



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

House bill poses new threat to station trading. p21  
Kennedy, Magnuson break through cigarette front. p26  
Government, industry debate consumer protection. p32  
FCC abandons its limit on TV station ownership. p40

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COMCORDIA COLLEGE  
C. B. YLVIKAKER LIB  
MORRHEAD MN

CARL B. YLVIKAKER  
LIBRARY

2/20/68

TO EXPD12/8  
56560

NEWSCADERA

## ***“You will never know how many lives you saved.”***

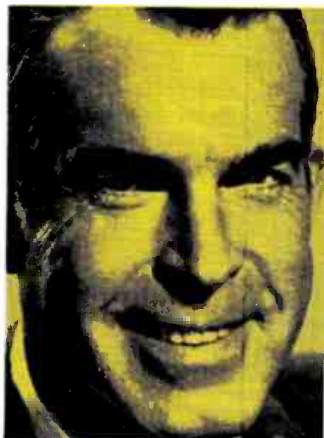
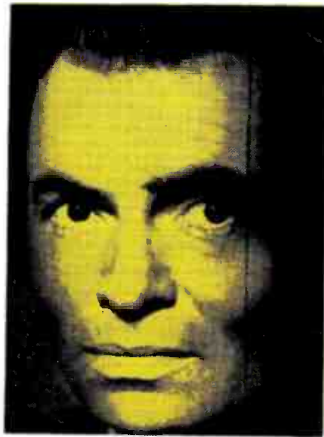
Late in January last year came a snowfall that literally paralyzed western Michigan. People were stranded. Transportation was non-existent. All semblance of normal community activity ceased. The Fetzer radio station in Kalamazoo immediately switched its entire programming over to coordinating and broadcasting literally thousands of emergency messages. This continued around the clock for three straight days. The quote in the headline above was from one of the many, many letters received from thankful western Michigan residents.



## *The Fetzer Stations*

<b>WKZO</b> Kalamazoo	<b>WKZO-TV</b> Kalamazoo	<b>KOLN-TV</b> Lincoln	<b>KGIN-TV</b> Grand Island	<b>WJEF</b> Grand Rapids
<b>WWTV</b> Cadillac	<b>WWUP-TV</b> Sault Ste. Marie	<b>WJFM</b> Grand Rapids	<b>WWTV-FM</b> Cadillac	

**30 EXTRAORDINARY MOTION PICTURES  
22 IN COLOR  
ALL FIRST RUN OFF-NETWORK**



**WARNER BROS.-  
SEVEN ARTS**

**OLUME**

**30 EXTRAORDINARY MOTION PICTURES  
22 IN COLOR  
ALL FIRST RUN OFF-NETWORK**

TITLE	YEAR OF PRODUCTION/RELEASE	COLOR OR B/W	RUNNING TIME	AVAILABLE ON OR BEFORE	CAST
WINGWAY'S ADVENTURES OF A YOUNG MAN	1962	<b>COLOR</b>	145	12/1/68	Richard Beymer, Diane Baker, Corinne Calvet, Fred Clark, Dan Dailey, James Dunn, Juano Hernandez, Arthur Kennedy, Ricardo Montalban, Susan Strasberg, Jessica Tandy, Eli Wallach, with Paul Newman as "The Battler"
ONE	1964	B/W	111	5/25/69	George Hamilton, Jason Robards, Eli Wallach, Jack Klugman, George Segal, Sam Levene, Ruth Ford
TIC'S CHOICE	1963	<b>COLOR</b>	100	10/2/68	Bob Hope, Lucille Ball, Marilyn Maxwell, Rip Torn, Jim Backus
S OF WINE AND ROSES	1963	B/W	117	10/2/68	Jack Lemmon, Lee Remick, Charles Bickford, Jack Klugman
AD RINGER	1964	B/W	116	8/31/69	Bette Davis, Karl Malden, Peter Lawford, Philip Carey, Jean Hagen, George Macready, Estelle Winwood
AR HEART	1965	B/W	114	10/15/70	Glenn Ford, Geraldine Page, Angela Lansbury, Barbara Nichols, Michael Anderson, Jr., Patricia Barry, Charles Drake
ISTANT TRUMPET	1964	<b>COLOR</b>	117	6/30/69	Troy Donahue, Suzanne Pleshette, Diane McBain, James Gregory
IGN PULVER	1964	<b>COLOR</b>	104	7/27/69	Robert Walker, Burl Ives, Walter Matthau, Tommy Sands, Millie Perkins, Kay Medford, Larry Hagman
'PURR-EE	1962	<b>COLOR</b>	85	NOW	Animated Feature with voices of Judy Garland, Robert Goulet, Red Buttons, Hermione Gingold
'SY	1963	<b>COLOR</b>	143	10/2/69	Rosalind Russell, Natalie Wood, Karl Malden, Betty Bruce, Paul Wallace
INCREDIBLE MR. LIMPET	1964	<b>COLOR</b>	99	9/27/69	Don Knotts, Carole Cook, Jack Weston, Andrew Duggan, Larry Keating
AND OF LOVE	1963	<b>COLOR</b>	101	6/24/68	Robert Preston, Tony Randall, Walter Matthau, Georgia Moll
SES FOR MY PRESIDENT	1964	B/W	113	11/10/69	Fred MacMurray, Polly Bergen, Arlene Dahl, Eli Wallach, Edward Andrews
LION	1962	<b>COLOR</b>	96	10/1/68	William Holden, Trevor Howard, Capucine, Pamela Franklin
MARRIAGE-GO-ROUND	1961	<b>COLOR</b>	98	11/1/68	Susan Hayward, James Mason, Julie Newmar, Robert Paige
M SPRINGS WEEKEND	1963	<b>COLOR</b>	100	10/2/68	Troy Donahue, Connie Stevens, Ty Hardin, Stefanie Powers, Robert Conrad, Jack Weston, Jerry Van Dyke
TRAIT OF A MOBSTER	1961	B/W	108	10/31/68	Vic Morrow, Leslie Parrish, Peter Breck, Ray Danton
109	1963	<b>COLOR</b>	140	2/22/68	Cliff Robertson, Ty Hardin, James Gregory, Robert Culp, Grant Williams
MPAGE	1963	<b>COLOR</b>	98	11/12/68	Robert Mitchum, Elsa Martinelli, Jack Hawkins, Sabu
ROMAN SPRING OF MRS. STONE	1961	<b>COLOR</b>	104	10/15/70	Vivien Leigh, Warren Beatty, Lotte Lenya, Jill St. John
SECOND TIME AROUND	1961	<b>COLOR</b>	99	12/1/68	Debbie Reynolds, Andy Griffith, Thelma Ritter, Steve Forrest, Juliet Prowse, Ken Scott
C AND THE SINGLE GIRL	1964	<b>COLOR</b>	114	1/25/70	Tony Curtis, Natalie Wood, Henry Fonda, Lauren Bacall, Mel Ferrer, Larry Storch, Fran Jeffries, Edward Everett Horton, Stubby Kaye
E SINS OF RACHEL CADE	1961	<b>COLOR</b>	123	10/2/68	Angie Dickinson, Peter Finch, Roger Moore, Woody Strode, Errol John, Juano Hernandez
ENCER'S MOUNTAIN	1963	<b>COLOR</b>	118	8/5/68	Henry Fonda, Maureen O'Hara, James MacArthur, Donald Crisp, Wally Cox, Mimsy Farmer
ENDOR IN THE GRASS	1961	<b>COLOR</b>	124	10/31/69	Natalie Wood, Warren Beatty, Pat Hingle, Audrey Christie, Sandy Dennis, Gary Lockwood
UMMER PLACE	1959	<b>COLOR</b>	130	NOW	Richard Egan, Dorothy McGuire, Sandra Dee, Arthur Kennedy, Troy Donahue, Constance Ford, Beulah Bondi
YSSES	1955	<b>COLOR</b>	104	NOW	Kirk Douglas, Anthony Quinn, Silvana Mangano, Rossana Podesta
LL OF NOISE	1963	B/W	112	10/2/68	Suzanne Pleshette, Ty Hardin, Dorothy Provine, Ralph Meeker
IAT A WAY TO GO!	1964	<b>COLOR</b>	111	12/1/68	Shirley MacLaine, Paul Newman, Robert Mitchum, Dean Martin, Gene Kelly, Robert Cummings, Dick Van Dyke, Reginald Gardiner, Margaret Dumont, Fifi D'Orsay
UNGBLOOD HAWKE	1964	B/W	137	12/28/69	James Franciscus, Suzanne Pleshette, Genevieve Page, Eva Gabor, Mary Astor, Lee Bowman, Edward Andrews, Don Porter, Mildred Dunnock, Werner Klemperer

Contact your Warner Bros.-Seven Arts' sales office for market availability:

**WARNER BROS.-SEVEN ARTS**

NEW YORK: 200 Park Avenue • (212) 986-1717 • CHICAGO: 550 West Jackson Blvd. • (312) 372-8089

DALLAS: 508 Park Avenue • (214) 747-9925 • LOS ANGELES: 291 S. La Cienega Blvd., Beverly Hills • (213) 657-1771



# why gamble?

## PLACE YOUR MONEY ON CHANNEL 4 AND HAVE A WINNER EVERY TIME

KRLD-TV continues to be the dominant station in the market — leading the second station by 26.5% more homes per average quarter-hour, 9:00 A.M. to midnight, Sunday thru Saturday.\*

Contact your H-R representative for details and availabilities.

*\*ARB November 1967  
Television Audience Estimates*

**KRLD-TV**



**The Dallas Times Herald Station**

*CLYDE W. REMBERT, President*

represented nationally by



## Downfield block

Block Drug reportedly is pushing drive, apparently without success so far, to establish precedent of TV station acceptance—at straight minute rate—of 60-second piggyback featuring products made by unrelated companies. Products: Block's B. C. remedy, and Ex-Lax. Stations reps say that so far as they know nobody has accepted plan and that stations are insisting on payment by each advertiser at full 30-second rate. Block's advertising VP is A. L. Plant, former head of Association of National Advertisers' TV committee.

*Ex-Lax is represented by Grey Advertising, which also handles Block's Polident powders and tablets and Poligrip. B. C. is handled by Sullivan, Stauffer, Colwell & Bayles. Why these particular products were chosen for pairing is unclear; one rep noted that both had been buying 30's independently and suggested it had simply occurred to someone that both could get better deal if they could place them back to back as one-minute unit. (Some agency sources close to project refer to them not as piggybacks but as "divided minutes.") Markets being solicited reportedly include Albany, Ga.; Hattiesburg, Miss.; Montgomery and Mobile, Ala., and Charleston, S. C.*

## Mirage

Hershey Chocolate Corp., which has managed to dominate its field without consumer advertising, to chagrin of trade, isn't altering its policy, for present, anyway. Fortnight ago Hershey ran full-page in *Wall Street Journal* announcing change in name to Hershey Foods Corp., along with new trademark, and that caused rustlings along Madison Avenue.

*But spokesman for company advised BROADCASTING last week that marketing program at present in U. S. "does not include advertising" but that "we are always reviewing and evaluating what effects an advertising program might have on sales-profit picture." He added that one-shot PR ad "is not to be construed that Hershey will be entering the era of advertising, however."*

## Maybe

There's outside chance that CBS Laboratories will demonstrate broadcast version of its radical new Electronic Video Recording at National

# CLOSED CIRCUIT®

Association of Broadcasters convention March 31-April 3. Decision hinges on speed with which lab technicians can assemble demonstration model from lab model that reportedly was taken apart some time ago during design of production prototype. Also some officials think it would serve company's station relations better to give first showing at CBS-TV affiliates convention next May.

*First public demonstration of CBS's EVR system of playback through TV sets awaits building of prototypes in England, and probably won't come until midyear. CBS officials are now talking more enthusiastically than ever about market potential of in-home EVR, though they're still saying first market will be for educational use in England.*

## Advance planning

One of television's most successful producers of quality drama, George Schaefer of Compass Productions (*Hallmark Hall of Fame, CBS Playhouse*) is seeking support for pet project: stockpiling of serious dramas to be produced over next few years and offered to public in five years or more when in-home playback of TV programs becomes reality. His conviction is there must be satisfactory supply of programing material available at time home playback equipment comes on market. He hopes to interest large company or other well-financed organization that is willing to invest now for potentially high return in five years or more.

## New partners

National representation changes coming up: WOW-AM-TV Omaha (Meredith) to Katz Agency effective April 1; WICS-TV Springfield, Ill., to Katz effective March 1; KCMO-TV Kansas City (Meredith) to Blair Television effective March 1.

## Two for one

If, as previously reported (*CLOSED CIRCUIT*, Sept. 25, 1967) David C. Adams leaves NBC this year (possibly on trial sabbatical), prospects are he will be succeeded by two staff executives. To handle matters related to corporate affairs, law and affiliate relations veteran NBC vice president and general attorney, Thomas E. Ervin, would move into sixth-floor ex-

ecutive suite. Mr. Adams's other duties (advertising, promotion, press information, standards and practices) would go to Robert D. Kasmire, vice president, corporate information in executive suite.

*While Mr. Adams states he hasn't yet made up his mind whether to take early retirement at age 55, take sabbatical year on leave basis or stay on job, inside speculation is that he won't in any event reach decision in June as expected. Rather action might come after November elections, and odds still favor his voluntary retirement despite top-level pressure to stick with it.*

## Shaky

Whether Donald Conaway, national executive secretary of American Federation of Television and Radio Artists, will be leaving post he has held for past 12 years may have been decided at meeting of union's national executive board scheduled for last Saturday (Feb. 10) in New York. Mr. Conaway has encountered vigorous opposition from members in recent years, particularly from newsmen corps, which was instrumental in rejecting contract proposal last spring that led to union's first national strike. Also rankling are fines levied by AFTRA against network newsmen who crossed National Association of Broadcast Employees and Technicians' picket lines—which AFTRA leaders had agreed to honor—last fall.

## Together again

After lapse of three years National Association of Broadcasters and National Cable Television Association will meet on CATV copyright issue. Committees of two groups have set March 4 for session in place still undesignated. Last time NAB and NCTA held talks was in February 1965.

*New round has been generated by last year's meetings of Hatch-Stern ad hoc committee. That group attempted to narrow areas in which broadcasters and CATV operators had strong differences and areas in which possibility of agreement was apparent. Main issue was to break NAB-NCTA impasse on copyright legislation. Robert W. Ferguson, WTRF-TV Wheeling, W. Va., heads NAB delegation, Alfred R. Stern, TV Communications, heads NCTA team.*

Nobody we know at Channel 7, but figures make  
 latches their dial these audience us wonder.



**TOTAL WEEKLY CIRCULATION**



*Represented by Petry*

	WHIO-TV	STATION B	WHIO-TV ADVANTAGE
TOTAL DAY	515,000	425,000	90,000
EARLY EVENING	338,000	285,000	53,000
PRIME TIME	442,000	371,000	71,000
LATE EVENING	155,000	117,000	38,000

Source: NSI-TV Weekly Cumulative Audiences—October-November 1967

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.



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

# WEEK IN BRIEF

Representatives Dingell and Moss propose strong anti-trafficking bill, would give FCC power to determine "fair market value" of stations' assets, require full hearing for every transfer of station license. See . . .

## STATION TRADING THREAT . . . 21

Tough network-regulation bill offered last year is expanded, would put nets out of any other types of business, ban network syndication of TV programs, prohibit any network ownership of programs. See . . .

## REVISED NETWORK BILL . . . 22

FCC Commissioner Nicholas Johnson doesn't approve of his performance in NCTA promotional film, says he thought it was to be "serious study" on CATV, attempts to put his segments on cutting-room floor. See . . .

## NICK'S CATV PITCH . . . 23

Disclosure that P. Lorillard Co. has agreed to abandon professional sports on TV next season marks TV's \$200-million-a-year cigarette business. Other firms noncommittal; radio hopes for tobacco spending revival. See . . .

## CIGARETTE FRONT BREACH . . . 26

Advertiser-account switches among agencies slowed down in 1967 to \$286 million from record high in 1966. Largest transfer involved American Home Products, which moved aggregate of \$35 million in business. See . . .

## ADVERTISER SHIFTS . . . 30

Government, industry representatives meet at AAF's Washington conference, draw battle positions on consumer protectionism; business-advertising forces say "don't overlegislate." See . . .

## HOW TO PROTECT CONSUMER? . . . 32

FCC formally buries interim policy that would limit spread of multiple -station ownerships into top-50 markets. Commissioner Loevinger provides swing vote. FCC says it will now look hard at individual cases. See . . .

## BRAKE RELEASED . . . 40

Networks are rushing plans for 1968-1969 show lineup to present it to advertisers by end of February. Longer program trend continues; reduction seen in pilot programs especially one-hour productions. See . . .

## TV NETWORKS HURRY . . . 50

NAB President Vincent Wasilewski in New York speech calls on broadcasters to campaign to preserve present system of communications, but also to be prepared to "accept constructive change." See . . .

## FIGHT FOR SPACE . . . 60

FCC begins review of staff studies on implications of various approaches to land-mobile radio's expressed need for spectrum space with frequencies now assigned to UHF. See . . .

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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

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

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

# What makes a station STAND TALL?



Wes Bowen of KSL confers on traffic with Utah Highway Patrolman Richard J. Brown.

## KSL Got Tough - - So Did The Law !

As in many states, Utah's traffic deaths were climbing.

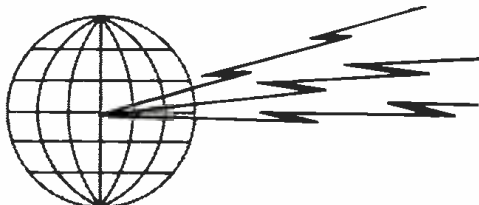
Wes Bowen, KSL's public affairs director, moved into action. He was joined by representatives of the state's judiciary, law enforcement agencies, safety council, and medical association.

Sobriety tests, financed by KSL, were conducted at University of Utah medical school. KSL produced a 30-minute documentary, showed it to the state legislature. Bowen addressed the combined houses on

the subject. There was opposition. Bowen and KSL kept swinging.

A new bill, virtually as Bowen and KSL proposed, passed. The governor signed it. That was early in 1967. KSL then turned to informing the public of the law, one of the nation's toughest on drunk driving. KSL called for enforcement.

It just may be that the tougher drunk driving law had something to do with these figures: in 1967 Utah's highway deaths totaled 274, down 17% from 1966.



City Location	FM Radio	AM Radio	Television	International Shortwave Radio
New York, N. Y.	WRFM Stereo			WNYW No. 1
Seattle, Washington	KIRO Stereo	KIRO 50,000 Watts	KIRO ①	WNYW No. 2
Kansas City, Mo.	KMBR Stereo	KMBZ 5,000 Watts		WNYW No. 3
Salt Lake City, Utah	KSL Stereo	KSL 50,000 Watts	KSL ②	WNYW No. 4
*Boise, Idaho	KBOI Stereo	**KBOI 50,000 Watts	KBOI ③	WNYW No. 5
*Idaho Falls, Idaho	KID Stereo	KID 5,000 Watts	KID ④	Studios in New York, N. Y.

\*Affiliated With      \*\*C.P.

## The BONNEVILLE Group

Bonneville International Corp.



## Spectrum siege is escalated

Use of UHF's for satellites  
is proposed; FCC picks up  
steam on land mobile

Latest moves for UHF spectrum space came from two directions in Washington Friday (Feb. 9). While in New York, Vincent Wasilewski, president of National Association of Broadcasters, was urging defense of broadcast spectrum (see page 60).

Recommendation that FCC reserve "some of the unassigned UHF channels" for future networking use by domestic broadcast satellites was made by central review committee of prestigious National Research Council of National Academy of Sciences.

FCC Chairman Rosel Hyde said industry will be asked to participate in studies of how television's share of spectrum could be made available to land-mobile users. He said FCC was reviewing staff studies of approaches that might be taken to meet land-mobile radio's spectrum needs with frequencies now allocated to UHF.

In view of "scope and complexities" of problem, he said, commission's next step would be notice of inquiry, possibly in "a few months," to get industry comments before moving to rulemaking stage.

**Woods Hole Study** ■ National Research Council's recommendation came in first volume of results of study on satellite applications held last summer at Woods Hole, Mass.

It contains panel recommendation that domestic satellite system for TV networking be instituted to take place of microwave relay terrestrial system now in use, and also suggests similar system be used for educational and instruction TV in conjunction with ground cable TV systems.

Broadcasting panel was headed by Wilbur L. Pritchard, director, Comsat Laboratories, and included Peter C. Goldmark, CBS Laboratories. Panel found direct broadcasting at present time too expensive and difficult.

**Extra Frequencies** ■ Chairman Hyde's remarks came at news conference where commission announced it was doubling number of frequencies available in 450-470 mc band (by reducing band width

from 50 kc to 25 kc) to meet needs of police and other emergency services as well as industrial services.

Mr. Hyde said that action provides "significant and immediate relief—but it is not the final answer." He said it would provide "respite" while commission gives attention "to more comprehensive relief."

He referred to commission's two-day review last week of staff studies dealing with UHF share of spectrum, then added: "The first step will be to indicate where we think industry should direct their study" of problem.

Channel-splitting order adds some 165 channels to public safety, industrial and land transportation. Police agencies are given access to 36 new channels, with 20 of them earmarked exclusively for police use. Five are allocated to use by fire departments.

Commission action—in works two years—came after President's Advisory Commission on Civil Disorders requested that more channels be made available to police.

**Two More Speakers** ■ On Capitol Hill Friday, House Small Business Subcommittee received confirmations from two more prospective participants in spectrum hearing tentatively set for Feb. 20 (see page 63).

Agreeing to take part were General Electric's Richard P. Gifford, chairman of Joint Technical Advisory Committee, and Seymour Siegel, WNYC-AM-FM-TV New York.

Counsel for subcommittee of Representative John Dingell (D-Mich.) indicated that Commerce Department spokesman would be Kenneth Norton of radio propagation laboratory in Boulder, Colo. Mr. Norton is regarded as one of Commerce's top spectrum experts, it was noted, having played leading and sometimes controversial role in television and FM allocations considerations since 1945.

In preparation for next week's hearing on Capitol Hill, Mr. Norton has distributed to committee staff and to panel invitees manuscript entitled "The Silent Crisis Screams," written in 1963 and submitted to telecommunications science panel of Commerce Department's Technical Advisory Committee. Presentation was one of working papers used by panel in its 1966 report on electromagnetic spectrum problems (BROADCASTING, Oct. 24, 1966).

Included in present distribution are three appendices suggesting radical plan for TV allocation, to permit more TV channels to be allocated through narrower separations. Basic approach, Mr.

Norton said last Friday is use of interference, rather than noise, as limiting factor in TV channel separations.

## Reynolds signs up for more NFL on CBS

R. J. Reynolds Tobacco Co. has renewed contract with CBS-TV for sponsorship of National Football League games next season.

Reynolds decision to go ahead, despite requests from Senators Robert F. Kennedy (D-N. Y.) and Warren Magnuson (D-Wash.) to reconsider sports sponsorship, was made because sports events have "unusually large male adult audience," Reynolds spokesman told BROADCASTING Friday (Feb. 9). Tobacco industry has been subject to mounting criticism from anticigarette interests which claim ads during athletic events unduly influence minors.

Reynolds announcement of contract renewal closely followed confirmation by P. Lorillard Co. that it would not sponsor sports events or programs beginning before 9 p.m. this year (see page 26).

Reynolds reportedly bought two minutes in 20 NFL games at "about \$70,000 per minute."

## Johnson: no ill will; Ford: do what we can

FCC Commissioner Nicholas Johnson's dander began subsiding as week drew to close, following his publicly proclaimed vexation at role given him in cable TV film (see page 23). Among Friday's developments:

■ Reports that Mr. Johnson had "volunteered" for appearance were said by commissioner to be incorrect. He acknowledged he had written Irving Gitlin, producer of film, expressing "delight" that Gitlin firm was doing film, offering to discuss ideas. He says he was contacted by either Mr. Gitlin's office or National Cable TV Association to do clip for film, and accepted on proviso he could review film. Because of Mr. Gitlin's death, however, and rush to get film out, this was never done, he said. "I have no ill-will toward anyone," he said.

■ Mr. Johnson's call for revision of film to play down his role received no encouragement from NCTA.

Frederick W. Ford, NCTA president, said film was put together by Gitlin firm which had complete editorial con-

## WEEK'S HEADLINERS

**Ellis J. Veech Jr.**, media supervisor for advertising and marketing services at General Mills, Minneapolis, named manager of broadcast media, responsible for all broadcast activity. Mr. Veech joined General Mills last summer. Earlier he was media supervisor at Knox Reeves Advertising and, prior to that, with Gardner Advertising, St. Louis. **James R. Barker**, broadcast media assistant since joining GM in 1966, appointed broadcast media supervisor to assist Mr. Veech.



Mr. Thompson



Mr. Baker

**Philip S. Boone**, senior VP for Dancer-Fitzgerald-Sample, San Francisco, named general manager of western operations. Mr. Boone, with D-F-S since 1958 and senior VP since last year, will continue as chairman of agency's West Coast executive committee. **Maxwell Arnold**, VP and western creative director, named vice chairman of that committee, which was expanded from four to eight members. Others appointed to committee: **Robert McMillin**, VP and Los Angeles manager; VP's **John Naylor**, **Hans Stern** and **Robert Urban**, and newly named VP's **David Hill** and **Lawrence Smith**.



Mr. Swartley

**Wilmer C. Swartley**, area VP, Boston, Westinghouse Broadcasting Co., named VP, New England region. WBC owns and operates WBZ-AM-FM-TV Boston. **Lamont L. (Tommy) Thompson**, WBZ-TV's general

manager since 1964, succeeds Mr. Swartley as area VP. **Win Baker**, assistant general manager of KDKA-TV,

WBC station in Pittsburgh, succeeds Mr. Thompson in WBZ-TV post.

Mr. Swartley began in WBC management in 1938 at wowo Fort Wayne, Ind., and was moved to Boston 10 years later. In his new post, he will operate on corporate staff level. Mr. Thompson's association with WBC includes executive VP of Television Advertising Representatives, WBC's rep firm, and acting general manager and sales manager, KPX(TV) San Francisco. Mr. Baker joined WBC in 1960 as assistant program manager, WBZ-TV, and served as program manager at WJZ-TV Baltimore and later KYW-TV Philadelphia. He went to KDKA-TV post last year.



Mr. Mitchell

**John H. Mitchell**, VP in charge of national sales for Screen Gems since 1952, elected executive VP of company. In his new post, Mr. Mitchell will continue to supervise national sales but will become directly involved in

company's worldwide operations.

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

trol.

"I'm extremely anxious to satisfy Commissioner Johnson. I, of course, feel that anything that we can do to meet his objections I would recommend we try to do. Our purpose here is not to offend him."

But, other cable TV industry sources indicated that it was too late to do any editing on 20-minute, color film. It already has appeared on "20 to 30" TV stations, as part of National Cable TV Week, it was noted.

Requests to NCTA for copy of Johnson letter to Gitlin and for script of Johnson's filmed remarks that ended on cutting-room floor repeatedly met with cryptic: "Sorry, but that material is not available."

Mr. Johnson had said his role had been edited out of context.

CATV sources also were not shy about their delight in what some called "priceless publicity" for cable TV from controversy.

### Quick decision asked on McCarthy appeal

FCC and three TV networks told federal court in Washington Friday (Feb. 9) that Senator Eugene McCar-

thy (D-Minn.) is wrong in claiming President Johnson is legally qualified candidate for Democratic nomination for Presidency but urged court to decide issue quickly.

Senator appealed FCC ruling denying his request for equal time on networks to respond to President's "Conversation" program of last December and had asked for "summary" decision in light of New Hampshire primary next month (BROADCASTING, Feb. 5).

Commission said its ruling on McCarthy request is based on decades-old rule and that rule is "reasonable" interpretation of congressional intent.

### Commercial licensees' bankroll sought for ETV

Measure referred to House Commerce Committee Friday (Feb. 9) would direct FCC to study ways to make commercial broadcasters support educational stations.

Joint resolution entered by Representative Leonard Farbstein (D-N.Y.) would also put Congress on record as finding that commercial broadcasters "should contribute substantially to construction and maintenance costs in-

curred" by ETV's.

In remarks set for inclusion in today's (Feb. 12) *Congressional Record*, Mr. Farbstein notes that latest presidential pronouncements on ETV financing do not focus on idea, widely discussed last year during House passage of Public Broadcasting Act, that commercial broadcasters should pick up all or part of tab.

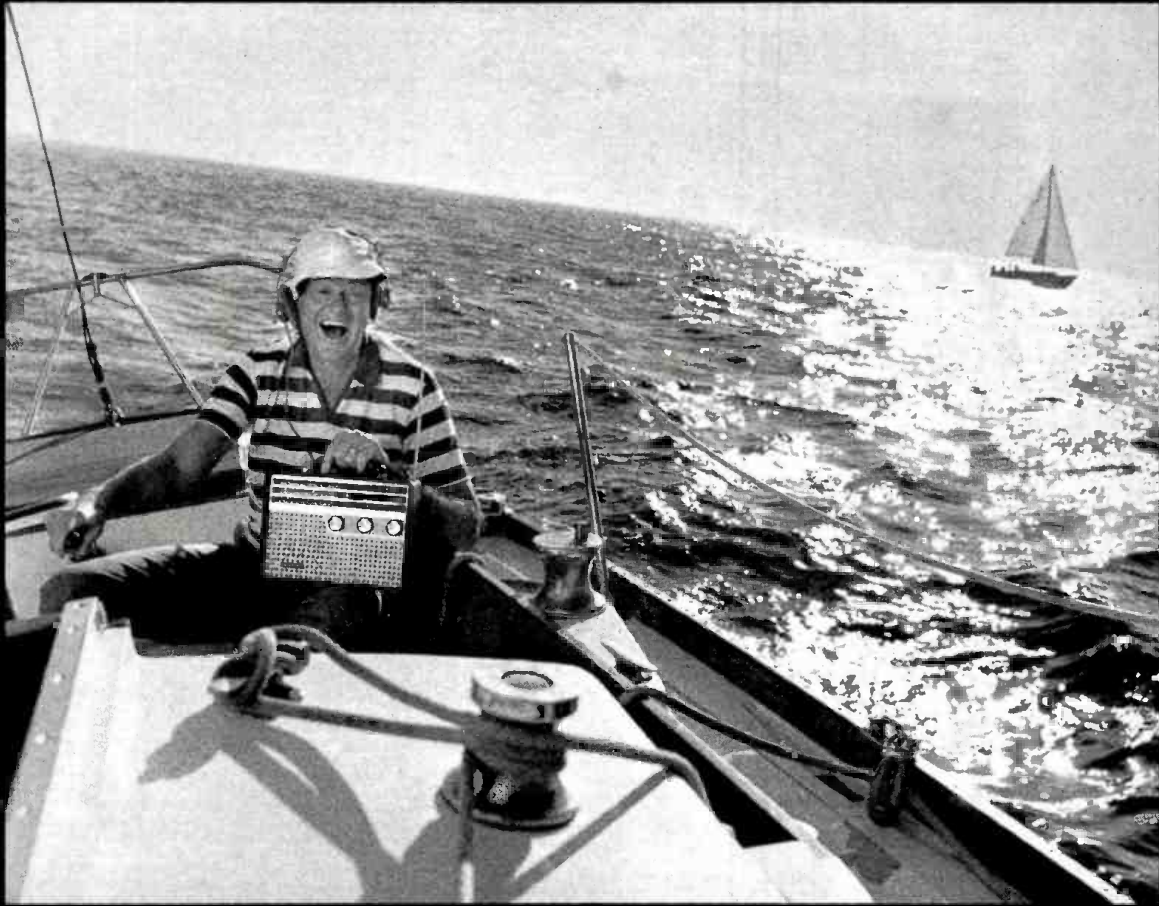
### MJ&A's 1967 billing showed 10% increase

MacManus, John & Adams billed \$110 million in 1967, representing 10% increase over 1966, chairman Ernest A. Jones said Friday (Feb. 9) at luncheon marking move of New York offices to 437 Madison Avenue.

Agency move (from 444 Madison) represents expansion of New York operation, which now includes new communications center with broadcast electronic equipment for testing and previewing commercials.

MJ&A, which has its main office in Bloomfield Hills, Mich., bills about \$100 million in U. S., of which more than \$30 million is in radio and TV. New York office handles some 80% of broadcast billing.

Owning a  
Schafer Broadcast Automation System  
has really put wind in his sales!



**Profits up . . . problems down.** This station owner knows his reliable Schafer System is operating smoothly day in-day out.

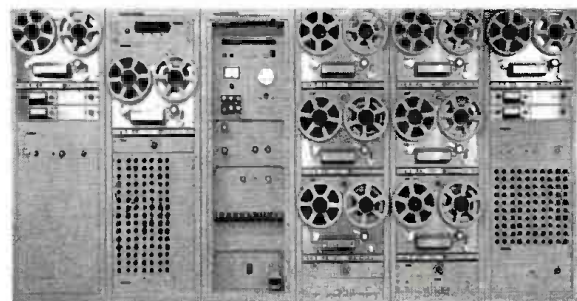
His people are free to be more creative . . . They have more selling time, too.

And Schafer gives any station owner more time for fun, relaxation, his family, and the community.

That's the magic of Schafer-land.

**Meanwhile Back at the Station**

**The Live Sound of Schafer Goes On . . . And on . . . And on . . .**



**schafer**

World's Leader in Broadcast Automation Systems  
Schafer Electronics 9119 De Soto Avenue,  
Chatsworth, California 91311 (213) 882-2000



I N

**DETROIT**  
*WJBK-TV*

**DETROIT**  
*WJBK*

**LOS ANGELES**  
*KGBS*

**MIAMI**  
*WGBS*

**MILWAUKEE**  
*WITI-TV*

**NEW YORK**  
*WHN*

**PHILADELPHIA**  
*WIBG*

*Scion of an aristocratic family, Florence Nightingale, who inspired Henrietta Rae's celebrated "Lady With the Lamp," overcame prejudice, tradition and red tape to involve herself in the despised lot of common soldiers, and changed the course of nursing for all history.*

# V O L V E M E N T . . .

*(Seventh in a series)*

Becoming involved in the affairs of their communities is another basic tenet of Storer stations—and another reason why it is good business to do business with Storer. Under the proven principle that listeners and viewers respond better

when interest in their affairs is consistently demonstrated, Storer stations do just that. They support drives, publicize programs and give generously of their time and talents to all manner of civic ventures, and take definite stands on community affairs through frequent editorials. The resulting messages to advertisers and agencies alike: "Storer serves . . . and by so doing sells!" ☆☆☆ For details on how Storer stations can help *you* sell in ten major markets from coast to coast, contact Storer Television Sales, Major Market Radio or the Storer station in *your* city. ☆☆☆☆☆☆☆☆☆



<b>TOLEDO</b> WSPD-TV	<b>TOLEDO</b> WSPD	<b>ATLANTA</b> WAGA-TV	<b>BOSTON</b> WSBK-TV	<b>CLEVELAND</b> WJW-TV	<b>CLEVELAND</b> WJW
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**How many  
telephone calls  
did Marjorie Slater  
make to test  
her test market  
advertising?**

## One. The Blair station made 600 for her.

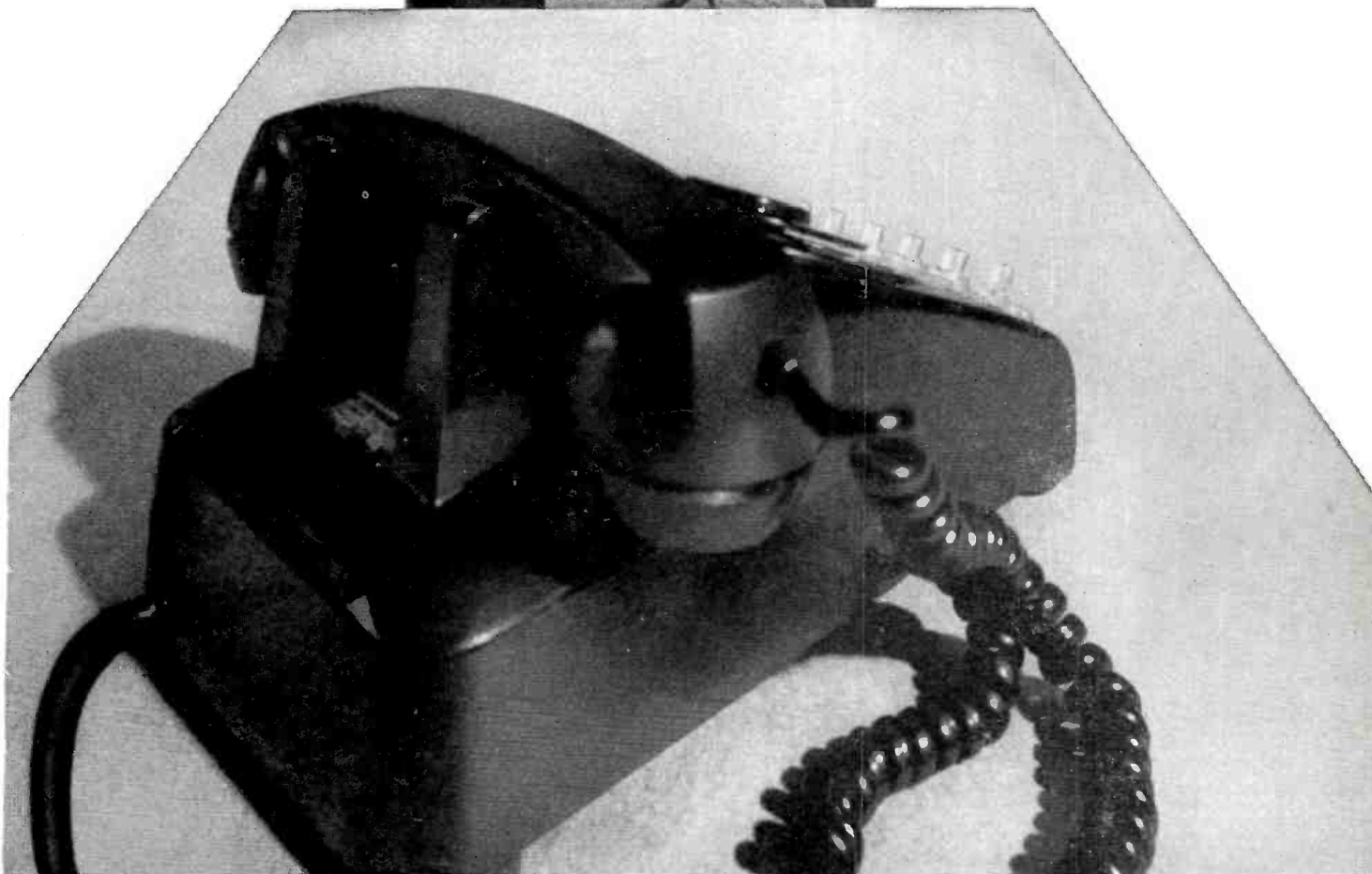
663 to be exact. 331 before running spot TV commercials for Bar-Tender's Brand Instant Cocktail Mix, on WOKR-TV, Rochester. 332 afterwards. The study showed that spot television support increased product awareness dramatically. The advertiser decided to use the medium in additional markets. And Marjorie's agency, Ingalls

Associates, Inc., Boston, had no big research bill to pay. Perhaps your Blair man will do the same for you. Ask how TMP can measure new product acceptance, explore spot television effectiveness, answer your questions in market areas from coast to coast.

All it takes is one phone call. To your Blair man.



BLAIR TELEVISION



## Social forces help stamp out dull commercials

Often these days in social conversations you will hear the remark that television commercials are better than the programs. In some cases it may be true but I don't wish to argue that point here.

My premise is that many commercials today are better than commercials yesterday because there is a sort of Gresham's law in reverse making this come about. The good appears to be driving out the bad. Broad social and historical trends may have a lot more to do with it than we suspect.

Our society is undergoing a profound, rapid change. A lot of sacred cows are being looked at in a not-so-sacred way. When the re-examination is done we are going to look remarkably different as a society and as a marketplace.

There are changes in mood, in temper and in values. People, especially young people, have learned to look closely at themselves and their environment. They are becoming uncomfortably honest in questions and actions.

**Mirror Of Trends** ■ Advertising is very much a part of this changing society. We are experiencing some drastic changes in our business. The proliferation of new agencies is no accident. I believe it is a natural result of social change—conscious or unconscious—in the American market.

Most of my adult life I have been a student of history and philosophy. As a result I feel that any conspicuous social force, whether it be architecture, art, sculpture or advertising, is a result of the needs of that society.

Once advertising was highly intuitive. Then it became very scientific and for a long time avoided the artistic side of the business. I suppose this is because art and intuition are hard to categorize. Everything is more comfortable when reduced to numbers or put on charts. But advertising, as well as being a business, is very much an art.

The standard of excellence that separates the drones from the exceptional practitioners is their ability to utilize artistic intuition in planning and creating better TV commercials, radio spots or print ads. What is happening is a reflection of change in the consumer.

Advertising, some advertising, is beginning to respond to a different consumer. Advertising is changing because of change in the receiver of the communication.

If you could have a room long enough to display one piece of art from each century from the start of time to today you would see man's impression of him-

self. For centuries the creator used precious materials in his work. Today the modern artist disdains the pomp of marble and uses industrial materials, steel wire, old boards or nails.

**Rebellion** ■ No new style in communications or art has ever been created that did not stem from a fresh direction of that society. Could it be that there are things in our industrialized culture that man is tired of and trying to find release from?

Could it be that the great contribution we have made in mass marketing has created a mass man that goes contrary to the growth of individual man? Could it be that the material and social changes in our world have created a change in man's personal outlook?

Although still sure that his is the best of all possible systems, the American of our generation is by no means sure that this is the best of all times. In the atomic age he cannot rid himself of fear his world might end in a bang.

Americans often appear sure of the future yet we tend to cling to the past. In everything but manners and morals we are inclined to let the past influence our conduct. This tendency reflects an instinct for conformity that is obvious in many ways.

As society becomes more comfortable with conformity, individualism and eccentricity disappear. Standardization, encouraged by TV, radio, the press and the schools, has become our way.

With advertising helping to create styles and manners, conversation and amusements, what to eat and what to drink, the standards of social acceptance and the techniques of love, it is easy to judge success. If you are like your successful neighbor you are successful.

As the American market becomes more responsive to our technological advances it seems to have lost touch

with the immediate human responses and seems to live secondhand.

The workman has lost much of his craftsmanship. A society that lives by cars, TV, appliances and hairdryers—and now a combined radio-hairdryer so you won't be bored—cannot produce enough mechanics skilled or honest enough to keep them in repair.

Prosperity and technology have made possible a degree of self-indulgence never before possible. This is one picture of America and Americans that we have come to accept. A great deal of work is directed at this picture.

What gnaws me is the *supposed* accuracy of this picture. Is our society really like that or are we prisoners of a social concept that is hopelessly out of date and absurdly off-target?

**New Life** ■ The consumer of today is no longer the consumer of 30 years ago. Today's market is young and even the not-so-young are influenced by the young. The new generation has rejected a lot of the phony stances of their elders, even the goal of success.

The new consumer has more psychological sides, angles and surfaces than previously suspected. People really are more experience-minded now. They have a wider range of interests, a higher tolerance for the irreverent quip, the unexpected jolt, the spontaneous impulse. They are more open to things foreign, curious and unfamiliar. They are more honest with themselves.

Modern communications and transportation may have shrunk the old world but they have enlarged the new consumer world enormously. For advertising the only area that has not expanded is the consumer's attention span. It has dwindled.

Society is laughing gimmickry and exaggeration out of existence. How long can ordinary dull advertising hold out?



Lee King has been president and creative director of Edward H. Weiss & Co., Chicago, since 1963. He joined the agency in 1943. Before that he was an architect and industrial designer. Mr. King attended the Chicago Institute of Design, Art Institute and Architectural School at Armour Institute. He still designs furniture as a hobby. Weiss broadcast accounts include Crush International, Helene Curtis, Gossard, Kelvinator, Sara Lee, Lipton, Little Crow Milling and Luzianne Coffee.





## THEY WENT TO VIETNAM FOR A LOCAL STORY.

### WTIC-TV, HARTFORD, WANTED IT EXACTLY AS IT WAS—IN COLOR.

According to News Director Tom Eaton, "Color added a new facet to accurate reporting when we sent a news team to Vietnam. People in southern New England saw their sons half a world away—just as our cameramen saw them.

"Reaction was immediate. People deluged us with letters. Large metropolitan dailies and grassroots newspapers reported the interviews with local boys.

And color played a big part."

WTIC News' photographic units, complete with KODAK EKTACHROME Film, sent back "perfectly exposed" footage—enough, in fact, for two complete documentaries plus 75 interviews with men from the WTIC-TV coverage area.

Tom Eaton believes that the difference between color and black-and-white is the difference

between night and day. Since color, expanded WTIC-TV news programming still isn't sufficient to meet sponsor demand.

Kodak has helped WTIC set up their ME-4 process. Kodak supplied the simplified, packaged chemistry. Isn't it time your station switched to color?

Kodak

#### EASTMAN KODAK COMPANY

ATLANTA: 5315 Peachtree Industrial Blvd., Chamblee, 30005, 404—GL 7-5211; CHICAGO: 1901 West 22nd St., Oak Brook, 60523, 312—654-0200; DALLAS: 6300 Cedar Springs Rd., 75235, 214—FL 1-3221; HOLLYWOOD: 6706 Santa Monica Blvd., 90038, 213—464-6131; NEW YORK: 200 Park Ave., 10017, 212—MU 7-7080; SAN FRANCISCO: 3250 Van Ness Ave., 94119, 415—776-6055

# hey, Dino!

*We get cards and letters, too.*

January 4, 1968  
Dear WBAL-TV:  
Your programs have reached our local scene with almost unbelievable force. \* I particularly look forward to your specials.  
Jesse W. Dearhoff  
Baltimore

January 3, 1968  
Dear WBAL-TV:  
I trust TV 11 will continue to lead in presenting the kinds of programs which will inspire and benefit the people of Baltimore. \*  
James A. Wootam  
Baltimore

January 8, 1968  
Dear WBAL-TV:  
Once more you have demonstrated your unique capability to discover and present program material of significant and lasting value. \*  
H. J. Fishouse  
Baltimore

*Stake YOUR advertising on OUR reputation!*

**WBAL <sup>NB</sup> TV**  
**BALTIMORE**

*Nationally represented by Edward Petry and Company*

**Maryland's Number One Channel of Communication**

# New threat to station trading

House bill would require hearings on all sales,  
give FCC power to decide whether price is right;  
also under hard attack: TV network operations

A strong antitrafficking bill that would give the FCC the power to determine the "fair market value" of stations' assets (as defined by the commission) and prohibit transactions exceeding that value has been introduced by Representatives John Dingell (D-Mich.) and John E. Moss (D-Calif.).

