no survivors.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Oct. 5 through Oct. 11, and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

FINAL ACTIONS

Denver — Comet Television Corp. FCC granted UHF ch. 31 (572-578 mc); ERP 275 kw vis., 41.7 kw aur. Ant. height above average terrain 980 ft., above ground 297 ft. P. O. address: c/o Robert M. Robbins, 100 Biscayne Blvd., Room 1111, Miami 33132. Estimated construction cost \$365,800; first-year operating cost \$250,000; revenue \$275,000. Studio location to be determined; trans. to be located on Lookout mountain, near Golden, Colo. Geographic coordinates 39° 43' 45" north lat., 105° 14' 06" west long. Type trans. RCA TTU-10A; type ant. RCA TFU-30J. Legal counsel Welch & Morgan, consulting engineer A. D. Ring & Associates, both Washington. Principals: Robert M. Robbins, president, Harold Thurman, vice president and David Landau, secretary and treasurer, (each 33⅓%). Messrs. Robbins, Thurman and Landau are, together, stockholders of Acorn Television Corp., permittee of WHJR-TV Clearwater, Fla. and Beacon Television Corp., permittee of new TV to operate in ch. 41 at Tulsa, Okla. Mr. Robbins is in commercial finance. Mr. Thurman is financial consultant. Mr. Landau is electronics manufacturer. Action Oct. 11.


Cumberland, Md. — Mountain Television Inc. FCC granted UHF ch. 52 (698-704 mc); ERP 3.63 kw vis., 724 w aur. Ant.

height above average terrain 810 ft., above ground 106.2 ft. P. O. address: 100 South Liberty Street, Cumberland. Estimated construction cost \$191,500; first-year operating cost \$130,000; revenue \$140,000. Studio and trans. locations both Cumberland. Geographic coordinates 39° 37' 39" north lat., 78° 42' 32.5" west long. Type trans. General Electric TT20-A, type ant. General Electric TY-21-B. Legal counsel Smith, Pepper, Shack & L'Heureux; consulting engineer Gautney & Jones, both Washington. Officers and directors are Arthur W. German, president and director, Buford L. Saville, vice president and director and William M. Geppert, secretary-treasurer and director. Stockholders (50% each) are Potomac Valley Television Inc. (operator of CATV system serving Cumberland), and Cumberland Valley Broadcasting Corp. Grant was made without prejudice to whatever action commission may deem appropriate as result of pending proceeding in Doc. 17371, an inquiry concerning joint ownership of television stations and CATV systems. Opposing petition by Tri-State

Translators Inc. was denied. Action by memorandum opinion and order, Oct. 4. Commissioner Johnson abstained from voting.

OTHER ACTIONS

San Francisco (Bay Broadcasting Co. and Reporter Broadcasting Co.) TV ch. 38 proceeding. Commission has dismissed motion by Bay Broadcasting Co. which had requested dismissal of application of Reporter Broadcasting Co. Action was taken without prejudice to refiling by Bay of its motion with hearing examiner. Commission held that motion should have been directed to examiner for his action stating that "to have any kind of orderly and efficient hearing process, pleadings essentially interlocutory in nature must be considered and ruled upon by the hearing examiner, and except where there is manifest abuse of discretion or clearly unauthorized action, should not be reviewed by the commission or Review Board until the hearing has been completed and a report or decision made or the record transferred to the review board

| | |
|---|---|
|  | <p>EDWIN TORNBORG & COMPANY, INC.</p> <p>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</p> <p>New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531</p> |
|---|---|

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Oct. 12

| | ON AIR | | NOT ON AIR | |
|--------------------|--------|------|------------|------|
| | Lic. | CP's | CP's | CP's |
| Commercial AM | 4,121* | 17 | | 97 |
| Commercial FM | 1,648 | 72 | | 256 |
| Commercial TV-VHF | 488* | 12 | | 12 |
| Commercial TV-UHF | 112* | 26 | | 146 |
| Educational FM | 306 | 13 | | 29 |
| Educational TV-VHF | 60 | 7 | | 9 |
| Educational TV-UHF | 49 | 12 | | 48 |

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 12

| | VHF | UHF | Total |
|---------------|-----|-----|-------|
| Commercial | 519 | 278 | 797 |
| Noncommercial | 76 | 109 | 185 |

STATION BOXSCORE

Compiled by FCC, July 31, 1967

| | COM'L AM | COM'L FM | COM'L TV | EDUC FM | EDUC TV |
|--------------------------------|--------------------|----------|----------|---------|---------|
| Licensed (all on air) | 4,118 ¹ | 1,642 | 600 | 304 | 109 |
| CP's on air (new stations) | 18 | 74 | 25 | 14 | 19 |
| CP's not on air (new stations) | 96 | 253 | 165 | 27 | 57 |
| Total authorized stations | 4,234 | 1,969 | 795 | 345 | 185 |
| Licenses deleted | 3 | 1 | 0 | 0 | 0 |
| CP's deleted | 0 | 0 | 1 | 0 | 0 |

¹ In addition, two AM's operate with Special Temporary Authorization.

² In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

or commission." Commission also noted that review of proceeding after decision by trial tribunal affords ample opportunity for correction of any errors regardless of whether trial is before federal official designated judge or hearing examiner. Bay had moved to dismiss Reporter's application which was amended after application had been designated for hearing. Action by commission, Oct. 11, by memorandum opinion and order (Docs. 16678, 16831). Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson.

■ Review board in Columbus, Ga., TV broadcast proceeding, Docs. 17449-50, granted request for extension of time filed by Broadcast Bureau on Oct. 2, and extended to Oct. 13, time for filing responsive pleadings to petition for rehearing filed by Cosmos Broadcasting Corp. Sept. 20. Board member Nelson not participating. Action Oct. 4.

■ Review board in Medford, Ore., television broadcast proceeding, Docs. 17680-2, granted petition filed Oct. 9 by Broadcast Bureau and extended to Oct. 25 time to file responsive pleadings to two petitions to enlarge issues filed Sept. 27 by Liberty Television. Board member Nelson absent. Action Oct. 11.

■ Review board in Memphis, TV broadcast proceeding, Docs. 17258-60. Action on joint request for approval of agreement filed July 26, by Gamma Television Corp., Tele/Mac of Memphis and Memphis Broadcasting Associates; and petition to enlarge issues filed Aug. 3, by Broadcast Bureau, is held in abeyance for 10 days from release date of memorandum, opinion and order pending submission of further information. Board member Nelson not participating. Board member Pincock dissenting. Action Oct. 4.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Oct. 3 in Sacramento, Calif. (Grayson Television Inc. and Hercules Broadcasting Co.) TV proceeding, designated Examiner Chester F. Naumowicz Jr. to serve as presiding officer, scheduled prehearing conference for Oct. 25 and hearing for Dec. 19 (Docs. 17778-9). On Oct. 6 in Gainesville, Fla. (Minshall Broadcasting Inc., and University City Television Cable Inc.) TV pro-

ceeding, granted petition by University City for leave to amend its application at Secs. II, IV-B, and exhibit 3 of FCC Form 301 (Docs. 17609-10). On Oct. 9 in Aurora, Ill. (Aljir Broadcasting Inc. and South Kane-Kendall Broadcasting Corp.) ch. 60 TV proceeding, granted petition of Aljir Broadcasting Inc. for leave to amend its application to reflect changes in broadcast and business interests of stockholders, accepted amendment and retained application in hearing status (Docs. 17407-8).

■ Hearing Examiner Chester F. Naumowicz Jr. on Oct. 9 in Memphis (Gamma Television Corp., Tele/Mac of Memphis and Memphis Broadcasting Associates) TV proceeding, granted Memphis Broadcasting Associates' petition to amend and accepted amendment to supply current information concerning one of its principals (Docs. 17258-60). On Oct. 10 in Medford, Ore. (State of Oregon, Liberty Television and Medford Printing Co.) TV proceeding, granted petition of State of Oregon acting by and through state board of higher education and accepted amendment affecting its plan of financing (Docs. 17680-2). Action Oct. 9. In a separate action, granted petition to intervene and made Southern Oregon Broadcasting Co. (KTVM, ch. 5), Medford, Ore., party to proceeding, denying Liberty Television's petition to strike Southern Oregon's petition to intervene (Docs. 17680-2).

RULEMAKING ACTIONS

■ TV channel assignment proceeding (Vernal, Richfield, Salt Lake City, all Utah, and Rock Springs, Wyo.). Granted petition by KLUB Broadcasting Co. and extended from Oct. 6 to Oct. 13 time to file replies to oppositions to petition by KLUB for rulemaking. Action Oct. 4.

■ Commission has adopted notice of proposed rulemaking (RM-1186) to amend its TV table of assignments by substituting educational ch. 54 for ch. 33 at Lynchburg, Va. Delta Television Corp., permittee of WNTU-TV, ch. 33, Norfolk, Va. had requested that ch. 59 be substituted for ch. 33 at Lynchburg and ch. 50 be substituted for ch. 44 at Danville, Va. Delta requested change in order to permit relocation of its WNTU-TV to Norfolk-Portsmouth-Newport News-Hampton "antenna farm" located ap-

proximately 10 miles southwest of Norfolk. Commission found that Delta's proposal would require two changes in table whereas ch. 54 can be substituted directly for ch. 33 without affecting any other assignments. Also, assignment of ch. 54 will provide necessary site flexibility for use at Lynchburg. Action by commission Oct. 4, by notice of proposed rulemaking. Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson.

DESIGNATED FOR HEARING

■ TV ch. 53, Atlantic City applications (South Jersey Radio Inc. and Atlantic City Television Co.) designated for hearing. Commission has designated for consolidated hearing applications of South Jersey and Atlantic City for new TV's to operate on ch. 53 in Atlantic City. Hearing issues include determination as to Atlantic City's financial qualifications and whether its proposed tower height and location would constitute a menace to air navigation. Federal Aviation Administration was made party to proceeding. Action by order, Oct. 4.

Existing TV stations

FINAL ACTIONS

*WTVU(TV) Hamden, Conn. — Broadcast Bureau rescinded action of Sept. 25, granting application for changes in station. Action Oct. 4.

KUHI-TV Joplin, Mo. — Broadcast Bureau granted license covering new station. Action Oct. 5.

*WVWG-TV Concord, N. C. — Broadcast Bureau granted mod. of CP to change ERP to 182 kw vis., 36.3 kw aur., type trans., type ant. Action Oct. 9.

KVVV-TV Galveston, Tex. — Broadcast Bureau granted mod. of CP to change ERP to 977 kw vis., 100 kw aur., specify studio location as Alvin-Friendswood Road at Moore Road, northeast of Alvin, change type trans., type ant., increase ant. height to 1,060 ft. Action Oct. 9.

*WVPT(TV) Staunton, Va. — Broadcast Bureau granted mod. of CP to relocate trans. approximately 130 ft. from authorized site and specify studio location as Port Republic Road, 200 feet northeast of interstate 81, Harrisburg. Action Oct. 9.

WVEV-TV Wheeling, W. Va. — Broadcast Bureau granted mod. of CP to change ERP to 813 kw vis., 83.2 kw aur.; condition. Action Oct. 10.

ACTION ON MOTION

■ Hearing Examiner Forest L. McClenning on Oct. 3 in Lexington, Ky. (Kentucky Central Television Inc. (WKYT-TV and WLEX-TV Inc.) CATV proceeding, scheduled further hearing on Oct. 23 for offering into evidence of all additional exhibits exchanged by parties (Doc. 16990).

New AM stations

APPLICATIONS

Ashdown, Ark. — Ashdown Broadcasters Inc. Seeks 1230 kc. 250 w-U. P. O. address: Route 1, Highway 32. Estimated construction cost \$22,578; first-year operating cost \$37,500; revenue \$40,000. Principals: Jim McCollum, president (15%) et al. Mr. McCollum is general manager of KOKO Warrensburg, Mo. Ann. Oct. 4.

Hartford, Ky. — Hayward F. Spinks. Seeks 1600 kc. 500 w-D. P. O. address: 220 South Main Street, Hartford 42347. Estimated construction cost \$6,500; first-year operating cost \$25,000; revenue \$45,000. Principals: Mr. Spinks, sole owner, also owns pharmacy, shopping center and real estate development. Ann. Oct. 4.

FINAL ACTIONS

WTRE Greensburg, Ind. — Broadcast Bureau granted mod. of CP to make changes in DA system. Action Oct. 5.

WIBC Indianapolis — Broadcast Bureau granted license covering use of daytime main trans. as an alternate main nighttime trans. and nighttime main trans. as an auxiliary daytime trans. Action Oct. 5.

OTHER ACTIONS

■ Review board in Elmhurst, Ill. AM broadcast proceeding, Docs. 16965-66, denied petition to enlarge issues filed by Central DuPage County Broadcasting Co. Aug. 11. Action Oct. 4.

■ Review board in Edna, Tex. AM broadcast proceeding, Docs. 16572-73, granted request for extension of time filed by International Broadcasting Corp. Oct. 3, and extended to Oct. 19, time within which to file responsive pleadings to H. H. Huntley's petition for extraordinary relief filed Sept. 25. Board members Nelson and Kessler absent. Action Oct. 5.

■ Review board in Edna, Tex. AM broad-

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cast proceeding, Docs. 16572-73 dismissed as moot petition for extension of time filed Oct. 4 by Broadcast Bureau. Board member Nelson not participating. Action Oct. 6.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Oct. 3 in Kettering-Eaton-Greenville, Ohio; Bloomington-Brazil, Ind.; Louisville-Shively, Ky. (Kittyhawk Broadcasting Corp., Western Ohio Broadcasting Service Inc. et al.) AM proceeding, continued hearing scheduled for Oct. 23 to date to be specified by subsequent order (Docs. 17243 through 17250). And in Sallisaw, Okla.-Booneville, Ark. (Big Basin Radio and Booneville Broadcasting Corp.) AM proceeding, designated Examiner Thomas H. Donahue to serve as president officer; scheduled prehearing conference for Nov. 15 and hearing for Jan. 10, 1968 (Docs. 11775-6).

