

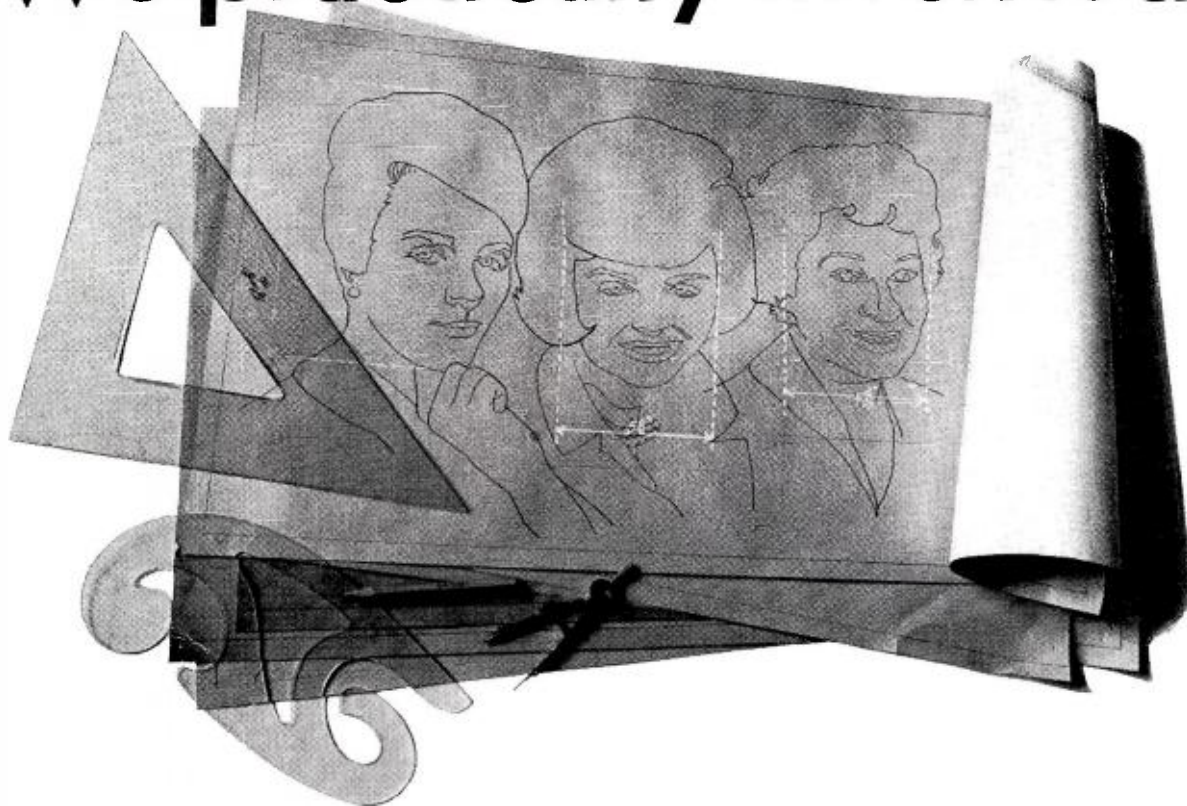
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Radio rides '68 billings surge to billion-dollar year. p21
Tough antinewspaper policy on media emerges at FCC. p42
Affiliate pre-emption of network shows widespread. p48
FCC examiner says WBBM-TV pot party filming staged. p52

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Strip programming? We practically invented it!



Hazel (154 half-hours) . . . **The Farmers Daughter** (101 half-hours) . . . **The Donna Reed Show** (175 half-hours) **The Flintstones** (166 half-hours) . . . **Dennis the Menace** (146 half-hours) . . . **Father Knows Best** (191 half-hours) . . . **Huckleberry Hound/Yogi Bear** (276 cartoons) . . .

Quick Draw McGraw (135 cartoons) . . . **Naked City** (99 hours/ 39 half-hours) . . . **Route 66** (116 hours) . . . **Three Stooges** (190 two-reelers) . . . **Burns and Allen** (239 half-hours) . . . **The Perfect Match** (130 half-hours) and **Wild Bill Hickok** (113 half-hours) **Screen Gems**

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HJ LARIZ

The Class of '68

As the new year gets under way, we'd like to pass out a few summa cum laudes to programs that have received high marks from the television audience this season. These really were the *class* of 1968.

Because of their popularity (and the popularity of dozens of others), NBC is:

- The top-rated television network during prime-time (7:30-11:00 ET).
- Prime-time leader among viewers ages 18-49 (by a 14% margin over the second most popular network).
- The only network with larger prime-time audiences than in the previous season (an increase of 7%).
- The network presenting three of the five most popular weekly programs.
- The network that has presented 14 of the 20 most popular Specials.



Source: Nielsen Television Index. Season-to-date computed from respective starting dates of each network, through week of Dec. 16-22 (last full-week national Nielsen estimate of 1968). Audience estimates subject to qualifications available on request.



Most Popular Program

Rowan & Martin's Laugh-In



Most Popular New Star

Diahann Carroll as Julia



Most Popular Special

Bob Hope (Dec. 19)



Most Popular Adventure Program

Bonanza



Most Popular Variety Program

The Dean Martin Show



Most Popular Comedy Program

Rowan & Martin's Laugh-In



Most Popular Movie Night

NBC Monday Night at the Movies



Most Popular Family Special

Heidi (Nov. 17)



Most Popular Musical Special

Elvis (Dec. 3)

AUTHORITATIVE REPORTING CHANNEL 4 NEWS 4 EDITIONS DAILY



The Dallas-Ft. Worth market — Growing . . . Thriving . . . Pulsating! An area with an increasing amount of important events creating a need for authoritative reporting. Channel 4's professional newsmen keep a constant vigil on the happenings with up-to-the-minute, reliable reporting — where it happens, when it happens.

Pole-to-pole, across the nation, around-the-corner, KRLD-TV news is first, fast, and factual.

Contact your H-R representative to place your next schedule in the happenings of the Dallas-Ft. Worth market.

KRLD-TV



The Dallas Times Herald Station

represented nationally by



CLYDE W. REMBERT, *President*

Hot about pot

Draft report on WBBM-TV Chicago pot-party probe by House Investigations Subcommittee, now circulating among subcommittee members for comment, calls for amending section of Communications Act that prohibits rigged quiz shows to include prohibition against "deceptive news broadcasts and manipulation of news programs for advantage of broadcasters' pecuniary or other interests." Among other recommendations, which may or may not appear in final text of report, depending on strength of subcommittee support, are need for legislation to require broadcasters to keep for inspection all news film and tape, whether or not aired, for minimum of six months; widening of grounds on which FCC can revoke licenses to include violation of federal, state or local law, and requirement that stations extending preview privileges to any person, such as reviewer, also offer preview opportunity to any other applicant.

Report follows FCC examiner's findings that pot-party program aired by WBBM-TV was prearranged by station's newsman (see page 52), says CBS's investigation of owned-station's activities was "whitewash" showing "futility of self-regulation," and adds that CBS President Frank Stanton's reservations against allowing investigators to examine out-takes was "contrary to public interest."

Spot splash

In its first spot-TV program deal since *Yogi Bear* three years ago, Kellogg Co., Battle Creek, Mich., has arranged for sponsorship of half-hour cartoon series, *Skippy, the Bush Kangaroo*, in 150 markets. Series is produced in color in Australia and is beginning in markets throughout country this month and in February. Kellogg was highly active in spot-program sponsorship in 1950's with as many as four series on air at one time. Agency is Leo Burnett Co., Chicago.

Dinner for four

Gravity with which broadcast leaders view developments in Washington was apparent last Monday night at ultra-private dinner in New York attended by Leonard Goldenson of ABC, Frank Stanton of CBS, Julian Goodman of NBC and Vincent Wasilewski of National Association of Broadcasters. Mr.

Wasilewski was host. No concrete plans for action reportedly emerged, though there was discussion of possible research to replace supposition with facts about relationship, if any, between television and violence.

Three networks and NAB, along with Department of Health, Education and Welfare, are parties to Joint Committee on Research on Television and Children, formed in 1963 after Senate Juvenile Delinquency Subcommittee conducted hearings. There's indication committee, which has been inactive, may intensify search for ways to measure impact of TV. Need for such work may be emphasized after release of Louis Harris study, now in preparation for President's Violence Commission, into what people *think* may be connection between TV and violence (see page 57).

Faint hint

Though he's keeping quiet about it, word is that FCC Commissioner Robert E. Lee received veiled inquiry about his availability for agency's chairmanship if Nixon administration decides on change. Mr. Lee, it's understood, has said he would prefer not to assume post but, if formally asked, would not decline.

Incumbent Chairman Rosel H. Hyde, also Republican (third GOP member is James J. Wadsworth), as of last week hadn't heard from anyone in authority and will continue as chairman if it suits new administration. His present term as commissioner runs until June 30 and while there's widespread notion that he intends to terminate his government stewardship, which began in 1926, he has confided to long-time friends that he's willing to stay on until age 70 (which he reaches April 12, 1970) or even beyond.

Two for release

Paucity of fresh off-network series available to syndication market may be relieved shortly by release to stations of two half-hour programs formerly on CBS-TV, *Dick Van Dyke Show* and *Candid Camera*. CBS Enterprises is understood to be completing negotiations for acquisition of rights to offer series for fall start for strip programming.

Three who fled

National Citizens Committee for Broadcasting displayed its board of trustees at news conference blasting broadcast-

ing last week (see page 38) but did not mention that three were replacements for trustees who had resigned since reorganization last fall (BROADCASTING, Oct. 28, 1968). Ralph Lowell, president of WGBH Educational Foundation, Boston, who was one of committee's founders, and Mrs. Moise Denery, president of Greater New Orleans Educational Television Foundation (WYES-TV), committee member since its inception in May 1967, both resigned after committee chairman, Thomas P. F. Hoving, changed scope of citizens group and began taking potshots that seemed apt to hurt ETV as well as commercial broadcasting. Other resigned trustee is Richard M. Clurman, chief of correspondents, Time-Life news service.

Quietly named to replace them were Charles Benton, president of Encyclopaedia Britannica Films and son of former Senator William Benton, latter in his day a big citizens-committee advocate; Richard Eells, professor at Columbia University's graduate school of business, and Henry Clay Hofheimer II, president, Southern Materials Co. Changes were discovered out—and were confirmed by committee spokesmen—after trustee list put out last week was compared with one issued in October.

Look at conglomerates?

FCC Commissioners Nicholas Johnson and Kenneth A. Cox are said to be urging colleagues to hold wide-ranging inquiry into question of conglomerates holding broadcast licenses. As they see it, inquiry should include oral presentation before commission as well as written comments. Matter came up last week, but no decision on holding inquiry was reached. Commissioners' proposal grew out of soul-searching now going on within commission over four transfer and renewal cases that involve questions of conglomerate ownership of broadcast properties. Commission last week put items over another two weeks.

They include Fuqua Industries' proposed acquisition of WTVM(TV) Columbus, Ga., and WTVG(TV) Chattanooga; Avco's application to purchase WRTH Wood River, Ill. (St. Louis); and Bonneville International's (Mormon Church) proposal to acquire KBIG Avalon and KBIG-FM Los Angeles, both California. Also postponed was consideration of petition for reconsideration of action granting renewal of Bonneville's KSL Salt Lake City.

KTVI

St. Louis, Missouri
Channel 2 — ABC
announces the
appointment of
Harrington, Righter
and Parsons, Inc.
as national
representative

Effective January 1, 1969

Radio rode crest of advertising's 1958 comeback to its biggest annual sales gain since TV emerged, biggest rate of increase of all major media that year and first billion-dollar year in its history. See . . .

Radio bursts billion level . . . 21

Sunny Puerto Rico is site for National Association of Broadcasters board meeting where FCC's proposed CATV regulations appears to be prime topic of conversation, along with current Hill, land mobile problems. See . . .

CATV issue a worrisome thing . . . 30

Broadcasting's gadfly Thomas P. F. Hoving launches \$5 million five-year project to promote sterner regulation, "better programs," "stop" broadcast-government liaison that "exploits" nation's audiences. See . . .

Hoving aims to shake things up . . . 38

Under pressure from the courts, Justice and some of its own members FCC appears to be taking increasingly tough policy position on concentration-of-control-of-media questions, particularly newspaper ownership. See . . .

Multi-media groups under attack . . . 42

Network TV grapples with practice that, like sex in Victorian era, everyone knows is prevalent, although there is little public talk of it: affiliate pre-emption of network shows, either dumping or delaying. See . . .

Missing links in TV chains . . . 48

Controversial pot-party program filmed, presented by CBS's WBBM-TV Chicago, found to be "prearranged for the benefit of CBS" in initial decision. Report could pose threat to station's renewal. See . . .

CBS hit hard in pot party . . . 52

CATV copyright participants huddle with Senator John McClellan, but appear as far apart as ever; breach is noted by senator who indicates that Congress may have to impose solution to no one's liking. See . . .

Copyright action promised . . . 54

Presidential radio-only address—once-popular format that has been dormant for nearly 20 years—is about to be revived by President-elect Nixon who will be tailoring FDR format to his own style, personality. See . . .

'Fireside chat' with Nixon . . . 58

Review of 1968 broadcast stock activity shows CATV issues setting pace with 57.6% increase; December slump hit all categories, about 7%, but overall there was 5.9% increase in six index categories. See . . .

Stocks show average gain in '68 . . . 63

TV's gross revenues and pretax income will grow by 6.5% over 1968's, and radio's revenues and income by 5.7%—part of expected 7% jump in total advertising outlays, according to Dept. of Commerce unit. See . . .

Commerce paints rosy picture . . . 66

Departments

AT DEADLINE	9
BROADCAST ADVERTISING	21
CHANGING HANDS	45
CLOSED CIRCUIT	5
DATEBOOK	15
EDITORIALS	84
EQUIPMENT & ENGINEERING	62
FATES & FORTUNES	67
FOCUS ON FINANCE	63
FOR THE RECORD	70
INTERNATIONAL	66
LEAD STORY	21
THE MEDIA	30
MONDAY MEMO	18

OPEN MIKE	16
PROGRAMING	52
PROMOTION	61
SPECIAL REPORT	48
WEEK'S HEADLINERS	10
WEEK'S PROFILE	83



Broadcasting

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BEST ⁱⁿ the WORLD!



WISN-TV's newfilm,

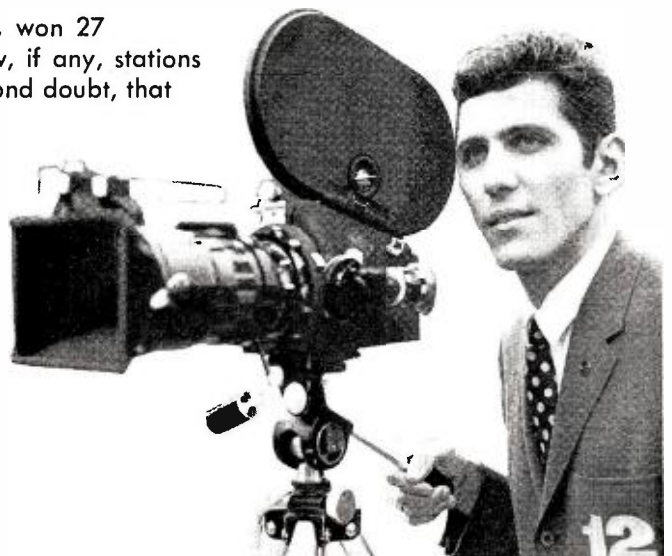
"Just Another Day"

A poignant Christmas story, filmed by our Chief Photographer, Mike Crivello, has won 1st place as the best TV general newfilm in the world at the World Newfilm Festival in London. It's the latest in a long string of awards for this feature and for our news department.