The bill would also require a full hearing, open to all "interested parties," for every transfer of a station license or construction permit.

Representatives Dingell and Moss, joined by Congressman Richard L. Ottinger (D-N.Y.), also submitted late Thursday (Feb. 8) a sweeping revision of a network-regulation bill introduced last year, adding sections that would bar TV networks from engaging in any other business enterprise—with the exception of individual station ownership (see page 22).

Provisions in the license- or construction-permit-transfer bill (H.R. 15266) were foreshadowed by questions asked

and issues raised at last year's unexpectedly prompt House Investigations Subcommittee hearing on the FCC's approval of a transfer of construction permits held by D. H. Overmyer to the U.S. Communications Corp. (BROADCASTING, Dec. 18).

The Dingell-Moss bill would require the commission in its transfer hearings to make "a separate finding . . . for each station market concerned," the lack of which had been a point at issue in the Overmyer controversy. And the proposal for hearings in all license or permit transfers also surfaced in the December hearing.

Mandatory hearings including "all interested parties" would open the door to comparative hearings in transfer cases, observers noted. That door was closed by a 1952 amendment to the Communications Act that prohibited the commission from considering any claimant for a permit or license other "than the proposed transferee or licensee."

This language, presently in the act, would be lost after the substitution of the new Dingell-Moss provisions.

The bill does not indicate whether the assets of a station for which the FCC is to determine a "fair market value" are to include intangible assets. The term is apparently left to the commission to define.

**Money Breakdown** ■ The proposal would require comprehensive financial data be provided the commission by those who wish to transfer permits or licenses. Sales considerations would be limited to value of assets and out-of-pocket expenditures, "less any income received including tax savings." The bill places the burden of proof on those making the financial representations and provides fines or jail terms for willful misrepresentations.

One section of the bill would remove any legal shields on confidential communications among principals to transferees or their advisers: "Any provision



Representative Dingell



Representative Moss



Representative Ottinger

of law prohibiting the disclosure of the contents of messages or communications shall not be deemed to prohibit the disclosure of any matter in accordance with the provisions of this section." Observers doubted that this section could, if enacted, be found to be constitutional.

Under the bill, the commission would be required to report in detail on decisions, including "a statement of findings and conclusions as well as the reasons or basis therefore upon all the material issues of fact, law or discretion presented on the record."

"Fair market value" of assets would be as found not more than 90 days prior to the application for transfer, thereby providing that any depreciation of equipment be a factor in a final price.

Financial records the bill would require to be filed would include certified financial statements of each permittee or licensee "and each of its subsidiaries" for a current period, a balance sheet and income and expense statements; copies of similar statements for all periods during which the permit or license was held; an inventory and fair market

value of assets (including methods of determining market value); information on expenses; data on outstanding debt obligations; names and compensation given officers and employees, and (for construction permits) an audit of state of completion of facilities and work needed to put the station on the air.

The commission would have right of access to "all accounts, records and memoranda of the permittee or licensee." Fines for misrepresentation would range from \$1,000 to \$5,000, or imprisonment from one to three years could be imposed.

# A bill to cut TV networks off at knees

## ITS AIM: TO STRIP THEM OF ALL OWNERSHIPS BUT STATIONS

Three House Commerce Committee members have introduced what was described last week as the strongest network-regulation bill ever proposed in Congress. The measure, built on a sweeping bill submitted last year, adds provisions that would put television networks out of any other business, ban network syndication of television programs and flatly prohibit any network ownership of programs, except for those to be shown only on network-owned stations.

Last year's bill, submitted (as was the present version) by Commerce Committee members John Dingell (D-Mich.), John E. Moss (D-Calif.) and Richard L. Ottinger (D-N.Y.), (BROADCASTING, June 5, 1967) provided for the direct regulation of networks by the FCC, proposed severe limits on the amount of prime-time programming networks could offer, would ban network ownership of programs networks did not themselves produce and network ownership of athletic teams or sports-promotion firms, would limit sports-program blackouts to home-team areas and would prohibit rigged time-outs for placement of commercials in sports telecasts.

Representatives Dingell and Moss also introduced last week an antitrafficking measure that would require FCC hearings in all transfers of licenses or construction permits and give the FCC power, in effect, to set selling prices by requiring it to reject transfers involving more than a "fair market value" of assets—which the commission would be empowered to define (see page 21).

In the revised network-regulation bill (H.R. 15267), the provision against team ownership is broadened to prohibit "any television network or any person controlling, controlled by or under common control with such network from directly or indirectly owning, operating, controlling, having a majority interest in or serving as an officer, di-

rector, employe or agent of any other business organization except individual station licensees as authorized by [the Communications Act].

(Before its submission, the words "majority interest" were added to the draft bill. Before the change, the text would have attempted to prohibit any ownership interest whatsoever.)

**Small Chance of Passage** ■ One observer noted that the bill's ownership provisions were so sweeping that, if enacted, "NBC would be required to divest itself of RCA." Doubt was expressed that a bill of such radical impact could have much chance of passage, but it was suggested that hearings on the measure were a distinct possibility and in the resulting uproar parts of the omnibus measure—or other ideas, now held in abeyance—might become law. At the very least, one informed source said, controversy raised by the bill might pre-empt attempts to make more likely improvements in communications law that could have been feasible in a less agitated atmosphere.

The bill's promoters promise vigorous attempts to gain hearings on the proposal. A staff member indicated that Commerce Committee Chairman Harley O. Staggers (D-W. Va.) had privately expressed considerable interest in the measure and that the support of Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) was being actively solicited.

(One comment made late last week as copies of the proposal were being digested in Washington was that, in view of the contemplated economic role for networks under the bill, the proper forum for hearings might be Representative Dingell's small-business subcommittee.)

The three new sections in the Dingell-Moss-Ottinger bill contain the company-ownership limitation on networks, the prohibition on syndication and the pro-

hibition on network ownership of programs that are distributed to affiliates.

Networks or network personnel could not engage in syndication—that is, "the sale, licensing or distribution of television programs to television stations within the U.S. for nonnetwork exhibition. . . ."

**Tougher Provisions** ■ Nor could networks offer programs for network exhibition in which such network (or network personnel) has any ownership interest. The previous provision would have permitted networks to own programs they had themselves produced; it still stands in the bill but is presumably superseded by the more restrictive language.

Both program-ownership provisions are considered much more sweeping than the FCC's proposed 50-50 rule, a largely discredited attempt to open up more opportunities for independent program producers by requiring that half of a network's programming be provided by outside firms. Denial of network participation in reproduction financing would only serve to dry up the major source of working capital for independent producers, it has been charged.

In a section-by-section analysis of the bill, the sponsors explain that an increase from 50% to a 100% limit has been made necessary by networks acquiring ownership interests in major film companies—a situation for which another remedy is proposed in the section intended to prohibit networks' from "engaging in other business enterprises," as the bill's analysis put it.

In the original bill—and remaining in the revised version—are network-regulation provisions that would give the FCC a congressional mandate to require networks to provide "a balanced program structure." The commission would be the judge of what constitutes "balance," giving it, critics charged, unprecedented power to regu-

## Nick Johnson pitches for CATV's 'brave new world'

It was a gala reception last Wednesday evening at the Jefferson room in the Washington Hilton hotel. More than 200 guests were assembled at the invitation of the National Cable Television Association. Representative Harley O. Staggers (D-W.Va.) was there, as well as FCC Commissioners Kenneth A. Cox, Lee Loevinger and Nicholas Johnson, members of the commission's staff, the cable industry, and the National Association of Broadcasters, among others.

Down the hall from the reception in another room, the purpose of the occasion was on view in continuous showing: the Washington premiere of NCTA's new 20-minute promotional film, "CATV: A Response to Public Demand." And though the audience reaction was generally polite (one guest said the film was "beautiful"), the virtual star of the picture is now determined to have his performance end on the cutting-room floor.

The concerned performer is Commissioner Nicholas Johnson. He said last week, after viewing the picture for the first time Wednesday, that he is currently negotiating with NCTA President Frederick W. Ford to remove his segments from the film or to remove the film from distribution.

**Extensive Use** ■ The film was produced at a cost of \$50,000 by New York-based Irving Gitlin Productions Inc. Though this was the first showing in Washington, NCTA has said in promotional material it has sponsored other screenings of the film on TV stations and before community leaders in towns and cities "throughout the U. S." during last week's National Cable TV Week. And the association in its weekly bulletin to NCTA members has included a fold-out brochure with still photos and brief textual excerpts (Commissioner Johnson represented in both), noting that the film may now be purchased (\$500 outright) or rented (\$50 a week).

What concerns the commissioner is what he feels is disproportionate attention paid to his comments in

the film and the context in which they are placed. A look at the film script shows, in terms of the time consumed by individual commentators, Commissioner Johnson's performance is exceeded only by that of the narrator.

The commissioner is represented in five separate film segments or voice-overs for a total of just about five minutes. By contrast, Mr. Ford, who briefly discusses CATV's origins, community services and future, is allotted three segments. Representative Silvio O. Conte (R-Mass.), who tells how he uses CATV to reach his constituents, is given one. So is J. Leonard Reinsch, president of group-broadcaster and multiple-CATV-owner Cox Broadcasting, who says that CATV has "one of the greatest futures." Interspersed in the film are CATV endorsements from private citizens, scenes of CATV in the classroom and local-live origination—all promoting the message that CATV "helps to insure a prosperous America."

**First Experiences** ■ Commissioner Johnson first appears in the film telling in detail of a tour taken after the October NCTA convention through small New Jersey communities where he sees cable TV in operation for the first time.

After a brief visual cutaway Commissioner Johnson continues: "CATV is really in the forefront of the revolution in communications technology and the communications networks in the U. S." Citing that "we've been severely limited by technology, and by the capacity of over-the-air broadcasting," he claims that CATV has "no theoretical limit" in its channel capacity.

The commissioner appears next (about five minutes later) after the narrator has noted that CATV provides local programs for local people. The commissioner: "One of the most exciting things about cable television, I think, is this potential capacity to reach very pinpointed, limited audiences, in a way, really, that over-the-air broadcasting, radio or television, cannot."

Near the end of the film the

commissioner is represented in a lengthy comment about the "tremendous demand for frequency space." He cites that there has been simply a fantastic onrush of demand for frequency space.

"As this demand accelerates, as it increases," he says, "there is going to be increasing pressure on the commercial broadcasters to justify their use of this tremendous amount of frequency space." He notes that a single TV station occupies about six times as much frequency space as the entire AM radio band and that "this could provide frequency space for hundreds of thousands of users of mobile radio across the country." He continues: "The use of cable may be able to free up some frequencies that are now used for broadcasting purposes."

**Wave of the Future** ■ The commissioner is last represented (before a closing comment by Mr. Ford): "So what we today call, I think erroneously, cable television, is in fact, an entryway to the brave new world of the communications revolution, and what it holds for us in the future."

In speaking about the film last week Commissioner Johnson said he had understood that he would be shown what film segments Gitlin Productions was going to use and how the production company was going to use it. He said he further understood that his segment would be brief (possibly 30 seconds) and used in conjunction with other film clips of other FCC commissioners as they explained the commission's CATV policies. Mr. Gitlin died after the Johnson filming.

The commissioner also said he had understood the film would be an "educational documentary, a serious study" on cable television, not a "20-minute sales piece." He emphasized that it's "wholly inappropriate for a public official" to be a party to this type of production and said that's why he is seeking to remove his film segments.

Mr. Ford was not available for comment.

late programming. The legislative intent, however, the bill's sponsors said last year, was only to give the commission authority over the broad programming mix, not over individual programs.

**Prime-Time Limits** ■ Perhaps even more severe would be the bill's impact

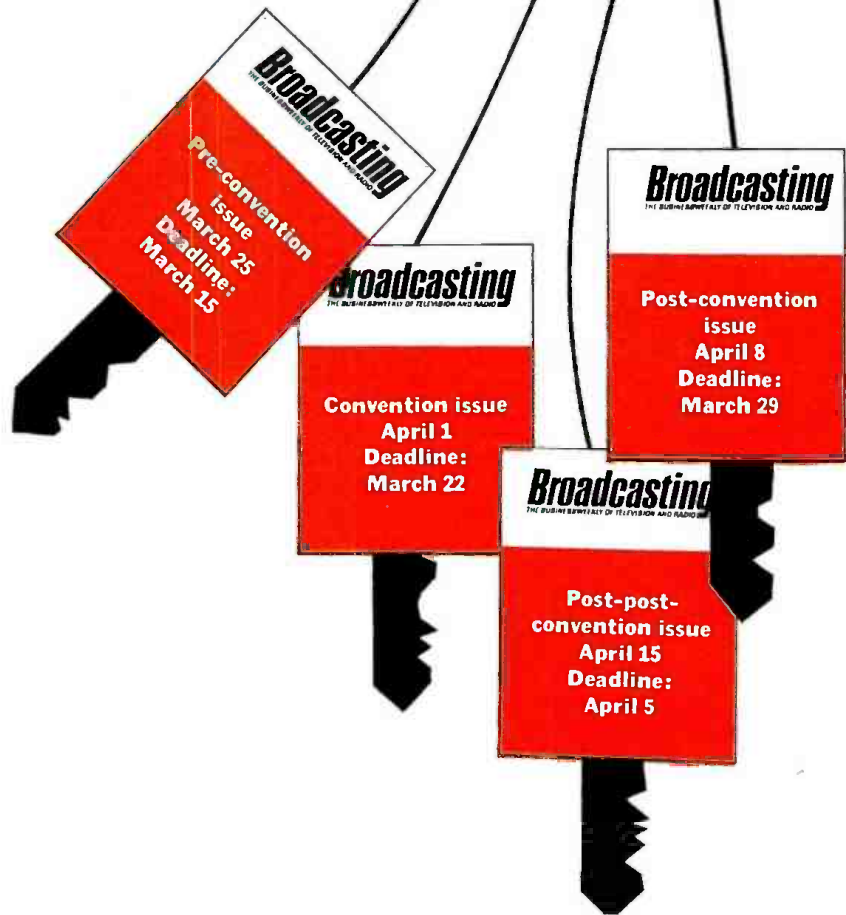
on network offerings in prime time. Under the proposal networks could only offer entertainment programming to affiliates for two-and-one-half hours a night—with a total limit of 14 hours a week.

The bill would bring networks direct-

ly under the fairness doctrine and under Section 315's equal-time provisions.

In addition, the bill would codify into law some regulations already imposed by FCC rules: Outlawed would be unfair and discriminatory practices in selection of affiliates or any unreason-

# Four keys to sales action at the NAB convention



The March 25 Pre-Convention issue is your key to convention sales to executives in management, programming, engineering, education and the creative field of local and network broadcasting. These potential buyers will read this issue thoroughly before they leave for Chicago. Features will include: TFE '68—a complete report on this year's film exhibits with emphasis on films available, number of episodes, whether or not in color, suite numbers, executives attending; companies not taking part in TFE '68 will also be listed in full; also complete convention agenda; problems facing convention and possible solutions; an outline of the engineering topics and speakers; rundown of equipment manufacturers; executives attending and where they'll be exhibiting and where. Advertising deadline: March 15.

The April 1 NAB convention number keys your advertising messages to 32,000 regular subscribers. An additional 3000 copies will be delivered to all suites, rooms and exhibitors. Features: A complete report on where to find everything at the convention including hospitality suites, NAB convention rooms and offices, brokers and representatives, research organizations, program services and others; BROADCASTING's final wrap-up report will contain all the problems facing radio and television at the time of the 1968 NAB convention. BROADCASTING's convention issue is always the most popular selling vehicle for advertisers who want to direct the delegates to their exhibit at the convention. It's your best point-of-sale medium in the business paper field. Advertising deadline: March 22.

The Post-Convention issue, April 8, is covered completely by BROADCASTING's 15 reporters. Since it is physically impossible for delegates to attend all meetings this issue does it for them. Additionally, for those who weren't there and want to know what transpired, this number gives them reports on network-affiliate meetings, FM, AMST, CATV, syndication programming, a general look at equipment exhibits, all NAB meetings, pictures of important speakers along with other convention sidebars. Unquestionably, the Post-Convention issue commands maximum readership among stations, networks, agencies, advertisers and the allied fields of the business of broadcasting. Advertising deadline: March 29.

April 15 is the Post-Post Convention issue, BROADCASTING's definite look at the new equipment shown at the 1968 NAB convention. There will be an analysis of the new color camera and accessories—complete with pictures, availabilities, where to order them. Also, reports on monochrome and color TV equipment, television, AM/FM transmitters, tape equipment, audio equipment, AM, FM and TV antenna systems and towers, radio and microwave equipment, CATV equipment. . . in fact, all types of equipment used in radio, TV and CATV will be studied in this special issue. Of course, BROADCASTING will carry its regular complement of spot news which undoubtedly will include new developments ensuing from NAB meetings. Advertising deadline: April 5.

**Washington 20036**  
**Maury Long, Vice President and General Manager;**  
**Ed Sellers, Advertising Director;**  
**1735 DeSales Street, N.W.**  
**Phone 202-638-1022**

**New York 10022**  
**Warren W. Middleton,**  
**National Sales Manager;**  
**Eleanor Manning,**  
**Institutional Sales Manager;**  
**Gregory Masefield, Eastern Sales Manager;**  
**444 Madison Avenue**  
**Phone 212-755-0610**

**Chicago 60601**  
**David J. Bailey, Mid West Sales Manager;**  
**360 N. Michigan Avenue**  
**Phone 312-236-4115**

**Hollywood, California 90028**  
**Bill Merritt, Western Sales Manager**  
**1680 N. Vine Street**  
**Phone 213-463-3148**

onable restriction on use by affiliates of programs supplied by other networks, program suppliers or by its own production. Under the proposed law, stations would have the right to refuse network programs and affiliation contracts would be limited to two years. Nor could networks act as sales representatives for nonnetwork-owned stations, another rule already in effect.

Leaving no possible regulation in legislative limbo, the bill also authorizes

the FCC to establish "any other rules and regulations with respect to television networks for the purpose of insuring that their operation will be in the public interest."

Penalties under the bill would be \$5,000 for each offense, with a maximum for networks of \$50,000.

A staff member said that it was hoped that hearings could be arranged that would cover an even broader spectrum of broadcasting issues, including

pay TV (and perhaps including trafficking issues of considerable committee interest raised in the Overmyer case and the subject of the other Dingell-Moss bill submitted last week). Inclusion of pay-TV issues might gain the support of Representative Macdonald, who last week told BROADCASTING he thought the committee should do something this session to resolve the subscription-television issue "one way or the other."

## BROADCAST ADVERTISING

# Senators breach cigarette front

**Kennedy-Magnuson appeal wins Lorillard promise to abandon TV pro sports; other firms noncommittal; radio sees hope for revival of tobacco spending**

The dike holding television's \$200-million-a-year cigarette business suffered its biggest break yet last week.

The hole developed with the disclosure that P. Lorillard Co., one of the tobacco industry's Big Six, had agreed to abandon professional sports on television next season and to participate selectively or not at all in TV programs that start before 10 p.m.

Lorillard's commitment, in response to a bid to all major cigarette companies by Senator Robert F. Kennedy (D-N. Y.) and Warren G. Magnuson (D-Wash.), affects Lorillard advertising that totaled at least \$7.7 million in 1967—and it could affect twice that much.

Lorillard told Senators Kennedy and Magnuson that it will not participate in sponsorship of CBS-TV's coverage of National Football League games next season, will not use any TV nonnews program that starts before 9 p.m. and will keep the size of the audience's youth group in mind in considering programs that start before 10 p.m. (details, page 26).

**Look at 1967** ■ Last year, according to estimates compiled by Broadcast Advertisers Reports, Lorillard spent \$3,373,700 for participations in the NFL games (plus \$159,000 for other network sports) and \$4,349,500 for network TV nonsports, nonnews programs that started before 9 p.m. In addition it spent \$11,341,000 on network movies, which start at 9 p.m. but whose audiences may sometimes include teen-agers exceeding the maximum that Lorillard indicated it would bear in mind in considering programs that start between 9 and 10 p.m.

The company's total network-TV spending in 1967 was placed by BAR

at \$30,388,900. Spot-TV figures for the full year 1967 are not yet available but its spot-TV spending in 1966 was estimated by the Television Bureau of Advertising at \$7,714,540, although there was no breakdown as to the hours involved. Both network and spot estimates include some expenditures for noncigarette products, but the bulk of both was for various cigarette brands including True, Kent, Newport and Old Gold.

Whether some or all of the money diverted by Lorillard's commitment will be channeled into other TV advertising remains to be seen. Lorillard officials wouldn't say.

Nor was there any clear indication of what Lorillard's move might mean in the broader context of the Kennedy-Magnuson campaign to limit cigarette advertising on television—or in relation to the ultimate decisions of the other

cigarette companies.

**Other Answers** ■ American Tobacco, Brown & Williamson and R. J. Reynolds all gave noncommittal replies to the specific request of Senators Magnuson and Kennedy, although all in different ways also appeared to resist it. Liggett & Myers and Philip Morris had not responded to the senators' letter and declined to discuss it when questioned by newsmen.

Privately, some tobacco-industry sources were heatedly critical of Lorillard's decision to, as one put it, "knuckle under" to the senators. Implying that they would not follow suit (but refusing to say they would or wouldn't), these sources reasoned that yielding to even some of the anti-cigarette forces' demands today would only mean further demands in the future.

On the record, however, tobacco-company spokesmen were guarded if not noncommittal in their comments, and among TV sales executives even guarded comments were hard to find. Some noted privately that many months ago National Association of Broadcasters officials had warned that both radio and television broadcasters might in time have to "shop around" for advertising to replace their cigarette business and that Television Bureau of Advertising leaders had projected similar possibilities over a year ago.

Ironically, radio, which has already suffered heavy withdrawals of cigarette money, seemed to some authorities last week to be most apt to find a measure of good fortune in the drive to limit cigarette advertising on TV.

**Radio?** ■ These authorities contended that radio is uniquely able to deliver

### Dreyfus plans new push

Dreyfus Corp., New York, has announced a two-city mutual-funds campaign to run from February through April. Doyle Dane Bernbach, Dreyfus Fund's agency, has scheduled spots in news, sports, and prime-time entertainment shows on WCBS-TV, WNEW-TV, WNBC-TV and WABC-TV, all New York. In Los Angeles, the commercials will appear on KNXT (TV) and KNBC-TV. Estimated costs of the campaigns are \$300,000 to \$400,000 in each market. Reportedly a radio campaign will be added later.





**People react to people.**

You may remember the sound of a steam whistle. Or the way you ride a bicycle. Or the first time you really hit a baseball. But you don't remember them in exactly the same way you remember people. Your grandmother, for instance. That's because people react to people.

At ABC's six owned radio stations we know that. We program each of our individual stations to capitalize upon the chemistry of inter-personal relationships. It's a programming philosophy we call "People to People Radio." It isn't the easiest way to program a station. There's no formula. You have to find out what makes

people in each particular community react. And you have to find personalities to whom they react. And when the community changes... you have to change.

Programming on each of ABC's six owned radio stations is the product of a personal relationship between the station and the community it serves. Without that personal relationship, the community doesn't react. With it, our stations make things happen. Fast.

**ABC OWNED RADIO STATIONS**  
**PEOPLE TO PEOPLE RADIO** 

WABC New York • KQV Pittsburgh • WXYZ Detroit • WLS Chicago • KGO San Francisco • KABC Los Angeles

# Lorillard surrendered just after Thanksgiving

One tobacco company's compliance with a request by Senators Warren G. Magnuson (D-Wash.) and Robert F. Kennedy (D-N.Y.) that football games not be used as vehicles for cigarette commercials came as early as last November, correspondence released by the senators last week revealed.

A letter sent to the two senators last Wednesday (Feb. 7) by Manuel Yellen, board chairman of P. Lorillard Co., noted that on Nov. 29, 1967, Senator Kennedy had been advised that Lorillard did not intend "to renew sponsorship of National Football League games . . ." The letter continues: "Pursuant to that intention, we have allowed our option date to pass without renewal."

Stressing a policy of "cooperation with government in arriving at a

resolution of these problems," Mr. Yellen also advised the senators that "with the exception of news shows, which are the most heavily adult-oriented programs on the air, we have no present plans to sponsor programs aired prior to 9 o'clock; and on all programs prior to 10 o'clock we have given every possible consideration to the informal guidelines that have been discussed with your respective staffs."

Senator Kennedy has been pressing for an abandonment of cigarette commercials on programs drawing an under-21 audience larger than 10 million, in contrast with the Cigarette Advertising Code's formal guidelines based on a percentage of young viewers (45% maximum).

**Other Replies** ■ Three other cigarette companies (of six solicited) had

answered the senators' letters by late last week: R. J. Reynolds Tobacco Co., Brown & Williamson Tobacco Corp. and The American Tobacco Co. The other two asked to drop football commercials were the Liggett & Myers Tobacco Co. and Philip Morris Inc. (BROADCASTING, Jan. 29).

The three in addition to Lorillard that responded agreed the cigarette marketing efforts were most properly directed toward adults, but R. J. Reynolds took issue with the senators' contention that football games provided undue exposure of cigarette commercials to young audiences. Generally, the Reynolds letter said, "the youth audience of professional football game telecasts is less than 25% of the total number of viewers."

The American Tobacco Co. said that it was not now advertising on

pinpointed audiences and that cigarette advertisers may be persuaded to use this characteristic to reach audiences low in, for example, the under-21 age group that especially concerns Senators Magnuson and Kennedy. They said they detected signs that this would happen even if the cigarette companies do not reduce their TV spending.

Whether there will in fact be a TV cutback was a question that went unanswered in the on-the-record statements of tobacco industry executives questioned last week. And what they said privately related mostly to what one called a potential "domino effect" of the Lorillard decision in which the cigarette industry might eventually find itself retreating in the face of congressional pressure until it would have no television programs on which to advertise.

According to these sources, Lorillard should not have "given in" to Senators Kennedy and Magnuson, and in fact should have joined the industry in drawing a firm line against the initial Kennedy request.

"Giving in to those guys [Senators Kennedy and Magnuson] on football only lets them get a foot in the door," said one spokesman. "After we stop sponsoring ball games, they'll soon be around asking us to stop advertising on other kinds of programs. We should make a stand now, and seek some sort of legal guarantee that we can advertise when and where we want to, without harassment," he added.

**Big Stake** ■ The size of the stake is suggested by the latest available figures on the TV spending of tobacco's Big

Six. (In the following summaries, the network-expenditures figures include some spending for noncigarette products but the bulk of the money—and where sports programs are involved, virtually all of it—went for cigarettes. The spot-TV figures are for cigarette advertising, with expenditures for other products excluded.)

BAR estimates that all advertisers spent \$1,493,114,100 in network TV in 1967 (BROADCASTING, Feb. 5). Advertising for what BAR calls "smoking materials" accounted for \$181,643,000 of the total. Of this amount, the six leading tobacco companies spent almost \$24.6 million on sports and sports-related events such as pre- and post-game shows, sports anthologies, etc. and of all the ad dollars earmarked for athletic events football garnered the largest share: The six cigarette companies spent an estimate \$15.1 million on network football presentations.

American Tobacco Co. New York, spent an estimated \$31,470,770 in network TV in 1967, according to BAR. In comparison, in 1966, American spent \$6.8 million on spot TV advertising of its Lucky Strike, Tareyton and Pall Mall brands, according to TVB. Spot TV figures for 1967 are not yet available.

Of its \$31 million in network last year, American spent \$2,916,600 on sports and sports-related programing. And of that amount, almost \$2.5 million went to football: CBS-TV's National Football League schedule, plus pre- and post-game shows, and ABC-TV's collegiate all-star game. American also participated in CBS coverage of

the National Hockey League's Stanley Cup play-offs, the National Pro Soccer League's weekly games, and the National Invitational Tournament.

**Light on Sports** ■ Although the Brown & Williamson Tobacco Co., Louisville, Ky., spent \$21,960,200 in network TV in 1967 for its Kools, Viceroy, Belair and Raleigh brands it spent only \$152,000 in sports, all of it on three ABC-TV programs. B&W spent \$7,765,820 in spot TV in 1966, TVB estimates.

According to BAR estimates, Liggett and Myers, network TV's 19th largest advertiser, spent \$21,434,600 in 1967. About \$3,125,900 went to sports and of this about half—\$1,688,700—went to football. L&M helped sponsor such events as ABC-TV's National Basketball Association games, NBC-TV's American Football League contests, CBS-TV coverage of hockey and soccer games, an ABC bowling show and the collegiate Blue Bonnet bowl. According to TVB estimates, L&M spent \$10,879,350 in spot TV in 1966 to advertise cigarette products such as its Benson and Hedges, Marlboro and Parliament.

Philip Morris, New York, spent an estimated \$7,815,800 on spot TV in 1966, and about \$23,908,800 in network TV—all of it on CBS—in 1967. PM ranked 13th of all network advertisers in 1967. Of its total network expenditures, PM placed \$1,815,600 in sports programs, with \$1,257,500 going into football. PM participated in NFL games and surrounding programs, hockey and soccer games, a track meet, the Blue-Gray football game, a bowling

college sports telecasts and did not plan to, and that the senators' suggestions would be kept in mind "in future decisions as to possible sponsorship of professional football television." But American added that it did not accept statistical associations as medical evidence and that its policy of orienting its marketing efforts toward adults "antedates the current controversy over theories that attempt to link cigarettes to a number of bodily ailments."

Brown & Williamson noted it is not sponsoring any football telecasts and has no plans for any such advertising. The company, its letter adds, is subject to the rules of the Cigarette Advertising Code "and will continue to support steps to minimize cigarette advertising on TV programs with substantial youth appeal."

tournament and the Belmont Stakes.

Reynolds, of Winston-Salem, N. C., network TV's fourth largest advertiser and the biggest tobacco sponsor, spent \$42,515,600 in network last year. About \$13 million of that amount went to sports, and of that, \$6,290,500 was allocated for football. Reynolds's ad budget helped finance ABC-TV's National Collegiate Athletic Association games, the North-South game, the PGA Golf Championship; CBS-TV's NFL and NHL games; and NBC-TV's coverage of major league baseball, the World Series, baseball all-star game, bowl games, and the American Football League contests. Reynolds spent \$5,451,420 in spot TV in 1966 to advertise its Winston, Salem, Tempo and Camel brands, says TVB.

While they have been investing these millions in TV, many cigarette brands have slashed their radio budgets sharply.

**Radio Hopeful** ■ Thus the theory that radio has already absorbed the worst of whatever beating it is apt to get from the tobacco interest, some radio authorities last week were looking to the cigarette future with some optimism.

They were especially intrigued with the idea that the diversity of its programming sets radio apart as a medium where a given message can be beamed to reach—or avoid—virtually any audience an advertiser wishes to reach or avoid.

The Radio Advertising Bureau, for example, reportedly is considering the possibility of approaching Senators Kennedy and Magnuson as well as others in the anti-cigarette movement

in an effort to convince them that radio should not be equated with television—or other media—as one that necessarily and almost invariably includes large proportions of young people in its audiences.

Even if cigarette advertising on TV isn't materially affected, there were reports that some of the cigarette dollars that left radio in droves last year may be coming back soon.

Miles David, RAB president, said he thought "there are strong future prospects for the return of tobacco business to radio."

"In radio," he added, "the advertiser can control his target audience so much more completely than in any other medium."

Virtual abandonment by Reynolds and a heavy pullout by American are generally given primary blame for the sharp curtailment of radio's cigarette money since 1966, when the total surpassed \$36 million.

**Big Withdrawal** ■ Reynolds, which spent an estimated \$9.5 million in spot and \$2 million in network radio in 1966, started its serious withdrawal in 1967. During the year it invested approximately \$5.5 million in spot and over \$1 million in network radio, but by the fourth quarter was virtually out of the medium.

Now it's reported that Reynolds plans to return to radio on a fairly substantial basis, using both spot and network.

It's known that RAB has made several presentations to get the company back into radio and that Reynolds authorities have indicated they would re-evaluate the drop-out decision.

American Tobacco is using network radio at approximately its 1966 rate of \$1 million-plus a year, but its spot radio, which totalled \$10.7 million in 1966, was trimmed to an estimated \$3.5 million last year and amounts to very little now.

Lorillard is said to be hewing closer to its 1966 radio levels, which amounted to about \$6.9 million in spot and \$1.5 million in network, and L&M, with \$2.6 million in network and close to \$2 million in spot in 1966, is believed to have spent more than \$1 million in 1967 and is continuing in both network and spot.

Philip Morris and Brown & Williamson have used radio infrequently and sporadically in recent years.

## Agency appointments . . .

■ Whitehall Laboratories, American Home Products, New York, has assigned Bronitin and Compound W, with estimated \$1-million billings, to Wil-

liam Esty Co., New York. Ted Bates & Co. resigned the products late last year.

■ Chandris Lines, New York, passenger steamship company, has moved its account from Buchen Advertising to AC&R, New York, a division of Ted Bates & Co. AC&R will handle cruise advertising and the introduction of a new liner in June. Radio advertising is tentatively included in the estimated \$500,000 billing.

■ Breck Shampoo for Color-Treated Hair and two new hair-care products have been assigned to Sullivan, Stauffer, Colwell & Bayles. SSC&B also handles advertising for Breck Hair Set Mist and Miss Breck Hair Spray. Young & Rubicam, which had been responsible for the three shifted products, continues to handle Breck Shampoo, Breck Creme rinses, Go Go Light Hair Color, Breck-set, Sunbrella and some new products.

■ Rosenthal Chevrolet Agency, Washington, has appointed Marvin H. Frank, Chicago. Firm has set a \$200,000 budget for radio in the capital area.

■ Epko Shoes, Inc. Toledo, Ohio, has named Odell and Associates Inc. of that city to handle its advertising. Epko operates 60 Pic-Way shoe stores throughout Ohio, Michigan, Indiana, Kentucky and West Virginia.

## Heavy spot-TV barrage planned for new Clic pen

Waterman-Bic Pen Corp., Milford, Conn., announced last week that it is placing its new Bic Clic pen on the market this spring and is backing the introduction with an extensive spot TV campaign in the East starting April 15.

Waterman-Bic will use spot TV in 26 markets from Maine through Virginia for about 10 weeks on behalf of Clic, the company's first refillable, low-priced ball pen. A spokesman for Ted Bates & Co., agency for Waterman-Bic, said the advertiser will introduce the new pen in other regions in the fall of 1968 and through 1969.

As part of its trade introductory program, the company previewed for distributors, wholesalers and dealers last week a new 60-second "torture-test" commercial. It was filmed in Tahiti and it shows the new pen withstanding the rigors of a Polynesian native beating it into his drum during a luau festival.

Waterman-Bic began in TV in 1960 with expenditure of about \$25,000; invested close to \$3 million in 1967 and is expected to top this figure substantially in 1968.

# Advertiser shifts total \$286.3 million

## AGENCY HOPPING DOWN FROM 1966; AHP'S MOVES ARE BIGGEST

The pace of advertiser-account switches among agencies slowed down in 1967 to \$286.3 million (\$188 million in radio and TV) from the record high in 1966 of \$370 million in billings, of which \$230 million was in broadcast.

According to BROADCASTING'S annual compilation of TV-radio-oriented accounts, 1967 was the second highest transfer year on record, eclipsing the \$263 million in total billing in 1965; \$200.6 million in 1964, and \$163.6 million in 1963.

The largest account transfer involved products of the American Home Products Corp., which moved an aggregate

of \$35.25 million in business (\$32.55 million in TV-radio) from a group of agencies, notably Ted Bates & Co., to a house agency, John F. Murray, plus shifts to Carl Ally, William Esty Co., J. Walter Thompson Co., Reach McClinton, Clyne Maxon, and Kelly, Nason.

Other substantial accounts on the move in 1967 were portions of Bristol-Myers, totaling \$17.2 million (\$14.2 million in broadcast); American Motors Corp., \$12 million (\$7 million in TV-radio); Falstaff Brewing Co., \$10 million (\$7 million in broadcast), and Rheingold Breweries, \$10.7 million, of which approximately \$6.2 million is in TV-radio.

The past year was marked by a steady growth in billing by the young or relatively young agencies that have come onto the scene in recent years.

The most spectacular advances were made by the highly visible Wells, Rich, Greene agency but growth was also evidenced by such companies as Carl Ally; Scali, McCabe, Sloves; Chappell, Fiore & Edelman, Bruns Advertising and Spade & Archer.

During 1967 the high-flying Wells, Rich, Greene plucked such accounts as American Motors (\$12 million); portion of General Mills (\$3.8 million) and Bristol-Myers (\$2.5 million) and Wesson Oil (\$4 million).

ACCOUNT	TO	FROM	BILLINGS (in millions) RADIO-TV	
			TOTAL	TV
Air France	K&E	Fuller & Smith & Ross	\$1.5	\$0.3
Alberto-Culver Rinseaway				
Calm deodorant	Ayer	Campbell-Ewald	5.0	3.8
FDS				
Alcoa	F&S&R	Ketchum, MacLeod & Grove	1.5	1.2
American Dairy Association	Compton	Campbell-Mithun	1.75	1.0
American Home Products				
Aero Shave	Reach McClinton	McCann-Erickson	1.0	0.7
Anacin	John F. Murray (house)	Bates	20.0	20.0
Black Flag, Snarol, Sani-Flush	BBDO	Compton	3.0	2.0
Bisodol	Esty	JWT	0.5	0.4
Denalan denture cleanser	Esty	Bates	0.5	0.4
Dristan cough formula	Ally, Clyne Maxon	JWT	3.5	3.0
Dristan Nasal Mist	Ally, Clyne Maxon	JWT	3.0	3.0
Ekco products	JWT	DDB	1.0	0.8
Griffin Wax	Kelly, Nason	Compton	1.0	0.6
Heet	Ally	Gumbinner-North	0.75	0.75
Sleep-Eze	Ally	Bates	1.0	0.9
American Motors	Wells, Rich, Greene	B&B	12.0	7.0
American Tobacco Lucky Strike*	Manoff Ayer	BBDO Manoff	7.0	5.0
Armour Foods	Needham, Harper & Steers	Y&R	1.0	0.7
Ballantine Ale	Lennen & Newell	SSC&B	2.0	1.2
Bishop Industries	Spade & Archer	Wermen & Schorr	2.2	1.9
Block Drug	SSC&B	C. Knox Massey	2.5	2.0
Borden				
Ozon Products	Conahay & Lyon	Bates	1.0	0.8
Bristol-Myers				
Ammens, No-Doz	Ogilvy & Mather	Gardner	2.2	2.0
Bufferin	Bates	Grey	11.0	9.0

ACCOUNT	TO	FROM	BILLINGS (in millions) RADIO-TV	
			TOTAL	TV
Pazo, Citrisun	NH&S	Gardner	\$1.5	\$1.1
Score hair cream	Wells, Rich, Greene	Grey	2.5	2.1
Brooke Bond				
Red Rose tea	Rockwell, Quinn & Wall	Simonds, Payson	1.0	1.0
Bubble Up	Geyer-Oswald	Honig-Cooper & Harrington	1.0	0.2
Canada Dry				
Ginger ale, Tahitian Treat	Grey	B&B, Mathes	5.0	2.8
Wink	Bates	Mathes	4.0	2.5
Carling Brewing				
Stag Beer	Winius-Brandon	Weiss	1.0	0.7
Carnation				
Contadina Foods	Wasey	Marschalk	1.0	0.6
Chesebrough-Pond's				
Angel Face, Cutex	NC&K	JWT	1.5	1.0
Chock Full O' Nuts	Gumbinner-North	Compton	2.0	1.8
Cities Service Oil	Grey	Lennen & Newell	5.0	1.5
Clark Oil & Refining	Chappell, Fiore, Edelman	PKL	2.25	1.7
Consolidated Edison	Ogilvy & Mather	BBDO	2.5	1.5
Corning Glass	Rumrill-Hoyt	Ally	2.0	1.0
Falstaff Brewing	FC&B	D-F-S	10.0	7.0
E&J Gallo Winery				
Gallo label	Y&R	Burnett	2.2	1.8
Specialty wines	K&E	Burnett	2.1	1.6
General Foods				
Post Toasties				
Post Corn Flakes				
40% Bran Flakes	Grey	B&D	3	2.6
Raisin Bran				
Bran and Prune Flakes				
General Mills				
Whistles	Wells, Rich, Greene	Knox Reeves	1.4	1.2
Bugles	WRG	KR	1.2	1.0
Daisys	WRG	KR	1.2	0.9
General Telephone & Electronics	DDB	Tatham-Laird & Kudner	14.0	4.3
Hassenfeld Bros.	Brun	Fletcher Richards	3.5	3.5
Hertz International	Ogilvy & Mather	NH&K	2.0	1.4

ACCOUNT	TO	FROM	BILLINGS (in millions)	
			TOTAL	RADIO-TV
Hunt-Wesson Foods				
Wesson Oil	WRG	PKL	\$4.0	\$3.0
Ideal Toys	Helfgott & Partners	Smith/ Greenland	2.0	1.1
International Minerals & Chemical				
Ac'cent International	Campbell-Mithun	NHS	3	1.5
International Salt	Weightman	Y&R	1.1	0.8
LaRose & Sons	Pritchard, Wood	WRG	1.0	0.75
Lever Brothers				
Lifeboy Soap	SSC&B	BBDO	2.3	2.0
Final Touch	O&M	SSC&B	2.0	1.9
Mead Johnson	NHS	Weiss	1.0	0.6
Nutrament				
MEM	Al Paul	Young,	3.6	0.79
	Lefton	Smith,		
	Spade & Archer	Dorian		
	Wesson & Warhaftig			
	S. R. Leon			
Merrill Lynch, Pierce, Fenner & Smith	O&M FC&B	Albert Frank-Guenther Law	4.25	0.43
Miles Laboratories				
One-A-Day Brand				
Vitamins	JWT	Jack Tinker	7.0	6.0
National Biscuit				
Food services and frozen foods	Buchen	Needham & Grohmann McCann-Erickson	2.0	1.4
Northeast Airlines	Ally	SSC&B	2.0	1.3
Ocean Spray				
Cranberry Juice				
Cocktail	Bates	DDB		
Sauces and relishes	Y&R	DDB	4.5	3.5
Olin Mathieson	F&S&R	DDB	1.5	1.3
Parker Pen	DDB	Burnett	2.0	1.3
Pharmaco				
Cushion Grip				
Denture Adhesive	NCK	Shaller-Rubin	2.0	0.5
Aspergum				
Correctol				
Chooze Antacid Gum	Warwick & Legler	NHS		
Feen-a-mint	W&L	Tucker Wayne	1.5	0.9
Regutol	W&L	Tucker Wayne		
Philip Morris				
Alpine	Burnett	McCann-Erickson	2.5	1.5
Galaxy				
Remco Industries	Webb Associates	Gumbinner-North	3.0	2.0

ACCOUNT	TO	FROM	BILLINGS (in millions)	
			TOTAL	RADIO-TV
Rheingold Breweries				
Gablinger Beer	Grey	DDB	\$3.0	\$1.0
Rheingold Beer	Grey	DDB	6.0	3.8
Ruppert-Knickerbocker**	LaRoche, McCaffrey, McCall	Gumbinner-North	1.7	1.4
	Gumbinner-North	LaRoche, McCaffrey, McCall		
Riviana Foods				
Carolina Rice	West, Weir, Bartel	DFS	1.0	0.2
River Rice				
Mahatma Rice	Tracy Locke			
Water Maid Rice				
Ronson	Grey	Smith, Young, Dorian	0.7	0.5
		McCann-Erickson		
Flame Products	Grey	FC&B	2.0	0.5
Sara Lee	DDB	West, Weir, Bartel	3.0	1.6
Dr. Scholl's Foot Aids	Ayer		1.75	0.7
Seven-Up				
Like	Gardner	JWT	3.7	2.0
Sicks Rainier	Wells, Rich, Greene	Carson/Roberts	1.5	0.4
Rainier Beer				
Spur Malt Liquor				
Simoniz				
Household & automotive	JWT	D-F-S	4.0	1.0
Sinclair Oil	Cunningham & Walsh	Geyer-Oswald	5.0	3.5
Standard Household Products	Lois, Holland, Callaway	Ingalls	1.0	0.8
Lestoil				
Sterling Drug				
Cope	D-F-S	Ayer	5.0	3.8
Lehn & Fink products	Warwick & Legler	K&E	1.3	0.2
Tidewater Oil				
Flying A	Smith/Greenland	Grey	2.0	1.7
Veedol Motor Oil	Smith/Greenland	F&S&R	1.2	0.7
Transogram	Scali, McCabe, Sloves	Ally	3.75	0.7
Volvo	Harvey & Carlson	Meltzer, Aron & Leman	1.0	1.0
Wella	Y&R	Bates	3.0	0.6
Yardley of London				

\* American Tobacco's Lucky Strike changed agencies twice during the year, with original total billings estimated at \$17 million and \$13 million in broadcast.

\*\* Rheingold's Ruppert-Knickerbocker beer returned to Gumbinner-North after an earlier switch to LaRoche, McCaffrey & McCall, with billings remaining about the same.

## Commercial preview: know-how from Reynolds

While the 1968 Winter Olympics in Grenoble, France (Feb. 6-18) is exhibiting the versatility of the world's athletes, Reynolds Metals Co., a sponsor in ABC-TV's coverage of the event, is following suit showing the versatility of its products and the know-how and imagination of the men who make them.

Reynolds, through its agency, Clinton E. Frank, Chicago, has produced a dozen 60- and 90-second color commercials on the theme: "Aluminum belongs wherever imagination places it. And the men at Reynolds



can make it happen." According to the agency, aluminum's lightness, strength and resistance to corrosion



is also being stressed. Elliot-Unger-Elliot, New York, and Sarra Studios, Chicago, produced the commercials.

# How to protect the consumer?

Government, industry draw battle positions  
but suggest compromises to protect public  
at AAF's government-relations conference

It wasn't entirely government vs. business in the speech arena last week but it was close to that. On the side favoring legislation for more consumer information and protection were: Betty Furness, special assistant to the President for consumer affairs; Paul Rand Dixon, chairman of the Federal Trade Commission, and Senator Warren G. Magnuson (D-Wash.), Commerce Committee chairman.

Speaking for business were: Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayles and chairman of the American Association of Advertising Agencies; Arthur C. Fatt, executive committee chairman of Grey Advertising, and Representative Bob Wilson (R-Calif.).

