



Broadcasting

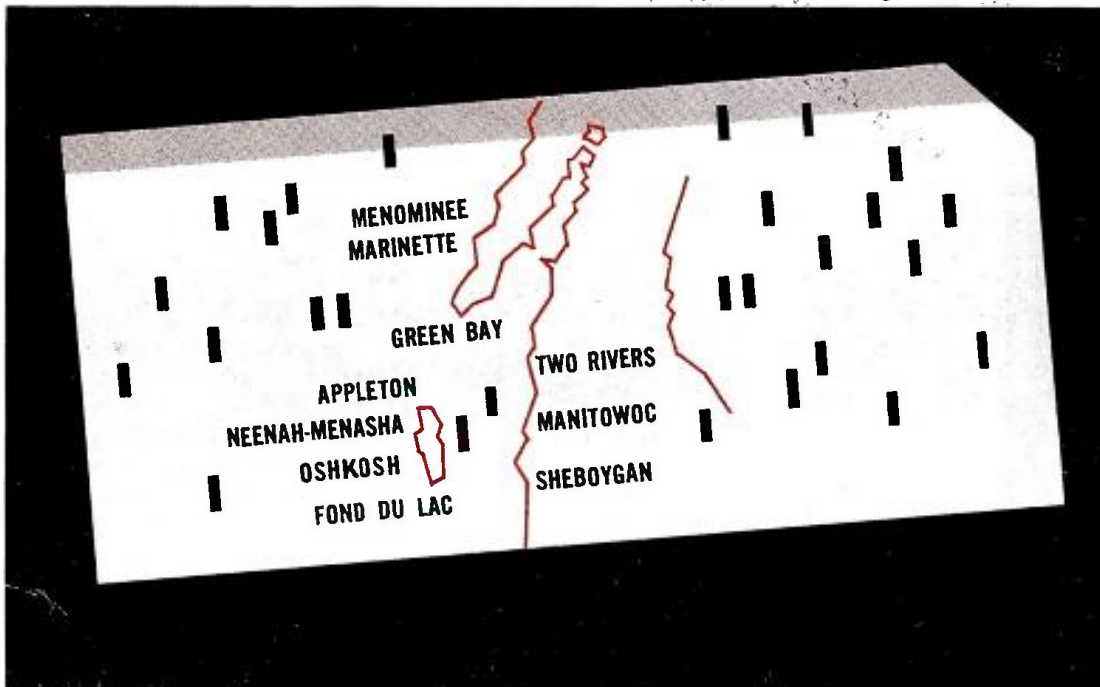
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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NEWSPAPER

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The Land of Milk & ~~M~~oney!



Only research can tell the whole story of the Green Bay Television Market of nearly 400,000 TV Homes in medium size cities and large farms.

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The Bell System.

That's why we keep a man on our payroll who specializes in your business. The Bell System Communications Consultant. He knows how to help your company plug into the world's largest information network.

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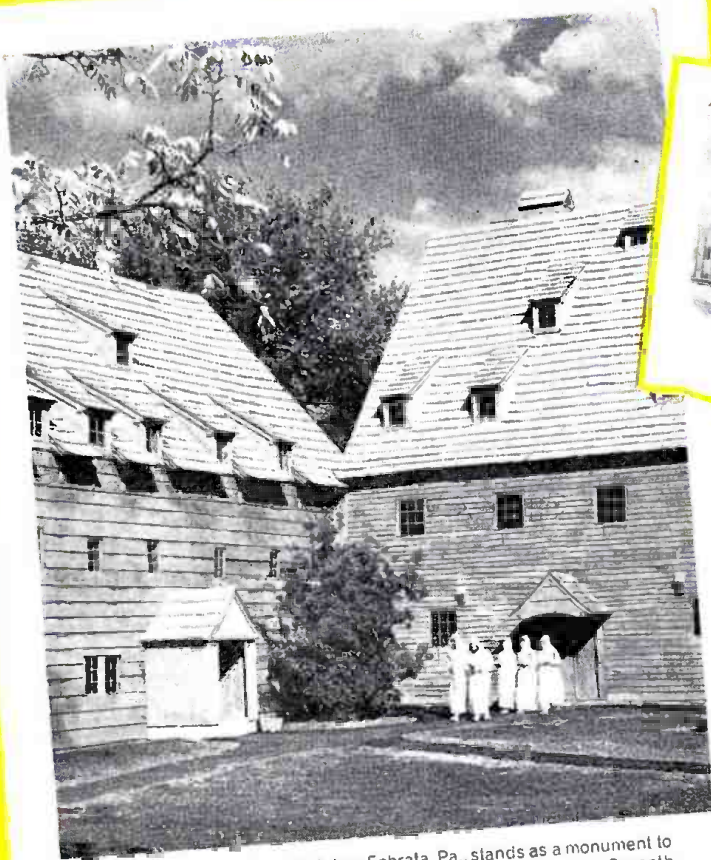
HOUSTON'S

ALL-AMERICAN COLLEGIATE INVITATIONAL GOLF TOURNAMENT • AMERICAN SPORTSMAN • BRITISH OPEN GOLF TOURNAMENT • CHAMPIONSHIP BOXING • COACHES ALL-AMERICAN FOOTBALL CLASSIC • COLLEGE ALL-STAR FOOTBALL GAME • DRAG RACING CHAMPIONSHIP • EAST WEST SHRINE ALL-STAR FOOTBALL GAME • GATOR BOWL • 14 GAMES HOUSTON ASTROS BASEBALL • HULA BOWL • LE MAN GRAND PRIX • NBA BASKETBALL • NCAA BASKETBALL CHAMPIONSHIP PLAYOFFS • 18 GAMES NCAA FOOTBALL • NCAA INDOOR TRACK CHAMPIONSHIPS • NCAA WRESTLING CHAMPIONSHIP • PGA CHAMPIONSHIP • PROFESSIONAL BOWLING • RUGBY CHAMPIONSHIP • SUMMER OLYMPICS • U. S. BILLIARDS CHAMPIONSHIP • U. S. MEN'S AMATEUR GOLF CHAMPIONSHIP • U. S. OPEN GOLF TOURNAMENT • U. S. WOMEN'S OPEN GOLF TOURNAMENT • OTHER MAJOR GOLF TOURNAMENTS • U. S. SWIMMING AND DIVING CHAMPIONSHIPS • WINTER OLYMPICS • WORLD FIGURE SKATING CHAMPIONSHIP • WORLD SURFING CHAMPIONSHIP

SPORTS STATION

KTRK-TV
is what's
happening!

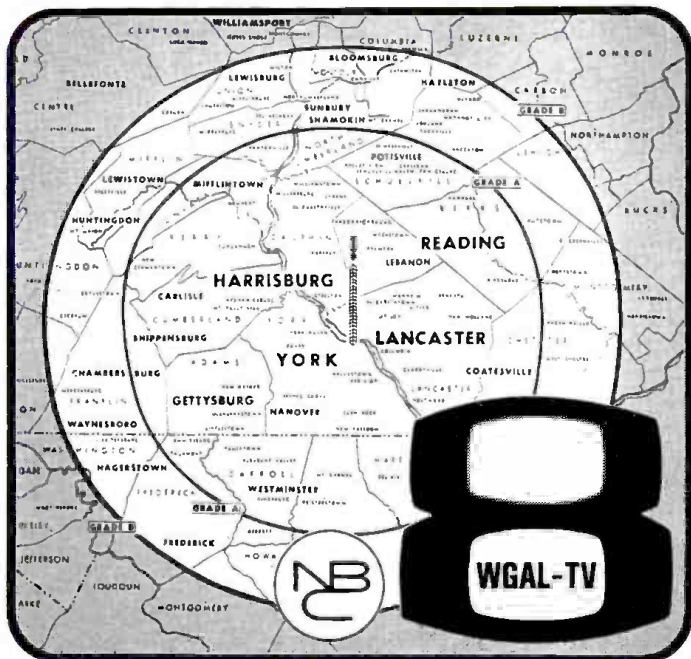
BROADCASTING, June 10, 1968



Near Lancaster, **The Cloister**, Ephrata, Pa., stands as a monument to strict, moral religious experiment. Conrad Beissel, German Seventh Day Baptist, founded this brotherhood of recluses in 1732. The buildings were severe, with board benches for beds, wooden blocks as pillows. Shown are two of the original 18th century buildings.



**Both have
helped make
Pennsylvania
famous**



Just as this devout sect contributed to the religious heritage of Pennsylvania, pioneering WGAL-TV has also drawn attention to its state. WGAL-TV was the first television station to be founded in a great, multi-city region. Channel 8 was also first to bring full-color to its area. Today, with a high-ranking 36% color penetration*, advertisers can depend upon WGAL-TV for consistent and rewarding results.

WGAL-TV
Channel 8 • Lancaster, Pa.

*Based on Feb.-March 1968 Nielsen estimates for both metro area and ADI; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

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

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.

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

Change in wind

Insiders for months thought they knew who successor to Commissioner Lee Loevinger at FCC would be. (Richard Schmidt, of Denver, general counsel of United States Information Agency). But picture suddenly has changed, with new quest under way for Democrat to be named to seven-year term beginning July 1. Judge Loevinger could sit until his successor is confirmed by Senate, but he wants out June 30 at latest.

Hottest prospect now is understood to be John Criswell, in mid-30's, treasurer of Democratic National Committee and in charge of upcoming Chicago convention (BROADCASTING, June 3). Mr. Criswell, former Texas and Oklahoma newspaperman, was news secretary to James Howard Edmondson, former Oklahoma governor (1958-63) and U.S. senator (1963-64), and reportedly has strong endorsement of Senator A. S. (Mike) Monroney and House Majority Leader Carl Albert, both Oklahoma Democrats. Also there's now speculation there may be not one but two new FCC appointments, other being to replace Republican James Wadsworth, who has been rechecked by FBI, possible ambassadorial assignment.

Concentrated force

Never before in this country have there been more newsmen in one place and within few miles of such big unexpected story when it broke. That's consensus of broadcast officials in Los Angeles reflecting back on coverage of Kennedy shooting. Best unofficial estimates are that there were some 2,000 people directly involved in broadcast coverage of that tragic event in Los Angeles alone. Much of the muscle of nation's news-gathering forces were right on spot when shooting broke out. To them were added such others as publicity men, disk jockeys and pages pressed into service as news reporters and writers for emergency period.

MM expansion

Reports are circulating that group-owner Metromedia is in process of creating major new division, as yet untitled but believed to involve entertainment field, and that there'll be realignment of two of its radio station managerships as result. Word is that

CLOSED CIRCUIT®

Harvey Glascock, vice president and general manager of WNEW New York, will head new division and will be succeeded by David Croninger, currently vice president and general manager of WIP Philadelphia. WNEW program director Dick Carr, who held similar post at WIP until early this year, reportedly is in line for return to Philadelphia in Mr. Croninger's current role.

Stepping up

Word Friday at NBC was that Reuven Frank is ticketed to become president of NBC News, succeeding William R. McAndrew who died May 30 (BROADCASTING, June 3). Mr. Frank, as executive vice president, has been acting head of division since Mr. McAndrew's death.

Locked up

Make-or-break stage of negotiations to settle long-drawn suit to determine fair rates for TV stations' use of ASCAP music may be at hand. Key negotiators for American Society of Composers, Authors and Publishers and for All-Industry TV Stations Music License Committee, who have been meeting off and on for several months in New York, moved into privacy of out-of-town retreat late last week for what seemed likely to be two days and nights of virtually uninterrupted sessions. Move, seen as evidence of both sides' determination to find accord if possible, presumably was based on mutual feeling that protracted meeting could either lead to basis for agreement or least indicate whether further negotiations would be apt to find one.

Not a ripple?

Sources at Voice of America say operation will continue without missing beat in wake of resignation of John Charles Daly as director (see page 54). Richard Cushing, deputy chief, and career United States Information Agency official, takes over as acting director. He's been deputy director since Jan. 11, 1967, and with organization since 1949 in various overseas assignments. Mr. Daly, former *What's My Line* moderator and newsmen,

resigned in huff over what he described as "executive undercutting". USIA Director Leonard Marks had set out to trim fat off entire operation preparatory to returning to private life at end of this administration.

All clear

WLBT(TV) Jackson, Miss., center of long-standing controversy over whether it discriminated against Negroes in its programing, appears headed for full three-year license renewal. Majority of FCC commissioners, following oral argument on case Tuesday (see page 46), reportedly expressed at least tentative support for renewal; instructions for granting order were said to have been given staff. Likely dissenters are Commissioners Kenneth A. Cox and Nicholas Johnson.

Indications for station were favorable also in second case in which oral argument was held Tuesday—that involving examiner's decision that WNJR Newark, N. J., be given one-year license renewal (see page 41). Broadcast Bureau urged outright denial of renewal application, but there is said to be solid support among commissioners for adopting examiner's recommendation.

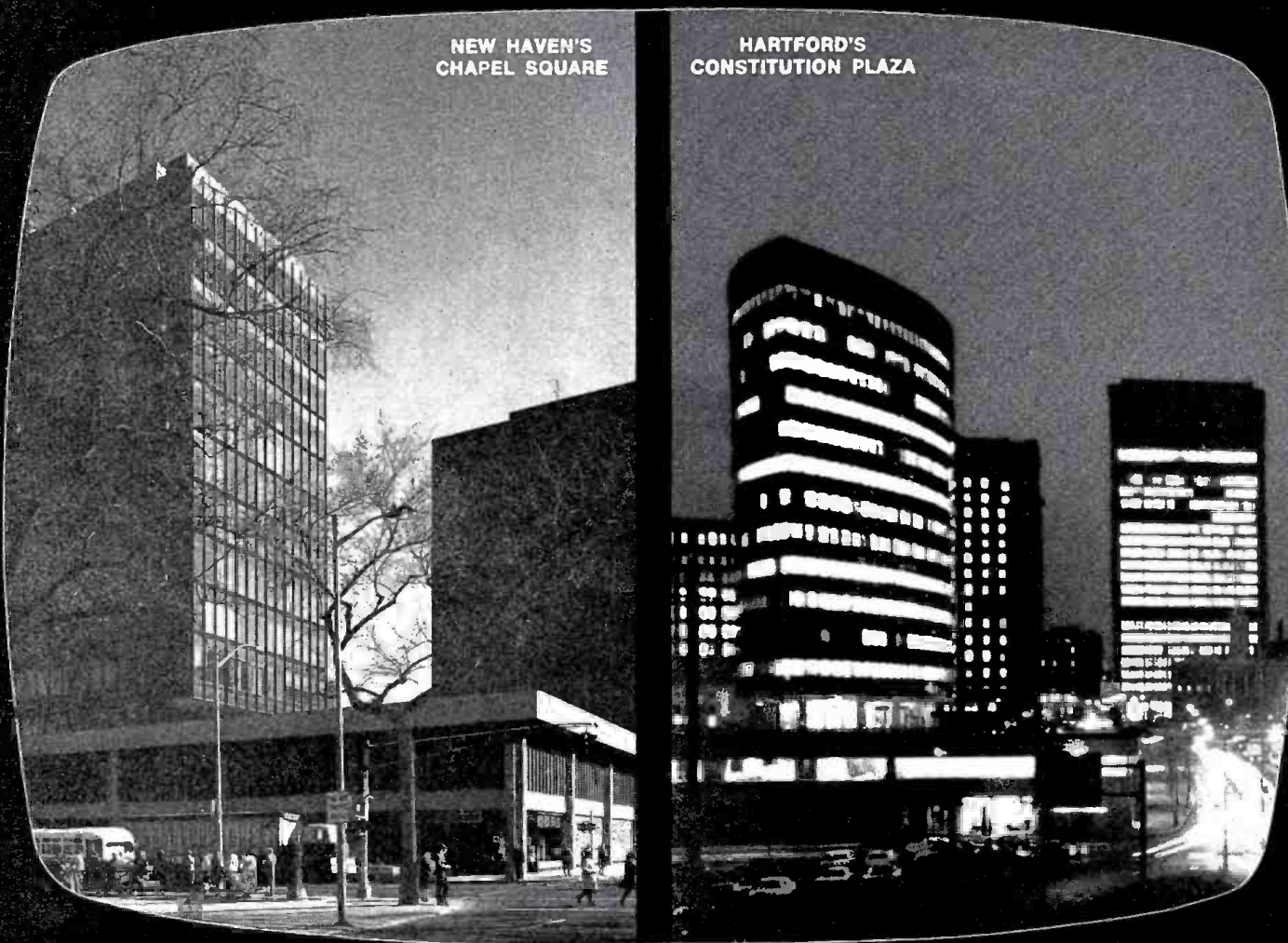
Bigger game

Anti-cigarette crusader John Banzhaf is expected this week to file complaint with FCC against major New York station he asserts hasn't carried enough anti-smoking messages to comply with FCC's fairness doctrine. And complaint may take form of petition for revocation of station's license. Mr. Banzhaf is young New York attorney whose original petition led to FCC's ruling that fairness doctrine applied to cigarette commercials and that stations broadcasting such advertising must also broadcast campaigns against cigarettes.

Word is that Mr. Banzhaf has decided present political climate favors case of kind he proposes to file. He's now executive director of ASH (Action on Smoking and Health) which has been monitoring broadcasts (BROADCASTING, March 4.) Target of his new case isn't known. His original complaint was against WCBS-TV New York.

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■ Programming top-flight entertainment ■ Presenting more live-action sports than any other Connecticut station

■ Producing provocative editorials and public affairs programs which make it the station committed to Connecticut's tomorrow.



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WNHC-TV8

WEEK IN BRIEF

Assassination of Senator Robert Kennedy galvanizes TV-radio into massive, thorough and often hectic journalistic effort that was last made four-and-a-half years ago; 200 hours of coverage from networks. See . . .

A GRIM STORY . . . 21

Oklahoma Senators Monroney and Harris draw a bead on Cox-Johnson report, defend performance of their home-state broadcasters, question validity of report, will pursue matter to FCC. See . . .

OKLA. SENATORS FLAY . . . 32

By 4-to-0 vote FCC finally approves sale of KOA-AM-FM-TV to General Electric. Cox concurs in decision; Johnson doesn't take part. Approval follows query of GE's programming plans. See . . .

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Pierson develops own plan as alternative to commission's proposed one-to-customer thinking. Attorney suggests allowing licensees in only service to have more than present maximum of seven stations. See . . .

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House Commerce Committee chokes off action on suspension of Section 315 as Staggers doesn't schedule it. Freedom-of-information supporter Moss says he would oppose any suspension. See . . .

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FCC, under mandate of appeals court, takes another look at Jackson, Miss. case that has been hot potato and legal landmark. Issue of whether WLBT(TV) was fair, served Negro local needs argued. See . . .

FCC HEARS WLBT(TV) . . . 46

John Daly, Voice of America director for a year, resigns in the face of what he calls "executive undercutting" from U.S. Information Agency boss Leonard H. Marks. See . . .

DALY WALKS OUT . . . 54

Near-paralysis grips broadcasting in France as 14,000 go out on strike. Director General DuPont fired for trying to hire outside technicians. Newsmen form unofficial cadre to fight for freedom of reporting. See . . .

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Retiring Electronics Industries Association President Robert Galvin asserts EIA should take reins in coordinating industry and government efforts to develop communications systems. See . . .

EIA LEADERSHIP . . . 56

FCC lifts some shackles from translator operations in order to facilitate expansion of off-the-air TV service. VHF power increase in west permitted, UHF's selling of spots is authorized. See . . .

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Broadcasting

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**You'd really remember the
Alamo if KSAT-TV
had been televising in 1836.**

Edward Petry & Company is proud to announce that they now represent KSAT-TV San Antonio, which has the most comprehensive local news coverage. And they've got the ratings to prove it.

FCC gets gift: 26 mc of government spectrum

Twenty-six mc of spectrum space in band adjacent to upper end of UHF television channels has been made available to FCC for reallocation—but no decision has been made on how they will be used.

Question, however, as to whether this additional space will satisfy land-mobile radio users—and thus deflect their efforts to obtain portion of television share of spectrum—is conjectural, at best.

Space is coming from band between 890 mc (where UHF portion of spectrum ends) and 942 mc. which commission turned over to government in 1958 for national defense purposes. It is now used for radar devices.

James D. O'Connell, director of Office of Telecommunications Management, wrote FCC Chairman Rosel H. Hyde that review of government spectrum needs indicates that half of that band can be returned to nongovernment use. Letter was made public Friday (June 7).

Question of which piece, or pieces, of 890-942 mc band will be returned is to be worked out in discussions between Mr. O'Connell's office and commission.

Commission sources, while delighted with OTM's unprecedented action, were cautious in their estimates as to how much gift would ease problem of finding space for spectrum-hungry land-mobile radio users.

Land-mobile radio users themselves have spurned suggestions they use portions of upper end of UHF spectrum. They say this would require development of new equipment, at considerable expense. They have eye on lowest UHF channels.

OTM action is likely, however, to trigger commission examination of feasibility of using spectrum above 890 mc for land-mobile radio. Commission staff study on possible use of UHF share of spectrum by land-mobile radio, released two months ago, referred to frequencies between 890 and 960 mc. but said study of whether they would be practicable for use should await results of now-completed government review of its needs (BROADCASTING, March 25).

However, there are needs besides those of land-mobile radio to consider. Band being returned prior to 1958 had been used by telephone companies for

multichannel point-to-point service on secondary basis to Industrial, Scientific and Medical equipment. (ISM devices are still being used in band.) It could also be used in communications satellite broadcast service.

In preparation is notice of proposed rulemaking growing out of staff study on feasibility of permitting land-mobile radio to use portion of UHF share of spectrum. Commission officials said "there is no indication" as to whether OTM action will affect work on that proposed rulemaking.

Have color, watch more

Households with color sets watch TV average of hour more per day than non-color homes, A. C. Nielsen Co. reported Friday (June 7) from latest TV index findings. Average color set home tunes 6.9 hours per day compared to 5.9 hours in monochrome homes. Nielsen said average program audience for evening shows is 20.3% for color homes versus 17.5% in non-color homes.

Color set ownership continues to be higher in upper socio-economic households, Nielsen reported. Color sets are owned by one of every two homes with income of \$10,000-plus. Only one of 10 homes has color set where income is \$5,000 or less. In homes where head attended college, ownership of color set is one in three. Where head attended grade school only it is one in seven.

Dingell socks it to FCC again at hearing

Before House Small Business Subcommittee Chairman John Dingell (D-Mich.) gaveled his committee into session Friday (June 7), he loudly told first witness: "A ringing denunciation of the FCC is never unwelcomed in this committee." "You'll hear it, congressman," said witness.

Lead-off witness Dominick A. Spina, director of Newark, N.J., police, laid his cramped radio frequency problems at commission's doorstep. But his testimony provided fuel for withering blast from Representative Dingell, who charged that commission was either "indifferent" to or "incapable" of solving its spectrum problems.

Friday's hearing ostensibly was hooked to investigation of spectrum shortages among police, fire and small-business services during recent urban civil disorders. It is continuation of hearings held last February involving commission's frequency-allocation problems (BROADCASTING, Feb. 26). But, if Representative Dingell's comments are any indication, this session (and others to be held today and tomorrow in Detroit) would appear to be vehicles for more attacks on alleged inadequacies of commission in handling today's communications problems.

"I came here in desperation with hope and prayer that something will be

Blanket coverage of rites are continued

NETWORKS SWITCH PROGRAMS FOR RFK SERVICES

Networks maintained flexible and massive coverage of last rites for late Senator Robert F. Kennedy on eve of his interment (see page 21).

Latest changes to almost continuous coverage were announced Friday (June 7) and included switch of Friday night episode of ABC-TV's *Guns of Will Sonnett* (program involved murder trial) and of Saturday night episode of *Dating Game* (show featured Jacqueline Kennedy's ex-cook).

It was also announced Friday that Senator Eugene McCarthy postponed his appearance on ABC-TV's *Issues and Answers* on Sunday (see page 26). Replacement had not been named.

CBS-TV planned live cut ins of its Friday-night movie for pickups from

St. Patrick's Cathedral, and added half-hour special at 11 p.m. EDT.

NBC-TV's almost continuous coverage allowed it maximum flexibility. Developments Friday did indicate that Johnny Carson might appear on *Tonight* show, contrary to earlier reports.

NBC, overall supervisor of pool coverage, said late Friday that about 40 color TV cameras and more than 300 newsmen and technicians were being used by three networks to cover funeral and burial ceremonies. Four cameras were used at New York's La Guardia Airport; 10 at St. Patrick's; four at Pennsylvania Station; 12 along route from Washington's Union Station to Arlington National Cemetery; and seven at cemetery.

WEEK'S HEADLINERS

Rowe Giesen, director of administration-ABC-TV network programming, western division, appointed to newly created position of director of affiliate and client relations, ABC-TV network, western division. Mr. Giesen will be liaison on West Coast between network and its affiliated stations and between network and its clients. He has been with ABC-TV since 1957, first as TV program coordinator at Walt Disney Productions and then as manager of program department in Hollywood.

Barton Kreuzer, division VP and general manager, Commercial Electronic

Systems. RCA's division that manufactures and markets broadcast and other electronics equipment, was one of three RCA executives elected VP's of corporation June 6 by RCA's board of directors. Other new corporate officers elected were **George A. Fadler**, formerly staff VP, materials and facilities, and **Irving K. Kessler**, division VP of defense electronics products. Mr. Fadler becomes VP, manufacturing services materials, assuming also responsibilities previously held by **Arthur L. Malcarney**, who served as executive VP in that area until his death (see page 63).

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

done," Mr. Spina said. What concerns him, he said, is that Newark police currently have only one frequency (150 mc) on which to communicate with 380 mobile units.

During Newark's 1967 riots Mr. Spina said conditions on that crowded channel were "unbelievable," with result that loss of small businesses and lives "were definitely increased." Co-channel sharing is no solution, he said, because others using frequency won't cooperate. Shift to split channels in 450-470 mc band would be prohibitive in cost, he claimed: "We've had pleadings in [with commission] for six years to get extra frequencies."

Representative Dingell lashed out at what he called "a fine example of inaction by a lackluster agency that is incapable of solving its spectrum problems or is indifferent to them. It is increasingly plain," he said, that "time is long past to correct [its] shortcomings" by either removing indifferent members of commission or removing those problems it handles.

Commission claimed Friday that it had received no request for additional radio frequencies from Newark police prior to 1967 riots. It said it did grant one emergency frequency after those disturbances and it noted that about 36 additional frequencies are available but have not been sought by Newark police.

Lorillard hires Cullers

P. Lorillard Co., New York, announced appointment Friday (June 7) of Vince Cullers Advertising Inc., Chicago, to handle advertising in Negro media for all of its cigarette brands.

Culler is specialist in Negro advertising and, according to Lorillard, will create advertising and handle its placement in Negro media. No estimate was given on billing involved.

Cox-Johnson inquiry is closed matter, NAB told

Budget Bureau has reaffirmed its position that as far as it's concerned that survey of Oklahoma broadcasters by FCC Commissioners Kenneth A. Cox and Nicholas Johnson, and potential problems engendered by action is now closed matter.

That was substance of June 6 letter sent to National Association of Broadcasters President Vincent T. Wasilewski. Mr. Wasilewski had requested that bureau seek "clear resolution" of question whether individual member of federal agency could do what agency itself could not by sending out questionnaires without prior bureau approval (BROADCASTING, June 3).

Budget Bureau said it didn't expect recurrence of this type of situation and had received assurances from Chairman Rosel Hyde that commission would provide for future "informational needs" of its members. Under those circumstances, bureau said, matter is not appropriate for consideration by attorney general, as NAB had requested.

Calls for de-emphasis on violence in TV fare

Third congressman has called for de-emphasis in crime and violence in TV programs in wake of assassination of Senator Robert F. Kennedy. He's Representative Edwin D. Eshleman (R-Pa.) who announced Friday (June 7) that he had written three TV networks and Mutual Broadcasting System to "jointly consider what you can do to take entertainment emphasis on crime, violence and horror off the television screens in the homes of America."

"Why can't more news emphasis be

given to responsible actions of our people," he asked, "with much less stress on the irresponsible?"

He closed by stressing "I am in no way suggesting any government commul-sion, but I am respectfully voicing the hope that such a voluntary step might be taken on our part."

Earlier in week, Representative John M. Murphy (D-N. Y.) called on FCC to determine effect of "television violence on viewing audience," and Senator Thomas J. Dodd (D-Conn.) said there was relationship between violence in U. S. and programs on TV (see page 45).

'Forum shopping' is charged to Justice

Enterprise Co., of Beaumont, Tex., has accused Department of Justice of "forum shopping" in petitioning FCC to hold hearing on Enterprise's proposed acquisition of KFDM-TV Beaumont.

Enterprise, in pleading filed with commission Friday (June 7), said department is seeking to transform commission into kind of economic regulatory agency Supreme Court said it is not.

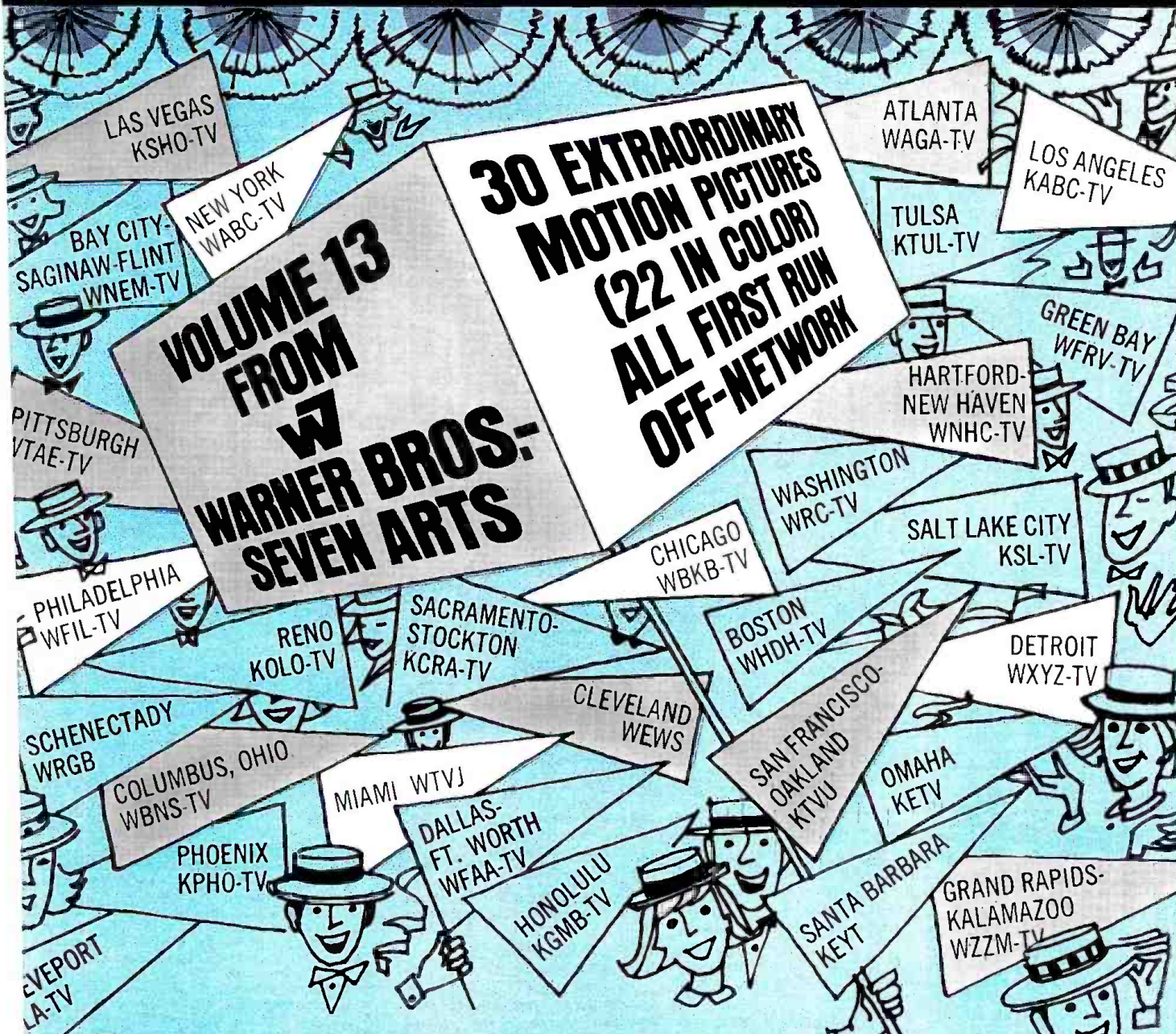
Justice, in memorandum filed with commission on May 8, said that purchase of dominant television station in Beaumont by Enterprise, publisher of that city's only two newspapers, would violate Section 7 of Clayton Act. Section prohibits acquisitions which may tend to lessen competition or create monopoly (BROADCASTING, May 15).

Instead of enforcing what it believes to be antitrust policy in federal court, Justice "has chosen to litigate the antitrust question before the commission on the theory that such activity 'may negate future necessity of an antitrust action,'" Enterprise said.

Enterprise said that commission is barred from constituting itself forum to try antitrust questions or make statutory findings of violation of antitrust laws.

Applicant added that commission's responsibility is to insure fair and equitable distribution of radio facilities, even though that task usually requires establishment of limited monopoly "in derogation of free and total competition." Enterprise said that "most cursory examination" of facts indicates that approval of station sale would not result in "undue concentration of control of mass media. . . ." There are, it said, 14 television stations and 62 AM and FM outlets serving all or part of KFDM-TV's grade B service area. It also said four newspapers besides its own circulate in Beaumont trading zone.

Volume 13 Bandwagon... Rolling Coast-to-Coast!



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DATEBOOK

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

■Indicates first or revised listing.

JUNE

June 12-14—Montana Broadcasters Association convention. Speakers include Al King, National Association of Broadcasters director of station relations. Glacier Park Lodge, East Glacier Park.

June 12-14—Meeting of the Virginia Association of Broadcasters. Speakers include Hollis M. Seavey, assistant to vice president, government affairs, National Association of Broadcasters, FCC Commissioner Lee Loevinger and Representative John O. Marsh (D-Va). Conference Center, Williamsburg.

June 13-15—Meeting of the Colorado Broadcasters Association. Antlers hotel, Colorado Springs.

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

June 15-18—Thirty-third annual Georgia Association of Broadcasters summer convention. Speakers include Elmer Lower, ABC News president; Representative W. S. Stuckey (D-Ga.); George Smith, Chief of FCC Broadcast Bureau; Carl Sanders, member Corp. for Public Broadcasting board. Holiday Inn, Callaway Gardens.

June 16-28—First annual seminar in marketing and advertising strategy, sponsored by American Advertising Federation, dealing with "changing and challenging frontiers of knowledge affecting advertising plans and techniques." Northwestern University, Evanston, Ill. For information: Professor George T. Clarke, AAF management seminar director, 655 Madison Avenue, New York 10021.

June 17-21—Meeting of board of directors of National Association of Broadcasters. Washington Hilton, Washington.

June 20-23—Annual summer meeting of Maryland-District of Columbia-Delaware Broadcasters Association. Panelists include George W. Couch Jr., vice president, marketing operations, Anheuser-Busch; Robert J. McBride, director of advertising, United Air Lines; John F. Malone, advertising manager, Pontiac Motor division, General Motors; John T. Wilner, vice president-broadcast engineering, Hearst Corp.; FCC Commissioner Kenneth Cox; Douglas Anello, general counsel, National Association of Broadcasters, and Howard Roycroft of Hogan & Hartson. Heniopen hotel, Rehoboth Beach, Del.

June 21—Annual Stockholders meeting of Lamb Communications Inc. Commodore Perry Motor Inn, Toledo, Ohio.

June 21-22—Meeting of the Texas AP Broadcasters Association. Holiday Inn, Sherman.

June 22-27—World Assembly, sponsored by World Association of Christian Broadcasting. Oslo, Norway.

■June 23-26—Annual Consumer Electronics Show, sponsored by consumer products division, Electronic Industries Association. Speakers: Paul Rand Dixon, Federal Trade Commission; FCC Commissioner Robert E. Lee, and Michael Pertschuk, general counsel, Senate Commerce Committee and mem-

ber, National Commission on Product Safety. Americana and Hilton hotels, New York.

June 24—Deadline for filing comments on FCC's proposed rulemaking that would provide simplified procedure for class IV AM power increases, and promote for those stations stricter compliance with minimum separation rules.

■June 25—Annual meeting of stockholders of Rust Craft Greeting Cards Inc., parent corporation of Rust Craft Broadcasting Corp., to elect directors and act upon proposed amendment to and restatement of certificate of incorporation authorizing a new class of 500,000 shares of preferred stock; increasing authorized common stock from one million to three million shares, and modernizing and simplifying certificate of incorporation. Rust Craft Park, Dedham, Mass.

June 28—Annual stockholders meeting of Standard Radio Ltd. Toronto.

June 27—Deadline for filing comments on FCC's proposed rulemaking that would permit type-acceptance and use of automated FM transmitters.

June 27-29—Mutual Advertising Agency Network conference on "Creativity, from Accounting to Zip-Codes." Hyatt House, Denver.

■June 28—Annual stockholders meeting, General Instrument Corp. to elect directors and act upon adoption of executives and employes stock participation plan. Hotel Robert Treat, Newark, N. J.

June 28-29—Annual summer meeting of Oklahoma Broadcasters Association. Western Hills Lodge, Wagoner.

■June 29—Eastern regional seminar of Radio-Television News Directors Association. Non-RTNDA members invited. Panel discussion on political coverage, Reardon report and unrest in cities. AP headquarters, New York.

June 29-July 2—17th annual National Cable Television Association convention. Sheraton-Boston hotel, Boston.

JULY

■July 7-11—First national convention of American Advertising Federation. Speakers include: Under Secretary of Commerce Howard J. Samuels; Charles A. Anderson, president Stanford Research Institute; Tom Dillon, president BBDO; A. Carl Kotchian, president Lockheed Aircraft Corp.; Sen. Mark Hatfield (R. Ore.); George Kozmetsky, dean University of Texas graduate school of business administration; Oregon Governor Tom McCall; Walter Straley, vice president, public relations, AT&T. Portland Hilton, Portland, Ore.

July 7-30—Fourth annual high school broadcast institute sponsored by Indiana Broadcasters Association and Indiana University radio-TV department. Indiana University, Bloomington.

July 8—Deadline for comments on FCC proposed rulemaking to explore possibility of using actual field strength measurements to determine coverage of TV and FM stations, instead of present theoretical field strength charts.

July 9—Annual stockholders meeting, Taft Broadcasting Co. Cincinnati.

July 12-14—Annual summer convention of Wisconsin Association of Broadcasters. Pioneer Inn, Oshkosh.

July 14-16—Annual summer convention of South Carolina Association of Broadcasters. Ocean Forest hotel, Myrtle Beach.

July 14-27—Sixth annual management development seminar sponsored by National Association of Broadcasters. Harvard Business School, Boston.

July 15—Deadline for filing comments on FCC proposed rulemaking to permit

TVB REGIONAL SALES CLINICS

June 17—Los Angeles, Sheraton Wilshire Motor Inn.

June 18—San Francisco, Sheraton Palace.

June 19—Portland, Ore., Sheraton Motor Inn.

June 20—Denver, Sheraton Mallibu.

ments on FCC's proposed rulemaking to type-approval of AM modulation monitors that do not incorporate indicating meters.

July 16—Deadline for filing reply comments, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

July 21-23—Annual summer convention of Idaho State Broadcasters Association. Speakers include Al King, National Association of Broadcasters director of station relations. Ponderosa Inn, Burley.

July 22—Deadline for reply comments on FCC proposed rulemaking to explore possibility of using actual field strength measurements to determine coverage of TV and FM stations, instead of present theoretical field strength charts.

■July 23—National Association of FM Broadcasters seminar. Topics will include improving sound and learning more about audiences. Fairmont hotel, San Francisco.

July 24—Deadline for filing reply comments on FCC's proposed rulemaking that would provide simplified procedure for class IV AM power increases, and promote for those stations stricter compliance with minimum separation rules.

July 26—Deadline for filing reply comments on FCC's proposed rulemaking that would permit type-acceptance and use of automated FM transmitters.

July 28-Aug. 9—Eleventh annual seminar in marketing management and advertising sponsored by the American Advertising Federation. Harvard Business School, Boston. For further information write or call George T. Clarke, director, Bureau of Education and Research, American Advertising Federation, 655 Madison Ave., New York 10021. (212) TEmpleton 8-0325.

July 30—Deadline for filing reply comments on FCC proposed rulemaking to permit type-approval of AM modulation monitors that do not incorporate indicating meters.

AUGUST

Aug. 9-10—Rocky Mountain CATV Association meeting. Teton Village, Jackson Hole, Wyo.

Aug. 22-23—Fall convention of the Arkansas Broadcasters Association. Arlington hotel, Hot Springs, Ark.

August 30-September 1—1968 International Radio-TV-Press Exhibition, sponsored by International Broadcasters Society "to promote interdisciplinary dialogue within the mass communications media." The IBS Honors List will be announced at the annual honors ceremony. Hotel Het Hof Van Holland, Hilversum, The Netherlands. For information interested personnel of the radio, television and press industry should write: The Secretariat, International Broadcasters Society, Zwaluwlaan 78, Bussum (NH) The Netherlands.

SEPTEMBER

Sept. 9-11—Electronics and Aerospace Systems Convention (EASCON), sponsored by Group on Aerospace and Electronic Systems,

■Indicates first or revised listing.

1968 RAB REGIONAL SALES CLINICS

June 14—Little Rock, Ark., Marion hotel.

AP VOICEFEATURES Every week AP will present "News Commentary" by Morgan Beatty for your station. And that's only part of our new, fast-paced package of 20 different five-minute tapes that we are ready to send you 52 weeks a year.

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As you can see, your Blair man's unique ability to combine his vast sales and marketing know-how leads to a common objective—productive advertising. So when you need a radio time salesman and a marketing expert, don't be surprised when only one Blair man knocks at your door.

There's more to him than meets the eye.

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*Reg. U. S. Patent Office
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Institute of Electrical and Electronics Engi-
 neers. Dr. Burton I. Edelson, Communica-
 tions Satellite Corp., Washington, is technical
 program chairman. Sheraton-Park hotel,
 Washington.

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

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

Sept. 16-19—35th National Premium Show.
 Navy Pier, Chicago.

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

Sept. 18-20—Meeting of the Tennessee
 Association of Broadcasters, Ramada Inn,
 Nashville.

Sept. 19-21—Meeting of the Louisiana As-
 sociation of Broadcasters. Speakers include
 Douglas Anello, National Association of
 Broadcasters general counsel. Downtowner
 Motor Inn, New Orleans.

Sept. 20 — Luncheon of Pacific Pioneer
 Broadcasters. Sportsmen's Lodge, North Hol-
 lywood, Calif.

Sept. 22-23—Annual fall meeting of New
 York State Cable Television Association.

Sept. 24-25—"Production '69: A Shirtsleeve
 Workshop in Television Techniques"—a two-
 day workshop in video-tape production
 sponsored by a group of industry suppliers,
 including Ampex Corp., Memorex Corp.,
 3M Co., Philips Broadcast Equipment Corp.,
 RCA and Reeves Sound Studios. Hotel
 Roosevelt, New York. For more informa-

tion, write on company letterhead to: Grey
 Hodges, marketing director, Reeves Sound
 Studios, 304 East 44th St., New York 10017,
 Telephone (212) 679-3550.

Sept. 27-29—Meeting of the Hawaiian As-
 sociation of Broadcasters. Surf hotel, Kaval.

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

OCTOBER

Oct. 14-18—11th annual International Film
 & TV Festival of New York, encompassing
 all phases of film production. For details
 and applications: Industrial Exhibitions Inc.,
 121 West 45th Street, New York 10036.

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

Oct. 22-23—Broadcast executive sales con-
 ference sponsored by Tennessee Association
 of Broadcasters and University of Tennes-
 see School of Journalism. University Center,
 Knoxville.

NOVEMBER

Nov. 10-13—California CATV Association
 fall meeting. Del Coronado hotel, Coronado
 Island.

Nov. 17-20—Annual convention of Broad-
 casters Promotion Association. Deauville
 hotel, Miami Beach, Fla.

Nov. 19-22—Forty-fourth annual National
 Association of Educational Broadcasters con-
 vention. Sheraton Park, Washington.

Nov. 22 — Luncheon of Pacific Pioneer
 Broadcasters. Sportsmen's Lodge, North Hol-
 lywood, Calif.

■Indicates first or revised listing.

OPEN MIKE®**Who will serve?**

EDITOR: After reading the thinking
 of our "liberal" FCC commissioners,
 Messrs. Cox and Johnson. I wonder if
 you would be in a position to ask them
 who would take care of the needs of the
 thousands of local small merchants now
 served by local radio stations. Without
 the exposure given these merchants they
 could not compete with *big businesses*
 such as Sears, Kresge's, Woolworth, etc.,
 who can afford the more expensive
 media and national advertising.

The well being of the small merchant,
 the backbone of American business,
 should be of concern to real liberal
 thinkers.—*Henry Rau, president, Rau
 Radio Stations, Washington.*

For the asking

EDITOR: We recently completed a re-
 modeling program at wcss. We now
 find ourselves with approximately 10,-
 000 old 78's and 45's. and several
 hundred LP's to be stored in the attic.
 I was wondering if any of your readers
 know of anyone who might be inter-
 ested in these records. I'm sure there
 are many collector's items included.
 The 78's have been in our files since we
 signed on the air in 1948.

We've given away many of the rec-
 ords to the local school system for their
 libraries and we have [given] others to

some of the hospitals. but we still have
 so many on hand.—*Philip Spencer, vice
 president and general manager, wcss
 Amsterdam, N.Y.*

Booth clarifies holdings

EDITOR: In **BROADCASTING**, May 20, you
 reported that the FCC had granted
 Booth American Co.'s application for a
 new FM station at Saginaw, Mich.