■ Hearing Examiner Thomas H. Donahue on Oct. 5 in Southington, Conn. (Southington Broadcasters) AM proceeding, granted motion by Southington and continued from Oct. 9 to Oct. 30 date for exchange of exhibits (Doc. 15871).

■ Hearing Examiner Charles J. Frederick on Oct. 2 in St. Louis (Great River Broadcasting Inc.) AM proceeding, dismissed petition filed Aug. 28 by Victory Broadcasting Inc. (Doc. 17214) requesting application of Home State Broadcasting Corp. be assigned new file number, returned to processing line and dismissed (Docs. 17210-15, 17217, 17219). On Oct. 3 in St. Louis (Great River Broadcasting Inc. et al.) AM proceeding, granted petition by Great River Broadcasting Inc. for reconsideration of examiner's action of Aug. 21 denying Great River's request for leave to amend; set aside except for reference purposes examiner's memorandum of Aug. 21; and accepted amendment (Docs. 17210-5, 17217, 17219).

■ Hearing Examiner Millard F. French on Oct. 3 in Donelson, Tenn. (Great Southern Broadcasting Co.) AM proceeding, granted motion of Great Southern Broadcasting Co. for extension of time and rescheduled preliminary exchange of exhibits from Sept. 27 to Oct. 30; final exchange of exhibits presently scheduled Oct. 5 is continued to Nov. 8; notification of witnesses presently scheduled for Oct. 11 is continued to Nov. 15; and hearing presently scheduled for Oct. 18 is continued to Nov. 20. (Doc. 17365).

■ Hearing Examiner Isadore A. Honig on Oct. 4 in Lima-Henrietta-Warsaw, N. Y. (Elim Bible Institute Inc., What The Bible Says Inc., Oxbow Broadcasting Corp. and John B. Weeks) AM proceeding, formalized oral ruling made at Oct. 4 prehearing conference which granted petition by Oxbow for waiver of 1584 of rules and accepted proof of publication of notice of hearing (Docs. 17570-3). And in Lima-Henrietta-Geneseo-Warsaw, N. Y. (Elim Bible Institute Inc. et al.) AM proceeding, scheduled certain procedural dates and continued Oct. 30 hearing to Dec. 5 (Docs. 17570-3).

■ Hearing Examiner Jay A. Kyle on Oct. 5 in Bellaire, Tex. (T. J. Shriner) AM proceeding, granted request by Shriner and continued without date prehearing conference scheduled for Oct. 16 (Doc. 17635).

■ Hearing Examiner Elizabeth C. Smith on Oct. 14 in Mobile, Ala. (Azalea Corp., W.G.O.K. Inc., People's Progressive Radio Inc. and Mobile Broadcast Service Inc.) AM proceeding granted petition by People's Progressive Radio Inc. for leave to amend its application with regard to plans for financing construction and operation of its proposed broadcast facility (Docs. 17555-8).

Existing AM stations

APPLICATIONS

KUAT Tucson, Ariz.—Seeks mod. of license to change hours of operation from daytime to specified hours: Monday through Friday 7:30 a.m. to 6 p.m. Requests waiver of rules. Ann. Oct. 11.

KZIN Yuba City, Calif.—Seeks CP to increase power from 100 w to 250 w, 500 w-L.S. and install new trans. (Collins 550A). Ann. Oct. 10.

FINAL ACTIONS

WTUF Mobile, Ala.—Broadcast Bureau granted CP to change ant.-trans. location to Blakeley Island, 1.3 mile north of Mobile River tunnel, Mobile, change studio location to 1609 Government Street, Mobile, make change in ant. system, install new type trans. Action Oct. 6.

KPRO Riverside, Calif.—Broadcast Bureau granted CP to replace expired permit which authorized change in ant.-trans. location. Action Oct. 3.

KCOG Centerville, Iowa—Broadcast Bureau granted mod. of CP to change ant.-trans. to 1,100 ft. northwest of location. Action Oct. 6.

WFGL Fitchburg, Mass.—Broadcast Bu-

reau granted mod. of license covering change in licensee name to WFGL Inc. Action Oct. 9.

KRSI-AM-FM St. Louis Park, and WEBC Duluth, both Minnesota, and WNAX (Main and Auxiliary) Yankton, S. D.—Broadcast Bureau granted mod. of licenses covering change in licensee name to Areawide Communications Inc. Action Oct. 4.

KLIN Lincoln, Neb.—Broadcast Bureau granted CP to change ant.-trans. location to 46th and Orchard, Lincoln, make changes in ant. system. Action Oct. 6.

WWHG Hornell, N. Y.—Broadcast Bureau granted CP to install auxiliary trans. at main trans. location. Action Oct. 4.

WWTO Toledo, Ohio—Broadcast Bureau granted license covering new AM, specify type trans. Action Oct. 6.

WDAD Indiana, Pa.—Broadcast Bureau granted CP to change trans. location to intersection of Two Lack Road and Highway 422, Indiana. Action Oct. 6.

WNEL Caguas, P. R.—Broadcast Bureau granted mod. of license to change licensee name to Radio Tiempo Inc. Action Oct. 6.

KDOK Tyler, Tex.—Broadcast Bureau granted CP to increase daytime power from 250 w to 1 kw; condition. Action Oct. 10.

OTHER ACTIONS

■ San Diego (Gordon Broadcasting of San Diego Inc. [KSDO]), application accepted for filing. Commission waived Sec. 1.569 of rules concerning filing of applications for operation on frequencies adjacent to class I-A channels, and accepted for filing application of Gordon Broadcasting of San Diego Inc. to change facilities of its station KSDO on 1130 kc from 1 kw night, 5 kw-L.S. directional ant. (different pattern day and night [DA-2]), unlimited time, to 10 kw night, 50 kw-L.S. directional ant. (DA-2), unlimited time. Applicant also proposes to make changes in ant. system, and to change trans. site of KSDO. By letter action Oct. 11.

■ Commission has deferred action on application of KSIG Inc. for renewal of license of KSIG to operate on 1450 kc, 250 w-U, in Crowley, La., pending outcome of hearing on application of Rice Capital Broadcasting Co. for new daytime AM at Crowley (Doc. 16785). In same action, commission granted petition by Rice Capital for deferral of consideration of KSIG renewal application. Pending outcome of hearing proceeding in Doc. 16785, should Carroll issue be decided against it, Rice Capital said it should be permitted to file for KSIG facilities and had petitioned either for denial or deferral of consideration of KSIG renewal application. Action by commission Oct. 4, by memorandum opinion and order. Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson, with Commissioner Cox concurring.

■ Commission has sustained its previous actions denying request for KHIP Albuquerque, N. M., to continue to remain silent, deleting call letters of KHIP, and dismissing proposed application to assign KHIP's license to Voice of the Caverns Inc. The action came in commission's denial of petition for reconsideration by licensee Donald L. Horton of Phoenix. Action by commission Oct. 4, by memorandum opinion and order. Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth, and Johnson.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Oct. 3 in Tempe, Ariz. (Tri-State Broadcasting Inc. KUPD) AM proceeding, designated Examiner H. Gifford Irion to serve as presiding officer; scheduled prehearing conference for Nov. 30 and hearing for Jan. 11, 1968 (Doc. 17777). On Oct. 5 in Natchez, Miss. (Natchez Broadcasting Co. WMIS) AM proceeding, granted motion by Broadcast Service Inc. (WHNY) and extended prehearing conference from Oct. 10 to Oct. 27 (Doc. 17628).

■ Hearing Examiner David I. Kraushaar on Oct. 3 in Bayamon, P. R. (Radio San Juan Inc. [WRSJ]) AM proceeding, scheduled certain procedural dates and hearing for Feb. 12, 1968; further ordered applicant either to file proposed amendment to its application, accompanied by petition for leave to amend, by Nov. 15, or to notify all other parties and examiner by then that it does not intend to seek amendment of its application (Doc. 17574).

■ Hearing Examiner Jay A. Kyle, in Jacksonville, Fla. (Mel-Lin Inc. WOBS) AM proceeding, granted request by Mel-Lin and continued certain procedural dates; hearing scheduled for Oct. 23 continued to Oct. 24 (Doc. 17474). Action Oct. 9. By separate actions, granted petition by Mel-Lin for leave to amend its application to bring up to date its programing proposal action Oct. 9, and denied motion by Mel-Lin to quash notice to take depositions. Action Oct. 5.

■ Hearing Examiner Forest L. McClen-

ning on Oct. 3 in Lemoore, Calif. (Braun Broadcasting Inc. [KOAD] AM proceeding, granted request of Braun Broadcasting Inc. and continued hearing presently scheduled for Oct. 12 to Nov. 14. (Doc. 17433).

■ Hearing Examiner Chester F. Naumowicz Jr. on Oct. 9 in Canton, N. C. (Western North Carolina Broadcasters Inc. [WWTT]) AM license renewal proceeding, scheduled further hearing for Nov. 13 (Doc. 17050).

FINES

■ Commission has ordered Robert J. Martin, licensee of WGWC Selma, Ala., to pay forfeiture of \$200. Licensee was cited following an FCC inspection on May 24, 1966, for failure to have station's equipment performance measurements available for inspection as required by Sec. 73.47 of rules. Measurements became available for examination on July 27, 1966. Commission stated "corrective action after citation does not excuse prior violations and, accordingly, licensee will not be relieved of liability because station's required measurements were completed within a reasonable length of time." Action by commission Oct. 11, by memorandum opinion and order; Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson.

■ Commission has ordered El Centro Radio Inc., licensee of KAMP El Centro, Calif., to pay forfeiture of \$500. Licensee was cited for rule violations for allowing improperly licensed operators to be in actual charge of station's transmitter, and failing to respond to official notices of violations within prescribed 10-day period (Secs. 73.93(b) and 1.69). Action by commission Oct. 4, by memorandum opinion and order and by letter. Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson. Chairman Hyde dissented to letter.

■ Commission has notified Bedford Broadcasting Corp., licensee of WBTV Bedford, Ind., of apparent liability of \$500 for willful and repeated violation of Sec. 73.57(a) of rules. Inspection on Oct. 31, 1966, of station's operating log for Oct. 1 through Oct. 31, 1966, showed antenna current of 2.2 amperes, indicating operating power more than 5% above licensed value. Action by commission Oct. 4, by letter. Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson.

■ Commission has ordered North Country Broadcasting Inc., licensee of WICY Malone, N. Y., to pay forfeiture of \$500. Following an inspection by FCC personnel Sept. 16, 1966, licensee was cited for 16 rule violations including violation on various dates in August and September 1966, of Sec. 73.93(b) of rules by failing to have properly licensed operator on duty at transmitter. Commission stated licensee will not be relieved of forfeiture liability because it was assumed that operator in question possessed proper class license or because, upon learning that operator's permit was not endorsed for broadcast station operation, corrective action was thereafter taken. "We have previously held that licensees are under obligation to take all measures necessary to assure compliance with Sec. 73.93(b) and that corrective action after a citation does not relieve a licensee of liability." Action by commission Oct. 11, by memorandum opinion and order; Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson.

New FM stations

APPLICATIONS

Oreonta, Ala.—Blount County Broadcasting Service Inc. Seeks 97.7 mc, ch. 249, 1 kw. Ant. height above average terrain 480 ft. P. O. address: 908 Second Avenue East, Oreonta 35121. Estimated construction cost \$12,461; first-year operating cost \$10,250; revenue \$11,100. Principals: L. D. Bentley, president (50.77%) and Bertha Bentley, vice president (48.53%). Mr. Bentley is owner and general manager of WCRL Oreonta; owner of coin laundry and 49% owner of WBSA Boaz, Ala. Ann. Oct. 10.

New London, Conn.—Thames Broadcasting Corp. Seeks 100.9 mc, ch. 285, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Box 1031, New London 06320. Estimated construction cost \$33,725; first-year operating cost \$12,000; revenue \$12,000. Principals: Gerald J. Morey, president and general manager et al. Applicant owns WNLC New London, Ann. Oct. 6.

*Atlanta, Ga.—Georgia Institute of Technology. Seeks 91.1 mc, ch. 216, 0.0164 kw. Ant. height above average terrain 121 ft. P. O. address: 225 North Avenue, Atlanta 30332. Estimated construction cost \$2,792; first-year operating cost \$750; revenue none. Principals: W. E. Nichols, chairman and treasurer, Radio Communications Board, Associate Dean of Students et al. Ann. Oct. 11.

Middlesboro, Ky.—Cumberland Gap Broadcasting Co. Seeks 92.7 mc, ch. 224, 2.97 kw.

Ant. height above average terrain 84 ft. P. O. address: North 19th Street, Middleboro 40965. Estimated construction cost \$46,339; first-year operating cost \$15,330; revenue \$19,000. Principals: Helen K. Henry, president (71.6% jointly with Maurice K. Henry, secretary-treasurer), Beulah C. Kincaid, vice president (27.2%) et. al. Applicant owns WMIK Middleboro. Mr. and Mrs. Henry and Mrs. Kincaid own Citizens News Co., publishing. Ann. Oct. 6.