In 1968 alone, WISN-TV newfilm photographers won 27 major awards. That is a record, we daresay, few, if any, stations in the country can challenge. And it's proof, beyond doubt, that when it comes to the Milwaukee market, excellence in TV news means WISN-TV.

WISN-TV  **MILWAUKEE**
A CBS AFFILIATE

DIVISION OF THE HEARST CORPORATION



Ackerman moves into LIN

Purchase by Saturday Evening Post Co. of 80,000 common shares of LIN Broadcasting Co., Nashville, was announced Friday (Jan. 10). Purchase price was said to be \$3.5 million cash.

Shares represent about 4% of LIN's outstanding stock and comprise entire holdings of Frederick C. Gregg Jr., president-chairman, who has resigned as president but continues as chairman. Martin S. Ackerman, president of Saturday Evening Post Co. and of Perfect Film and Chemical Corp., New York, was elected president and chief executive officer of LIN.

LIN owns two TV and six radio properties: WAVY-TV (ch. 10), Norfolk-Portsmouth, Va.; WAND-TV (ch. 17) Decatur, Ill.; WAKY Louisville, Ky.; KEEL-AM-FM Shreveport, La.; KAAV-AM-FM Little Rock, Ark.; WBBF-AM-FM Rochester, N. Y.; WIL-AM-FM St. Louis and KILT-AM-FM Houston. Purchase of WJRX Hackensack, N. J., is pending FCC approval.

LIN also owns Teen American Associates (Miss Teenage America contest), RTV Sales (direct mail company), John C. Butler Co. (station representative firm), Adonis Radio Co. (media buying company), Telanserfone (New York telephone answering service), Schertle Art Galleries and Delta Education Corp.

Last month LIN announced it was reducing its interest in LIN/Medallion Pictures Corp., New York, to 13%, passing majority ownership to its stockholders through stock dividend (BROADCASTING, Dec. 23, 1968). New name of motion picture and TV film distributing firm is to be American Leisure Corp.

Earlier Friday Mr. Ackerman announced that *Saturday Evening Post* magazine would cease publication with its Feb. 8 issue.

Mr. Gregg told Atlanta financial interests earlier in week that estimated 1968 total revenues were \$25 million, compared with \$12.3 million last year, and net income was \$1.75 million compared to \$871,000 in 1967.

Heads up to Wasey

Gillette Toiletries Co., Boston, announced Friday (Jan. 10) its Heads-Up male hair grooming product will be handled by Erwin Wasey Inc., New York. Previous agency, Doyle Dane Bernbach, has been given new specialized hair product from Gillette.

Heads-up account had been billing

estimated \$2 million plus, with good share in television, but sources say future billings may drop under \$1 million.

KTAL-TV license is target

Petition to deny license renewal of KTAL-TV Texarkana, Tex., was filed with FCC Friday (Jan. 10) by group of area Negroes. Principal charge is failure to meet needs and interests of local black community.

Group is receiving aid from United Church of Christ, which helps citizen groups in media actions under grant from Ford Foundation, according to church spokesman. Church itself has asked federal court to overturn FCC's license renewal of WLBT-TV Jackson, Miss., after unsuccessfully opposing renewal on grounds of failure to serve local Negroes (BROADCASTING, July 1, 1968). Church is not directly involved in Texarkana case, however.

Last week's filing also raised concentration-of-control issue against owner, citing common ownership of KCMC and KTAL-FM, CATV and Texarkana *Gazette* and *News*. Complaint alleged move of KTAL-TV's programming emphasis to Shreveport, La., deprives area of local television service. Negro group said that Texarkana Junior Chamber of Commerce will also urge FCC to deny renewal to KTAL-TV.

Agronsky leaves CBS

CBS News confirmed Friday (Jan. 10) that veteran news correspondent Martin Agronsky, who also has been host of *Face the Nation*, resigned as of Jan. 1. Mr. Agronsky, who joined CBS in April 1964 and previously had worked for NBC and ABC, was vacationing in Florida and was not available for comment.

Subpoena newsmen in trial

Trial of Sirhan Bishara Sirhan in Los Angeles (see page 56) has taken new turn with flood of broadcast newsmen subpoenaed to testify behind closed-door chambers of Superior Court Judge Herbert V. Walker, presiding judge at trial.

Reportedly, as many as 11 broadcast representatives were called, including newsmen from Los Angeles stations KNX, KMPC, KLAC, KHJ, KABC, KFI and member of local office of American Research Bureau.

It's believed that broadcast people were questioned about stories that may have linked Sirhan case to grand jury

investigation of defense attorney Grant B. Cooper, who has admitted unauthorized possession of secret transcript in another case.

'Instant' ratings by 1970

A. C. Nielsen Co. plan to have instant national television ratings by September 1970 was confirmed by company Friday (Jan. 10).

Nielsen spokesmen acknowledged that company has been discussing possibility of instant ratings with networks and agencies over past two years, and reportedly has "verbal agreements" with CBS and NBC for 30-market instant service to be operational by January 1970 and fully national by September of that year.

A. C. Nielsen now provides instant ratings of New York viewing with approximately 300 Audimeters feeding tune-in data directly by line to Chicago where Nielsen maintains its computer facilities.

There are about 1,200 Audimeters currently in operation around country; about half that number are used for current 30-market MNA sample. Audimeter now records viewing information on tape. Nielsen instant method would feed viewing data directly from home receiver to Chicago computer center. This is in effect what Nielsen now does in New York to obtain instant ratings made available to clients next day.

Nielsen's "fast" service now provides national ratings to clients on weekly basis, data being mailed from Chicago eight to nine days after measured week.

Kent leaves Grey

P. Lorillard Co., New York, is dropping Grey Advertising, New York, as agency for Kent cigarettes, effective on date to be announced later. Kent billed about \$11 million in 1968, of which estimated \$8.5 million was in broadcast.

Spokesman for Grey said that agency will retain more than \$7 million in other Lorillard business. Grey obtained Kent from Lennen & Newell, New York, in 1966. Lorillard has not named new agency for Kent.

Mulling reply to NAACP

CBS officials were reported Friday (Jan. 10) to be drafting reply to protest by National Association for Advancement of Colored People against



Mr. Morsey



Mr. McGannon



Mr. Croninger



Mr. Mounty



Mr. Cross



Mr. Westin

Chase Morsey Jr., VP, marketing, RCA, since Jan. 1, 1968, elected to new post of executive VP, operations staff. He will have overall responsibility for RCA's corporate staff functions in areas of marketing, corporate planning, manufacturing services and materials, patents and licensing, research and engineering, and international activities. Before joining RCA, Mr. Morsey was with Ford Motor Co. **Dr. James Hillier**, VP, research and engineering, RCA, advanced to executive VP, research and engineering, reporting to Mr. Morsey. Dr. Hillier has been with RCA since 1940 except for one year (1953-54) when he was with Melpar Inc.

Donald H. McGannon, chairman and president, Westinghouse Broadcasting Co., named president, broadcasting, learning and leisure time, one of four "company-like" units of Westinghouse Electric Corp., established by company in reorganization of its cor-

porate structure (see page 40).

David C. Croninger, VP and general manager, WNEW New York since last July, elected president of Metromedia Radio division of Metromedia Inc. ("Closed Circuit," Jan. 6). He succeeds **John Van Buren Sullivan**, who had been president since January 1965 and seven weeks ago became VP-corporate relations of Metromedia (BROADCASTING, Nov. 25, 1968). Mr. Croninger joined Metromedia in Detroit in 1961 where he opened sales office for company, and in same year was named VP and general manager of KMBC Kansas City. **Robert Mounty**, VP and director of sales, WNEW, succeeds Mr. Croninger as VP and general manager of station. **Richard Jansen**, who was being shifted from Cleveland where he was VP and general manager of Metromedia's WHK to become VP for special projects for Radio Division (BROADCASTING, Dec. 30, 1968), appointed VP and general man-

ager of Metromedia's KLAC Los Angeles. He replaces **Jack G. Thayer**, who has resigned (see page 68).

John H. A. Cross, executive VP, Compton Advertising, New York, named partner of Jack Tinker & Partners. Mr. Cross joined Compton in 1950 as assistant account executive; became VP in 1959; senior VP and director in 1964; executive VP in 1967. At Compton he supervised Proctor & Gamble and Norwich Pharmacal brands accounts, as well as advertising for Davis & Geck department of American Cyanamid.

Av Westin, executive director of Public Broadcast Laboratory, New York, will assume duties as ABC news executive producer March 15 (see page 39). He replaces **Sid Darion**, who becomes producer of ABC News documentaries. Mr. Westin was with CBS News for almost 20 years before joining PBL in 1967.

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

new 18-week *Black Heritage* series on CBS-owned WCBS-TV New York. NAACP executive director Roy Wilkins claimed that series is not "a history of Afro-Americans," [program's subtitle], "but an interpretation of history from a single point of view: the contemporary left-of-center black militant minority view, liberally garnished with the thrust for a new apartheid."

Series, produced by WCBS-TV and Columbia University, started last Monday (Jan. 6).

NAB's choice

National Association of Broadcasters has landed man who may be nation's best known ham radio operator for

opening-day luncheon speaker at Broadcast Engineering Conference during NAB Washington convention in March. He is new junior senator from Arizona, Barry Goldwater, GOP presidential candidate in 1964.

Syndicated shows set

Winters/Rosen Productions, Hollywood, will produce and syndicate four TV series—three strips and one weekly variety hour. In deal announced Friday (Jan. 10), broadcast division of Chris Craft Industries Inc. has signed for all shows.

Programs are *Barbara McNair Show*, weekly variety hour; *Zsa Zsa Gabor Show*, guest-interview strip; *Juvenile*

Court, half-hour strip and *Slim Scene*, daily exercise show.

Winters/Rosen Distribution Corp. will handle syndication sales. Chris Craft stations are KCOP(TV) Los Angeles, KPTV(TV) Portland, Ore., and WTCN-TV Minneapolis.

Three named to commerce

Senate steering committee named three Democratic members to vacancies on Senate Commerce Committee Friday (Jan. 10), subject to approval by Democratic Caucus, which is expected.

New on commerce panel will be Senators Daniel K. Inouye (Hawaii), William B. Spong Jr. (Va.) and Joseph D. Tydings, (Md.).

The World's Greatest Country Music Attraction

Now Available In Color For Television

Rarely has a single musical artist dominated a field so overwhelmingly as BUCK OWENS.

For five straight years BUCK OWENS has been voted America's No. 1 Country Music artist, receiving every award that his field has to offer.

Every one of his twenty records for the past six years has made the No. 1 position on the music charts.

His "Buckaroos" have also been voted the No. 1 Country Music group in the U.S.A. four years in a row by the Country Music Association at their Nashville Awards Ceremony.



Now "BUCK OWENS TV RANCH SHOW" is available — 78 tuneful, COLOR, half-hour, tape programs! Celebrity guests augment the series and it programs beautifully as part of a Monday-Friday strip or a Saturday-Sunday block. "Buck" gets top ratings and continuous renewals from such stations as Ft. Worth (KTVT); Houston (KHTV); Phoenix (KPHO); Oklahoma City (WKY); Nashville (WSIX). Important new sales are in San Francisco (KEMO); Syracuse (WHEN); Spokane (KXLY); Los Angeles (KCOP); and San Diego (the KCST group), plus 21 additional stations.

Tie up this saleable "audience-pleaser" exclusively for your market.

WINTERS ROSEN DISTRIBUTION CORP.,

9110 Sunset Boulevard,

Los Angeles, Cal. 90069, (213) 274-5872

CONTACT: JERRY WEISFELDT,

Executive V.P., In Charge of Sales.

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SELL YOUR CAR SELLER.

SELL YOUR HOME SELLER.

SELL YOUR
FASHION SELLER.

SELL YOUR BEVERAGE SELLER.

SELL YOUR MEAL SELLER.



There's a retail color explosion going on right now in hundreds of markets. Loan companies. Dairies. Department stores. Car dealers. They're all producing color spots. And for a good reason: they move the merchandise.

You undoubtedly know how many color sets there are in your market. You've certainly seen some of the research about the reach and recall-ability of color vs monochrome spots. Well, now's the time to start cashing in locally on color.

Our VR-1200B videotape recorder is the easiest and most flexible way to get on the highband wagon. Built

for highband color from the ground up, the VR-1200B lets you get into color commercial production immediately, then add performance options as you grow. And you can choose the configuration most suited to your needs with overhead monitor or "sidecar" console.

We've gathered some interesting case histories that show how color has helped local retailers. We think you will find their experiences most helpful in selling your local retailers on color. If you'd like a packet, drop a line to *Sell the Sellers* at our world headquarters, 401 Broadway, Redwood City, Calif. 94063.

with a VR-1200B.

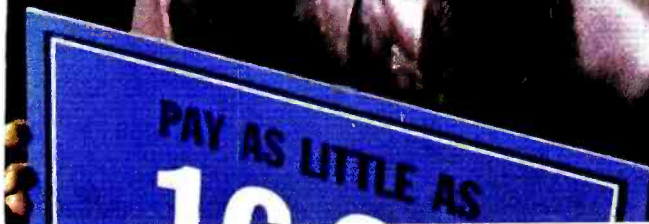


SELL YOUR HEALTH SELLER.

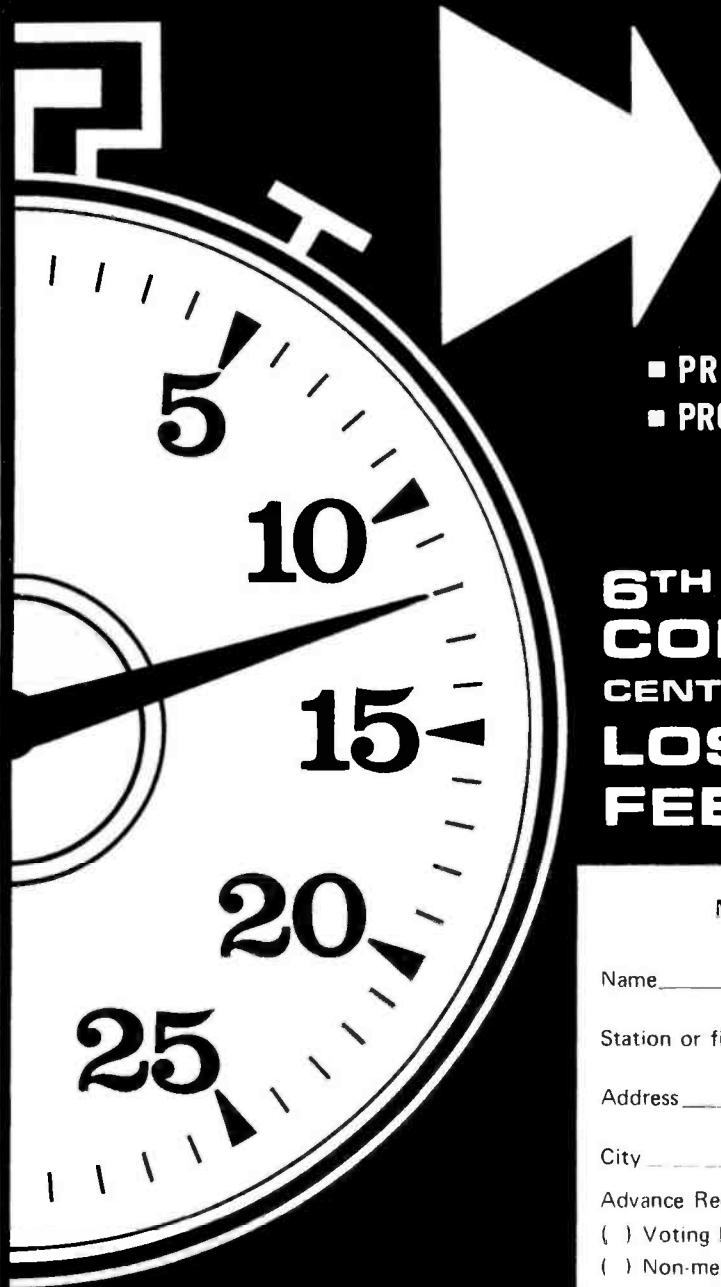


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IN**

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Station or firm _____

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your wife?

