



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Spot TV sales up, may nudge \$1 billion in '69. p23  
Special report: The unanswered problems of TV. p36  
It was a banner week in radio-TV station sales. p48  
Round two in BMI rate increase battle to resume. p55

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## Sold Sight Unseen

Early this year Screen Gems released six hour-long color tape entertainment specials—"SCREEN GEMS PRESENTS"—starring such great headliners as Ella Fitzgerald and Duke Ellington, Julie London, Jane Morgan and the Doodletown Pipers, Gordon MacRae, Shirley Bassey and Polly Bergen.

To date these specials have been sold in more than 40 markets.

This kind of performance calls for an encore... and that's just what we plan: six more great specials with another outstanding group of star performers.

As quick as you could say Jackie Barnett—he's our producer—WCBS-TV

New York, WBBM-TV Chicago, KMOX-TV St. Louis, WCAU-TV Philadelphia and KTLA Los Angeles, which were among the very first to license our initial group of specials, have already bought our second group—*sight unseen!* Obviously, one good turn deserves another. Screen Gems ⚡

Banker,  
broker,  
railroad man,

grocer,  
builder,  
librarian,

fireman,  
mayor,  
nurse,  
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lawyer,



No matter what your business, it involves moving information. Voice. Video. Or data. And nobody knows more about moving information than the people who run the largest information network in the world.

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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APPOINTS**

**TELEREP**

**AS THEIR  
TELEVISION STATION REPRESENTATIVE  
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**JOINING  
KCOP-LOS ANGELES  
WTCN-MINNEAPOLIS  
KPTV-PORTLAND**



# Children Love KRLD-TV



More children view KRLD-TV per average quarter-hour, Sunday through Saturday, sign-on to sign-off, than any other station in the market.\*

## ...and even more this Fall!

The addition of the ever-popular Mr. Ed series to our morning line-up at 7:30 a.m. will help expand Channel 4's leadership among the children in the nation's 12th ranked television market.

Contact your H-R representative for choice availabilities to sell products appealing to children.

\*February / March  
1968 ARB Television  
Audience Estimates

**KRLD-TV**



represented nationally by 

**The Dallas Times Herald Station**

*CLYDE W. REMBERT, President*

## Cloistered with CATV

FCC commissioners are said to be considering something new in their effort to arrive at solutions to troublesome CATV problems—"retreat" for two days, during which they would be free of normal duties and distractions and able to focus solely on CATV matters. Reportedly, they would take with them outside experts in communications field with no ties to either broadcast or CATV interests. Presumably, they would take, also, staff members' reports and recommendations on ways present CATV policy might be revised.

No decision has been reached on where proposed retreat (or think-tank sessions) will be held. Commissioner Nicholas Johnson is said to be working on that and other details. And whole project could, presumably, be called off. But indications are that commission's experiment in thinking will be held early in November, shortly after return of Chairman Rosel H. Hyde from his round-the-world trip ("Closed Circuit," Oct. 7). He is due back in office Nov. 4.

## Movement in U's

Price of \$4.5 million for purchase of WIBF-TV Philadelphia by Taft Broadcasting (see page 48) is record for UHF station anywhere, although it's noted that Taft is paying only \$1.4 million for 100% of stock of Fox-family owned licensee. Remainder is assumption of obligations.

Highest price for UHF television station sale approved by FCC up to now was Disney family's acquisition of KJEO-TV Fresno, Calif., earlier this year for \$3.65 million; same station was sold in 1961 for \$3 million. KFRE-TV Fresno was sold in 1959 to Triangle Stations for \$3 million. In more recent UHF ownership changes, Storer Broadcasting bought what is now WSBK-TV Boston in 1966 for over \$2,250,000.

## Everybody's doing it

Look for announcement shortly of tentative merger agreement between Southern Broadcasting Co., group-station owner, and Robert E. Eastman & Co., national radio-station representative and owner of two radio stations. Subject to customary conditions of government and stockholder approvals, new company would continue operations of both Eastman and Southern. Robert E. Eastman, president of rep firm, would be president, and John G. Johnson, president of Southern, would be chairman.

New company would have full com-

plement of seven radio stations, plus one TV and minority in second. Southern owns KTHT Houston; KOY Phoenix; WSON Birmingham, Ala.; WKIX Raleigh and WTOH Winston-Salem, both North Carolina; WGHP-TV High Point-Greensboro-Winston-Salem and minority interest in WBMG-TV Birmingham. Eastman firm, which represents all of Southern's radio stations, itself owns KAFY Bakersfield, Calif., and WRTX Flint, Mich.

## Seven at last

H. Rex Lee, FCC's new commissioner-designate, reports for work today (Oct. 21). He'll probably be sworn in later this week, in FCC meeting room. Mr. Lee, 58, wound up his service as assistant administrator of Agency for International Development last Friday. His first order of FCC business will be to select members of his staff, probably from among legal, engineering and secretarial eligibles at FCC.

## Uneasy heads

Speculation is developing on what will happen at top staff level at FCC if Nixon-Agnew ticket wins. (It's generally thought Commissioner Robert E. Lee, staunch Republican, would succeed to chairmanship after Jan. 20.) There are four grade-18 (\$28,000 per year) plums involved: chief of Broadcast Bureau, chief of Common Carrier Bureau, general counsel and chief engineer, not protected by Civil Service.

Thus GOP victory could mean replacement of Democrats Henry Geller, general counsel, and Bernard Strassburg, common-carrier chief (who directed AT&T rate-cut cases). William H. Watkins, chief engineer, probably wouldn't be affected because position is based on professional merit. George S. Smith, chief of Broadcast Bureau, is old-line Republican. Grade 17 positions of assistant chiefs, which likewise pay up to \$28,000, also might be in political jeopardy.

## Variety is in

With development period for 1969-70 season now moving into full swing, it is apparent that much greater emphasis is being put on live-on-tape variety series. There's big splurge in this area of programing. Among headliners for such projected programs are Jim Nabors and Godfrey Cambridge for CBS-TV, Flip Wilson, Roy Rogers and Dale Evans and the Cowbills for NBC-TV; and the Lennon sisters and Dean Jones

and British singer Tom Jones for ABC-TV. Three things are working for increase in variety shows: They're approved program fare in prevailing atmosphere of non-violence; they provide effective counterprograming to movies and they don't require heavy investment of filmed series.

## Donovan's legacy

What may be most comprehensive—and almost certainly most dispassionate—report yet made involving "middlemen," barter and media-buying practices in general is due to be issued by American Association of Advertising Agencies early next month. It's called "Barter and Brokerage of Media Time and Space: a Status Report," and draws to great extent on material compiled by special AAAA committee headed by Mike Donovan while he was media vice president of Papert, Koenig, Lois and chairman of AAAA Committee on Broadcast Station Relations (BROADCASTING, Sept. 16; "Closed Circuit," Sept. 23).

With Mr. Donovan now moving from agency to broadcast field (see Week's Headliners," page 10), Hope Martinez, VP and associate media director of BBDO, has been named to succeed him as head of AAAA's station-relations committee. Miss Martinez has been vice chairman and is slated to be succeeded in that post by Philip Branch, VP for media planning and administration at Grey. And in another assignment change, Bern Kanner, senior VP and director of media management at Benton & Bowles, has been designated vice chairman of AAAA Broadcast Policy Committee to succeed Sam Northcross, who has left Foote, Cone & Belding. Policy committee is headed by William Hylan, senior VP of J. Walter Thompson Co.

## U.S. outspent

What U.S.S.R. will do to woo and win Japanese and other Asians may be discerned in \$20-million budget for its pavilion at Expo '70 in Osaka, Japan, to run for six months beginning March 15, 1970. Budget for U.S.A. exhibit is flat \$10 million. But Russians also plan \$12-million expenditure for studios and equipment to transmit via its satellite to eastern Europe during exposition. Whereas U. S. delegation will comprise 26 Americans, plus equal number of Japanese, U.S.S.R. delegation will comprise 400 people, plus another 100 to operate restaurant.



## Let Peg do some selling for you

Peg Rayborn is women's director for Charlotte's WSOC-TV. Nicest package that ever arrived on the Carolina scene.

Her main stint is as hostess on our Today in the Carolinas morning show. Mail response, from as far away as Virginia and Tennessee, shows for sure that in this slot we've got a good thing going for advertisers.

Do you have a product that women buy? Miss Rayborn will sell it for you. Call us or H-R for the complete story.

NBC/Represented by H-R

**Charlotte's**  
**WSOC-TV**



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU(TV), San Francisco-Oakland; WTIC-TV, Pittsburgh.

Spot TV sales, continuing from last spring's build-up, develop into surge that's fast approaching magic 10-figure level. Eighth annual fall business survey cites gains—in small markets and large—of 10% and upwards. See . . .

## Nudging the billion mark . . . 23

Speakers at ARF conference cross swords on value of intensive advertising. Most companies spend too much on ads, American speaker says; U. S. economy depends on heavy advertising, Briton responds. See . . .

## Is too much spent on advertising? . . . 25

Broadcasters gather to assess problems at annual TVSI management seminar on "challenges of change." Pressures reflecting divided nation, escalating costs and need for new material prompt question: what's next? See . . .

## Tough times ahead . . . 36

NAB regional conference zeros in on government relations problems, but despite long list of issues coming to head in next Congress, ranging from violence to spectrum grabs, audience showed tendency to wander. See . . .

## Broadcasters face obstacles . . . 46

Market for stations churns as Taft buys Philadelphia UHF, United Artists picks up U in Worcester, Mass., plus CP in Pittsburgh and Cypress Communications buys radio outlets in Pittsburgh, Buffalo, Miami and Boston. See . . .

## Station sales market explodes . . . 48

Noncommercial broadcasters, Ford Foundation urge FCC to hasten advent of free or reduced-rate interconnection service for ETV's. Commercial broadcasters, AT&T respond with question: Who pays? See . . .

## ETV's want harder interconnection rule . . . 53

Signs of activity in respective camps indicate new effort underway to get BMI-All Industry committee off dead center in negotiations on rates for radio's use of BMI music. Informed sources see resumption of talks ahead. See . . .

## BMI, industry will try again . . . 55

Can major TV forces set up independent, nonprofit corporation to produce quality programming? That's question proposed for study by Xerox president C. Peter McColough in accepting Pulse "man of the year" award. See . . .

## Xerox president wants quality programs . . . 61

Social scientists, broadcast executives put heads together but minds didn't meet at hearing on media's responsibilities held by Commission on Violence. TV effects were questioned but changes were urged anyway. See . . .

## Violence problem probed in depth . . . 62

Conflicting testimony at FCC inquiry into filming of pot party raises question of witnesses' credibility, in addition to substantive issue of whether WBBM-TV Chicago "staged" its film as alleged. See . . .

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### Broadcasting

Published every Monday by Broadcasting Publications Inc. Second-class postage paid at Washington, D.C., and additional offices.

*Subscription prices:* Annual subscription for 52 weekly issues \$10.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. BROADCASTING YEARBOOK, published every January, \$11.50 per copy.

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## AFL-CIO has clearance ills

Station policies limiting or prohibiting acceptance of paid political advertising are causing "major problem" this year, "worse than ever before," and "black-out" will be worse next year if trend is not reversed, FCC was told Friday (Oct. 18) by M. S. Novik, broadcast consultant to AFL-CIO.

Mr. Novik sent telegram to Commissioner Robert T. Bartley (in absence of Chairman Rosel H. Hyde) saying number of NBC Radio affiliates refused to carry series of four quarter-hour broadcasts sponsored on network by International Ladies Garment Workers Union for speeches by President Johnson and AFL-CIO President George Meany on behalf of Humphrey/Muskie ticket.

He said NBC Radio "has cooperated fully" in seeking clearances by "several" affiliates that refused "for different station policy reasons" and "many" bonus affiliates that refused to carry without compensation "even though their contracts with NBC require that they carry all commercial programs."

"This blackout," Mr. Novik said, "is in direct violation of the spirit of the Communications Act, which was designed to encourage, not discourage, political discussions on the air. Too many stations simply have no room for what they call talk programs."

Wire said WCOP Boston and WENY Elmira, N. Y., will sell only one- and five-minute spots; KING Seattle will sell only one-minute spots on weekdays and only ones and fives on weekends; WMAY Springfield, Ill., and WUNI Mobile, Ala., will accept no political broadcasts and KCEE Tucson, Ariz., will sell only one-minute spots.

Mr. Novik listed WJIM Lansing, Mich.; WNOG Naples, Fla.; KBMN Bozeman, Mont., and KXO El Centro, Calif., as being among "many" bonus affiliates that refused to clear without compensation.

## Brechner pushes debates

Full-page newspaper advertising campaign urging grass-roots support for televised presidential debates has been kicked off by Joseph L. Brechner, president and general manager, WFTV(TV) Orlando, Fla., as national chairman of Citizens for Debate organization.

First advertisement appeared in *Washington Post* Friday (Oct. 18) with coupon return for names of voters who proclaim "right to hear" major candidates discuss issues on same platform.

Citizens for Debate is also soliciting contributions to help pay for similar ads in other cities. Surplus funds will be used to help parties purchase air time for debates, Mr. Brechner said.

## Bartley asks NYC delay vote

New York, whose board of estimate will hold hearing Thursday (Oct. 24) on resolution to permit franchised CATV systems to originate programming, has been urged by FCC not to take any action that would complicate establishing federal policy for CATV.

Request was implicit in letter acting Chairman Robert T. Bartley sent Mayor John V. Lindsay last week. Letter was released Friday (Oct. 18).

Mr. Bartley's letter served as reminder that commission has authority over CATV, and is considering basic policy decisions in that field.

It referred to Mayor's Task Force on CATV and Telecommunications, which made number of recommendations concerning city CATV policy (BROADCASTING, Sept. 23), then cited Supreme Court decision that affirmed FCC's authority over CATV's (BROADCASTING, June 17).

"We have undertaken studies which, when completed in appropriate proceedings, will clarify the commission's policies in a number of areas noted in the [task force] report," Mr. Bartley said.

He made no specific reference to issue before board of estimate. But he underlined commission's concern about it by noting that question of "originations with or without commercials" has been subject of two FCC decisions. These decisions, he added, "point up that this issue will be further considered in an appropriate rulemaking proceeding, and that CATV operations will be subject to the outcome of that proceeding."

National Association of Broadcasters, in letter Thursday to Mayor Lindsay, was more explicit in request that city take lead from FCC on program-origination matter. Douglas A. Anello, NAB general counsel, asserting courts have reserved to commission authority over CATV program origination, said city should take no action on that subject until after FCC establishes over-all policy.

In related development last week, effort within commission to issue notice of rulemaking aimed at prohibiting CATV systems from originating commercials was abandoned, at least for present. Proposal was circulating among commissioners three weeks ago and was

expected to be released for comment ("Closed Circuit," Oct. 7). Instead, it was taken up by commissioners at meeting Wednesday—at which time backers of proposal, Commissioners Robert E. Lee and Kenneth A. Cox, failed to muster majority in support of it.

Sources say commission decided question of commercial originations should be considered in connection with over-all review of basic CATV policy.

## MNA's have NBC on top

NBC-TV moved up to take lead in Nielsen MNA 30-market report for week of Oct. 7-13. Rating averages were NBC 18.6, CBS 17.7 and ABC 15.9. Top show was NBC's *Rowan & Martin Laugh-In* with 29.8 and number 20 was *Gunsmoke* (CBS) with 19.9. First 20 ranked according to their ratings positions:

1. Laugh-In (NBC)
2. Julla (NBC)
3. Tuesday movie, "Gambit" (NBC)
3. Carol Burnett (CBS)
5. Dean Martin (NBC)
6. Thursday movie, "Glass Bottom Boat" (CBS)
7. Smothers Brothers (CBS)
8. Mod Squad (ABC)
9. Gomer Pyle (CBS)
10. Friday movie, "Distant Trumpets" (CBS)
10. Mission: Impossible (CBS)
12. Monday movie, "Rare Breed" (NBC)
12. Family Affair (CBS)
14. Ed Sullivan (CBS)
15. Ironside (NBC)
15. Sunday movie, "Suddenly Last Summer" (ABC)
15. Mayberry RFD (CBS)
18. Kraft Music Hall (NBC)
19. Wednesday movie, "Dr. Strangelove" (ABC)
20. Gunsmoke (CBS)

## NAB grapples with urban ills

Wind-up session Friday (Oct. 18) of National Association of Broadcasters' first fall conference in New York concentrated on mechanics of two types of coverage that have created many problems for broadcasters on Capitol Hill—urban riots and community-involvement programs (see page 46). Both types were explored in urban-problems session before record conference registration of about 320 broadcasters.

Herbert Cahan, WJZ-TV Baltimore, recommended stations outline logistics of coverage beforehand, affirm general manager's decision-making authority for coverage at riot scene, and judiciously

## Week's Headliners



Mr. Mitchell



Mr. Gossett



Mr. Fogarty



Mr. Berger



Mr. O'Grady



Mr. Jeneson



Mr. Vrba

**C. Stuart Mitchell**, president of Compton Advertising Inc., New York, named deputy chairman of agency and chief operating officer. **Milton Gossett**, senior VP and cocreative director, succeeds Mr. Mitchell as president. Mr. Gossett was also elected to board and has been placed in charge of creative services. Mr. Mitchell joined Compton in 1946 as research executive and was elected president in December 1966. Mr. Gossett joined Compton in 1949 in print traffic department, moved into copy in 1951 and was promoted to VP in 1963 and senior VP in January 1966.

**Frank P. Fogarty**, head of Broadcasting Division, Meredith Corp., Des Moines, Iowa, has been elected corporate VP. Mr. Fogarty has headed Meredith's Broadcasting Division since 1965. He joined company in 1950 and served as general manager of Meredith's WQAM-FM-TV Omaha until 1960.

**Lawrence Berger**, VP and head of TV production, BBDO, New York, appointed director of commercial design. **Karl M. Fischer**, VP and executive producer succeeds Mr. Berger. Mr. Berger joined BBDO in 1947 as assistant art director. He was named head of television art in

1950; VP in 1959; executive film producer in 1962, and senior executive producer of TV production and art in 1965. Mr. Fischer joined BBDO in 1950 as a TV producer. He became executive TV producer in 1964 and VP in 1965.

**James F. O'Grady Jr.**, VP and general manager, National Radio Sales Division, RKO General, New York, appointed VP and general manager, RKO Radio Representatives Inc., new division of company. Mr. O'Grady joined RKO General in April 1968, as VP and general manager of division. He was previously with Adam Young-VTM, New York, as executive VP. **George R. Jeneson**, National Radio Sales, has been appointed VP, RKO Radio. He will continue to be based in Chicago.

**John R. Vrba**, director of television sales, Avco Broadcasting Corp., Cincinnati, has been elected VP-TV sales. He had previously been manager of sales for KBTW(TV) Denver and VP for sales for KTTV(TV) Los Angeles. He was also associated with Fourth Network Inc., which produced live and syndicated programs in sports field. He joined Avco Broadcasting in June.

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

edit tapes before broadcast. Significance of those turbulent events, he suggested, should be explained through editorials. Stations can improve racial understanding by airing related programs in prime time, and setting example in employ-

ment practices. "You have to make an effort to hire Negro staffers," he said, "when a vacancy comes up you may simply have to say you are going to fill it with a Negro."

John Burgreen, WAVA Arlington, Va..

said stations should establish rapport with black community, including militants; broadcast their side of riot story as well, and institute system of rumor control. Radio received ancillary benefits during riots, he suggested: "I think a lot of people rediscovered [it] who hadn't known radio in a long time" because medium is "more immediate."

### CBS probe motive questioned

Question of whether CBS conducted its own investigation of WBBM-TV Chicago pot-party film so as to support on-air denial of charges of "staging" appeared to be thrust of FCC counsel's questioning Friday (Oct. 18) of CBS Inc. President Frank Stanton and other top company officials (see page 66).

Commission questioned why CBS failed to interview pot-party participants and limited internal probe to its own employes. CBS witnesses, including Albert Dwyer, staff attorney heading CBS's probe, explained that for long time they didn't know identity of any of these individuals and WBBM-TV reporter Jack Missett had refused to disclose identity because he had promised them anonymity. Mr. Dwyer questioned value of information even if party-goers could have been quizzed since it was asking them to confess to crime of smoking marijuana.

Dr. Stanton said CBS has no written policy about whether to stand behind newsmen who seeks to protect his source even though FCC demands to know, but in this case CBS did so since reporter had promised protection in order to get story on grave social problem. He claimed broadcast journalism responsibility in this area is same as print media.

### ABC has new entry inked in

Replacement show—first to be announced in current season—was reported Friday (Oct. 18) by ABC-TV. One-hour contemporary-variety series, starring Tom Jones, British pop singer, goes into schedule Friday, 10-11 p.m. EST, effective Feb. 7, 1969. ABC hasn't decided which show to drop. Jones vehicle moves into period now occupied by *Judd for the Defense* but plan is to work *Judd* elsewhere into schedule.

### American Home, M-E split

American Home Products Corp., Boyle-Midway Division announced Friday (Oct. 18) termination of three-year relationship with McCann-Erickson covering Aerowax, Old English waxes and polishes and Easy-Off household cleaner. Products bill estimated \$1.5 million, of which about \$1.2 million is in broadcast. New agency assignment was not disclosed.



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SEATTLE— PORTLAND	22	3 hrs. 10 mins.	2.20	2.70	3.50
RICHMOND— NORFOLK	21	2 hrs.	1.80	2.35	3.00

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## Datebook

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

■ Indicates first or revised listing.

### October

Oct. 21—Deadline for filing reply comments on FCC's proposed rulemaking to codify policy on trafficking in station construction permits and to require hearings in questionable cases.

Oct. 21—Meeting of *Montana AP Broadcasters Association*. Rainbow hotel, Great Falls.

Oct. 21-23 — Annual convention, *Kentucky Broadcasters Association*. Sheraton-Louisville, Louisville.

Oct. 22—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.

Oct. 22-23—Meeting of *State Broadcasting Associations of Kentucky and Tennessee*. Speaker: Jack W. Lee, vice president. WSAZ-TV Huntington, W. Va. and president. West Virginia Broadcasters Association. Sheraton-Louisville hotel, Louisville, Ky.

Oct. 22-23—First state conference on telecommunications sponsored by *Michigan State Board of Education*. Lansing civic center, Lansing.

Oct. 22-23—Eastern annual conference *American Association of Advertising Agencies*. Speakers include Archibald McG. Foster, president and chief executive officer, Ted Bates & Co., and Jack I. Strauss, chairman, R. H. Macy & Co. Plaza hotel, New York.

Oct. 22-23—Broadcast executive sales conference sponsored by *Tennessee Association of Broadcasters and University of Tennessee School of Journalism*. University Center, Knoxville.

Oct. 23-25 — Fifteenth annual conference, *Advertising Media Credit Executives Association*. Stouger's Louisville Inn, Louisville, Ky.

Oct. 23—14th *Wisconsin FM Station Clinic*. University of Wisconsin, Madison.

Oct. 23-25—Fall convention, *Illinois Broadcasters Association*. Pheasant Run, St. Charles.

Oct. 24—Newsmaker luncheon, *International Radio and Television Society*. Waldorf-Astoria hotel, New York.

Oct. 24—Fall meeting, technical committee, *Association of Maximum Service Telecasters*. AMST headquarters, Washington.

Oct. 24-25—Fall meeting, *Mid-America CATV Association*, Prom-Sheraton motor inn. Kansas City, Mo.

Oct. 24-25—Annual meeting, *NBC Radio Network Affiliates*. Speakers: Walter D. Scott, board chairman; Julian Goodman, president, both NBC, and Stephen B. Labunski, president NBC Radio Division. Plaza hotel, New York

■ Oct. 24-27—Western region conference, *American Advertising Federation*. Speakers: John P. Cunningham, honorary chairman of board, Cunningham & Walsh Inc.; Ted H. Factor, senior vice president, West Coast operations, Doyle Dane Bernbach Inc.; Howard H. Bell, president AAF, and Walter E. Terry, senior vice president and managing director, D'Arcy Advertising, and national chairman, AAF. El Mirador hotel, Palm Springs, Calif.

Oct. 25-26 — Fall meeting *Maryland-D.C.*

*Delaware Broadcasters Association*. Annapolis Hilton, Annapolis, Md..

Oct. 25-27—Midwest area conference, *American Women in Radio and Television*. Pittsburgh Hilton, Pittsburgh.

Oct. 28—Deadline for reply comments on FCC's proposed rulemaking that would require common carriers providing free or reduced-rate interconnection service for noncommercial educational stations to file reports with the commission every six months.

■ Oct. 26—Southern college radio conference, *Intercollegiate Broadcasting System*. Speakers include Rod Collins, director of radio-TV center, University of Virginia, and Will Lewis, director of noncommercial WBUR-(FM) Boston. Sparks Auditorium, Georgia State College, Atlanta. Information: IBS-7, Box 691. Georgia State College, Atlanta 30303.

■ Oct. 28—Chicago chapter luncheon, *The National Academy of Television Arts and Sciences*. Speaker: Steve Allen. Continental Plaza hotel, Chicago.

Oct. 29-30 — Annual meeting, *Mississippi CATV Association*, Heidelberg hotel, Jackson.

Oct. 31-Nov. 1 — Fall convention, *Ohio Association of Broadcasters*. Neil House, Columbus.

### November

Nov. 1—Fifth annual FM Day of *Georgia Association of Broadcasters*. Regency Hyatt House, Atlanta.

Nov. 5-6 — Annual fall meeting *Alabama Cable Television Association*. Guest House motor inn, Birmingham.

■ Nov. 7—New deadline for comments on FCC's proposal to permit the use of field strength measurements for determining coverage of FM and TV stations, and to establish a standard method of making such measurements. Previous deadline was Oct. 7.

Nov. 7-10—Meeting, board of directors, *American Women in Radio and Television*. Shamrock Hilton, Houston.

Nov. 8-9—Fall meeting, *Wisconsin AP Radio-TV Association*. Ramada Inn, Madison.

Nov. 6-8 — Northeast electronics research and engineering meeting, sponsored by *Institute of Electrical and Electronics Engineers Inc.* Sheraton-Boston hotel and War Memorial Auditorium, Boston.

Nov. 6-8—West Coast conference on broadcasting of *Institute of Electrical and Electronics Engineers*. Ambassador hotel, Los Angeles.

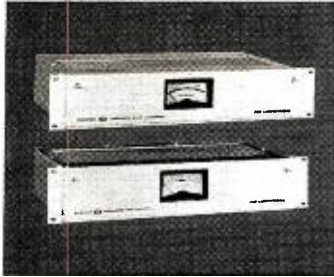
Nov. 8—Deadline for filing comments on FCC's proposed rulemaking to permit public inspection of network affiliation contracts.

Nov. 8—Deadline for filing reply comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations.

Nov. 8—Annual meeting, *Colorado CATV Association*, Antlers hotel, Colorado Springs.

■ Nov. 8-10 — Second district convention, *American Advertising Federation*. Speakers include Howard H. Bell, president of AAF and William P. Grayson, executive vice president of Johnson Publishing Co. and publisher of *Ebony* and *Jet*. Pocono Manor,

# Comes the Evolution



Audimax and Volumax



Television Mobile Vans

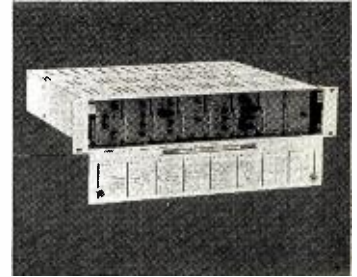


Image Enhancer

## ...and now the Minicam VI



The new Minicam VI is just one more innovation from CBS Laboratories—the organization which has researched, developed, produced and marketed such remarkable advances in the science of sight and sound as the Audimax and Volumax, Mobile Television Vans, and the Image Enhancer. The organization with vision on the move. Now the new Minicam is free to go anywhere: land, sea or air—riding easily on the shoulder of a single cameraman. And brings you studio-quality color pictures live right from the scene of action! Look to CBS Laboratories for tomorrow's electronics today.

**CBS LABORATORIES**  
Stamford, Connecticut. A Division of  
Columbia Broadcasting System, Inc.



# Move it!

Super TV spots have to operate in a super-sales environment. WJXT dominates 100% of the top 25 shows ranked by homes reached,\* in the 44-county, \$2 billion North Florida/South Georgia market.

So send us your spots; we'll make 'em super. Food, soap, cigarettes, automobiles or whatever product...move it —fast, on—

**4** JACKSONVILLE FLORIDA  
**WJXT** CBS Affiliate

\*Source: Feb-Mar 1968 ARB • Subject to qualifications therein.

Pocono Manor, Pa.

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

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

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

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

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

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

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

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

Nov. 19—Deadline for filing reply comments on FCC's proposed rulemaking that would permit stations licensed in the community antenna relay service to transmit program material originated by CATV systems.

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

Nov. 19-22—Forty-fourth annual National Association of Educational Broadcasters convention. Speaker: Frank Pace Jr., chairman. Corp. for Public Broadcasting. Sheraton-Park, Washington.

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

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

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

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

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

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

## December

Dec. 6-8—Third annual radio programming conference, Radio Program Conference advisory committee. The Riviera hotel, Las Vegas.

Dec. 9—New deadline for filing comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Oct. 8.

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

## NAB fall conferences

Oct. 21-22—Ambassador hotel, Los Angeles.

Oct. 24-25—Denver Hilton, Denver.

Nov. 11-12—Sheraton Gibson, Cincinnati.

Nov. 14-15—Dallas Hilton, Dallas.

Nov. 18-19—Atlanta Marriott, Atlanta.

and to limit their participation in syndication activities.

## January 1969

Jan. 9—New deadline for filing reply comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Nov. 8.

Jan. 10 — Network newsmen newsmaker luncheon, International Radio and Television Society. Waldorf-Astoria hotel, New York.

Jan. 10-12—Midwinter conference, Florida Association of Broadcasters. Orlando.

Jan. 16-18—Florida CATV Association meeting. Marco Island.

Jan. 17—Cable Television Association of New England meeting. New Hampshire Highway motel, Concord, N. H.

Jan. 24-25—First annual convention, Georgia Cable Television Association. Macon.

Jan. 27—Annual midwinter meeting, Idaho State Broadcasters Association. Downtowner motel, Boise.

Jan. 28—New deadline for filing reply comments on FCC's proposed rulemaking to limit station acquisitions to one full-time outlet per market. Previous deadline was Sept. 30.

## February

Feb. 5—Newsmaker luncheon, International Radio and Television Society. Waldorf-Astoria hotel, New York.

Feb. 6-9—Meeting, board of directors, American Women in Radio and Television, Las Vegas.

Feb. 12-14 — Annual convention, National Association of Television Program Executives. Los Angeles.

Feb. 14-15—Meeting, board of trustees, educational foundation, American Women in Radio and Television. Executive House, Scottsdale, Ariz.

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

## March

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

March 21—IBA winners newsmaker luncheon, International Radio and Television Society. Waldorf-Astoria hotel, New York.

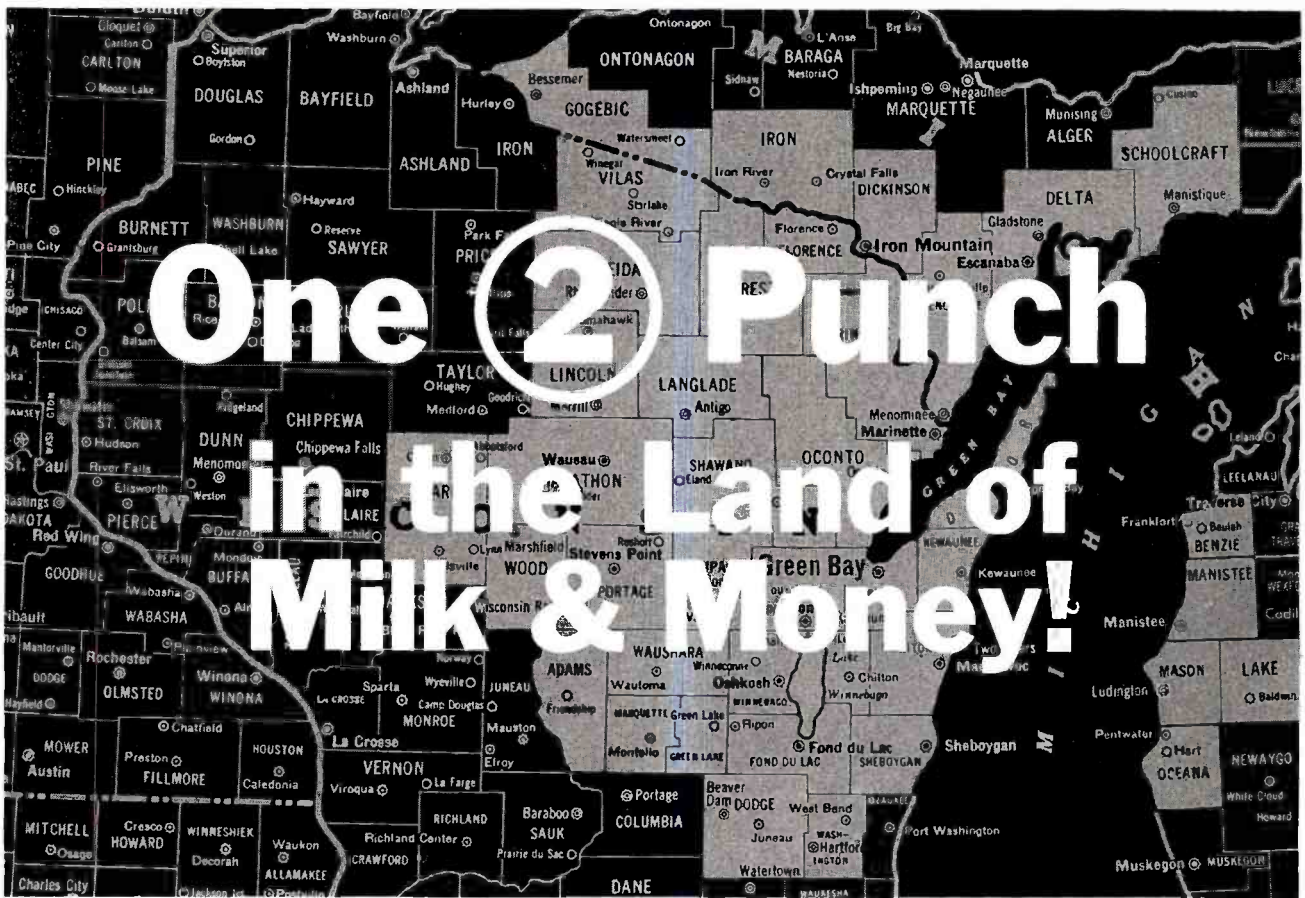
March 23-25—Southern CATV Association meeting. Monteleone hotel, New Orleans.

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

## April

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

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



# Nighttime Dominance

Top 25 Programs in Green Bay Television - Feb./March '68... ARB\*

Station	Program	Total Homes	Station	Program	Total Homes
Station Y	Dean Martin	111,700	WBAY-TV	Jackie Gleason	70,500
WBAY-TV	Family Affair	97,400	WBAY-TV	Gunsmoke	69,100
WBAY-TV	Andy Griffith	92,000	WBAY-TV	Tues. - News, Weather/Sports (6-6:30 PM)	69,000
WBAY-TV	Red Skelton	91,800	WBAY-TV	Daktari	68,100
WBAY-TV	Carol Burnett	83,900	WBAY-TV	Mon. - News/Weather/Sports (6-6:30 PM)	67,100
WBAY-TV	The Lucy Show	82,900	WBAY-TV	Wed. - Weather/News/Sports (10-10:30 PM)	66,700
WBAY-TV	Smothers Brothers	82,100	WBAY-TV	Petticoat Junction	66,500
WBAY-TV	Beverly Hillbillies	81,200	WBAY-TV	Jonathan Winters	66,200
WBAY-TV	Mon. - Weather, News/Sports (10-10:30 PM)	79,100	WBAY-TV	Wed. - News/Weather/Sports (6-6:30 PM)	65,800
WBAY-TV	Green Acres	78,700	WBAY-TV	Thurs. - News/Weather/Sports (6-6:30 PM)	65,400
WBAY-TV	Gilligans Island (Mon. - Fri.)	72,100	WBAY-TV	Gomer Pyle	65,200
WBAY-TV	Gentle Ben	71,900	WBAY-TV	My Three Sons	65,100
WBAY-TV	Lassie	71,000			

WBAY-TV 24 Station Y 1 Station Z 0

# News Dominance

6:00 - 6:30 PM Feb. - March '68 ARB*			
WBAY-TV	66,400 Homes	56 Share	93,200 Adults
STATION Y	25,700 Homes	22 Share	38,700 Adults
STATION Z	No Local News Show		
10:00 - 10:30 PM Feb. - March '68 ARB*			
WBAY-TV	67,100 Homes	56 Share	96,200 Adults
STATION Y	42,800 Homes	36 Share	62,800 Adults
STATION Z	9,800 Homes	8 Share	13,800 Adults

\*Subject to limitations of survey

The Resultstation

**WBAY**  
GREEN BAY



BLAIR TELEVISION

# Kaiser Broadcasting: DOING THINGS IN A BIG

**Big Audiences.** WKBS TV reaches more Average TV Households than the VHF independents in St. Louis and Minneapolis (9 AM-Mid, F/M 68 ARB).

**Big Reach.** Larger net weekly circulation than the NBC affiliate in St. Louis, the 11th TV market, or the CBS affiliate in Hartford-New Haven, the 13th TV market (Total Net Weekly Circulation, F/M 68 NSI).

WKBS TV is the most viewed independent in Philadelphia and the most viewed UHF station in the nation (Avg TV HH, 9 AM-Mid, F/M 68 ARB).

**Big Programming.**

85% First Run Color programming, prime time weeknights. 100% by January!

**THE  
DONALD  
O'CONNOR  
SHOW**

Philadelphia's  
only Mon-Fri  
Prime Time  
Variety Show.





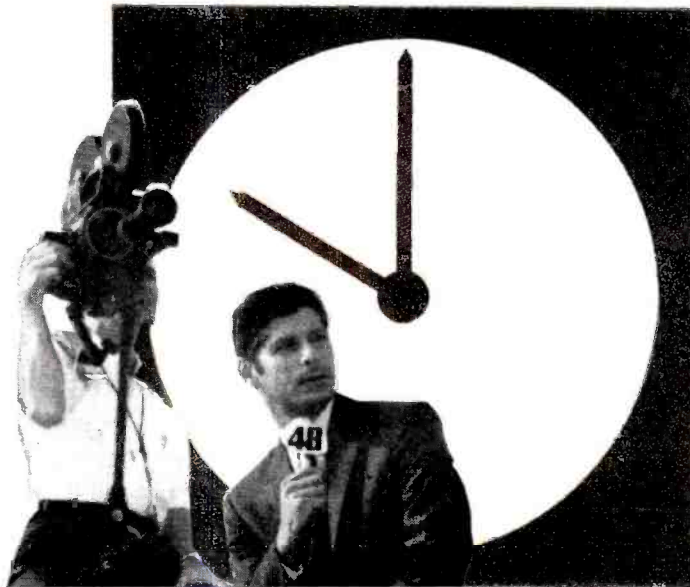
# WAY IN PHILADELPHIA

**TRUTH OR CONSEQUENCES**  
in its third big season.



**THE TEN O'CLOCK NEWS**

Philadelphia's only 10 PM news... 23-man staff... largest in Philadelphia for a single news program.



Plus...  
THE JOHN GARY  
SHOW, NHL FLYERS,  
HY LIT, DIALING  
FOR DOLLARS,  
PERRY MASON.

Coming this  
January:  
PAY CARDS,  
first run color!

Big with the  
kids too...  
FLINTSTONES,  
SUPERMAN  
CAPTAIN  
PHILADELPHIA



**Big Advertisers.** 21 of the top 25 spot advertisers.

**Big Facilities.** 4½ acre plant houses full color facilities, hi-band Color VTR, latest special effects equipment.

**Big Coverage.** Optimum power from 1200' tower at Philadelphia antenna farm puts Grade B signal into four states.

**Big Staff.** 114 people... doing things in a big way.

# WKBS TV

## KAISER FOR PHILADELPHIA

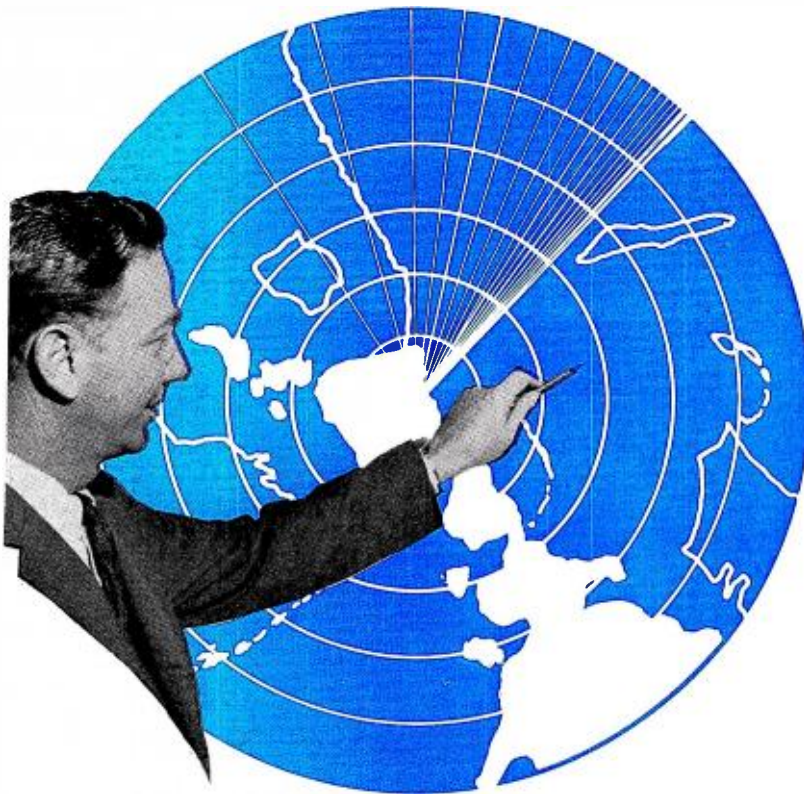
Represented by AVCO

TV: Los Angeles • Philadelphia • Boston • Detroit • San Francisco • Cleveland  
Radio: Boston • San Francisco • Cambridge

(Audience data are estimates only, subject to qualifications of the source report)

Everyone in South Florida is talking about the weather...

on **MIAMI'S WLBW-TV**



## Now—RADAR Weather

reported by South Florida's only meteorologist Walter Cronise

- ONLY** Miami station with its own meteorologist
- ONLY** Miami station with its own complete radar installation
- ONLY** Miami station with direct communication to National Meteorological Center
- ONLY** Miami station with its own corps of "Weather Watchers"



# WLBW-TV



**MIAMI, FLORIDA**

AFFILIATED WITH WCKY  
50 KW CINCINNATI, OHIO

#### BROADCASTING PUBLICATIONS INC.

Sol Taishoff, *president*; Lawrence B. Taishoff, *executive vice president and secretary*; Maury Long, *vice president*; Edwin H. James, *vice president*; B. T. Taishoff, *treasurer*; Irving C. Miller, *comptroller*; Joanne T. Cowan, *assistant treasurer*.

## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

# TELEVISION

Executive and publication headquarters:  
BROADCASTING-TELECASTING building,  
1735 DeSales Street, N.W., Washington,  
D.C. 20036. Phone: 202-638-1022.

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Lawrence B. Taishoff, *executive VP*.

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

BROADCASTING\* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING\*—The News Magazine of the Fifth Estate. Broadcasting Advertising\* was acquired in 1932, Broadcast Reporter in 1933, Telecast\* in 1953 and Television\* in 1961. Broadcasting-Telecasting\* was introduced in 1946.

\*Reg. U.S. Patent Office.  
(Contents copyrighted 1968.)

**Applause on new appearance**

EDITOR: Congratulations on the "new" magazine. The design and new graphics along with the added in-depth features such as, "Spot television, industry leader in 1968," [BROADCASTING, Oct. 7] all make for even better must reading—*Fred E. Walker, vice president and general manager, WLWT(TV) Cincinnati.*

EDITOR: Three cheers for the new typographical touches and features that made their debut in the Oct. 7 issue. They add a nice note of freshness to the look of the book. Keep it up.—*Clayt Kaufman, director, sales promotion and research, WCCO Minneapolis.*

EDITOR: I like the new layout and type. It gives the book a fresh modern look: even classified advertising is easy on the eyes—and that takes a bit of doing. Congratulations.—*Lou Frankel, Selvage and Lee, New York*

EDITOR: As I fingered through the Oct. 7 issue I noticed a completely new face-lifting. As a broadcaster for 14 years, I have always felt that BROADCASTING was the media magazine. Thank you for making a great magazine even greater, and so much easier to read.

Especially enjoyed your article titled, "Suddenly—it's an activist FCC." Keep up the great work.—*Charles N. Doll, general manager, WISZ-AM-FM Glen Burnie, Md.*

**Grade A for accuracy**

EDITOR: For the first time in my recollection, my remarks to a reporter have neither been misquoted nor distorted in an article concerning broadcasting and audience trends ("The independents' bigger bite," [BROADCASTING, Oct. 14]). I am inclined to think

that your publication not only is performing a considerable service to our industry, but is also maintaining the highest standards of journalism.—*Seymour Amlen, associate director of research, ABC-TV, New York.*

**Loss of a friend**

EDITOR: I noted the announcement of the untimely death of Arthur Schatzow, chief of the FCC Broadcast Bureau's division of research and education [BROADCASTING, Oct. 7]. Art Schatzow was a devoted public servant. His premature departure should not go unnoticed. Aside from the fact that he was a nice guy, he was certainly representative of the broad group of unsung heroes in Washington who work hard and silently and ultimately for the benefit of the public, and in this case, the broadcasters as well.—*Melvin A. Goldberg, vice president, John Blair & Co., New York.*

**Wants radio sales listed**

EDITOR: I have been a subscriber to BROADCASTING for many years. However, this is the first year that I bought your YEARBOOK. I am just as pleased with the YEARBOOK as with the magazine. I was surprised at the wealth of information in the YEARBOOK. However, I have a suggestion. I noticed that you list all TV transfers since the inception of TV. I realize that you cannot list all radio transfers, but I think it would be very helpful if you did list all the radio transfers for a 12-month period preceding publication of your "Yearbook,"—*Philip Zimmerman, Gilbert Paneth & Co., New York.*

(The 1969 YEARBOOK is going to press but the editors will consider Mr. Zimmerman's suggestion in planning the 1970 issue).



Mr. Raub



Mr. Weinblatt



Mr. Ephron

**Goofed gallery**

EDITOR: ... for Ben Raub's sake please correct the picture captions.—*Erwin Ephron, vice president, director of media, Papert, Koenig, Lois, New York.* (A printer with an extra quota of thumbs shuffled the names and the pictures in

"Week's Headliners" Oct. 14. The three men with their proper identification are shown here. Benjamin D. Raub is VP and assistant general attorney at NBC. Myron Weinblatt is VP, talent and program administration for NBC-TV, the job formerly held by Mr. Raub.)

**DIVORCE COURT**

lands with **IMPACT** in market after market

In Cleveland **DIVORCE COURT**

sent share up 22% adults up 49% women up 34%

over the program previously in the time slot on WJW-TV, Monday through Friday, 1-1:30 p.m.

ARBI OCT. 1967 VS. OCT. 1968

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



30 Rockefeller Plaza New York, N.Y.



See page 35

**H**ow do major companies gain world focus on their image and news? By reaching the newsmen who in turn reach the world—the newsmen of electronic journalism. And how to reach these newsmen? Through their most relied upon source, BROADCASTING. Universally recognized by advertiser and reader alike as the Businessweekly that keeps you abreast or ahead of the news in world broadcasting.

**NEED A QRK TURNTABLE?**

CONTACT **CCA** (WE STOCK THEM)



CCA ELECTRONICS CORP. GLOUCESTER CITY, N. J. (609) 456-1716

## Radio—key to moving package goods

I believe a lot of us in the business, whether it be account management, media or creative, have applauded the resurgence of radio during the past few years in package-goods communications.

We certainly have at Kenyon & Eckhardt. For we have developed a philosophy that is unique. It is a philosophy or discipline that is interested in demographics, but more interested in what the consumer is like and what the consumer wants from a product we sell.

And radio, on a number of occasions, has helped us turn out advertising that strikes directly at the heart and mind of the consumer we want to motivate.

The majority of sophisticated people in our business feels there is a certain demographic characteristic which they could attach to someone who listens to rock 'n' roll music, news and classical stations. Unfortunately, that is the way radio used to be promoted and sold.

But it's a different story now. Marketing advertising men realize that today's listener of a rock 'n' roll station does not necessarily have to be blonde, green eyed and mini-skirted. She can be gray haired, brown eyed and the mother of five children. Both women, however, have one thing in common: They're "swingers."

In short, a good station is able to illustrate a personality, a point of view, an appeal which will reach or be found by a specific segment of the broadcast audience and listened to. This station then is extremely valuable because it has an audience with the same type of attitude regardless of demographics.

For many years I have felt that radio as a medium has been terribly underrated from a marketing standpoint. Over the past few years, there is evidence that the large manufacturer, especially the package-goods manufacturer, has become aware of its viability. There are a number of examples I could give which would illustrate how radio has helped me (either as client or as agent) to sell products. Here are two: one concerning cereal; the other, toilet soap.

The cereal case history goes something like this: The test cereal had been in test markets for about a year. It had not done well. One of the major weaknesses uncovered was that consumers could not detect any product uniqueness. Nevertheless the product formulation,

structure, etc., could not be changed, and test-market operations had to continue (high inventories in warehouses, sales commitments made).

Our creative group developed a number of concepts, each considering people, their needs and their wants. Our concept was selected. Copy was written. Our strategy was to convince active, contemporary people, whether they were active or they just thought they were active, whether they were 6 or 60, that this cereal was best for them (and they would enjoy it too).

The campaign was first introduced with radio alone in an old test market where there had been television and print, and was to be later introduced into additional test markets along with television and print.

Prior to complete introduction in the new test markets, we found that radio not only stopped the declining share (according to Nielsen) in the old market, but started the share on a steep rise, which was a surprise to all of us.

The main reason for the brand's success was the development of a proper concept that could be placed in a medium (and specific stations within that medium) to guarantee reaching an audience that had a specific attitude required to sell the product.

In the case of toilet soap, the story is similar. In introducing a new toilet soap for a leading manufacturer, it was necessary to reach a specific type of woman, who would be interested in our concept which could be paid off in our product formulation. At the time of introduction, approximately four years ago, there was no soap manufacturer

advertising in radio. As part of our introductory plan, we used radio along with print and television to tell our basic proposition. In other test markets the same amount of money—and more—was put behind TV and print.