The arena was Washington and the event was American Advertising Federation's 10th annual conference on government relations.

The proponents of increased consumerism defended their point by claiming business wasn't doing its job properly and that the voices of the consumers were getting louder. Then they held out the olive branch to business: Voluntarily initiate action in this area and we will work together.

**Counterview** ■ On the business-advertising side of the consumer fence, the arguments held that all business has been maligned by the actions of a few, that the consumer is all-powerful in the marketplace and makes sound judgments without government advice and that business does not ignore the consumer but puts millions into research to deliver goods the consumer wants. Then another olive branch was extended: Do not overlegislate, let us work from similar statistics to a common goal.

Why is there what appears to be a sudden interest in the consumer accompanied by a rash of consumer legislation? Senator Magnuson's answer was that as conditions improve, the public demands more. And even more important, from a congressional point of view, is that market forces do not invariably serve the public interest.

Where there is no profit motive for the individual firm, such as "safety, or in air and water pollution control," he said, "competition cannot be counted upon to provide solutions for these problems."

Instead of questioning whether there is too much or too little consumer legislation, he continued, business should ask how it can work better with Congress to assure that consumer legislation will do its job "without injuring or unduly burdening business."

The senator noted that in most consumer issues there is still time to avoid "legislative overkill—the burdening of an industry with the heavy hand of bureaucracy without demonstrated need or justification." But, he added, "it is too late to convince Washington that these issues are false images produced by political LSD—or that Washington has no business meddling in your business."

**FTC's Voice** ■ A similar note was sounded by Mr. Dixon, who said the public is demanding the growth of consumerism in government and that it is not just a "figment of some politician's imagination." Consumers, he claimed, "are demanding more information upon which to base intelligent purchasing decisions."

The FTC chairman charged that the consumer is getting louder in his demands that advertising be useful as well as truthful and that it aid him, "not merely to serve and confuse him."

What the consumer wants, he went on, is advertising that tells more about the product than just "to exaggerate some imaginary difference which exists only in the mind of the copywriter."

On a personal note, Mr. Dixon said most advertising he sees today is interesting and informative and often amusing and entertaining.

The need for more product information was stressed by Miss Furness, who said the consumer needs to know "what a product will do, what it contains, how long it will last, what it costs to operate . . . more information about what he's buying."

The woman who became a national appliance symbol when she opened Westinghouse refrigerator doors in TV commercials cited refrigerators as an example of a product where information is available but is not passed on to the consumer. The only refrigerator standard made public, she said, is cubic footage.

But the consumer, she continued, needs to know more: the average cost of operation, the degree of automation, the average time between defrosts, how long the refrigerator will last. The industry, she said, should take "voluntary action" to make such information avail-



FTC's Dixon  
Finds consumers confused



4A's Seaman  
Cites advertising's vitality

able.

Miss Furness also maintained consumers are often unable to make sensible value judgments because there are "too many sizes of too many products."

As illustration, she asked if there is a "real need" for 57 sizes of toothpaste (in the 16-ounce range), or 30 sizes of hair spray or more than 200 sizes of paper towels. She didn't wait for the audience to answer the rhetorical question, adding she felt there was no need for so many sizes.

The consumer has a right to know what he's getting for his money, she said, and "the answer is new standards, not new math."

**National Tastemakers** ■ In claiming that the consumer "cannot be trusted to make his own judgments," the government is setting itself up as the arbiter of "taste, quality, standards and value," Mr. Fatt maintained.

Much of the interest in consumer protection, he felt, has come about because the government is upset about crank letters."

He called for a "fresh, new perspective . . . a realistic approach to the partnership that business and government should be" and said such a tie-up would necessitate "more humility" from government and "a willingness to confer with business" and consider it an equal.

Adverse publicity promulgated by the government, Mr. Fatt said, has given business a black eye in the public mind. He contended that government should remedy this "completely false perspective" if business and government are to operate as equals in the public interest.

He denounced suggestions made within government that a cabinet-level

office be set up to protect the consumer. The audience applauded his proposal to create such an office to "protect us all—the consumer included—against too much government involvement in our daily lives."

Mr. Seaman urged consumer-protection proponents—in and out of government—"not to become so preoccupied with a few annoying faults that you overlook to ignore the vitality of the whole."

He noted that business spends \$500 million annually in market research "to know and understand consumer needs, wants and attitudes."

**Expected Bias** ■ Describing advertising as something that "pops, snaps and crackles its way along to the consternation of the social critics and the indulgent smiles of 100-million American consumers," Mr. Seaman acknowledged that advertising is biased, "but the consumer expects it to be."

The consumer, he continued, "prefers a single, simple idea at a time to a tortuous discussion of pros and cons." And the consumer in the marketplace by virtue of where he spends his dollar creates his own protection, he added. Unless the consumer "buys and buys again," he said, "there are no profits. And, with a native shrewdness . . . American consumers put their money where the value is."

Support of consumer "shrewdness" was echoed by Representative Wilson in accepting the AAF's annual award for improving advertising/government relations.

The California congressman rejected the idea that the consumer is a "poor boob." The best regulator of the marketing system, he contended, is the "sharp-eyed housewife, who knows

what size package will feed her family, what kind of shoes wear best and what appliances do what they are supposed to do without breaking down."

Business can use advertising to fight back and he urged it be used more fully "to build consumer confidence. The greater the assault, the more intense the slander and deprecations, the more the need for inspired advertising and imaginative, new utilization of media."

## New moves in self-regulation

AAF introduces code on political advertising, steps up in local policing

Advertising, which began a public form of self-regulation through the Advertising Code of American Business, is taking two more steps designed to promote more ethical advertising and to improve advertising's public image.

At last week's Washington conference of the American Advertising Federation, the AAF unveiled an Advertising Code of American Politics and reported on progress of an "action program for ethics." The political code is based largely on the business code, which was jointly developed by the AAF and Better Business Bureau.

The eight guidelines in the political code:

- Political advertising should be



Betty Furness  
Product information needed



Grey Advertising's Fatt  
Seeks government partnership



Senator Magnuson  
Hopes to avoid overkill

# FIRST GOTHAM CITY. NOW THE COUNTRY.

**Batman is ready to swing into action anywhere, anytime you want him.**

Get Batman on your side in 120 half-hour pow-packed, fiend-fighting, vivid color shows. Fresh from three seasons on ABC in the top of the ratings, Batman's ready to knock 'em for a loop in syndication. Already stations in 15 top markets have hired BATMAN to do a job for them. Backing up Adam West as Batman, Burt Ward as Robin and Yvonne Craig as Batgirl, are big-time stars like Frank Gorshin as The Riddler, Cesar Romero as The Joker, Julie Newmar as The Catwoman, Vincent Price as The Egghead, and Burgess Meredith as The Penguin. If you need some big-time action, big-time thrills and big-time stars to boost your programming, call 20th Century-Fox Television and ask for BATMAN!

Available for Fall start.

**ALREADY SOLD:**

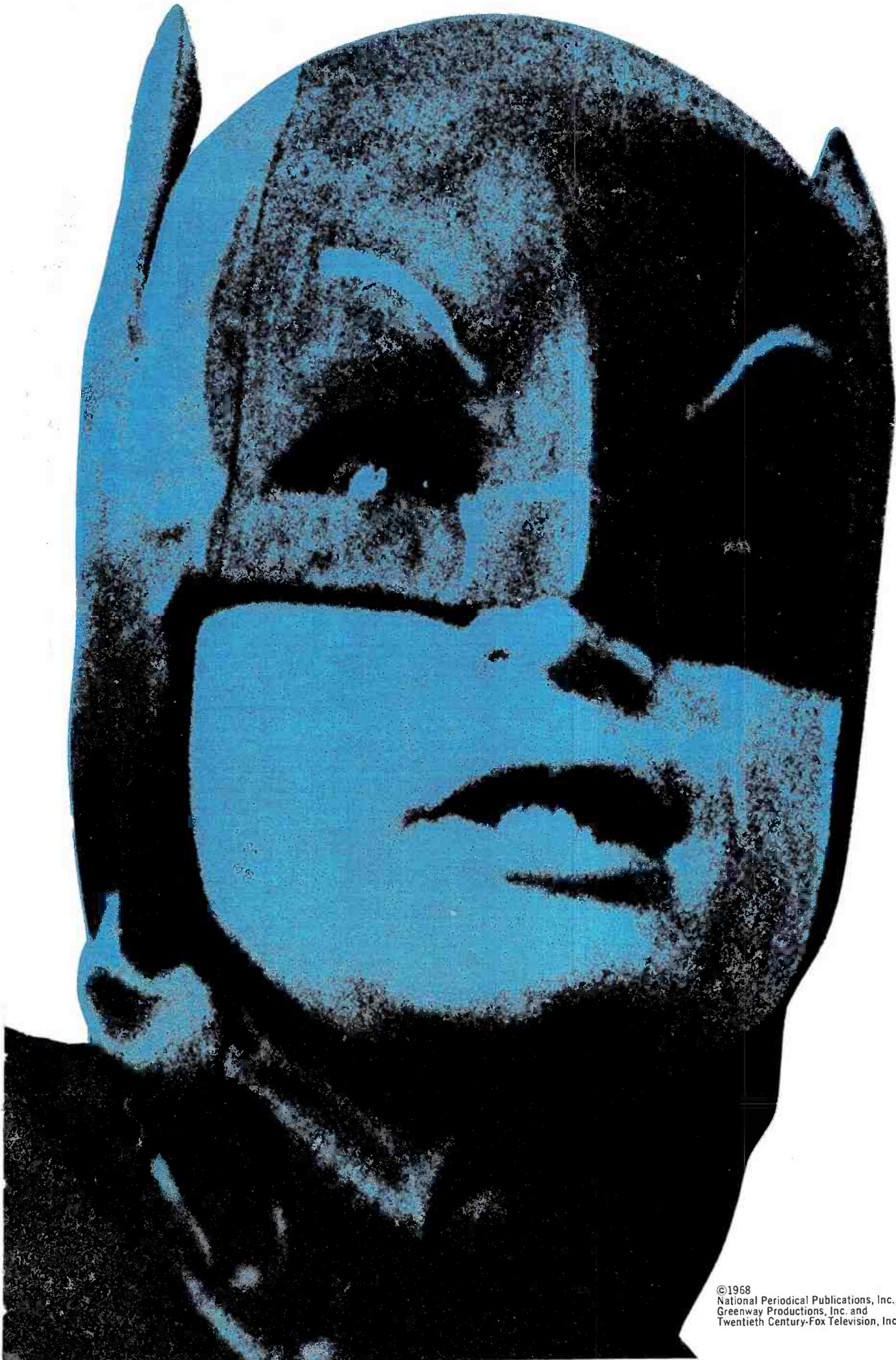
New York City/Los Angeles/Chicago/Philadelphia/Boston / Detroit/San Francisco/Portland, Oregon  
Minneapolis/Honolulu / Hartford-New Britain/Seattle-Tacoma/Denver/Miami/Las Vegas



20th Century-Fox Television, Inc. 444 W. 56th St., N.Y. 10019, Tel. 212-957-5010; Chicago: Tel. 312-372-1584;  
Los Angeles: Tel. 213-277-2211; Dallas: Tel. 214-748-7221







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National Periodical Publications, Inc.,  
Greenway Productions, Inc. and  
Twentieth Century-Fox Television, Inc.

truthful.

- Responsible parties should be willing to substantiate claims they make.
- Statements, illustrations or implications should not be offensive to good taste and public decency.
- Political advertising should refrain from "unfair or dishonest statements" about the opposition, from "imputing guilt by association" and from "name calling" or the use of stigmatizing labels.
- Political advertising should avoid "pie-in-the-sky promises which are impossible to keep."

▪ Political advertising should not appeal directly or by insinuation to religious, ethnic or racial prejudice.

▪ Political advertising should not appear to make an opponent "appear unattractive" through "tricks of lighting, retouching or other doctoring techniques."

▪ Political advertising should not use quotations out of context "to convey a dishonest impression of the views of the political competitor being quoted."

Frederick E. Baker, president of Frederick E. Baker Advertising, Seattle, and AAF vice president-ethics, told the conference that a new program to implement the business code has begun in 28 cities and that such a plan is in the formative stages in another 22 cities.

**Local Action** ■ He explained the purpose of the program is to reduce the number of ads that do not comply with the business code. The most common approach, he said, is the local ad club and/or local Better Business Bureau to review ads that are questioned. After

review the committee notifies the consumer who questioned the ad to show that something has been done about his complaint.

Active participation, Mr. Baker said, will show that advertising accepts its responsibility in self-policing and consumer protection and that in 50 cities "the American consumer has a voluntary champion." Before the government moves in on the scene, he added, "it is our job, first, to keep our own house in order."

## Helffrich assigns top code jobs

In his first personnel move since taking over as director of the National Association of Broadcasters Code Authority, Stockton Helffrich gave new appointments to three staff executives last week.

▪ Warren Braren, assistant manager of the New York code-authority office, becomes manager.

▪ Jonah Gitlitz, assistant to the director under Howard Bell, becomes manager of the Washington code-authority office.

▪ Jerome Lansner, manager of the TV code's Washington office, becomes liaison assistant to Mr. Helffrich in New York.

Mr. Helffrich, who had been manager of the New York office, became code director on Feb. 1 (BROADCASTING, Jan. 29) when Mr. Bell left to

become president of the American Advertising Federation.

Mr. Braren has been assistant manager in the New York office since 1960. Prior to that he had been with Ted Bates & Co. in the commercial film-production department.

Mr. Gitlitz joined the code staff in April 1964 as assistant to the director and in charge of the code authority's public information program promoting industry self-regulation. Before joining the code staff he had been managing editor of *Television Digest*.

Mr. Lansner has been in the Washington office since June 1965 after two years as senior editor in the New York code office. Before that he had been a commercial and program editor in the broadcast-standards department of NBC for three years.

The radio code office will continue to be in Washington with Thom Winkler as manager.

Under the realignment, Mr. Gitlitz will cover much of the TV-code area previously handled by Mr. Lansner as well as retaining responsibility for the public-information programs.

## Business briefly . . .

**Toni Co.**, Chicago, through North Advertising there, launches heavy spot TV and network TV participation campaign this week for introduction of new Happy Face facial washing cream. Saturation spot is being used in major markets.

NBC-TV announced the sponsorship of three specials: **Chevrolet**, through

## Johnson sends eight-point consumer program to Congress

President Johnson last week called for a cocoon of protection for the American consumer in a special consumer-interest message to Congress. He asked enactment of an eight-point program "to protect the consumer—and the honest businessman alike—against fraud and indifference. Our goal must be to assure every American consumer a fair and honest exchange for his hard-earned dollar."

In listing his programs, the President:

▪ Said he would appoint a consumer counsel in the Department of Justice to work with Betty Furness, the President's special adviser for consumer affairs, and Attorney General Ramsey Clark to "seek better representation for consumer interests before administrative agencies and courts . . . [and] be concerned

with the widest range of consumer matters—from quality standards to frauds."

▪ Ordered Miss Furness, Paul Rand Dixon, chairman of the Federal Trade Commission, Alexander B. Trowbridge, secretary of commerce and W. Williard Wirtz, secretary of labor, to begin immediately to work with industry to encourage improvement in the quality of service and repairs, assure that warranties and guarantees say what they mean, let the consumer know how long he may expect a product to last if properly used and to determine whether federal legislation is needed.

▪ Recommended the enactment of hazardous-radiation legislation, giving the secretary of health, education and welfare authority to conduct studies of hazards from color-TV

sets, X-ray machines and other devices that radiate, and set and enforce standards to control them; require manufacturers to recall defective equipment and devices, and set penalties for those ignoring these standards. Along these lines, House Commerce Committee Chairman Harley O. Staggers (D-W.Va.) last week introduced a bill (HR-15156) following out these recommendations.

▪ Recommended the enactment of legislation to give the FTC power to obtain federal court orders to stop fraudulent and deceptive practices immediately while the case is being heard by the agency or the courts.

Other sections of the President's message called for similar protection for poultry, fish and recreational-boat safety and for authorization of a study of automobile insurance.

## Fairness doctrine agency-advertiser topic at AAF

Only five days after taking over the presidential reins of the American Advertising Federation, Howard Bell (c) was playing host to agencies and advertisers from across the country at the AAF Washington conference on government relations (see page 32). Above, he talks with Peter Allport (l), president of the Association of National Advertisers, and John Crichton (r), president of the American Association of Advertising Agencies.

The fairness doctrine and the FCC's extension of it to cigarette advertising, got brief mention during the conference.

In defense of last June's commission's action Robert Cahill, legal assistant to FCC Chairman Rosel Hyde, maintained that the commission was sincere in saying the application would not be extended to other products. The FCC, he said, will not label a subject controversial simply "on the petition of a vocal minority."

However, Vincent Wasilewski, National Association of Broadcasters president, contended that if the courts uphold the FCC in the cigarette issue, "there won't be much



the FCC can do about extending it to other goods and services because the subject will be out of the commission's hands." Any further action, he added, will be up to the courts.

The FCC's action was also hit by

Alfred Seaman, president of Sullivan, Stauffer, Colwell & Bayles, and 4A's chairman, who termed it a "potential manacle to restrict the desirable use of radio and television as marketing instruments."

Campbell-Ewald, both Detroit, will sponsor *America's Junior Miss Pageant* Friday, March 15 (10-11 p.m.); **McDonald's Corp.**, through D'Arcy Advertising, both Chicago, *The Reluctant Dragon* Thursday, March 21 (7:30-8:30 p.m.); **Plymouth Division of Chrysler Corp.**, through Young & Rubicam, *Petula*, a musical show starring Petula Clark, April 2 (8-9 p.m.).

**Rich Products Corp.**, Wellesley, Mass., through Rich Advertising, Buffalo, N. Y., has purchased participations in *Emphasis* and *Monitor* on NBC Radio. Also on the network, **United States Shoe Corp.**, Cincinnati, through Leber Katz Paccione Inc., New York, will participate in *Emphasis*. **Sinclair Oil Corp.**, through Cunningham & Walsh, both New York, has a 13-week participation in *News on the Hour*. **Abbot Laboratories**, through Tatham-Laird & Kuder, both Chicago, has an 18-week sponsorship in *News on the Hour*, *Emphasis* and *Monitor*. **V-M Corp.**, through Rink Wells & Associates, Chicago, has participations in *Monitor News on the Hour* and *Monitor on Stage*.

**Los Angeles Metropolitan Buick Dealers Association**, through Hixson & Jor-

gensen Inc., Los Angeles, has started a 30-day radio campaign for its California GS sport coupe model on 16 stations in Southern California. The campaign will be saturated with a total of 1700 spots. Buick dealers participating are those in Los Angeles, Orange, San Bernardino and Riverside counties. A series of one-minute radio spots for Buick's German-made Opel Kadett line of six models will be scheduled after the California campaign.

**Bishop Industries Inc.**, Union, N. J., through Spade & Archer, New York, will launch a spot TV campaign in the Northeast next week for Plus White Plus, a new product described as a combination toothpaste and mouthwash. Initial markets include New York, Washington, Baltimore and Philadelphia, with Philadelphia also being used in a radio promotion. Campaign may eventually be expanded with network TV and more radio.

**Eastern Airlines**, through Young & Rubicam, both New York, will sponsor the 22d annual Tony awards presentation on NBC-TV Sunday, April 21 (10-11:30 p.m. NYT). The awards are given to outstanding Broadway productions and performers.

**The 3M Co.**, St. Paul, through Young & Rubicam, New York, has bought a 26-week schedule on CBS Radio's *Arthur Godfrey Time*, starting March 18, to advertise its Scotchgard fabric protector. **Union Underwear Co.**, subsidiary of Philadelphia and Reading Corp., through Grey Advertising, New York, has bought a commercial schedule for its Fruit of the Loom products for nine months, beginning April 1.

**American Tobacco Co.**, through Gardner Advertising, both New York, has begun an extensive schedule of advertising for Roi-Tan cigars, consisting of commercial announcements on 15 programs on both CBS-TV and ABC-TV, ending June 16.

### Rep appointments . . .

- WAAT Trenton, N. J.: Mort Bassett & Co. Inc., New York.
- KEDA San Antonio, Tex. and WOPA Oak Park, Ill.: Vic Piano Associates Inc., New York.
- WIDE Biddeford, Me.: Kettell-Carter, Inc., Boston.
- KPUB Pueblo, Colo.: Vic Piano Associates, New York.

# The new blood in network TV

85 new clients in '67 accounted for \$32 million, according to BAR analysis

Network television picked up 85 advertisers in 1967 who had not used it the year before, more than twice the number added in 1966, and they spent almost four times as much as 1966's newcomers did.

These findings are being reported today (Feb. 12) by Broadcast Advertisers Reports along with estimates of the network-TV expenditures of the 85 companies that entered network television in 1967 or returned to it after an absence of at least a year.

The report shows that 376 advertisers contributed to network television's estimated \$1,493,114,100 billings total in 1967, with the 85 newcomers accounting for \$32,068,300. In 1966, 357 advertisers participated in \$1,411,292,600 of billing, with 40 newcomers contributing \$8,620,000. The figures represent estimated net expenditures for time and talent.

The number of advertisers dropping out of network television during the year also increased, from 47 in 1966 to 66 in 1967, but unlike the situation in 1966, the dropouts were more than

offset by newcomers in 1967.

BAR's figures also showed that 1967's holdover advertisers—those in network TV in 1966 who continued in 1967—outspent 1966's holdover group in both total and average outlay.

The figures indicated that 291 advertisers who had used network TV in 1966 continued in 1967, spending a total of \$1,461,045,800, as compared with \$1,402,672,600 spent by 317 holdover advertisers in 1966.

The average holdover spent a little over \$5 million in network TV in 1967 as against a little over \$4.4 million for his 1966 counterpart.

For all 376 advertisers in network TV in 1967 the average was \$3,971,000; for the 357 in 1966 it was \$3,953,000.

The average newcomer spent \$377,274 in network TV in 1967, up from an average of \$215,500 for the 1966 newcomers.

The biggest-spending newcomer in 1967, Heublein Inc., invested \$3,116,600, according to BAR, which said the investment was in behalf of A-1 Sauce, Harvey's Wines, Lancer's Rosé wine, Snap-E-Tom food products and Hamm's beer.

Lewis-Howe Co. spent \$2,403,100 and six other newcomers spent over \$1 million each, according to BAR. Its list of the 85 advertisers and their estimated expenditures in time and talent:

Parent company	Expenditures (in thousands of dollars)
1. American Can Co.	\$ 248.0
2. American Express Co.	33.6
3. Amity Leather Prod. Co.	87.4

Parent company	Expenditures (in thousands of dollars)
4. Aurora Plastics Corp.	374.8
5. Avco Corp.	384.0
6. Avnet Inc.	120.0
7. Bank of America, National Trust & Savings Assn.	226.8
8. Bankers Life & Casualty Co.	132.3
9. Bell & Howell Co.	167.2
10. Benjamin Moore & Co.	379.5
11. Bigelow-Sanford Carpet Co.	413.2
12. Burger Chef Systems	136.6
13. Brown Shoe Co.	262.5
14. California Prune Advisory Board	720.3
15. Carling Brewing Co.	1,052.1
16. Chemway Corp.	89.5
17. Conn. General Life Ins.	514.1
18. Coventry, Sarah, Inc.	99.8
19. Cowles Communications	6.8
20. Cummins Engine Co.	129.6
21. Dale Carnegie & Assoc.	105.3
22. Eldon Industries	219.8
23. Economics Laboratory	111.3
24. Emenee Corp.	19.8
25. Falls City Brewing Co.	34.0
26. Fedders Corp.	353.0
27. Field Enterprises	765.6
28. Firemans Fund American Ins. Co.	765.4
29. Formula 409	649.7
30. General Water Conditioning	94.6
31. Georgia Pacific Corp.	401.9
32. Gulf American Land Corp.	125.0
33. H. D. Lee Co.	364.2
34. Hagerty, W. J. & Sons Ltd.	16.1
35. Helene Curtis Industries	259.7
36. Helmac Products	78.8
37. Hercules Inc.	319.9
38. Heublein Inc.	3,116.6
39. Hood H. P. & Sons	184.1
40. Interco Inc.	64.7
41. International Coffee Organization	1,073.5
42. International Shoe Co.	6.5
43. Jackson Brewing Co.	229.5
44. Joe Bonomo Associates	8.1
45. Les Parfums De Dana	50.0
46. Lewis-Howe Co.	2,403.1
47. Lincoln National Life Ins. Co.	74.9
48. Lu Wane Products Corp.	91.8
49. Maidenform Inc.	285.8

## BAR network-TV billing report for week ended Jan. 28

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Jan. 21, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Jan. 28	Total dollars week ended Jan. 28	1968 total minutes	1968 total dollars
	Week ended Jan. 28	Cume Jan. 1-Jan. 28	Week ended Jan. 28	Cume Jan. 1-Jan. 28	Week ended Jan. 28	Cume Jan. 1-Jan. 28				
Monday-Friday Sign-on-10 a.m.	—	—	\$ 90.2	\$ 317.4	\$ 314.7	\$ 1,223.1	70	\$ 404.9	254	\$ 1,540.5
Monday-Friday 10 a.m.-6 p.m.	\$1,222.3	\$4,780.1	3,169.8	13,274.0	2,253.3	10,375.8	886	6,645.4	3,465	28,429.9
Saturday-Sunday Sign-on-6 p.m.	1,189.4	3,581.9	695.8	7,080.2	347.3	1,955.9	238	2,232.5	871	12,618.0
Monday-Saturday 6 p.m.-7:30 p.m.	178.1	1,121.1	669.6	2,268.3	552.2	3,107.6	73	1,399.9	291	6,497.0
Sunday 6 p.m.-7:30 p.m.	99.0	709.3	240.9	1,151.4	211.8	757.3	21	551.7	94	2,618.0
Monday-Sunday 7:30 p.m.-11 p.m.	5,432.0	19,807.3	6,614.8	26,588.5	5,990.4	24,403.6	422	18,037.2	1,608	70,799.4
Monday-Sunday 11 p.m.-Sign-off	298.0	1,034.6	35.4	94.4	396.5	1,520.3	62	729.9	232	2,649.3
Total	\$8,418.8	\$31,034.3	\$11,516.5	\$50,774.2	\$10,066.2	\$43,343.6	1,772	\$30,001.5	6,815	\$125,152.1

Parent company	Expenditures (in thousands of dollars)
50. Master Lock Co.	155.5
51. McKesson & Robins	1,396.0
52. Mentholatum Company	527.9
53. Metropolis Brewery of New Jersey	231.5
54. Monroe Auto Equipment Co.	137.0
55. Mrs. Pauls Kitchens	821.2
56. National Oats Co.	106.7
57. New York Life Ins. Co.	255.0
58. Northwestern Bancorporation	102.0
59. Olivetti Underwood Corp.	20.1
60. Outboard Marine Corp.	238.3
61. Pacific Mercury Corp.	343.9
62. Phillips Petroleum Co.	1,279.3
63. Rayette Faberge Inc.	1,018.6
64. Rheingold Breweries	231.2
65. Rockwell Mfg. Co.	365.0
66. Ronson Corp.	405.5
67. Royal Crown Cola Co.	934.1
68. Scovill Manufacturing Co.	757.6
69. Sealy Incorporated	565.6
70. Simplicity Pattern Co.	181.4
71. Spencer Gifts Inc.	7.9
72. Squirt Co.	219.2
73. Staley, A. E. Mfg. Co.	288.8
74. Stanley Works	200.0
75. Stewart Warner Corp.	443.9
76. Stokley Van Camp Inc.	25.6
77. Sun Maid Raisins Growers of Calif.	92.7
78. The Lane Company	505.6
79. Trans World Airlines	1,294.5
80. Tubular Textile Machine Corp.	111.2
81. U. S. Borax & Chemical Co.	573.1
82. Western Union Telegraph Co.	28.1
83. Williamson Dickie Mfg. Co.	40.5
84. Wilson & Co.	16.8
85. Wright, Wm. E. & Sons Co.	296.2

(approximately \$980,000) will come out of Volvo Distributing's \$1.4 million advertising budget which in itself represents an increase of about \$400,000 over 1967, Volvo officials said last week.

This particular distributor handles Volvo dealers covering 25 states in the eastern section of the U.S. Its radio-TV ads have been on 65 radio and 20 TV stations.

Volvo last week presented awards to three AM's and one FM for merchandising the Volvo 1967 broadcast schedules. The winners: WGTO Cypress Gardens, Fla.; WGN Chicago; WNEW and WPIX-FM, both New York.

### FCC sets \$4,000 fine

WINI Murphysboro, Ill., faces a possible forfeiture of \$4,000, as a result of an FCC action last week. The station has been notified of apparent liability in that amount after responding to commission questions about allegedly fraudulent billing.

In a letter to licensees Robert D. and Martha M. Rapp of Farmington, Mo., the commission cited a statement from them acknowledging that "a form of double billing [had] been practiced" in August 1967. A commission investigation into the station's operations revealed at least 14 such alleged billings from February to July 1967.

The commission vote on the assessment was not unanimous, however. Chairman Rosel H. Hyde voted for a lower amount, saying that "this forfeiture is excessive."

## BAR offers check on local ad cut-ins

Local market cut-ins to network-TV commercial positions and delayed local presentation of network programs are reported for the first time in a new weekly report being introduced this week by Broadcast Advertisers Reports Inc.

The report is an extension of the regular BAR network-TV service. It covers 15-to-20 markets a week, 75 markets a month. For the first time, advertisers can watch competitive test-marketing on a cut-in basis or detect shifts in pressure behind certain products in specific groups of markets.

As an example of cut-in activity, the current report indicates the Purex Corp. on Jan. 12 cut in on 30-second spots in ABC-TV's *Newlywed Game* for Babo 4-in-1 fabric finish in Columbus and Dayton, both Ohio, Harrisburg, Pa., Indianapolis, Nashville, Omaha, and Washington with spots for Purex bleach. On Jan. 11 and Jan. 12 on several NBC programs, Purex substituted Babo, Brillo and Dobie scouring-pads commercials for Purex bleach spots in Boston, Hartford, Conn., and Altoona, Pa.

Similarly, the new service reports delays or pre-emptions in local presentations of network programs. For example, the current report indicates that ABC-TV-affiliate WJAC-TV Johnstown, Pa., delayed presentation of Truman Capote's *A Christmas Memory*

### Volvo to increase radio-TV

Volvo Distributing Inc., through Scali, McCabe, Sloves, both New York, will place nearly \$1 million into radio-TV in 1968 to advertise the Swedish-made automobile. The radio-TV money

## BAR network-TV billing report for week ended Feb. 4

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Feb. 4, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Feb. 4	Total dollars week ended Feb. 4	1968 total minutes	1968 total dollars
	Week ended Feb. 4	Cume Jan. 1-Feb. 4	Week ended Feb. 4	Cume Jan. 1-Feb. 4	Week ended Feb. 4	Cume Jan. 1-Feb. 4				
Monday-Friday Sign-on-10 a.m.	—	—	\$ 87.6	\$ 405.0	\$ 359.8	\$ 1,582.9	73	\$ 447.4	327	\$ 1,987.9
Monday-Friday 10 a.m.-6 p.m.	\$1,273.6	\$ 6,053.7	3,225.8	16,499.8	2,349.3	12,725.1	922	6,848.7	4,387	35,278.6
Saturday-Sunday Sign-on-6 p.m.	1,489.0	5,070.9	687.5	7,770.7	604.7	2,560.6	249	2,781.2	1,120	15,402.2
Monday-Saturday 6 p.m.-7:30 p.m.	177.9	1,299.0	636.5	2,904.8	735.9	3,843.5	74	1,550.3	365	8,047.3
Sunday 6 p.m.-7:30 p.m.	235.9	945.2	240.9	1,392.3	201.7	959.0	20	678.5	114	3,296.5
Monday-Sunday 7:30 p.m.-11 p.m.	5,559.7	25,460.2	6,843.6	33,432.1	6,580.0	30,983.6	429	18,983.3	2,037	89,875.9
Monday-Sunday 11 p.m.-Sign-off	189.8	1,224.4	147.6	242.0	417.9	1,938.2	67	755.3	299	3,404.6
<b>Total</b>	<b>\$8,925.9</b>	<b>\$40,053.4</b>	<b>\$11,869.5</b>	<b>\$62,646.7</b>	<b>\$11,249.3</b>	<b>\$54,592.9</b>	<b>1,834</b>	<b>\$32,044.7</b>	<b>8,649</b>	<b>\$157,293.0</b>

Correction: CBS's Saturday-Sunday, sign-on-6 p.m. figure for week ended Jan. 28 should have been \$698,800. The correction is reflected in the above figures.

three weeks from Dec. 19; that WKEF-TV Dayton, Ohio, presented NBC-TV's *Dragnet* two weeks, two days after its network airing Dec. 21, and that KLZ-TV Denver delayed presentation of CBS-TV's *Gentle Ben* for a week after Dec. 31.

## 'Kwai' sold out for second ABC-TV run

The second network showing of *The Bridge on the River Kwai* feature film will be carried on ABC-TV on March 19 (8-11:10 p.m. EST) with the Ford Motor Co. sponsoring the first hour and 10 other companies the remainder of the film. The first showing of "Kwai" in September 1966 was wholly sponsored by Ford and, according to ABC-TV, reached 71-million viewers during the course of the evening.

The advertisers for the second presentation are Ford (Kenyon & Eckhardt); State Farm Insurance Co. (Needham, Harper & Steers); R. T. French Co.

## Network TV drops 1% in January 1968

Expenditures in network television during January 1968 dipped to \$139,095,400, off 1% from the January 1967 figure, according to a report released by the Television Bureau of Advertising.

Weekend daytime was down by

16.0% and nighttime by 1.3%, while weekday-daytime TV rose by 7.3%, TVB stated. Dollar figures, based on net time and program investments, are compiled by Leading National Advertisers and are released through TVB.

	1967	1968	% Change	
Daytime	\$ 49,257.8	\$ 49,129.8	- 0.3	
Monday-Friday	33,204.2	35,643.8	+ 7.3	
Saturday-Sunday	16,053.6	13,486.0	-16.0	
Nighttime	91,179.1	89,965.6	- 1.3	
Total	\$140,436.9	\$139,095.4	- 1.0	
1968	ABC	CBS	NBC	Total
January	\$34,749.1	\$55,988.8	\$48,357.5	\$139,095.4

(Kenyon & Eckhardt); Kitchens of Sara Lee (Edward H. Weiss & Co.); Liggett & Myers Tobacco (J. Walter Thompson); Colgate-Palmolive Co. (Ted Bates & Co.); Gillette Safety Ra-

zor Co. (BBDO); Sterling Drug (Dancer-Fitzgerald-Sample); R. J. Reynolds Tobacco (Wm. Esty Co.); Metropolitan Life Insurance Co. (Young & Rubicam), and Armstrong Cork (BBDO).

## THE MEDIA

# Brakes eased on group growth

FCC at last abandons three-to-a-customer limit for TV station buying in big markets—but vows to look hard at individual cases

The FCC's two-and-a-half-year-old proposal to limit the spread of multiple-station ownerships into the top-50 markets—a proposal that began as a threat to group owners and ended as an embarrassment to the commission—was formally laid to rest last week. So was the policy that had been designed to put the proposal's provisions into effect on an interim basis. The vote was 4 to 3.

The commission's original aim in proposing to tighten its multiple-ownership rules was to halt what it felt was a "growing concentration of control" of television stations in the top-50 markets. The commission expressed concern about the existing situation regarding VHF stations, and said that the growth of UHF in the top markets might follow the same pattern.

But by last week the commission, through a new majority, said that the present rule, providing for a limit (without regard to market rank) of seven television stations, no more than five of them VHF's, is better suited to achieve the goals of maximum competition and diversity of programing view-

points. It said that diversification of ownership of UHF stations in the top-50 markets was on the rise, and that the proposed rule might impede that trend and, possibly, the development of a fourth network.

**Proposal** — The proposed rule, issued for comments in June 1965, would have barred the acquisition of a television station if it would have resulted in the buyer (or new station applicant) owning more than three stations, or more than two VHF's, in top-50 markets. The interim policy, adopted at the same time, called for hearings on applications that would have resulted in the applicant owning more properties than the proposed rule would have allowed (BROADCASTING, June 28, 1965). (The policy superseded one issued in December 1964 that called for hearings on applications for a second VHF in the top-50 markets.)

In terminating the proceeding last week, the commission said "the greater flexibility" in a case-by-case approach to the concentration-of-control issue would be preferable to the "predictabil-

ity" that a specific limit would provide. The commission noted that the present rule specifies guidelines (including size and location of market) to consider in determining whether an acquisition would result in a concentration of control.

But the proposed rule was not buried without a trace. The commission said that "in light of the special problems concerning the top-50 markets . . . we will expect a compelling public-interest showing by those seeking to acquire more than three stations (or more than two VHF stations) in those markets."

Commissioner Lee Loevinger provided the margin for defeating the proposal. He had voted to issue the notice of proposed rulemaking and to adopt the interim policy. But last week he joined Chairman Rosel H. Hyde and Commissioners Robert E. Lee and James J. Wadsworth, who had opposed the idea from the beginning. Commissioner Loevinger, in a concurring statement, said that although he feels a re-examination of the multiple-ownership rules was merited he doesn't feel bound

by the "institutional opinion" that accompanied the notice of proposed rule-making.

**Minority** ■ The dissenters were Commissioners Robert T. Bartley and Kenneth A. Cox, both of whom supported the proposal and policy, and Nicholas Johnson, who joined the commission a year after the proceeding began.

The commission action came as no surprise. The interim policy had never been applied; the commission waived it on each of the eight occasions it was asked to do so—and in the more recent ones, by the same 4-to-3 vote by which the proposed rule and interim policy were killed. In statements explaining his vote for the waivers, Commissioner Loevinger indicated he was changing his mind about the wisdom of the proposed rule—at least insofar as its restrictions on UHF ownership were concerned. And in a draft opinion circulated among his colleagues two weeks ago he concluded that the proposed rule should not be adopted (CLOSED CIRCUIT, Feb. 5).

The lengthening list of waivers brought a measure of relief to multiple-station owners who had reacted with alarm to the issuance of the proposal, and who waged a vigorous and expensive campaign against it. They made their feelings known on Capitol Hill, where members of the Senate Commerce Committee expressed support for their position.

And 38 of them, owners of more than 100 television stations, banded together into a Council for Television Development, both to oppose the measure in pleadings before the commission and to hire the United Research Inc., of Cambridge, Mass., to do an exhaustive study of the multiple-ownership question.

URI's report concluded that the commission's present limit of five VHF stations to an owner is a meaningless measurement of economic concentration and that the top-50 proposal would be the same. It also said that groups were pro-rather than anticompetitive, that they were not driving singly-owned stations "to the wall" and that they were the most likely developers of UHF channels (BROADCASTING, Sept. 19, 1966).

**Albatross** ■ But as multiple owners increasingly became convinced that the rule would not be adopted, the commission's failure to dispose of it and of the interim policy became a cause of embarrassment to the agency. Requests for waiver had to be considered long after it became evident that the majority for implementing the policy no longer existed.

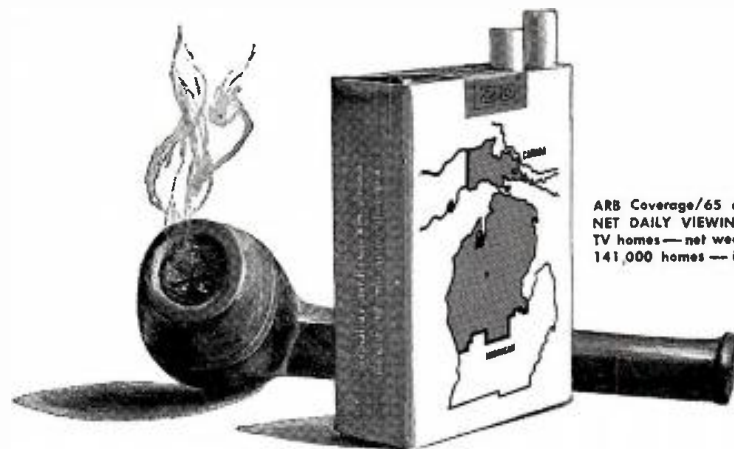
Furthermore, House Investigations Subcommittee members critical of the commission pointed to the policy as an established one that the agency was ignoring in approving acquisitions by

multiple-owners. This line was pursued relentlessly by committee members in their grilling of the commissioners in December on the approval of the transfer of five D. H. Overmyer construction permits and of the license for WPHL-TV Philadelphia to a subsidiary of the AVC Corp. (BROADCASTING, Dec. 18, 1965).

It appeared certain last week that the commission action would spark a fresh wave of criticism from subcommittee members who feel the commission has been too lax in its handling of transfers and assignments. The subcommittee last month presented the commission with 21 questions dealing

with the Overmyer case and multiple-ownership policy in general (BROADCASTING, Jan. 29).

Representative John D. Dingell (D-Mich.), a subcommittee member, was hopping mad when informed of the commission's action. He indicated he would seek to persuade Representative Harley Staggers (D-W.Va.), chairman of the subcommittee and of its parent Commerce Committee, to hold hearings on the matter. Earlier Representative Dingell had introduced a bill that would, among other things, require hearings on every transfer or assignment application filed with the commission and authorize



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the agency to turn down sales that would provide the seller with more than the fair market value of the station's assets—with the agency defining the assets (see page 21).

**Late** ■ Commission sources say privately much of the commission's discomfiture over the issue could have been avoided if action had been taken earlier. The commission had the item on the agenda in June, but decided to postpone action because of Commissioner Bartley's impending departure for an international conference in Geneva. He returned in November but it wasn't until last month that the commission began concentrating on the item again (BROADCASTING, Jan. 22).

The commission, in its order terminating the rulemaking, asserted that the degree of concentration of ownership in the top-50 markets had declined since 1964, when the rulemaking proceeding was begun, through the doubling of UHF stations on the air in those major markets—39 today as against 20 four years ago.

"Equally important . . . insofar as UHF stations are concerned, an absence of the type of restriction proposed in the rule herein may well serve to make for a more rapid development of such stations and enhance the chances for development of a fourth commercial TV network," the majority stated. The commission said that financially strong persons with the necessary know-how would be encouraged to enter the UHF field "during this critical period."

**Growth** ■ Commissioner Loevinger

in his concurring statement, in which Commissioner Wadsworth joined, endorsed this thesis. He noted that commission figures show that during the last 12 years, under the present rules, the number of television stations and the number of station owners in the top-50 markets "has increased substantially"—from 151 to 264 in the case of stations, from 104 to 163 in the case of owners. (He said the data on which the commission relied in its notice of rulemaking was misleading in that it "purported to show concentration in the top-50 markets" by statistics which included all licensees with one station in those markets and an interest in any other station in any market, regardless of rank.)

Furthermore, he said that the "most realistic hope for increasing the number of television networks and the number of substantial national program sources is to encourage the growth of more strong enterprises engaged in television station operation. The present multiple-ownership rules are far more likely to do that than the proposed rule."

He said one other possible route to strength—conglomerate merger with a large nonbroadcast company—would appear to have been foreclosed as a result of the Justice Department's opposition to the proposed ABC-International Telephone & Telegraph Corp. merger. That merger effort foundered after it became stalled in court on a suit brought by Justice (BROADCASTING, Jan. 8). Commissioner Loevinger, who supported the merger, said big business is

reluctant to invite such attacks.

He also said that, rather than promote competition, the proposal would hinder it. He noted that it would not require existing networks or other large multiple owners to divest themselves of present holdings, while it would prevent new enterprises from acquiring as many stations as the networks now have. And a provision requiring the breaking up of multiple holdings in the event of their sale, he said, would "obviously affect only the financially weak" group owners; the strong would not be forced or tempted to sell their properties, he said.

**Dissenters** ■ Commissioner Johnson, in a dissenting statement, said the commission had not addressed what he says is the critical question—"How is the public's interest served by having a non-resident, corporate, multiple owner control one of the major sources of news, opinion and entertainment for a city of millions?"

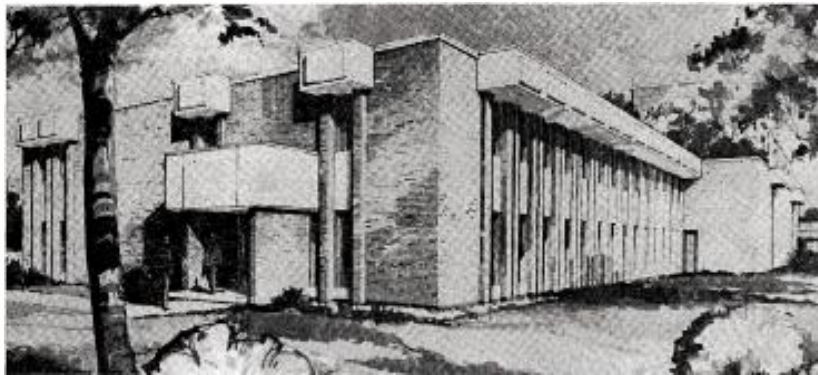
He said the majority provided no evidence for asserting that the restrictive proposal would impede the development of UHF television and the establishment of a fourth network. "The hoped-for fourth network," he said, "is merely a part of the majority's goal of improvement in growth of UHF." And the "reliance on the shibboleth 'benefit to UHF' is not unusual. This commission has hung so many decisions on the UHF peg that one wonders if the day will come when the whole hatrack will come tumbling down from its own weight."

Mr. Johnson took no comfort from the majority's decision to require, as a substitute for the proposed rule, a "compelling public interest showing" from applicants seeking more than three stations—or more than two VHF's—in the top-50 markets. "Past experience indicates that this 'requirement' is demonstrably meaningless," he said.

Commissioner Johnson expressed regret that the commission acted without holding an oral argument. He said the commission should have held one in which the staff was instructed to advance "the strongest possible case for the rule—and to subject those who have commented to searching scrutiny." He said much might have been learned from such an adversary proceeding.

Commissioner Bartley also objected to the lack of an oral argument. He said such a proceeding is needed to get answers to the questions the commission raised in its notice of proposed rulemaking—that those filing comments had not discussed them. He noted that the notice had said an oral argument would be held.

The commission, in its order, said an oral argument would serve no useful purpose. Since none of those filing comments endorsed the proposed rule, it said, there would be no conflicting points of view.



## Fetzer opens new broadcast center

Fetzer Broadcasting has combined its Grand Rapids, Mich., radio stations and a new TV studio for its channel-3 outlet serving the market in a \$500,000 facility, part of a \$2.5-million complex called Broadcast Place.