In the lead paragraph you relied on
 . . . Commissioner Johnson's dissenting
 opinion and stated that we owned "nine
 newspapers." You were in error. Booth
 American Co. owns no newspapers, and
 my sole individual association with
 Booth Newspapers Inc. is that I am a
 member of its board of directors. And,
 I and my family, either directly or in-
 directly, [(have)] . . . approximately
 8% of its stock.—*John L. Booth, presi-
 dent, Booth American Co., Detroit.*

AM sold, FM-TV kept

EDITOR: Our office erroneously reported
 the sale of KMBY-FM Monterey, Calif.
 [**BROADCASTING**, May 27]. The release
 should have reported that sale of KMBY
 to James L. Saphier, with the notation
 that Stoddard P. Johnston, seller, is
 retaining the FM and the CP for the
 television affiliate. Total consideration
 for the sale was \$385,000.—*Joseph M.
 Sitrick, Blackburn and Co., Washington.*



VOYAGE TO THE BOTTOM OF THE SEA

Starring
Richard Basehart and
David Hedison. Produced
by the incomparable
Irwin Allen.
110 Hours—(78 in color).
Available now after
four successful seasons
of 30-PLUS % Audience
Shares* on ABC-TV.
An outstanding property
with ideal all-family appeal.
Call 20th Century-Fox TV
for the full story!

*MNA Reports.
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A big boost via backdoor hardsell

"Holy guacamole," is more than a catch phrase in a radio campaign. It represents our feelings at Calavo about the recent results of a broadcast campaign introducing frozen guacamole in 11 markets across the country.

In periods of eight to 10 weeks we gained sufficient distribution and sales volume to establish the product firmly in those markets.

It was the most successful short-range campaign we've ever had. Radio carried the entire advertising appropriation and it was strongly supported by in-store demonstrations. The radio stations themselves made important contributions to the merchandising effort by offering much-needed help in direct mail, trade advertisements, demonstrations, and in-store displays.

The key to our success, however, was the amazing response and identification that Calavo achieved from the radio spots.

Our advertising agency, Anderson-McConnell Advertising of Hollywood, wrote and produced the spots which won the International Broadcasting Award of the Hollywood Radio and Television Society this year for the most "humorous commercial."

Party Scene ■ Our spots were aimed at the type of person who likes to entertain. Most "dips" are served at parties or for guests before dinner. We wanted to reach the hostess with a flair for new foods. Frozen fresh guacamole is certainly new. It's a first. Avocados are still a bit exotic in some areas of the country and this all seemed to call for the party mood. The music set the scene of a cocktail hour and the start-and-stop arrangement punctuated humorous bits of conversation among the guests. The commercial faded out on a dance set to the rhythm of "Calavo Avocado Guacamole . . . dip."

Almost overnight we received a lot of comment. People seemed to pick up the idea quickly. Calavo Avocado Guacamole Dip was repeated easily by the people who had never heard of the product before.

Maybe we won't sell guacamole dip to everybody, but who knows. Maybe we'll go down in history for starting a new dance step . . . Ca . . . lavo avo . . . cado guacamole . . . dip.

With a sense of humor and a party scene let's listen to the piece of whimsy which won the IBA award—and, incidentally—sold avocado dip:

MUSIC STARTS, PARTY SOUNDS INTERMINGLE
WOMAN: Would you like to try the avocado dip?

MAN: Sure, is it anything like the tango?

MUSIC STARTS AND STOPS FOR:

MAN: Do you realize that Calavo is the only one in history to successfully freeze a ready to serve avocado dip?

MAN: Holy guacamole!

MUSIC STARTS AND STOPS FOR:

WOMAN: Listen—if she's serving this jazzy avocado dip, it must be easy to serve. Why, it takes her two hours to make instant coffee.

MUSIC STARTS:

MAN (VOICE OVER MUSIC)

GWA-ka-mole, eh?

WOMAN (DITTO)

WA-ka-mole. Calavo Avocado Guacamole.

MAN: (IN RHYTHM)

Calavo Avocado Guacamole (BEAT) Dip.

ALL: (DITTO)

Calavo Avocado Guacamole (BEAT) Dip.

(VOICES GOING OFF)

Calavo Avocado Guacamole (BEAT) Dip.

REPEAT TO FADE VOICES OUT AT :50-SEC.

MUSIC CONTINUE UNDER FOR RETAIL TAG TILL :00

This spot accomplishes what we call backdoor hardsell.

We tried something brand new to supplement the campaign in every market and it worked beautifully—the world's first dip-in. This was concocted by Anderson-McConnell senior vice president Merv Oakner and account executive Mauri Vaughn.

As far as we know, it was the first happening of its kind in snack history. We arranged with Frito-Lay to put a psychedelic pushcart in several big marketing areas. In Southern California, for instance, we used the Eastland Shopping Center in Covina and the Topanga Plaza Shopping Center in Canoga Park. We dressed two pretty girls in mini-skirts and they served Frozen Guacamole Dip on Doritos Toasted Tortilla chips from the pushcart to all shoppers. Thirty five hundred guacamole converts, who had already been exposed to the radio sell, sampled the nibble at each location and in two days' time 1,000 cans of dip were purchased, not

to mention what the Frito-Lay people describe conservatively as "a great increase" in the sales of tortilla chips.

The complete list of broadcast markets included El Paso, Dallas, Houston, Los Angeles, Lubbock (Tex.), Phoenix, Portland (Ore.), San Antonio (Tex.), Seattle, San Francisco and Washington.

Scientific Breakthrough ■ Another Frozen Guacamole spot went like this: MUSIC STARTS, PARTY SOUNDS INTERMINGLE MUSIC STOPS FOR:

MAN: (pompous) It's a scientific breakthrough, do you hear? Frozen avocado dip, fully prepared and ready to release its provocative flavor at the touch of a can opener. What do you say to that, eh?

MAN: What can I say? Holy guacamole!

MUSIC STARTS AND STOPS FOR:

WOMAN: Calavo Avocado Guacamole, Roger?

MAN: You're talking my language, Elaine.

MUSIC STARTS AND STOPS FOR:

MAN: Honey, did you know that this avocado dip is frozen at 300 degrees below zero?

WOMAN: Speaking of that, dear, did you notice I'm the only woman at this party without a mink coat.

MUSIC STARTS:

MAN: (VOICE OVER MUSIC)

GWA-ka-mole, eh?

WOMAN (DITTO)

WA-ka-mole. Calavo Avocado Guacamole.

MAN (IN RHYTHM)

Calavo Avocado Guacamole (BEAT) Dip.

ALL: (DITTO)

Calavo Avocado Guacamole (BEAT) Dip.

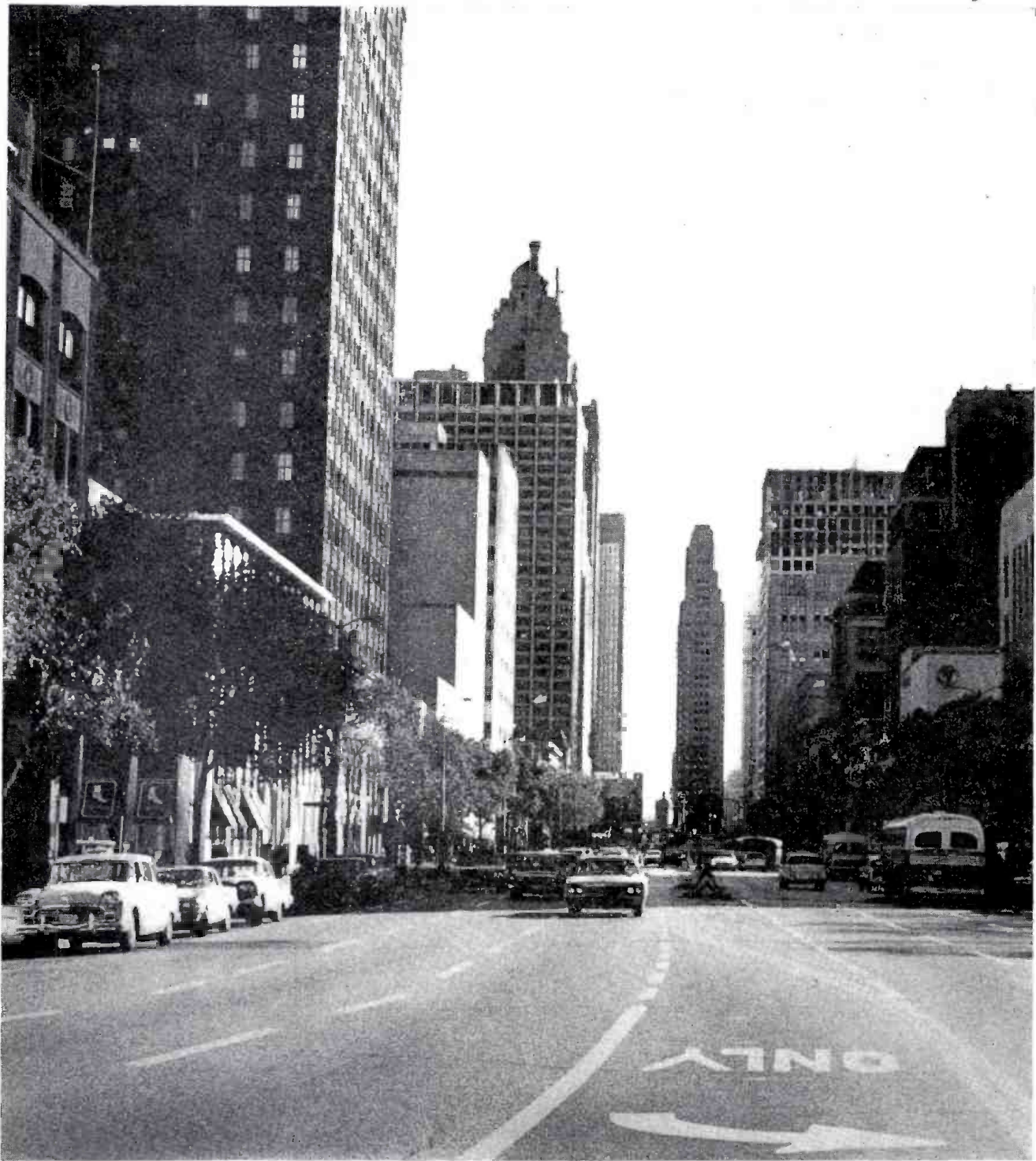
REPEAT TO FADE VOICES OUT AT: SEC.

There is no question about it, the boost given this product by broadcast has been tremendous. I'm convinced of two things: 1) We do much better in radio than in ink; 2) When on the air, there's nothing like whimsy to sell Frozen Guacamole.

Our figures, of course, are incomplete. We have not done a meticulous survey. But, experience and a broad inspection of the books show us that sales do approximately four times better on this product with radio than with magazines.



Some three years ago, Clinton Rogers organized the sales structure for the newly activated processed products division of Calavo Growers of California, Los Angeles, and today manages the operation. Mr. Rogers has been with Calavo for 29 years. He was formerly general sales manager and division manager and has served as district manager. Besides avocados, Calavo Growers market papayas, mangos, coconuts, pineapples, limes, dried fruits, roses, dates and general produce.



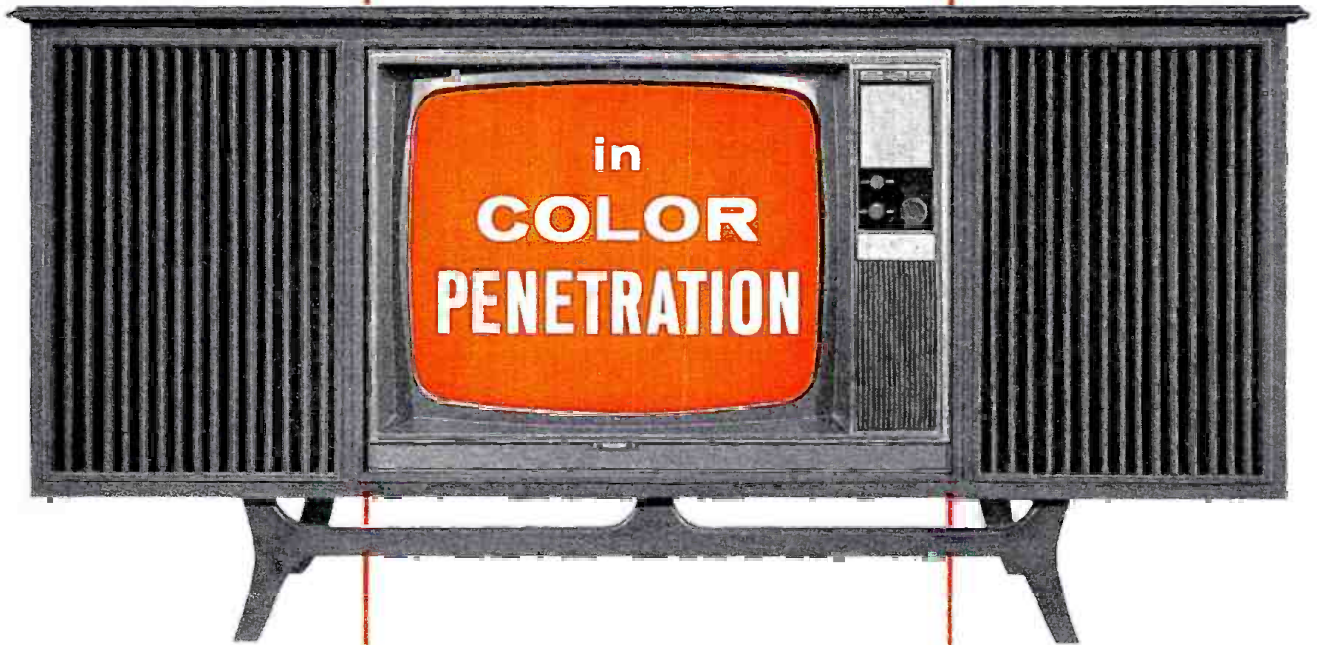
The next time you're strolling down Michigan Avenue and a perfect stranger asks you which station dominates Chicago's adult audience, whip out this chart. **WMAQ-TV** 

*Source: Nielsen Station Index, March-April 1968. Total adult viewers per average quarter-hour. Qualifications on request.

	WMAQ-TV % ADVANTAGE*		
	Station X	Station Y	Station Z
THE MERV GRIFFIN SHOW 4-5 PM Mon-Fri	+141%	+345%	+641%
CHICAGO REPORT 5-6 PM Mon-Fri	+101%	+283%	+479%
THE HUNTLEY-BRINKLEY REPORT 6-6:30 PM Mon-Fri	+ 76%	+265%	+148%
PRIME TIME 6:30-10 PM Sun-Sat	+ 8%	+ 19%	+224%
NBC NEWS NIGHT REPORT 10-10:30 PM Mon-Sun	+ 67%	+115%	+229%
THE TONIGHT SHOW 10:30-12 Mid Mon-Fri	+156%	+ 20%	+195%
SIGN-ON TO SIGN-OFF 7AM-1AM Sun-Sat	+ 24%	+ 46%	+156%

South Bend-Elkhart and Fort Wayne

the
**HI-RISE
MARKETS**



Nielsen shows us nearing
40% color!*

Is it any wonder that
Blair's lines are buzzing?
Better call 'em today.

*Nielsen Color TV Ownership Estimates, Feb.—Mar., 1968

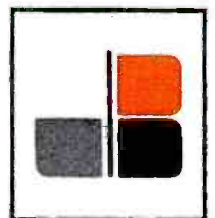


WSJV-TV
SOUTH BEND-
ELKHART **28** ABC

WKJG-TV
FORT WAYNE **33** NBC

Also: WKJG-AM and FM, Ft. Wayne; WTRC-AM and FM, Elkhart
The Elkhart Truth (Newspaper)

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP



BLAIR TELEVISION

A grim story told in detail

Heaviest broadcast coverage of any event

since his brother's assassination is accorded

Senator Kennedy; commercial schedules scrapped

The assassination of Senator Robert F. Kennedy last week galvanized television and radio into a massive, thorough and often hectic journalistic effort that gripped the nation for more than four days.

Broadcast newsmen followed the unfolding tragedy from the shot that felled the 42-year-old presidential aspirant in Los Angeles in the early-morning hours of Wednesday (June 5), through his losing fight for life, his death early Thursday, the flight to New York that evening and the public tribute to the slain senator as his body lay in state at Saint Patrick's cathedral on Friday.

Then, without perceptible let-up, they planned to devote most of Saturday to the requiem mass in Saint Patrick's, the train trip to Washington, the funeral cortege through the capital and the burial in Arlington National Cemetery. In addition, special programs were being prepared for presentation on Sunday (June 9), declared a national day of mourning by President Johnson.

It all added up to the most intense radio-TV concentration on a single event since the four days of uninterrupted coverage that followed the assas-

sination of Senator Kennedy's brother, President John F. Kennedy, on Nov. 22, 1963.

Heavy Schedule ■ The best information available early Friday was that the TV and radio networks alone would have presented 185 to 200 hours of coverage of the Kennedy tragedy between the time the shooting occurred early Wednesday morning and their scheduled return to regular programming Saturday evening.

Estimates were imprecise because arrangements for Saturday and Sunday were still being developed, but a TV-radio network total of 185 to 200 hours would compare with 456 hours during the four days when all regular programming was cancelled after President Kennedy's death.

It would compare with 155 hours of special coverage of the Mideast war last June, and with close to 90 hours in the 10-day period encompassing President Johnson's announcement of his retirement plan, the assassination and funeral of the Rev. Dr. Martin Luther King Jr. and ensuing disorders in scores of cities earlier this year.

Network sources refused to estimate their pre-emption losses or coverage

costs, saying it was impossible to reach anything approaching a meaningful figure until after the special coverage had been completed, and that even then it might not be possible for several weeks.

But other sources noted that all of the special coverage had been presented without commercials and estimated unofficially that losses from network radio and TV time pre-emptions alone might range from \$3.5 million to more than \$4 million.

Individual stations apparently took a substantial loss in spot TV and radio revenues, too. Although no dollar figures were available, a number of station representation firms queried last Thursday said that reports of spot-commercial pre-emptions from their stations had begun to grow. The expectation—and hope—was that many of these losses could be made up through make-goods.

First Word ■ The far reach of broadcast journalism—and the public's dependence on it—were underscored in a special nationwide telephone survey by Sindlinger & Co., Philadelphia-based research firm, showing that more than three-fourths of the nation's adults first heard of the shooting from radio or



A GRIM STORY TOLD IN DETAIL *continued*

television.

Albert E. Sindlinger, president of the firm, said the survey was conducted Wednesday afternoon, polled 1,206 adults and found that 97.3% had heard of the shooting. Of these, he said, 56.6% reported they first heard of it on radio and 20.2% on television, as compared with 5.7% from newspapers and 17.5% from conversations with other people.

Projected to the total U. S. population, these figures would mean that 70,482,000 adults (aged 18 and over) got their first news of the shooting from radio, 25,198,000 from television, 7,101,000 from newspapers and 21,786,000 from other people. Most of those who learned of it from newspapers, Mr. Sindlinger said, were on the West Coast—the area where the timing was most favorable to morning newspapers.

He said 4.2% of those who had heard of it at all said they heard by 1 a.m. Pacific time and 16.1% had heard by 5 a.m. Virtually all of those

presumably got the news by radio or TV. Sixty-eight percent said they heard before 9 a.m. and 91.5% heard before noon on Wednesday.

The Audience ■ There were other statistics to show the public's dependence on broadcast journalism. National ratings will not be available for about two weeks, but A. C. Nielsen Co. officials reported that their Instant Audimeter service in New York showed that 15.9% of the TV homes in the area were watching television at 7 a.m. Wednesday morning—as against 1.6% at the same hour on the preceding Wednesday. They said 1.6% could be considered "normal" for that hour on an average weekday.

By 8 a.m. Wednesday the percentage of New York area homes using television had risen to 25.6%—as against 8.2% a week earlier. Tune-in reached its peak for Wednesday morning at 9:15—26% compared with 13.6% the week before.

All three TV networks had left the Kennedy victory celebration in the

Ambassador hotel ballroom when the shooting occurred shortly after midnight (PDT) as the senator was leaving after a speech thanking his supporters. NBC-TV was still on the air, feeding a final wrap-up; ABC-TV had completed its primary election coverage and was in the process of going off the air; CBS-TV had signed off at 11:13 PDT after completing its election coverage.

But both network and local newsmen were on the scene and recorded the pandemonium, the crowd that milled around the fallen senator, the bodyguards who captured the alleged assailant and hauled him away. The networks were back in action on the new story promptly and stayed with it through the rest of the night and much of the morning. (For details on coverage of the shooting, see page 23.)

The Pool ■ For the TV coverage of the tribute and funeral in New York and the cortege and burial in Washington and Arlington, NBC authorities said Chet Hagen, NBC News producer, had been designated over-all producer for the network pool.

Bill Jackson headed the ABC-TV

A historic tape of how it happened

Andrew West is the 43-year-old news director for KRKD Los Angeles, affiliate of the Mutual Broadcasting System. Before the first morning hours of June 5 he worked in relative obscurity. Since then his voice has been heard, his reporting featured, on every radio and television network in this country and on stations around the world.

It happened because Mr. West believes that as a newsman his goal is always to get something exclusive. That's why he sat for more than two hours right at the podium in the Ambassador hotel's Embassy ballroom on the night of the California presidential primary. He knew that's where Senator Kennedy would be making his victory or concession speech. He didn't leave that spot for fear somebody would get it. The purpose of his tenacity was to get to ask one or two personal questions of the senator.

He got one question in. It was about how Mr. Kennedy planned to wrest delegates from Vice President Humphrey. It was the last question ever asked Senator Kennedy by a newsman. Mr. West recorded the senator's answer on the podium. Then Mr. Kennedy left the stage, while newsman West followed close

behind. They went behind the stage down the ballroom's kitchen passageway. Mr. West had his microphone ready in anticipation of asking another question.

Then eight gun shots rang out. Mr. West was three or four feet from the senator when he heard the shots. To him, as to many who were close by, it sounded like balloon bursts. Instinct prompted him to kick his mike on. Then simultaneously it seemed, somebody said, "Kennedy has been shot," a woman screamed, and Mr. West began talking into his mike.

What happened next was bedlam. Mr. West, obviously worried about people being shot, yelled frantically for them to stay away from the gun. "I had a devil of a time controlling my emotions," he explained later. "It was a combination of trying to establish some control in that madhouse of people and still endeavor to fulfill my profession as a reporter."

Afterward it took Mr. West an hour to get away from the hotel. He went directly to KRKD and piped the tape to Mutual news headquarters in New York. Mutual, which has a copyright on the material, handled it from there, feeding to its own affli-

ates first and then to hundreds of networks and stations around the world.

The original tape that Mr. West made of the shooting of Senator Kennedy, unedited and including everything that was on it, is now in the hands of the Los Angeles police department. It's being held as evidence if it is needed in a trial.

"I'm astounded by all this, do you understand, astounded," Mr. West told BROADCASTING last week.

Following is a partial transcript of the most sensational reporting of last week's tragic events:

"Senator Kennedy has been shot. Senator Kennedy has been shot. Is that possible? Is that possible? He has been shot. My God. . . ."

"Rafer Johnson has the man and his gun is in his hand, and they are pointing it at me. Be careful. Get his gun. Get his gun. Break his thumb if you have to; get his gun. Look out for the gun. That's it, Rafer, get the gun. Hold onto the guy. They have the gun away from the man; they've got the gun. I can't see the man.

"Senator Kennedy is on the ground; he has been shot. What is this? Wait a minute. Hold him. We don't want another Oswald."

Two broadcast newsmen caught in the fire

Robert F. Kennedy was not the only one shot at the Ambassador hotel in Los Angeles last week. Five other persons were wounded by the same gunman who struck down the New York senator. Two of them are broadcast newsmen.

William Weisel, a 30-year-old bachelor, is an associate director for ABC News in Washington. He had gone to the West Coast to serve as associate director on the special June 1 *Issues and Answers* telecast on which Senator Kennedy confronted his chief rival in the presidential primaries, Senator Eugene J. McCarthy. He stayed on to help handle ABC-TV's coverage of the California vote.

Mr. Weisel was several steps behind Senator Kennedy when the shooting began. "At first I thought it was a joke," he recounted later from a hospital bed. "But I saw one body on the kitchen floor and an-

other one going down and I felt these strange thumpings in my side and I knew it was no joke."

A bullet entered through his side. At Kaiser hospital in Los Angeles it was removed from his back where it had lodged. As of late last week he was reported in good condition.

Ira Goldstein, 19, a reporter for Continental News Service—which provides news feeds for California radio stations—got in the line of fire because he was hungry. "I just happened to be in the kitchen at the time," he explains. "I was looking for something to eat. I heard there were some sandwiches out there for the press."

Mr. Goldstein was coming out of the kitchen to catch the rest of Senator Kennedy's victory speech. He had no idea that the senator was coming along the kitchen corridor. They were back to back when the shooting began. Ira Goldstein caught



William Weisel

one bullet in the left side. Less than 48 hours after he was shot, Mr. Goldstein was released from Encino hospital.

pickup covering the Kennedy plane's arrival in New York for the pool Thursday night. NBC was to handle the pool coverage of services at Saint Patrick's on Friday and Saturday. Art Kane of CBS News was named pool coordinator for Washington coverage. He had the same task for President Kennedy's funeral. CBS was to handle the arrival of the funeral party in Washington and the beginning of the motorcade through the capital. ABC News was to handle pool coverage of the rest of the motorcade. NBC News was to handle the pool coverage of the burial in Arlington.

Officials said about 24 pool cameras would be used in Washington and Arlington in covering the procession from Union Station past the Senate office buildings, the Justice Department where Senator Kennedy served under his brother as attorney general, Resurrection City U. S. A., the Lincoln Memorial and on to the burial plot.

ABC-TV estimated that by 7:30 Saturday night it would have presented close to 36 hours of coverage of the shooting and its aftermath; CBS-TV said its total would come to about 37 hours by then and NBC-TV expected its total would have reached 51 hours.

Radio Record ■ Network radio coverage estimates were more difficult to obtain, but the best information available indicated that each of the four—Mutual in addition to ABC, CBS and NBC—had devoted 15 to 20 hours to

the Kennedy story by sign-off Thursday night.

These figures do not include countless other hours presented by group-owned stations and independents or the special material used by many affiliates to supplement their network coverage.

The recording of a tragedy

Evoking somber memories, broadcast news attends another Kennedy's fate

Only the death of his older brother some four years before exceeded it in dramatic impact and historic content. But this time broadcasting was a closer eyewitness to the death shot itself, more intimately involved. And despite being enveloped by the initial shock wave of chaos that immediately built up broadcasting recovered to provide a remarkably telling and touching report of the death of a man and a world's reaction to the bells that tolled for him.

From the time the California polls closed at 8 p.m. PDT on Tuesday, (June 4), until Senator Robert F. Kennedy succumbed to an assassin's bullet at 1:44 a.m. PDT, Thursday (June 6),

broadcasting provided massive coverage of the crescendo of events.

It started routinely with the presidential primary election in California, seemed to build to a high point with Senator Kennedy's victory speech to campaign workers, burst into mass hysteria with the ringing out of shots just as most broadcasts were drawing to a close, became a frantic hunt for scraps of information and for interviews with eyewitnesses, developed into a puzzling and suspenseful crime detection story with the search for and subsequent piecemeal revelations about the suspect's identity and, finally, evolved into a painful death watch at the Good Samaritan hospital in downtown Los Angeles, waiting for what the nation sensed was inevitable almost from the start.

Radio and television combined to give viewers and listeners a startling, disturbing sense of participation in a maelstrom from which it was difficult to tear away. There was the emotion-charged account of the assassination by Mutual Broadcasting reporter Andrew West, trailing directly behind the stricken senator, and shouting into his tape recorder, above the screams of the crowd, instructions for disarming the suspected assassin (see page 22).

There was ABC newsman William Weisel, associate director on the network's coverage of the assassinations of both President John F. Kennedy and Dr. Martin Luther King, struck in the

back by the fusillade that downed Robert Kennedy, yet still doing a telephone interview later from the hospital (see story, page 23). There were scenes of raw emotion, wide-eyed questions by reporters, quivering answers by witnesses. Seldom if ever has mass shock been exposed so nakedly.

Flexible Sound ■ At first television, hampered by the bulk of its equipment, limited by the time needed for the processing of film, was somewhat of a bystander asking about but not really knowing what happened. Once again radio proved faster and more flexible. But then, as the long night turned to day, the film that television exposed began to trickle out of the processing labs and, added to the impressive video tapes that had been assembled, provided a dramatic minute-by-minute document of what had taken place.

Many of the tapes, much of the film, were blurred. Almost all takes were unedited. Soundtracks were often an uproar of anguish, panic and vengeance. Some of the shouts were of a profanity never allowed on radio and television before. It was not slick coverage, but it reflected with shattering impact what was happening.

In the early stages, as was inevitable, there were conflicting reports and some bits of outright misinformation. Eyewitnesses, some plainly exhibitionists, were cornered, held on to desperately, and allowed to play their scenes beyond a point when they were meaningful.

The murder weapon was variously

described as a derringer, snub-nosed revolver, carbine. The suspected assassin was identified as mulatto, Asian, Filipino, Latin. Witnesses claimed Senator Kennedy was wounded in the right ear, head, hip, abdomen.

Only four hours after he was shot, Senator Kennedy was erroneously reported as dead. All the networks showed people kneeling and praying in the Embassy ballroom of the Ambassador hotel. Stephen Smith, the senator's brother-in-law, was generally numbered among the wounded by radio and television reporters hours after, despite constant replays of video tapes that showed him asking people to leave the ballroom in the aftermath of the shootings.

Core Questions ■ Still, in the welter of confusion and contradictory reports, broadcasting did some solid detective work. The doctor who administered first aid on the scene was sought out and interviewed.

"Did you take Senator Kennedy's pulse?" he was asked. "Yes, I did," he replied. "What was it?" "It was 130."

A Mexican-American girl from Pasadena, Calif., was found who told a lucid but puzzling story of a girl and boy hurrying out of the ballroom and saying, "We've killed him."

And when the world was clutching at straws, frantically trying to find out something about Mr. Kennedy's post-operative condition, it was radio and television that reported the gloomy prognosis of Dr. Henry Cuneo, one of the attending surgeons.

Star athletes play role in suspect's capture

Two star athletes, who also happen to be budding television performers, played key roles in the capture of Sirhan Bishara Sirhan, the alleged assassin of Senator Robert F. Kennedy last week. Roosevelt Grier, the 300-pound defensive tackle for the Los Angeles Rams football team, reportedly pinned the 24-year-old gunman down, finally sitting on him. Rafer Johnson, who won a gold medal in the Olympic Decathlon in 1960, took his gun away and turned it over to police. Both, campaign workers for Mr. Kennedy, were in the entourage accompanying the senator from the hotel ballroom through the kitchen passageway where he was shot.

Mr. Johnson, a television sportscaster since retiring from athletic

competition, was suspended by KNBC(TV) Los Angeles earlier this year because of his announced intention to campaign for Senator Kennedy. Though subsequently reinstated, he left the station last month to devote his full time to the campaign. Mr. Brown made his debut as a television host some 40 hours before Senator Kennedy was assassinated.

The half-hour, weekly *The Rosey Grier Show*, a music and talk program (the star plays the guitar, piano and sings), had its premiere on KABC-TV Los Angeles on June 1.

Messrs. Grier and Johnson had also appeared on a Washington telethon in February. The telethon for children's charities was sponsored by Senator Kennedy's wife, Ethel.

Another Primary ■ It all started as a relatively routine event, the last of the presidential primary elections. Since March 12 in New Hampshire the networks had covered similar primaries in Wisconsin, Indiana, Nebraska and Oregon.

When the polls closed in California at 8 p.m., ABC didn't pre-empt its regular programming on the West Coast. Instead a crawl on the bottom of the screen gave election returns. CBS-TV, too, was not overemphasizing the election. Its broadcast of the primary, anchored in New York, was to begin with live bulletins of early estimates. NBC-TV came on as the polls closed with a half-hour feed to California, Nevada and Arizona only. At 8:30 PDT, NBC brought in its full network for what was planned to be an overall two-hour California primary special. At 9:58 p.m., the network was to sign off.

But sprawling Los Angeles county, the biggest population center in the state, had installed a new electronic voting and tabulating system. Somewhere, somehow, the system broke down. At 10 p.m., when the networks believed they would have the presidential primary contest wrapped up and ready for pronouncements, computer counting centers were mostly still awaiting punch card forms from precinct polling places.

Finally the networks had enough results to make their projections of winners (there were also senatorial and congressional nominations involved) and the returns that started to pile up showed these estimates to be generally accurate. There was only one surprise winner—State Superintendent of Public Instruction Max Rafferty over incumbent Thomas H. Kuchel for the Republican senatorial nomination. Even this, the only good story of the early evening, was correctly predicted by the network projections.

Dull Stuff ■ It all seemed so cut and dried. Senator Eugene McCarthy's sort-of-concession speech was dutifully covered and recorded. There was only one key event left.

A boyish, happy Robert Kennedy strode into the Embassy ballroom of the Ambassador hotel to receive the joyous plaudits of his followers. It was an exultant moment for him. Television cameras, radio microphones and tape recorders were everywhere, covering what was the climatic moment of what already was a long night. "Now it's on to Chicago," he concluded his victory speech, "and let's win there," he said, thrusting his thumbs up.

He left the podium in a crush of bodies. It seemed the appropriate time for the networks to sum up and cut out. ABC News was completing its television coverage of the primary and was preparing to switch into *The Joey*

Bishop Show. It was 12:15 a.m., PDT. The news program's closing theme music was playing and the closing video slide was on the screen when suddenly Paul Altmeyer, the network's field producer at the Ambassador hotel, shouted over the telephone to the control room in New York, where the coverage was hased: "There have been shots; there have been shots. . ."

At 12:17 a.m., two minutes after the first word reached New York, Howard K. Smith, ABC-TV's anchorman for the coverage program, reported the shooting of Senator Kennedy and the wounding of ABC News associate director William Weisel. Some five minutes later, newsman Bob Clark, who was close behind the senator when the shots were fired, described what had happened.

CBS-TV signed off at 11:13 p.m. The network's-owned KNXT(TV) Los Angeles, which began election coverage locally at 7:30 p.m. and switched to CBS News from 8:30 to 11 p.m., resumed local coverage at about 12:05 a.m. The station broadcast the victory speech by Senator Kennedy from the ballroom. At the conclusion of the remote broadcast, a switch was made to KNXT's election headquarters and to local anchorman Jerry Dunphy.

Alert Followup ■ Within seconds KNXT newsman Gordon Hughes telephoned from the Embassy ballroom saying that something had happened. Bedlam had broken loose, there had been a shooting, and the victim was probably Senator Kennedy. Immediately, the station switched back to its remote camera which was trained on the wildly milling crowd while CBS newsman Terry Drinkwater reported on the events that were unfolding. KNXT was among the first stations, if not the first, to have a broadcast report as well as a remote broadcast from the shooting scene.

At 12:38 a.m. CBS News came back on the network with bulletin reports. CBS News correspondent Joseph Benti, in New York, reported that Senator Kennedy had been shot. KNXT's live report of the scene at the Ambassador, via correspondent Drinkwater, was broadcast by CBS immediately after the shooting. CBS News took over complete coverage from KNXT at 3:30 a.m.

NBC News, which was the only network operation to have its election central in California (NBC studios in Burbank), first reported the shooting of Senator Kennedy at 12:36 a.m. The network had switched away from its remote location in the hotel ballroom and back to anchorman Frank McGee at election central. At 12:17 a.m., about the time the shooting took place, Mr. McGee was projecting that Senator Kennedy would get about 47% of the vote. Five minutes later NBC News



Shown (l to r) are: William Lawrence, ABC; Eugene McCarthy; Frank Reynolds, ABC; Robert F. Kennedy, and Robert Clark, ABC.

Candidates' confrontation prelude to tragedy

Almost forgotten in the tragic aftermath of last week's events was the first on-air confrontation between two national political candidates in 1968. The meeting occurred little more than three days before the assassination of Senator Robert Kennedy.

The late senator and his major rival in the California presidential primary, Senator Eugene McCarthy, appeared on a special one-hour edition of ABC-TV's *Issues and Answers* broadcast Saturday (June 1) at 9:30 p.m. EDT. Senator Kennedy appeared alone on a regular *Issues* segment on the following day (June 2). Senator McCarthy appeared on CBS-TV's *Face the Nation* the same day.

The special Kennedy-McCarthy

program originated from ABC-owned KGO-TV San Francisco and was carried live on both the TV and radio networks. The show was moderated by ABC-TV's White House correspondent Frank Reynolds, and candidates were questioned by reporters William Lawrence and Bob Clark (*BROADCASTING*, June 3).

The fact that the discussion between the two candidates was billed as a "special edition" of a regularly scheduled public affairs presentation was intended to exempt the program from the provisions of the FCC's equal-time doctrine, ABC sources said.

According to the network, more than 32 million persons saw or heard the two senators as they appeared together.

was telecasting scenes of the pandemonium that had broken out in the hotel. By 12:39 the network carried a report that the suspected assassin had been caught. Two minutes before a video tape of the man whom witnesses said fired the shots had been shown.

NBC-TV carried continuous coverage of developments until 10:30 a.m., PDT on Wednesday, June 5. Live television coverage by ABC News also continued throughout the night until 8 a.m. CBS News provided continuous coverage until 9 a.m.

Break-down of how network television and radio and some individual stations covered follows:

ABC Coverage ■ "Word of the shooting electrified TV-1, our main studio in New York." ABC News President Elmer Lower told *BROADCASTING* last

week. "We all were in the process of throwing away old copy, tidying our desks, when Arnold Snyder, producer of the California remotes from here in New York, heard of the shots over a phone line he was keeping open to Los Angeles. That was about 3:15 (EDT) and we were 15 seconds from going to black. We decided to hold on, and after two minutes, Bob Clark confirmed our fears: Senator Kennedy had been shot."

In effect, ABC didn't shut down that morning. Coverage of the assassination began at 3:17, moments after the Kennedy victory speech, and continued until 11 a.m. that morning. The shots signalled the beginning of a long journalistic vigil that left staffers painfully tired and emotionally hurt. (Mr. Lower himself was awake for 35 hours straight

THE RECORDING OF A TRAGEDY continued

at one point).

ABC coverage Wednesday morning halted for a brief spell at 11 to make way for *The Dick Cavett Show* which, for 20 minutes, was devoted exclusively to the Kennedy assassination. ABC News returned at 11:20 from Los Angeles, continued until 11:50; Cavett resumed until noon. The network then presented three short news specials during the afternoon, and at 5:12 p.m. an 18-minute program. ABC-TV's regular half-hour evening news show dealt mostly with the shooting, and followed at 8:30 with a 30-minute news special and at 10:04, with special coverage of President's Johnson's message. Wednesday night's *Joey Bishop Show* was extended to two hours (11:30 p.m. to 1:30 a.m.) and was devoted entirely to the shooting. It carried no commercial messages, though station breaks, allowing for commercial insertions, were accommodated.

ABC-TV returned to the air at 4:30 a.m. (EDT) Thursday to report the news of Senator Kennedy's death. Network coverage continued until 10:30 a.m. when *The Dick Cavett Show*, without commercials and devoted entirely to the assassination, went on. ABC-TV again went live about 3:30 p.m. with coverage from the Los Angeles International Airport. Coverage ceased at 4:32 shortly after the airplane bearing Senator Kennedy's body left for New York.

ABC News provided the pool coverage of the plane's arrival later in the evening at New York's LaGuardia Airport. Network coverage of the arrival was followed at 10 p.m. by an hour news special featuring ABC correspondents. The Thursday night *Joey Bishop Show* was cancelled and in its place ABC presented an hour-and-a-half special on the assassination.

Cathedral Ceremony ■ On Friday morning, ABC-TV was to carry an hour program on the ceremonies at Saint Patrick's cathedral in New York where the late senator's body lay in state. The *Cavett Show* at 10:30 was again devoted entirely to the assassination and once again, without commercials.

ABC on Saturday morning planned to present continuous coverage beginning at 9 a.m. at St. Patrick's cathedral and concluding with the burial at Arlington National Cemetery in Virginia, which was expected to be completed about 7 p.m. Contingent on that timing, ABC-TV planned to present the half-hour *ABC Weekend News: Early Edition* at 7 p.m.

Plans for further coverage on Sunday were not firm late last week. The network's regular *Issues and Answers* program, scheduled for 1:30 p.m. (EDT),

was to go on as planned with Senator McCarthy as guest. It was to be a non-political program.

According to network spokesmen, "ABC Radio News devoted its entire program on Wednesday and Thursday to coverage of the assassination . . . beginning moments after the tragic slaying at 3:24 a.m.

"ABC Radio News devoted regular programing, which resumed at 11:30 a.m. Wednesday, to in-depth coverage of the reaction to the shooting . . . At 10:06 p.m. Wednesday, ABC Radio News resumed its special coverage by carrying President Johnson's statement on the shooting live from the White House."

At 4:30 a.m. Thursday, ABC Radio News returned to the air with reports of Senator Kennedy's death, and then continued its special coverage through-

CBS pre-empts Norelco

The Kennedy assassination interrupted a Videotape Center demonstration of Norelco's Little Shaver portable color television camera in a roundabout way.

The production company had borrowed a viewfinder from an identical camera at CBS for the demonstration to New York advertising executives Thursday (June 6). The network found that it needed the piece of equipment for coverage of events following Senator Kennedy's death, and reclaimed it before the session was over.

out Thursday, including on-scene coverage of the body's arrival from Los Angeles. Coverage plans for the rest of the week were still incomplete Thursday night.

ABC Radio News reports were picked up by the Armed Forces Network and by stations in Puerto Rico, Virgin Islands and Australia.

In addition to the numerous news specials and program preemptions, ABC-TV made a number of entertainment program changes. Wednesday night's segment of *The Avengers* was changed from "You Have Just Been Murdered" to "Dead Man's Treasure," a less violent episode. A repeat of "Laura," a special starring Princess Lee Radziwell, Mrs. John F. Kennedy's sister, was cancelled, and ABC ran the film "To Catch a Thief" in its place. On Thursday night, ABC switched episodes of *The Second Hundred Years* and *The Flying Nun*. The originally

scheduled *Hundred Years* show concerned a murder; the original *Flying Nun* program concerned an assassination.

CBS Coverage ■ At the moment Senator Kennedy was shot at 3:15 a.m. EDT, CBS-TV affiliated stations were either off the air or scheduling local programs inasmuch as the network had completed its coverage of the California primaries at 2:13 a.m. Wednesday EDT. In New York, WCBS-TV was carrying a 1958 movie, "Never Love A Stranger," starring John Drew Barrymore and Lita Milan, when CBS News correspondent Joseph Benti broke in with the news.

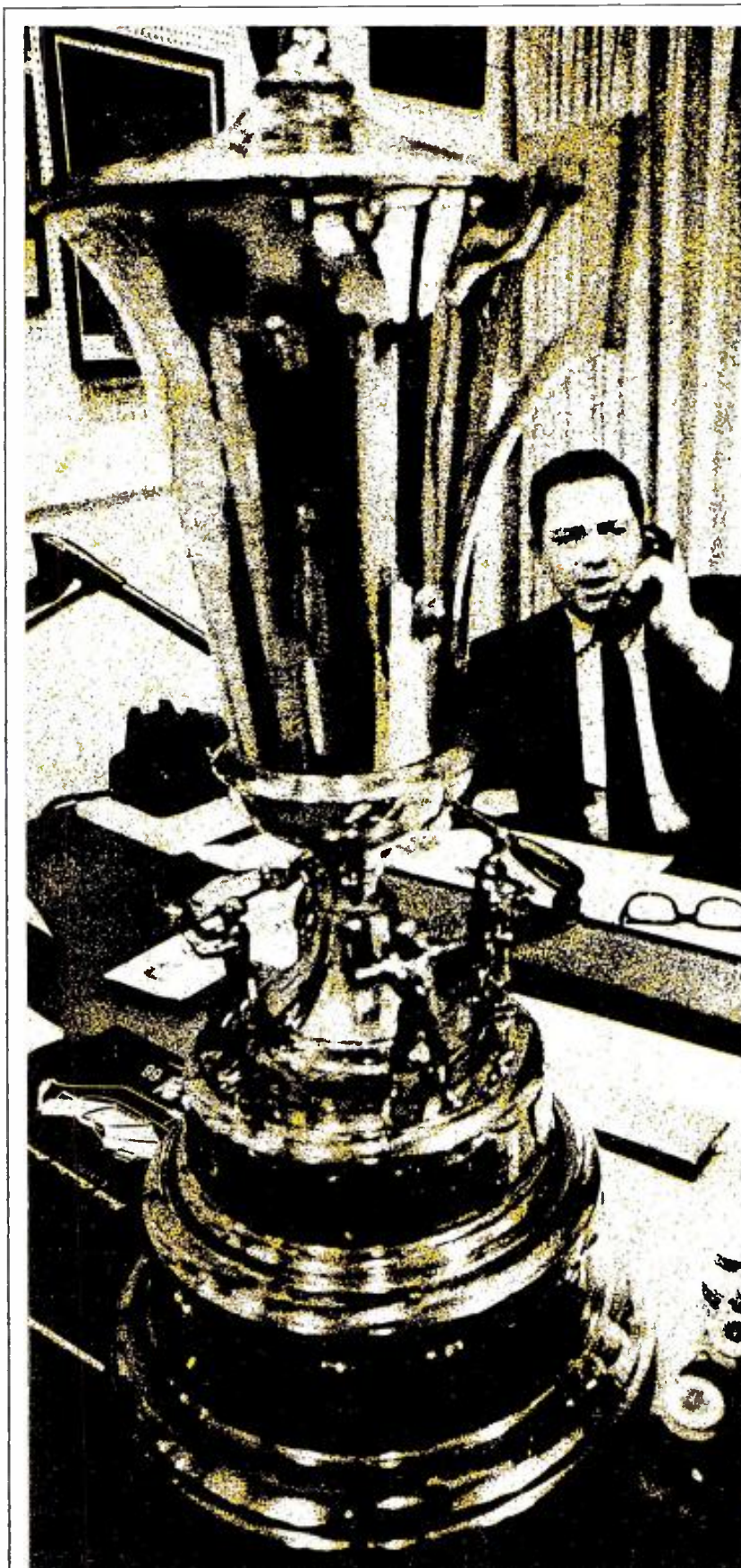
From that moment on, CBS News began to mobilize its forces and resources in New York, Washington, Los Angeles and other key cities in the U. S. and throughout the world for broadcast of on-the-spot developments, reactions, documentaries and interviews relating to the shooting, the death and the funeral.