Yes () No ()

Please send membership information ()



NATIONAL ASSOCIATION OF TELEVISION PROGRAM EXECUTIVES, INC.

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

■ Indicates first or revised listing.

January

Jan. 13—Deadline for reply comments on FCC's proposed rulemaking that would permit all CATV systems in a particular community to carry the distant signal of a TV station beyond that community's grade B contours, if one CATV in the area has already been authorized to carry that signal.

Jan. 13—New deadline for comments on FCC's proposed rulemaking that would require common carriers filing microwave applications for CATV service to notify the affected TV stations on or before the date of application. Rule would also require CATV system to file all necessary requests for distant-signal carriage or other special relief on or before date of microwave application. Previous deadline was Dec. 30.

Jan. 13-17—Annual winter meeting *National Association of Broadcasters* board of directors. Americana hotel, San Juan, P. R.

Jan. 14—Annual stockholders meeting, *Metro-Goldwyn-Mayer Inc.* Cinerama theater, New York.

Jan. 14—Network newsmen newsmaker luncheon, *International Radio and Television Society*. Panel session will feature Walter Cronkite, Chet Huntley, and Frank Reynolds. Waldorf-Astoria hotel, New York.

Jan. 14—Annual stockholders meeting, *Chris-Craft Industries Inc.* Pier 66 hotel, Fort Lauderdale, Fla.

Jan. 14—*American Research Bureau* seminar for TV stations on use of ARB reports. Boston.

■Jan. 14—Luncheon meeting, New York chapter of *International Advertising Federation*. Speaker: John Leer, senior vice president for corporate marketing and planning, Braniff International. Biltmore hotel, New York.

■Jan. 15—Forum of independent producers, directors and writers, Chicago chapter, *National Academy of TV Arts and Sciences*. NBC studios, Chicago.

Jan. 16—*American Research Bureau* seminar for TV stations on use of ARB reports. Detroit.

Jan. 16-18—Meeting of *Florida CATV Association*. Marco Island.

Jan. 17—Meeting of *Community TV Association of New England*. New Hampshire Highway motel, Concord, N. H.

Jan. 17-18—Winter television conference, *Society of Motion Picture and Television Engineers*, on color television broadcasting. Speaker: Roy Cahoon, chief engineer, Canadian Broadcasting Corp. Panels on lighting, video-tape recording, transmitters and transmission, receivers and film broadcasting are scheduled. Ryerson Polytechnic Institute, Toronto.

Jan. 17-19—Annual meeting, board of trustees, *The National Academy of Television Arts and Sciences*. Beverly Hills, Calif.

Jan. 19-22—Research seminar, *Association of National Advertisers*. Sterling Forest Conference Center, Tuxedo, N. Y.

Jan. 21—*American Research Bureau* seminar for TV stations on use of ARB reports. Atlanta.

■Jan. 21-23—Twenty-fourth annual *Georgia Radio and Television Institute*. Speakers include Daniel Karasik, manager of TV development, Comsat, Washington; John Palmer, NBC News, New York; Mary Dorr, president, *American Women in Radio and*

Television; FCC Commissioner Nicholas Johnson, and Paul Harvey, radio and television commentator. University of Georgia, Athens.

Jan. 23—Special stockholders meeting, *Transamerica Corp.* Hotel Mark Hopkins, San Francisco.

Jan. 23—*American Research Bureau* seminar for TV stations on use of ARB reports. Dallas.

Jan. 24—Annual dinner dance, *Pacific Pioneer Broadcasters*. Beverly Hilton hotel, Beverly Hills, Calif.

Jan. 24-25—Meeting of *Georgia CATV Association*. Macon, Ga.

Jan. 27—Annual winter meeting, *Idaho State Broadcasters Association*. Downtowner hotel, Boise.

Jan. 27-30—Twenty-sixth *National Religious Broadcasters* annual convention. Speakers include E. C. Manning, premier of Alberta, Canada; Dr. Stephen Oiford, Calvary Baptist Church, New York; Bishop Goodwin Hudson, Church of England, London; Dr. Eugene R. Bertermann, president of *National Religious Broadcasters*; Rosel H. Hyde, FCC chairman; Vincent T. Wasilewski, president of *National Association of Broadcasters*, and Dr. John V. Charyk, president of Comsat. Mayflower hotel, Washington.

■Jan. 27—Eleventh annual KMTV (TV) television public service awards dinner. Speaker: Julian Goodman, president, NBC. Omaha.

Jan. 28—Deadline for filing reply comments the FCC's proposed rulemaking to limit station acquisitions to one full-time outlet per market.

Jan. 28—*American Research Bureau* seminar for TV stations on use of ARB reports. Denver.

■Jan. 29—Luncheon meeting of Chicago chapter, *National Academy of TV Arts and Sciences*. Speaker: Gordon Manning, VP and director of news, CBS News, on "Does broadcast journalism deserve to be free?" Knickerbocker hotel, Chicago.

Jan. 30—*American Research Bureau* seminar for TV stations on use of ARB reports. Los Angeles.

Jan. 31—New deadline for reply comments on FCC's proposed rulemaking that would require common carriers filing microwave applications for CATV service to notify the affected TV stations on or before the date of application. Rule would also require CATV system to file all necessary requests for distant-signal carriage or other special relief on or before date of microwave application. Previous deadline was Jan. 17.

February

Feb. 3—New deadline for comments on FCC's proposed rulemaking on future use of 806-960 mc band, in which commission proposed to allocate space to common-carrier and land-mobile services. Previous deadline was Dec. 2.

Feb. 3—New deadline for comments on FCC's proposed rulemaking that would reallocate channels 14 through 20 to land-mobile services in the top 25 urban areas. Previous deadline was Dec. 2.

■Feb. 4—Annual meeting of *Walt Disney Productions*. Disney studios, Burbank, Calif.

Feb. 5—Newsmaker luncheon, *International Radio and Television Society*. Speaker: Frank Pace, Corp for Public Broadcasting. Waldorf-Astoria hotel, New York.

Feb. 5—Legislative session of *Texas CATV*

Association. Sheraton Crest hotel, Austin, Tex.

Feb. 5-7—Annual winter convention of *South Carolina Broadcasters Association*. Wade Hampton hotel, Columbia.

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

Feb. 7-8—Annual winter convention of *New Mexico Broadcasters Association*. Hilton hotel, Albuquerque.

Feb. 7-8—Twenty-first annual radio-television seminar, *Northwest Broadcast News Association*. School of Journalism, University of Minnesota, Minneapolis.

Feb. 8—First annual convention, *Georgia Cable Television Association*. Demsey hotel, Macon.

Feb. 10—New deadline for comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Dec. 9.

■Feb. 11—Luncheon meeting, New York chapter of *International Advertising Federation*. Speaker: Tom Sutton, international operations, J. Walter Thompson. Biltmore hotel, New York.

■Feb. 12-14—Sixth annual convention, *National Association of Television Program Executives*. Workshop sessions emphasizing network-local station relationship: "man of the year" award, and awards presentation for program excellence. Century Plaza hotel, Los Angeles.

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

■Feb. 17-21—Inside advertising/marketing week sponsored by *Advertising Club of New York*. College students will participate in five-day series of working sessions with leading advertisers, agencies and marketing firms.

Feb. 17-19—Annual midwinter conference on government affairs, *American Advertising Federation*. Statler-Hilton, Washington.

Feb. 25-28—1969 conference, *Western Radio and Television Association and West Coast Instructional Television*. Olympic hotel, Seattle.

March

March 10—New deadline for reply comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television station. Previous deadline was Jan. 9.

March 10-13—Spring conference, *Electronic Industries Association*. Statler-Hilton hotel, Washington.

March 11—Spring meeting of *New York State Association of Broadcasters*. Thruway motor inn, Albany.

■March 11—Luncheon meeting, New York chapter of *International Advertising Federation*. Speaker: Hobart Lewis, president and executive editor, *Reader's Digest*. Biltmore hotel, New York.

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 13-18—Meeting of *National Federa-*

La Rue Media Brokers Inc.

RADIO TV CATV

COMPLETED SALES

TV: Portland, Maine	\$4,800,000
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CATV: Salamanca, New York	\$300,000
Radio: Palm Beach, Florida	\$400,000
Radio: Minneapolis-St. Paul	\$1,000,000
Radio: California	\$220,000
CATV: Pennsylvania	\$850,000
Radio/TV: El Paso, Texas	\$2,300,000
TV: Honolulu	\$2,800,000
CATV: Sebring, Florida	\$600,000
Radio: Cumberland, Maryland	\$250,000
Radio: Springfield, Mass.	\$260,000
TV: Honolulu	\$600,000
Radio: Richmond, Virginia	\$210,000
Radio: Manchester, N.H.	\$315,000
Radio: Kansas City, Missouri	\$150,000
Radio: St. Louis, Missouri	\$3,500,000
CATV: Carlsbad/Artesia, N.M.	\$1,000,000
Radio: Minneapolis FM	\$750,000
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tion of Advertising Agencies. Boca Raton hotel, Boca Raton, Fla.

March 16-19—Western meeting of Association of National Advertisers. Hotel Del Coronado, San Diego.

March 17—1969 International sales conference, Universal Pictures. Sheraton Universal hotel, Universal City studios, N. Hollywood.

OpenMike

A word for radio power

EDITOR: A radio thought for 1969: Why not radio power?

Everyone talks power, but the great majority of the nation's radio stations are floating alone, surviving alone, standing alone.

TV has sweetly kissed the major agencies with its "sweet smell of success"; but radio finds itself a power without a power base, a song without a singer. . . .

The cost of TV, national and local, has priced some regional advertisers out of the market. And since no one seems to create a radio song, some of this advertising money drifts away.

Someone ought to remember the medium that started this communications business, doing the jobs that are not profitable enough for TV, broadcasting the specialty shows, with no national image. And, filling its logs with the public service major media "just doesn't have the time for."

In the beginning, there was the word; radio needs a spokesman who reminds members.—John McAdam, owner-manager, KLBS-AM-FM Los Banos, Calif.

Reading on the Hill

EDITOR: BROADCASTING is being sent to me with the compliments of the Maryland-District of Columbia-Delaware Broadcasters Association. I look forward to reading your fine magazine with great interest.—Senator J. Caleb Boggs (R-Del.), Washington.

When, why and weather

EDITOR: Too many broadcasters, in both radio and television, fail to sound the "h" in words that begin with the letters "wh."

They say wen, ware, and wy, instead of when, where and why.

Also, weather broadcasters should not say that the temperature will be warmer or that it will be colder. They should say that the temperature will be higher, or it will be lower, because temperature is a measure of the degree of heat or cold that prevails. It is not an article such as your ear which can be warmer or colder.—Charley Stookey (retired broadcaster), Palm Beach, Fla.

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office.
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One-of-a-kind antenna system takes unique skills

You couldn't ask for a more complex TV antenna system than this one-of-a-kind installation—with five RCA antennas on-air from twin masts on John Hancock Center in Chicago next fall. Only the Empire State antenna system by RCA paralleled it in technological involvement.

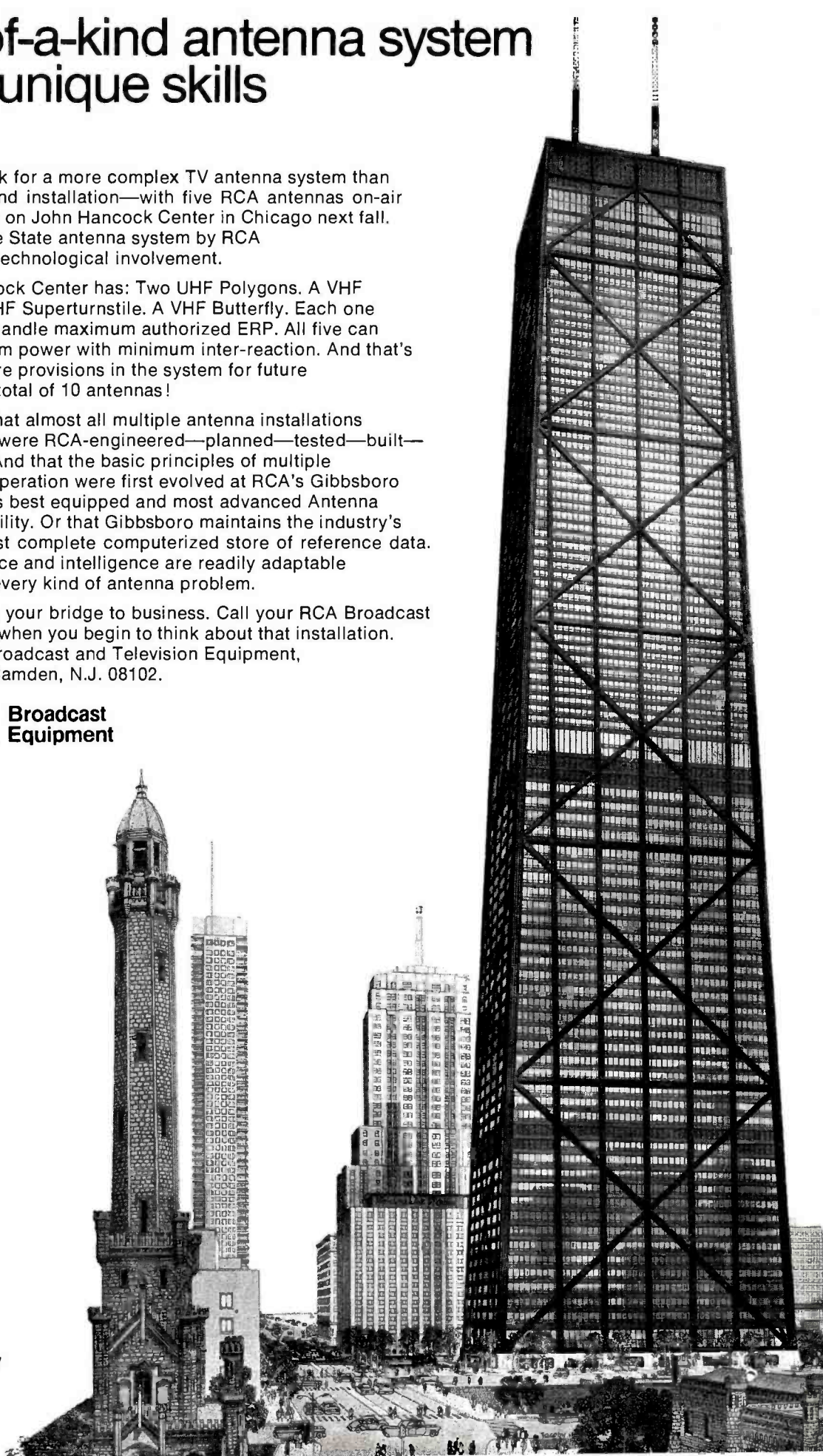
The John Hancock Center has: Two UHF Polygons. A VHF Zee Panel. A VHF Superturnstile. A VHF Butterfly. Each one is designed to handle maximum authorized ERP. All five can radiate maximum power with minimum inter-reaction. And that's not all: There are provisions in the system for future expansion to a total of 10 antennas!