Waynesville, Mo.—South Central Broadcasters Inc. Seeks 102.3 mc, ch. 27.2, 1 kw. Ant. height above average terrain 483 ft. P. O. address: Box 518, Waynesville 65583. Estimated construction cost \$37,122.50; first-year operating cost \$10,049; revenue \$26,400. Principals: John B. Mahaffey, president et al. Applicant owns KJPW Waynesville. Ann. Oct. 6.

*Omaha—School District of City of Omaha. Seeks 104.5 mc, ch. 28.3, 28.95 kw. Ant. height above average terrain 246 ft. P. O. address: 3902 Davenport Street, Omaha 68131. Estimated construction cost \$74,310; first-year operating cost \$16,240; revenue none. Principals: Owen A. Knutzen and Charles W. Beattie, superintendent of schools and secretary of board of education, respectively, and others. Ann. Oct. 11.

*Chattanooga—World Christian Radio Foundation Inc. Seeks 88.9 mc, ch. 205, 2.75 kw. Ant. height above average terrain 1,292 ft. P. O. address: 5700-100th Way, North St. Petersburg, Fla. 33708. Estimated construction cost \$52,220; first-year operating cost \$15,000; revenue none. Principals: C. W. Caldwell, president and others. Applicant has CP for new FM at Pompano Beach, Fla. Mr. Caldwell is president of WGNB(FM) St. Petersburg and WGNP Indian Rocks Beach, both Florida. Ann. Oct. 11.

White River Junction, Vt.—New Hampshire-Vermont Broadcasting Corp. Seeks 95.3 mc, ch. 237, 3 kw. Ant. height above average terrain minus 72 ft. P. O. address: 283 Greenwich Avenue, Greenwich, Conn. 06830. Estimated construction cost \$28,100; first-year operating cost \$7,500; revenue \$5,000. Principals: Rex Marshall, president. Applicant is licensee of WNHV White River Junction. Ann. Oct. 11.

FINAL ACTIONS

KBIG-FM Los Angeles—Broadcast Bureau granted licenses covering installation of new type trans. (main and auxiliary), type ant. (main and auxiliary). Action Oct. 5.

WBMI(FM) Hartford-Meriden, Conn.—Broadcast Bureau granted license covering change in ant.-trans. location, installation of new type trans., dual ant., ERP 17.6 kw, ant. height 760 ft. Action Oct. 5.

WOOO-FM Deland, Fla.—Broadcast Bureau granted mod. of CP to make changes in trans. equipment; conditions. Action Oct. 5.

WGKA-FM Atlanta—Broadcast Bureau granted license covering change in ant.-trans. and studio location, installation of new type trans. and ant., change ERP to 100 kw, ant. height 590 ft. Action Oct. 5.

■ Broadcast Bureau granted licenses covering following new stations: WOAB(FM) Ozark, Ala., specify type trans.; KFOA(FM) Honolulu; WBOV-FM Terre Haute, Ind., specify type ant.; WTHU-Thurmont, Md., specify type trans.; WLEW-FM Bad Axe, Mich., specify type trans.; WMPL-FM Hancock, Mich., specify type trans.; WILS-FM Lansing, Mich.; WUNN-Mason, Mich., specify type trans.; WVMO(FM) Monroe, Mich.; WMEN-FM Petoskey, Mich., specify type trans. and ant.; KOTO(FM) Alamogordo, N. M.; WEBN-FM Cincinnati; WBZI(FM) Xenia, Ohio, specify studio location, 969 Bellbrook Avenue; WESA-FM Charleroi, Pa., and WCPA-FM Clearfield, Pa. Action Oct. 5.

■ Broadcast Bureau granted licenses covering following FM noncommercial educational broadcast stations: WVAC(FM) Adrian, Mich., specify type ant.; WSHJ(FM) Southfield, Mich.; WRDL(FM) Ashland, Ohio; WRUW-FM Cleveland; WDEQ-FM De Graff, Ohio. Action Oct. 5.

OTHER ACTION

■ Review board in Warner Robins, Ga., FM broadcast proceeding, Docs. 17579-80, dismissed petition to enlarge issues, filed August 9 by WRBN Inc. Board member Nelson absent. Action Oct. 11.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Oct. 6 in Miami (Miami Broadcasting Corp., Mission East Co. and WSKP Broadcasters) FM proceeding granted motion by Mission and continued the following procedural dates: exchange of exhibits from Oct. 6 to Oct. 11; notification of witnesses from Oct. 16 to Oct. 23 (Docs. 17401, 17403-4).

■ Hearing Examiner Charles J. Frederick on Oct. 4 in Fort Wayne, Ind. (Gospel Broadcasting Co. of Fort Wayne Inc. and Fort Wayne Broadcasting Co.) FM proceed-

ing, granted petition by Fort Wayne Broadcasting Co. for leave to amend its application (Docs. 17594-5).

■ Hearing Examiner Isadore A. Honig on Oct. 3 in New Orleans (Americana Broadcasting Corp. and Loyola University) FM proceeding, scheduled certain procedural dates and continued Nov. 6 hearing to Nov. 28 (Docs. 17607-8). Also in New Orleans (Americana Broadcasting Corp. and Loyola University) FM proceeding granted petition by Americana Broadcasting for leave to amend its application so as to supply additional financial information and other information pertinent to its proposal (Docs. 17607-8). On Oct. 9 in Baton Rouge, (Miss Lou Broadcasting Corp. and Romac Baton Rouge Corp.) FM proceeding, granted request of Romac Baton Rouge Corp. and extended date for exchange of hearing exhibits re the comparative aspects of proceeding from Oct. 6 to Oct. 30 (Docs. 17517-8).

■ Hearing Examiner David I. Kraushaar on Oct. 3 in Rockford-Belvidere, Ill. (Quest for Life Inc., Greater Rockford Sound Inc. and Belvidere Broadcasting Co.) FM proceeding granted petition by Quest For Life Inc. and waived provisions of rule Sec. 1.594 concerning deadline for publication of notice of hearing by petitioner (Docs. 17591-3). On Oct. 9 in Rockford and Belvidere, both Illinois (Quest For Life Inc., Greater Rockford Sound Inc. and Belvidere Broadcasting Inc.) FM proceeding, granted Belvidere Broadcasting Inc. unopposed petition and accepted amendment to reflect recent change in occupation of one of its stockholders (Docs. 17591-3).

■ Hearing Examiner Elizabeth C. Smith on Oct. 4 in Warner Robins-Hawkinsville, Ga. (WRBN Inc. and Tri-County Broadcasting Inc.) FM proceeding, granted petition by Tri-County for leave to amend its application to show current information concerning July 1, stock transaction which defines with additional precision business and financial interests of principals; updates financial proposal to give effect to current equipment prices together with cost of prosecuting application; specifies additional sources of financing in bank loan commitment and profits from operation of WCEH; increases estimated cost of operation for first year to reflect interest payments on bank loans; and substitutes an antenna with same characteristics according to equipment manufacturer's proposal (Docs. 17579-80). By separate action, on examiner's own motion, scheduled prehearing conference for Oct. 11 and continued hearing scheduled for Oct. 11 to date to be specified at prehearing conference.

Existing FM stations

FINAL ACTIONS

WJML-FM Petoskey, Mich.—Broadcast Bureau granted mod. of license covering changes in studio to Click Road, 2.1 miles south of Petoskey; condition. Action Oct. 4.

WRUN-FM Utica, N. Y.—Broadcast Bureau granted license covering installation of new dual type ant. Action Oct. 5.

WKNT-FM Kent, Ohio—Broadcast Bureau granted license covering use of former main trans. at main trans. location as an auxiliary trans. Action Oct. 5.

WMOA-FM Marietta, Ohio—Broadcast Bureau granted license covering new FM. Action Oct. 9.

WDAD-FM Indiana, Pa.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to intersection of Two Lick Road and Highway 422, Ind., ant. height 165 ft. Action Oct. 4.

WPRM-FM San Juan, P. R.—Broadcast Bureau granted mod. of license to change licensee name to Radio Tiempo Inc. Action Oct. 5.

WSEV-FM Sevierville, Tenn.—Broadcast Bureau granted license covering change in ant.-trans. location, installation of new type trans. Action Oct. 5.

KQUE(FM) Houston—Broadcast Bureau granted license covering change in ant.-trans. location, installation of 2nd main trans., new type ant. Action Oct. 5.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on Oct. 9 in San Fernando, Calif. (San Fernando Broadcasting Co. [KSFV] FM license proceeding, granted request of Broadcast Bureau and extended date for filing proposed findings of fact and conclusions from Oct. 13 to Oct. 27 (Doc. 17198).

■ Hearing Examiner Isadore A. Honig on Oct. 3 in Albany, Ore. (Radio stations KNND and KRKT and Albany Radio Corp.) FM proceeding, on examiner's own motion, scheduled further prehearing conference for Oct. 4 to consider request of counsel for Albany Radio concerning cross-examination of witnesses and such other matters as may arise for discussion in connection

with hearing (Docs. 17472-3). And on Oct. 4 in Albany, Ore. (Radio stations KNND and KRKT and Albany Radio Corp.) FM proceeding, continued hearing scheduled from Oct. 10 to Nov. 2 (Docs. 17472-3).

RENEWAL OF LICENSES, all stations

■ Broadcast Bureau granted renewal of license for following station and pending auxiliaries: WKYC Cleveland. This renewal of license is subject to whatever action by commission may be appropriate in connection with "petition for reconsideration" filed by Argonaut Broadcasting Co. on July 10, 1966, concerning hours of operation of KFAZ San Francisco, opposition of NBC to that petition and any issues which are raised by these pleadings. Action Oct. 5.

■ Broadcast Bureau granted renewal of licenses for following UHF TV translators: K70CN and K75AY both Myton (and area), K78BG Myton, K73BF Frisco and Newcastle, K78BN Aurora and Black Rock, K75BW Rural San Pete County, Aurora and Rural Juab County, K08CT, K10DE and K12DL, all Duchesne City and Strawberry River area, K08AS, K10AY and K12AY, all Henefer, K06CQ Modena and Beryl Junction, K05BC Enoch, K08CD and K10CJ both Parowan, K08CE, K10CK and K12CD all Kanarrville, and New Harmony, K09CJ, K11CQ and K13CP, all Cedar City and Iron Springs, K07GQ Cedar City, K12FL Parowan, K09GV Nephi, K13HI Salt Lake North Bench, K08CC, K10CH and K12CC, all Mt. Pleasant, K09CI, K11CO and K13CN, all Park City, K08DA and K10DQ, both Monticello and Blanding, K12DA Monticello and Blanding, K03AS, K06BQ and K07CQ, all Richfield, Elsmore and Sevier, K08CL, K10CU and K12CT, all Koosharene, K08CM, K10CT and K12CJ, all Sigurd and Salina, K07CY Redwash, Bonanza and Vernal, K08CS Roosevelt, Ft. Duchesne, Whiterocks and Neola, K10DD and K12FG, both Roosevelt, Ft. Duchesne and Whiterocks and Neola, K09CY and K11DF both Redwash, Bonanza, and Vernal, K13HF Vernal, Redwash and Bonanza, K08BP, K10BX and K13AZ all Logan and Wellsville, Utah, and vicinity, K08EL, K10ES and K12EB all Wendover, K09DF, K11DW and K13DP, all Coalville and adjacent area, K02BJ Enoch, K02CL Modena and Beryl Junction, K03AR Parowan, K04BE Enoch and K04CH Modena and Beryl Junction, all Utah. Action Oct. 2.

Translators

ACTIONS

K04EM Hayfork, Calif.—Broadcast Bureau granted cp to replace expired permit for new VHF TV translator. Action Oct. 9.

Meeker, Colo. Meeker Area Television Assn.—Broadcast Bureau granted CP for new VHF TV translator to serve Wilson Oil Camp, operating on ch. 13, by rebroadcasting programs of KSL-TV, ch. 5, Salt Lake City. Action Oct. 3.

K13EM Yuma, Colo.—Broadcast Bureau granted CP for VHF TV translator to make changes in ant. system. Action Oct. 9.

K05AQ Ketchum, Idaho—Broadcast Bureau granted CP for VHF TV translator to change type trans. and make changes in ant. system. Action Oct. 9.

K78AW Carroll, Iowa—Broadcast Bureau granted CP for UHF TV translator to change type trans. and make changes in ant. system. Action Oct. 4.

W11AO Centerville, Pa. and Koon Dam, Md.—Broadcast Bureau granted CP for VHF TV translator to change type trans. and make changes in ant. system. Action Oct. 9.

K75BV Libby, Mont.—Broadcast Bureau granted license covering changes in UHF TV translator. Action Oct. 4.

Sidney, Mont. Richland TV Club—Broadcast Bureau granted CP for new VHF TV translator to serve Sidney and Fairview, operating on ch. 13, by rebroadcasting programs of KXGN-TV, ch. 5, Glendive. Action Oct. 3.

K08BH Des Moines, N. M.—Broadcast Bureau granted CP for VHF TV translator to make changes in ant. system. Action Oct. 9.

K02CG Riddle, Myrtle Creek and Canyonville, all Oregon—Broadcast Bureau granted CP to replace expired permit for new VHF TV translator station. Action Oct. 9.

K07EA Riddle, Myrtle Creek and Canyonville, all Oregon—Broadcast Bureau granted CP to replace expired permit for new VHF TV translator. Action Oct. 10.

K02AU Sutherland, Idleyld Park, Glide and Oak Creek Valley, all Oregon—Broadcast Bureau granted CP for VHF TV translator to change type trans. Action Oct. 9.

K78CC Uvalde (rural) and Knippa, both Texas—Broadcast Bureau granted mod. of CP for UHF TV translator to change frequency from ch. 78, 854-860 mc, to ch. 83.