Now, anyone in the business less than two days might be naive enough to suggest that radio should be part of a toilet soap market-media plan. But certainly after two days, specialization takes over and the feeling would be that for close beauty shots, you have just got to use television or print. Well, maybe that is the general case: however, from my files, I can show charts that document a substantial accelerated introductory share and maintaining share for the media plan which used a combination of radio with print and television versus the one that excluded it.

Radio helped us reach the specific people we needed so that we could present our selling proposition to a responsive audience.

Now this obviously does not mean that all an advertiser must do is spend all of his budget in radio. What it does mean is that an advertiser and his agency must consider people. They must consider who the people are and what the people want from the product. They must consider the person's attitude more than his age, his interest more than his income.

In many cases this makes radio an excellent medium due to station selectivity. I am sure, given a few minutes, any of us can give a valid reason for print or for television. It is just that I applaud the growth and importance of radio today.



Jack Hughes started in the advertising agency business in the mailroom of Lennen & Newell, New York. In 1954, he joined BBDO's research department, and later Colgate-Palmolive, becoming manager of marketing research in 1962 and in 1964, senior product manager on all toilet soaps. In 1965, Mr. Hughes went to Kenyon & Eckhardt, New York, in account management. He is now vice president, account supervisor at K&E. He teaches at Brooklyn College and Fordham University.



# ANOTHER GIANT STEP

WBEN Radio Buffalo,  
The Giant of the North,  
is now being sold by  
Metro Radio Sales.  
Representing big stations in big markets.

**WBEN,** 



**METRO RADIO SALES**  
A METROMEDIA COMPANY

WBAL-TV ANNOUNCES

# WBAL-TV

"Love thy neighbor—but be discreet"

"BEHIND EVERY SUCCESSFUL MAN IS A WOMAN WHO HAS NOTHING TO WEAR!"

"Reality is a crutch"

"ARB is wrong!  
A is B is correct."

"Salesman who cover chair instead of territory—always on bottom!"

"ED SULLIVAN IS ALIVE!"

"Dunk your doughnut in LSD—  
and take a round trip"

"You don't have to be Polish  
to like Joey Heatherton!"

"Mickey Rooney isn't as tall as he looks"

"Keep your city clean—  
eat a pigeon!"

WBAL-TV's *Year of the Look-In* is full of "rewarding" surprises for Baltimore area viewers and advertisers. Look into it with your Petry man.

## CONTEST WINNERS

### \$500 1<sup>st</sup> Prize

- William M. Wood, Jr.  
McCann-Erickson, Houston

### \$200 2<sup>nd</sup> Prize

- Virginia Russett  
Post-Keyes-Gardner, Chicago

### \$100 3<sup>rd</sup> Prize

- Rick Busciglio  
Cunningham & Walsh, New York

### \$10 Special Merit Awards

- Olga Hutchins  
W. E. Wilhelm Advertising, Baltimore
- Carol Sibenac  
BBD&O, Pittsburgh
- Tom Overman  
Barnes/Champ, San Diego
- Jay Feldstein  
Richard K. Manoff, New York
- Barbara Ames  
Young & Rubicam, New York
- F. S. McMahon  
Erwin Wasey, Los Angeles
- Charles Tracy  
Charles Tracy, Baltimore
- Valerie Kilkeary  
MacManus, John & Adams, Chicago
- Michael C. Marontate  
Simans-Michelson, Detroit
- Jack L. Levin  
Shecter & Levin, Baltimore
- Joe McGowan  
Leo Burnett, Chicago
- Richard L. Harrison  
Lowell Advertising, Baltimore
- Pat Hoyt  
United Advertising, Chicago
- Joe Marcoe  
Grey Advertising, New York
- Charles D. Krieff, Jr.  
Lang, Fisher & Stashower, Cleveland
- Nancy Dockry  
Dancer-Fitzgerald-Sample, New York
- Don Robinsan  
Case Advertising, Dallas
- George Strakes  
Strakes/Colossus, Baltimore
- Marvin Press  
Dancer-Fitzgerald-Sample, New York
- Avrilla Phillips  
Liller, Neal, Bottle & Lindsey, Atlanta



BALTIMORE

Nationally represented by Edward Petry and Company

## Spot TV: nudging the billion mark

Third quarter booms; fourth looks strong; minutes still in demand, but 30's are gaining

Spot television sales are moving with a momentum that is probably without parallel for the autumn season and seem sure to go on to a new record for the year.

The fall surge follows a build-up that started last spring when it first became clear that the sluggishness that had beset spot TV and other media for more than a year was finally breaking (BROADCASTING, June 3).

This assessment is drawn from results of BROADCASTING's eighth annual station survey of fall business, a supplementary spot-check of leading TV station representation firms and cross-checks with others close to the spot-buying business.

Estimates described as conservative put third-quarter gains in national and regional spot sales at 10%-15% above last year's third quarter and predicted full-year advances on the order of 10%—or more. One knowledgeable observer put it this way: "Business is good—and I'm talking about small markets as well as large." Many stations individually predicted their own gains would be in the 15%-20% range, but station reps tended to be more conservative, with estimates generally in the 8%-12% bracket.

A 10% increase over last year would bring the national-spot total within striking distance—in 1969—of its first billion-dollar year.

Complete FCC figures for 1967 have not been released, but the Television Bureau of Advertising has put that year's spot-TV total at about \$863 million, down 1% from 1966. On this basis a 10% increase in 1968 would push the total to \$949 million and a 5%-6% gain in 1969 would take it over the billion-dollar mark. Except for 1967, spot TV's annual growth rate has not fallen below 10% since the recession year of 1961, when it was 4.6%.

Returns from stations in this fall's survey reflected a sharp reversal in the spot-TV state of affairs since the fall of 1967, with eight out of 10 respon-

ents (81%) reporting current business up from year-ago levels and only one in 10 (9%) reporting spot sales down from last year. A year ago, over half of the respondents said spot business was lagging and fewer than four out of 10 said it was up (see trends chart this page).

In addition, 85% of those offering full-year estimates expected 1968 spot sales to surpass 1967's—more often than not by sizeable percentages—and another 9% expected to match last year's total, leaving 6% bracing for a slippage this year.

Bullish reports came with comparative consistency from markets of all sizes but in general tended to be somewhat more numerous in markets having four or more stations than in markets with three, and were slightly more frequent in three-station markets than in those with fewer than three. This was true as to both the status of current business and projections of full-year totals.

The number of stations offering estimates of billings gains—both current business and for the year—was too small to have statistical significance, but for current spot sales they generally ranged

from 5% to 25% and averaged about 15%, while for the full year they ranged from 6% to 35% and also averaged about 15%.

Many stations in markets of all sizes volunteered that local business this year is up, no matter how national sales are faring. These reports came from broadcasters who said national spot is booming, as well as from broadcasters whose national is softer. A number of the latter said local gains more than offset the drop in national.

Several stations credited much of this year's upturn to political business, but a number also said it would have been an upbeat year even without politicals, referring to such other factors as "a great flow of money in the market" and "more advertisers spending more money."

The virtually sold-out status of the networks for the fall season also was cited as contributing to spot gains, although some stations also complained that network sale of participations had weakened their spot sales.

The station survey also added further documentation for the 30-second commercial's rise in popularity. Among lengths listed by stations as being in

### All signs support spot television sales gains

The dramatic turnaround in spot television sales this year is reflected in the table below, based on returns from stations in fall surveys conducted by BROADCASTING for the past seven years.

Last fall, the percentage of stations reporting sales up from the preceding

autumn was the lowest since 1961; this year it is the highest.

Conversely, the percentage that reported autumn business currently running below year-ago levels is the smallest since 1963 and only a fraction of last year's total. And of those whose current business isn't up, more said it is about even with year-ago levels than said it is down.

	1968	1967	1966	1965	1964	1963	1962
<b>Up:</b>	81%	35%	64%	75%	73%	76%	80%
<b>Down:</b>	9	57	22	12.5	14	6	13
<b>Same:</b>	10	8	14	12.5	13	18	7

short supply, minutes remained number one with 52% of the mentions, but 30's moved into second place with 25%, ahead of 20's with 10%. Similarly, 30's were listed as being in second greatest demand, among agencies, getting 23% of the mentions as against 66% for minutes and 10% for 20's.

Several reps also cited 30's, not only as a still-growing trend but also as contributing to the year's resurgence in billings. Here are some typical assessments of the year to date and 1968 prospects as a whole, as reported by some of the reps checked last week:

One of the biggest reps, with a large number of major-market stations, expects this to be a record year. It is forecasting an average increase of 8%-9% over last year and 4%-5% over its previous record year of 1966.

A spokesman for the firm said that after a slow first quarter, the summer was "exceptionally good," with sales up 20%-25%. He forecast a record fourth quarter for this year and a first quarter of 1969 that "looks reasonably good."

The spokesman saw the gains as "all relating back to last year, when everyone expected a business downturn and everything fell off. This year the economy got over the '67 hump and back

on the track to continue where it left off in '66."

For another big company, the year so far has averaged a 15% increase, but an executive said projections from September and October could raise the total to 20%. He said there had been a gradual build-up, with normal peaks of the broadcast year, and a good summer with about a 12% increase.

The law of supply and demand is acting in favor of the reps this year, he noted as the reason for the increase. He anticipated the continuation of this trend into 1969.

The vice president and general manager of a group-owned company reported that sales for the first six months were substantially ahead of last year, and the third-quarter gain surpassed the first half's by a comfortable margin. Going into the final quarter, he added, October is continuing the brisk pace, but November appears sluggish.

"We're bullish about the year as a whole," he said. "Though business from now on in is uncertain, we feel November and December will wind up well since business is placed on such short notice."

Another firm with a short list of major-market stations estimated its total

sales for 1968 will be up 12% over last year. The first half of 1968 was up 8%, but third- and fourth-quarter increases are still under wraps. The reasons given for the over-all increases were the fact that networks were sold out, greater use of 30-second spots, more spot accounts—more products on the market.

A spokesman for this firm said he had been "very pessimistic" about the outlook for the next year until recently. The outlook for the economy, the surtax, the promise of additional taxes all contributed to his pessimism. But now he has "gone over to optimism"—based, he said, on instinct rather than real evidence.

Without offering percentages, a spokesman for a long-list firm described business in the first and second quarters as a slow upswing, followed by a "glorious" third quarter and a lot of activity in the fourth so far. He was too cautious to predict a good outlook, but saw no reason for a backslide.

A rep with a short but major-market list foresaw an over-all gain for the year of 12%-13%. After a slow first-quarter gain of about 5%, the company saw a leap of 21%-22% in the second quarter and a drop back to about 11% gain in the third quarter. It is now forecasting

## Network TV billings up over '67 mark

### Level rises despite September billing drop due to late introduction of new programs

Network television billing for the first nine months of 1968 rose by 2.1% over levels for the same period of 1967, reaching \$1,049,909,700, even though September billing dipped by 5.3%, it was announced last week by the Television Bureau of Advertising.

But TVB pointed out that advertiser billing gives a "misleading picture" for September because ABC and CBS introduced their new programs two to three weeks later this year, while NBC introduced its shows five days later than in 1967. Thus the higher rates charged

for new shows started later this year. TVB noted that network TV is in "an almost sold-out position." The bureau's figures are based on estimates provided by Leading National Advertisers Inc.

Levels of viewing for the first nine months of 1968 increased slightly over the 1967 period, TVB reported. The hours of TV usage per TV home per day rose to five hours 40 minutes from five hours 35 minutes in the first nine months of 1967.

In a related announcement, Broad-

cast Advertisers Reports placed the three-network total for the nine months ended Sept. 30 at \$1,050,500,000, up from \$1,025,200,000 in the comparable period of 1967. According to BAR estimates, NBC-TV's billing for the first nine months of this year rose by almost 10% over the 1967 period, while CBS-TV and ABC-TV both showed declines of slightly more than 1%. In September NBC-TV edged out CBS-TV in billings for the second time this year (the first time was in July). Until 1968 CBS-TV had held the billings lead.

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

	September			January-September		
	1967	1968	% Chg.	1967	1968	% Chg.
Daytime	\$ 42,135.4	\$ 41,119.4	-2.4	\$ 335,979.7	\$ 343,443.6	+2.2
Mon.-Fri.	24,357.6	24,794.7	+1.8	244,130.5	248,130.1	+1.6
Sat.-Sun.	17,777.8	16,324.7	-8.2	91,849.2	95,313.5	+3.8
Night time	86,782.1	80,983.9	-6.7	692,174.4	706,466.1	+2.1
Total	\$128,917.5	\$122,103.3	-5.3	\$1,028,154.1	\$1,049,909.7	+2.1

	ABC		CBS		NBC		Total	
	1967	1968	1967	1968	1967	1968	1967	1968
January	\$34,708.7	\$55,896.5	\$48,151.9	\$138,757.1	\$48,151.9	\$138,757.1	\$48,151.9	\$138,757.1
February	41,976.5	49,911.3	47,051.6	138,929.4	47,051.6	138,929.4	47,051.6	138,929.4
March	38,974.3	52,299.8	48,280.1	139,484.2	48,280.1	139,484.2	48,280.1	139,484.2
April	33,371.5	45,797.6	43,707.2	122,876.3	43,707.2	122,876.3	43,707.2	122,876.3
May	29,676.5	43,014.1	42,779.2	115,399.8	42,779.2	115,399.8	42,779.2	115,399.8
June	25,091.5	35,416.4	32,577.3	93,085.2	32,577.3	93,085.2	32,577.3	93,085.2
July	24,859.8	33,058.7	34,343.6	92,262.1	34,343.6	92,262.1	34,343.6	92,262.1
*August	24,306.0	31,842.3	30,864.0	87,012.3	30,864.0	87,012.3	30,864.0	87,012.3
September	31,316.2	43,711.1	47,076.0	122,103.3	47,076.0	122,103.3	47,076.0	122,103.3

\* Revised

Source: LNA/TVB

### Hours of TV usage per TV home per day

#### Levels to Date:

Jan.-Sept. 1968: 5 hours, 40 minutes  
1967: 5 hours, 35 minutes

	Increase	+5 minutes
1968		
January	6:45*	6:21
February	6:33*	6:23
March	6:18	6:17
April	5:53*	5:46
May	5:22	5:28
June	5:02*	4:58
July	4:36	4:50
August	4:57*	4:54
September	5:26*	5:22

\* All-time high for month  
Source: A. C. Nielsen



about a 20% rise for the fourth quarter and 8%-10% for the first quarter of next year based on audience increase for certain stations.

A spokesman commented: "The way I see it, although the business slump ended in the fourth quarter of last year, it carried over in advertising somewhat into the first quarter. But then there was almost an over-reaction of everyone spending, to turn the second quarter into a sort of freak. Now things are settling down to a comfortable level."

He noted that there is difficulty in projecting sales because of a persisting tendency by advertisers to buy spot later and later. "Even though it's been a very good year," he said, "it's almost a pattern now for them to hold off buying until the last minute. We won't be seeing any first-quarter business until at least November."

The vice president and sales manager of a large rep firm said the first quarter was about equal in sales volume to the 1967 first quarter, but business perked up considerably in the second and third quarters to bring the first nine months' total to an estimated 9% over 1967. He explained that major-market stations on the firm's list registered average gains of more than 12% while other outlets scored gains of approximately 6% to 7%.

"I'm optimistic about the fourth quarter," he said. "October and November look fine, but I must say that December now is about the same as December 1967. But I'm not panicky about it since so many buys are made on short notice."

A company specializing in big-market stations indicated its sales increased gradually throughout the year with a 2½% gain during the first quarter, around 9% the second quarter and 15% the third, with projections for a 23% increase during the fourth quarter of this year.

The sales manager attributed the increases to a general uptrend in business and network sellout by the third quarter. He predicted a good outlook for next year, despite the tax surcharge, which hasn't seemed to produce cut-backs in advertising expenditures, he said.

The turning point in spot-TV activity came in March, resulting in a 10% increase in business during the first half of this year, according to the vice president and sales director of one of the largest rep firms.

The third quarter trailed off somewhat but still exceeded the comparable 1967 period by about 6%, he said.

"The fourth quarter looks fine," he added, "and the year as a whole should be from 8% to 10% over 1967. Based purely on conversations we've had with advertisers and agencies, we're encouraged by the prospects for 1969."

# Is too much spent on advertising?

## View from U.S. seems to be 'yes', but opinion from Britain is that our advertising is right

A spirited, international exchange over standards for judging advertising expenditures produced friendly controversy at the 14th annual conference of the Advertising Research Foundation last week.

Robert S. Weinberg, vice president, corporate planning for Anheuser-Busch Inc., St. Louis, touched off the mild debate Tuesday (Oct. 15) at the opening session of the two-day meeting in New York.

In a talk titled "Are We Spending Too Much for Advertising," Mr. Weinberg answered that "most companies are indeed spending too much on advertising." He explained that "too much" could be either in waste by spending more than is needed to sell the product, or in the sense of spending too little, in which case the small amount expended also is wasted for all practical purposes.

Mr. Weinberg went on to offer three predictions on the future of advertising:

- "Advertising expenditure strategy is too important to leave in the hands of advertising and marketing managers, and corporate management will take greater control of ad budgets."

- "Ad research emphasis will shift from micro-models to macro-models."

- "Experimentation in advertising will become the rule rather than the exception."

The luncheon speaker at the opening session, R. D. L. Dutton, managing director of the London Press Exchange, discarded his prepared presentation on "Research in the Support of Multi-national Marketing" to challenge Mr. Weinberg.

Mr. Dutton said he found "some of those statements [in Mr. Weinberg's speech] are dangerous to the advertising business." Finding "a dangerous half-truth in some of this that the dogooders are likely to seize upon," Mr. Dutton said he felt "Americans are ready to take some straight talk about the ad business."

He said "waste is part of the American economy, and I would put my money in American dollars if exchange control would allow it. The strength of the American economy is because you spend \$85 per capita on advertising," as opposed to much lower rates in other countries of the world.

Challenging a complex formula put forth by Mr. Weinberg in which advertising expenditures would be measured against a company's profits rather than sales, Mr. Dutton said, "there is

no connection between net profit and advertising."

He added, "you should write something in the profit-and-loss account to good will extending one, two, five or 10 years in the future because the value of advertising does not end in the year it runs."

Mr. Dutton also derided as already being outmoded Mr. Weinberg's prediction that corporate management will begin to assert greater control over advertising expenditures.

He said it is a "laughable suggestion that corporate management is leaving it to the advertising and marketing departments to decide the size of their advertising budgets." He added that men in top management at firms that invest heavily in advertising, such as household products and proprietary drugs, "must have experience in marketing."

In less controversial sessions of the conference, the 900 delegates heard Robert C. Grass, supervisor of advertising research at du Pont, detail a series of tests conducted by that firm to measure attention, interest, learning and attitude generation by repeated viewing of television commercials.

Mr. Grass said that curves charted of response to the commercials had, for the most part, resembled curves for learning of general information, with the generation of information rising rapidly in the first few exposures then falling off on repeated showings.

Generally, he said, maximum effectiveness was reached with two to four showings of a commercial.

Curves varied with the type of commercial. Where saturation quickly set in with repeated exposure to product-selling commercials, certain institutional image-building commercials could hold near-level plateaus of interest and retention, he indicated.

Herbert E. Krugman, consultant on public relations and affairs research at the General Electric Co., said that "it should be possible to say how many exposures are required to learn an ad, and that the number of required exposures will vary greatly from ad to ad."

He added that "if we are going to be able to specify exposure requirements for different ads and for different types of ads, we will close somewhat the currently large gap existing between the advertising agency creative department and the media planning department."

Mr. Krugman noted that "as it is

now, the media people decide how to spend an advertising budget without great regard for the type of ad produced."

Paul E. J. Gerhold, ARF president-elect, predicted that there will be a "decline in research for selling and increase for decision-making, with advertising research getting to be less rhetorical and more mathematical." He also foresaw "a depersonalization . . . the twilight of a small and powerful research elite," with a change from "research participation in top-level decision-making to becoming more of a tool."

A symposium on "advertising, research and the black ghetto" brought forth little information on the subject, except general agreement that scant ad research has been done in ghettos.

Kelvin A. Wall, market development manager for Coca-Cola USA, who is a Negro, said that "despite all we know about the difficulty of communication between whites and Negroes, we still have a tendency to believe that white interviewers can get valid research data from Negroes on all but obvious issues." He challenged that contention.

Barry Gottehrer, assistant to New York City Mayor John Lindsay and charged with maintaining liaison with the ghetto areas, said he has "learned

that the more conventional media—radio, TV, billboards, newspapers—don't really communicate with people in the ghettos and new methods are needed."

Pollster Louis Harris said there has been "pitifully little done in basic research of ghettos through basic media" and that "black men and brown men want their dignity, and media must face up to this. It isn't enough to show Aunt Jemimas and Mod Squad hippies."

He asked: "How much can white media take blacks as they really are? White coverage of news, white advertising concerns are the next barriers that must go."

Among Wednesday sessions of the conference, Bill Simmons, president of W. R. Simmons & Associates Research Inc., described a series of studies indicating that properly administered audience-diary keeping is "the most desirable method at hand today" for measuring television audiences.

Stanley T. Ahlers, account executive, C. E. Hooper Inc., and James C. Becknell, president of Becknell, Frank, Gross & Hess Inc., described a system devised to measure advertising effectiveness in which test groups are given a chance to buy the product advertised at a reduced price.

## Diversity of topics on AAAA agenda

### Two-day meeting includes minority-group employment and sex in advertising

About 1,000 agency executives and advertiser guests are expected to gather in New York this week for two days of probing into business, creative and social responsibilities. The occasion is the eastern annual conference of the American Association of Advertising Agencies.

The sessions, Tuesday and Wednesday (Oct. 22-23) at the Plaza hotel, will examine topics as diverse as research, minority-group employment and sex in advertising.

The conference will get down to the nitty-gritty without delay. The opening session tomorrow morning, for members only, will hear AAAA President John Crichton on "Costs of Profits in the Advertising Agency Business"; Donald B. Miller of Rumrill-Hoyt on "Some Ideas on the Care and Prevention of Unprofitable Accounts"; Paul C. Harper Jr. of Needham, Harper & Steers on "Money Isn't Everything—Or Is It? . . . The Changing Pattern of Incentive Compensation," and Conrad Jones of the management consulting firm of Booz, Allen & Hamilton on "Manpower Management."

Archibald McG. Foster of Ted Bates & Co. will tell the Tuesday luncheon about advertising's contributions to New York's economic well-being and review major problems—such as rising taxes and rising rents—that need to be answered if New York is to remain the advertising capital. Jack I. Straus of R. H. Macy & Co. will respond that New York is "Where the Action Is," contending that nowhere else can advertising prosper better.

The Tuesday afternoon session will be devoted to "Closing the Gap: Minority Groups in Advertising Agencies," with panelists and speakers reviewing current equal-opportunity programs and efforts, suggesting new approaches and reporting on how to find, hire, train and develop black and Puerto Rican people for advertising careers.

Participants under John Elliott Jr. of Ogilvy & Mather, who will preside, are slated to include Douglas Allgood, BBDO; David B. McCall, LaRoche, McCaffrey & McCall; Richard Clarke, Richard Clarke Associates; Bernard Baskett, Grey Advertising; Arthur Hayward, Ted Bates & Co.; Edward W. Hopper Jr., Ziff-Davis Publishing Co.; Caroline R. Jones, J. Walter Thompson Co.; and Harry Webber, Young & Rubicam.

Reports on outstanding advertising

## More TV in department stores' future

### TVB's Abrahams cites buying upswing; expects more commercial production aids and added closed-circuit displays

Department stores with regional branches will allocate 50% of their advertising budgets to television within the next five years, according to Howard P. Abrahams, vice-president of the Television Bureau of Advertising.

Speaking Oct. 12 at a convention of the American Advertising Federation in Jackson, Miss., Mr. Abrahams said: "We already see a number of stores approaching the 50% figure, not for the smaller retailers . . . but for the department stores which are regional with branches throughout their area . . . these stores need the television signals which cover a market completely."

Mr. Abrahams cited an 81% increase in department-store advertising on television in first seven months of this year, compared to a 6.7% decrease in newspaper advertising by department stores during the same period.

He said that in 75 measured markets during the first seven months of 1968, department stores averaged 67 commercials per week per market, compared to 37 commercials per week per market in the same 1967 period.

Among developments within the next few years, Mr. Abrahams predicted:

- Many department stores will pro-

duce their own commercials.

- Buying offices for groups of independent stores will create syndicated commercials for them.

- Manufacturers will provide store accounts with television footage, similar to current newspaper mat services.

- Department store window displays will be replaced with closed-circuit television monitors hooked to department store's central television studio to provide constantly changing shows of new merchandise, both locally and from fashion and distribution centers in New York, Paris, and Rome.

### Cabot, LF&S get more of Black Label account

Carling Brewing Co., Cleveland, has expanded the role of two of its present agencies, Harold Cabot & Co., Boston, and Lang, Fisher & Stashower, Cleveland, to handle all creative and production for the Black Label beer account.

Both agencies have been Carling's regional media and marketing supervision agencies for three years. Effective Nov. 1, they will take over business relinquished by Jack Tinker & Partners, New York.

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An independent station *should* take great pride in being an independent. You do your own thing, your own way and can point to the results with legitimate pride.

It used to be that one of the prices of being independent was a more limited national—international news and sports operation.

When ABC introduced its *modern* concept of network radio, we changed that forever...along with a lot of other old-fashioned ideas in

networking that hadn't kept pace with the growth of what makes a network possible...stations like yours.

Each of our networks has a *limited* inventory of programming, because we're designed to offer only what a network can do best...and no more!

When you talk about network radio with ABC, you'll find it's a whole new business.

Try it...you'll like the bottom line.



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american  
contemporary  
radio network



AMERICAN  
ENTERTAINMENT  
RADIO NETWORK



AMERICAN  
FM RADIO  
NETWORK

DIVISIONS OF THE ABC RADIO NETWORK

success stories will kick off the creative meeting Wednesday morning, and then attention will switch to "Sex in Advertising."

In the first half, Richard W. Bowman of the Marschalk Co. will report on the introduction of Fresca, Richard L. Gilbert of Gilbert Advertising on the Renault campaign, David M. Mixer of Ted Bates & Co. on Palmolive Dishwashing Liquid, Constantine Karvonides of Wunderman, Ricotta & Kline on *National Observer* advertising and Frederick B. Hirsch of Doyle Dane Bernbach on Heinz ketchup's campaign.

The sexual revolution's influence on American advertising will be explored by media and agency panelists after its effects on European advertising have been described by Armand de Malherbe of Agence Francais de Propagande, Bates & Cie., S.A., Paris.

Media panelists for the discussion are Ernest Lee Jahncke Jr., NBC vice president, standards and practices; Raymond J. Petersen, *Good Housekeeping* and Thomas R. Shepard Jr., *Look*. Representing the agency creative viewpoint will be Stephen Baker, Griswold-Eshleman Co.; Jerome F. Birn, Tatham-Laird & Kudner, and Chester L. Posey, McCann-Erickson.

From sex the program will turn to research and "The Future of the Advertising Agency Research Function" in the wind-up session Wednesday afternoon. Thomas H. Dunkerton of Compton is slated to report on findings of a new AAAA survey on research, followed by discussion by a panel comprising Alvin A. Achenbaum, Grey; Stanley D. Canter, Ogilvy & Mather; Charles Overholser, Young & Rubicam, and Theodore F. Dunn, Kenyon & Eckhardt.

## Brokerage company uses spots to sell stocks

Hartzman & Co., Cleveland, had an advertising mission: to teach people that they don't have to have a big bankroll to invest, that Hartzman salesmen will visit prospective investors at home, and that there's a variety of ways to invest.

For this type of message Hartzman decided it wanted radio and an adult audience, preferably a radio personality who could tell the story effectively.

The company—an investment broker—selected WERE Cleveland and used Bill Randle, who would ad-lib the spots from a fact sheet. A schedule running May 1-28 was purchased.

On the first day, Mr. Randle ran two 30-second messages asking listeners to write in for a booklet. These drew 207 letters the next day, and another 173 requests were received later. Of those 380 requests, Hartzman

salesmen were able to obtain 138 leads, from which they made 59 sales. This 43% "results" figure compares with the 10% level that is normally considered "good." In another use on the station, the firm found that 85% of those who made appointments with its salesmen via the radio spots eventually invested in the market.

Karl Zitron, vice president of Hartzman, said WERE produced the largest number of sales-per-leads the company received from any medium. Hartzman from the start has been running 30-second spots, twice daily or 10 times per week, Monday-Friday. It has run four campaigns since May.

## TV ads in U.S. promote tourism in Ontario

"TV advertising in the United States has been greatly responsible for increased tourism in Ontario this year and the medium may get even more Ontario money next year," James A. C. Auld, minister of tourism and information for Ontario, told the annual meeting of the Canadian Tourist Association at St. John, N.B., Oct. 9.

From early April to late June, Ontario spent over \$400,000 on U.S. TV advertising to attract tourists. Ontario ranked second, after Jamaica, in purchase of television time in the U.S. for tourism purposes.

"Despite the fact that in 1967 only 4% of all tourism budgets in North America was allocated for television," Mr. Auld said, "we viewed the sound and light of television as having tremendous potential for tourism." Continuing, he explained that in planning the department's TV campaign, "we felt benefits would outweigh drawbacks. The temporal nature of the medium was overcome by its impact. The apparent lack of selectivity was tempered by the fact that TV gave us more market flexibility without premium prices."

"In terms of our marketplaces, we were not able to buy as much time as we wanted, in as many metropolitan areas as we wanted. Our coverage extended roughly in a semi-circle from Minneapolis to New York," Mr. Auld told his audience.

The tourism commercials went on U.S. television screens on April 1 and shortly afterwards the result began to flow in, Mr. Auld reported. More than 4,000 inquiries, which can be keyed directly to the TV ads, were received during the two-and-a-half month campaign.

As an example he cited a letter received from Cincinnati, "we have heard about your adventure vacations on the TV . . . your vacation land sounds wonderful."

Last month the Ontario tourism com-

mercial was awarded first prize over 163 other entries in the international section of the All-Japan Radio and Television Commercial Council.

Concluding Mr. Auld said, "the U.S. television exposure has convinced us to use television again in 1969, and I have therefore established the principle that any additional budget will go into TV."

## Ballantine gets Freberg, SSCB quits Ballantine

The parting of ways of P. Ballantine & Sons and Sullivan, Stauffer, Colwell & Bayles, both New York, was announced by Alfred J. Seaman, SSC&B president, last week. He said SSC&B resigned the account, effective in 90 days, because of "a major difference of opinion between agency and client on their own fundamental roles and relationships."

That major differences of opinion centered around the brewery's retaining Stan Freberg to create advertising that presumably would be placed by SSC&B. The agency decided it would resign the account rather than resign creative control, but the split was described as amicable.

Ballantine's billings were estimated at \$5 million, "practically all" in broadcast, according to an agency source.

SSC&B has had the beer account since 1965, but Ballantine ale was moved to Lennen & Newell in 1967. While Ballantine has been able to hang on to its position as the number-three beer in the New York market, beer consumption as a whole has fallen off in recent years.

According to a Ballantine spokesman, the decision to engage Freberg Ltd. is part of an effort to revive lagging sales.

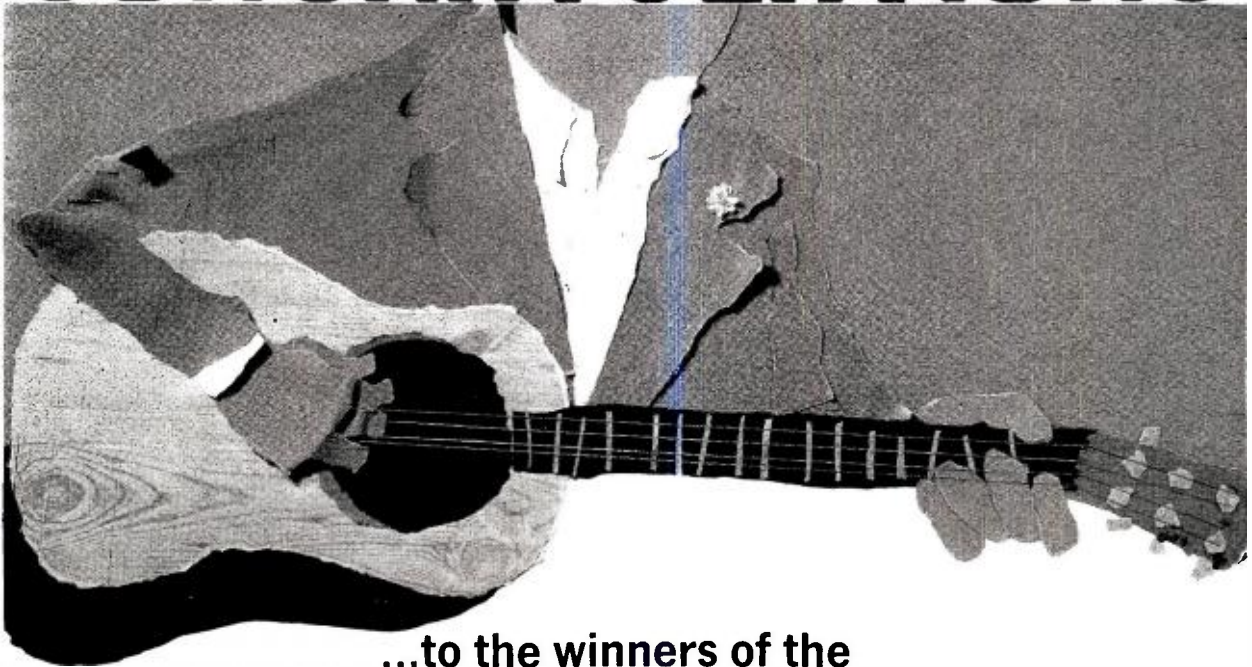
## DFS emphasis in West put on S.F. office

Dancer-Fitzgerald-Sample Inc. is consolidating virtually all of its Western operations in San Francisco. Account service, media, production and creative departments all will be based there.

The Los Angeles office, however, will continue to operate under supervision of Vice President Betty O'Hara and a staff of seven. It will serve the agency's national TV and show department needs exclusively, though. Key people in the other Los Angeles departments, such as Vice President and Office Manager Robert McMillin, will transfer to San Francisco.

In announcing the move, Philip S. Boone, DFS senior vice president and general manager of Western operations, reaffirmed faith in the "importance and vitality" of the Los Angeles market but he explained that clients can be better served from a consolidated base.

# CONGRATULATIONS



## ...to the winners of the BMI 1968 Country Music Achievement Awards

For the most performed Country songs April 1, 1967 to March 31, 1968

### ALL THE TIME

Wayne P. Walker, Mel Tillis  
Cedarwood Publishing Co., Inc.

### ALMOST PERSUADED

Glenn Sutton, Billy Sherrill  
Al Gallico Music Corp.

### AM I THAT EASY TO FORGET

Carl Belew, Shelby Singleton,  
W. S. Stevenson  
Four Star Music Co., Inc.

### BRANDED MAN

Merle Haggard  
Blue Book Music

### BREAK MY MIND

John D. Loudermilk  
Windward Side Music

### BY THE TIME I GET TO PHOENIX

Johnny Rivers Music

### CINCINNATI DND

Bill Anderson  
Moss Rose Publications, Inc.

### DETROIT CITY

Danny Dill, Mel Tillis  
Cedarwood Publishing Co., Inc.

### FOR LOVING YOU

Steve Karliski  
Painted Desert Music Corp.  
Mad Hatter Music Corp.

### FUNNY FAMILIAR FORGOTTEN FEELINGS

Mickey Newbury  
Acuff-Rose Publications, Inc.

### GENTLE ON MY MIND

John Hartford  
Glaser Publications

### GREEN, GREEN GRASS OF HOME

Claude Putman Jr.  
Tree Publishing Co., Inc.

### GUITAR MAN

Jerry Hubbard  
Vector Music Corp.

### HERE COMES HEAVEN

Joy Byers, Robert F. Tubert  
Hill and Range Songs, Inc.

### HERE COMES THE RAIN, BABY

Mickey Newbury  
Acuff-Rose Publications, Inc.

### HEY LITTLE ONE

Dorsey Burnette, Barry DeVorzon  
Tamerlane Music, Inc.

### I CAN'T STOP LOVING YOU

Don Gibson  
Acuff-Rose Publications, Inc.

### I DON'T WANNA PLAY HOUSE

Billy Sherrill, Glenn Sutton  
Al Gallico Music Corp.

### I WON'T COME IN WHILE SHE'S THERE

Gene Davis  
Metric Music Co.  
Terran Music

### IF I KISS YOU (WILL YOU GO AWAY)

Liz Anderson  
Greenback Music  
Yonah Music, Inc.

### IF MY HEART HAD WINDOWS

Dallas Frazier  
Glad Music Co.  
Blue Crest Music, Inc.

### I'LL COME RUNNING

Connie Smith  
Brush Arbors, Inc.

### IN THE MISTY MOONLIGHT

Cindy Walker  
Four Star Music Co., Inc.

### IT TAKES PEOPLE LIKE YOU

Buck Owens  
Blue Book Music

### IT'S SUCH A PRETTY WORLD TODAY

Dale Noe  
Freeway Music Corp.

### IT'S THE LITTLE THINGS

Arleigh Duff  
Marson, Inc.

### KING OF THE ROAD

Roger Miller  
Tree Publishing Co., Inc.

### LAURA (WHAT'S HE GOT THAT I AIN'T GOT)

Leon Ashley, Margie Singleton  
Al Gallico Music Corp.

### LAY SOME HAPPINESS ON ME

Jean Chapel, Bob Jennings  
Four Star Music Co., Inc.

### LITTLE OLE WINEDRINKER ME

Hank Mills, Dick Jennings  
Moss Rose Publications, Inc.

### LONELY AGAIN

Jean Chapel  
Four Star Music Co., Inc.

### LOVE OF THE COMMON PEOPLE

John Hurby, Ronnie Wilkins  
Tree Publishing Co., Inc.

### MISTY BLUE

Bob Montgomery  
Blanton Music Co.

### MY ELUSIVE DREAMS

Claude Putman Jr., Billy Sherrill  
Tree Publishing Co., Inc.

### POP A TOP

Nathan Stuckey  
Stuckey Publishing

### RELEASE ME

Eddie Miller, W. S. Stevenson  
Four Star Music Co., Inc.

### SAM'S PLACE

Buck Owens, Joe C. Simpson  
Blue Book Music

### SKIP A ROPE

Jack Moran, Glenn D. Tubbs  
Tree Publishing Co., Inc.

### SWEET MISERY

Jan Crutchfield, Wayne P. Walker  
Cedarwood Publishing Co., Inc.

### THERE GOES MY EVERYTHING

Dallas Frazier  
Blue Crest Music, Inc.  
Husky Music Co., Inc.

### TURN THE WORLD AROUND

### THE OTHER WAY

Ben Peters  
Shelby Singleton Music, Inc.

### WALK THROUGH THIS WORLD WITH ME

Sandra Seamons, Kay Jeanne Savage  
Glad Music Co.

### WALKING IN THE SUNSHINE

Roger Miller  
Tree Publishing Co., Inc.

### WELCOME TO MY WORLD

Ray Winkler, John Hathcock  
Neilrae Music  
Tuckahoe Music, Inc.

### WHAT DOES IT TAKE (TO KEEP A WOMAN LIKE YOU SATISFIED)

James W. Glaser  
Glaser Publications

### WHAT LOCKS THE ODOOR

Vic McAlpin  
Acclaim Music, Inc.

### WOMAN WOMAN

James W. Glaser, James Payne  
Glaser Publications

### YOU ARE MY SUNSHINE

Jimmie Davis  
Peer International Corp.

### YOU DON'T KNOW ME

Cindy Walker, Eddy Arnold  
Brenner Music, Inc.

### YOU MEAN THE WORLD TO ME

Billy Sherrill, Glenn Sutton  
Al Gallico Music Corp.

### YOUR GOOD GIRL'S GONNA GO BAO

Billy Sherrill, Glenn Sutton  
Al Gallico Music Corp.

### YOUR TENDER LOVING CARE

Buck Owens  
Blue Book Music

All the worlds of music



for all of today's audience.

BROADCAST MUSIC, INC.

# What agencies want from clients

## Heads of major shops say changing world complicates agency-advertiser relations

A seemingly open-end array of recommendations was offered "the client" last week when five advertising agency presidents were put on the same program at a business conference in New York and asked to talk to the topic, "If I were the client . . ."

The five are big names who represent five of the biggest agencies in the advertising business: Dan Seymour of J. Walter Thompson Co., Edward H. Meyer of Grey Advertising, Victor G. Bloede of Benton & Bowles, James R. Heekin Jr. of Ogilvy & Mather and Tom Dillon of BBDO. Mr. Heekin came up with 40 (he numbered them) suggestions; the rest with still other recommendations.

Most recommendations were the expected ones: the agency ought to be left alone in the creative area but brought with the client as a "partner" in the marketing strategy and in what the client's company and product are all about; the client ought to be aware not only that the country and the world are in the process of change, but realize the client and his business are—or should be—part of the change.

There were also some insights into the world of advertising contained in the round of speeches by the panel of four presidents and by Mr. Seymour, the fifth, who acted as the panel chairman. The session was held Thursday afternoon (Oct. 17) during the 16th Annual Marketing Conference of the National Industrial Conference Board.

Mr. Seymour, in addition to noting that if he were the client he would "charge my agency to keep my products young and contemporary and vital" and would "press my agency to keep the rust off my image and the dust off my products" for he "would want to grow strong with the next generation, not grow old with this one,"

put special emphasis on still another recommendation:

If he were the client, Mr. Seymour said, he should ask the agency to "contribute time and energy to help close the 'communications gap' in this world of 1968." Communications, he said, is the important thing in the world today and he said it was not an "age of revolution" as many have called these times but "more a time of evolution . . . for instance, in the world of communication, television was not a revolution but an evolution. It was radio that paved the way—for radio enabled us to see pictures in our mind, perhaps more imaginatively at times than television." And, Mr. Seymour said, "If you will grant me that television is an evolution of radio, understand when I say that our methods of communication have far outdistanced the sense and substance of what we communicate."

If a nation can "synchronize 200 million moving parts in one ship [and] send it off into space" as in the Apollo space mission, he asked, "why can't that same nation solve the neighborhood tensions of Cicero, Ill.?"

Mr. Seymour said he was convinced that "we must hasten to close the 'communications gap,' nation to nation, people to people, to bring humanity in sync with technology. For unless we can sell our world to our world, how can we sell a product to a consumer?"

Grey's president Meyer took out after the agency whose claim to strength lies in the diversified services it offers. "Good agencies," he said, "don't offer diversified services—they offer unified services—unified by the fact that they all contribute to evolution of advertising points of view, the development of advertising ideas, the creation of advertising messages."

Mr. Meyer said a good definition of

innovation is the ability to put the same old facts together in a different order and in so doing, draw a previously unseen conclusion. "Unfortunately," he said, "even the most creative among us are hard pressed to re-order the facts when no facts are available to work with."

Among the 40 suggestions Mr. Heekin presented was this one:

"I would never specify that I wanted a particular style of advertisement or commercial. There is a great temptation, once a strategy is fixed, to ask for specific types of executions. A slice of life, a stand-up announcer, a visual demonstration.

"It all sounds reasonable enough, but it leads to mediocrity." The only way, he said, to get a "great idea" is to ask for it "without imposing a bunch of parameters."

Mr. Heekin cited a recent poll of members of the Ogilvy & Mather creative department as to which accounts they prefer to work on; the most common reasons for preferring an account, he added, were "creative freedom and reception to new ideas."

Mr. Bloede recommended that clients recognize that an agency is "an idea factory" and thus ought to welcome the agency's ideas in every area of their business, "but nowhere with more enthusiasm than new products."

A client needs all the help he can get in the new-product area, Mr. Bloede said, noting that the rate of new-product introductions in food stores alone has increased 300% in the past 10 years while the average store size is up only 12%.

Mr. Dillon pinpointed the need for clear identification by research of the prime prospect for the advertising.

"If there is any one point in the advertising process that is the most wasteful of money, and the most likely to produce a marketing disaster, I would expect it to be in the identification of the prime prospect."

Most ad research, he said, gets the wrong emphasis by justifying what's already been done rather than pointing out the true target. "Today, throughout most of advertising," he said, "prob-



Mr. Seymour



Mr. Heekin



Mr. Dillon



Mr. Bloede



Mr. Meyer



*We make you look good.  
You make us look good.*

*Madison Avenue is a two-way street. You depend on us for the latest and truest in color film. We depend on you for a few million home demonstrations of what our product can do for your product.*

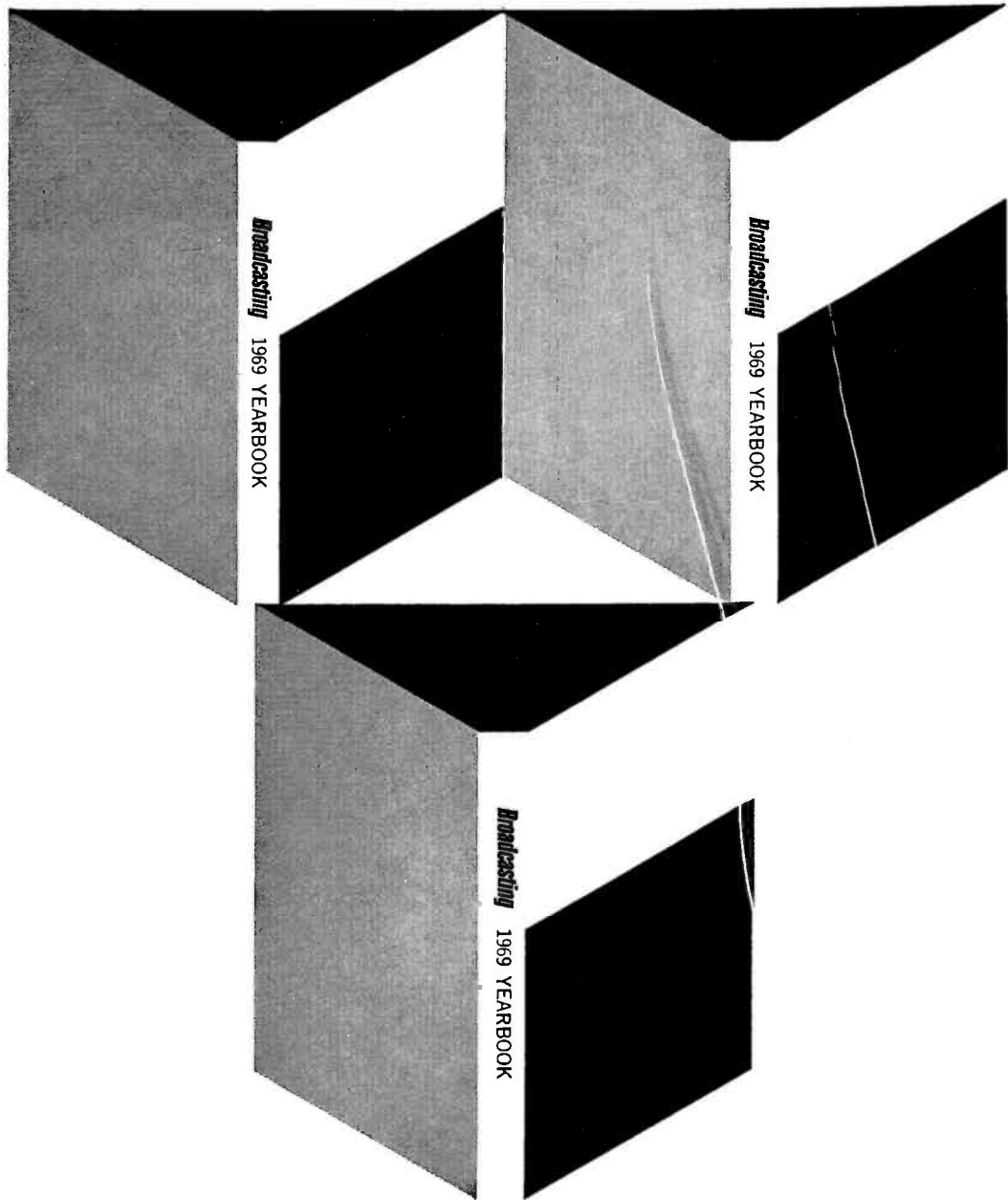
*The better you are with the best we have (and we haven't any other), the more people realize the advantages of the film medium. Such as being able to shoot anywhere in the world, to create any kind of visual effect, to edit with*

*... exacting precision, to draw upon the finest creative talent available and to have superb quality prints for easy shipping to local stations. And on and on down the list to include the expertise of our film engineers who work with your laboratory to help make sure your commercials are delivered color perfect.*

**Kodak**

**EASTMAN KODAK COMPANY**

Atlanta: 404/GL 7-5211 Chicago: 312/654-0200  
Dallas: 214/FL 1-3221 Hollywood: 213/464-6131  
New York: 212/MU 7-7080 San Francisco: 415/776-6055



Send me my own copy of *Broadcasting 1969 Yearbook*

Please send me \_\_\_\_\_ copies at \$10 each.

My check for \$\_\_\_\_\_ is enclosed.

Name: two initials and last name

1	2	3-16
<input type="text"/>	<input type="text"/>	<input type="text"/>

Company Name

17-35
<input type="text"/>

Bill me later  
at \$11.50 a copy

Address  
36-63

<input type="text"/>
----------------------

Home?  Yes  No

City  
54-66

<input type="text"/>
----------------------

State

<input type="text"/>
----------------------

Zip Code  
67-71

<input type="text"/>
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Title/Position

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**Broadcasting** 1735 DeSales St., N.W., Washington, D.C. 20036

## 1969 Broadcasting Yearbook Prepublication Notice

**Save \$1.50 a copy**—If you will fill in the enclosed coupon and return it to us, along with your payment and before October 31, you can deduct \$1.50 from the \$11.50 single copy price. And you may want to order several copies. If so, just indicate this on the coupon.

**Up-to-date Guide**—The 1969 *Broadcasting Yearbook* will be the most complete and comprehensive guide to television and radio facts and figures we've ever published. Right now our editors are carefully checking and bringing up to date every listing that appeared in the 1968 *Yearbook*. Extensive changes have been made, of course, and new sections are being planned.

**Don't delay**—Remember, to take advantage of the \$1.50 discount a copy, your check must accompany your order and both must be received prior to October 31, 1968.



ably at least 75% of money and effort goes into providing that one ad or one commercial is better than another."

In calling for the nearest possible glove-in-hand working relationship at an agency between research and creative people, Mr. Dillon said, "while I give grudging support to post-creative research, I would be most interested in having my agency apply its research skills to that part of the advertising process preceding the actual creation of finished advertising."