Did you know that almost all multiple antenna installations in the business were RCA-engineered—planned—tested—built—and installed? And that the basic principles of multiple array antenna operation were first evolved at RCA's Gibbsboro Center—world's best equipped and most advanced Antenna Engineering facility. Or that Gibbsboro maintains the industry's largest and most complete computerized store of reference data. RCA's experience and intelligence are readily adaptable to solutions of every kind of antenna problem.

Your antenna is your bridge to business. Call your RCA Broadcast Representative when you begin to think about that installation. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. 08102.

RCA Broadcast
Equipment

Owner/Developer:
John Hancock
Mutual Life
Insurance Company



People must listen to get the message

The advertisers who pay the bills couldn't care less whether radio is supposed to be a hot medium and TV cool or vice versa. But they do know that it's all just a lot of very expensive hot air or stone-cold, dead air unless their sales message gets into their consumers' heads.

And right here there seems to be a failure to communicate: people by the millions turned off, tuned out and just plain don't listen to most of the boring, dull commercials that clutter up the air.

How to get people to listen to your message? It's really so simple that maybe I should try to pretend it's a big secret and talk in mumbo jumbo about psychic needs and ego satisfactions. But I won't.

In the interest of a world with a few fewer lousy commercials, I will reveal the secret of how our agency grew from \$0 to \$15 million in billing in five years without our company president marrying a client.

The secret: We talk to people in our commercials and our ads as we do to our friends. People who have some intelligence, humor and common sense. Not geniuses. Not slobs. Just nice people. Like us.

(Sure, everyone says his commercials do this. But if everybody does, who produces those god-awful things, that make us ashamed of being associated with advertising?)

Let me show you what I mean by a couple of examples of current stuff from an agency I know and love—Warren, Muller and Dolobowsky.

How do you talk to motorists if you're an independent marketer in three Midwestern states? If you're faced with competition by little companies like Shell, Mobil, Sohio, Gulf and Texaco offering games, trading stamps, repairs and national credit cards on every corner in your marketing area?

One of our newest accounts, Bonded Oil Co., came to us with this swell problem:

How do you make people aware of Bonded? How can you convince anyone that Bonded gas is as good as the others? And that Bonded is a nice company to do business with? Obviously, the campaign had to be a blockbuster. A "me too" pitch just wouldn't do.

We used the age-old testimonial technique—but with a twist. A com-

plete spoof.

First we ran 10 different, 10-second TV "testimonials": "Before I changed to Bonded," says Tina Louise, "I was a fullback for the Cleveland Browns." "Before I changed to Bonded," says Wilt Chamberlain, "I was four foot two." A surgeon says he used to be called "Fumblefingers." A Prince On A White Horse says he used to be a frog.

A Miss Universe candidate says she used to be a "12-year-old boy." All spots ended with the line: "See what Bonded gasoline can do for you."

It was followed by 30-second versions with the same characters, in character, talking about the savings, mileage ingredient and detergent in Bonded. Always with the line: "See what Bonded gasoline can do for you."

What did Bonded's campaign do for them? Their station attendants are wildly enthusiastic, ordering and reordering the buttons, bumper stickers and posters which tie into this campaign. Bonded has achieved a fantastic awareness in their area, with commercials being played back word for word. Gallonage figures, while secret, are happy ones.

People had never been talked to in this human, relaxed, humorous way by a gasoline company. They responded.

Who, of all the people in the world, would you pick to be the spokesman for a chain of discount stores? Two years ago, Bradlees, a division of Stop & Shop, the New England supermarket operation, came to us. With discount operations growing at 10 times the population rate, how could one chain with basically the same merchandise and

prices stand out? They asked us to "make them famous."

To help do it, we selected the world's best known (and best loved) penny pincher. A guy called Jack Benny. We used him in a series of Bradlees commercials on radio in New England and New Jersey areas. Up to this time, Jack had never, in his 39 years, done a commercial for anyone not sponsoring his national radio or TV programs. Jack worked with us for two reasons. Because the commercials we wrote were in the character he'd spent a lifetime developing. And for the money.

A year and a half later, Texaco's advertising agency had this same idea and spent millions on a radio and TV campaign featuring Jack Benny.

Our client was rightly concerned whether his investment was down the drain and wondered whether everybody wouldn't associate Jack Benny with this big oil company.

We suggested that he find out. They surveyed their areas and discovered that about 65% of the people asked associated Jack Benny with Bradlees.

If the message—what you say and how you say it—is so important, how does it get so distorted so often?

Two types of people are responsible, the client types and agency types. People who are only interested in numbers, not people. Those who think advertising in some kind of numbers game or flim flam.

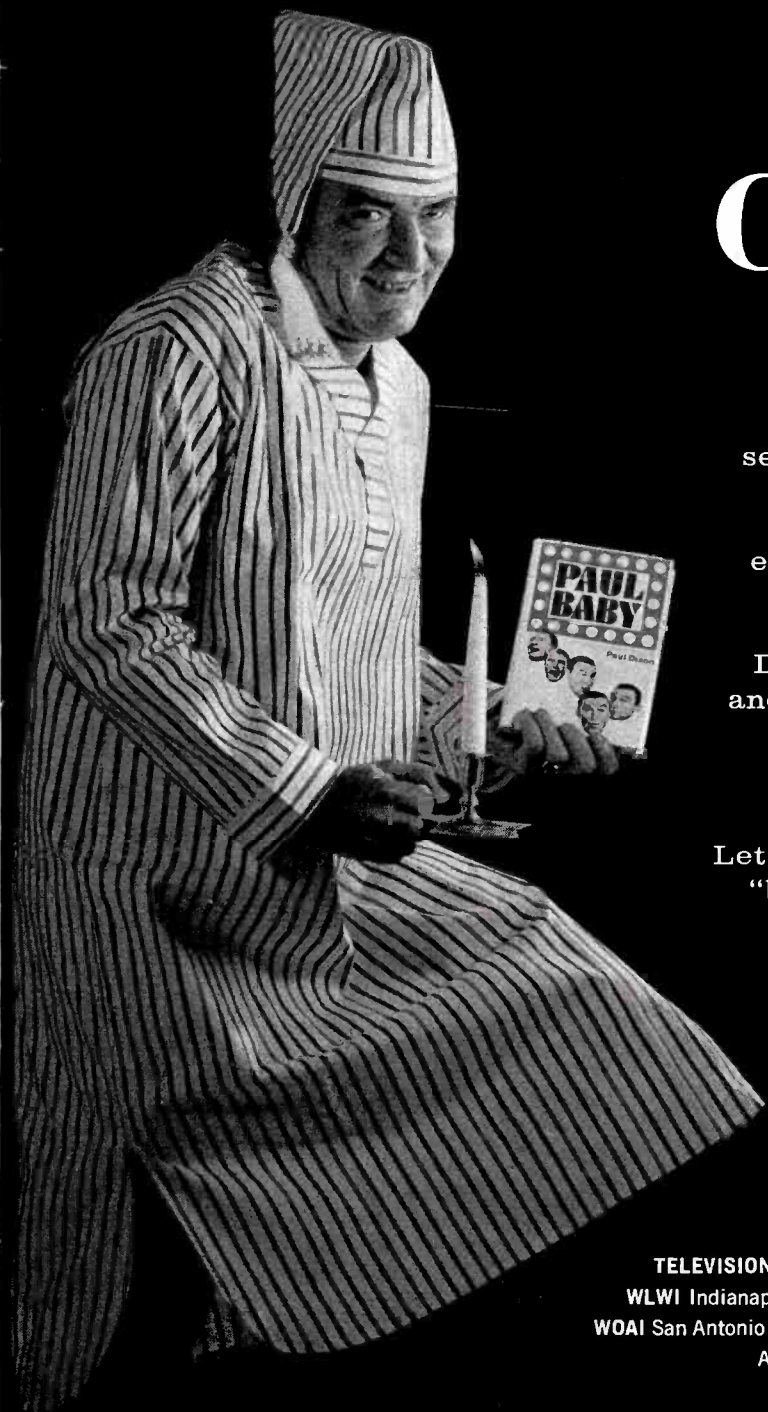
But when clients who are professional in their business work together with agency pros, the advertising profession can get pretty close to an art.

And the message comes through loud, and clear and convincing.



Lawrence J. Muller is vice president and general manager of the five-year old New York advertising agency, Warren, Muller, Dolobowsky Inc. Mr. Muller's career includes association as vice president, associate creative director of Sudler & Hennessey; creative group head of the SCI division of McCann-Erickson, and copywriter at Grey Advertising. As Mr. Muller puts it: he's worked on just about every kind of product and never been satisfied with the quality of commercials.

Meet Paul between the covers!



The covers of his new best selling book, "Paul Baby", that is. Already in its third printing, it's all about Paul Dixon's experiences on his ninety-minute daily TV show, which is also a "best seller" with the women of Dayton, Cincinnati, Indianapolis, and Columbus. And when it comes to effectively selling products to these women, Paul Dixon wrote the book on that, too.

Let Paul Dixon prove he can be your "best seller" in the Midwest. Call your Avco Radio Television Sales representative.



**BROADCASTING
CORPORATION**

TELEVISION: WLWT Cincinnati / WLWD Dayton / WLWC Columbus
WLWI Indianapolis / WOAI-TV San Antonio / RADIO: WLW Cincinnati
WOAI San Antonio / WWDC Washington, D.C. / KYA & KOIT San Francisco
Above represented by Avco Radio Television Sales, Inc.
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IN HISTORY · CONVERSATION WITH GEORGE GELSTON · CANCER IN
MEN · WHITE ROLES IN THE URBAN CRISIS · A CHILD'S VIEW OF
CHRISTMAS · SENATORIAL FORUM · THE MARYLAND HUNTER · RICHES
TO RAGS TO WHERE? · MAYOR'S REPORTS · MARYLAND NEWS CONFERENCES



... · GARDEN LIVING · MARY-
LAND · SUNDAY SERMON ·
... · LEARNING TO DO · FOR
... · OTHER SHADES OF RED · ROAD
TO NOWHERE · DOWN WHERE THE WORLD COMES IN · CONGRESSIONAL
NEWS CONFERENCES · THE MEANING OF THE LIGHTS

Nearly 1200 hours of locally produced news and in-
formational programming were aired by WBAL-TV
during 1968.

Our "community involvement" was evidenced in such programs as a 22-part "Black American in History" series, medical specials answering questions about arthritis, heart disease and cancer, and our highly acclaimed two-and-a-half hour "Gubernatorial Forum" in prime time—applauded by legislative experts for awakening Marylanders' interest in the selection of Governor Agnew's successor.

Among other highlights, WBAL-TV News, Maryland's largest broadcast news organization, dispatched a team to film exclusive, local interest reports at the Republican and Democratic National Conventions. Our live remote coverage during April's civil disturbances was credited with "breaking the communications barrier" between law enforcement officers and the public.

All in all, 1968 was a memorable year.

For 1969: our renewed pledge of responsible
and responsive broadcasting by WBAL-TV.



BALTIMORE

Nationally represented by Edward Petry and Company

Radio bursts through billion level

Outpacing other media in rate of gain in '68, it makes its biggest spurt since advent of TV

Radio rode the crest of advertising's 1968 comeback to its biggest annual sales gain since television emerged, the biggest rate of increase of all the major media in 1968 and the first billion-dollar year in radio history.

Figures to support those claims were made public last week by the Radio Advertising Bureau.

RAB President Miles David put radio's billings for the year at \$1,074,000,000, up 12% from 1967 levels, and supplied a breakdown that indicated still other records had been achieved:

- Spot radio billings passed \$300 million for the first time, reaching an estimated \$327,303,100 for a 12% gain over 1967.

- Local radio billings, which had never reached \$600 million before, sailed well past that landmark and approached \$700 million, ending at approximately \$690,999,780 for the year, up 13% from 1967.

- Network radio, though setting no record, held approximately even with its 1967 performance on billings of about \$55,697,120, including program as well as time sales.

The estimated 12% rise in total radio sales was the highest since 1947—also a 12%-increase year—when television was just beginning to emerge. The FCC had not then begun to collect television revenue data. When it did so the following year, it put the TV industry total at \$8.7 million, or about 2% of radio's total the same year.

Radio enjoyed a 11.4% gain in time sales in 1948, according to FCC figures, but from then until 1966 its annual increase rates were marked in single numbers—and sometimes in fractions of single numbers, and on two occasions in minuses—as the force of television competition became evident.

Although radio's rate of increase slowed, the upward movement continued in all the intervening years except 1954 (down 5.4%) and 1961 (down

0.9%), with the result that RAB's estimate of \$1,074,000,000 for 1968 is almost triple radio's total sales in the last 12%-increase year 21 years earlier.

In 1966 radio returned to a two-number increase rate with a gain of 10.2%, but in 1967 an advertising slowdown hit all major media and radio's growth was cut about 4%, according to RAB estimates. (The FCC's complete radio financial report for 1967 has not been issued.)

RAB's estimate of 12% radio sales growth in 1968 is higher than that reported for any other major medium. Television's increase has been estimated at about 9% (BROADCASTING, Jan. 6), while the gain for newspapers has been

Gimbels finds radio sells

Radio is the medium for Gimbels Philadelphia department store to reach potential customers "who are notorious for skimming over newspapers advertising (like teen-agers and husbands)."

And, says Gimbels: "Radio—and TV—are great for suburban stores" because of a wider coverage base than newspapers.

This was the testimonial delivered in New York last week during the National Retail Merchants Association convention.

Gimbels' radio campaign, as described to the retailers, is made up of special commercials prepared in the store—customers are interviewed on services and goods they find available at the store's counters—and placed on five Philadelphia-area radio stations twice daily (morning and afternoon), Monday-through-Friday on a year-round basis. The campaign started April 22. Gimbels' use of radio also includes commercials placed on six additional stations in its area for special store events, sales and seasonal selling. Gimbels is in television as well.

put at 5%, for magazines 3% and for outdoor 10%.

Mr. David attributed radio's 1968 rise to a number of factors, importantly including the continued surge in radio spending by department stores, retail chains and discount houses.