By Thursday evening CBS-TV had allotted more than 20 hours to the Kennedy story, encompassing continuous news reports on Wednesday, starting at 3:38 a.m. EDT and going to 12 noon that day; a CBS News special at 2-2:30 p.m. and another wrap-up at 10-11 p.m. that night. On Thursday the network interrupted regular programing for special news bulletins and inserts, and that evening abandoned its regular prime-time schedule from 7:30 to 11 p.m. to present continuous coverage, including live pickups of the arrival of the coffin in New York and the motorcade to Saint Patrick's cathedral, in addition to a filmed obituary of Mr. Kennedy and other special material.

On Friday CBS-TV's coverage was to begin at 7 a.m. and continue to approximately 11 a.m. A recapitulation of the day's activity was to be presented in a special program telecast at 3-3:30 p.m. That evening persons who had been close to the slain senator were to gather in an hour program of reminiscences titled *Some Friends of Robert F. Kennedy* (7:30-8:30 p.m.).

Heavy Schedule ■ CBS-TV scheduled approximately 11 hours of telecasting on Saturday for the funeral mass in New York, the motorcade through Washington and burial services at Arlington cemetery, starting at 8 a.m. and ending at 7 p.m.

The network planned a musical tribute to Mr. Kennedy yesterday (Sunday) at 10-11:30 a.m. titled *Death Be Not Proud*. It was an anthology of music and reading and featured Mahalia Jackson, Aline McMahon, Hal Holbrook, Jan Peerce, and Alfredo Antonini and the CBS Orchestra. Vice President Hubert Humphrey, who had been scheduled as the guest on CBS's



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THE RECORDING OF A TRAGEDY continued

Face the Nation on Sunday, cancelled his appearance.

A CBS News spokesman said that at the height of news activity in Los Angeles Wednesday afternoon, there were approximately 200 staffers in that city, including newsmen, engineers and other technicians, production and clerical personnel. He said that more than double that number was involved at one time or another in the extensive coverage of the sequence of events.

CBS Radio took to the air early Wednesday morning for six hours and 53 minutes of continuous coverage until 11:12 a.m. Thereafter the network carried numerous reports, lasting five minutes or more, and several special one-hour broadcasts. The network planned to carry the funeral mass and interment at Arlington in their entirety.

WCBS New York carried two reports, said to be "exclusives," which also were broadcast on CBS Radio. One was an interview with Dr. J. Lawrence Pool, a New York neurosurgeon who had been the teacher of Dr. Henry Cuneo, one of the surgeons who operated on Senator Kennedy. A WCBS newsman suggested that Dr. Pool call Dr. Cuneo. He did, and shortly thereafter provided a report on Mr. Kennedy's grave condition. The other report obtained by WCBS was an interview with Said Sirhan, who identified himself as the brother of Sirhan Bishara Sirhan, the alleged assassin.

NBC Coverage ■ "We've been laying down the issues without drawing any conclusions." Reuven Frank, executive vice president of NBC News, said late last week. "Continuous coverage of the terrible event is television's proper function," said Mr. Frank, "but more importantly, our coverage may hopefully help direct the audience's attention to the issues of the day, to greater reflection on our society," he said.

NBC's massive coverage of Senator Kennedy's assassination began a few minutes after the shots were fired early Wednesday morning as NBC was just winding up its presentation of the California primaries. NBC was the last television operation to come on the air with a bulletin about the Kennedy shooting.

Bud Lewis, manager, election analysis, NBC News, said: "Our first thought was: 'Confirm.' We could have panicked the nation at that time. It's very important not to go off half-cocked with an unconfirmed rumor. We held the bulletin until it was confirmed and we knew what we were moving into."

Coverage continued until 1:30 EDT Wednesday afternoon. Special reports were presented at 2 p.m. and 2:50, and, during the regularly scheduled 4:25 news show, NBC presented Pope Paul's mes-

sage to the U.S. via satellite.

Wednesday's *Huntley-Brinkley Report* was devoted in its entirety to the assassination; NBC-TV then carried a 20-minute special at 7:40; a short medical report at 8:32; and an 18-minute special at 10 p.m. A 90-minute special was presented at 11:30, pre-empting *The Tonight Show*, and covering all developments up to that time.

Early Start ■ NBC-TV returned to the air at 5 a.m. on Thursday to bring the news of Senator Kennedy's death. The network's coverage of that day's events continued until 1 o'clock Friday morning, and included an extended version of NBC's *Today* show (7:40 a.m. to 11:58 a.m.).

Friday's *Today* show was to begin at 7 a.m. and run to 10, at which time the network was to switch to two hours of coverage from Saint Patrick's cathedral where NBC was responsible for pool coverage. Regularly scheduled programming was to be carried from noon until 9:30 p.m. A special was scheduled from 9:30 to 11, and at 11:30 a special *Tonight* show was planned.

On Saturday NBC was scheduled to provide continuous coverage from 8 a.m. through the burial. Normal programming was to resume at 7:30 p.m.

NBC announced it would present a special program on Sunday, but details were not available Thursday. A sched-

Ominous prophecy

Some six hours before Senator Robert F. Kennedy was shot by an assassin in Los Angeles, Mark Lane, author and critic of the Warren Commission report, charged that "there are guns between Robert Kennedy and the White House." Appearing on WFAN-TV (ch. 14) Washington's *Checkpoint 14* interview program, Mr. Lane said the source of his information was two Kennedy aides, whom he refused to identify. All panelists on the program agreed that political assassination had become an increasingly dominant part of the American political scene. The following night (May 5) Mr. Lane again appeared on *Checkpoint 14* and said that the same unidentified aides had told Jim Garrison, New Orleans district attorney who has been conducting an investigation of President Kennedy's death, that Senator Kennedy would re-open the investigation of his brother's death if he became President.

uled interview with New York Governor Nelson Rockefeller on *Meet the Press* on Sunday was postponed because of Senator Kennedy's death.

NBC Radio News signed off at 3 o'clock EDT Wednesday morning, but returned to the air with continuous coverage starting at 3:45 and ending at 1:30 p.m. On Thursday, the radio network returned to the air at 5 a.m. and continued until 2 a.m. Friday. NBC Radio covered the Kennedy plane's take-off from Los Angeles and its arrival in New York. The network was to carry the mass in Saint Patrick's cathedral and the burial service on Saturday.

A 20-minute film summary of the events surrounding the death of Senator Kennedy was air-expressed by NBC International to nations throughout the world. Wednesday night's 90-minute special was sent to Australia and Ireland.

MBS Coverage ■ Mutual began coverage of the assassination at 4:30 a.m. EDT Wednesday. At 7 a.m. the network presented what has become by now one of the most widely heard features of the week—a tape recorded by newsman Andrew West at the moment of the shooting (see page 22).

Mutual's coverage on Wednesday continued until 11 a.m. and specials were presented throughout the rest of the day in addition to regular news programming. Mutual carried President Johnson's speech live and provided continuous news bulletins throughout the rest of the evening and into the following morning. Mutual broadcast the news of Senator Kennedy's death at 5 a.m. and remained on the air until 9:30 a.m. Thursday. The network presented live material from Los Angeles International Airport, LaGuardia Airport, Saint Patrick's cathedral, and Arlington cemetery.

UPI Audio ■ United Press International's audio service broke into a report on Senator Kennedy's victory in the California primary at around 3:15 a.m. EDT Wednesday with an outline of the shooting. The service then provided eyewitness reports and other details at 15 minutes before and after the hour until the first regular news feed at 6:10 a.m.

The Associated Press suspended normal operational routine on its broadcast wire periodically from the time Senator Kennedy was shot until the burial. "Interruptions were kept to a minimum," a spokesman said, "and all commitments were kept." News concerning the assassination was sent in brief reports and in regular hourly summaries, while regional news was shortened.

NET's Plans ■ The National Educational Television Network scheduled a memorial program for Senator Kennedy Friday night. The two-hour program

was to include musical segments from New York's Lincoln Center, Cleveland's Shiloh Baptist church, and the Los Angeles Philharmonic. A eulogy was to be read by Theodore Sorenson, a top Kennedy aide, and a film shown of an interview of Senator Kennedy by James Day of KQED(TV) San Francisco. The special was to be telecast on more than 100 stations, at 7:30 in the East, and optional elsewhere.

A *NET Journal* on "This Question of Violence" was rushed to completion for tonight's showing at 9 EDT (June 10). The one-hour program, originally scheduled for next fall, will include segments from a Detroit hospital for violent children and a seminar on violence held in Los Angeles a few days before the assassination.

The Stations ■ Individual radio and TV stations in Los Angeles moved to swift action. Metromedia's KTTV(TV) Los Angeles became both a domestic network originating station and an international news service for short periods. On Wednesday night (June 5) KTTV fed Metromedia's WTTG(TV) Washington and WNEW-TV New York live. It was the first such live hookup for the Metromedia group. The hour news feed—41 minutes of it from KTTV to the East Coast and several minutes from east to west—included reports from remote units, and film and still photos of the shooting and subsequent events.

KTTV also was the origination point and the facility used for a 10-minute news report on the shooting made by Independent Television News for some eight million viewers throughout the United Kingdom. The special report was fed to Britain via space satellite.

Metromedia's radio news service had set up operations at the group's KLAC Los Angeles for coverage of the California primary. Extensive coverage, including two eight-hour stretches of continuous programming over June 5-6, was supplied to all six Metromedia radio stations around the country.

KTLA(TV) Los Angeles, a Golden West Broadcasters station, had its mobile unit at Good Samaritan hospital set for live coverage. The station's feed from there was taken by both CBS-TV and ABC-TV.

Radical Shift ■ KFWS Los Angeles, the Westinghouse all-news station, was on live during Senator Kennedy's victory statement. KFWS has a staff of 50, and all began working extended shifts starting with the assassination. It wasn't until some 36 hours later that the station returned to its standard format. All of this specialized coverage of the Kennedy tragedy, including the pre-amble that began with the election returns, was fed by KFWS to the six other Westinghouse radio stations.

TV breaks up old bases of political power

The revolution television has brought in the political life of America is in releasing candidates from their dependence on political bosses, labor unions and ethnic leaders. So believes John Kenneth Galbraith, Harvard University professor and national chairman of the Americans for Democratic Action.

Professor Galbraith, economist, author, novelist, speaking at the National Press Club in Washington last week, noted that in the past candidates tried to see and talk to as many voters as possible, through "the whistle-stop complex," but this never amounted to more than a minuscule fraction of the voters.

"Accordingly," he said "the candidate relied on labor leaders, politi-

cal leaders, ethnic leaders, farm backers and a host of free-lance spellbinders to translate his personality and to carry whatever passed for his program to the people.

"Television, always assuming he can find the money, allows him to go direct. . . ."

The heightened response to television, Mr. Galbraith added, comes from higher standards of education among the electorate, another factor in weakening the hold of "ethnic leaders and political bosses and perhaps also of unions as well. . . ."

Professor Galbraith's main thesis is that the rise of a "vast new community—the educational and scientific estate"—is playing hob with traditional methods of politicking.

KMPC Los Angeles, Golden West Broadcasters middle-of-the-road music station, was carrying regular programming when the shooting occurred. Newsman Steve Arvin, whose day off it was, was at Kennedy headquarters, in the Ambassador hotel with his wife. Unofficially covering, Mr. Arvin was feeding a tape of Senator Kennedy's victory remarks over the telephone to newsman Bruce Anson at the station. "Wait a minute," Mr. Arvin shouted, "I think Kennedy has been shot." After that it was eight hours before the station got back to music programming.

KMPC immediately started feeding sister stations KSFO San Francisco, KEX Portland, Ore., and KVI Seattle.

Close primary kept networks on air

Networks supplied comprehensive television and radio coverage of the California presidential primary last Tuesday (June 4) and extended their planned broadcast pattern into the early hours of Wednesday (June 5) because of the closeness of the voting.

ABC-TV, which had planned a half-hour special, began at 12:30 a.m. EDT and remained with the primary until 3 a.m., a spokesman said. Because of the closeness of the race and slowness of returns, he said, the network decided not to make a projection of the winner. ABC supplied two additional hours of newscasts on all four of its radio network services.

NBC-TV originally had scheduled primary coverage from 11 p.m. to 1

a.m. but remained on the air because of the late-breaking returns. NBC waited until 2:09 a.m. to proclaim Senator Kennedy the winner. NBC Radio remained on the air with coverage of the primaries from 11:15 p.m. to 3 a.m.—and both networks were still on the air when Senator Kennedy was shot (see page 23).

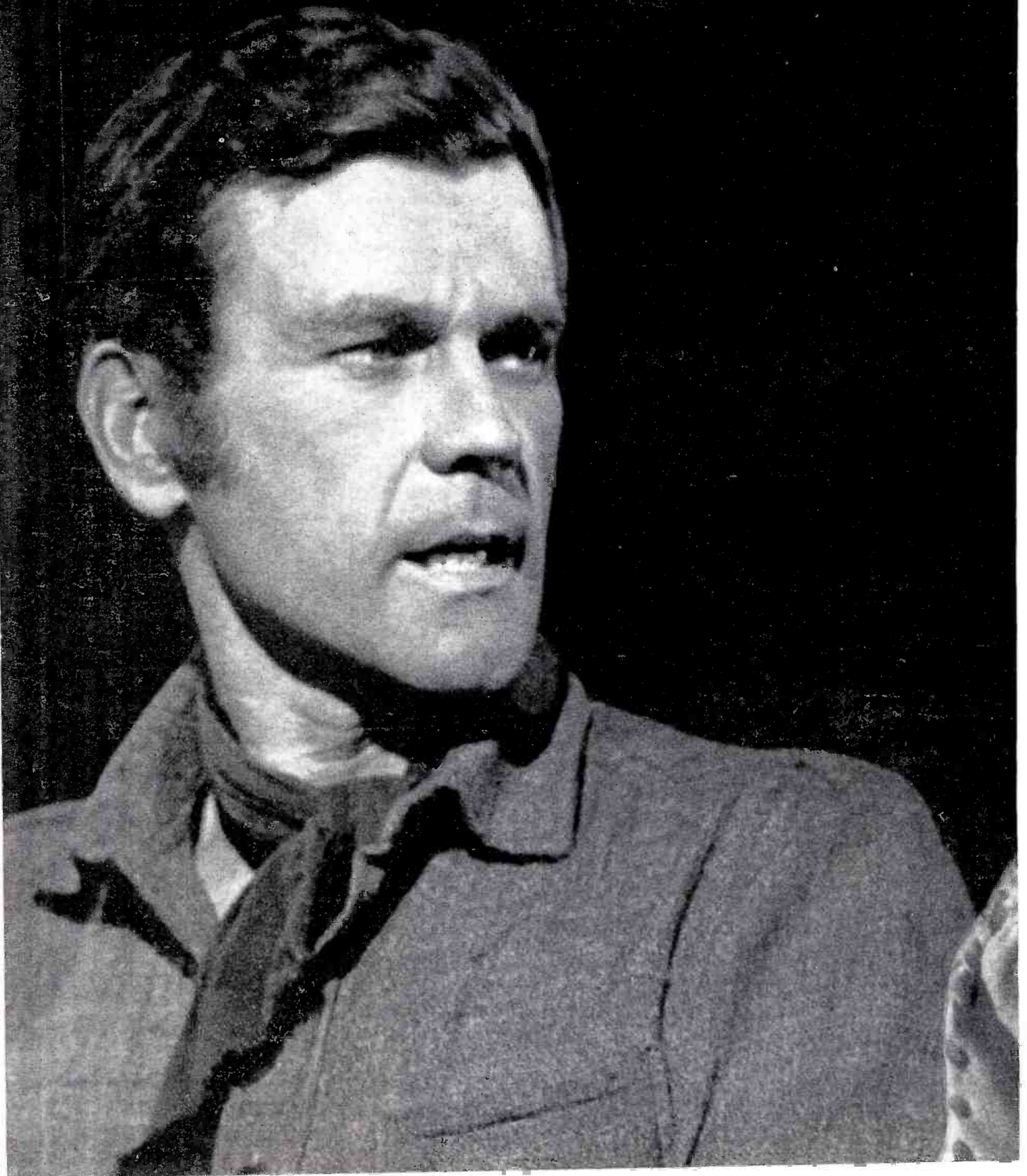
CBS-TV carried a bulletin at 11:02 p.m. Tuesday, in advance of its special primary coverage that began at 11:30 p.m., indicating a Kennedy victory with "almost 50% of the vote." This projection was based on a survey of voters leaving the polling places. CBS-TV provided primary coverage until 2:13 a.m. EDT. On radio, CBS provided primary news from 11:30 p.m. to 12:42 a.m.

Mutual had 11 five-minute specials and two 25-minute news programs on the primary contest.

Heffner heads campaign study

Richard D. Heffner, professor of communications and public policy at Rutgers University, New Brunswick, N.J., last week was named to head a study of campaign costs in the electronic era. Mr. Heffner served as general manager and vice president of WNBT(TV) Newark, N. J.-New York ETV station from 1961-63, and earlier had served as director of special events for CBS, and as producer-moderator of the NBC-TV series *The Open Mind*. He will direct a small, New York-based staff working for the Commission on Campaign Costs in the Electronic Era, which is headed by former FCC Chairman Newton Minow and supported by the Twentieth Century Fund (BROADCASTING, May 27).

**Is America ready
for a western that says more
than "bang-bang-bang"?**



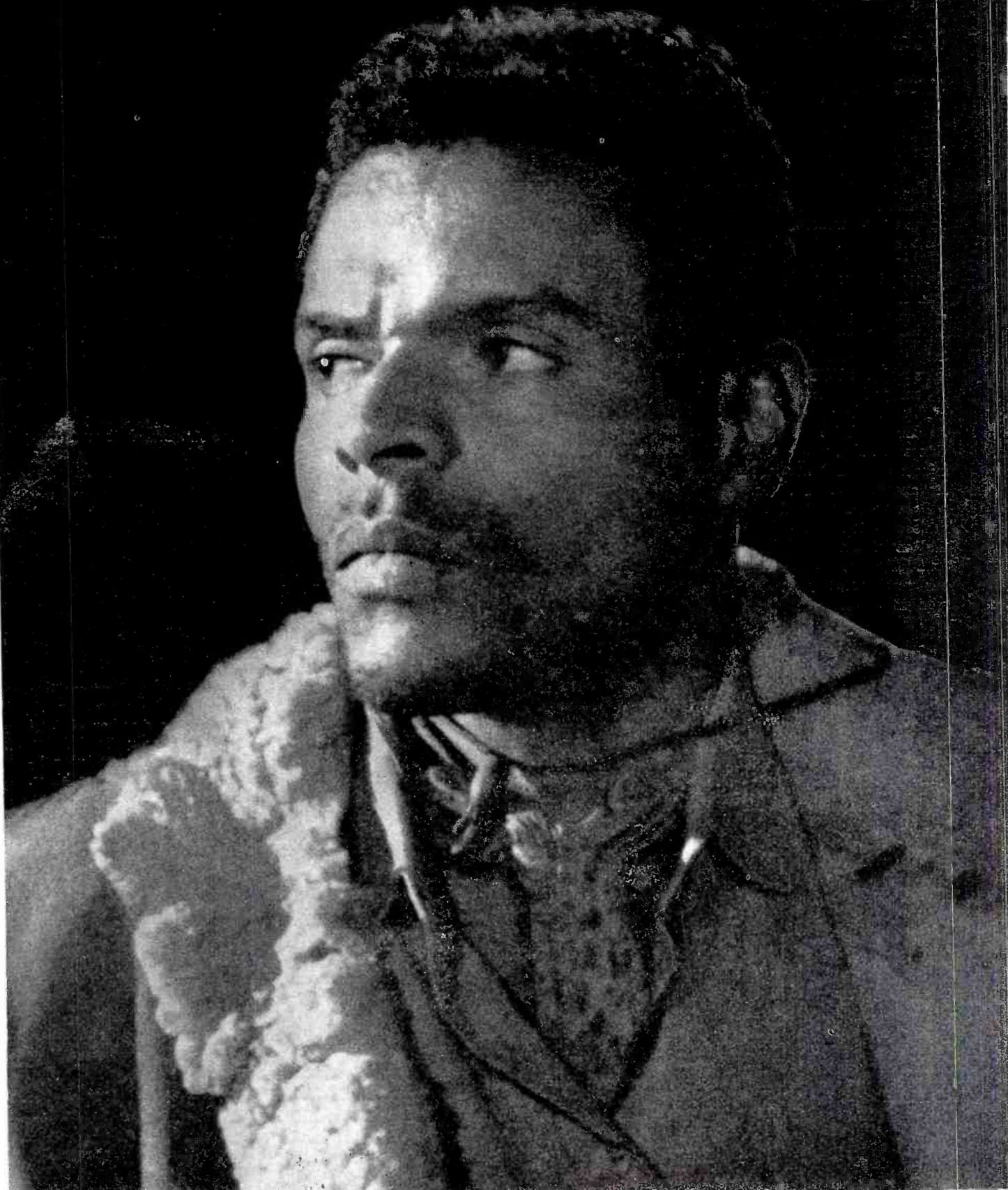
We're talking about "The Outcasts." A boldly unconventional series for ABC's millions of new-breed young adults—and young-thinkers of all ages—who've had it with "head 'em off at the pass, boys."

It's a story drawn from the West of 100 years ago, but the overtones reach clear up to today. Two men come together just after the Civil War. A white man from the slaveholding Virginia aristocracy. And an ex-slave exploring his new freedom. They must ride together

to survive—so they must learn to temper their bitterness with understanding.

This is the kind of right-now programming young-thinkers twist their dials for. And this fall, ABC is where they'll find it. Where the outlook is young. Where the attitude is unconventional. Where a cowboy can be a real person, and get away with it.

ABC Television Network 



Okla. senators flay Cox-Johnson report

Monroney, Harris defend home-state stations,
question report's validity and fairness

The withering attack on local-service broadcasting in Oklahoma that FCC Commissioners Kenneth A. Cox and Nicholas Johnson laid down two weeks ago has drawn counter fire from Oklahoma's two senators.

Senators A. S. (Mike) Monroney (D) and Fred Harris (D), in separate statements last week defended the performance of their home-state broadcasters, questioned the validity of the commissioners' conclusions and indicated they will pursue the matter further in talks with the FCC.

Senator Monroney said that, on the basis of news accounts of the report that he has seen, he feels Commissioners Cox and Johnson "have done a grave injustice to a number of Oklahoma radio and television stations."

Senator Harris said that Oklahoma radio and television stations "have in the main served their communities well." He described Oklahoma station owners as "among the most dedicated men in Oklahoma when it comes to

civic responsibilities."

The Cox-Johnson report, the product of a three-month study, concluded that "as far as Oklahoma broadcasting is concerned, the concept of local service is a myth" (BROADCASTING, June 3).

Primary Aim ■ The report was designed primarily to bolster the commissioners' long-standing contention that the commission's license-renewal procedures are inadequate and to persuade their colleagues to introduce new ones that would assure a greater amount of local-service programming. Oklahoma was selected for the study principally because its licensees were filing for renewal at the time the study was undertaken.

However, the report apparently had little effect on the other commissioners. They rejected a Cox-Johnson proposal to send letters of inquiry to June 1 renewal applicants proposing less than 5% news, 1% public affairs and 5% in the combined public affairs and "other" (agricultural, religious and instructional) categories. The commission also rejected their proposal to de-

velop procedures for bringing to its attention renewal applicants showing the lowest levels of past and proposed performance in the news, public-affairs and local-live programming in prime time.

The two senators saw their home-state broadcasters as being caught in the middle of a dispute between two factions on the commission. And both expressed the view that Commissioners Cox and Johnson reached their conclusions on the basis of inadequate research.

Popycock ■ The commissioners' report has been interpreted as placing "one group of news media in a first-class category with other stations occupying a lesser position," Senator Monroney said. "That is ridiculous on the face of it and the majority of the FCC will not, I am sure, subscribe to such poppycock."

Neither senator indicated he is ready to let the matter drop with a statement. Senator Monroney said he would "dig into this entire matter thoroughly." And Senator Harris said that although he is "confident that a majority on the FCC is aware of the good job being done in Oklahoma," he is concerned about the situation and intends "to confer personally with FCC commissioners, other members of the Oklahoma congressional delegation and Oklahoma broadcasters on this matter."

On Tuesday, an aide to Senator Harris said he and Senator Monroney would discuss the matter preparatory to setting up a meeting with Commissioners Cox and Johnson, and possibly other commissioners. However, those plans were dropped, at least temporarily, as a result of the fatal shooting early Wednesday of Senator Robert F. Kennedy (D-N.Y.).

A collateral aspect of Senator Harris's involvement in the controversy is that the senator was a member of President Johnson's Advisory Commission on Civil Disorders. The commission issued a report which, among other things, criticized all media for failure to report adequately on ghetto problems and to bring more Negroes into journalism.

Minority Question ■ Commissioners Cox and Johnson cited that passage in letters they had sent to Oklahoma broadcasters in preparation of their report. They asked what programs the broadcasters were carrying, or proposed to carry, on ghetto problems, and how many minority-group representatives they employ (BROADCASTING, April 15).

Meanwhile, the two commissioners were following past practice last week in dissenting to staff action routinely granting renewal to a group of stations proposing what they consider inadequate amounts of programming in the three



FCC Commissioners Kenneth Cox and Nicholas Johnson discussed license renewals and the controversial Oklahoma survey on WTTG(TV) Washington

last week. They appeared on the daily "Panorama" show. L to r: program hosts John Willis and Meryl Comer with Commissioners Cox and Johnson.

categories they always check. All are part of the June 1 renewal group:

▪ KETV(TV) Omaha, Neb., because it proposes less than 5% news.

▪ KLCB Parsons; KMDO Fort Scott; KALN Iola; KCKN Kansas City; KECK Lincoln; KEWI Topeka; KLEO and KAKE-TV, both Wichita; KNEX McPherson, and KLOE-TV Goodland, all Kansas; KLTR Blackwell, KMAJ Madill, KTJS Hobart, KWHW Altus, all Oklahoma; and KOGA Ogallala, Neb., because they propose less than 5% public affairs.

▪ KAYS Hays; KCKN Kansas City; KEWI Topeka; KLEO and KAKE-TV, both Wichita; all Kansas; KGFV Kearney, Neb.; KWCO Chickasha and KWSH Wevoka, both Oklahoma, because they propose less than 5% public affairs and "other" programing combined.

Oklahoma Stations ▪ The commissioners, in their Oklahoma report, opposed the renewals of 17 Oklahoma stations on one or more of the three grounds. They are KWTB(TV), KOCO-TV, KBYE, KTOK, KLPR and KOCY-FM, all Oklahoma City; KTUL(TV), KELI and KACK-FM, all Tulsa; KSWO(TV) and KCCO, both Lawton; KVVU, Holdenville; KTLQ-FM Tahlequah; KMUS Muskogee; KTMC McAlester; KTOW Sand Springs and WNAD Norman.

The commissioners in their dissent last week said that a more thorough review of those stations' proposals—"of the sort we have urged our colleagues to have our staff make and report to us"—might turn up explanations "for these minimal proposals." They noted that their own "more complete consideration" of the Oklahoma applications led them to concur in the renewal of eight applicants in that state, even though they had failed to meet their standards in one or another of the three categories.

Radio-TV have role in unifying nation

FCC Chairman Rosel H. Hyde has again called on broadcasters to assume part of the responsibility for unifying the nation in a time of racial unrest and when crises are keeping the nation in ferment.

But the chairman, in what appeared to be a response to the call by Commissioners Kenneth A. Cox and Nicholas Johnson for more local service by broadcasters, coupled his own appeal with a warning that such service must be generated from within the industry itself, not from government.

The chairman, who spoke at the Federal Communications Bar Association's Communications Institute, at Williamsburg, Va., was sounding a theme he expressed most recently in his appearance at the National Association

of Broadcasters Convention, in Chicago (BROADCASTING, April 8).

"Broadcasting can help to eliminate attitudes which divide our society," he said, in remarks prepared before the assassination of Senator Robert F. Kennedy (D-N.Y.) "I believe it has the potential to be the most effective unifying force available to man."

Series of Crises ▪ He said society seems to be embroiled in a series of crises, with unrest on campus, and in the ghetto. "Help is needed in building and improving housing, creating job training centers, re-evaluating hiring practices, participating in community programs of health and education," he said.

He referred to the National Advisory Committee on Civil Disorders and its report calling on the nation's citizens "to put forth new attitudes, new understanding and above all new will." Broadcasting, he added, "is in a unique position to answer this call. As a matter of conscience and duty it must do so. Its true greatness could well be measured in terms of its response to this call."

He said broadcasting cannot solve the problem of riots but can contribute "significantly toward healing the wound—toward furtherance of a feeling of national unity and lessening of tension between groups in society."

He said the steps that have been taken by broadcasters to provide the service he described have not been sufficient. "This industry must literally become enmeshed in the affairs of the community and in efforts to enlighten our citizens on the issues, to provide coverage of the causes and consequences of civil disorders and underlying race problems," he said.

The chairman acknowledged that he was asking broadcasting "deliberately [to] forfeit a greater income to advance the welfare of the community as a whole," but said that many industries in the nation are accepting the burden of social responsibility at the expense of profit.

He said broadcasting, "literally endowed with the public interest," is particularly equipped to provide the lead in these matters. Then, in an apparent reference to Commissioners Johnson's and Cox's recommendation in their massive study on Oklahoma broadcasting that the commission take steps to require more local programing on the part of broadcasters (BROADCASTING, June 3), he said: "This leadership must come from within the industry and not from government restrictions or mandates or policies."

He said that, "in the present atmosphere some will put forth recommendations and proposals to restrict broadcasting's freedom of action. They will be couched in broad generalities and

smothered under the mantle of advancing the tastes of the public."

But, he said, the danger of permitting government to interfere in programing is self-evident. "Above all else broadcasting and other forms of mass media must be kept free," he said. "We must beware of standards and policies that sound pleasantly vague and innocuous, but when implemented would give the government power to confine broadcasting in a straight jacket.

"I, too, recognize that program quality and broadcasting performance and response to community issues can be improved, but I do not subscribe to the proposition that the improvement should be directed by the government."

KOA-AM-FM-TV sale approved

Cox concurs in decision

giving GE new VHF outlet;

Johnson doesn't take part

The year-old, multimillion dollar purchase of KOA-AM-FM-TV Denver by General Electric Broadcasting Co. was approved by the FCC last week after more than a month of consideration that saw the buyer queried about its programing plans (CLOSED CIRCUIT, May 13).

Approval came on the affirmative vote of four commissioners, with one of them, Commissioner Kenneth A. Cox, issuing a concurring statement. There were no dissents. Commissioners James Wadsworth and Nicholas Johnson did not participate in the final vote, and Commissioner Robert T. Bartley was absent.

Metropolitan Television Co., which has owned the stations since the early 1950's, is the selling group. It is headed by William Grant who, with associates, assumed full ownership in 1964 by buying out the 52.4% owned by comedian Bob Hope and group for \$6.3 million. Metropolitan Television also owns KOAA-TV Pueblo, Colo., which has been sold to Sangre de Cristo Broadcasting Co. for \$1.5 million and which also was approved by the FCC last week.

Sangre de Cristo, licensee of KCSJ Pueblo, is now owned by William M. White Jr. and others. Under the new ownership, KCSJ and KOAA-TV will be owned one third by Mr. Grant, 25.64% each by William White and Mahlon T. White, and others. Mr. Grant is paying \$150,000 for his 33 1/3% interest, plus a loan of \$50,000.

Metropolitan Television bought the

Pueblo stations in 1961 from Bankers Life and Casualty Co. for \$1,250,000, but then sold KCSJ to Mr. White and his group for \$210,200.

Payment in Stock ■ GE is paying Mr. Grant and his selling group \$11.5 million in stock, with \$10 million assigned to the Denver stations, and \$1.5 million to the Pueblo station.

GE Broadcasting is a subsidiary of the giant electronic and electric power firm; it owns WGY, WGFM(FM) and WRGB(TV) Schenectady, N.Y., and WSEX-AM-FM-TV Nashville which it bought in 1966 for \$9.7 million. At one time GE owned clear channel KOA in Denver, but it was operated under lease by and later sold to NBC. The Grant-Hope group bought the radio stations in 1952 for \$2,250,000.

The FCC approval came after the agency determined that the acquisition would meet the standard of its top-50 market policy. This requires that a "compelling public interest showing" be made by those seeking a third VHF

in the first 50 markets. Denver is ranked 39th, with Nashville 41st and Albany-Schenectady-Troy 42d.

In approving the sale, the commission found that ownership of the Denver and Pueblo TV stations by different owners eliminates a grade-B overlap situation now existing between the two stations. Such TV overlaps by commonly owned stations were forbidden by the FCC in 1964; Metropolitan, however, acquired the Pueblo station in 1962 and thus was grandfathered. Also, the FCC said, with the two stations under separate ownership "the potential for expanding divergency of viewpoints is increased."

On programing, GE said it would add an hour a week of both educational-instructional TV and of TV news, increase FM hours, separate more than 80% of FM programing from AM, add new public-affairs programing on FM, increase AM operation to 24 hours, strengthen AM agricultural service and commit all three stations to aiding the

disadvantaged of the area. And, GE added, it intended to improve equipment, particularly in color TV.

Both grants were conditioned on the commission's right to take "appropriate" action following the outcome of pending antitrust litigation. GE has been sued by the Department of Justice for alleged anticompetitive practices in lamp distribution; GE also is the defendant in an antitrust suit filed by Viking Industries Inc. involving manufacture and sale of electric penetration seals.

William T. White is chairman of Colorado Milling and Elevator Co., which plans to merge with Great Western Sugar Co. National Sugar Manufacturing Co. is opposing the merger in an antitrust suit.

KOA, founded in 1924, is a full-time class 1-B station on 850 kc with 50 kw. KOA-FM is seven years old and is on 103.5 mc with 57 kw. KOA-TV began in 1953 and is on channel 4. All are affiliated with NBC. KOAA-TV, also founded in 1953, is on channel 5 and is also affiliated with NBC.

One-to-a-customer alternative

GROUPS COULD OWN MORE STATIONS IF IN SEPARATE MARKETS

If the FCC wants to promote greater diversity of ownership of media in individual markets, it might do better by offering broadcasters a carrot, rather than by threatening them with a stick.

A Washington law firm, representing 13 licensees that own a total of 51 AM, FM and TV stations, offered the commission that thought last week, along with suggested alternatives for implementing it.

A proposed commission rule—which the firm of Pierson, Ball and Dowd likens to a stick—would prohibit the licensee of any station from acquiring another full-time outlet, in any service, in the same community (BROADCASTING, April 1). The rule would be applied prospectively and would not require divestiture by present licensees.

The firm suggested that the goal of diversification would be achieved faster and more easily if "a system of rewards in terms of the number of total stations" were offered broadcasters electing to limit their ownership of multiple outlets in each market. The proposal was advanced in a petition for a further notice of proposed rulemaking.

Another Difference ■ The firm also suggested a departure from the assumption implicit in the proposed rule that, from the standpoint of economic competition and diversity of voices, TV, AM and FM "are absolutely equatable and interchangeable." (The firm said

it's doubtful the commission really meant that.) The firm would apply greater weights to the various services—more weight to television than to AM stations and greater weight to AM than to FM stations.

The firm offered two alternatives to the commission's proposal, while stating that there are "almost infinite variations that could be effected."

Under one, a nonnetwork broadcaster owning stations in more than one broadcast service in any market would be limited to ownership of stations in a total of seven markets, regardless of the number of stations in each.

But if that owner elected to limit his ownership to one service in any place, he would be authorized to own more than present limits would permit: In the case of television, he would be allowed to own 10 stations, no more than seven of them VHF (as against seven stations, no more than five of them VHF, now).

If he chose to limit his ownership to AM stations, he would be allowed up to 15 stations (as against seven now); and, if his choice were FM, 21 stations (as against seven now).

Assumption ■ The firm said the suggestion is based on the assumption that it would be desirable to have a greater degree of both national and local specialization in TV, FM or AM. "By offering an expansion in the permissible number of stations commonly owned as

a reward for such specialization, a hospitable environment will have been established for its development," it said.

The second suggested alternative attempts to meet the objection that, since FM stations generally have not reached the degree of economic independence of TV or AM stations, the number of FM outlets would be substantially reduced if they did not have the economic support of a commonly owned AM or TV station in the same market.

A nonnetwork broadcaster owning both AM and TV stations in any market would be limited to a total of seven markets, regardless of the number of broadcast outlets in each.

But if he did not own any TV and AM stations in the same market, he would be permitted to own up to a "weighted total" of 10 stations, with these weights assigned: TV—1, AM—0.66⅔, FM—0.5.

The firm said the formula would offer an inducement to break up AM-TV combinations in local markets in return for FM-TV and or FM-AM combinations in more than seven markets.

The firm proposed limiting the rule changes to nonnetwork owners for three reasons: It would be undesirable, "in view of their current national dominance," to permit networks to expand their ownership interests to additional markets; their expansion into new markets would have "grave consequences" for their current affiliates in those markets; with television and

radio networks under the same ownership, there is little reason for them to specialize in one medium.

The commission's proposal would permit a broadcaster to own outlets in 21 markets, so long as he owned only one in each. And the firm said that, in view of the great number of stations now operating, a "nonnetwork owner having a broadcast presence in 21 markets raises no serious problems of national concentration." It said the social cost is practically nil, in terms of competition and diversity.

But because of the inducements each of its alternatives offers for moving away from media cross-ownership in individual markets, it said, either would be likely to achieve reductions in such ownership at an earlier date and to a greater degree than the commission's proposed rule.

Slow Moving ■ The firm noted that the commission's plan applies only to applications and to station sales. And the tenure of ownership, particularly among group owners, is fairly stable, and few new applications are being filed, as compared with the number filed in the past, it said.

The firm conceded the process of restructuring the industry would be speeded up if divestiture were required. But, it said, "we agree with the implicit view of the commission that divestiture, in order to achieve a more rapid restructuring, is neither equitable nor feasible."

In advancing its proposal, the firm noted that as new methods of communicating "pass through youth and adolescence and reach maturity, public policy may dictate modification of the ownership structure—a point which the commission implies we are now approaching with respect to FM and TV."

But the firm stressed the importance of searching for approaches to this problem that do not discourage operators from taking the risks needed to develop new technologies. Broadcasters' entrance into the marketplace with new modes of communication should not be barred by rule, "nor should they be discouraged by precedents which deny them the fruits of their risk-taking," the firm said. Otherwise, it added, "the public will lose not only by the exclusion of such operators from new developments but by the increased resistance of the industry to innovative change."

The firm said the most effective way of achieving restructuring "often takes the form of inducements, which have no significant social cost, to private interests to voluntarily cooperate, rather than the attempted use of harsh rules that bring both industrial and political resistance.

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and private interests is always a happy circumstance."

The licensees that were represented in the petition, and their stations, are Air Trails Inc. (WCOL-AM-FM), Columbus, Ohio; Bulletin Co. (WPBS[FM]), Philadelphia; Great Trails Broadcasting Corp. (WING), Dayton, Ohio; KPAT Inc. (KPAT-AM-FM), Berkeley, Calif.; Radio Voice of Springfield, Inc. (WIZE), Springfield, Ohio; Reams Broadcasting Corp. (WCWA-AM-FM), Toledo, Ohio; RKO General Inc.: (WOR-AM-FM-TV) New York; (WHBQ-AM-FM-TV) Memphis; (WRKO-AM-FM, WNAC-TV) Boston; (KHJ-AM-FM-TV) Los Angeles; (WGMS-AM-FM) Bethesda, Md.-Washington; (KFRC-AM-FM) San Francisco.

Royal Street Corp. (WDSU-AM-FM-TV), New Orleans; Roywood Corp. (WALA-TV), Mobile, Ala.; Time-Life Broadcast Inc.: (KLZ-AM-FM-TV) Denver; (WFBM-AM-FM-TV) Indianapolis; (WOOD-AM-FM-TV) Grand Rapids, Mich.; (KOGO-AM-FM-TV) San Diego; (KERO-TV) Bakersfield, Calif.

WEZE Inc. (WEZE), Boston; WRIT Inc. (WRIT-AM-FM), Milwaukee; WKY Television System Inc.: (WKY-AM-TV) Oklahoma City; (WTVT[TV]) Tampa, Fla.; (KTVT[TV]) Fort Worth-Dallas; (KHTV[TV]) Houston; (WVTV[TV]) Milwaukee.

FCC defends approval of WFMT(FM) sale

The group of Chicago citizens who are attempting to overturn the \$810,000 purchase of WFMT(FM) in that city by the *Chicago Tribune's* WGN Continental Broadcasting Co. are too late and have made too little a case, the FCC has told the U. S. Court of Appeals for the District of Columbia.

In opposing the motions by Mrs. Burton Joseph, Robin De Grazia and the Citizens Committee to Save WFMT-FM (sic) for a stay and rescission of the commission's grant last March of the ownership transfer (BROADCASTING, May 1 et seq.), the FCC charged that the petitions for a hearing were tardily filed and that the group has little likelihood of success in its litigation. The commission also said that the appellants have failed to show that they would be irreparably harmed unless a stay is granted.

The fear of the group that WFMT's good-music program format will be changed is erroneous, the FCC said. The buyer has not only promised that the station's present programming will be continued but has promised to maintain the same staff, and has stated that it

plans to expand WFMT's news sources.

The FCC also pointed out that the application for the assignment of WFMT was filed Nov. 20, 1967, and that no objections were submitted to the sale until March 26, 1968, one day before the commission granted the application, and three months after the expiration of the 30-day period within which petitions to deny might be filed.

The commission asked the court to deny the request for stay and to either dismiss the litigation or affirm the FCC's action.

Changing hands . . .

ANNOUNCED ■ *The following station sales were reported last week subject to FCC approval. (For other FCC activities see FOR THE RECORD, page 64).*

■ WHUT Anderson, Ind.: Sold by J. William O'Connor to Roger A. Neuhoft for \$650,000. Mr. O'Connor has interests in WCIU-TV Chicago and WRAC Racine, Wis. Mr. Neuhoft owns WHAF-AM-FM Hopewell, Va., and WCVS Springfield, Ill., and recently sold WCHV and WCCV-FM Charlottesville, Va. WHUT is a daytime station on 1 kw with 1470 kc. Broker: Blackburn and Co.

■ WBOW-AM-FM Terre Haute, Ind.: Sold by J. William O'Connor to Roger A. Neuhoft and associates for \$650,000. (For other broadcast interests of buyers and sellers see WHUT above.) WBOW is a full-time station with 1 kw days and 250 watts nights on 1230 kc. WBOW-FM is on 107.5 mc with 46 kw. Broker: Blackburn and Co.

■ KSBW Salinas, Calif.: Sold by John C. Cohan and associates to Thomas J. and Charles Dudley King Jr. for \$550,000. Sellers will retain KSBW-FM-TV Salinas; they own KSBY-FM-TV San Luis Obispo and KNKS Hanford, all California. Thomas King is senior vice president and associate manager of Detroit office of J. Walter Thompson. Mr. King Jr. is a musical arranger and composer. KSBW is a daytimer on 1380 kc with 5 kw.

■ KJIN and KCIL-FM, both Houma, La.: Sold by Denver T. Brannen and associates to Jesse B. Chapman and A. Lamar Simmons for \$450,000. Buyers are licensee of WLCS Baton Rouge and WWUN Jackson, Miss. KJIN is a full-time station on 1490 kc with 1 kw days and 250 watts nights. KCIL-FM is on 107.1 mc with 3 kw.

■ WDLF-AM-FM Panama City, Fla.: Sold by Denver T. Brannen and associates to Miles H. Ferguson, W. C. Woodall Jr. and associates for \$300,000. Mr. Brannen is principal owner of KJIN and KCIL-FM, and 26% owner of KHMA (TV), all Houma, La. (see above) and WYNN-AM-FM Brunswick, Ga. Mr. Ferguson has interests in WRLD Lannett

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68-9

and WJHO Opelika, both Alabama. Mr. Woodall has 50% interest in WDWB Dawson and controlling interest in WBBK Blakely, both Georgia. WDLP is on 590 kc with 1 kw. WDLP-FM is on 92.5 mc with 30 kw.

▪ **WOHP Bellefontaine, Ohio:** Sold by Raymond Kandel and Edward T. Cote and family to Simon Goldman and associates for \$170,000. Buyers own WJTN Jamestown, WDOE Dunkirk, WGO Salamanca, all New York, WWYN and WWFM(FM), Erie, Pa., and WVMT Burlington, Vt. Sellers own WERT-AM-FM Van Wert, Ohio; WKLC-AM-FM St. Albans, W. Va.; KYVA Gallup, N. M.; KTUC and KTMN(FM) Tucson, Ariz. Messrs Kandel and Cote also have applications pending for UHF stations in Marion, Ohio, and Anderson, Ind. WHOP is on 1390 kc with 500 w days. Broker: Blackburn and Co.

▪ **WSNE Cumming, Ga.:** Sold by John T. Pittard to Howard Rowe and associates for \$75,000. Mr. Rowe has an interest in Rowe-Peacock and Associates, Atlanta advertising agency. WSNE is a daytimer on 1410 kc with 1 kw. Broker: Chapman Associates.

APPROVED ▪ *The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 64).*

▪ **KOA-AM-FM-TV Denver:** Sold by Metropolitan Television Co. to General Electric Co. for \$10 million in GE stock (see page 33).

▪ **KOAA Pueblo, Colo.:** Sold by Metropolitan Television Co. to Sangre de Cristo Broadcasting Co. for \$1.5 million (see page 33).

▪ **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.

▪ **WBLU Salem, Va.:** Sold by M. C. Bowers Jr. to Vernon H. Baker and wife for \$180,000 and five-year non-competitive agreement. Buyers have a controlling interest in WGIC and WBZI (FM), both Xenia, Ohio; WESR-AM-FM Tasley, Va., and WJIC Salem, N. J. WBLU is a daytimer on 1480 kc with 5 kw.

▪ **WUNA Aguadilla, P. R.:** Sold by William De la Cruz, W. M. Carpenter and associates to Lucas and Ramades Muniz for \$172,000. Lucas Muniz owns WLUZ Bayamon and is an applicant for a new AM in Yabucoa, both Puerto Rico. WUNA is a full-time station on 1340 kc with 250 w.

Cable television

▪ **Ellensburg, Wash.:** Sold by Mrs. Frank (Scoop) Rusell and Joseph

FC&B tells why it expanded into CATV

Foote, Cone & Belding's philosophy behind its diversification into cable television was explained last week by Louis E. Scott, director and senior vice president of the advertising agency, at a presentation in New York.