The center will house Fetzer's WJEF and WJFM(FM), both Grand

Rapids-Kalamazoo. A master control room serves both the radio and TV operations. Stations' offices and Fetzer Music Corp.'s Muzak service are located on the second floor.

Address for the complex is 280 Ann Street, N.W. 49504. The main office for WKZO-TV remains in Kalamazoo.





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# WQAD-TV license renewal set for hearing

## COMMUNITY TELECASTING COMPETES FOR MOLINE VHF

Although the FCC's intentions were made known eight months ago, the commission last week finally designated for hearing the license-renewal application of WQAD-TV (ch. 8) Moline, Ill., and a competing application for the facility from Community Telecasting Corp. One of the issues set for hearing is a determination of the facts surrounding a proposed sale of WQAD-TV that was cancelled four months ago.

WQAD-TV is licensed to Moline Television Corp., which is owned in part by Francis J. Coyle (12.5%), Frank P. Schreiber, Victor B. Day and David O. Parson (each 10%). Community is owned in part by Sterling C. (Red) Quinlan, former president and general manager of WFLD(TV) Chicago, with a 70% interest, and Edward W. Priester, Quad Cities real estate man, and Colonel Carl Waldmann, retired commander of the Rock Island Arsenal, each with 10%.

What prompted commission action was a protest made by Community against a proposed \$6.5-million sale of WQAD-TV from Moline to the Evening

News Association of Detroit (WWJ-AM-FM-TV Detroit) (BROADCASTING, Feb. 27, 1967). Community asked the commission to hold a hearing on the renewal application and to consider its application for channel 8 in the hearing as well.

**Answers Needed** ■ In a subsequent letter to Moline the commission said that questions raised by Community "were unresolved." When WQAD-TV filed its license renewal application in September, the commission said it would be designated for hearing and the assignment application would be deferred.

The commission also indicated at that time one of the hearing issues would determine whether Moline had lived up to the representations it made in 1962, during a comparative hearing for the facility, concerning the programing it would present and the management that would operate the station.

Last October Moline asked the commission to dismiss its assignment application because the proposed sale had been cancelled (BROADCASTING, Oct. 9, 1967). Now, in addition to an in-

quiry into the station's representations, the commission said it also wants to look into "all of the facts" surrounding the aborted sale.

(The channel 8 contest will constitute a virtual renewal of the 1962 comparative hearing. Community stockholders Priester and Waldmann had owned stock in one of the losing applicants in that hearing.)

The commission said it is concerned whether Moline intended to serve the public interests or use the station license "for private gain and dispose of it" after a three-year period. WQAD-TV went on the air Aug. 1, 1963. The commission noted that although the assignment agreement was dated Dec. 6, 1966, it claimed negotiations between Moline and the Evening News "must have been initiated at some date prior" to December.

**Trafficking Issue** ■ Further the commission said it would look into the charges made by Community that Moline was trafficking in broadcast licenses. According to Moline, the commission said, its construction costs were about \$1.6 million; its liabilities as of November 1966 were about \$1.3 million, and its 24 stockholders had paid \$517,300 for 5,173 shares in the corporation. Though Community argued that these facts indicated trafficking, the commission said "it cannot determine if this is so," but would pursue the matter during the hearing.

Another unresolved question, the commission said, is the principal reason given by Moline for the sale. Moline had claimed that in order to achieve a "more effective competitive position" in the market, additional financing would be necessary.

But the commission said the alleged need for additional funds was not apparent to it. And further, if the additional financing was necessary, the commission claimed that "Moline did not adequately explain why a station which could bring the consideration mentioned was unable to obtain" that financing on the open market.

## Changing hands . . .

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

■ WMT-AM-FM-TV Cedar Rapids, Iowa: Agreement signed by American Broadcasting Stations Inc. (Helen S. Mark and children) to sell to Norton Stations group for \$10 million. (BROADCASTING, Dec. 25, 1967). Included in sale is Cedar Rapids Muzak franchise, and 50% ownership in CATV systems in Grand Rapids, Minn., and Decorah and Fairfield, both Iowa. Not included is KWMT Fort Dodge, Iowa, which is wholly owned by ABS, and 43% inter-

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est in WDIO-TV Duluth and its satellite WIRT(TV) Hibbing, both Minnesota, held by WMT-TV Inc. WMT is fulltime on 600 kc with 5 kw. WMT-FM is on 104.5 mc with 32 kw. WMT-TV is on channel 2. All are affiliated with CBS.

■ WKDN Camden, N. J.—Philadelphia: Sold by Ranulf Compton to Tommy Roberts and Jack Price for \$775,000. Mr. Roberts is sportscaster. Mr. Price is radio-TV director, Hialeah Racetrack, Fla. WKDN is a daytimer on 880 kc with 5 kw. Broker: Blackburn and Co.

■ KBLL-AM-TV Helena, Mont.: Sold by Paul B. McAdam and Robert Magners to Willard L. Holter and Montana Governor Tim Babcock for \$520,000. Mr. Holter owns KLTZ Glasgow and is 66.6% owner of KLYT Missoula, both Montana. KBLL is a fulltimer on 1240 kc with 1 kw day, 250 w night. KBLL-TV is on channel 12 with NBC and ABC affiliation.

■ WGKA-AM-FM Atlanta: Sold by Barton Isbell Jr. and associates to Robert S. Strauss for \$400,000. Mr. Strauss owns KIXL-AM-FM Dallas. WGKA is a daytimer on 1600 kc with 1 kw. WGKA-FM is on 92.9 mc with 9.4 kw. Broker: Blackburn and Co.

■ WYPR Danville, Va.: Sold by James S. Beattie to David P. Welborne for \$225,000. Mr. Beattie is owner of WSSB Durham, N. C. Mr. Welborne is 50% owner of WNCA Siler City, N. C. WYPR is a daytimer on 970 kc with 1 kw. Broker: Blackburn and Co.

■ WFKO-FM Kokomo, Ind.: Sold by Joseph P. Sweeney and associates to James L. Gregg and associates for \$65,000. WFKO-FM is on 100.5 mc with 5.3 kw. Broker: Chapman Associates.

■ KASL Newcastle, Wyo.: Sold by Malcolm Wyman and associates to Robert J. Kelly for \$42,000. Mr. Kelly has interest in KRFS Superior, Neb. KASL is a fulltime station on 1240 kc with 1 kw day and 250 w night. Broker: Chapman Associates.

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

■ KETO Seattle, Wash.: Sold by William E. Boeing Jr. to veteran California broadcaster Riley R. Gibson for \$397,500. Mr. Boeing will continue to own KETO-FM there. KETO is fulltime on 1590 kc with 5 kw.

## WXTV plans start

WXTV(TV) Paterson, N. J., will go on the air on or about July 1, it was announced last week by Edward J. De-Gray, vice president of Trans-Tel Corp., permittee for the channel 41 station in

the New York City area.

WXTV will be programed entirely in Spanish.

Its antenna will be on top of the Cities Service Building at 70 Pine Street in downtown Manhattan.

## Tucson newspapers ordered to separate

A federal judge in Tucson, Ariz., has found two newspapers there guilty of antitrust violations, and the implications, if the decision is upheld, involve 42 other newspapers that have similar arrangements.

U. S. District Judge James Walsh ruled that the joint-publishing agreement between the *Arizona Daily Star* and the *Tucson Daily Citizen* violated the antitrust laws. He also ordered the owners of the *Star* to divest themselves of the *Citizen*, which they bought in 1964. The 1940 contract entered into by the two newspapers when they were independently owned provided for joint printing, advertising and circulation at a single plant, although each newspaper retained its independence in editorial and news activities.

The judge found that the joint-publishing plan is in restraint of trade.

Last July Senator Carl Hayden (D-

Ariz.) entered a bill to grant antitrust immunity to newspapers that entered combined operations under economic pressures as the Tucson papers claimed they had done (BROADCASTING, July 17, 1967). Although the Senate Monopoly and Antitrust Subcommittee held hearings on the bill, known as the "failing-newspaper act," it was never reported out of the subcommittee.

## FCC refuses to redefine 'TV broadcast station'

A footnote added to the FCC's CATV rules last July will remain there. That's what the commission said last week when it denied a petition for reconsideration and rehearing of the addendum filed by the National Cable Television Association.

The commission had inserted into its CATV rules the phrase—"the term 'television broadcast station' includes foreign television broadcast stations." The rules affected deal with new service notification and showing in a top-100-market evidentiary hearing. NCTA claimed the commission action constituted a departure from rather than an implementation of the rules.

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# CATV's argue for freedom

## Wire systems file in Supreme Court case on FCC jurisdiction

A battery of cable-TV systems told the U.S. Supreme Court last week that the FCC has no authority to regulate CATV systems not served by microwave-relay facilities. The challenge to the commission's jurisdiction was contained in briefs filed by three CATV systems in San Diego, one in Toledo, Ohio, and one in Alice, Tex.

The case is scheduled to be heard March 12, to be followed immediately by the *United Artists v. Fortnightly* copyright case (BROADCASTING, Feb. 5).

In addition to the question of the FCC's jurisdiction over CATV, the San Diego case also involves the right of the FCC to issue temporary restraining orders prohibiting cable systems from bringing in TV programs from outside markets.

The appeal to the Supreme Court was taken by the FCC after a ninth circuit appeals court told the commission it had no authority to issue restraining orders to nonlicensees. Although cable systems are regulated by the commission, they are not licensed by the commission.

The West Coast court also expressed doubt that the FCC had the right to regulate CATV.

**Case's Source** ■ The San Diego case began shortly after the commission issued its order in 1966 asserting jurisdiction over nonmicrowave-fed CATV's. KFMB-TV San Diego, soon joined by two other San Diego stations, protested against Southwestern Cable Co., Mission Cable TV Inc. and Pacific Video Cable Co. importing Los Angeles TV. The stations said the CATV's practice resulted in an adverse economic impact and that it upset the FCC's TV allocation plan. The commission set the protest for hearing and issued a restraining order against the cable systems.

Late last year, an FCC hearing examiner recommended that the TV stations' objections be dismissed, finding that the importation of the Los Angeles signals did not adversely affect the San Diego telecasters.

Mission Cable and Pacific Video Cable, both owned by multiple-CATV-owner Trans-Video Corp., also asked the court to find that the FCC does not have the power to regulate competition "from other legitimate busi-

ness" simply to protect UHF stations. This is the basis for one of the limitations in the FCC's rules on CATV—that CATV systems in the top-100 markets may not without a hearing bring in TV signals from stations outside their own community unless those stations put a grade-B signal over the cable system's market.

**More Questions** ■ Southwest Cable stressed the "single question"—the commission's power to enjoin the CATV's "lawful operation" without a hearing. And it noted, even if it is found that the FCC does have the authority to regulate cable TV, other cases bearing on the nature and scope of this authority must be litigated.

Buckeye Cablevision Inc., and Alice Cable Television Corp. noted that Congress "carefully prescribed" and limited the powers of the FCC.

They said that federal administrative agencies have no authority to expand their jurisdiction to "wholly distinct and heretofore unregulated enterprises."

The Buckeye and Alice brief contended that the District of Columbia circuit decision last year upholding the FCC's power to regulate CATV is in error because it was a limited case and the court misconstrued previous decisions.

Midwest Video Corp., a multiple CATV owner, and its subsidiary Black Hills Video Corp., maintained that the FCC had arrogated to itself virtually

limitless power under the rule on which the commission relied in issuing its temporary stop order.

Midwest Video is one of the principal appellants in a challenge to the FCC's power to impose conditions on cable TV systems, filed two years ago in the Seventh Circuit Court of Appeals in St. Louis. This case has been argued, but the court has issued no decision, presumably awaiting the Supreme Court's ruling.

## Court backs FCC in station-sale case

A federal court in Washington upheld the FCC in dismissing an objection to the sale of a Florida station.

The U. S. Court of Appeals for the District of Columbia said that the commission was warranted in ruling that the protestant's showing did not require an evidentiary hearing.

The case involved the 1965 transfer of WMEG Eau Gallie, Fla., to its present owner, Mel-Eau Broadcasting Corp., for over \$300,000. Broadcast Enterprises Inc., owner of WMMB and WYRL-FM in adjacent Melbourne, Fla., protested the sale and asked for a hearing. The commission held that the objections did not warrant a hearing and granted the ownership transfer. Broadcast Enterprises appealed.

The court's unanimous decision was written by Senior Circuit Judge Charles Fahy, with Circuit Judges Warren E. Burger and J. Skelly Wright concurring. The court did hold, however, that the FCC was wrong in denying the Melbourne stations standing.

## Exhibitors set new high for '68 NAB convention

A record number of exhibitors, 126, will be showing their equipment wares at the National Association of Broadcasters convention in Chicago's Conrad Hilton hotel, March 31-April 2. The figure is an increase of 10 from the 116 that exhibited last year.

As of Wednesday (Feb. 7) convention registration totalled 1,694. The NAB has booked about 4,000 rooms in nine Chicago hotels for registrants.

The Monday (April 1) afternoon session is being turned into workshop meetings and will include a new, open version of the labor-relations clinic. In the past, the labor-relations session has been closed. This year's meeting will also mark the first time a member of the National Labor Relations Board will take part in the convention. Sam Zagoria of NLRB will participate in the

## FCBA plans June seminar

Washington communications lawyers are going to have their first exposure to a high-domed, intellectual "think-tank" exercise in June when the Federal Communications Bar Association holds a three-day seminar in Williamsburg, Va.

Subject of the symposium is "Broadcasting and the Democratic Processes." The meetings, scheduled for mornings only, will be led by outside political scientists, sociologists and historians. Names will be made public when a full complement of panel leaders is assured. Communications attorneys and guests will receive advance reading material to enable them to prepare for the sessions.

The June 6-8 program is being arranged by an FCBA committee consisting of Robert L. Heald, general chairman; Marcus Cohn, program chairman, and John B. Jacob, banquet and social chairman.

workshop.

Other workshops on Monday will cover small-market radio, secondary-market television, Radio Advertising Bureau, Television Bureau of Advertising and automated radio and TV station operations.

**Format Change** ■ The National Association of FM Broadcasters, which will hold its annual convention in Chicago's Palmer House, March 29-31, is also changing its format. This year members will meet in three different groups representing large, medium and small FM markets. Each session will involve 30-minute presentations by speakers, followed by floor discussion.

Another convention being held in conjunction with NAB is the annual Association for Professional Broadcasting Education meeting. APBE sessions in the Pick-Congress, March 30-31, will be centered on "Tomorrow's World of Communications."

The opening session will have speakers from the National Aeronautics and Space Administration, the Department of Health, Education and Welfare, and a major satellite manufacturer.

## LBJ urges planning for CPB funding

President Johnson wants a long-range plan for financing the Corp. for Public Broadcasting to be worked out by the still-to-be-named directors of CPB and the secretary of health, education and welfare, the secretary of the treasury and the director of the Budget Bureau.

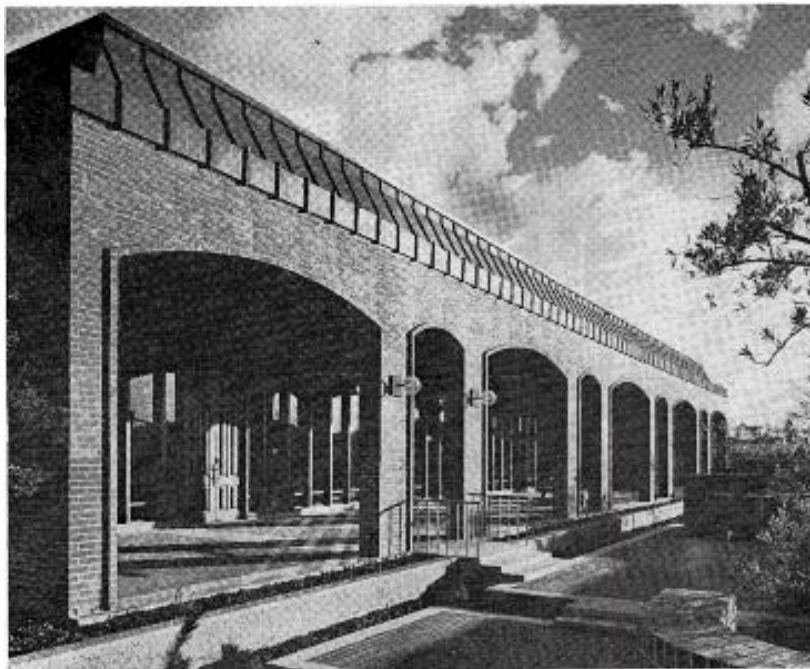
Although the President has named only two members of the CPB board (Dr. James R. Killian Jr. and Dr. Milton S. Eisenhower [BROADCASTING, Nov. 13, 1967]), the remaining members of the 15-man board are expected to be named shortly, possibly this week. All require Senate confirmation.

The President's call for planning for long-range CPB financial support was contained in his education message to Congress, which referred to his message last year stressing "the importance of a long-range financing plan which would ensure that public broadcasting would be vigorous, independent and free from political interference and control.

"The problem is complex," the President added. "It concerns the use of the most powerful communications medium in the world today. It should not be resolved without the most thorough study and consultation."

Earlier, in his budget message, the President asked for \$4 million to be appropriated by Congress for fiscal 1968, which ends June 30, and for \$20 million for fiscal 1969 that begins July 1 (BROADCASTING, Feb. 5).

Criticism of the projected expendi-



## KXTV moves into \$1.7 million facility

New home of Corinthian Broadcasting's KXTV-TV Sacramento, Calif., built and equipped at a cost estimated at \$1.7 million, was occupied by the station in mid-January and will be dedicated this spring. The building, at 400 Broadway, has 33,-

000 square feet of floor space and its new facilities for production of color commercials and color programs include Norelco Plumbicon cameras, an RCA T-K 27 color-film center, Ampex Videotape machines and Jamieson film equipment.

tures continued to mount; last week WMAL-AM-FM-TV Washington editorially called on Congress to "weigh the possible benefits against the expected cost" of CPB.

"We believe," the stations said, "Congress will find there are more important priorities in meeting the cultural and educational needs of the disadvantaged. Available information indicates that federally subsidized broadcasting may well prove an unnecessary and costly frill at a time of national fiscal crisis."

The WMAL stations are owned by the *Washington Evening Star*.

## CBS, program manager named in suit

A Philadelphia radio personality, whose contract was terminated by CBS-owned WCAU Philadelphia last August after seven years with the station, has sued CBS and Michael Grant, the station's program manager at that time, for libel and defamation.

The suit was filed by Robert Menefee, who has been a radio performer in Philadelphia for 20 years. He asks for damages of over \$10,000 and for punitive damages of the same amount. The

suit claims that after the contract was cancelled, Mr. Grant was quoted in a Philadelphia newspaper as saying that Mr. Menefee had been let go because his ratings were low. This injured him professionally and in the community, Mr. Menefee said.

## WZZM-TV edict stayed pending court ruling

West Michigan Telecasters (WZZM-TV Grand Rapids, Mich.), which faced an FCC order denying it operation of its translator station at Battle Creek during a hearing on the facility, has been given a reprieve. The commission last week stayed the effectiveness of its order to permit the District of Columbia appellate court to rule on West Michigan's request for a stay of that commission decision (BROADCASTING, Jan. 29).

West Michigan is in a dispute with WWU-TV (channel 65) Battle Creek over the effect the translator station would have on UHF operations in Battle Creek. One of the principals of WWU-TV is Mary Jane Morris, former secretary of the FCC.

# Dissenters assail denial of CATV test plan

## DECISION TO AWAIT LEGISLATIVE ACTION ATTACKED

Comments from individual commissioners on the FCC's rejection of proposed experimental CATV operations in Philadelphia and Goshen, Ind., surfaced last week, about a month after the commission had ordered its staff to draft orders turning down the plans (BROADCASTING, Jan. 15).

While the majority held fast to its claim it is awaiting a change in legal or political conditions before seeking the proposed data, it also continues to demonstrate a "record of refusing to seek empirical data over the years." That was the charge levelled by Commissioner Lee Loevinger, who dissented to commission rejection of both plans.

In January the commission denied reconsideration of a scaled-down Philadelphia test proposed by Suburban Cable TV Co., a subsidiary of Triangle Publications. Suburban had been turned-down in September when it proposed a larger version of the test (BROADCASTING, Oct. 9, 1967).

The commission also denied a test request by Valley Cablevision Corp., which is co-owned by WSJV(TV) Elkhart and WNDU-TV and WSBT-TV both South Bend, all Indiana (BROADCASTING, Oct. 16, 1967). Both tests were designed to measure the impact of CATV systems on local UHF stations in major markets.

**Awaits Congress** ■ Developments in copyright legislation this year that might affect the kinds of operations proposed was the principal reason cited in both rejections. However, in the Goshen test, the majority felt that the information gained from the experiment "would not in any event be central" to the principal basis of its major-market policy. That basis, it said, is to determine impact of CATV on independent UHF's. They noted that there is no

interest at the present time in activating channel 46 in South Bend. The co-owners of Valley Cablevision are network-affiliated U's.

Commissioner Robert T. Bartley pointed out that the combine of the three existing TV stations in Goshen "raises substantial anticompetitive, if not antitrust, questions." Commissioner Nicholas Johnson claimed the proposal was not an experiment at all, but "a thinly disguised commercial venture, designed to make money in ways which are presently prohibited by FCC policy." And Commissioner Kenneth A. Cox felt that the length proposed for the test (five years) would not provide information in time to assist the commission in deciding cases in the near future.

While but two commissioners (Robert E. Lee and Lee Loevinger) dissented to the commission rejection of the Goshen plan, the commission split 4 to 3 on the Philadelphia proposal. (Commissioners Bartley, Loevinger and Johnson dissented.)

Commissioner Loevinger claimed that both experiments "are the best and most adequate that there is any chance the

commission might permit." He further cited that the deficiencies and inadequacies noted in the proposals "result from an accommodation to the regulatory requirements imposed by the commission."

**Contradiction In FCC Policy?** ■ He noted that the commission admits it lacks data on the effects of CATV importation of distant signals and "pleads" that it needs data on the subject. Yet he said the commission "continuously and adamantly refuses to permit data to be sought and secured in the only effective manner, by experiment and experience." This refusal to permit an empirical investigation of the "crucial disputed facts" underlying commission action, he claimed, is "rationally inexplicable and indefensible."

Commissioner Johnson concurred with a suggestion by Commissioner Cox that such information sought in the CATV experiments might be garnered through a test designed by the commission, but using existing cable systems. The commissioner said he also agreed with an observation by Commissioner Bartley that it is the commission's responsibility to take the initiative in analyzing the implications of CATV.

Experiments, he said, should be an essential part of the commission's effort to discharge its responsibility of resolving important issues surrounding CATV. He added that "it should be up to us, not individual cable television entrepreneurs, to define how such experiments should be constructed and conducted, and precisely what results we want them to achieve."

## Second Thursday asks FCC to drop hearing

Second Thursday Corp., Nashville, whose planned stations' sales prompted a hearing by the FCC, has asked the commission to reconsider that order (BROADCASTING, Dec. 25, 1967). The company claims it "is literally moments away from bankruptcy" and cannot continue operations long enough to complete the hearing.

Second Thursday proposed assigning a construction permit for an FM station in Nashville (WSET-FM) as well as its license for WWGM Nashville to Apex Communications Corp. for a total of \$215,000. Financial losses for WWGM totalling \$256,000 over the past five years were cited as reason for proposing the sale.

But the commission said this reason was "unimpressive," since the company had prosecuted its FM application to demonstrate financial ability to build and operate an FM station. That an initial decision in the FM hearing (six months prior to the assignment pro-

### TV members over 80%

Television membership in the National Association of Broadcasters has gone over the 80% mark for the first time. As of Jan. 1, NAB had 524 commercial TV stations on its rolls of the 648 licensed by the FCC. Of the 648 only 22% are UHF's. NAB's roster, however, shows 53% of those U's are members.

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## Mutual enters pact to train students

On-the-job training will be provided broadcasting students at stations affiliated with MBS under a new agreement by the network and the Institute of Broadcast Arts, Milwaukee, a communications school. Students would train at participating stations, with on-air time confined to noncommercial broadcasts, such as delivery of public-service messages.

School and network officials at a news conference in New York said the agreement has the potential of becoming a "farm system of broadcasting."

Under the arrangement, stations would negotiate with the school and be paid on a basis of each student trained, while Mutual would receive a flat fee for each of its affiliates taking part. In effect, it was said, stations obtain from the institute a "first refusal" to the students. MBS affiliate KWNT Davenport, Iowa is already taking part in the program, it was noted. Mutual plans also to set up a training program under the project at its offices in New York.

Matthew J. Culligan, MBS president, stressed that graduates would be equipped for careers in a field in which there is now an "acute"

shortage of trained and qualified young people.

The network's cooperation includes encouragement of radio stations to establish broadcast centers (there are 532 stations in the network); use of leased lines to transmit news about the school and its activities, and possibly feeding over these lines lectures on broadcasting to those stations acting as training centers.

Students would work at the stations under supervision, according to Melvin B. Raskin, executive vice president of the proposed training facility. The trainees would be required to complete 260 hours of "classroom" training. The Institute of Broadcast Arts operates in seven states as a technical school. Courses are taught by working professional broadcasters. Hugh Downs, Arlene Francis and Johnny Olson serve on its board of governors.

Though MBS affiliates will now get "first refusal," the Institute has on-job arrangements with various stations in the country. At present, there are tie-ins with WAMO Pittsburgh; WQFM(FM) Milwaukee; WXFM(FM) Elmwood and WTAQ La-Grange, both Illinois.

posal) found Second Thursday qualified, the commission said, makes it necessary to question the company's "good faith" in prosecuting its FM application. And the company's representations with respect to that application prompted the commission to order a hearing on the renewal application of WWGM as well.

## NLRB backs AFTRA in Milwaukee dispute

The National Labor Relations Board, affirming the decision of a trial examiner, has ordered WISN-AM-FM Milwaukee to cease and desist from discouraging union activities among its employees.

Samuel Singer, the NLRB trial examiner, told the Hearst stations to refrain from discouraging membership in the American Federation of Television and Radio Artists and also to refrain from urging employees to withdraw from union affiliation and activity.

A staff announcer who had allegedly been discharged from the stations because of his union sympathies was ordered to be reinstated. Hearst's television outlet in Milwaukee, WISN-TV, is not involved in the dispute.

## Media reports . . .

**FC&B expands CATV interests** ■ Start of engineering and preconstruction activity on a CATV system in Pueblo, Colo., (30,000 households) was announced last week by Foote, Cone & Belding, the majority stockholder. The system is expected to be operational by late spring. Pueblo is FC&B's second CATV investment, the first being a majority interest in WEOK Cablevision in Poughkeepsie, N. Y. FC&B CATV operations are headed by Louis E. Scott, senior vice president and a director.

**Shopping survey** ■ WJXT-TV in Jacksonville, Fla. is continuing its survey program which provides advertisers, agencies, and station management with varied information about the local television audience. The most recent effort is the fourth in a series of market surveys dealing with grocery shopping habits of Jacksonville housewives. Data have been compiled in such a manner as to present a profile of the local shopper which is of value to advertisers. The survey is the 18th market study conducted by WJXT-TV since initiating the program in 1961.

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# TV networks hurry plans for fall

## HOPE TO WRAP UP SCHEDULES SOON AND START SELLING EARLY

The new network television shows in prime time next season will include comedy, science fiction, private-eye stories and pretested spin-offs from series or from movies made for television.

A preview of what new programing may consist of next season was provided last week by "most likely" program lists made available by network and advertising-agency sources.

All three networks were depicted as rushing plans for the 1968-69 season schedules with hopes of presenting them in full—or nearly so—for advertisers by the end of the month. CBS-TV officials set Feb. 22 as that network's target date for a full schedule, and ABC-TV and NBC-TV indicated they were not far behind.

Aside from a continuing trend to longer programs—particularly the movie form; there'll be seven movie nights on the networks next season—controls are being tightened on the number of pilots developed. Estimates were that the networks will each seek to limit pilots to 10-15, down from the approximate 20 pilots that each of the networks committed last year.

There's a drastic reduction reported in the production of one-hour pilot programs. Though half-hour pilots are being made or committed, few producers have network approval to film one-hour pilots, which in cost were estimated to range from \$100,000 on up to \$300,000.

Current practice is to present one-hour series hopefuls in any one of several forms, as in "film presentations"; as an episode within an existing TV series now, or first as a motion picture

made expressly for television.

The status of current planning at each of the networks is presented below, with identification of new shows deemed "most likely" to make the schedules or which otherwise are strong contenders, and with conjecture as to series considered doubtful to continue next season:

### ABC

Officials at ABC said prospects for the new season picked up considerably at midseason and what had appeared a necessity for wholesale revamping of the schedule has been modified considerably.

Identified as "most likely" new series for next season's schedule on ABC are these three one-hour shows:

- *Land of the Giants*. Science fiction-fantasy coproduced by Irwin Allen and 20th Century-Fox.

- *The Outcasts*. A Screen Gems production with Don Murray in a leading role about two cowboys, one a Negro.

- *Mod Squad*. A Thomas/Spelling production with a format built around a special police squad in Los Angeles which contends with hippies.

Also a front-runner is a half-hour comedy by Screen Gems entitled *The Ugliest Girl in Town*, produced by Harry Ackerman and with stars Patricia Blake and Peter Kastner.

Reported as other contenders for ABC's schedule were half-hours *The Princess and Me* (Screen Gems-Harry Ackerman), a comedy with Barbara Hershey and Jeremy Slate, and *Here Come the Brides*, also Screen Gems, and starring Joanna Moore and described as a comedy about a boatload of brides who go west.

One-hour shows in contention for ABC: *The Survivors*, a serial, written by Harold Robbins; *Nick Quarry*, private-eye production by 20th Century-Fox starring Tony Scotti, for which a presentation film has been made; *Tales of the Unknown*, also a Fox presentation film, shot on location in England; *U.S.*, filmed as a two-hour movie by Sidney Sheldon via Screen Gems, the one-hour dramatic series to be spun off.

Shows at ABC that have failed to gain ratings traction—aside from *Batman* which will be dropped this spring with a comedy replacing it—include the following, said to be almost certain to be off the schedule come next fall: *Voyage to the Bottom of the Sea* (*Land of the Giants* is being readied for that spot in the Sunday schedule, 7-8 p.m.) and *Off to See the Wizard*. In addition, the 1968-69 fate of *The Invaders*, *Rat Patrol* and *Felony Squad* is said to be questionable.

ABC officials note a ratings pickup sparked by *It Takes a Thief*, *The Avengers* and *Operation: Entertainment*, all three midseason replacement series on Tuesday, Wednesday and Friday respectively. These programs, it was pointed out, have not only performed better in the ratings than the shows they replaced but also have boosted ratings for other shows those nights. The return of *The Hollywood Palace* to Saturdays and the move of *Invaders* to a later time period on Tuesday have also paid off in the ratings, ABC officials said.

ABC emphasized the strong showing with young adults of several of its present shows. Said one executive, "our reprogramming at midseason proved to be successful enough to hold some seven-and-a-half hours of programing that otherwise would have been in deep trouble." Already renewed for next season: *FBI* at 8-9 p.m. on Sundays.

### CBS

CBS spokesmen note the network expects only a few program changes for the next season. Lucille Ball has already signed for 1968-69, and a new half-hour comedy that will star Doris Day in her first television vehicle was reported close to becoming final. The Doris Day show is the likely replacement at Tuesday, 9:30-10 p.m., for *Good Morning, World*.

Others in the front at CBS:

- *Hawaii Five-O*. One hour or 90-minute series, produced as two-hour

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feature by Leonard Freeman Productions, with Jack Lord in a private eye format. The movie was filmed on location in Hawaii.

▪ *The Big Prize*. Another spinoff of a two-hour movie made by Universal and Public Arts (Roy Huggins) with Sean Garrison in a one-hour series about auto racing.

▪ *Lancer* (formerly known as *Highriders*), a one-hour western produced by 20th Century-Fox about two brothers, one an easterner, and one a westerner (stars Jim Stacey and Wayne Maunder).

A half-hour comedy spun off from the *Andy Griffith Show* will replace *Griffith* next season. The show, *Mayberry R.F.D.* will star Ken Berry and will be produced by Mayberry Enterprises.

Also in contention at CBS: *Higher and Higher*, one-hour detective comedy resembling *The Thin Man* in approach, filmed in New York City and produced by Jacqueline Babbin; *European Eye*, produced by 20th Century as a one-hour series about an American detective who works out of London.

Still others mentioned to have association with CBS: the half-hour comedies, *Stanley Against the System*, produced by Dick Dorso, Bob Sweeney and Marty Melcher; *Missy's Man*, starring Jack Sheldon and Dwayne Hickman and in which three former Marines adopt an Oriental child; *The Good Guys* (through Talent Associates and with Leonard Stern producing and with Bob Denver the star), about a cab driver and a restaurant owner; *Blondie* (Kayro Enterprises-Universal TV co-production) and *Harry and David*, (also Kayro-Universal); *Rome, Sweet Rome* via Ed Sullivan's production firm with writing by the comedy team of Wayne and Shuster. A one-hour contender: *The Man from the 25th Century*, science fiction produced by 20th Century and Irwin Allen, and said to be a possibility to replace *Lost in Space* should that series be dropped next season.

The current shows considered vulnerable at CBS are *He and She*, *Good Morning, World*, *Cimarron Strip* (90-minute show) and *Lost in Space*. Questionable is *Mannix*.

#### NBC

A substantial portion of NBC's schedule has been announced for next season, including three movie nights (Monday, Tuesday and Saturday) and the 90-minute "motion picture type" series, *Name of the Game*, on Friday. NBC has the longest list of contenders, among which the firm new series would appear to be these three:

▪ *The Outsider*. A one-hour spinoff of the "World Premiere" motion picture of that title and starring Darren McGavin. Universal-Public Arts (Roy

Huggins) is the producer.

▪ *The New Adventures of Huck Finn*. A half-hour, live-animated Hanna-Barbera production that would be slotted in a 7:30 period, the night not yet selected.

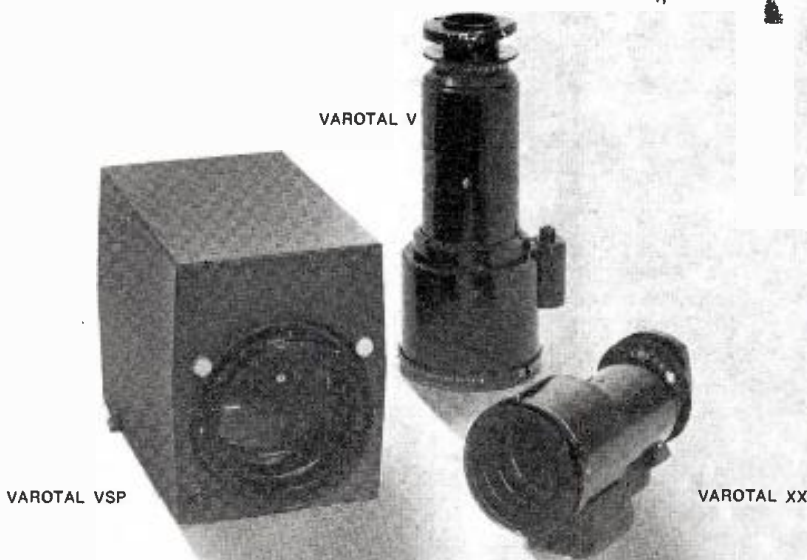
▪ *Adam-12*. A half-hour police story dealing with the youth problem as in ABC's *Mod Squad*. A Jack Webb-Universal TV production starring Martin Milner.

Others in the list include these one-hour shows: *The Hardy Boys* from 20th Century; *The Adversaries* with Burl Ives (two brothers operate a law firm in San Francisco), a Universal-Huggins "World Premiere" spinoff; an-

other such spinoff, *The Big Train*, a spy story filmed in Europe; *Chinook* from David Dortort/Xandu Productions, a western filmed on location in the Pacific Northwest; *P.O.V.* (formerly *The Scene*) also from Dortort/Xandu and also a spinoff of a two-hour film about a group of young people who start *Point of View*, a national magazine; *The Brothers Kanopolis* from Thomas/Spelling Productions, a spinoff from an episode telecast in the *Danny Thomas Hour* this season.

Also identified as one-hour vehicles: *My Friend Tony* via Sheldon Leonard Productions, about a criminologist played by James Whitmore; *The City*

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*Beneath the Sea*, science fiction from 20th Century-Allen; *Joaquin Marietta*, also a 20th Century presentation film described as a "Robin Hood of the West" with Ricardo Montalban as the star; a Phyllis Diller musical variety show said to be in development.

Half-hour comedies for NBC: *Sheriff Who?* by the Mirisch Co.; *Julia* (formerly *Mama's Man*) starring Diahnn Carroll and Lloyd Nolan; *The Ghost and Mrs. Muir* with Hope Lang and Edward Mulhare in the starring roles with production by 20th Century, which also released a movie by that name in the late 1940's; *Doc*, from Filmways-Jay Somers, which was formerly offered to CBS and stars Forrest Tucker; *Perils of Pauline* (Kayro enterprises-Universal TV) with Pamela Austin, the Dodge Rebellion girl; *Walt's Girls*, about an advertising executive and his two daughters, starring Craig Stevens via Sidney Sheldon-Paramount TV; *Pioneer Spirit*, about a family who settles in contemporary Alaska (Filmways-Somers), and on the drawing boards a vehicle for Bob Newhart with Nat Hiken writing.

According to network and agency sources, NBC's *Danny Thomas Hour*, *Run for Your Life* and the *Bell Telephone* specials will not be back next season. Considered "iffy" are *Mothers-in-Law*, which Procter & Gamble may replace on Sunday, 8:30-9; *I Spy*, *I Dream of Jeannie*, *Tarzan*, *The Monkees* and *The Saint*. The *Jerry Lewis Show* may return but in an earlier time period, and *Star Trek* probably will also be scheduled in a new time period.

The *Rowan and Martin Laugh-In* may be continued next season. Kraft, currently the sponsor of *Music Hall*, is expected to revive network TV's former *Comedy Hour* series format using hosts on a rotating basis.

## Sullivan gets NATPE award in New Orleans

Ed Sullivan took a memory-filled walk through 20 years of television last week after being named "man of the year" by the National Association of Television Program Executives.

Receiving the award at NATPE's fifth annual convention in New Orleans on Thursday (Feb. 8), Mr. Sullivan recalled how his own printed words had come back to haunt him.

As a sports writer for the *New York Evening Mail* in the 1920's, he said, "I gave Helen Wills the nickname of 'Little Miss Poker Face.' Years later when I went into TV and you guys described my frozen face staring into your living rooms and scaring the life out of your families, Helen Wills wired me: 'Dear Ed: How does it feel? Love, Helen.'"

Peter Kizer, WOOD-TV Grand Rapids, Mich., NATPE president, praised Mr. Sullivan for his "foresight, his gauging of the public's tastes and his ability to blend a wide range of entertainment specialties into bright, fresh packages."

**Local Honors** ■ Another convention highlight was presentation of the first annual NATPE awards for local programs. Nine programs in a total of six categories were named. In three categories—children's programs, drama and game-quiz—the judges found no entries worthy of awards.

Four of the nine programs were in the documentary field: *The Search*, a review of religious practices, WSB-TV Atlanta, produced by Ray Moore and Gy Waldton; *Our Vanishing Fresh Air*, WFIL-TV Philadelphia, produced by Gunnar Black; *Illinois Sings*, WBKB-TV Chicago, produced by George Paul; *A*

*Brush with Nature*, WHAS-TV Louisville, Ky., produced by Robert Sweeney.

Other categories and winners: Interview—*Here's Barbara*, WMAL-TV Washington; Education—*Educations Challenge and Commitment*, WSJS-TV Winston-Salem, N. C.; Variety—*The Al Capp Show*, WNAC-TV Boston; Music-Dance—*UNESCO Showcase Special*, WKBT(TV) Miami; Weather—Dec. 8, 1967 program of Sonny Eliot's WWJ-TV Detroit weathercast.

The programing competition is for shows produced by production and programing staffs rather than entries from the news departments.

The three-day meeting opened last Wednesday and was held in the Royal Orleans hotel.

## WXUR hearing raises notification issue

Should small radio stations be required to notify persons and groups that they have been attacked on the air?

That question was raised last week during an FCC hearing in Media, Pa., which will determine whether WXUR-AM-FM Media, Pa. should be renewed.

WXUR attorney Benedict Cottone brought up the issue while attacking the fairness of the FCC fairness doctrine.

His criticism of the doctrine came during cross examination of the Institute for American Democracy (IAD) Executive Director Charles R. Baker.

Mr. Baker, a witness for FCC Broadcast Bureau, had testified his organization was attacked by WXUR and was not notified of the attacks as required by the FCC.

Mr. Cottone said the station has always, "even if some times late," offered free time to persons and groups who have been attacked on the air. The thrust of the Broadcast Bureau's charges he claimed was that the station did not comply with the "technicalities" of notifying persons attacked.

**Monitoring Question** ■ Mr. Cottone argued that it is difficult for small stations to fulfill this obligation and claimed they should not be required to do so when the person or organization attacked is able to learn of the attack on its own.

Mr. Baker had testified earlier that the IAD has a number of volunteers who listen to radio shows and notify the organization about any alleged attacks. He said IAD learned of the alleged WXUR attacks from sources other than the station.

Broadcast Bureau attorney William A. Kehoe Jr. took issue with Mr. Cottone's argument. "Mr. Cottone wants the licensee to be able to wash his hands

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of the responsibility of monitoring attacks . . . and put it in the hands of the listener," he said. "This is not the intent of the fairness doctrine."

Hearing Examiner H. Gifford Irion gave no indication of his feelings on the matter but said it was an important question which must be faced squarely in the near future.

Mr. Baker was one of three persons to take the witness stand during the ninth week of testimony in the hearing which began Oct. 3, 1967 with a recess in December.

The week marked the conclusion of the Broadcast Bureau's testimony and the hearing recessed until March 11 when WXUR's attorneys will present their witnesses.

WXUR has been charged with violating the fairness doctrine by presenting unbalanced programming—slanted to the extreme right wing—and failing to offer free reply time to persons and groups attacked.

A total of 19 civic and religious groups that petitioned the FCC for the hearing also charged the station broadcast anti-Negro, anti-Semitic and anti-minority remarks.

The station licenses have been up for renewal since August 1, 1966, but FCC action has been withheld pending results of the hearing.

WXUR is operated by Brandywine-Mainline Radio Inc., which is owned by Faith Theological Seminary Inc. of Elkins Park, Pa. headed by Rev. Doctor Carl McIntire, fundamentalist minister who broadcasts over the station.

## Schlatter-Friendly spreading its wings

George Schlatter-Ed Friendly Productions, Burbank, Calif., plans to branch into production of feature films and a tent variety show this summer from the TV specials and series in which it has concentrated for the past eight months.

Mr. Friendly, a partner in the company organized last April, said four motion pictures are in various stages of development (two are musicals and two are comedies) and a tent show adaptation of "The Legend of Robin Hood" is under consideration for this summer. He noted that this latter venture is on offshoot of a 90-minute special that will be carried on



Mr. Friendly

## Atlanta plans film festival

The Atlanta International Film Festival will be held at the Roxy theater in Atlanta April 8-13 with five categories eligible for prizes. Applications for entries may be sent until Feb. 20 to the festival at drawer 13258k, Atlanta 30324.

Awards will be given for features, documentaries, short subjects, TV commercials and experimental films. Co-sponsors of the festival are Eastern Airlines, Eastman Kodak and Cinema East, a film-production company in Atlanta headed by J. Hunter Todd.

NBC-TV on Feb. 18 sponsored by the American Gas Association at a cost of about \$900,000.

Mr. Friendly was in New York to conduct negotiations with NBC-TV on renewal for the *Rowan and Martin Laugh-In* series, which began on the network a month ago. He has high hopes that the series will continue in the 1968-69 season but said a firm decision will not be made until next month.

"We know it's been penciled in tentatively," he remarked. "And we're pleased that in the rating information available to date, we have scored very well in New York."

**Trend in Comedy** ■ He said that the initial success of *Laugh-In* and the continuing acclaim of the Smothers Brothers on CBS-TV indicates that "contemporary, irreverent comedy" is the vogue of 1968.

In development at Schlatter-Friendly for the 1968-69 season, according to Mr. Friendly, are 18 specials and two series. "One is a different kind of musical and the other a different kind of comedy," he said.

## Weisberg heads new cable program firm

The establishment of Telemation Program Service Inc., New York, to supply CATV systems with feature films, syndicated programs, sports and specialty shows was announced last week by Robert Weisberg, president (CLOSED CIRCUIT, Feb. 5).



Mr. Weisberg

The company will enroll CATV systems as members on a fee basis and will negotiate with distributors for product, with the systems signing the contracts. Mr. Weisberg, who resigned as vice president of the Trans-Lux Distributing Corp. to assume his new post, told a news conference in New York last week that Telemation Program Services was formed to fill a need that will arise as more CATV systems originate programming. He indicated that several systems already have signed as subscribers.

Other officers of TPS are George Hatch, veteran broadcaster and CATV owner, who is board chairman; Lyle Keys, president of Telemation Inc., a supplier of origination equipment for CATV, who is vice president, and Bob Magness, president of Community Television Inc., owner of CATV systems, who also is a vice president.

Mr. Weisberg said that Telemation Program Services is an independent company in which he shares an ownership along with Telemation Inc., Community Television Inc., and Film Services Inc., Denver, a buyer of programming for TV stations.

Television Program Services Inc. will have headquarters at 521 Fifth Avenue, New York. Telephone is 986-0571.

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## Rivals whittle away at CBS-TV Nielsen lead

NBC-TV narrowed the ratings gap between it and CBS-TV in the Nielsen report covering the two weeks ended Jan. 21. The average ratings for the two networks in the 7:30-11 p.m. period were CBS-TV 21.6 and NBC-TV 20.2. ABC-TV was 2.9 rating points behind CBS-TV at 18.7.

The preceding report showed: CBS-TV 22.6, NBC-TV 20.1 and ABC-TV 18.9.

ABC-TV's winter replacement series, *It Takes a Thief*, scored high—a 22.0 rating and was in 25th place. Of the new shows this season, only *Gentle Ben* on CBS-TV (number 9) and *Mothers-in-Law* on NBC-TV (number 26), made the top-30 program list.

## NEA gives rundown on grants to ETV

Educational television stations and groups received \$788,300 in matching grants from the National Endowment for the Arts during the fiscal year ended last June 30, 1967, the federally-subsidized agency reported last week.