(Continued on page 95)

- **SITUATIONS WANTED** 25¢ per word—\$2.00 minimum, payable in advance. Checks and money orders only. Applicants: if tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. **BROADCASTING** expressly repudiates any liability or responsibility for their custody or return.
- **HELP WANTED** 30¢ per word—\$2.00 minimum.

DEADLINE: Monday Preceding Publication Date

- **DISPLAY** ads \$25.00 per inch.—**STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY** advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o **BROADCASTING**, 1735 DeSales St., N.W., Washington, D. C. 20036

RADIO

Help Wanted—Management

Station manager, suburban major market, excellent permanent opportunity with long-established profitable station. Send background, desires and compensation requirements first letter. Box K-14, **BROADCASTING**.

If you like small market radio . . . know all phases . . . announcing too . . . and, if you are interested in earning some ownership, and, if you think you'd like to live in Arizona . . . send photo, resume and requirements to Box K-33, **BROADCASTING**.

Management opportunity with expanding group operation for program manager. If you are college grad., approximately 28-32 with 5 yrs. announcing or production experience, can direct operations, control music policy, supervise aggressive news operation, and are eager to do the job better than required so you'll get more responsibility you are our man! Salary open! Write Box K-132, **BROADCASTING**.

Outstanding opportunity to manage a mid-western AM/FM in city of 25,000. Good track record in sales and business side of broadcasting required. Responsible ownership will reward ability generously. Resume and photo. Box K-146, **BROADCASTING**.

Boston. . . Our account execs. Earn much more than most station managers, averaging over \$20,000 a year. Immediate opening in our chain for one more man. Box K-175, **BROADCASTING**.

Sales

N. M. CATV group desires producer-salesman-announcer; double commissions; 505-437-7258. Box K-26, **BROADCASTING**.

Greater New York City Area. Group giant. Outstanding opportunity to make money, advance career. This is a professional sales team, and profitable performance will be demanded from you. If the idea of making a minimum of \$15,000.00 appeals to you . . . send a \$elling letter to us. You'll get a small salary for first 13 weeks, then establish a draw . . . but . . . you'll make a minimum of \$15,000.00 yearly, or you won't be with us. Creatively write . . . in full confidence to Box K-121, **BROADCASTING**.

Top 40, 5 kw, full-time major Southeastern market station needs qualified Rock announcer with 1st ticket for morning show, 5-9 a.m., Monday-Saturday, plus radio sales experience. Send tape and resume to Box K-168, **BROADCASTING**.

Sales . . . Some announcing . . . \$400 monthly . . . KHIL, Willcox, Arizona.

Wanted two salesmen—Contact Fred Davis, Radio Station WENR, P. O. Box 745, Athens, Tenn.

Salesmen-announcers . . . see WOHI's ad under Help Wanted-Announcers.

WPOP needs a seasoned radio sales executive. He will start at a guaranteed salary. He will have an expense account. He will have a good list of accounts. He will call Bob Gruskay for an appointment. Hartford 203-278-2775.

See our display ad on page 94. WQAL, Phila.

Announcers

Metro market high power stereo station will need two R & B DJ's with 3rd ticket, excellent money. Send tape, resume, and photo. Box K-64, **BROADCASTING**.

Announcers—(cont'd)

Combo man, first phone, AM-FM operation. Excellent opportunity for the right man. Box K-109, **BROADCASTING**.

Immediate openings for 1 morning man, 1 night man, 1 production man-announcer. Play-by-play experience helpful. Top 50 format. Virginia medium market AM-FM. Send photo, resume, salary. Box K-115, **BROADCASTING**.

Announcer—Ability to do AM-FM-TV duties. College and three years experience required. Major group operation in Northeast. Write Box K-133, **BROADCASTING**.

Major market Ohio independent wants bright creative announcer who can develop into a personality. MOR format. Good pay and fringe benefits. Send resume and tape to Box K-150, **BROADCASTING**.

Top 40, 5 kw, full-time major Southeastern market station needs qualified Rock announcer with 1st ticket for morning show, 5-9 a.m., Monday-Saturday, plus radio sales experience. Send tape and resume to Box K-168, **BROADCASTING**.

Up to \$125 for experienced announcer. Illinois. Box K-173, **BROADCASTING**.

Denver station needs industrious, top flight deejay. Some news production. 1st phone desirable. New facilities. Fine staff. Tight C&W experience unnecessary. Rush comprehensive tape, resume and references to Ed Scott, KLAQ, Denver, Colorado 80227.

Take charge guy! You'll be program director and responsible for all operations except sales. Small market MOR. Personal interview required. KRKC, King City, Calif.

November opening, MOR and rock. Will accept announcer with limited experience, willing to adapt. Sports play-by-play will help. Send tape, resume and photo. KSUE, Susanville, California 96130.

WAAY Radio in Huntsville, Alabama has an immediate opening for a top quality announcer. First phone preferred, third endorsed acceptable. WAAY is a 5,000 watt, 24-hour a day Top 40 station in a metropolitan market of approximately 500,000 and has been number one for the past ten years. This is an exceptional opportunity for a qualified announcer to gain advancement with a young growing chain. Please send audition tape, resume, photograph and any other pertinent information to Mr. Henry G. Beam, P. O. Box 3347, Blue Spring Station—Huntsville, Alabama 35804.

Experienced Top 40 DJ for afternoons on Daytimer. Wonderful opportunity. No beginners. Tape and resume to Brad Harris, WADS, Ansonia, Conn. 735-4606.

Experienced announcer with first, capable of tight board, good production. Immediate opening. Send tape, resume to Bob Young, Program Director, WARM, Fort Pierce, Florida or phone 305-464-1330. No collect calls.

Have an immediate opening for an announcer with a first class ticket to pull air shift late afternoon and night on 10,000 watt station. No engineering required. Salary open. Call A. K. Harmon, WBSC, Bennettsville. S. C. 479-4051.

Wanted: man with third class ticket, capable of handling talk show and running MOR board, needed by WCHS, Charleston, W. Va. Write or phone Ned Skaff, 304-342-8131.

Announcer (family man) with 1st ticket. MOR, full time AM. Salary open. WCVL, Crawfordsville, Indiana. (317) 362-8200, Richard Lindsay.

Announcers—(cont'd)

Experienced local announcer for part time week day work. Contact Robert Linder, WDHA-FM, Dover, New Jersey. 201-366-3424.

Wanted: Two top forty announcers with first class ticket. Contact Fred Davis Radio Station WENR, P. O. Box 745, Athens, Tenn.

Announcer with first class license. WFAF Farrell, Pa. 16121.

Wanted P.D. or announcer who thinks he's ready to assume PD duties, MOR and some Top 40. Production work essential. Salary within national average. Send resume and tape to WGHM, Skowhegan, Maine, 207-474-9094.

Wanted . . . young air personality with 3rd ticket for nighttime contemporary show . . . looking for man with at least 6 months air experience . . . need swinger for immediate opening . . . state salary requirements and send resume and tape to George Goldring, WJOY, 633 Main St., Burlington, Vermont.

Immediate opening—straight staff board announcer. Daytime shift. Some experience preferred. Rockers and screamers do not apply. 3rd class endorsed required. WLDB, NBC, Atlantic City, New Jersey.

Experienced MOR for 1 of Connecticut's oldest stations. Excellent starting pay, benefits, 5 day week. Send resume, tape to WNLC, Box 1031, New London, Conn. 06320.

Immediate opportunity!!! We aren't offering you a job, we are giving you an opportunity to join a top-notch, established organization in a competitive east coast market. WNRK, P.O. Box 425, Newark, Delaware, is looking for a first phone dj-newsman. No maintenance—University town. Salary open—opportunity unlimited. Call 302-737-5200 collect . . . Right now!!

We're looking for an experienced, competent announcer-salesman to run our morning show and then go out and sell during the remainder of the day. The man we hire will be alert, industrious, and determined to make a good living. A third phone is required, but first phone better. Our present man is combining his program earnings with sales commissions to bring him about \$150.00 each week . . . and the sky is the limit. He's leaving us to join the Air Force in January, so we're not in a hurry. Send me your tape and resume together with anything else you think I should know about you. Tapes will be returned. Don't phone, please! Rod Baum, P. D., WOHI, P. O. Box 760, E. Liverpool, Ohio 43920.

Philadelphia's fastest growing FM/stereo station wants an announcer with a good voice to join our small staff in the 4th largest market playing the world's most beautiful music. Approximately \$100.00 a week to start. Call 215—CH-8-4900, or send tape and resume to John Beaty, Station Manager, WQAL, 1230 E. Mermaid Lane, Phila., Pa. 19118. All tapes will be returned.

Christian programming station announcer, also program director, chance for advancement, excellent fringe benefits. WRVB FM, P. O. Box 504, Madison, Wis. 53701.

WSBT & TV offers young announcer opportunity to work with top rated, area leader. Good music format with potential for TV. Prefer man in Indiana or neighboring states and will consider recent graduates if no military obligation. If interested in working with professional staff and excellent benefits, send resume and tape to Personnel Director, South Bend Tribune, South Bend, Indiana 46626.

WSMI, Litchfield, Illinois seeks morning man. Contact Mr. Talley.

Announcers—(cont'd)

Immediate opening for energetic Top 40 DJ, with heads-up sound for 6-midnight shift at leading Central New York operation. Rush tape & resume to Program Director, WTLB, Straus Broadcasting Group, Utica, New York.

Well established and financially sound Virginia AM-FM small town station (stereo soon) has an immediate opening for an announcer with first class ticket. Looking for a beginner wanting a good place to start or an old timer not ready for the pasture yet. A good place to live and work. 703-656-1234, WMNA, Gretna, Virginia 24557.

Good announcer wanted for small market Eastern Iowa AM-FM station. Call 319-652-2426.

Philadelphia area . . . We need . . . ten well trained, quality speakers willing to travel. These positions are not open yet but soon will be. Exceptional wages, benefits and expenses. Send tape, resume and photo to Glen Howard, c/o Rick Trow Productions, 8116 York Road, Philadelphia, Pennsylvania 19117.

Wanted—Immediate opening for experienced first ticket announcer, good salary, phone 252-1110, Holly Springs, Miss.

Technical

If you have a first class license, experience and ability, and are worth \$150 per week to start, a well-run East Coast station would like to hear from you. Box G-4, BROADCASTING.

Chief engineer—\$200 weekly to start with raises to \$225 in 6 months. East coast suburban station 4 tower directional array. To lead teach and inspire staff of 6 first ticket engineers. Must be able to pass thorough background check. Send resume references and recent picture to Box J-146, BROADCASTING.

Chief engineer for directional daytimer, full-time stereo. Announcing helpful but not necessary. Insurance plan. Good salary for right man. Know all phases, strong on maintenance. Box J-259, BROADCASTING.

We are looking for a chief engineer for AM-TV combination. Excellent opportunity for the right person to advance in multiple chain. Contact KRGV, P. O. Box 626, Weslaco, Texas.

First phone man for transmitter. Will train beginner. WAMD, Aberdeen, Maryland.

Transmitter engineer experienced or inexperienced—Immediate opening with group owned station in Scranton, Pennsylvania. Contact Mr. Morgan at WARM, Scranton, Pennsylvania. 717-346-4646.

Chief engineer. Medium midwest market. AM directional. Good community. Excellent fringe benefits. Salary open. Send tape photograph and resume. Manager WITY, Danville, Illinois.

Chief engineer: Heavy maintenance airwork if desired—M.O.R.—good pay and working conditions—WWHG-AM-FM Hornell, New York, Phone 1-607-324-2000.

First phone—directional daytimer, 1 kw, excellent working conditions and fringe benefits. Send experience and salary to Manager, Box 401, Brockton, Massachusetts.

Chief engineer for Ohio station. ABC network. Four in engineering staff, 1000 daytime, 250 night. Very substantial salary to start. P. O. Box 461, Mansfield, Ohio.

Qualified combo men, command top salaries! I'll teach you professional announcing news-casting techniques,—fast—via tape. Hal Fisher, Broadcasting Consultant, 2237 Elsinore, Winter Park, Florida 32789.

NEWS

Newsman for eastern contemporary station. Must be experienced in gathering and reporting. Great opportunity to locate in one of the nation's best markets. Send resume, tape and picture to Box K-2, BROADCASTING.

Wanted immediately, hard hitting newsman for top medium market in northeastern New York State. Must be heavy on gathering, writing and delivering local news. Excellent voice and appearance essential. Starting salary \$125/wk with increases to right man. Send tape, photo and resume with first letter to Box K-149, BROADCASTING.

News—(cont'd)

Negro format station needs hard hitting newsman with first phone, must be able to dig up local news. The salary is right for the right man. Hurry—This is a top 10 northern market. Will train! Box K-164, BROADCASTING.

Major Texas Top 40 operation needs experienced newsman for six-man news department heavy on local news. No DJs or beginners. Requirements: gather and write local news, rewrite wire copy, pleasant authoritative voice, type 35, 3rd phone endorsed. \$500-520 month to start, profit sharing plan, hospitalization, good climate, major university in Texas' capital city. Call Bob Woodman, News Director, KNOW, Austin. 512-477-1490.

Newsman with some experience preferred, or beginner with some news writing experience. One man staff offers challenge to a go-getter. Send resume or contact General Manager, WDLC, Port Jervis, N. Y.

Need second newsman immediately. Must gather and write local news and do air work. Should be dedicated to Broadcast news. Complete and modern facility in a progressive community. 3rd class ticket a must. 1st phone desirable. Many fringe benefits. Call or send resume & tape to Jack Gennaro, WFHR, Wisconsin Rapids, Wisconsin.

News director. Medium midwest market. Must be able to take complete charge of News department. Mobile units. Many fringe benefits. Salary open. Send tape and resume—photograph—manager WITY, Danville, Illinois.