## TVB gives hints to stores on increasing TV ads

The Television Bureau of Advertising has issued a thick, loose-leaf book on the "Why, What and How of Retail TV," aimed at initiating department stores into television advertising.

The book notes that between 1965 and 1967, in the 75 measured markets, department store advertising in an average week of television increased 20%, and the number of department store commercials rose by 49%.

It lists a series of factors contributing to the upswing in department store advertising, including changes in the media (such as the decline of big-city papers and the rise of suburban papers; higher print ad rates; lessened TV production costs through video tape) and changes in retail selling itself (the shift to shopping center branches; standardization of merchandise).

The book, written by George Huntington, TVB executive vice president and general manager, stresses that at a time when department stores are finding it difficult to establish their differences from competing merchants, television advertising affords the opportunity to build an image for the store while also selling specific products. It says, "a local retailer can isolate himself from his chain competition . . . or a chain store can become a member of the community . . . through the TV sponsorship of community TV programming."

The publication also weighs heavily on the ability of television buys to blanket the entire market served by a department store with a number of branches.

It warns against resistance to TV advertising from store buyers who are concerned only with selling items from their individual departments. It says, "a store's sales performance is more than the sum of the performance of the individual buyers . . . Rather than thinking—as a buyer must—of individual items—management is thinking more of the store which sells the items."

Noting that "television is intrusive," the book argues that "when even bad ads bring results, it must be the medium that's helping to do it . . . television commercials reach and re-reach people

. . . even without their consent. They see them because they would need to do something to avoid them."

The book notes that "research studies have shown that newspapers . . . are at their best when presenting a logical, fact-filled explanation of something . . . point by point or item by item. The same studies show that television is where people go for an emotional experience: they expect to feel something. TV is at its best, therefore in communicating a feeling."

The final section of the publication details the practical techniques of TV advertising, from a glossary of frequently used terms to an analysis of the prevalent time-buys used by department stores 60% of department store commercials are one minute, 28% are 10-second IDs; 53% are bought in the daytime, 18% in early evening; 17% late night).

Limited copies of the book are available from TVB at \$10 each.

## Fluoridation ad campaign dropped in Maine

The Maine Department of Health and Welfare last week agreed to drop a \$75,000 advertising campaign in behalf of a water fluoridation referendum following the refusal of the Maine Broadcasting System (WCSH-AM-TV Portland, and other Maine stations) to accept the advertising on grounds that taxpayer funds were being used to influence a vote.

The Maine attorney general handed down an opinion in agreement with the stand taken by Maine Broadcasting Vice President and General Manager Jack Atwood. Mr. Atwood stressed that he had no quarrel with the Health and Welfare Department or the issue of fluoridation, merely the propriety of using taxpayers' money to promote it.

## 4A's drops two agencies with radio holdings

Attempts at diversification through acquisition of radio stations last week cost two advertising agencies their memberships in the American Association of Advertising Agencies.

The AAAA board requested the resignations of Reach, McClinton & Co., New York, and Tracy-Locke Co., Dallas.

Last spring the AAAA had warned that Tracy-Locke's membership was in jeopardy pending the board meeting because the agency through a subsidiary had purchased KOME Tulsa (BROADCASTING, May 27, June 24).

Through another subsidiary, Tracy-Locke also owns 10% of KJIM Fort Worth, with an option to acquire 70%.

A survey by AAAA at about the

same time revealed that Reach, McClinton, through a subsidiary, purchased WALY Herkimer, N. Y., three-and-a-half years ago and WCTT Watertown, N. Y., 18 months ago.

By-laws of the AAAA state that an "agency shall not own any interest in an advertising medium."

Executives of both agencies have objected to the rule, and said they see no difference between agency ownership of media and agency employe ownership of media stock, against which the AAAA has no prohibition.

Morris Hite, president of Tracy-Locke, was once secretary-treasurer of the AAAA. Both he and Robert W. Robb, president of Reach McClinton, said their agencies had purchased the radio stations as experiments in diversification and that there had never been any bias in the agencies' dealings with clients because of the ownerships.

John Crichton, president of the AAAA, said: "There was never any question of the professional capability of these agencies."

## BAR to have quarterly spot TV report in '69

Broadcast Advertisers Reports (BAR) will begin publishing a new quarterly spot TV report next year containing monthly, quarterly and year-to-year dollar estimates for all national products and brands advertised locally in the 75 U. S. television markets regularly monitored by BAR.

The service, to be called BARcume will be furnished to present BAR agency subscribers at no extra cost.

BAR said data for the new service will be gathered from monitoring more than 400,000 local TV hours. A "net" rate will be applied against each commercial heard. Rates used will be based on agency expenditures as distinguished from present industry estimates on a "gross one-time" basis, BAR said.

Expenditure estimates will be arranged by parent companies, brand/products, day-parts, individual markets, number of stations and percent of total U. S. television homes.

BARcume presumably is intended to compete with the LNA-Rorabaugh Service, which compiles quarterly spot TV estimates for the Television Bureau of Advertising from reports submitted by stations.

## Business briefly:

**General Motors Corp.**, Detroit, has purchased a 52-week order on CBS Radio's *Weekend News* for its General Motors Mark of Excellence (through MacManus, John & Adams Inc., Bloomfield Hills, Mich.), and for Oldsmobile and Guardian Maintenance (both D. P. Brother & Co., Detroit). **Holiday Inns of America**, through the Cosmopolitan

Agency, both Memphis, has purchased a 26-week order on CBS Radio's *Arthur Godfrey Time*. Other CBS Radio purchases include **Better Homes and Gardens**, Des Moines, Iowa (J. Walter Thompson Co., Chicago), **Kellogg Co.**, Battle Creek Mich. (Leo Burnett, Chicago), **AT&T, Long Lines Division** (N. W. Ayer & Son, Philadelphia), and the **Association of American Railroads**, Washington (Geyer-Oswald, New York), all on *News-on-the-Hour* and *Dimension*; **Union Carbide**, New York (William Esty Co., New York) on *The Reasoner Report* and *Dimension*; the **Lincoln-Mercury Division, Ford Motor Co.**, Dearborn, Mich. (Kenyon & Eckhardt, Detroit) on *News-on-the-Hour*, sports and *Dimension*; and **Lear Jet Industries, Stereo Division**, Wichita, Kan. (Burton, Lachiusa, Sohigian, Detroit) on *Worldwide Sports*.

**Reader's Digest Association**, Pleasantville, N. Y., through Schwab, Beatty & Porter Inc., New York, has purchased sponsorship in NBC Radio's *Emphasis*, *News of the World*, and *Monitor News on the Hour*.

### Radio ads boost farm sales

Sperry Rand Corp.'s New Holland Division is hoisting the banner of local radio advertising as an effective salesman for the farm equipment dealer. In a folder sent to U.S. and Canadian dealers on "Local Radio Advertising: The Action Medium," the firm describes farmers as avid radio listeners, and suggests formats and programs. Stations may obtain free copies of the folder by writing: Public Relations Department, New Holland Division of Sperry Rand Corp., New Holland, Pa.

## Klein describes Nixon air strategy

### Election-eve telethon will close campaign after heavy radio usage

The New York chapter of the Sales Promotion Executives Association last Wednesday (Oct. 16) learned how to promote a presidential candidate from Herbert G. Klein, manager of communications for the Richard Nixon-Spiro Agnew ticket.

Mr. Klein, who was introduced as "the future press secretary to the President of the United States," is the official spokesman for the Republican candidates and handles all media for the campaign: television, radio, newspapers and other publications.

The broadcast media are important in this election year, Mr. Klein told SPEA members, because there are more undecided voters now than at any time in recent history. Mr. Klein indicated that the campaign's stress on regional impact was dictating the kind of television buys the Republicans were making.

The "informal television" approach being used by Nixon-Agnew includes one-hour regional broadcasts with Mr. Nixon answering the questions of members of the community—"a Town Hall of 1968," as Mr. Klein outlined it. He said he was pleased with the kind of ratings these broadcasts were getting and felt they were far more effective than the "formal rally" approach to TV used by Mr. Nixon in 1960.

"We will make massive use of radio," he added. For the 10 nights from Oct.

16 Nixon-Agnew has bought 15 minutes of network radio a night. Mr. Klein said he favored radio because it gave the Republicans national coverage "at a lower price than we can buy anything else."

Mr. Klein also gave SPEA members a brief hint of Mr. Nixon's election-eve plans. With the NBC prime-time movie slot to work with, the Republicans will offer a two-hour telethon. The paid political broadcast will originate from the West Coast, but switchboards in other sections of the country will enable viewers nationwide to call and question the candidate.

In discussing the Humphrey-Muskie campaign, Mr. Klein accused one Democratic spot of being "the worst distortion of the campaign." As Mr. Klein described it, "Nixon is in front with a lot of bombs going off in the back that implies 'if you want a nuclear war, vote for Nixon.'"

### Almost 1/3 of all homes color equipped, NBC says

Approximately 5,050,000 color TV households have been added in the past 12 months, raising the number of color-equipped homes in the U. S. to 17,450,000 as of Oct. 1, according to NBC's latest quarterly estimate, released Friday Oct. 18. As of Oct. 1, NBC estimated, 30.6% of all U. S. homes owned one or more receivers.

Allen R. Cooper, NBC vice president, planning, said there has been an increase of 41% over the Oct. 1, 1967 total, the largest annual gain in TV households. NBC's estimates are based on a variety of industry sources.

### Blonde versus brunette feature of Noreen spot

A peroxide blonde competes with a Noreen brunette for the middle-aged women viewers who want to "cover up the gray" in a new 30-second commercial by Warwick & Legler and VPI.

The two women are seen primping in a powder room—the blonde with a metallic dye on her damaged hair, the brunette with one of the 14 Noreen rinses that "won't harm a hair on your pretty little head."

Noreen manufacturer Lehn & Fink, a division of Sterling Drug Inc., has already purchased minutes on daytime network television, and will insert the Noreen hair rinse spot adjacent to its other products. The commercial is scheduled to begin this week and run until the end of the year.

Among the shows being used are NBC-TV's *Concentration*, *Personality*, *Jeopardy*, *Snap Judgement*, *Eye Guess*, *Hollywood Squares*, *You Don't Say* and



*Let's Make A Deal*, and CBS-TV's *Love Is A Many Splendored Thing*, *I*

*Love Lucy*, *Dick Van Dyke*, *Beverly Hillsbillies* and *Andy of Mayberry*.

## Gleam in Sears' eye is for radio

### Regional ad manager cites skyrocketing use of medium, but poses some questions

Is Sears, Roebuck and Co., a traditional major print advertiser—but in and out of broadcast media over the years—now a confirmed radio and TV user? Will Quiram, advertising manager for Sears in the Los Angeles metropolitan area, last week gave indication that this may be the trend.

"I think we can say that without a shadow of a doubt, the print barrier has been broken," he told a luncheon meeting of the Southern California Broadcasters Association in Hollywood. "I think we can also say that Sears, the largest retailer in the world, is the one that is and should be responsible," he added.

Mr. Quiram, who has handled broadcast advertising for 21 stores in Los Angeles and Orange counties for about two years (the chain has 816 stores nationally), said that Sears is now the biggest radio advertiser in Southern California and possibly is the largest one nationally as well. He reported that the company will gross some \$8 billion this year and spend about \$140 million in retail advertising, with a greater ad budget anticipated for next year.

Still, Mr. Quiram said, there are questions for the retailer in the broadcast media. He cited some of them:

- How does the retail department store use radio to its best advantage?
- What type of item sells best through the spoken word?
- How must the approach differ from the written word? Or the combination of audio and video?
- Should we attempt to be humorous or cute? Or should we be fender busters?

The retail executive said that Sears has found a few answers since it has gone back into broadcast advertising over the last two years. He would not be specific because, he pointed out, "some of our competition has started to copy our approach."

Mr. Quiram told the some 100 radio representatives attending the meeting that Sears has had some outstanding results—also some unsatisfactory results. "Why?" he asked. "You tell me," he urged. "I really don't think that you can."

Instead, he maintained that radio and its proper use by and for the retailer is the question—"a question that each and every one of you in the months and years to come will find to your advantage to help us answer." If the broadcast media can provide answers for

Sears, and help the store get the results it must have, Mr. Quiram promised that Sears would likely remain a major radio and TV user.

### JWT forms new unit

J. Walter Thompson Co. last week announced formation of a new division to provide advertising, marketing and corporate public relations services in the fields of science and medicine.

The advertising agency said the unit, to be called Ethikos, will be headed by Dr. H. James Barnum Jr. Dr. Barnum is a practicing physician and teacher with experience as a marketing executive. He has been serving as a consultant to JWT on science and medicine for the past four years.

### Rep appointments:

- KMST(TV) Monterey, Calif.: Avery-Knodel Inc., New York.
- WDCA-TV Washington: Harold H. Segal & Associates, Boston.
- KRAV-FM Tulsa, Okla.; KWLW-FM San Angelo, Tex.; KVIL-AM-FM Dallas and KSYN-FM Joplin, Mo.: Gert Buncher & Associates, St. Louis.
- WPIK Alexandria, Va.: Adam Young-VTM Inc., New York.

### Agency appointment:

- Woodbury Chemical Co., Denver, names Buchen Advertising there to introduce new lawn fertilizer to consumer market. Heavy use of TV is planned.

### Also in advertising:

**Pet food spokesman** ▪ Bill Burrud, whose Hollywood-based Bill Burrud Productions has *The Animal World* series on CBS-TV, has been named national broadcast spokesman for Kal Kan Foods, Los Angeles, sponsor of the show. Mr. Burrud already participates in all the *Animal World* commercials. Under the new deal, he'll also make nonprogram TV commercials and radio spots, which Kal Kan, through Honig-Cooper & Harrington, Los Angeles, will use to augment its current network schedule.

**Name change** ▪ Lane Advertising Inc., Kansas City, Mo., becomes Lane/Travis/Pollard Inc. Nov. 1 when C. Alec Pollard, formerly president of Pollard Advertising, joins firm as executive vice president, client services. Mr. Pollard also joins agency's board of directors.

**Firm formed** ▪ Quadrant Productions, new firm in TV commercial field has been formed in Chicago area by Red Brown and Scott Gibbs, both formerly with WGN-TV there. Address: 2234 Sherman Avenue, Evanston, Ill.; Phone (312) 869-1785.

## DIVORCE COURT

lands with  
**IMPACT**  
in market  
after market

In Milwaukee

## DIVORCE COURT

sent  
share up 105%  
homes up 116%  
women up 111%

over the program previously  
in the time slot  
on WITI-TV,  
Monday through Friday,  
1:30-2 p.m.

ARB1 FEB./MAR. 1968 VS. FEB./MAR. 1967

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



30 Rockefeller Plaza  
New York, N.Y.

See page 19

Whether you concentrate in the printed media or in sky-writing it's good business to understand broadcasting—its impact, its costs, its inherent value to you, your client. **BROADCASTING** is the one book that keeps you on the inside of broadcasting. It tells you when, why, where it happens—as it happens. This coverage—accurate, intensive, thorough—gives you the facts you need for your workday, money-making use.

**Subscribe now . . . pay later!**

**NEED AN AMPEX,  
MAGNECORD or SCULLY?  
CONTACT CCA (WE STOCK  
THEM)**



CCA ELECTRONICS CORP.  
GLOUCESTER CITY, N. J.  
(609) 456-1716

## Tough times ahead, TV seers agree

Two-day study at TV Stations seminar reveals a spate of unanswered problems for industry



Television today finds itself standing in a position somewhat akin to the subject of the old aphorism that describes a pessimist as "someone who thinks if winter is here, can next winter be far behind."

With a new season well under way, it is time for the industry to worry about what comes next. And all indications are that there is plenty to worry about. This could be one of the longest, coldest winters yet.

Despite strong economic gains (see page 23), television finds itself under pressure from all sides—public opinion, the government, technology, changing programing considerations.

Perhaps never before has television found itself so heavily under fire in the centers of power. With the full realization of TV's public impact, demands are being weighted on the media from every side; pressure groups that would recast the functions of television news; minority groups that demand control of public affairs programing; pop-sociologists who see such reflections of reality as violence in programing molding the attitudes of future generations.

Under this fire, in a nation deeply

*(Top) Leonard Goldenson, ABC Inc. president, Monday keynote speaker. (Second) Herb Jacobs, Television Stations Inc. president. (Third) Station Image panel (l-r): Jack Harris, KPRC-TV Houston; John T. Murphy, Avco Broadcasting; Mike Shapiro, WFAA-TV Dallas-Fort Worth; Thomas S. Murphy, Capital Cities Broadcasting; David Sacks, KGO-TV San Francisco, and Robert W. Ferguson, president and general manager, WTRF-TV Wheeling, W. Va. (Bottom) Frank Reynolds, ABC News, New York, Monday luncheon speaker.*

divided at the moment by serious schisms between age groups, cultures and political factions, the industry faces a year which will see a new President, Congress and FCC commissioner. At the same time it must cope with the unavoidable force of technological change, most immediately CATV.

In product there are the continuing problems of cost, both in programming and advertising. There is the need to develop new material to appeal to changing, younger audience tastes. As the networks and major production studios are pushed deeper into the creation of million-dollar properties, there are the independent stations and syndicators in search of their own specialized programming.

Under the weight of these pervasive pressures, some 300 industry representatives gathered in New York last week to seek some signs of where the television industry may be headed.

The occasion was TV Stations Inc.'s third annual management seminar, and the theme was appropriate: "The Challenges of Change."

The opinions of industry experts heard by those attending the seminar Monday and Tuesday (Oct. 14-15):

Changes and problems not so much in television as in society and in the world—and especially television's duty to reflect them accurately and responsibly—were the focus of Leonard H. Golden-son, ABC president, in the keynote address opening the seminar on Monday.

Mr. Golden-son cited network news coverage of the civil-rights struggle and the dissent over Vietnam as examples of television's "accurate and sensitive reflection of problems facing our society." He attacked critics, who have claimed that by reporting the Vietnam war "like it is," TV has conditioned the American public to accept war and

(Below) Programing panel (l-r): Jackie Cooper, Screen Gems; Tad Reeves, Group W Productions; Lawrence Laurent, 'Washington Post'; Gene Accas, Leo Burnett Co., and Herman Rush, Creative Management Associates. (Lower left) Sol Taishoff, BROADCASTING Magazine, moderator of CATV panel. (Lower right) CATV panelists (l-r): Henry Geller, FCC; Bill Michaels, Storer Broadcasting; G. Richard Shafto, Cosmos Broadcasting, and Alfred R. Stern, Television Communications Corp., New York.



(Top) *Broadcaster and Community* panelists (l-r): David L. Garth, consultant to New York mayor; Rev. John M. Culkin, S.J., Fordham University; Tony Schwartz, New Sounds Inc. (Second) *Marketing and Sales Development* panelists (l-r): Paul W. Moseley, PepsiCo Inc; Robert J. Kizer, Avery Knodel; Mel Goldberg, Blair TV; Bern Kanner, Benton & Bowles; and Dana Redman, Kenyon & Eckhardt. (Third) Frank Pace Jr., (c), Corp. for Public Broadcasting, Tuesday luncheon speaker with Charles Batson (l), Cosmos Broadcasting, and A. Louis Read (r), WDSU-TV New Orleans, TVSI chairman. (Bottom) *Government and Business* panel (l-r): Fred Houwink, WMAL-TV Washington; John W. Wheelock, Federal Trade Commission; Frank C. Hale, FTC; Albert G. Seidman, FTC; Edward F. Downs, FTC, and Lee Loevinger, former FCC commissioner.



bloodshed, or that by presenting news coverage of extremists of both sides, networks have encouraged racial strife.

"We must reject such criticism which insidiously attempts to abridge the freedom of our news departments to report all the news all the time," he said.

"Actually, I am convinced that television news departments, with their visual reporting of events, have contributed immeasurably to public understanding and knowledge of the great issues of our times. I am convinced, for example, that television news reports have been directly responsible for the increasing public realization of the mortalities involved in the civil-rights struggle in our country and the honest dissent against the conduct of the war in Vietnam."

He acknowledged that there was one area in which television has failed to "tell it like it is," and added: "It is in our dramatic presentations where all too often we have overlooked the proper and normal portrayal of nonwhite roles in any given story line. . . . We have not fully presented the degradation of the ghetto, the resentment and bitterness resulting from the daily struggle of living of blacks and other minority-group representatives. I believe we all realize this omission. I believe we are moving to correct this imbalance. It is long overdue."

In a not too-hidden allusion to Thomas P. F. Hoving, chairman of the National Citizens Committee for Public Broadcasting, Mr. Goldenson took issue with "a certain gentleman who heads a citizens committee interested in advancing the course of public broadcasting and who has charged the networks and AT&T with collusion to thwart the growth of educational television" (BROADCASTING, Oct. 14, 7).

"The gentleman in question," he felt, could assist educational television by joining those in both commercial and educational television in urging the appropriate authorities in Washington to stop delaying their decision on a domestic satellite.

Changing the station image—for the better—was explored by a Monday-morning panel on "The Challenge of Leadership." It attacked the problem from the perspective of program innovation, news, community relations and budget limitation.

John T. Murphy, president of Avco Broadcasting, discussed station image resulting from local, live programming. He cited three Avco examples of this type—the *50-50 Club*, with Bob Braun; the *Paul Dixon Show* and *Viva! Vivienne*, with Vivienne Della Chiese. He said all these programs are carried on the Avco TV stations in Cincinnati, Columbus, Dayton, all Ohio, and Indianapolis. The programs originate at

WLWT(TV) Cincinnati.

"Basically we do live programming because we know that this type of show, well done, is good business," Mr. Murphy said. "But we also believe it is the best way to build a station's image in the community."

He noted the *50-50 Club* has been on the air for 22 years and the *Paul Dixon Show* 13 years. He said the programs gain good ratings, but beyond that, have had solid advertiser support.

"Live programming gives a station firm control over a show," Mr. Murphy pointed out. "Syndicated filmed shows end and sometimes go to the network."

In reply to a question from the audience, Mr. Murphy said that costs for live shows compare favorably with those for filmed syndicated shows in Avco markets. He acknowledged that an advantage Avco has is pro-rating the costs among its four stations.

Mike Shapiro, general manager, WFAA-TV Dallas-Fort Worth, stressed that news "is the product by which your station is recognized in the community" and said "your news image is your station image." The key to "true success" in the news area, he indicated, is total commitment to news by the entire staff, including top management.

"This commitment means you must spend money and it means pre-emptions when necessary," Mr. Shapiro said. "You must clear all network documentaries; news must get priority on promotions. It may mean reducing commercial time to sponsors."

Mr. Shapiro felt the most important factor in news is "to know your audience." He suggested that a station consider employing an outside research company to conduct an in-depth investigation of the outlet's news and personalities as a means of obtaining an objective evaluation. He said WFAA-TV has used such studies to advantage.

David Sacks, vice president and general manager, KGO-TV San Francisco, discussed community-involvement programming and efforts as means of upgrading a station's image. He dwelt at length on KGO-TV's *A.M.* morning series (6-8 a.m.), which he called the "people's press conference"; the daily "community 7" editorials and participation by station executives in various community organizations and civic projects.

He said the *A.M.* series spotlights two prominent individuals in the news who give their views on certain subjects and questions are relayed to them via telephone to the program's host.

The station's editorials are carried 21 times a week and their subjects are not only major issues but topics of personal concern to the area's inhabitants, Mr. Sacks reported, then added:

"Because of these two series and our documentaries, KGO-TV has gained the

reputation of a station that cares. I've been asked to serve on various civic community projects and without trying to be immodest, I can say I am more sought after in San Francisco than a leading newspaper in town."

He emphasized that the station carefully screens all suggestions for editorials that emanate from various organizations to "make certain that we are supporting something worthwhile. We also seek other points of view."

Robert W. Ferguson, president of WTRF-TV Wheeling, W. Va., discussed "image on a budget," and indicated his station had gained acceptance in the market substantially through a major emphasis on news. He reported that WTRF-TV has a news staff of six, supplemented by a large number of stringers.

"We like to present news-in-depth whenever we can and maintain a dialogue with citizens from every sector of the community," Mr. Ferguson said. "We feel this constant liaison is a necessity. On another level, our department heads belong to various trade organizations . . . and these alliances keep us in touch with the thinking of management throughout the country."

"We also make capital of the fact that we have a public-affairs director, whose primary but not exclusive duties are in that area. We recently started a monthly news bulletin which is sent to the homes of employees, which includes not only news of the station and the community but items of general industry interest. As a former newspaperman, I have managed to maintain good relationships with the area newspapers."

In the question-and-answer period, Mr. Ferguson revealed that WTRF-TV's annual budget for news is about \$150,000 while Mr. Shapiro and Mr. Sacks placed their annual news costs at more than \$500,000 and \$750,000 respectively. Mr. Murphy gave a figure for August 1968: \$294,000 for WLW-AM and WLWT(TV) Cincinnati.

ABC News correspondent Frank Reynolds, who was the Monday luncheon speaker, talked about another kind of change—the upcoming change in the White House and the political campaign.

He also offered a change of pace of his own, coming out against presidential candidate TV debates.

He noted that the campaign is being conducted in an atmosphere of uncertainty and confusion in the minds of citizens. He said the general conclusion must be that unless former Vice President Richard M. Nixon makes a mistake in the weeks ahead, his election is assured.

"My personal view," he said, "is that debates on TV for presidential candidates are not a good thing. They provide

the country with a false basis for the election of a President. A debate may prove who is a good talker and who sounds decisive, but a President has to be thoughtful and considered in his judgment. This may not come through on television."

Changes in television programming—already underway and promised or possible for the future—drew the most attention during the "Creative Challenge" panel session on programming Monday afternoon.

The use of motion-picture production for TV as a way to reduce risk at the expense of "creativity" drew the fire of Herman Rush, executive vice president, Creative Management Associates, talent agency, who saw this as hurting the independent producer specifically and the TV industry as a whole.

Gene Accas, Leo Burnett Co. vice president, suggested new thinking and new modes in programming the television schedule.

Jackie Cooper, vice president, TV programs and production, Screen Gems, spoke of program content, intimating the Hollywood film colony is handcuffed in producing shows with content that has meaning in contemporary society.

Jerome R. Reeves, president, Group W Productions, reminded broadcasters that "television more than any other medium belongs to the young" but that the "young are walking away from us."

While panelists ignored syndication in their formal talks, the topic was prominent during questioning by the audience.

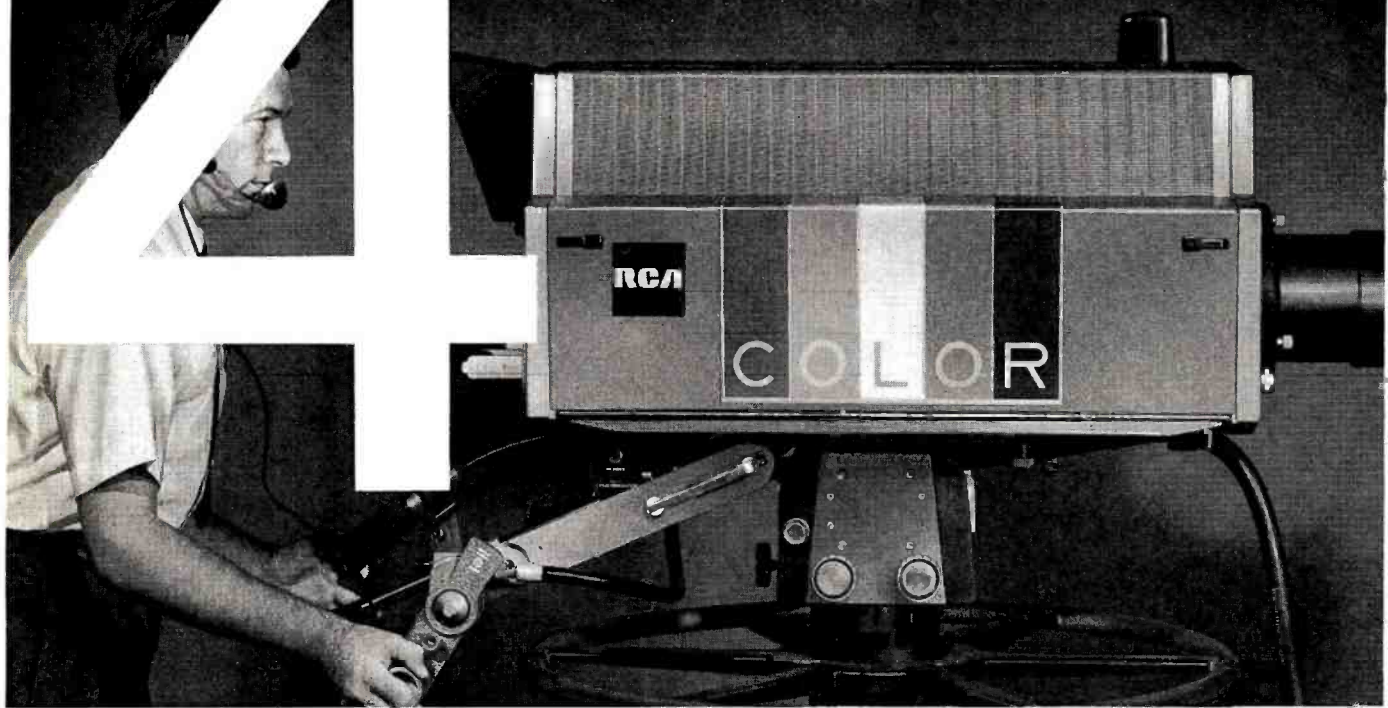
No one panel member struck the colors of syndication directly but several cautious salutes were poised. Mr. Accas promised that advertisers would be placing fully sponsored "syndicated" shows in the "coming year"—four or five such programs, he said. Mr. Cooper said stations were showing more "showmanship" in the programming area than were networks and said Screen Gems was hopeful that several stations would share financing with it. This, he said, "can happen faster among stations than by the networks."

Mr. Rush said the practice of scheduling more motion pictures on network TV could not be faulted because the public wants to see them and a "new kind of competition" has been created. He noted, however, that one effect has been a "pro rata reduction in the amount of time available for other kinds of programming."

But he found the use of advance commitments by networks—as for example with a major production company for eight features for each of three years, with their use also as pilots for future series—as "very negative and highly destructive to the future of tele-

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vision programing." He noted that in the practice, the network and production company decide jointly "at a later date" what the properties will be.

"Such a multiple, initially deficit-financed deal can only be made by a major studio," he said. And "the networks for the first time in their history are making deals for future programs without the slightest inkling of what the future programs are going to be."

In short, Mr. Rush added, "economic necessity has pushed programing judgment aside. Program decisions are being made by economic judgment rather than by creative judgment. Since independent producers are unable to make this type of agreement, they suffer. This blind, mass-buying of future programs motivated by purely economic reasons, is further reducing both the sources of program supply and program diversity."

Mr. Rush reviewed the trend over the past year which relates mainly to the increase in the production of movies for TV and the cost spiral of producing pilots. Risk in pilot-making, he said, is at a peak. It now costs \$600,000 to \$700,000 to make a one-hour-program pilot. But, he said, the chances of getting on the air with a series are even slimmer because of more movies reducing available time on schedules. To get around this, and to narrow the gap between motion-picture supply and network programing demand, more and more deals are being made in which production companies commit with networks for a pilot as a two-hour feature at a cost of \$1 million to \$1.2 million.

If the feature fails as a series or as a spin-off, it can still be run twice on the network feature-film schedule, the network allocating \$800,000 to its production cost and the studio making up the balance through foreign distribution or by subsequent syndication. No independent can afford this type of "deficit financing," he warned.

A talk that later generated some audience discussion was presented by Mr. Accas, who blandly asked why television programing must come in "15-minute units or multiples thereof," and then proceeded to suggest—in question form—a series of possible alternatives or different uses in scheduling.

Among them: programs running as long, or as short, as they need be. For example, seven-minute comedies or 42-minute dramas, an 18-minute musical or an eight-hour event, live, or as it happens; programing that's "spontaneous, unrehearsed, full of fluffs, blown lines and miscues" as opposed to reels of film and cores of tape; a place in the communications spectrum for programs that have only limited or minority appeal; programing that's integrated with advertising so as to become advertis-

ing only; possibility of program black-outs during schedules; and newly added categories in program types ("Who says there isn't an audience for a simple reading of poetry?").

By his own terminology, Mr. Accas described some of his ideas, particularly programing to target audiences or minority groups, as "narrow-casting," which, he said, "may be even more attractive and effective as a marketing tool than broadcasting as we know it."

Mr. Cooper's speech detailed the interests of producers, which he noted were not apart from the thinking and concern of most U.S. citizens, particularly the current social and political problems. The thrust of his approach was rephrased by himself and others during the floor session. Its essence:

It's known that an entertainment show reaches many more people than do documentaries, but network officials tell producers a show has to be a "comedy" or a "drama" or other known program form. These executives are not receptive to entertainment shows which defy program categories but have a built-in social or moral message or perhaps portray the current scene as it is.

"Television is a sales-oriented business," Mr. Cooper reflected, noting "motion pictures used to be that way, but now have gone the other way. They gave more autonomy to the producer. The television audience is ready for something different, for something to hold their interest, but advertisers are buying by what has gone on before."

Mr. Reeves cautioned that communications leaders, including broadcasters, were putting too much effort into "narrowing the gap" between the young and their elders rather than "putting more into determining differences"—"trying to understand the young as opposed to imitating the young." He said it was important for the broadcaster "to take seriously what's said seriously by youth."

He recalled that motion pictures had to relate to the current youth scene to survive and suggested TV re-examine its role in this area, pointing up the success in communicating with youth enjoyed by such programs as the *Smothers Brothers Show* on CBS-TV.

Community antenna television, which once threatened to divide the broadcasting business as well as change it in other ways, was examined in a Monday-night dinner session that produced little of the controversy that the subject once provoked.

The panelists, disagreeing on some details as to how but not whether CATV is here to stay and grow along with broadcast TV, were Henry Geller, FCC general counsel; President Bill Michaels of Storer Broadcasting and Chairman

G. Richard Shafto of Cosmos Broadcasting, both of whose companies own substantial CATV as well as broadcast interests, and Alfred R. Stern, president of Television Communications Corp., a prominent CATV operator. Sol Taishoff, editor and publisher of *BROADCASTING*, was moderator.

Questions from the floor reflected concern that CATV in time would compete effectively with broadcast TV and "take away programs that viewers have been getting free," but the panelists minimized that prospect.

Mr. Shafto noted that pay-TV experiments to date have not proved out and suggested, when asked what would happen if events like the World Series moved to CATV, that at cable subscription rates of \$5 a month "you can't pay what they want" for the rights. (World Series rights currently are about \$6.7 million). The originations a CATV can afford will not be harmful to broadcast TV, Mr. Shafto asserted.

Mr. Michaels had argued earlier that CATV should not be denied the right to originate local programs not feasible for broadcast TV, such as local football games, even though such programing might eventually become competitive with programs on TV stations.

Mr. Stern contended that CATV offers opportunities not only for local programing not available on broadcast TV but also for advertisers who can't afford time on TV stations. He argued that "there's no such thing as local television in the country today—there's regional television, but not local."

In support of this argument he cited Pittsfield, Mass., where his company operates a CATV system, as an area that can receive stations in Albany-Schenectady-Troy, N. Y., "but isn't even mentioned in the news" on those stations. His system provides Pittsfield with services the stations don't, he said, mentioning football presented on the day after the game.

Moreover, he said, "there's not an advertiser in Pittsfield who could afford" to buy time on Albany-Schenectady-Troy stations, but they could afford time on CATV.

Mr. Geller noted that the FCC had put limits on CATV program originations to protect broadcasters and said he thought it would be "pretty hard" for cable systems to compete for broadcast programing.

Mr. Geller also observed, in answer to another question, that serious multiple-ownership problems may be raised as systems get into program origination. He also felt there would be a strict limit on the number of CATV channels one man could control, with the rest being handled on a common-carrier basis.

Mr. Stern felt that to reach full potential CATV must offer "many other

services" than those currently available, and predicted that eventually about 25% of CATV revenues will come from broadcast-type programming and 75% from other services.

Mr. Michaels was asked whether Storer's CATV revenues might some day equal or surpass its broadcast revenues. He didn't think they'd approach the broadcast revenues "for many years to come," but said "this doesn't mean (CATV) is not an important and profitable operation."

Mr. Shafto, also responding to questions, estimated that 10 years from now about 50% of the country's urban homes will be served by CATV. He said the urban half of the country can be served at a cost of \$100 a home, as against \$2,300 a home for the non-urban half. His own company's policy, he said, is not to attempt to take cable TV into areas where there are not more than 100 homes per mile.

Much of the night's discussion turned on copyright protection, with Mr. Stern reporting that CATV representatives are continuing to meet with various groups of copyright owners in an effort to reach an agreement that can be submitted to Congress in its revision of the overall copyright law. He expressed hope that such a bill could be enacted in 1969 but said other factors "could slow it up."

Mr. Stern also felt, however, that while a copyright solution would help, it wouldn't solve all CATV problems—Congress, he said, must give FCC some guidelines for regulation in other areas. CATV interests, he said, are prepared to accept copyright regulation as well as FCC regulation. CATV, he noted at another point, is dependent on broadcasting's remaining healthy.

Mr. Geller felt that the full development of CATV, especially in big markets, must await a "fair and equitable" copyright solution. He, too, expressed hope that this would come in the next Congress.

The FCC, he said, is trying to promote CATV and the benefits it offers, especially diversity of service as well as improved service in many areas, and to conserve and promote broadcast TV at the same time.

Importation of distant signals into major markets is allowed only after a showing that they won't kill UHF stations in those markets, he noted, and the point was picked up later by a challenger in the audience who wanted to know why FCC wasn't similarly concerned about the fate of VHF stations.

Mr. Geller noted that V's tend to get the network affiliations in such cases and said network affiliations tend to make for viable operations. "The non-duplication rule seems to be working," he said.

## Ford seeks hands off on cable TV growth

There was singular method to the words Frederick W. Ford had for the Southern California media community last week. Addressing the Hollywood Radio and Television Society at a luncheon meeting in Beverly Hills, he gave a status report of the cable television industry, told of the physical facilities of the entire TV industry, answered some specific questions about Hollywood's relationship to community-antenna television. But the message the president of the National Cable Television Association Inc. really was trying to get over was that old standard of the free enterprise system: Let live and you'll be let to live.

Without identifying individual forces, Mr. Ford said he viewed with "great misgiving" elements in television seeking to smother potential competitors

Importation of distant signals is "the lifeblood of CATV in the absence of CATV originations," Mr. Stern contended, indicating that fear of wholesale importations is unjustified because "it's too costly to bring in distant signals from any and every place."

Mr. Michaels, while expecting an equitable copyright solution to answer many basic problems, maintained that copyright owners ought to have the right to refuse to grant pick-ups if they wish. "Technological capability is not synonymous with legal right," he asserted.

Mr. Shafto, who said he had "come to accept CATV as a way of life," observed that the number of CATV subscribers had grown 81% in the last two years and that more and more broadcasters are getting into the field. Mr. Stern estimated that 30% of the systems built in the last few years were built by broadcasters and said "the day of the big fight between CATV and the broadcaster is pretty well over."

Social changes which have been far-reaching and often accompanied by violence, occupied the panel on "The Broadcaster and the Community," also on Tuesday morning. It featured the Rev. John M. Culkin, S.J., director of the Center for Communications at Fordham university; Tony Schwartz, president of New Sounds Inc., and David L. Garth, special consultant for communications to New York Mayor John Lindsay.

The Rev. Mr. Culkin credited television and the total communications mix with making everyone feel part of the society, no longer satisfied to play a passive traditional role. He proposed that the media help explain the process

with the pillow of government control. He made clear to the some 200 broadcasters and advertising executives that he's seeking a hands-off policy towards CATV growth.

Asked five questions about cable television by the Hollywood Radio and Television Society as a group, Mr. Ford gave qualified affirmation to suggestions that cable TV could become a huge new outlet for Hollywood entertainment products, that it may lead to the start of pay TV and other home services, could be a direct link to a worldwide communications satellite system and is possibly a first step toward the wired city of the future. He unequivocally agreed that cable TV will become a vast new advertising medium.

Throughout his talk, Mr. Ford explained repeatedly that cable television aims to move ahead in competition with, but at the side of, broadcast television.

of communication, get children involved as intelligent consumers of the media and also as producers of films and television programs. A role for the university, he said, would be to develop a program of study useful to future broadcasters.

Mr. Schwartz, who is producing commercials for Hubert Humphrey, described his approach to sound as one of interest in the effects of sounds on people. He noted that the increased speed of information can overburden the listener, but it can also increase the ability to recognize patterns. Particular areas of exploration, he suggested, would be better presentation of television editorials and community involvement on a low budget through the artistic use of tape recorders and slides.

Mr. Garth, producer of the weekly *With Mayor Lindsay* half-hour show on WNEW-TV New York, criticized television for being "locked into one format" and for providing subliminal expectations—through situation comedies and commercials—that cannot be fulfilled for the poor. He also cited the riot commission's report that stations know very little of what goes on in the ghettos, and proposed that stations hire people from those areas.

The biggest change in television and radio timebuying procedures in years—the advent of media buying through "middlemen"—was the prime concern of broadcasters attending the Tuesday morning session on marketing and sales development, subtitled "The Sales Challenge of the Future."

The topic was brought up by Bern Kanner, senior vice president and media director at Benton & Bowles, the final speaker in that panel. Then in the question-and-answer session, despite all

efforts of moderator Melvin Goldberg of Blair TV to suggest other subjects, the broadcasters kept the discussion centered on the media-buying services.

Mr. Kanner said he had no objection to the media-buying organizations if they delivered everything they promised, and if stations offered agencies the rates rates. He later amplified his prepared text by noting the agencies should be able to give the advertiser the same bargains as the media services, and implied the stations must be cutting rates if the services actually achieve a claimed 20% saving.

In response to a station owner's suggestion that media-buying services existed only because agencies used them, Mr. Kanner replied: "Broadcasters have provided the 'potential' for media services' existence."

The station-representative executives on the panel, Mr. Goldberg and Bob Kizer of Avery-Knodel, said their firms treated the services as extensions of agencies.

The media-buying services had a spokesman in Sam Wyman of RDR, who exonerated broadcasters from responsibility by saying there is "no such thing as double billing." He maintained the media services obtained the packages at savings through fine timebuyers, people who have devoted their whole careers to the business.

Prior to the discussion, panelists outlined ways for broadcasters to improve sales. Paul W. Moseley, advertising vice president for Pepsico Inc., described the company's extensive spot television budget and suggested more use of computer buying and pricing 30-second spots competitively with piggy-back 60's.

Mr. Kizer offered ways to stave off the declining share of spot dollars, including the development of a factually sound media-market presentation and the need for a line of communication to both the agency and the advertiser at the right level.

Dana Redman, vice president, associate media director and director of media research at Kenyon & Eckhardt, noted that agency media research has changed drastically in the last 10 years, with the emphasis now on the marketing responsibilities of the agency. He cited a need for qualitative research on markets because of rising media costs, and told the broadcasters that agencies would be looking for selective audiences through definition of target groups, attitudinal research, more use of local data and new types of information through new techniques of research.

Mr. Kanner felt the agency's most important function today was "the ability to develop and execute superior creative output" and that television is a dominant and effective merchandising tool. He called for greater recognition of the

local factor—that sales vary and advertisers are tending to focus advertising in relation to sales opportunities or problems—which will aid local media.

The change that is taking place in noncommercial television was represented by Frank Pace Jr., chairman of the Corp. for Public Broadcasting, who was the featured speaker at the Tuesday luncheon. Mr. Pace announced CPB will soon be setting up a plan of action, now that a \$5-million federal appropriation has been signed by President Johnson.

He told the broadcasters that CPB's primary responsibility is educational television, mostly preschool and adult, with secondary responsibilities including fostering the identity of the community with its citizen and bringing "enriched entertainment" before the general public.

CPB needs the wholehearted support of commercial broadcasters, he said in asking the station owners to maintain "a sense of the importance of educational television." Mr. Pace said he doesn't regard commercial television as competitive with CPB, and that commercial broadcasters have done more for public service than they have been given credit for.

The wind-up panel, on "Government and Business,"—a relationship that is in constant change, was primarily a question-and-answer session, during which four Federal Trade Commission officials and former FCC Commissioner Lee Loevinger offered their views on present and future developments in the government regulatory sphere.

John W. Wheelock, FTC executive director, reported on the agency's proposal to Congress that cigarette advertising be banned completely from TV; that the warning on packages be enlarged to include the statement that cigarette smoking "may cause death" and that cigarette advertising on TV and radio be limited to certain hours of the day or be restricted to certain types of programs. He indicated Congress would not take up its proposals until next summer.

Franck C. Hale, director of the FTC's Bureau of Deceptive Practices, urged broadcasters to take advantage of the FTC's advisory council, which will give them an opinion as to whether a proposed course of action, including an advertising program, is likely to run afoul of FTC regulations. He acknowledged that the FTC could not at this time give a definite answer on the "lead-time" required to obtain an opinion since this would depend on the complexity of the proposal and the work schedule of the commission.

Albert G. Seidman, attorney in charge of the FTC's New York Office, said advertising in general and on TV

in particular has responsibility to communicate the truth during today's constant change in America. He said the FTC is aware of the contributions television has made to the economy but he emphasized that TV advertising cannot resort to deception to prove its points.

Edward Downs, senior attorney of the FTC's Bureau of Deceptive Practices, focused on the commission's activities in the area of TV rating measurement services. At one point, Mr. Hale said that the Broadcast Rating Council can study methodology but cannot impose its standards on the rating services. He indicated this might run counter to antitrust laws in that such an activity might be construed as restraining competition.

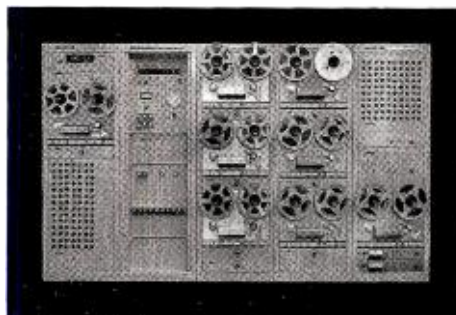
Former FCC Commissioner Loevinger, now a Washington attorney, dissented from Mr. Hale's position. He said it would be quite reasonable and proper for broadcasters to agree on certain standards, and pointed out this would not be different from other standards suggested by trade organizations in other fields. On another subject, Mr. Loevinger predicted that the present trend toward "consumerism" would widen and he urged broadcasters and advertisers to be more careful and responsible in framing their commercials. He praised the work of the National Association of Broadcasters Code Authority in this area—but renewed an earlier plea for improved standards of journalism fairness and accuracy by the broadcasting industry.

In his closing remarks, Herb Jacobs, president of TVSI, called upon broadcasters to change their tactics and launch an extensive and vigorous advertising campaign to reply in a positive way to the growing number of TV detractors.

"And I'm not suggesting anything revolutionary or even new," Mr. Jacobs declared. "It's all been done before—successfully. The best example was a parallel one by the motion-picture industry, which mounted a national peoples campaign against the same gang of cutthroats Everyone here remembers 'Movies are Your Best Entertainment'—it's still being used. The slogan screamed out from every page of every newspaper, magazine, billboard and radio in the nation."

Mr. Jacobs said it worked for motion pictures and can work for television. He insisted "it can be done because we have access to the greatest imaginative and inventive brains in the world who spend billions cleverly selling their wares on your stations. Put them to work for you and they'll get the monkey off your backs, providing you permit them to fight fire with fire. Especially since it would be the truth, the whole truth and nothing but the truth."

# Your Next Disc Jockey



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

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

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

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## Broadcasters face obstacles in 91st Congress

NAB conference urges governmental participation by broadcasters to promote industry's potential

Broadcasting will have serious problems in the 91st Congress, particularly with the current investigative interest in violence on television (see page 62), according to staff members of the National Association of Broadcasters who accompanied NAB's annual roadshow, traveling this year to six major U.S. cities, to New York last week.

"Things are not rosy along the banks of the Potomac," said Paul Comstock, vice-president for government affairs. A stormy congressional future for broadcasting with a host of miseries was predicted for a record turn-out of broadcast executives. The miseries listed were the so-called spectrum grab, the high cost of TV campaigning, equal-time suspension, the fairness doctrine, concentration of control, CATV copyright questions, pay-TV, with the ominous consequences of the portrayal of violence on television commanding center stage.

Despite the staff's obvious concern with these problems one question lingers from that first day fall-conference session: Was the audience tuned in?

Government affairs apparently was deemed so important this year that NAB President Vincent T. Wasilewski, in his opening remarks, dumped his standard format of past years of providing an overview of broadcasting's problems to concentrate on this one area.

"It is the broadcaster himself who can make the best case" in Washington, he said. "He can speak directly from his own experience with knowledge and conviction as a concerned citizen and constituent." Considering broadcasting's "enormous potential strength," Mr. Wasilewski said, "we haven't measured up to our potential." The government relations process is a continuous one, he suggested, and one that broadcasters need to participate to a much greater degree than they have in the past.

What NAB presented as its first panel was a "clinic" during which broadcasters were told how to increase their government public relations "effectiveness" as individual citizens, as stations and through state associations.

But many in the audience chose to

ignore the presentation when it came to questions and answers. The ranks broke by two-thirds to form in the rear of the room where the coffee table was located and to carry on conversation that easily drowned out what the panel was saying—microphones notwithstanding. A call for order sent many of them out into a hallway to continue their conversations.

Television and violence, and a host of other related topics presented during an afternoon TV assembly (see page 54) failed to keep a crowd as well. Heavy attrition was evident early in the afternoon despite a two-hour agenda yet to be completed. And unlike the morning session, no one chose to ask a single question.

One aspect of government affairs and congressional concern—violence on television—continued to crop up throughout both morning and afternoon sessions. Stockton Helffrich, NAB code authority, specifically addressed himself to it as he noted broadcasting's current efforts to scrutinize and excise

TV violence.

"The important thing is that the broadcaster self-regulatory effort, while recognizing the positive fare offered the American public, directs itself even to the possibility of misjudgments, seeks a review procedure which brings them to light, and seeks prevention of their recurrence. "The emphasis," he said, "is on the intrinsic logic of a show of human conflict, on how it is handled and, if it is there solely for shock value, on its excision."

Mr. Helffrich termed that effort as a "decent attempt to hold a reasonable line." And he added that although some programing judgments may be argued as "having crossed the line into gratuitous violence, it seems in order to hail broadcasters' current cautions. They are correct in spirit and are likely to balance themselves out sensibly as to the letter."

Even Mr. Comstock, during the government affairs panel, took note of increasing congressional criticism directed toward TV violence. These alle-



Mr. Comstock



Mr. Helffrich

gations, he said, "must be met and overcome. In today's atmosphere of discontent and unrest this is no small task." What broadcasters must do, he said, is to convince "our congressmen and our public that broadcasters can and will act responsibly to provide the best possible programing and—even more important—that the government must not control or influence programing. A 'small amount' of censorship is like a small case of murder."