Radio's progress in this area has been "dramatic," he said, citing figures to indicate that Sears, Roebuck—a bellwether retail advertiser—increased its radio commitments 695% between the first half of 1966 and the first half of 1968, while Montgomery-Ward boosted its radio spending 173% in the same period.

A survey conducted for RAB in 43 major markets by Radio Expenditures Reports, Larchmont, N. Y., found retail advertising generally in the first half of 1968 totaled \$7.57 million or 206% more than in the same period of 1966, according to preliminary tabulations of the findings.

From these figures RAB authorities projected that retail spending for the period in the top-300 retail markets may have reached \$29 million to \$30 million for all of 1968, a gain of \$19 million to \$20 million over 1966.

Sears was found to have increased its radio investments from \$359,000 to about \$2.856 million in the survey markets, which officials said might indicate a Sears investment of around \$11.1 million in the top-300 retail markets in 1968 as against an estimated \$1.4 million in 1966.

Montgomery-Ward's 173% increase was said to have brought it to \$547,000 in the survey markets, projected to \$2.1 million in the 300 markets for 1968.

Similar figures for other advertisers, RAB authorities said, must await compilation of further details from the study.

"Research breakthroughs" were cited by RAB as figuring prominently in the 1968 advances. During the past year, Mr. David said, the buying and selling

of radio have moved into "a more scientific, more simplified era" as a result of several developments.

Among these he cited the All-Radio Methodology Study (ARMS) underwritten a few years ago by RAB and the National Association of Broadcasters, the Radio's All-Dimension Audience Research (RADAR) project initiated by NBC and subsequently sponsored by all four radio networks, and a "radio planner" developed for RAB, based on a computer run of 10,000 schedules, to show the reach and frequency that a given radio plan will attain.

Mr. David said the RAB planner, unveiled last spring, has become "a basic planning tool" that has contributed to radio's growth both by helping buyers plan more efficient campaigns and by simply demonstrating that radio's reach and frequency are as big as they have been claimed to be.

Along with more sophisticated buying and selling tools, Mr. David cited a growing "media-mix philosophy" among agencies and advertisers and their recognition that radio belongs in that mix. He also felt that today's radio sales managers and salesmen are "more professional" than in the past and that the "total sales effort" of all segments is expanding and improving.

He said that RAB itself is about 40% bigger now than it was three years ago. Among RAB projects is "Operation 5200," in which RAB executives sold face-to-face to an average of 100 advertisers and agency decision makers a week throughout 1968.

A growing creativity in radio commercials also "has helped make advertisers and agencies more aware of the selling power of radio" and contributed significantly to the year's gain, Mr. David asserted.

A BROADCASTING sampling of leading radio station reps meanwhile found much to support RAB's 1968 estimates, its assessment of factors contributing to the increase and its confidence that, barring problems in such imponderables as the general economy, 1969 will be another good radio year.

Some typical rep comments follow:

One of the top radio-station representatives reported a business rise of 20% in 1968 with expressed hope for a further 10% increase in 1969. Its business going into this year "is slightly better for the first quarter" though there were reports of some markets being "spotty."

The swelled radio business in 1968 was explained by the rep as having had several contributing factors: "Radio had a reasonable growth in 1965; a sensational, banner year in 1966, but a drop-off in 1967 as advertisers tightened their budgets along with tobacco-advertiser withdrawals. Last year had to look

like a terrific year but when compared to 1966 is representative of what is a natural curve upward."

This representative also noted that local business in radio appeared to be in a period of sound growth, helped in large part by retail business—"department stores are recognizing the value of radio"—and by increasing auto-dealer budgets.

On the national level, the rep's spokesmen credited also such factors as RAB's "good job in selling radio" and an improved acceptance of American Research Bureau ratings." ARB's figures, they said, have helped buyers better understand radio's audiences. Still another factor—though of lesser importance—influencing buying decisions in radio is the "continued rise in TV costs and the contrasting economy of radio in reach and frequency."

The radio vice president of a large representative firm characterized 1968 as "a record year," with over-all volume rising by about 40% over 1967. He explained, however, that a good part of the increase could be accounted for by an expanded station list, some in major markets.

He attributed the solid gains of 1968 to expanded budgets by traditional users of radio and to increased activity by companies that in recent years have used the medium sparingly, particularly Colgate-Palmolive and Bristol-Myers. Though January 1969 is less active than January 1968, he reported, the word from advertising agencies is that there will be a burst of activity within the next few weeks. The company's projections for 1969 as a whole are that it promises to be "a very good year."

A rep with a short list of stations in major markets predicted an excellent year, but noted that the character of the individual stations influences business greatly. The ratings of this particular rep's stations happen to be rising.

In 1968, some of the stations did poorly and some did well, so the rep's over-all business increased less than 10% over 1967. Business this January is slower picking up than in 1968, but prospects for the year are good.

The rep said feedback from the stations shows that much more interest is being shown by local retailers in radio advertising, mainly by department stores and chains such as Sears, Roebuck.

From the view of another major rep whose business is exclusively in radio, the upward movement will continue but will be tied to the economy. The rep's own business was up "better than 10%" in 1968 and is currently holding at that percentage—"the first half of '69 looks as good."

Despite the encouraging assessment of current business, the president of this rep company predicted a drop in percentage rise for 1969: "Maybe 3% or

4% increase over 1968 because of the state of the general economy." He said present indicators of increased and continued government restraints on the economy will affect radio's upward swing.

Local radio business is "exceptional," he said, on the basis of client stations' informal reports. "Local will continue to accelerate this year at a rate far greater than is true of national business."

The vice president and director of radio sales for another large firm called 1968 "a record year" with sales rising about 12% over 1967. More substantial gains were made in large markets, though virtually all showed increases, he said.

He believed the improved general economy was a factor as well as recognition by some advertisers that radio could be employed economically and effectively in an over-all media mix. He was heartened particularly by added spending last year by Colgate-Palmolive.

He noted that business is slow at this time of the year, but pointed out this duplicated the winter of 1968 and said indications are that orders will perk up by mid-February. He was confident that 1969 will be "a good year," but said he preferred to be cautious in making projections. Represented stations report to him that local business is proceeding at a satisfactory pace, he added.

The president of a major radio-representative firm reported that sales in 1968 were at an all-time high. Business in the top-20 markets was up 15% over last year; in the 21st to 40th, up about 10% and below that, up about 5%.

He credited the spot-radio upsurge to improved rating information made available directly to advertisers, particularly data supplied by the American Research Bureau, and to more extensive use of radio by advertisers in combination with television and other media. He noted that in past years, some of the money spent on spot radio was for "promotional purposes," but more and more, funds now are assigned a direct selling role in the media plan.

Among accounts that boosted their spending at stations his company represents, he said, were General Foods, Colgate-Palmolive and Bristol-Myers. He indicated that R. J. Reynolds, among the cigarette companies, had spent considerably more money than the rep company had projected in its early estimates in 1968.

The sales pattern for about the past five years has been a slow December and January, he observed. But he expects the pace to accelerate in late January and continue throughout 1969. Local advertising seems to be doing "quite well," he pointed out, helped by the increase in retail advertising.

Sears buys TV, radio and magazines

Controlled experiments push 1968 sales to over \$8 billion, says president

Sears, Roebuck & Co., in 1969 will triple the money going into "controlled experiments" in the effective use of all major media, including TV and radio, it was disclosed last week by Arthur M. Wood, president.

Dollar figures spent in advertising, however, were not revealed, even though from industry sources such as Television Bureau of Advertising it previously was disclosed that Sears has already become a dominant factor in local TV station revenues in many markets (BROADCASTING, Nov. 25, 1968).

Mr. Wood, speaking to the Retail Analysts Society of New York last Wednesday, indicated the controlled experiments have proven effective in every case. He reported sales for Sears in 1968 hit the \$8.2 billion mark.

Noting that the current issue of *Fortune* Magazine points out that Sears' gross sales are about equal to 1% of gross national product, Mr. Wood said that "with a trillion dollar economy in prospect, the company is devoting a great deal of time and effort to keeping up with a fast-growing and changing market. This has placed greater emphasis on product development."

One of the changes in approach "that is visible," he said, "is the increased use of television, radio and magazine advertising." For years Sears relied on newspapers and catalogues, he noted, and these media have been very effective.

"For the last two and a half years our senior merchants have been conducting controlled experiments in the effective use of all media to advertise a wide range of products," Mr. Wood explained, and the experiments have included newspapers, radio, TV and magazines.

"Specific case studies have been developed and executed on such diverse products as premium auto tires and batteries, seamless stretch nylon hosiery and static-free tricot slips for women," he said. "Significant market penetration and market development has been the result," he said, adding, "in no instance have we failed to provide a highly satisfactory return on our advertising investment."

Mr. Wood said "the new developments do not detract from the historical importance of newspapers—quite the contrary. New emphasis will be added in many areas."

In 1969 expenditures "for this new approach will be approximately three times the sums spent in 1968," Mr. Wood said, explaining, "the cost of

these national programs has been absorbed by restructuring promotional efforts to maintain the company's closely controlled advertising ratios."

Most lines of Sears will ultimately benefit from the increased application of the program, Mr. Wood said, with those lines in the lowest market penetration benefitting the most.

"Significantly," Mr. Wood said, "most products in the case studies have been sold at regular price at full mark-up, somewhat contrary to our historical practice."

Network ad revenues rise 3½% in 1968

Network television advertising revenues for 1968 came to \$1,548,102,800, up 3.5% over 1967's figures, Broadcast Advertisers Reports Inc. estimated last week.

CBS-TV was the leader with an estimated share of \$580,205,700 (37.5% of the total), but NBC-TV made the biggest gain over 1967—up 9.8% to \$549,501,900 (35.5% of the total). ABC-TV took in \$418,395,200 (27% of the total). CBS's share, as compared with 1967, decreased 0.23%, while ABC's gained 1.7%.

Meanwhile, advertiser investments for December 1968 totaled \$161,236,600, a 6.8% increase over December 1967, according to Leading National Advertiser preliminary figures released by the Television Bureau of Advertising last week.

A 13.3% increase in night-time network television was offset somewhat by a 3.8% decline in daytime. The entire decrease took place in weekend daytime periods (-12.4%) while weekday daytime advanced (+5.1%).

LNA's full-year report is expected later this month. TVB estimated a year-end total of \$1,550,000,000, up 3.3% over 1967.

NH&S loses Drackett products

The Drackett Co., Cincinnati, a Bristol-Myers subsidiary, confirmed last week that Nutrament and Get Up and Go products are being transferred out of Needham, Harper & Steers. No new agency has been named. The Nutrament account bills an estimated \$1.5 million.

AFL finale sold out

NBC-TV last week completed its list of sponsors for the American Football League's All-Star game Sunday, Jan. 19 (2 p.m. NYT). Participating are Chrysler Corp. (through Young &

Rubicam), RCA (J. Walter Thompson), Phillips Petroleum Co. (J. Walter Thompson), Trans World Airlines (Wells, Rich, Greene), Gillette (BBDO), Joseph Schlitz Brewing Co. (Leo Burnett), American Tobacco Co. (BBDO), Colgate-Palmolive Co. (Ted Bates), Miles Laboratories (Jack Tinker & Partners) and Travelers Insurance Co. (Young & Rubicam).

Agency merger beat goes on

Ted Bates acquires motion-picture specialist, \$13.3 million billings

Ted Bates & Co. announced last week its merger with Diener Hauser Greenthal Co., an agency serving the motion-picture field. The merger became effective Jan. 1.

Diener Hauser brings with it billings of an estimated \$2 million in TV and \$750,000 in radio. The agency will contribute a total of \$13.3 million in billings to Bates, which now claims total billings in excess of \$330 million.

Archibald McG. Foster, president of Ted Bates, said that the purchase of Diener Hauser is part of Bates's continuing plan to acquire and develop subsidiaries in the advertising/marketing field, particularly companies with their own special areas of expertise. Two-and-a-half-years ago, Bates acquired AC&R Advertising Inc., New York, and more recently, Richter & Mracky-Bates, Los Angeles.

Diener Hauser, with offices in New York and Los Angeles, has a total of 30 clients, including Avco Embassy Pictures, Cinema V-Rugoff Theatres, Guild Enterprises, National General Corp., RKO-Stanley Warner Theatres, Sigma III Corp., 20th Century-Fox, United Artists Corp. and the Walter Reade Organization Inc.

Herbert S. Hauser is chairman, and David E. Diener, president, of the new subsidiary. Both will become senior stockholders in the Bates agency and will continue to operate Diener Hauser.

New department-store ads

A new series of four 55-second color TV commercials is being offered department stores and TV stations by Burdon Advertising Inc., Peoria, Ill. Films are geared to department stores' usual promotion efforts—white sale, back-to-school, storewide clearance and Christmas. Films have a music background but no audio, permitting voice announcements as needed. Commercials are \$100 each or \$350 for the group of four.

Spot TV's '68 totals keep climbing

TVB reports third quarter of last year
18.2% ahead of '67; auto buying leads the way

Investment by national and regional advertisers in spot television in the third quarter of 1968 rose to \$291,653,000 from \$268,692,000 in the same period of 1967, according to the Television Bureau of Advertising.

TVB in its announcement today (Jan. 13) noted that in the third quarter of 1968, 367 stations reported billings, as compared to 393 reporting stations in the third quarter of 1967. A comparison of billing from 344 stations reporting during the third quarter of both 1968 and 1967 showed an increase of 18.2% in spot-TV spending. The figures were compiled by Leading National Advertisers/Rorabaugh.

Automotive advertiser buying showed the largest percentage growth by category, increasing by 57.4% over the third quarter of 1967 to \$16,248,100. The nighttime segment of spot TV registered the largest dollar increase, up \$32.5 million over the 1967 quarter. The early evening segment showed the largest percentage gain, increasing 37.3%.