Grants were made principally on an unrestricted basis to WNDT(TV) Newark-New York, \$625,000; National Ed-

ucational Television, \$75,000; Educational Television Stations Program Service of the National Association of Educational Broadcasters, \$68,300; and WTTW(TV) Chicago, \$20,000. The stations and groups had to raise the same amount in order to receive the endowment's funds.

The grants were made for programs, ranging from WNDT's *Sunday Showcase* series to WTTW's *Chicago Festival* arts series, and to permit free distribution of these programs to other noncommercial, educational stations.

The endowment was established in 1965, and provided \$10.5 million in grants in fiscal 1967, supplemented by nearly \$16 million in contributions from states and cities, private agencies and individuals.

## WBC features Frost in four TV specials

Westinghouse Broadcasting Corp.'s production and syndication arms will be going to work on a series of four one-hour film specials with David Frost, a writer and one of the stars of both the British and American *That Was The Week That Was*. The shows will be presented on WBC stations and placed into syndication.

Mr. Frost will arrive in the U. S. in March for filming the first, a series of interviews with leading U. S. political

personalities, which will be available for showing in mid-May. Mr. Frost will present a number of English performers in another of the color hours.

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

## Unhappy about time, WVUE drops Olympics

WVUE(TV) New Orleans, an ABC-TV affiliate, announced last week it is not carrying ABC-TV's coverage of the Winter Olympics because the network rejected the station's request to present the sports programming on a delayed basis.

Douglas J. Ellison, general manager of WVUE, said that if the station carried the 27-hour coverage in the time slots selected by ABC-TV, it would have been necessary to eliminate 12 of the station's most popular programs. A spokesman for WVUE later said the planned nightly 15-minute recap at 11:15 p.m. (New York time) would have encroached on the first quarter-hour of *Perry Mason* and other coverage on a popular movie segment. The station, he said, offered to carry the coverage at 12:15 a.m. New York time, which is 11:15 p.m. in New Orleans.

ABC-TV said it offered to provide the recap at 11:30 p.m. inasmuch as several stations had asked for a later time period, but this proposal was not acceptable to WVUE. A network spokesman said that the Winter Olympic coverage, which began last week, is being carried on WWOM(TV) New Orleans, a UHF station.

## Carnegie grant spurs EEN plans for specials

The Eastern Educational Network (EEN) last week announced plans for "a minimum of 10 and a maximum of 20" live interconnected public affairs and cultural specials to be produced by affiliates before June 1968 under a \$250,000 grant for such programming from the Carnegie Corp. of New York (BROADCASTING, Jan. 29).

The Carnegie grant was formally accepted and the programming plans were discussed at EEN's annual meeting in Boston in early February.

Three program projects were specifically approved at the meeting: on Thursday, March 7 (8:30-10 p.m.) WNDT(TV) Newark-New York will produce a 90-minute exploration, "probably on a four-city basis," of unionism among public employees (teachers, fire-

## Missourians get facts from better source

A ribbon-cutting ceremony has officially opened a broadcast center in the Missouri state capitol building. The communications center was created by the Missouri Broadcasters Association to provide radio-TV facilities to record reports from legislators and state officials for MBA's member stations and for station newsmen to use when covering stories in the capitol. In addition, the center provides a training ground for graduate students at the University of Missouri school of journalism. Those students will give stations calling into the center a daily news report on capitol events.

The center's idea was initiated a year ago by MBA and culminated in a \$21,000 appropriation by the state to pay for construction. The center contains radio and television recording studios and a reception area. Equipment, staffing and all operations are under the direction of MBA.



Missouri Governor Warren E. Hearnes cuts the ceremonial ribbon. With him are State Representative Robert E. Young, former broadcaster who sponsored the center's appropriations bill, and MBA President Bob J. Wormington, general manager of Taft Broadcasting's WDAF-TV Kansas City, Mo.

men, policemen, etc.). On Monday, March 11 (7:30-10 p.m.), WMEB-TV Orono, Me., will produce coverage of an actual town meeting. Also in early March, WNED-TV Buffalo, N. Y., will handle a live performance telecast from the Buffalo Festival of the Arts.

The EEN project committee authorized coverage of particularly timely events, such as Senate hearings (WETA-TV Washington is an affiliate), United Nations sessions, and others, as their immediate newsworthiness dictates.

## DGA-producer talks may snag on procedures

A strike by the Directors Guild of America, which represents almost all television and motion picture directors in the country, loomed last week against the nation's television and movie producers over a difference on procedures for bargaining. Individual producing companies have sent letters to the directors guild pointing out that their collective bargaining contract ends April 30 and suggesting that negotiations for a new contract begin immediately.

The letters stress that the individual companies have chosen the Association of Motion Picture and Television Producers to conduct negotiations on their behalf. But the DGA earlier had formally stated that it would negotiate new contracts only with individual producing companies, not with the management association as the representative of all firms (BROADCASTING, Feb. 5).

There's a possibility that a strike may come about even before negotiations for a new contract are started.

## T-L project seeks to close racial gap

Time-Life Broadcasting stations, in connection with the urban crisis in their cities, have announced plans for programming aimed at "the creation of a dialogue with colored people, who are more apt to listen to radio and watch television than read newspapers and magazines."

Time-Life general managers, meeting in New York Jan. 31 and Feb. 1 to review plans in this area, agreed that no one formula will work for all cities and that one problem will be to be constructive without being "incendiary."

All five Time-Life stations will assign editorial teams to research local problems. Several have been at work since last fall. The stations are WFBM-AM-FM-TV Indianapolis; KERO-TV Bakersfield and KOGO-AM-FM-TV San Diego, both Calif.; WOOD-AM-FM-TV Grand Rapids, Mich., and KLZ-AM-FM-TV Denver, Colo.

## Movie effects on TV analyzed in B&B report

The continuing popularity of motion pictures on the television networks may well lead to double features, with the early-evening film geared to the younger set, according to an article in *B & B Impressions*, a new newsletter issued last week by the media and programing department of Benton & Bowles.

"This extent of movie programing appears possible due to the renewed growth of the Hollywood movie industry, and because the networks themselves are more and more coming to the fore, supreme court willing, as producers of full-length movies," the newsletter stated.

The article pointed out that the most successful of the new shows this season were those not programed directly against movies and cited as examples *Gentle Ben* and *Carol Burnett Show*, both CBS-TV, *Ironsides*, *Jerry Lewis Show* and *The Mothers-in-Law*, all NBC-TV. It noted that in the latest four national Nielsens, not a single new show appeared in the top 15 and in the same period only seven or eight new shows made the top-50 list.

The newsletter, which will be issued at least eight times a year, observed that the current (1967-68) season represents "a better year for new-show performances" than did 1966-67. It reported that only six of the 26 new shows this year have been canceled, as compared to 13 of 35 in 1966-67.

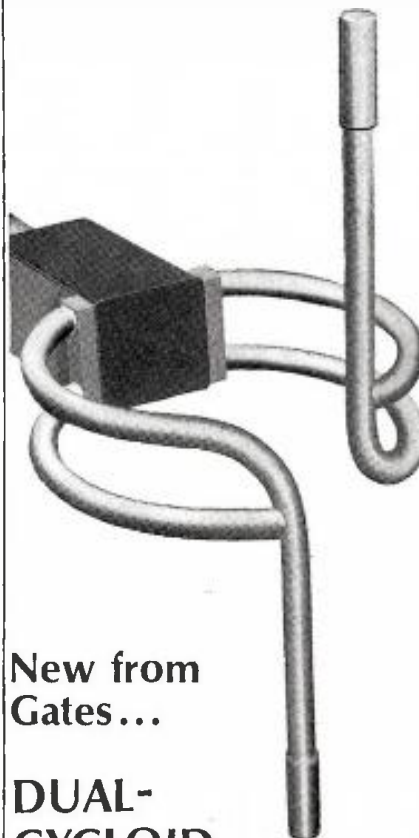
## A good month at Wolper

Wolper Television Sales reported last week that it achieved the largest month's gross in its 10-year history in January when sales of its syndicated programs amounted to \$600,000. Wynn Nathan, general sales manager of the Metro-media company, said that more than 60 different sales were made in January, paced by the *Truth or Consequences* series, which accounted for 10 new sales and 17 renewals and is now sold in 78 markets.

## ETV program guide

The Television Information Office and The Teacher's Guides to Television Inc. have entered into a corporate venture to produce guides on TV programming for classroom use by teachers. These teacher's guides to the major cultural and information programs on the three networks will be offered to schools at a cost of \$1 for a semester's service. Further information may be obtained from The Teacher's Guides to Television, 745 Fifth Avenue, New York 10022.

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# Newsmen where the action is

Networks escalate coverage during Vietcong offensive; reporters become casualties

The networks' news coverage of the Vietnam war was stepped up for the Vietcong offensive that began Tuesday, Jan. 30, and was still going on last week. News staffs there were increased and special reports via satellite were used. Several network newsmen and Vietnamese stringers were wounded in the fighting.

CBS News led off on Jan. 30 with coverage via satellite of the battle around the airbase and in the city of Danang by Jeff Gralnick and Alex Brauer, both later wounded. Mr. Brauer was hit in the stomach by a fragment of a machine-gun bullet while covering the fighting in the village of Nam that day. Mr. Gralnick received a gunshot wound in the leg the following day.

Later during the offensive, NBC newsman Howard Tuckner was struck by shrapnel, and Igor Oganessoff of CBS News was wounded in the neck and was evacuated to Tokyo. ABC cameraman Tran Duc Suu was lightly wounded

by rocket fragments during the fighting in the Cholon district of Saigon. ABC soundman Nguyen Thanh Long received a gunshot wound in the right leg, also in Saigon.

Vo Thanh Son, a stringer accredited to CBS but who also sold film to ABC, was captured Tuesday (Feb. 6) when he took a wrong turn into a block in Cholon held by the Vietcong. According to both ABC and CBS sources, he and two other captured South Korean newsmen and three South Vietnamese Army officers were stood against a wall and machine gunned. All but Vo were killed, and he fell with the rest pretending to be dead. A Vietcong officer had begun administering the coup de grace when a U.S. Army helicopter gunship flew in low over the alley. The officer ducked into a house. Vo seized the opportunity to jump up and run away. He later found his way to an allied hospital.

**Instant Service** — ABC News used three Pacific satellite transmissions in its coverage between Jan. 31 and Feb. 3, and sent a three-man unit headed by Sam Jaffe from Hong Kong to Saigon.

CBS News made extensive use of the satellite, transmitting film from Tokyo 10 times between Jan. 30 and Feb. 8, once for its 15-minute late-night special *Saigon under Fire*, and twice in one day for the regular morning and evening news of Feb. 1.

NBC News produced three special programs on the offensive, each employing satellite transmissions: between 11:30 and 11:45 p.m. Wednesday, Jan.



NBC newsman Howard Tuckner, wounded in the Vietnam fighting last week, was shown earlier in a film report dodging gun fire outside the American Embassy in Saigon. The film was on the Jan. 31 Huntley-Brinkley report.

31; 7-7:30 p.m. Saturday, Feb. 3, and 6:30-7 p.m. Sunday, Feb. 4. It also used the satellite for regular evening-news programs on Jan. 31 and Feb. 1, 2 and 6. The NBC News bureau in Saigon headed by Ron Steinman was increased from 32 to 42 men to become what an NBC spokesman described as "the largest foreign bureau of a single news organization."

NBC announced Thursday (Feb. 8) that a 90-minute special, *What Are We Doing in Vietnam?* examining the events in Vietnam and Korea in the last two weeks, would be presented yesterday (Feb. 11, 3-4:30 p.m. EST).

## It's time to order convention credentials

A hurry-up call is being made for accreditation applications—but only for "bona fide active radio-television newsmen"—for the national Republican and Democratic conventions. Letters listing names and titles of applicants, certified by the news directors of stations that plan coverage, should be sent to Bill Henry, chairman, 1968 political conventions committee, House Radio-TV Gallery, room H-310, The Capitol, Washington 20515.

Deadline for filing is March 15. Stations were asked about work space needs last September, the committee notes, but all who then responded to the survey should now reaffirm their requests. Others should make their needs known promptly, it was indicated. Applicants are advised that prices for space and



NBC-TV's 'Huntley-Brinkley Report' via satellite on Feb. 2 presented one of the more stark realities of the war in a film sequence in which South Viet-

namese Police Chief General Loan (replacing pistol in holster at left) executed a Vietcong terrorist. Report was by satellite from Tokyo.

facilities in the convention halls or in the headquarters hotels will be forwarded as soon as possible.

Applications for housing should also be made now, the committee adds, but needs for the Republican convention (Aug. 5, Miami Beach) should be sent to Harley B. Markham, P.O. Drawer 4518, Pocatello, Idaho 83201, until March 1, then to him at the Fountain-bleu hotel, Miami Beach 33140.

Applications for Democratic-convention housing (Aug. 26, Chicago) should be sent to Blake Gillen, director of housing, 1968 Democratic Convention, Suite 1101, the Conrad Hilton hotel, Chicago 60605.

## 20th Century-Fox sells 'Batman' in 15 markets

Twentieth Century-Fox Television has placed 120 half-hour episodes of *Batman* into syndication, and has sold the series in 15 major markets, it was announced last week by Alan Silverback, vice president in charge of syndicated sales.

The series, which has been on ABC-TV since January 1966 and is completing its network cycle, has been sold to WPIX(TV) New York; KCOP(TV) Los Angeles; WGN-TV Chicago; WIBF(TV) Philadelphia; WNAC-TV Boston; CKLW-TV Windsor, Ont.-Detroit; KEMO-TV San Francisco; WTCN-TV Minneapolis; KHVH-TV Honolulu; WHNB-TV Hartford-New Britain, Conn.; KTNT-TV Seattle-Tacoma; KWGN(TV) Denver; WCKT(TV) Miami; KORK-TV Las Vegas, and KPVT(TV) Portland, Ore.

## 'Think Bank' to provide detailed news analysis

The Triangle Stations have introduced "The Think Bank," a concept under which specialists in various fields in each of the group's broadcast markets will be utilized for commentary and analysis in late news and special programs, it was announced last week by George A. Koehler, general manager of the group.

For each of the six markets in which Triangle operates 16 AM, FM and TV stations, an expert has been chosen in such fields as agriculture, art, business, crime, education, finance, insurance, labor, law, space, military, music, politics, psychology, religion, science, transportation and urban problems.

Broadcasters who are interested in establishing their own "Think Banks" may receive additional details from Tom B. Jones, director of programming, Triangle Stations.

# The right nod, all it takes

## Presidential 'indication' results in Rusk, McNamara being on 'Meet the Press'

How did Secretary of State Dean Rusk and retiring Secretary of Defense Robert S. McNamara both happen to show up on an elongated *Meet the Press* on NBC Feb. 4?

The one-hour interrogation of both notables, on a program normally occupying a half hour, touched off a rumble of speculation in Washington government and news circles. Among the charges, both published and private: that the program was "planned" by the White House; that the White House "approved" the panel members; that the program was "controlled" by the White House; that the panelists were asked by the White House to "go easy" in their questions.

The appearance of Secretary Rusk even became an incident in the "cold war" between the Senate Foreign Relations Committee and the administration. Chairman J. William Fulbright (D-Ark.) was reported saying that the administration had decided "to substitute *Meet the Press* for appearances before a congressional committee" in explaining policies to the American people. The committee has tried for months to have Mr. Rusk appear in open session on Vietnam and more recently on the Pueblo incident.

**Presidential Signals** ■ According to principals, the story began Friday, Feb. 2, when the President appeared before cameras after his news conference earlier that day. William B. Monroe Jr., chief of NBC News' Washington bureau, says he received an "indication" from something the President said that Messrs. Rusk and McNamara might be available for network TV. After confirming this inference with Robert H. Fleming, deputy news secretary to the President, Mr. Monroe says he relayed the word to Don Meany, NBC News vice president in New York. Mr. Meany called back, suggesting that *Meet the Press* be utilized. The program already was scheduled to have Texas Governor John Connally as guest, but Mr. Meany thought this could be changed. Mr. Monroe recalled that he relayed this information to Mr. Fleming and that, after Mr. Fleming received approval from higher authority, Lawrence E. Spivak, moderator of *Meet the Press*, and Mr. Fleming made

final arrangements.

Mr. Fleming confirms this version, adding only that when Mr. Monroe first called to confirm his inference, he (Fleming) suggested that NBC make a definite proposal as to program, time and participants. The only time he asked who the panelists were to be, Mr. Fleming says, is after the arrangements were completed with Mr. Spivak. This, he noted, was a natural inquiry and implied no question about acceptance by the guests or the administration. No one, he also stressed, ever asked Mr. Spivak or the newsmen to "take it easy" in their questioning.

**Governor Cancelled** ■ Mr. Spivak verifies the chronology of events, adding that he could not confirm the plan until he had spoken to Governor Connally and received his concurrence to postpone the governor's scheduled appearance.

Mr. Spivak also explained that the newsmen who were used originally had been scheduled to appear Feb. 11 when General Maxwell Taylor was to be the guest. The panelists were Elie Abel, NBC; Peter Lisagor, *Chicago Daily News*; Max Frankel, *New York Times*, and Warren Rogers, *Look* magazine.

In the 21-year history of *Meet the Press*, Mr. Spivak observed, no one has ever questioned the composition of the panel or has asked him, or them, to soften their questioning.

"These are men of integrity," he said. "Why their professional reputations would be blackened for all time if they had agreed to such a suggestion."

Mr. Spivak said that the entire program, including the additional half hour he asked for when he realized the significance of the appearances by the two secretaries, was wrapped up about 10:30 p.m. Friday night—in time to allow NBC to announce the program on its 11 p.m. newscast.

## Program notes . . .

**Viet Cong film rescheduled** ■ CBS News' one-hour production, *Viet Cong*, which originally was scheduled for showing on CBS-TV on April 2 (BROADCASTING, Jan. 29), will be shown instead on Feb. 20 (10-11 p.m.), it was announced last week. The program will consist of film from behind the enemy lines, taken by a Frenchman, Roger Pic, and footage captured by U. S. troops and obtained from French and Communist sources.

**'Secrets' announced** ■ CBS-TV last week announced the fourth in its *CBS Playhouse* original drama productions this season—"Secrets," starring Barbara Bel Geddes and Arthur Hill and written by Tad Mosel with Martin Manulis producing and Paul Bogart directing. It will be telecast on May

## Ambitious new production house leads with a trump

A five-minute nightly radio series that may be the start of something much bigger for the entertainment business. *The Bill Cosby Radio Program* is being backed by the Coca-Cola Co. for 50 weeks at a cost of some \$1 million, with an option for another year of sponsorship. At last count 320 radio stations across the country are set to carry the Coca-Cola-sponsored show. Projections call for a final total line-up of some 550 stations. For radio these days, this is pretty big.

But apparently it's only the opening salvo in what promises to be a barrage of entertainment products to come out of The Campbell, Silver, Cosby Corp., the Beverly Hills-based house that is producing the radio series for Coca-Cola and its agency, McCann-Erickson Inc.

Also primed and near ready to come out of Campbell, Silver, Cosby are television specials, animated products for both television and theatrical houses, record albums, motion pictures, Broadway musicals and a syndicated talk program for television. Between 25% and 30% of the product to be produced is based on the performing services of Bill Cosby, who, along with former personal manager Roy Silver and production executive Bruce Campbell, is an equal one-third partner in the privately owned company.

**Top-40 Targets** ■ Mr. Cosby is, of course, the principal talent involved in the radio series—CSC's first major product output—that got underway this week. The first 13 weeks of the show, scheduled to

play day-and-date throughout the nation between 7 and 9 p.m., Monday-through-Friday, are in the can, while the second 13 weeks were recorded and half edited as of last week. Coca-Cola-McCann-Erickson, which bought the program after The Ford Motor Co.-J. Walter Thompson turned it down, is aiming for only top-40 contemporary music stations and that has proven to be a problem.

"We've had tremendous opposition from top-40 stations to playing anything that lasts more than two-and-a-half-minutes," reports CSC president Roy Silver. "They don't want to tamper with their format."

Still, by a combination of means—including adroit negotiation, sometimes settling for less than the top-rated youth-oriented station in the market, and, according to some stations, throwing the weight of so important an advertiser as Coca-Cola behind the effort—those placing the program have been able to put together an impressive lineup of outlets.

Those placing the show are McCann-Erickson in some markets and local Coca-Cola bottlers with their own money in other markets, according to a spokesman for Coca-Cola.

The agency has worked hard at leaving the impression that the show is being purchased by stations. The idea was to make it seem less like an advertising buy and more like an important show that stations are standing in line to buy.

But apparently in many if not

most cases where the agency is handling the placement it is buying the entire five minutes as commercial time. Some stations have complained that when they seemed reluctant to sell the commercial time at the rate suggested by the agency, implications were made about the uncertain future of Coca-Cola's other business on the station.

**Method of Placement** ■ The number of markets where McCann-Erickson is placing the show and the number where it is being handled by local bottlers could not be ascertained. Some station representatives, in fact, said they had been told it was being placed by bottlers, with their own money, in all or virtually all markets. Other sources indicated that as much as 60% of the \$1 million or more allocated for the package will go to Campbell, Silver, Cosby and be charged for production, with the remaining 40% budgeted for time.

The program format stars Mr. Cosby in a series of recurring character roles such as the "Brown Hornet," "Peter Poet," "Snappy Sneakers," "The Old Professor" and various animals being interviewed. He will never appear as himself, never deliver a standup, presentation-type monologue. All his material will be new; none of it borrowed from his work on records.

The Negro entertainer most definitely will not appear as a commercial spokesman for Coke (it's written into his contract).

He will do most of the voices on the program, joined only by Frank

15, 9:30-11 p.m. EDT. General Telephone & Electronics, through Doyle Dane Bernbach, both New York, will be sponsor.

**KMOX-TV contribution** ■ *An Age of Complexity*, a series of lectures by St. Louis University faculty members, is the KMOX-TV St. Louis contribution to the 10th annual Community Affairs Program Exchange of CBS-owned television stations. The exchange series begins in May 1968 on WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV; each station produces a series of 16 weekly half-hour episodes. Other contributions are WCBS-TV's *Dial M for Music*, KNXT(TV)'s *The New Society*, WBBM-TV's *Project Head Start*, and WCAU-TV's *Explorer 10*.

**CBS keeps Cotton Bowl** ■ Broadcast rights to the annual Cotton Bowl football game for the next three years have been acquired by CBS-TV and CBS Radio. The new contract was said to be a "substantial increase" over the previous five-year contract that was for approximately \$200,000 a game. The game has been carried on CBS Radio and CBS-TV for the past 11 years.

**'Bitter End' syndicated** ■ *From the Bitter End*, one-hour weekly variety-celebrity series on WOR-TV New York, will be syndicated by LIN/Medallion, New York. Hosted by Fred Weintraub, owner of the Bitter End nightclub in Greenwich Village, the series is produced by Canaan Productions, New York.

**Pilot taped** ■ Sullivan Productions,

New York, producer of the *Ed Sullivan Show*, taped a pilot in New York last week for CBS-TV. The half-hour situation comedy, *Rome Sweet Rome*, stars Bill Bixby, Louis Nye, John McGiver, Jack Gilford, Jules Munchin, Dick Libertini and Marian Haley. The pilot was directed by Derek Goldby.

**Producers organize** ■ Actor-director Burt Brinckerhoff, playwright Jerome Kass and businessman Davis Weinstock II have formed a new corporation, Dwubba Productions, to produce television specials, plays and motion pictures. The company's first project is a play written by Mr. Kass and directed by Mr. Brinckerhoff, "Saturday Night," opening at Sheridan Square Playhouse in New York, Feb. 27.

**Foreign correspondence award** ■



Buxton, vice president in charge of CSC's radio wing. Mr. Buxton, who used to be the on-camera guide for ABC-TV's *Discovery* series, also is producer of the Cosby program.

The division Mr. Buxton heads is one of six operating arms of CSC. It claims to already produce more minutes of commercial radio programming than any organization with the exception of Armed Forces Radio. In all it will turn out some 1,000 minutes of new Bill Cosby material this year.

**Wants Even More** ■ CSC's television wing has completed taping of *The Bill Cosby Special*, which will be shown on NBC-TV on March 18. Reportedly, the network was sufficiently satisfied after screening the hour show to have ordered two more specials starring Mr. Cosby.

The animation wing is possibly the most active. It's turning out theatrical cartoons based on Mr. Cosby's records and half-hour specials for television pegged to the entertainer's "old gang" stories. Already in theatrical distribution is a nine-minute short subject, entitled "The Door." CSC animators also are involved in about one-third of the production of "The Picasso Summer," a full-length movie that the company is producing. More recently the animation division acquired the rights to material held by the estate of comedic great W. C. Fields and is planning to produce a half-hour animated series for network television called *The Further Adventures of W. C. Fields*. The proposed project, which is still some 18 months away from completion, would be aimed at a 10 p.m. instead

of the usual-for-cartoons 7 p.m. audience. Also being negotiated for is the rights to recording material used by Allan Sherman as another possible subject for TV animation.

The motion picture division has an agreement to make five movies for Warner Bros-Seven Arts, including "The Picasso Summer." The minimum total budget allocated for



Bill Cosby  
Alias Snappy Sneakers

the five features is \$12 million.

The music division has its first three albums out this month. Most of the music to be published and recorded by this operation will come out of CSC's other projects.

**Other Irons in Fire** ■ Also started this month was Sutton Inc., a public relations division that will handle outside clients as well as CSC. It's headed by former free-lance publicist Joe Sutton.

In the works at CSC are three Broadway musicals, which may come out of a still-to-be-formed legitimate

theater division, and a commercial production wing. Campbell, Silver, Cosby is currently negotiating to acquire Kaleidoscope Inc., a Hollywood-based television film commercial producer (BROADCASTING, Nov. 20, 1967). Kaleidoscope filmed the non-animated portions of "The Picasso Summer" for CSC.

Even further along in development is a proposed half-hour strip series for first-run syndication, which would be part of a projected television distribution division. Two pilots of the series are now being taped at NBC-TV in Burbank and the project is expected to be ready for distribution in spring or early summer. It will star Carol Wayne, an American Brigitte Bardot in a talk show—talking only to men.

All of this proliferating output has had Mr. Silver and his fellow executives working 12-hour days for the last 16 months. The company was started in August 1966 when Mr. Silver, who had served for five years as Mr. Cosby's personal manager, got together with Bruce Campbell, who had produced for Jack Douglas Productions and Talent Associates. It was Mr. Silver's conviction, after years in the talent field, that production is really the name of the game.

A three-man operation when it started, the company now has 37 employees. It occupies its own building on Beverly Hills' smart North Canon Drive. To Roy Silver there's no question why this potential production muscle has begun to bulge. "We intend to be a pretty much self-contained operation," he says. "We do everything ourselves and deliver the finished product. That's the way to maintain quality control."

Charles J. Bierbauer, announced last week as recipient of the 1968 William P. Gray Foreign Correspondence Fellowship of the Ovtirseas Press Club Foundation, has had experience in radio and television as well as newspaper work. He worked for radio stations in Allentown, Emmaus and Pittsburgh, Pa., and won the 1966 Sigma Delta Chi national competition for a television documentary film. Mr. Bierbauer will spend a year in eastern Europe, with Yugoslavia as base, studying the penetration of television in eastern Europe, among other topics.

**Name change** ■ Charles Reichblum Syndicate has changed its corporate name to Century Features Inc. The firm remains in the Penn-Sheraton hotel in Pittsburgh where it provides feature

service to radio stations.

**New music catalog** ■ DeWolfe Music Library has completed 10 hours of new music recordings available on disc and tape. A new classified music catalog is available from Corelli-Jacobs Film Music Inc., 25 W. 45th St., New York 10036.

**'Africa' to schools** ■ ABC-TV's four-hour documentary, *Africa*, which was telecast last Dec. 10, will be distributed by McGraw-Hill Publishing Co. as 11 separate films to educational institutions. *Africa* is the first property to be distributed by McGraw-Hill under a new contract giving the publishing company the right of first selection for distribution of ABC-TV's educational, public affairs and documentary programming to schools.

**Golf tips** ■ Perin Film Enterprises, New York, is syndicating 78 color shorts of *Doug Sanders Golf Tips*, produced in Florida by Robert Rohrs Enterprises Inc. The program is flexible in length—30 to 40 seconds—for combination with a 20 or 30 second commercial; stations can offer it locally or regionally or a sponsor can acquire it directly. The tips will be available for programming April 15.

**Woody renewed** ■ The 90-minute daily *Woody Woodbury Show*, a joint venture between Ralph Edwards Productions and Metromedia Inc., has been renewed for an additional 26 weeks. The show started last September and now is in more than 20 markets. It's distributed by Wolper Television Sales, a Metromedia company.

## A plan to fight for space

# FCC searches for more space

Solutions to land mobile's need are reviewed in move toward new approach

The FCC has begun moving toward tentative decisions on the approach it will take to meet land-mobile radio's expressed need for spectrum space with frequencies now assigned to UHF.

The commission last week began reviewing staff studies on the implications of various approaches. And it is expected to meet again soon, possibly this week, to complete the review and plan its next step. Officials believe this will constitute instructions to the staff to do further research on one or another of the possible solutions.

Indications last week were that the commissioners favored the least controversial of three possibilities—sharing by land mobile of UHF channels in specified cities where they are not as-

signed. Chairman Rosel H. Hyde has already spoken publicly in favor of such an approach (BROADCASTING, Dec. 11, 1967).

The solution most desired by land-mobile users would give them the seven lowest UHF channels—14 through 20. Existing equipment could be used on those channels, which abut the frequencies on which land-mobile radio now operates.

**Unlikely Choice** ■ But commission adoption of that approach seems unlikely in the extreme. One of the staff studies notes that such a change would require the removal to higher frequencies of 110 stations that are either operating or authorized on channels 14 through 20; applications for another 10 are pending. (If the four lowest channels were reallocated, 64 authorized or operating stations would be affected; five applications are pending for stations on those channels.) The staff study said that it would cost each station on an average, \$125,000 in equipment costs alone to shift to higher frequency.

The third approach under consideration involves the reallocation of the top 14 channels (70 through 83). But this is regarded as of little value by land-mobile-radio users, since equipment for operating on these frequencies is not now available.

(Another possibility involves the sharing of VHF channels in areas where they are not assigned. A government-industry committee has conducted tests of this concept, using channel 6 in Washington. However, the results are still being analyzed.)

Whatever technique is ultimately hit upon—and sources said the commission might wind up by melding bits and pieces of all three—one of the staff studies provides support for limiting the result to major cities. The study is said to conclude that land mobile's need for spectrum over the next seven years would be only in the 10 largest cities.

The commission last week acted to ease some of the severest pressures for additional spectrum space for land mobile by splitting channels in the 450-470 mc band and giving police access to 36 of the new circuits. (see page 9).

**Bureaus' Positions** ■ Bureau chiefs, meanwhile, were said to be taking positions on the staff studies that reflect the aims of those spectrum users for which they have regulatory responsibility. The Safety and Special Radio Services Bureau reportedly is supporting land mobile's demands for spectrum space.

The Broadcast Bureau, on the other hand, is holding fast to its view that

amine land-mobile usage of the spec-

### Watkins succeeds Renton

The FCC has appointed William H. Watkins, deputy chief engineer, to the commission post of chief engineer, recently vacated by Ralph J. Renton, who retired. An employee of the commission since 1946, Mr. Watkins has taken part in numerous international conferences on telecommunications matters and has been active in the International Radio Consultative Committee (CCIR). He currently is a member of an international group working on a new draft convention for the International Telecommunication Union.

recommended abandonment of the policy it considers wasteful of allocating frequencies to various land-mobile services in blocks; the aim would be to permit channel sharing by land-mobile services on a geographical basis. Under the present system, specific frequencies are allocated to various categories of users—such as police, fire, taxi, forestry—on a network basis.

The government-industry Advisory Committee on Land Mobile Radio Services made the same recommendation in its report to the commission (BROADCASTING, Dec. 4, 1967). It also recommended the channel-splitting step that the commission took last week. But the committee also said that even if those measures were taken, land-mobile users would still need additional spectrum space.

The staff studies under consideration were prepared by a committee headed by former Chief Engineer Ralph Renton. He retired Jan. 26, but is staying on as an "informal consultant" to brief the commission on the studies.

### House spectrum panel gets few responses

With last Saturday the deadline for responses to invitations to participate in a House Small-Business Committee panel hearing on spectrum allocations, by late Thursday only one positive confirmation had been received. The first definite panelist is William J. Weisz of Motorola Inc., chairman of the Advisory Committee on Land Mobile Ra-

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of the National Association of Broadcasters, James D. O'Connell, director of the Office of Telecommunications Management in the executive office of the President; Eugene D. Rostow, undersecretary of state for political affairs and chairman of the President's task force on telecommunications; Seymour N. Siegel, director of New York's Municipal Broadcasting System (operator of WNYC-AM-FM-TV New York and the city's safety radio services); Richard P. Gifford, general manager of General Electric's communications products de-

partment and chairman of the FCC-affiliated Joint Technical Advisory Committee, and William L. Detwiler, Radio Specialties Co., Denver, as a representative of a small-business firm.

Another participant will likely be Kenneth A. Norton, physicist with the Institute of Telecommunication Sciences, Environmental Sciences Services Administration, Boulder, Colo. Mr. Norton is to represent the Department of Commerce.

The hearing, set tentatively for Feb. 20, will be held by Representative John

Dingell (D-Mich.), chairman of the Small Business Committee's Subcommittee on Regulatory Agencies. No agenda has been prepared, a staff member said, in an attempt to keep the planned panel discussion "as nonstructured as possible," encouraging spontaneous responses by the panelists.

The hearing is to explore the problem of spectrum-crowding, looking for the "best and quickest solutions," it was explained. Mr. Dingell has long been an advocate of land-mobile relief (BROADCASTING, Feb. 5).

## FINANCIAL REPORTS

### Disney's first quarter shows slight rise

Walt Disney Productions, whose net profit for the last fiscal year showed a decided slump, last week revealed to stockholders attending the annual meeting at the company's Burbank, Calif., studios that first-quarter profit for fiscal 1968 was slightly higher than that earned in a comparable period a year earlier.

The most significant action taken during the day was the election of Ronald W. Miller, a director of the company, to vice president in charge of television. All nine members of the board of directors were re-elected, including producer Roy E. Disney, who was elected to his first full term. Roy O. Disney is chairman and president of the company.

The board also declared a regular quarterly dividend of 7½ cents a share, payable April 1, 1968, to stockholders of record on March 15, 1968.

For the first quarter ended Dec. 30, 1967:

	1968	1967
Earnings per share	\$0.52*	\$0.50
Gross revenues	24,399,000	20,536,000
Consolidated net income	2,181,000	2,092,000
*Adjusted for stock dividends and stock split effective on Oct. 26, 1967.		

### G&W, Armour break off merger negotiations

Gulf & Western Industries' proposed merger with Armour & Co. was put on the shelf last week with little chance that the companies will soon revive it. G&W, a conglomerate with heavy investments in the entertainment business (Paramount Pictures, International Telemeter, Desilu Productions, Famous Players Canadian), will retain its present holdings, estimated at 10%, in Armour, a major meat packer and producer of soap and detergents, industrial chemicals, fertilizer and drugs.

The transaction was to have involved some \$375 million in an exchange of

stock (BROADCASTING, Jan. 22) and had received the nod from Gulf & Western's board. The proposal was scuttled in face of disclosures that the Department of Justice was investigating the merger, though Gulf & Western said officially the present "unfavorable market conditions" had prompted the decision to suspend the merger consideration.

Gulf & Western, meantime, has been active in other fields: The company has purchased 100,000 common shares of Realty Equities Corp. along with warrants for an additional 50,000 shares and plans to enter the insurance field by buying some 80% or more of the outstanding stock of Security Insurance Co. of Hartford and Security Connecticut Life Insurance Co. in exchange for G&W stock valued at approximately \$2 million. It is also merging with Consolidated Cigar Co.

### Earnings drop in '67 for Scripps-Howard

Group-owner Scripps-Howard Broadcasting Co., New York, last week reported per-share earnings were off in 1967, reflecting a decrease in net income despite a slight rise in net operating revenues during the year.

For the year ended Dec. 31:

	1967	1966
Net income per share	\$1.85	\$2.11*
Net operating revenues	19,317,837	18,863,579
Net income	4,784,977	5,455,932*
* Includes extraordinary credit of \$419,151, or 16 cents per share, in 1966.		

### Rust Craft on Amex

The common shares of Rust Craft Greeting Cards Inc., Dedham, Mass., were traded for the first time on the American Stock Exchange last Tuesday (Feb. 6). The stock opened at 33¾ and closed at 33 on opening day. Rust Craft, a manufacturer and distributor of greeting cards, gift wrappings and associated products, also owns and operates WSTV-AM-FM-TV Steubenville, Ohio; WRCB-TV Chattanooga; WRDW-TV Augusta, Ga.; WPIT-AM-FM Pittsburgh; WSOL Tampa,

Fla.; WROC-AM-FM-TV Rochester, N. Y.; WRCP-AM-FM Philadelphia; WWOL-AM-FM Buffalo, N. Y. and WJKS-TV Jacksonville, Fla.

### Metromedia's upswing continued through '67

Revenues and earnings last year were at an all-time high for group-broadcaster Metromedia Inc.

According to Metromedia's annual report by John W. Kluge, board chairman and president of the diversified company, gross revenues increased more than \$21.5 million, net income was up

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\$434,856 and per-share earnings were up 8 cents.

Metromedia, in addition to group-station ownership, has holdings in program production and distribution, outdoor advertising, mail-order marketing and the Ice Capades show.

For the year ended Dec. 30, 1967:

	1967	1966
Per share earnings	\$3.15	\$3.07
Gross revenues	153,590,990	132,058,793
Net income	7,011,754	6,576,898
Average number of shares outstanding	2,226,504	2,106,048

\* Figures exclude gains from disposition of assets of \$839,120, or 38 cents per share, in 1967 and \$780,773, or 36 cents per share in 1966.

## Financial notes . . .

■ Fuqua Industries Inc., Atlanta, diversified company with broadcast station ownership, is negotiating to acquire Interstate Motor Freight System, Grand Rapids, Mich., but no agreement had been reached by late last week. J. B. Fuqua, president, said. Contemplated acquisition would double Fuqua Indus-

tries sales, Mr. Fuqua said, from estimated \$60 million in 1967 to more than \$125 million. Fuqua has also agreed in principle to acquire Pruden Products Co., Evansville, Wis. Pruden manufactures pre-engineered steel buildings, and had sales of \$7.5 million in 1967. Acquisition by Fuqua will be for undisclosed number of Fuqua common shares.

■ Outlet Co., Providence, R. I., diversified company with broadcast station holdings, is issuing 23,000 shares, of 5½% convertible preferred stock (\$100 par value) in exchange for all stock of Touraine Stores Inc., group of 12 fashion specialty stores in western Massachusetts. Outlet board authorized the deal at a special meeting last month.

■ Wometco Enterprises Inc., a diversified company with group broadcast holdings, has signed an agreement to acquire certain assets of E. B. Elliott Outdoor Advertising Co., Florida out-

door advertising firm. Purchase, to be made in two phases, is for undisclosed amount of cash.

## AT&T reports '67 was its best year

AT&T reported last week that revenues and income rose to record levels last year but 1967 earnings grew at slower rate than in 1966.

AT&T had predicted a slower growth in 1967 because of the general deceleration in the economy. Net income increased only 3.6%, as compared with a 10.1% gain in 1966 over 1965. Revenues grew by 7.1% in 1967, down from a 9.7% jump in 1966.

For the year ended Dec. 31, 1967:

	1967	1966
Earnings per share	\$3.79	\$3.69
Operating revenues	13,009,204,000	12,138,265,000
Net income	2,049,405,000	1,978,943,000

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Deutsch

**David Deutsch, VP,** executive art director and member of creative plans board with McCann-Erickson, joins Ogilvy & Mather, New York, as VP-creative director.

**Joseph Creaturo,** VP and creative supervisor, Gardner Advertising, St. Louis, joins D'Arcy Advertising there as creative supervisor and senior producer.

**Murray Hillman,** senior VP and head of McCann-Erickson strategy center, New York, named executive VP of McCann-Erickson Inc. **L. Avery Johnson** named account supervisor at McCann-Erickson, Chicago. **Dick Raish,** formerly with Marschalk Co., joins McCann as account executive.

**Janine Marjollet,** broadcast operations director, and **Martin Puris,** copy group head, both with Carl Ally Inc., New York, named VP's.

**Walter W. Chaffee,** with J. Walter Thompson Co., Chicago, joins Buchen Advertising there as VP.

**Bunker Jenkins,** copy supervisor with Cunningham & Walsh, joins Clyne Maxon Inc., New York, as creative group head. Other additions at Clyne Maxon, New York: **Sarah B. Jones,** with J. Walter Thompson Co., named senior writer; **Patrick B. Burrell,** with Kenyon & Eckhardt, named account executive for American Home Products' Dristan nasal mist and Primatene tablets and mist; **Francis K. Thompson** and **Gary Carr,** both with Ted Bates & Co., named

media supervisor and marketing account executive, respectively.

**W. Jack Mann,** research director, and **Richard Q. Armstrong,** account supervisor, with Rockwell, Quinn & Wall, New York, named VP's.

**John F. Fennell,** associate media director, Gardner Advertising Co., New York, appointed media manager at Liggett & Myers Tobacco Co., that city.

**Martin H. Percival,** director of radio relations and sales development for national sales division of RKO General Inc., named director of sales for RKO's WOR-FM New York, succeeding **Burt Lambert,** who retires as station manager and director of sales.

**David Strousse,** VP and account supervisor with Foote, Cone & Belding, New York, named VP/management account supervisor for Kenyon & Eckhardt, that city. **Marv Greenberg,** with Leo Burnett Co., Chicago, joins Kenyon & Eckhardt there as creative group head.

### Ad man to prime minister

**Hilmar Baunsgaard,** marketing director of WA Bates Co., Copenhagen branch of Ted Bates & Co., became prime minister of Denmark as leader of the Radical Liberal party, which came to power in the Jan. 23 general election. Marketing director since 1964 and a member of parliament for 11 years, Mr. Baunsgaard succeeds Jens Otto Krag, who led Socialist government.

**Robert Yung,** with EUE/Screen Gems, New York, named VP, special projects. **Reed Springer,** with Young & Rubicam, Los Angeles, appointed staff director for EUE/Screen Gems, Hollywood.

**Richard J. Dunne** appointed director of television sales for UBC Sales Inc., New York.

**Kay M. Morrison,** with Botsford, Constantine & McCarty Inc., Los Angeles, named to head development of radio and TV schedules for client advertising, Erwin Wasey Inc., Pittsburgh.

**Len Pearlstein,** associate media director for Papert, Koenig, Lois, New York, appointed media supervisor for Carson/Roberts Inc., Los Angeles.



Mr. Natkin

VP's.

**Paul D. Arnzen,** with Boston office of Blair Television, joins Dallas sales staff, replacing **Jack Van Volkenburg,** who resigns for other business interests.

**Ralph Stanley,** local sales manager for WHNT-TV Huntsville, Ala., named sales manager.

**George J. Kapel,** general sales manager of WTOL-TV Toledo, Ohio, named general sales manager of WKBG-TV Cambridge-Boston.

## Six advanced in NBC-TV sales unit

Six promotions within the NBC Television sales department were announced last week, including new positions and responsibilities for Joseph J. Iaricci and Max E. Buck, who have been VPs, sales administration and eastern sales, respectively.

Mr. Iaricci has been named VP, sales and administration. Reporting to Mr. Iaricci will be daytime, specials and sports sales in addition to the areas he previously supervised: participating program sales, sales service and administration. He joined NBC in 1943 when he was 16 and has served the network continuously in various sales executive capacities.

Mr. Buck has been elevated to VP, national sales. Reporting to him will be the eastern, central and western

sales offices. He joined NBC in January 1953 as director, merchandising, NBC-owned Stations, and has been a sales executive with WNBC-AM-TV New York and with the television network.

Myron (Mike) Weinblatt, director, participating sales, was named VP, eastern sales, succeeding Mr. Buck. James G. Hergen, director, daytime, special and sports program sales, has been elected a VP with supervision over those areas.

Others promoted were Robert F. Conrad from manager, participating program sales, to director, participating program sales, and Aaron Cohen from manager, sales development and merchandising, participating program sales, to manager, participating program sales.

David L. Manning, regional executive for AP's Midwest broadcast division in Chicago, joins Bo Bernstein & Co., Providence, R. I., agency, as account executive.

Robert P. Murray, account executive with Chicago office of CBS Television network sales, appointed account executive in New York office.

Herbert F. Gramstorff Jr. and Richard A. Romanelli, account supervisors at Foote, Cone & Belding, New York, elected VPs.

Howard P. Giordano, account executive on H. J. Heinz and General Mills accounts with Doyle Dane Bernbach, appointed to similar position with Videotape Center, New York commercial producer.

John Belcher, with Geyer-Oswald, Maurice L. Trohn, with BBDO, and Peter Yoars, with McCall Corp., appointed account executives with Cunningham & Walsh, New York.

Edward Vellanti, VP and associate creative director with BBDO, joins Wells, Rich, Greene, New York, as copy supervisor.

Malcolm Kahn joins WCBS-TV New York as account executive.

Don McFarlane, account executive for Westinghouse Broadcasting's Radio Advertising Representatives, joins West-

inghouse Broadcasting's WIND Chicago as sales manager.

Ernest Chappell, announcer and producer, opens own commercial and program-production firm, Ernest Chappell Enterprises, North Palm Beach, Fla.

Ken Sidle, with H-R Representatives, New York, joins sales staff of Metro Radio Sales, that city.



Mr. Greenberg

Gerald Greenberg, media supervisor with Ted Bates & Co., New York, elected VP and media director.

Jack Spring, assistant sales manager for WIS-TV Columbia, S. C., appointed general sales manager of WTOL-TV Toledo, Ohio.

Todd Wheeler, with Triangle Publications Inc., transfers to company's WNBC-TV New Haven, Conn., as account executive.

Paula Reece joins Cohn Advertising Inc., Houston, as media director.

Lloyd Graff, general manager of Bozell & Jacobs, Sioux City, Iowa, named account executive in Omaha office.

Dave Vermillion, senior copywriter for Klau-Van Pietersom-Dunlap, Milwaukee agency, joins Mathisson and Associates, that city.

Robert Jamroz, associate media director for Tucker Wayne & Co., Atlanta, named media director.

Arnold Raskin, with WJRZ Newark, N. J., named national sales manager.