And Mr. Comstock warned against so-called passing the buck for violence onto the networks, because that "could lead to disaster." "If any new restriction is placed upon programing, it will fall equally upon stations large and small, radio and television, affiliates and independents."

How broadcasters can effectively respond to local community and press reactions regarding TV violence was the primary presentation of Roy Danish, director of the Television Information Office, who urged, in effect, that the best defense against criticism is a good offense. "As a trustee of his community's public attention, [a broadcaster] can focus that attention on the real, substantive complex of causes of violent antisocial attitudes and acts. In this area lie your and the community's most important opportunities to move toward a less violent future." Mr. Danish noted that individual stations have created many programs clarifying and dramatizing local problems and needs.

"As you move to develop a frank dialogue with your area's opinion leaders," Mr. Danish suggested that broadcasters "point to the dangerous simplicity of viewing television as a scapegoat and point to television as the constructive social force it actually is." "The more the station is involved with its community," he said, "the healthier will its position be."

But there is a dichotomy at work when a station becomes involved with its community, according to Herman Land, whose research firm conducted a study for NAB last July (BROADCASTING, July 22). As racial tensions ensue, "you are beseeched by national and community leaders to bring the unequalled power of your medium to the rescue," he said. When the broadcaster does so, he is "attacked for inflaming the situation." In this view "the broadcaster who is determined to continue his community coverage, to increase, to make it newly important, must be prepared to cope with the consequences," Mr. Land said.

Yet his NAB study purportedly demonstrates that "the only realistic way to maintain the station structure in the face of rapidly increasing social and technological change" (implicitly, the threat of the "wired city concept") is to get involved in the community, to become a "community institution." He



Mr. Wasilewski



Mr. Danish

concludes that the stations are in a strong position nevertheless if "they move with the requisite boldness and are prepared to fight for their rights" much as the networks are doing in the face of stiff public and congressional criticism over their coverage of the Democratic convention in Chicago.

The government affairs panel—composed of Jack W. Lee, WSAZ-TV Huntington, W. Va.; William R. Preston, WRVA-TV Richmond, Va., and Donald A. Thurston, WMNB North Adams, Mass.—provided a "how to" primer for those broadcasters who choose to become involved in politics. According to Mr. Thurston, it's the policy of his station "to make it the most important stop a visiting politician can make when passing through his city." "We've had more political business than we've ever had before because politicians know they're getting results because of the feedback from their constituents."

Mr. Lee noted that broadcasters usually confront a congressman "when we're in trouble, but it's important to do advanced work. A candidate needs your support," he said, "but don't be afraid to ask him where he stands in regards to issues affecting broadcasting. Tell him you want freedom to broadcast certain issues." And he added: "Some politicians think broadcasting is their private playground."

Once a candidate is elected, "keep in touch with him, let him know you're around," Mr. Lee said. "We're in politics; our station license is based on politics. It's time to put our money and action where our mouth is."

A discussion about reduced rates for

political time ensued during which both Messrs. Thurston and Lee said they were against the practice. "If stations are aggressive in interview and public affairs programing, that is a reduced rate," Mr. Thurston said. "I don't touch rate cards." Mr. Lee agreed, saying he didn't believe in reduced rates, that all candidates should be treated commercially like any other advertiser.

Mr. Comstock added that "anything we [broadcasters] do through increased exposure through public affairs or reduced rates will help us [on Capitol Hill]. But we're going to fight rules requiring us to sell our stock in trade or give away time. This issue is going to cause us trouble."

It was suggested that the NAB and the Radio Advertising Bureau educate political candidates on buying time efficiently because it was alleged that in several instances candidates were "over-buying and wasting money on our medium." It was also brought out that reducing rates for candidates would not necessarily have the desired effect of making the medium more readily available. An audience member suggested that although the rates might be reduced, candidates would still continue to buy time in relation to the size of their budgets. A candidate with more money to spend than his opponent would buy that much more time, it was theorized, and that—not the cost of commercial time—was probably the crux of the opponent's complaint.

The conference will be held today and tomorrow (Oct. 21-22) in Los Angeles and will move to Denver Oct. 24-25. Next month they will be in Cincinnati, Dallas and Atlanta.

# Station sales market explodes

## Taft, Jefferson, Kaiser, other corporations purchase radio and television stations throughout the nation

The sales of channel 29 WIBF-TV Philadelphia to Taft Broadcasting Co. for an aggregate of \$4.5 million; of channel 14 WJZB-TV Worcester, Mass., plus a construction permit for channel 22 WENS-TV Pittsburgh to United Artists for \$800,000, and of WAMO-AM-FM Pittsburgh, WUFO Amherst-Buffalo, N. Y., WOAH Miami and WILD Boston to Cypress Communications Corp. for \$2.5 million highlighted station sales last week.

At the same time, the FCC approved the sale of WRVA-TV Richmond, Va., to Jefferson Standard Broadcasting Co. for \$5 million; the sale of 40% of WKBG-TV and WCAS Cambridge, Mass. as well as WJIB(FM) Boston to Kaiser Broadcasting Co., to give it 90% ownership for a total of \$2.4 million, and the transfer of KTAR-AM-FM-TV Phoenix, and KYCA Prescott, both Arizona, to Combined Communications Corp., in the first part of what is estimated to be a \$15-million deal.

The Taft Broadcasting transaction was announced last week after the Oct. 16 meeting of its board. The agreement calls for the acquisition of all the stock of WIBF Broadcasting Corp. from William L. Fox and family of Jenkintown, Pa., for \$1.4 million. It will also assume obligations for \$2.8 million in long-term obligations and \$300,000 in short-term debt.

WIBF Broadcasting also is the licensee of WIBF-FM in Jenkintown. This is being retained by the Fox family.

In addition to TV and radio stations in Cincinnati and Columbus, Ohio; Birmingham, Buffalo, Kansas City and Scranton, Pa., Taft Broadcasting owns Hanna Barbera Productions, and only last month announced agreement to purchase for a maximum of \$5.1 million over a period of years, Fouad Said Productions Inc. (BROADCASTING, Sept. 23).

Broker in the Philadelphia sale was R. C. Crisler & Co.

The United Artists' acquisition, which involves the purchase of all the stock of Capital Communication Corp., licensee of the operating UHF in Worcester, Mass., and holder of a grant for Pittsburgh, came a week after announcement of the agreement for the merger of Metromedia Inc. into United Artists' parent company, Transamerica Corp. (BROADCASTING, Oct. 14)

Capital Communications is a wholly owned subsidiary of Springfield Television Broadcasting Corp., a multiple

owner of TV stations in that city in Massachusetts as well as Dayton, Ohio; Raleigh, N. C., and Keene, N. H. Springfield Television bought the Worcester station in 1958 in a stock deal.

Springfield Television also bought the Pittsburgh permit in a stock transaction in 1965 valued at \$110,000.

United Artists already owns channel 43 WUAB(TV) in the Lorain-Cleveland, Ohio, area, and holds a construction permit for KUAB(TV) Houston.

The United Artists announcement last week is considered likely to complicate the \$300-million Metromedia-Transamerica merger by adding additional TV stations to the already over-the-limit count of the two companies.

Under FCC regulations, no single entity may own more than seven TV stations, of which not more than five may be VHF. Metromedia now has four VHF and one UHF and has an option to acquire the construction permit of another UHF station (WREP[TV] Boston). Transamerica, through UA, has one operating and one permittee, both UHF. With last week's announcement, it will have two operating and two CP's, all UHF.

There was speculation, however, that before submitting the merger proposal to the FCC, the two companies would "adjust" their holdings so that no question of excess TV station ownership would arise.

The Cypress deal involves payment in cash, notes and convertible debentures. Leonard E. Walk, president of Dynamic Broadcasting Co., licensee of the five stations, will continue in that post; Dynamic will be operated as a subsidiary of Cypress. Cypress, a public firm which operates CATV systems in five states with 44,000 subscribers, also holds a permit for UHF station KTXL(TV) Sacramento-Stockton, Calif.

In approving the sale of WRVA-TV

Richmond to Jefferson Standard, the commission ordered the buyer to change the call letters in order to distinguish corporate ownership of the TV station and the radio operations. WRVA-TV was sold by Larus Investing Co., owner of Larus Broadcasting Co., and of the Larus and Bros. tobacco company. Larus Broadcasting also owns WRVA-AM-FM, which is being retained. At the time of the sale announcement, Larus also announced that it was relinquishing a grant it held for channel 54 WTRT-TV Columbus, Ga.

Jefferson Standard owns WBT-AM-FM and WBT(TV) Charlotte, and WBIG Greensboro, both North Carolina. Earlier this year it sold WBTW(TV) Florence, S.C., to the Bluefield (W. Va.) *Daily Telegraph* for \$4.5 million.

The action was opposed by Commissioner Kenneth A. Cox. WRVA-TV began operating in 1956 and is on channel 12 with an NBC affiliation.

The Cambridge-Boston sale of 40% interest in Kaiser-Globe Broadcasting Corp., licensee of the three stations, gives Kaiser Broadcasting Corp., a 50% owner, all but 10% ownership. The *Boston Globe* will retain 10%.

The purchase calls for Kaiser to pay \$800,000 for the 40% interest and to assume \$1.6 million in notes held by the *Globe*. This changes the financing of the licensee firm to \$5.4 million from Kaiser and \$600,000 from the *Globe*.

Kaiser Broadcasting, a subsidiary of Kaiser Industries, is a multiple UHF television owner, with stations in Detroit, Corona-Los Angeles, San Francisco, Burlington, N. J.-Philadelphia, and a 50% interest in Cleveland. It also owns an FM station in San Francisco.

This time Commissioner Nicholas Johnson dissented to the grant.

WKBG-TV was founded in 1953 and is on channel 56. WCAS began in 1967 and is a daytimer on 740 kc with 250 w. WJIB is 22 years old and operates on 96.9 mc with 50 kw.

In the Phoenix-Prescott transaction, the stations are being transferred to CCC, a Phoenix-based complex of broadcast and outdoor advertising, which will, at the end of a series of transactions, be owned 60% to 65% by John J. Louis Jr., and associates and 35% to 40% by Karl Eller and his group. Mr. Louis and his associates now own the Phoenix and Prescott stations. Mr. Eller owns KBLU-AM-TV Yuma and Eller Outdoor Advertising. Because of the FCC's duopoly rules

### KMST(TV) joins CBS on Dec. 1

KMST(TV) Monterey-Salinas, Calif., a new UHF permittee, will become a CBS-TV affiliate around Dec. 1. It will replace KSBW-TV, which carried both CBS and NBC programs, as the CBS affiliate. KSBW-TV will continue with NBC-TV. KMST, operating on channel 46, is owned by Monterey-Salinas Television Inc. Stoddard J. Johnston is president and William Schuyler is vice president and general manager.



that forbid common ownership of stations that have overlapping service areas, KBLU is being donated to Arizona Western Junior College in Yuma; the TV station will become part of CCC, following FCC approval of these two transactions. Both Mr. Louis and Mr. Eller formerly were with Needham, Louis & Brorby (now Needham, Harper & Steers), Chicago advertising agency.

KTAR-TV is 15 years old and is on channel 12 with an NBC affiliation. KTAR, founded in 1922, is a full time station on 620 kc with 5 kw and also an NBC affiliation. KTAR-FM began in 1960 and is on 98.7 mc with 115 kw. KYCA was inaugurated in 1940 and is full time on 1490 kc with 1 kw days and 250 w nights, and also is NBC affiliated.

## Hoving requests list of contributions to ETV

In reply to ABC President Leonard Goldenson's remarks at the Television Stations Inc. seminar (see page 36), Thomas P. F. Hoving, chairman of the National Citizens Committee for Public Broadcasting, has sent the network heads and commercial station owners a request for a list of their contributions to educational television for an "objective report" to be published by the committee.

Mr. Goldenson maintained in his speech that the commercial networks "have already contributed a considerable amount of money to educational television. In addition . . . all the networks have outlined in detail their willingness to provide educational television free of charge a television channel on a domestic communications satellite. Further, they have agreed to contribute a portion of any savings which might accrue to them through the operation of such a domestic satellite system to educational televisions . . ."

Mr. Hoving felt that "Mr. Goldenson alludes to unanimity that I do not believe he can support or even offer . . ." on the satellite proposal, and called for the listing of contributions "as well as objective accounting of such generosity . . . in light of commercial broadcasting's overall profits."

Meanwhile, the committee appointed Earle K. Moore of Moore, Berson, Hamburg & Bernstein, New York, as counsel. The committee announced it was seeking a lawyer at the same time Mr. Hoving began his recent series of criticisms of the commercial networks (BROADCASTING, Oct. 7 et al).

Mr. Moore is currently acting as counsel in four broadcasting cases: the challenge to the license renewal of WLBT(TV) Jackson, Miss.; objections by the United Church of Christ to placing burden of proof on the public in

## Democrats are harassed on Hudson River tour

When Senator Edmund Muskie of Maine, the Democratic vice-presidential candidate, and Representative Richard Ottinger (N. Y.), a Democrat-Liberal seeking re-election, set off on an inspection cruise of the polluted Hudson River last week they were followed by a 31-foot boat flying the flag of wvox New Rochelle, N. Y.

The wvox boat, called the "Mattoo," was decked out with a Nixon and Rockefeller sign and banners. A voice

discriminatory employment practices cases; cases on the constitutionality of the fairness doctrine, personal attack and political editorializing as amici curiae; and the John Banzhaf-cigarette commercials proceedings. He has no broadcast licensees as clients.

Mr. Hoving's stepped-up agitation brought more resignations last week. Ralph Langley and Howard Cox, chairman and vice chairman respectively of noncommercial KLRN(TV) San Antonio, Edward L. Ryerson, president of noncommercial WTTW(TV) Chicago, Mortimer Fleishhacker, chairman of noncommercial KQED(TV) San Francisco and Lee A. Du Bridge and John W. Luhning, chairman and president respectively of noncommercial KCET(TV) Los Angeles, bring the total of resignations to eight. Devercux Josephs and Newton Minow previously announced they were dropping out of the committee's activities (BROADCASTING, Oct. 7).

## Wadsworth praises FCC and broadcasting media

FCC Commissioner James J. Wadsworth ladled out some praise last week to two institutions he feels have been getting more than their share of criticism lately—broadcasting and the FCC. But in the process he suggested that one accusation broadcasters vehemently deny may have some basis—that broadcasters not only report news but help create it.

"We have both been the target of a lot of public criticism," said the commissioner, referring to broadcasting and the FCC, in a speech prepared for delivery at the National Association of Broadcasters fall conference, in New York (see page 46). "Moreover, our critics are often unjust and unfair."

He called broadcasting "an art in the truest sense of the term [which] combines technological innovation and creative imagination to produce a medium of expression from which has grown what might be termed a new literature." And he said the FCC, too, has virtues which are not always recognized.

from the "Mattoo," amplified by bullhorn, warned the candidates against turning the Hudson River over to federal control.

William F. O'Shaughnessy, vice-president and general manager of wvox, said the "Mattoo" belonged to him, as does wvox, and the "sea battle," as he referred to it, was an expression of that station's involvement in community affairs. Although wvox endorsed Mr. Ottinger in his last election bid, Mr. O'Shaughnessy explained that this quarrel was not so much with Senator Muskie as with Representative Ottinger.

As for broadcasting, he noted that complaints range from payola and plugola to too much sex in the "modern movies" being shown on the tube.

The one charge that "greatly disturbs" him is that of "biased reporting or slanted news." If there is substance to the charge, he said, "then broadcasters as well as the FCC should do everything in their power to correct the situation promptly." He said that broadcasters, in the straight reporting of news, "should not permit personal bias or the desire to attract a larger audience to impair their journalistic integrity."

It was at the point in his speech that he noted "a discernible, if not constant, excellence in broadcasting for which you rarely get public credit" that he probably caused some consternation in his audience. "The ability of broadcasters to give rapid on-the-spot coverage of news events is becoming legendary. In fact," he went on, "some critics suspect—and I am one of those—that broadcasters now get to the scene sooner than the news and actually create the events they cover." He did not elaborate on his views regarding the charge, which broadcast journalists denounce as an unwarranted attack on their integrity. However, his office in Washington said the word "suspect" in the sentence means what it says; "it does not mean that he has made up his mind on the matter," said an aide.

## Apple Valley Corp. wins decision over KIMA-TV

Apple Valley Broadcasting Corp. has won the latest round in its battle for a Yakima, Wash., UHF, as FCC Hearing Examiner Chester F. Naumowicz Jr. said in an initial decision that veteran broadcaster Morgan Murphy, a principal in the firm, "has not trafficked in broadcast authorizations."

The trafficking charge was made by KIMA-TV Yakima against Mr. Murphy, who as principal in Apple Valley would own 30% of a merged group formed from the original three applicants for the construction permit of KAPP(TV)

(ch. 35) Yakima. The commission refused to include the issue when the competing applications were set for hearing in 1966, and turned down KIMA-TV's petition for review of the decision approving the merger of the three firms. When KIMA-TV then appealed to the U. S. Court of Appeals for the District of Columbia, the commission requested the court to remand the matter to it for further proceedings. It then vacated its order refusing to review the action, and designated the matter for hearing on trafficking charges.

In his initial decision, Mr. Naumowicz reviewed the history of Morgan Murphy's 42 years in the broadcast industry, and noted that between 1926 and 1958 Mr. Murphy established 13 broadcast stations without having bought or sold any of them. Subsequent station sales, Mr. Naumowicz said, were motivated by Mr. Murphy's desire to get out of radio and concentrate on television, and by his desire to "accommodate the wishes of his long-time broadcasting associates," and not by the quest for quick profits. Mr. Murphy's actions have been "entirely inconsistent with the goals of a trafficker," the examiner said.

The initial decision becomes effective in 50 days unless there is an appeal or unless the commission reviews the action on its own motion.

## Changing Hands

### Announced:

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

- **WIBF-TV Philadelphia:** Sold by William L. Fox and family to Taft Broadcasting Co. for aggregate of \$4.5 million (see page 48).
- **WJZB-TV Worcester, Mass., and construction permit for WENS-TV Pittsburgh:** Sold by Springfield Television Broadcasting Corp. to United Artists Corp. for \$800,000 (see page 48).
- **KLAN Lemoore, Calif.:** Sold by Mel Vierra, Vincent Parsons and Frederick Volken to William H. Sadler Jr. and Joseph P. Fischer for \$100,000. Mr. Sadler is former general manager of KELI Tulsa, Okla., and Mr. Fischer is sales manager of that station. KLAN is a daytimer on 1320 kc with 1 kw. Broker: Edwin Tornberg & Co.
- **WSME Sanford, Me.:** Sold by William R. Sweeney and associates to Richard C. Dreyfuss for \$80,000. Mr. Dreyfuss is in charge of sales development for WPRO Providence, R. I. WSME is a daytimer on 1220 kc with 1 kw. Broker: Blackburn & Co.

### Approved:

The following transfers of station ownership were approved by the FCC last week: (For other FCC activities see "For the Record," page 75).

- **KTAR-AM-FM-TV Phoenix and KYCA Prescott, both Ariz.:** Sold by John J. Louis Jr. and associates to Combined Communications Corp. in a stock transaction aggregating about \$15 million, with KBLU-TV Yuma and Eller Outdoor Advertising Co., Myers-Leiber Sign Co. and *Phoenix Magazine*. The FCC has not yet acted on KBLU-TV transfer application (see page 48).
- **WRVA-TV Richmond, Va.:** Sold by Larus Investing Co. and others to Jefferson Standard Broadcasting Co. for \$5 million subject to adjustments (see page 48).
- **WKBG-TV and WCAS, both Cambridge, Mass. and WJIB(FM) Boston:** 40% sold by Globe Newspaper Co. to Kaiser Broadcasting Corp. for \$2.4 million (see page 48).
- **KCBC Des Moines, Iowa:** Sold by Jonathan M. Fletcher and others to Allied Construction Services and Robert D. Bunce for \$320,000. Mr. Bunce is commercial manager of KCBC. KCBC is full time on 1390 kc with 1 kw.

## FCC rebukes station on license renewal

The FCC last week denied a petition asking reconsideration of short-term license renewals for KPIK-AM-FM Colorado Springs, Colo.

The commission issued the shortened renewals because of promotional material sent to advertisers and said to contain claims of audience coverage not supported by valid data. Western Broadcasting Co., licensee of the two stations, said two years ago in response to commission inquiries that an outdated Pulse survey was the sole basis for KPIK's claim to have the second largest audience in Colorado Springs. Its claim that the stations "pull at least 65% of the military audience," Western said, was based on a "survey" made by a sergeant in the Public Information Office at ENT Air Force Base. These coverage claims, the commission told Western, were inconsistent with guide-

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lines set by the Federal Trade Commission and endorsed by the FCC.

In its petition for reconsideration, Western contended that it had been given no opportunity to be heard concerning the short-term renewals; that the FTC had made no adverse decision; and that penalty would serve no purpose since the stations stopped using the advertisements over a year ago. The commission countered by noting that Western failed to respond to an invitation to submit additional material for consideration at renewal time; that the absence of FTC involvement does not change the fact of the unvalidated promotional material; and that the absence of evidence showing further use of unvalidated surveys was considered in deciding upon short-term renewals.

It was also noted that the commission has provided all licensees with FTC guidelines and a warning that it would enforce them.

## Teleprompter seeks FCC extension

**Wants to expand cableless CATV service to system in N. M. and Oregon**

Teleprompter Corp. has filed applications with the FCC requesting permission to provide virtually cableless CATV service in New York City and in rural areas surrounding Farmington, N. M., and Eugene, Ore.

The applications were in response to a commission order last May giving qualified and limited approval to Teleprompter's request to employ on a commercial basis in New York the revolutionary Amplitude Modulated Link system.

The system, which has been developed and is owned by Teleprompter and Hughes Aircraft Co., employs the 18 gc (18,000 mc) band in place of cable trunklines for short-haul CATV relay service. An AML transmitter can send 12 or more signals simultaneously to a receiver four to 10 miles away; the signals are then distributed by cable to subscribers. AML has been undergoing tests in New York for more than two years.

Teleprompter has CATV systems in each of the proposed test communities. The New York system, which it owns jointly with Hughes, has 7,800 customers; the systems in Farmington and Eugene, 4,000 and 12,000 respectively.

Hubert Schlaffly, Teleprompter senior vice president, said last week the AML system would not be used to reach all of the customers in those communities. He said "a portion" of them would be

covered in the test but that Teleprompter's chief concern is with reaching homes not now hooked into a system by cable and which would not be wired up for several years, in the normal course of events.

The Teleprompter applications propose extensional service by AML to 414 homes in three communities in the immediate vicinity of Farmington and to 6,000 homes in 17 communities near Eugene. The feasibility of providing AML service to 740 homes and two motels in a town 27 miles from the proposed transmitter site in Farmington will also be studied.

The applications for providing AML service in the New Mexico and Oregon communities are in line with a condition the commission laid down in authorizing the commercial test of the system. The commission wants to know whether AML can overcome the chief obstacle now faced by CATV in serving rural areas—the high distribution cost involved in wiring up the homes.

In metropolitan areas, AML would eliminate the inconvenience of installing underground cable ducts. The system would also eliminate CATV companies' present need of negotiating with telephone companies for permission to string wires on their poles.

Teleprompter also said it is meeting another of the commission's conditions

—that it permit the other companies holding franchises to provide CATV service in New York to participate in the test. Teleprompter wrote Manhattan Cable Television, a division of Sterling Information Services Ltd., which is franchised to serve a section of Manhattan not covered by Teleprompter, and CATV Enterprises Inc., which has begun operations in the Bronx, inviting their participation. (A fourth CATV company in New York, Comtel Inc., is operating without a city franchise.)

Teleprompter offered to make equipment — transmitters and receivers — available through Theta Communications Corp., the company set up by Hughes and Teleprompter to manufacture and market AML equipment. However, until the AML system is fully authorized by the commission, the equipment is being hand built by Hughes Aircraft Co.

As of last week, officials of the two companies were still considering the offer. Charles F. Dolan, president of Sterling, said his company will participate if it considers the offer "feasible." He said Sterling is not closing its mind "to alternatives to cable, whether they be microwave, laser or other."

Charles Woodard, president of CATV Enterprises, said he would have to discuss the financial aspects of the matter further before he could make a decision

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on participation.

The Teleprompter offer contains no figures. It says the other companies would be charged a "nominal monthly rental" for use of the receivers, and be required to share in the current operating costs of its AML transmitter, if they chose to use its signals rather than acquire separate transmitters. The Teleprompter transmitter is located near the George Washington Bridge, in upper Manhattan.

## NATRA wants Negro on FCC

### Also plans construction of communications center to train black broadcasters for industry jobs

"Sweeping and almost revolutionary changes" for the National Association of Television and Radio Announcers were announced by key officials of the organization last week. The aim is to reach to the very grass roots of Negro broadcasting and upgrade it.

One goal: to have a black representative on the FCC. Another goal: use of the term "disk jockey" is out; "mass communications specialist" is in.

The NATRA moves come in the wake of the organization's summer convention in Miami. Unofficially they are explained to be efforts to shake off any negative influence from outside militants who appeared at the convention as the "fair play" group and who claimed they had obtained several hundred signed pledges from NATRA members as well as many board members (BROADCASTING, Aug. 26, 19).

At that time a "fair play" leader admitted the policy of his group included the use of violence if necessary. Subsequently NATRA stated in full-page trade advertisements it would not be "intimidated or coerced or threatened."

E. Rodney Jones, NATRA president and personality on WYON Chicago, and Del Shields, NATRA executive secretary, outlined the broad administrative and policy changes. Mr. Shields, host of the daily *Night Call* interview program now on more than 70 stations and originated at WLIB-FM New York, will continue as NATRA's executive secretary. However a new field administrator also will be named as well as a new executive committee and a new executive advisory board, they said.

A major project announced by NATRA will be the building of a communications center and the establishment of the NATRA Institute of Broadcasting Science. Contributions from station owners and record industry companies are being sought. The purpose of the school will be to train black broadcasters for both station and rec-

ord industry jobs at all levels, including management.

One of the risks Teleprompter is taking in proceeding with the test is that the 18 gc band may not always be available for the AML system. In authorizing the commercial test, the commission noted that the band may be utilized for satellite communications service; it warned Teleprompter to be prepared within two years to substitute a CATV system that does not rely on the 18 gc band. Teleprompter said it is prepared to initiate the test under that condition.

The site for the school has not been determined but it is based on a proposal submitted at the NATRA convention by Dr. Earl C. Jackson of Wilmington, Del., an educational consultant. Cost would range \$250,000 and up depending on whether the school starts from scratch or affiliates with a going institution. Spanish-language broadcasters also would be eligible to participate.

Mr. Jones said the convention "posed a serious question to the industry: what are you planning to do about the black men and women who contribute so widely to the talent bank profit margin of this industry?"

He and Mr. Shields said NATRA also "is extremely concerned that black stations are not being more selective in the commercials being broadcast. The memories of station owners have become very short in that they refuse to understand that many of the incendiary flames which sweep the ghettos are due to the frustration of blacks fighting the unfair credit practices of insensitive merchants, many of whom use the local black station to broadcast their message."

NATRA, they said, "will insist that the industry apply itself to establishing a strong and stringent code of ethics in the selectivity of the commercials being broadcast." NATRA also intends to ask the FCC at license renewal time to review such commercials, they said.

The NATRA officials noted further that the "full utilization of qualified black people in both the record and broadcasting industries has moved along at a snail's pace. NATRA fully endorses the new FCC mandate in docket 18244 which calls for the possible revocation of licenses by stations who discriminate."

They continued, "NATRA feels that this requirement could go a step further, for in black stations few blacks are em-

ployed on the policy making, administrative, executive or sales levels. The black stations with their pious attitudes have maintained a strict segregated pattern behind the walls hidden from the community. Not only should the FCC ask how many blacks are employed but in what capacity and are they receiving equitable compensation."

On the subject of black representation on the FCC, the NATRA officers said the organization "will submit to the President a list of qualified black men who we feel should be given consideration for appointment to the commission."

NATRA noted that of 7,200 stations in the U.S., only seven have black ownership. Another NATRA goal is to "encourage black investments in broadcasting properties."

On the subject of the disk jockey, Mr. Shields commented, "The time has come when NATRA must go on record to do away with, once and for all, the term 'disk jockey'. We are daily dealing with communicating with people and therefore we view our position as a most responsible one as 'mass communication specialists'. We must assume a brand new posture in this industry."

Dr. Jackson's detailed exploration of the need for the NATRA school and its economic requirements also outlined advantages that he felt would benefit the broadcasting and record industries as well as the students participating. The proposal listed suggestions whereby the broadcast media could help overcome the problems of discrimination and listed ways stations themselves could better serve the Negro and Spanish markets.

Mr. Jones said that since the recent convention "NATRA no longer has to qualify its existence." He explained that for the past three years "since the emergence of the 'new breed,' we have been too busy explaining and making more palatable our program to the critics of NATRA [but they] have failed to understand the broad . . . changes NATRA has brought about in this industry."

NATRA accomplished this on a "minuscule" budget and with a smaller staff than any other trade group, he noted.

### NBC affiliates plan programing discussions

A broadcaster panel will talk about radio programing—specifically NBC Radio programing—and a network news correspondent panel will discuss current news events at the two-day NBC Radio Network Affiliates Convention which opens Thursday (Oct. 24) morning in New York.

Dean L. Osmundson, station man-

ager of WMC Memphis; Earl Buncher, station manager of WJAS Pittsburgh; Bill Bengtson, vice president and general manager of KOAM Pittsburg, Kan.; Elliott Nevins, program director of WIOD Miami, and Bruce Buchanan of WFBC Greenville, S. C., will join Robert Wogan, vice president, programs, NBC Radio, in a discussion Thursday morning of the network's programming. Attention will be placed on how stations integrate their formats with network programs (such as *Monitor*, *News on The Hour* and *Emphasis*) and Mr. Wogan will present examples of jingles and promotional announcements being made available by the network.

The news seminar on Friday morning features Reuven Frank, NBC News president, as chairman of a panel made up of Chet Huntley, David Brinkley, Edwin Newman and Bill Ryan, all top members of the NBC News on-air staff.

An evening reception Oct. 23 will precede the two-day convention. Walter D. Scott, Julian Goodman and Stephen B. Labunski, respectively, board chairman, president and NBC Radio division president, will welcome the delegates there. More than 200 affiliate representatives are expected to attend the meetings which include business sessions both mornings and remarks by Mr. Scott and Mr. Goodman on Thursday morning and by Mr. Labunski on Friday morning. A reception and banquet with Joe Garagiola serving as master of ceremonies are scheduled for Friday evening.

## Ford, ETV's ask FCC for harder rule

### Want commission to be more demanding in material supplied by common carriers

The Ford Foundation joined with non-commercial broadcast organizations last week in urging the FCC to strengthen its proposed rule requiring common carriers to report on interconnection service to educational TV and radio stations.

As justification and background to their comments, the foundation and educational broadcasters went well beyond the immediate question of the commission's proposed rule to offer paeans to the promise and reality of noncommercial broadcasting, and to stress the crucial role of an inexpensive and technically sound interconnection service in its development.

"There is a desperate need now," the Ford Foundation said, "for a television service whose main objective is something more than mass entertain-

ment: a service that seeks to lead as well as to follow, that is free to experiment, that can appeal to the few as well as to the many, and that is not tied to advertising revenue." To implement that service, the foundation said, non-commercial broadcasters need both financing for quality programs and "the interconnections that permit these programs to be shown over state, regional and national networks of public television stations."

The commission's rulemaking proposal was intended to be a first step in the creation of such a service. The Public Broadcasting Act of 1967 wrote into the Communications Act a provision for free or reduced-rate interconnection for noncommercial educational stations, subject to appropriate commission rules, and the commission in its notice of proposed rulemaking (BROADCASTING, Sept. 16) said it appeared that requests for such service will be made and that it will be provided by common carriers. As a first step, it was proposed that common carriers serving ETV-radio stations report to the commission every six months on stations served, type of service provided, amount and percentage of rate reduction, and service requests not furnished. The stated purpose was to keep the commission fully informed on initial attempts to provide the service.

While the Ford Foundation and the 13 educational broadcasters filing last week praised the spirit of the commission's proposal, they agreed that the new rule should treat the new service with greater urgency—specifically, by requiring more frequent and more varied reports. Ford's proposals were

typical: require reports quarterly rather than semiannually on service granted; impose as immediate reporting requirement on service that carriers intend to deny, and require further reports on pending requests for service, to be submitted promptly after the carrier has had the request for 60 days without taking action on it.

In another filing, the Corp. for Public Broadcasting pointed out that ongoing preliminary talks between non-commercial broadcasters and AT&T representatives have produced both hopeful signs and marked difficulties. AT&T's most recent offer for providing "occasional" service during the two prime-time hours several days a week, subject to preemption by commercial networks when necessary, is problematic in terms of dependability, quality of service and cost, according to CPB; in any case, the corporation said, whatever emerges from the negotiations can only be interim in nature. A vigorous non-commercial broadcast service demands the free or reduced-rate interconnection provided for by the Public Broadcasting Act, CPB said; and, as an initial step in that direction, the corporation presented a version of the proposed rule that was essentially identical with that of the Ford Foundation.

Other educational broadcasters also offered variations on the themes of public broadcasting as a social force, the need for better and less expensive interconnection service, and the need for more stringent reporting requirements than those proposed by the commission. Some said that reports should be made on a monthly or bimonthly basis.

A more businesslike note was sounded

### Media reports:

**Office move** ■ Avco Broadcasting Corp. has moved its Washington office to 1025 Connecticut Avenue N.W. Telephone (202) 296-9153.

**New unit at NBC** ■ NBC has formed NBC Educational Enterprises to produce and distribute educational films and associated visual training material. Morris Rittenberg, director of NBC Domestic Enterprises will head the new operation. The unit will also offer consultation and contract services to assist educators in the use of audio-visual materials and to help them develop television as a teaching medium.

**Florida location service** ■ Sam Segal, veteran Florida motion picture producer, has announced the formation of Producers Location Services Inc., North Miami Fla., which will provide motion picture location services for out-of-state producers of feature films and TV commercials. The company's location services will include location scouting, hiring of local production

personnel, housing, transportation and mobile equipment, disbursements, and the complete array of production equipment. Address is 12987 West Dixie Highway, North Miami, Fla. 33161. Phone (305) 754-6792.

**NAFMB move** ■ The National Association of FM Broadcasters has moved to the Jensen Building, 665 Fifth Avenue, New York 10022. Phone: 755-9330.

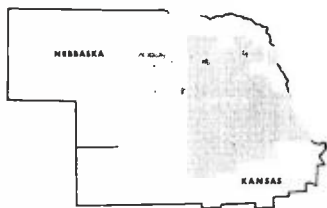
**ABC Radio adds** ■ ABC Radio has reported the signing of four stations to its affiliation lists, bringing total for its four networks to 946 stations. Added were WRCP Philadelphia and WWOL Buffalo, N. Y., to the American Information Radio Network, giving that service a total of 336 stations; WWIN Baltimore to the American Contemporary Radio Network, for a total of 202 stations, and WTVR-FM Richmond, Va., to American FM Radio Network, for a total of 172. The other service, American Entertainment Radio Network, has 236 stations.

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by those outside the noncommercial broadcasting field. The National Association of Broadcasters said that any authorization of free or reduced-rate interconnection would be "somewhat premature and inadequate" without prior FCC study of the following factors: "The extent to which new facilities will have to be constructed, the nature of the proposed preferential rates, the extent to which preferential rates will result in failure by carriers to obtain their rates of return on such facilities, and the persons or classes of persons who will bear the costs of construction and use which may not be borne by the noncommercial user." Additionally, NAB said, the commission proposal fails to set forth standards for determining the extent to which preferential rates may be granted, or who shall bear the financial burden.

To authorize free or reduced-rate interconnection subject only to a reporting requirement, NAB contended, is to ignore "the basic factors which Congress clearly intended the commission to consider. . . ."

AT&T also questioned whether sufficient attention had been given to the economics of the proposed service. There's no such thing as "free" service, AT&T said, since someone has to bear the cost.

## Balance sought between cable and broadcast TV

Sol Schildhouse, FCC CATV task force chief, waved half a loaf at broadcasters attending the National Association of Broadcasters' New York fall conference last week, by calling on them to break bread with CATV interests and to work out their mutual problems.

"Tomorrow is coming, ready or not," he told the broadcasters. "Cable and broadcast television are one big business. We have to figure out how to balance it out and make it work together." Broadcasters, he said, "have got to come to terms with it, join with their operators to find workable compromises, get into it yourself," because "like it or not, CATV stands ready to change the television scene beyond all recognition." He said that "goal-line stands against cable are not in [TV's] best interests."

Mr. Schildhouse's remarks were part of an afternoon TV assembly that also heard a conciliatory note from Robert D. Swezey, secretary-treasurer of the Corp. for Public Broadcasting, prompted by the current concern over violence on TV (see page 62). There is nothing in the projected pattern of public broadcasting that should give commercial broadcasters "the slightest uneasiness," he said. On the contrary both should work together because "broadcasting is under attack."

# BMI, radio committee will try again

### Negotiations on rate increase set to commence within two to three weeks, say officials

Prospects for resumption of negotiations on new rates for radio stations' use of the music in the Broadcast Music Inc. catalogue appeared to brighten last week.

Reports from unofficial but informed sources indicated that moves were afoot aimed to get BMI officials and the All-Industry Radio Music License Committee together again, probably within the next two or three weeks.

It would be their first session since talks broke off abruptly after the initial full-fledged meeting on BMI's request for a rate increase more than a month ago (BROADCASTING, Sept. 23). Current BMI licenses expired Sept. 30 but were extended by BMI to Dec. 1.

The reports that talks may soon be resumed became current last week as both sides held meetings of their own bearing at least indirectly on the music-rate dispute.

BMI stockholders held their annual meeting in New York on Tuesday (Oct. 15) and re-elected the incumbent slate of directors including BMI President Edward M. Cramer, leader of the drive for higher radio fees.

Announcing the results, BMI officials said Mr. Cramer had enunciated the organization's licensing policies in a letter telling the stockholders last month that "it is essential to the continued successful operation of BMI that there is adequate recognition of our contribution to programing" and that he was confident that the rate negotiations "will affirm BMI's present and ever-growing importance as a major supplier of music."

Against this background, BMI officials took the re-election of Mr. Cramer and his fellow directors as clear evidence of stockholder approval of BMI's present licensing policies, specifically including its bid for higher rates. And since the stockholders are themselves broadcasters, BMI management obviously considered the vote a significant boost for its cause.

BMI's announcement said "almost 80% of outstanding stock voted in favor of, and none against, BMI's present licensing policies." It called the vote "one of the largest BMI stockholder approvals of management and its policies."

The all-industry committee, said to represent upwards of 1,000 radio stations, met the following day and named three new members in a move obviously designed to broaden the committee base (CLOSED CIRCUIT, Oct. 14).

The new members, raising the total from six to nine, are A. A. Church, assistant secretary of Storer Broadcasting Co.; David H. Morris, president of KNUZ Houston; and Michael P. Mallardi, vice president and general manager of the Straus Broadcast Group.

Elliott M. Sanger, retired executive of WQXR New York but continuing as a member of the station's board of directors and executive committee, announced the expansion as chairman of the committee and also said the group in its meeting "reviewed the situation regarding the current impasse in negotiations" for a new BMI contract.

Committee members on hand for the meeting were Mr. Sanger and John J. Heywood, Avco Broadcasting; Robert D. Enoch, WXLW Indianapolis; and Mr. Church and Mr. Mallardi. Emanuel Dannett and Bernard Buchholz of the New York law firm representing the committee also attended. Absent committeemen were Mr. Morris, George W. Armstrong of Storz Stations, Herbert Evans of People's Broadcasting, and J. Allen Jensen, KID Idaho Falls, Idaho.

### AFM set to vote on 3-year contract

The American Federation of Musicians is asking its members in New York and Hollywood to ratify or reject a proposal made by the networks on a new three-year contract, it was reported last week.

More than 600 members are eligible to vote by mail with ballots to be submitted by Oct. 23. The present union minimum is \$257 a week. And networks have offered an additional \$20 each week for the first 18 months and \$20 more for the second 18 months. The contract would replace one that expired last July 31 but has been extended since that time.

The terms are said to be substantially the same as those rejected by the union membership in a mail vote last August.

Members of the BMI board re-elected at the stockholders meeting, in addition to President Cramer, are John H. DeWitt, John Elmer, Rex G. Howell, Sydney M. Kaye, Merrill Lindsay, Dwight W. Martin, Richard H. Mason, Paul Morency, John F. Patt, William M. Regan, J. Leonard Reinsch, G. Richard Shafto, Robert B. Sour and E. R. Vadeboncoeur.

Messrs. Martin (WDSU-TV New Orleans), Morency (retired head of WTIC Hartford, Conn.), Patt (former head of WJR Detroit), Shafto (chairman of Cosmos Broadcasting) and Vadeboncoeur (president of Newhouse Broadcasting) are members of the executive committee. Mr. Kaye, chairman and chief architect in the formation of BMI in 1940, is an ex-officio member of the committee.

### MGM appoints committee to select new president

Robert H. O'Brien last week lost his long fight to retain control over Metro-Goldwyn-Mayer Inc. The MGM board of directors Tuesday (Oct. 15) announced appointment of a committee to seek a replacement for Mr. O'Brien as president and chief executive officer of the movie-TV production company.

Mr. O'Brien will be moved into the job of chairman when the new chief executive is named following the company's annual meeting in December.

The shift is viewed as a major victory for industrialist and financier Edgar M. Bronfman, who last spring asked Mr. O'Brien to relinquish the job he has had five years to a younger man. Mr. Bronfman, president of Joseph E. Seagram & Sons, became MGM's major stockholder slightly over a year ago when he purchased a large block of stock from Philip J. Levine, the New Jersey realtor who waged two unsuccessful proxy fights to wrest control of the film company from the O'Brien forces.

At issue is Mr. O'Brien's reluctance to diversify from film production into other entertainment and educational areas, as favored by Mr. Bronfman.

Mr. Bronfman is chairman of the committee that will pick Mr. O'Brien's successor. Other members are George L. Killion, present board chairman, who

will become honorary chairman; Mr. Bronfman's brother-in-law, John L. Loeb Jr., who is a partner of Loeb, Rhoades & Co.; Ira Guilden, president of Baldwin Securities Corp., and Bernhard M. Auer, senior vice president of Time Inc., which bought a large block of Levin stock at the same time as Mr. Bronfman.

It is believed that the committee will go outside MGM to find Mr. O'Brien's successor. The move also revives Wall Street reports of a possible merger of MGM with Time Inc., although there have been no further indications of action in this direction.

## CBS, NBC ask FCC for 4-month extension

### Want additional time to reply to ownership, programing-control charges

CBS Inc. and NBC Inc. have asked the FCC for an additional four months in which to prepare comments in the reopened rulemaking proceeding aimed at limiting network ownership or control of programing. They also asked the commission to publish a staff analysis reportedly critical of the Arthur D. Little Inc. research document on which all three networks relied heavily in preparing earlier comments opposing the proposal. They said all interested parties should have a chance to comment on the staff report.

The commission last month set Dec. 16 as the date for oral argument in the proceeding, and said those interested in filing comments should submit them by Nov. 16 (BROADCASTING, Sept. 23). The proceeding was begun with the issuance of a notice of proposed rulemaking in March 1965.

Besides asking for updated comments on the proposal, the commission requested views on a counterproposal offered by Westinghouse Broadcasting Co. and on a commission memorandum setting forth the agency's views as to its authority to adopt the proposed rules.

CBS and NBC, in separate petitions filed with the commission last week, also asked that the WBC proposal be clarified, so that discussion of it will be "fully responsive," as CBS put it. The WBC proposal would prohibit stations in the top 50 markets with three or more stations from carrying more than three hours of regular network programs between 7 p.m. and 11 p.m. But CBS and NBC said it is unclear whether the limitation applies to aggregate network programing or the programing of a network with which a station is primarily affiliated.

The commission's proposal, aimed at

fostering competition in the program production market, would prohibit networks from owning or controlling more than 50% of their nonnews prime-time programing, and bar them from acquiring subsidiary rights and interests in independently produced programs. It would also bar them from domestic syndication and permit them to syndicate abroad only shows they produce themselves.

In requesting that the dates for comments and for the oral argument be postponed for four months, CBS and NBC disclosed that arrangements are being made to employ the Little research organization to update aspects of its 1965 study to cover the years through 1967, and to assemble information pertinent to the Westinghouse counterproposal. CBS said the Little company reports that it will take at least four months to conclude its study.

(ABC, which did not petition for an extension of time to file comments, reportedly has not reached a decision on whether an updating of the Little report is necessary. Along with the other networks, it had contracted for the original study.)

CBS also said that updating the Little report would not provide sufficient comment on the WBC proposal. CBS said information is needed on the availability and cost of syndicated programing and the extent to which network affiliates carry such material.

CBS and NBC also argued that the television industry had changed considerably since 1964, the last year on which much of the material under review in connection with the commission proposal was based. And the change, CBS said, is in the direction of "increased diversity of programing" and of a decrease in what "the commission's notice categorizes as network 'control'."

CBS pointed to the increase in network schedules of specials, in a large majority of which CBS has secured only the network broadcast right, and of first-run motion pictures, in none of which has CBS secured anything more than the right to broadcast. CBS also noted that there has been a further decline in the number of advertisers buying full or alternate sponsorship or offering series, and that the significance of syndication interests secured by the networks has decreased, since said contracts now routinely provide that production coverages will be recovered from syndication income before profit sharing takes place.

CBS's request for publication of the commission's network study staff memorandum on the Little report results from a story in BROADCASTING last month (BROADCASTING, Sept. 16). The story said the memorandum characterizes the Little report's conclusion as "forced and polemic" and designed to

coincide with the position taken by the networks." The Little report was critical of the conditions of the commission's proposal as well as the assumptions on which it is based (BROADCASTING, March 7, 1966).

The story also said the memorandum concluded that the statistical data in the Little report, while accurate, "supports the conclusions in the commission's notice regarding the dominance of the networks . . ."

CBS said that if the report is correct, the commission apparently intends to consider the staff report in reaching its decision. Accordingly, CBS said, "it would serve the public interest for the commission to publish the network Study Staff's memorandum . . . so that it may be commented on by all interested parties."

CBS noted that the commission published the memorandum on jurisdiction with an invitation to the parties to comment. However, there was some doubt last week that the commission would comply with the request. The memorandum was drafted as an internal document of a kind not normally issued by the commission.

## 90-minute special set for Lincoln Center

A 90-minute live presentation on *The Future Of Broadcasting* is being produced by the Triangle stations for delivery at Lincoln Center, New York on Nov. 13.

Speakers will include FCC Chairman Rosel H. Hyde; Betty Furness, special assistant to the President for Consumer Affairs; critic-columnist Cleveland Amory and William E. Robert, president of the Ampex Corp. Actor-producer Dick Clark will serve as host for the lecture-demonstration and filmed programing excerpts from ABC-TV, CBS-TV, NBC-TV and independent producers will be shown as part of the evening's program.

## New 26-feature package comes from Walter Reade

A group of 26 first-run feature films from the Walter Reade Organization, *Cinema 300* has been put into syndication. The package includes "McGuire, Go Home!" starring Dirk Bogarde and Susan Strasberg; "The Trap" with Rita Tushingham, "Gypsy Girl" with Hayley Mills, "Invasion Earth, 2150 A.D." and "The Magnificent Cuckold" with Claudia Cardinale.

Prerelease sales of *Cinema 300* have been to WNBC-TV New York, KABC-TV Los Angeles, WFLD-TV Chicago, WECO-TV Pittsburgh, KEMO-TV San Francisco, KZAZ(TV) Nogales-Tucson and KVOS-TV Bellingham, Wash.





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To see how the IVC-120 adds color to local programming, turn the page.



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# IVC-120 in action



Local election center at KMED-TV, in live operation with two IVC-120 cameras, adds color to the Medford (Oregon) scene.

# IVC-120 color quality



A



B



C

Off-the-monitor photos demonstrate excellent color quality and sensitivity of 3-vidicon design. Lighting levels above: (A) studio light at less than 150 ft. candles, (B) studio light at 300 ft. candles, (C) outdoor lighting at 4,000 ft. candles.

# IVC-120 performance

## Type of reproduction:

color or monochrome; 525 lines, 60 fields, 30 frames

## Encoded output signal:

fully compatible with EIA and FCC requirements; 0.7V non-composite, 1.0V composite

## Resolution (luminance signal):

35% response at 400 lines with no aperture correction; limiting resolution is 500 lines center, 400 lines in corners

## Sensitivity:

color reproduction holds to 40 ft. candles, studio quality as low as 200 ft. candles

## Geometric distortion:

less than 1% within a circle having a diameter equal to the picture height, less than 2% elsewhere

## Registration error:

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## FCPC case scratched prior to arbitration

The first case that was to use the arbitration machinery set up this year by the Fair Campaign Practices Committee won't go to arbitration after all, the committee reported last week. The dispute that was to have been arbitrated involves a broadcaster-candidate and an incumbent of the House of Representatives.

The committee said that Richard Smiley, president of KXXL Bozeman, Mont., and Republican challenger of Representative Arnold Olsen (D-Mont.), had technically refused arbitration of unfair-campaigning charges (made by Representative Olsen) by refusing to agree on the make-up of an arbitration panel.

Mr. Smiley held that naming the arbitrators was pointless until agreement could be reached on exactly what was to be arbitrated.

Representative Olsen said that Mr. Smiley's charges that he had failed to represent his district on legislation important to his district was unfair. Mr. Smiley held that the arbitrators should be confined to an examination of the incumbent's voting record and whereabouts during floor and committee consideration of key items.

The arbitration machinery, being tried for the first time this year on a national basis, was instituted by the Fair Campaign Practices Committee in cooperation with the American Arbitration Association.

## Baltimore strike costs candidates free time

Maryland senatorial candidate Daniel Brewster (D-Md.) ran into an expensive picket line last week—one that deprived him of an hour of free TV time. The picket line, set up by the American Federation of Television and Radio Artists, which has been striking Hearst-owned WBAL-AM-FM-TV Baltimore, also last week was threatening to turn back Senator Brewster's opponent, Representative Charles McC. Mathias (R-Md.).

Senator Brewster refused to cross the line on Oct. 13. Representative Mathias said he wouldn't cross it either, if it was still in effect on the date set for his hour's time (Sunday, Oct. 20). Despite a negotiating session set for last Saturday (Oct. 19), most observers were betting that the strike—an unusually complicated one—would still be underway.

The third candidate for Senator Brewster's seat, George P. Mahoney, had been offered an hour on the station, but as of last Thursday (Oct. 17)

he had not responded. Aides said he would decide about crossing the line when the time came.