Mr. Scott

Mr. Scott listed six reasons for the expansion: (1) Diversification provides a broader base of earnings; (2) CATV provides a good return on investment; (3) CATV is compatible with the agency business in that there is no conflict of interest with clients; (4)

the skills of marketing and broadcasting personnel in the agency are available for the CATV systems; (5) the opportunity to get in on a growing business at the start is enticing, and (6) the agency can afford the relatively small investments.

During the past year, FC&B has acquired majority interest or full ownership of cable systems in Poughkeepsie, N. Y.; Pueblo, Colo., and Newport Beach, Seal Beach, Mission Viejo and Oceanside, all California, serving a total of about 9,000 subscribers. The agency also has franchise applications pending in Denver and Topeka, Kan.

Mr. Scott said plans for using the systems for test-market and copy research were being developed. He said FC&B had no intentions of accepting paid advertising for CATV.

Selig, both of Washington, D. C., to King Videocable Inc. for almost \$1 million. This brings to six number of CATV systems owned in whole or in part by King; others are in Los Angeles, Seattle, Portland, Ore., Longview-Kelso and Grays Harbor areas in

Washington. Including Ellensburg, King Videocable has about 20,000 subscribers, half of them in owned systems. King Videocable plans to spend about \$300,000 rebuilding the Ellensburg system, according to Edward Hewson, general manager of CATV's.

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King Videocable. Roy Morrison, manager of the Ellensburg system, will remain. King Videocable is a subsidiary of King Broadcasting Co., a broadcasting multiple owner.

▪ New Bethlehem, Pa.: Sold by Harry W. Holland and associates to Mid-Continent Telephone Corp., Elyria, Ohio, independent telephone holding company. Price was not disclosed. The Pennsylvania CATV system has about 500 subscribers. Mid-Continent also reported it is in the process of purchasing the 1,700 subscriber CATV system in Hoopston, Ill. It already owns the cable system in Kittanning, Pa., which has about 2,000 customers. Mid-Continent owns operating telephone companies in 10 states and after acquisi-

tions are approved by the FCC, the company will serve more than 430,000 telephones in the Midwest and South.

FCC waives fine caused by employes' rebellion

Rebellion of radio-station employes protesting the acquisition of automation equipment has resulted in the FCC cancelling a liability for a \$1,000 fine.

WKFM(FM) Chicago was notified by the commission last July of its apparent liability due to logging violations and operating for extended periods without properly licensed operators. The station answered the commission that the violations were the results of intentional

acts by station personnel in response to new automation equipment being acquired by the station. WKFM said that the station's staff "literally rebelled in protest, presumably from an unfounded fear that their jobs would be lost," and therefore the violations "were a product of the deliberate and intentional acts of the station's employes in a malicious effort to abort the normal operations of the station." The reply to the commission said that such acts could not have been anticipated and therefore precautions could not have been taken to prevent them.

The FCC will not hold the station liable.

FCC reaffirms grant of Chicago's last UHF

A request by Chicagoland TV Co. for review of a grant of a TV construction permit has been turned down by the FCC.

The review board had granted the CP for Chicago's channel 38 to the Chicago Federation of Labor and Industrial Union Council in January. Chicagoland was a competing applicant for the grant but the review board said it had not made "a reasonably convincing showing" on the availability of a \$300,000 bank loan.

The commission found no cause to accept Chicagoland's request for a review and reaffirmed the grant to the labor organization. Channel 38 was the last of Chicago's unassigned channels.

Media reports . . .

Billing shortcut ▪ Transface Process Co., New York, manufacturer of plastic logs for radio and TV stations, has developed "Plastalucent" billing masters to save time in the invoice process. The forms are pretyped, leaving space for the client's name and advertising schedule.

Fairness-doctrine thesis ▪ A history of the fairness doctrine is the theme of a doctoral thesis compiled by Donald P. Mullally at Michigan State University. The study, entitled "A Legislative, Administrative, and Judicial History of the Fairness Doctrine in Television and Radio Broadcasting," has been accepted for the PhD degree at MSU. Completed under the direction of Dr. Walter B. Emery, former FCC attorney, the paper traces the principle of fairness through specific commission and court decisions to the present.

Fetzer's New AM ▪ WWAM Cadillac, Mich., licensed to Fetzer Broadcasting Co., signed on the air May 22. On 1370 kc with 5 kw directional facility, WWAM duplicates WWTW-FM Cadillac.

Four-service networking sees the light

ABC Radio's four affiliates advisory boards left New York happy last week following a two-day meeting with top network brass.

Board members representing the four radio services—American Information (with 292 affiliates), Entertainment (219), FM (152) and Contemporary (166)—told BROADCASTING that last week's meeting, the first since their initial meeting during the National Association of Broadcasters convention in March, was held in an atmosphere of "optimism."

"I was skeptical when ABC announced the new services last August," said one board member who has been an ABC Radio affiliate for years. "But it looks like the four-network idea is viable. Despite my apprehensions and some dire predictions, the four-network scheme is working and is taking hold among advertisers."

Last week's meeting was called primarily to deal with organizational and procedural matters, ABC said.

Board members also presented recommendations to the ABC Radio executives, among them a call for more news programs on the FM network, and greater on-air audio distinction between the four services. "Most, if not all the recommendations were nuts-and-bolts matters," one broadcaster later remarked. "There were no expressions of discontent or worry about the concept's future. We affiliates gave them (the ABC executives) a complete vote of confidence, and not a lot of complaints. We're all basically very satisfied with the service," he said.

Board members' satisfaction with ABC Radio's direction was in no small way buoyed by reports from

network executives that sales were up. Board members' optimism was also heightened by a look at ABC Radio News's New York studios opposite Lincoln Center. The 20,000-square foot, \$1.5-million news facility went into operation shortly before the board meeting. The new studios are part of a \$3-million news department expansion and modernizing program announced by ABC Radio last year (BROADCASTING, Sept. 25, 1967).



Heart of the foreign desk in the new ABC Radio News headquarters is examined by Tom O'Brien (l), vice president and director of ABC Radio News, and Walter A. Schwartz, ABC Radio president. The overseas communications unit allows taking of up to 49 feeds at the same time and provides direct lines to all of the network's overseas correspondents.



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GOOD  **YEAR**

Hart letter has FCC scurrying

Michigan senator asks why commission's ownership information isn't as complete as SEC's data

FCC staff members were combing through commission files last week to find out whether they contain as much nonbroadcast ownership information on certain licensees as Senator Philip A. Hart (D-Mich.) has turned up—which, in turn, is as much as FCC Chairman Rosel H. Hyde indicated the commission routinely obtains.

The search was touched off by a letter Senator Hart, chairman of the Senate Antitrust and Monopoly Subcommittee, wrote to Chairman Hyde, citing seven prominent broadcast licensees about which, he said, information presumably required by the commission is lacking.

He referred to Indiana Broadcasting Corp., a subsidiary of Corinthian Broadcasting Corp.; Hearst Corp.; Scripps-Howard Broadcasting Co.; KSL Inc., whose ultimate parent corporation is the Church of Jesus Christ of Latter Day Saints; CBS; the General Tire and Rubber Co., and Westinghouse Broadcasting Co.

Senator Hart noted that Chairman Hyde, while testifying on the proposed Failing Newspaper Act, on March 26, had said that applications for a station license, or license renewal, require a listing of the major (25% or more) business interests of the applicant. The chairman also said such information is considered by the commission.

'Discrepancy' ■ But, the senator said, there is apparently some "discrepancy" among that testimony and information the subcommittee obtained on the seven licensees from the Securities and Exchange Commission, testimony before the subcommittee and standard reference materials. The subcommittee had requested nonbroadcast information on a number of licensees from the commission on April 2.

"The comparison," with the commission's data, he said, "indicates that the FCC files appear to be glaringly deficient in many cases. Apparently in a number of instances the commission's data-gathering process is somewhat at odds with your testimony." He said that the discrepancy should be cleared up before the hearing record on the Failing Newspaper Act is printed.

Commission officials were not prepared to state last week whether Senator Hart had fingered even a technical failing on the part of some licensees to provide requested information. They are checking out each of the cases cited, reviewing commission files—licensee ownership and prior renewal

applications—to find out how much of the data on the mentioned licensees is on hand, in preparation for a response to the senator.

But an explanation for the "discrepancy" in some of the cases apparently stems from a misunderstanding on Senator Hart's part as to what applicants are required to list in their renewal applications.

The question on outside interests applies to holdings of the applicant or any officer, director or principal stockholder. Thus, in cases of intricate-ownership relationships, where a licensee is a subsidiary, the outside interests of the licensee's parent corporation would normally be found by checking back through the records of the parent company. This would explain the senator's failure to find John Hay Whitney, a major stockholder in Corinthian, listed in the renewal application that Indiana Broadcasting filed for WANE-TV Fort Wayne, Ind., on May 3, 1967.

However, the question on outside interests applies to holdings of the applicant or any officer, director or principal stockholder. Mr. Whitney would thus be listed in Corinthian's applications, not Indiana's.

Senator Hart's concern is that the apparent lack of information would make it difficult for the commission to make reasoned judgments in passing on applications for licensees or license renewals. "Many decisions may have been made without full knowledge of their

direct effect on conglomerate ownership of communications media, or of the existence of other business ownerships which might raise conflict-of-interest problems," he wrote to Chairman Hyde.

The senator also said that an analysis of the applications sent to the subcommittee indicates "that the reporting to the commission is not uniform; that the commission has no standard by which to judge the completeness of the report and does not question the completeness of the reports filed."

He said the commission apparently does not consider the management of investment capital by corporate licensees, and noted: "Potential injury to competition and news distortion which could result from an effort to enhance the value of those investments, therefore, cannot be considered."

Battle Creek case tossed back to FCC

A federal court has told the FCC that it wasn't specific enough when it denied a request for a hearing in a TV case. The U. S. Court of Appeals for the District of Columbia not only returned the case to the commission for further consideration but hinted strongly that perhaps a hearing should be held.

At issue is last year's grant of channel 41 in Battle Creek, Mich., to BCU-TV Inc., and the FCC's denial of a petition for a hearing submitted by WZZM-TV (ch. 13) Grand Rapids, Mich. WZZM-TV, among other things, challenged

NCTA sets up pilot education program

The National Cable Television Association, through Pennsylvania State University, is about to go into the teaching business, and its pupils will be the business, management and technical personnel in the CATV industry.

Plans for the pilot educational program evolved from a two-day session last week of NCTA's board of directors meeting in Chicago. What the board approved was an immediate expenditure of \$40,000 for a National Cable TV Center to be set up within the program services of the university's department of continuing education. Next year the expenditure will be increased to \$50,000 with an additional \$15,000 earmarked for

teaching materials.

The program is intended for use by NCTA member companies. It will employ both on-site and correspondence instruction using a variety of teaching techniques including seminars, lectures, and case method. Additionally, it's anticipated that certain packaged programs of filmed or video-taped presentations will be developed for in-company training purposes.

The subject material, as yet unspecified, will include CATV system principles, system design and components maintenance. What's to be taught will be decided by an educational advisory committee made up of 12 university and NCTA staffers.

BCU-TV's financial qualifications and its claim that it might affiliate with ABC. The Grand Rapids station is now affiliated with ABC; it also last year received permission from the commission to establish a UHF translator in Battle Creek to carry its programs there, but this was later rescinded by the commission when BCU-TV Inc. demanded that a hearing be held on that application.

Principals of BCU-TV Inc. are Mary Jane Morris, former secretary of the FCC (1954-1960), and James R. Searer. Miss Morris was a principal in one of the unsuccessful applicants for channel 13 in Grand Rapids five years ago.

Wright's Views ■ Circuit Judge J. Skelly Wright wrote the court's decision, holding that the commission's memorandum denying WZZM-TV's petition for a hearing "is merely a collection of conclusory comments . . . it certainly does not dispose of the issues raised . . ."

" . . . In order for a court to exercise in any meaningful way its function of review," Judge Wright said, "it is necessary that the commission state specifically the basis for each of its conclusions."

Judge Wright was joined in the decision by Circuit Judge Spotswood Robinson III and Senior Circuit Judge E. Barrett Prettyman.

The fine line of responsibility

FCC to decide licensee's punishment for employe's misdeeds in WNJR renewal

How and to what degree is a licensee to be punished for the transgressions of an employe? The answer apparently hinges on the efforts the licensee made to prevent such transgressions.

This is what emerged from an oral argument before five FCC commissioners Tuesday on the license-renewal application of a subsidiary of Rollins Inc. for WNJR Newark, N. J. Commissioner Kenneth A. Cox disqualified himself; he was chief of the Broadcast Bureau when a preliminary investigation of WNJR was made in 1962. Commissioner Robert T. Bartley was absent.

Involved in the case are charges of misrepresentation to the commission, submission of "doctored" contracts to the commission staff, failure to file time-brokerage contracts and violations of logging and sponsorship-identification contracts. The case grew out of

the 1962 staff investigation of alleged double billing by the station; this led to a \$1,000 fine for failure to file time-brokerage contracts with the commission.

Primary Source of Trouble ■ There was general agreement in the oral argument last week that the most serious troubles stemmed from the actions of the station's general manager, Leonard Mirelson, from 1960 to 1964 in connection with a program called *Celebrity Time*, in which time was brokered.

Hearing Examiner Isadore A. Honig, in an initial decision in the case last

year, recommended a one-year license renewal. He said the principals of the licensee were innocent of involvement in any wrong doing, but that, because of the actions of the general manager, it would not be proper to permit WNJR to go "scot-free" (BROADCASTING, June 26, 1967).

However, Joseph Stirmer, representing the commission's Broadcast Bureau in the oral argument, said that recommended punishment is inadequate. The license-renewal application for the station should be denied, he said.

He said the principals had failed to

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exercise adequate supervision over the operation of the station. He said that even though the principals were given a report by a subordinate indicating trouble at the station, they did nothing about it.

He bore down particularly on the matter of 139 spurious advertising contracts dealing with *Celebrity Time*. They had been prepared at Mr. Mirelson's direction to back up assertions in the station's opposition to the \$1,000 forfeiture that the commission proposed imposing for failing to file time-broker contracts. Many of the documents they replaced contained the names of freelance disk jockeys who were obtaining their own sponsors.

Examiner Honig had concluded that the manager's "primary motive was to forestall censure and perhaps even his discharge by the Rollins home office if they were to learn the truth about the deception he had perpetrated on it with respect to *Celebrity Time*."

Mr. Stirmer, however, said it was "unbelievable" that Rollins officers who examined the documents were not aware that they were false. He said they were uniformly clean, written in the same hand and, in some cases, dated incorrectly.

Followed Blindly ■ Paul Dobin, counsel for the station, who had ex-

amined the documents with the licensee officials, conceded they may have been "naive" in accepting them as authentic, but stressed that they had no reason for suspecting any wrongdoing. And that was a major element in his argument for commission endorsement of the examiner's decision.

He acknowledged that the controls the licensee had imposed on the station's operation had not been adequate. But, he stressed that the examiner "found that we tried to exercise controls" and that the manager had misled Rollins officials "in a whole series of misrepresentations."

He said that all the events involved in the case occurred in 1962-63 and that all problems were cleared up by 1964. He noted that in September 1962 the licensee officials discovered that the logs were not being kept properly and corrected that situation.

Indeed, he said that in showing the control procedures to the commission staff, "we had to tell you the logs had not been properly kept. . . . We gave you the evidence, and then you put it in a hearing order." Under those circumstances, he asked, "How can the Broadcast Bureau say we were indifferent?"

Hard line ■ He said it would be "harsh" if the commission held a li-

cence to "absolute liability" for everything done by station employees—"and you've never done it."

The commission would be justified in denying a license renewal only if it found that the licensee was "indifferent." But, he said, "the examiner said, and we say, we tried. We were fooled; we deserve a one-year license renewal."

Mr. Stirmer indicated he would have been more impressed by Mr. Dobin's argument if Mr. Mirelson had been removed as general manager as soon as his activities came to light. However, he was kept on for a time, and has been retained by Rollins in another job.

Mr. Stirmer also noted that Mr. Mirelson holds Rollins stock worth "one third of a million dollars." He suggested this qualifies Mr. Mirelson as a principal. Mr. Dobin, however, said Mr. Mirelson's holdings account for less than 0.2% of Rollins stock outstanding.

Besides WJNR, Rollins operates, directly or through subsidiaries, WAMS Wilmington, Del.; WBEE Harvey, Ill.; WCHS-AM-TV Charleston, W. Va.; WGEE-AM-FM Indianapolis; WRAP Norfolk, Va.; KDAY Santa Monica, Calif.; WEAR-TV Pensacola, Fla., and WPTZ (TV) North Pole-Plattsburgh, N. Y. Rollins also has a construction permit for WCHS-FM Charleston.

PROGRAMING

315 suspension withers in the House

STAGGERS FAILS TO SCHEDULE BILL; MOSS MOUNTS ATTACK

The march through Congress of legislation suspending the equal-time provisions of Section 315 of the Communications Act for the 1968 campaign has slowed almost to a halt, following the swift passage two weeks ago of a suspension resolution by the Senate (BROADCASTING, June 3).

The roadblock is the House Commerce Committee, whose chairman, Representative Harley O. Staggers (D-W. Va.), has made no commitment on when his committee might take up the issue and who is known to feel that at the moment his committee is laden with high-priority legislation.

Mr. Staggers has not mentioned the subject to any of his colleagues on the committee, even those who have an interest in it, pro or con.

Last week, however, two members of the House committee took public positions on the Section 315 suspension drive—one favorable, one unfavorable.

Representative Richard L. Ottinger (D-N.Y.) introduced H. J. Res. 1290 which would suspend Section 315 for the presidential and vice-presidential candidates for the duration of the 1968

election year. The bill, the third such introduced so far in the House, was referred to the House Commerce Committee. Earlier, similar bills (H.J. Res. 1024 and H.R. 17406) had been introduced by Representatives James T. Broyhill (R-N.C.) and Lionel Van Deerlin (D-Calif.) respectively. All three are members of the House Commerce Committee.

But, Representative John E. Moss (D-Calif.) announced that he would oppose suspension until broadcasters show by their actions that they seriously want to help improve the "dialogue" between candidates.

"I intend to oppose the measure," the fifth-ranking Democratic member of the House committee said, "and I will utilize every parliamentary device to discourage the holding of hearings or enactment of suspension."

Cut Prices ■ If broadcasters really want to help candidates, Mr. Moss said, they could reduce their rates. "As it is," he commented, "they all charge their highest national rate."

Mr. Moss supported suspension in the 1960 campaign, but noted that he

had expressed "serious doubts" at the time.

Representative John D. Dingell (D-Mich.), also a member of the House committee, said he had mixed feelings about suspending the equal-time section. He wants assurances, he said, from broadcasters that suspension will not be a precedent. If no assurances are given, he said, he will "violently" oppose it.

Mr. Dingell entered one condition to his support if he gains the assurances he is calling for; he feels, he said, that an incumbent President running for re-election should not be forced into a face-to-face confrontation with a challenger because a President might, through a slip or in the heat of a debate, endanger national security.

The senior Republican member of the House committee, Representative William L. Springer (R-Ill.), said he is reserving opinion until a hearing is held and evidence is adduced on "exactly what the networks have in mind." Mr. Springer feels that no real hearing was held by the Senate committee.

No Urgency ■ Both congressmen and staff members of the House committee



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an Archbishop to Cardinal, color brought into focus the symbolism of the placing of the red hat on his head. And with our study of the art of a noted Pennsylvania artist, use of color was a necessity. Color film brought to life slum housing conditions in Philadelphia of which most Philadelphians were oblivious. It gives us the impact we need."

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- AM-FM Facts and Figures, 248 pages
- Product Guide and FCC Rules, 48 pages
- NAB Codes and Program Services, 30 pages
- Data on Agencies, Reps, Networks, 64 pages

... plus many pages of valuable data not available elsewhere ... including CATV report (p. A-16) ... radio and television audience report (p. A-22) ... radio set sales (p. B-250) ... stations programming foreign language, Negro, country and western (p. D-29) and much, much more.

also expressed the feeling that there is no urgency for quick action on Section 315 suspension for this campaign. Their viewpoint is that the nominees of the major parties won't be known until the conventions this summer and, therefore, their views on suspension aren't known. Also noted is the lack of any insistence for quick action from President Johnson.

Both Vice President Hubert H. Humphrey and leading GOP contender Richard Nixon have stated they favor suspension during the 1968 campaign; Senator Eugene McCarthy is in favor of outright repeal; former Alabama Governor George Wallace opposes suspension on the ground that it would tend to eliminate him in TV debates; the late Senator Robert F. Kennedy and California Governor Ronald Reagan did not comment directly on the issue, and New York Governor Nelson Rockefeller has expressed no opinion (BROADCASTING, May 20).

NBC-TV's hot breath brings CBS-TV moves

CBS-TV last week announced major daytime schedule adjustments for next season in a move that it said it was taking to bolster its ebbing dominance of the daytime ratings.

Fred Silverman, vice president for daytime programming, said NBC-TV's serial block from 2 to 3:30 p.m. "has substantially increased its audience" and "represents competition to us." A .4 rating difference separated the two networks in the Nielsen Television Index for the 10 a.m.-to-5 p.m. block in the period ended May 19.

Effective Sept. 9, CBS-TV will have a three-and-a-half hour block of serial-drama programming Monday through Friday. *Search for Tomorrow* and *The Guiding Light* have been expanded to 30 minutes each, and *The Secret Storm* has been moved to an earlier time, joining other serials in the block (*As the World Turns*, *Love is a Many Splendored Thing*).

In addition, *The Lucy Show*, reruns of the nighttime show, will replace *Candid Camera*, *Art Linkletter's House Party* will be shown at a later time, and *To Tell the Truth* will be taken off.

The Monday-Friday daytime schedule (all times are EDT):

Morning: *CBS Morning News With Joseph Benti* at 7:05-7:30 (7:30-7:55 in some areas); *Captain Kangaroo* (8-9); local programming (9-10); *The Lucy Show* (10-10:30); *The Beverly Hillbillies* (10:30-11); *Andy of Mayberry* (11-11:30); *Dick Van Dyke Daytime Show* (11:30-noon).

Afternoon: *Love of Life* (noon-

Equal-time, Texas style

A man of God will follow each of atheist Madelyn Murray O'Hair's appearances on KTBC Austin, Tex., it became known last week. Mrs. O'Hair has bought a 52-week schedule, sponsored by her Society of Separationists, over the Austin radio station (BROADCASTING, June 3), owned by the family of President Johnson but which is run by trustees while the President is in office.

Mrs. O'Hair was followed, after her first lecture on June 3, by the Rev. John Barclay of the Central Christian Church, Austin. Mr. Barclay was sponsored by an Austin furniture dealer and former city councilman, Louis Shanks, who has said he will sponsor remarks by other Austin clergymen after each of Mrs. O'Hair's programs.

12:25); *News* (12:25-12:30); *Search for Tomorrow* (12:30-1); local programming (1-1:30); *As the World Turns* (1:30-2); *Love is a Many Splendored Thing* (2-2:30) *The Guiding Light* (new time 2:30-3); *The Secret Storm* (new time) (3-3:30); *The Edge of Night* (3:30-4) and *Art Linkletter's House Party* (new time) (4-4:30).

Two legislators decide violence is TV's fault

Amidst the quiet eulogies for the late Senator Robert F. Kennedy (D-N.Y.) on Capitol Hill last week were heard two broad blasts directed at television as a cause of increased violence in American society.

Speaking on the floor of the House of Representatives, John M. Murphy (D-N.Y.) called for an FCC investigation of programming to determine "the effects of television violence on the viewing audience." Representative Murphy, a member of the House Commerce Committee, which oversees the FCC, charged that "the responsibility for programming rests with the networks, but whatever attempts they might be making to reduce the violence on television—if any—it is obvious that they are inadequate.

"With or without Senator Kennedy's death, there is an increasing—and alarming—trend toward violence in American society," Mr. Murphy added.

Senator Thomas J. Dodd (D-Conn.), who led an investigation of TV programming in the early 1960's, said that there was a relationship between the

chaotic violence in U.S. and fare offered to the TV audiences. In an interview by Howard K. Smith that was carried on ABC radio and TV, Senator Dodd said: "I don't think you can go on teaching children by television that the knife and the gun, the fist and the club, are the things to use in life without getting into this terrible situation we find ourselves in now. . . . I think we are encouraging violence. I think television has a tremendous effect on the thinking of people. . . ."

Farber to syndicate after-midnight show

Syndicated Features Inc., New York, plans to offer to radio stations a weekday, five-hour talk program, *The Barry Farber Show*, intended primarily for broadcast in the hours after midnight.

Mr. Farber, who is host on several talk programs on WOR New York, formed Syndicated Features four years ago. He said last week that 18 stations have signed for weekday 25-, 30-, 45- and 55-minute versions. He plans to step up the sales and promotional activities of Syndicated Features Inc.

Advertising

Ever heard of "Sitting Ducks Anonymous?"

If you're part of the communications industry, you're considered fair game for anyone with a grievance, real or imagined. You can be sued for libel, slander, piracy, plagiarism, invasion of privacy or copyright violations. But if and when you are, there's someone to turn to: Your Employer's Special Excess Insurance Policy. (It's kind of a "Sitting Ducks Anonymous Club" for those who'd much prefer to be sitting pretty.) To join? Simply decide on the amount you could afford in case of a judgment against you...we'll cover any excess. For details and rates, write to: Dept. A, EMPLOYERS REINSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta, 34 Peachtree, N.E.

FCC revisits WLBT(TV) renewal case

AT ISSUE: WHETHER STATION WAS FAIR, SERVED NEGRO LOCAL NEEDS

The WLBT(TV) Jackson, Miss., case, which has been a hot potato as well as a legal landmark, is back in the hands of the FCC commissioners, just three years after the commission thought it had gotten rid of it by giving the station a one-year license renewal.

At issue is the question of whether WLBT afforded the large Negro population of Jackson—about half the 860,000 population in the station's service area—reasonable access to its facilities and treated controversial issues, particularly those relating to racial matters, in accordance with the fairness doctrine.

The commission on Tuesday morning heard oral argument in the case—in which Lamar Life Insurance Co.'s license for the station is at stake—at the commission offices in Washington, almost within shouting distance of Resurrection City, where several thousand Negro Poor Peoples campaigners are encamped.

The United Church of Christ and several co-complainants have fought since 1964 against renewal of the station's license. And their counsel last week, Earle K. Moore and Ann Aldrich, argued again that the station during its 1961-64 license period had ignored Negro needs in its programming, had promoted segregation and had failed to abide by the fairness doctrine, and had made misrepresentations to the commission with respect to its programming.

Examiner Supports Station ■ However, a hearing examiner, Jay A. Kyle, in an initial decision issued in the case last October, said the complainants had failed "woefully" to prove their case. He resolved all issues in favor of the

station, and granted it a three-year license renewal, subject to appeal. The commission's Broadcast Bureau supported that conclusion (BROADCASTING, Oct. 23, 1967).

And counsel for the station, Paul Porter, a former FCC chairman (1944-46), said last week the commission should not only adopt the examiner's conclusions but take the opportunity to notify other citizens groups interested in pressing complaints against stations, to do so "responsibly."

Mr. Porter accused the church and its co-complainants—the United Church of Christ of Tougaloo, Miss., the Rev. L. T. Smith, a Jackson businessman and clergyman, and Aaron E. Henry, of Clarksdale, Miss., the Freedom Democratic Party's candidate for governor of Mississippi in 1963—of having abused the commission's processes and of having committed a "fraud" on the commission and the U. S. Court of Appeals.

The court, in a landmark case in March 1966, not only remanded the case to the commission for a full evidentiary hearing but ruled that "responsible" members of the public should be permitted to participate in license-renewal proceedings. Until then, the commission had accorded standing only to persons who claimed that they would suffer economic injury or that their stations would receive electrical interference as the result of a requested license grant.

Appealed Commission Order ■ The complainants had sought court review after the commission in May 1965, without a hearing, granted the station a one-year license renewal.

The commission considered the com-

plainants' charges, as well as the results of a staff investigation of Mississippi stations following the riots at the University of Mississippi's Oxford campus, when James Meredith desegregated the university. But it refused to grant the complainants standing. One reason the commission did not order a hearing then was the concern that such a proceeding in Jackson might lead to disturbances and make progress in civil rights more difficult (BROADCASTING, May 24, 1965). The actual hearings in Jackson caused no unrest.

A final decision in the case is expected soon. Commissioner Lee Loevinger, who is due to leave the commission at the end of his term June 30 and who has said he would not participate in matters not likely to be decided before then, heard the argument, along with his six colleagues. He also participated in a second oral argument Tuesday, involving the license-renewal application for WNJR Newark, N. J.

In urging the commission to strip WLBT of its license, Mr. Moore accused the station of making a deliberate effort to "promote discrimination and racial hostility." He said what he described as the discrimination against Negroes in public-service announcements and news and other programming was not merely the result of ineptness or carelessness.

No 'Crusader' ■ Mr. Porter, however, said the complainants apparently wanted the station to be a "crusader for social change." He acknowledged it had not been that, but said its record in the 1961-64 period had been "acceptable." He said the record indicates that a large number of Negroes had been given access to the station's facilities.

And, in attempting to excise what he said was the core of the complaint against the station—that it was unfair to Negroes in its news programs—he cited Examiner Kyle's laudatory comments concerning Richard Sanders, news director of the station from 1955 to 1965, which were based on testimony of witnesses at the hearing. Mr. Sanders is now assignment editor for ABC in Washington.

Mr. Porter also said the station, since getting a one-year license renewal, had adopted a "new policy that reflects a type of operation that certain commissioners are beginning to emphasize." He cited an apprentice program in which Negro college graduates are hired to learn the station's operations. The apprentices either go to work for

Music to read TV stock-ticker news by

The FCC has waived its rules to permit two TV stations to provide aural transmission of background music accompanying visual transmission of teletype news.

KPAZ-TV Phoenix and KUTV(TV) Salt Lake City received permission for the operations for a limited time and on condition that they report viewer reaction to the service.

The rule waived in the case of both stations states that the aural and visual transmitters of a television station must not be operated sepa-

rately. Both stations had asked for permission for separate operation of their transmitters in providing music with teletype news.

KPAZ-TV had been broadcasting background music with its teletype news but the commission took no action against the station except to limit its trial period to one year. KUTV, which has been accompanying its teletype news with the sound of a teletypewriter, was given permission to use music until October when the license is up for renewal.

the station or work elsewhere is found for them, he said.

Commissioners Kenneth A. Cox and Nicholas Johnson, in their letters to Oklahoma broadcasters in connection with their study of broadcast service in that state, asked how many minority-group members they employ, and in what positions (BROADCASTING, April 15, et seq).

Cox-Johnson Questions ■ Virtually all of the questioning from the bench came from those two commissioners, and they directed most of it at Mr. Porter and William A. Kehoe Jr., counsel for the commission's Broadcast Bureau.

Mr. Kehoe, who said the record indicates that the station carried a full budget of civil-rights news, through both local and network coverage in the 1961-64 period, also said that the charges against it should be judged in light both of events in Jackson and of commission decisions in that period.

This led Commissioner Johnson to ask Mr. Kehoe for his "personal" view as to whether a station should reflect the "mores" of its community, no matter what they are. Should a station, for instance, bar Jews from its facilities if there is Anti-Semitism in the community, he asked.

Mr. Kehoe, who had worked for the Justice Department in civil-rights matters in Mississippi in 1960, said he would "dodge the question." He said he could not answer for his conscience, and since he had not discussed the matter with his superiors in the bureau, he could not give the bureau's position.

Left hanging at the close of the argument was the status of nine letters—correspondence between WLBT and the commission—involving complaints against the station. They had been discussed during the hearing, but there was a question as to whether they had been formally accepted into the record.

Commissioner Johnson asked Mr. Porter to stipulate that the letters had passed between the station and the commission. Mr. Porter, however, declined, stating, "we can't cross-examine" the letters now.

Chairman Rosel H. Hyde requested counsel for both sides to submit their views on the status of the letters in a week's time. The commission would decide what should be done about them then, he said.

Joey Bishop to lead off new ABC-TV specials

ABC-TV is planning a new series of specials that will be musical-comedy revues. Iison/Chambers Productions, which put *The Smothers Brothers Show* on CBS-TV, has been signed to package

the specials. The first revue, to be taped later this month for presentation the latter part of the year, will star ABC-TV's late night host, Joey Bishop.

A Guide To The Swinging Bachelor, as the projected special is to be titled, also will feature other still-to-be-determined performers. It will mark Mr. Bishop's first project for ABC-TV since starting his 90-minute nightly show more than a year ago.

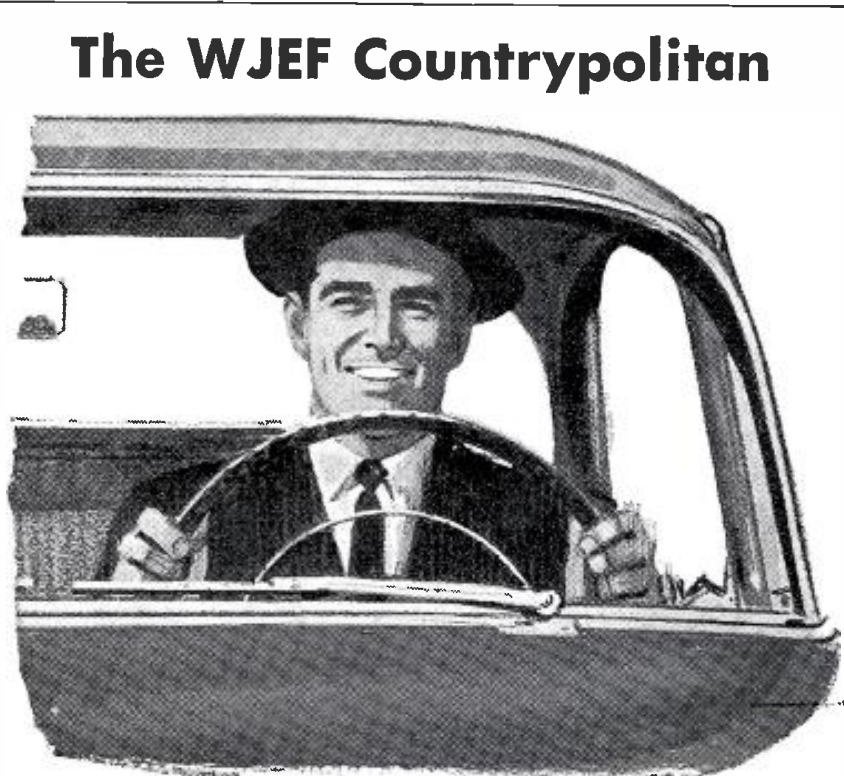
Iison/Chambers Productions' principals, Saul Iison and Ernest Chambers, were signed to produce two specials for ABC-TV following their departure from *Smothers Brothers* series. The

contract also calls for creation of a new series for the 1969-70 season. In addition, the production team is preparing a Frank Sinatra special for Budweiser beer, which will be produced in August.

Barron goes independent

Arthur Barron, former CBS News documentary producer, has opened Verite Productions, New York, to film documentaries focusing on "individuals rather than issues."

National Educational Television's Public Broadcast Laboratory has signed for the first program, also to be released



His job's in town, but his ear is tuned to country music.

Sure, a man listens to WJEF because he likes our very special brand of country and western music.

But he also listens because he relies on WJEF and CBS news—and to get sports coverage no competitor can touch.

We've had to come up with a new name for him: Countrypolititan.

Is he a farmer? Probably not. He may be a doctor, lawyer, merchant, chief. Typically, he works in one of

the 50 Kent and Ottawa County plants employing over 400 people at real good salaries and wages.

And the car radio he listens to on the highway, and the one that keeps his wife company all day, can best remind him of the things he needs and wants.

Ask Avery-Knodel about WJEF—the country music station that comes across with sweet music for advertisers.



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Newscast sign-off in Los Angeles is a some-time thing

Does a local television station protect the lead when it's getting the major share of audience in the late-night news period? Does it avoid tampering with a winning formula?

Not CBS-owned KNXT(TV) Los Angeles, which is breaking the rules of safe broadcasting by trying out an open-end policy on its consistently high-rated Monday-through-Friday *Eleven O'Clock Report*.

The news program used to run for a half-hour. Now it goes from 36 to 45 minutes most nights and it can run for an hour or longer if the day's news events warrant such coverage. The general rule is that individual news broadcasts now end whenever the program producer is satisfied that the significant news events of the day have been covered. KNXT is the only Los Angeles television station—and one of the few in the country—to have a late-evening news broadcast longer than the traditional 30 minutes.

The open-end format was sort of sneak-previewed for six weeks start-

ing in February. No mention was made of the change and viewer reaction was gauged to see if a difference had been noticed and appreciated. Apparently the reaction was favorable because the station is now firmly committed to the more flexible format and is promoting it. KNXT's sales department also is selling the extended period of news coverage.

May Need More People ■ Grant Holcomb, news director, explains that the half-hour news formula (which had KNXT far-and-away the leading audience attraction during the time period) was revised to serve increased interest in late-evening news and to allow for greater in-depth coverage of events. Despite already having a staff of some 100 people in the news department (a total that includes clerical help), Mr. Holcomb feels that a wide open-end format, that would see the program extending to midnight or longer, requires still added personnel.

Yet, the key that permitted KNXT

to make the move to a longer-form newscast was not people but equipment. The station recently installed a compact color-film processor directly under its newsroom. Previously late film was sent out to a commercial processing lab and sometimes would not be available in time for the 11 p.m. program. Now the station can cover late-breaking events and still process film by air time.

Indications are that the other CBS-owned television stations are keeping tabs on KNXT's open-end format with an eye toward trying a similar approach in their own markets.

KNXT's late news is followed by *The Late Show*, which has not been pulling high ratings. The station feels that it really can't do too much harm to the feature-film program by delaying and making uncertain its nightly start but it may be keeping viewers away from the scheduled 11:30 p.m. openings of the *Tonight Show* on KNBC(TV) and the *Joey Bishop Show* on KABC-TV.

theatrically. Mr. Barron is president of the new company and his wife, Evelyn Barron, a former researcher and associate producer at ABC News, is vice president.

'Vendetta' charge made in Atlanta format tiff

Strauss Broadcasting Co. of Atlanta, would-be purchaser of WGKA-AM-FM Atlanta, is standing firm in its decision to transform the stations' format from classical to middle-of-the-road music. Furthermore, the company suggests that there may be a hidden motive on the part of the local newspapers it says are whipping up grass-roots opposition to the format change. The papers have a corporate relationship to Cox Broadcasting Co., licensee of WSB-AM-FM-TV Atlanta.

Strauss expressed itself on the questions in an amendment to the application it filed with Glenkaren Associates Inc., present owner, for the stations' transfer, after the commission received some 150 letters from Atlantans protesting the proposed format changes (BROADCASTING, May 20).

However, in referring to that figure of 150 in its amendment—and citing it as proof that opposition to the proposed change is not overwhelming—Strauss was outstripped by events. Commission

officials now count some 650 letters, including some informal petitions, complaining about the format change.

Study in Other Cities ■ Strauss, two-thirds owned by Strauss Broadcasting Co., which owns KIXL-AM-FM Dallas and KCEE-AM-FM Tucson, Ariz., says it developed its proposed format for the Atlanta stations on the basis of its experience in Dallas and Tucson, and after a survey of Atlanta civic leaders. The format calls for a mixture of popular standards, Broadway hits and moderate light classics.

Strauss denies that it will program rock 'n' roll or, on the other hand, provide a background service (it will be "foreground" music). Both formats are employed by Atlanta stations. Strauss adds that the classical-music format it wants to drop has not won general acceptance.

"We have determined that our proposed programing will serve the public interest, convenience and necessity in a manner that will sustain the stations so that the service can continue," Strauss says.

The company credits the Atlanta newspapers—the *Journal* and *Constitution*—with starting and keeping alive the campaign against the format change. It claims the papers are carrying on a "vendetta" and reports its understanding that not a single letter preceded the editorials and columns urging Atlantans unhappy about the proposed change to

contact the commission. (The commission has also received some mail from the Georgia congressional delegation requesting information on the case.)

Counter-Suggestion ■ Strauss, noting the newspapers' relationship to WSB-AM-FM-TV—James M. Cox Jr., and his family, who own the newspapers, hold more than a one-third interest in Cox Broadcasting—says that if there is such "an overwhelming need for a classical music service in Atlanta" why don't the Cox stations fulfill that need?

Concludes Strauss: "The extensive communications combine [Cox] is not concerned about competition from a classical music station but is concerned about competition from our proposed provision of high-quality programing for the general adult audience."

NBC News protests Columbia U. ban

Columbia University's restrictions on still-camera radio and television coverage of graduation ceremonies June 4 in New York brought a protest from Richard Graf, acting news director of WNBC-TV New York, on behalf of NBC News.

Mr. Graf sent a telegram to Dr. Grayson Kirk, president of Columbia, saying "such action discriminates against broadcast newsmen and can

only result in incomplete coverage of an important news event." The ban was announced in a memorandum dated May 31 limiting coverage to the "writing press."

A few still cameramen circumvented security guards, however, and photographed the walkout of about 300 graduating students in a protest against the school's administration. The Columbia campus has been the scene of student demonstrations for the past month.

New NFL Films series gets New York showing

National Football League Films Inc. previewed a new syndicated series in New York last Tuesday (June 4) featuring a thematic approach to weekly professional football games.

This Week in the NFL, a 14-week, half-hour series on 16-mm film, has already been sold in about 40 major markets, according to sales manager Inez Aimee.

The films, available on consecutive Wednesdays starting Sept. 15, will highlight one or two key factors running through all of the week's games. Pat Summerall, CBS sportscaster will be host of the programs.

The new series supersedes last season's *NFL East* and *NFL West*. Other series produced by NFL Films are *Game of the Week*, carried in 48 markets last year, and *NFL Action*, a spring series sponsored by American Express in that company's first television program sponsorship.

Pay-TV objections rebutted by RKO General

RKO General Phonevision has replied to opposition filed at the FCC in connection with RKO's experimental pay-TV operations in Hartford, Conn. The opposition is from the Connecticut Committee Against Pay-TV, which represents a number of theater owners in the Hartford area and which objects to RKO's request for a three-year extension of operations (BROADCASTING, May 27).

RKO, which has been conducting the pay-TV tests since 1962 on WHCT(TV) there, received a three-year extension from the FCC in 1965. That extension was also opposed by the Hartford theater group but the commission rejected the objections.

Responding to the current opposition, RKO said: "Nothing has occurred in the intervening years which gives the theaters' repetitive contentions any more merit than when they were previously rejected as being without merit in 1965." The theater group had maintained that

RKO was not supplying the FCC with data from the tests and that Hartford viewers were being deprived of "access to free television" due to the experimental operations.

Don Reid diversifies entertainment plans

Don Reid Productions, New York, which has specialized to date in TV game programming, is expanding into other phases of entertainment, embracing TV series and documentaries, motion pictures, legitimate theater and records.

Don Reid, president, reported in an interview in New York last week that in planning for this broadened activity, he has enlarged his staff, appointing Eugene Pleshette, a former vice president at ABC, as executive vice president for motion pictures; Arthur Altman, composer and musician, vice president for musical properties; Ron Greenberg vice president in charge of TV production, and Allen Reid vice president in charge of development and general counsel.

Mr. Reid, who formed his company 18 months ago, noted that in recent months his staff has grown to about 50. His first network TV series is *Dream House*, which began this spring on ABC-TV (Wednesday 8:30-9 p.m.) and as a daytime strip (1-1:30 p.m.). It is a game show in which the top prize is a house and its furnishings.

"We hope to become active in all facets of entertainment and that's the reason we hired Mr. Pleshette, who has had a long background in the motion-



Mr. Reid

picture field before he turned to TV, and Mr. Altman, who has been a composer and musical adapter for all media," he explained.

"In television, we are co-producing with Granada Television of Britain a new half-hour game series, *Bon Voyage*, which will offer contestants trips to various parts of the world. Granada will begin carrying it soon in England, and we are in the process of selling it here. In addition, we are working with Granada on a one-hour action-comedy-adventure series, *The Inspectors*, and hope this will lead to a continuous relationship" with that company.

Mr. Reid was at one time active as a TV-documentary producer and said he has several properties in this area that he intends to develop. In addition to the company bearing his name, Mr. Reid said, he is a partner in the College Quiz Bowl Co., which is responsible for the *GE College Bowl*, *Alumni Fun*, *University Challenge* and *High Q* series.

Program notes . . .

New sound stages ■ SKS Productions Inc. is developing modern sound stage facilities in Santa Fe, N. M., its home base. The project, planned for the last 16 months, is aimed at attracting Hollywood theatrical and TV film-makers. Partners in SKS Productions are Jack Schaefer, author of "Shane"; Gordon Knox, former president of Chet Huntley Enterprises Inc.; and George T. Shupert, once president of ABC Films. Mr. Shupert, now owner and president of WLOD Pompano Beach, Fla., is chairman of SKS Productions. Mr. Knox is president and Mr. Schaefer is executive vice president in charge of all story material. The firm's first project is an hour color TV film about New Mexico, to be narrated by Chet Huntley.

Kukla, Ollie on block ■ A package of 195 five-minute monochrome programs featuring Burr Tillstrom and puppets Kukla and Ollie is to go on sale in Chicago June 21 to the highest bidder

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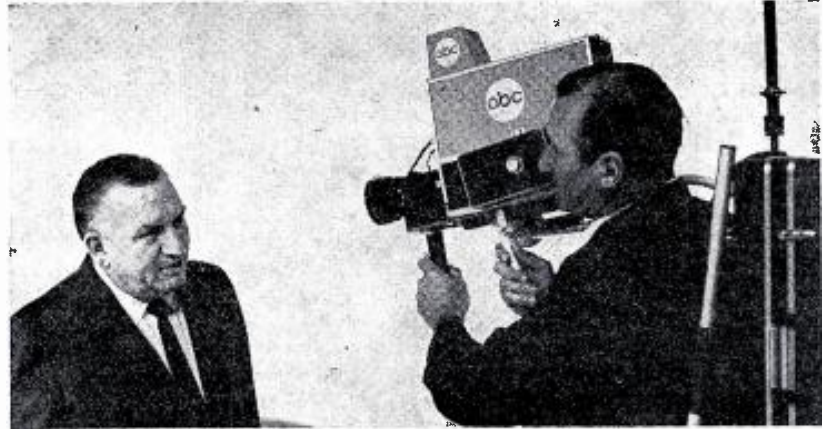
ABC set to scramble for convention news

ABC will use new wireless microphone equipment as well as a hand-held wireless color-TV camera in covering this summer's political conventions.