Experienced newsmen. Expanding staff, need men who can write, air, cover beat, follow directions. Excellent salary, outstanding benefits with station soon to join major group. Call or write Eric Aucoin, News Director, WLEE, Box 8765, Richmond, Virginia 23226. Call 703-288-2835.

Immediate opening for newsman to take charge of News Department in middle-of-road AM-FM station in small market. Experience desirable but not mandatory. Send resume to WVSC, Box 231, Somerset, Pennsylvania 15501.

Production—Programming, Others

Group operator has openings for program directors in two southern cities with top 40 rock experience. Must be promotion minded, contest oriented, idea man. Production ability on commercial spots very important. Annual salary in top four figures to start plus annual bonus based on ratings and business produced. Send complete details together with outline of successful ideas you have developed. Box K-50, BROADCASTING.

Male or female radio-TV copy writer for Virginia station. Experienced, able to handle a variety of writing assignments, including farm account. Rush complete resume, sample copy and photo to Box K-123, BROADCASTING.

Number one sports job. Play by play on over 150 games annually. Some sales and announcing. \$115 weekly or more base, plus commissions. Write KHAS Radio, Hastings, Nebraska 68901.

Newscasts brighten-up with . . . Twenty original news production sounds. Recorded. . . Exclusive per market . . . \$10.00. Command Productions, 3315 S.W. Kelley St., Portland, Oregon.

RADIO

Situations Wanted Management

30 years in all phases. Strong creative sales—Programming—Administrator. Seek challenge and stability. Pacific Northwest only. Box K-74, BROADCASTING.

Manager—a proven record of increasing ratings and profit. Box K-134, BROADCASTING.

Pro with excellent references and track record seeking general manager position medium to small market. All phases. Sales . . . programming . . . administrator AM & FM markets. Prefer Midwest. Interview at my expense. Box K-140, BROADCASTING.

Management—(cont'd)

Successful small town general manager seeks improvement. Top references. Box K-144, BROADCASTING.

Manager sales-manager. Young Pennsylvania Broadcaster with heavy sales, solid promotion and programing background. No floater. Large, medium or small market. Will invest substantial amount of cash if needed. Box K-166, BROADCASTING.

Mature experienced general manager. Excellent profitable record. Desire midwest small market. Stock option of interest. Box K-172, BROADCASTING.

Sales

Tired of traveling. Twelve years in radio, and TV film sales. Looking to settle for right situation in local radio station and willing to invest. Box K-95, BROADCASTING.

Announcers

Nothing but the best is what I intend to offer. Desire prime market with potential for top as radio or TV personality. Experienced, 32, and eager to go. Box J-276, BROADCASTING.

Young, versatile, experienced announcer desires permanent position. Draft-free, college graduate with radio-TV major, 3rd phone endorsed, two years experience including generally considered top radio-TV station in over 1/4 million market. Experience includes radio DJ, news, TV booth and production, radio P.R. for local university and P.R. and promotion work for National Guard. Midwest preferred, all considered. Stable MOR, or top 40 station in medium sized city. Write Box K-43, BROADCASTING.

Negro D. J. announcer, tight board, recent graduate. Looking for first job. 3rd phone. Box K-114, BROADCASTING.

Top 40 DJ, first class ticket. 3 years experience—tight board—good voice—Southern market preferred. Box K-116, BROADCASTING.

Authoritative, trained newscaster-announcer. Personable, not a Prima Donna. Box K-124, BROADCASTING.

Hard working medium market Program Director, morning personality ready for your major market. A valuable asset to any operation. Box K-127, BROADCASTING.

Authoritative newscaster and capable announcer D.J. experienced. Family man will relocate. Personable, no floater. Box K-128, BROADCASTING.

Swinging soul brother D.J. 3rd endorsed, married, children. Very good voice, will relocate. Box K-131, BROADCASTING.

Wow! First phone deejay-salesman. Rock format only. Minimum \$150 air trick plus sales. 35 year old pro. Box K-136, BROADCASTING.

D.J. announcer R & B—Top 40—or MOR. Married, children, 3rd endorsed. Non-floater, tight board. Relocate. Box K-137, BROADCASTING.

Negro DJ announcer. Broadcast school graduate. 3rd phone. Ready. Box K-138, BROADCASTING.

Midwest 1st phone, some maintenance. 2 years in 100,000 market. Good voice, presently employed. \$140. Box K-142, BROADCASTING.

Deejay—Full of pun. Real wit. Would you believe half a wit. Ready for step up. New England. Box K-148, BROADCASTING.

Ann. w/3rd endorsement. 4 months experience at C&W. \$125.00 min. Top 40 or C&W. Plan to get 1st phone. Box K-151, BROADCASTING.

I'm midwest broadcast school trained, young and enthusiastic with six months FM experience. I will relocate if I can work with you and not for you. Complete resume and air check available. Contact Box K-154, BROADCASTING.

Announcers—(cont'd)

MOR personality-MD, PD experience in major market. Now at 50 kw. Married, mature. Wants to settle at stable station in major market. Box K-155, BROADCASTING.

Major market announcer-Newsman desires position in New York City or surrounding area. Will be in area soon for auditions and interviews. Box K-160, BROADCASTING.

Experienced announcer, first phone, news, copy, M.O.R., production, programming, permanent, greater Boston area. Box K-161, BROADCASTING.

DJ, news, tight board, warm personality, dependable, third endorsed relocate. Box K-174, BROADCASTING.

Sportscaster. Thoroughly experienced and educated. Some TV. Family. First phone. Box K-176, BROADCASTING.

Midwestern broadcasting school graduate. All around ability in field. Excellent sportscaster. 3rd class endorsed. Tapes and resume available. Greg Sherlock, Box 304, Fontana, Wisconsin 53125.

Negro DJ good voice third phone, willing worker. Wilson Stokes, 128 Park Place, Brooklyn, N. Y.

Announcer—Negro—DJ—Broadcast graduate, third endorsement, experience, good sound. Write Jerry Tyler, 1303 Jarrett Drive, Springfield, Tenn. Phone 384-7395.

Hilarious creative rock jock. 4 years experience, young, undraftable, third ticket. Major market or California. Telephone 515-858-2579.

Top 40 or MOR DJ—3 yrs experience. First phone—Draft exempt—Start immediately. Call 414-481-1826.

Announcer seeking situation in midwest. Presently with U. S. Army in Germany, will be discharged in November. Married, 25 years old, six years experience, strong news and sports. 1st class ticket (no maintenance). Resume and references available. Write to: W. F. Rawson, Box 79, APO, New York 09227.

Mature Broadcaster: Management experienced salesman. First phone, production; airman; references. (312) 225-5268.

Announcer. Some small market MOR experience. 3rd, studying for first. College, veteran, family. Want position with future. Prefer West. Box 3390, Durango, Colorado 81301, 303-247-0048.

Attention—Broadcasting graduate available now. Third phone endorsed. Sports, news, commercials, phone 202-234-7029.

Technical

Engineer, experienced 1st phone, no announcing. Prefer warm climate. Consider others. Box K-141, BROADCASTING.

Are you looking for a combination Chief Engineer-Program Director, or Program Director with 1st? I will relocate with you if you are a solid-progressive Top 40 or easy listening operation. "I'll take care of your cares." Know engineering well and air personality. Want to locate with open minded management. Making good salary now, but want to move. Interested? Box K-169, BROADCASTING.

First phone. ATS grad. 25, completed military service. Desires work in Northeast. Box K-170, BROADCASTING.

Chief engineer now employed desires change. Thoroughly experienced in construction and maintenance, AM to 5 kw, directionals and FM. No announcing. Box K-171, BROADCASTING.

1st phone technician. Full/part time in NYC area. broadcast experience, but eager to learn. Box K-181, BROADCASTING.

NEWS

If you're a great Top 40 operation and need a proven pro with first phone and creativity . . . We're in business. I've four years experience: News, talk, writer, promotion, and top air-personality. Just released from service and looking . . . If interested call 412-361-5872 or write Box K-130, BROADCASTING.

Agency writer producer with excellent European and midwest special events announcer-producer background, exceptional creativity and contagious enthusiasm for The Human Drama desires return to Broadcasting, plus chance to develop fulfilling communications vehicles, i.e. talk show, features, TV. Box K-139, BROADCASTING.

Production—Programing, Others

First phone P.D. seeks college town in South. Box K-126, BROADCASTING.

Religious broadcasters, Experienced Radio/TV man desires position with quality Protestant station or organization. South or Southwest. Reply Box K-153, BROADCASTING.

Dedicated, hard-working top forty program director ready for that big break. Experienced in music, promotions, production, operations, and announcing. Sellable ideas galore. Real organizer and take charge man. Married. 1st phone. Draft exempt. Box K-177, BROADCASTING.

20 years radio and TV professional available. Production, film, programming, direction, major market management. Top references 213-340-6053.

TELEVISION—Help Wanted

Announcers

Major market midwest station looking for program host and general announcer. Youth enthusiasm and versatility will give you a great opportunity to expand. Age to 30. Send resume and picture to Box K-143, BROADCASTING.

Announcer for midwest CBS affiliate. Must have previous TV experience. Under 30 years. Must be able to do news, some sports and weather. Versatility and good looks are prime requirements. Send resume and photo to Box K-152, BROADCASTING.

Technical

New England NBC affiliate. Assistant chief with good possibility of becoming chief. Must be experienced in studio and transmitter maintenance. Good pay. Box K-51, BROADCASTING.

Chief Engineer—Immediate Opening—Network station with color transmitter-studio-microwave. VTR Units. Live-Work-Play in Great Northeast. Real opportunity with a future for right person. Box K-98, BROADCASTING.

First phone engineer for television station. No announcing; location—Northern Lower Michigan. Box K-100, BROADCASTING.

Florida ETV has opening for chief engineer. Seeking experienced supervisor with strong technical background. Previous experience as chief desired, but not required. Send resume, photo, salary required to Box K-159, BROADCASTING.

Expansion of facilities has created a position for 1st transmitter engineer at KCND-TV, a McLendon Station. Top salary, fringe benefits. Will accept recent graduate. Graduate's starting salary \$100 per week with scale adjusted upward for experienced personnel. Will consider handicapped applicants. Contract R. Vincent, Manager, 701-825-6292. Pembina, North Dakota.

Engineer with first phone, southwestern VHF. Some operations but accent on maintenance. Responsibilities and compensation commensurate with training, experience and ability. Also have position available involving small amount of travel—pilot's certificate would be major asset. For information and application, send brief resume with salary requirements to Chief Engineer, KOAT-TV, Box 4156, Albuquerque, New Mexico 87106. All replies confidential and will be acknowledged.

Technical—(cont'd)

Need operating and maintenance engineers with some VTR experience, AM-FM and microwave helpful. KREX-TV, Grand Junction, Colorado.

Enlarging our facilities, immediate opening for transmitter man, and one studio man. Experience helpful but not necessary. Contact Weldon Paulsen, KXLF-TV, Butte, Montana.

1st class FCC license engineers. Prefer experienced man, strong on MCR operations, switching, VTR, and projection. Good salary and benefits. Reply Kaiser Broadcasting Corp., WKBD-TV, Box 359, Southfield, (Detroit) Michigan, 48075. Attention Al Martin, Chief Engineer. Equal opportunity employer.

Immediate opening for broadcast engineers, all color station, second class phone license required. Send resume to WNYS-TV, Channel 9, Syracuse Inc., Box 9, Syracuse, New York 13214.

Looking for experience. Live color, color VTR and color film with new modern equipment. WREX-TV, Rockford, Ill. has an opening for a first class engineer. TV experience desirable but not necessary. Contact Chief Engineer WREX-TV.

Television technicians—Must have 5 years TV experience. Pay range \$3.97 to \$5.75 per hour. Excellent working conditions. Full government benefits. Normal hours 8:45 a.m. to 5:30 p.m. Mon.-Fri. Jobs in Washington, D. C. U. S. citizens only. Send application to U. S. Information Agency, IPT/R, Washington, D. C. 20547. An Equal Opportunity Employer.

Full color station needs engineer with experience and knowledge of RCA tape machine—RCA color camera—also need experienced microwave maintenance engineer first phone requirement—send details to J. W. Robertson, Vice President-Engineering, P. O. Box 1457, Lexington, Kentucky.

NEWS

News Director. West Coast. We want a working newsman capable of running a five man television news department. No on-air work involved. Our man will spend more time as a reporter than an administrator. Send photo, salary requirements and resume to Box K-78, BROADCASTING.

Responsible reporter who can handle his own film work sought for new bureau in Grand Rapids. Live TV newscast inserts from newly constructed facilities included. Unlimited challenge for the man who has ingenuity and a desire to work news for a company that places journalism first. Send video tape or film, resume and salary requirements, to Fred Douglas, News Director, Fetzner Broadcasting Company, 590 West Maple Street, Kalamazoo, Michigan 49001.

Production—Programing, Others

Production supervisor. Immediate opening for experienced man to take full charge of production for independent station in major eastern market. Must be able to work with sales for good commercial results. Full knowledge of equipment, remote technique, and over-all station operation a must. Rush resume to Box H-139, BROADCASTING.

Producer-Director for group owned medium market net affiliated VHF in mid Atlantic States. A good step up for a shirtsleeve self-starter now in a small market and ready to move. Box K-125, BROADCASTING.

Floor Manager needed immediately by a growing UHF station in the Mid-West. If you have experience in lighting, camera, and studio production, contact Production Manager, WKNX-TV, 5200 State St., Saginaw, Michigan.