Budd Wiener, director of sports and special events for KTVU(TV) Oakland-

## Facts in focus...

# the NSI PROGRAMS IN PROFILE



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San Francisco, appointed assistant national sales manager. **Jim Diamond**, account executive for KTVU, named retail sales manager.

**Thomas J. Ashley**, administrator of research and sales development for KNBC(TV) Los Angeles, named to newly created post of manager of sales development for KTTV(TV), that city.

**Jerry Wilder** appointed sales manager for KMEC-TV Dallas.

**Dave DeArmond**, national sales manager for WLOS-TV Asheville, N. C., appointed general sales manager.

**Sidney C. Bogar Jr.** appointed general manager of The Bell Agency, house agency for AAMCO Transmissions Inc., King of Prussia, Pa.

**John Gray**, sales service manager in Chicago office of NBC-TV central sales, appointed account executive.

**Elliott Fouts**, with KFRE Fresno, Calif., named general sales manager.

**G. David Sault**, account executive, WCCC-AM-FM Hartford, Conn., named general sales manager.

**Bruce Pennington**, supervisor of specials programming at Grey Advertising, New York, for past two years, named director of specials in TV programming department of BBDO, New

York. Mr. Pennington succeeds **Bill Gibbs**, who joins Lennen & Newell, New York.

**David Glenn Brydsen**, sales executive with Canadian Standard Broadcast Sales Inc., New York, joins Chicago office of Peters, Griffin, Woodward as account executive.

**Bill Clark**, production manager for Hixson & Jorgensen, Los Angeles, named head of agency's production department.

**David W. Gifford**, account executive with WPAT Paterson, N. J., appointed to similar position with WQXR New York.

**Gus Gourdin**, general manager of KDIG(FM) San Diego, appointed account executive for KGB-FM, that city.

**Ron Buchanan**, account executive with WNAC-TV Boston, named sales manager.

**De Witt Beall**, with Leo Burnett Co., Chicago, joins copy staff of Reach, McClinton & Co., that city.

**Donald A. Wolff**, NBC Spot Sales, Chicago, joins sales staff of WKFM(FM) there.

**Lew M. Witz**, VP and sales manager, New York, for Buckley Broadcasting Corp. group stations, named director

of sales at WCFL Chicago. He replaces **Robert Murphy**, resigned.

**Victor B. Moore**, regional sales manager for WTVD(TV) Durham, N. C., appointed to newly created position of local sales manager.



Mr. Hagar

**George Hagar**, general sales manager for KHON-TV Honolulu, appointed assistant general manager and director of sales for WAII-TV Atlanta.

**Dave Laughon** and **Stanley Wineman** join WALT Tampa, Fla., as account executives.

**Martin Conn**, account executive with WMAL-FM Washington, named sales manager.

**John Redfield**, account executive with KOOL Phoenix, appointed local sales manager.

**Frank J. Cantino**, account executive with WKBG-TV Cambridge, Mass., appointed account executive with Harry M. Frost Co., Boston.

**MEDIA**

**Herbert C. Rice**, owner of WILI Wilimantic, Conn., and **Ralph H. Klein**, general manager of WRYM New Britain, Conn., elected president and VP, respectively, of Connecticut State Network Inc.

**Harold Christiansen**, VP and business manager, KTTV(TV) Los Angeles, Metromedia station, named VP and director of business affairs, Metromedia Television.

**Charles Olson**, station manager of KOLD-TV Tucson, Ariz., elected VP.



Mr. Jorgenson



Mr. Babb



Mr. Tucker

**Wallace J. Jorgenson**, VP and assistant general manager of Jefferson Standard Broadcasting Co., Charlotte, N. C. (WBT-AM-FM and WBT[TV]), both Charlotte, N. C., named executive VP. **James G. Babb Jr.**, assistant VP and general sales manager of WBT, named assistant managing director. **J. Nathan Tucker**, program director for WBT, elected as-



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sistant VP.

**George R. Chamberlin**, assistant to executive VP-station operations for group owner Capital Cities Broadcasting Corp., New York, named VP.

**Vincent B. Ritzenthaler**, member of board of directors of WBZE Wheeling, W. Va., elected president and general manager. He succeeds late **Paul J. Miller** (BROADCASTING, Jan. 29).



Mr. Percer

**Tom M. Percer**, VP and sales manager of WHNT-TV Huntsville, Ala., named VP and general manager.

**Gary Fries**, general manager of KRGI Grand Island, Neb., appointed general manager of WMAV

Springfield, Ill. Both are Stuart Broadcasting stations.

**Larry J. McMahon**, account executive for KDTH Dubuque, Iowa, appointed general manager of KFMD(FM), that city.

**Robert E. Pusey**, corporate assistant auditor for Westinghouse Broadcasting Co. and group's KPX(TV) San Francisco, retires after 42 years with WBC.

**Fred Flaxman**, associate editor for *Changing Times* magazine, joins non-commercial WETA-TV Washington as writer and special assistant to general manager.

**Lawrence T. Whitney**, director of advertising and public relations for Eckerd Drugs of Florida Inc., appointed manager of WALT Tampa, Fla.

**John Murphy**, news director for WQTV Latrobe, Pa., appointed general manager of WCVI Connellsville, Pa.

## PROGRAMING

**Jerry Gittleman**, divisional controller for EUE/Screen Gems, New York, named administrative assistant to VP in charge of syndication sales division, Screen Gems Inc., that city.

**Wolfgang Bayer**, television film producer, appointed production supervisor of Bill Burrud Productions, Los Angeles.

**Sam Lovullo**, manager of administration for business affairs department, CBS-TV, Hollywood, named produc-

tion supervisor for *The Jonathan Winters Show*.

**Ronald Phillips**, production coordinator for Independent Television Corp., New York, appointed to newly created post of director of production and program services.

**Sean Grabowski**, production director for WYSI Buffalo, N. Y., named program director.

**Ron Miller**, in production of theatrical product for Walt Disney Productions, Burbank, Calif., named executive producer for *Walt Disney's Wonderful World of Color* on NBC-TV.



Mr. McCormick

**Mike McCormick**, program director for KOIL Omaha, joins WLS Chicago as production director.

**Don Bell**, with KFRE Fresno, Calif., named program director.

**Louis J. Riggio**, with CBS Radio, appointed director of special projects, CBS Radio network sales, New York.

**Rachele Barrera** appointed print traffic manager, New York, **Ramon Espinosa** appointed western division manager, Los Angeles, and **Richard O'Connell** appointed Midwest division manager, Kansas City, Mo., all for American International Television Inc.

**Robert L. Quinn** named program director of WJEF Grand Rapids, Mich.

**Rubin Shapiro** and **Howard Schaller** join Van Praag Productions Inc. as sales representatives.

**David M. Dillman**, creative assistant at WFLD(TV) Chicago, named producer-director.

**Bob Louis** named sports director for WTVO(TV) Rockford, Ill.

**Robert Thomas**, with WDIA Memphis, named music director.

**Richard Collins**, writer-producer, named producer of NBC-TV's *Bonanza*.

**John W. Ziegler**, special projects director for noncommercial WQED(TV) Pittsburgh, appointed production manager for noncommercial WGBH-TV Boston.

## NEWS

**Hughes Rudd**, chief of CBS News bureau in Bonn and former chief of CBS News, Moscow, returns to New York to anchor *The World This Week*, weekly CBS News analysis, replacing **Alexander Kendrick**, now on sabbatical.

**George H. Pipal**, general sales executive at UPI world headquarters in New York, named general manager of foreign features division, succeeding **Albert Moody**, who retires. **C. Robert**

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**Woodsum**, general manager of *Dover* (N. J.) *Daily Advance*, succeeds Mr. Pipal.

**Theodore R. McKeldin**, former governor of Maryland and former mayor of Baltimore, joins WJZ-TV Baltimore as urban affairs commentator.

**Alec Gifford**, managing news editor for WVUE(TV) New Orleans, appointed news director.

**John Salisbury** of KXL Portland elected president of Oregon AP Broadcasters Association.

**Wayne Vriesman** of KWGN-TV Denver elected president of Colorado AP Radio Television Association.

**Lamar Crosby**, news director of KID Idaho Falls, Idaho, elected president of Utah-Idaho AP Broadcasters Association.



Mr. Young



Mr. Clephas

**Paul Young**, manager of Washington news bureau of Evening Star Broadcasting Co. (WMAL-AM-FM-TV Washington; WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S. C.), named manager of news for WMAL-TV. **Vince Clephas**, manager of news for WMAL-TV, named manager of parent news bureau.

**Robert Irvine**, executive news producer for KNX Los Angeles, named news director.

**Fred Mooke**, assistant news director for WIOD Miami, appointed news director.

**Ray Conaway**, with KTRK-TV Houston, named editorial director.

**William Royster**, newsman and assistant news director for WFAS White Plains, N. Y., joins news staff of KYW Philadelphia.

**John R. Soper**, police reporter for *Daily Advance*, Lynchburg, Va., joins WLVA-AM-TV, that city, as reporter-photographer.

**Stan Vainrib** joins Armed Forces Radio and Television Service, Hollywood, as TV/film field producer.

**Tim Kenney** joins news staff of KHOW Denver.

**Bill Griskey**, newscaster at WNUS Chicago, joins WKFM(FM) there effective March 1.

**Jim Harriott** and **Tony Deharo**, WCBs New York, and **Ron Stone**, KHOU-TV

## Novik, Hoyt reappointed

Senate has confirmed as members of U. S. Advisory Commission on Information: **Palmer Hoyt**, editor and publisher of the *Denver Post* (which recently acquired KHBC(TV) Denver and **Morris S. Novik**, pioneer broadcaster and owner of WPUT Brewster, N. Y.

Commission is headed by Frank Stanton, president of CBS. Other members: Sigurd S. Larmont, retired New York advertising executive, and Thomas Van Husen Vail of Cleveland (*Cleveland Plain Dealer*).

This is Mr. Hoyt's second, and Mr. Novik's third term on the commission.

Houston, join news staff of WNBC New York.

**Bob Mackey**, news director for WDAE Tampa, Fla., named director of news and public affairs for WALT Tampa.

**Jack E. Buttram**, radio-TV director in news department of Chamber of Commerce of U. S., named news secretary in Washington office of Senator Paul Fannin (R-Ariz.).

**John S. Coleman**, with WBBM-TV Chicago, joins WBKB-TV there as weather reporter, replacing **Peter Hale**, resigned.

## FANFARE

**Bruce Robertson**, traffic manager for KTVU(TV) Oakland-San Francisco, named promotion manager.

**Donna Shaw** named public relations director at WMAQ Chicago.

**Helen C. Walker**, assistant to manager of sales development and promotion for WLVA-AM-TV Lynchburg, Va., named promotion supervisor.

**Phil Cope**, with WSVB-TV Harrisonburg, Va., appointed assistant promotion manager for WKYC-TV Cleveland.

**Michael F. Dudgeon**, research, public service and merchandising manager for WAGA-TV Atlanta, joins WAVE-TV Louisville, Ky., as promotion editor.

**Barbara Steward**, director of communications for Filmex Inc., joins J. S. Fullerton Inc., New York agency, as director of public relations.

**Bill Wills**, promotion assistant for KYW-TV Philadelphia, joins promotion department of WLWT(TV) Cincinnati.

**Jerry W. Reece**, director of news and public relations for WCTU-TV Charlotte, N. C., joins John Harden Associates, Greensboro (N. C.) PR firm.

## EQUIPMENT & ENGINEERING



Mr. Chalmers



Mr. Scholten

**Edward D. Chalmers**, VP of engineering for Oak Manufacturing Co., Crystal Lake, Ill., named president of newly created television products division. **William D. Scholten**, VP of operations for Oak Manufacturing, named president of newly created switch products division.



Mr. Palius

**Kenneth M. Palius**, former technical supervisor and consultant with ABC-TV, New York, appointed VP and director of marketing and development for Berkey-Colortran Inc., Burbank, Calif.

**H. B. Holtman**, assistant chief engineer for WAVE-AM-TV Louisville, Ky., named chief engineer.



Mr. Carter

**Lynd J. Carter**, specialist in government sales for General Electric Co.'s visual communication products department, appointed district sales representative for radio and TV equipment, Mount Prospect, Ill.

**William Kraemer** named chief engineer for noncommercial WFSU-TV Tallahassee, Fla.

**T. Douglas Casey** appointed controller of Craftsman Electronics Products Inc., Manlius, N. Y.

**Roy J. Breen**, assistant chief engineer for WJEF Grand Rapids, Mich., appointed chief engineer.

**Harry Kybett**, with engineering operations department of Audience Studies Inc., New York, named director of engineering operations.

**Dr. Henry M. Morgan**, president and director of KLH Research and Development Corp., Cambridge, Mass., resigns. No future plans announced.

**Robert Mallins**, data processing sales representative for National Cash Register, Co., appointed sales engineer for Memorex Corp., Winston-Salem, N. C. **William J. Ringler**, sales representa-



tive with Riker Laboratories, division of Rexall Drug and Chemical Co., named sales representative for Memorex, Pittsburgh.

**Bradford C. Stewart**, with Bergen Wire Rope Co., division of Reeves Industries Inc., joins Reeves Sound Studios, New York, as sales representative.

## INTERNATIONAL



Mr. Bradshaw



Mr. Campbell

**Richard B. Bradshaw**, president and general manager, Foote, Cone & Belding Advertising Ltd., Toronto, elected corporate senior VP and named member of agency's international committee, European - international headquarters, Brussels. **Graham R. Campbell**, executive VP, assistant general manager and chairman of plans board, FCB, Toronto, succeeds him.

**Frederick L. Gilson**, director of sales for CBS Europe, Zug, Switzerland,

named VP and general manager, CBS Films Canada Ltd., Toronto. He succeeds **Kenneth J. Page**, now managing director, CBS Europe.

**Victor Knight**, actor and lecturer at Sir George Williams University, Montreal, elected president of board of directors of Association of Canadian Television and Radio Artists.

## ALLIED FIELDS

**Robert F. Jones**, **Harry G. Sells** and **Philip M. Baker**, Washington communications attorneys, form law firm of Jones, Sells and Baker, 2000 L St. N.W., Washington.

**Malcolm Oettinger Jr.**, coordinator, news information, Washington, NBC, who has been on loan for year to the Office of Equal Opportunity, named deputy director of Federal City Council, Washington private citizens organization for city improvement. Earlier, he was a reporter for BROADCASTING.

## DEATHS

**Edwin Cox**, 69, who retired in 1961 as chairman of executive committee of Kenyon & Eckhardt, died Feb. 6 at his home in Vero Beach, Fla. Before joining K&E in 1933, Mr. Cox was advertising manager of Celotex Co. Former chairman of New York Council of American Association of Adver-

tising Agencies, he served as copy director and senior VP for K&E before assuming chairmanship. He is survived by wife, Elizabeth, and daughter.



Mr. Tincher

**Robert Tincher**, 59, VP of Cowles Communications Inc. (KRNT-AM-TV Des Moines, Iowa; WREC-AM-TV Memphis, and WESH-TV Daytona Beach-Orlando, Fla.) and president of WESH-TV, died Feb. 7

of heart attack in Orlando. Mr. Tincher, named VP of broadcasting division of former Cowles Magazines and Broadcasting Inc., in 1961, moved from New York in 1963 to Memphis, where he was director of public affairs for WREC-AM-TV. He was elected VP of Cowles Communications in May 1966. He is survived by wife, Roxanna, and four daughters.

**Albert E. Messersmith**, 60, account executive for WBEN-TV Buffalo, N. Y., since 1948, died in Buffalo Jan. 28 after long illness. Surviving is his wife, Irma. **James B. Tranter**, 65, producer-director for WBEN-TV and former radio-TV columnist for *The Buffalo Evening News*, died in Buffalo Jan. 27 after long illness. Surviving are his wife, Irma, and daughter.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Feb. 1 through Feb. 7, and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local sunset, mc—megacycles, mod.—modification, N—night, PSA—presunrise service authority, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, \*—educational.

#### New TV stations

##### OTHER ACTION

■ Review board on Feb. 1 in Fayetteville, Ark., TV broadcast proceeding, Docs. 17704-05, granted petition for extension of time filed Jan. 31 by Chief, Broadcast Bureau and extended to Feb. 14 the time within which to file responsive pleadings to the petition for leave to amend filed Jan. 17 by Noark Broadcasting Inc. and joint request for approval of merger agreement and other relief filed Jan. 17 by Noark Broadcasting Inc. and Stamps Radio Broadcasting Co.

##### ACTIONS ON MOTIONS

■ Hearing Examiner Forest L. McClenning on Feb. 7 in Jacksonville, Fla. (Florida-Georgia Television Inc., Community First Corp., The New Horizons Telecasting Inc., and Florida Gateway Television Co.) TV proceeding, granted petitions by New Hori-

zons dated Nov. 29, 1967 and Jan. 23 for leave to amend application to substitute loan commitment letter for that contained in application and to clarify cash needs for proposed construction and first three months' operation; and to substitute a loan commitment letter for that submitted with Nov. 29, 1967 petition in order to provide more detailed information of terms of loan and to extend expiration period from Dec. 31, 1968 to Dec. 31, 1969 (Docs. 10834, 17582-4).

■ Hearing Examiner Chester F. Naumowicz Jr. on Jan. 30 in Sacramento, Calif.

(Grayson Television Inc. and Hercules Broadcasting Co.) TV proceeding, granted request by Grayson and scheduled further prehearing conference for Feb. 2 (Docs. 17778-9). By separate action on Feb. 2 continued to March 5 and March 19 dates for notification of witnesses and commencement of hearing.

■ Hearing Examiner Elizabeth C. Smith on Feb. 6 in San Angelo, Tex. (S R C Inc. and San Angelo Independent School District 226-903) TV proceeding, granted motion by S R C Inc., and extended from Feb. 6 to Feb. 19 date for exchange of engineering

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exhibit, and from Feb. 20 to Feb. 27 date for further evidentiary hearing, including rebuttal of nonengineering evidence (Docs. 17541-2).

#### RULEMAKING PETITION

San Diego—Elliott L. Cushman d/b as Cushman Associates, requests institution of rulemaking looking toward assignment of channel 27 for use in San Diego. Ann. Feb. 2.

#### CALL LETTER APPLICATION

■ Cathedral of Tomorrow Inc., Akron, Ohio. Requests WCOT-TV.

#### CALL LETTER ACTION

■ Pacific Media Corp., Palm Springs, Calif. Granted KPLM-TV.

#### DESIGNATED FOR HEARING

■ Commission has designated for consolidated hearing applications of Jud Inc., d/b as Channel 25 TV Inc. and Trans-America TV Inc. for new TV stations to operate on ch. 25 at West Palm Beach, Fla. Action Jan. 31.

### Existing TV stations

#### FINAL ACTIONS

KWSW-TV Roswell, N. M.—Broadcast Bureau granted CP to change ERP to 267.0 kw vis., 52.48 kw aur., auxiliary trans. to 2.5 miles south of U. S. 380, 3.5 miles southwest of Caprock, change type trans., type ant., ant. height 1,758 ft. Action Feb. 2.

■ Broadcast Bureau granted mod. of CPs to extend completion dates for following stations: \*WKAS(TV) Ashland, Ky. to July 31; \*WKGB(TV) Bowling Green, Ky. to July 31; \*WKZT(TV) Elizabethtown, Ky. to July 31; \*WKHA(TV) Hazard, Ky. to July 31; \*WKLE(TV) Lexington, Ky. to July 31; \*WKMA(TV) Madisonville, Ky. to July 31; \*WKMR(TV) Morehead, Ky. to July 31; \*WKMU(TV) Murray, Ky. to July 31; \*WKON(TV) Owenton, Ky. to July 31; \*WKPI(TV) Pikeville, Ky. to July 31; \*WKSO(TV) Somerset, Ky. to July 31. Action Jan. 31.

#### OTHER ACTIONS

■ Commission has referred petition for

expedited action by Central Coast Television, licensee of KCOY-TV Santa Maria, Calif., to review board, along with pleadings in response to petition (Doc. 18430). Action Jan. 31.

■ Commission on own motion has ordered issues in Jacksonville, Fla., ch. 12, comparative hearing enlarged to include a determination as to whether Florida-Georgia Television Inc., one of applicants for CP, has been used in conjunction with "anti-competitive activities" in distribution of first-run motion pictures (Docs. 10834, 17582-4). Action Jan. 31.

■ Commission has waived Sec. 73.685(a) of rules governing trans. location and ant. system and granted application of Weber County School District, Ogden, Utah to change trans. location of \*KWCS-TV, from 1122 Washington Boulevard, Ogden, to site on Little Mountain, approximately 14 miles west of Ogden, and to increase ant. height from minus 850 ft. to 570 ft. Action Jan. 31.

#### INITIAL DECISION

■ FCC Hearing Examiner Jay A. Kyle proposed in initial decision denial of application of WLCY-TV Largo, Fla., for CP to change ant. site and increase tower height. Ann. Feb. 2.

#### ACTIONS ON MOTION

■ Hearing Examiner David I. Kraushaar on Feb. 5 in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., Alabama Television Inc., Birmingham Broadcasting Co., and Birmingham Television Corp. [WBMG(TV)]) TV proceeding, denied request by Alabama Television Inc. for leave to inspect commission's complaints file with respect to operation of WLPH Irondale, Ala. for period Sept. 8, 1964 to date (Docs. 15461, 16760-1, 16758).

■ Office of Opinions and Review on Feb. 1 in Rochester, N. Y. (Flower City Television Corp.) TV proceeding in Docs. 14394-5, 14460-2, 14464-8, dismissed as moot petition filed by Genesee Valley Television Co. for leave to amend application.

#### CALL LETTER APPLICATION

■ WEEE-TV, Mercury Media Inc., Albany, N. Y. Requests WOVE-TV.

#### CALL LETTER ACTION

■ KITR(TV) Faith Center, San Bernardino, Calif. Granted KHOF-TV.

#### DESIGNATED FOR HEARING

■ Commission has designated for consolidated hearing application of Moline Television Corp. for renewal of license of WQAD-TV, including adjunct stations, Moline, Ill., with application of Community Telecasting Corp. for CP to operate on same channel. Action Jan. 31.

### New AM stations

#### APPLICATION

Juncos, P. R.—Juncos Broadcasting Co. Seeks 1460 kc, .5 kw. P. O. address: Box 1885, 41 Ponce St., Hato Rey, P. R. 00936. Estimated construction cost \$24,190; first-year operating cost \$20,000; revenue \$28,000. Principals: Ramon A. Rodriguez, president, Altagrafia Llado, treasurer, Ernesto Sanchez Jr., vice president and Maria Ortiz de Sanchez, secretary (each 25%). Mr. Rodriguez is associated with WLEY Cayey in advertising dept. Mrs. Llado and Mrs. de Sanchez are housewives. Mr. Sanchez is accountant and in real estate. Ann. Feb. 5.

#### FINAL ACTION

Reno — George A. Carr and Thompson Magowan. Broadcast Bureau granted 1550 kc, 10 kw DA-D, D. P. O. address: 900 Eden Court, Reno 89502. Estimated construction cost \$33,769; first-year operating cost \$42,000; revenue \$60,000. Mr. Carr is general partner in wholesale meat business, and is also 50% owner of trading stamp company. Mr. Magowan is free-lance public relations man. Neither have other present broadcast interests. Action Jan. 30.

#### OTHER ACTIONS

■ Review board on Jan. 31 in Springfield, Mo., AM broadcast proceeding, Docs. 17921-17923, granted petition for extension of time filed Jan. 29 by Upshur Broadcasting Co. and extended to Feb. 16 time within which to file responsive pleadings to petition to enlarge issues filed by Giant Broadcasting Inc., on Jan. 18.

■ Review board on Jan. 30 in Henderson, Nev., AM broadcast proceeding, Docs. 16813-14, held in abeyance for ten (10) days from the release date herein pending submission

of further information as indicated therein, joint requests for approval of agreement filed Nov. 7, 1967, by 1400 Corp. and Joseph Julian Marandola.

■ Commission has denied petition for reconsideration of Nov. 3, 1967, action denying Rio Grande Family Radio Fellowship's request for waiver of rule section 1.569 and returning application as unacceptable for filing. Rio Grande had tendered application for CP for a new daytime AM station to operate on 850 kc, 500 w with directional ant. Action Jan. 31.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on Feb. 5 in Southington, Conn. (Southington Broadcasters) AM proceeding, granted petition by Southington Broadcasters for leave to amend application to report disposition of applications for assignment of license of stations WLNG-AM-FM thereby "updating" application under consideration (Doc. 15871).

■ Hearing Examiner Charles J. Frederick on Feb. 1 in St. Louis (Great River Broadcasting Inc.) AM proceeding in Docs. 17210-5, 17217, 17219, denied motion by St. Louis Broadcasting Co. to dismiss application of Home State Broadcasting Corp.

■ Hearing Examiner Isadore A. Honig on Feb. 5 in Elmhurst and Wheaton, both Illinois (Du Page County Broadcasting Inc., and Central Du Page County Broadcasting Co.) AM proceeding, granted request by Du Page County Broadcasting, Inc. and extended from Feb. 6 to Feb. 20 time to file replies to proposed findings and conclusions (Docs. 16965-6).

■ Hearing Examiner Isadore A. Honig on Feb. 6 in Wanchese, Midway Park and Maysville, all North Carolina (Outer Banks Radio Co., Onslow County Broadcasters and Hendon M. Harris) AM proceeding, granted request by Seaboard Broadcasting Corp. and postponed prehearing conference scheduled for Feb. 21 to Feb. 27 (Docs. 17886-8).

■ Hearing Examiner H. Gifford Irion in Kettering, Eaton and Greenville, all Ohio, Bloomington and Brazz, all Indiana, and Shively, Ky. (Kittyhawk Broadcasting Corp.) AM proceeding in Docs. 17243-7, 17249-50, granted petition by Bloomington Broadcasting Co. for leave to amend application to reflect certain financial information. Action Feb. 1.

■ Hearing Examiner Forest L. McClenning on Feb. 5 in Costa Mesa-Newport Beach, Calif. (Charles W. Jobbins) AM proceeding in Docs. 15752, 15754-6, 15758-60, 15762, 15764-6, denied joint petition by Charles W. Jobbins, Orange Radio, Inc., Topanga-Malibu Broadcasting Co. and Pacific Fine Music, Inc. to request that official notice be taken of Sec. IV-A and exhibits of applications for assignment of licenses of stations KPCC-AM-FM.

■ Office of opinions and review in Port Arthur and Vidor, both Texas (KWEN Broadcasting Co. and Woodland Broadcasting Co.) AM proceeding, granted petition by KWEN Broadcasting Co. and extended to Feb. 13 time to respond to Broadcast Bureau's comments on application by Woodland Broadcasting Co. for review (Docs. 14597, 15203). Action Feb. 1.

#### CALL LETTER ACTION

■ Breckinridge Broadcasting Co., Hardinsburg, Ky. Granted WHIC.

### Existing AM stations

#### APPLICATIONS

KPLC Lake Charles, La.—Seeks CP to increase nighttime power from 1 kw to 5 kw; make changes in DA-N system (add two towers and decrease height); change ant.-trans. location to intersection of Guillory Street and Shady Lane, 1.5 mi. West of Lake Charles. Ann. Feb. 2.

KCOW Alliance, Neb.—Seeks mod. of license to change hours of operation from unlimited to specified with sign-off of 7:30 p.m. Mon.-Sun. Ann. Feb. 2.

KCCT Corpus Christi, Tex.—Seeks CP to decrease power from 1 kw to 500 w; change from DA-D to non-DA; change ant.-trans. location to 5115 Leopard Street, Corpus Christi. Ann. Feb. 2.

KTF5 Texarkana, Tex.—Seeks CP to increase daytime power from 250 w to 1 kw; install new trans. Ann. Feb. 2.

#### FINAL ACTIONS

KACL Santa Barbara, Calif.—Broadcast Bureau granted CP to install new type trans. as an auxiliary trans. at main trans. location. Action Jan. 31.

WCTW New Castle, Ind.—Broadcast Bureau granted license covering change in

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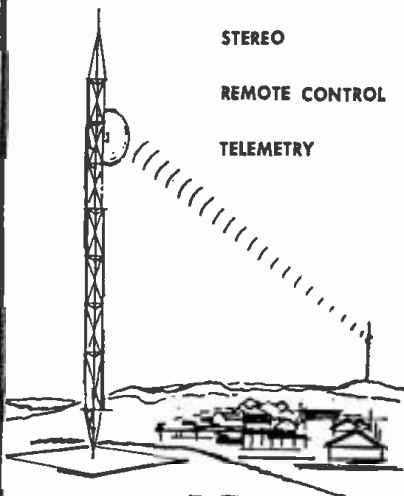
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<p><b>PETE JOHNSON &amp; Associates</b> CONSULTING am-fm-tv ENGINEERS P.O. Box 4318 304-925-6281 Charleston, West Virginia</p>	<p><b>MERL SAXON</b> CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas 634-9558 632-2821</p>	<p><b>WILLIAM B. CARR</b> CONSULTING ENGINEERS Walker Bldg., 4028 Daley Fort Worth, Texas AT 4-9311 Member <i>AFCEE</i></p>	<p><b>RAYMOND E. ROHRER</b> Consulting Radio Engineers 317 Wyatt Bldg. Washington 5, D. C. Phone: 347-9061 Member <i>AFCEE</i></p>
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## SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Feb. 1, 1968

	ON AIR		NOT ON AIR		Total Authorized
	Lic.	CP's	CP's	CP's	
Commercial AM	4,158 <sup>1</sup>	15	87		4,262
Commercial FM	1,750	47	252		2,048
Commercial TV-VHF	493 <sup>2</sup>	8	14		518
Commercial TV-UHF	118 <sup>2</sup>	27	161		307
Educational FM	320	6	36		362
Educational TV-VHF	67	4	5		76
Educational TV-UHF	53	22	34		109

## STATION BOXSCORE

Compiled by FCC, Dec. 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,153 <sup>1</sup>	1,732	611	320	120
CP's on air (new stations)	16	48	34	6	26
CP's not on air (new stations)	87	252	173	36	39
Total authorized stations	4,258	2,031	822	362	185
License deleted	1	1	0	1	0
CP's deleted	0	2	0	0	0

<sup>1</sup> In addition, two AM's operator with Special Temporary Authorization.

<sup>2</sup> In addition, three VHF's operate with STA's, and two licensed UHF's are not on the air.

nighttime DA-pattern. Action Feb. 2.

KWPC Muscatine, Iowa.—Broadcast Bureau granted license to use former main trans. at main trans. location as auxiliary trans. Action Feb. 2.

KNEI Waukon, Iowa.—Broadcast Bureau granted license covering new AM, specify studio location same as trans. Action Feb. 2.

KFMO Flat River, Mo.—Broadcast Bureau granted license to use former main trans. at main trans. location as auxiliary trans. Action Feb. 2.

KOVE Lander, Wyo.—Broadcast Bureau granted license covering increase in day power and installation of new type trans. and license covering use of old main trans. at present location of main trans., for auxiliary purposes only. Action Feb. 6.

Commission gives notice that Dec. 8, 1967 initial decision proposing grant of a CP to Fine Music Inc., licensee of WFMI Montgomery, Ala. to change daytime operation from 1500 kc with 500 w power to 1000 kc with 5 kw power, (Docs. 17058) became effective Jan. 29, pursuant to Sec. 1.276 of the commission's rules.

### INITIAL DECISIONS

In initial decision issued Feb. 7, Chief Hearing Examiner James D. Cunningham denied an application by WPLK Rockmart, Ga., for authority to change station's operating facilities from 1220 kc, 500 w, daytime hours, to 1060 kc, 5000 w, daytime hours, directionalized (Doc. 17537).

### OTHER ACTION

Commission has dismissed petition by KXA Seattle, for reconsideration of commission's Sept. 21, 1966 action denying KXA's June 21, 1965 petition for reconsideration and returning its application. Action Jan. 31.

### ACTIONS ON MOTIONS

Commission on Feb. 1 granted motion by United Communications Inc., licensee of KMMJ Grand Island, Neb. and extended time to Feb. 16 to file reply in matter of pre-sunrise operation by class II stations under pre-sunrise service authorization on U. S. I-A clear channels (Doc. 17562).

Chief Hearing Examiner James D. Cunningham in Washington Court House, Chillicothe and Wellston, all Ohio (The Court House Broadcasting Co., and The Family Broadcasting Co.) proceeding on renewal of licenses of WCHO, WCHI and WKOV, designated Examiner Thomas H. Donahue to

serve as presiding officer; scheduled pre-hearing conference for Mar. 15 and hearing for Apr. 25 (Docs. 17977-9). Action Jan. 31.

Hearing Examiner Isadore A. Honig in Reno and Las Vegas (Circle L Inc., Southwestern Broadcasting Co. [KORK], 780 Inc., and Radio Nevada) AM proceeding, by separate actions, granted requests by 780 Inc. (Doc. 16112), and Southwestern Broadcasting Co. (Doc. 16111) and dismissed, but with prejudice, their applications. Actions Feb. 6 and Feb. 7 respectively.

Hearing Examiner H. Gifford Irion in Media, Pa. (Brandywine-Main Line Radio Inc.) renewal of licenses of WXUR and WXUR-FM, granted request by the Broadcast Bureau and ordered that Mr. Baker will be next witness (Doc. 17141). Action Jan. 31.

Hearing Examiner Jay A. Kyle on Feb. 7 in Jacksonville, Fla. (Mel-Lin, WOBS) AM proceeding, granted request by Mel-Lin and cancelled all procedural dates and hearing date. Further ordered that the preliminary exchange of exhibits shall be made on or before March 5 and final exchange of exhibits on or before March 28 with date for notification of witnesses desired for cross-examination on April 5. The hearing scheduled for March 4 was rescheduled for April 15 (Doc. 17474).

Hearing Examiner Chester F. Naumowicz Jr., on Feb. 2 in Canton, N. Y. (Western North Carolina Broadcasters Inc.) renewal of license of WWIT, granted request by Western North Carolina and reopened the record; received in evidence WWIT's exhibit 17 (revised) in lieu of its exhibit 17; official notice taken of transcript in Doc. 14007; closed record; and ordered that the dates for filing proposed and reply findings shall remain as established (Doc. 17050).

Office of opinions and review in New York (City of New York Municipal Broadcasting System [WNYC]) proceeding on application for SSA and CP to increase power, change trans. site, directionalize ant. array, and operate SH during day and night, granted request by Midwest Radio-Television, Inc. and extended to Feb. 7 time to file application for review of review board's memorandum, opinion and order (Docs. 11227, 17588). Action Jan. 30.

Hearing Examiner Elizabeth C. Smith on Feb. 6 in Henderson, Nev. (1400 Corp., renewal of license of KBMI, and CP for Joseph Julian Marandola) AM proceeding. Dismissed as moot motion by 1400 Corp.

for further continuance of hearing (Doc. 16813-4).

### FINES

Commission has informed licensees WINI Murphysboro, Ill. that they have incurred apparent liability of \$4,000 for "willfully or repeatedly" failing to observe provisions of Sec. 73.124 of rules against fraudulent billing. All commissioners voted for forfeiture though Chairman Hyde noted this forfeiture is excessive. Action Jan. 31.

WDOG Allendale, S. C.—Broadcast Bureau by letter Feb. 6, notified WDOG that it has incurred apparent forfeiture liability of \$200 for violations of rules, including Sec. 73.114.

Broadcast Bureau by letters of Feb. 1, notified following stations of apparent forfeiture liability in amounts indicated for late filing of renewal applications: WHDF Houghton, Mich., \$200; WJPW Rockford, Mich., \$200; WCRM Clare, Mich., \$100; WPKO Waverly, Ohio, \$100; WOIB Ann Arbor, Mich., \$25; WKCD Ishpeming, Mich., \$25; WPFM Middletown, Ohio, \$25, and WPAY Portsmouth, Ohio, \$25.

### CALL LETTER APPLICATIONS

WACY, Standard Broadcasting, Moss Point, Miss. Requests WCIS.

KBLT, WMO Broadcasting Inc., Big Lake, Tex. Requests KWMO.

### New FM stations

#### APPLICATIONS

Morrison, Colo.—Western Bible Institute. Seeks 91.9 mc, ch. 220. Ant. height above average terrain 85 ft. P. O. address: 16075 West Bellevue Avenue, Box 812 Morrison 80465. Estimated construction cost \$19,400; first-year operating cost \$6,500. Principals: Board of Trustees, Western Bible Institute, Stanley Harwood, president and chairman, Gerald R. Stafford, vice chairman et al. Mr. Harwood is manufacturer. Mr. Stafford is builder. Ann. Feb. 2.

Hillsboro, Mo.—Junior College District of Jefferson County. Seeks 88.9 mc, ch. 205, 5.52 kw. Ant. height above average terrain 275 ft. P. O. address: Box 126, Hillsboro 63050. Estimated construction cost \$23,012; first-year operating cost \$15,500. Principal: Board of Trustees, Jefferson Junior College. Ann. Feb. 1.

Danville, Ky.—WHIR Inc. Seeks 107.1 mc, ch. 296, 3 kw. Ant. height above average terrain 148 ft. P. O. address: Box 8, Danville 40422. Estimated construction cost \$37,000; first-year operating cost \$6,000; revenue \$6,000, minimum. Principal: Raymond P. Holbrook, president. Ann. Feb. 2.

Grove City, Pa.—Grove City College. Seeks 89.5 mc, ch. 208, 10 w. P. O. address: Crawford Hall, Grove City College, Grove City 16127. Estimated construction cost \$2,311; first-year operating cost \$500. Principals: Board of Trustees, Grove City College. Ann. Feb. 1.

### FINAL ACTIONS

Cathedral City, Calif.—Glen Barnett. Broadcast Bureau granted 101.3 mc, ch. 276, 3 kw. Ant. height above average terrain minus 690 ft. P. O. address: Box 2805, Palm Springs, Calif. Estimated construction cost \$13,097.48; first-year operating cost \$3,600 above AM; revenue \$9,000 above AM. Principals: Mr. Barnett is owner-manager of KWKY Cathedral City. Action Feb. 5.

Broadcast Bureau granted Radio Communications Board, Georgia Institute of Technology, Atlanta, CP for a new class D \*FM to operate on ch. 216 (91.1 mc). Action Jan. 3.

Nobco Inc., Archbold, Ohio—Broadcast Bureau granted mod. of CP for FM to change type trans., type dual polarized ant. Action Feb. 2.

Mansfield, Pa.—Mansfield State College. Broadcast Bureau granted 89.5 mc, ch. 208, 0.010 kw. Ant. height above average terrain minus 320.4 ft. P. O. address: Academy and Elmira Streets, Mansfield 16933. Estimated construction cost \$2,226.55; first-year operating cost \$800; revenue none. Principals: Fred E. Bryan, M.S.C. president and Bruce Davis, technical advisor. Action Jan. 30.

Wilkes-Barre, Pa.—King's College. Broadcast Bureau granted 88.5 mc, ch. 203, 10 w. Ant. height above average terrain 180 ft. P. O. address: 133 North River Street, Wilkes-Barre 18702. Estimated construction cost \$9,824; first-year operating cost \$2,500; revenue none. Principal: Reverend Richard Sullivan, chairman, board of directors et al.

Action Jan. 30.

Lewisburg, Tenn. — Louis D. Lingner, owner. Broadcast Bureau granted 94.3 mc, ch. 232, 3 kw. Ant. height above average terrain 115 ft.; condition. P. O. address: 344 East Church Street, Lewisburg 37091. Estimated construction cost \$18,390; first-year operating cost \$3,600; revenue \$7,000. Principals: Mr. Lingner is retailer of paints, wallpaper, glass, sundries and phonograph records with wife, and is owner-manager of WJMM Lewisburg. Action Jan. 30.

#### OTHER ACTIONS

■ Review board in San Fernando, Calif. FM broadcast proceeding, Doc. 17198, denied petition for stay filed Jan. 29, 1968, by Manuel G. Martinez. Action Jan. 30.

■ Review board in Athens, Tenn., FM broadcast proceeding, Docs. 17617-18, granted to extent indicated and denied in all other respects petition to enlarge issues filed October 26, 1967, by Athens Broadcasting Inc. Action Jan. 30.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on Feb. 5 in New York and Teaneck, N. J. (New York University and Fairleigh Dickinson University), FM proceeding, dismissed petition by Fairleigh Dickinson for leave to amend application and opposition by New York University, and closed record (Docs. 17454-5).

■ Hearing Examiner Jay A. Kyle in Gate-city, Va., and Kingsport, Tenn. (Tri-Cities Broadcasting Corp. and Palmer-Dykes Broadcasting Co.), FM proceeding, granted petition by Tri-Cities and scheduled further hearing conference for Feb. 2 and rescheduled Feb. 12 hearing for Feb. 13 (Docs. 17575-6). Action Feb. 1. By separate action on Feb. 2, rescheduled Feb. 13 evidentiary hearing for Feb. 6 and ordered that date for notification of witnesses desired for cross-examination shall be Feb. 6 in lieu of Feb. 5.

■ Hearing Examiner Herbert Sharfman on Jan. 31 in Lebanon, Mo. (Lebanon Broadcasting Co. and Risner Broadcasting Inc.), FM proceeding, rescheduled hearing from March 19 to April 15 (Docs. 17898-9).

■ Hearing Examiner Herbert Sharfman on Feb. 6 in Lebanon, Mo. (Lebanon Broadcasting Co. and Risner Broadcasting Inc.), FM proceeding, granted request by Lebanon Broadcasting Co. and dismissed with prejudice application (Doc. 17898). Application of Risner remains in hearing status (Doc. 17899; BPH-5207).

■ Hearing Examiner Elizabeth C. Smith on Feb. 6 in Tampa, Fla. (Hubbard Broadcasting Inc., WLCY Inc. and Rust Craft Broadcasting Co.), FM proceeding, granted petition by WLCY Inc. for leave to amend application to substitute new Gates 20 kw transmitter for 10 kw transmitter previously specified (Docs. 17942-4).

#### CALL LETTER APPLICATIONS

■ University of Hartford, West Hartford, Conn. Requests WWUH(FM).

■ Maupin Broadcasting Co., Blountstown, Fla. Requests WRTM(FM).

■ Fulton County Broadcasting Co., Canton, Ill. Requests WBYS-FM.

■ Western Oklahoma Broadcasting Co., Clinton, Okla. Requests KWOO-FM.

■ Lynn Mountain Broadcasting, Elizabethton, Tenn. Requests WLSN(FM).

#### CALL LETTER ACTION

■ Warrenville Broadcasting Co., Charlotte Amalie, V. I. Granted WESP(FM).

#### DESIGNATED FOR HEARING

■ Commission has designated for consolidated hearing applications to Farm and Home Broadcasting Co., Wellsboro and Tioga Broadcasting Co., Mansfield, both Pennsylvania, for new FM's to operate on ch. 249 (97.7 mc). Farm and Home with ERP of 1.71 kw and antenna height of 380 ft. and Tioga with ERP of 2.24 kw, ant. height of 338 ft. Action Jan. 31.

#### Existing FM stations

##### FINAL ACTIONS

WTHB-FM Augusta, Ga.—Broadcast Bureau granted mod. of CP to change ant.-trans. and studio location to between Access Road and Old Aiken Road, 2.8 miles from downtown Augusta, near North Augusta, S. C., change type trans., type ant., ERP 3 kw. Action Jan. 31.

WSMJ(FM) Greenfield, Ind. — Broadcast Bureau granted CP to delete vertical polarization, change ERP to 50 kw; condition. Ac-

tion Jan. 30.

KMAQ-FM Maquoketa, Iowa—Broadcast Bureau granted license covering new station, specify type trans. and ant. Action Feb. 2.

KXL-FM Portland, Ore.—Broadcast Bureau granted CP to install new type ant., ERP 100 kw, ant. height 990 ft. Action Feb. 2.

KBUY-FM Fort Worth—Broadcast Bureau granted request for subsidiary communications authorization on a sub-carrier frequency of 87 kc. Action Feb. 2.

WHMD(FM) Marinette, Wis. — Broadcast Bureau granted CP to change ant.-trans. location to 1.7 miles West of Suring, Wis., install new type ant., ERP 7.2 kw. Action Jan. 30.

■ Broadcast Bureau granted licenses covering following new FM stations: KBUR-FM Burlington, Iowa; KFMD(FM) Dubuque, Iowa; KLTB(FM) Bolivar, Mo. Action Feb. 2.

#### OTHER ACTIONS

■ Review board on Feb. 2 in Houma, La., FM broadcast proceeding, Docs. 17911-17912, granted petition for extension of time filed Jan. 30 by KCIL Inc. and extended to Feb. 9 time within which to file oppositions to petition to enlarge issues filed by La-Terr Broadcasting Corp. on January 12.

#### ACTION ON MOTION

■ Office of Opinions and Review in Albany, Ore. (KNNDFM) and KRKT(FM) and Albany Radio Corp., FM proceeding, granted request by KNNDFM and KRKT(FM) and extended to Feb. 8 time to file application for review of review board's memorandum opinion and order (Docs. 17472-3). Action Feb. 1.

#### FINES

■ Broadcast Bureau by letters of Feb. 1 notified following stations of apparent forfeiture liability in amounts indicated for late filing of renewal applications: WMRP-FM Flint, Mich., \$200; WDRK(FM) Greenville, Ohio, \$100; WOIA-FM Ann Arbor, Mich., \$25; WPOS(FM) Holland, Ohio, \$25; WPFY(FM) Middletown, Ohio, \$25, and WPAV(FM) Portsmouth, Ohio, \$25.

#### CALL LETTER APPLICATIONS

■ WACY-FM Standard Broadcasting, Moss Point, Miss. Requests WCIS-FM.

■ WDAQ-FM WDAQ Inc., Indiana, Pa. Requests WQMU(FM).

■ WCRQ(FM) Radio Rhode Island Inc., Providence, R. I. Requests WLKW-FM.

#### CALL LETTER ACTIONS

■ KVEG-FM Las Vegas Electronics Inc., Las Vegas. Granted KULA(FM).

■ WFTC-FM HGR Broadcasting Co., Kingston, N. C. Granted WRNS(FM).

#### RENEWAL OF LICENSES, ALL STATIONS

■ Commission has renewed licenses for WKWK-AM-FM, Wheeling, W. Va. for period ending Oct. 1, 1969. Action Jan. 31.

■ Commission has granted renewal of licenses for WEEP-AM-FM Pittsburgh. Action Jan. 31.

■ FCC granted renewal of licenses for following stations and co-pending auxiliaries: WBRM Marion, N. C.; WMRP-AM-FM Flint, Mich.; WSJM-AM-FM St. Joseph, Mich. Action Jan. 31.