Top 100 national and regional spot television advertisers Third quarter 1968

1. Procter & Gamble	\$21,359,000
2. General Foods	13,758,900
3. Colgate-Palmolive	9,602,200
4. Coca-Cola	6,268,600
5. American Tobacco	6,037,800
6. Lever Bros.	5,814,800
7. William Wrigley Jr.	5,726,000
8. Kellogg	4,437,100
9. Bristol-Myers	4,315,900
10. Ford Motor Co. dealers	3,919,600
11. American Home Products	3,879,800
12. National Dairy Products	3,830,900

13. Warner-Lambert Pharmaceutical	\$3,558,200
14. Shell Oil	3,525,700
15. Gillette	3,422,100
16. Johnson & Johnson	3,348,800
17. General Mills	3,277,600
18. Alberto-Culver	3,187,900
19. Norton Simon Inc.	3,126,100
20. General Motors Corp. dealers	3,102,800
21. Pepsico	2,937,400
22. Carter-Wallace	2,900,700
23. Sears, Roebuck	2,900,500
24. Corn Products	2,878,800
25. Seven-Up	2,845,700
26. Miles Labs.	2,788,000
27. Armour & Co.	2,594,500
28. Sterling Drug	2,580,700
29. Philip Morris	2,392,200
30. Ralston Purina	2,378,500
31. Canadian Breweries	2,356,700
32. Chrysler Corp. dealers	2,149,100
33. American Can	1,960,300
34. Nestle Co.	1,901,200
35. Quaker Oats	1,895,000
36. Pillsbury	1,891,500
37. H. J. Heinz	1,888,500
38. ITT	1,856,800
39. R. J. Reynolds Tobacco	1,816,300
40. Pabst Brewing	1,785,900
41. Carnation	1,688,100
42. Jos. Schlitz Brewing	1,679,100
43. British-American Tobacco Co.	1,581,700
44. Scott Paper	1,481,600
45. Hartz Mountain Products	1,456,500
46. Royal Crown Cola	1,445,500
47. Standard Oil of Ind.	1,444,500
48. Falstaff Brewing	1,441,400
49. Eversharp	1,416,200
50. Heublein	1,377,900
51. Campbell Soup	1,364,600
52. AT&T	1,356,000
53. Sinclair Oil	1,339,100
54. National Biscuit	1,289,100
55. Avon Products	1,267,000
56. U. S. Borax	1,219,200
57. Standard Brands	1,169,900
58. American Dairy Assn.	1,123,300
59. Mars Inc.	1,105,200
60. Lorillard	1,072,200
61. Borden	1,012,600
62. General Motors	986,600
63. United Air Lines	979,000
64. S. C. Johnson & Son	955,900
65. F. W. Woolworth	953,000
66. Norwich Pharmacal	946,800

67. Kimberly-Clark	\$934,300
68. Toyota Motor Co. dealers	925,700
69. De Luxe Topper	913,700
70. Mobil Oil	907,500
71. McDonald Corp.	833,800
72. Union Oil of Calif.	820,400
73. Squibb Beech-Nut	807,400
74. Household Finance	789,800
75. Chesebrough-Pond's	780,500
76. American Cyanamid	768,000
77. Consolidated Foods	733,000
78. Aamco Transmissions	731,200
79. Wallace & Tiernan	721,700
80. American Airlines	718,000
81. Ideal Toy	717,100
82. Jeffrey Martin Labs	693,000
83. John Labatt	690,500
84. Standard Oil of Calif.	664,300
85. Liggett & Myers	658,900
86. Trans World Airlines	654,600
87. Anheuser-Busch	642,600
88. Morton International	628,100
89. Beatrice Foods	619,800
90. Firestone Tire & Rubber	615,500
91. Standard Oil of N.J.	612,100
92. United Vintners	611,500
93. Greyhound	588,000
94. Getty Oil	580,800
95. Associated Brewing	579,800
96. Associated Products	563,500
97. Anderson Clayton & Co.	544,500
98. Richardson-Merrell	541,100
99. Rheingold	522,600
100. Block Drug	520,000

Admiral changes mind, comes back to television

Admiral Corp., Chicago, which about a year-and-a-half ago dropped out of television advertising because of disaffection over the quality of programs, renews its use of the medium this week with a heavy schedule to run for about two months on NBC-TV.

Admiral dropped out of television in the summer of 1967 because Ross D. Siragusa, its board chairman, considered TV programing to be "lackluster." In 1968 Admiral put about \$4 million entirely in print media instead.

This year Admiral boosts its total advertising budget to about \$8 million and in the first quarter is using 14 prime-time shows on NBC-TV. Agency is Campbell-Ewald Co., Detroit.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ending Dec. 29, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Dec. 29	Total dollars week ended Dec. 29	1968 total minutes	1968 total dollars
	Week ended Dec. 29	Cume Jan. 1- Dec. 29	Week ended Dec. 29	Cume Jan. 1- Dec. 29	Week ended Dec. 29	Cume Jan. 1- Dec. 29				
Monday-Friday Sign-on-10 a.m.	\$ 7.3	\$ 278.7	\$ 166.5	\$ 5,572.4	\$ 289.6	\$ 17,301.5	97	\$ 463.4	4,207	\$ 23,152.6
Monday-Friday 10 a.m.-6 p.m.	1,267.9	64,069.2	2,414.6	143,789.9	1,977.8	115,068.7	701	5,660.3	46,340	322,927.8
Saturday-Sunday Sign-on-6 p.m.	1,065.5	55,857.6	3,174.6	67,091.5	1,157.9	34,993.8	265	5,398.0	13,497	157,942.9
Monday-Saturday 6 p.m.-7:30 p.m.	585.8	19,314.6	800.8	31,144.0	682.6	31,657.1	101	2,069.2	4,796	82,115.7
Sunday 6 p.m.-7:30 p.m.	106.2	5,704.0	302.3	12,030.7	55.0	9,605.7	15	463.5	1,060	27,340.4
Monday-Sunday 7:30-11 p.m.	4,767.7	252,845.6	6,969.5	310,618.3	6,332.4	313,644.0	419	18,069.6	22,840	877,107.9
Monday-Sunday 11 p.m.-Sign-off	320.1	18,262.0	73.4	6,654.5	664.3	23,756.0	98	1,057.8	4,155	48,672.5
Total	\$8,120.5	\$416,331.7	\$13,901.7	\$576,901.3	\$11,159.6	\$546,026.8	1,696	\$33,181.8	96,895	\$1,539,259.8



**One thing
that grows faster
than the
Atlanta market:
WSB's share
of it.**

According to trends, WSB's share of the Atlanta radio audience should someday be larger than the total number of Atlanta Radio Households. Fact is, Pulse Surveys* show that in this last five years WSB's share of the Atlanta Metro audience has increased 51% while the total number of Atlanta Metropolitan radio households has increased 25%.

Anyhow, we figured that if something is growing faster than Atlanta, you'd probably like to know about it.

We really don't expect our cut of the pie to ever be bigger than the pie. But we're working on it, nonetheless.

WSB Radio

Atlanta/AM 750/FM 98.5
NBC Affiliate/Petry & Co. Inc.

*Pulse studies, 1963-1967. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.



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

FTC flunks student exam

Nader recruits want reforms of agency and TV ad practices

"Nader's Raiders," a team of students mobilized by consumer-crusader Ralph Nader last summer to probe the Federal Trade Commission, staked out a whole new area of deceptive advertising last week. In their report on the FTC, Mr. Nader's team suggested that the commission "should begin to consider whether sophisticated motivational-research advertising may violate the FTC Act."

The report is not the sort that the FTC would be likely to turn to for advice. The agency, it's charged, displays inordinate "devotion to public-relations activity, secrecy and collusion" while a backlog of unresolved consumer-protection cases, mostly trivial, await action. Personnel is "the core of the problem," the report says, calling for immediate reform at the top. FTC Chairman Paul Rand Dixon's "chief and perhaps only contribution to the commission's improvement would be to resign from the agency," the probers conclude.

Chairman Dixon called the report a "smear."

Sections of the report focus on television advertising of analgesics, cigarettes and deodorants. The report suggests that the broadcast media are "uniquely" suited for advertisements that appeal "to strongly irrational forces in the human personality." Governmental "intervention" may be needed to "protect 'rational' consumer choices," it is concluded. "Public importance" should be the primary criterion for the investigation of deceptive advertising, the great bulk of which is in TV and radio, the report says.

Another section takes aim at the FTC's program of monitoring broadcast commercials. The commission's typical monitoring operation, the report contends, is haphazard and occasional. One monitoring session "consisted of several matrons watching the set and was discontinued because they paid too much attention to the programs (mostly soap operas) and would leave for snacks, etc. during commercials," the report said. As a corrective to inadequate monitoring, the report recommended commercial "pre-screening by expert engineers, doctors and other professionals."

In an eight-page rebuttal to the report's charges, Chairman Dixon branded the investigators as "young zealots" with a "self-granted license to criticize a respected governmental

agency through smear techniques."

Congressional reaction (which the report was designed to stimulate, according to Mr. Nader during a *Public Broadcast Laboratory* appearance on Jan. 5) varied from guarded interest to snide off-the-record asides. A staff member on the Senate Commerce Committee said the report could not be ignored and would probably point the way toward some sort of hearings on the agency and its mission.

Such a development, it was noted, would square with evolving plans for the committee to emphasize its "oversight" function during the 91st Congress, examining a number of federal agencies.

Consumers' benefactor bids Washington farewell

Betty Furness, television's gift to the federal bureaucracy, is leaving her post as special assistant to the President for consumer affairs with a sense of accomplishment, but with a feeling she may have no successor.

Basing her comment on President-elect Richard Nixon's campaign speeches, she said: "He seems to take a dim view of the job" of special assistant for consumer affairs; "he might" abolish it.

She feels that Mr. Nixon regards consumer protection as a function that should be the responsibility of various government agencies. But if that were the case, she feels, the importance now given to consumer protection would decline.

The Nixon headquarters had no comment on Miss Furness's assessment of the President-elect's plans for her post.

Miss Furness, who has already submitted her resignation, feels that much has been accomplished in the field of consumer protection in the 19 months she has been in office. She referred to the "great deal" of consumer-protection legislation enacted at the request of President Johnson.

But what she considers of overriding importance is that the "consumer realizes that under President Johnson the federal government cared about his problems."

The White House announcement in March 1967 that Miss Furness was being named to succeed Esther Peterson, assistant secretary of labor, in the White House consumer-protection post, caused eyebrows to rise in Washington as well as on Madison Avenue.

She had long been regarded as a potent TV saleswoman, particularly as a result of her 11-year association with Westinghouse. But she appeared to have no credentials as a protector of consumers.

However, she is now regarded as having developed into an able, tough-

Developer sponsors specials

Korman Corp., a residential developer in Philadelphia is investing an estimated \$250,000 in 12 one-hour color specials in prime time on WFIL-TV Philadelphia. The station said that Korman would sponsor a King Family special each month this year. J. M. Korn & Son, Philadelphia, handled the buy.

mindful advocate for the consumer—a role in which she has been more aided than hampered by the glamour of her association with television.

Mrs. Furness has no plans for the future other than to "fuss over my family." That consists of husband Leslie Midgley, an executive producer for CBS News in New York, whom she married shortly before being appointed to her government post, and four children and four grandchildren.

But she still has a strong attraction for television. "If I can find the right way to do it, I'd like to get back into it," she said.

U.S. palates to try Aussie gourmet series

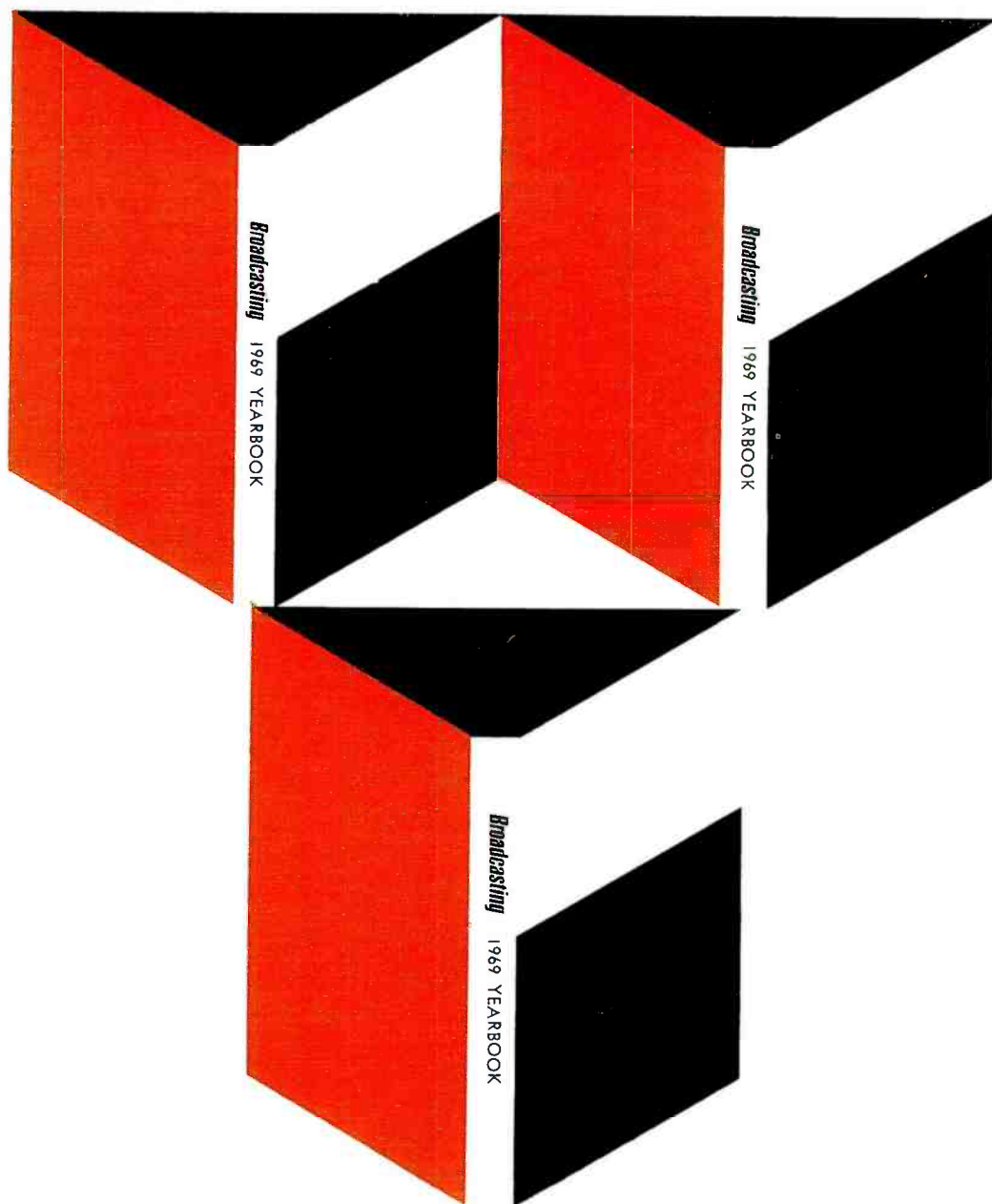
Young & Rubicam Inc., New York, on behalf of Hunt-Wesson Foods, American Can Co. and John H. Breck Inc., has obtained U. S. TV rights to the first 65 half-hour color episodes of *The Galloping Gourmet*, cooking and entertainment series, which will be carried on six major-market TV stations in the U. S., starting on Jan. 27.

The programs, which are produced by Fremantle International, New York, have been bought as a weekday presentation by WCBS-TV New York, WNAC-TV Boston, WXYZ-TV Detroit, KGO-TV San Francisco, KABC-TV Los Angeles and WEWS(TV) Cleveland. The series features Graham Kerr, an international cooking expert from Australia.

Tape/16 debuts under Teletronics banner

Teletronics Corp., New York, which was formed in 1968 to produce videotape commercials and programs, has established a new subsidiary that will produce on 16mm film and release in tape.

George K. Gould, Teletronics president, said the new subsidiary will be called Tape/16 and will supply "a quality service in which highly professional but less-than-extreme production values can do the required job." Ted Okon, who has been a commercial producer at his own company and with several advertising agencies, will head up the new operation.



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Address
³⁶⁻⁵³ Home? Yes No

City
⁵⁴⁻⁶⁶ State ⁶⁷⁻⁷¹ Zip Code

Title/Position

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

New agency gears to U.S. Spanish market

Formation of Conill Advertising Associates Inc., New York, as an advertising agency specializing in the Spanish market in the U.S. has been announced by its president, Rafael M. Conill. Mr. Conill formerly was president of Mestre, Conill, a leading agency in Havana.

He has been a vice president and account executive for the past six and a half years with LPE-Robert Otto Inc., New York, an international advertising agency. Conill Advertising is located at 800 Second Avenue, New York 10017. (212) 661-6588.