Even the issues of the walkout, which was to enter its fourth week last Saturday, are a matter of dispute. The union says the strike is simply a matter of job security. Station management says the issues are economic.

Two groups are involved, it's noted: the station's staff announcers, who had an AFTRA contract that expired during negotiations, which were complicated by the entry of a new AFTRA group—the news department, which midstream in the staff announcers' negotiations voted to organize and affiliate with AFTRA. Negotiators must therefore hammer out a renegotiated contract with the announcers and a new contract, from scratch, with the newsmen.

AFTRA picketing has raised another major issue. The union twice halted production at Hearst-owned *Baltimore News-American*, once for a whole day. Members of the paper's other craft unions honored the AFTRA picket lines around the newspaper plant. Television labor picketing another non-television division of the same company has attracted the attention of the National Labor Relations Board, which is seeking to clarify an aspect of union power of considerable consequence in an increasingly conglomeratized economy—picketing of unrelated firms on the basis of no more than joint ownership.

The AFTRA pickets at the *News-American* are being held in suspension pending the outcome of a federal court action and an NLRB hearing, set for Nov. 6.

Meanwhile, the WBAL stations report business as usual, despite the strike. AFTRA efforts to influence advertisers has not shown any effect on billings, it's reported, and the politicians who won't cross the picket line are continuing to seek availabilities for their paid messages.

## Broadcasters warned of late political pitfalls

Broadcasters have been urged by the national Fair Campaign Practices Committee to avoid publicizing last-minute political attacks either in newscasts or via sale of time. In a pamphlet given wide distribution to the media, entitled "Beware the Witching Hour," the committee suggests that newsmen make every effort to get answers to last-minute charges before airing them.

A survey by the committee has shown that most stations and newspapers have a policy of alerting news and advertising staffs to the pitfalls of the late-late charge, and that almost half have a mandatory cut-off date after which no new charges may be made.

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# Radio plays big role in adult lives

## NAB survey shows most prefer news and most tune in specific program

Results of a National Association of Broadcasters-commissioned study on the "Role of Radio in Daily Life," which was conducted by Gallup earlier this year, were revealed last week during the Thursday (Oct. 17) radio session of the NAB's New York regional fall conference.

According to Charles M. Stone, NAB vice president for radio, the primary program preference among the national adult radio audience polled was news reports, indicated by 87% of those questioned.

Other program type preferences, in order, were music, sports, news discussions, interviews with well-known personalities or interesting people, religious programs and advice and information shows.

"Radio is generally tuned in for two basic reasons," Mr. Stone stated. "Listeners either have something specific they want to hear, or they simply want to have the radio turned on."

Mr. Stone listed these other findings from the survey: Nearly two-thirds generally prefer to stay with one station; three-fourths tune in for a specific program; approximately half listen to radio with other sounds around, while the other half listens alone; two-thirds listen inside the home; 96% say they are satisfied with today's radio.

"It is often argued that radio serves exclusively as an accompaniment to other activities," Mr. Stone observed. "In debunking this proposition, it is important to note that two-thirds of the adult listeners report they listen to radio without doing anything else at the same time. Obviously, the argument that radio merely serves as background for its listeners is an extravagant exaggeration."

The need for a closer relationship between the recording and broadcasting fields' top managements was pointed up in a session titled "Record Roundtable." The consensus of the panelists was that only through personal contact at the highest echelons can the two industries begin to solve problems that are plaguing them.

Erny Tannen, president of Medi-america (WDMV Pocomoke City, WYRE Annapolis, both Maryland, and WEEZ Chester, Pa.), raised the point, claiming that music constitutes about 70% of the programing of most stations. He said radio executives at the top levels should pay more attention to the rec-

ord industry and begin a dialogue with officials from that field. He claimed that only "the low-end guys" from record companies visit his stations and see only the program director or the music librarian.

James Arcara, vice president and general manager of WPRO Providence, R. I., agreed, saying he had not known there was any problem with music programing until he had a conversation with his program director after he had been invited to appear on the NAB panel. He said he had learned there are problems dealing with the current trend toward long records (four, five, six and seven minutes) and the playing of stereo records on AM. He also recommended that management of both industries make stronger efforts to become acquainted with each other's problems.

A spokesman for the record industry, John Rosica, director of merchandising and promotion for A & M Records, claimed that the top echelons of broadcasting for the most part have not evinced any interest in arranging a dialogue with officials of his industry. He said the recording field has its own problems in servicing broadcasters, including the increasing production costs of records; the difficulty of effecting distribution and the pressures produced by the transition from mono to stereo recording. He agreed there should be "togetherness."

Henry Brief, executive director of the Record Industry Association of America, who served as moderator, felt that "record people would want to have contact with broadcasting executives but too often they have been relegated to the service entrance." With respect to the length of records, Mr. Brief indicated that the general public decides which types of records should be produced and has given widespread acceptance to the longer forms.

Larry Kenfield, music supervisor, W TIC Hartford, Conn., spoke on the "Profile for Programing Music" and described his station's format, which he called "middle-of-the-road with variety." The station maintains a complete library with files on each record it considers suitable for broadcasting. He said W TIC requires 30 minutes of preparation for each 15 minutes of music programing.

Another panelist, David Naber, who was general manager of WKAI Macomb, Ill., until he recently joined Schafer Electronics as north central manager, discussed a small station's music scheduling operation. He said WKAI had devised what he called a "self-rotating" system of setting up records for a week. Records in various categories are stacked into racks on Sunday in an order that conforms to the station's middle-of-the-road policy. He said the

system was practicable for a station with a small staff.

Robert H. Alter, executive vice president of the Radio Advertising Bureau, and Carleton F. Loucks, RAB's director of regional sales, appeared on a panel devoted to the making of sales presentations. Mr. Alter stressed that it is the content and not the format of a presentation that is vital in achieving the objective of making a sale. He described the wide array of sales material compiled by RAB for use by its membership in both national-regional and local sales.

Mr. Loucks spoke as examples of successful presentations by stations were given to the meeting. He buttressed Mr. Alter's point on format, noting that some presentations were in the form of slides; some were simple brochures and others were sound recordings.

## Fairness rules still in effect

### But penalties will be deferred until Supreme Court acts

Broadcasters have been put on notice that a U.S. Circuit Court of Appeals decision invalidating the FCC's personal-attack and editorializing rules is not to be taken as a signal to ignore those rules. However, the commission said it would not impose forfeitures or attempt to strip licenses from broadcasters as a result of violations until the validity of the rules is determined by the U.S. Supreme Court.

The appeals court for the seventh circuit, in Chicago, has granted a stay of its Sept. 11 order, which held the rules to be unconstitutional, pending a review of that decision by the U. S. Supreme Court. The commission, through the Department of Justice, is expected to request review shortly.

The rules prescribe procedures broadcasters are to follow in offering reply time in cases where they have carried a personal attack as a part of a discussion of a controversial issue of public importance, or where they have editorialized concerning a political election.

The U.S. Court of Appeals in Washington in a case decided before the rules were adopted, upheld the commission's authority to require that reply time be given in case involving a personal attack. That decision, involving W GBC Red Lion, Pa., is also pending before the high court.

The commission, in a public notice last week, said that, in line with a presentation made to the court in the seventh circuit, it will continue to entertain

and rule upon complaints of violations of the personal-attack and editorializing rules.

"Such rulings," it said, "will be subject to judicial review and judicial enforcement." It was understood this referred to the cease-and-desist orders. "However," the notice continued, "no fine or forfeiture will be imposed, no criminal penalty will be sought, and no renewal or revocation proceeding will be instituted, based upon violations of the rule occurring during the course of further judicial review of the rules by the Supreme Court."

The notice also said that the commission does not intend to make final determination of any pending renewal or revocation proceedings involving the rules until the Supreme Court reaches a decision. Although there are some hearing cases in which the fairness doctrine policy underlying the rules are involved, there are none in which violations of the rules, as such, are an issue.

## MSG Corp. expands; enters new format

Madison Square Garden Corp., New York, has established an entertainment subsidiary, Madison Square Garden Productions, to develop properties for television, movie theaters and the stage.

Heading the new organization is Alvin Cooperman, former vice president for special programs at NBC-TV, and recently named executive vice president and a director of Madison Square Garden Center (BROADCASTING, Sept. 9).

Mr. Cooperman noted that he already has a "development agreement" with NBC for special projects for the 1969-70 season, and will be talking with other networks as well as considering syndication production, with another company handling distribution. Also he plans to produce films for theatrical release which would eventually appear on television. Mr. Cooperman hopes to announce a definite project within the next two weeks.

## CBS makes changes in coverage

CBS News last week switched assignments of correspondents covering the Democratic and Republican presidential and vice presidential campaigns for a change in pace and outlook. The moves: John Hart and Bill Plante from Nixon's to Humphrey's campaign; David Schoumacher and Morton Dean from Humphrey to Nixon coverage; George Herman from Muskie's to Agnew's campaign; Bruce Morton from Agnew's to Muskie's tour. Nelson Benton and David Dick on the Wallace trail were joined by Ike Pappas who has been primarily assigned to LeMay.

## Xerox chief wants quality in programs

### Urges advertisers to fund nonprofit corporation to produce great shows

The president of Xerox Corp. proposed last week that all of the major forces in television study the possibility of jointly forming an independent, nonprofit corporation to produce quality programing of a type now unattainable.

Without such action, C. Peter McColough, president and chief executive officer of Xerox, said "it's more logical to expect more stultifying programing in the future than less."

Mr. McColough issued the proposal Wednesday (Oct. 16) in accepting the 27th annual Pulse "Man-Of-The-Year" award. Xerox was cited for "enlightened sponsorship of original and socially responsible television programing."

Mr. McColough acknowledged that Xerox is in an almost unique position to be able to provide sponsorship of such programs as CBS's *Of Black America* series.

He said, "the fallacy of arguing that more companies can emulate Xerox in the search for excellence on television is simply that we are not a consumer-goods company, and therefore are not trapped by the normal economics of television."

Noting that "commercial television is, above all, a generalized merchandising medium of enormous cost . . . built to pander to the general taste, not to prod it," Mr. McColough defended the role of most advertisers.

To say that "General Foods should spend a million dollars on a production of *Rosenkrantz and Guildenstern* that might reach eight million people, while one of its competitors is spending the same amount with scattered commercials on *Lucy* and *Gomer Pyle* to reach 17 million people, is not only asking for a high order of social responsibility, it's also asking for economic suicide."

At the same time, Mr. McColough said there is a need for better television programing, but he found "there are today in television no precedents that will lead to a general and dramatic improvement in television programing."

He said "as strongly as I favor the concept, no one can ignore that the track record of public television is thus far not a cause for optimism."

As an alternative, he asked, "how many times has everyone connected with the medium—sponsors, packagers, networks, critics, broadcasters, foundations—gotten together in any systematic or organized manner to study or even to define what the public interest is?"

While stressing that "I am not suggesting such an idea is an imminent or

even a practical possibility," Mr. McColough asked consideration of "the possible impact of a nonprofit corporation, funded by sponsors, independently administered, with trustees that represent each of the major forces that now influence television, and dedicated to producing programing—not just of the highest order, but of an order that no single sponsor can today afford."

He noted that "it's interesting to speculate that only three percent of the money currently spent on television by the top 25 sponsors represents enough to produce a minimum of four prime-time hours of programing every week for 26 weeks every year."

As a second, if less spectacular, method of stimulating interest in "good" programing, Mr. McColough suggested "that perhaps there is a method, agreeable to the majority, through which critics would be able to pre-screen certain programs, and with one prominent line at the start of their column, suggest on the day of broadcast that people watch a certain show."

He added that "the following day the review would still appear."

Also at the luncheon, Dr. Sydney Roslow, director of Pulse, who listed a series of new data that he said will be added to the audience and market research organization's regular reports next year.

They include: post-midnight audiences; weekend cumes, Saturday and Sunday combined; drive-time cumes, morning and evening combined.

He said Pulse also is working on a formula for providing reach and frequency data and is planning wide-area radio surveys.

He said a January target date has been set for starting a market-by-market brand penetration study.

## Nabors will give up uniform for new series

Jim Nabors, star of CBS-TV's *Gomer Pyle, USMC* series, has signed a contract with the network for a one-hour comedy-variety series, *Friends and Nabors*, planned for the 1969-70 season.

The program, to be produced by Naborly Productions with CBS-TV will feature a permanent cast and guest each week. Richard O. Linke will be executive producer.

Mr. Nabors starred in a *Friends and Nabors* special in October 1966 and will appear in the *Girl Friends and Nabors* special Thursday, Oct. 24 (8-9 p.m. EDT).

As to the future of *Gomer Pyle*, CBS has no official comment, but two possibilities are: going on without Mr. Nabors, with maybe an occasional visit as Andy Griffith is doing on *Mayberry R.F.D.* or dropping the highly rated series altogether.

# TV violence problem probed in depth

## President's commission hears conflicting views on influence TV programs have on young viewers

Social scientists met network continuity executives last week in Washington and there was little meeting of minds on the effect of TV violence on the American viewer.

The social-relations experts urged that something be done immediately—not only to minimize violence in TV programs, but affirmatively to show more socially desirable means in resolving conflicts.

Broadcast spokesmen, on the other hand, emphasized that there has been no research that relates violence on TV programs to aggressive behavior on the part of young or adult viewers. They recommended, however, that research be continued and increased to study this field.

Both sides of the TV violence dispute appeared before the President's Commission on the Causes and Prevention of Violence in Washington. The commission was established by President Johnson last June after Senator Robert F. Kennedy was assassinated. Dr. Milton Eisenhower, president emeritus of Johns Hopkins University, is chairman of the commission whose report is due the end of next month.

Among the ideas thrown out for commission consideration was that some sort of national commission or institute be established for continuing surveillance of TV programs. This suggestion was made by Professor Otto N. Larson of the University of Washington and author of several books on the

mass media.

Professor Larson commented at one point: "What we bring to the TV console is as important as what we take from it," referring to his observation that the personality of the viewer plays a large part in his response to what he sees on the TV screen.

He expressed agreement with the view that there is no hard evidence that mass media-depicted violence is a prime mover in producing aggressive behavior. But, he added, this is too narrow a view: "We must enlarge our concern to take in the possible contribution of the media to the arena of social norms where all acts, including acts of violence, ultimately mature and take hold in society."

The question of violence in society today is so urgent, he concluded, that "we should move directly to measures of regulation and control instead of merely waiting for confirmed evidence about media effects." He followed this with his suggestion that a surveillance group be established to monitor TV and other mass media and to bring pressure, informal or governmental, to bear.

Professor Percy Tannenbaum of the University of Pennsylvania declared that the networks must "come to grips" with the problem even though there may be a reasonable doubt that there is a causal relationship.

"The verdict you seek," he told commission members, "is not proven and will not be in my lifetime or in the

lifetime of this commission."

Professor Tannenbaum commented that "when Marshall Dillon kills the bad man, it carries the mantle of respectability, the NAB seal of approval." That is wrong, he said, for justified violence instigates more, rather than less, aggressive behavior.

An observer of TV violence, he added, doesn't seek to act out the aggressive feelings generated by the program; if a convenient target exists, however, it will be taken advantage of.

Professor Tannenbaum even questioned the advisability of deleting grisly results of violence; the viewer then "fantasizes," he said, to greater degree than the actual scene deleted, resulting, he theorized, in more aggressive behavior.

Professor Leonard Berkowitz, also of the University of Pennsylvania, observed that media violence "can lower the inhibitions of the observer." On the other hand, he commented, if the violence is out of proportion to the context of the play or story "it has a dampening effect."

Perhaps one of the most interesting expositions presented to the commission came from Professor Bradley Greenberg of Michigan State University who compared the media activities of the average middle-class American with lower-income Americans.

"For the low-income American," he said, "television is the preponderant, if not quite the sole source of mass media



Mr. Kasmire



Mr. Larson (l.) and Mr. Schneider

stimulation. It is his critical link to the outside world of the 'haves'."

Adults in low-income homes watch TV more than five hours each day, Professor Greenberg stated, compared with the two hours a day the average American watches. Poor black people watch TV even more, six hours a day, he said.

But what is most disturbing, the Michigan State University communications professor said, is that lower-class children, both black and white, are far more likely to believe that life as portrayed on TV is reality than white middle-class youngsters. He said his study showed that 40% of poor black children and 30% of poor white children believe that what they see on TV is the way it is. Among middle-class youngsters, he noted only 15% felt this way.

Professor Tannenbaum said he had also found that the poor put much more credibility in TV news than in other informational media because they see it, and also they identify with newscasters.

Dr. Joseph Klapper, director of CBS's Office of Social Research, stressed that early surveys showed that aggressive children like aggressive programs. But, he warned, a predisposition to violence doesn't mean that children will commit such an act.

He also discussed a number of laboratory experiments with pre-schoolers indicating that a child exposed to an act of aggression in a movie will act aggressively when put into a similar actual situation.

But, he noted, these experiments had to do with the handling of dolls. They were not real-life situations. And in none of the experiments, he stressed, did a child attempt violence against another person.



Dr. Klapper

He noted that other research has demonstrated that mass media effects cannot be determined by the contents of a program or story alone; they can be intensified, weakened or even nullified by a host of other factors.

And in some studies, Dr. Klapper reminded the commission, it was found that seeing or reading about violence had a beneficial "cathartic" effect on a child.

Robert D. Kasmire of NBC stressed the heterogeneity of TV audiences, with some praising, others criticizing the same TV program.

Public notions about conflict and violence in entertainment are far from uniform, he observed. And furthermore, he said, a viewer's personality influences what he chooses to read or watch on TV or the movies; not the other way around.

Alfred R. Schneider, ABC and a member of the NAB's TV Code Review Board, explained the steps that network has taken to win the adherence of producers and directors to the network's prohibition on the use of "unmotivated" violence in TV programs.

The final witness in the two-day hearings on mass media was Dr. Leo Bogart, executive vice president and general manager of the Bureau of Advertising of the American Newspaper Publishers Association. Dr. Bogart, a sociologist, told the commission that in the final analysis it must appeal to top managers of corporations that advertise and to their advertising agencies in order to induce change in TV programming, and other advertiser-supported media. "There is still among them," he said, "an overwhelming acceptance of the need to do what is right . . ."

Perhaps the most caustic questioning of broadcast spokesmen came from Dr. W. Walter Menninger, a psychiatrist of Topeka, Kan., where the famed Menninger clinic is located.

Continually, Dr. Menninger referred to TV's claimed ability to sell goods and services. To Dr. Klapper, he said: "The whole purpose of the medium . . . is to motivate people to action [to buy goods]. How can you reconcile this with your statement [that TV is only a reinforcing medium]?"

In a second sally, addressed this time to Mr. Schneider, who had just told how a "young girl in Los Angeles, under parole on narcotics charges, had begun to cooperate with the police after seeing ABC's *Mod Squad*. Dr. Menninger queried whether this didn't prove his point, that TV moved the girl toward a good purpose; could it not then also move people toward bad ends?

At another point, the Topeka psychiatrist, said. "The important question is its [violence's] subliminal effect, using violence to justify a means to an

end."

He urged also that TV networks go farther than minimizing violence in programs; they should, he said, "encourage the showing of nonviolent means of resolving conflicts."

Several times during the two days, various members of the commission, including Dr. Menninger, sought to draw out discussion of the relationship of news showings of violence to an increase in disorders. Network spokesmen, however, emphasized that news departments made their own judgments on how to play a story; this was outside their areas of responsibility.

It was Dr. Bogart who told the commission that newsmen must not be told what to do. But, he added, if research indicates that the presence of newsmen or of TV cameramen provokes a mob, or if the reporting of riots attracts new participants to the scene, responsible newsmen will be guided in their handling of tense situations.

## ABC defends Chicago coverage

### 'Unwarranted' Lower claims in response to complaints ABC emphasized brutality

ABC has denied charges its coverage of the Democratic convention in Chicago and the accompanying civil disorders was biased or distorted. But it attributed part of the blame for its failure to present as well-rounded a picture of events in Chicago as it would have liked to the city administration.

ABC's position on the hundreds of complaints the FCC has received concerning network coverage of the events in Chicago in late August was expressed by Elmer W. Lower, president of ABC News, special events and public affairs, in a letter to the commission that ABC made public last week.

Mr. Lower described as "unwarranted" the charges made by some complainants that ABC emphasized police brutality and ignored the provocations on the part of some demonstrators. Mr. Lower said the network had presented "reports and discussions emphasizing the provocative acts on the part of demonstrators and supporting the police."

Some of the letters had criticized ABC for not presenting visual accounts of demonstrators' provocations. But, Mr. Lower said, ABC News functioned "under extremely difficult circumstances in Chicago." He noted that restrictions imposed by the city of Chicago as to where cameras could be set up, combined with limitations on coverage resulting from the communications-work-

ers strike, "necessarily precluded our coverage of events leading up to any disturbance."

Mr. Lower also disputed allegations that the city of Chicago's side had not been told by ABC. He said that views critical of Chicago Mayor Richard Daley that were expressed on the network's *Dick Cavett Show* had been balanced by the pro-Daley remarks of actor Hugh O'Brian on another program in that series. In addition, Mr. Lower said, ABC News shows carried items featuring Mayor Daley and the Chicago police department's public information officer giving their views on the demonstrations.

Furthermore, Lower said, ABC's coverage of the Vietnam war issue was balanced—not biased in favor of those opposing the administration position, as claimed in some letters to the commission. He said extensive coverage was given to both sides of the convention debate on the platform plank dealing with the war. He also said the issue received balanced treatment in the special coverage given the caucus of the California delegation, on Aug. 27, at which all three candidates spoke—Vice President Hubert Humphrey and Senators Eugene McCarthy (Minn.) and George McGovern (S. D.).

Mr. Lower indicated he felt the controversy surrounding coverage of the convention and the disorders has its roots in emotionalism, rather than the quality of the reporting. "We believe that the events in Chicago during the convention were so inherently inflammatory and people identified so passionately with one side or the other," he said, "that no matter how these events were treated by the news media, there would inevitably have been criticism of the news coverage."

But, he concluded, "we feel that ABC's total television presentation, under difficult circumstances, fairly presented the issues and events in Chicago during the Democratic national convention."

CBS, in its response to a commission request for comments on the complaints about allegedly biased network reporting in Chicago, said that when broadcast journalism is under criticism by those seeking government control of the medium, the commission should defend

## NBC-TV answers FCC

Responding briefly to the FCC charge of "lax procedures" on NBC-TV's *Hollywood Squares* and *PDQ Quiz* programs (see BROADCASTING, Oct. 14), an NBC spokesman said that "it is important to note that the commission's finding has nothing to do with whether the two shows in question were honest. They were and are, and the commission acknowledges this."



Mr. Lower

the integrity of broadcast journalism, not become another inquisitor. CBS also denied complaints its reporting was biased (BROADCASTING, Oct. 14).

NBC's response is due in next week.

## TV, bias and the news

### Chicago panel analyzes degree to which these ingredients are mixed

Has television lost its perspective of the news because conflict is more exciting to portray than that part of the story without violence?

The question was asked in varied forms last week during a panel discussion on electronic journalism and urban disorders held by the Broadcast Advertising Club of Chicago. A corollary question raised at the Tuesday luncheon meeting was whether the public is reaching a saturation point in seeing violence nightly on the news and might demand "repression" of alleged media abuses through law.

An event "tends to become distorted" just by a TV camera being there and by the limited amount of what the camera can show, it was noted by Albert Jenner Jr., formerly senior attorney on the Warren Commission and currently a member of the President's Commission on the Causes and Prevention of Violence in the U.S.

Urging reporters to view even strangely dressed dissenters with open mind and heart to avoid distortion, Mr. Jenner also felt the media over a period of time are "conditioning" the public by the content and manner of news presentation. He noted the Constitution pro-

pects dissenters but only as long as they are non-violent.

Raymond Simon, corporation counsel for the city of Chicago, criticized broadcasters for "mixing opinion with what the public thinks is news." Mr. Simon wrote much of the city's version of the Democratic convention events, *The Strategy of Confrontation*.

Citing how the camera "sees" only what it sees, Mr. Simon called for a more mature journalism which would "see an incident in context." He thought coverage "must be representative" as well as merely explicit. He also thought a longer delay in airing TV news might enable the accomplishing of better perspective.

Mr. Simon said the "staged confrontation" is the media problem of today. He asked: "Is violence necessary if a group wants publicity?" He also indicated that media emphasis upon conflict tends to encourage conflict if anyone is to get a position before the public.

Although admitting all journalists must exercise "prudence" in their work to assure they are not being "used" by either the establishment or the dissenters, John Madigan, political editor at WBBM-AM-TV Chicago, pointed out that "objectivity in news reading and news viewing is an important element too." He explained viewers bring their biases and experiences into the process as do the reporters.

Since pure objectivity is so elusive, he continued, the more important point becomes fairness. The newsman must be willing to tell both sides of the story, he said, and the story should be a "mirror."

Mr. Madigan noted television has brought the Vietnam war into the living room for the first time in history with the result "we may never have another war." Yet TV has been criticized, he said, because it shows war is ugly.

As for delaying the news, Mr. Madigan held that the delay itself would be distortion or a "lie" but he thought the Chicago plan of voluntary reasonable delay in airing street disorders has some merit.

## Grand jury hearings set on Chicago incidents

Witnesses are to be called before a federal grand jury in Chicago this week to testify about alleged wiretapping, police brutality, civil disorders and other incidents attending the Democratic convention held there in August.

Since it was impaneled by Chief U. S. District Court Judge William J. Campbell last month the grand jury reportedly has been considering background information (BROADCASTING, Sept 16). Normally the grand jury sits two days a



week but this week it will begin daily sessions. The September panel may sit for 18 months.

United States Attorney Thomas A. Foran reported that his first assistant, Jack B. Schmetterer, will handle the charges of wiretapping, abuses of civil liberties and alleged cases of police brutality against newsmen. Another assistant, Richard G. Schultz, in charge of the criminal division, will head the probe into whether there was an organized effort to disrupt the convention.

## Loevinger suggests grievance committee

Former FCC Commissioner Lee Loevinger has sampled the harsh criticism leveled at broadcast journalism in the wake of the Democratic convention in Chicago, and concluded that a "positive step is necessary to restore public confidence in the integrity of broadcast journalism."

His recommendation: the establishment by broadcasters themselves of some institution to hear grievances and pass judgment on claims of breach of fairness and accuracy in reporting." Such an institution he feels, would also "indicate the good faith" of broadcast journalists and "the social validity of their claim to a constitutionally privileged position."

Mr. Loevinger, who retired from the commission on June 30 after five years of service and is now in private law practice in Washington, expressed his views in a speech to the Indiana Broadcasters Association in Indianapolis Oct. 11.

He devoted some two-thirds of his 20-page address to a review of the criticisms carried in the press of the broadcast coverage of the Democratic convention and of the associated disorders.

Then he warned that if there is no professional or industry institution to hear grievances, complaints about broadcast journalism "will necessarily be directed to government agencies—the most obvious one being the FCC."

His proposed institution—he suggested "American Broadcasting Council on Fairness and Accuracy in Reporting" as a name—would function in the same manner as the grievance committee of any professional association. He noted that all established professions have such groups.

Broadcasting, he said, is "in greater peril of attack and restraint, and in greater need of such an institution, than the media of print journalism." Accordingly, he said the establishment of an institution other than the government that can hear and pass on complaints about broadcast journalism "is the most immediate task of American broadcasting in discharge of its journalistic responsibility."

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# Charges, counter charges at hearing

## Conflicting testimony voiced during FCC inquiry into filming of Northwestern pot party

The credibility of witnesses became as controversial an issue last week in the FCC's inquiry into the filming of a Northwestern University student marijuana party by CBS-owned WBBM-TV Chicago as the basic question of whether the 1967 film had been "staged" as alleged.

An authority on marijuana who was interviewed on the same WBBM-TV program testified he thought the commotion over the show was "a tempest in a teapot" and said he had so told FCC investigators. Another marijuana expert described the program as "beneficial" and a contribution to public education.

The second week of the commission's probe in Chicago, held before its chief hearing examiner, James D. Cunningham, saw frequent exchanges between the principal CBS counsel, Newton Minow, one-time FCC chairman, and the counsel for the commission in the inquiry, Joseph Stirmer (BROADCASTING, Oct. 14).

Their objections arose as each carefully cross-examined the other's key witnesses to test their memories of the events surrounding the Nov. 1-3, 1967, program, *Pot Party at a University*, which earlier this year also were explored by the House Investigations Subcommittee (BROADCASTING, May 13).

Examiner Cunningham at one point overruled Mr. Minow's protests and held that Mr. Stirmer could conduct "vigorous" cross-examination of Jack Missett, 23-year old WBBM-TV reporter who headed the pot party filming and who categorically denied rigging the event. The examiner said the vigor was in order since the proceeding was of an investigatory or fact-finding nature.

Mr. Missett repeatedly affirmed his denials under the further quizzing and said the pot party would have taken place whether the TV camera was there or not. He also denied the charges by a former student, Malcolm Spector, that he (Missett) asked Spector to arrange a party that could be filmed. Mr. Spector, who testified before the House Subcommittee, also was a public witness before the FCC hearing last week. The Spector incident came before the actual filmed party and he was not involved in that event.

FCC Counsel Stirmer had his turn to protest CBS cross-examination. He held at one point that Mr. Minow was "brutal" in his cross-examination of the student who had been Mr. Missett's contact in obtaining an invitation to attend a party. The student, not identified, was one of four pot party participants who testified last week during a closed

executive session of the probe. FCC called only four of the eight participants because it felt them "representative" and to call them all would be repetitious, it was explained.

The examiner later in the week, however, allowed Mr. Minow to recall the student contact for further cross-examination in another secret session. The examiner noted the student's testimony had been "somewhat damaging, of course," so he would grant Mr. Minow's request.

In making the request, Mr. Minow explained that part of the matters to be cleared up were the student's protests that everyone at some point subsequently "lied" to him, including Northwestern, CBS, the FCC, the Evanston police and the House subcommittee where he also appeared in secret.

Mr. Missett, during testimony about unexpectedly running into the student contact in a professor's office at Northwestern about a month ago, said the

## CBS still has lead in fast Niensens

Ratings fluctuated a little but network standings remained the same in the "fast" Nielsen for the week of Sept. 30-Oct. 6, as for the week before. CBS-TV led with 20.0, NBC-TV lost a point from the previous week for an 18.1 and ABC-TV picked up 1.5 points for a 17.0 rating.

ABC's Wednesday movie, "Cat Ballou" captured first place in the top 10, but the movie format showed no sign of overtaking the trend toward situation comedy this year. Most of the other top-ranking programs were in a lighter vein, with NBC's *Julia* the only new show to place in the top 10:

	Rating	Share
1. Movie, "Cat Ballou" (ABC)	18.8	48
2. Gomer Pyle (CBS)	26.8	47
3. Rowan & Martin (NBC)	26.6	40
4. Here's Lucy (CBS)	25.7	37
5. Julia (NBC)	25.7	29
6. Mayberry RFD (CBS)	25.2	38
7. Smothers Brothers (CBS)	25.1	37
8. Bonanza (NBC)	25.0	37
9. Ed Sullivan (CBS)	24.7	38
10. Dean Martin (NBC)	24.3	43

The next programs, in order, were *Red Shelton* (CBS), *Ghost and Mrs. Muir* (NBC), *Mission: Impossible* (CBS), *Bewitched* (ABC), Friday movie, "The Singing Nun" (CBS), Thursday movie, "Night of the Iguana" (CBS), *Family Affair* (CBS), *FBI* (ABC), *Doris Day* (CBS) and *Petticoat Junction* (CBS) tied with *Gunsmoke* (CBS).

contact charged that the FCC "threatened" him if he refused to sign a statement. Mr. Missett testified the contact earlier warned him "if I get into any trouble I'll see you get into trouble too. I'll see that CBS is dragged down with me."

Mr. Minow lost a round with the examiner in seeking to introduce a series of newspaper articles showing marijuana smoking has become a recognized and serious campus problem at Northwestern and other colleges. Mr. Minow complained the case could not be tried in a vacuum and pointed out that during the secret session "the boy in whose room the program was filmed testified no less than 25 parties were held in his house in the last year."

FCC's probe opened the week with Mr. Spector, now assistant professor of sociology at McGill University, Montreal, who had been a student at Northwestern. Recalling a visit by the WBBM-TV reporter, Mr. Spector testified "my clear understanding was Mr. Missett wanted me to stage a pot party." His wife also testified being told by Mr. Spector of these details immediately afterwards.

Under questioning by Mr. Minow, Mr. Spector admitted using marijuana "twice or three times a year under special circumstances" but he did not consider himself a regular user. Mr. Spector said he thinks the marijuana laws are excessive and wrote an article to that effect as recently as September 30 in the *Montreal Star*. He related he had been a civil liberties "activist" at Northwestern and had marched with Martin Luther King at Selma, Ala.

Dr. Jerome H. Jaffe, drug authority now at the University of Chicago who took part in the WBBM-TV program in an interview, testified Mr. Missett came to his home to film his part in the program and told of the student pot party portion of the show. He didn't consider this "unusual" because it had been done many times before in films of actual use.

Asked his impression of the broadcast, Dr. Jaffe thought "it was a reasonably balanced presentation. He said he told FCC investigators they didn't understand what it was all about that there was "nothing unusual in any way about this whole business." He said the FCC never asked him to testify and he was there because CBS asked him.

Another expert, Dr. Thaddeus Kostubala, thought the broadcast helpful because it removed the "mystique" about marijuana smoking for young people, an approach he said has proved more practical in high school education on the subject than former more traditional "scare" techniques which tend to induce "behind the barn" experiments.

This view differed from that of a Federal narcotics agent, Charles Ward,

who appeared in the pot party program in an interview and who had testified the previous Friday (Oct. 11).

Mr. Ward said in his view the program's showing of the students smoking was not typical. "They were not doing it the way the true marijuana smoker does it," he said.

Mr. Ward testified he thought the program as aired was harmful and could encourage greater campus use of the drug. He related he talked at the time of the broadcast with the then United States Attorney Edward V. Hanrahan in Chicago, "who was outraged by it," and indicated there would be an investigation.

Dr. Frank Stanton, CBS Inc. President, and other top CBS officials were to appear as FCC witnesses Friday.

## NET affiliates hear programming challenge

National Educational Television affiliates, gathered in Chicago last Friday and Saturday (Oct. 18-19), were slated to hear John F. White, president of NET, urge them to meet the "enormous responsibility" of public broadcasters and put substance in local programming with courage, vigor and public involvement.

"When public television really disturbs its viewers to the point where they think for themselves and begin to do something about what it is that disturbs them, then we will have succeeded," he said in a speech prepared for the meeting.

"NET can never win the 'balance' battle or the 'position' debate because no small or large group of interested parties can agree on where the fulcrum is on a given issue. . . . We learned long ago that you cannot please all of the people all of the time and that, in fact, you had better start examining your conscience if you somehow begin to please most of the people most of the time."

Mr. White pledged support for the Corporation for Public Broadcasting. "Like so many of our efforts in non-commercial television, it is off to a slower start than we would like," he was to point out, "but I've observed that Frank Pace is a man who refuses to take no for an answer. . . . I believe that this man and this corporation will succeed."

The NET president was to devote most of his speech to programming, the "overriding concern," in his opinion. He was to announce that 48% of regular service would be in color, with projections after Jan. 1, 1969 impossible because of the flexibility of programming decisions. Another announcement was to be the start of an audience-composition study to be conducted by the affiliates.

## Apollo revitalizes TV space coverage

### Pictures from capsule capture public's interest with daily network exposure

With the current Apollo 7 flight, space launch coverage, which has provided some of television news' more dramatic moments, has made a comeback after a long period of disinterest.

Following 17 months without a manned U. S. space flight, and a much longer period preceding that in which public interest in flight broadcasts lagged because almost routine repetition of procedures, viewing firsts have restored some of the excitement of the pioneer flight telecasts.

Foremost among the innovations was the first live telecasts from space via a specially constructed four-and-a-half-pound RCA black-and-white vidicon camera aboard the spaceship.

Although it was acknowledged that the daily TV broadcast by the three Apollo astronauts was primarily a publicity gimmick, experts maintained that the ability to transmit live television signals from a spacecraft does have important scientific and military potential.

Because of the significance of the scheduled 11-day flight, which could result in a journey of U. S. spacemen around the moon by the end of the year, both radio and television followed up extensive coverage of the Oct. 11 launch with plans for frequent progress reports throughout the duration of the space trip.

But the high moments of the flight belonged to television. Although the first scheduled live telecast from space on Saturday (Oct. 12) was cancelled because the spacemen said they were too busy, the weekday schedule of broadcasts began on Monday (Oct. 14) without a hitch.

Broadcast experts generally were pleased with the clarity of the pictures from space, considering that miniaturizing of the camera limited its broadcast picture to a scan rate of 320 lines and 10 frames per second.

An RCA scan converter system built for the National Aeronautics and Space Administration changed the camera's signal to a standard 525-line, 30-frame-per-second picture for network distribution.

Both NBC and CBS cut into their morning programming to carry the daily spacecasts live as the Apollo capsule broadcast to signal-processing systems at Corpus Christi, Tex., and Cape Kennedy while traveling over the Southern U. S.

For the first three days of live transmission, ABC taped and rebroadcast the space shows later in the morning. Generally, they were shown in the East about 10 minutes after the actual live

broadcast time. They were fed to ABC affiliates in various time zones at the same hour they had been broadcast in the East.

An ABC spokesman said the network decided to delay broadcast of the space transmissions "to reach a wider audience and give our people time to write informative material to wrap around the pictures."

Thursday, ABC had no morning broadcast, when quality of the live space pictures was reduced considerably by apparent difficulty with the scan converter.

A 160-degree wide-angle lens on the camera allowed the astronauts to show working scenes inside the space capsule, and a 100-mm telephoto lens provided outside shots.

After some initial horsing around—in which astronauts Walter Schirra and Don Eisele held up gag cards such as "Greetings from the lovely Apollo room high atop everything," and ones indulging in inside jokes with their ground controllers—the astronauts in later broadcasts settled down to provide five displays of such phenomena as weightlessness, flight control of the capsule and daily household chores, including mixing of dehydrated meals and disposal of condensation in the cabin.

If the Apollo flight concludes on schedule, the three networks plan another broadcast first: live color coverage of the splashdown sometime between 6:30 and 9 a.m. EDT Tuesday (Oct. 22).

Through Western Union International, the networks plan to make the first use of a portable General Electric shipboard ground station, with four standard color cameras, one cable-connected hand color camera and two video-tape machines on the aircraft carrier USS Essex in the down-range target area of the Atlantic Ocean about 230 miles southeast of Bermuda.

Plans are to pick up the pool feed via the ATS-3 communications satellite over Brazil and transmit it to a ground station at Etam, W. Va., from which it will go by land line to New York.

## Another CATV ruling survives court test

An FCC decision in 1967 refusing to waive the nonduplication rule for Teleprompter's Liberal, Kan., CATV system was confirmed last week when the U. S. Supreme Court declined to review the case.

In seeking a waiver of the nonduplic-

ation rule, Teleprompter claimed that deletion of three Amarillo, Tex., TV stations brought into Liberal via microwave where the programs are also carried by any of the three "local" Liberal stations would have an adverse financial impact on the cable company. The commission denied this request and this ruling was upheld last August by the U. S. Court of Appeals for the Tenth Circuit, which said the FCC nonduplication regulation is "a reasonable exercise" of the commission's authority (BROADCASTING, April 29).

## NPC invitation still open for candidates' debate

The National Press Club says it's continuing to hold open its invitations to the Democratic and Republican presidential candidates for a debate at the press club in Washington despite a 1962 ruling by the FCC that indicates live television coverage of such an event in its entirety would not be exempt from claims for equal time by all other presidential candidates.

Coverage of the event would be up to the broadcasters, and equal-time problems wouldn't affect press club plans for debates if Richard Nixon and Vice President Hubert Humphrey should accept the club's invitations, said Allan W. Cromley, National Press Club president.

But as of Thursday (Oct. 17) neither of the two candidates had responded to the club's telegrams. Mr. Cromley said

the invitations would stand until election day.

The FCC ruling, which observers believe would prevent live TV coverage of debates held under any auspices short of the TV time being purchased in a commercial transaction, was issued in 1962 after televised debates between Mr. Nixon and former Governor Edmund (Pat) Brown (D) during their gubernatorial contest in California. The commission held that another candidate for governor of California in that year was entitled to equal time.

The ruling flies in the face of a widely held belief that all that's required to get around Section 315 of the Communications Act is for someone to hire a hall, invite candidates, and leave the doors open to allow TV cameras to enter. Commission sources point out that such a simple evasion of the equal-time requirements would render the law a dead letter in all political races.

Besides the press club, other groups that have been suggested as sponsors of such a "leave-the-doors-open" confrontation between the candidates have been the *New York Times* and a conference of wire service editors, such as one held two weeks ago in Washington by United Press International. The UPI conference drew appearances by Messrs. Nixon and Humphrey and American Independent Party candidate George Wallace, but not on the same platform at the same time.

Excerpts of the three candidates' appearances at the conference were aired

during regularly scheduled newscasts, a treatment of candidates' coverage that is exempt from Section 315 under amendments to the law passed by Congress in 1959.

Commission attorneys said privately last week that the 1962 ruling would apply to the proposed presidential debates, regardless of who hired the hall for the confrontations.

## Control of NTA put in new hands

### Harris, Alexander buy out National General Corp.'s \$14-million interest

A long-time show business investor and a chemical company executive last week acquired two-thirds interest in National Telefilm Associates, Beverly Hills, Calif. NTA distributes an extensive library of feature films, short subjects, cartoons and special films.

Joseph Harris, who helped produce such Broadway hits as "Sweet Charity" and "Mame," and Norman E. Alexander, president of Sun Chemical Corp., New York, acquired all of the interest of National General Corp., Los Angeles, in NTA. This included more than \$11 million in long-term debts and claims owed by NTA to National General, and \$2.8 million of participating certificates. Messrs. Harris and Alexander took over these almost \$14 million in obligations for an undisclosed amount and have translated it largely into NTA stock, thus giving them control of the company.

In all, the Harris-Alexander team converted the debt into 3,064,811 shares of NTA common stock. In addition, \$1 million of NTA debt to Harris-Alexander remains, payable over a five-year period.

The purchasers have agreed to provide additional capital for NTA, which, it was indicated, would be used to strengthen the company financially and also allow it to expand and diversify. It's known that NTA has been planning motion-picture production.

Mr. Harris, a partner in the theatrical production firm of Fryer, Carr & Harris, New York, is expected to participate actively in NTA. Incorporated in 1952, NTA was merged in 1959 with NGC as National Theaters & Television Inc. In 1961, the companies went their separate, though affiliated, ways with NGC restating at \$1 the worth of its originally more than \$12-million investment in NTA. National General, however, retained a 37% stock interest and various obligations of NTA.

NTA is traded over the counter. In its last annual report, for the fiscal period ended Sept. 30, 1967, the company showed a deficit of \$543,236.

## Program notes:

**More Barnett specials** ■ Six additional one-hour entertainment specials will be produced for Screen Gems Inc. by Jackie Barnett. Earlier this year Mr. Barnett produced six programs starring Jane Morgan, Julie London, Polly Bergen, Ella Fitzgerald, Duke Ellington, Shirley Bassey and Gordon MacRae, which have been sold to 36 stations.

**Testing, testing** ■ Trans-Lux Television Corp. reports that it is testing audience and station response to its proposed entertainment-talk series, *The Sound is Now*, with Murray the K, by offering the initial program as a special. The first test was Sept. 29 when the special was carried on WNEW-TV New York. The response from this presentation and from other syndicated showings will dictate whether Trans-Lux TV will go the series or specials route.

**Christmas series** ■ Family Theater Productions, Hollywood, is making available six half-hour, color films appropriate for the Christmas holidays. The films, offered on a free public-service basis, are from Family Theater's "Prince of Peace" series. Each film

concludes with a short conversation between Father Patrick Peyton, founder of Family Theater Productions, and personalities such as Jeanne Crain, Dolores Hope, Jane Wyatt, Frankie Avalon and Stephen McNally. The last film in the series, "The Promise," is narrated by Bing Crosby.

**Production subsidiary** ■ Western Video Industries, Los Angeles, parent company of Hollywood Video Center, has formed a production subsidiary, Western Video Productions. The subsidiary will produce its own television series and specials.

**Hallmark original** ■ *Hallmark Hall of Fame* will present "Teacher, Teacher" on NBC-TV Feb. 5, 1969, 7:30-9 p.m. EST. The original television drama concerns the plight and salvation of a mentally retarded child.

**Cook book show** ■ Kragen, Smothers & Fritz Inc., Beverly Hills, Calif., and Western Video Productions, Hollywood, begin production this month on a daily TV cooking show. The half-hour strip, *Season with Wry*, will be based on two tongue-in-cheek cookbooks and will feature celebrity guests.

## Radio-TV shows cited for brotherhood awards

Thirteen television and six radio programs have been designated by the National Conference of Christians and Jews to receive its 1968 national mass media brotherhood awards.

NBC News won in the documentary and dramatic categories for *Same Mud, Same Blood* and *The Reluctant Dragon*. KSD-TV St. Louis was cited for a documentary on jobs, *What's a Man Worth*; WCAU-TV Philadelphia for *Now is the Time* on Negro rights; WNBC-TV New York for its *Speaking Freely* panel. WBBM-TV Chicago received special recognition for its *Opportunity Line* job series.

Runners up were ABC-TV's *Southern Accents*, *Northern Ghettos* and the Kerner Report panel on *Issues and Answers*; WKYC-TV Cleveland for *The Young 'Uns*; KNBC(TV) Los Angeles for *The Invisible Minority*; WCBS-TV New York for *The Golden Mountain on Mott Street*; WBZ-TV Boston for *And*

*the Disciples Departed*, and WLOS-TV Asheville, N. C., for human-relations editorials.

Radio winners included KABC Los Angeles for a documentary on a Watts company titled *It Has a Beginning*; WMCA New York for a series on migrant housing, WEEI Boston for a bi-racial bank editorial and WABC New York for spot announcement on brotherhood.

Runners up were WJR Detroit for *Psychology of Rebellion* and KABC Los Angeles for *Operation Dalmation*.

## N.Y. theater owners man the barricades

Having lost one round in court, movie theater owners in New York are taking their case against CATV program origination to the streets.

The Independent Theater Owners Association and the Metropolitan Motion Picture Theaters Association are distributing leaflets and petitions through their members' theaters asking people to attend a hearing on origi-

nation before the New York board of estimate this week (Oct. 24) to "stop pay TV." The groups are also running a sound truck, which "has been applauded," according to Morton Sunshine, executive director of the independent theater owners.

The theater owners had previously failed to get an injunction in the New York state supreme court against the board of estimate's origination decision (BROADCASTING, Sept. 23).

CATV owners say there is no threat of pay TV involved in the pending resolution before the board. Under present experimental franchises, CATV operators are not allowed to charge for particular programs or originate advertising. An advisory task force, however, has recommended testing both methods of revenue (BROADCASTING, Sept. 23).

The CATV company presidents tended to discount the theater owners' latest move. Charles F. Dolan, president of Manhattan Cable television, called the leaflet factually inaccurate, while Charles Woodard of CATV Enterprises said the attempt sounded like the time when theaters first fought television, and doubted they would succeed.

## FocusOnFinance

### ABC net earnings up 26% for 3d quarter

ABC Inc. last week cited "a much firmer tone to advertising expenditures in broadcasting" and improved theater business in its increased net earnings for the nine months and third quarter ended Sept. 30.

President Leonard H. Goldenson said operating earnings increased 26% for the quarter, despite heavy costs of coverage of the political conventions and the enactment of the 10% federal income tax surcharge.

For nine months:

	1968	1967
Earnings per share	\$2.52	\$1.98
Gross income	17,475,000	18,040,000
Net earnings	11,900,000	9,290,000

### Company reports:

**Papert, Koenig, Lois Inc.** last week reported a drop in gross billings and a loss in income for the first nine months of 1968 ended Aug. 31:

	1968	1967
Earned per share	(\$ .092)	\$ .216
Gross billings	25,297,800	29,287,130
Commission and service fee income	3,943,032	4,421,900
Net income before provision for		
income taxes	(95,981)	405,700
Net income	(66,181)	175,400
Number of shares outstanding	721,337	810,787

**Cypress Communications Corp.**, New York, newly organized multiple CATV

owner with controlling interest in KTXL (TV) Sacramento, Calif., reported a 26% increase in revenues over 1967 for the year ended June 30:

	1968	1967
Earned (loss) per share	\$0.18	(\$0.10)
Revenues	2,325,999	1,839,496
Earnings after federal		
income taxes	54,578	33,590
Extraordinary item*	154,660	—
Net earnings	209,238	33,590
Average number of shares outstanding	652,083	600,000

Note: Figures for both 1968 and 1967 are stated on a pro-forma basis to give effect to acquisition of Altoona (Pa.) CATV system March 28, 1968.

\*Extraordinary item is nonrecurring gain from sales of a subsidiary CATV company and of a minority interest in a cable television company for a combined sales price of \$759,071.

**Plough Inc.**, Memphis, pharmaceutical firm and group broadcaster, reported record sales, income and earnings per share for the nine months ended Sept. 30:

	1968	1967
Earnings per share	\$1.56	\$1.45
Net sales	93,500,000	83,370,470
Net income	12,270,000	11,387,550

**Grass Valley Group Inc.**, Grass Valley, Calif., manufacturer of solid-state TV broadcast equipment, reported a 55% increase in sales and a 52% increase in earnings for the nine months ended Sept. 30:

	1968	1967
Earned per share	\$0.25	\$0.21
Sales	1,470,000	950,000
Net income	365,000	240,000

**H&B American Corp.**, Beverly Hills, Calif., major owner of community antenna television systems, reported that unaudited net income from operations for the last fiscal year increased by more than \$100,000 over unaudited income for the preceding comparable fiscal period. For the fiscal year ended July 31, 1968:

	1968	1967
Earned per share	\$0.29	\$0.29
Revenues	7,461,849	6,424,750
Net income	901,482	783,367
Shares outstanding	3,323,123	2,689,968

Notes: Revenues and net income figures for both periods are subject to audit. Unaudited net income and revenues figures for fiscal 1967 have been restated to reflect pooled companies results. The net income figure for the year ended July 31, 1967 includes an extraordinary credit of \$130,000.