Julius Barnathan, ABC vice president in charge of broadcast operations and engineering, said last week the high-frequency microphone would be operated in tandem with the wireless camera at the conventions.

The color camera (Ampex's "Scrambler") was first used last winter in football coverage and during the Olympics in Grenoble, France. It weighs 50 pounds and is part of a system conceived and designed by ABC. Ampex developed the camera and Microwave Associates implemented the microwave link to facilitate transmission of color information and remote control of the camera's operation.

The microphone, developed by Airborne Instruments Laboratories, has portable transmission and reception systems permitting simultaneous two-way operation. The size of the transmitter and of the receiver is described as being smaller than a half-carton of cigarettes. The transmitter weighs one-and-a-half pounds, the receiver a quarter of a pound



Bill Lawrence (l), ABC News's political editor, looks into the eye of Ampex's "Scrambler" camera

more. Both are carried on a belt, feed into a single antenna carried on the set and operate on a 950 mhz frequency. It is designed to afford virtually interference-free pickups in crowded conditions.

Mr. Barnathan said the camera and microphone would give added mobility to its reportage, and in the case of the camera, telecasting in "places where it is inconvenient or impossible for conventional color

cameras to operate."

He said ABC saw possible uses of the new microphone in its sports coverage.

that the network will use covering this summer's political conventions.

All three TV networks plan to have portable, wireless color cameras in use at the conventions. CBS expects to use a camera developed by CBS Laboratories, and NBC will have at least four of RCA's new Man-Pack color cameras (BROADCASTING, April 1, et seq.).

to satisfy a note held by the LaSalle National Bank there. Originally produced by Taynod Productions Inc. on video tape at Tele-Tape Productions, New York, for exposure on NBC-TV in 1961-62 and later offered in syndication by CBS Films, the programs comprise collateral put up by Taynod for a loan after the NBC-TV run, according to the bank. Taynod no longer is in business, the bank said. Sale is being handled by the Chicago law firm of Zenoff, Westler, Jones & Kamm, 110 South Dearborn.

One more for 'Young Sound' ■ WNCI (FM) Columbus, Ohio, began broadcasting CBS/FM's music service, *The Young Sound*, on June 1. WNCI is owned by Nationwide Communications Inc. Phil Sheridan is general manager.

Flower power ■ Radio & TV Roundup Productions is offering without charge two new series of 20 three-and-a-half minute interview programs. *The Subject is Flowers* will feature such people as Senator Everett Dirksen (R-Ill.), who has campaigned to make the marigold the national flower, telling how flowers relate to life, peace and happiness. *Medicine '68* will feature doctors discussing latest developments in influenza,

allergies, juvenile arthritis and skin care. The programs will be available in stereo and monaural. The address is 111 Maplewood Avenue, Maplewood, N. J. 07040.

New music service ■ "The Music Director," a weekly playlist for middle-of-the-road music stations, is now available by subscription. The new service lists 100 current MOR single records and "the best playable" cuts from five albums each week, along with label and record numbers. It is designed as both a guide to programing and a reference for station personnel. Address is Box 177, Chestnut Hill, Mass. 02167.

Oscar winner on TV ■ King Screen Productions's Academy Award-winning documentary, *The Redwoods*, received its premiere television showing June 2 on KING-TV Seattle. The color film was awarded an Oscar as the year's "Best Short Documentary" by the Academy of Motion Picture Arts and Sciences in May. King Screen Productions and KING-TV are both operations of King Broadcasting.

Specials in distribution ■ Association Films Inc., New York, is offering three television specials on a free-loan basis to educational groups and community

organizations. The specials are: *The National Gallery of Art*, an NBC News presentation; *The Strange Case of the English Language*, a CBS News special on the ways English is used, misused and abused; and *Sail to Glory*, a re-enactment of the 1851 triumph of the yacht America over 14 British contenders. Sponsor is the F & M Shaefer Brewing Co., Brooklyn, N.Y., in various cities on the Atlantic seaboard.

'Seven Seas' specials ■ Seven one-hour television specials, titled *The Seven Seas*, will be produced by Four Star International in association with Italian oceanographer and film producer Bruno Vailati, it has been reported. Production will begin shortly on the project, which will include segments on the Pacific, Atlantic and Indian oceans, the Caribbean, Mediterranean and Red seas, and a combined hour on the polar seas.

Nine to go ■ The third in a series of 12 one-hour specials produced under the auspices of eight broadcast station groups will feature Buddy Greco, Susan Barrett and The Family Album. Billed as the "Broadcasters Specials," each segment in the series is titled *A Very Special Occasion*.

50 (PROGRAMING)

Mathes says client wants to play cupid

In an unusual development last week, J. M. Mathes, New York, which bills about \$12 million a year, asserted that it had been asked by a client to merge with a larger agency in order to retain a liquor account.

The account in question is Somerset Importers Ltd. (Johnnie Walker Red Label Scotch, Crawford's Scotch and Canada Dry bourbon, gin and vodka). It bills about \$5 million a year. Somerset is a division of Canada Dry whose soft drink advertising—unlike hard liquor—is a broadcast user (more than \$5 million a year in spot radio and TV).

Mathes officials did not identify the larger agency with which it supposedly was asked to merge. Somerset last week moved the liquor accounts to Needham, Harper & Steers, which bills approximately \$92 million a year. Canada Dry moved its ginger ale and mixer account out of Mathes to Benton & Bowles more than a year ago, and subsequently from B&B to Grey Advertising. The advertiser's Wink soft drink account was transferred from Mathes to Ted Bates & Co. last July.

Officials at Somerset declined comment on the Mathes statement.

Burlington buys two 'NBC Experiments'

Burlington Industries Inc., New York, will sponsor two programs of the *NBC Experiment in Television* series next season.

This marks the first time that any of the shows in the series—conceived by Julian Goodman, NBC president, and spelled out in an address he made at Western Kentucky University in August 1966—has been sponsored and the first time any of the programs will run in prime time. Both of the Burlington-sponsored shows will be scheduled for presentation in evening hours.

Another eight shows in the series will be shown on Sunday afternoons on NBC-TV. The series has been on the air the past two seasons covering a wide range of programming ideas, including two dramatic efforts from the Watts Writers Workshop at Los Angeles; a study of pioneering work underway for deaf actors (and shown primarily for deaf audiences); a bi-lingual romance story filmed in Prague; a personal view of Africa as seen through the eyes of an artist and photographer. In November 1967, *Experiment* presented an epi-

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1. GREAT SYMPHONY SERIES

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William Steinberg, mus. dir.

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Leopold Stokowski, mus. dir.

Taped live, Pittsburgh (27), and New York (12), With world famous soloists and conductors in programs of the world's best-loved symphonic classics.

(Cued for two 90-second and three 60-second commercials for local sponsorship—each program two hours)

2. THE WORLD OF JAZZ

Noted Jazz authority, John C. Wilson, probes the various jazz forms in this unusual 52-week series that features some of the great performers of jazz.

(Cued for 10 one-minute commercials for local sponsorship)

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Weekly programs (52) that survey the world's vast heritage of folk music in its various exciting and entertaining aspects.

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Each program available on exclusive basis—15,000 cycles, 7½ speed, 10-inch reels. Programs accompanied by cue sheet and press release for local use. Reasonably priced.

G. H. JOHNSTON, INC.

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BAR network TV-billing report for week ended May 26

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended May 26, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended May 26	Total dollars week ended May 26	1968 total minutes	1968 total dollars
	Week ended May 26	Cume Jan. 1-May 26	Week ended May 26	Cume Jan. 1-May 26	Week ended May 26	Cume Jan. 1-May 26				
Monday-Friday										
Sign-on-10 a.m.	\$	\$ 145.8	\$ 70.0	\$ 1,633.4	\$ 336.0	\$ 7,141.1	73	\$ 406.0	1,487	\$ 8,920.3
Monday-Friday										
10 a.m.-6 p.m.	1,205.7	25,691.3	2,677.1	63,619.6	2,239.4	48,060.1	990	6,122.2	19,254	137,371.0
Saturday-Sunday										
Sign-on-6 p.m.	810.3	23,385.9	511.1	20,959.9	524.2	9,927.5	251	1,845.6	5,191	54,273.3
Monday-Saturday										
6 p.m.-7:30 p.m.	271.0	6,682.1	513.0	12,579.6	469.7	13,589.0	94	1,253.7	1,836	32,850.7
Sunday										
6 p.m.-7:30 p.m.	45.6	2,537.6	150.0	4,707.2	192.6	4,439.4	19	388.2	438	11,684.2
Monday-Sunday										
7:30 p.m.-11 p.m.	4,244.8	107,745.7	5,345.1	134,652.5	5,435.9	132,585.6	470	15,025.8	9,076	374,983.4
Monday-Sunday										
11 p.m.-Sign-off	298.7	7,475.4	29.3	951.2	403.8	9,557.7	73	731.8	1,548	17,984.3
Total	\$6,876.1	\$173,663.8	\$9,295.6	\$239,103.4	\$9,601.6	\$225,300.4	1,970	\$25,773.3	38,830	\$638,067.3

Correction: ABC-TV's 7:30-11 p.m. figure for the week ending May 19, 1968, should be reduced by 66.0. The correction is reflected in the above year-to-date figures.

sode on Marshall McLuhan, concentrating on the man and his ideas.

NBC-TV said the two sponsored shows will be called "Burlington's Experiment in Television," and said that other details, including titles and showing date, would be announced with all of the *Experiment* shows.

Doyle Dane Bernbach, New York, is Burlington's agency.

Business briefly

Kendall Refining Co., Bradford, Pa., has purchased a 13-week participation on NBC Radio's *Chet Huntley's Perspective on the News* through Barber & Drullard Inc., Buffalo, N. Y. **Turtle Wax Inc.**, through Marvin H. Frank & Co., both Chicago, has brought 10-week sponsorship in *David Brinkley Reports*.

Sunkist Growers Inc., Los Angeles,

through Foote, Cone & Belding, same city, has scheduled a summer lemon promotion that will offer consumers a 25-cent coupon good toward the purchase of six or more Sunkist lemons in return for a box top or inner seal from any brand of tea. The offer will be carried to consumers primarily by a four-color, full-page ad in the July issue of *Readers Digest*. But a heavy schedule of network and local television announcements will reinforce the lemon-tea coupon offer. A special spot announcement will run on network TV in conjunction with other Sunkist orange and lemon commercials for the seven weeks from June 16 through July. Local spots will run in 64 key markets.

Metropolitan Life Insurance Co., through Young & Rubicam, both New York, will fully sponsor *Pro Football Report* following NBC-TV's American

Football League games during 1968-69 season. Metropolitan Life has also renewed participating sponsorship in NBC-TV's *Saturday Night at the Movies*.

Armour and Co., through Young & Rubicam, both Chicago, has ordered a schedule for the third quarter on CBS Radio's *News and Dimension*, promoting Armour Star franks.

Birds Eye Division of General Foods Corp., White Plains, N. Y., through Young & Rubicam, New York, will introduce five new products with spot-TV and print ads in northeastern and midwestern markets.

3M Co., St. Paul, through MacManus, John & Adams, New York, and **United Air Lines**, through Leo Burnett, both Chicago, will sponsor the Hawaiian International Open golf tournament for the second year. NBC-TV will broad-

TV set data for Ada, Okla.; Albany, Ga.; Meridian, Miss., and Miami

BROADCASTING's May 27 report on TV-set ownership figures of American Research Bureau contained errors due to the printer's transposition of lines for Ada, Okla., and Albany, Ga. as well as lines for Meridian, Miss., and Miami. The correct listings:

Market Name	Total TV households in ADI	Color Projected TV		ADL ownership		UHF Projected TV		Metro ownership UHF	
		households	Per cent	Projected households	Per cent	households	Per cent	Projected households	Per cent
Ada, Okla.	12,200	2,400	20	2,300	19	—	—	—	—
Albany, Ga.	71,700	19,800	28	18,100	25	—	—	—	—
Meridian, Miss.	61,400	12,400	20	9,900	16	—	—	—	—
Miami	545,000	177,800	33	209,100	38	318,400	58	220,300	59

cast the event from Honolulu Nov. 9-10 via satellite.

American Home Products ■ through John Murray, both New York, has made the first program purchase in ABC-TV's *The Don Rickles Show* for the fall. The program will be on Fridays, 9-9:30 p.m. NYT.

'How long can dull advertising hold out?'

American advertising too often undermines its own purposes because of its failure to come to terms with the psychology of affluence, its obsolete penchant for "gimmickry and exaggeration" in an age of sophistication, and its general adherence to "the 1936 picture of American society."

These were some of the views of Lee King, president and creative director of Edward H. Weiss & Co., Chicago, speaking to the Grand Rapids (Mich.) Advertising Club.

Mr. King pointed out that widespread prosperity is producing a new kind of American—one who rejects as phony the overt appeal to success, security and the snob instinct.

Such an approach might have been appropriate 35 years ago, he said, when our society was beset by basic economic worries, and "people in such circumstances needed symbols to help gratify those needs." Advertising has provided such symbols as "the man of distinction," recognizing that the consumer's need went beyond the product itself to include a corresponding vision of status and worth, Mr. King said.

When we look at such an advertisement today, he declared. "it seems a little ludicrous to us . . . because we implicitly recognize that the consumer is no longer that person."

According to Mr. King, the best of today's advertising has adjusted to today's new developments with humor, understatement, candor, and "a totally new style of communication in which the salesmanship is so adroitly blended with the craftsmanship that you can hardly tell which is which and, what's more, you don't care."

"In a society which is laughing gimmickry and exaggeration out of existence," Mr. King asked, "how long can ordinary, dull advertising hold out?"



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Yogi works for ACS

A new anti-smoking spot featuring Yogi Bear, aimed at young audiences and produced by Hanna-Barbera, is being made available to TV stations through local units of the American Cancer Society. The spot, available in 20- and 60-second versions, shows Yogi (above) admonishing his little pal Boo-Boo not to smoke and end up like the smoker who, animatedly, coughs his head off. The best way to quit smoking, Yogi counsels his friend, is never to start.

Rep. appointments . . .

- KAUZ-TV Wichita Falls, Tex.: Blair Television, New York.
- WWAM Cadillac, Mich.; KGGM Albuquerque and KVSF Sante Fe, both New Mexico; Avery-Knodel, New York.

PGW offers review of new TV code standards

Peters, Griffin, Woodward, New York, has prepared a guide to the National Association of Broadcasters' new television code standards, which become effective on Sept. 15.

The two-color folder is designed as a capsule review of changes in the code. It compares the old and the new code standards, element by element, covering nonprogram material, time allowed for nonprogram material, number of interruptions, billboards, number of consecutive announcements, length of station breaks and "integrated" announcements.

It also shows how the standards may apply to a sample network format covering a one-hour participating program followed immediately by a half-hour sponsored program during the 7:30-9 p.m. period on a weekday. PGW, TV station rep., points out that all nonpro-

gram material following the credits after the end of the one-hour program is outside the "main body" and therefore does not count as an interruption. It adds this cautionary note:

"Without proper attention this new element of the code would increase concentration of nonprogram material adjacent to local station-break position."

Copies of the booklet are available from any PGW office.

O&M loses Mead Johnson

Mead Johnson & Co., Evansville, Ind., will be moving its Metrecal diet products, Bib fruit juices and Pablum cereals out of Ogilvy & Mather, New York, as of Aug. 31. The account bills an estimated \$7 million, with about \$6.5 million in network and spot TV. A new agency has not yet been selected.

Scripto moves to D&C

Scripto Inc., Atlanta, with estimated billings of \$1.5 million, has moved to Daniel & Charles, New York, after Marschalk, an Interpublic company, resigned the account. Scripto spent over \$1 million in network television in 1967 according to Television Bureau of Advertising figures.

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Free
Trial

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Please send me the BRAIN for 13 weeks (no obligation). If we like what we receive we shall continue it (till forbidden) for \$2.00 per week, to be billed every 13 weeks. Otherwise we shall notify you at the end of 13 weeks and there will be no charge for the trial period.

STATION

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CITY

AUTHORIZED

TITLE

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Brain Radio
Box 875
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Daly walks out as VOA director

Says USIA boss Marks was undercutting his authority; praises staff as professional and dedicated

After a scant 12 months as head of the U.S. Information Agency's international broadcasting arm, Voice of America, John Charles Daly has decided it just isn't his line. The former host of CBS-TV's old *What's My Line?* told USIA Director Leonard H. Marks, in a bluntly worded letter last Wednesday (June 5), that his decision to resign was "dictated solely" by certain administrative practices of Mr. Marks's office. He also emphasized the departure was not related to "any effort to control or affect the content of VOA broadcasts."

The inter-office tiff that prompted Mr. Daly's resignation comes shortly after his first year as VOA chief. Mr. Daly was appointed May 29, 1967, succeeding NBC newsman John Chancellor (BROADCASTING, June 5, 1967).

Mr. Daly, who began his broadcasting career in Washington 31 years ago, joined CBS as a correspondent and news analyst in 1937, moved to ABC in 1949 and served as ABC vice president in charge of news, special events and public affairs from 1953 to 1960.

What piqued Mr. Daly were actions affecting senior VOA personnel that were allegedly initiated by Mr. Mark's office "during my recent absence from the country without advice to me." Mr. Daly said that when he returned to Washington, he protested "such maladministration."

Marks Stands Fast ■ "Despite these facts, and in full knowledge of the objection to such executive undercutting," he said, "an assistant representing your office has persisted in the previous action and directed the disposition of a senior VOA executive without discussion with, or reference to, my office." During a phone conversation June 5, Mr. Daly said, Mrs. Marks had declined to rescind the order.

Though not mentioned in Mr. Daly's letter, a management study of the Voice was instituted some time ago under the direction of Howard Chernoff, retired commercial broadcaster who has been a consultant to Mr. Marks (CLOSED CIRCUIT, May 6). Mr. Chernoff was presumably the "assistant" to whom Mr. Daly referred in his letter.

Mr. Daly used his resignation letter to praise VOA as "highly professional" with a staff that is "dedicated . . . to every specific value of the profession of journalism" that gives it distinction.



It was barely more than a year ago when Mr. Daly (r) assumed his new duties at VOA and, flanked by Mr. Marks, faced his first news conference.

The VOA administration, he said, can have no less dedication or principle.

In a "Dear John" letter Mr. Marks said he accepted the resignation with regret. Mr. Daly and his colleagues, he said, had maintained the "highest standards of program integrity," and Mr. Daly "should derive great satisfaction from the record of achievement" made in his tenure.

"I hope that, as a journalist and a broadcaster," Mr. Marks said, "you will maintain your interest in the work of the agency and that we can in the future call upon your valued advice and counsel."

Mr. Daly declined to identify the persons involved in the dispute or to comment further on his letter. Mr. Marks could not immediately be reached for comment.

Abroad in brief . . .

Commercial production ■ Colodzin Productions Inc., New York, through its affiliates, Zodiak Films Ltd., Montreal, will enter TV commercial production in the Canadian market. Zodiak is currently engaged in the importation, distribution and production of foreign films.

FC&B appointed ■ Foote, Cone &

Belding Ltd., London, has been appointed by Ideal-Standard of Hull, the English subsidiary of American-Standard, Inc., to handle advertising. Ideal-Standard manufactures industrial and residential heating equipment and bathroom ware.

Impact of BBC local radio still doubtful

With eight months gone and 16 months to go, the success of the experiment in local radio broadcasting by the BBC in England is still a matter for speculation.

So far, local audience checks provide evidence that the listening public is apathetic. To counteract this pessimistic impression the BBC is now mounting a survey of its own which, it expects, will show that the broadcasts have made a real impact on local listening habits.

In fact, according to the number of VHF radio sets installed or on order, audience interest is relatively high, and the fundamental problem remains one of financing.

Hugh Pierce, manager of the project, confessed that "lack of money is a hell of a worry." He added: "I think there's going to have to be some rethinking on the financial side, but this is a problem for the General Post Office rather than for us."

The experiment will be completely reviewed by the postmaster general at the end of 1969, when the older stations will have been operating for two years. Six are already in service and the last two will go on the air in the next few weeks.

Results of the BBC survey are expected to provide the clue to local councils on whether to continue their participation or not. They are also expected to give a lead to the postmaster general on the hotly contested question of radio advertising which, many feel, could make the local stations viable commercial enterprises.

CBC's election service

Both the English and French networks of the Canadian Broadcasting Corp. will offer election-night coverage in Canada on June 25. On the CBC's northern service the returns will be heard in several Indian and Eskimo languages. The English and French reports will also be fed to stations of the Canadian Forces Brigade and air division stationed in West Germany.

French workers halt radio, TV

Newsmen seek journalistic freedom; total of 14,000 walkout on their jobs

A near-paralysis of broadcast activity in France was reported last week in an internal struggle against government interference in broadcasting. Striking broadcast newsmen seek a charter revision that would permit objective reporting on radio and TV (BROADCASTING, June 3).

The broadcast strike was described as fully effective. It was sparked during the waves of worker-student strikes that rocked the DeGaulle government in recent weeks but which appeared to be receding last week.

The strike of broadcast newsmen, producers and directors and technicians—reported totaling 14,000—appeared more in line with classic French labor strikes of the past in which walkouts were called to dramatize differences in policies.

Among last week's developments was a concession by the DeGaulle government. The broadcast system's director general, Jacques-Bernard DuPont, was fired by the government on June 5 after he had hired outside technicians in an attempt to put facilities back on the air.

While technicians were striking principally for higher pay, newsmen and production people were at odds with the government over news objectivity. The walkouts had been spotty at first but by June 3 they had encompassed most personnel, including those in radio. Initially radio newsmen formed an unofficial cadre to broadcast news during the French crisis and for which members took "responsibility" as opposed to government directives, but on June 3 the radio journalists decided to walk out.

More Money ■ Just before the radio newsmen's action, Yves Guena, a newly appointed minister of information, offered newsmen higher pay. He did this in a broadcast on the air, promising also that the Gaullist government would study the demand for charter revision. The Guena broadcast was followed on the air by a newsman's statement that police had surrounded the radio headquarters, that the offer was being rejected and radio newsmen would join their TV colleagues.

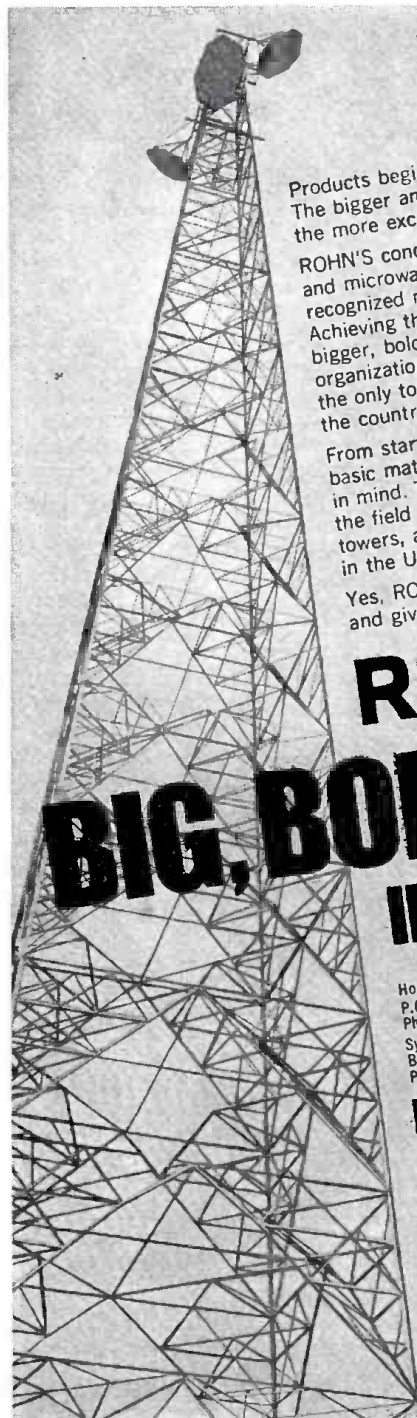
It was believed by French journal-

ists that the ministry of information was stalling action until a decision on a charter revision is made by either President Charles DeGaulle or Premier Georges Pompidou. A general election has been called for June 23.

The French government used military technicians to man a reserve transmitter atop the Eiffel Tower in Paris. The transmitter was put into operation in the place of the regular transmitters. Only one news show nightly, *Tele-Soir*, was being telecast. No other programming was scheduled. The strike by technical personnel was in its 18th day last

Thursday (June 6).

On that day striking broadcast newsmen voted a resolution informing their American colleagues of "regret at being unable in this critical moment in American history to do their work of reporting" full details of Senator Robert F. Kennedy's death and that they had cancelled planned demonstrations as a sign of mourning. They said the demonstrations were "planned this afternoon in Paris to obtain impartiality of reporting on the French radio and television which is a common goal of all its personnel."



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A call for EIA leadership

Motorola's Galvin, addressing convention in Chicago, says association should chart communications policy

The Electronic Industries Association should take the leadership in coordinating the efforts of the electronics industry and the government to develop compatible systems of communications. This could involve efficient spectrum use as well as hardware standards.

This was the basic thrust of the report to the EIA membership given in Chicago last week by retiring EIA President Robert W. Galvin, board chairman of Motorola Inc. The annual meeting was the 44th convention of the EIA.

Mr. Galvin, taking note of the varied technical developments and the diverse EIA activities which involve communications policies and standards, said "no other association has the facilities, the broad industry representation or the established reputation to assume a leadership role in the development of compatible government and industry policies, standards and techniques required by the many and varied information systems."

Spectrum Use ■ He pointed out that many EIA activities and conferences with government agencies now are virtually routine. "In addition to long-established groups such as the land-mobile communications, microwave and broadcast-equipment sections and the newer CATV, amateur-radio and citizens-radio activities," he explained, "we have become deeply involved in studies of the most efficient use of the spectrum, proposed regulations of compu-

ter-communications networks and government plans for and uses of the new communication facilities."

The expanding uses of information networks in banking, transportation control and reservations, hospitals, libraries, education and the transmission of scientific, legal, technical and crime-detection data, Mr. Galvin said, "point to the ultimate growth of an industry equal to any but our defense and space market."

Mark Shepherd Jr., president of Texas Instruments Inc., was elected president of EIA succeeding Mr. Galvin (see page 64). The Motorola executive had served two terms.

At the EIA board meeting last Thursday the association's executive vice president, James Secrest, was re-elected. Three staff vice presidents also were re-elected: Jack Wayman, consumer products division, Tyler Nourse, parts division and distributor products, and William H. Moore, government products division.

Organization Study ■ Mr. Shepherd Thursday appointed L. Berkley Davis, Washington vice president of General Electric Co., to be chairman of an ad hoc committee which is to study the whole organization of EIA. The purpose is to consider "changes leading to a more effective structure to serve the complex electronics industry," Mr. Shepherd said.

"Public demand for color television continues strong although not as high

as earlier forecasts indicated," Mr. Galvin reported. "Monochrome set sales are showing remarkable vitality in competition with color due largely to the popularity of portables and small-screen receivers. Color sales should hit an annual rate of six-million units and total TV-set sales should reach 11-million units or better, he said.

Mr. Galvin said the present trends for the electronic industry as a whole "are favorable although mixed." He said total factory sales of all products will hit a new high of about \$23 billion this year, but the rate of growth will be less than in 1967.

Electronic industry sales (millions of dollars):

Market	1967	1968*	% Increase
Consumer	\$ 4,324	\$ 4,500	4.1
Industrial	5,736	6,100	6.3
Government	11,422	11,945	4.6
Replacement components	650	665	2.3
Total	\$22,132	\$23,210	4.9

*Estimated

Radio-TV imports for quarter down somewhat

Foreign label imports accounted for 43.5% of all radio sets sold in the U.S. during first quarter of 1968, according to the Electronics Industries Association.

Percentage peaked at 59.3% for all AM-FM or FM receivers.

In television, only 3.9% of sales in the first three months of the year bore labels of foreign makers. EIA did not separate monochrome from color TV set sales.

Among AM home receivers, 52% were foreign imports, and among AM-FM or FM only, 32.5%. Automobile radio imports ran 13.9% for AM sets, and 13% for AM-FM or FM only. For total radio, imports accounted for 36.5% of AM set sales, and 59.3% for AM-FM or FM-only sets.

In the first quarter last year, 45% of all home radios bore foreign labels, and 7% of all TV sets.

Total U. S. sales for the three months ended March 31:

	Home Radio	Auto Radio
U. S. factory sales		
AM	1,039,862	2,237,178
AM/FM or FM	405,717	265,490
Imports, domestic label		
AM	717,596	—
AM/FM or FM	483,668	—
Imports, foreign label		
AM	1,930,862	361,660
AM/FM or FM	1,646,302	39,631
Total, U.S. sales		
AM	3,688,320	2,598,838
AM/FM or FM	2,535,687	305,121

	Television (Monochrome and color)
U.S. factory sales	2,486,157
Imports, domestic label	200,972
Imports, foreign label	108,945
Total, U.S. sales	2,796,047

6-10-68

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--	--

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FCC eases rules on translators

VHF power increase in West, UHF's selling of spots authorized by commission

The FCC, following a wide-ranging review of its translator rules and policies, has decided to remove some of its shackles from translator operations in order to facilitate expansion of off-the-air television service.

The commission last week adopted rules permitting VHF translators west of the Mississippi (including Alaska and Hawaii) to increase power from 1 w to 10 w and authorizing UHF translators to originate spots soliciting and acknowledging financial support.

The commission initiated the translator proceeding last year as part of a continuing effort to develop means of helping television meet the needs for service that have led to the establishment and growth of the CATV industry (BROADCASTING, June 6, 1967).

And the conclusion of the proceeding last week represents something of a victory for the National Television Translator Association which, first under Ed Craney, former Northwest broadcaster, and then Nat Allen, has pressed for liberalization of the translator rules.

Extends Area ■ One of the amendments adopted will permit VHF station licensees to operate VHF translators outside the stations' grade-B contour, unless the area is within another station's service area.

Another will permit stations to contribute to the maintenance and operating costs of community-owned VHF translators carrying their signals.

The new rules were adopted by all six commissioners present last week. But only three—Chairman Rosel H. Hyde and Commissioners Lee Loevinger and James J. Wadsworth—endorsed the final order. Commissioners Robert E. Lee, Kenneth A. Cox and Nicholas Johnson concurred in the result. Commissioner Robert T. Bartley was absent.

In permitting the power increase of some VHF translators to 10 w, the commission said it was taking "a calculated risk." It noted that translator service was not created to provide wide-area coverage but as a way for communities to obtain television reception at reasonable cost.

Greater Power ■ The commission said it had been persuaded that the 1-w

limit was inadequate to serve the needs of some communities. But it also said that, since UHF translators can be used where still higher power is needed—they are authorized to operate at up to 100 w—there is no justification for power above 10 w for VHF translators at places where there are no channel assignments. VHF translators may operate with 100 w on assigned but unoccupied channels.

The commission rejected requests from some of those offering comments in the proceeding that it increase the permissible power of VHF translators east of the Mississippi. However, it said it would consider requests for waivers of the 1-w limitation if they are accompanied by showings of need and of safeguards that would be employed against interference.

The new rule giving UHF translator operators limited authority to originate programming could go far to eliminate their financial problems. The spots, which will be limited to one 20-second announcement per hour, may include commercial messages for sponsoring organizations.

The FCC said the greater danger of interference on VHF channels bars extending the authorization for the solicitation spots to VHF translators.

Fighting CATV ■ The commission had considered permitting licensee-owned VHF translators to operate within the service area of other stations. The commission said that if a nonduplication condition were attached to such an authorization it would help the translator-owning station withstand CATV competition.

However, the commission dropped the idea, on the ground that it would tend to dislocate its national TV system of allocations and lead to a proliferation of VHF translators which would pose the danger of electrical interference to television stations and other users of the VHF portion of the spectrum.

UHF translators are not barred from operating within the service area of stations whose signals they don't carry. The commission said it had decided against imposing such restrictions in the interest of encouraging the development of UHF service.

One proposal the commission turned down, with "regret," would have provided for a rulemaking aimed at permitting translators to originate programming beyond the limited commercial announcements. The commission said there is considerable appeal in the proposal to give small communities an outlet for self-expression. But it said the technical hurdles involved in bringing the idea to life "appear insuperable at this time."

The commission said that it would have to continue to look to a proposal

—now three years old—for establishing a new service of low-cost, low-power UHF stations that would operate in small and medium-sized communities (BROADCASTING, June 14, 1965).

Added Actions ■ In other matters in the proceeding, the commission:

■ Upped from 30 to 50 db the amount of attenuation required of VHF translators of more than 1 w in frequencies more than 3 mc above and below the upper edges of assigned channels. The commission said that the present 30 db requirement is "overly lenient."

■ Rejected a proposal to permit translators to be used exclusively to relay television signals to other translators. The commission said translators are not intended to provide a point-to-point service.

■ Put off for further study the question of whether it should adopt rules requiring translators to afford nonduplication protection to television stations. The commission said that, in the meantime, it would continue handling the issue on a case-by-case basis.

The commission also dropped proposals for lifting the ban on VHF translators in areas with predicted UHF service, for imposing special requirements on translators rebroadcasting educational television signals and for giving preference to television licensees over nonlicensees in granting authorizations for translators.

Technical topics . . .

Automatic film processor ■ Houston Photo Products Inc., Yuma, Ariz., has introduced an eight-foot-long film processor for 16mm and super 8mm Ektachrome film. Model E-16-8-30, designed for TV stations for processing color news reels as well as schools, small labs and industrial plants, will process from 15 to 18 100-foot reels per hour.

UHF to color ■ RCA Commercial Electronic Systems Division has received a contract to supply nearly \$1 million in studio and transmitting equipment to WAUB-TV Lorain-Cleveland, United Artist's UHF station. The station will use RCA color television film systems. WUAB-TV will begin broadcasts this fall on channel 43.

Lab glossary ■ A glossary of laboratory terms, a detachable footage chart and diagrams and tips on how to prepare "A" and "B" 16 mm originals for printing are all contained in a new 28-page film and video-tape processing catalogue and price list offered without charge by Acme Film and Videotape Laboratories. Acme, a subsidiary of Filmways Inc., is located at 1161 North Highland Avenue, Hollywood, Calif. 90038.

Chris-Craft, W7 talk merger

Preliminary discussions have been held on the possible merger of Chris-Craft Industries Inc., Oakland, Calif., and Warner Brothers-Seven Arts Ltd., Toronto and New York, it was announced by the two companies last week.

The announcement said that "no terms for any merger or consolidation have been agreed to, nor is there any assurance that a satisfactory proposal will eventuate." The two companies are not now holding meetings, it was said.

Chris-Craft will consummate a merger later this month with the Baldwin-Montrose Chemical Co., which is the principal stockholder (BROADCASTING, May 20). The surviving company will be Chris-Craft, a major manufacturer of pleasure boats; owner of three TV stations (KCOP[TV] Los Angeles, WTCN-TV Minneapolis and KPRTV[TV] Portland, Ore.), and manufacturer of carpet and padding, mainly for the auto industry. Baldwin-Montrose manufactures industrial and agricultural chemicals.

No Stranger to TV ■ Herbert J. Siegel, chairman and president of Chris-Craft, is no stranger to the entertainment industry, including television. At one time, he was board chairman of General Artists Corp., a leading talent agency involved in TV packaging and sales, and was an executive with Official Films several years ago. He headed a dissident group that made an unsuccessful attempt to win control of Paramount Pictures Corp. The Siegel group subsequently sold its Paramount stock to Gulf & Western Industries, which

then acquired Paramount as a subsidiary.

Warner Brothers-Seven Arts was formed last summer, resulting from the acquisition by Seven Arts of the assets of Warner Brothers. The merged company is active in the production and distribution of motion pictures to theaters and the distribution of series, specials and feature films to TV. Eliot Hyman is chairman of W7.

For the nine months ended March 31, Warner Brothers-Seven Arts had net income of almost \$5.3 million, or \$1.40 a share, on sales of \$137.7 million. A combined statement of income of Chris-Craft and Baldwin-Montrose for 1967, according to a recent proxy statement, shows that combined revenue as approximately \$85.8 million, with net income of almost \$4 million, or \$2.32 a share.

\$35-million long-term debentures from MGM

Metro-Goldwyn-Mayer, New York, has filed a statement with the Securities and Exchange Commission seeking registration of \$35-million in convertible subordinated debentures due 1993 (BROADCASTING, May 27). The debentures will be marketed by Merrill Lynch, Pierce, Fenner and Smith and The Blythe Co., both New York.

Net proceeds from the debentures and initial borrowing of \$35 million under a \$50-million, three-year revolving bank credit agreement will be used to repay short-term notes amounting to \$70.5 million and to meet the rising costs of film production. MGM also has \$18,181,000 in long-term notes due in 1972.

ITT gets \$19.6 million for some Comsat shares

International Telephone and Telegraph Corp. announced last week the offering of 316,250 shares of class B common stock of the Communications Satellite Corp., Washington, at \$62.25 a share. The offer, reportedly, has already been sold out at \$19.6 million.

ITT will retain 500,000 Comsat shares and remain its second largest stockholder. The largest block of Comsat stock is held by AT&T.

The offering was made through a nationwide group of underwriters headed by Kuhn, Loeb and Co. and Lazard Freres and Co.

Sonderling has plan to add new companies

Sonderling Broadcasting Corp. is actively seeking new acquisitions to further diversify, Egmont Sonderling, chairman and president of the group owner, told stockholders in Chicago last week at the company's first annual meeting since going public in May 1967. The expansion will be in the fields of TV program production, publishing and recreational industries and services, he indicated.

Sonderling, which has six AM and three FM outlets under its banner and in January acquired WLKY-TV Louisville, a fortnight ago bought Trim Telefilm Service Co., New York, an area distributor and expeditor of TV film commercials, for more than \$1.5 million in stock and cash (BROADCASTING, June 3). Trim will be merged into Modern Teleservice Inc., New York, acquired earlier this year. Modern distributes TV commercials nationally.

Sonderling also has shown interest in purchasing WAST(TV) Albany, N. Y., for \$8.5 million (CLOSED CIRCUIT, May 6) and reportedly may sell WDIA Memphis and KFOX Long Beach, Calif. (CLOSED CIRCUIT, June 3).

Sonderling stockholders voted to create a new class of one million shares of preferred stock without par value to be issued as determined by the board of directors. They also approved an increase of authorized capital stock from two million to four million shares and the adoption of an employees' stock option plan. Sonderling Broadcasting scored record highs in revenues and incomes for the year 1967 and the first quarter of 1968 (BROADCASTING, June 3, April 15).

"We expect to increase sales and earnings for all of our broadcast properties in 1968," Mr. Sonderling reported. In May most of our stations reached new high levels of gross revenues and earnings," he said.

WJRJ-TV shows loss; wants to go public

Rice Broadcasting Co., licensee of WJRJ-TV (ch. 17) Atlanta—which began operations less than a year ago and as of March 31 had sustained a net loss of over \$305,000—has decided to go public.

The company filed a statement with the Securities and Exchange Commission last week seeking registration of

Metromedia offering

Metromedia Inc., New York, has filed a statement with the Securities and Exchange Commission seeking registration of 329,196 shares of stock at \$37.75 a share, estimated to produce \$12,527,149.

Selling stockholders are: Massachusetts Mutual Life Insurance Co. (96,839 shares); The Mutual Life Insurance Co. of New York (129,525 of 151,811 shares held); and Fidelity Fund Inc., Puritan Fund Inc. and Northwestern National Life Insurance Co., all of 30,596, 49,963 and 22,273 shares held, respectively.

130,000 shares of stock (approximately 35%) at \$4.75 per share which is expected to yield \$617,500. The original investors in the station, headed by Atlanta businessman Jack M. Rice, will retain 65% of the outstanding stock for which they paid \$626,662 or \$2.68 per share.

WJRJ-TV will use \$200,000 to pay short-term bank loans and the remainder will be used to meet operating expenses. Rice estimates that in the next year the company must be prepared to meet about \$500,000 in operating expenses. As of March 31 the station incurred \$413,801 in operating expenses, while receiving \$108,105 in gross revenues (minus commissions) which resulted in a net loss of \$335,000 or \$1.97 a share.

Located in the nation's 21st market (19th TV market), the station got 71.9% of its revenue from local advertising, 14.9% from national spot and 13.2% from "miscellaneous", according to the registration statement. Atlanta Telemeter Inc., a pay-TV firm, is a wholly owned subsidiary of Rice Broadcasting.

W. R. McKinsey, Rice president, will receive \$30,000 for 1968, \$32,500 for 1969 and \$35,000 in 1970. The remaining 13 officers and directors will each receive less than \$30,000 annually. From Sept. 1 to Dec. 31, 1967, the 14 officers and directors of the station received an aggregate of \$27,500.

Downe's people added to bigger Bartell board

Bartell Media Corp., New York, enlarged its nine-man board to 16 last week, adding several representatives from Downe Communications Inc., New York. The action was interpreted as averting a battle with Downe for control of Bartell.

Neither the supporters of Bartell nor of Downe would reveal how many new directors are allied with Downe or whether that company now controls the board. Edward R. Downe, president and chairman of Downe, said the compromise settlement no longer makes it necessary for him to carry through his threat to call a special Bartell shareholders meeting to gain control of the company.

Downe last month purchased additional stock interest in Bartell, which is active in magazine publishing, CATV and TV-radio station ownership (BROADCASTING, June 3). Downe owns *Family Weekly*, syndicated newspaper supplement; conducts a mail-order business, and distributes pet products and aquarium supplies.

Stock split approved by MCA stockholders

MCA Inc. stockholders approved a 3-for-2 stock split and an increase of authorized common shares without par value to 9,750,000 at the company's annual meeting in Chicago last week. At the 20-minute session stockholders also voted in favor of employee stock option and investment programs and re-elected present directors.

Worldwide production and distribution of TV programs accounted for about 45% of gross revenue in 1967, according to the MCA annual report distributed at the meeting. Motion pictures accounted for about 30% and music and records about 20%.

For the year ending Dec. 31, 1967:

	1967	1966
Net income per common share	\$3.20	\$2.76
Revenues	224,338,898	218,137,751
Earnings before taxes	28,135,140	26,569,194
Net income	15,680,140	13,619,194

RCA offering sold out

A 300,000-share secondary stock offering by RCA was oversubscribed after reaching the market at \$49.125 a share. The offering was worth \$14,737,500 and was made through Merrill Lynch,

Pierce, Fenner & Smith Inc., and Goodbody & Co. The source of the offering was not identified.

Rust Craft CATV is up, broadcasting down

Rust Craft Greeting Cards Inc., parent company of Rust Craft Broadcasting Corp., (group operator), reported the second-best year of its 61-year history, despite a net income drop in its broadcasting division. The company's annual report notes higher costs, attributable to conversion to full-color facilities, have not been offset by increased revenues.

Rust Craft, also a multiple CATV owner, had a 55% gain in CATV subscribers during the year bringing the total to 28,000 customers. Operating under the name of Neptune Broadcasting Corp., Rust Craft owns CATV systems in Steubenville and Martins Ferry, both Ohio, and Moundsville, W. Va. Rust Craft also has partial interests in CATV systems in East Liverpool, Marion, Lima and Lisbon, all Ohio, and in New Castle, Pa.

For year ended March 3:

	1968	1967
Earned per share	\$2.51	\$2.82
Sales	44,386,513	43,311,515
Net income	1,953,609	2,186,110
Average number of shares outstanding	779,376	776,260

Notice

On May 28, negotiations were completed for the purchase of KOME Inc., Tulsa, Oklahoma by Tracy-Locke Company Inc., Dallas, Texas.

KOME Inc. was formerly owned by David Wagenvoord, who is the operator of WWOM-AM-FM-TV, New Orleans, Louisiana.

Tracy-Locke Company Inc. is one of the largest advertising agencies in the Southwest.

Sales price \$500,000

Broker:

La Rue Media Brokers, Inc.

**116 Central Park South
New York, N. Y. 10019
(212) 265-3430**

KLYD fined \$3,000 for alleged rigged contest

KLYD Bakersfield, Calif., has been notified by the FCC of its apparent liability for a \$3,000 fine for what the commission said was contest rigging.

The commission's notification indicated that the station manager, Richard L. Venturino, apparently had rigged a "Win-a-Honda" contest in which four of the 12 motorcycle prizes went to relatives of advertisers or advertising agents. The commission said that the four winners were told by Mr. Venturino "that they would be winners and what to do to get the prize." The commission also stated "it appears that the station manager engaged in a scheme for the purpose of prearranging or predetermining the outcome of the 'Win-a-Honda' contest with intent to deceive the listening public. . . ."

Officials of Kern County Broadcasting Co., licensee of KLYD, disclaimed knowledge of situation. However the commission said "lack of knowledge on

the part of the licensee does not relieve the licensee of the responsibility." The contest was held last October.

Drumbeats . . .

Listeners respond ■ Don Warren, host of the *Good Morning Show* on who Des Moines, Iowa, made an appeal for donations for 15-year-old Leanna Prill of Lanesboro, Iowa. Leanna, daughter of Mr. and Mrs. Richard Prill, has to have a kidney transplant, which will cost \$20,000. Listeners in the who coverage area responded with over 4,000 pieces of mail containing \$10,606.31.

Soap Box Derby ■ Among the local sponsoring organizations for Chevrolet's 31st Soap Box Derby are 25 television and 39 radio stations. First-time sponsors are WDVA Danville, Va., WHLD Niagara Falls, N. Y., WEBO Owego, N. Y., and KEWI Topeka, Kan. The 244 local champions will compete for \$150,000 in U. S. Savings Bonds and college scholarships in Akron, Ohio, on Aug. 24.

'High Eminence' ■ FCC Commissioner

Lee Loevinger was awarded the outstanding achievement award by the University of Minnesota at the university's law school senior recognition exercises, in Minneapolis, on Friday (June 7). The award is given former students who "have achieved high eminence and distinction." Commissioner Loevinger is a former member of the Minnesota Supreme Court and was a chief of the Justice Department's antitrust division.