New full time, full color UHF independent going on air in November needs to fill these last remaining vacancies. Copywriter, photographer, film department manager (experience necessary), salary commensurate with ability. Contact Lowell "Bud" Paxson, WNYP-TV 26, Jamestown, New York. Area code 716-484-9191.

TELEVISION—Situations Wanted**Management**

TV operations manager, Executive with major UHF experience wants to put know-how to work from the ground up with new TV station. Can help you avoid costly errors in operations and production setup. Box K-61, BROADCASTING.

Seven years as a consultant in sales, 15 years of top sales with top groups and 3 years of network sales. Seek management in smaller market or job involving extensive travel. Box K-72, BROADCASTING.

Are your national spot sales lagging? If so I can help you get your national dollars back to the ratio you want. My experience includes five years with two of the top ten agencies as a media buyer, eight years with leading national representatives, all in New York. Age 37. Married. College graduate. I want to become associated with a TV station or group where there is an opportunity for future growth. References from leading agencies and former employees. Box K-167, BROADCASTING.

Sales

Experienced broadcast salesman seeks position with progressive organization. Varied broadcast background, stable, family man, credit to any organization. Box K-145, BROADCASTING.

Sales manager medium market. Wants larger opportunity in sales or management position. Top caliber executive, 43, best references, years of experience. Looking for solid future. Let's talk now Box K-147, BROADCASTING.

Announcers

Network voice, college, ten years all phases wants staff position. Box K-182, BROADCASTING.

3½ years experience as Philadelphia newsman, TV news, 6 & 11 p.m. reports. Produced & directed TV shows, graduate of Drama and broadcasting schools. Seeks newsman or announcer position, medium sized market. 202 Dogwood Drive, Levittown, Pennsylvania 19055.

Technical

Working small market chief desires change. Interested in position offering advancement opportunities in solid state and color operations. Midwest preferred. Box K-97, BROADCASTING.

Young draft exempt technician, willing to learn. RCA TV studio school. 3rd with endorsement. Some work with network in NYC. With ABC, will relocate. Box K-165, BROADCASTING.

NEWS

TV News Director—Currently employed in large Calif. market. Young, aggressive, proven administrative ability. Journalism degree. Top references. Will relocate. K-67, BROADCASTING.

Newsman-solid, experienced professional as reporter on camera. Larger market. Box K-163, BROADCASTING.

Production—Programming, Others

TV Operations/Program Director. Young executive with major market station. Extremely heavy commercial and sports remote production. Can build and run a well-organized staff. Box K-62, BROADCASTING.

Reporter-cameraman for top twenty-five market station ready to specialize in reporting in similar sized market. Box K-90, BROADCASTING.

Director—College graduate employed medium market—seeks career opportunity in competitive market. Box K-129, BROADCASTING.

Commercial program management or related position sought by ETV Program Manager in financially limited advancement situation. Commercial experience in Major market, proven organizer, hard working administrator with follow-through, network producer. Prefer West. Box K-135, BROADCASTING.

Production—Programming, Others**Continued**

Cameraman experienced in all phases of studio and remote operation. Color experience. Presently employed. Box K-156, BROADCASTING.

Producer/Director 7 yrs. TV. Producer Director/cameraman, editor/writer 5 yrs. industrial/documentary films requires challenging, responsible, creative position. Bud Tramill, 220 N.E. 4th, Hillsboro, Ore.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted immediately used heavy duty self-supporting tower, 225'-300'. Set price or we will bid. Urgent! Box K-49, BROADCASTING.

Used 250, 1 kw AM Xmitter. No junk KRSP-Radio, 1130 West—5200 South, Salt Lake City, Utah 84107.

250 watt broadcast transmitter around \$500. Robert Douglas, WRUC, Union, Schenectady, N. Y.

Like to locate 1 or 2 Eastman #250 projectors; Two RCA TK-11 image orthicon camera chains complete or equivalent. KAIT-TV Jonesboro, Arkansas 72401.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofund, 440 Columbus Ave., N.Y.C.

Coaxial cable, Styroflex, 3¼", 50 Ohm, jacketed, unused. TDR tested. Surplus price. 4000 ft. available. Sierra Western Electric, Box 4688, Oakland, Calif. 94623. 415-832-3527.

Three ATC playback units and two record amplifiers . . . all in operating condition . . . model P-190's . . . entire package for \$500.00 . . . Call Al Graham, WHAB, Baxley, Ga. 912-367-3001.

Brand new remote amplifiers, 2 channel remote microphone amplifiers 2½ inch VU Battery operated. 9 transistor \$95.00 FOB Kokomo, Grecco, Inc., 1830 S. Webster, Kokomo, Ind. 46901. Area 317-883-5688.

400 feet of 3¼ inch rigid transmission line complete with flanges and a 6-bay Channel 10 RCA antenna; best offer. takes. Box K-158, BROADCASTING.

We have hour and half hour reels of Ampex 144, used one year. Good condition but below high band color standards. Price \$50.00 for hour and \$25.00 for half hour, F.O.B. KIFI-TV, Idaho Falls, Idaho 83401.

FM frequency and modulation monitor Hewlett-Packard model 335-B fine condition, presently on 95.1 MHz. Reasonable. WLIP AM-FM, Kenosha, Wisconsin.

Gates BC-1J transmitter 1 kw in good condition, \$2,500.00. Contact Jack Everbach, WOKB Orlando, Florida.

For Sale . . . 1 RCA BA-7A tape record amplifier (MI-11958) for use with type RT-7A tape cartridge unit. Also for sale . . . 3 RCA RT-7A tape cartridge playback units (MI-11957). All equipment is in excellent condition. Contact Owie Loman, WPFB, 4505 Central Avenue, Middletown, Ohio, Telephone 513-422-3625.

Never before has there been offered a used Schafer (current model) 800 Broadcast Automation System. Now we offer one mono system (traded in on a larger stereo system) and one stereo system (a retired demo system). Schafer Electronics (213) 882-2000.

8,000 45-rpm record collection. Billboard top pop., C&W, R&B, 1952-1967. Box 255, Green Mt. Falls, Colo. 80819.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

MISCELLANEOUS—(Con't.)

Custom designed station sales aids. Market/station image brochures. Rate cards, promotional material, all types of graphics to enhance station's professional image. Individually created for broadcasters by the leader in the field. Noyes, Moran & Company, Inc. Box 606, Downers Grove, Ill., 60515 (312) 696-5553.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses: resident classes Schools located in Hollywood, Calif. and Washington, D. C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class Licensee schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Announcing, programming, production, new-casting, sports-casting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for January 10. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

"Warning" accept no substitute. REI is #1 in — success — guarantee — lowest tuition — highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Class begins Nov. 13. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Fla.

R. E. I. Kansas City, Missouri. Five week course for FCC 1st class Radio Telephone license. Guaranteed. Tuition \$295. Job placement. Housing available for \$10-\$15 per week. Located in downtown Kansas City at 3123 Gillham Road. Telephone WE-1-5444. For brochure & class schedules write home office: 1336 Main St., Sarasota, Florida. Telephone 955-6922.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Earnings up to \$300 weekly. 1st class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s first school specializing in training 1st class F.C.C. technicians and announcers—D.J.'s—newcasters production personnel. Announcer Training Studios, 25 W. 43 St., New York, 10036. Veteran approved. Licensed by N.Y. State. Phone OX 5-9245.

INSTRUCTIONS—(Cont'd)

N.Y. City's most famous Broadcast School—**NYSAS** First Class Phone License. Guaranteed! Famous for tight board work. Famous for good announcers. . . . Famous for best delays. . . . Approved for veteran training. Licensed by State of New York. N. Y. School of Announcing and Speech. 165 West 46th Street. NYC. (212) LT 1-3471.

See our display ad under in instruction. Don Martin School of Radio Arts & Sciences. 1653 No. Cherokee, Hollywood, Calif. 90028. HO 2-3281.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Memphis, Seattle, Hollywood, or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan Place, Manhattan Beach, Calif. 90266.

RADIO—Help Wanted

Sales

TOP 100 MARKET STATION

Needs salesman 30-32 years old. College. High minimum plus commissions.

Box K-179, Broadcasting.

UNUSUAL OPPORTUNITY

WWDC, one of the nation's foremost independent radio stations is increasing its sales staff. We are looking for a young man with creative sales ability, aggressiveness, the ability to communicate at all levels of our business, and a conviction of success. Excellent fringe benefits. If qualified, future earnings are unlimited. WRITE:

Stan Stoller, WWDC
Avco Broadcasting Corporation
Box 4068, Washington, D. C. 20015

Equal Opportunity Employer

OPPORTUNITY

for the
SALESMAN
who'd like to be
SALES MANAGER

Top rated Philadelphia FM has unusual opportunity for a time salesman with proven record of success, selling local retailers and agencies. The right man will have a CAREER, not just a job, with profit-sharing in booming market and no limit to potential income. If you can sell, organize, train . . . if you can prove it . . . call Abe Voron, 215-CH 8-4900.

SALESMAN

Terrific opportunity with major east coast station for aggressive, young salesman with college degree.

Call Jerry Jackson, 312-337-5318.
Nationwide Broadcast Personnel Consultants
No Fee

Announcers

MID-AMERICA'S MOST-MUSIC STATION

wants Boss Jox

Real Heavyweights who can be clever and be quick about it. It's talent and know-how we're after . . . but first phones get first preference.

Contact: Greg M. Mason
WNOE
New Orleans

Technical

Wanted CHIEF ENGINEER

High rated 24 hour FM STEREO and 1KW AM Daytime MOR Stations. Salary Open for Quality Thinking Experienced man. Good Equipment. Excellent Working Conditions. No Board or Transmitter Watch. Apartment available. Call Collect for Interview.

Don Ritter (904) 725-2400.
WKTZ-FM/WDCJ
Jacksonville, Florida

RCA

Has immediate and continuing requirements both stateside and overseas for radio and television broadcast engineers. Please direct all resumes to:

Mr. T. J. Ogdin
RCA Service Company
Bldg. 201-2
Cherry Hill, N. J.

An Equal Opportunity Employer



The Most Trusted Name
in Electronics

Production—Programing, Others

PROGRAM DIRECTOR

Top 40 Radio
Idea man needed for swinging operation in top 100 market, Midwest location. Salary open, \$10,000 P.A. our minimum. Tape and resume to
Box K-58, BROADCASTING.

PROMOTION DIRECTOR

A new position of Promotion Director is being created by a midwest radio group. This is a fantastic opportunity for a man or a woman to handle all promotion activities. Promotion experience preferred, but not necessary. Creative ability and desire more important. Send complete resume to:

Box K-157, Broadcasting.

TELEVISION—Help Wanted

Announcers

METEOROLOGIST

Call Don Kelly at Nationwide in Chicago immediately if you are a Certified Meteorologist and want to relocate for a better opportunity. We currently have numerous openings with top television stations across the country.
No Fee. Call 312-337-5318 Now.

Technical

CHIEF ENGINEER

We are seeking two Chief Engineers with Electrical Engineering degrees for one of our clients. Salary is top and opportunity terrific. Call:

Ron Curtis
Nationwide Broadcast Personnel Consultants
312-337-5318 No Fee.

NEWS

NORTHEAST STATION GROUP ESTABLISHING WASHINGTON NEWS BUREAU

Needs one Manager-reporter and one Cameraman-reporter. Complete benefit program. Send resume, references and salary requirements to:

Box K-180, Broadcasting.

Situations Wanted—Announcers

ATTENTION: TV MANAGERS & PDS

an outstanding..young..professional EMCEE . . .

SINGER . . . ANNOUNCER . . .

is looking for an opportunity where versatility and talent is a must . . . and is needed!

Somewhere in the major markets of this nation is a progressive organization that is expanding its local, live programing and would be interested in a young PERRY COMMERVE GRIFFIN type, who is a true professional. An attractive, intelligent, personable, young emcee with the ability to converse and interview. A talented singer, and a commercial announcer-actor with national and major market credits, including New York and Hollywood. Employed in one of the nations top ten markets, and completing an exclusive contract with a national advertising agency for a major account.

For resume, Color VTR or SOF audition, kindly contact . . .
Box K-122, Broadcasting.

EMPLOYMENT SERVICE

527 Madison Ave. New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

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(Continued from page 89)

884-890 mc, and make changes in ant. system, also change call letters to K83BO Action Oct. 10.

K75BX Uvalde (rural) and Knipps, Tex.—Broadcast Bureau granted mod. of CP to change frequency for UHF TV translator from ch. 75, 836-842 mc to ch. 79, 860-868 mc, make changes in ant. system and change call letters to K79BP Action Oct. 9.

K06AT Sheridan and Fort MacKenzie, Wyo.—Broadcast Bureau granted mod. of license for VHF TV translator to change primary station to "via K12FN, Sheridan" Action Oct. 4.

Story, Wyo. Story-Banner Community TV—Broadcast Bureau granted CP for new VHF TV translator to serve Story, Banner, Lower Piney, and Kerney, operating on ch. 5, by rebroadcasting programs of KTWO-TV, ch. 2, Casper. Action Oct. 3.

Broadcast Bureau granted licenses covering new VHF TV translators: K07HJ and K09HT, Bryce Campton and Airport, K03CN Duchesne, K13HH Enterprise and K03CP and K06EN Tropic, Cannonville and Henrietta, all Utah. Action Oct. 10.

ACTION ON MOTION

Hearing Examiner Isadore A. Honig on Oct. 3 in Cumberland, Md., Wellersburg, Pa. (Tri-State Television Transmitters Inc. and Wellersburg TV Inc.), granted request by Mountain Television Inc. and continued further prehearing conference scheduled for Oct. 10 to Oct. 12 (Docs. 17654-5).