**Gulf & Western Industries Inc.**, New York, parent company of Paramount Pictures and multiple CATV owner, last week reported an 18% increase in earnings on an 11% sales increase for the fiscal year. All divisions except Paramount recorded increases. Paramount's earnings were down because of lower television leasing revenue, according to Charles G. Bluhdorn, G&W board chairman, who reported on the fiscal year ended July 31:

	1968	1967
Earnings per share	\$3.24	\$2.76
Sales	1,313,939,000	1,189,000,000
Net earnings	69,842,000	59,054,000



## Minneapolis stations win big battle

### Tower relocation granted in compromise between air safety and FCC spacing rules

For more than eight years the issue of air safety was a stumbling block in the efforts of Minneapolis-St. Paul television stations to relocate their towers. Last week it proved a critical factor in an FCC Review Board decision to permit KMSP-TV (ch. 9) Minneapolis to join its neighboring stations in a proposed antenna farm despite the resulting aggravation of an existing short-spacing problem.

KMSP-TV's tower, now located in downtown Minneapolis, is 175.8 miles, or 14.2 miles short-spaced, from the transmitter of co-channel WAOW-TV Wausau, Wis. The short-spacing would be 21.3 miles if KMSP-TV relocated its tower in the farm, in Shoreview, Minn.

But the board, in a decision that rejected an opposition of the Association of Maximum Service Telecasters, held that there is a need for a balancing of the interests of broadcasting and aviation in order to make the overall public interest finding.

And the Shoreview antenna-farm proposal, it said, "achieves this balancing of the public interest or compromise which, standing alone, outweighs the additional short-spacing relating to KMSP-TV and warrants a waiver of the commission's mileage separation rule."

The compromise on the part of aviation interests, in the board's view, was the Federal Aviation Agency's willingness to agree to the farm at the Shoreview site after the stations reduced the height of their proposed twin towers from 2,649 feet to 2,375 feet above mean sea level. Aviation interests had been urging a limit of 1,549 feet above mean sea level.

In the same action, the board granted the applications of four other stations to move their towers into the Shoreview site. They are WTCN-TV and WCCO-TV, both Minneapolis, and two St. Paul educational stations—KTCA-TV and KTCI-TV.

Unless it is overturned by the commission or the courts, the decision marks the end of what for some of the stations involved has been a 10-year effort to relocate their towers. The commercial applicants now operate from towers atop the same Minneapolis building.

From the beginning, the question of

air hazard, raised by the Federal Aviation Agency, proved a barrier. In 1961, the dispute focused on the Shoreview site, which had been recommended by FAA. The impasse was broken in January 1967, when the stations, following a series of informal conferences with the FAA, agreed to reduce the height of the towers to 2,375 feet.

As a result, examiner Jay Kyle, in an initial decision last November, proposed a grant of the five applications. His decision recommended KMSP-TV's request for a waiver of the minimum-spacing rule.

In opposing the KMSP-TV application because of the short-spacing problem, AMST had argued that there were a number of other sites available from which the station could operate without violating the minimum-spacing rule, or at least not worsening the existing 14-mile shortage.

However, the board rejected the alternative-site suggestions as, "at best, hypothetical." It described the suggestions as "grossly deficient and falling far short of sufficient facts showing the reasonable possibility of an alternate site."

In granting KMSP-TV's request for waiver, the board cited both aeronautical safety and improved-broadcast-service considerations. It said there was considerable evidence in the record that a single location for television tall towers in the Minneapolis-St. Paul area is an important air-safety consideration. KMSP-TV had maintained that there was no other area where all of the towers could be accommodated and meet mileage separation requirements.

The board also noted that KMSP-TV would be able to cover a vastly greater area if its application were granted. And the gain area would include 25,000 people in a 1,280-square-mile area who receive no service and 72,700 people in 1,500-square-mile area who receive only one service.

The compromise it was advancing, the board said, conforms with the aims of the commission's 1967 antenna farm report, which provided rules for the establishment of antenna farms in a manner designed to meet the requirements of air safety and of broadcast

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service.

Besides the five applicants, three other Minneapolis stations are expected to locate in the proposed farm. KSTP-TV, the remaining VHF station in Minneapolis, has applied for commission authorization to share a candelabra tall tower, and Viking Television, an applicant for UHF channel 23 Minneapolis-St. Paul, has specified the Shoreview farm as its site. WGTC-TV (ch. 29) Minneapolis, which is not yet on the air, has indicated a desire to build its station at the same site.

The grant of the five applications is conditioned on the stations making the tower facilities available to all area television stations. The grant to KMSP-TV, in addition, is conditioned on the station employing a directional antenna to protect WAOW-TV.

## D.C. stations give up on tower project

A two-and-a-half year battle to secure acceptances by citizens and governmental officials for the establishment of a 1,220-foot tower to accommodate five of Washington TV stations ended last week when four of the five stations withdrew from the consortium.

Stations abandoning the project were WTOP-TV, WRC-TV, WTTG-TV and non-commercial, educational WETA-TV. The fifth station, WMAL-TV said it would continue seeking another tower site.

From the beginning the candelabra tower project ran into difficulties, including citizen opposition that carried litigation to the U. S. Supreme Court. Only last week the court declined to review a lower-court ruling upholding the stations in their battle to locate the tower in the Forest Glen area of Montgomery County, Md.

## TV set sales jump 450,000 over '67

Total color and black-and-white television sets sales in the first half of 1968 were 5,576,102 units, compared to 5,128,326 in the same period in 1967, the Electronic Industries Association has reported.

The report covers all U. S. sales, including receivers manufactured domestically, those imported for sale with domestic labels, and those imported with foreign labels.

Domestic TV set sales for the first six 1968 months totaled 4,761,756; imports for domestic labels, 449,702, and imports for foreign labels, 364,644. These compare with the following for the same six months in 1967: 4,448,696, 319,993 and 359,637.

Radio sales for the 1968 half-year totaled 19,473,562, compared to 17,-

881,887 in the same period last year. U.S.-produced radios sold during this year's six months were 7,537,774, imports for domestic labels, 2,513,647, and imports for foreign labels, 9,422,141.

Last year for this period, the breakdown was 7,721,690, 1,744,297 and 8,415,900.

In the FM radio field, a reversal took place; although total sales were up. For the 1968 half year, U. S. produced FM receiver sales were 793,024, imports for domestic label, 943,538, and imports for foreign labels, 4,138,421, for a total of 5,874,983. In the 1967 half year the figures were 1,166,681, 536,175 and 2,941,342, for a total of 4,644,198.

## Secondary channel test started by WNYC-TV

Municipally owned WNYC-TV New York is conducting an experiment involving telecasting of its programs on its regular channel (31) and another one (77) to ascertain if this method will improve reception during the period when twin 110-foot towers of the World Trade Center are under construction.

WNYC-TV began the experiment Oct. 10 and will continue it until end of this year under a temporary authorization from FCC. If tests are successful, programs on VHF channels 2, 4, 5, 7, 9, 11 and 13 may be simulcast on secondary channels in the UHF band, which now are not used in New York. It is the viewing area northward from the Empire State Building that is expected

to be plagued by "ghosts" for eight months to two years during the construction of the trade center. TV station in New York transmit from atop the Empire State Building, but eventually will shift to one of trade center's towers.

## GE wins patent case as court refuses review

GE won a four-year-old FM stereo patent infringement case brought against it by a trustee in bankruptcy for Crosby Teletronics Corp., when the U.S. Supreme Court last week refused to review an appeals court holding that the Crosby patents were invalid.

The Crosby litigation was begun in 1964, three years after the FCC chose the GE-Zenith standards for FM stereo. Crosby claimed that GE was using its patented circuits in making devices for FM stereo receivers. A federal district court upheld the patent's validity, but was overruled by the appeals court.

## B&H exhibits new models; opens color-tape studio

Bell & Howell's New York distributor, GBC Closed Circuit TV Corp., introduced four new models of television equipment and opened a color-tape studio last week.

The equipment demonstrated included a 2920 model color tape recorder priced from \$4,200 to \$6,200; the 2970 closed-circuit color vidicon camera, selling for

## Technical briefs:

**Station identification** ■ Creative Consultants has announced the development of a new method of visual identification for TV stations and advertisers. "LOGO-motion" replaces the overprinted white or tagged slide of conventional station identification with channel numbers and letters completely integrated with the visual background, on both tape and film and in full color.

**Instrumentation firm** ■ Potomac Instruments has been formed in Silver Spring, Md., specializing in broadcast instrumentation including phase monitors and field intensity meter calibration. William A. Casson, is president; Clifford C. Hall, vice president and chief engineer, and Robert H. Ellenberger, director of operations. Address: 932 Philadelphia Avenue.

**Wireless camera** ■ GBC Closed Circuit TV Corp., New York, has a wireless vidicon TV camera that operates and transmits pictures to either channels 5 or 6 on a TV set without any connection to the receiver. The new camera

(WS-822) weighs seven pounds, is 6x6x10¼ inches, employs a crystal-controlled transmitter, and solid-state devices with outputs for both video and radio frequencies switchable to either video monitor (registering 550 lines horizontal resolution) or standard home TV receiver. It has automatic light compensation.

**New name** ■ Optical Imports Inc., Oceanside, N. Y., distributor of Angenieux optical equipment, has changed its name to Angenieux Corp. of America Inc. Offices will remain at 440 Merrick Road. Angenieux, a French company, manufactures zoom lenses for television cameras and other optical-mechanical systems.

**New recorder** ■ Craig Corp., Los Angeles, has developed a new helical-scan, color videotape recorder. The model 6403 two-head system, runs at 7.5 inches per second and costs \$4,000.

**Picks distributor** ■ Shively Laboratories, Raymond, Me., has named CCA Electronics, Gloucester City, N. J., as its exclusive FM broadcast antennas distributor.



\$14,000; color television monitors; and a film chain for converting 16mm film into color video signals.

GBC expects its new studio to be used by advertising agencies, department stores and industrial and educational organizations for pilots, training and promotional tapes.

## FCC seeks advice on amplifier usage

The FCC is considering requiring type approval for modulation monitor amplifiers used by some remotely controlled AM and FM stations, and is asking for preliminary advice from the industry.

In its notice of inquiry, the commission pointed out that under present

conditions, any radio station licensee may build its own amplifier "in accordance with its individual conception of what constitutes an adequate design." Since the accuracy of a modulation monitor fed with an off-the-air signal is "critically dependent" on its radio frequency amplifier, the commission said, establishment of a type approval program is desirable.

## KIRO fine proposed

The FCC has notified KIRO Seattle of its apparent liability for forfeiture of \$2,500 for violations of the commission's presunrise rules. The full-time station was said to have commenced operation with its daytime facilities at

5:15 a.m. PST without presunrise authority, from Oct 28 through Dec. 20, 1967. KIRO acknowledged that it "operated inconsistently" with the rules, but said that its engineering personnel believed erroneously that they didn't apply to KIRO. The station has 30 days in which to request reduction or remission or to pay the fine.

## New film processor developed

Houston Fearless Corp., Los Angeles, has developed a new compact, low-cost, film processor designed with an eye on small TV stations.

The "Mini-Color" costs less than \$12,000 and occupies an area 75 by 23 by 53 inches.

## Fates&Fortunes

### Broadcast advertising

**Joseph A. Albanese**, account supervisor, and **Joseph A. Scuteri**, account executive, Dancer-Fitzgerald-Sample, New York, named VP's.

**Murray L. Klein**, senior VP, Smith/Greenland Inc., New York, appointed executive VP-creative operations. **Peter Palazzo**, head of own advertising and design firm there, joins company as VP and creative director.

**Lloyd Werner**, sales staff, ABC Inc., New York and Chicago, appointed sales manager, Tele-Rep Inc., Chicago.

**Nicholas Gordon**, manager, sales development, NBC-TV Sales, appointed VP, eastern sales, succeeding **Myron Weinblatt**, who was appointed VP, talent and administration, NBC-TV, New York (BROADCASTING, Oct. 14).

**Kenneth E. Caffrey**, **Joseph E. Campion**, and **Robert E. Lethbridge**, associate media directors, Ogilvy & Mather Inc., New York, elected VP's.

**David N. Kapsack**, director of public relations, Solow/Wexton Inc., New York, also named VP.

**John Charles Ferries**, account supervisor, Benton & Bowles, New York, elected VP.

**Charles S. Adorney**, creative director, McCann-Erickson, New York, joins Ross Roy of New York Inc., as VP and creative director.

**Robert S. Marker**, executive VP and office manager, McCann-Erickson, Detroit, joins New York office as managing director of one of M-E's collaboratives. **Theodore D. O'Hearn**, with M-E's West Germany office, becomes senior VP and succeeds Mr. Marker in Detroit.

**Michael Donovan**, VP and media director, Papert, Koenig, Lois, Inc., New York, joins CBS-TV Chicago, in new post of director of market and sales development-central sales. He is succeeded by **Erwin H. Ephron**, VP and director of media planning and research (BROADCASTING, Oct. 14).

**George Scanlon**, with sales staff, CBS Radio Spot Sales, New York, joins CBS-owned WCAU Philadelphia, as national sales manager.

**Perry L. Brand**, senior VP and assistant to president, Griswold-Eshleman Co., Cleveland, named interoffice manager for New York, Chicago, Cleveland and Pittsburgh.

**Stephen Rosenblatt**, art director, The Gumbinner-North Co., New York, named VP.

**Donna Tierney**, account supervisor, Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.

**Stuart E. Schwartz**, account director, North Advertising, Chicago, named VP.

**Robert Woodruff**, associate creative director, Campbell-Ewald, Chicago, joins Gerson, Howe & Johnson Inc. there as VP and creative director.

**Lowell G. Thielen**, with Marquette National Bank, Minneapolis, named president of newly formed Metropolitan Advertising Inc., there.

**James B. Mathies**, assistant sales manager, WFBM-TV Indianapolis, named commercial manager.

**Glenna Tinkler**, timebuyer, Tracy-Locke Co., Dallas, joins KCLV there as regional-national sales manager.

**Thomas W. Thuman**, with sales staff, KENR Houston, appointed sales manager.

**Len Forray**, formerly with Color by

Pergament and Len Forray Studios Inc., both New York, joins Tulchin Productions Ltd. there as sales manager. Tulchin is producer of film-tape commercials and programs.

**Bill Mac Iver**, announcer for WTOA Trenton, N. J., joins WGVA Geneva, N. Y., as sales manager.

**Tony Tallman**, announcer-salesman, WAZE Clearwater, Fla., appointed sales manager.

**Daniel E. Ries**, account executive, WKRC Cincinnati, appointed local sales manager.

**Tom McCann**, account executive, KING-TV Seattle, appointed local sales manager.

### Media



Mr. Spencer

**Philip Spencer**, VP and general manager, WCSS Amsterdam, N.Y., and general manager, WEBO Owego and WIPS Ticonderoga, both New York, elected president of all three stations.

**William E. Wuerch**, general manager, WLWI(TV) Indianapolis, also elected VP.

**Robert O. Anderson**, chairman and executive chief officer, Atlantic Richfield Co., Philadelphia, elected to CBS Inc. board of directors.

**Charles G. Slemmons**, treasurer and assistant secretary, Mutual Broadcasting Corp., Los Angeles, also elected VP and board member.

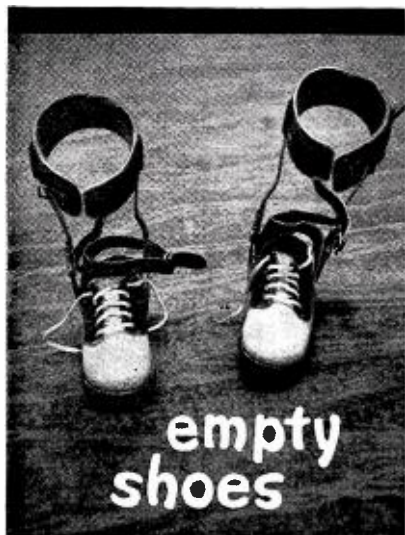
**Eugene H. Bohi**, sales manager, WKYC-

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TV Cleveland, appointed station manager. **Clifford E. Ford**, local sales manager, succeeds Mr. Bohi.

**Clint Formby**, KPAN Hereford, elected president, Texas Association of Broadcasters. **Steve Cowan**, KGBC-AM-FM Galveston, elected VP, and **Mike McKinnon**, KIII(TV) Corpus Christi, elected treasurer.

**Richard E. Lewis**, WJLK Asbury Park, elected president, New Jersey Broadcasters Association.

**E. Berry Smith**, WTVW(TV) Evansville, elected president, Indiana Broadcasters Association.

**Richard B. Rawls**, VP and general manager, KPHO-TV Phoenix, joins WECO-TV Pittsburgh, as general manager. Station plans to begin broadcasting on channel 53 in December.

**Kent Burkhart**, general manager, WQXI-AM-FM Atlanta, also named VP of parent Pacific and Southern Broadcasting Co.

**A. James Ebel**, VP and manager, KOLN-TV Lincoln, Neb., named to technical committee, Association of Maximum Service Telecasters, Washington. He fills unexpired term of **Orin Towner**, who retires as engineering director, WHAS-TV Louisville, Ky.

**Arthur W. Furtado**, sales manager, KUTY Palmdale, Calif., named general manager.

**Norm Hankoff**, general manager, KTHO-AM-FM South Lake Tahoe, Calif., named VP.

## Programming



Mr. Fein

**David B. Fein**, executive producer, WABC-TV New York, joins WOR-TV there as director of programming. He is succeeded by **Tak Kako**, assistant director of programming.

**Richard C. Stratton**, operations manager, WMAL-TV Washington, appointed program-production manager. He succeeds **Herb Victor**, who joins WABC-TV New York, as assistant program director. Succeeding Mr. Stratton is **Frank Ford**, assistant production manager.

**John Hopson**, with Cascade Pictures, Hollywood, appointed national sales manager and administrator for National Television Film Distributors, division of Cascade.

**Richard Colbert**, VP, western sales, Four Star Entertainment Corp., Hollywood, named VP and general manager of San Francisco office.

**Tony Azzato**, executive VP and principal, The Teledynamics Corp., New York, resigns to form new company, Gold Coast Television Programs, 2160 N.E. 56th Place, Fort Lauderdale, Fla. Firm will produce and distribute television programs.

**Joel Efrein**, director of television, Institutional Investor Videosystems, New York, named VP in charge of television production.

**William N. Burch**, producer and director, MCA TV, also named VP, commercial-industrial films, Universal City Studios, North Hollywood.

**Leslie Linder**, client representative, General Artists Corp., London, named managing director Filmways Ltd., that city.

**Larry Berger**, music director, WWRL New York, joins WALL Middletown, N. Y., as program director.

**Lee Stone**, Midwest division manager, United Artists Corp., Chicago, joins Trans-Lux Television Corp. there in same capacity.

## News

**Merrill Mueller**, managing news editor, KOA-TV Denver, and previously NBC News Correspondent, joins ABC Radio as network correspondent.

**Charles J. Seel**, student news director, KSDB-FM Manhattan, Kan., joins KSEK Pittsburg, Kan., as news director.

**Al Hooker**, newsman, KFBK Sacramento, Calif., appointed news editor.

**George Flowers**, with WWRL New York, joins WTHE Mineola, N. Y., as news director.

## Promotion

**Walter H. Dyer**, director of public relations, D'Arcy Advertising, New York, joins Philip Morris Inc. there as corporate relations assistant.

**Ronald G. Klayman**, promotion manager, WQAD-TV Moline, Ill., joins CKLW Windsor, Ont.-Detroit, as production director.

**John Smith**, cameraman, CBS News, joins WLAC-TV Nashville, as director of promotion. **Merle Emery**, promotion manager becomes director of public relations.

## Equipment & engineering

**Joseph H. Cohen**, with engineering staff, CBS, Hollywood, joins Visual Electronics Corp., custom audio systems, Pasadena, Calif., as product manager.

**Gerry King**, field engineer, Cascade Electronics Ltd., Port Moody, B. C., Canada, appointed chief field engineer for U. S. and Canada.

**Donald H. Castle**, manager, engineering planning and equipment develop-

ment, NBC engineering department, named director, engineering planning and equipment development. **Allen A. Walsh**, manager, facility design and construction, named director, facility design and construction.



Sir Francis

**Sir Francis McLean, C.B.E.**, director of engineering, British Broadcasting Corp., London, joins CBS/Comtec Group and EVR Partnership, that city, as assistant to the president.

**Loren E. Steadman**, manager, television system-special programs, Convair division, General Dynamics Corp., San Diego, joins Berkeley-Colortran Inc., Burbank, Calif., as executive VP.

**Peter Cousins**, with tube and semiconductor division and microelectronics and laser subdivisions, Electronic Industries Association, Washington, named VP. **John Sodolski**, staff director, indus-

trial electronics division, also named VP.

### Allied fields

**Clark Slayman**, regional manager, BBDO, Atlanta, joins The Pulse Inc., New York, as head of research firm's new Atlanta-based southeast office, 1447 Peachtree Street, N.E.

**Dick Werges**, national production director, McLendon Stations, Dallas, joins Nationwide Management Consultants, Chicago, as director of radio air talent.

**Simon Lazarus**, legal assistant to FCC Commissioner Nicholas Johnson, joins U.S. Senate campaign of Democrat Paul O'Dwyer (N.Y.), as research director.

### Deaths

**Paul Gardner**, 57, consultant for special projects, press department, NBC, died Oct. 6 in Atlantic Highlands, N. J., of heart attack. Mr. Gardner began writing career with *New York American* in 1931, as sportswriter. In 1944 he joined ABC press department. Subsequently he

did freelance writing, was radio-TV producer, and, prior to joining NBC, was publicist with Young & Rubicam. He is survived by his wife, Hannah, and son.

**Yves Vien**, 54, member of Canadian Broadcasting Corp. board of directors, died Oct. 5 in Montreal. Mr. Vien joined CBC's French language service, Radio Canada, in 1953 as television program director. In 1954 he became director of television, and in 1959 he was made director of television programming for Quebec division. He is survived by his wife, Therese, two children.

**Bea Benaderet**, 62, star of TV's *Petticoat Junction*, died Oct. 13 at Good Samaritan hospital, Los Angeles, of pneumonia and lung cancer. Miss Benaderet began career in network radio in 1936 as regular on *The Campbell Playhouse*. She excelled in dialect and rapid repartee, talents she displayed as Gertrude Gearshift on Jack Benny program and Blanche Morton on the *George Burns and Gracie Allen Show*, among others. She is survived by her husband, Gene Twombly, son and daughter.

## ForTheRecord

As complied by BROADCASTING, Oct. 9 through Oct. 16 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

### New TV stations

#### Final actions

■ Utica, N. Y.—Roy H. Park Broadcasting Inc. Review board granted UHF ch. 20 (506-512 mc); ERP 826 kw vis., 123.9 kw aur. Ant. height above average terrain 798 ft.; ant. height above ground 427 ft. P.O. address: 408 East State Street, Ithaca, N. Y. 14851. Estimated construction cost \$898,400; first-year operating cost \$320,000; revenue \$170,000. Geographic coordinates 43° 08' 43" north lat., 75° 10' 35" west long. Type trans. GE TT-59-A. Type ant. GE TV-25-B. Legal counsel Midlen and Reddy; consulting engineer A. D. Ring and Associates, both Washington. Principal: Roy H. Park, sole owner. Mr. Park owns WNCT-AM-FM-TV Greenville, N. C.; WDEF-AM-FM-TV Chattanooga; WJHL-TV Johnson City, Tenn. and WTVR-AM-FM-TV Richmond, Va. Mr. Park also has interest in insurance, banking, milling and citrus companies as well as other business interests. In same action applications of P. H. Inc. and Rust Craft Broadcasting Co. were dismissed with prejudice and proceeding terminated. Action Oct. 9.

#### Other actions

■ Review board in Miami, TV broadcast proceeding, Doc. 18325, denied petition for

extension of time for filing petition to enlarge, change or delete issues filed Oct. 14 by Coral Television Corp. Action Oct. 16.

■ FCC referred to review board joint request by competing Savannah, Ga. TV applicants for approval of reimbursement-dismissal agreement. Action Oct. 16.

#### Actions on motions

■ Hearing Examiner Chester F. Naumowicz Jr. in Medford, Ore. (Liberty Television, a joint venture comprised of Liberty Television Inc. and Siskiyou Broadcasters Inc., and Medford Printing Company), TV channel 8 proceeding, granted petition by Liberty Television for leave to amend application to show obtainment of new bank loan (Docs. 17681-2). Action Oct. 9.

■ Hearing Examiner Chester F. Naumowicz Jr. in Yakima, Wash. (Sunset Broadcasting Corp., Apple Valley Broadcasting Inc., Northwest Television & Broadcasting Co. [a joint venture]), TV proceeding, granted motion by Apple Valley Broadcast-

ing Inc. and ordered transcript of hearing corrected (Docs. 16924-6). Action Oct. 9.

#### Rulemaking action

■ FCC assigned TV ch. \*43 to Bay City, Tex. Assignment terminates rulemaking to amend TV table of assignments adopted July 31. Action Oct. 16.

#### Call letter application

■ Granik Broadcasting Co., Patchogue, N. Y. Requests WSNL-TV.

### Existing TV stations


#### Final actions

■ KAIT-TV Jonesboro, Ark.—Broadcast Bureau granted mod. of CP to extend completion date to April 4, 1969. Action Oct. 4.

■ KHOF-TV San Bernardino, Calif.—Broadcast Bureau granted mod. of CP to change studio location to Sunset Ridge Rd., Sunset

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 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Ridge Electronics site, Angeles National Forest, Calif. Action Oct. 10.

■ WMT-TV Cedar Rapids, Iowa—Broadcast Bureau granted CP to install precise carrier frequency control system at main trans. Action Oct. 7.

■ KTVI(TV) St. Louis—Broadcast Bureau granted CP to install precise carrier frequency control system at main trans. Action Oct. 7.

■ WLIW-TV Garden City, N. Y.—Broadcast Bureau granted mod. of CP to change ERP to 661 vis., 126 kw aur.; change trans. location to Ellington Ave., West, Garden City, N. Y.; change type trans., type ant., and ant. structure. Action Oct. 10.

■ WCBS-TV New York—Broadcast Bureau granted CP to install precise carrier frequency control system at main trans. Action Oct. 7.

■ WNYS-TV Syracuse, N. Y.—Broadcast Bureau granted mod. of CP to change ERP to 53.7 kw vis., 8.13 kw aur.; change type aur. trans. Action Oct. 4.

■ WNYS-TV Syracuse, N. Y.—Broadcast Bureau granted license for new station. Action Oct. 11.

■ WRDU(TV) Durham, N. C.—Broadcast Bureau granted mod. of CP to change studio location to State Rt. 54, 0.96 mile east of Durham; make changes in ant. system. Action Oct. 7.

■ WECT(TV) Wilmington, N. C.—Broadcast Bureau granted mod. of CP to change ERP to vis. 83.2 kw, aur. to 8.32 kw, ant. height 1,940 ft.; change type trans. and type ant. Action Oct. 11.

■ \*KOED-TV Tulsa, Okla.—Broadcast Bureau granted license covering changes in existing station. Action Oct. 4.

■ KOTI(TV), KOB(TV) and K07HS Klamath Falls, Medford and Williams, all Oregon—Broadcast Bureau granted mod. of licenses to change name of licensee to Oregon Broadcasting Co. Action Oct. 7.

■ \*WIPR-TV San Juan, P. R.—Broadcast Bureau granted mod. of CP to extend completion date to April 4, 1969. Action Oct. 4.

■ KORN-TV Mitchell, S. D.—Broadcast Bureau granted mod. of CP to change type trans., type ant.; condition. Action Oct. 4.

■ \*WKNG-TV Memphis—Broadcast Bureau granted mod. of CP to extend completion date to April 4, 1969. Action Oct. 4.

■ KGNS-TV Laredo, Tex.—Broadcast Bureau granted license to utilize formerly licensed trans. at 820 Convent Avenue, Laredo for auxiliary purposes only. Action Oct. 4.

■ KLBK-TV Lubbock, Tex.—Broadcast Bureau granted extension of completion date to March 27, 1969 and mod. of CP to make changes in ant. system (main trans. and ant.). Action Oct. 11.

■ KSEL-TV Lubbock, Tex.—Broadcast Bureau granted mod. of CPs to extend completion date to March 23, 1969; and change ERP to vis. 788 kw, 155 kw aur., ant. height 840 ft., change type trans., type ant. and ant. structure. Action Oct. 11.

■ \*WVVU-TV Morgantown, W. Va.—Broadcast Bureau granted mod. of CP to extend completion date to April 4, 1969. Action Oct. 4.

■ WBAY-TV Green Bay, Wis.—Broadcast Bureau granted CP to install precise frequency control system at main trans. Action Oct. 10.

■ WXOW-TV La Crosse, Wis.—Broadcast Bureau granted mod. of CP to change frequency from ch. 25, 536-542 mcs to ch. 19, 500-506 mcs, ERP 132.1 kw vis.; 26.4 kw aur.; ant. height 930 ft.; change ant. structure and ant. system; granted mod. of CP to extend completion date to April 7, 1969. Action Oct. 7.

## Initial decision

■ FCC in initial decision reinstated grant of application of Apple Valley Broadcasting Inc. for new TV station on ch. 35 at Yakima, Wash. Initial decision becomes effective in 50 days unless there is appeal or commission reviews it on own motion (Docs. 16924-6). Ann. Oct. 14.

## Action on motion

■ Hearing Examiner David I. Kraushaar in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., Alabama Television Inc., Birmingham Broadcasting Co., Birmingham Television Corp.), TV proceeding, dismissed motion by Bir-

mingham Television Corp. [WBMG(TV)] for correction of record (Docs. 15461, 16760-1, 16758). Action Oct. 8.

## Call letter action

■ WBKB-TV ABC Inc., Chicago. Granted WLS-TV.

## New AM stations

### Final action

■ George G. Cory, Crozet, Va.—Broadcast Bureau granted CP for new AM station on 810 kc, 250 w-D; conditions. Action Oct. 3.

### Other actions

■ Review board in Sumiton, Ala., AM broadcast proceeding, Docs. 18204-05, granted request for extension of time filed Oct. 9 by Sumiton Broadcasting Co., extended to Oct. 18 time within which to file responsive pleadings to petition to enlarge issues filed by Cullman Music Broadcasting Co. Action Oct. 11.

■ Review board in Milton, Fla., AM broadcast proceeding, Doc. 17613, denied appeal from examiner's refusal to grant 30-day continuance and request for expedited consideration filed Oct. 9 by Milton Broadcasting Co. Action Oct. 11.

■ Review board in Lexington, Ky., AM broadcast proceeding, Doc. 18285, granted motion to enlarge issues filed Sept. 4 by Bluegrass Broadcasting Co. Action Oct. 15.

■ Review board in Louisa, Ky., AM broadcast proceeding, Docs. 18235-36, denied petition to enlarge issues filed July 31 by Two Rivers Broadcasting Co. Action Oct. 14.

■ Review board in Grandview, Mo., AM broadcast proceeding, Docs. 18183-84, granted consent motion for extension of time filed Oct. 9 by Broadcasting Inc. and H-B-K Enterprises, extended to Oct. 21 time within which to file joint reply to Broadcast Bureau's opposition to joint petition for approval of agreement and other relief. Action Oct. 10.

■ Review board in New York, AM broadcast proceeding, Docs. 17454-55, granted joint request for extension of time filed Oct. 8 by New York University and Fairleigh Dickinson University, extended to Dec. 30 time within which to file exceptions to initial decision. Action Oct. 11.

■ Review board in Warwick, N. Y., AM broadcast proceeding, Docs. 18274-77, petition for extension of time to file joint request for approval of agreement and reply to opposition to petition to enlarge issues filed Oct. 10 by Warwick Broadcasting Corp. and Everette Broadcasting Co., granted to extent that time within which to file reply pleading to opposition to petition to enlarge issues is extended to and including Oct. 28 and denied in all other respects. Action Oct. 14.

## Action on motions

■ Office of Opinions and Review in Lorain, Ohio (Lorain Community Broadcasting Co., Allied Broadcasting Inc. and Midwest Broadcasting Co.), AM proceeding, granted petition by Allied Broadcasting Inc. and extended time to Oct. 21 to file application for review of review board's decision (FCC 68R-223) and the review board's memorandum opinion and order (FCC 68R-377) in Docs. 16876-8. Action Oct. 14.

■ Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co., Cullman Music Broadcasting Co.), AM proceeding, vacated schedule of procedures and procedural dates; scheduled further conference for Nov. 1 at which new schedule of procedures and procedural dates will be established and hearing date (presently Nov. 4) will be continued; dismissed petition by Sumiton Broadcasting Co. for extension of time (Docs. 18204-5). Action Oct. 9.

■ Hearing Examiner Isadore A. Honig in Mankato and Waseca, both Minnesota (Southern Minnesota Supply Co., KYSM and Waseca-Owatonna Broadcasting Co.), AM proceeding, granted motion by Southern Minnesota and reopened record; received into evidence Southern's additional exhibit 6 and again closed record with scheduled dates for filing post-hearing pleadings remaining unchanged (Docs. 18075, 18078). Action Oct. 11.

■ Hearing Examiner Isadore A. Honig in Warwick and Walden, both New York, and Pittsfield, Mass. (Warwick Broadcasting

Corp., Blue Ribbon Broadcasting Inc., Everette Broadcasting Co. and Taconic Broadcasters), AM proceeding, scheduled further prehearing conference for Dec. 5 and postponed Nov. 19 hearing to later date to be fixed at further prehearing conference (Docs. 18274-7). Action Oct. 10.

■ Hearing Examiner David I. Kraushaar in Vinita and Wagoner, both Oklahoma (Vinita Broadcasting Co. and Lum A. Humphries tr/as Wagoner Radio Co.), AM and FM proceeding, on request of Broadcast Bureau scheduled further prehearing conference for Oct. 22 (Doc. 18085-7). Action Oct. 9.

■ Acting Hearing Examiner Jay A. Kyle in Boynton Beach and Naples, both Florida (North American Broadcasting Co., Radio Boynton Beach Inc., Boynton Beach Community Services Inc. and Radio Voice of Naples), AM proceeding, ordered motion by Radio Voice of Naples to strike petition of Radio Naples to intervene be allowed and denied Radio Naples petition to intervene (Docs. 18310-3). Action Oct. 10.

■ Hearing Examiner Jay A. Kyle in Bowling Green, Ohio (WMGS Inc., WMGS and Radio Inc.), AM proceeding, granted request by WMGS and rescheduled Oct. 14 hearing for Dec. 10 (Docs. 16290-1). Action Oct. 11.

■ Hearing Examiner Herbert Sharfman in Lebanon and Bagnell, both Missouri (Risner Broadcasting Inc. and Lee Mace), AM and FM proceeding, denied motion by Risner to order exchange of witness list and synopsis of proposed testimony (Docs. 17899, 18043-4). Action Oct. 11.

## Call letter applications

■ Black Belt Broadcasting Co., Camden, Ala. Requests WC0X.

■ Ozark Broadcasting Co., Ozark, Ark. Requests KZRK.

■ Harry P. Brewer, Windsor, Colo. Requests KUAD.

## Existing AM stations

### Application

■ WIRY Plattsburgh, N. Y.—Seeks CP to change from 1340 kc, 250 w, 1 kw-LS, DA-D, U to 1340 kc, 250 w, 1 kw-LS, U. Ann. Oct. 15.

### Final Actions

■ KHIL Willcox, Ariz.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes. Action Oct. 10.

■ KDOT Scottsdale, Ariz.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 15, 1969. Action Oct. 7.

■ KOTN Pine Bluff, Ark.—Broadcast Bureau granted CP to change ant.-trans. and studio location to Commerce Road and East 10th Avenue, Pine Bluff. Action Oct. 4.

■ KYOR Blythe, Calif.—Broadcast Bureau granted CP to install former main trans. at present main trans. location for auxiliary purposes only. Action Oct. 4.

■ KFRC San Francisco—Broadcast Bureau granted CP to install old main trans. at new trans. location as alternate main trans. Action Oct. 11.

■ KFRC San Francisco—Broadcast Bureau granted CP to change ant.-trans. location of auxiliary trans. to same as main trans., 601 Ashby Avenue, Berkeley; remote control permitted. Action Oct. 14.

■ KBRR Leadville, Colo.—FCC granted application to increase daytime power from 250 w, U to 250 w, 1 kw local sunset, from 5 a.m. to 7 p.m. SH. Action Oct. 16.

■ WTAL Tallahassee, Fla.—Broadcast Bureau waived Sec. 73.30 of rules to extent of permitting relocation of main studio beyond corporate limits of Tallahassee at 2341 Phillips Rd. Authority effective upon notification to commission that programing has commenced from new studio. Tallahassee station identification to be continued. Action Oct. 11.

■ WMGR-AM-FM Bainbridge, Ga.—Broadcast Bureau granted application for remote control; subject to provision that commission be notified within three days after commencement of operation from authorized location. Action Oct. 9.

■ WBYS Canton, Ill.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Oct. 7.

■ WTCO-AM-FM Campbellsville, Ky.—Broadcast Bureau granted application for remote control; subject to provision that commis-

sion be notified within three days after commencement of operation from authorized location. Action Oct. 9.

■ **WEZE Boston**—Broadcast Bureau granted mod. of license covering change in name of licensee to East Industries Inc. Action Oct. 14.

■ **WCER Charlotte, Mich.**—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 3, 1969; condition. Action Oct. 7.

■ **WCBY Cheboygan, Mich.**—Broadcast Bureau granted license covering change in ant. system. Action Oct. 7.

■ **KBRF Fergus Falls, Minn.**—Broadcast Bureau granted mod. of license to operate main trans. by remote control from 112 East Lincoln, Fergus Falls (DA-N); conditions. Action Oct. 11.

■ **WHB Kansas City, Mo.**—Broadcast Bureau granted license covering use of former main trans. as an alternate main trans. Action Oct. 7.

■ **KWNA Winnemucca, Nev.**—Broadcast Bureau granted CP to install former main trans. at main trans. location for auxiliary purposes only. Action Oct. 4.

■ **WKBQ Garner, N. C.**—Broadcast Bureau granted mod. of CP and extended completion date to March 15, 1969. Action Oct. 7.

■ **KOIL Omaha**—Broadcast Bureau granted CP to install auxiliary ant. and trans. at 8901 Indian Hills Drive, Omaha for auxiliary purposes only. Action Oct. 4.

■ **KOZN Omaha**—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 27; condition. Action Oct. 7.

■ **WLK Newport, Tenn.**—Broadcast Bureau granted CP to replace expired permit; granted mod. of CP, remote control permitted; condition. Action Oct. 7.

■ **KEYE Perryton, Tex.**—Broadcast Bureau granted license covering increase in daytime power. Action Oct. 7.

■ **WELF Tomahawk, Wis.**—Broadcast Bureau granted license covering new station, specify type trans. Action Oct. 7.

■ **WBBL Richmond, Va.**—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Oct. 7.

#### Other action

■ **WGSB Geneva, Ill.**—FCC denied request for waiver of Sec. 73.37(a) of rules to permit acceptance and grant of application to make changes in authorized directional pattern. Action Oct. 16.

#### Actions on motions

■ **Acting Chief Hearing Examiner Jay A. Kyle in Milton, Fla.** (Milton Broadcasting Co.), renewal of license of WEBY, ordered that evidentiary hearing scheduled to commence Oct. 28 in Milton, Fla. be transferred to Pensacola, Fla. Hearing will be held at San Carlos Hotel Oct. 28 at 10 a.m. (Doc. 17613). Action Oct. 10.

■ **Acting Chief Hearing Examiner Jay A. Kyle in Ogden, Utah and Golden, Colo.** (North America Broadcasting Co., Norman Broadcasting), renewal of licenses of KSVN Ogden and KICM Golden, designated Hearing Examiner Basil P. Cooper to serve as presiding officer, scheduled prehearing conference for Nov. 25 and hearing for Jan. 7 (Docs. 18343-4). Action Oct. 9.

#### Fines

■ **Broadcast Bureau notified WNIL Niles, Mich.** It has incurred apparent forfeiture liability of \$250 for 9 violations of rules, including violation of Sec. 73.113(a)(6). Licensee has 30 days in which to contest or pay forfeiture. Action Oct. 4.

■ **FCC notified KIRO-AM-FM-TV Seattle** of apparent liability for forfeiture of \$2,500 for rule violations. Action Oct. 16.

#### Call letter applications

■ **WFCS, Willie Broadcasting Co., Southington, Conn.** Requests WNTY.

■ **KFTV, Lamar Broadcasting Co., Paris, Tex.** Requests KPFE.

#### New FM stations

##### Applications

■ **Dunn, N. C.**—North Carolina Central Broadcasters Inc. Seeks 103.1 mc, ch. 276, 3 kw. Ant. height above average terrain 257

ft. P.O. address: c/o Lincoln Faulk, Box 431, Dunn, N. C. 28334. Estimated construction cost \$15,300; first-year operating cost \$6,000; revenue \$6,000. Principals: A. Lincoln Faulk, president (8.51%), W. W. Hutchins, 1st vice president, C. A. Francis, 2nd vice president, Alice Baggett, secretary (each 17.02%) et al. Principals have interest in WCKB Dunn, N. C. Mr. Hutchins is minister and Mr. Francis is in insurance. Alice T. Baggett is in retail drug business. Ann. Oct. 16.

■ **\*Denton, Tex.**—North Texas State University. Seeks 88.5 mc, ch. 203, .034 kw. Ant. height above average terrain 123 ft. P.O. address: c/o Dr. Ted Colson, Dept. of Speech & Drama, North Texas State University, Denton, Tex. 76203. Estimated construction cost \$80,299; first-year operating cost \$56,365; revenue none. Principals: Board of Regents, North Texas State University. Ben H. Wooten, chairman et al. Mr. Wooten is banker. Ann. Oct. 11.

■ **\*Randolph Center, Vt.**—Vermont State Colleges. Seeks 90.7 mc, ch. 214, .01 kw. Ant. height above average terrain 63 ft. P.O. address: c/o Christopher Moore, Vermont Technical College, Randolph Center, Vt. 05061. Estimated construction cost \$2,988; first-year operating cost \$1,000; revenue none. Principals: Robert S. Babcock, provost et al. Mr. Babcock has no other business interests indicated. Ann. Oct. 11.

#### Final actions

■ **Guntersville, Ala.**—Guntersville Broadcasting Co. Broadcast Bureau granted 95.9 mc, ch. 240, 3 kw. Ant. height above average terrain 297.6 ft. P.O. address: Box 32, Guntersville, Ala. 35976. Estimated construction cost \$15,445; first-year operating cost \$9,200; revenue \$14,600. Principals: D. L. Jackson, president. Mr. Jackson has interest in WNNL Lineville and WEVY Talladega, both Alabama. Applicant is licensee of WGAD Gadsden, Ala. Action Oct. 14.

■ **Wynne, Ark.**—East Arkansas Broadcasters Inc. Broadcast Bureau granted 92.7 mc, ch. 224, 3 kw. Ant. height above average terrain 300 ft. P.O. address: Box 225, Wynne, Ark. 72396. Estimated construction cost \$20,046; first-year operating cost \$2,500; revenue \$4,000. Principals: Mrs. Hannah Marie Raley et al. East Arkansas Broadcasters Inc. owns KWYN Wynne, Ark. Action Oct. 8.

■ **Jerome, Idaho**—Allen D. Lee. Broadcast Bureau granted 92.7 mc, ch. 224, 3 kw. Ant. height above average terrain 111 ft. P.O. address: 901 North Lincoln, Jerome, Idaho 83338. Estimated construction cost \$26,993; first-year operating cost \$17,000; revenue \$18,000. Principals: Allen D. Lee, sole owner. Mr. Lee is also sole owner of KART Jerome, Idaho. Action Oct. 14.

■ **Lincoln, Ill.**—Lincoln Christian College. Broadcast Bureau granted 88.7 mc, ch. 204, 10 w. Ant. height above average terrain 72 ft. P.O. address: Limit at Keokirk, Lincoln, Ill. 62656. Estimated construction cost \$9,422.75; first-year operating cost \$6,950; revenue none. Principals: Applicant is non-profit corporation. Earl C. Hargrove, president, board of trustees. Action Oct. 8.

■ **Danville Ky.**—WHIR Inc. Broadcast Bureau granted 107.1 mc, ch. 286, 3 kw. Ant. height above average terrain 148 ft. P.O. address: Box 8, Danville 40422. Estimated construction cost \$37,000; first-year operating cost \$6,000; revenue \$6,000, minimum. Principal: Raymond P. Holbrook, president. Action Oct. 8.

#### Other actions

■ **Review board in Rockmart, Ga.** FM broadcast proceeding, Docs. 18314-15, granted joint motion filed Oct. 14 by Georgia Radio Inc. and Faulkner Radio Inc., extended to Oct. 23 time within which to file oppositions to petitions to enlarge issues filed Oct. 2. Action Oct. 16.

■ **Review board in Albany, N. Y.** FM broadcast proceeding, Docs. 18210-12, denied motion to enlarge issues against Regal Broadcasting Corp. filed July 22 by Functional Broadcasting Inc. Action Oct. 9.

■ **Review board in Berwick, Pa.** FM broadcast proceeding, Docs. 17884-85, granted request for extension of time filed by Broadcast Bureau Oct. 8, extended to Oct. 16 time within which to file responsive pleadings to joint petition under Sec. 1.525. Action Oct. 10.

■ **Review board in San Antonio, Tex.** FM broadcast proceeding, Docs. 18238-39, granted to extent indicated and denied in all other respects motion to enlarge issues filed July 31 by Turner Broadcasting Corp. Action Oct. 16.

■ **FCC waived Sec. 73.207(a)** of rules to permit Basic Communications Inc., licensee of WYDE Birmingham, Ala., to apply for new FM station with short spacing from other stations. Basic is competing with Voice of Dixie Inc., licensee of WVOX Birmingham, for FM assignment on ch. 258 there. Action Oct. 9.

■ **FCC amended FM table of assignments** which assigned a first class A FM channel to seven communities, a second class A to one, substitutes a class A for a class C in another presently having three unused class C channels and a first class C to a small remote community: Burney ch. 291 and Ojai, both California, ch. 288A; Buford, Ga. ch. 272A; Rochelle ch. 272A and Savanna, both Illinois, ch. 261; Dubuque, Iowa ch. 225, 257A, 272A and 287; Fulton, Miss. ch. 269A; Carlisle, Pa. ch. 228A and 272A; Moncks Corner, S. C. ch. 288A; Laredo, Tex. ch. 224A, 264 and 289; Berlin, Wis. ch. 232A. Amended table becomes effective Nov. 25. Action Oct. 16.

#### Actions on motions

■ **Hearing Examiner Thomas H. Donahue in Albany, N. Y.** (Regal Broadcasting Corp., Functional Broadcasting Inc., WPOW Inc.), FM proceeding, denied request by WPOW Inc. asking examiner's consent to file six page petition for reconsideration addressed to ruling made by examiner in memorandum opinion and order FCC 68M-1334 (Docs. 18210-2). Action Oct. 8.

■ **Hearing Examiner Jay A. Kyle in London, Ky.** (H. & C. Broadcasting Co. and London Broadcasting Co.), FM proceeding, scheduled evidentiary hearing for Nov. 18 (Docs. 18200-1). Action Oct. 11.

■ **Acting Chief Hearing Examiner Jay A. Kyle in Albuquerque, N. M.** (R. Edward Ceres, Jack C. Hughes), FM proceeding, granted request by R. Edward Ceres and set Oct. 21 in lieu of Oct. 7 as date for exchange of exhibits; Oct. 28 in lieu of Oct. 14 as date for notification of witnesses desired for cross-examination; rescheduled hearing from Oct. 21 to Nov. 4 (Docs. 18213-4). Action Oct. 9.

■ **Hearing Examiner Forest L. McClenning in Port Jervis, N. Y.** (Port Jervis Broadcasting Co. and Murray Hill Associates), FM proceeding, set certain procedural dates.



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and continued hearing from Oct. 14 to Jan. 6 (Docs. 18267-8). Action Oct. 9.

### Rulemaking action

■ FCC amended FM table of assignments, Sec. 73.202(b) of rules to assign ch. 282 to Harrisonburg, Va. Report and order assigning channel terminated rulemaking proceeding (Doc. 18259). Action Oct. 9.

### Call letter applications

- Jesse L. Koonce, Delano, Calif. Requests KDNO(FM).
- Missouri Valley College, Marshall, Mo. Requests \*KNOS(FM).
- Shaw University, Raleigh, N. C. Requests \*WSHA(FM).
- Charles H. Chamberlain, Bellefontaine, Ohio. Requests WOHP(FM).
- Virginia Polytechnic Institute, Blacksburg, Va. Requests \*WUVT-FM.

### Designated for hearing

■ FCC set for hearing application of Camel Co. for new FM on ch. 232 (94.3 mc) at Kenedy-Karnes City, Tex. Action Oct. 16.

## Existing FM stations

### Final actions

- WKLD(FM) Oneonta, Ala.—Broadcast Bureau granted license covering new station; specify type trans. Action Oct. 15.
- KGUS(FM) Hot Springs, Ark.—Broadcast Bureau granted mod. of CP and extended completion date to Dec. 1. Action Oct. 15.
- KEWB(FM) Redding, Calif. — Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Action Oct. 14.
- KSRF(FM) Santa Monica, Calif.—Broadcast Bureau granted CP to install new circular polarized ant.; ant. height minus 180 ft. Action Oct. 14.
- WHMS(FM) Hialeah, Fla.—Broadcast Bureau granted mod. of CP to change ant.-trans. and studio location to 478 W. 28th

Street, Hialeah; change type trans.; make changes in ant. system; increase ant. height to 110 ft., change type ant. Action Oct. 8.

■ KRCB-FM Council Bluffs, Iowa.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; ant. height 175 ft.; remote control permitted; condition. Action Oct. 4.

■ WMDR(FM) Moline, Ill.—Broadcast Bureau granted mod. of CP and extended completion date to April 27, 1969. Action Oct. 15.

■ WTLC(FM) Indianapolis—Broadcast Bureau granted license covering changes. Action Oct. 15.

■ WVTS(FM) Terre Haute, Ind.—Broadcast Bureau granted CP to install new type trans., new type ant., make changes in ant. system, increase ant. height to 500 ft., ERP 50 kw; remote control permitted. Action Oct. 8.

■ \*WNJU-FM Dekalb, Ill.—Broadcast Bureau granted license covering change in frequency from 89.5 mc to 89.7 mc. Action Oct. 15.

■ WPKY-FM Princeton, Ky.—Broadcast Bureau granted mod. of CP to change type trans. add vert. polarization; change type ant.; condition. Action Oct. 4.

■ WPKY-FM Princeton, Ky.—Broadcast Bureau granted mod. of CP and extended completion date to March 13, 1969; condition. Action Oct. 15.

■ WCAO-FM Baltimore—Broadcast Bureau granted mod. of CP to change type trans., instal. dual polarized ant.; conditions. Action Oct. 4.

■ WCHD(FM) Detroit — Broadcast Bureau granted CP to replace expired permit. Action Oct. 7.

■ KMHL-FM Marshall, Minn.—Broadcast Bureau granted CP to install new type trans.; ERP 3 kw. Action Oct. 4.