Faculty education ■ Corinthian Broadcasting Corp.'s first faculty internship in broadcast journalism was awarded to Gene R. Stebbins, assistant professor of speech at Sacramento (Calif.) State College, it was announced last week in New York. Mr. Stebbins will be serving his summer internship at one of Corinthian's five stations. Mr. Stebbins teaches broadcast writing, production and television direction and serves as advisor to KERS(FM), the college's station.

Top animal actors ■ Arnold, the pig featured in Filmways-CBS-TV's *Green Acres* series, is the top animal actor in television, according to a pool of television, motion picture and pet writers representing newspapers throughout the U. S. The poll, for the 18th consecutive year, was sponsored by the American Humane Association. An award for the best animal performance in a television commercial, presented for the first time this year, went to Zamba, the lion in the Dreyfus Fund commercials.

Successful auction ■ A five-day fundraising auction for KLRN(TV) San Antonio, Tex., proved successful, according to Dr. Harvey Herbst, station manager of the educational channel, who announced the grand total earned by the event was \$85,959.53.

'Esquire' honors art projects

Esquire magazine presented 21 "Business in the Arts" awards and 23 "honorable mention" citations last Monday (June 3) to companies sponsoring "noteworthy" art projects during 1967. Broadcast award winners were AT&T for sponsorship of the *Bell Telephone Hour* on NBC-TV; Burger Chef Systems Inc. for sponsorship of 12 Indianapolis Symphony Orchestra concerts televised in that city; Capitol Broadcasting Co., Raleigh, N.C., for sponsoring tours of National Opera Co.; Illinois Bell Telephone Co. for underwriting the *Chicago Festival* series of weekly programs on WTTW(TV) and WXXW(TV), both Chicago, and WBZ-TV Boston, for creating the national instrumentals competition.



The Speaker brings down the house

Speaker of the House John McCormack matched wits with teenage TV quiz winners in his Capitol Hill offices and the Massachusetts Democrat had the youngsters in stitches. Two teams of eighth-graders, winners of competition on *Jr. High Quiz* on WTAE-TV Pittsburgh under sponsorship of Pitts-

burgh National Bank, also visited other Washington officials including FCC Commissioner Nicholas Johnson. At left is R. Clifton Daniel, WTAE-TV public service director. In background to Speaker McCormack on right is Ricki Wertz, moderator of *Jr. High Quiz*, and Frank Bollinger of WTAE-TV.

FATES & FORTUNES

BROADCAST ADVERTISING

Dale A. Knight, secretary-treasurer of Gardner Advertising Co., New York, also elected VP. **Stu Hyatt**, with Young & Rubicam, New York, returns to Gardner, that city, as copy chief. **Mike Blatt**, with Wells, Rich, Greene Inc., New York, joins Gardner there as executive art director.

James K. Jurgensen, senior VP with Lilienfeld & Co., Chicago, named executive VP.

Earle Bower and **John Deacon**, account supervisors with Cunningham & Walsh, New York, elected VP's.

Jules Bacal, **Edward Hannibal**, **Sidney Lerner** and **Thomas Ong**, VP's. Benton & Bowles, New York, named associate creative directors.

Kenneth C. Mehrhof, VP and account group supervisor, Fuller & Smith & Ross, New York, named VP and manager, FSR's Pittsburgh office, succeeding **John Leahy**, who has resigned. Mr. Mehrhof will also be management supervisor of Alcoa account.

Jim Underwood, formerly with KRLD-TV Dallas-Fort Worth and on staff

of Texas attorney general, named VP of Creative Agency Associates Inc., Dallas.

Mike Biety and **Louis Fuller**, account executives with Mathisson & Co., Milwaukee, named VP's.

Lee Kahn Block, media director; **Margaret Dillon**, PR account executive; **Donald Hendry**, account executive, and **Tamara K. Homer**, fashion director and account executive with Allerton Berman & Dean, New York, named VP's.

Roy D. Gould, TV-radio director of Hume, Smith, Mickelberry Advertising, Miami, named VP.

Richard Lane, with KPRO Riverside, Calif., named VP in charge of sales.

W. Warren Armstrong, account executive with Lieberman Associates Inc., Allentown, Pa., named VP.



Mr. Vrba



Mr. King

John R. Vrba, general sales manager at KBTW(TV) Denver, named director of television sales for Avco Broadcasting Corp. (group owner), Cincinnati. **Ken King**, account executive at KBTW, succeeds Mr. Vrba as KBTW general sales manager.

Jack Mealer, with Swain/Mealer Inc., Whittier, Calif., elected president of Western States Advertising Agencies Association.

Jeremiah Moynihan, associate media director of Campbell-Ewald Co., Detroit, named acting director of media.

Henry Halpern, VP at Basford Inc., New York, named media director for Communications Center Inc., that city.

Martin Mills, director of research and programing for Meeker Radio Inc., New York, named director of marketing and sales planning for Spanish International Network, that city.

Sangston Hettler Jr., account executive with NBC Radio, joins WEFM(FM) Chicago as director of sales development.

Paul Howard, art director for Ogilvy & Mather, New York, joins Wyse Advertising, that city, as senior art director.

Joseph G. Sheward, account executive with wtbg Philadelphia, named local sales manager.

Jim McLaughlin, with WNHC New Haven, Conn., joins Van Leeuwen Ad-

vertising Inc., that city, as broadcast creative director.

Stan Pappas, with Robert E. Eastman & Co., New York, named manager of company's San Francisco office. Mr. Pappas replaces **Mark Hurd**, whose future plans are unannounced.

Donald A. Wolff, with NBC Spot Sales, Chicago, named manager, John C. Butler Co., that city. **Jack W. Kortegast**, with KRLD-TV Dallas-Fort Worth, named manager, John C. Butler Co., Dallas.

Jack J. Moffitt, account executive with wjw-TV Cleveland, named general sales manager of WUAB-TV Lorain-Cleveland.

Stanley S. Stoller, local sales manager of wwdc Washington, resigns after 23 years with station. He will announce plans following vacation.

MEDIA

Dave Taylor, general manager of KPRO Riverside, Calif., named executive VP. **Ralph Lawler**, with KPRO, named VP in charge of station operations.

George B. Storer Sr., chairman of Storer Broadcasting Co., Miami Beach,

7 appointed by IVC

International Video Corp., company based in Mountain View, Calif., which designs and manufactures equipment for commercial broadcast, cable television and educational TV applications, has announced seven marketing appointments. **John D. Rockwell**, general sales manager and treasurer for Maryland Telecommunications, named national sales manager of IVC. **Richard J. Reilly**, district sales manager for IVC, named western regional sales manager. **Joseph S. Bottali**, distributor sales manager, named eastern regional sales manager. **William A. Fink**, IVC marketing services manager, named director of market development and product planning. **Paul W. Jantzen**, contract administrator for Precision Instruments Co., named manager, sales and service administration. **Frederick J. Haines**, project engineer for IVC, appointed manager, applications engineering. **Jerry Kraus**, government sales manager for GPL division, General Precision Systems Inc., named district manager for Southern California.

SPOTMASTER Solid-State Portable REMOTE AMPLIFIER



The RA-4CA is a lightweight, four-channel portable mixer amplifier specifically designed for remote broadcast or auxiliary studio use. It is completely self-contained and operates from either AC or batteries (switching automatically to battery operation if AC power fails); runs as long as 200 hours on low-cost "D" cells. It offers four microphone channels with master gain and P.A. feed, all controlled from the front panel. Lightweight construction (just 11 pounds with batteries), a convenient carrying handle and a snap-on front cover mean the RA-4CA can be easily set up to operate anywhere. For further information, please write or call today:

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Fla., also elected chairman of board of directors of Northeast Airlines Inc., Boston.



Mr. Bayliss

John F. Bayliss, VP and general manager of WSLR Akron, Ohio, elected executive VP of Welcome Radio stations WSLR and WOKO Albany, N. Y. He will continue as general manager of WSLR and will

act in supervisory capacity with WOKO. **Elliott N. Tarnofsky**, controller, Perfect Film Laboratories, New York, named controller, National Educational Television, that city.

Charles Renwick, program manager of WJW and WCJW(FM), both Cleveland, appointed general manager of WCJW.

Noble V. Blackwell, with WVOL Nashville, named VP and general manager.



Mr. Blackwell

Si Mael, VP and general manager of United Artists Records, New York, resigns, and begins his own company, Si Mael Associates, that city, new business and management consultant's organization designed to serve record and entertainment industry.

Herbert R. Shein, program director of WEOK-AM-FM Poughkeepsie, N. Y., named general manager of WKIP-FM, that city.

Franklyn Warren, manager, international management services of NBC

International Enterprises, New York, named director. He is succeeded by **William H. Kratch**, who was coordinator, international facilities.

Dee Gee, formerly with WESA Charleroi, Pa., and KLFM(FM) Long Beach, Calif., joins KJLH(FM) Long Beach, Calif. as general manager.

John C. Soller, director of promotion and merchandising, WKRC-TV Cincinnati, appointed station manager, WKRC-FM.

Joseph R. Moore Jr., with WGNE Panama City Beach, Fla., named station manager.

Bobby I. Bender, production manager of noncommercial WBUR(FM) Boston, named operation manager.

Frank Sumrall, WAML, Laurel, elected president of Mississippi Broadcasters Association for 1968-69. Others elected: **Bob McRaney Jr.**, WLBT(TV) Jackson, VP; **Walter M. Smith**, WPMP Pascagoula-Moss Point, secretary.

Alfred L. Schwartz, assistant general counsel of Metromedia Inc., group owner, New York, named general attorney.

Joe McFadden, personnel manager of WCAU Philadelphia, joins WIP, that city, as business manager.

Herbert A. Belkin, labor attorney for NBC, New York, named administrator, labor relations, West Coast, NBC.

PROGRAMING

Don R. Dillon, with Avco Broadcasting Corp., Cincinnati, joins WTTV(TV) Bloomington-Indianapolis as program manager, replacing **Howard Zuckerman** who goes into business for himself.

Michael T. Purcell, program manager of WPUT Brewster, N. Y., joins WEOK Poughkeepsie, N. Y. in similar capacity.

Frank Laseter, program director at WLOK Thomasville, Ga., joins WKCY Harrisonburg, Va. as program/operations manager.



Miss de Ryke

Madeleine de Ryke, coordinator of foreign sales with Four Star Entertainment Corp., New York, appointed foreign sales manager.

Elise Stewart, office manager for Noble-Dury & Associates Inc., Nashville, elected secretary-treasurer of Show Biz Inc., that city.

Jesse R. Ragan, program manager for KMEC-TV Dallas, joins WMCV(TV) Nashville as operations manager. WMCV is due to go on air in July.

Jerry Janes, with WTFM(FM) Lake Success, N. Y., named program director.

George W. Wood, newscaster for WOAI San Antonio, Tex., named director of community services for WOAI-TV. Mr. Wood succeeds **L. E. Richards**, who retires.

Bill Jay Bumpus, director of news and public affairs at WLAC-TV Nashville, also named operations manager.

Crawford Hawkins, Jr., executive producer and general manager, Midwest branch, Pacific commercials division of Pacific Titles Inc., Chicago, appointed executive producer, MPO Videotronics Inc., that city.

Dick Dietrich, with WJBK-TV Detroit, named executive producer.

NEWS

Sam Mercantini named news director of WSJV(TV) Elkhart-South Bend, Ind. and WTRC-AM-FM Elkhart.

Len Martin, news editor of WFDF Flint, Mich., joins KQV-AM-FM Pittsburgh as news director.

Myron Belkind, correspondent in charge of AP bureau at Kuala Lumpur, Malaysia, named chief of New Delhi bureau, replacing **Joseph McGowan**, who returns to U. S. **Lewis M. Simons**, AP reporter in Vietnam, succeeds Mr. Belkind at Kuala Lumpur.

Frank J. Schultz Jr., UPI, Dallas, named UPI's regional executive for north Texas region.

Jim Loughman, with WNUS Chicago, appointed news director of WEXI Arlington Heights, Ill.

Thomas H. Eynon, community information officer for city of Saginaw,

FCC's Paglin heads committee on agency procedure

Max Paglin, executive director of the FCC, is chairman of a committee on agency organization and procedure of the Administrative Conference of the U.S. Membership in 10 committees was announced last week by the conference, established last year following congressional authorization. The conference's purpose is to improve the procedures and actions of federal departments and administrative and regulatory agencies.



Mr. Paglin

Thomas H. Wall, a Washington communications lawyer who is one of the public members of the con-

ference (others represent agencies or departments) is a member of the committee on information, education and reports. **Paul Rand Dixon**, chairman of the Federal Trade Commission, is a member of the committee on compliance and enforcement proceedings.

A member of the administrative council, governing body of the conference, is assigned to each committee. **Rosel H. Hyde**, FCC chairman, is assigned to the committee on rule-making; **Leonard H. Marks**, director of the U. S. Information Agency, to information, education and reports, and **Frank Pace Jr.**, chairman of the Corp. for Public Broadcasting and one-time secretary of the Army, to personnel.

Mich., returns to WNEB-TV Bay City-Saginaw-Flint, Mich. as director of news and public affairs.

George Ruge, with KGO San Francisco, named news director. **Rick Weaver**, sports director for WBBM Chicago, joins KGO in same capacity.

Frank Q. Dobbs, with KPRC-AM-TV Houston, appointed assistant news director for special projects and associate producer for special programs.

Matt J. Quinn, news director at KDKA-AM-FM Pittsburgh, joins WKBF-TV Cleveland as manager of news department.

FANFARE

Ralph F. Freas, formerly with *Modern Hi-Fi & Stereo Guide* and *FM Listener's Guide*, appointed coordinator, corporate information, with NBC, New York.

D. G. Phelan, with radio/television department of Carl Byoir & Associates, New York, joins publicity department of Hill & Knowlton, that city, as director of radio/television.

Wallace R. Westphal, director of public relations for WOR-AM-FM New York, appointed director of advertising and promotion for WOR-FM.

Betsey Meese, WLWI(TV) Indianapolis, joins WKRC Cincinnati as director of promotion and merchandising.

Howard Liebling, magazine coordinator, 20th Century-Fox, New York, named director of publicity and advertising, Stanley Kramer Co., that city.

EQUIPMENT & ENGINEERING

Edmund R. Auer, controller for CBS Laboratories, Stamford, Conn., named VP for administration.

Earl R. Neely, with WOR-AM-FM-TV New York, named chief engineer for WXTV(TV) Paterson, N. J., due to begin broadcasting in July.

Steve Gibson, with KPRO Riverside, Calif., named director of engineering.

Robert G. Berg, Northwest video sales representative for Ampex Corp., Redwood City, Calif., appointed assistant chief engineer at KIRO-TV Seattle.

J. Lawrence Pozzi, maintenance supervisor at KBHK-TV San Francisco, named engineering manager.

Christopher S. Carver, manager of electronic systems marketing in consumer electronics division of General Electric Co., Syracuse, N. Y., appointed manager, business planning, in visual communication products department.

Howard Falk, associate editor of *Electro-Technology* magazine, New York, joins The Institute of Electrical and Electronics Engineers Inc., that

city, as manager of information services development.

David E. Karrmann, with engineering staff of Whitney Blake Co., New Haven, Conn., named manager of firm's coaxial cable division.

Raymond E. Davis, Midwest sales engineer for CATV systems division of Jerrold Electronics Corp., Philadelphia, named southern regional manager of that division, Atlanta.

Dennis E. Hersford, formerly managing director of 3M Co. subsidiary in The Netherlands, appointed marketing manager of Mincom division of 3M Co., St. Paul.

Donald S. Brown, formerly television engineer with KYW-TV and radio engineer with WPEN-AM-FM, all Philadelphia, joins FCC, New York, as electronic engineer.

ALLIED FIELDS

Mike Heimberg, sales manager of Media Statistics, Silver Spring, Md., resigns. No future plans announced.

Donald E. Bilger and **Michael L. Glaser** form Washington law firm of Bilger and Glaser. Both were associated with Smith, Pepper, Shack & L'Heureux law firm in Washington before establishing their own practice. Mr. Bilger previously was with Welch and Morgan, Washington.

INTERNATIONAL

Kenneth Rive, chief, Gala Films, and TV scriptwriter **Lord (Ted) Williams**, form their own company in England, Gala Co-Productions Ltd., which will produce feature films to be shown first on TV and later released to theaters.

Thomas Mayer, manager of broadcasting division of the Marconi Co., Chelmsford, Essex, England, appointed general manager, components, with responsibility for Marconi microelectronics division, specialized components division, Hackbridge Crystal Works and for Elliott-Automation Microelectronics Ltd. He is succeeded by **R. G. Williams**, who was manager of commercial services of broadcasting division.

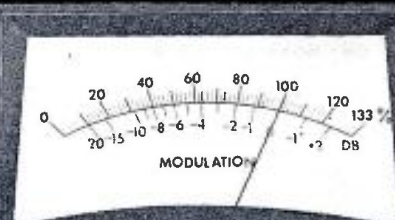
DEATHS

Arthur L. Malcarney, 55, executive VP and a director of RCA, died May 28 at his home in Haddonfield, N. J. He joined RCA in 1933 as inspector in Camden, N. J., plant, and held posts of foreman, superintendent, and plant

Graham Junior College RADIO AND TELEVISION BROADCASTING

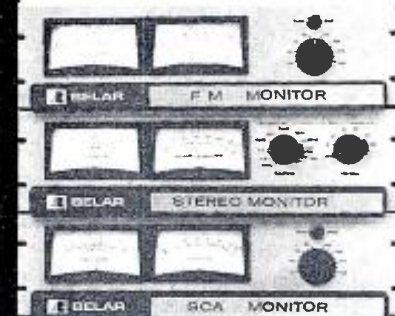
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manager before being elected VP in 1956 and executive VP in 1957. He was elected to board in 1961. Mr. Malcarney is survived by his wife, Anita, and three sons.



Mr. Armstrong

Cole A. Armstrong, 61, deputy director of Office of Telecommunications Management, Executive Offices of the President, died June 2 of apparent heart attack while working in garden at his home in Washington. Prior to joining White House staff in 1966. Mr. Armstrong was executive director of military communications division of Bell System. He is survived by his wife, Florence, and two daughters.

Walter H. Burnham, 81, retired vice-chairman of Doremus & Co., New York, died June 1 at Jersey Shore Medical Center at Neptune, N. J. He

EIA elects officers

Mark Shepherd Jr., president, Texas Instruments Inc., elected president of Electronic Industries Association, succeeding **Robert W. Galvin**, president, Motorola Inc. **Charles N. Hoffman**, assistant VP, competitive analysis-market research, Warwick Electronics Inc., re-elected chairman of EIA consumer products division. **George H. Fezell**, president, Magnavox Consumer Electronics Co., re-elected division vice chairman. (EIA convention story on page 56).

is survived by his wife, Anne, and three daughters.

Albert Spiro, 47, owner and general manager of WRKL New City, N. Y., died June 3 in Suffern, N. Y., of heart attack. Last year, his station was gutted by fire, then rebuilt, after broad-

cast of Mr. Spiro's controversial *Hot Line* program. He blamed racists for fire (BROADCASTING, July 31, 1967). He is survived by his wife, Elizabeth, son and daughter.

Charles Gay, 59, program director of WHTO-TV Dayton, Ohio, died May 30 at Kettering Memorial hospital in Dayton following heart attack. He is survived by his wife, Naomi, and son.

James B. Cahoon, 50, producer, writer and director of documentary and commercial motion pictures, died of cerebral hemorrhage on May 29 at Genesee hospital in Rochester, N. Y. Mr. Cahoon produced daily United Nations coverage and pilot films in mid-1950's for CBS-TV. He is survived by his wife, Janet, and two daughters.

Merritt O. Hartson Sr., 44, engineer at WMAR-TV Baltimore for 18 years, died May 31 following heart attack at his home in Randallstown, Md. He is survived by his wife, Doris, five daughters and one son.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 28 through June 5 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

APPLICATION

Tyler, Tex.—Festival Broadcasting Co. Seeks UHF ch. 14 (470-476 mc); ERP 539 kw vis., 112.6 kw aur. Ant. height above average terrain 600 ft.; ant. height above ground 405 ft. P. O. address: Suite 797, The Fair

Petroleum Building, South Broadway Street, Tyler 75701. Estimated construction cost \$786,000; first-year operating cost \$325,000; revenue \$575,000. Geographic coordinates 32° 27' 13" north lat.; 95° 07' 51" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-36JDA. Legal counsel Bilger and Glaser; consulting engineer Jules Cohen and Associates. Principals: James W. Fair, vice president (33.25%). J. G. Walker Jr., vice president (16.625%). Thomas W. Clay (16.625%). Thomas W. Hathaway, president (11.75%) and others. Mr. Fair is 50% owner of two oil companies, 40% owner of real estate development. 20% interest in KZAK Tyler, Tex., and has numerous other business interests. Mr. Walker is independent oil producer and has numerous other business interests. Mr. Clay is also independent oil producer. Mr. Hathaway is partner in law firm and serves as officer for real estate development firm and other companies. Ann. June 4.

FINAL ACTIONS

West Palm Beach, Fla.—Channel 25 TV Inc. Review board granted UHF ch. 25 (536-542 mc); ERP 721 kw vis., 144 kw aur. Ant. height above average terrain 626.1 ft.; ant. height above ground 649.5 ft. P. O. address: 321 South Main Street, Butler, Pa. 16001. Estimated construction cost \$628,000; first-year operating cost \$360,000; revenue \$360,000.

000. Geographic coordinates 26° 56' 35" north lat.; 80° 10' 23" west long. Type trans. TTU-30A. Type ant. TFU-30J. Legal counsel Cohen and Berfield; consulting engineer Robert L. Purcell. Principals: Jud L. Sedwick (99.6%) et al. Mr. Sedwick has investments in real and personal property including 50% interest in National Cable Television Corp., based in Connellsville, Pa. (multiple CATV owner), and a controlling interest in five independent telephone companies, 98% owner of Armstrong Utilities, owner of CATV systems in Butler, Pa. and Orrsville, Ohio, and numerous other business interests. In same action, applicant of Transamerica TV Inc. was dismissed with prejudice. Action June 3.

Anderson, Ind.—Anderson TV Corp. Broadcast Bureau granted UHF ch. 67 (788-794 mc); ERP 4,864 kw vis., 962 kw aur. Ant. height above average terrain 190 ft.; ant. height above ground 209.3 ft. P. O. address: c/o Raymond I. Kandel, president, 2588 Newport Boulevard, Costa Mesa, Calif. 92627. Estimated construction cost \$165,000; first-year operating cost \$83,200; revenue \$85,000. Geographic coordinates 40° 06' 19" north lat.; 85° 40' 49" west long. Type trans. RCA TTU-1B. Type ant. RCA TFU-6J. Legal counsel Mallick & Bernton; consulting engineer Silliman, Moffet & Kowalski, both Washington. Principals: Raymond I. Kandel, president (50%), and Joseph L. Cote III, vice president. John J. Cote, treasurer, and members of their respective families (50%). Mr. Kandel is partner in real estate building fund and other real estate endeavors. Messrs. John J. Cote and Joseph L. Cote III own retail grocery stores, restaurant, insurance company, insurance agency and CATV in St. Albans, W. Va. (Kanawha Cable Television Co.) Additionally Messrs. Cote and Mr. Kandel along with Chester E. Finn own WOHP Bellefontaine, Ohio with applicant for new FM there: WERT-AM-FM Van Wert, Ohio; WKLC-AM-FM St. Albans W. Va.; KYVA Gallup, N. M., and KTUC and KFMN(FM) Tucson, Ariz. Action May 31.

OTHER ACTIONS

■ Review board on May 28 in San Francisco, TV broadcast proceeding, Docs. 16678-16681, granted joint request filed on May 24 by Bay Broadcasting Co. and Reporter Broadcasting Co. and extended time until ten days following denial of joint request for approval of settlement agreement to be submitted, within which to file exceptions to initial decision.

■ FCC denied application by Florida Gateway Television Co. for review of Review board action of April 15 denying joint peti-

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tion be Florida Gateway, Community First Corp. and The New Horizons Telecasting Co., to enlarge issues applying to Florida-Georgia Television Co. (Doc. 10834, 17582-4). All applicants for Channel 12 at Jacksonville, Fla. Action June 5.

■ Review board in Patchogue, N. Y., TV broadcast proceeding, Docs. 17889-90, denied petition to enlarge issues filed on March 22 by Long Island Video, Inc. Action May 31.

■ Review board in Utica, N. Y., TV broadcast proceeding, Docs. 17932-34, denied appeal from Examiner's adverse ruling filed on March 7 by P. H. Inc. Action May 31.

ACTION ON MOTION

■ Hearing Examiner Chester F. Naumowicz, Jr., on June 3 in Patchogue, N. Y. (Long Island Video Inc. and Granik Broadcasting Co.) TV proceeding, granted petition by Long Island for leave to amend application to show current information on broadcast holdings of associated corporation. On examiner's own motion, continued procedural dates and hearing from July 9 to July 16 (Docs. 17889-90).

Existing TV stations

FINAL ACTIONS

■ Commission has waived principal city coverage requirements of Sec. 73.685(a) of rules and granted application of *WGTV (TV) Athens, Ga. to move trans. site located five miles northeast of Monroe, Ga. and 16 miles west of center of Athens, to site on Stone Mountain, 30 miles west of its present site, and approximately 45 miles west of Athens, and change ant. height from 1,200 ft. to 1,080 ft. Pleadings filed by Association of Maximum Service Telecasters Inc. and Selma Television Inc. relating to short spacing were rendered moot. Action May 29.

KTUL-TV Tulsa, Okla.—Broadcast Bureau granted renewal of license. Action May 28.

OTHER ACTIONS

■ FCC granted Hubbard Broadcasting Inc., permittee of WTOG(TV), ch. 44, St. Petersburg, Fla., extension of time to complete construction. Time expires Aug. 31. Commission also granted facilities change for Hubbard to increase power from 741 kw to 828 kw by installing more efficient transmission line. Applications were opposed by WLCY-TV, ch. 10, Largo, Fla., which filed a motion to designate them for hearing. Action May 29.

■ FCC granted two experimental rule waivers to allow aural transmission of background music to accompany visual transmission of teletype news. Both are for limited periods and on condition that stations concerned report viewer reaction to service. Stations are KPAZ-TV Phoenix and KUTV(TV) Salt Lake City. Action June 5.

■ FCC notified permittees of eight UHF television stations that unless they advise commission within 30 days of intent to proceed with prosecution of applications, CPs will be cancelled and call letters deleted. Pending applications for extension of time to construct will be dismissed. Eight permittees hold CPs for WMTL(TV) ch. 39, Miami; WFNT(TV) ch. 66, Elgin, Ill.; WPNG(TV) ch. 55, Springfield, Ill.; WONH(TV) ch. 43, Syracuse, N. Y.; WCCT(TV) ch. 40, Fayetteville, N. C.; WDNB-TV, ch. 65, Defiance, Ohio; KPVC-TV, ch. 24, Portland, Ore., and KHER(TV) ch. 16, Longview, Tex. Ann. May 29.

ACTION ON MOTION

■ Hearing Examiner Millard F. French on June 3 in Houma, La., and Panama City, Fla. (St. Anthony Television Corp. [KHMA-TV] and Delta Teleradio Corp.) TV proceeding, granted request by applicant and continued prehearing conference scheduled for June 4 to date to be set by subsequent order after action by commission on "petition for acceptance of duplicitous application" (Docs. 17446-8).

RULEMAKING ACTION

■ FCC denied petition for rulemaking filed by WCOV Inc., licensee of WCOV-TV Montgomery, Ala., for reassignment of ch. 8 from Selma, Ala., either to Tuscaloosa-Birmingham, or to Birmingham alone. WSLA-TV, licensed to Selma Television, Inc., presently occupies ch. 8.

CALL LETTER APPLICATION

*Nebraska Educational TV Commission, Hastings, Neb. Requests *KHNE-TV.

New AM stations

APPLICATIONS

Russellville, Ala.—Franklin Broadcasting Co. Seeks 1500 kc, 1 kw. P. O. address: 1905 Woodmeade, Southwest Decatur, Ala. Estimated construction cost \$24,500; first-year operating cost \$24,000; revenue \$30,000. Principal: Kenneth A. Casey, owner. Mr. Casey is owner of WKAC Athens, Ala. Ann. May 31.

Eureka, Calif.—Phil D. Jackson. Seeks 790 kc, 5 kw. P. O. address: 952 Washington Building, Washington 20005. Estimated construction cost \$74,300; first-year operating cost \$72,000; revenue \$85,000. Principal: Phil D. Jackson, sole owner. Mr. Jackson is 50% owner of KAJO Grants Pass, Ore. and 50% owner of real estate firm. Ann. May 28.

Knox, Ind.—Kankakee Valley Broadcasting Co. Seeks 1520 kc, 250 w. P. O. address: 815 Bowen Building, Washington 20005. Estimated construction cost \$25,029.70; first-year operating cost \$30,000. Revenue \$40,000. Principals: Thomas J. Bell, president, Michael J. Gurrado, treasurer, Almo Smith, secretary (each 20%) et al. Mr. Smith has 5% interest in bank. Mr. Gurrado has 20% interest in title company. Mr. Bell is farmer. Ann. May 31.

Greensburg, Ky.—Veer Broadcasting Co. Seeks 1550 kc, 0.25 kw. P. O. address: 1057 Legion Park Road, Greensburg 42743. Estimated construction cost \$21,805; first-year operating cost \$30,000; revenue \$34,000. Principals: E. J. Milby, Virgil A. Price (each 25.5%) and others. Mr. Milby is sole owner of builders supply company and contracting company and 50% owner of lumber supply company. Mr. Price is farmer and director and stockholder of bank. Ann. May 31.

Walker, Minn.—Edward P. De La Hunt Jr. Seeks 1600 kc, 0.5 kw. P. O. address: Box 49, Park Rapids, Minn. Estimated construction cost \$11,000; first-year operating cost \$30,000; revenue \$45,000. Principal: Edward P. De La Hunt Jr., sole owner. Mr. De La Hunt is majority owner of KPRM-AM-FM Park Rapids, Minn., and licensee of KEHG Fosston, Minn. Mr. De La Hunt is also applicant for new FM at Fosston, Minn. Ann. May 31.

FINAL ACTIONS

Lorain, Ohio—Lorain Community Broadcasting Co.—Review board granted 1380 kc, 500 w-D. P. O. address: 639 Broadway, Lorain. Estimated construction cost \$31,695; first-year operating cost \$100,000; revenue \$120,000. Principals: Austin W. O'Toole, George T. Mobile, Andrew J. Warhola, Warren E. Finkel (each 25%). Principals have no other broadcast interests. Ann. June 4.

■ FCC affirmed grant of Dodge-Point Broadcasting Co. applications for new AM station and a new FM station, both in Dodgeville, Wis. Petition for reconsideration by WAIT Radio, licensee of WAIT Chicago was denied.

INITIAL DECISIONS

■ Hearing Examiner Millard F. French in initial decision granted application of William O. Barry d/b as Great Southern Broadcasting Co. for CP for new daytime AM station in Donelson, Tenn., to operate on 1190 kc, with 250 w power. Ann. June 3.

■ Hearing Examiner Isadore A. Honig in initial decision granted applications of Circle L Inc., for new Class II-AM station at Reno and of Albert John Williams and Jack M. Reeder, d/b as Radio Nevada for new Class II-A station at Las Vegas (Docs. 16110, 16115). Ann. May 31.

OTHER ACTIONS

■ Review board in Springfield, Mo., AM broadcast proceeding, Docs. 17921-23, denied petition to enlarge issues filed on March 15 by Giant Broadcasting Co. Action June 4.

■ Review board in Wanchese, N. C., AM broadcast proceeding, Docs. 17886-88, granted petition for extension of time filed on May 27 by Onslow Broadcasting Corp., and extended to June 11 time within which to file oppositions to petition to dismiss and for approval of agreement. Action June 4.

■ Review board in Bowling Green, Ohio, AM broadcast proceeding, Docs. 16290-91, granted petition to enlarge issues filed on Feb. 20 by Ohio Radio Inc. and denied motion to strike filed on May 8 by WMGS Inc. Action May 29.

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, June 4, 1968

	ON AIR		TOTAL ON AIR	NOT ON AIR CP'S	TOTAL Authorized
	Licensed	CP's			
Commercial AM	4,182 ¹	13	4,195 ¹	92	4,287 ¹
Commercial FM	1,805	33	1,838	243	2,081
Commercial TV-VHF	496 ²	9	505 ²	13	518 ²
Commercial TV-UHF	118 ²	32	149 ²	163	313 ²
Educational FM	334	11	345	33	378
Educational TV-VHF	68	6	74	3	77
Educational TV-UHF	55	27	82	28	110

STATION BOXSCORE

Compiled by FCC, April 30, 1968

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,178 ¹	1,790	614 ²	326	123
CP's on air (new stations)	10	37	40	11	33
Total on air	4,188 ¹	1,827	653	337	156
CP's not on air (new stations)	88	247	174	37	29
Total authorized stations	4,276 ¹	2,074	828 ²	374	185
Licenses deleted	0	0	0	1	0
CP's deleted	1	3	1	0	0

¹ Includes two AM's operating with Special Temporary Authorization.

² Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

■ Review board in Bowling Green, Ohio, AM broadcast proceeding, Docs. 16290-91, granted to extent indicated and denied in all other respects petition to enlarge issues filed March 15 by WMGS Inc. and granted request for official notice and request for acceptance "nunc pro tunc" filed May 1 by Ohio Radio Inc. Action May 29.

■ Review board in Kettering, Ohio, AM broadcast proceeding, Docs. 17243-50, granted motion to withdraw petition to enlarge issues filed on April 26 by Bloomington Broadcasting Co. and dismissed motion to enlarge issues filed on April 18 by Bloomington Broadcasting Co. Action May 31.

ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on June 3 in Clarkston, Wash. (Clarkston Broadcasters) AM proceeding, formalized ruling made at May 29 prehearing conference and ordered that hearing presently scheduled for June 13 be continued to date to be set at further prehearing to be held July 2 (Doc. 18124).

■ Hearing Examiner Herbert Sharfman on June 3 in Lebanon and Bagnell, both Missouri (Risner Broadcasting Inc., and Lee Mace) FM and AM proceeding, denied motion by Risner to dismiss Mace's application. Risner had contended that Mace had not complied with newspaper advertisement-of-hearing requirements of rule 1.594-(a)(2) (Docs. 17899, 18043-4).

DESIGNATED FOR HEARING

■ FCC designated for hearing applications of Summit Broadcasting Co. and Cullman Music Broadcasting Co. for new daytime AM stations to operate on 1540 kc.

Existing AM stations

FINAL ACTIONS

■ Review board denied application by Frances C. Gaguine, Bernice Schwartz and Richard P. McKee, owners of KQXI Arvada, Colo. for CP for nighttime directional operation with 10 kw power at Arvada, Colo. Members Berkmeier, Pincock and Kessler participating. (Docs. 14817). Review board said that proposal would violate Sec. 73.28 (d)(3) (10 percent rule) and that no basis has been shown for waiver. Ann. June 4.

■ KFRM Salina, Kan.—Broadcast Bureau granted license covering installation of auxiliary trans. at main trans. location. Action May 29.

■ KBRB Ainsworth, Neb.—Broadcast Bureau granted license covering new AM sta-

tion, specify studio location as 122 East 2nd St., Ainsworth. Action May 29.

■ Commission waived Sec. 73.24(g) of rules and granted Storz Broadcasting Co. CP to increase nighttime power of WDGY Minneapolis from 25 kw to 50 kw. WDGY is licensed to operate on 1130 kc, 25 kw-N, 50 kw-LS, with directional ant. Action May 29.

■ KTCH Wayne, Neb.—Broadcast Bureau granted license covering new station. Action May 29.

■ KOSG Pawhuska, Okla.—Broadcast Bureau granted license covering changes, specify type trans. Action June 3.

■ Commission granted application by Moberge Broadcasting Corp. to increase power of daytime KOLY Moberge, S. D. on 1300 kc from 1 kw to 5 kw. Action May 29.

ACTIONS ON MOTIONS

■ Hearing Examiner Jay A. Kyle on June 4 in Bowling Green, Ohio (WMGS Inc. [WMGS] and Ohio Radio Inc.) AM proceeding, cancelled and set aside all procedural dates, and scheduled a further hearing conference for June 24 (Docs. 16290-1).

■ Hearing Examiner David I. Kraushaar on June 3 in Vinita, Okla. (Vinita Broadcasting Co. [KVIN] and Wagoner Radio Co. [KWLG(FM)]) AM and FM proceeding, scheduled certain procedural dates, and ordered that hearing be rescheduled for Oct. 14 in Tulsa, Okla. (Docs. 18085-7).

RULEMAKING PETITIONS

■ WKSP Kingtree, S. C.—Request that ch. allocations contained in table of assignments, FM stations, be amended as follows: add ch. 252A. Ann. May 31.

■ KVOZ Laredo, Tex.—Requests amendment of FM table of assignments by adding ch. 221A to Laredo. Ann. May 31.

CALL LETTER APPLICATIONS

■ West Jefferson Broadcasting Inc., Gretna, La. Requests KGLA.

■ KOME. Unicom Inc., Tulsa, Okla. Requests KCNW.

New FM stations

APPLICATIONS

■ Boynton Beach, Fla.—Board of Public Instruction of Palm Beach County, Fla. Seeks 88.9 mc, ch. 205, 5.62 kw. Ant. height above average terrain 230 ft. P. O. address: 505 South Congress Avenue, Boynton Beach 33435. Estimated construction cost \$36,529.75; first-year operating cost \$62,161; revenue none. Principals: Applicant is county school

system, part of State of Florida system of public education. Ann. May 31.

■ Dawson, Ga.—Dawson Broadcasting Co. Seeks 92.1 mc, ch. 221, 3 kw. Ant. height above average terrain 228 ft. P. O. address: 110 North Main Street, Dawson, Ga. 31742. Estimated construction cost \$18,047; first-year operating cost \$3,000; revenue \$5,000. Principals: W. C. Woodall Jr. and Mrs. Ed Stevens (each 50%). Mr. Woodall is 29% owner of automobile agency. Applicant is licensee of WDWD Dawson, Ga. Mr. Woodall is 25% owner of WGRA Cairo, Ga.; 37.5% owner of WGSW Greenwood, S. C.; 51% owner of WBBK Blakely, Ga.; 33.3% owner of WDSR Lake City, Fla., and 20% owner of Miracle Radio Inc. Applicant to acquire control of WDLP Panama City, Fla. Ann. May 31.

■ Hinsdale, Ill.—Hinsdale Township High School. Seeks 88.5 mc, ch. 203, 10 w. Ant. height above average terrain 50 ft. P. O. address: 55th and Grant Streets, Hinsdale 60521. Estimated construction cost \$7,008; first-year operating cost \$1,000; revenue none. Principals: Applicant is public educational institution. Ann. May 31.

■ Salem, Ill.—Salem Broadcasting Co. Seeks 97.7 mc, ch. 249, 3 kw. Ant. height above average terrain 160 ft. P. O. address: 310 West McMackin Street, Box 119, Salem 62881. Estimated construction cost \$14,500; first-year operating cost \$10,000; revenue \$10,000. Principals: Thomas S. Land and Bryan Davidson (each 50%). Messrs. Land and Davidson are 50% owners of both WFIW-AM-FM Fairfield and WJBD Salem, both Illinois and Mr. Land has interest in farm. Ann. May 31.

■ Sioux Falls, S. D.—Sioux Empire Broadcasting Co. Seeks 93.5 mc, ch. 228, 3 kw. Ant. height above average terrain 119 ft. P. O. address 952 Washington Building, Washington 20005. Estimated construction cost \$36,384; first-year operating cost \$20,000; revenue \$25,000. Principals: Elder C. (75%) and Wallace L. Stangland (25%). Mr. Elder Stangland is licensee of KIWA Sheldon, Iowa. Mr. Wallace Stangland is manager of KIWA. Applicant has applied for new AM in Sioux Falls, S. D. in 1961 and application is still pending. Ann. May 31.

FINAL ACTIONS

■ FCC denied application filed by Basic Communications Inc. for waiver of mileage separation requirements of Sec. 73.207(a) of rules and acceptance of application for new FM station in Birmingham, Ala. to operate on ch. 258 (99.5 mc), with ERP of 35 kw, and ant. height of 267 ft. Action May 29.

■ Alexandria, La.—KDBS Inc. Broadcast Bureau granted 100.3 mc, ch. 262, 10 kw. Ant. height above average terrain 129 ft. P. O. address: Box 188. Estimated construction cost \$30,520; first-year operating cost \$15,000 to \$20,000. Principals: John Anthony Lazarone, president and secretary and Irving Ward-Steinman, chairman of board and treasurer (each 48%) et al. Mr. and Mrs. Lazarone and Mr. and Mrs. Ward-Steinman are each jointly 50% owners of KLLA Leesville, and KDBS Alexandria, both Louisiana. Mr. Ward-Steinman owns law firm and owns commercial property. Mr. Lazarone also owns commercial property. Action May 29.

OTHER ACTIONS

■ Review board in Vidalia, Ga., FM broadcast proceeding, Docs. 18014-15, granted joint petition for approval of agreement filed on May 1 by Radio Vidalia and Vidalia Broadcasting Co.; approved agreement; granted application of Vidalia Broadcasting Co.; dismissed with prejudice application of Radio Vidalia, and terminated proceeding. Action May 31.

■ Review board in Berwick, Pa., FM broadcast proceeding, Docs. 17884-85, granted request for extension of time filed on May 28 by Berwick Broadcasting Corp. and P.A.L. Broadcasters Inc. and extended to June 6 time within which to file joint reply to comments of Broadcast Bureau. Action May 31.

■ Review board in Athens, Tenn., FM broadcast proceeding, Docs. 17617-18, denied appeal from adverse ruling of presiding examiner filed on March 29 by Athens Broadcasting Co. Action May 31.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on May 28 in Hannibal, Mo. (Mark Twain Broadcasting Co., and Great River Communications Inc.) FM proceeding, granted petition by Great River Communications Inc., for leave to amend application to show stock change, consolidated balance sheet of applicant and availability of funds. Copy of

the FAA report stating tower proposed would not constitute hazard to air navigation was enclosed. Dismissed as moot, motion by Mark Twain Broadcasting Co. for extension of time to study Great River's petition (Docs. 18017-8).

■ Hearing Examiner Isadore A. Honig on June 3 in New Orleans (Americana Broadcasting Corp. and Loyola University) FM proceeding, granted "nunc pro tunc" request by Americana Broadcasting and accepted late-filed reply pleading (Docs. 17607-8).

RULEMAKING ACTION

■ Commission denied petition filed by Augusta Broadcasting Co. requesting assignment of ch. 232A to Augusta, Ga. Augusta had proposed substitution of ch. 296A for unapplied for 232A at Sandersville.

DESIGNATED FOR HEARING

■ Commission has adopted order designating for hearing application of Deerfield Radio Inc. for new FM station at Deerfield Beach, Fla., to operate on ch. 274 (102.7 mc), ERP 98.8 kw, ant. height 446 ft., with applications of Almaridon Inc. of Florida and Sunrise Broadcasting Corp. at Pompano Beach, Fla., for same channel. Almaridon's application calls for ERP of 100 kw, ant. height of 350 ft. (Docs. 18020) and Sunrise for ERP of 100 kw, ant. height of 203 ft. Action May 29.

Existing FM stations

APPLICATION

WHNR(FM) McMinnville, Tenn.—Seeks CP to change frequency from 101.7 mc to 103.9 mc, ch. 280. Ann. May 28.

FINAL ACTIONS

KHBM-FM Monticello, Ark.—Broadcast Bureau granted license covering new station, specify type trans. Action May 29.

KADO(FM) Texarkana, Ark.—Broadcast Bureau granted mod. of CP to change type trans., make changes in transmission line. Action May 31.

KECR(FM) El Cajon, Calif.—Broadcast Bureau granted mod. of CP to change ant. system, ant. height 520 ft. Action May 29.

WIBC-FM Indianapolis—Broadcast Bureau granted CP to change type trans., install circular polarized type ant. change ERP to 29.5 kw, ant. height 370 ft. Action May 31.

*KSWC(FM) Winfield, Kan.—Broadcast Bureau granted license covering new non-commercial educational FM broadcast station. Action May 29.

WNES-FM Central City, Ky.—Broadcast Bureau granted CP to install new type trans., change ERP to 50 kw. Action May 31.

KDNA(FM) St. Louis—Broadcast Bureau granted mod. of CP to change studio and remote control location to 4285 Olive, St. Louis; change type ant.; make changes in ant. system; change ERP to 63 kw, and ant. height to 370 ft. Action May 29.

KUCV(FM) Lincoln, Neb.—Broadcast Bureau granted license covering new FM non-commercial station. Action May 29.

KRGN(FM) Las Vegas—Broadcast Bureau granted mod. of license covering change in remote control point; condition. Action May 29.

KLCO-FM Poteau, Okla.—Broadcast Bureau granted license covering new FM station. Action May 29.

KELA-FM Centralia, Wash.—Broadcast Bureau granted mod. of license to change studio location to 1635 South Gold Street, Centralia. Action May 29.

WIFI(FM) Philadelphia—Broadcast Bureau granted CP to install new type ant. (auxiliary), ERP 50 kw and CP to install circular polarized type ant. (main). Action May 31.

WCHS-FM Charleston, W. Va.—Broadcast Bureau granted mod. of CP to change type trans., type ant., ERP 14.5 kw, ant. height 830 ft. Action May 31.

WRLS-FM Hayward, Wis.—Broadcast Bureau granted license covering new station. Action May 31.

WOCO-FM Oconto, Wis.—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action May 31.

*WSUW(FM) Whitewater, Wis.—Broadcast Bureau granted mod. of CP to make changes in trans. equipment, ERP 230 w. Action May 29.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KPAY-FM Chico, Calif. to November 28; WMDR(FM) Moline, Ill. to October 27; WNOE-FM New Orleans to November 28; KBMR-FM Bismarck, N. D. to July 15; WCMT-FM Martin, Tenn. to October 10; KSHN(FM) Sherman, Tex. to August 15 and *VWVC(FM) Buckhannon, W. Va. to July 1. Action May 28.

CALL LETTER APPLICATIONS

■ WJWL-FM, Scott Broadcasting Corp., Georgetown, Del. Requests WSEA(FM).

■ KBMW-FM, Interstate Broadcasting Co., Breckenridge, Minn. Requests KKWS(FM).

■ KLOH Inc., Pipestone, Minn. Requests KKLP(FM).