CATV

OTHER ACTIONS

Commission ordered Soo Cable TV Inc., Sault Ste. Marie, Mich., to provide program exclusivity for signals of WWUP-TV (ABC, CBS) Sault Ste. Marie, and WTOM-TV (ABC, NBC) Cheboygan, Mich., in compliance with Sec. 74.1103(e) of rules. Petition for waiver was denied. Soo Cable operates five-channel microwave-fed CATV system in Sault Ste. Marie. It is within the principal community contour of WWUP-TV and in grade B contour of WTOM-TV. Other signals are distant. Fetzer Television Inc., licensee of WWUP-TV opposed request for waiver. Action by commission Oct. 4, by memorandum opinion and order. Commissioners Hyde (chairman), Lee, Wadsworth and Johnson, with Commissioner Cox concurring and issuing statement; and Commissioner Loevinger concurring.

Centre Video Corp. has been granted waiver of hearing provisions of Sec. 74.1107 of rules to permit it to carry signals of three New York City independent stations on its CATV systems in Johnstown-Altoona television market. Action by commission Oct. 4, by memorandum opinion and order. Commissioners Hyde (chairman), Lee and Loevinger, with Commissioner Cox dissenting and issuing statement; Commissioner Wadsworth dissenting and joining in Commissioner's Cox statement; and Commissioner Johnson abstaining from voting.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on Oct. 3 in Enumclaw and Buckley, both Washington (Clearview TV Cable Inc.) CATV proceeding, designated Examiner Basil P. Cooper to serve as presiding officer; scheduled prehearing conference for Oct. 27 and hearing for Nov. 6 (Doc. 17774). In Akron-Lorain-Cleveland Heights, Ohio (Akron Telerama Inc., Lorain Cable TV Inc. and Telerama Inc.) CATV proceeding, continued hearing scheduled for Oct. 24 to date to be specified by subsequent order (Docs. 17357-9), and on Oct. 9 in Mayfield and Paducah, both Kentucky; Cape Girardeau, Mo. (Meredith-Avco Inc., Paducah Newspapers Inc. and Hirsch Broadcasting Co.) CATV proceeding, continued hearing scheduled for Nov. 3 to Nov. 13 (Doc. 17721).

Hearing Examiner Jay A. Kyle on Oct. 5 in Kalamazoo, Mich. (Fetzer Cable Vision) CATV proceeding, granted request by Booth American Co. and extended from Oct. 9 to Oct. 18 time for exchange of exhibits (Docs. 17200-8).

Hearing Examiner Charles J. Frederick on Oct. 2 in California Water and Telephone Co.-Associated Bell System Companies-General Telephone System and United Utilities Inc. companies CATV proceeding, granted California Community Television Association motion filed Sept. 5 in Doc. 16943 to correct transcript, and corrected transcript accordingly. In separate action, granted California Community Television Association Sept. 6 motion to correct transcript and corrected transcript (Docs. 16928, 16943, 17098), and on Oct. 9 in California Water & Telephone Co., Associated Bell System Companies, General Telephone System and United Utilities Inc. Companies, CATV pro-

ceeding, further prehearing conference, which had been continued without date, scheduled for Nov. 14 (Docs. 16928, 16943, 17098).

■ **Hearing Examiner Forest L. McClenning** on Oct. 6 in Dalton, Ga. (Multivision Northwest Inc.) CATV proceeding, denied motion by Multivision for continuance of hearing (Doc. 17066).

Ownership changes

APPLICATIONS

KTGM Denver—Seeks assignment of license from William Colin Kirk tr/as Good Music Associates to Sound Corp. of Colorado for \$85,000. Principals: Gordon S. Rosenblum, vice president, secretary and treasurer (95%) et al. Mr. Rosenblum is director of development corporation and owner of investment company. Ann. Oct. 10.

WNEX Macon, Ga.—Seeks transfer of control from J. Ellsworth Hall Jr., Macon Telegraph Publishing Co., Ellsworth Hall Jr. and First National Bank as executors of estate of E. M. Lowe, to Mr. and Mrs. Alfred Lowe Sr. and Mr. Alfred Lowe Jr. Estate of E. M. Lowe owns 120 shares, 50.2%. Ann. Oct. 10.

WMRR-AM-FM Marshall, Mich.—Seeks cancellation assignment of license from Marshall Broadcasting Co. to Radio Calhoun Inc. for \$9,695.61. Principal: Charles F. Murphy and others desire to deed back to Benjamin McCrea, by quit-claim deed, and consider agreement of June 15, null and void. Ann. Oct. 11.

WDAM-TV Laurel, Miss.—Seeks assignment of license from South Mississippi Television Co. to Chapman Television of Tuscaloosa Inc. Application seeks consolidation of WDAM-TV and WCFT-TV Tuscaloosa, Ala. (approved Aug. 23) Marvin Reuben is vice president. Ann. Oct. 11.

KRAM and KORK Las Vegas—Seeks assignment of license from Suna Broadcasting Corp. to Southwestern Broadcasting Co. for \$155,000. Joseph W. McMurray is vice president. Application seeks approval of simultaneous exchange of frequencies and certain facilities. Southwestern is licensee of KORK and Suna is licensee of KRAM. Southwestern is seeking 920 facilities now held by Suna in an effort to improve overall facilities. It is Southwestern's intention to apply for increased power and to relocate towers and antenna system as soon as possible once assignment is consummated. Requests waiver of Sec. 1.597 of rules if necessary. Ann. Oct. 11.

WAGY-FM Forest City, N. C.—Seeks assignment of license from A. Hoyle Lovelace and Gerard T. Becknell tr/as and d/b as Tri-City Broadcasting Co., to Tri-City Broadcasting Co. Inc. No ownership change. Ann. Oct. 9.

WCOK Sparta, N. C.—Seeks assignment

of license from H. Sid Comer to Sparta-Independence Radio Corp. Mr. Comer is 24% stockholder of WKSK West Jefferson, N. C. Incorporation. Ann. Oct. 11.

KMAV Mayville, N. D.—Seeks assignment of CP from Francis J. Phelan to KMAV Radio Inc. Mr. Phelan will be sole stockholder. No consideration. Ann. Oct. 11.

WHBC-AM-FM Canton, Ohio—Seeks transfer of control from The Brush-Moore Newspapers Inc. to WHBC Inc. Principals: Each of stockholders of WHBC Inc. is presently minority stockholder of Brush-Moore: Louise V., Mary J. and Theodore V. Boyd; Jackman S., Joseph K. and William H. Vodrey; Barbara V. Wamelink, and Dolly V. Zepernick. All shareholders of Brush-Moore have contracted to sell their shares to Alpha Newspapers Inc. subsidiary of Thomson Newspapers Inc. Stockholders of WHBC will then receive from Thomson \$2,280,000 plus \$4,734,000 to effect purchase price of \$2,800,000. Licensee Ohio Broadcasting Co. is 100% owned by Brush-Moore, which in turn owns 90% of Penn-Mar Publishing Co., Hanover, Pa., which owns 33 1/3% of Penn-Mar CATV Inc. Ann. Oct. 11.

WAKM(FM) Bedford, Pa.—Seeks assignment of license from Fort Bedford Enterprises Inc. to Inquirer Printing Co. for \$33,887. Principals: Hugo K. Frear, vice president. Applicant requests waiver of Sec. 1.597 of FCC rules. Ann. Oct. 6.

WHYZ Greenville, S. C.—Seeks assignment of license from Maximum Power Radio Inc. to E. S. Lowe Media Inc. for \$356,150. Principals: Edwin S. Lowe, president and treasurer (85%) and Beverly M. Middleton, executive vice president (15%). Mr. Lowe owns toy and games manufacturing company, import company, real estate management and advertising company, builders and hotel operation and brokerage, all in New York. Mr. Middleton is supervisor of public information for Department of Motor Vehicles in Washington and is former broadcaster. Applicant requests waiver of Sec. 1.597 of FCC rules. Ann. Oct. 6.

WKAU Kaukauna, Wis.—Seeks transfer of control from Rhinelander News Publishing Co., Howard A. Quirt, Joseph P. Chilsen, William F. McCormick, Richard D. Dudley and John C. Sturtevant, to Forward Communications Corp. No change of ownership. Ann. Oct. 9.

KLME Laramie, Wyo.—Seeks transfer of control from Leslie P. Ware to Marilyn T. Obie, John G. French and William W. Utton (each 33 1/3%). Mr. Obie is 50.08% owner, president and director of KRAD East Grand Forks, and 50% owner of KRWB Roseau, both Minnesota. Mr. French is 49% owner, vice president and director of KRAD. Mr. Utton is sales manager of KRAD. Consideration \$55,176. Ann. Oct. 11.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Oct. 11. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

Kingsburg, Calif.—Video Communications Inc., has applied for a franchise. Installation would be free during first six months of service and monthly service charge would be \$4.95. City would receive 3% of annual gross revenue. System would carry a minimum of 12 and a maximum of 24 channels.

Sun City, Calif.—GT&E Communications Inc. (multiple CATV owner) has acquired franchise rights formerly owned by California Water and Telephone Co. Transfer was consummated by merger of California Water into General Telephone Co. of California, a subsidiary of GT&E Corp. The system serves 1100 homes.

Brush, Colo.—Morgan County Cable Inc. has applied for a franchise. City would receive 6.1% of first \$50,000 annual gross revenue. Installation would be free to subscribers surrendering old antennas; otherwise installation would run \$5.94. Monthly service charge would run \$4.75.

■ **Okaloosa Island, Fla.**—Island Cable Co., owned by Art Bogan and Don Elwell, has been granted a 10-year franchise. The franchise calls for payment of 3% of net income. Island Cable hopes to be operative by early 1968.

Paola, Kan.—Paola Cable Television Co.,

subsidiary of Carlson Cable Television Co. of Olathe, has applied for a franchise. Subscribers would be offered 12 channels for installation and monthly fees of \$15 and \$5.50, respectively. The city would be offered 5% of annual gross receipts.

■ **Bankie, La.**—Cable TV, subsidiary of International Telemeter (Gulf Western Industries) (multiple CATV owner), has been granted a franchise and has begun construction; target date set in November.

Chelmsford, Mass.—National Cablevision Inc., Boston (multiple CATV owner), has applied for a franchise. Installation fee and monthly service charge would run \$15 and \$4.95, respectively. City would receive 3% of annual gross revenue.

Medford, Mass.—Cablevision Corp. of America, Boston (multiple CATV owner), has applied for a franchise. Installation fee and monthly service charge would run \$14.95 and \$4.95, respectively. Herbert S. Hoffman is president of Cablevision Corp. of America. WBOS-AM-FM Boston and WEMT Bangor, Me.

Reading, Mass.—Cablevision Corp. of America, Boston (multiple CATV owner), has applied for a franchise. Installation fee and monthly service charge would run \$14.95 and \$4.95, respectively.

Lansing, Mich.—Gross Telecasting Inc., licensee of WJIM-AM-FM-TV Lansing, has declined a compromise franchise offered by city council. The city had originally asked for a \$25,000 franchise fee. Gross Telecasting had offered \$5,000. Council in turn suggested a \$12,500 initial fee. City also asked for an escalating fee percentage of 4% of the first \$500,000 annual gross revenue, 5% of annual gross revenue between \$500,000 and \$1 million and 6% of annual gross revenue over \$1 million. Gross Telecasting also objected to clause permitting revocation of franchise at will.

KPPC-AM-FM Pasadena, Calif.—Broadcast Bureau granted assignment of license from Pasadena Presbyterian Church to Crosby-Avery Broadcasting Co. for \$310,000. Principals: Leon Asbury Crosby, vice president and treasurer (60%) and Lewis H. Avery, president (40%). Mr. Crosby owns 40% of KMPX San Francisco and 50% of wig store, Mr. Avery is radio consultant. Action Oct. 5.

WCKT(TV) Miami—Broadcast Bureau granted transfer of control from Catchings Therral. Principals: Sidney D. Ansin, president (23.2%), Edmund N. Ansin (35.8%), Ronald Ansin et al. Ansin will vote 64% of stock. Consideration \$185,000. Action Oct. 4.

WCWR Tarpon Springs, Fla.—Broadcast Bureau granted assignment of license from Cyril W. Reddoch, C. Winsett Reddoch and John B. McCrary d/b as Pinellas Broadcasters to J. Shea Peoples d/b as Peoples Broadcasters for \$150,000. Action Oct. 5.

■ **WRUW-FM Cleveland**—Broadcast Bureau granted assignment of CP from Western Reserve University to Case Western Reserve University, Robert W. Morse, president. Assignor will confederate with assignee. No consideration. Action Oct. 5.

WAKI McMinnville, Tenn.—Broadcast Bureau granted assignment of license from Ogram Broadcasting Corp. to Durham Broadcasting Inc. for \$135,000. Principals: Aaron L. Durham, president, and Harold L. Durham, vice president (each 50%). Mr. A. Durham is executive vice president of bank. Mr. H. Durham is assistant program manager of WSM Nashville. Action Oct. 5.