Business briefly:

Lincoln-Mercury Division of Ford Motor Co., Dearborn, Mich., through Kenyon & Eckhardt, Detroit, has bought into *Weekday News* on ABC's Entertainment, Information and Contemporary radio networks Jan. 13 through May 2.

Mutual of Omaha Insurance Co., through Bozell & Jacobs, both Omaha, has purchased sponsorship in the Bob Considine show on NBC Radio's *Monitor*. The 52-week schedule includes four shows per week. Other NBC Radio buys include **Abbott Laboratories**, through Tatham-Laird & Kudner, Chicago, in *News-on-the-Hour* and *Monitor* and the **Association of American Railroads**, through Geyr Oswald, New York, in various programs.

Foundation for Commercial Banks, Philadelphia, through Danccr-Fitzger-

ald-Sample, New York, will sponsor a rebroadcast of the *Fred Astaire Show* on NBC-TV Sunday, Feb. 9 (10-11 p.m. EST). The foundation also sponsored the original telecast Feb. 7, 1968.

State Farm Mutual Insurance Co's., Bloomington, Ill., through Needham, Harper & Steers, Chicago, will co-sponsor CBS Radio's *Drees on Sports* in 1969 for the third consecutive year. The company this year will also co-sponsor CBS Radio's *It's Sports Time* with Phil Rizzuto.

Miller Brewing Co., through Mathison and Associates Inc., both Milwaukee, and the **Johnson Motors Division of Outboard Marine Corp.**, Waukegan, Ill., through Baker/Johnson and Dickinson, Milwaukee, will sponsor *Fisherman's World* on CBS-TV Feb. 15, 5-6 p.m. EST.

F. & M. Schaefer Brewing Co., Brooklyn, N. Y., for the second year is using radio-TV spots for its talent hunt, aimed at uncovering musical talent. The 10 best entries will be selected to record the Schaefer beer jingle as part of the company's summer radio advertising campaign. Agency is BBDO, New York.

Bristol-Myers Co., through Young & Rubicam, both New York, has purchased schedules on ABC Radio's Entertainment and Information networks for No-Doz. Flights will run Feb. 10-March 10, May 12-Sept. 7 and Nov. 10-Dec. 4.

General Foods Corp., White Plains, N. Y., through Young & Rubicam, New York, has purchased half of daytime serial, *Hidden Faces*, on NBC-TV,

Monday-Friday, 1:30-2 p.m. EST. The other 15 minutes in the show has been sold to participating advertisers.

Rep appointments:

■ **KTRE-TV** Lufkin, Tex.: Avery-Knodel, New York. To be sold in combination with **KLTV(TV)** Tyler, Tex.

■ **KYAC** Seattle: Greener, Hiken, Sears, New York.

■ **WTVL** Waterville, and **WRKD** Rockland, both Maine: Grant Webb & Co., New York.

Lunar visits theme set for Eveready spots

For its Eveready batteries, Union Carbide Corp., New York, will be featured on "Man on the Moon" spots starting Jan. 20.

Running through mid-April, the futuristic campaign will be concentrated in prime-time on the three major networks.

Agency for the account is McDavid, Richmond & Rudd Inc., New York.



Also in advertising:

Production shop ■ French TV director Jacques Lemoine and Fred Foster Jr., with Wyld Films, New York, have formed **TVA Group Inc.** The new production company is located at 4 East 46th Street, New York 10017.

New office ■ Logos Teleproductions Inc., has opened New York offices at 20 East 46th Street. Logos is now affiliated with Software Systems, Washington.

Agency move ■ Lewis & Gilman Inc., Philadelphia, is moving into new and expanded office facilities at 1700 Market Street. The agency, which billed \$11.9 million in 1967, expects actual billings during 1968 to total \$14 million.

New office ■ WGN Continental Sales Co., representing WGN-TV Chicago, KWGN-TV Denver and KDAL-TV Duluth, Minn., has added its second West Coast office at 44 Montgomery Street, San Francisco, with Roz Trosley as manager. Calvin Copsey, vice president and head of the firm's Los Angeles office, will divide time there and in San Francisco.

Agency appointments:

■ **Whitehall Laboratories**, division of American Home Products Corp., New York, has appointed Spade and Archer, New York, for Sniffles 'n Fever reliever, a new cold tablet for children. Spot TV is being used in test marketing.

■ Incentive division of the Sperry and Hutchinson Co., New York, has named Sullivan, Stauffer, Colwell & Bayles New York. SSC&B has also been the agency for S&H green stamps.

■ **AC&R Advertising Inc.**, New York, a division of Ted Bates & Co., has been appointed to handle Wasa Ry-King Inc., the newly formed American subsidiary of Wasabrod AB, Filipstad, Sweden, a bread manufacturer. Broadcast advertising is being considered in selected markets.

■ **E. F. Hutton & Co.**, New York-based brokerage and investment banking firm, has named Benton & Bowles to replace McCann-Erickson. Hutton estimates its billings in excess of \$1 million. The

company uses local radio in major cities and is considering use of local television.

■ **Kurtz Kambanis Symon**, New York, has been appointed for Berlitz Schools of Languages, New York. The agency is currently working on a campaign which will include some broadcast.

■ **National Association of Blue Shield Plans**, Chicago, names Earle Ludgin & Co., Chicago, effective May 1, dropping Buchen Advertising there. Blue Shield buys both radio-TV on local basis.

■ **Needham, Harper & Steers**, Chicago, has been assigned the *Chicago Daily News* editorial and circulation promotion account. Billings are estimated at \$1 million.

■ **Shulton Inc.**, New York, has named Norman, Craig & Kummel, New York, for Old Spice toiletries. Shulton estimates 1968 advertising expenditures at "\$3 million and up," with over half in TV. Wesley Advertising had the account for over 20 years.



In
“YOUR DAILY HOROSCOPE”
 every sign has a color—ours is GREEN.

GREEN—for the dollars “Your Daily Horoscope” is putting into stations pockets.

GREEN—for the envy your competitors will feel when you program “Your Daily Horoscope” opposite them.

GREEN—for all systems go—with modern, today programming.

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WBLG—Lexington, Ky.

WTVN—Columbus, Ohio

WSUN—Tampa

St. Petersburg, Fla.

KARD—Wichita, Kans.

WEHT—Evansville, Ind.

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CATV issue is a worrisome thing

Prime topic at NAB board meeting, it promises to share current spotlight on Hill problems

Sunny Puerto Rico extends her sultry charms to the board members of the National Association of Broadcasters this week. But so do the FCC's proposed CATV regulations, present and portentous rumblings on Capitol Hill, personal product advertising, and a host of other knotty problems that have bedeviled broadcasters most of 1968, and are certain to be no less subservient to board examination Jan. 13-17 at the Americana hotel in San Juan.

If the discussion involving the commission's cable rules at the NAB Future of Television Committee last week is any barometer of definitive thinking, it's going to be a long four days.

The committee was to have formalized recommendations to present to the board for use as an association position on cable matters before the commission. But, as was acknowledged by some staff and committee members, there appeared to be some confusion as to what had been decided.

Discussion is said to have centered principally around what the commission has termed "retransmission rights." When the commission adopted its CATV rules last month (BROADCASTING, Dec. 16, 1968), it said that it would consider waivers of its existing rule against importation of distant signals into the top-100 TV markets—if the CATV applicants had obtained retransmission rights of the program to be carried from the distant stations.

The committee, at the least, is understood to want a clarification of that term from the commission. In the meantime it has tentatively adopted a position that the complete responsibility of copyright permission rests with the cable operator. Since broadcasters cannot give copyright clearance on feature films, syndicated shows, and other copyrighted material, it is felt the commission should place the burden of proving that copyright permission was received on the cable system requesting the waiver. Such proof, it is said, could be demonstrated in the periodic or annual reports the CATV may be required to file under the new rules. On a related copyright issue, it is reported that the committee reaffirmed a traditional NAB view that every broadcast signal is entitled to carriage on a CATV within its

grade B contour without payment of a copyright fee.

On other points the committee is understood to have recommended opposing the commission's proposed ban on cross-ownership of TV stations and CATV systems within the station's grade B contour, and limitations on the multiple ownership of CATV systems. There was some feeling, however, that the commission could make a case for banning a broadcaster with cable ownership in the same market from originating programs on his CATV system.

The committee is said to have supported reasonable technical standards being imposed on CATV's in order to keep them abreast of current electronic developments. And it is understood the committee generally agreed that the commission-proposed 35-mile-zone formula, which controls whether or not and under what conditions a CATV may import distant signals, was a suitable substitute for the previous grade A determination. But it was also felt that a range of from 35 to 45 miles would be a better calculation.

Attending the committee meeting were John F. Dille Jr., Communicana Group of Indiana, chairman; Richard Shafto, Cosmos Broadcasting Corp., Columbia, S. C.; Dwight Martin, WSPU-TV New Orleans; William Grove, KFBC-TV Cheyenne, Wyo., and Willard Walbridge, KTRK-TV Houston.

It was anticipated by the staff that the CATV rules would prove to be a tough issue, and accordingly, an extra half-day was added to the Tuesday session (Jan. 14) for joint TV-radio board discussion. The TV board will thrash it out Wednesday; the radio board, Thursday, and some position will be reached, hopefully, Friday, at the closing joint-board meeting.

In addition to the multidimensional CATV problems the board will be confronted by a wide range of problems—Congress and personal products, pay TV and ETV, music licensing and public relations, satellites and radio-dispatched diaper services, as land-mobile remains a spectrum threat that shows no signs of diminishing (see page 36).

Briefings by Paul Comstock, NAB

The General Electric
guide to explaining
your unfair advantages
over
competition





Part 1: antennas

Face it. Eventually, at a club or charity meeting, you'll run into a fellow broadcaster and he's going to want to know some things. Like why your market coverage is better. Why you get sharper picture detail. And better color. And a higher profit. All the unfair advantages a General Electric antenna can give you.

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ANSWER: "Pretty much so." Modesty helps here. You don't have to tell him how GE antennas are designed to stand up in all kinds of weather. Just let him guess why GE antennas are on Mt. Wilson and the Empire State Building—transmitting to the country's two major markets where missing a minute of air time would be disastrous.

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GENERAL  ELECTRIC

government-affairs vice president. will put prime focus on the 91st Congress, which promises to be an unruly body taking up antibroadcasting stances where the 90th Congress left off, with most of the congressmen and a good number of the senators angry about violence in the media and concerned about the high cost of broadcast campaigning, and most of the Democrats still concerned or outraged about the Chicago convention coverage.

The TV board's consideration of a change in the television code to permit certain categories of personal-product advertising follows a twice-considered action by the TV code review board. The parent board will consider the code board's latest revisions, hammered out in a December meeting (BROADCASTING, Dec. 9, 1968) as well as review an experimental relaxation of the personal-products ban since last September (BROADCASTING, Sept. 23, 1968).

The relaxation permitted commercials for feminine deodorant sprays and powders only, subject to TV board review this week. The relaxation followed TV board tabling of a proposal by the code board last year that would have permitted the advertising of feminine deodorant and hemorrhoidal products.

CATV argument dates delayed to Feb. 3-4

The FCC has set Feb. 3-4 as the date for oral presentations on the major overhaul it has proposed of its CATV rules.

The commission, in issuing its proposed rules last month (BROADCASTING, Dec. 16, 1968), said it would hear oral arguments on two sections of rulemaking notice—one dealing with CATV program origination, technical standards and reporting requirements; the other, with importation of distant signals.

The commission had expected to hear oral presentations in late January, but last week it said "the possible complexities of working out the time arrangements" caused it to choose early February for presentations.

The commission expects requests for time at the two-day proceeding will be requested by not only CATV, broadcaster and common carrier interests but also by film producers, copyright owners, city and state franchising and regulatory entities "and the public, with whose interest we are basically concerned."

Parties interested in appearing are asked to notify the commission this week. Then the commission will allocate blocks of time to major interests and specify the composition of the various groups.

Deadline for written comments on the proposed rules is now set for March 3. Reply comments are due by April 3.

Florida outlets get interim operators

FCC approves applicants for TV stations in Orlando and Jacksonville

The FCC has authorized the competing applicants for Orlando channel 9 and Jacksonville channel 12, both Florida, to operate those facilities until decisions on permanent grants are reached.

The commission's order, issued last week, was in compliance with a decision of the U.S. Court of Appeals for the District of Columbia that rejected an earlier commission plan for interim operation. That one would have permitted the existing licensees—Mid-Florida Television Corp. (WFTV-TV Orlando) and Florida Georgia Television Co. (WFGA-TV Jacksonville)—to continue operating on the channels.

The only court-offered alternative to permitting the competing applicants to operate the channels on an interim basis was to take the present stations off the air. The court last month rejected a commission suggestion that applications for interim authority be invited from parties not seeking permanent grants.

In the only controversial aspect of the cases ("Closed Circuit," Jan. 6), the commission turned down proposals by the existing licensees that profits from the interim operations be turned over to educational or charitable groups.

Three commissioners—Chairman Rosel H. Hyde, Nicholas Johnson and H. Rex Lee—dissented on that point. They issued a statement saying they "would have favored a condition that would allocate profits in a reasonable manner to local educational broadcasters." Commissioner Kenneth A. Cox provided the saving vote, but by simply "concurring in the result" he avoided endorsing the commission position.

The commission, in its orders in the two cases, said its aim is to permit continued operation of the stations in a manner that will not prejudice any of the parties. And the conditions proposed by the operators, it said, are not necessary to achieve that end.

The two hearing cases are among the relics of the ex parte scandals that rocked the commission more than 10 years ago. Mid-Florida and Florida-Georgia won the original grants for their respective channels, but charges of ex-parte activities on the part of other applicants in their hearings resulted in a continuing series of court cases and contested interim grants.

In the Orlando case, the commission granted the application of Consolidated Nine Inc., composed of four applicants

for the permanent grant, for interim operation. And in the other, it approved the applications for interim authority filed by Florida-Georgia's three competitors in the channel 12 proceeding—Community First Corp., New Horizons Telecasting Co. and Florida Gateway Television Co.

But all of the parties in each of the proceedings are to be permitted to participate in the interim operations.

Mid-Florida and Florida-Georgia have said they would lease the facilities of their stations to the interim operators. Accordingly, the commission said the interim operators will be able to begin operating the stations as soon as they can take control.

However, the commission directed the new interim operators to submit for approval the terms of the agreements under which they will operate the stations, and the terms of the agreements under which the parties in the comparative hearings will participate in the interim operations.

The four applicants that constituted Consolidated Nine are Orange Nine Inc., Central Nine Corp., Florida Heartland Television Inc. and TV-9 Inc. A fifth applicant, that filed a competing interim application, is Comint Corp.

Basic Communications would extend holdings

Basic Communications Corp. plans further station acquisitions and TV-film production if the firm's proposed merger with another broadcast group, a newspaper and a printing company is approved. The new firm also intends to expand in the amusement, entertainment and education fields. A spokesman for the firm said Basic could "consider as many as six additional TV's and four radio stations (AM's)."

This broad plan for future operations, once the merger proposal is approved by FCC and a public offering made after necessary approval of the Securities and Exchange Commission, was presented in New York last week by Emil Mogul, former advertising agency executive and a principal in Basic Communications.