■ KWAD Broadcasting Co., Wadena, Minn. Requests KKWS(FM).

CALL LETTER ACTIONS

■ KJOY-FM, Joseph Gamble Stations Inc., Stockton, Calif. Granted KJAX(FM).

■ WSEB-FM, Erway Broadcasting Corp., Sebring, Fla. Granted WANZ(FM).

■ Central Broadcasters Inc., Independence, Kan. Granted KIND-FM.

■ Pacific Northwest Broadcasting Corp., Eugene, Ore. Granted KPNW(FM).

■ KXOL-FM, KXOL Inc., Fort Worth. Granted KCWM(FM).

RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries on following condition: Grant is made subject to condition that transfers of licenses be consummated within 45 days of date of grant and that FCC be notified of such consummation within one day thereafter. Failure to meet condition will render grant null and void and will cause renewal application to revert to pending status. Stations granted renewal of licenses are: KLTR Blackwell, KFOR-FM Ponca City and KNBQ(FM) Bethany, all Oklahoma. Actions May 29.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KGNO Dodge City, Kan.; KIHN Hugo, Okla.; KTJS Hobart, Okla.; KUVR Holdrege, Neb.; KEBC(FM) Oklahoma City, Okla.; KGNO-FM Dodge City, Kan.; KICS-FM Hastings, Neb.; KVRO(FM) Stillwater, Okla. and *KCSC(FM) Edmond, Okla. Actions May 31.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KCMT(TV) Alexandria, Minn.; KDLM Detroit Lakes, Minn.; KFIL Preston, Minn.; KMON Great Falls, Mont.; KNMT(TV) Walker, Minn.; KQXI Arvada, Colo.; KTOE Mankato, Minn.; KWLM Willmar, Minn. and KWOA-AM-FM Worthington, Minn. Action May 29.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: *KARR and *KOPR-FM Great Falls, Mont.; KBLR Bolivar, Mo.; KGEK Sterling, Colo.; *KOLM-AM-FM Rochester, Minn.; *KROC-AM-FM Rochester, Minn., and WVAL Sauk Rapids, Minn. *Stations were granted regular renewals and sent letters calling for report in 18 months on commercial scheduling in excess of 18 minutes per hour. Action May 29.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries on May 28: KABI Abilene, Kan.; KALN Iola, Kan.; KAMI Cozad, Neb.; KANS Larned, Kan.; KBEK Elk City, Okla.; KBEL Idabel, Okla.; KBON Omaha, Neb.; KBRL McCook, Neb.; KBRX O'Neill, Neb.; KBTO El Dorado, Kan.; KCOW Alliance, Neb.; KCSR Chadron, Neb.; KECK Lincoln, Neb.; KELR El Reno, Okla.; KEYN Wichita, Kan.; KFH-AM-FM Wichita, Kan.; KFOR Lincoln, Neb.; KFRM Salina, Kan.; KGGF Shawnee, Okla., KGGF Coffeyville, Kan.; KGLC Miami, Okla.; KHAS Hastings, Neb.; KHUB Fremont, Neb.; KIMB Kimball, Neb.; KIND Independence, Kan.; KJCK-AM-FM Junction City, Kan.; KKAN Phillipsburg, Kan.; KLSI Salina, Kan.; KMAD Madill, Okla.; KMDO Fort Scott, Kan.; KNCK Concordia, Kan.; KNKY Nebraska City, Neb.; KNDY Marysville, Kan.; KNEB-AM-FM Scottsbluff, Neb.; KNEX McPherson, Kan.; KNIC Winfield, Kan.; KNLV Ord, Neb.; KNOP North Platte, Neb.; KOAM Pittsburg, Kan.; KOFO-AM-FM Ottawa, Kan.; KOGA O'fallon, Neb.; KOKL Okmulgee, Okla.; KOLS Prvor, Okla.; KOSG Pawhuska, Okla.; KOZN Omaha, Neb.; KREK Sanulpa, Okla.; KRFS Superior, Neb.; *KRSL-AM-FM Russell, Kan. and KSAC Manhattan, Kan.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries on May 28: KAKC-AM-FM, KELI and KFMJ, all Tulsa; KGWA Enid; KJEM-AM-FM Oklahoma City; KMUS Muskogee; KNOR Norman; KOCY-AM-FM Oklahoma City; KOMA Oklahoma City; KRHD Duncan; KRMG-AM-FM Tulsa; KSWO Lawton; KTLQ-AM-FM Tahlequah; KVOO Tulsa; KVVJ Holdenville; WKY Oklahoma City; WYAD Norman; KPNE(FM) Oklahoma City; KMOP(FM) Tulsa; KOFM(FM) Oklahoma City; KORU(FM) Tulsa; KRAV(FM) Tulsa; *KOKH(FM) Oklahoma City; *KWGS(FM) Tulsa; KFDO-

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TV Sayre; KOCO-TV Oklahoma City; KOKH-TV Oklahoma City; KOTV(TV) Tulsa; KSWO-TV Lawton; KTEW(TV) Ada; KVOO-TV Tulsa; KWTW(TV) Oklahoma City; KXII(TV) Ardmore; WKY-TV Oklahoma City; *KETA(TV) Oklahoma City; *KOED-TV Tulsa; KBIX Muskogee; KGYN Guymon; KTMK McAlester; KTOW Sand Springs; KVSO Ardmore and KLAW(FM) Lawton, all Oklahoma.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries on May 28: KSAL Salina, Kan.; KSEK Pittsburg, Kan.; KSEO-AM-FM Durant, Okla.; KSID Sidney, Neb.; KAYS Hays, Kan.; KSIW Woodward, Okla.; KSOK Arkansas City, Kan.; KSPI-AM-FM Stillwater, Okla.; KTOP-AM-FM Topeka, Kan.; KUPK-AM-FM Garden City, Kan.; KUSH Cushing, Okla.; KVOE-AM-FM Emporia, Kan.; KVSF Valentine, Neb.; KWBEB Beatrice, Neb.; KWBW Hutchinson, Kan.; KWHW Afton, Okla.; KWON Bartlesville, Okla.; KWPR Claremore, Okla.; KWRW Guthrie, Okla.; KWSH Wewoka, Okla.; KXXX Colby, Kan.; WBBZ Ponca City, Okla.; WJAC Norfolk, Neb.; KAFM(FM) Salina, Kan.; KARD(FM) Wichita, Kan.; KFMQ(FM) Lincoln, Neb.; KGBI-FM Omaha, Neb.; KNDR(FM) Chickasha, Okla.; KOWH-FM Omaha, Neb. and KQTY(FM) Wichita, Kan.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries on May 28: KRNK-FM Kearney, Neb.; KVCW(FM) Bartlesville, Okla.; *KANU(FM) Lawrence, Kan.; *KMUW(FM) Wichita, Kan.; *KNBU(FM) Baldwin City, Kan.; *KOSU(FM) Stillwater, Okla.; *KSDB-FM Manhattan, Kan.; *KSTE(FM) Emporia, Kan.; KCKT(TV) Great Bend, Kan.; KDUH-TV Hay Springs, Neb.; KETV(TV) Omaha, KGIN-TV Grand Island, Neb.; KGLD(TV) Garden City, Kan.; KHAS-TV Hastings, Neb.; *KLNE-TV Lexington, Neb.; *KPNE-TV North Platte, Neb.; *KTNE-TV Alliance, Neb.; *KTWU(TV) Topeka, Kan.; *KUON-TV Lincoln, Neb.; *KYNE-TV(ED) Omaha; KHOL-TV Kearney; KHPL-TV Hayes Center; KHQL-TV Albion, and KHTL-TV Superior, all Nebraska; KLOE-TV Goodland, Kan.; KMTV(TV) Omaha, Neb.; KNOP-TV North Platte, Neb.; KOAM-TV Pittsburg, Kan.; KOLN-TV Lincoln, Neb.; KOMC(TV) McCook, Neb.; KTVCT(TV) Ensign, Kan.; KTVH(TV) Hutchinson, Kan.; KUPK-TV Garden City, Kan. and WIBW-TV Topeka, Kan.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries on May 28: KAWL York, Neb.; KFAB-AM-FM Omaha; KMAN Manhattan, Kan.; KRVN-AM-FM Lexington, Neb.; KVBG Great Bend, Kan.; KWBE-FM Beatrice, Neb.; KXLS(FM) Oklahoma City; KARD-TV Wichita, Kan.; KAKE-AM-TV Wichita, Kan.; KCNI Broken Bow, Neb.; KCRB Chanute, Kan.; KEWI Topeka, Kan.; KLEY Wellington, Kan.; KLIN Lincoln, Neb.; KLKC Parsons, Kan.; KLMN Lincoln, Neb.; KLOE Goodland, Kan.; KRNK Kearney, Neb.; KAT Frederick, Okla.; KUDL Fairway, Kan.; KIUL Garden City, Kan.; WOW-AM-FM-TV Omaha; KROA(FM) Aurora, Neb.; KWHG(FM) Lincoln Neb. and *KTJO-FM Ottawa, Kan.

Translators

ACTIONS

K72BJ Parker, Ariz.—Broadcast Bureau granted license covering new UHF TV translator station; condition. Action May 31. K07GU and K13GZ Tuba City and Moencop, both Arizona—Broadcast Bureau granted license covering changes in VHF TV translator station. Action May 28.

K80BG Lakeport, Calif.—Broadcast Bureau granted license to operate UHF TV translator station at Lakeport. Action May 31.

K75AE Grangeville, Cottonwood, Craigmont and Nezperce, all Idaho—Broadcast Bureau granted license covering changes in UHF TV translator station, condition. Action May 31.

Centerville TV Association, Centerville, Iowa.—Broadcast Bureau granted CP for new VHF TV translator station to serve Centerville, operating on ch. 6, by rebroadcasting WHO-TV, ch. 13, Des Moines. Action May 29.

K11IA Kings Springs, Galpin, Glasgow, and Tampico, all Montana—Broadcast Bureau granted license covering changes in VHF TV translator station. Action May 28.

■ Broadcast Bureau granted licenses covering following new VHF TV translator stations: K11H Crownpoint, N. M.; K09HM, K70HF and K13HR all Taholah, Wash. Action May 29.

K04FG Antimony, Utah—Broadcast Bureau granted CP to change frequency of VHF TV trans. station from ch. 9 (186-192 mc) to ch. 4 (66-72 mc) to serve Antimony, by rebroadcasting KUTV(TV) ch. 2, Salt Lake City; to change trans. location to approximately five miles northwest of Antimony;

change type trans. and make changes in ant. system. Action May 28.

K05DO Antimony, Utah—Broadcast Bureau granted CP to change frequency of VHF TV translator station from ch. 13 (210-216 mc) to ch. 5 (72-82 mc) to serve Antimony by rebroadcasting KSL-TV, ch. 5, Salt Lake City; to change trans. location to approximately five miles northwest of Antimony; change type trans., and make changes in ant. system. Action May 28.

K02FA Antimony, Utah—Broadcast Bureau granted CP to change frequency of VHF TV translator station from ch. 11 (198-204 mc) to ch. 2 (54-60 mc) to serve Antimony, by rebroadcasting KCPX-TV, ch. 4, Salt Lake City, to change trans. location to approximately five miles northwest of Antimony; change type trans., and make changes in ant. system. Action May 28.

■ Broadcast Bureau granted licenses covering following new UHF TV translator stations: K30CJ Anahola, Hawaii; K70DT Longview, Wash. Action May 29.

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF TV translator stations on May 31: W77AD, W79AN, and W81AF all Bellefonte, State College, Port Matilda, all Pennsylvania; W75AA Johnson City, N. Y.; W78AB Vestal and Endwell, both New York; W81AB Hillcrest and Chenango Bridge, both New York; W71AF St. Mary's county, Md.; W70AD Manetta, Ohio; W79AI Torrington, Conn.; W76AA, W78AA and W80AB, all Frostburg, LaVale and Cresaptown, all Maryland; W73AB Littleton, N. H.; W83AG Greenville, Pa.; W72AB, W77AB, W80AE, and W83AD, all Athol, Mass.; W73AH Chambersburg, Pa.; W71AB Coshocton, Ohio; W80AA Cambridge, Ohio; W73AC Clarks Summit, Dalton and Waverly, all Pennsylvania; W79AD Southampton, N. Y.; W70AD Marietta, Ohio; W79AB Palmerton, Slatedale and Slatington, all Pennsylvania; W70AE Moorefield, W. Va.; W79AC and W79AL, both Clarks Summit, Waverly, Dalton and part of Scranton, all Pennsylvania; W79AP Wilkes-Barre township, Pa.; W73AG Milton, Del.; W19AA part of Johnstown and Dale Brough, both Pennsylvania; W11AA Madawaska, Me.; W04AE Herkimer and Little Falls, both New York; W04L Bennington and North Bennington, both Vermont; W07AN Schoharie and Middleburg, both New York; W02AC, W06AC, W10AC, and W12AF all Claremont, N. H.; W11AI Air City and Rome, both New York; W11AM Charleston, W. Va.; W06AB Jamestown, N. Y.; W13AK Manchester, N. H.; W07AG Rutland (West Rutland), Vt.; W07AI Pittsfield, Lanesborough, Lenox and West Pittsfield, all Massachusetts; W05AB Washington, Pa.; W05AD Charleroi, Pa.; W08AF Greensburg, Pa.; W08AG Uniontown, Pa.; W08AH Leechburg, Pa.; W08AI Connellsville, Pa.; W08AT Vandergrift, Pa.; W08AM Freeport, Pa.; W06AA Plainfield, N. H.; Windsor, and Hartland, both Vermont; and W10AA and W13AB, both Windsor, Vt.

■ Broadcast Bureau granted renewal of licenses for the following VHF and UHF TV translator stations: K06DP Poole Plant, Calif.; K10EN Willow Creek, Calif.; K78CF Susanville and Litchfield, both California; K80CI Chester, Westwood, Greenwood and Susanville, all California, and K03CF Blue River Valley and Gore Pass, both Colorado. Action May 29.

CATV

FINAL ACTIONS

West Monroe, La., Louisiana CATV, Inc. CATV task force granted license covering new community antenna relay station. Action June 3.

Bluefield, W. Va., Bluefield Cable Corp.—CATV task force dismissed as moot "petition for issuance of order to show cause" filed by Daily Telegraph Printing Co. Action May 31.

■ FCC denied American Cablevision Co., operator of CATV system at Graham, Tex., request for waiver of program exclusivity requirements of Sec. 74.1103(e) of rules and directed to comply with rule within 30 days. Mid-Texas Broadcasting Co., licensee of station KAUZ-TV, Wichita Falls, Tex. had opposed request. Action June 5.

OTHER ACTION

■ Review board in Van Buren, N. Y., CATV proceeding, Docs. 17131-36, 17273-78, granted joint motion for extension of time filed on May 31 by New Channels Corp. and General Electric Cablevision Corp., and extended to July 22 time within which to file exceptions to initial decision. Action June 4.

■ FCC set three CATV proposals for a consolidated hearing on Milwaukee-Madison, Wis.-Rockford, Ill. TV markets. They are for Madison and Portage, both Wisconsin, and Dixon, Ill. This makes 11 proposals in pending proceeding that began in 1987 (Docs. 17234-41). Hearing is required unless

waived for CATV to bring distant signals into top-100 TV markets. Milwaukee is ranked 24th, Madison 88th and Rockford 97th. Action May 15.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on June 4 in Fresno, Madera and Clovis, all California. (Fresno Cable TV Co.) CATV proceeding, granted petition by Spanish International Broadcasting Co. for leave to intervene (Docs. 18130-2).

■ Office of Opinion and Review on May 31 in Aiken, City of Barnwell and town of Williston, all South Carolina (Aiken Cablevision Inc., and Home CATV Co.) CATV proceeding, granted request by Aiken Cablevision Inc. and extended time to July 14 to file reply to Broadcast Bureau's opposition to application for review (Docs. 17057, 17629).

■ Hearing Examiner Herbert Sharfman on June 4 in CATV of Rockford Inc., et al, CATV proceeding in Milwaukee and Madison, both Wisconsin, and Rockford, Ill., CATV market, ordered unless counsel persuades hearing examiner otherwise there will be no further conference in preparation for October 7 hearing and new parties will be bound by procedure already directed (Docs. 17234-41, 18190-2).

■ Hearing Examiner Elizabeth C. Smith on June 3 in Bessemer, Brighton, Brownville, unincorporated area of Jefferson county south of Birmingham, Homewood and Irondale, all Alabama (Clear Vision TV Co., and Jefferson Television Cable Alabama Inc., and Jefferson Cablevision Corp.) CATV proceeding, denied motion by Clear Vision TV Co. of Bessemer to clarify issues (Docs. 18064-6).

Ownership Changes

APPLICATIONS

WRCK Tusculumbia, Ala.—Seeks assignment of license from Ervin Parks Jr. to Robert Warren Kicker for \$10,000. Assignors and assignee have no other business interest indicated. Ann. May 31.

KWUN Concord, Calif.—Seeks transfer of control from Barbara and Earl Goldman (50% before, none after) to Patricia and Norman Kester (50% before, 100% after). Consideration: Assumption of approximately \$190,000 in obligations and \$15,000 in advertising time to sellers. Ann. May 31.

KAHR Redding, Calif.—Seeks assignment of license from High Fidelity Stations Inc. to William B. Grover, receiver. Assignment requested to fulfill bankruptcy proceedings. Ann. June 4.

KSEW Salinas, Calif.—Seeks assignment of license from Central California Communications Corp. to Thomas J. King Broadcasting Corp. for \$550,000. Principals of Central California Communications Corp.: John C. Cohen, president et al. Applicant is licensee of KSEW-FM-TV Salinas, KSBY-FM-TV San Luis Obispo and KNKS Hanford, all California. Applicant is also licensee of KSEW-FM-TV Salinas, KSBY-FM-TV San Luis Obispo and KNKS Hanford, all California. Principals of Thomas J. King Broadcasting Corp.: Thomas J. King, president (89%) and Charles Dudley King Jr. (11%). Mr. Thomas King is senior vice president and associate manager of Detroit office of J. Walter Thompson Advertising Agency. Charles Dudley King Jr. is self-employed as musical arranger and composer. Ann. May 31.

WDLP-AM-FM Panama City, Fla.—Seeks assignment of license from Dixie Radio Inc. to Miracle Radio Inc. for \$300,000 cash. Principals of Dixie Radio Inc.: Denver T. Brannen, president et al. Mr. Brannen is also principal owner of KJIN and KCIL-FM, both Houma, La. and WYNR Brunswick, Ga. Mr. Brannen is also president and substantial minority stockholder of KHMA-TV Houma. Principals of Miracle Radio Inc.: Miles H. Ferguson, vice president, secretary, W. C. Woodall Jr., president-treasurer, Cecil H. Grider, vice president, George B. Cook Jr., vice president and Thaddeus K. Brown, vice president (each 20%). Mr. Woodall is 50% owner of WDWD Dawson, 25% owner of WGRA Cairo and 33.3% owner of WFPM Fort Valley, and 51% owner of WBBK Blakely, all Georgia. He is also 37.5% owner of WGSW Greenwood, S. C. Mr. Ferguson is 96.7% owner of WRLD Lanett and 20% owner of WJHO Opelika, both Alabama and 33.3% owner of WDSR Lake City, Fla. Mr. Grider is sole owner of WIMO Winder, Ga. and 49.5% owner of WGNF Panama City Beach, Fla. (sale pending before FCC). Mr. Cook Jr. is 25% owner of WGSW Greenwood, S. C. Mr. Brown has no other business interests, and is presently program director of WDLP. Ann. May 31.

WBAD College Park, Ga.—Seeks assignment of license from John R. Dorsey to

(Continued on page 78)

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- SITUATIONS WANTED 25¢ per word—\$2.00 minimum.
- APPLICANTS: If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—\$2.00 minimum.

- DEADLINE: Monday Preceding Publication Date
- DISPLAY ads \$25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.
 - All other classifications 35¢ per word—\$4.00 minimum.
 - No charge for blind box number.
 - Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

RADIO

Help Wanted—Management

Growing radio group needs ambitious manager who can work with figures, sell himself and motivate salesmen, and develop solid programming to fit the community; beat the competition. It's that simple—and that tough. All replies confidential. Box F-1, BROADCASTING.

We own an aggressive AM station in western Massachusetts. Eight months ago, we premiered our separately programed FM station. With heavy promotional efforts, the FM showed up well in two separate ratings. Without a salesman we picked up more than \$15,000 in sales covering the first seven months. We've made money every month and we feel a strong salesman could make a good living, growing with our FM. We're willing to invest \$150 a week as a starter to prove it. Write Box F-6, BROADCASTING.

Group owner seeks manager who is 99% salesman. Man selected will have opportunity at ownership and to become group V-P. Applicant must make self available for interview. Box F-25, BROADCASTING.

\$15,000-\$20,000 and fringes to start. An unusual opportunity for a seasoned broadcaster to make it with a progressive large market radio operation in the mid-west. Must be 30-40 with a solid background in programming, successful sales and sales management record with capacity for top management. Send all information and if eligible you will be brought in for a personal interview. Hurry. Box F-51, BROADCASTING.

Wanted manager: Strong on sales, must be able to take full charge, excellent salary, new station located Randolph, Vermont, heart of Vermont's ski area. Also announcers, engineers needed. Send full details first letter to Central Vermont Radio Corp., Box 882, White River Jct., Vermont.

Sales

Great opportunity for radio station account executive. Major market in midwest. Excellent working conditions. Earnings unlimited for an experienced time salesman. Write Box E-275, BROADCASTING.

California central coast. Fast growing AM station needs young, experienced, persuasive, time salesman in Santa Maria, a great place to live. Population 50,000. Send education and sales experience summary. Box E-282, BROADCASTING.

WABX stereo Detroit seeks strong sales leadership. Box F-9, BROADCASTING.

Experienced salesman wanted Florida station with room for advancement send complete background information. Box F-38, BROADCASTING.

We are a multi-million dollar link in a very big chain. We have an opening for an account executive. If you are sharp, we want to hear from you. P.S. We do like men from small markets. Golden opportunity. Drop a brief note to Box F-42, BROADCASTING.

For the radio salesman who knows a good deal, it's southern New England. Guarantee and commission. Good territory. No cut rates. No trade deals. Could lead to commercial manager. Just received grant for full time and increased power. Good music station. Growing market and organization. License for second station pending. Box F-93, BROADCASTING.

SALES—Continued

Salesman—\$20,000 a year. Don't apply if you think you can't earn that much on a commission-only basis in a major market. Small sales staff, large account list. Potential unlimited for qualified, professional salesman. We want only successful salesman with proven record in radio. Ours is a good music station with strong news image, excellent working conditions and sales tools. This is a job that requires personality as well as a thorough knowledge of how to prepare and deliver a successful presentation based on ratings and statistics to agency and client. All replies confidential. Write Box F-112, BROADCASTING.

Major metropolitan radio station is seeking two young aggressive time salesmen for local retail sales. Excellent earning potential for men with creative selling ability. Send resume to Box F-127, BROADCASTING.

Experienced salesman ready to move with a progressive radio station in metro Florida market. Excellent opportunity. Send resume to Box F-168, BROADCASTING.

IMITATION IS THE SINCEREST FORM

... and are we being flattered!

Would you believe that classified users are receiving more responses than ever before, including "sales talk" from other publications? Evidently, BROADCASTING's expanding readership is paying off and making BROADCASTING the marketplace for everything and everybody in broadcasting.

When you have something to buy or sell, a vacancy to fill, or want a better job let BROADCASTING's classified section help you.

One salesman, must be hard worker, honest, reliable, sincere. Good account list. Draw plus commission. Write, Gayle Lee, Mgr. KBIX, Box 1608, Muskogee, Oklahoma 74401.

Salesman wanted. Take over established accounts. Could work into management. Guarantee and commission. KCHA, Charles City, Iowa.

If you're ready to advance into sales we have an ideal opening for sales oriented job with some time devoted to production, contact Clint Formby, Manager, Radio Station KPAN, Hereford, Texas.

Council Bluffs, Iowa—20% commission with guarantee! Need pro. good account list. FM coming soon! Opportunity to advance! 1 station in city of 60,000 with Omaha as neighbor. Rush resume or call (no collect) (712) 322-4041. Garry Brill, KRCB.

Nassua Broadcasting WHWH, 5 kw. Princeton and WTOA 50 KW FM. Trenton expansion requires two cracker-jack salesmen. Salary, commission and high potential. Resume to Box 1350, Princeton, N.J. or call Dave Moss or Herb Hobler. 609-924-3600.

Sales—(Cont'd)

Adventuresome? Challenging opportunity. North Carolina's seventh oldest broadcast medium. Good salary, liberal commission. Needed: Self-starter, able, ambitious. Give us background. Hear our specifics on completely new format, guaranteed saleable... first in industry... mid-Carolina's finest hunting, fresh and salt water fishing. WFTC. Box 608, Kinston, N. C.

Challenging and rewarding opportunity for an aggressive and creative salesman. Salary plus commission. Must desire to earn five figure income. Send full details, including experiences, past earnings, and references to Sales Manager, WIRL Radio, Peoria, Illinois. All applications will be treated confidentially.

A great opportunity awaits in northeastern South Carolina. Aggressive 5 kw contemporary music station with application for 10 kw has opening for young, energetic salesman. Join our organization which is rated #1. Near Myrtle Beach. A small market, but area has great potential for right man. Enjoy hunting and fishing. Send complete resume, including sales history, photo (if available) to WKYB, P.O. Box 1000, Hemingway, S. C. 29554.

Minneapolis-St. Paul. Need proved promotional salesman at once. Earn \$400 to \$500 per week for the summer months working in America's most beautiful area selling the nation's most successful merchandising program, Community Club Awards, for one of the finest radio operations in the country, WPBC AM-FM-Stereo. What more could you want! Call Bill Stewart, 612-869-7503.

Nation's leading broadcast school with 26 offices throughout the country is looking for good student counselors. Income ranges from \$15M to \$40M annually. One position available in each of the following cities: Birmingham, Alabama; Hartford, Houston, Jacksonville, Los Angeles, Madison, Minneapolis, Phoenix, Pittsburgh, Portland, Kansas City, Baltimore, Seattle and Washington, D. C. In depth broadcast experience required. Applicants must be married and over 25. Send resume with photo to: Wm. Anderson, President. Box 18006, San Francisco 94118.

Florida gold coast seeking young family man for rewarding sales opportunity—network powerhouse, in America's most delightful resort setting. Draw, liberal commission, benefits and great opportunity for dedicated charger with young corporation. Call 1-305-278-1420.

Announcers

Wanted—hip Negro personality for fulltime contemporary station in south. Must be R&B oriented and able to "talk that talk"—city is wide-open for the right man. Send tape, photo and resume to Box D-358, BROADCASTING.

Looking for personality afternoon dj. MOR format in the midwest. Must be experienced. Send resume, tape & photo to Box E-232, BROADCASTING.

Conversation personalities needed for New England conversation station. News background helpful. Salary open according to ability. Send tape, background, salary requirements first response. Box E-262, BROADCASTING.

Radio announcer for large small market station in South Carolina. Looking for a pro and will pay top dollar for right man. Send audition tape, photo, complete data in confidence. Box F-5, BROADCASTING.

Announcers—(Cont'd)

First-class. Upper midwest, regional. Permanent, immediate. All details, requirements 1st letter please. Box F-32, BROADCASTING.

"Swingin'" Negro personality for "swingin'" R&B full-time. Ohio station. He will "go" if he's a "cat." Tape, photo, resume. Box F-65, BROADCASTING.

Excellent opportunity for experienced announcer in well-accepted station in north-eastern North Dakota. Box F-72, BROADCASTING.

Michigan 5,000 watter, number one in medium market needs a great voice and production man with first phone. Salary commensurate with ability. Box F-79, BROADCASTING.

Top journalist-broadcaster needed for nation's most successful good music station on the west coast. High performance in gathering, writing and broadcasting only requirements. An equal opportunity employer. Send tape and resume to News Director. Box F-81, BROADCASTING.

First class. Chicago. Permanent. Immediate. All details, requirements 1st letter, please. Box F-110, BROADCASTING.

Play-by-play announcer—football, basketball, hockey and baseball—has excellent opportunity in 15th market. Send tape and resume to Box F-130, BROADCASTING.

Here is a great opportunity for three disc jockeys with first tickets who are now in a small to medium market, but know they're good and want to learn modern radio. We are a successful broadcasting group and are putting a station on the air which will serve a five county area in the eastern part of the U. S. We have hired a professional program consultant to format the station. You will be taught modern radio and one will be chosen as program director. You come with the raw material. We'll turn you into a professional dj. Send letter, resume and tape first time. Tapes will be returned. All replies confidential. Box F-141, BROADCASTING.

Pittsburgh area adult format station needs announcer adept at production work. First class license helpful but not necessary. Send tape and resume to Box F-152, BROADCASTING.

Dependable announcer wanted for long established radio-TV station. Chance for good announcer to break into TV and still work in radio. Retirement benefits, group insurance. Send audition tape, complete resume and picture first letter to Will Shaner, KFBC Radio TV, Cheyenne, Wyoming, 82001.

Station will do 70 college and high school football and basketball games. Need sports-caster of ability; sales ability important. Send tape, resume and picture to KOLT, Scottsbluff, Nebraska.

Century, the progressive rock leader is expanding. If you are ready to compete in a top ten market, send your tape and resume to: Ron Elz, KSHE, 9434 Watson Rd., St. Louis, Mo. 63126.

Immediate evening shift opening for experienced announcer. Contact George Wilburn, KTRR, Rolla, Mo.

All-night man needed by hottest station in the south. Excellent opportunity for right man. Must have first phone. Send tape and resume to Jack Gale, WAYS, Charlotte, N.C.

Announcer, experienced for top rated metro feeder station. Near Philadelphia. Contemporary M.O.R. format. No screamers. WCOJ, 215-384-2100.

Where are all the good radio announcers? WFIX needs mature announcer 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.

Announcer with desire to do some selling. WINH in Georgetown, S. C. has opening for morning personality. Willing to settle in community with growing station. Rush tape, salary requirement and resume to Tad Fogel, General Manager.

Announcer-dj wanted. Send tape and resume to WIZE, Box 1104, Springfield, Ohio.

First phone announcer, no maintenance, MOR station, heavy on talk. Must run a tight board, do production commercials. Good salary—vacation—hospitalization—retirement. Will work with other professionals. Call Joseph J. Vonesh, 815-223-3100, WLPO AM & FM, La Salle, Illinois.

Announcers—(Cont'd)

Immediate opening for experienced announcer. First phone desirable but not mandatory. Send 7½ tape and resume. WVSC, Somerset, Pa.

Need modern C&W dj. Strong on production and possible play by play. Rush resume and tape to Bob Sparrow, WXCO, Box 447, Wausau, Wisconsin.

Technical

Chief engineer for group owned radio station. Cracker-jack on maintenance and construction. Room for advancement in a multi-station operation. Good Salary plus benefits. Send complete resume to Box E-267, BROADCASTING.

Important St. Louis FM Stereo station opportunity for capable chief engineer. Box F-80, BROADCASTING.

Chief engineer for metro city, southwest. Full time, directional nite good salary plus modern home provided at transmitter location. Must have excellent qualifications and recommendations. Good working conditions. Send full details. Box F-121, BROADCASTING.

Audio technician—experienced man to work for a small medical electronics firm in suburban Washington, D. C. Good opportunity for a man who can run a shop as well as meet customers. Send full resume to Box F-146, BROADCASTING.

Chief engineer. Baltimore-Washington area. Good directional experience necessary. Up to \$225 weekly to start. Box F-173, BROADCASTING.

Radio/TV engineer, first phone, midwest 125 mi north of St. Louis on the Mississippi River. NBC-ABC affiliate. Full color. Top benefits. Phone or wire Jim Martens, Chief Engineer, 217-222-6840, WGEM-AM-FM-TV, Hotel Quincy, Quincy, Ill.

Technical opening for experienced chief or well trained qualified engineer for chief, WJAZ, Albany, Georgia.

Experienced chief engineer to care for our modern equipment plus 23 hours MOR announcing weekly. Permanent position, beautiful Florida coastal community. \$150 week to start, WSTU/WMCF FM Stereo, Stuart, Florida.

NEWS

Well-equipped central New York news operation with 3 men seeks fourth full-time man with at least one year in radio. Must handle heavy emphasis on local news and UPI audio. Send tape, resume to Box E-266, BROADCASTING.

Outstanding announcer with first phone needed for nation's most successful good music station on the west coast. Rich, mature voice, good knowledge of music from the 30's thru the 60's. Send tape and resume to attention of Manager. Box F-82, BROADCASTING.

Sharp young newsman wanted for midwest radio-TV operation. Send tape and resume to Box F-101, BROADCASTING.

Newsman to gather, write, deliver local news for established full-time kilowatt in pleasant prosperous Illinois city. Professional staff, gracious living away from metropolitan pressure yet near big city. Best working conditions, many fringe benefits. Brand new, modern building, exceptionally well equipped. Send tape, resume, photo to Box F-117, BROADCASTING.

Reporter-writer. Has excellent opportunity in 15th market. Send tape and resume to Box F-131, BROADCASTING.

Successful broadcasting group putting a station on the air that will serve a five county area in the eastern part of the U.S. We need a self starting newsman who can gather and write local news. Good voice and authoritative delivery a must. Send letter, resume and tape first time. All replies confidential. Box F-142, BROADCASTING.

No. 1 top 40 station looking for young, knowledgeable newsman for air shift 6 p.m.—midnight. Must be able to write and gather local news. Contact Jim Smith, WAMS, Wilmington, Delaware. 302-654-8300 at once.

News and sports announcer needed. Gather, edit and deliver local news. Call high school football and basketball games. Pay commensurate with ability. Progressive, chain operation. WGAD, Gadsden, Alabama. Contact Ed Carrell.

News—(cont'd)

Experienced newsman ready to take over as news director for small mkt. 5 KW radio station. Write or phone Chuck Pettit, WSIV, Pekin, Ill. 346-2134.

Programing,—Production, Others

Program director for small market station. Must be mature, responsible, have leadership qualities. Prefer family man. We offer good pay, fine community living, excellent schools, proximity to metropolitan areas. Indiana. Box F-56, BROADCASTING.

Top program-production manager. Reputable, well established major midwest market AM-FM radio operation wants at once a dynamic, experienced man who has proved record of developing and maintaining top adult audience ratings in a major market. Make our stations zoom and so will your income. Rush full details including age, experience, rating record, picture, salary goals to Box F-59, BROADCASTING.

Production manager for Pittsburgh area station. First class license helpful but not necessary. Send tape and resume to Box F-153, BROADCASTING.

Small market AM & FM would like to contact Program Director who is also a play by play man. PD would not have regular board shift but would fill in when occasion arises. Prefer man who has FM experience. Send full details, snapshot, salary expected, marital status, military status to Mason Dixon, KFTM Fort Morgan, Colorado.

Program director/chief announcer—immediate opening, 1st class license, tape and complete requirements including salary requirements first letter. WEAU, Evanston, Illinois 60202.

Help wanted female—WGST Radio Atlanta, has an opening for an experienced radio traffic manager. Requires knowledge of radio traffic and must be above average typist. If interested call 875-8441.

WHWH, Princeton, N.J. 5 kw fulltime, highly rated and recognized MOR needs production and copy supervisor. Good voice, good writer for this expansion position. Also need two newsmen, 1 with potential and experience for news director job. Send tape, resume and requirements to Dave Moss, G.M., Box 1350, Princeton. If in area call for appointment 609-924-3600.

Bustling—MOR-AM-FM with TV pending needs talented take-charge guy with or without 1st phone, for production and air shift. Expanding group on east coast—get on board now. Pierce Burgess, (301) 739-8016.

Situations Wanted—Management

General Manager—thoroughly experienced manager, successful background. Currently major market. Box F-21, BROADCASTING.

Presently general sales manager major market. Seeks opportunity general manager. Excellent sales and management record. Family. Box F-119, BROADCASTING.

Young, married, ambitious, knowledgeable in all phases of radio, very strong in sales. Seeks affiliation with station or group that offers real potential in income and management. Box F-134, BROADCASTING.

Available as soon as profitable sale of my present station is complete. Radio station manager that brought two stations from losers to profitable operations. Total 14 years experience in radio . . . seven in management and sales and seven in announcing and programing. 30 years old. Would especially enjoy opportunity to put new ideas for good music station to work (in medium or major market and operating below potential). Prefer stock. Will consider all offers. Box F-135, BROADCASTING.

GM, strong sales, programing, agencies. 38, family man. East coast, salary plus override. References. Box F-136, BROADCASTING.

Currently manager top 5 market AM-FM. Top references and credentials. Personal billings and aggressive sales leadership. Box F-154, BROADCASTING.

Sales

South . . . experienced salesman with managerial and sports announcing background. Mature dependable family man. Box F-90, BROADCASTING.

Situations Wanted

Sales—(cont'd)

Seeking first position, recent broadcast school graduate. 3rd endorsed, mature, no experience. Hard worker, prefer sales and production. Box F-148, BROADCASTING.

California! Looking for great salesman or sales-manager? 11 years experience, top man on staff of 4, sales records, etc. Box F-150, BROADCASTING.

Announcers

Negro soul jock, first class ticket. Working now. Box E-241, BROADCASTING.

10 yrs. in radio—29, single, army vet. 3rd phone endorsed. Strong on production. Last five years spent as pro. dir. and general mgr. Want to get back on the air in good music or country station. Experienced in all phases of radio programing. Box F-24, BROADCASTING.

Attention: CATV studios. C&W, gospel stations. 6 years experience, all phases. Family. Will relocate. Box F-33, BROADCASTING.

Modern C&W disc jockey—first phone. Program, farm director experience. Top ratings. Married, sober. 50,000 watts or substantial metro only. \$200 minimum. Confidential. Box F-35, BROADCASTING.

Disc jockey—experienced. Tight board—dependable. Newscaster—authoritative. Salesman—aggressive. Versatile—creative. Third endorsed. DJ/salesman. Box F-47, BROADCASTING.

Experienced ann/newsman seeks position in Long Island, New Jersey area. Box F-62, BROADCASTING.

Announcer, newsman, five years experience. Currently news director 5th market. Bachelors degree in speech. 23, married, draft exempt. third endorsed, wants better opportunity. Prefer midwest. Box F-63, BROADCASTING.

Versatile disc jockey, authoritative newscaster rock, gospel. Small or medium station. Experience one year. Box F-92, BROADCASTING.

Experienced dj, announcer, newscaster, sales, tight board, third endorsed, versatile, creative, aggressive, authoritative newscaster. draft completed. Box F-95, BROADCASTING.

Now available, one good sound dj, whose news is quite authoritative, Married, draft deferred. Ready to work for you. Will relocate. Interested in sales. Have 3rd ticket, studying for 1st. Experienced, dependable. Professional at heart. Hurry, offer limited. Box F-98, BROADCASTING.

Conscientious draft free 3rd phone announcer. Top 40 medium market like to advance. Production manager: Two years experience: Available now: College. Write Box F-108, BROADCASTING.

DJ newscaster, pleasant personality, tight production, married, Northeast only. Box F-111, BROADCASTING.

Lady dj—experienced in radio TV—seeks work accessible to IRT. BMT or 8th Avenue subway—third class endorsement soon to be replaced by 1st. Box F-113, BROADCASTING.

Mature man, married with 10 years experience in all phases: Announcing (tight board) production, news director, TV commercials, film narration, you name it. Desires to relocate in Florida. Write Box F-114, BROADCASTING.

10 years—all phases—reliable—top sports—want to move up—college degree—married—family. Box F-115, BROADCASTING.

C&W 1st phone-sales, Young, experienced large markets—good sales record. No twange. Box F-118, BROADCASTING.

Smooth MOR mid-morning dj, with 1st phone. Authoritative news delivery. Warm, believable, people-to-people voice. 15 years experience all phases. Box F-125, BROADCASTING.

First phone, technically adept, desire week-end work. N.J. or E. Pa. Box F-132, BROADCASTING.

Announcers—(Cont'd)

First-phone top-forty PD, medium midwest market, seeks wake-up. All-night east. Gim-mick, \$140. Box F-133, BROADCASTING.

Versatile dj-announcer-newscaster. MOR or R&R. Tight board. 3rd endorsed. Married. Northeast. Box F-140, BROADCASTING.

Announcer, MOR dj. Presently working small market. Ready move up. Much potential. 1st phone. Tape . . . Box F-145, BROADCASTING.

Sportscaster, 7 years experience including semi-pro. Interested in major college market: desires to relocate, preferably west coast. Box F-149, BROADCASTING.

Experienced versatile announcer, broadcast graduate, 3rd endorsed, married. Eastern Missouri or southwestern Illinois. Box F-157, BROADCASTING.

DJ news, tight board, third endorsed, dependable, versatile. Relocate. Box F-156, BROADCASTING.

DJ-announcer, tight prod., 3rd end., adult sound, NYC vic. Nites—weekends, Box F-164, BROADCASTING.

Good voice announcer. DJ, authoritative newscaster. Experienced salesman. Personal. Family man. No floater. Box F-165, BROADCASTING.

Mature announcer—some experience, 3rd, draft exempt, immediate employment desired—\$85 weekly. Box F-166, BROADCASTING.

Negro soul jock. Any format, 3rd phone will travel. Experience, talk that talk. Box F-169, BROADCASTING.

College and broadcast graduate, 3rd endorsed, single, free to relocate, military complete. Pleasant voice. Call Pitts. 412-233-8288.

Trying to get started, recent broadcasting school grad with 1st phone. Very willing to learn your operation, 32 years old with family. Call Joe after 5 p.m. at 312-425-0722.

First phone announcer, dj. Program and farm director experience. Excellent ratings. C&W, top-40. MOR. Sober. Midwest only. Phone 314-AM6-3503, June 12, 13, or 14.

First phone, six years experience. Want MOR in midwest medium metro market. Married, military completed. Minneapolis 612-724-9067.

Now available Chuck Boyles, former nat'l pgm director and premier specialist in hard core telephone talk shows.—8319 Floyd Lake Dr., Dallas, Tex., Show: 341-1266.

Soul jock available. First phone. Broadcast training and experience. Contact Joe Allen, 2800 South Boulevard, Dallas, Texas 75215.

Have 1st class ticket—no maintenance. Experienced. Write comedy or anything. Do voices and impersonations. Prefer southeastern Michigan, Canada or general area. Contact: Leonard R. Menninger, Apt. #1, 3rd and Forest, Apopka, Florida 32703.

DJ announcer—colored—graduate. Single-42-stable. References. Tape on request. Your letter will bring phone answer. Pernel Dorsey, 4718 Washington, Chicago 60644.

Mature, intelligent announcer with bright commercial sound seeks MOR, production and news in Rocky Mountain or western states. Four years parttime experience, degree, broadcast grad, currently USAF officer available July. Captain Roger Schneider, Box 499, Kirtland AFB, N.M., 87117.

Play-by-play and sportscaster. Draft exempt. Thomas J. Shaffer, 633 West Chicago Avenue, Hinsdale, Illinois 60521, 312-323-4544.

Technical

Experienced, reliable chief engineer available immediately. Construction, maintenance, installations on AM and FM stereo. Maintenance engineering considered. Box F-22, BROADCASTING.

Experienced maintenance engineer—5 years—draft free, can also announce. Seeking chief or assistant chief position. Will relocate. Box F-91, BROADCASTING.

Ex-VOA engineer and experienced chief engineer with years of commercial, US government and military stations engineering experience desires engineering director or chief engineering position with Texas-southwest station. Available immediately. Box F-94, BROADCASTING.

Technical—(Cont'd)

Chief or assistant desire leave small market for big city. Box F-106, BROADCASTING.

Experienced chief engineer desires a good position at high quality station. Box F-120, BROADCASTING.

You have problems? I have 24 years AM/FM chief's experience. Best work and personal references. \$10,500 minimum start. Employed, available after July 1—two weeks notice. Box F-129, BROADCASTING.

NEWS

400-thousand metro-radio news director seeks major market radio or TV reporting job with political and governmental emphasis. Excellent references. M.A. radio-TV journalism. 27. Radio-TV documentary, talk show, 4 years radio air experience. Write Box E-287, BROADCASTING.

I'm one of the hardest working news directors in the business. I presently run a large radio news department in the top three. I want to organize and/or operate an all news station. I have some exciting ideas. Write Box F-128, BROADCASTING.

110% hustle! Small market news director seeking hard work in the central states/Rocky Mountain area. Creative potential essential. 27, single 3rd, draft free. Box F-163, BROADCASTING.

Veteran radio newsmen; dependable, good voice, can have and will produce, references, midwest. Box F-167, BROADCASTING.

Cape Kennedy Coverage. Exclusive for your area, details from Cape Kennedy News Bureau, P. O. Box 572 Cocoa, Fla. 32922

Programing,—Production, Others

Hollywood network announcer will record anything for your station for 1¢ per word, plus tape and postage. Spots, promos, program intros, etc., for unlimited use. Send check and pronunciation guide with copy. Red Blanchard, General Broadcasting System, North Hollywood, Calif. 91605.

Copywriter with degree, experienced in women's programs, interviews, selling, desires position, preferably in California, Florida. Box F-143, BROADCASTING.

Want to change to "top 40"? Let's talk. I have major market PD experience. Box F-147, BROADCASTING.

TV—Help Wanted—Management

Southwest major market "U" needs professional, result-producing general sales manager for local, regional, national. Excellent compensation plan, opportunity for corporate level position. Resume and photo first letter. Box F-60, BROADCASTING.

Management training program available for man willing to build for the future. Sales experience beneficial but desire to succeed more important. Our company is growing fast and this is an excellent opportunity to get in on the ground floor of an important new industry. Broadcast personnel recruiting is a challenging and financially rewarding career. If you can qualify for this management training program, send resume to Ron Curtis, President, Nationwide Broadcast Personnel, Consultants, 645 N. Michigan Avenue, Chicago, Illinois 60611.

Sales

Television account executive for Wisconsin network affiliate. We'll provide the incentive and income opportunity. You supply ambition, initiative, creativeness and will to succeed. Box E-209, BROADCASTING.

Wanted: Experienced salesman for southwest multi-station market. Oklahoma or Texas preferred. \$9,000.00 base, plus percentage of billing. Fringe benefits include paid vacation, life insurance, retirement plan, etc. Must be able to cultivate new accounts. One of growing group of TV stations. Come and advance with us. Send resume to Box F-151, BROADCASTING.