■ WCCO-FM Minneapolis — Broadcast Bureau granted mod. of CP and extended completion date to April 6, 1969. Action Oct. 15.

■ \*St. John's University Broadcasting Inc., Moorhead, Minn.—Broadcast Bureau granted mod. of CP and extended completion date to March 1, 1969, for new noncommercial educational FM station, remote control permitted; condition. Action Oct. 7.

■ KWLM-FM Willmar, Minn.—Broadcast Bureau granted CP to install new type trans., ERP 70 kw; granted CP to install auxiliary trans. at main trans. location for auxiliary purposes only. Action Oct. 4.

■ WDSK-FM Cleveland, Miss. — Broadcast Bureau granted mod. of CP to change ant.-trans. location to Highway 61 North, Cleveland; ant. height 215 ft.; condition. Action Oct. 14.

■ KFBD-FM Waynesville, Mo. — Broadcast Bureau granted license covering changes. Action Oct. 15.

■ WMHR(FM) Syracuse, N. Y.—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action Oct. 8.

■ \*WRPI(FM) Troy, N. Y.—Broadcast Bureau granted CP to change ant.-trans. location to William Road, North Greenbush, N. Y.; change type trans., type ant.; make changes in ant. system, ant. height 370 ft., ERP 10 kw; remote control permitted. Action Oct. 8.

■ WOTT-FM Watertown, N. Y.—Broadcast Bureau granted mod. of CP to change type ant. Action Oct. 4.

■ WHNC-FM Henderson, N. C.—Broadcast Bureau granted CP to install new trans.; ERP 15.5 kw. Action Oct. 11.

■ KBMR-FM Bismarck, N. D.—Broadcast Bureau granted license covering new station. Action Oct. 15.

■ WGSA-FM Ephrata, Pa.—Broadcast Bureau granted CP to change ant.-trans. location to atop Ephrata Mountain, 0.40 mile southeast of Ephrata, remote control permitted; install new type ant.; make changes in ant. system, ant. height 500 ft. Action Oct. 8.

■ WORO(FM) Corozal, P. R.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Action Oct. 14.

■ KWAT-FM Watertown, S. D.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Action Oct. 14.

■ WTRO-FM Dyersburg, Tenn. — Broadcast Bureau granted license covering new station; specify type trans. Action Oct. 15.

■ WFLT(FM) Franklin, Tenn.—Broadcast

Bureau granted application for remote control. Action Oct. 4.

■ \*WFMO(FM) Lebanon, Tenn.—Broadcast Bureau granted mod. of CP to change ant.-trans. and studio location to 314 Hill Street, Lebanon; change type trans., type ant.; ant. height 57 ft., ERP 500 w. Action Oct. 8.

■ KVET-FM Austin, Tex.—Broadcast Bureau granted mod. of CP to change type trans., type ant.; make changes in ant. system, decrease height to 370 ft., ERP 33 kw; remote control permitted. Action Oct. 11.

■ KFMC(FM) Provo, Utah—Broadcast Bureau granted CP to install new type auxiliary trans. at main trans. location for auxiliary purposes only; remote control permitted. Action Oct. 4.

■ WVEC-FM Hampton, Va.—Broadcast Bureau granted CP to install new type ant.; make changes in ant. system, ERP 50 kw, ant. height 380 ft.; install new type trans.; condition. Action Oct. 4.

■ KDUX-FM Aberdeen, Wash. — Broadcast Bureau granted CP to change station location to Ocean Shores, Wash.; change ant.-trans. and studio location to 360 Catala Avenue, Ocean Shores; install new type ant.; make changes in ant. system, ant. height 155 ft., ERP 48 kw. Action Oct. 14.

■ KIT-FM Yakima, Wash.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Action Oct. 14.

■ KFBC-FM Cheyenne, Wyo. — Broadcast Bureau granted mod. of CP to change type ant. Action Oct. 4.

### Call letter applications

- WHBB-FM, Talton Broadcasting Co., Selma, Ala. Requests WTUN(FM).
- KTUX(FM), Peer Broadcasting Corp., Livermore, Calif. Requests KYTE(FM).

### Call letter actions

- WRKO-FM, RKO General Inc., Boston. Granted WROR(FM).
- WHK-FM, Metromedia Inc., Cleveland. Granted WMMS(FM).
- WJMX-FM, Atlantic Broadcasting Co., Florence, S. C. Granted WSTN(FM).
- KCLE-FM, Jim Gordon Inc., Cleburne, Tex. Granted KFAD(FM).
- KALL-FM, Salt Lake City Broadcasting Co., Salt Lake City. Granted KQMU(FM).

## Renewal of licenses, all stations

- Broadcast Bureau granted renewal of license for following station: WFDF Flint, Mich. Action Oct. 4.
- Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KABQ Albuquerque, N. M.; KBLI Blackfoot, Idaho; KBNM(FM) Albuquerque, N. M.; KCCO Lawton, Okla.; KEES Gladwater, Tex.; KFUN Las Vegas, N. M.; KHIL Willcox, Ariz.; KLIF Dallas; KOB-TV Albuquerque, N. M.; KODY North Platte, Neb.; KOWB Laramie, Wyo.; KPST Preston, Idaho; KSUN Bisbee, Ariz.; \*KUWR (FM) Laramie, Wyo.; KVGO Ogden, Utah; KWEI Weiser, Idaho; KWKI(FM) Kansas City, Mo.; KYET Payette, Idaho; and WXLW Indianapolis. Actions Oct. 10.
- Broadcast Bureau granted renewal of licenses for following stations: KAWT Douglas, all Arizona; and KHAC Window Rock, all Arizona; KKIT Taos, N. M.; KLWN-AM-FM Lawrence, Kan.; KOTS Deming and KRZE Farmington, both New Mexico; KVSI Montpelier, Idaho; KWHO-AM-FM Salt Lake City. Actions Oct. 14.

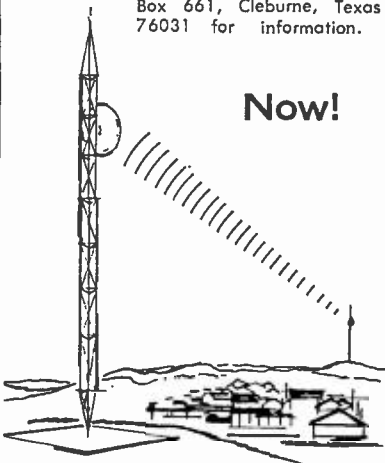
## Modification of CP's, all stations

- Broadcast Bureau granted mod. of CP's and extended completion dates for following stations: KRDO-FM Colorado Springs to Apr. 1, 1969, condition; WTLN-FM Apopka, Fla. to Jan. 14, 1969, condition; WAFB-FM Baton Rouge, La. to Nov. 15; KKWB(FM) Breckenridge, Minn. to Dec. 1; WELO-FM Tupelo, Miss. to Dec. 31; \*KBI-FM Columbia, Mo. to Apr. 14, 1969; WDLV-FM Vineyard, N. J. to Feb. 28, 1969, condition; WGSN-FM Smithtown, N. Y. to Dec. 30;

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WMHR(FM) Syracuse, N. Y. to March 20, 1969; WCHS-FM Charlestown, W. Va. to Nov. 1, condition: WAWA-FM Milwaukee to Oct. 15; WTMB-FM Tomah, Wis. to Nov. 27. Actions Oct. 7.

■ Broadcast Bureau granted mod. of CPs and extended completion dates for following VHF TV translator stations: W05AM Coral Bay, St. John Island; W12AT Frederiksted; W03AH Fredensborg King Quarter, all Virgin Islands, all to April 14, 1969. Actions Oct. 14.

■ Broadcast Bureau granted mod. of CPs for following UHF TV translator stations and extended completion dates: K72DD Ephrata; K76CQ Pasco; K70EJ Oakesdale and Steptoe; K75CE, Spokane; and K81BE Walla Walla, all Washington, all to April 4, 1969. Actions Oct. 4.

## Other actions, all services

■ FCC notified the National Broadcasting Co. that its operation of Hollywood Squares program has from time to time misled public; that procedures followed in conducting program have been lax and that even now they do not appear adequate. In same letter commission said procedures for preventing improper practices on PDQ program have been lax. Matters will be considered further in connection with pending application for renewal of license of KNBC Los Angeles. Commission said responsibility for supervision of the PDQ program has rested upon KNBC. Action Oct. 9.

■ FCC designated for consolidated hearing application for transfer of control of Medford Broadcasters Inc., licensee of KDOV Medford, Ore., from Ralph J. Silkwood and K. C. Laurance to W. H. Hansen; renewal of license of R. W. Hansen, son of W. H. Hansen for KCNO Alturas, Calif.; renewal of KDOV license; FM CP to W. H. Hansen on 93.7 mc, ch. 229, with 25.55 kw and minus 354 ft. ant.; and FM CP to Radio Medford Inc., licensee of KMED and KMED-TV Medford, Ore. on same frequency with hor. power of 14.4 kw, 18.4 kw vert. and 3,263 ft. ant. Action Oct. 9.

## Translators

### Actions

■ K07ID, K07II Atascadero and Morro Bay, both California—Broadcast Bureau granted mod. of CPs to change name of licensee to Central Coast Broadcasters Inc. Action Oct. 4.

■ Lakeshore T. V. Translator Service, Lakeshore, Calif.—Broadcast Bureau granted CP for new VHF TV translator station to serve Lakeshore on ch. 4 by rebroadcasting KHSL-TV Chico, Calif. Action Oct. 3.

■ K75BT Susanville and Herlong, both California—Broadcast Bureau granted CP to make changes in ant. system of UHF TV translator station. Action Oct. 3.

■ K73BY Susanville and vicinity, Calif.—Broadcast Bureau granted license covering new UHF TV translator station. Action Oct. 4.

■ W07AT Greene and Schoharie, both Delaware, and Margaretville and Fleischmanns, both New York—Broadcast Bureau granted mod. of license of VHF TV translator station to change name of licensee to Board of Cooperative Educational Services, Second Supervisory District, Greene, Delaware, Schoharie and Otsego counties. Action Oct. 14.

■ FCC notified Columbia Broadcasting System Inc., that temporary emergency authorization for its 1 w VHF translator station in Valparaiso, Ind. cannot be extended beyond Oct. 28. CBS was offered opportunity to dismiss VHF translator application and file new application for UHF translator. To give CBS time to consider this course of action, commission said it is affording 60 days from date of its letter to file new application for UHF translator station. Action Oct. 9.

■ W72AA Iron Mountain, Mich.—Broadcast Bureau granted CP to install WBAX-TV Green Bay, Wis. as alternate primary TV station for UHF TV translator station. Action Oct. 8.

■ K76BC Walker, Minn.—Broadcast Bureau granted license covering changes in UHF TV translator station. Action Oct. 7.

■ K75AZ Big Fork, Mont.—Broadcast Bureau granted CP to change type trans. for UHF TV translator station. Action Oct. 3.

## Summary of broadcasting

Compiled by BROADCASTING, Oct. 16, 1968

	Licensed	On Air CP's	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,204 <sup>1</sup>	25	25	4,229 <sup>1</sup>	69	4,298 <sup>1</sup>
Commercial FM	1,846	56	56	1,902	205	2,107
Commercial TV-VHF	495 <sup>2</sup>	10	10	505 <sup>2</sup>	12	517 <sup>2</sup>
Commercial TV-UHF	117 <sup>2</sup>	44	44	160 <sup>2</sup>	161	322 <sup>2</sup>
Educational FM	343	12	12	355	29	384
Educational TV-VHF	70	4	4	74	3	77
Educational TV-UHF	64	29	29	93	18	111

## Station boxscore

Compiled by FCC, Oct. 1, 1968

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,201 <sup>1</sup>	1,840	612 <sup>2</sup>	343	134
CP's on air (new stations)	25	59	54	12	33
Total on air	4,226 <sup>1</sup>	1,899	666 <sup>2</sup>	355	167
CP's not on air (new stations)	72	209	173	29	21
Total authorized stations	4,298 <sup>1</sup>	2,108	839 <sup>2</sup>	384	188
Licenses deleted	0	1	0	0	0
CP's deleted	0	1	0	0	0

<sup>1</sup>Includes two AM's operating with Special Temporary Authorization, and 25 educational AM's. Includes two VHF's operating with STA's, and one licensed UHF that is not on the air.

■ Garfield T. V. Club, Jordan, Mont.—Broadcast Bureau granted CP for new VHF TV translator station to serve Jordan, Black Butte community, Edwards and Brusett on ch. 11 by rebroadcasting KOOK-TV Billings, Mont. Action Oct. 3.

■ Garfield T. V. Club, Sand Springs, Mont.—Broadcast Bureau granted CP for new VHF TV translator station to serve Sand Springs community, Calif Creek community and Lodge Pole on ch. 6 by rebroadcasting KOOK-TV Billings, Mont. Action Oct. 3.

■ K72AM, K76AG, K78AH Toole, Liberty and Glacier Counties, all Montana—Broadcast Bureau granted licenses covering changes in UHF TV translator stations. Action Oct. 7.

■ Washoe Empire, Carson City, Nev.—Broadcast Bureau granted CP for new VHF TV translator station to serve Carson City on ch. 12 by rebroadcasting KTVN-TV Reno. Action Oct. 10.

■ Pershing County T. V. Tax District, Lovelock, Nev.—Broadcast Bureau granted CP for new UHF TV translator station to serve Lovelock on ch. 70 by rebroadcasting KOLO-TV Reno. Action Oct. 11.

■ FCC granted application of Aztec Non Profit TV Association Inc., for CP for new 1 w VHF TV translator on ch. 12 to serve Aztec, N. M. by rebroadcasting KOAT-TV Albuquerque, N. M. Action Oct. 9.

■ Penasco Social Committee, T. V. Committee, Penasco, N. M.—Broadcast Bureau granted CPs for new VHF TV translator stations to serve Penasco on ch. 9 by rebroadcasting KGGM-TV and ch. 11 by rebroadcasting KOAT-TV, both Albuquerque, New Mexico. Action Oct. 1.

■ Ute Park TV Association, Ute Park, N. M.—Broadcast Bureau granted CPs for new VHF TV translator stations to serve Ute Park on ch. 5 by rebroadcasting KGGM-TV and ch. 8 by rebroadcasting KOB-TV, both Albuquerque, New Mexico. Action Oct. 11.

■ W73AK Andes; W75AF Bloomville and South Kortright; W79AO Stamford; W82AG Jefferson; W03AG Margaretville and Fleischmanns; W08AW Gilboa, Prattsville and Roxbury, all New York—Broadcast Bureau granted mod. of CP of UHF and VHF TV translator station to change name of licensee to Board of Cooperative Educational Services, Second Supervisory District, Greene, Delaware, Schoharie and Otsego counties. Action Oct. 14.

■ WBJA-TV Inc., Binghamton, N. Y.—Broadcast Bureau granted CP for a new TV translator station to serve Conklin, Dickinson and Southside Binghamton on ch. 70 by rebroadcasting WBJA-TV Binghamton, N. Y. Action Oct. 11.

■ W76AF Jefferson; W81AH Bloomville and South Kortright; W83AL Andes; W71AI Stamford; W04AS Gilboa, Prattsville and Roxbury, all New York—Broadcast Bureau granted mod. of licenses of UHF and VHF TV translator stations to change name to Board of Cooperative Educational Services,

Second Supervisory District, Greene, Delaware, Schoharie and Otsego counties. Actions Oct. 14.

■ K74DH Forest Hill, Pocola, Cameron and Morris Creek, all Oklahoma—Broadcast Bureau granted license for new UHF TV translator station. Action Oct. 11.

■ K72DA Hood River, Ore. and White Salmon, Wash.—Broadcast Bureau granted CP to change call sign and frequency of UHF TV translator station to K76CT, ch. 76, 842-848 mcs. Action Oct. 4.

■ K02EZ Jacksonville, Phoenix and Talent; K04DK Cave Junction, Selma and Deer Creek; K04ER Applegate Valley; K04ES Klamath Falls; and K04EY Grants Pass and Chinook Park, all Oregon—Broadcast Bureau granted mod. of CP and of licenses of VHF TV translator stations to change name of licensee to Oregon Broadcasting Co. Action Oct. 7.

■ K05DP Dell City, Tex.—Broadcast Bureau granted license covering VHF TV translator station. Action Oct. 4.

■ K11IP Dell City, Tex.—Broadcast Bureau granted license for new VHF TV translator station. Action Oct. 11.

■ K73BW, K76CR and K79BT Mountain Home, Ingram and Hunt, all Texas—Broadcast Bureau granted licenses covering new UHF TV translator stations; specify type trans. Action Oct. 7.

■ K82BK Mountain Home, Ingram and Hunt, all Texas—Broadcast Bureau granted license for new UHF TV translator station and specify type trans. Action Oct. 11.

■ K83BO, K79BP Uvalde (rural) and Knippa, both Texas—Broadcast Bureau granted licenses for new UHF TV translator stations. Action Oct. 11.

■ Millard County School District, Delta, Utah—Broadcast Bureau granted CP for new UHF TV translator station to serve Delta on ch. 79 by rebroadcasting KUED-TV, Salt Lake City. Action Oct. 11.

■ Millard County School District, Fillmore, Utah—Broadcast Bureau granted CP for new UHF TV translator station to serve Fillmore on ch. 76 by rebroadcasting KUED-TV, Salt Lake City. Action Oct. 7.

■ Screen Gems Broadcasting of Utah Inc., Levan, Utah—Broadcast Bureau granted CP for UHF TV translator station to serve rural SanPete County, Aurora and rural Juab County on ch. 69 by rebroadcasting KCPX-TV Salt Lake City. Action Oct. 3.

■ K83BC Virgin, Utah—Broadcast Bureau granted license covering changes in UHF TV translator station. Action Oct. 7.

■ W71AH South Boston and Halifax, both Virginia—Broadcast Bureau granted license covering changes in UHF TV translator station. Action Oct. 7.

■ Rainey Valley T. V. Service Inc., Glenoma, Wash.—Broadcast Bureau granted CP for new VHF TV translator station to serve



Glenoma on ch. 13 by rebroadcasting KIRO-TV Seattle. Action Oct. 11.

■ Karban Television System Inc., Park Falls, Wis.—Broadcast Bureau granted CP for new VHF TV translator station to serve Park Falls on ch. 5 by rebroadcasting WAOW-TV Wausau, Wis. Action Oct. 7.

■ Karban Television System Inc., Park Falls, Wis.—Broadcast Bureau granted CP for new VHF TV translator station to serve Park Falls on ch. 4 by rebroadcasting WSAU-TV Wausau, Wis. Action Oct. 11.

## CATV

### Applications

■ Telecab Inc.—Requests distant signals from WSBK-TV and WKBG-TV, both Boston, to Concord, N. H. (Manchester, N. H.-ARB54). Action Oct. 11.

■ Valley Cable TV Co.—Requests distant signals from WARD-TV Johnstown and WFBG (TV) Altoona, both Pennsylvania, to Turtle Creek, East Pittsburgh, North Versailles, and Wilkins, all Pennsylvania (Pittsburgh-ARB10 and Wheeling, W. Va.-Steubenville, Ohio-ARB37). Ann. Oct. 11.

### Other action

■ FCC advised CATV systems in Colorado communities of Greeley, Loveland, Longmont and Fort Collins that they may carry local television signals and program originations specified in initial pleadings. Action Oct. 9.

### Actions on Motions

■ Hearing Examiner Charles J. Frederick in Springfield, Jerome, Leland Grove, Southern View, Grandview and Rantoul, all Illinois. (First Illinois Cable T. V. Inc. and Rantoul CATV Co.). CATV proceeding in Springfield-Decatur-Champaign television market, on examiner's own motion rescheduled Oct. 15 prehearing conference for Nov. 18; set aside other procedural dates; and dismissed as moot motion by First Illinois Cable for continuance (Docs. 18206-7). Action Oct. 10.

■ Hearing Examiner Thomas H. Donahue in Fresno, Madera and Clovis, all California. (Fresno Cable TV Co.). CATV proceeding in Fresno and Salinas-Monterey, all California, TV markets, upon motion by Fresno Cable TV Co. changed date for exchange of exhibits to Dec. 13 and date of hearing to Jan. 13 (Docs. 18130-2). Action Oct. 8.

### Designated for hearing

■ FCC designated for hearing CATV proposals by Multi-Channel Cable Co. for Whitehall and Circleville, both Ohio. Action Oct. 9.

## Ownership changes

### Applications

■ KHAT Phoenix—Seeks assignment of license from Radio K-HAT Inc. to R. & R. Broadcasting Co. for \$210,000. Principals of Radio K-HAT Inc.: Ray Odum, president et al. Principals of R. & R. Broadcasting Co.: Ralph Robert Rust, president and Christopher W. Remington, vice president (each 50%). Mr. Remington is salesman for TV film syndication firm. Mr. Rust is former assistant general manager of WSBK-TV Boston. Ann. Oct. 16.

■ KREO Indio, Calif.—Seeks assignment of license from KREO Inc. to Desert Air Broadcasting Inc. for purpose of incorporation. No consideration involved. Principals: John Jackson Latham, president, Myles Hymes, secretary et al. Ann. Oct. 16.

■ KLGs Los Gatos, Calif.—Seeks assignment of license from Western Stereo Co. to The Tomentose Broadcasting Co. for \$127,500. Principals of Western Stereo Co.: Richard A. Ingraham, president et al. Principals of The Tomentose Broadcasting Co.: Lorenzo W. Milam, president and William H. Ryan, executive vice president (each 50%). Mr. Milam is columnist for Seattle newspaper and is partner in ownership of KDNA(FM) St. Louis. Mr. Ryan is former advertising director for Random House and former executive producer for ABC-TV. Ann. Oct. 16.

■ KXTV(TV) Sacramento, Calif.: WANE-TV Fort Wayne, Ind.: WISH-TV Indianapolis: KOTV(TV) Tulsa, Okla.: and KHOU-TV Houston—Seek transfers of control of Corinthian Broadcasting Corp. from John Hay Whitney (de jure, voting 60.08% of

stock before) to John Hay Whitney (de facto, voting 43.55% of stock after). Mr. Whitney is principal stockholder of Corinthian Broadcasting Corp., parent corporation of licensees of KXTV(TV), WANE-TV, WISH-TV, KOTV(TV) and KHOU-TV. Transfer is consequence of contemplated secondary public offering of 750,000 shares of Corinthian stock, all of which is already issued and outstanding and which includes shares owned or voted by Mr. Whitney as well as shares owned by others. Secondary public offering will involve purchase of shares from Mr. Whitney and other selling stockholders by a group of underwriters and the subsequent sale of some or all of such shares to the public, subject to requirements of the Securities and Exchange Commission. Offering is scheduled for early November. No consideration involved. Ann. Oct. 1.

■ WEXT West Hartford, Conn.—Seeks transfer of control of Grossco Inc. from Julian and Beulah Gross, Edmund Liszka et al. (as a group 100% before, none after) to Executive Broadcasting Corp. (none before, 100% after). Principals: Michael E. Schwartz, president-treasurer and Donald L. Wilks, vice president-secretary (each 50%). Messrs. Schwartz and Wilks own WTYM East Longmeadow, Mass. and own 33 1/4% each of WPET Greensboro, N. C. Consideration: \$352,500. Ann. Oct. 10.

■ WJOE Port St. Joe, Fla.—Seeks assignment of license from Big Bend Broadcasting Corp. to Thomas M. Donaldson and Roy E. Bradford db/as Big Joe Radio for \$78,500. Principals of Big Bend Broadcasting Corp.: William S. Dodson, president and Dorothy C. Dodson (each 48.7% et al. Mr. and Mrs. Dodson each have 48.7% interest in WCNH-AM-FM Quincy, Fla. and WBSB Bennettsville, S. C. Mr. Dodson owns 7 1/2% of WWSD Monticello, Fla. Buyers: Thomas M. Donaldson (55%) and Roy E. Bradford (45%). Mr. Donaldson is announcer and salesman for WMAI-FM Panama City, Fla. Mr. Bradford is announcer for WAPO Chattanooga. Ann. Oct. 10.

■ WJCM Sebring, Fla.—Seeks assignment of license from Highland Radio Inc. to Community Enterprises Inc. for \$75,000. Principals of Highlands Radio Inc.: James O. Blackman, Howard C. Johnson and Robert D. Ort. Principals of Community Enterprises Inc.: Thomas D. Thompson, president (40%), C. Wesley Ward, secretary-treasurer, George W. Courtney Jr., vice president and Edward R. Kennedy (each 20%). Mr. Thompson is retired Air Force officer. Mr. Ward is manager of WLQH Chiefland, Fla. Mr. Courtney is chief of audio section in Marine Corps. Mr. Kennedy is vice president of Newspaper Enterprise Association Inc. and World Almanac, a newspaper features service company. He also has ownership interest in NEA. Ann. Oct. 11.

■ WAZA Bainbridge, Ga.—Seeks assignment of license from Radio Bainbridge Inc. to Sowege Broadcasting Inc. for \$55,000. Principal of Radio Bainbridge: J. W. Woodruff Jr., sole owner. Mr. Woodruff owns 30.8% of WRBL-AM-FM-TV Columbus, Ga. and 57.5% of WGPC-AM-FM Albany, Ga. Principals of Sowege Broadcasting Inc.: Glenn T. Williams, president, William Roy Simpson, secretary-treasurer and Harry A. Schultz, vice president (each 33 1/3%). Mr. Williams is sales manager for WSEM Donaldsonville, Ga. Mr. Simpson is manager of WSEM. Mr. Schultz is journeyman pipefitter. Ann. Oct. 11.

■ WKAK Kankakee, Ill.—Seeks assignment of license from Kenneth C. Baker, Willis G. Maltby and Claude P. Baker db/as Baker-Maltby-Baker Enterprise to WKAK Inc. for purpose of incorporation. No consideration involved. Each principal has 33 1/3% interest in WKAK. Ann. Oct. 14.

■ WKNR Dearborn, Mich.—Seeks assignment of license from Knorr Broadcasting Corp. to Mission Detroit Co. for \$5,689,215.39 subject to adjustments. Principals of Knorr Broadcasting Corp.: Nellie M. Knorr, president and majority stockholder, et al. Mrs. Knorr has controlling interest in WKHM-AM-FM Jackson, Mich. Principals of Mission Detroit Co.: Jack Roth, president (100%). Mr. Roth is 50.45% owner of helicopter leasing service and is sole owner of telephone time and temperature service. Mission Detroit Co. is owned by Mission Broadcasting Co., owner of licensee of KONO and KITY(FM) San Antonio, Tex. and of licensee of WRIZ Coral Gables, Fla. Ann. Oct. 10.

■ WMTE Manistee, Mich.—Seeks transfer of

(Continued on page 88)

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Major league sports team seeking young man, 25-40 with broadcast experience for interesting sales promotion position. Must have feet on the ground and be willing to work. Send full resume to Box K-168, BROADCASTING.

Midwest most desired market for living and selling offers remarkable opportunity for young creative salesman with chance for management. Our salesmen are among the highest paid in the country. Box K-195, BROADCASTING.

Need experienced salesman for number one station in growing medium market. Twenty per cent commission against beginning guarantee. Send complete resume. Albert Johnson, KLOU, Box 1735, Lake Charles, La.

Madison, Wisc.—#1 AM music/news—#1 FM good music stations have career opportunity for young salesman on way up—strong on creativity. 6 station Mid-West group seeks man with management potential to sell AM/FM combination. Our people earn far more, enjoy excellent living conditions, opportunity for management and stock interest. Consideration for Ill./Mich. stations very possible. WISM, Madison, Wisc.—a Mid-West Family Station.

Country-polititan member of six station group offers a good guarantee, commissions, producing account list, vacation, sick leave, and advancement. Send resume to WITL, Lansing, Michigan.

Sales promotion director . . . Atlanta based International Corporation has executive opening. Need aggressive Director of Sales promotion. Must be able to create sales ideas for Radio and TV stations and outdoor advertising plants. Some travel necessary to learn sales problems first hand and make presentations. Hard work and plenty of opportunity. Send resume to Rollins, Inc. c/o Industrial Relations Dept. P.O. Box 647, Atlanta, Ga. 30301.

Salesman who wants golden opportunity in Florida. Established accounts with stable M-O-R station for right man. Send resume to Box 1745, Ocala, Florida 32670.

## Announcers

Talk man—Experienced communicator for regular shift at one of nation's outstanding all-talk, two-way radio stations—with substantial experience. Must have first phone ticket, but will do no maintenance. Top station in a top market. Send resume, air check and references to Box H-3, BROADCASTING.

## Announcers—(cont'd)

If you want to grow—grow with our chain. Immediate opening for announcer with 1st ticket. No maintenance, 6 to midnight shift at MOR on the east's beautiful DelMarVa peninsula. Send tape, resume and references to Box H-283, BROADCASTING.

Full-time 5 kw rocker wants pro on the way up. Key eastern market. Tape resume picture. Box K-83, BROADCASTING.

Announcer: Morning man, literate, bright capable of continuing large audience. Update New York medium market, No. 1 station. Ideal area. \$125.00 a week. Box K-89, BROADCASTING.

Dynamic, intelligent, aware, concerned, articulate, dedicated host for 9-mid. Talk program wanted to develop show on 50 kw covering half the U.S. plus. Good money to start plus solid increase for performance. Resume, tape and refs. immediately to: Box K-95, BROADCASTING.

Contemp. adult giant in God's country, seeks AM & PM drive personality—preferably men who understand basics of top forty . . . must be mature, stable, without problems. Exceptional compensation (I don't mean \$500 a month) for good people. Get me a tape, resume and solid references now. Box K-96, BROADCASTING.

## SORRY FOR THE INTRUSION

. . . but if you find replies to a BROADCASTING classified cluttered with "sales talk" from other publications, please consider the source. They're using us for the same reason you are . . . build a business, find a better job, fill a vacancy, buy or sell something. That's why BROADCASTING's Classified Section is THE marketplace for everybody and everything in broadcasting.

Mini-talk, maxi-music leader needs lively pro. Maturity and stability rewarded with excellent earning and benefits. Great Lakes. Your tape, photo and resume returned. Box K-137, BROADCASTING.

Wanted: Capable young energetic announcer interested in sales with interest in future management duties and obtaining 1st class license. Mature station resort area midwest. Box K-147, BROADCASTING.

Strong combination morning air-man and copywriter needed by MOR New England coastal medium station. Send tape, resume and salary to Box K-159, BROADCASTING.

Wanted . . . one ball of country music enthusiasm . . . job opening, January first, so we will take time to find the right man. Must know country music, inside and out, and be able to present it in an entertaining manner during afternoon drive time. Mid-Atlantic state, excellent facilities, good salary for right man. Must be of good reputation, non-drinker with A-1 credit references . . . we'll check closely. Tape, photo, resume, first letter. Box K-174, BROADCASTING.

Announcer-salesman Clinton, Iowa needs strong drive time announcer with some sales experience. Good opportunity to work on high salary plus commission. Contact Bernard Jacobsen, Manager, KROS, Clinton, Iowa. 1-319-242-1252.

## Announcers—(cont'd)

Swingin' operation in St. Louis area needs first ticket dee jay who can operate a tight board. Send resume to Chuck Norman, WGNU, Granite City, Illinois.

WHTG Eatontown, N.J., seeks early morning MOR dj. Able to write news.

Contemporary personality—top station needs top man—now. Call Jack Davison, WLKE, Waupun, Wis. 414-324-4441 after 3 p.m. weekdays.

WMBD Radio, Peoria, Illinois, seeks morning FM staff announcer. Minimum 1 year experience commercial radio. Also A.M. sports back up man with extensive play-by-play and news background. Rush tape, photo, and resume to Darrel Jones, Operations Manager, WMBD AM-FM, 212 S.W. Jefferson Avenue, Peoria, Illinois 61602.

Immediate opening for announcer looking for permanent position. First class license an asset. Good pay. Send tape and resume to: Don Wealer, General Manager, Radio Station WMIX, Southern Illinois' Most Powerful Radio Voice, Mt. Vernon, Illinois.

MOR 5,000 watt station in southern Ohio needs good announcer-production man. Excellent working conditions and above average salary. Send resume and tape to: Larry Anderson, Station Manager, WMPO, Box 71, Middleport, Ohio 45760. Or Call: 614-992-5355.

Leading Radio-TV operation has opening for top flight night dj for radio, with some television if qualified. Send tape. WSAV Radio and Television, Savannah, Georgia.

Announcer wanted for MOR adult-oriented station. Prefer first class license but will consider others. Ed Damron, Manager, WSSC, Sumter, South Carolina.

First ticket combo man for 5kw full time Pennsylvania adult music station with heavy accent on news and sports. No. 1 in medium market. Modern operation with top sound. No maintenance or selling. Good salary and fringe benefits. 215-696-3690.

First phone MOR combo man for upper midwest #1 5 kw immediate employment call 1-701-775-4611 collect.

Immediate opening for announcer with 3rd endorsed. MOR AM and FM station in northern Virginia area. Beginners considered. No collect calls. Contact Program Director at 703-347-1250.

Midwest modern country station has immediate opening for first phone, some air work, news. Permanent position for stable, knowledgeable modern-country-sound personality. Six day week. Salary negotiable, write Koch Broadcasting Corp. Box 436, Ypsilanti, Michigan.

Top announcer with 3rd endorsed for modern sound middle-of-road in central Florida. Send tape, resume and snapshot to Box 1745, Ocala, Florida, 32670.

## Technical

Chief engineer needed for Ohio three stations at once. Must be experienced in maintenance and constructing AM and FM. Box I-27, BROADCASTING.

Chief engineer—AM-FM, directional experience. Multi station chain. Excellent salary and advancement opportunities. Box K-51, BROADCASTING.

Chief engineer: Responsible position. Complete charge substantial AM/FM equipment plus personnel. Complete details to Box K-181, BROADCASTING.

Chief engineer—first phone for 1 KW—non-directional AM station. Must be settled, draft free. Provisions to further electronics education at nearby universities and technical schools. Able to run audio proof-of-performance service, BCI-J Gates transmitter, solid state boards, Ampex tape recorders, cartridge tapes. Good opportunity, stable position with good salary, profit sharing. Contact John Sheddin, KCOH, 5011 Alameda, Houston, Texas 77004—JACKSON 2-1001.

### Technical—(cont'd)

**First Class technician** for east Pa. 5,000 watt full-time station. Well-established clean operation offers profit-sharing plan, other good benefits. WCOJ, Coatesville, Pa. 19320.

**Unusual opportunity** for a first phone at 10,000 watt directional in upper Michigan. Position now open due to promotion within group. State experience and salary required. WDBC, P.O. Box 419, Escanaba, Michigan 49829.

**50,000 watt WHAM** in Rochester, New York. Immediate opening for 1st class engineer. Contact: Bill Givens, Radio Station WHAM, 350 East Avenue, Rochester, New York 14605. (AC 716-454-4884.)

**Chief Engineer**—Immediate opening with fast growing group. Heavy x-mitter and maintenance. No board work. Join the big voice in S.E. Mass. Call Bob Sinnett, 617-677-9477, WSAR, Fall River, Mass.

**Chief engineer** with first class license to do maintenance and some announcing. Contact Ed Damron, Manager, WSSC, Sumter, South Carolina.

**Engineer for 5kw day—1kw night** directional in central Florida. Immediate opening for right man. Send resume to Box 1745, Ocala, Florida, 32670.

**Chief engineer**, first phone required, minimal announcing, maintenance prime asset. Expanding midwest CGW, covering suburban Detroit, will pay salary commensurate with ability. Immediate permanent position; write Koch Broadcasting Corp. Box 436, Ypsilanti, Michigan.

### NEWS

**Color CBS network affiliate** in intermountain vacationland seeks qualified young aggressive newsman capable of writing and airing radio news and television sports in addition to handling general assignment and feature work. College degree preferred but not required. Salary commensurate with experience and abilities. Position available immediately to fill key vacancy on nine man news and public affairs staff. Excellent working conditions and fringe benefits. Only qualified need apply. Box K-111, BROADCASTING.

**Midwest 5 kw network station** needs qualified newsman to gather, write and air local news. Send tape, photo and resume to Box K-143, BROADCASTING.

**Somewhere there must be an experienced newsman** with a good voice, ready to settle in the most competitive midwest news market outside Chicago. Immediate opening at the area's pre-eminent news station. Box K-169, BROADCASTING.

**Aggressive young newsman** wanted for Cincinnati's number one news operation. Must be creative . . . imaginative . . . be experienced and have a good voice . . . tape resume and salary desired to Box K-173, BROADCASTING.

**Immediate opening** for second newsman in expanding operation, 100 thousand population. Top-notch equipment, mobile unit, management backing . . . six station company. Send tape and resume to Doug Alan, News Director, KMNS Radio, Box 177, Sioux City, Iowa 51102.

**Wanted:** Newsman for desk, air and some outside duties, Virginia's largest market. Send tape, resume to Dick Brooker, News Director, WCVU, P. O. Box 6587, Portsmouth, Va. 23703.

**Immediate opening** for newsman to write and report local news for radio-TV. Send tape, resume and photo to Ed Huot, WTRC, Elkhart, Ind.

### Programing, Production, Others

**Production director:** Creative production ability and good air sound are necessary. Leading adult station in important Florida market. CBS affiliate. Send tape and resume to: Box K-131, BROADCASTING.

**Ready to get on the management team?** An aggressive midwest MOR radio station has an opening for operations manager. This is a responsible position for the man with a management goal and who wants to work for a quality outfit in truly professional surroundings. Send resume and tape immediately, Box K-154, BROADCASTING.

**Sports minded program director** with 1st phone needed in upstate New York, group owned station. We need all-round man to direct staff, news, production, sports. Top benefits. Send tape, resume, salary requirements and references to Al Sayers, General Manager, WDOS, 104 Chestnut Street, Oneonta, New York 13820.

### Prog., Prod., Others—(cont'd)

**For the first time** in over five years 50,000 watt WHAM in Rochester, New York has an opening for Traffic Director. Fine opportunity for qualified applicant, excellent working conditions—all benefits. Contact: Bill Givens, Radio station WHAM, 350 East Avenue. Rochester, New York 14604. (AC 716-454-4884)

**Mature man with announcing background** for administrator of broadcasting school with desire to help young people get into broadcasting and supervise training. \$15,000 to \$20,000 annually. Contact International Broadcasting School, 1212 E. Stroop Road, Dayton, Ohio. Telephone 513-294-1486.

### Situations Wanted Management

**Turned on.** Can-do young (31) family man. Currently sales manager for biggest station in competitive market of almost 1 million. Wants more. Can move sales team, manage things and people. Excellent industry reputation. Will move for \$25,000 base plus strong incentive. Box J-100, BROADCASTING.

**After 12 years ownership** of radio property looking for management-sales manager with large chain operation. Experience includes television. Married—age 39. Box K-81, BROADCASTING.

**Community minded executive** outstanding record with the industry's major group owners, looking for challenge as general manager, major market sales manager, or station representative. Will train, guide, take action. Best references. Prefer northeast. Box K-151, BROADCASTING.

**Radio owners** I've learned from the best; know more than most, need a general manager? Box K-196, BROADCASTING

**Manager:** 33, family, 14 years radio management, sales, programing, play-by-play. Oklahoma, Missouri, Tennessee, Arkansas, Southern Illinois. small market. 1-314-335-8386.

### Sales

**Experienced beginner**—broadcast school graduate—3rd endorsed—good potential, college, sales, active background. Prefer northeast. Box J-323, BROADCASTING.

### Announcers

**Voice, audience, format, tape, continuity** for audition, first reply, contract a must. Box J-20, BROADCASTING.

**No cute gimmicks,** just a plea for a job. Some experience, good voice and talent. For tape and resume, write Box J-212, BROADCASTING.

**Play by play,** all sports, 3rd endorsed, news, sales, married. Box K-28, BROADCASTING.

**Soul brother** now working part time at soul station. Desires full-time disc-jockey position. Will locate anywhere. Want opportunity. Send all replies to Box K-110, BROADCASTING. Available immediately.

**Mature, intellectual, progressive** announcing style, combo operator looking for challenging position. Box K-140, BROADCASTING.

**Trade your #'s for \$'s.** swinging modern country dj-programmer, major market background, big voice, draft free. Reply Box K-142, BROADCASTING.

**Outstanding all night personality** desires permanent change—major markets only. Married, sober, reliable 15 yrs. experience in sixth largest city. Permit me to program own show and I'll give you a smooth, balanced, worthwhile program. Box K-144, BROADCASTING.

**Negro announcer,** broadcasting school graduate, third phone endorsed, beginner. Box K-145, BROADCASTING.

**First phone announcer.** Age: 40, single, non-drinker. Seeking permanent position with future. Radio-television. Salary \$150. Prefer New York, Michigan or Nearby Medium market. Box K-153, BROADCASTING.

**3rd phone.** Rock & Roll, blues dj. Looking for first job. Authoritative delivery. Operate tight board. Also news and sales Black and proud. Box K-156, BROADCASTING.

**Versatile announcer** wants to move up . . . great play-by-play in basketball, baseball, & football . . . strong on news . . . excellent dj. Draft exempt. Box K-162, BROADCASTING.

**Happy Sound Morning man**—Experienced Combo—1st Phone, No Maintenance—Excellent Air Sell, Tight Production. Good References. Minnesota, Iowa, Wisconsin, Dakotas. Box K-164, BROADCASTING.

### Announcers—(cont'd)

**Deejay.** Married, third phone. Competent beginner. Good board. Box K-166, BROADCASTING.

**Excellent dj** news, tight board, 3rd endorsed. Relocate. Box K-167, BROADCASTING.

**Young Negro disc jockey** to work rythm and blues or FM station that programs rock. If personality exceeds experience then I'm your man! Box K-170, BROADCASTING.

**One of America's craziest dj's** seeks position with major market contemporary. Reply to Box K-171, BROADCASTING.

**Top basketball broadcaster,** major college experience. Football and baseball, 6 years. Box K-175, BROADCASTING.

**Experienced announcer**—1st phone, tight board. MOR format. News . . . engineering . . . wishes relocate medium market, Florida, Puerto Rico or Islands. Box K-176, BROADCASTING.

**Dependable dj,** tight board, 3rd endorsed. Excelent community man. Relocate. Box K-177, BROADCASTING.

**1st phone,** Career Academy and DeVry Tech graduate. 2 months experience. Available immediately. Call 312-328-6529. Box K-178, BROADCASTING.

**DJ-announcer,** 3rd endorsed, good production. New York area. Box K-180, BROADCASTING.

**Experienced first phone announcer** wants to relocate. Seeks MOR or CGW station. Prefer the Pacific NW. Box K-184, BROADCASTING.

**Career Academy** broadcasting school and college graduate—3rd endorsed—draft exempt—22, mature. Seeks play-by-play sportscasting, news, dj. Contact David Strawn, 611 Iron Gate Ct., Nashville, Tennessee, 37215 or call 615-352-1123.

**First phone announcer** desires combo position at contemporary station in U.S. Will adapt to your style. Available today. Willing to relocate. Looking for steady employment with opportunity. Good references. Bob Allen, 46 Jackson, Attica, New York. 716-591-2139.

**DJ announcer,** any format, news/sports. Young, reliable, versatile, 3rd endorsed. Will relocate. Dave Savage, 32 N. Stone, Rm. 1000, Tucson, Arizona, 85701.

**Donavon,** now running top-rated drive time record show and talk show in medium market. 3rd ticket. 5 years experience, 2 as pd. Want to move to upper medium or major market in south or west coast. Dial Donavon at 207-947-7354 or 207-942-7044.

**Intelligent, sober,** reliable, ambitious New York City area announcer with background in markets including Philadelphia, Scranton, and the New York City metropolitan area interested in a major market. Bob Curley, 233 Thomas St., Woodbridge, N.J. 201-634-5024.

**Young progressive announcer,** service fulfilled, desires position on staff of good CGW operation. College experience. 3rd. Available immediately. Bob Melton, Rt. 1, Wridht, Kansas, 316-225-4564.

**Negro, 1st phone,** recent grad Don Martin School, Hollywood. First job. Any format. Prefer West Coast. Bill Neal, 615 Cerritos Ave. #8, Long Beach, Calif. 90812. Phone 213-432-3562.

**Announcer newsman** looking for position at quality MOR operation in southeastern Mass. or Rhode Island area. Sincere and conscientious. Interested in stable, well-run organization with possible future in television. Four years experience in gathering, editing, writing, delivering local news on air. Have done easy listening dee-jay programing. First phone and combo. Am 25, married, one child. Desire permanent employment in New England. One year college. Contact Larry L. Beavers, WONW, Defiance, Ohio 43512. Available November 15th. Employer reference: Glenn R. Thayer, Mgr. WONW.

**Attention southeastern broadcasters.** Available soon!! Well educated, youthful, intelligent, experienced broadcaster. Married. Looking for home and money. Announcing and/or news. Radio & TV combo preferred . . . need "on camera" experience. Call 803-277-7140. Write P.O. Box 2675, Greenville, S.C. 29602.

**Northeast . . . rocker** worked Albany, N.Y. and Trenton, N.J. markets. Available immediately. Call 609-466-1867.

### Technical

**Opening for engineer** with experience in broadcast technical equipment to work for company with maintenance contacts for radio stations. Box K-29, BROADCASTING.

## Technical—(cont'd)

Announcer-salesman, mature voice—experienced, for small market on Seneca Lake. WGMF, 607-535-2779—Watkins Glen, New York.

## NEWS

Experienced news director available for challenging new position. Hard working digger, knowledgeable all phases news operation. College graduate, married, draft-exempt. Tape and resume available. Box K-97, BROADCASTING.

Aggressive, energetic and imaginative newsman, presently news director, seeks position major market. Five years in field. College grad, draft exempt, married. Box K-98, BROADCASTING.

Young, experienced, organizer ability. Want in as integral part of news team—medium/large markets. Excellent digger, writer and good delivery. College grad, wife, mobility, draft ok. Board experience. Radio or TV. Sports experience. References. Box K-187, BROADCASTING.

Newsman, Good writer, with nose for news and excellent delivery, seeks opportunity in radio-TV newsroom that is #1 or moving in that direction. First phone. Box K-191, BROADCASTING.

Digging, imaginative reporter. Writer, editor. Have scored many exclusives. 19 years radio-newspaper experience in NYC market. 37 years old. Mature, pleasant, convincing air voice. Seeking correspondent newscaster and/or news director position. Box K-193, BROADCASTING.

Major market professional newsman seeks news director's position. 612-HL 5-3194.

## Program, Production, Others

First, family, excellent production, capable announcing, authoritative news. Some maintenance. \$175. Box K-150, BROADCASTING.

## TELEVISION—Help Wanted

### Management

Assistant station manager in charge of programing and production to produce ratings and profits. Fast moving, fast-growing station in top 10 market. Know how, experience, creativity, economy and vision. Box K-197, BROADCASTING.

### Sales

Are you a professional local TV salesman who's wondering where your career is headed? Local business is big business with us . . . and frankly we do it well. If you think you're ready to be paid for your effort and know-how; if you're ready for the fast pace of mid-America's most dynamic TV market, let's see the best presentation (because it will be selling you) you've ever done. Send it to Box K-35, BROADCASTING.

Account executive for new NBC, UHF station. All new RCA color equipment, new modern facility, outstanding area, fishing, hunting and sports. Contact: Bill Ellis, KLNI-TV, Box 52409, Lafayette, Louisiana 70501 or call 318-233-1515.

## Announcers

Personable, dependable announcer for south Texas station. Box K-49, BROADCASTING.

WSVI-TV, channel 8, St. Croix, United States Virgin Islands will add one man to our staff. We are looking for a man who is primarily an announcer with good voice and appearance for on-camera newscasts. A First-Class license is required, but technical knowledge is strictly secondary. The majority of your on-duty hours will be spent on the control board. We are part of a chain of AM, FM and TV stations in Puerto Rico and the Virgin Islands, and this station is an affiliate of ABC-TV. The climate is the world's greatest, but housing is scarce. Pan AM provides daily, direct 3 hour flights to Miami and New York. You can join a small, congenial staff, on a small, happy island. Starting salary is \$104.00 for 48 hours. After 90 days, if we're both happy, an increase to \$114.40 weekly. Send complete information including recent photo, references, and non-returnable tape to Station Manager.

## Technical

Opportunity for qualified, reliable assistant chief engineer, southwest VHF. Box K-50, BROADCASTING.

Engineering positions available at new Virginia UHF station, FCC first phone required—send complete resume to Box K-179, BROADCASTING.

## Technical—(cont'd)

Excellent opportunity for an engineer with full color TV station. Many fringe benefits plus suburban living adjacent to metropolitan area. Call Chief Engineer (817) 773-6968 or write KCEN-TV, P.O. Box 1ES, Temple, Texas 76501.

Studio engineer with good maintenance background. Some switching required. Full color operation. Good equipment well maintained. Full employee benefits plus good area to live in California. Good man will make over 10M first year. Contact Chief Engineer, KLYD-TV, Bakersfield, Calif.

First phone engineer for studio switching and transmitter operation. Permanent position. Contact Chief Engineer, WBJA-TV, Binghamton, N. Y. . . . 607-772-1122.

Engineering opportunity—experienced engineers with 1st class FCC phone license. Liberal company benefits. Construction of new facilities to start soon. Will consider new graduates. Contact G. A. Cerkoskas, Chief Engineer, WKYT-TV, Lexington, Ky. 606-254-2727.

Chief engineer, new UHF under construction. Familiar with all phases of TV operation. WLXT-TV 17 South Stolp, Aurora, Illinois 60504. 312-897-0466.

Western Michigan—immediate openings for engineers strong on maintenance of studio equipment. Full color NBC affiliate. Excellent fringe benefits; good pay. Preference given licensed men with color experience. Phone collect, or write: Mr. Charles F. Robison, Chief Engineer, WOOD-TV, Grand Rapids, Michigan. 616-459-4125.

Tired of your dull routine? Are you familiar with Ampex tape including Editec? Can you handle maintenance on Marconi cameras? If you can, come on over. We have got two of the world's finest color mobile units plus a 60 x 90 foot production studio. You will do a bit of traveling. Color video tape production is our game. Want to play? Call Dallas Clark, Director of Engineering, National Teleproductions Corp. 317-257-6551.

Television engineer needed by state college in Chicago. Rapidly expanding operation, currently purchasing remote van. Applicant will be assistant to Chief Engineer, and will assume primary responsibility for maintenance. First Class phone license desired. Two years experience and two years formal training in electronics or equivalent schooling required. Salary to \$9,000.00. Contact Civil Service Personnel Office, Northeastern Illinois State College, Bryn Mawr Avenue at St. Louis Avenue, Chicago, Illinois 60625.

## NEWS

Top rated network station in three station, medium sized mid-western market, has opening for news director. Ability to do on camera, newscasts and film experience essential to head up small but hard hitting news department. Send resume and salary requirements to Box K-132, BROADCASTING.