■ Broadcast Bureau on Jan. 31 granted renewal of licenses for the following stations and co-pending auxiliaries: KBHM Branson, KBL Liberty, and KFRR Columbia, all Missouri; KHAK-AM-FM Cedar Rapids, Iowa; KSIM Sikeston, Miss.; KSMN Mason City, KWNT-AM-FM Davenport, both Iowa; KWPM-AM-FM West Plains, KCFM(FM) St. Louis, and KFBD(FM) Waynesville, all Missouri; KBAB Indianola, KFMG(FM), and WHO-FM both Des Moines, all Iowa.

■ Broadcast Bureau on Feb. 2 granted renewal of licenses for following stations and co-pending auxiliaries: WCMR Elkhart, and WCTW New Castle, both Indiana.

#### Translators

##### ACTIONS

■ FCC on Jan. 31 granted Northwest Publications Inc. (WDSM-TV) Superior, Wis. and KDAL Inc. (KDAL-TV) Duluth, Minn., waiver of Sec. 74.732(e) of rules in order that they may guarantee \$5,000 each of a \$10,000 loan from The First National Bank of Grand Rapids to EZ-TV Inc., VHF translator licensee. Action Jan. 31.

K07GU Kalbito, Tonalea, Tuba City and The Gap, Arizona—Broadcast Bureau grant-

ed CP to specify principal community for location to six miles southeast of Tuba City, and Moencopi, both Arizona, change trans. location to six miles southeast Tuba City, on Coal Mine Mesa, change type trans. and ant. system. Action Jan. 31.

K13GZ Kalbito, Tonalea, Tuba City and The Gap, Arizona—Broadcast Bureau granted CP for VHF TV Translator station to specify principal community as Tuba City and Moencopi, change trans. location to six miles southeast of Tuba City, on Coal Mine Mesa, change type trans. and ant. system. Action Jan. 31.

■ Broadcast Bureau granted Gateway TV Association, Gateway, Colo., CP for a new VHF TV Trans. to serve Gateway, operating on ch. 13, by rebroadcasting programs of KREY-TV Montrose. Action Jan. 31.

■ Chief Hearing Examiner James D. Cunningham in Battle Creek, Mich. (West Michigan Telecasters Inc.), UHF TV translator proceeding, designated Examiner Forest L. McClenning to serve as presiding officer; scheduled a prehearing conference for Feb. 23 and hearing for March 18 (Doc. 17976). Action Jan. 31.

Hot Springs, Mont., Hot Springs Community TV—Broadcast Bureau granted CP for a new VHF TV translator to serve Bitterroot, Camas Prairie, Hot Springs and Niarada, operating on ch. 11, by rebroadcasting programs of KXLF-TV Butte. Action Feb. 5.

Folsom, N. M., Folsom TV Co-op.—Broadcast Bureau granted CP for a new VHF TV translator to serve Folsom, operating on ch. 3, by rebroadcasting programs of KRDO-TV Colorado Springs, Colo. Action Feb. 2.

■ Hearing Examiner Isadore A. Honig on Feb. 2 in Cumberland, Md. and Wellersburg, Pa. (Tri-State Television Translators Inc. and Wellersburg TV Inc.) TV translator proceeding, granted request by Broadcast Bureau and continued Feb. 13 hearing to Mar. 12 (Docs. 17654-5).

Television Translator Corp., Mountain Home, Tex.—Broadcast Bureau granted CPs for following new UHF translator stations to serve Mountain Home, Ingram and Hunt, all Texas, operating on ch. 73 by rebroadcasting KLRN(TV); operating on ch. 76, by rebroadcasting programs of WOAI-TV; operating on ch. 82 by rebroadcasting KONO-TV; operating on ch. 79, by rebroadcasting programs of KENS-TV all San Antonio. Action Feb. 1.

■ Commission has waived section 74.732(e) of rules and granted a CP to Eastern Oklahoma Television Inc. for new 1-watt VHF TV trans. station. Station will serve Ardmore, Okla. by rebroadcasting programs of Eastern's station KTEN(TV), ch. 10, Ada, on output ch. 8. Action Jan. 31.

■ Commission has granted applications by Taft Broadcasting Co. and Scranton Broadcasters Inc. for new 100-watt UHF trans. stations to serve Pottsville, Minersville and Port Carbon, all Pennsylvania. Action Jan. 31.

■ Broadcast Bureau granted CPs for following new UHF translator stations: University of Hawaii, Waimea, serving Waimea operating on ch. 72 by rebroadcasting programs of KMEB(TV) Wailuku; University of Hawaii, Pahala, serving Pahala operating on ch. 79, by rebroadcasting programs of KMEB(TV) Wailuku; University of Hawaii, Hakalau, serving Hakalau operating on ch. 79 by rebroadcasting programs of KMEB(TV) Wailuku; University of Hawaii, Papa, serving Captain Cook operating on ch. 77 by rebroadcasting programs of KMEB(TV) Wailuku; Redmond JC-TV, Inc., Redmond, Ore., serving Redmond operating on ch. 83, by rebroadcasting programs of KOAP-TV ch. 10, Portland, Ore. Action Jan. 30.

■ Broadcast Bureau granted mod. of CPs to extend complete dates for the following UHF TV translator stations: K71BX Alamo-gordo and Holloman, both New Mexico to July 31; K73BT Carrizozo, N. M. to July 31; W70AO Fond du Lac, Wis. to July 31. Action Jan. 31.

■ Broadcast Bureau granted mod. of CPs to extend completion dates for the following VHF TV translator stations: K03CO Alamo, Colo. to July 31, and K12FM Fort Stockton, Tex. to July 21, Action Jan. 31.

■ Petition by West Michigan Telecasters Inc. for partial reconsideration of FCC action of Jan. 24, 1968 designating for hearing application for UHF TV trans. station has been denied. Action Feb. 5.

■ Broadcast Bureau on Jan. 31 granted CPs to replace expired permits for following VHF TV translator stations: K07HF, K09HM, and K13HR, all Taholah, Wash.

■ FCC granted renewal of licenses for

(Continued on page 77)

Payable in advance. Checks & Money Order only.

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum.
- APPLICANTS: If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
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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.
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Station manager, major market, excellent permanent opportunity with long-established profitable station. Send background, desires and compensation requirements first letter. Box A-231, BROADCASTING.

Man with good sales record, who wants to move into management. Small market, Pacific Northwest. Send complete resume to Box B-93, BROADCASTING.

Sales Manager—dynamic, self-starter, able to direct, motivate and control sales force. Top 15 market, east coast network affiliate. Guarantee, commission and override. Box B-116, BROADCASTING.

Station manager for new AM (250 watt daytime) slated to go on air this summer. Will be only station in pleasant, prosperous Midwest city. Non-resident owners. Send picture, resume, compensation requirements first letter. Box B-121, BROADCASTING.

Experienced selling manager for market's number one station. Network and major sports outlet for California's central coast. MOR format. Send complete details to: John Cohan, KSBW Radio, PO Box 1651, Salinas, California.

Management: Assistant manager with managerial-sales ability. Future stock options guaranteed & required, \$700.00 plus. KSNM, Pocatello, Idaho.

Sales Manager potential. If you have successful personal record and ready to step up to competitive market, here is your opportunity to make big money. Excellent commission—override arrangement. Rush letter, background references. Replies in confidence, 915 Olive St., Room 821, St. Louis, Mo.

#### Help Wanted—Sales

California daytimer seeks hard core sales manager, preferably RAB trained, who can and will personally sell, train and direct producing sales staff. Excellent salary, bonus, incentives. Updated resume and photo requested. Box A-322, BROADCASTING.

Network affiliate close to Chicago needs experienced aggressive salesman. Excellent account list. Hardwork will reward you with above average income. Box A-366, BROADCASTING.

Young salesman wanted by N. J. AM-FM. Base salary, commission & excellent fringe benefits. Car essential. Send resume & current earnings. Box B-105, BROADCASTING.

Creative, ambitious salesman wanted to handle active account list. Send resume to Box B-139, BROADCASTING.

Number one sales position—established billing available. Successful single market Indiana. Young man, married, educated, community minded, cooperative. Box B-162, BROADCASTING.

An opportunity that comes very seldom. Chance to become one of two salesmen for station billing more than \$150,000. You will have active account list, an opportunity to move into management if you desire. Send complete resume and photo to Jerry Pappenfuss, KAGE, Box 767, Winona, Minnesota 55987.

### Help Wanted—Sales—(cont'd)

Go with a winner! Write KVON, Napa, Calif.

Countrypolitan member of 7 station group offers opportunity for future management-ownership. Account list waiting along with full fringe benefits. Guarantee plus commissions can net you more than \$10,000 first year. Send resume to Manager, WITL, Lansing, Michigan.

Income unlimited for hard hitting salesman. Active account list, management opportunity and stock purchase available. Contact Ron Van Buer, WYFE, Rockford, Illinois.

#### Announcers

Full-time experienced announcer, salary open. Box M-11, BROADCASTING.

MOR morning or afternoon man. Experienced only. Mature. Major university town in Northeast. Box M-175, BROADCASTING.

Large market, established, Ohio modern country music station has real opportunity for well versed personality. Send tape, picture and details immediately. No "Corn-pones". Box A-194, BROADCASTING.

Swingin' soul, major Ohio market needs experienced up-tight dj. Brown eyes or Blue. Unusual opportunity. Send tape, details, picture immediately. Box A-195, BROADCASTING.

Hard working contemporary music personality to work in 180M southern market. Salary open. Send resume and tape to Box A-360, BROADCASTING.

Combination sales-morning man-sports. West-midwest. MOR medium market. Salary, commission, talent. Stable operation. Write Box B-32, BROADCASTING.

If you are an experienced talent, a midwest station has two DJ openings. Send air check of what you do best and complete resume to Box B-47, BROADCASTING.

Great MOR station, strong on personality and news dominance seeks creative, mature, appealing announcer. Tight production, fine city in the west. Radio with excellence, beautiful place to live. Send tape and resume to Box B-72, BROADCASTING.

Excellent prospects for country and western combo man in leading radio market. Air shift and maintenance required. Send complete resume to: Box B-85, BROADCASTING.

Announcer-salesman. Send complete info in confidence. No contact with your boss; no refs needed. Fine medium market operation; good pay, working conditions. Box B-91, BROADCASTING.

Wanted: adult, drivetime announcer for top-paying Midwest MOR. Send audition, resume, and photo to Box B-95, BROADCASTING.

If you are on the way up in the new world of country music, if you understand it, know it, believe in it, and you are ready for a new move, send tape, photo, resume, full details about yourself. First phone helpful, not essential. Highly respected country music operators about to acquire second major market property. Rush to Box B-100, BROADCASTING.

Indiana's best medium market personality sound needs a great man with first phone. If you're good on production, not a rocker and a smooth believable top 40 personality . . . there's an unusual opportunity here for you. Send resume and tape to Box B-109, BROADCASTING, or call Doni Eberts, 317-966-2215.

### Announcers—(Cont'd)

Need mature, stable, C&W announcer able to handle production. Texas coastal market. Send tape, photo, qualifications and salary requirement. Box B-119, BROADCASTING.

All-around rhythm and blues. Some news, dj, production. We are a progressive, southern group-owned station and we are expanding our announcing staff. Good opportunity for a professional. Tape, resume, references and photo to: Box B-122, BROADCASTING.

On the way up? This could be it! Mid-Atlantic market of 400,000 5 kw needs mature sounding MOR 1st phone announcer. Evening shift. Salary open. Tape and particulars to Box B-124, BROADCASTING.

5000 watt daytimer in major southwest market has opening for reliable, experienced announcer capable of doing hard hitting news. Will act as assistant P.D., salary commensurate with ability. Position will wait for right man. Send short non-returnable air check and resume. Box B-128, BROADCASTING.

We can offer a good position to a dependable announcer salesman. Growing organization with two stations now. Also some play by play if desired. Above average salary for Midwest location. Box B-134, BROADCASTING.

First phone? Try a winner. Write: KVON, Napa, Calif.

Immediate opening for experienced announcer with background in news and copywriting. Send tape, resume to WASA, Havre de Grace, Md. 21078.

Immediate opening—experienced morning man. Established single station MOR, heavy local news, sports. Active account list if you have sales experience. Good salary plus 15% commission. General Manager, WCBY Radio, Cheboygan, Michigan.

Suburban Chicago, combo, 1st class license, permanent, open now. Send complete information and tape to WEAW, Evanston, Illinois 60202.

Chicago suburban: 1st class. Complete information and tape to WEAW, Evanston, Illinois.

Where are all the good radio announcers? WFIX needs mature, experienced announcers for adult format. Excellent opportunity and pay in fast growing market with well established, successful station. Send tape, photo and resume to Manager, WFIX Radio, Huntsville, Alabama, 35804.

One of Washington, D. C.'s leading quality music stations has an opening for an experienced announcer with mature voice. Special emphasis on commercial production. No top forty. \$150 per week to start with regular pay increases. Five day, forty hour week. Three weeks paid vacation. Modern studios with latest equipment. Call (301) 587-4900 or send tape and resume to WGAY-Stereo, WQMR, 8121 Georgia Avenue, Silver Spring, Maryland 20910.

Excellent opportunity—really a fine opportunity—for announcer with first class license. Immediate opening. The more experience, the more weekly starting salary. Apply to H. M. Thayer, President, WGHQ, Kingston, New York.

## Announcers—(Cont'd)

**Announcer**—1st phone seeking opportunity for advancement wanted for this newly acquired Airmedia station. Must be capable of maintenance on AM & FM, good announcer. Can grow with Airmedia station. Send tape and resume to Hudson Millar, WIRA, Fort Pierce, Florida.

**WISZ**, Glen Burnie, Md. has immediate opening for announcer with first class license. Contact Charles Doll, 301-761-1590.

**Announcer 1st phone**, excellent opportunity for right person. Minimum of \$135 to start for a work week of 40 hours or less plus 15% commission on sales (if you wish to sell). Regular salary reviews. All replies confidential. WMHI, Route 5, Frederick, Maryland.

**Wanted: Experienced announced/sportscaster.** Send resume, audition tape, compensation requirements to WSTR, Box 70, Sturgis, Michigan 49091.

**Permanent—professional announcer-salesman**, 27 hours on air + some sales-service. Guaranteed minimum \$145 weekly to start. Quality MOR, AM-FM operation in nation's 35th fastest growing county on southeast Florida coast. WSTU/WMCF, Stuart, Florida.

**\$125 weekly** for good announcer. Must be experienced with ability to assume PD position. Write Kent Roberts, Box 590, Silver City, New Mexico.

**Morning man**, with a bright top 40 sound to work at sales oriented full timer. First ticket preferred but not mandatory. Contact Paul Wierman—309 967-9521.

**1st phone morning man**, good on production for award winning modern C&W station in good midwest market. Phone 608-257-0756, ask for P.D.

**Eastern N. C. daytimer** in need of dependable announcer. Possibility of some sales. P. O. Box 590, Williamston, N. C.

**10,000 watt Florida radio station** needs news-announcer with first ticket: contact Jim Hartley, P.O. Box 16656, Jacksonville, Florida 32216, phone: 721-1533.

**Top country morning man—major market.** Five figures plus to top rating producer and strong air salesman. If first ticket, so much the better, but not necessary to qualify. Air mail tape, resume. Replies confidential. 915 Olive Street, Room 821, St. Louis, Mo.

**1st phone announcer** needed for Ohio daytimer, \$125 or more for qualified man. Call Bill at 614-335-0941, days or evenings.

## Technical

**Chief engineer-announcer** for 5 kw MOR format. Approx. 12 hours per week maintenance. Area station for network and major sports. Send complete details, tape cut at 7½ RPM to Wes Chaney, KSBW Radio, PO Box 1651, Salinas, California.

**Engineer, studio shift.** Prefer experience but will train right man. Familiarity with remote operation desirable. Excellent working conditions. KSTT, Davenport, Iowa.

**First phone** for transmitter, possibly some CATV work. KVBG Radio, Great Bend, Kansas. 316-452-4317.

**Engineer** to maintain all equipment in top condition, recording and remote engineer. Send details first letter to KVOZ, Box 1638, Laredo, Texas. You will replace our chief who is becoming a partner at another station Feb. 15.

**Experienced or inexperienced transmitter technician** with 1st class license. Immediate opening with group station. Company paid hospitalization, major medical and pension plan. Write WARM, Scranton, Pa. or call collect Mr. Morgan, 717-346-4646.

**Immediate opening—experienced engineer** for established fulltime AM, single station market adding FM. Almost new equipment throughout, short announcing shift required. Heavy tourist resort area offers unlimited freelance Marine radio opportunities for supplementing salary, if interested. Year round activities if you're a sportsman. Salary open, contact General Manager, WCBY Radio, Cheboygan, Michigan.

## Technical—(cont'd)

**Chief needed** at medium market AM/FM station. ATC automation, excellent equipment & working setup, top fringe benefits. Will pay well for right man. Contact Jack Severson, WCUB Radio, Manitowoc, Wisconsin. (No collect calls please)

**Interesting opening for 1st phone.** New modern facilities. No announcing. Call or send information to Chief Engineer, WAVI/WDAO, 513-224-1137, Dayton, Ohio 45408.

**Engineer 1st phone.** Modern AM-FM-TV operation. Paid vacations, hospitalization and insurance, top wages. Call 616-363-7701 or write Roy Green, Chief Eng., WJEF, 280 Ann, N.W., Grand Rapids, Michigan 49504.

**Engineer, fulltime, 1st class license.** Transmitter and studio operation and maintenance. Car required. Telephone or write WPIK, Alexandria, Va., 703-683-3000.

**Immediate opening** in top AM-FM, Atlanta. 1st phone, with maintenance experience. No board work. Send resume to Technical Director, WQXI, Atlanta, Georgia.

**Engineering Consulting firm** seeks experienced engineer. Applicant must possess background of experience and responsibility in all phases of broadcasting or CATV and a willingness to travel. Engineering degree desirable. Send resume and references to: William B. Carr & Associates, P. O. Box 13287, 4028 Daley, Fort Worth, Texas 76118, 817-284-9311.

## NEWS

**Experienced on-air news director** needed by southern California contemporary station to expand and manage department. Send resume, tape, and photo to Box A-341, BROADCASTING.

**Aggressive newsman** who seeks career in broadcast journalism to handle news department in progressive Pennsylvania small market. Post may be combined with educational work at nearby university. Send picture, tape and resume to Box B-35, BROADCASTING.

**Foreign correspondent** post opening soon in Bonn. Send tape and complete resume of solid news background. Energy and interest prime factors; German language necessary, but crash course at company expense might be arranged for right man. Equal opportunity employer. Box B-130, BROADCASTING.

**Major radio network newsroom** in New York must quickly have top grade experienced broadcast writer, preferably with tape, production experience. Reporting, air experience welcome additions. Salary commensurate with background ability. An equal opportunity employer. Box B-135, BROADCASTING.

**Newsman . . . with experience**, or potential. Radio-TV news department, upper south. Chance to grow. 6 person department, pleasant living area. Resume and salary requirements to Box B-138, BROADCASTING.

**Wanted full-time newsman**, to double as a spare announcer. Send resume to U. J. Keppers, Mgr., KASM, Albany, Minnesota.

**Newsman wanted immediately** for Central Florida's top station. Should be experienced in gathering, writing, and on-air reporting. Phone Boy Raymon, News Director, 305-241-1491, WDBO, Orlando, Florida.

**Man or woman.** Frankly, we would prefer a woman. Daytime shift at the outset, six days a week. Good job. Must type competently, must write competently, must have good voice. Salary is not too great to start with, but there is a bright road ahead. Three-week vacation. Hospitalization. Life insurance benefits. Apply in person or with tape to Harry M. Thayer WGHQ, Box 427 U.P.O., Kingston, New York.

**Suburban New York station** needs newsman to round out its energetic news staff. Must be able to gather, write & broadcast. Heavy emphasis on local news. WLNA, Peekskill, N. Y.

**Top grade newsman**, to gather, write and deliver at full time swinger. Contact Paul Wierman—309 967-9521.

## Production—Programming, Others

**Gal Friday.** Gather and write news, write good commercial copy, voice with seductive qualities. Good pay, successful small market AM-FM stations. Box B-92, BROADCASTING.

**N. J. station needs PD** who can handle production & short air shift. Send tape, resume & salary requirements first letter. Box B-106, BROADCASTING.

**Production manager** for five thousand watt fulltime key suburban northeast market number 1 station. MOR, sports, community service, growing company. Mature voice, P.D. experience or equivalent. Opening immediately available due to internal promotion. Box B-146, BROADCASTING.

**Country music program director** experienced in modern format Nashville radio, skilled in copywriting, creative programming, hard production commercials. Send qualifying info, personal data & samples of production to Box B-147, BROADCASTING.

**Need continuity director** for station in midwest capital city. Salary range \$450 to \$550 per month. Production experience helpful but not necessary. Send resume and sample of commercials to Box B-149, BROADCASTING.

**Wanted radio pro** for forty hour board and production shift. Only experienced adult, mature person should apply. Need for Florida based AM FM stereo operation. Apply to Box B-150, BROADCASTING.

**Due to promotions** 50,000 watt, top rated, contemporary station is looking for someone to do good production, commercials, and airshift. Looking for someone that reads paper from front to back, possibly be funny and do something other than give time and temperature. Good pay, security, benefits, good working conditions, every third weekend off, send tape of production, airshift, resume, and picture to Larry Ryan, KEEL Radio, Box 7, Shreveport, Louisiana.

**Our production manager** has been promoted within our 7 station chain. Replacement should have 1st class ticket, ability to create hard sell commercial copy, administrative ability, short air trick. In return we offer security, insurance program, retirement plan, paid vacation, opportunity for advancement and salary commensurate with experience and ability. Send resume, tape, photo, immediately to Bob Todd, WGEE, 4800 E. Raymond St., Indianapolis. Personal interview at our expense a must.

## Situations Wanted—Management

**General manager.** Strong on sales. Creative. Good administrator. 22 years successful all-around broadcaster. Wishes to relocate in small market where ability and versatility pay off. Box A-323, BROADCASTING.

**Experienced metro market general manager** with outstanding sales track record. Top performances. Desire management or sales-management in market of half million or larger. Major chain experience. Causes things to happen. Box B-5, BROADCASTING.

**General manager—broken** all sales records, strong programing, promotions, top thirty markets only. Box B-86, BROADCASTING.

**Currently selling** Los Angeles radio to agencies. Solid experience in local and regional sales, programing, announcing, all phases of station operation. Excellent unimpeachable record and references. Top L.A. agency people say I'm ready for full management. Markets of over 300,000 only. Will relocate. Box B-126, BROADCASTING.

**Operations Manager** available March 1. Experienced professional. Happiest when commercial load is heaviest. Can build and supervise well organized staff. Top references. Box B-142, BROADCASTING.

**Florida station manager** three years proven sales, listener building ability available. Hours work or travel no problem, NYC agency PR background, age 38, sober, best references. Steve Keegan, 318 Dakin, Kissimmee, Fla., phone area 305-847-6225.

## Sales

**Salesmanager/salesman** to work under General manager. South. 12 years radio, excellent references. Available 60 days. Presently G.M. of directional AM in midwest market. Box A-354, BROADCASTING.

## Situations Wanted

### Sales—(cont'd)

**Southeast—sales manager with announcing, play-by-play experience seeking management opportunity. Box B-67, BROADCASTING.**

1968 College grad. Desires TV sales position. Major: R&TV, minor: marketing. Veteran, age 26, married, Hungry and eager, lacks experience. David Filkins, Hamilton, Ill. Ph. 217-847-2394.

### Announcers

**Where's my big break into top-40? Have 3rd. & what it takes! Box A-359, BROADCASTING.**

**Negro dj—3rd class license. Some experience. Needs chance. Hurry. Box A-361, BROADCASTING.**

**Negro R'n'B jock. First class license. Box A-362, BROADCASTING.**

**Announcer, newscaster, 5 years experience. Top 40, middle of the road, prefer east coast. Box B-7, BROADCASTING.**

**Sportscaster. Experienced. Superlative play-by-play. First phone. Some TV. Box B-23, BROADCASTING.**

**Young MOR or top 40 announcer. Single, non-floater, draft exempt, 3rd phone, willing to relocate, hard worker, versatile. Box B-39, BROADCASTING.**

**Excellent voice, versatile, young, professional, west coast announcer that does much more than required. Box B-52, BROADCASTING.**

**Negro dj with limited experience. N. Y. school grad. 3rd phone. Will accept part time or relocate. Box B-77, BROADCASTING.**

**Experienced announcer, creative versatile dj. Authoritative newscaster, aggressive salesman, third endorsed, tight board, dependable. Box B-78, BROADCASTING.**

**Aggressive, dj, announcer, NYC trained, dependable, third endorsed, ready to relocate. Box B-79, BROADCASTING.**

**Top 40 personality wants first big break—four years experience—proven rate holder—service complete—married—23 years old—presently employed—desire larger market—no drifter. Box B-80, BROADCASTING.**

**Disc jockey, newscaster, salesman, experienced, authoritative, aggressive, versatile, run tight board with third endorsed, dependable family man. Box B-81, BROADCASTING.**

**Sportscaster play by play, major college and or pro sports only . . . ten years, radio or TV. Box B-87, BROADCASTING.**

**Hooper or Pulse sagging? If you would like to fast become tops in your market of contemporary music . . . 19 years of broadcasting will vouch for a reliable consultant to you. Box B-89, BROADCASTING.**

**Saint Louis college sophomore, summer employment, preferably in college town. Experienced. Third endorsed. Box B-90, BROADCASTING.**

**Professional sounding, dj, beginner. Broadcast school graduate. 3rd endorsed, 26 years old, draft free, single, good voice, very dependable, easy to get along with; ambitious to succeed. Worked 2½ yrs. with top radio & TV station in Boston as film editor—etc. Desire N. E. Area. MOR or top 40. Box B-94, BROADCASTING.**

**Outstanding 3rd phone. Full coverage. Radio and TV. News, music, sports, weather. Copy write and production. Mature college grad with family. Box B-103, BROADCASTING, or call 312-493-4496.**

**My humorous friends talk to me, throwing one liners, bits. You pay for me, they're on tape. We like to talk during wee hours. Top-40. 4 years. college. Box B-107, BROADCASTING.**

**Eastern Pennsylvania, New Jersey — first phone announcer, five years experience, good news background, desires immediate position. Box B-108, BROADCASTING.**

**Deejay, announcer, newscaster, salesman. Experienced, dependable, third endorsed, tight board. Authoritative, versatile, creative. Box B-112, BROADCASTING.**

## Situations Wanted

### Announcers—(Cont'd)

**Announcer, dj, experienced, married, newscaster, tight board, dependable, personable, not floater or prima donna, will settle down. Box B-113, BROADCASTING.**

**Pro dj, tight board, third endorsed, dependable, available now. Box B-123, BROADCASTING.**

**DJ announcer, experienced, creative, versatile, dynamic. Authoritative newscaster. Dependable. Tight board, third phone endorsed, will relocate. Box B-127, BROADCASTING.**

**Experienced dj/announcer, newscaster; NYC trained, 3rd endorsed. Tight board, creative, authoritative; sales work welcomed. College graduate, B.A.; Communication Arts. Consider all—N. Y. area preferred. References. Call 212-882-3283, write Box B-131, BROADCASTING.**

**Great young personality plus Drake format . . . working in large Massachusetts market. Desires more pay. College, tight, no draft, dedicated. Tape, resume, etc., on request. Box B-132, BROADCASTING.**

**MOR—dj—first—Ogden's—excellent potential—mature voice—western states. Box B-136, BROADCASTING.**

**Announcer presently employed with top rated major market FM desires permanent position with stable well managed non personality FM or AM. Five years experience in good music programming, commercial production and news. Box B-151, BROADCASTING.**

**Authoritative Newscaster, dj announcer, family man, will relocate. Box B-153, BROADCASTING.**

**Network voice, absent from radio 10 yrs. 7 yrs. independent affiliates. Like news. 5 yrs. weather interpretation. Can obtain 1st phone. Married, family. Employed, references. Box B-157, BROADCASTING.**

**First phone combo: experienced, college, management potential, like? Box B-158, BROADCASTING.**

**R&E jock, Negro, 1st class license. 3 yrs. experience in medium and metro markets. Veteran, excellent references. Will relocate anywhere. Box B-159, BROADCASTING.**

**Radio school grad, 24, knowledge of sales and sports. Anywhere east of Mississippi. Box B-161, BROADCASTING.**

**College location for wife. 1st phone, dj—board experience, reputable, mature. Prefer southeast, day-work, some non-announcing duties. Available March. Box B-163, BROADCASTING.**

**1st phone, Broadcast School graduate, 4 years experience. Military completed. Relaxed, smooth MOR style. Desire permanent position on Eve. or Mid shift with medium market station. Free to relocate. Bob Davis, 727 Monroe St., #203, Rockville, Maryland.**

**Third phone announcer wants Canadian opportunity. Recent graduate of broadcasting institute. Contact Robert Venn, Sault Saint Marie, Ontario. Phone 256-7326.**

**Third phone announcer wants warm climate. Recent graduate of broadcasting institute. Contact Jim Hughes, Marquette, Michigan. Phone 225-6414.**

**First phone, top 40, straight. V.F.W. Five years experience. Medium, metro market only. Excellent references. William. 218-722-8886, 741-2251.**

**21 year old broadcast school graduate, draft exempt, looking for start in sportscasting. For tape and resume contact Charles Henningsen, 98 Tenth Street, Hicksville, New York.**

**First phone announcer and Columbia College student. School schedule workable. Young. Experienced. Well trained. Draft exempt. Contact: Greg Sherlock, 166 East Superior Street, Chicago, Illinois, 312-943-0170.**

**Good young country & western announcer. Tight board, good news. Draft deferred, will work anywhere. Contact Mike Higgins, 270 Chavasse Ave., Henderson, North Carolina.**

**First phone announcer wants start in small market. Recent graduate of broadcasting institute. Contact Larry Frear, 316-7th Street Southeast, Mason City, Iowa.**

## Situations Wanted

### Announcers—(Cont'd)

**Highly versatile, solid, mature announcer. Seven years experience as PD, ass't manager, Talk-show, air shifts in MOR medium markets. 3rd endorsed. Desire medium or major market MOR. Want to learn sports. Married. Stable. Excellent references. Desire East coast. Available now. Dale Paul, 2042 North Oak Lane, State College, Pennsylvania. 1-814-238-7359.**

**Broadcast School graduate would like a start. Knows music and is creative. Contact: Thomas Bowler, 2001 South 5th Avenue, Maywood, Illinois 60153, 312-344-0922.**

**Experienced 2½ years MOR young mature staff announcer; no selling. Third ticket. \$95 starting minimum. Relocate in Northern Illinois. (312-274-2934).**

**Florida announcer available immediately AM-FM or TV experienced. MOR Florida only. \$120 minimum. P. O. Box 1243, Winter Haven, Fla. 33880.**

**1st phone, experienced, versatile and available immediately. Bill Melton, 5165 Fountain, Los Angeles, Calif. 213-661-3504.**

### Technical

**2 in 1—presently employed as Director of Engineering, announcer, talk show personality for small chain. 13 years experience in all phases of radio—some TV knowledge. At top of ladder—need another to climb. Need 2 in 1? Box B-53, BROADCASTING.**

**Chief engineer. Thoroughly experienced, maintenance, directionals, remote control. No board work or announcing. Box B-129, BROADCASTING.**

### Production—Programing, Others

**Close your saleability gap! PD/personality. Currently programing separate AM and FM stations. 16 years experience from ground up. Top drawer talent. Excellent references. Seek PD position with hip MOR operation. No small markets. Box B-8, BROADCASTING.**

**Not just a job . . . desire PD or other production spot. Experience includes ownership and major market. If you have room in your organization for advancement. Box B-34, BROADCASTING.**

**19 year broadcasting veteran, all types of radio, currently air man on top, top 40 in one of country's top markets. Ready for operations or station management. Excellent references in production and programing. Box B-88, BROADCASTING.**

**All night personality, young woman, recent college graduate, creative, writes news and copy, reads well, will relocate. Write Box B-102, BROADCASTING.**

**Female—40—December grad of Broadcast school. Desire work in copywriting, commercials or production commercials. Relocate. 3rd. Box B-114, BROADCASTING.**

### TELEVISION—Help Wanted

#### Management

**CATV System Manager. Construction beginning on new CATV system in attractive Ohio town. First of series for fast growing broadcasting company also with radio properties. Excellent growth potential—compensation commensurate with your efforts and results. CATV experience helpful, sales ability prime factor. Box B-66, BROADCASTING.**

**TV Station Administrator for duty in Saudi Arabia. Three years experience desired in operation and maintenance of TV broadcasting station, including maintenance, operations, programing and general business management. Salary: \$11,461—\$13,507 per year plus 25% differential, a cost of living allowance and other liberal fringe benefits, including moving expenses. Write: Chief, Employment Branch, Office of the Chief of Engineers, Department of the Army, Washington, D. C. 20315. An Equal Opportunity Employer.**



## TELEVISION

### Help Wanted—Sales

We are looking for a man to take charge of our local sales staff. This is a competitive, medium size 3 station market, with the best sales staff in the midwest. Need creative leader and planner. Reply to Box B-10, BROADCASTING.

Experienced sales-oriented TV and radio sales manager for large market CBS affiliated stations located in East. Excellent opportunity. Base salary, plus incentive pay should place compensation \$25,000.00 plus range. Sales ability and sales management experience prime requisites. Applicants must furnish resume of experience. Box B-155, BROADCASTING.

### Announcers

Wanted immediately . . . mature, experienced announcer for TV booth and on-camera work. Progressive midwest ABC affiliate. Send resume, tape and salary requirements. Box A-285, BROADCASTING.

Major VHF color CBS-TV affiliate needs immediate replacement for announcer entering service February 15th. Outstanding opportunity for "up and coming" performer in excellent community. Reply immediately to Box B-83, BROADCASTING, stating salary requirements in first letter.

### Technical

Assistant chief with heavy studio experience for Rocky Mountain ETV operation. Salary open. Send full resume to Box A-83, BROADCASTING.

Director of engineering — for established group of AM-FM-TV stations, east and south. Supervise technical matters all stations, trouble-shoot major problems, plan and take charge of installation new facilities, new stations. Rollup-sleeves working engineer required; no desk jockey. If you have the ability and experience this challenge demands, you will be compensated accordingly. Send full details to Box B-28, BROADCASTING.

CATV Chief Technician. Construction beginning on a new CATV system in Ohio, 35,000 people. First of series for fast growing broadcasting company also with radio properties. Key ground floor opportunity. CATV experience very helpful. Box B-65, BROADCASTING.

1st class engineers for operations, transmitter and maintenance. Midwest network VHF, medium market. Good place for family living. Send details, photo and salary requirements. Box B-76, BROADCASTING.

Experienced maintenance engineer needed for leading Northeast educational TV station. Send resume to Box B-96, BROADCASTING.

Chief engineer: take complete charge in top 15 market. Good salary, challenging growth opportunity. Box B-97, BROADCASTING.

We need a working chief for new UHF in sportsman's paradise—Fond du Lac, Wisconsin. Start April 1 and have us on air August 1. Ground floor opportunity. Growing organization. Excellent pay and living. Send resume and snapshot to Will Darch, KFIZ-TV, Fond du Lac, Wisconsin.

Television studio technician requires first class radio telephone license. Minimum three years experience. Write: Lou Bell, Studio Supervisor, Television Station KNTV, 645 Park Avenue, San Jose, Calif. 95110 (408) 286-1111. Equal opportunity employer.

Wanted—first phone engineer for studio work in color, channel 5, NBC affiliate in lower Rio Grande Valley. Will train aggressive young man willing to learn. Contact Wm. Yordy, KRGV, P.O. Box 626, Weslaco, Texas —phone WO 8-3131.

TV Engineer. 1st phone. Will train beginner. KTVC, Ken Karr 316-483-6666.

1st class engineer—Illinois, 125 miles north of St. Louis on the Mississippi River—for TV/radio, all color, all benefits. Outstanding city, college, population approximately 50,000. WGEM-AM-FM-TV, Hotel Quincy, Quincy, Ill. Write or wire or phone Jim Martens, C. E. 217-222-6840.

Wanted immediately — TV engineer, first phone required. Studio operation and maintenance. Write Chief Engineer, WILX-TV, 1510 Springport Road, Jackson, Michigan 49204, or call 517-783-2621.

## Technical—(Cont'd)

Asst. chief engineer—TV transmitter and/or VTR maintenance required, plus ability to help in supervision and training. 5 years or equivalent experience. All-color operation, established U in all-U market. Salary open. Call R. J. Klein, Chief Engineer WKYT TV, Lexington, Ky., 606-254-2727.

Wanted 3 first phone engineers, no experience necessary. Expanding our operations. Openings are for immediate acceptance. Call Nathan Frank, WNBE-TV, New Bern, N. C. 919-637-2111—ABC affiliate.

Excellent opportunity for chief engineer southeastern ABC affiliate. Good salary, insurance, car furnished, pleasant working conditions. Station equipped with RCA throughout. Call Nathan Frank 919-637-2111, WNBE Television, New Bern, North Carolina.

Studio engineer with first phone-permanent position. Contact Ray Krueger Chief Engineer, WQAD-TV, 3003 Park 16th St., Moline, Illinois 61265.

Immediate openings for qualified technicians in all color station. Experience desirable. 1st class license required. Contact R. L. Renaud, Chief Engineer, WWJ-TV, 622 Lafayette Blvd., Detroit 48231. Phone (313) 222-2182.

Studio engineer—First class license, experience in operation and maintenance of 3 and 4½" I.O. cameras, monochrome and color film chains, studio switching systems. TV Tape operator—solid electronic theory background to work in videotape duplication operation, night shift. Will consider recent trade school graduates. Opportunity to work toward college degree. Send inquiries to Personnel Division, Indiana University, Bloomington, Indiana 47401.

Mr. AM broadcast engineer with 1st class license do you want to move into TV Engineering with network and modern equipment in medium sized market? If you have two years solid experience or eighteen months technical schooling and are located within three hundred miles this South Central Texas location—can appear for interview, call 713-846-7777 & ask for Ch. Engr. or Mgr.

Engineering-technician. Ground floor opportunity to assist in installation, maintenance and operation of pioneering audio-video dial access retrieval systems, CCTV, CATV, videotape, color, video and audio recording, and associated equipment. Minimum 3 years technical experience required. Salary range \$7400 to \$9400. 5 day week. No nights or weekends. College fringe benefits. Inquire Personnel Director, Grand Valley State College, Allendale, Michigan 49401.

## NEWS

News director for midwest radio and TV in community under one hundred thousand. These regional stations have excellent new equipment. Mature, well organized, creative applicants with journalism degree and newspaper or broadcast experience send complete resume and photo to Box A-231, BROADCASTING.

Midwest NBC television affiliate needs news reporter. "Prima Donnas—forget it." The man we want will be real—resourceful—reliable. Reply with full resume to News Director, Box B-125, BROADCASTING.

News assignment editor—take charge of one of south Florida's largest, most aggressive staff. Pioneer station that offers unlimited professional and personal opportunities for top experienced TV newsman. Box B-165, BROADCASTING.

Top rated all color news operation needs reporter-writer-photographer-announcer in form of 1 man. Will consider radio experience. Member of growing group operation in medium midwest market. Box B-167, BROADCASTING.

Expanding news operation in the nation's 34th market is seeking a competent TV journalist with authoritative on-camera delivery. The man we are looking for must have credentials as a news broadcaster and must be able to develop his own stories for newscasts and documentaries. Send tape and resume to News Director, Box B-168, BROADCASTING.

Still looking for newsman. Write, report and shoot film for TV-Radio. Send resume, tape and photo to Ed Huot, WTRC, Elkhart, Indiana.

## Production—Programing, Others

Radio-TV sports director for major southeastern market. Radio play-by-play, football and basketball. TV sportscasts. Unusual opportunity for ambitious, qualified man. Send resumes, salary requirements, picture. We'll contact you for tapes and audition if you look like right man. Box A-313, BROADCASTING.

Combined TV-FM-AM station in Iowa needs 1st class technician for either operations or maintenance. Previous experience not essential. Box B-29, BROADCASTING.

Wanted: 25 to 30 year old female personality to co-host Panorama on WTTG(TV), Washington. Must be trained in journalism. On camera experience preferred. Contact Program Director.

## Situations Wanted—Management

Television/Radio executive, young, family man, age 45, wants out of New York rat race. Over 20 years experience all phases; sales, programing, promotion, management. Will accept management position in large, medium or small market with future. Past experience includes network, group and station employment. Outstanding character and personal references. Presently employed. Box B-9, BROADCASTING.

Program-Operations manager, top ten . . . Know studio, production, operation, and remote. Complete television background. Box B-75, BROADCASTING.

Seeking TV station/organization to utilize 20 yrs in depth experience at major market level. Strong creative administrator in programing with emphasis on high interest special events, sports, documentaries. On the street sales experience. Active in closed circuit industrial application. BA Advertising/Marketing. Early 40's. Shortly concluding 2 yr. U.S. contract as overseas broadcasting advisor to foreign government. For resume and/or personal interview, contact Box B-60, BROADCASTING.

UHF station manager interested in joining top rep firm. Experienced all phases, programing, sales promotions. Box B-144, BROADCASTING.

## Sales

Looking for a really good salesman? You're talking to one! I never met an account I couldn't sell. 35. Now in radio. I'm looking for solid TV sales with some announcing. Have on camera experience. Now in market of 110,000. Wish larger market. Fourteen yrs. experience. Now in southwest, but will consider any locale. Box B-143, BROADCASTING.

## Announcers

Sportscaster . . . dynamic adlibber, play-by-play includes college and pro basketball, football, baseball and golf. Nitely sportscasts move . . . great references . . . let's get together. Box B-73, BROADCASTING.

Sports director, presently top 20 market, seeks to relocate in larger market. Play-by-play experience in all major sports, including hockey. Former pro athlete with Master's Degree in radio and television. Will consider radio. Box B-82, BROADCASTING.

Radio/television, experienced all phases including programing, air show, news and weather. College—journalism. I offer and seek genuine stability. Box B-117, BROADCASTING.

Video tapes available after first contact with . . . former college football All American and pro football player with total of three years broadcasting experience, desires larger market. Presently write and produce own sports program in medium size market. Have network experience doing color on pro and college football. Can do play-by-play. Vast writing experience and credits. Seeking opportunity with advancement. Contract only. Will meet with prospective employer personally. Salary and talent negotiable. Available within 30 days. Write to: "Sportscaster" 828-6th Street, Apt. 10, Santa Monica, Calif. 90403 . . . or call: A. C. 213-395-1894 (after 3 p.m.).

## Technical

Transmitter, video tape engineer, relocate, California, Arizona, Florida, South Texas. First phone, 3 yrs. experience. Box B-164, BROADCASTING.

## TELEVISION

### Situations Wanted—News

Television radio news announcing. Commercials. 21 years experience. Writing, Editing, Metro area. \$10-12,000. Immediate availability. Box A-82, BROADCASTING.

Professional writer, strong personality and editorial specialist wants metropolitan opportunity. Degree, multiple-awards, experience all media. Frequent net-feeder. Employed. Box A-299, BROADCASTING.

Newsman—experienced airman and reporter wants move up to adequately staffed station in larger market. Box B-160, BROADCASTING.

### Production—Programming, Others

Man with color photography skills and good production background desires relocation. Age 30, 8 years experience. Box A-280, BROADCASTING.

Researcher: one with several years experience: from "air-work," major market sales, and managerial station position: to conceptual design and production of computerized spot television analyses for a major broadcast research firm wishes to utilize the sum of his experience in a research-oriented sales-promotion position. Box B-98, BROADCASTING.

TV director, 9 years experience, 15 years in production. Seeks similar position or supervisory. Far west only. All inquiries answered. Box B-101, BROADCASTING.

Three years as (radio) announcer; interested in television direction and production. Prefer Illinois small market. Box B-104, BROADCASTING.

Management potential . . . Engineering and production experience in major market. Business degree. Desire position direction, or other programming duties, with medium or small market station. Box B-115, BROADCASTING.

Creative minority group beginner wants chance as TV producer-director-operations trainee. College graduate with African experience and contacts. Just wants chance to prove ability and talent. Box B-118, BROADCASTING.

Director, college degree plus graduate work, 4 years directing experience in commercial telecasting, familiar with all phases of broadcasting. Five years in ETV with college affiliation. Currently employed at full color net affiliate. Desire relocation, prefer southeast or Mid-Atlantic. Box B-120, BROADCASTING.

Experienced director seeks position quality oriented station. College graduate. Box B-166, BROADCASTING.

### 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—Used 5kw AM broadcast transmitter in good condition. Specify make, model and dimensions. Chuck Delperdang, Chief Engineer, KOLY, Mobridge, S. D. 57601.

10 KW AM transmitter, good condition. Several used 200' towers complete. Box B-30, BROADCASTING.

Needed immediately: Remote-turnstile console, similar to Gates model KD-20A or Collins model 808A-1. State price, condition, first letter. Box B-38, BROADCASTING.

Wanted Austin transformer for tower lighting and good 250 watt AM transmitter. Write Box B-84, BROADCASTING.

Need one complete ten (10) KW AM transmitter, self contained and in good condition. Will consider a five (5) KW transmitter. Box B-110, BROADCASTING.

Need one complete 950MH STL system, receiver, transmitter and antennas; in good condition. Box B-111, BROADCASTING.

Wanted: guyed or self-supporting tower 610 ft. Capable of supporting 12 bay hi-band pedestal mount antenna and 6 bay FM antenna and related equipment. Minimum 40 pound wind load. Contact William A. Ekberg or Ivar Nelson, KFVR-TV, Bismarck, North Dakota, telephone 701-223-0900.

Rek-O-Kut Challenger disc recorder. Box B-145, BROADCASTING.

## FOR SALE—Equipment

Radome, 6 foot, fiberglass, heated. Andrews HR6 for ice, dirt and snow protection. Unused. \$150.00 each. Sierra Western Electric, Box 4668, Oakland, Calif. 94623 415-832-3527.

Priced for quick sale—12 kw UHF transmitter, General Electric type TT-26-A. Presently on Channel 48. For details call or write WCET, 2222 Chickasaw St., Cincinnati, Ohio 45219.

New and used towers, copper wire for ground systems, etc. Nationwide service. Associated Tower Service. (301) 593-6887.

Translator power. Now put your translator where antenna should be for best coverage, not where power line happens to be. Use the TELAN thermo-electric generator. No moving parts, simple to operate, leave unattended 6-12 months. General Instrument Corp., Thermoelectric Division, Box 544-B, Hicksville, New York 11802, 516-681-4300, ext. 205.