WHVV Hillsville, Va.—FCC granted assignment of license from Carroll Broadcasting Inc. to Hillsville-Galax Broadcasting Co. for \$22,500 at closing and \$57,500 note at 6% over seven year period for total of \$80,000. Principals: Robert R. Hiker, president. James B. Keel and Franklin Thomas, vice presidents, et al. Mr. Hiker is president, director, general manager and 30.35% stockholder in Central Broadcasting Co., licensee of WCGC Belmont, N. C.; president, director and stockholder in Concord-Kannapolis Broadcasting Co., licensee of WEGO and WPEG Concord, N. C., Burke County Broadcasting Co., licensee of WSVM Valdese, N. C., Radio Station WZKY Inc., licensee of WZKY Albemarle, N. C., Forsyth County Broadcasting Co., licensee of WFCM Winston-Salem, N. C., Mebane-Hillsboro Broadcasting Co., applicant for new AM in Mebane, N. C. and Blacksburg-Christiansburg Broadcasting Co., licensee of WJJB Christiansburg, and WVVV Blacksburg, both Virginia. Mr. Keel also has interests in these stations except for Blacksburg-Christiansburg. Mr. Thomas is stockholder of WSVM Valdese, commercial manager of WCGC Belmont, N. C., and is stockholder in WZKY Albemarle, N. C. Action Oct. 4.

■ **Ashland, N. H.**—Littleton TV Cable System Inc. has been granted a franchise.

Tuckerton, N. J.—Continental CATV Corp., subsidiary of Vikoa Corp. (multiple CATV owner) has applied for a franchise. Monthly service would run \$4.95 or subscribers could pay a yearly rate of \$35 to \$40. A maximum \$19.95 installation fee would also be charged. City would receive 3% of annual gross revenue.

■ **Westhampton township, N. J.**—General CATV Inc., Moorestown, N. J. (multiple CATV owner), has been granted a 25-year exclusive franchise.

Burlington, N. C.—Cablevision of Alamance, subsidiary of Jefferson-Carolina Corp. (multiple CATV owner); American CATV, Kingsport, Tenn.; and A. D. Moore, J. Touloupas and H. P. Sharpe, a group of local businessmen, have each applied for a franchise. American CATV would pay 3% of annual gross revenue to city.

■ **Ligonier, Pa.**—Laurel Highlands Cable TV has been granted an exclusive franchise.

Warren, Pa.—Warren TV Cable, division of Television Communications Corp., New York (multiple CATV owner), has raised monthly service charge from \$3.75 to \$5.75 for subscribers who paid \$125 installation fees. The system carries 12 channels.

Hico, Tex.—Telcoa, subsidiary of Gulf States-United Telephone Co., has bought franchise formerly owned by Fort Worth Tower Co. At least six channels are proposed for a monthly rate of \$5.

■ **Lingle, Wyo.**—Torrington Community Television System of Torrington has been granted a franchise. Installation will be free initially and monthly service charge will be \$6.95. System will carry eight channels and two FM stations. A \$7.50 connection fee will be charged for an FM hook-up.

TOM KILBRIDE is an Irishman who hasn't had to rely on the luck of his ancestors. Instead he learned at an early age how to capitalize on the contradictions of life and make them work for rather than against him.

As president of Knox Reeves Advertising, Minneapolis, Mr. Kilbride is helping his agency prove a non-New York shop can successfully compete with Madison Avenue for the highly creative package-goods accounts despite popular myths of the profession. Knox Reeves long has been identified with Wheaties and other General Mills products, but in recent years has been diversifying. The list now includes many Alberto Culver Co. brands among others.

Knox Reeves presently is billing in excess of \$22 million annually. Some 70% of the total consistently is being invested in the broadcast media, mostly television. Radio, however, still ranks as a major medium even though it doesn't involve as many dollars by comparison.

'Another Bowl, Mom' ■ Mr. Kilbride grew up in Minneapolis listening to Jack Armstrong sell Wheaties on the air and going to the ballpark as a member of the Wheaties knot-hole gang. But he never dreamed he would become a key part of the Wheaties advertising-agency team and help win new generations over to healthful nutrition and good sports fun. He was to become an ace food salesman first, but he didn't know that either then.

Radio intrigued Mr. Kilbride from an early age, he recalls. His father was an avid political buff who brought a radio home to listen to election news of the Al Smith campaign in the 1920's, so his son listened too. He missed one historic program though. That was the 1926 Christmas Eve broadcast of wcco Minneapolis featuring the Wheaties quartet.

Amid the glow of Yuletide candles and the joy of holiday bells, the quartet also gave what the company claims may have been the first singing commercial on radio. It was the familiar "have you tried Wheaties?" refrain that has put the cereal on America's breakfast table.

As a youth Mr. Kilbride also was an amateur thespian, an interest that was then stronger than radio. He wrote many plays and sent them to the radio networks. "They all were promptly rejected," he says. He would like to re-submit them to TV under a pen name just for kicks.

Mr. Kilbride missed college because of his father's early death. But later his business success in food marketing involved him in teaching at college and won him a state teaching certificate. "I've even been to Harvard," he grins, proud to be one of an international few chosen for a management program.

Mr. Kilbride's World War II years

Former grocer brings home agency bacon

in the U. S. Army didn't keep him out of the "Navy" either. While stationed in the Philippines he was in charge of a fleet of 17 ships supplying the southern half of those islands.

Befitting this pattern of contrasts, Mr. Kilbride's years in food marketing didn't keep him out of broadcast advertising. This phase of his experience began in 1942 at Albert Lea, Minn., where he was manager of a supermarket. Part of his work was advertising, chiefly in newspapers, but he learned how to use radio effectively too,

WEEK'S PROFILE



Thomas Bernard Kilbride — president, Knox Reeves Advertising, Minneapolis; b. March 9, 1919, Minneapolis; 1966 graduate, advanced management program, Harvard University Graduate School of Business Administration; salesman, Western Grocer Co., Minneapolis and Albert Lea, Minn., 1938-1942; manager Johnsrud Supermarket, Albert Lea, 1942-43; U. S. Army, 1943-46; joined Slocum-Bergren Co. (Red & White food wholesaler), Minneapolis, as sales supervisor in 1946, becoming sales manager 1949 and elected director and VP in 1953; named director and VP of affiliated Red & White Stores Inc., 1950, and subsequently sales manager; joined Knox Reeves in 1957 as account executive, becoming account manager, VP and executive VP; elected president of agency Jan. 1, 1966; long active in civic affairs and as officer of Minneapolis Sales Executives and Advertising Clubs; m. Carol Hanson of Minneapolis, May 9, 1937; children—three grown, Tom Jr., Larry and Mrs. Marcia Glaros, plus Steve 15, Jan 14 and Jill 12 at home; hobbies— theater, music, golf.

particularly for special promotions.

After the war he became a sales supervisor for Slocum-Bergren Co., a Minneapolis food firm supplying the Red & White chain, eventually becoming sales manager, operations vice president and director before leaving in 1957 to join Knox Reeves. His duties with Slocum-Bergren included advertising, even down to the store level, but initially most of his effort went into the modernization of food distribution from wholesaler to store as well as the physical marketing process at the retail shelf.

Getting Action ■ About 1950 when an affiliated firm, Red & White Stores Inc., was formed to get into the field of supermarket leasing and financing, he also was given comparable positions in that company. But the innovations he helped undertake and administer in the physical processes of food marketing for both firms couldn't prevent him from seeing the importance and value of the catalytic action that advertising and promotion produce to make the whole machine work.

The idea is as significant as the object, Mr. Kilbride believes, and the communication of the idea must be made potent to move the object. Hence he instituted training programs for store managers and a research department. Also, he readily admits, "I am one of the guys who set up one of those horrible buying committees that you hear about." The date: 1950.

Right from the start of the buying-committee system, he recalls, the amount of advertising weight for a product became an obvious factor in decisions involving whether or not to carry a product and just how much shelf space it might expect to win. Television's impact long since has made the considerations much more sophisticated, he notes.

Mr. Kilbride remembers learning a lot about radio and TV advertising in his years with the Slocum group and gives the broadcast media much credit for helping contribute to a 400% increase in sales volume in the period 1949-1957. He not only introduced the company to broadcasting, he relates, but had a lot of fun getting into program production with the company's own interview show on wcco-TV.

After joining Knox Reeves and working on the Wheaties account, Mr. Kilbride quickly honed his broadcast expertise to a razor's edge. He helped get Wheaties back into a concentration on sports television and radio events after several years on other program types and signed Olympic star Bob Richards as TV-radio spokesman plus other duties. He notes that the sincerity Mr. Richards expresses (he also is a minister) gives his commercials an honesty that only TV can relate in the total objectiveness of which it is capable.

One or the other

NO sterner symbol of rectitude is to be found in the U. S. Senate than John L. McClellan, the Arkansas Democrat. Who can forget that accusing stare as it has withered witness after witness in network television?

But the image may be slightly flawed by recent events. As the chairman of the Judiciary Subcommittee on Patents, Trademarks and Copyrights, Senator McClellan is in charge of writing a new copyright bill, which may determine whether CATV systems will have to start paying for the programs they have carried at no cost all these years. The senator would be eminently qualified for that assignment if it were not for his private investment in Midwest Video, an owner of CATV systems. The exact amount of his ownership in Midwest has never been publicly revealed, although he has described it as insignificant. However small, the interest is clearly in conflict with his position as the Senate leader on the copyright bill.

Senator McClellan may indeed be so highly principled that he can impartially weigh the rival arguments on the complicated question of establishing CATV's position in the copyright law. But the mere appearance of a conflict puts him in an awkward position. Perhaps he will choose to step aside and let a colleague carry on the copyright work. In such circumstances there could be no question raised about his retaining his shares in the cable company.

Moving up

THE spot and network radio sales figures for the first half of 1967, reported elsewhere in this issue as compiled by the Radio Advertising Bureau, are not exciting by 1966 standards, but they represent a clear improvement over those for the first quarter of this year.

Spot business improved enough in the second quarter to turn a gain of less than 1% in the first three months into approximately a 3% gain for the first six. And network sales recovered sufficiently to cut their 7% decline in the first quarter to less than 4% for the half.

In total, then, national radio billings went from a decline of almost \$1 million in the first quarter to a gain of \$2 million for the first half. That's an increase of 1%.

If this year's figures weren't being measured against a period of spectacular gains—spot sales up 11% in the first half of last year, network up 17%—this year's first-half performance would look great. Given the 1967 economic climate for all media, and especially considering radio's second-quarter comeback, the figures are more promising than they look. Just what's in store for the rest of the year is something all media would like to know, but radio seems entitled to face it with more confidence than most.

The first hurrah

LET'S hope the Democrats won't regret having selected Chicago for their national convention next August. Talk about a ticket other than Johnson-Humphrey, absent some cataclysm, is nonsense. And, no matter how hard they try, it's almost impossible to whoop it up for a repeat ticket. This in contrast to what looks like a wide-open Republican convention in Miami Beach three weeks earlier.

What's tough about Chicago is the virtual certainty that the civil righters and the antiwar extremists will be on the march. With a humdrum convention on the inside of the stockyards convention hall and with pickets picketing

the marchers on the outside, there is likely to be more newsworthy action for TV outdoors.

From the broadcasters' standpoint it would have been tidier and far less expensive if the Democrats had followed the Republicans to Miami Beach. There must have been strategic reasons for this but they elude us, perhaps because we are unschooled in power politics.

The networks, and scores of special broadcast correspondents, of course, will be both at Miami Beach and Chicago, with full complements of color and remote equipment and with their interview studios all over the convention hall areas and at the downtown hotels housing the 50-odd state and territorial delegations. There will be those inevitable charges of biased coverage from the politicians and complaints from the public because of pre-emption of regular programing. There will be gripes about not enough, or too much, floor coverage, even including those boring seconding speeches.

That's the American way. With all its faults we know of none that can top it.

Travelogue

ELSEWHERE in this issue. BROADCASTING presents an account of recent travels by members of the FCC. The account admittedly is incomplete, including as it does only formal speaking engagements by the commissioners themselves. If unscheduled and private expeditions were thrown in, the record would turn up a rare week that commissioners and key staff members were all in Washington.

Under optimum conditions it takes long enough to get a decision out of the FCC, as any petitioner or applicant can testify. Are conditions optimum when key votes or staff executives are missing?

A reasonable amount of FCC travel is obviously necessary. A regulatory agency must be knowledgeable about the enterprise it regulates, and some types of knowledge may be more readily acquired from visits to the field than from papers filed in Washington. The chairman of a regulatory agency is obliged to fulfill some reasonable number of ceremonial engagements.

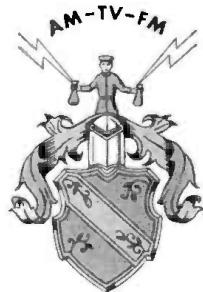
But every decision to make a trip ought to be weighed against the stockpile of cases awaiting action. According to that criterion, we suggest, the travel booker at the FCC should have more time for other duties.



Drawn for BROADCASTING by Sid Hix
"Well folks, that's show biz!"

Quickest route.

Socrates said that the shortest and surest way to live with honor in the world is to be in reality what we would appear to be. We think you'll detect this unpretentious quality when you work with any of our stations.



The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac

It takes a qualified team to find a qualified man.



The 3 stages of our search for the right man for your station

1

First, there is an objective evaluation by our recruiting consultants of the job to be filled based on the specifications and goals outlined by station management, the market the station is in, the consultants experience in filling such positions and the "personality" of the station. This stage is one of the most fruitful for management, as it sharply defines the position as it relates to company needs and goals. It sometimes results in the reappraisal of the position to be filled. This evaluation forms the basis for a carefully prepared position description for use in contacting sources and candidates.

2

The second stage is the search itself. Through our many existing sources, as well as those we develop in a specific area of the search, and our ability to keep your station confidential — a unique advantage — we as your recruiting consultants can thoroughly probe the field for outstanding prospects and measure their interest in the position.

3

The final stage is the evaluation of those qualified candidates who are interested. This evaluation is based on interviews and on discreet and incisive questioning of those familiar with the candidate's performance. This assures that your station receives the complete backgrounds of the two or three most qualified available candidates.



Nationwide Broadcast Personnel Consultants

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