TV newsman—lowa station needs college graduate who can report and write. Some air work. Send tape, credentials and salary requirements to Box K-185, BROADCASTING. Equal opportunity employer.

Newsman—opening for young news tiger equally adept gathering, writing and performing news. Journalism grad preferred. Some television if qualified. WSAV Radio and Television, Savannah, Georgia.

## Programing, Production

### Others

Producer/director—experienced: Heavy in creative local commercial development—both video tape and film. All replies given serious consideration. Contact Raymond A. Gilvard, Director of Operations, WGAN-TV, Portland, Maine 04111.

Film production asst. needed by State College in Chicago. Will assist film producer and will assume primary responsibility for sound recording and editing. Two years experience in film and sound editing, sync-sound film editing, and camera operation. Apply Personnel Office Northeastern Illinois State College, Bryn Mawr at St. Louis Ave., Chicago, Illinois, 60625.

Looking for personable gal doing local TV programs for six month assignment representing well known brand name manufacturer. Work will include personal appearance tour in the United States and immediate trip to Europe and far East . . . rush resume to: Ruder G Finn of Chicago, Inc., 20 North Wacker Drive, Chicago, Illinois 60666.

## TV—Situations Wanted

### Management

Experienced local-regional-national-general sales manager, VHF-UHF. Excellent references. Box-K-141, BROADCASTING.

### Technical

Experienced in nearly all phases of TV engineering, transmitter, studio, camera, remote and film projection. Box K-153, BROADCASTING.

## NEWS

Sportscaster—top 15 markets only—I offer enthusiasm plus 15 years experience (but limited play-by-play) good on-camera reporter, excellent writer, interviewer, etc. familiar with all major sports figures. Box K-160, BROADCASTING.

Girl reporter—writer. Has eight year journalistic credentials with television news and top circulation national magazines for on-air reporting position. Box K-194, BROADCASTING.

## Programing, Production, Others

Sports director—aggressive, creative, organizational. Want daily competitive market with station commitment to "specials." Ambitious local sports minded stations only. Box H-255, BROADCASTING.

Helicopter pilot with college degree in radio-television leaving military in January. Married, 25, multi-engine rating, looking for career with net, group, or solid station in medium-major market. Write Box K-152, BROADCASTING.

6 years announcing-directing. Dedicated broadcaster; family, 24, degree. Currently marooned on production staff of southeast's biggest. Experienced color, editech, chromakey. Want career job only—any growing station. please write. Box K-157, BROADCASTING.

Production supervisor/asst. director/asst. film manager. Exceptional young professional at network affil. in top 10 market desires producer-director or management position at progressive station in east or midwest. Box K-165, BROADCASTING.

Versatile, young A.D./production man desires job in eastern location. M.S. degree, experience. Ready and willing to work hard. Box K-136, BROADCASTING.

Producer-director, major market, ready for program director, production manager position. VTR remote, commercial, network background. Seeks challenge, advancement. Box K-153, BROADCASTING.

Promotion: Top market #2 man ready to produce #1 results. Box K-139, BROADCASTING.

Producer-director/management position sought commercial/advertising/educational. Experienced, B.A., degree, Master's hours, references. Presently employed top ten market UHF. Box K-192, BROADCASTING.

## WANTED TO BUY—Equipment

We need used, 250, 500, 1 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 76040.

5 kw low band VHF transmitter. Prefer General Electric, TT-40. Phone 206-624-6000.

Auricon Conversion, Zoom Editor, etc. Television Films, Box 1, Olympia, Wash. 98501.

## FOR SALE—Equipment

Coaxial-cable—Heliacx, Styroflex, Spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list, S-W Elect., Box 4665, Oakland, Calif. 94623, phone 415-832-3527.

RCA TG-2A Sync Gen. with Dot/Bar, \$500.00; RCA TG-1A sync gen. \$200.00; RCA Monoscope \$300.00. All just taken out of service. Pat Finnegan, WLBC-TV, Muncie, Ind.

Westinghouse FM-3 3 kilowatt FM transmitter. Make offer. WRSW-FM, Warsaw, Indiana 46560.

For sale one TBM-3500 McMartin modulation monitor like new. Highest offer. Make yours. Box K-148, BROADCASTING.

Half inch tape, \$6.95 per roll, used only once. Lots of 12 or more, \$5.00 each. New condensers, resistors, capacitors, almost 50% off dealers cost. Box K-158, BROADCASTING.

G.E. Progress line remote pickup two day equipment, recently overhauled. One 60 W. base with remote control. One complete 30 W. mobile, and one mobile xmtr. Tuned to 26.15 MHz. \$395.00. Contact Jim Thompson, WCFL, Radio Station, Galesburg, Illinois 61401.

**FOR SALE—Equipment**

(cont'd)

Ampex 300, 350, 352, 400, 450 users for greater S/N ratio replace first playback stage 12S7J with our plug-in transistor preamp. For specifications write VIF International, P.O. Box 1555, Mtn. View, Calif. 94040.

RCA TTU-1B UHF Transmitter. Some parts missing. Exciters alone worth the price. Dick Lange, WHUT, Box 151, Anderson, Indiana 46015.

Low mileage UHF transmitter—RCA TTU-1B, 1 KW. Used only 4600 hours. \$10,000 or closest offer. Must go by December 1. Call Director of Engineering. 215-867-4677.

Best deals—Sportmasters, Scully, Crown, QRK, Russco and other top brands. Lease, trade, finance. Audiovox, Box 7067-55, Miami, Florida 33155.

Raytheon RA-5, 5KW AM transmitter on 1370 KC, complete with manuals, tubes and three extra brand new 892-R finals, good condition, ready for shipment. James Hutchens, Pres., KFLY Radio, Box K, Corvallis, Oregon 97330. (503) 753-6633.

Gates FM5B transmitter, excellent condition, operating recently and like new MC5334 Exciter on 100.7. Exciter easily retuned. Also over 500 feet of 3 1/8" rigid transmission line for FM. Available immediately. Real good price. John R. Kreiger, KVET, 113 West 5th Street, Austin, Texas 78701. A.C. 512-GR 8-8521.

Ampex VR-660; camera CC-724; Samson Stand 7241; 2 Setchell Carlson 2100 TV screens. Leonard Cecil, 7909 Norfolk Ave., Bethesda, Maryland. 656-2333.

Frequency limit monitor: RCA 3C3A-M17531, perfect. \$100. Includes shipping. Good 639A mike. \$50. About 100 rolls useable video tape—some complete rolls, some in short pieces, 2 mins or more. Offer for lot. General Broadcasting System, 13C43 Cantara Street, No. Hollywood, Calif. 91605.

**MISCELLANEOUS**

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

35,000 professional comedy lines! Forty speakers' joke books plus current comedy, a topical humorous service period. Catalog free. Sample selection, \$5. John Rain Associates, Inc., 232 Madison Avenue, New York City 10016.

Attention station managers . . . double your Christmas billing with a custom made Santa Clause show. Write for more information about how to increase Christmas billing. C-P Productions, P.O. Box 14852, Las Vegas, Nevada.

Current comedy—70-75 new, original one-liners, twice a month for entertainers, delays, public speakers. Send \$2 for sample, details to: Current Comedy, 300 New Jersey Avenue, S.E., Washington, D.C. 20003.

Secure attention—getting in-depth marketsheets now. Low prices. Free presentation: Allied, Drawer 1991, Prescott, Ariz. 86301

**INSTRUCTIONS**

F.C.C. License Course available by correspondence. Combination correspondence-residence curriculum available for BSEE Degree. Grantham Schools, 1505 N. Western Ave., Hollywood, California 90027.

New Orleans now has Elkins' famous 12-week Broadcast Course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully CI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for 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.

**INSTRUCTIONS—(cont'd)**

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, newscasting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2605 Inwood Road, Dallas, Texas 75235.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, Minneapolis or Los Angeles. Our seventeenth year of teaching FCC license courses. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90266.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Jan. 8, April 2. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 63 graduating class passed FCC 2nd class exams, 100% passed FCC 1st Class exams; New programed methods and earn while you learn job opportunities. Contact AT5, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combomren, and Announcers.

Radio Engineering Incorporated Schools has the finest and fastest course available for the 1st class Radio Telephone License (famous 5 week course). Total tuition \$350. Classes begin at all R.E.I. Schools Nov. 11, Jan. 6, Feb. 10, Mar. 17. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office, 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922.

R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-3444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

Why pay more? First phone license in four weeks. . . tuition \$295.00 Results guaranteed, rooms \$8.00 weekly. Tennessee Institute of Broadcasting, 2106-A 8th Ave., South, Nashville, Tenn. Phone 297-9084.

Jobs, jobs, jobs. Weekly we receive calls from the top stations throughout the fifty States, Wash., Ore., Mich., Wis., Okla., Texas, La., Ala., Fla., Ky., Va., N. J., Penn., Conn., Mass., and many more. These calls are for Don Martin trained personnel. To succeed in broadcasting you must be well trained and capable of competing for the better jobs in the industry. Only the Don Martin School of Radio & TV, with over 30 years experience in Vocational Education, can offer training in all practical aspects of broadcasting. If you desire to succeed as a broadcaster, call or write for our brochure, or stop in at the Don Martin School, 1653 No. Cherokee, Hollywood, Cal. 90028. HO 2-3231. Find out the reasons why our students are in demand!

**RADIO**

**Help Wanted**

**Management**

**RADIO MANAGER**

Major market experience in sales, programing and management needed for Los Angeles station. Excellent growth prospects. Mail resume, salary history and requirements to:

Box K-183, Broadcasting.

**Management—(cont'd)**

**MANAGER WANTED**

Radio station in charming, expanding Southern California. Need aggressive sales oriented manager. Salary, bonus and equity for right man. Write . . .

Box K-198, Broadcasting.

**Sales**

**Employed Managers  
Broadcast Salesmen  
Local Sales Managers**

Radio-TV group seeks applications from ambitious sales-oriented general managers and local sales managers who want careers in major market and want to earn \$25-\$50,000 per year. Excellent benefits in growth-minded company. No employment agencies, please. All replies held in strictest confidence. Company will contact applicant before contacting references. Please furnish recent photo and all background details, including track records, on initial letter.

Box K-182, Broadcasting.

**Announcers**

**DJ's and Newsmen**

We have several openings for air personalities and newsmen with major market stations. Salaries range from \$200-\$400 per week, depending upon market and station. Rush tape and resume to Dick Werges, Radio Division, Nationwide Management Consultants, 645 N. Michigan Avenue, Chicago, Illinois 60611, or Call 312-337-5318.

**Technical**

**RADIO BROADCAST  
TECHNICIANS**

The Voice of America, U.S. Information Agency, has positions available for RADIO Broadcast Technicians in Washington, D.C. These positions require a MINIMUM of FIVE years progressively responsible experience in both Studio and Recording activities. Starting salary rates are \$3.99, \$4.47, and \$4.94 per hour, depending on experience and training. Under Civil Service. Applications (CSC Form 171, available at local Post Office or other Federal offices) should be sent to: Chief, VOA Personnel Office, U.S. Information Agency, HEW-South Building, 330 C Street, S. W., Washington, D. C. 20547. AN EQUAL OPPORTUNITY EMPLOYER

**CHIEF ENGINEER**

Immediate opening with well established East Coast AM/FM station. Prefer married men between 25-30, with degree or equivalent. Starting salary minimum \$12,000. Send resume to

Box K-172, Broadcasting.

**NEEDED AT ONCE**

AM Field Engineers  
Broadcast Applications Engineers  
Two-way Communications Engineers  
Circuit Design Engineers  
Senior Electronic Technicians  
GAUTNEY & JONES  
930 Warner Building  
Washington, D. C. 20004  
628-7757

**NEWS**

**NEWSMAN**

Immediate opening for experienced writer-newscaster nights. Salary open, excellent benefits. Move up to net-affiliated \$50,000 metro market station. Tape and resume to:  
Morry Alter, KSTT, 1111 East River Drive, Davenport, Iowa. Phone: (319) 326-2541.

**WANTED:**

News Director to take charge of a new concept in contemporary radio news. 200,000 primary market—100,000 Watts. Full Stereo. Send tape, resume, & photo to  
Program Director, the new KGRC-FM, 208 South Main, Hannibal, Missouri, 63401.

**Program, Production, Others**

**ENTERTAINER**

Are you a great entertainer? If you are, you should be able to prove it to us and the audience in this Top Ten market. If you think you can astonish and amaze us with your talent, we know our offer will astonish and amaze you. Send a complete confidential resume and tape to  
Box K-150, Broadcasting.

An Equal Opportunity Employer (M/F)

**Situation Wanted—Announcer**

**MAJOR MARKET TALK PERSONALITY**

Humorous — serious; literate — versatile. From hilarity to controversy. A real pro. Top ratings — employed. Tapes:  
Box K-161- Broadcasting.

**TELEVISION—Help Wanted**

**Management**

**TV/RADIO OPENINGS**

We need applicants in the following job categories only. Please send your typewritten resume immediately to be confidentially represented to our station clients. No fee to applicants.

**CHECK AREA OF INTEREST**

- TV  RADIO
- General Manager
- Program Director
- Sales Manager
- Salesman
- Broadcast Equipment Sales
- Chief Engineer
- Studio Maintenance
- Transmitter Maintenance
- Video Tape Technician
- Broadcast Equipment Design
- First Phone Announcer
- Continuity Director
- Art Director
- Sales Promotion Mgr.
- CATV System Manager
- CATV Chief Technician

Name .....  
Address .....  
Salary desired .....

**NO PLACEMENT FEE!!!**



**Nationwide Broadcast Consultants**

645 NORTH MICHIGAN AVENUE  
CHICAGO 60611  
312-337-5318

**TV—Help Wanted—Technical**

**IMMEDIATE**

Permanent openings for experienced television engineers at expanding midwest station originating Big Ten sports. Opportunity to advance to supervisory post. FCC First Phone license required. \$500 up depending on experience with VT, color, microwave, and transmitter maintenance. Send resume to  
Box K-37, Broadcasting.

**NEWS**

**EXPERIENCED NEWSMAN**

college educated, needed for immediate opening at mid-west, newspaper-affiliated, radio and TV operation, attractive wages and benefits. Send resume and tape to:  
Mitch Stanley, Manager  
WFMJ, 101 West Boardman St.  
Youngstown, Ohio 44502

**WANTED TO BUY—Equipment**

**WANTED TO BUY:**

100 watt \* 500 watt \* 1,000 watt  
TV TRANSMITTERS

Hope to get them cheap, so write us your best terms. Describe condition; work needed to put them in shape.

Box K-1, Broadcasting.

**FOR SALE—Equipment**

**RCA TJ-56 TV MOBILE UNIT**

Completely equipped to originate three-camera monochrome remotes. Includes large assortment of lenses and 1800 ft camera cable. Truck and equipment in good operating condition.

Engineering Department WHD-TV  
50 Morrissey Blvd., Boston, Mass. 02125

**12 KW UHF**

TV Transmitter to Highest Bidder—General Electric TT25A—inexpensive way for CP holder to go on air.

D. H. Smith  
P.O. Box 10, Albany, N. Y.

**FOR SALE—Stations**

**FOR SALE**

Full-Time AM radio station 1000/250 watts, and FM-Stereo station 3000 watts, vertical and horizontal polarization, in town of 25,000 people.

Box K-163, Broadcasting.

South	small	daytime	\$ 50M	cash	M.W.	small	FM	\$ 60M	nego
Ky.	small	daytime	80M	nego	West	small	daytime	75M	29%
Ariz.	medium	daytime	90M	29%	Ky.	medium	FM	70M	terms
Tenn.	metro	fulltime	305M	SOLD	Wash.	metro	daytime	70M	29%
South	major	daytime	165M	29%	M.W.	major	daytime	168M	nego



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**MISCELLANEOUS**

Merry Christmas Merry Christmas Merry Christmas  
Merry Christmas Merry Christmas Merry Christmas  
Merry Christmas Merry Christmas Merry Christmas  
Merry Christmas Merry Christmas Merry Christmas

**INCREASE CHRISTMAS BILLING WITH SANTA CLAUS**

custom made for your station  
For more information, write:

C-P PRODUCTIONS, P.O.  
Box 14852, Las Vegas, Nevada

**INSTRUCTIONS**

**LEARN RADIO SALES . . . The highest paying job in Radio.**



Jobs with salary of \$125 a week to \$9,200 a year, plus commission and expenses. Next class begins Oct. 28th. Don't wait! Make next year worth more to you. No experience necessary. Write or Call:  
UNIVERSAL SCHOOL OF SALES  
4203 / Greensboro, N.C. 27408  
Phone (919) 274-6267

**FOR SALE—Stations—(cont'd)**

**La Rue Media Brokers Inc.**

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
265-3430

**Confidential Listings RADIO—TV—CATV N.E.—S.E.—S.W.—N.W.**

**G. BENNETT LARSON, INC.**  
P. C. A. Building, 6363 Sunset Blvd., Suite 701  
Hollywood, California 90028 • 213/469 1171  
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**ROCKY MOUNTAIN WEST**

AM-FM serving market of 60,000-plus. Absentee owned. Priced at \$200,000. Terms to qualified buyer.

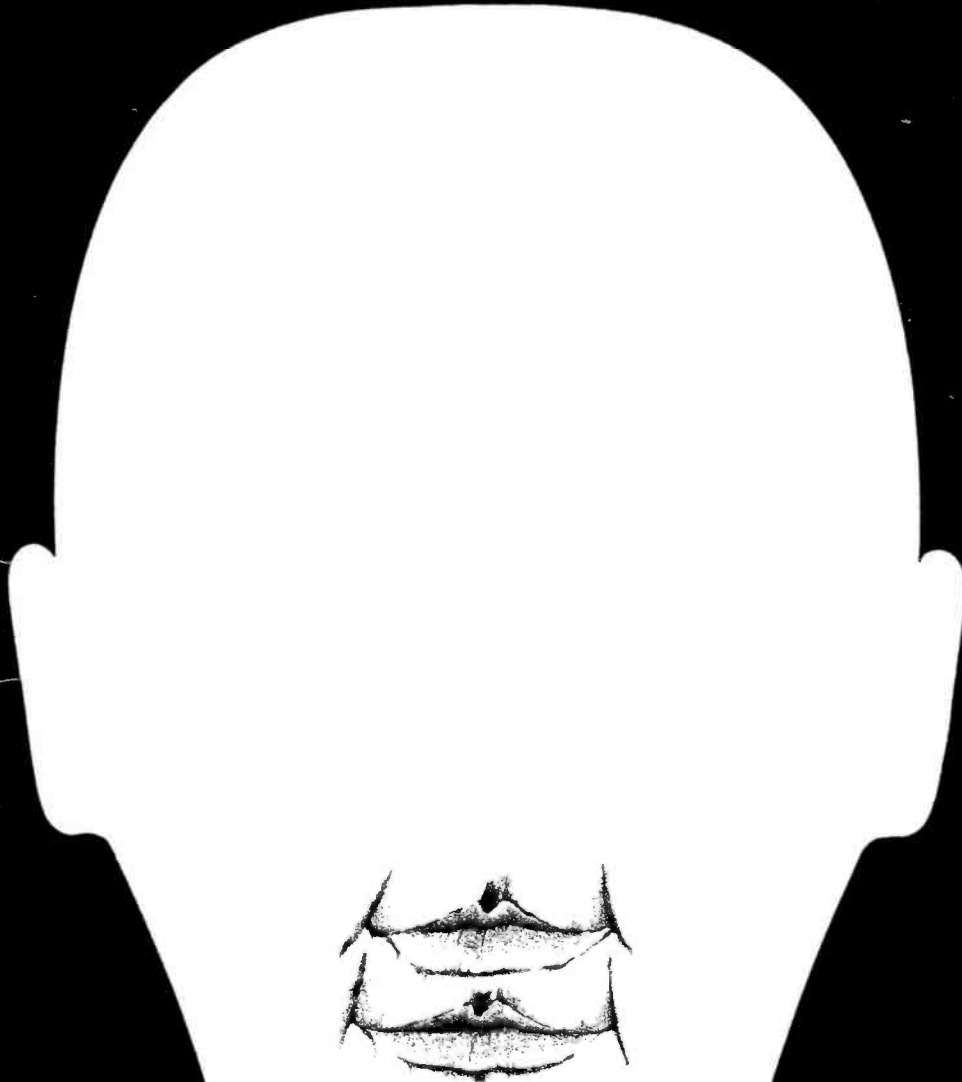
**CALIFORNIA**

Market of 180,000-plus. Full time. Growth area. Price \$225,000 includes valuable real estate. Excellent terms.

**Jack L. Stoll and ASSOCIATES**

6341 Hollywood Blvd.  
Los Angeles, California 90028  
Area Code 213-464-7279

There are over 2800 languages in use in the world today.  
But about 40% of the world's population speak just two of them,  
Chinese or English.



**COLUMBIA SCHOOL OF BROADCASTING**

NOT AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM, INC.,  
OR ANY OTHER INSTITUTION.



(Continued from page 81)

control of Manistee Radio Corp. from Leonard Schoenherr and Raymond Plank (each 50% before, none after) to Charles E. Hedstrom (none before, 100% after). Principal: Mr. Hedstrom is radio account executive for Avco Radio-Television Sales Inc. Consideration: \$220,000. Ann. Oct. 16.

■ WBIP Booneville, Miss.—Seeks assignment of license from E. O. Roden tr/as Booneville Broadcasting Co. to Booneville Broadcasting Co. for purpose of incorporation. No consideration involved. Mr. Roden is sole owner of WBIP. Ann. Oct. 10.

■ KIRL St. Charles, Mo.—Seeks assignment of license from Michael S. Rice to Contemporary Media Inc. for purpose of incorporation. No consideration involved. Principals: Michael S. Rice, president-treasurer (60%) and Malcolm R. Rice, vice president (40%). Michael S. Rice is general manager of KIRL. Malcolm R. Rice is president of construction company. Ann. Oct. 10.

■ KWTO-AM-FM Springfield, Mo.—Seeks transfer of control of Ozarks Broadcasting Co. from Lester E. Cox, deceased (49.9% before, none after) to Mildred L. and Lester L. Cox, executors (jointly 1% before, 50% after). Principals: Mr. Cox has no other business interests indicated. Lester L. Cox owns 37.5% of KOAM Pittsburg, Kan. and has minority interest in KOAM-TV, that city. He also has interest in KYTV(TV) Springfield, Mo. No consideration involved. Ann. Oct. 10.

■ WEEW Washington, N. C.—Seeks transfer of control of WEEW Inc. from John F. Gallagher (49.7% before, none after) to Rosa Mae Springer (49.7% before, 99% after). Principal: Mrs. Springer is president and treasurer of WEEW. Consideration: \$10,000. Ann. Oct. 14.

■ KNOX Grand Forks and KTYN (CP) Minot, both North Dakota—Seek transfer of control of KNOX Radio Inc. from Alma Bannach (30.03% before, none after) to Justin D. Hoberg (19.98% before, 50.05% after). Principal: Mr. Hoberg is president of KNOX Radio Inc. Consideration: \$35,500. Ann. Oct. 11.

■ KOSG Pawhuska, Okla.—Seeks transfer of control of Cherokee Broadcasting Co. from Galen O. Gilbert (50% before, none after), Jim A. Egan and Camilleta Corp. (each 25% before, none after) to John H. Borgen (none before, 100% after). Principal: Mr. Borgen is manager of KSSS Colorado Springs. Consideration: \$122,500. Ann. Oct. 11.

■ WEEW-AM-FM Easton, Pa.—Seeks relinquishment of positive control of Easton Publishing Co. by J. L. Stackhouse, Adele S. Fretz, Henrietta A. McPherson and George F. Coffin Jr. (as a group 96% before, same after) through expiration of voting trust agreement. Easton Publishing Co. is parent company of WEEW Inc., licensee of WEEW. No consideration involved. Ann. Oct. 14.

■ WEDO McKeesport, Pa.—Seeks transfer of control of Tri-City Broadcasting Co. from Lee Hirshberg (28.46% before, none after), Adelaide Mann (5.23% before, none after), Sam H. Hirshberg Jr. and Allen Hirshberg (each 3.85% before, none after), and Sam Hirshberg and Jennie Weiss (each 1.54% before, none after) to Edward J. Hirshberg (32.61% before, 58.72% after). Principal: Edward J. Hirshberg is president of Tri-City Broadcasting Co., licensee of WEIR Weirton, W. Va. Application for assignment of license of WEIR is pending. Consideration: \$28,900. Ann. Oct. 16.

■ WMCK McKeesport, Pa.—Seeks transfer of control of Mon-Yough Broadcasting Co. from Robert M. Cox, George W. Munnell, Frank R. Tully et al (as a group, 100% before, none after) to Westchester Corp. (none before, 100% after). Principals: Robert C. Weiss, president, Norman Wain, vice president-secretary, Joseph T. Zingale, vice president-treasurer (each 26.73%) et al. Principals own WIXY and WDOK(FM) both Cleveland. Consideration: \$273,442.70. Ann. Oct. 16.

■ KPXE Liberty, Tex.—Seeks transfer of control of Liberty County Broadcasters Inc. from Jesse C. Russell, vice president-treasurer (80% before, none after) to C. L. Wilson Jr., president (20% before, 100% after). Principal: Mr. Wilson is employe of business/radio college. Consideration: \$1,200. Ann. Oct. 16.

■ WBZB Odessa, Tex.—Seeks assignment of license from High Sky Broadcasters Inc. to Atkins and Green Broadcasting Co. for \$216,535. Principal of High Sky Broadcasters

Inc.: D. L. Adcock Jr., president. Principals of Atkins and Green Broadcasting Co.: Herbert H. Atkins and George M. Green (each 50%). Mr. Atkins is sports announcer for KRIG Odessa, Tex. Mr. Green is business manager of KOSA-TV Odessa, Tex. Ann. Oct. 14.

■ WTSA Brattleboro, Vt.—Seeks assignment of license from Brattleboro Broadcasting Corp. to Southern Vermont Broadcasters Inc. for purpose of incorporation. No consideration involved. Principals: John K. Healy, president and Bette L. Healy, vice president-secretary (each 50%). Ann. Oct. 16.

■ WTVQ Norfolk, Va.—Seeks assignment of CP from Edmund D. Baydush to Broadcast Associates Inc. for \$2,500. Principals: Joel B. Cooper, president and Charles N. Cooper, secretary-treasurer (each 50%). Messrs. Cooper each own 35% and 25% of the two real estate investment firms and each have 25% interest in musical instrument repair business. Mr. Joel B. Cooper also has other business interests. Ann. Oct. 10.

## Actions

■ KTCS Fort Smith, Ark.—Broadcast Bureau granted transfer of control of Big Chief "Jack" Beasley (25% before, none after) and Omer Carl Thompson (30% before, none after) to Bill Harper (25% before, 80% after). Principal: Mr. Harper owns 78% of KTCS-FM Fort Smith and 15% of KFAV Fayetteville, both Arkansas. He also owns 10% of KTOW Sand Springs, Okla. Consideration: \$150,000. Action Oct. 4.

■ KTCS-FM Fort Smith, Ark.—Broadcast Bureau granted transfer of control of Little Chief Broadcasting Co. from Lovelle Morris "Jack" Beasley (25% before, none after) and Omer Carl Thompson (30% before, none after) to Bill Harper (23% before, none after). Principal: Mr. Harper owns 80% of KTCS Fort Smith and 15% of KFAV Fayetteville, both Arkansas. He also owns 10% of KTOW Sand Springs, Okla. Consideration: \$50,000. Action Oct. 4.

■ WTTS-TV Tampa, Fla.—Broadcast Bureau granted transfer of control of Hillsborough Broadcasting Co. from Richard B. Wiggins, John H. Monahan, Melvin R. Young, Ray C. Qualmann, Richard R. Ferayornl, Clay Armstrong, Wyn Blair Suthphin and Diran M. Seropian (as group, 100% before, none after) to Lucille Frostman, Paris G. Singer and Howard I. Scott (as a group, none before, 100% after). Principals: Mrs. Frostman and Mr. Scott are in real estate. Mr. Singer is attorney, real estate investor, banker and research and commercial developer. Buyers own WSMS-TV Ft. Lauderdale, Fla. Action Oct. 7.

■ KUMU Honolulu—Broadcast Bureau granted transfer of control of John Hutton Corp. from John H. Weiser (50% before, 1% after) to John H. Weiser Jr. (none before, 49% after) for \$10,000. Trust of Ellen S.

Weiser owns 50% of John Hutton Corp.; John H. Weiser is trustee. Action Oct. 15.

■ WNWI Valparaiso, Ind.—FCC granted transfer of control from Emmett M. Mellenthin and W. Jerome Dee (50% before, none after) to John W. Van Ness as trustee (none before, 50% after). Action Oct. 16.

■ KCBC Des Moines, Iowa—Broadcast Bureau granted assignment of license from Fletcher-Mitchell Corp. to Allied Broadcasting Co. for \$320,000. Sellers: Jonathan M. Fletcher, president (93.75%) et al. Buyer is licensee of WTRL Bradenton, Fla. Sellers: Allied Construction Services (80%) and Robert D. Bunce, president (20%). Mr. Bunce is commercial manager of KCBC. Action Oct. 11.

■ WSAC-AM-FM Fort Knox, Ky.—Broadcast Bureau granted transfer of control of Fort Knox Broadcasting Corp. from Alice Cowan (22.62% before, none after) to Byron E. Cowan (34.52% before, 57.14% after) through trust agreement. No consideration involved. Action Oct. 14.

■ WKBG-TV and WCAS, both Cambridge, Mass. and WJIB(FM) Boston—FCC granted transfer of control of Kaiser-Globe Broadcasting Corp. from Globe Newspaper Co. (50% before, 10% after) to Kaiser Broadcasting Corp. (50% before, 90% after). Sellers own Boston Globe newspaper. Buyers: Kaiser Broadcasting is licensee of KBHK-TV and KFOG(FM) San Francisco, KBSC-TV Corona-Los Angeles, WKBD-TV Detroit, WKBS-TV Burlington, N. J.-Philadelphia, and has 50% of WKBF-TV Cleveland. Consideration: \$2.4 million. Action Oct. 16.

■ KCFM St. Louis—Broadcasting Bureau granted transfer of control of Commercial Broadcasting Co. through purchase of stock from Robert J. Lipstiz (4.2% before, none after) by Harry Eldelman, president (46.5% before, 50.7% after). Consideration: \$6,000. Action Oct. 15.

■ KEED Eugene, Ore.—FCC granted assignment of license from Radio Wonderful Willamette Inc. to John Mowbray, James O'Neil and Chris Wedes for \$201,000. Principals of Radio Wonderful Willamette Inc.: Glen M. (60%) and Helen N. Stadler (39.2%) et al. Principals: John W. Mowbray, president, Charles J. Wedes, vice president and James H. O'Neil, secretary-treasurer (each 33.3%). Mr. Wedes is performer for KIRO-TV Seattle. Mr. O'Neil is program director for KEED. Mr. Mowbray is account executive with KIRO-TV Seattle and is sole owner of CP for new AM station at Burien, Wash. Action Oct. 9.

■ WDAR-AM-FM Darlington, S. C.—Broadcast Bureau granted assignment of license from Mid-Carolina Broadcasting Co. to Mid-Carolina Broadcasting Inc., its wholly owned subsidiary, for purpose of corporate reorganization. No consideration involved. Mid-Carolina Broadcasting Co. is licensee of WSAT and WTIK Durham, both North Carolina. Action Oct. 15.

## Community-antenna activities

The following are activities in community antenna television reported to BROADCASTING through Oct. 16. Reports include applications or permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

■ *Benicia, Calif.*—North Bay Cable TV Co., a subsidiary of Gibson Publications of Benicia and Vallejo, and Community Television Inc., Denver (multiple CATV owner), has applied for a franchise. Monthly fees will be \$4.25.

■ *Daly City, Calif.*—Viste Grande CATV Co., Pacifica, has been granted a franchise.

■ *Crescent City, Fla.*—Coastal Cable Co., Gainesville, has been granted an exclusive 30-year franchise for a five to 20 channel system. Installation and monthly fees for first three years will be \$10 and \$5, respectively. City will receive 3% gross annual revenues after first year.

■ *Lake Placid, Fla.*—Coastal Cable Co., Gainesville, has been granted a franchise to construct a 12-channel system.

■ *Mount Dora, Fla.*—Leesburg Cable Vision

Co., Leesburg, has applied for a franchise. Installation and monthly fees would be \$10 and \$5, respectively. City would receive \$10,000 from firm's gross annual revenues.

■ *Bloomington and Normal, Ill.*—General Telephone & Electronic Communications, Vandergrift, Pa. (multiple CATV owner), has been granted a 15-year franchise. Other applicants were Telecab Corp., Norfolk, Va. (multiple CATV owner) and Bloomington-Normal Perfect Pictures Inc.

■ *Warsaw, Ind.*—Valley Cable Vision Corp., South Bend (multiple CATV owner), has applied for a franchise. Installation fees would be \$14.90 with monthly fees of \$4.90.

■ *Worcester, Mass.*—Commonwealth CATV Inc. and Cablevision Corp. of America (multiple CATV owner), both Boston, have applied for a franchise. Previous applicants were Ostrow CATV Inc., Worcester, and Norton Industries Inc., Northboro (multiple CATV owner). Worcester County CATV Co., a subsidiary of Synergistics Inc., already has a franchise in Worcester.

■ *Ypsilanti, Mich.*—Michigan Communications Group Inc., has applied for a 25-year franchise for a 12-channel system. Installation fees would be \$15 with monthly fees of \$5.

■ *Elizabeth, N. J.*—Realty Equities Inc., New York, has applied for a franchise. CATV of Elizabeth Inc. has other franchise.

■ *Union Gap, Wash.*—West Valley Cablevision has applied for a franchise.



Bob Heald, who was chosen as president of the Federal Communications Bar Association in July, is one of those people whose life and career are as even in their growth as one of those line charts depicting the population growth of the United States—steadily upward, with no jagged peaks or valleys.

For a small-town (Sioux City, Iowa) boy, he's come a long way from the banks of the Missouri River. The presidency of the FCBA is a pinnacle of sorts of communications law practitioners but Mr. Heald treats it, as he does most things, in a calm way. But that calmness should not be mistaken for placidness.

Even the fact that he's played bridge every Monday night for over two decades with more or less the same group of men, principally those who were law clerks with him at the U.S. appeals court in Washington in the mid-1940's, cannot be judged indicative of his personality.

If anything it represents orderliness, or, to use a contemporary expression from the lexicon of the social researchers, "structuredness."

It is this controlled aspect of his personality, perhaps, that led him into the Federal Bureau of Investigation as a special agent during World War II; that took him to Washington's Georgetown Law School at night as one way of becoming a better G-man, and that eventually resulted in his becoming more interested in the law as a profession rather than a career under J. Edgar Hoover.

Even though Mr. Heald was born in Sioux City, he grew up and went to school in Oxford, Ohio, where his Army officer father was stationed. He was graduated with honors, and a Phi Beta Kappa key, from Miami University there in 1939. In his third year he was editor of the college yearbook, and that honor resulted in two important steps in his life.

Mr. Heald, for a long time, had had a hankering for the foreign service. In fact, at the end of his sophomore year at Miami, he had applied and had been accepted at Georgetown University's Foreign Service School. But, after being elected editor of the yearbook, he decided to remain at Miami.

He later did go to Georgetown but by then he was pursuing his law degree.

It was also at this time that he found a wife, and again it was because he was editor of the yearbook.

He and a photographer had gone out one day to get pictures and a story on some intramural sports at the university. One of the participants caught his eye. She was then a student from Dayton, Ohio, Gladys M. Jache. A little later she became Mrs. Heald.

After Miami, Mr. Heald accepted a scholarship to Western Reserve Uni-

## FCBA presidency is a long way from Sioux City

versity in Cleveland, receiving a master's degree in political science in 1941. He joined the FBI that same year.

So seriously did Mr. Heald take his law career that in his second year at law school, he resigned from the FBI

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### Week's Profile

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*Robert Louis Heald—president, Federal Communications Bar Association; b. Jan. 22, 1917, Sioux City, Iowa; BA cum laude, 1939, Miami University, Oxford, Ohio; MA (political science) 1940, Western Reserve University, Cleveland; 1947, Georgetown University, Washington; special agent, Federal Bureau of Investigation, Washington, 1941-45; law clerk, U. S. Court of Appeals, Washington 1945-47; associate and partner, law firm of Welch Mott and Morgan (now Welch and Morgan), Washington, 1947-55; chief attorney, National Association of Broadcasters, Washington, 1955-57; partner, law firm of Fletcher, Heald, Rowell, Kenehan and Hildreth, Washington, 1957 to date; member, American Bar, D. C. Bar and Federal Bar associations; chairman, legal subcommittee, National Industry Advisory Committee; member, executive committee, NIAC; m. Gladys M. Jache of Dayton, Ohio, Sept. 16, 1939; three sons; Robert J., 24; Richard A., 22; Roger W., 19; hobbies—bridge, tennis, horseback riding and raising Black Angus cattle.*

and became a law clerk to the late Chief Judge D. Lawrence Groner of the U. S. Court of Appeals for the District of Columbia circuit.

After receiving his law degree in 1947, Mr. Heald immediately joined the Washington law firm headed by Vincent B. Welch, who is, incidentally, a former president of the FCBA, and Edward Morgan, a former FBI agent. He was first an associate and later a partner.

Eight years later, Mr. Heald was picked to become chief attorney of the National Association of Broadcasters, taking the place vacated by NAB's present president, Vincent T. Wasilewski, when Mr. Wasilewski was promoted to direct the association's government relations activities.

He left the NAB after two years to become a partner in the Washington law firm of Spearman and Roberson (now Fletcher, Heald, Rowell, Kenehan and Hildreth), his professional home for the last 11 years.

Aside from his Phi Beta Kappa key from Miami University, Mr. Heald was also winner of the Father Lucey Award at Georgetown—presented to the number-one student in class standing each year. At Georgetown also he was editor of the *Law Journal*.

Mr. Heald has had one continuing civic interest over the last decade; health. Specifically, he is concerned with tuberculosis and respiratory diseases. At the present time he's a director of both the state and county TB associations. This stems from the mid-1950's when he was, for two years, president of the Washington (D.C.) Tuberculosis Association.

Mr. Heald refers to farming as one of his hobbies, "in a small way." The diminutive conditional refers to his herd of two-dozen Black Angus that he breeds and raises on his 40-acre "spread" in the hunt country of Potomac, Md., outside Washington. As part of living in that area, both Mr. and Mrs. Heald are members of the Potomac Hunt; their sons are members of the Potomac Polo Club.

In his professional life Mr. Heald holds to the view—and has made this representation in behalf of broadcast clients when he could—that the broadcaster has the same freedom as a newspaper in the area of news.

But he's not too sanguine about the future. "I'm afraid the broadcaster is losing these rights," he comments.

As leader of the communications bar Mr. Heald has one hope. He would like the Federal Communications Bar Association to clear away from the minds of broadcasters that FCBA members benefit "from obfuscating FCC rules and regulations."

"If I can get that across," he says, "I'll feel that I've accomplished something for my fellow lawyers."

## Here come de judge

With so far no public explanation of its plan or intentions, the FCC is working on a procedure to simplify its collection of fines assessed for violation of its rules. According to such information as has become available ("Closed Circuit," Oct. 14), the commission is heading toward a worse version of a system that is already bad enough.

Under present law, the FCC must ask the attorney general to initiate suit in the federal court of local jurisdiction to collect fines that licensees refuse to pay. There is talk now of substituting for the federal trial an FCC hearing, conducted by an FCC examiner. If the protested fine were upheld by the examiner and the commission, the licensee's recourse would be the court of appeals.

This would be a clever legal maneuver if the FCC ever got away with it. Now the burden of proof is on the government when it prosecutes to collect a fine levied by the FCC—and in the trial the government must start from scratch to make a case. In the revised system under consideration the burden would be on the licensee to prove his innocence before an FCC that had already judged him guilty and, failing that miracle, to prove in his appeal that the FCC was wrong.

The reason for the FCC's desire to rearrange the system is obvious. In the two cases that licensees refused to pay fines and were sued, the government has a record of zero. In January 1966 a federal judge ruled that the FCC had no grounds to fine four Minneapolis-St. Paul television stations \$500 each for alleged violation of its sponsor-identification rules. Three months later another federal judge dismissed a similar suit against WHAS-TV Louisville, Ky., which the FCC wanted to fine \$1,000.

It cost the stations in Minneapolis-St. Paul and Louisville many times the fines the FCC wanted to collect to pay the legal expenses of resisting them. How many other licensees could also have won in federal court if they had chosen to resist? How many have elected to pay the fine as a far cheaper alternative to resistance?

There must be a fairer way to prosecute and judge in cases of alleged violations of FCC rules. Surely a law could be written to give the accused a means of defense at an expense that justifies resistance. If the National Association of Broadcasters is looking for good works to perform, here is an opportunity. A legislative draft could be readied for the next Congress.

## Asking fish to leave water

The president of Xerox Corp. proposed last week that advertisers jointly fund the production of high-quality television programs. The idea is not entirely new. Ten years ago the late Edward R. Murrow suggested a cooperative effort among television's larger advertisers to underwrite a schedule of informational programming.

There are some differences between the Murrow proposal (BROADCASTING, Oct. 20, 1958) and the one advanced by C. Peter McColough, president of Xerox (see story elsewhere in this issue). Mr. Murrow, then nearing the end of a distinguished career as a CBS newsman, wanted each of the major television advertisers to turn over a program period each year for the presentation by networks of informational specials. Mr. McColough envisioned a nonprofit organization supported by advertisers "and dedicated to producing programming—not just of the highest order, but of an order that no single sponsor can today afford."

Mr. Murrow's idea died for want of a second, and Mr.

McColough's faces the same fate. The trouble with both ideas is that they ask advertisers to step out of character.

In selecting the content of their messages and the vehicles to carry them, different advertisers have different purposes. The cigarette manufacturer is after everyone who is old enough to smoke. Xerox is looking for prospective buyers of its copying machines, and perhaps for investors who may take a fancy to its stock. That the two should join with other advertisers of equally disparate objectives in the cooperative fundings of program development and production is to ask that business goals be subordinated to nobility of purpose. That is an unreasonable request.

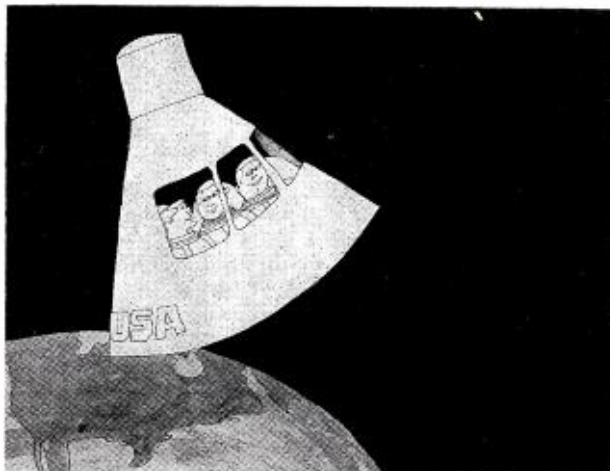
If television is to continue to develop—as it has demonstrably developed in the 10 years since Mr. Murrow deplored the scarcity of television journalism—the responsibility for program innovation must remain with the broadcasters themselves. Competition among stations and among networks drives the individual broadcaster to program in ways that set him apart. It is from this process that diversity comes naturally.

## Pretty thin gravy

There is no way at this point of this year's election campaign to make an accurate calculation of the amount of money being spent for political advertising, but that isn't keeping newspapermen from making guesses. And most of the stories we have seen have emphasized the expense of television advertising.

But the broadcast expenditures are not the only outlays that candidates in this election are incurring. What about the costs of chartered jets, of large staffs, of collecting crowds at carefully arranged rallies, of all the other trappings of a campaign as complicated and vigorous as this one?

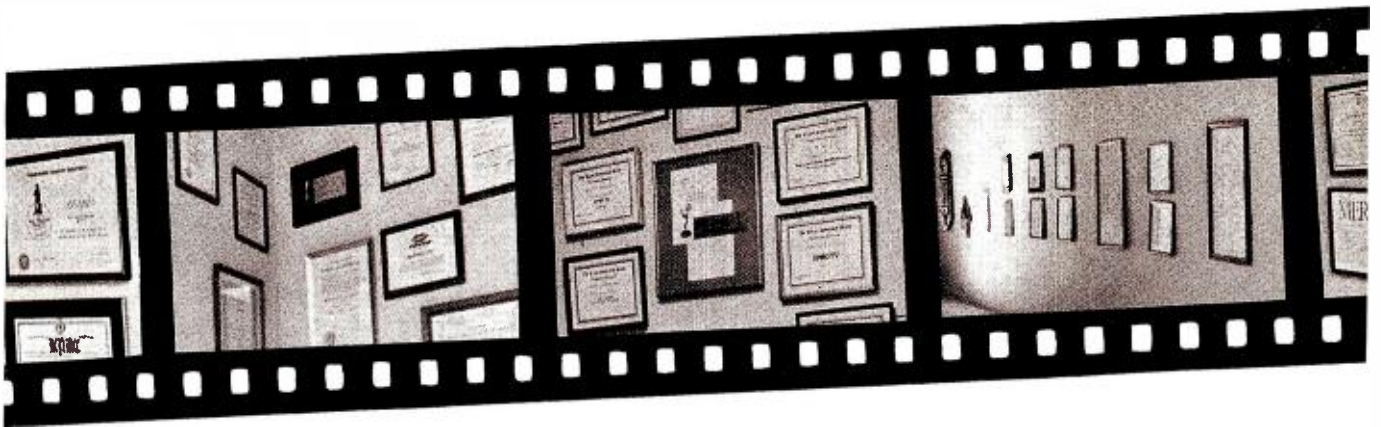
Nor can the expenditures for television and radio be considered a windfall for broadcasters. There may be smaller stations that gain slightly from the abnormal advertising of a political campaign, but for the networks and bigger stations political ads are less a windfall than a liability. It must also be pointed out that some broadcasters are offering special discounts to politicians this year. Discounts make this kind of business even less desirable.



Drawn for BROADCASTING by Jack Lefkowitz  
"We'll punch up that camera when we get the residuals straightened out."

# AWARD WINNER!

## BUT, WHAT DID YOU DO FOR ME TODAY?



Our walls are lined—almost literally—with awards, citations, plaques, commendations and other evidences of appreciation of our civic virtue.

And we treasure them— every one.

But these only testify to what we did *yesterday*. What are we doing today ... not to win more awards ... but to continue to earn the right to serve our community and its citizens?

For one thing, we tell our fellow citizens what's going on, and why, without compromise and without sugar coating. And, when we think there's something we and our neighbors can do about it, we say so. And sometimes we prod a little—as we're still doing about the Riot Commission report and the continuing traffic in firearms, among other things.

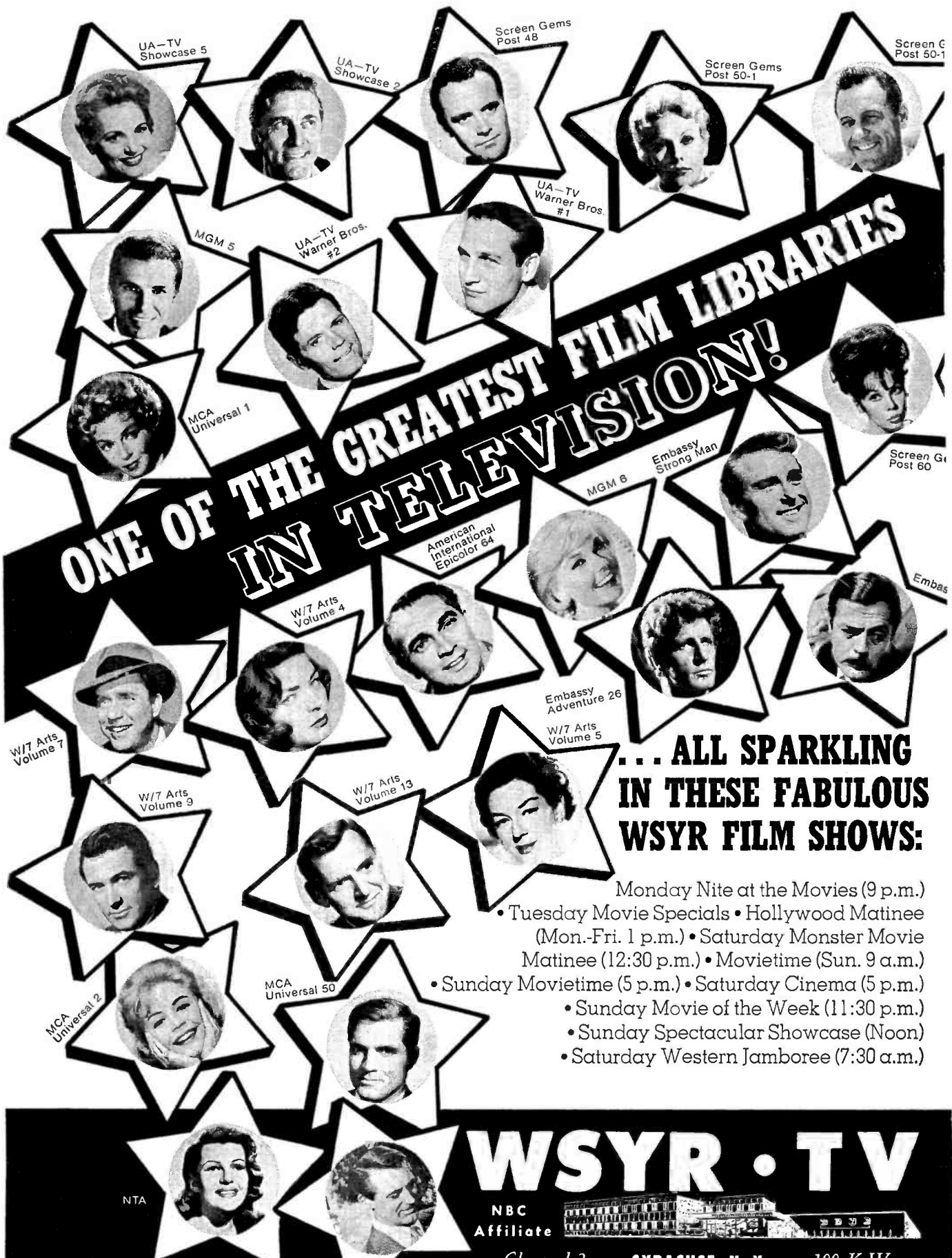
*What are we doing today?*

*WE'RE TRYING TO CONTINUE TO EARN OUR RIGHT TO BE CALLED CITIZEN---*

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MGM 6

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W/7 Arts Volume 4

Embassy Adventure 26

W/7 Arts Volume 5

W/7 Arts Volume 7

W/7 Arts Volume 9

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MCA Universal 2

MCA Universal 50

NTA

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