Pair RCA 44BX Broadcast Microphones \$120 each. Good operating condition. Phone 614-276-1414.

Gates model SA50 dual speech input console. This is a complete two channel console now in use and in good operating condition. Contact Chuck Stark, Chief Engineer, Radio Station KGNO, Dodge City, Kansas.

RCA limiting amplifier, type BA-6A. Good condition, w/rack mount shelf. RCA-AGC program amplifier, type BA-25A, good condition. Manual and service records included. \$325.00 for both. WCMP Radio, Pine City, Minnesota 55063.

For sale: must move, real buy on known brand 5-kw AM transmitter. Box B-99, BROADCASTING.

Sony BV-120 with VTE-2 editor. Has TIS-1 for FCC broadcast specs. Used 200 hours. Have upgraded to quad-head color. With all accessories and 24 reels of tape. Cost \$14,925.00. For sale at \$9,500. N. Smith, Ambassador College, 363 Grove St., Pasadena, Calif. 91105. Phone 213/795-8881.

FTR 3 kw FM transmitter \$2,000.00. General Electric BM-1-A FM monitor \$300.00. Approximately 270 feet of 1 1/8 inch rigid coax line \$500.00. Andrew 4-bay FM antenna with brackets \$1,370.00. Westinghouse FM-10 kw FM power amplifier in factory packing never been used \$5,000.00. Little FD-1-AM frequency monitor \$300.00. Altec 230B console \$800.00. Contact Richard Neill—WGKA—Suite 1910, 230 Peachtree St., N.E., Atlanta, Ga. 30303.

Scully tape recorders, will take trade and finance. Audiovox, Box 7067-55, Miami, Florida 33155.

FM transmitters: ITA 3/5/7. 5 kw, \$8,500.00; GE 3 kw, \$2,500.00; RCA 1 kw, \$1,500.00; ITA 250 w, \$1,500.00. Bill Barry, Box 609, Lebanon, Tennessee, 615-444-0305.

Audio consoles complete with re-recording equalizers, compressor, three outputs including combining networks. Complete control facilities, patch board included. Other assorted audio equipment all in good condition. 212-FL 7-8855. Box B-154, BROADCASTING.

Television radio transmitters monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

## 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.

"365 Days of laughs"—daily radio gag service—may be available in your market. Sample a month! \$3.00, Box 3736, Merchandise Mart Sta., Chicago 60654.

Now available the 'Grampa Crawdaddy' comedy series . . . The original 90 year old man. No gimmick voice, actual old southern gentleman born 1878 gives spry, humorous birdseye view of life in today's global punchbowl. 50 wild 30 second samples designed for tight format. \$7 to T. Reuter, 502 National Press Building, Washington, D. C. 20004.

## MISCELLANEOUS—(Con't)

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Snow-Biz Comedy Service—1735 East 26th St., Brooklyn, N. Y. 11299.

Wanted: "Old Time Radio" recordings for rare private collection. Will buy or trade for good quality dramas and comedies. Rare trades will not be traded unless approved by original trader. Send information: D. L. Brush, 19 Greenhouse Blvd., West Hartford, Conn. 06110.

## INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog. Desk 8-B, 1505 N. Western, Hollywood, California 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programming, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for April 10-June 26. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

Are you tired of low pay and bad weather? Come to sunny Sarasota and train for your First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin Mar. 11, April 15, May 20. Call 955-6922 or write today—R.E.I., Inc., 1336 Main Street, Sarasota, Florida.

R.E.I. in the center of the U.S. can train you for the First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin Mar. 11, April 15, May 20. Call WE-1-5444 or write 3123 Gilham Road, Kansas City, Missouri.

"Yes it's New" R.E.I. at 809 Caroline Street, Fredericksburg, Virginia. But it's R.E.I.'s famous (5) week course for the 1st Phone License that makes it dependable. Call 373-1441. Tuition and class schedule is the same for all R.E.I. schools.

## INSTRUCTIONS—(Cont'd)

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—newscasters production personnel. Announcer Training Studios, 25 W. 43 St., New York 10036. Veteran approved, licensed by N.Y. State. Phone OX-5-9245.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, Detroit, Atlanta, Minneapolis, Denver, Seattle, Memphis or Los Angeles. Sixteen years FCC license teaching experience. Proven results. For references and reservations write, Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90266.

Individualized instruction. First phone 4-6 weeks: Guaranteed. Broadcast Engineering Academy, Box 22471, St. Louis 63126.

# MR. OWNER . . . WE RECRUIT TOP MANAGEMENT PERSONNEL

**GENERAL MANAGERS  
SALES MANAGERS  
BUSINESS MANAGERS  
PROGRAM DIRECTORS  
PRODUCTION MANAGERS  
NEWS DIRECTORS  
CHIEF ENGINEERS**

## May We Confidentially Represent Your Station?

*Nationwide  
Broadcast Personnel  
Consultants*



645 NORTH MICHIGAN AVENUE CHICAGO 60611 AREA CODE 312-337 5318

## SALES PROMOTION ADVERTISING DIRECTOR

We're a top New York radio station looking for a top sales promotion/advertising director. The right candidate must be a seasoned sales-oriented pro with a creative flair for developing strong SELL material. You will, of course, be responsible for all advertising and marketing.

It's a great opportunity. The salary is as good as you are so send us your resume immediately.

Box B-169, BROADCASTING.

An equal opportunity employer

## RADIO

### Help Wanted—Management

#### BUSINESS MANAGER

Corporate growth has created the need for a Business Manager to act as executive assistant to the President of a New York headquartered broadcasting sales rep. company. This job includes directing all financial and administrative functions of the organization, including budget, sales forecasts, financial reports, personnel, etc. Candidates should present 5-10 years of progressively responsible financial and administrative experience, preferably with a broadcasting or advertising organization. Send a complete confidential resume, including salary history, to Mr. H. P. Lasker, President,

Avco Radio/Television Sales, Inc.  
415 Madison Avenue  
New York, New York 10017  
An Equal Opportunity Employer  
(M/F)

### Help Wanted—Sales

#### MR. RADIO STATION OWNER OR MANAGER

We sell your r.o.s. unsold time! Roberts Advertising Inc. has been selling air time for 53 satisfied radio stations for over five years. We sell for only one station in a market, and you must be within 600 miles of Chicago. Roberts salesmen will sell their proven program during a two week campaign once a year. We do all the work—all you do is log and air the spots.

Your r.o.s. unsold time will mean big profits to you once each year, plus additional accounts and leads for your salesmen. Call collect: Area Code 312-743-5056 or write for station references in your area and details. Roberts Advertising Inc., 2705 W. Howard Street, Chicago, Illinois, 60645.

### Help Wanted—Announcers

#### ANNOUNCER

#1—50,000 watt  
Top Ten Market  
MOR

looking for outstanding early-evening personality to complement our morning man. Send tape and resume to:

Box B-133, Broadcasting.

#### ANNOUNCER—TOP 40

Midwest Metro Market—Needs bright sounding young man to continue with Number One ratings. Tape and details to  
Box B-137, Broadcasting.

**Production—Programing, Others**

**ADVERTISING-PROMOTION MANAGER**

One of America's leading broadcasting companies is seeking an experienced media advertising and promotion specialist. You will have complete administrative and creative responsibility at a major metropolitan market station and report directly to the General Manager. We are willing to pay top salary in industry to right individual. Since we own several broadcasting properties and related enterprises your growth potential is unlimited. Give us complete details of your training and experience, including salary requirements in your first letter. We will keep your application confidential.

**Box B-152, Broadcasting.**

**Situations Wanted**

**Sales:**

**NEED SALES REP**

MINNESOTA, WISCONSIN, MICHIGAN, ILLINOIS, INDIANA, IOWA, DAKOTAS?

Mature, able Broadcaster (age 45) Twenty years experience all phases Radio-TV. Numerous agency, station contacts throughout region. Travel area or make Twin-Cities presentations for Radio-TV Pgm, Promo, Syndicators, Stations, etc.

Radio-TV Sales Rep 715 Kingsview  
Mpls, Minn. Phone 612-473-3632

**Announcers**

**Personality MOR**

is what I want  
Top 40 is what I've got  
9 years of it.  
1st phone.  
Now working  
L.A. Market.

**Box B-141, Broadcasting.**

**TELEVISION**

**Help Wanted**

**Sales**

**EXCEPTIONAL SALES PROMOTION OPPORTUNITY**

Major group TV station in top five market invites experienced, imaginative individual to join growing creative team.

Your target: Retail and national sales development for a station investing heavily in program and commercial production.

Send confidential resume with sales promotion samples and salary requirements to

**Box B-140, Broadcasting.**

*An equal opportunity employer.*

**NEWS**

**Newsman Wanted**

Major market station in southwest, CBS affiliate, has immediate opening for experienced, photogenic newsman. Excellent advancement opportunities, good salary. Send snapshot and details to

**Box B-156, Broadcasting.**

**Help Wanted—Technical**

*Lawrence Radiation Laboratory with over 5600 employees is located in the San Francisco Bay Area and is engaged in virtually all phases of nuclear energy research.*

**TV ENGINEER**

To engage in engineering and design of experimental and special application closed-circuit systems and modification of existing systems. Requires a minimum of two years' engineering and operating experience in all phases of TV transmission and reception, including closed circuit TV. BS or MS.

For further information please send resume to Mr. Dan McGee, Personnel Department



P. O. Box 808, 67-28  
Livermore, California 94550

*An Equal Opportunity Employer  
U.S. Citizenship Required*

**Production—Programing, Others**

**Assistant Production Supervisor**

Excellent opportunity for Assistant Production Supervisor at WHAS-TV, Louisville. Responsibilities would include supervision of seven or eight man Floor Department. We will shortly move into new studios with best color facilities available. Welcome creative applicants who have had experience in color lighting. Salary open. Forward vital statistics along with reasons why you feel you are qualified to handle this assignment to:

Mr. Alan Wilson  
Administrative Assistant in Employee Relations  
WHAS-TV  
525 W. Broadway  
Louisville, Kentucky 40202

**FOR SALE—Equipment**

**ANTENNA FOR SALE**

1 RCA TFU-24BLS Antenna (Ch. 27) with 7/8 degree electrical beam tilt. Good condition (VSWR 1.1 to 1 or less).  
28 sections RCA MI 19089 UHF Trans. line. 3 1/4 inch—20 ft. sections.  
Contact: R. J. Wickham,  
Dir. of Eng. WKOW-TV  
Madison, Wisconsin 53701

**BROADCAST FIELD ENGINEERS  
RCA**

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. V. Maguire, RCA Service Company, CHIC, Bldg. 225 Cherry Hill, Camden, N. J. 08101. We are an equal opportunity employer.

**RCA**

**MISCELLANEOUS**

**HOW TO GO PUBLIC**

and still retain control (as much as 80% if desired) of your business. All inquiries handled confidentially.

Donald A. Gray Associates, Inc., 420 Lexington Avenue, New York, N.Y. 10017. Telephone 212- OR-9-5240-1-2. Specialists in Mergers, Acquisitions and Public Underwritings.

**WANTED TO BUY—Stations**

**WANT TO BUY**

A.M. Radio Station by individual. Single station market preferred. California or southwest area.

**BOX B-148, BROADCASTING.**

**FOR SALE—Stations**

**La Rue Media Brokers Inc.**

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
265-3430

**Confidential Listings**

**RADIO—TV—CATV  
N.E. — S.E. — S.W. — N.W.**

**G. BENNETT LARSON, INC.**  
R.C.A. Building, 6363 Sunset Blvd., Suite 701  
Hollywood, California 90028 • 213/469-1171  
**BROKERS-CONSULTANTS**

*For Best Results  
You Can't Top A  
CLASSIFIED AD*

**Broadcasting**  
THE INDUSTRY OF TELEVISION AND RADIO

(Continued from page 69)

following VHF translator stations: K11DO and K13DI both Emery, Utah.

■ Broadcast Bureau granted renewal of licenses for following VHF and UHF TV translator stations on Jan. 31: K11DS Boulder City, K09GS, K11AY and K13BB, all Carlin, K03CM Pioche, K03BI Ursine, K06DM and K07CM both Panaca, K09FK Ursine, K09FJ Pioche, K09FL and K11CN both Caliente, K05AF Mina and Luning, K05BV Silver Peak, K05CO Smokey Valley, K07DU, K09EA and K11EE, all Ely, K07DV, K09DW and K11ED all Ruth, K08CB, K10BU and K12DE all Lund and Preston, K72AA and K75BD both Weed Heights, K71AX Fish Lake Valley, K80AH Hawthorne, and K70AT Ely, all Nevada.

■ Broadcast Bureau on Jan. 31 granted renewal of licenses for following UHF TV translator stations: K73AH McGill, K75AF Ely, K78AE and K83AD both McGill, and K80AI Ely, all Nevada.

## CATV

### FINAL ACTIONS

■ Commission has authorized Alice Cable Television Corp., Alice, Tex., to add distant television signals to its operation, as requested by company in notifications of June 7 and August 15, 1966 under sec. 74.1105 of rules. Action Jan. 31.

■ Commission has denied motion of National Community Television Association for reconsideration of commission's July 3, 1967 action amending secs. 74.1105 and 74.1107 of rules as they relate to foreign television signals. NCTA also petitioned for rehearing. Opposition to the NCTA pleading was filed by KOMO-TV, Seattle. Action Jan. 31.

### OTHER ACTIONS

■ Review board on Feb. 2 in Toledo, Ohio, CATV broadcast proceeding. Doc. 17882, denied motion to clarify issues filed Jan. 8 by Buckeye Cablevision Inc. and dismissed as moot motion for expedited consideration filed Jan. 8 by Buckeye Cablevision Inc. Board member Berkemeyer concurring. Board member Nelson absent.

### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham in Winchester, Ky. (Tele-Ception of Winchester Inc.) CATV proceeding, designated Examiner David I. Kraushaar to serve as presiding officer; scheduled prehearing conference for Feb. 20 and hearing for March 7 (Doc. 17980). Action Jan. 31.

■ Hearing Examiner Forest L. McClenning on Feb. 2 in Dalton, Ga. (Multivision Northwest Inc.) CATV proceeding, granted request by Multivision and dismissed request for waiver of Sec. 74.1107 to operate CATV system and ordered proceeding terminated in Doc. 17066. Request was predicated on agreement filed between Multivision and Rust Craft Broadcasting of Tennessee Inc. (WRCB-TV), Martin Theatres of Georgia, Inc. (WTVC), and Jay Sadow (WRIP-TV).

■ Hearing Examiner Herbert Sharfman on Jan. 31 in Rockford, Loves Park and Freeport, all Ill., Beloit, Whiteswater, Jefferson and Janesville, all Wisconsin (CATV of Rockford Inc.) rescheduled evidential hearing from Mar. 11 to Mar. 20. Non-evidential hearing date of Feb. 26 remains unchanged (Docs. 17234-41).

■ Hearing Examiner Elizabeth C. Smith on Feb. 1 in Toledo, Ohio (Buckeye Cablevision Inc.) CATV proceeding, ordered that

interrogatories served by Buckeye Cablevision Inc., on D. H. Overmyer Telecasting Inc. on Jan. 16, be suppressed (Doc. 17882).

## APPLICATIONS

Loveland, Colo., Loveland Video Inc.—Requests distant signals from KTVU Oakland; KQED San Francisco; KTLA, KTTV (TV), KCOP, KCET, KMEX-TV and KWHY-TV, all Los Angeles; KLXA-TV Fontana, and KMTV Corona, all California to Loveland, Colo. (Denver, ARB39). Ann. Feb. 6.

Boise City, Okla. Boise City CATV Inc.—Seeks CP for new station: 12800-12825, 12875-12900, 12925-12950 mc, 0.6 mi. west of intersection of Routes 54 and 287, Stratford, Tex. Relay to bring in KFDA-TV, KGNC-TV and KVII-TV, all Amarillo, Tex. Ann. Feb. 6.

## INITIAL DECISION

■ In initial decision Hearing Examiner Forest L. McClenning ordered Brainerd Video, owner and operator of CATV system in Brainerd, Minn., to provide carriage and program exclusivity for TV translator K74CM. Brainerd was ordered to cease and desist from violation of sec. 74.1103(e) and (f) of rules by denying K74CM's request for carriage and program exclusivity. Ann. Feb. 6.

## Ownership changes

### APPLICATIONS

KCLA Pine Bluff, Ark.—Seeks assignment of license from Kenneth Kesterson and Charles Penix to KCLA Inc. for \$120,000. Principals of KCLA Inc.: E. Harley Cox Jr., president, and Boucher and Slack Investment Corp., each 37.5%, and Johnnie K. Hill, secretary-treasurer (25%). Mr. Cox is 26.83% partner in law firm. Mr. Hill is sole owner of KBSF Springhill, La. and KBSF Record Shop and 25% owner in real estate firm. Boucher and Slack Investment Corp. is a development and mortgage company. Principals of assignor: Kenneth Kesterson and Charles Penix (each 50%). Ann. Feb. 2.

KCIB(FM) Fresno, Calif.—Seeks assignment of license from Egon A. and David L. Hofer d/b as American Family Broadcasters to Universal Broadcasting Co. for \$60,000. Principals of Universal Broadcasting Co.: George M. Mardikian, president, B. Floyd Farr, vice president, and George D. Snell, secretary-treasurer, each 33.3%. Messrs. Mardikian, Snell and Farr are each 33.3% owners of KEEN, KBYA(FM), both San Jose and KCVR-AM-FM, both Lodi, all California; KVEG-AM-FM, both Las Vegas; KAHU Wai-pahu and KFOA(FM) Honolulu, both Hawaii. Mr. Mardikian is also sole owner of restaurant. Principals of American Family Broadcasters: Egon A. and David L. Hofer (each 50%). Messrs. Hofer have no other business interests indicated. Ann. Feb. 1.

KRCR-TV Redding, Calif.—Seeks transfer of control from George A. and Mary Margaret Schmidbauer Jr., William Glenn Crawford and Lois Elizabeth Tracy to California Oregon Broadcasting Inc. Principals: Earl E. Voorhies, chairman, Patricia D. Smullin, vice president et al. California Oregon Broadcasting Inc. is 50% owner of KTVM (TV) Medford and KOTI(TV) Klamath Falls, Ore. and 27% owner of KRCR-TV. Consideration: \$185,000. Ann. Feb. 1.

WAPE Jacksonville, Fla.—Seeks involuntary transfer of control from William J. Brennan, deceased, to Frances U. Brennan (none before, 90% after), executrix of estate of Mr. Brennan. Principal: Frances U. Brennan. Mrs. Brennan also succeeds during period of administration following interests of Mr. Brennan: WBAM Montgomery, Ala.

(45%); WFLI Lookout, Tenn. (25%) and WSLA-TV Selma, Ala. (45%). Ann. Feb. 1.

WNYS-TV Syracuse, N. Y.—Seeks transfer of control from W. R. G. Baker Inc. to W. R. G. Baker Television Corp. Principals: W. R. G. Baker Inc. (12.5% before, 40% after); Onondaga Broadcasting Inc. (12.5% before, 18% after); Six Nations Television Corp. and Syracuse Television Inc. (each 12.5% before, 20% after) and Salt City Broadcasting Corp. (12.5% before, 2% after). Consideration: \$589,843.18. Ann. Feb. 5.

W100 Carlisle, Penn.—Seeks transfer of control from James B. Holder (50% before, none after) to Norman and Harold Swidler (each 25% before, each 50% after). Principals: James Holder, president, Norman Swidler, treasurer and Harold Swidler, vice president. Consideration: \$57,000. Ann. Feb. 5.

WCRQ Providence, R. I.—Seeks transfer of control from Charles River Broadcasting (100% before, none after) to Radio Rhode Island Inc. (none before, 100% after). Principals of Radio Rhode Island Inc.: Alexander M. Tanger, president (100%) et al. Mr. Tanger is sole owner of WILKW Providence and is self-employed as broadcasting consultant. Principals of Charles River Broadcasting Inc.: Theodore Jones, president and treasurer (50.06%), Richard L. Kaye, vice president (4.48%), John E. Donofrio, second vice president, and Sebastian Curcio, secretary. Charles River Broadcasting Inc. is licensee of WCRB-AM-FM Waltham, Mass., owns 100% of Charles River Broadcasting Inc. Consideration: \$126,500. Ann. Feb. 1.

WQOK Greenville, S. C.—Seeks transfer of control from James A., Marilyn M., C. Alfred, Marilyn M. acting for Janette Mandie and Emily Kallston, James A. acting for James Allen Jr. and Charles Arthur Dick d/b as Dick Broadcasting Inc. (80% before, none after) to WQOK Inc. (20% before, 80% after). Principals of WQOK Inc.: Tecumseh Hooper, president and treasurer (100%). Frances Shelton Hooper, vice president and secretary. Mr. Hooper has no other broadcast or business interests indicated. Mrs. Hooper is housewife. Principals of Dick Broadcasting Co.: James A. and Marilyn M. Dick (each 25%), Tecumseh C. Hooper, vice president (20%) and Charles A. Dick, vice president (10%). James A. and Marilyn M. Dick each own 50% of Dick Broadcasting Inc. of Tennessee Inc., licensee of WIVK-AM-FM Knoxville, Tenn., and are also each 37.5% owners of Dick Broadcasting Inc. of Chattanooga, licensee of WMOC Chattanooga. Charles A. Dick is 10% owner of WMOC. James A. Dick is also 50% owner of bottling company. Consideration: \$310,000 plus an amount equal to assets of company that are liabilities of sellers. Ann. Feb. 1.

KBLT Big Lake, Tex.—Seeks assignment of license from Paul A. Huffman, George A. Fox, Jr. and Mac L. McGowan d/b as Southwestern Broadcasting Co. to WMO Broadcasting Inc. for \$150. Principals of WMO Broadcasting Inc.: Paul A. Huffman, president, Mrs. N. W. Hickman, vice president (each 45%), Horace B. Bees, vice president (10%). Mr. Huffman is 45% owner of KBLT Big Lake, Tex. Mrs. Hickman is sole owner of ranch land and real estate. Mr. Bees is president of bank, vice president of petroleum investment firm, vice president of oil and gas producing company and sole owner of oil and gas properties investment firm. Principals of Southwestern Broadcasting Co.: Paul A. Huffman and George A. Fox Jr. (each 45%) and Mac L. McGowan (10%), all partners. Mr. Fox is 100% owner of KAMY McCamey, Tex. Ann. Feb. 2.

KXYZ-AM-FM Houston—Seeks transfer of control from Public Radio Corp. (100% before, none after) to American Broadcasting Companies Inc. (none before, 100% after). Principals of Public Radio Corp.: Lester Kamin, president (55%), Max Kamin, secretary-treasurer (30%) and Morris Kamin, vice president (15%). (BROADCASTING, Feb. 5). Ann. Feb. 1.

## ACTIONS

KUDE-AM-FM Oceanside, Calif.—Broadcast Bureau granted transfer of control from Dolph-Petty Broadcasting Co. (Herbert L. Petty, deceased) to Hope D. Petty (3.3% before, 50% after) to carry out will of Mr. Petty. Principals: William B. Dolph, vice president and treasurer (48.7%) and Hope D. Petty, asst. secretary. Ann. Jan. 30.

WRIZ Coral Gables, Fla. and KONO-AM-FM and KITY(FM) San Antonio, Tex.—Broadcast Bureau granted assignment of license from Mission Broadcasting Co. to Jack Roth by waiving sec. 1.597 of rules. Mr. Roth is presently president and approximately 41% stockholder of Mission Broadcasting Co. Other Stockholders are Bob A. Roth (41%), Eugene J. Roth (6%) and James M. Brown

## FOR SALE Stations Continued

Wis.	small	fulltime	\$210M	cash	Utah	small	fulltime	\$ 85M	20M
Wyo.	small	fulltime	42M	SOLD	Ore.	medium	fulltime	175M	29%
Ala.	medium	profitable	150M	29%	Gulf	metro	daytime	175M	terms
M.W.	metro	47% VHF	1MM	Cash	S.E.	metro	daytime	100M	29%
Fla.	coastal	daytime	175M	terms	East	major	profitable	600M	29%



**CHAPMAN ASSOCIATES**  
media brokerage service\*

2045 Peachtree Road

Atlanta, Ga. 30309

(12%). No consideration. Action Jan. 31.

**KBAB Indianola, Iowa**—Broadcast Bureau granted assignment of license from Charles L. and Mildred B. Hamilton to Robert E. Ingstad Jr. for \$75,000 plus assumptions. Principal: Mr. Ingstad is stockholder, vice president and director of KOVC Valley City, N. D. Action Jan. 31.

**KLOL Lincoln, Neb.**—Broadcast Bureau granted assignment of license from Lancaster County Broadcasting Co. to J-P Enterprises Inc. for \$160,000. Sec. 1,597 of rules was waived. Principals: James C. Treat, president and treasurer (50%), Karen A. Shelley and John P. Early (each 12%) Ernest McRae as trustee for Susan E. Early, 12%; as trustee for Karmen D. Early (12%), and Mildred A. Early (2%). Mr. Treat is general manager and has interest in K000 Omaha, and has interest and is director of KFRM Salina, Kan. Mr. McRae is attorney. Mrs. Mildred Early is housewife. Remaining stockholders are students. Action Jan. 31.

**KRGN(FM) Las Vegas**—Broadcast Bureau granted assignment of license from Cragin Broadcasting Co. to Gilday Broadcasting Co. for \$135,000. Principals: Donald S. Gilday (100%). Mr. Gilday is owner of real estate brokerage business. Action Feb. 5.

**WBTA(FM) Batavia, N. Y.**—Broadcast Bureau granted transfer of 50% stock by negative control from estate of Joseph M. Ryan to William F. Brown Jr. Principal: Mr. Brown is owner and manager of The Farrell Co., public relations, advertising and publicity firm in Batavia, and has 25% interest in corporation which plans to develop and sell franchises to film sporting events. Consideration \$155,000. Action Jan. 31.

**WIBQ-FM Utica, N. Y.**—Broadcast Bureau granted transfer of control from John T. Dowdell, Ralph C. Allinger, William J. Heiderich and Everett A. Radley to WIBX Inc. Principals: Margaret Bowen Shepard, president and treasurer (38.1%), Frederic C. Bowen, vice president (7.73%) et al. WIBX Inc. will, in effect, become 100% stockholder of permittee corporation, Mohawk Valley F. M. Inc. Consideration \$1,600. Action Feb. 5.

**KJEM-AM-FM Oklahoma City**—Broadcast Bureau granted transfer of con-

trol from Edward Coontz, Gerald Young, State Capital Investment Corp., Globe Life and Accident Insurance Co., SHS Investments, E. A. Eskridge and Edward L. Fretwell to Cameron & Cameron. Principals: C. B. Cameron (80%), C. W. Cameron and Lenice Cameron (each 10%). Messrs. C. B. and C. W. Cameron have interest in KJEM-AM-FM. Consideration \$120,000. Action Feb. 5.

**KREK Sapulpa, Okla.**—FCC granted assignment of license from Claude H. Hill to Edward K. and Melba H. Livermore for \$125,515. Principals: Edward K. and Melba H. Livermore (50% partners). Mr. and Mrs. Livermore jointly own 100% of the *Sapulpa Herald*, 50% of *Claremore Progress* and 79% of *Edmond Booster Sun*.

**KQIK Lakeview, Ore.**—Broadcast Bureau granted transfer of control from Pauline Wash, Mr. and Mrs. J. K. Ragland and Mr. W. H. Pate, to Frederick Phillips Jr. (46.3%) and Ernest L. McKinney (53.7%). Principals: Mr. McKinney is employe of Lake county. Mr. Phillips is employe of KSNK Kennewick, Wash. Consideration \$23,665. Action Feb. 5.

**WBVB(FM) Union City, Pa.**—Broadcast Bureau granted assignment of license to William E. Baker and Virgil A. Brown and Inspiration Time Inc. db/as Bee Bee Broadcasting Co. for \$7,500. Principals: William E. Baker and Virgil A. Brown (each 25.5%) and Inspiration Time Inc. (49%). Richard E. Frank, president. Mr. Brown has 4% interest and is vice president of WAQI Ashtabula, Ohio. Action Jan. 31.

**WMSR-AM-FM Manchester, Tenn.**—Broadcast Bureau granted assignment of license from Ray Spivey to Ray Spivey (51%) and Herman Spivey (49%). Consideration \$49,912 plus assumption of 49% of liabilities. Action Jan. 31.

**KVII-TV Amarillo, Tex.**—Broadcast Bureau granted assignment of license from John B. Walton Jr. to Marsh Media Ltd. for \$1.5 million. Mr. Walton will also receive \$50,000 a year for his services as consultant. Agreement also has covenant not to compete for 10 years. Principals: Estelle (85%), Stanley, Tom F. and Michael Marsh (each 5%). Mr. Stanley Marsh is banker and book-

store owner. Mr. Tom Marsh is president of cattle feeding concern. Each family member is director and officer of The Marsh Foundation, charitable organization in Amarillo. Action Jan. 31.

**KCAN Canyon, Tex.**—Broadcast Bureau granted assignment of license from Randall County Broadcasters Inc. to J. R. Clodfelter for \$80,000. Principal: Mr. Clodfelter owns 35% of KRNK-AM-FM Kearney, Neb. Action Jan. 31.

**KVWG Pearsall, Tex.**—Broadcast Bureau granted assignment of license from Vernon E. Nunn and Lloyd E. Kolbe d/b as Nunn-Better Radio Co. to Walter H. Herbert Jr. (70%) and Ramon Montemayor (30%) d/b as Radio Station KVWG for \$40,000. Mr. Herbert owns KBEN Carrizo Springs, Tex. and 33% interest in ranching-farming operation. Mr. Montemayor is announcer, salesman and director of Spanish language department at KBEN. Requests waiver of three-year rule. Action Feb. 5.

**WTAR-AM-FM-TV Norfolk, Va.**—WTAR Radio-TV Corp., owned by Landmark Communications Inc., which is in turn controlled by Landmark Securities Inc. Broadcast Bureau granted transfer of control thru transfer of 27.3% of stock from estate of Fay M. Slover, to Frank Batten (33.6% before, 60.9% after). Action Jan. 31.

**WEER-AM-FM Warrenton, Va.**—Broadcast Bureau granted assignment of license from Radio Associates Inc. to Elektra Broadcasting Corp. of Virginia for \$112,216 with covenant not to compete. Principals: George J. Gillespie, president (66%) and Daniel W. Kirby, secretary-treasurer (33%). Mr. Gillespie is in record sales. Mr. Kirby is commander in Navy. Mr. Gillespie is president and 50% stockholder of WTRI Brunswick, Md. Action Feb. 5.

**KETO Seattle**—Broadcast Bureau granted assignment of license from Chem-Air Inc. to AmCom Inc. for \$397,500. Principals: Riley R. Gibson, president (68.75%) et al. Mr. Gibson is in real estate, truck hauling, welding, advertising (Advertising Service Inc., San Jose, Calif., president, director and 40% interest) and is former broadcaster. Action Jan. 31.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Feb. 7. Reports include application for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

**King City, Calif.**—Robert McVay, owner of KRKC King City, has applied for a franchise.

■ **Richmond, Calif.**—Nation Wide Cablevision (multiple CATV owner) has been granted a nonexclusive 20-year franchise. In the first year of operation the city will receive 5% or not less than \$1,200 of the firm's gross annual revenues; this increases over five years to 6% or no less than \$12,000. Percentage to city is contingent on the number of subscribers.

■ **San Dimas, Calif.**—International Cable Television Corp. of Glendora has been granted a 15-year franchise. Monthly fees are set at \$5.95 when paid by the month or \$5.45 per month when paid a year in advance. Rates are to hold constant until there are 1,500 subscribers at which point they will decrease to \$5.25 monthly and \$5 a month when paid annually. The city will receive an initial \$2,000 payment plus 3% of gross revenues.

■ **Tahoe City, Calif.**—North Shore Cablevision (multiple CATV owner) has applied for a franchise.

■ **La Junta, Colo.**—Silver King Cable Co. of Denver, General Communications of Iola, Kan. (multiple CATV owner), D&M Co. of Denver, KAVI-AM-FM Rocky Ford, Dale Van Galder of La Junta and an unidentified Aspen group have each applied for a franchise.

■ **Longmont, Colo.**—Longmont Video Inc. has been granted a nonexclusive franchise.

■ **De Funiak Springs, Fla.**—Empire Cablevision, Jacksonville, has been granted a 20-year franchise. Installation and monthly fees for the five-channel system would be

no more than \$14.95 and \$5.95, respectively. An extra \$1 a month will be charged for each additional outlet. City will receive 7 1/4% of firm's annual gross revenues up to \$80,000 and up to 10% on revenues over \$144,000 a year.

■ **Nyssa, Idaho**—Treasure Valley TeleCable Inc., Ontario, Idaho, represented by Lee Smith, president, has applied for a franchise.

■ **Effingham, Ill.**—Livingston Oil Co. has agreed to acquire Effingham TV Cable Co. for 60,000 shares of Livingston Oil 30-cent cumulative convertible preferred stock. Livingston is in the process of merging with Gencoe Inc., Austin, Tex. (multiple CATV owner).

■ **Danvers, Mass.**—Cablevision Corp. of America (multiple CATV owner), Vermont Television Corp., Boston, (multiple CATV owner), and MNF Cablevision Co. (multiple CATV owner) have each applied for a franchise. Cablevision Corp. of America has proposed installation and monthly fees of \$15 and \$4.95, respectively. The MNF firm would pay the city 4% annual of gross revenues and install a 20-channel system.

■ **Bernidji, Minn.**—Midwest Radio Engineers has been granted a franchise. Monthly fee for the 12-channel system will be \$5.50. City will receive 5% of the firm's annual gross revenues for its first 1,000 installations and 7% for all above 1,000.

■ **Ainsworth, Neb.**—Midcontinent Broadcasting Co. (group broadcaster and multiple CATV owner) has applied for a franchise. Installation and monthly fee for the six-channel system would be no more than \$25 and \$6, respectively.

■ **Amherst, N. Y.**—Frontier Television Inc., (Alfred E. Ansbome, president) has been granted a franchise. Monthly fees will be from \$4.50 to \$4.95 with a \$15 installation charge. City will receive percentage of revenues on a graduated scale beginning with 3% up to 5,000 subscribers and going up to 6% for more than 14,000.

■ **Boonville, N. Y.**—Adirondack Cablevision Inc., Boonville, a subsidiary of Lebar-Friedman Inc., New York, has been granted a 25-year franchise. System will begin operations in 1969 and offer 12 channels including ETV, a closed-circuit channel and 24-hour weather and FM channels. Adirondack

had previously been granted a conditional franchise to compile survey data.

■ **Canton, N. Y.**—Antenna Systems Corp. has been granted a 12-year extension on its franchise. Monthly fee will increase from \$3.95 to \$4.95 of which the city will receive 2%. Firm will increase the number of channels from five to 10.

■ **Maybrook, N. Y.**—Hightower Cable TV of Newburgh, a subsidiary of Time-Life Broadcast Inc. (multiple CATV owner), has applied for a franchise.

■ **Smithtown, L. I., N. Y.**—Suffolk Cable of Smithtown Inc. has applied for a franchise.

■ **New Hampton twp., Pa.**—Washington Cable Co. has applied for a franchise. Installation and monthly fees would be \$10 and \$5, respectively. Firm is offering a 13-channel system.

■ **Fayetteville, Tenn.**—Fayetteville Community TV Inc., formerly Able Cable, has been granted a 5-year renewal of its franchise. Under the new agreement the city will receive 2% of gross revenue. Installation and monthly fees are expected to remain the same.

■ **Georgetown, S. C.**—Coastal Carolina TV and Cable Co. has been granted a 15-year franchise. Monthly fee will be \$4.95 for one outlet, and an extra \$1 per month for each additional set. The city will receive a minimum of \$1,000 a year plus an annual fee of \$2 per pole.

■ **Lewisburg, Tenn.**—WSML Inc. of Lewisburg has been granted an exclusive 25-year franchise. The city will receive 3% of the annual gross income.

■ **Roanoke, Va.**—Clearview Cable TV Co. (multiple CATV owner), C. Harry Anglin, president, has applied for a franchise.

■ **Salem, Va.**—Clearview Cable TV Co. (multiple CATV owner) has applied for a franchise. Installation and monthly fee would be about \$20 and \$5, respectively. Firm offers a seven-channel system.

■ **Whatcom county, Wash.**—Bellingham Radio and Delta Cable TV of Ladner, B. C., have each been granted a franchise. Bellingham will cover the areas of Birch Bay, Mountain View, Neptune Beach, Ferndale and Laurel, Delta will service the Point Roberts area. The county will receive 4% of Bellingham's annual gross revenues.

OVER a decade ago, when the broadcasting industry and its legion of lawyers were being rocked by the ex parte scandals, a group of younger communications lawyers planned to confront their elders with this crack in the ethics of their profession. They didn't go through with their plan principally because they were talked out of it by older confreres, and also because they weren't sure how to prosecute their cause.

Today, Ben Fisher, one of those legal fledglings, is president of the communications bar and the question of ethics is still a problem. He's still trying to do something about it.

In his first message to the membership of the Federal Communications Bar Association, Mr. Fisher took on the historic dichotomy facing the communications bar—between those lawyers whose practice is founded on a pragmatic approach to communications law, involving in many instances a relationship with clients that transcends mere legal advice, and those who strive to follow strictly the precepts of the canons of their profession.

"We are not," Mr. Fisher said then, in the forthright manner that is as much a trademark as his pleasant disposition, "a trade association. We are not captive counsel of an industry. We are professional members of the bar, charged by our own canon of ethics to act in a representative capacity only. . . ."

Last month, Mr. Fisher was impelled to remind FCBA members that legal ethics prohibit references, in announcements by a firm, that it, or any of its members, specializes in administrative law. He has also warned about law firms participating in their own behalf before the FCC and about practitioners holding financial interests in broadcast stations.

**Touchy Question** ■ Mr. Fisher also inherited, when he assumed the FCBA presidency, the sticky issue of FCC guests and FCBA functions. Since the association was formed 30 years ago, it had been the custom to have individual lawyers and firms invite members of the commission and their staff to FCBA banquets and outings. Last year, some 300 FCC members and employees were guests of the association at its annual fall outing, a move that is felt to overcome the challenged practice of having them as guests of individual members. The problem, however, still remains.

One of Mr. Fisher's colleagues who has been on both sides of FCC practice referred to him the other day as "a gentleman in the practice of law." Another commented that he "exudes trust and confidence." Both indicate the regard with which his fellow lawyers hold him. But it would be an error to consider him a priggish Galahad be-

## Young Turk fights for FCBA ethics

cause of what he is trying to accomplish. He's got a love for the law and is unusually articulate about it.

And he should. After all, he spent a year with that most distinguished of jurists, Judge Learned Hand, after he came out of Harvard Law School, where he was on the *Law Review* and where he was graduated magna cum laude.

He has, too, excellent references for

### WEEK'S PROFILE



**Ben Chatburn Fisher**—president, Federal Communications Bar Association; b. Coos Bay, Ore. Feb. 6, 1923; 1st lieutenant, U.S. Army Ordnance Dept., 1943-46; BA summa cum laude, University of Illinois, 1948; LLB magna cum laude, Harvard Law School, 1951; law clerk to U. S. Circuit Judge Learned Hand, 1951-52; partner, Fisher, Wayland, Duvall and Southmayd, Washington; FCBA secretary and member of executive committee, 1956-58; vice president, 1966-67; president, 1967-68; member, American Bar Association special committee on code of federal administrative procedure; member, ABA council, chairman-elect, administrative law section; member, District of Columbia Bar Association board of directors, 1966-67; Phi Beta Kappa, Phi Kappa Phi (national undergraduate honors society), Phi Eta Sigma (freshman undergraduate honorary society), Sigma Chi; president, Young Republican Club of Montgomery County, Md., 1959; campaign chairman for Representative Charles McC. Mathias (R-Md.), 1960, 1962; campaign committee for Representative Gilbert Gude (R-Md.), 1966; clubs: Barristers, National Lawyers, Rotary International, Chevy Chase, Capitol Hill; married former Jean Whiting of Boston in 1951; three sons: John, 16, Richard, 14, and Robert, 9; hobbies: tennis, skiing, music.

the job of leading the communications bar. Son of the late Ben S. Fisher who was assistant general counsel of the old Federal Radio Commission and who founded the Fisher law firm, the young Ben Fisher made it on his own.

He was graduated from his father's alma mater, the University of Illinois, summa cum laude and Phi Beta Kappa. During his undergraduate days he was president of both his sophomore and his senior classes, president of the Sigma Chi chapter and voted "the most representative" Sigma Chi undergraduate nationally.

**ABA Section Chief** ■ If professional activity is a criterion, Ben Fisher has long proved his ability. When the American Bar Association meets this summer he will become chairman of that organization's administrative law section. He was chairman of the District of Columbia Bar Association's administrative law section in 1965-66. And in the FCBA, he began the climb to the pinnacle in 1956 when he was secretary. He's the author of a number of law-review articles on administrative law, including one study of the procedures used by the Food and Drug Administration.

His talents run in other directions too. He's been active in Republican circles in Montgomery county, Md., an upper-class suburb of Washington, and at one time was president of his local civic association. He's a member of Rotary International, and he enjoys it ("It's great to get away from communications and the law sometimes").

While Mr. Fisher is trying to bring back a sense of the proprieties to some of his errant associates, he's also attempting to urge the FCBA into new paths. In June, the communications bar is sponsoring, for the first time, a two-day intellectual exercise on "Broadcasting and the Democratic Processes," to be held in Williamsburg, Va.

This seminar promises to be as removed from the usual, commonplace FCBA monthly luncheon as Marshall McLuhan is from a hack instructor in broadcasting at State U.

Time and his burgeoning law practice have dimmed his tennis ardor somewhat. He still plays but he's not the hard-driving star that he was when he played on the University of Illinois team. Skiing is a new hobby, particularly since it permits him to participate with his wife and their three teen-age sons.

An erstwhile high school and college glee club and barbership-quartet performer, he'll swing into a harmonic fourth at the drop of a martini. What isn't as well known, however, is that young Ben Fisher was known as "hot lips" when he blasted the trumpet in a high-school dance band playing the junior social set in Washington in the late 1930's.

Case is still open

**T**HE upsurge in new network television advertisers in 1967, reported elsewhere in this issue as compiled by Broadcast Advertisers Reports, invites the quick conclusion that here at last is evidence to prove the argument that network competition is the big villain in spot TV's slowdown in 1967. After all, when 85 advertisers who used no network television in 1966 show up on networks in 1967, as compared with only 40 such additions the year before, there must be something aggressive afoot, mustn't there?

Maybe so. But the evidence currently available does not confirm the argument. We checked the Television Bureau of Advertising's 1966 spot records and found that of the 85 who didn't use network in 1966, 39 didn't use spot either. Of the rest, only 15 spent \$1 million or more in spot; they accounted for \$53 million in spot—and, in 1967, \$11 million in network.

Unfortunately 1967 spot estimates by advertisers are not yet available. Only when they are—in a month or so—can there be comparisons that will show whether there was in fact any real siphoning from spot to network in 1967.

Fair enough

**T**HE extent to which pressure groups are learning to use the FCC's fairness doctrine was evident in three decisions issued by the agency on Feb. 2 (BROADCASTING, Feb. 5). In the decisions such disparate organizations as the leftist DuBois Clubs of America, the rightist John Birch Society and the Democratic State Central Committee of California were given access to air time.

All of these decisions were made in the cause of promoting robust debate on issues of importance. That is a cause that must indeed be served, but it will be less served than frustrated by continued intrusion of the government into programing judgments.

The cumulative effect of fairness-doctrine cases at the FCC must inevitably inhibit broadcasters from venturing into controversy. The natural disinclination of broadcast management to antagonize the establishment in its community will only be accentuated by the knowledge that the FCC lies in wait to give away valuable broadcast time.

Fairness is of course a widely admired principle, and a doctrine adopted in its name cannot easily be faulted in its motivation. But however admirable the principle of fairness, it must always be subordinate to the larger principle implied in the First Amendment which explicitly commands that the Congress shall pass no law abridging the freedom of speech or of the press.

Sometimes the FCC has acted as though it were less subject than the Congress to constitutional restraints. Such an action was the agency's adoption of its fairness rules which are now under attack in the courts. A ruling a fortnight ago by the Supreme Court just might foretell the end of the FCC's fairness dogma and apparatus of enforcement.

As reported in this publication last week, the Supreme Court decided to postpone consideration of one fairness case that had reached it through the lower courts until another case of larger consequence is decided by an appellate court in Chicago. The case now in the highest court involves a broadcast by the Reverend Billy James Hargis on WGCB-AM-FM Red Lion, Pa. The case for which the Supreme Court has now elected to wait is a frontal attack on the FCC's fairness rules by the Radio Television News Directors Association, CBS, NBC and others. This case is now

before the U. S. Court of Appeals for the Seventh Circuit in Chicago.

For the FCC's militant believers in government control the Supreme Court action came as bad news. The case now in Chicago is a serious challenge to FCC authority, has been prepared by lawyers of great reputation and will be argued for RTNDA by Archibald Cox, former solicitor general of the United States. The combination is as formidable as any that is likely to confront the FCC and the incumbent solicitor general who must argue the commission's case.

But now it's a fair fight in the courts—as it would not have been if the Supreme Court had followed the government's advice to proceed with the Red Lion matter. Funny how fairness can be forgotten when personal advocacies are at stake.

Found weekends

**W**HY not uniform Monday holidays? That's one legislative project which finds both industry and labor behind it along with a vast majority of the electorate. They've started the ball rolling in New York state where the assembly last week approved a bill to create more three-day weekends by moving five legal holidays that fall in mid-week to the following Monday.

Uniform Monday holidays should improve employee morale, production and probably sales.

Both federal and state action is needed to attain the result. Congress would legislate for the federal establishment in Washington and in the field. But the states would have to implement their own laws, as was done by the New York legislature. Action by Congress unquestionably would encourage states to follow through.

The Smathers Bill (S. 1217, introduced last year) proposes that Washington's Birthday (which would be redesignated President's Day), Memorial Day, Independence Day, Veterans Day and Thanksgiving henceforth would fall on specified Mondays. There are slight variations of the Smathers plan proposed in other bills that have been introduced in the House.

We hope industry and labor will get behind the pending legislation now. In our view it's bound to happen, so why not this year?



Drawn for BROADCASTING by Sid Hix  
 "You make a lousy cup of coffee. Don't you ever watch those TV commercials?"