Technical

Engineering personnel: 3 to 4 years experience in maintenance—all phases. Also operator with 2 to 3 years experience. Send resume to Box F-123, BROADCASTING.

TELEVISION—Help Wanted

Technical—(Cont'd)

Wanted: Immediate opening for assistant chief engineer with a McLendon station. Fully colorized VTR—film chain, etc. Full fringe benefits and ideal working conditions. Contact Chief Engineer, A. C. Headley KCND-TV, Pembina, North Dakota 701-825-6292 Collect.

Maintenance technicians—to install and work with film and life color cameras, VTR's, transmitter and studio. All new RCA equipment. First class license required and experience desired. Send resume and salary required to: Chief Engineer, KSEL-TV. Box 2805, Lubbock, Texas, 79408.

TV Radio engineer, first phone, midwest 125 mi. north of St. Louis on the Mississippi River. NBC-ABC affiliate. Full color. Top benefits. Phone or wire Jim Martens, Chief Engineer, 217-222-6840, WGEM-AM-FM-TV, Hotel Quincy, Quincy, Ill.

Two first class license holders. Background in television. Must be capable of maintaining and operating television equipment. Salary open. Write WHTV, P.O. Box 871, Meridian, Mississippi.

Transmitter engineer for modern, color equipped, two station ETV operation. Must be strong in both operations and maintenance of VHF and UHF equipment. Opportunity for advancement. Top salary and fringe benefits. Apply Chief Engineer, WMVS/WMTV, 1015 North 6th Street, Milwaukee, Wisconsin 53203.

Wanted: Summer relief engineer with first phone-some operations. Possible full time employment in fall. Call Curran Wade, WNYX-TV. 716-484-9191, Jamestown, New York.

Western Michigan—immediate openings for television control room engineers. Excellent fringe benefits: good pay; NBC affiliate; full color facilities. Phone collect, or write; Mr Charles F. Robinson, Chief Engineer, WOOD-TV, Grand Rapids, Michigan 816-459-4125.

Chief engineer to install and maintain religious station WURD-TV, Indianapolis, Ind. New TV 30 for 937,000. Dr. Wendell Hansen, Rt. 4, Noblesville, Ind. 46060, 317-773-0630.

Television engineer, first phone license with operating experience. Excellent working conditions. Immediate opening. South central Pennsylvania. Phone 717-533-9121.

Immediate opening for 1st class TV engineer in a full-power, full-color, channel 6 ETV operation. Must have experience with high-band VTR, TK-42's and TK-27. Air mail resume and references. Chief Engineer, Radio-Television Bureau, University of Arizona, Tucson, Arizona 85721.

NEWS

Experienced news director for TV-radio 5 man operation in the midwest. Need resume, tape and photo or reply by wire to Box E-231, BROADCASTING.

Expanding midwest UHF needs qualified news director. Must be strong air man. Excellent opportunity for advancement. Rush tape and resume to Box F-100, BROADCASTING.

TV newsmen to do major newscasts on #1 station in 3-station market. Appearance, delivery, and writing more important than photographic skills, although will be expected to develop latter. Audition materials, including photograph to Box F-104, BROADCASTING.

Newsmen-radio-TV. Prefer some experience, radio, TV or both. Consider journalism grad with potential. Upper south, non-metro. 5 KW radio, VHF-TV. Include tape and salary with resume first letter. Box F-109, BROADCASTING.

Reporter-photographers with journalism training. Phone Gene Strul, News Director, WCKT-TV, Miami, PL 1-6692.

Leading station in growing southeastern market needs good newsmen for ambitious radio-TV news department. Must be young, good voice and diction, good writer, able to handle radio and TV newscasts. Duties will include news gathering, filming, and editing. Call or write Dave Partridge, WFBC, Greenville, S. C. 29602, phone 239-1324.

TELEVISION—Help Wanted

Programing.—Production, Others

Continuity and promotion director with management capabilities to oversee inside operation. Aggressive station in Gulf coast city wants 'can do' person. Send resume to Box F-89, BROADCASTING.

We're moving our sports director up. He'll train you to run our television sports department if you really like sports and sports people. Experience less important than ability and potential. Rush photo, tape, and resume to Box F-105, BROADCASTING.

Producer-director, Wide open opportunity for mature, creative, experienced director. Must have solid background in commercials, documentaries, and creative programing. Ability to shoot and edit film a must. Salary based on experience. Send resume, photo to Box F-122, BROADCASTING.

Research director—Los Angeles independent television station. Minimum two years experience. Excellent salary and benefits. Dynamic problem solving. Only qualified individuals will be considered. An equal opportunity employer. Send resume to Box F-126, BROADCASTING.

Continuity director—if you do all the work and your boss gets all the credit, why not get out of the rut and join us for both. We are a small station in an explosive market and our competition is asleep. Send complete details in first letter. Box F-156, BROADCASTING.

Production director. New Florida university. CCTV programing, supervise audio service. May develop FM, change to manager. Some teaching, Masters plus experience, minimum. Box F-137, BROADCASTING.

ETV station, planning intensive series of TV programs on race relations. Seeks personnel, white and black, for the project: Producer, associate-producer, co-hosts, cinematographer, and writer-researcher. Television public affairs or news background desirable. Call 716-854-4756, or write WNED-TV, Hotel Lafayette, Buffalo, N.Y. 14203.

TELEVISION

Situations Wanted

Management

Attention stations, agencies, production units looking to fill or create position of Production coordinator, administrative assistant or other similar job. Broadcasting and film experience. Good organizer and leader. Thrive on variety and problem solving. Degree. Box F-144, BROADCASTING.

Current major market AM-FM manager, 12 years all phases TV. Seeks TV management position. Box F-155, BROADCASTING.

Sales

TV sales manager in top 40. Bursting with ambition—but no place to go without waiting forever. Record increases: '68—14%; '67—25%; '68—12%. Married, 34, BA and MS. Best references. Want medium size market opportunity or better. Box F-7, BROADCASTING.

Announcers

Currently announcer-weatherman, with experience in news, sports, production, writing. Relocate anywhere but south. Married. Stable. Salary open. Box F-28, BROADCASTING.

Attention California, 13 years in broadcasting, 6 years TV—weather, sports, news, variety, et al. Seeking position with established, professional organization offering fringes and retirement. Third and last move for family. Prefer southern California, but will answer all. Box F-172, BROADCASTING.

Technical

Chief or assistant desire leave small market for big city. Box F-107, BROADCASTING.

First phone, some maintenance, studio sound and film editing experience with LA station. Graduate of USC cinema and TV major. 16 mm camera. Available August 15. Ivan Kruglak, 1939 N. Kenmore, Los Angeles 90027.

TELEVISION—Situations Wanted

NEWS

Available July: Three-media performer—writer. Experienced news director, chief announcer, net-feeder and investigative reporter. Degree plus newspaper background. Want news or editorial slot for award-winning talents. Youthful, personable and dependable. Box F-23, BROADCASTING.

Top newsmen wants switch to television. Ten years on daily newspapers as photographer, reporter, columnist, editor. Presently city editor. Strong at localizing news, keeping on top, ahead of news. Capable of on-camera. Prefer Nevada, California, Pacific northwest. Five figure wage. Box F-88, BROADCASTING.

Newsman: Experienced in all phases of radio and television news. Wish to relocate major S.E. market after Sept. 1. Veteran, married, B.S., M.S. Current employer references. James Wollert, 640 W. Badger Rd., Madison, Wis.

Programing.—Production, Others

Producer director: Extensive studio, remote and film production experience. Salary depends on market—\$9,500 minimum. Box E-307, BROADCASTING.

Motion picture producer who is also award quality graphic designer, writer, idea fountainhead. Large background in New York commercials. Prefer California or Florida. Box F-97, BROADCASTING.

Producer director-cameraman. 8 years experience, military obligation completed, FCC-3rd, will also accept overseas assignment. Box F-116, BROADCASTING.

Producer—director position needed. 6 years experience. BA degree. Highly creative. No switching please. Box F-159, 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.

Used 10 KW FM transmitter, good condition and remote pick up gear 450 mHz or 160 mHz for WESR-FM, Vernon H. Baker, P.O. Box 889, Blacksburg, Va. (703) 552-2387.

Wanted: Used Mobile studio truck, contact, WLNG Radio, Sag Harbor, L. I., New York. 516-725-2300.

Wanted immediately, used heavy duty self-supporting tower 500-600 feet, capable of supporting 12 bay circular FM antenna. Glenn Callison, The McLendon Corporation, 2008 Jackson, Dallas, Texas. AC 214-747-9311.

Complete used FM package: Monaural 100.7 megacycles, 5 kw transmitter, 8 bay horizontal antenna. Remote control unit. Modulation and frequency monitors. Will also consider used tower, 340' minimum height. Need immediately. If you have all or any part call John R. Kreiger, (512) GR 8-8521, KVET, 113 West 8th St., Austin, Texas 78701.

FOR SALE—Equipment

Coaxial-cable—heliac, styroflex, spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Manufacturer's close out of FM transmitters and amplifiers—all power levels—available at reduced prices. Box D-102, BROADCASTING.

General Electric type TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCASTING.

Desire to donate for education television—420 foot guide television tower capable of extension to 700 feet—tower available immediately. Box E-270, BROADCASTING.

One kw FM transmitter, stereo generator, remote control equipment. Chance to get into stereo cheap. KONG, Visalia, California.

FOR SALE

Equipment—(Cont'd)

Gates M-6467 top level and M-6144A stereo dual limiter. Like new! First \$1,000 takes both. Contact J. B. Reynolds, WJBR, Wilmington, Delaware. (302) 475-4000.

For sale three EMCEE HTU-100 translators for channels 72, 74 and 77 each equipped with Scala SL-8 omnidirectional antenna. Less than two years old. Contact E. M. Tink, Chief Engineer, Black Hawk Broadcasting Company, KWWL Building, Waterloo, Iowa.

Update your monochrome cameras. For sale: 3 RCA TK-31 field camera chains. Real buy. Box F-73, BROADCASTING.

For sale . . . new tele-beam television projector, never used, will consider loss on purchase price. For more details call Curran Wade, WNYF-TV, Jamestown, New York, 716-484-9191.

Final stage amplifier tuning elements for ITA—10,000, 1 silver plated and 1 gold plated, custom-made excellent at \$130.00. WMNI Radio, Columbus, Ohio.

Broadcast equipment, we have, or we'll get. Best deals. Financing available, trades accepted. Audiovox. Box 7067-55, Miami—Florida, 33155.

Tape recorder, 7" capacity, Roberts \$60.00. Wollensak \$45.00. Channel Master \$25.00. Sparta telephone delay-reverb cartridge recorder \$225.00. Remote amplifiers \$50.00. Gates stereo limiter \$475.00. Gates FM top level \$275.00. Weathers broadcast turntable Tonearm/Cartridge/needles, \$50.00. Box F-78, BROADCASTING.

3—260 ft galvanized angle iron AM broadcast towers, complete with 2 Austin transformers. Knocked down. Will erect or ship. T. L. Harris, Able Steeplejack Co., Inc., Box 302, Pasadena, Texas 77501—GR 3-3440.

RCA 10 KW FM transmitter—used—modified—priced for immediate sale. Must move at once—closest to \$3,000 take it. WEBH—312-922-7151—Chicago, Illinois.

10 KW FM-ITA transmitter; new exciter, spare diode boards; heavy duty plate supply; spare harmonic trap, \$3,800, WMNI Radio, Columbus, Ohio.

Increase your FM power. 10 kw Westinghouse FM amplifier just removed from service. Will accept any reasonable offer. Box F-124, BROADCASTING.

Bauer 10 kw transmitter stereo console—1 year old . . . \$12,000. Equipment now on air. Box F-139, BROADCASTING.

Transmitter, 1 kw Gates BC1J. Good condition, spare tubes, \$1900. Call Bruce Webb, 305-425-1632.

MISCELLANEOUS

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Mike plates, studio banners, magnetic car signs, auto tags, decals, celluloid buttons, etc. Write Business Builders, Box 164, Opelika, Alabama 36801.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St., Brooklyn, N.Y. 11299.

"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 60634.

Deejays—"Humor Originals." Deejay lines by top comedy writers. 3 recent samples—\$5.00. \$25 yearly. Gag Re-Cap Publications, Box 86B, East Meadow, N. Y. 11554.

INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog. Desk 8-B, Grantham Schools, 1505 N. Western, Hollywood, California 90027.

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.

INSTRUCTIONS—(Cont'd)

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for June 26—Sept. 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

R.E.I. in beautiful Sarasota, Florida. Zing, Zap, Blap, you have a first class radio telephone license, a Florida vacation, and a better job in (5) weeks. Total tuition \$350.00. Free job placement. Rooms & apartments \$10-\$15 per week. Classes begin June 24, July 29, Sept. 3. Call 955-6922 or write Radio Engineering Incorporated, 1336 Main St., Sarasota, Florida 33577.

"Boy, I say Boy, you not lisening". They gotta R.E.I. school in Fredericksburg, Virginia. F.C.C. 1st Phone in (5) weeks. Tuition \$350.00. Rooms & apartments \$12-\$18 per week. Call Old Joe at 373-1441. Classes begin June 24, July 29, Sept. 3.—or write 809 Caroline Street, Fredericksburg, Virginia 22401.

Going to Kansas City, Kansas City here I come. They gotta R.E.I. school there and I'm gonna get me some—F.C.C. 1st Phone in (5) weeks. Tuition \$350.00. Rooms & apartments \$12-\$17 per week. Classes begin June 24, July 29, Sept. 3. Call The Pope at WE-1-5444 or write R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109.

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st Class exams; New programed methods and earn while you learn job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combo-men, and Announcers.

First phone in six to twelve weeks through tape recorded lessons at home. Sixteen years FCC license teaching experience. Proven results. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90266.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class June 17. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by Call or write: Don Martin School, 1653 N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

RADIO—Help Wanted

CAREER GUIDANCE

What are your prospects for obtaining a better, higher paying position? We can offer individuals in all phases of the broadcasting industry an objective evaluation of current employment trends that will vastly affect your career. Our experienced broadcast personnel consultants can effectively analyze your background, experience and qualifications and give you a report that will enable you to better understand current employment trends in the broadcasting industry and how they affect you. In addition, we will make valuable recommendations to help you achieve your career objectives. THIS IS A COUNSELING SERVICE ONLY AND NOT PART OF OUR RECRUITMENT SERVICE. Send for complete information and cost of this valuable service to:

Ron Curtis, President, Nationwide Broadcast Personnel Consultants, 645 N. Michigan Avenue, Chicago, Illinois 60611. All replies strictly confidential.

Management

FM SALES MANAGER

We believe there is a big future in FM! If you share our belief and are presently working as Sales Manager or Manager for FM station, are between 25 and 35, we want to see your resume. We can offer the right man a bright future in Florida. Send full details in first letter.

Box F-86, Broadcasting.

ADMINISTRATOR

28 to 45 years old. Married. A real worker. However, diplomatic in handling others. Extremely bright. Adaptable. Good at details and good at overall planning. Neat. Willing to work long hours to get job done. Even weekends if necessary. Incisive. Fluent. Organized. Writes things down. Man who can literally DO EVERYTHING. Must know books, budgets, controls and broadcasting thoroughly. Inventive and original, yet realistic. Spends my dollars like they were his. I got a great future for you! Send typewritten resume, photo. You'll live in California and I'll move you.

Box F-171, Broadcasting.

State salary required, plus salary on all previous jobs.

Help Wanted—Sales

One of America's Great FM stations is looking for an experienced, professional salesman. Excellent growth potential with important broadcast company. Good salary, plus commission, plus fringe benefits. Send us your sales record, resume and references NOW!

WJBI Cincinnati
W. 8th and Mason Place

The science of kinesics suggests there are more than 700,000 distinct face, hand and finger movements that can communicate without speaking. This leads authorities to estimate that in face to face communications, the verbal message carries only 35% of the total social meaning.



Help Wanted

Sales

Continued

Sales Manager—\$20,000+

This is a quality, good music station. Strong news department, "Copter, etc., in major southern market. We need a dynamic sales manager with a proven record in one of the top 25 markets. This man must be able to carry an account list of top priority advertisers; must have firm guidelines in managing sales department, yet, have the ability to handle salesmen and sales situations with diplomacy. Must be familiar with national as well as local sales and have the ability to handle administrative functions of an aggressive, quality sales organization. Must be able to plan and deliver highly professional presentations on an agency level. We want a sales manager who can manage, and if need be, outsell anyone of his salesmen. If you are what we're looking for, **THIS WILL BE YOUR LAST MOVE.** All replies strictly confidential.

Write Box F-102, Broadcasting.

RADIO GENERAL SALES MANAGER

One of the west coast's leading radio stations needs an aggressive, CREATIVE General Sales Manager. The position is available now.

The person for this job will be well experienced in running a sales team, have a good track record in local broadcast sales, and have the imagination, organizational ability, and energy to develop and implement a continuing local sales activity.

Please send qualifications and salary requirement to:

Box F-103, Broadcasting.

Help Wanted

Announcers

CONTEMPORARY MOR

Southwest station looking for personality that projects warmth and believability. If you are a versatile entertainer looking for a home, we will start you at \$10,000 per year. Forward resume, tape & picture.

Box F-84, Broadcasting.

sos from san juan

HELP!

Somewhere in America there must be a swinging top-40 jock, who, without screaming, is tops in his market. If there is and he would like to live in Puerto Rico and work for a solid 10 KW operation in a one million market that offers real security and good pay, have him get in touch with me. I will need full details on professional and personal past record, salary needs, draft status, nir check, picture and availability with first letter. No phone calls. Write:

Bob Bennett, GM, WBMJ, San Juan Darlington, San Juan, PR 00907.

ANNOUNCER

Small Chicago Radio Agency needs commercial announcer 2-6 PM, 5 Days Weekly. Can lead to full time.

Box F-138, Broadcasting.

Help Wanted

NEWS

Immediate opening

for creative, driving Newsmen in 50kw Phila. Independent. Experience essential. Must be able to gather and write vibrant news copy, have authoritative sound, and be willing to work. Good opportunity for right man. Send tape and resume.

Jerry Grove, News Director, WIBG, Phila. Pa. 19103

UNDER-PAID NEWSMAN

We are seeking 3 major market newsmen for our group. If you have a McLendon delivery, with Metromedia or Westinghouse news ability, we would like to see your material. If you have the talent . . . we have the money.

Box F-85, Broadcasting.

Programing,—Production, Others

PROGRAM DIRECTOR

Our station is a Contemporary, T-40 #1 rated station. We want to stay there. If you are the type P.D. who can keep us #1, do a 3 hour air shift and take complete charge of internal operations, you are our man! Forward tape, resume and picture.

Box F-87, Broadcasting.

Situations Wanted—Management

Station Manager Available Mid-July

Need management know how! Veteran broadcast exec . . . 22 years with all formats, MOR, Country & R&B. Wants solid operation in medium to large market.

Box E-143, Broadcasting.

Available: A/E...Sales Manager...Station Manager

Want opportunity as radio and/or TV sales manager, station manager, group executive or . . . top A/E opening leading to same. Successful experience in most every phase of radio-TV. Owner-administrator of successful advertising agency 10 years. B.S. degree in Business Administration and Marketing. Recent, up-to-date college in statistical analysis, marketing, sociology, social-psychology, etc. Left well-known radio/TV operation as top salesman to enter agency business. Now want to get back to my first and true love—broadcasting. Don't let my 48 years bias your judgment against me. I've got plenty to offer . . . and can make money for you. I look young, feel young, think young.

Will relocate anywhere but northeast. Will accept reasonable compensation for top opportunity.

Box F-161, Broadcasting.

TELEVISION—Help Wanted

Management

Multiple Leaseback

CATV system in mid-west wants experienced manager. Sales, promotional and financial experience helpful. Good salary, advancement and other benefits available. Send photo, full background information to:

Box F.77, Broadcasting.

Situations Wanted

Announcers

LOOKING FOR AN ANNOUNCER?

Then write Jerry Berman a letter.



Jerry's Job Placement Director at Columbia School of Broadcasting—with 26 offices coast to coast the chances are that we have a graduate near you. Just tell Jerry what you want and he'll send you a resume, photograph and audition tape of just the one you're looking for. Air mail.

Columbia School of Broadcasting

4444 Geary Boulevard/San Francisco 94118 (Not affiliated with CBS, Inc)

Help Wanted—Sales

TV ACCOUNT EXECUTIVE

Fast growing, most exciting, and selling more spots than any other station. Has immediate opening in local sales department for experienced media salesman. Potential \$20-25,000 in commission against guarantee. Send resume to sales: WDCA-TV, 5202 RIVER ROAD, WASHINGTON, D.C. 20016.

For Best Results You Can't Top A CLASSIFIED AD in

Broadcasting
THE AUTHORITY OF TELEVISION AND RADIO

TELEVISION

Help Wanted

Technical

FAR EAST ASSIGNMENT

International Broadcasting Organization seeking qualified electronic engineers for challenging assignment.

Minimum of five years' maintenance experience in all phases of television operations; basically, a sound electronic engineer.

Separation from dependents is requirement of position. However, periodic home leave included as condition of contract.

Salary and overseas allowances commensurate with position.

Box F-10, Broadcasting.

NEWS

ANCHORMAN

Major market TV station needs winning reporter-airman. Send recent VTR and/or film audition or aircheck, plus resume to:

Box F-160, Broadcasting.

Employment Service

527 Madison Ave., New York, N.Y. 10022

B

BROADCAST PERSONNEL AGENCY
Sharise Barish, Director

BUSINESS OPPORTUNITY

**TELEVISION
REP FIRM**

We will Guide—Direct—Finance—the forming of a National Rep Firm with principals experienced in National Advertiser Opportunities for a select market. Prefer small existing firm, or senior account people interested in forming their own company. We are not now in the Rep Business. All replies acknowledged and guaranteed to be held in strictest confidence.

Reply to Box F-99, Broadcasting.

MISCELLANEOUS

**ATTENTION
MIDDLE-OF-THE-ROAD
STATIONS!**

New MUSIC SERVICE from the Program and Music Directors of leading Middle-of-the Road stations. Weekly listing of 100 45's, plus breakdown of "BEST PLAYABLE CUTS" from 5 new LP's each week. Save your Program Department many hours each week with this economical, already proven MUSIC SERVICE. Write for FREE SAMPLE and price for your station to:

**THE MUSIC DIRECTOR, BOX 177,
CHESTNUT HILL, MASSACHU-
SETTS 02167.**

Watch for the **NEW LOOK**
of Profitable Radio From
**CHARLES EVENSON
PRODUCTIONS**
Waupun, Wisconsin 53963

FOR SALE—Stations

**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

NEED HELP ?

Your ad here . . .

gives you an international audience

For Rates See Page 90.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FOR SALE

Stations—(Cont'd)

La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-3430

WHY BUY AN FM?

Build your own.

Over 900 open freqs. 48 states. Operate for \$1,000 mo., with revenue potential \$4,500 mo. If you have decided to enter FM and if you have at least \$20,000 liquid strength—call collect 213-246-4874

STRONG UHF

Top 50 Growth Market

Respectable Billings
(some say spectacular)

Wants affiliation with group situation
or experienced broadcast owner

Box F-170, Broadcasting.

ARIZONA

Small market 1 KW daytimer. One of the fastest growing areas in the nation with a fantastically bright future. Billing nearly tripled in 21 months. Presently averaging \$5M monthly and climbing. Attractive terms.

Box F-162, Broadcasting.

SOUTHWEST MAJOR MARKET

Daytimer. Grossing over \$200,000 with cash flow of \$35,000. Showing excellent profit. Priced at \$350,000 with 29% down. Balance in ten years.

Box F-96, Broadcasting.

Ga.	small	daytime	\$ 65M	29%	Minn.	small	daytime	\$115M	terms
N.Y.	medium	daytime	150M	nego.	S.C.	small	daytime	66M	29%
Wyo.	medium	fulltime	180M	29%	Wisc.	medium	FM	110M	29%
N.Eng.	metro	daytime	160M	terms	Col.	metro	daytime	110M	cash
M.W.	major	FM	135M	50%	S.W.	major	daytime	350M	29%



CHAPMAN ASSOCIATES
media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

(Continued from page 68)

Clayton Broadcasting Co. for \$33,000 and assumption of \$61,000 in obligations. Principal; Mr. Dorsey is sole owner of WBAD. Principals of Clayton Broadcasting Co.: Louis D. Evans and G. Robert Oliver (each 40%) and Herman Mason (20%). Ann. May 31.

WGAA Gainesville, Ga.—Seeks assignment of license from Southern Broadcasting Co. to Radio Station WGAA Inc. for purpose of incorporation. No change in principals and no consideration are involved. Ann. May 31.

KJIN and KCIL-FM, both Houma, La.—Seeks assignment of license from KCIL Inc. to Houma Radio Inc. for \$450,000. Principals of KCIL Inc.: Denver T. Brannen, president (88%) et al. Principals of Houma Radio Inc.: Jesse B. Chapman, vice president, A. Lamar Simmons, president. All stock is owned by Air Waves Inc., licensee of WLCS Baton Rouge, 90% owner of WWUN Jackson, Miss. Ann. June 4.

KWDM-FM Des Moines, Iowa—Seeks transfer of control from George W., Edith L. and Robert L. Webber (100% before, 50% after) to S.E.Q. Corp. Principals: George W. Webber, president (50%), William Joseph Comito, secretary-treasurer (25%) et al. Considerations: \$7,000. Ann. May 31.

WKDN Camden, N. J.—Seeks assignment of license from South Jersey Broadcasting Co. to Roberts Broadcasting Co. for \$775,000. Principals of South Jersey Broadcasting Co.: Ranulf Compton, president (31%), Douglas M. Compton, vice president (31%) et al. Principals of Roberts Broadcasting Co.: Thomas Roberts, president and treasurer (51%) and Ella Weidner Wetherill (49%). Mr. Roberts is sportscaster. Miss Wetherill is publisher of weekly newspapers in Manyunk and Philadelphia, both Pennsylvania, and owns 50% of farm. Action June 4.

WJRZ Hackensack, N. J.—Seeks transfer of control from Communications Industries Corp. to Lin Broadcasting Corp. (none before, 100% after). Principals of Communications Industries Corp.: Lazar Emanuel (35.8%), Steven Ausnit (15.9%) et al. Principals of Lin Broadcasting Corp.: Frederic Gregg Jr., president and chairman of board, Joel M. Thrope, vice president, Clyde W. Clifford vice president and treasurer and Frank A. Woods, secretary. Lin Broadcasting Corp. a publicly-held corporation, is group broadcaster and also has several subsidiaries. Consideration: \$5,500,000. Ann. May 31.

KWON Bartlesville, Okla.—Seeks assignment of license from Horace C. Boren to Enterprise Broadcasting Group Inc. for \$367,500. Principal: Mr. Boren is sole owner of KWON and is also owner of KMUS. Principals of Enterprise Broadcasting Group Inc.: David A. Rawley Jr., president, D. A. Rawley, vice president and Joseph Pearson Rawley, secretary-treasurer (each 33.3%). David A. Rawley Jr. is vice president of High Point (N. C.) Enterprise, 37.84% owner of WKJK Granite Falls, N. C., 50% owner of appliance distributorship, 50% owner of laundry, 33.3% owner of Quincy Cablevision Inc., CATV system in Quincy, Fla. and 33.3% owner of application for new AM in Graham, N. C. Joseph P. Rawley is director of High Point (N. C.) Enterprise and 50% owner of manufacturing firm. D. A. Rawley is 50% owner of High Point (N. C.) Enterprise and 50% owner of The Daily (Burlington, N. C.) Times-News. Ann. May 31.

KWED Seguin, Tex.—Seeks transfer of control from estate of Garfield Kiel to Mrs. Edith O. Kiel (none before, 51% after). Mrs. Kiel also becomes recipient of 17% of both KBRZ Freeport and KLJT-FM Lake Jackson, both Texas (pending FCC approval). Ann. May 31.

KKBC-TV Lubbock, Tex.—Seeks assignment of CP from Chester H. Kissell and Clarence L. Kissell to Double H Corp. for \$55,000. Principals of KKBC-TV: Chester H. and Clarence L. Kissell (each 50%). Principals of Double H Corp.: W. B. Rushing, secretary (90%) and Henry L. Huneke, president (10%). Mr. Rushing is chairman of board of bank and savings and loan association, sole owner of commercial property, 25% owner of manufacturing company and also 25% owner of investment company. Mr. Huneke is 10% and 20% stockholder in two commercial rental property holdings, respectively. Ann. May 31.

WAUK-AM-FM Waukesha, Wis.—Seeks assignment of license from Midwest Broadcasting Co. to Ottawa Broadcasting Corp. for \$400,000. Principals of Midwest Broadcasting Co.: C. Wayne Wright, president. Applicant is 100% owner by Triad Stations Inc., licensee of WFRL-AM-FM Freeport, Ill. and WALM and holds CP for WALM-FM, both Albion, Mich. Principals of Ottawa Broadcasting Corp.: Peter J. Vanden Bosch, president (40.3%), P. J. Zondervan, executive vice president (18.9%) and others. Mr. Zondervan has interests in four publishing houses and numerous other business

interests. Mr. Zondervan also has 18.9% interest in WJBL-AM-FM Holland, Mich. Mr. Vanden Bosch has 40.3% interest in WJBL-AM-FM, Ann. May 31.

ACTIONS

WWWR Russellville and WWWB-AM-FM Jackson, both Alabama. Broadcast Bureau granted assignment of license from Bankhead Broadcasting Inc., owned by Walter W. Bankhead (80.8%), Marion B. Grant, John H. Bankhead, William A. Grant Jr. (each 2.4%) and others, to Franklin Broadcasting Inc., owned by Bankhead Broadcasting (87.5%). No financial consideration, transaction of asset transfer. Ann. June 4.

KINY-AM-TV Juneau, Alaska—Broadcast Bureau granted assignment of license from Juneau Broadcasters Inc. to Midnight Sun Broadcasters Inc., parent corporation. No monetary consideration involved. Assignee is owner of 100% of stock of assignor and licensee. Assignee is licensee of KFAI-TV Fairbanks, KENI-AM-TV Anchorage and KTKN Ketchikan, all Alaska. Action May 28.

KOA-AM-FM-TV Denver and KOAA-TV Pueblo, both Colorado—FCC granted transfer of control of Metropolitan Television Co. from William Grant, et al. to General Electric Broadcasting Co. Consideration is \$10 million in GE stock, plus adjustments. Adjustments will include \$1.5 million in GE stock to be received from sale of KOAA-TV Pueblo, Colo., by Metropolitan Broadcasting to Sangre de Cristo Broadcasting Corp. General Electric Broadcasting is licensee of WGY, WGFM(FM) and WRGB(TV) Sheenectady, N. Y.; WSIX-AM-FM-TV Nashville. Reid L. Shaw, vice president and general manager. Action June 5.

WNAB Bridgeport and WATR-AM-FM-TV Waterbury, both Connecticut—Broadcast Bureau granted transfer of control from Harold Thomas, deceased to H. John Welsman (99%), executor of estate of Mr. Thomas. Action May 28.

WHAN Haines City, Fla.—Broadcast Bureau granted assignment of license from Peggy R. Cook to WHAN Inc. for \$60,000. Mrs. Cook is sole owner of WHAN. Principals of WHAN Inc.: Meyer Layman, president (80%), Elizabeth Layman, treasurer and Bart A. Brown Jr., secretary (each 10%). Mr. Layman has no other business interests indicated. Mrs. Layman is housewife. Mr. Brown is partner in law firm. Action June 4.

KRSI-AM-FM St. Louis Park, WEBC Duluth, both Minnesota and WNAX Yankton, S. D.—Broadcast Bureau granted voluntary transfer of control of Areawide Communications (parent corporation of licensee Radio Suburbia Inc.) from James F. Bell Jr., Thomas R. Anderson and Bell Interests to Gamble-Skogmo Inc. Principals: Thomas A. Anderson, chairman of the board, C. C.

Raugust, president, et al. Gamble-Skogmo is primarily in retail and wholesale merchandising. Mr. Gamble is also director of bank. Mr. Raugust has no other business interests. (see WNAX Yankton, S. D.). In same action, FCC reaffirmed notice of apparent liability directed to Areawide Communications Inc., for forfeiture of \$10,000 for violation of Sec. 310(b) of Communications Act by unauthorized transfer of control of stations. Areawide Communications has 30 days to reply or to pay forfeiture. Action May 29.

WIBQ-FM Utica, N. Y.—Broadcast Bureau granted assignment of CP from Mohawk Valley F. M. Inc. to WIBX Inc. which owns 100% of present permittee. No monetary consideration or change of ownership involved. WIBX Inc. is licensee of WIBX Utica. Action May 31.

KNBQ Bethany, Okla.—Broadcast Bureau granted transfer of control from Edwin P. Nail (100% before, none after) to Gary Lewis Acker (none before, 100% after). Principal: Gary Lewis Acker, sole owner. Mr. Acker has no other business interests indicated. Consideration: \$20,000. Action May 31.

KLTR Blackwell and KLOR-FM Ponca City, both Oklahoma—Broadcast Bureau granted transfer of control from Jerry L. Mash to J. Robert Wootten, Hugh Jones and Gene A. Allen. Mr. Mash seeks transfer of 46,000 shares of stock out of 51,000 owned by him, therefore leaving him 5,000 shares out of total of 86,100 issued and outstanding. Principals: J. Robert Wootten is sole owner of auto sales agency, leasing company and development company. Mr. Jones is president and less than 25% owner of bank, and sole owner of investment corporation. Consideration: \$60,000 plus assumption of debts. Action May 29.

WBLU Salem, Va.—Broadcast Bureau granted assignment of license from Salem Broadcasting Corp. to Baker Broadcasters Inc. for \$180,000 including five year non-competitive agreement. Principals: Principals of Salem Broadcasting Corp.: M. C. Bowers Jr., president (100%). Principals of Baker Broadcasters Inc.: Vernon H. Baker, president (75%), Virginia L. Baker, secretary-treasurer (15%) and Richard A. Moran, vice president (10%). Mr. Baker is 50% owner of management consultant firm, apartment complex, as is Mrs. Baker. Mr. Moran is general manager of WGIC and WBZI-FM, both Xenia, Ohio and is 50% owner of Merit Broadcast Studios, radio and jingle service, Dayton, Ohio. Mr. Baker is also president and 60% owner of WESR and *WESR-FM, Tasley, Va., 75% owner of WGIC and WBZI(FM), both Xenia, Ohio and 95% owner of WJIC Salem, N. J. Virginia L. Baker is secretary-treasurer of WESR, 15% owner of WBZI-FM and WGIC, and 5% owner of WJIC. Mr. Moran is vice president and 10% owner of WGIC and WBIZ(FM). Action May 28.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through June 5. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

*Indicates franchise has been granted.

■ Waldo, Ark.—Magnolia Cable TV has been granted a 20-year franchise.

■ Blythe, Calif.—Continental Transmission Corp., Russellville, Ark., a subsidiary of Continental Telephone Corp. (multiple CATV owner), has been granted a 10-year franchise. Monthly fee will be \$5.95 for the 10-channel system. City will receive 2% of annual gross revenues for the first two years and 5% thereafter.

Modesto, Calif.—Krane Cablevision Associates has applied for a franchise. Firm offers the city either 7% of annual gross revenues or 20% ownership of the proposed system. Monthly fee would be \$4.50; installation would be free.

■ San Joaquin county, Calif.—General Electric Cablevision Inc. (multiple CATV owner) has been granted a 30-year franchise for unincorporated areas in the southern part of the county. City will receive 3% of annual gross revenues. Big Valley Cable-

vision, Stockton, Calif., was recently granted a franchise for unincorporated areas in northern part of the county.

■ Aurora, Colo.—Mountain States Video (multiple CATV owner) has been granted a franchise. Firm plans a 19-channel system. Another applicant was KLZ-TV Denver, owned by Time-Life Broadcast (multiple CATV owner).

Belle Glade, Fla.—Burnup & Sims, West Palm Beach, Fla. (multiple CATV owner), has applied for a franchise.

■ Stafford Township, N. J.—J. V. Television, Asbury Park, and Continental CATV Corp., Hoboken, both New Jersey, have each been granted a franchise. J. V. Television will serve eastern section of the township from Route 9 to Barnegat Bay; Continental will serve remaining area. Continental is a subsidiary of multiple CATV-owner Viking Industries, Hoboken.

■ New York—Manhattan Cable Television (multiple CATV owner) has been granted a franchise by Rose Associates for two of that company's apartment buildings, located at 20 E. 68th Street and 211 E. 53rd Street.

■ Burrell Township, Pa.—Highland Cable Corp., Altoona, Pa. (multiple CATV owner) has been granted a nonexclusive 10-year franchise.

■ Mount Pleasant, Pa.—National Cable Television Corp., Connelville, Pa., has been granted a franchise. Monthly fee will be \$4 with no installation charge. WHJB Cablevision, Greensburg, Pa. (multiple CATV owner), was the other applicant.

SEVEN years ago Mal Beville returned to college, more than 30 years after he had earned his baccalaureate, to begin work on a master's degree in business administration.

"This was an example of planning my own future," Mr. Beville remarked, partly in jest, to a group of colleagues and friends who gathered last month in Toots Shor's restaurant in New York to celebrate his early retirement at age 60 after 38 years of service with NBC. "After all, I had spent so much time helping to plan NBC's future that it was only appropriate that I should plan for my own."

Mr. Beville's retirement as vice president, planning, NBC, became effective May 1, but he is still a consultant to the company on a one-day-a-week basis. His main occupation, starting this fall, will be as a professor of business administration at Southampton (L.I.) College.

Hugh Malcolm Beville Jr. (everybody calls him Mal) is a tall, slim, scholarly looking man who speaks easily but carefully on the developments and problems in broadcasting from the vantage point of almost four decades in the industry. He was the man-behind-the-scenes who helped NBC meet such challenges as the measurement of the nation's radio audience; analytical studies of the various measurement services; evaluation of radio affiliation applicants; estimates of the number of homes with black-and-white TV sets and, later, the number of homes with color sets.

Numbers Game ■ Mr. Beville has always had a penchant for figures, and in 1930, armed with a B.S. degree in business administration, he accepted a position with NBC, which was organizing a statistical department. One of the department's first tasks, he recalled, was to analyze the value to NBC of radio stations that were seeking network affiliation. A concomitant duty was to set up guidelines for rates.

"By 1935 ratings had become very important," Mr. Beville observed. "There were efforts on the part of various industry groups to determine the best measurement techniques and our department played a role in testing them."

Prior to World War II, Mr. Beville was credited with having developed the first nationwide study of the daytime audience listening habits and the first comprehensive "summer vs. winter" listening study. He noted that daytime business started to grow shortly after the study appeared, and he commented: "I can only surmise that our work had a positive effect."

Mr. Beville interrupted his broadcasting career to serve in the U.S. Army during World War II. He rose from

Private and professional planning

first lieutenant to lieutenant colonel from 1942-45, winning numerous decorations over the years. For one period of his army service, he was a member of the planning group in London under General Omar N. Bradley that worked out the details of the Normandy invasion.

Shortly before he was released from the Army in late 1945, he wrote a letter to a top official at NBC expressing reservations over the place of research in the network's corporate structure.

"I wrote that I was considering leaving NBC," Mr. Beville recounted, "because at that time research was a subdivision of the advertising and promotion department. I had become con-

WEEK'S PROFILE



Hugh Malcolm Beville Jr.—VP, planning, NBC; b. April 18, 1908, Washington; B.S. in business administration, Syracuse University, 1930; Master of Business Administration, New York University, 1966; with NBC since 1930 (except for service in U.S. Army from 1942-45, released as lieutenant colonel) as statistician, 1930-35; chief statistician, 1935-41; director of research 1941-1952; director of research and planning, 1952-56; VP, planning and development, 1956 and VP, planning, 1964; will become professor of business administration at Southampton (L.I.) College in September 1968; m. Eleanor Hudson of Fairfield, Conn., 1939; one daughter, Nancy (Mrs. James Bartlett); member—International Radio and Television Society; American Marketing Association; Market Research Council.

vinced that research should not function as a handmaiden of promotion and should operate independently. I expressed my views frankly, and fortunately, my superiors at NBC agreed completely with my position."

Mr. Beville's responsibilities were enlarged in the post-war years to embrace planning for the network as new developments emerged on the broadcast scene.

"In broadcasting, planning involves a long-range study of the opportunities and problems facing the industry, with particular emphasis on the future," Mr. Beville noted. "Among the areas we examined for NBC were investment in CATV; the entire question of satellite communications; pay television; proposals for placing broadcasting on a wired basis. And for many years, our department has issued quarterly estimates on the number of households with color sets."

Mr. Beville paused for a moment, and remarked: "It was our recommendation that helped persuade NBC to put feature films on the network on a regular basis."

Focusing on the Future ■ Shortly before his retirement, Mr. Beville and his aides in the corporate planning department completed a study titled "Television in the Seventies."

"By 1972, a trillion-dollar Gross National Product year, total advertising should top \$23 billion," Mr. Beville predicted. "By the end of the decade, our studies point to an advertising total of \$31.3 billion, an 82% increase over 1967."

He is most sanguine over the prospects for television's growth over the next decade. He noted that over the past 10 years, TV's share of advertising has increased from 12.2% in 1957 to 16.8% in 1967, with the largest part of this gain coming at the expense of newspapers.

"Our studies indicate that by 1977 television advertising should reach \$6 billion, more than double the 1967 figure," Mr. Beville stated. "The network total is expected to double during the next decade to about \$3 billion. We expect national spot to increase from last year's \$900 million to about \$2 billion by the end of the decade and local TV to exceed \$1 billion in 1977, about 120% over last year's total."

Mr. Beville applied some of the skills and insights of the professional planner in charting his new life and career.

"I wanted to teach at a small school where there can be personal contact with the students," Mr. Beville explained. "Southampton has about 1,600 students. I wanted to teach only during the day. And I wanted quick access to the golf links and the water where I hope to do a lot of sailing."

Man and medium

TELEVISION and radio coverage of the shocking attack on Senator Robert F. Kennedy in the early hours of last Wednesday and of events that followed was made possible by journalistic techniques and experience developed over many years. Like the coverage itself, these techniques were the product of many men. But no acceptable listing of the select few who figured most prominently in their development could fail to include William R. McAndrew, whose untimely death occurred less than a week earlier (BROADCASTING, June 3).

As head of NBC News since 1951, Bill McAndrew had presided over a network news organization longer than any other man. He had been closely identified with significant innovations in television news from the time television news began to emerge as a recognizable force. The "instant news specials" the *NBC White Papers*, the documentary studies that took over an entire evening and many advances in election coverage were among the diverse developments that came under his leadership. He saw NBC News rise to eminence and television journalism to unchallenged dominance. A dedicated, determined but unassuming man, he would disclaim much personal credit for either, but in fact contributed much to both.

If there was any cause he advocated more outspokenly than most, it was the importance of complete, continuous coverage of big events from beginning to end. With the support of his superiors, he made NBC-TV "the full-text network" in the finest sense of the term. When Senator Kennedy was shot, CBS-TV had signed off and ABC-TV was in the process of doing so. Both responded quickly. But in view of the McAndrew heritage it seems especially appropriate, and not at all surprising, that NBC-TV was the only network that was still reporting the earlier story when the bigger story broke.

Attack and destroy

IN this election year, when the focus is on broadcasting, the nation is witnessing the most audacious and unethical assault upon broadcasters ever contrived. It could spell the end of American-Plan "free" broadcasting.

The attack is from several directions. But it centers in an FCC minority of two who are obviously determined to ignore the law by directly controlling the programing and business operations of stations and networks. This minority has acquired the support of a new crop of "experts" in the House, whose approach is to attack and destroy, not knowing or apparently caring where the debris may fall.

What the public, so well satisfied with broadcast service that it long ago made radio-TV its number-one source of information, news and entertainment, does not know is that the motive is to grab the spectrum space occupied by television and divert the broadcast structure into a wired system for which the set owner would pay a monthly fee—pay television of a sort.

The National Association of Manufacturers, the big-business lobby, is for the spectrum grab because it would give free, private communications (land mobile) to its members. The Electronic Industries Association, representing equipment manufacturers who owe their multi-billion dollar businesses to the public demand for sets created by radio and television programing, is for the spectrum grab because it opens up an expanding market for land-mobile equipment, while retaining the television market, which would

need receiving sets even with wired service.

Many newspapers blindly are abetting the attack-and-destroy campaign by headlines and editorial support because, whether or not they own stations, they resent the competition for news and business.

What these newspapers fail to comprehend is that one day they too may need a license to "deliver" their editions by facsimile. It may seem silly now to think of requiring newspapers or newsmagazines to "serve the public interest, convenience and necessity" as a condition of license renewal, but it could come to that.

Nicholas Johnson, who after two years was lifted from the Maritime Administration because he couldn't get along with anybody, is carrying on in the same vein at the FCC. He seems dedicated to trouble-making and has done nothing constructive in his two years on the FCC. His major goal has been to get publicity even if it meant repeatedly charging his majority colleagues with making a "mockery" of regulation. His number should be up.

What motivates Commissioner Kenneth Cox, who allowed his name to appear on the 308-page unauthorized and extra-legal Oklahoma renewal report, is not publicity alone. During his five years on the FCC, and before, Mr. Cox has been consistent in espousing rigid control of program and business affairs, in defiance of the law—a sort of socialism.

Broadcasters are not wholly blameless. In their pursuit of profits—hardly improper in our free-enterprise system—some have made themselves vulnerable.

The cardinal sin, however, has been to allow almost complete collapse of their Washington lobbies, while the opposition has made enormous advances in tempo with technological change.

At a time when broadcasters win praise for mature reporting of an unpopular war in Vietnam, and for remarkably skillful handling of unprecedented turmoil at home, they find themselves under life-and-death fire. The answer can come only in reasoned and massive counterattack. Perhaps a start has been made by the National Association of Broadcasters. But it isn't enough. The first teams—the heads of networks and group entities—must move in.

If there is one attractive aspect of the various proposals for ripper legislation it is that it would enable the President to appoint a new commission, eliminating those who want only to attack and destroy.



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KSTP-TV has recently completed a four-color brochure detailing the DIALING FOR DOLLARS show and what it can do for you. Drop a note to KSTP-TV Sales Manager Jim Blake or your nearest Petry office and we'll be happy to send you a copy.



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