The merger, announced last month (BROADCASTING, Dec. 30, 1968), involves group broadcaster Basic Communications Inc. (Mr. Mogul and associates, and whose stations are WWVA-AM-FM Wheeling, W. Va.; WIGO Atlanta and WYDE Birmingham, Ala.); West Michigan Telecasters Inc. (WZZM-FM-TV Grand Rapids, headed by William C. Dempsey); the weekly *Birmingham* (Mich.) *Eccentric* and Averill Press, Detroit commercial printing firm, both headed by Henry M. Hogan Jr.

Mr. Mogul reports the properties involved are valued at \$18 million.

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Dingell downgrades the FCC

New bills would dismantle commission, transfer spectrum power to Commerce

Representative John D. Dingell (D-Mich.) is expected to introduce legislation this week that would either abolish the FCC—transferring its functions to two new commissions, a new legislative branch authority and the Department of Transportation—or vest with the secretary of commerce all the FCC's frequency-assignment duties. At the very least, one of three Dingell bills planned would authorize the secretary of commerce to conduct a \$1-million study of frequency assignments.

Plans for submission of the bills follow on the heels of release of a report of the Small Business Subcommittee on Regulatory Agencies, of which Mr. Dingell is chairman, on land-mobile spectrum needs. The report recommends that the FCC "press forward with all possible vigor" toward land-mobile frequency relief and suggests that failure of the commission to act quickly will result in subcommittee hearings.

It was understood that although certain provisions in the three bills seem to be mutually exclusive, they are to be offered by Mr. Dingell to provide a basis for committee discussion and to have legislation officially before the Commerce Committee, to which they will be referred.

The proposal to abolish the FCC is similar to a plan put forth by FCC Commissioner Robert Bartley last year (BROADCASTING, May 27, 1968). The Dingell bill, as does the Bartley plan, provides for two independent agencies—a common-carrier commission and a federal broadcast commission—with frequency assignment duties placed in a third body, a telecommunications authority under the legislative branch. FCC operations in safety and special radio services would be transferred to the Secretary of Transportation.

The two independent agencies would be composed of five commissioners each, appointed by the President with the advice and consent of the Senate, to serve (after an initial start-up period) for 15-year terms, with no full-term member to be reappointed and with a chairman elected by the commissioners. The frequency-allocating authority would be headed by a presidential-appointed administrator, also for a 15-year term.

The Boulder Laboratory, a radio-propagation research facility in Colorado, would be transferred from the Department of Commerce to the telecommunications authority. Presumably the new authority would continue to share allocations authority, as does the

FCC presently, with the Office of Telecommunications Management in the White House, (which manages the federal government's use of radio frequencies).

A second Dingell bill would simply transfer all frequency-assignment functions from the FCC to the secretary of commerce.

A third bill would direct the secretary of commerce "to conduct a comprehensive study and investigation of the assignment of frequencies for radio and television communications for the purpose of formulating an assignment system to achieve the maximum use of the frequencies for such communications." The bill would authorize a \$1-million funding for the purpose.

The report of Mr. Dingell's Small Business Subcommittee sums up a year's work on spectrum needs for land-mobile users and finds voice channels congested and "a substantial amount of UHF frequency spectrum which, although it is allocated to television, is presently unused for television and would remain unused under the facts as they now exist even if the lowest-seven UHF channels were completely allocated to land-mobile radio use."

In the report's recommendations the FCC is urged, in the commission's pending land-mobile docket, to examine the seven-lowest UHF channels, whether or not they are presently assigned to television licensees. Even the channels presently in use, the report says, should be examined "in determining the relief to be granted." In the meantime the report urges the FCC not to permit the filing of any new applications in the seven-lowest UHF channels during the pendency of its land-mobile docket.

The subcommittee held two days of panel-discussion hearings in Washington, at which broadcast representatives appeared (BROADCASTING, Feb. 26, 1968), and conducted further hearings in Los Angeles, Detroit and Chicago, focusing on testimony of police and safety services regarding radio-communications overloads during civil disturbances in those areas. Broadcasters did not participate in those later hearings. (Ward Quaal, president of WGN Continental Broadcasting Co., Chicago, however, filed written testimony for incorporation in the Chicago hearing record.)

There were undercurrents of dissatisfaction in broadcasting circles in Washington with the body of the report, which, in excerpting testimony of the hearings, summarized the subcommittee's findings. One passage, in par-

ticular, raised hackles. In it, Howard Head, testifying as a consulting engineer for the Association of Maximum Service Telecasters, was quoted in complete agreement with a pro-land-mobile witness who held that UHF assignment taboos might be relaxed if receiving sets were built to better standards.

Missing from the summary was a fuller account of Mr. Head's testimony in which he attempted to qualify his agreement on the need for better receiver standards as a way to ultimately, perhaps, provide for a measure of UHF channel sharing. Such an approach, he noted would be costly in time and money (as millions of receivers now in use would remain vulnerable to interference from any land-mobile use of the tabooed channels) so as to preclude the sort of prompt relief sought by the subcommittee.

New management firm services FM stations

Motherwell Broadcasting Systems Corp., providing an "operating and management" service to broadcasters—particularly to FM stations—has been formed in New York as a subsidiary of Motherwell Inc., Milwaukee, which provides venture capital to industry.

Organizers of the company are Roger Coleman, who will serve as its president; Haskell L. Hoffenberg, president of the parent firm, who will direct the subsidiary's marketing and sales, and Richard A. Gallun, a vice president of the Milwaukee parent, who as a vice president will handle finances and administration of the new entity. Mr. Coleman is president of Roger Coleman Inc., New York, which represents FM stations and which he will continue to operate.

The principals of Motherwell Broadcasting said they would consider FM-station acquisition but indicated they would be more likely to seek investments in stations they would service—this in the pattern of the parent firm which offers marketing and "general management capabilities to operate companies in which it invests."

In addition to a management package, the company will offer "individual services" to stations, ranging from engineering and programing help to legal assistance in regulatory matters and marketing "orientation."

As a corollary to these, Motherwell plans possible syndication of programs also for AM stations, and has studio space in addition to offices at 515 Madison Avenue, (212) Plaza 5-1621. Motherwell Inc.'s chief areas in which it provides venture capital and management assistance are insurance, real estate, high-protein foods and export in the agricultural field.



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How Hoving aims to shake things up

He and his committee dig in for long campaign to force sterner regulation, 'better' programs

An ambitious plan to reshape broadcasting and broadcast regulation was announced last week by Thomas P. F. Hoving, chairman of the National Citizens Committee for Broadcasting.

The committee's purpose, as described by Mr. Hoving at a news conference in New York, was to put "a stop to the broadcast-government liaison that in the name of free enterprise has exploited audiences . . . and enriched a relative handful of their peers in direct proportion to how little they serve the public interest." Appearing with Mr. Hoving at the conference were members of the committee's board of trustees.

First order of committee business is the launching of a five-year \$5-million funding campaign to enable the committee to carry out its other plans. The committee currently operates with \$225,000 a year from the Carnegie Corp. and the Ford, Danforth, Kellogg and Sloan Foundations. These foundations and others will be approached, but the committee expects to obtain most of its support through private individuals and businesses.

Mr. Hoving cited six programs already started or to be undertaken immediately:

- The purchase of stock in ABC, CBS and RCA, parent of NBC—"A minimum of three shares each." The committee intends to exercise its voting and discussion rights, and hopes the corporations will be responsive to the committee members as stockholders.

- A meeting with the FCC in Washington March 12. "We . . . want to hear from those public servants themselves," Mr. Hoving reported, "why and how it is that licenses of stations around the country appear to receive rubber-stamp renewals when many stations probably should be ineligible for renewal, except and unless the letter of the law is intolerably stretched."

- Cooperation with the National Commission on Causes and Prevention of Violence. The committee sent a report of its goals to the commission, asked to collaborate on present studies on the effect of mass media, and indicated a willingness to undertake future such studies.

- Preparation of a study on long-range financing for public broadcasting. The committee has hired Dr. Dick Netzer of New York University to make the study and outline possible economic alternatives.

- Preparation of a position paper on cable television. Mr. Hoving com-

mented: "One of the foremost questions will be whether the FCC really should regulate that burgeoning industry if it indeed is incapable of regulating properly what is already supposed to be under its regulation."

- Preparation of a report on network broadcasting's coverage of the presidential political campaign. This study of "woefully inadequate informational coverage of both the issues and the candidates" will be released publicly and sent to "appropriate congressional committees."

These specific goals are the first steps toward the committee's long-range objective of insuring that broadcasters serve "the public interest, convenience and necessity."

Dr. Charles Siepmann, professor emeritus of communications at New York University and a committee trustee, who also was principal architect of the FCC's "Blue Book" on programming in the mid-1940's, defined public interest in terms of programming, "the essence of broadcasting."

The viewer, he noted, needs relaxation and light entertainment, expansion of horizons of knowledge and awareness, exposure to experience in depth,

information as a responsible voter in a democracy, and practical information for "the daily round of getting and spending."

Dr. Siepmann offered his own formula for a balance in these areas of programming. "I would load it heavily with entertainment," he said, "at least 50%." The other 50% he would divide among the remaining four categories.

Neither Mr. Hoving nor Dr. Siepmann gave commercial broadcasters credit for their "public service" programs. Mr. Hoving labeled their efforts "propaganda," and Dr. Siepmann called their definition of public interest "essentially silly."

Actor-producer Robert Montgomery, another trustee, said that broadcasters were obligated to operate in the public interest because air space limited the number of people who could be heard. Television does not have the same constitutional guarantees that newspapers have, he declared.

Mr. Montgomery also called for strong support of public television, offering his own opinion on financing—a 3.5% tax on commercial broadcasting's sale of time and programming. Mr.



At last week's news conference Thomas P. F. Hoving (l), chairman of the National Citizens Committee for Broadcasting, accused broadcasters and government of conspiring to debase program service. Listening as he outlined plans to change all that were (l-r) Robert Montgomery, one-time television producer (who later in the conference as-

serted broadcasting was not entitled to freedom of the press); Charles A. Siepmann, professor emeritus of New York University and one-time FCC employe; the Rev. Robert F. Drinan, dean of law at Boston College, and Brendan Gill, drama critic, The New Yorker—four members of the committee's board of trustees.

Hoving said the committee would consider this proposal among others in its long-range study on public television financing.

A third trustee, critic Marya Mannes, added her own recommendation to a list approved by the committee. She cited a great need for better television criticism: "Critics should be trained to search and demand as well as search and destroy."

The committee's list included the usual recommendations for better programming, as well as explorations into: a licensing system for networks, joint ownership of broadcasting facilities and newspapers in the same locale, broadcast ownership of unrelated services or products, revised procedures for FCC appointments, encouragement of CATV and other technological developments aiding program diversity, local hearings on license renewals and increased congressional appropriations for "sufficient staffing of the FCC to enable careful appraisal of broadcast licensee service."

Earle K. Moore, recently appointed counsel to the committee, said in answer to a question that the committee is considering the possibility of monitoring stations, examining renewal applications, "perhaps on a random basis," and in cases of what the committee considers extreme abuse of public interest, opposing renewal of licenses.

Mr. Moore is no stranger to that sort of thing. He represented the United Church of Christ in attacking the license renewal of WLBT(TV) Jackson, Miss., on grounds of racial prejudice, and his clients also include John F. Banzhaf III, who is seeking to block license renewals of a number of stations on grounds that they have carried too few antismoking messages.

Mr. Hoving indicated any such approach would be on a selective basis. "The cost of legally challenging even one station license is phenomenal," he said.

Of the 25 trustees, 18 attended the meeting, and Mr. Hoving read telegraphed regrets from two others. The committee is composed of 165 men and women established in the arts, business, law and religion.

"We like television," Mr. Hoving maintained. "That's why we're doing this . . . We are not somebody's neutrally appointed, appropriately apolitical commission, destined only to make one final, solitary report—a swan song—with both commission and report preordained to fade away, die and be ignored . . . As an on-going commission, the committee will be here to see that its reports, positions and recommendations are carried out on behalf of the people whose diversified needs make up public interest."

"We are not a lobby," Mr. Hoving added. "We are a public-opinion gen-

erator."

In an unusual move, Mr. Hoving got an on-the-scene rebuttal from two commercial broadcasters at his conference.

Charles Tower, executive vice president of Corinthian stations, who said he was representing principal owner John Hay Whitney, asserted during the question-and-answer session that Corinthian and many other commercial broadcasters support educational TV, financially and in other ways, and that commercial TV devotes much more of its resources to special-appeal programming than most people realize or give it credit for.

But the best definition of public interest and of balanced programming, he asserted, is determined in "the constant and continuing interplay between broadcasters and viewers—even non-viewers"—rather than by decision of government or a "semi-private organization" such as the Hoving committee.

When Mr. Hoving sought his endorsement of the committee's principles, Mr. Tower said he would endorse "entertainment and information" but not the specification of percentages for any particular type of programming.

Later, James C. Richdale Jr., president of Corinthian stations, challenged Mr. Hoving's assertion that he liked television. He said the idea of a tax on broadcasters' gross was "meaningless" and expressed reservations about the committee's ideas on CATV because "I doubt if anyone up there [board of trustees] knows anything about CATV."

The next day Roy Danish, director of the Television Information Office, which Mr. Hoving had characterized as "one of the broadcasting industry's chief propaganda arms," issued a statement saying that the committee "could be more effective if it recognized that 'the public interest' must include consideration of what interests the public." and that the addition of a TV broadcaster to the committee's board "might bring more realism to the group's thinking."

"Television is the most researched mass medium in the country," Mr. Danish said. "Every day, research is conducted by independent organizations using reliable statistical methods to learn what the public wants. And while ratings are not the only criterion broadcasters use, the television industry is directly responsive to the wishes of the many publics it serves. The fact is, the mass audiences that television has attracted with its entertainment programs have stayed to watch and appreciate more cultural and informational fare.

"Mr. Hoving's notion that the FCC works in secret and mysterious ways to give unfair support to the television industry is sheer nonsense."

Westin to leave PBL for ABC News post

Public Broadcast Laboratory's executive director will not be back next year. And there is some doubt that PBL itself will return for another season.

Av Westin, executive director of the Ford Foundation-sponsored programming project since its inception in 1967, has signed a contract with ABC News as executive producer of *ABC Evening News with Frank Reynolds*. He will continue at PBL beyond his February contract expiration date until March 15, when most of the programs should be completed. Mr. Westin succeeds Sid Darion, who will become a producer of ABC News documentaries.

Prior to joining PBL, Mr. Westin spent almost 20 years with CBS, where he developed and supervised *CBS Morning News* and *CBS Reports* programs, and became executive producer of the special-events and election units.

Although praised highly by John White, president of PBL's supervising organization, National Educational Television, and Fred Friendly, television adviser to the Ford Foundation, Mr. Westin withstood two years of both internal and external criticism at PBL. The culmination of internal squabbles last year between the operating staff headed by Mr. Westin and an advisory board was a reorganization, which eliminated the advisory board (BROADCASTING, June 24, 1968). This year the problems seem to be external—the critics have not received PBL programs too favorably, and, in Mr. Westin's words, the first nine or 10 programs are critical to renewal of the Ford Foundation grant.

PBL officials expect a decision from Ford about the same time Mr. Westin leaves. Authorities feel that the foundation will not completely drop Sunday programming, but may insist on altering either structure or programming content.

'Television Quarterly' gets new editor, home

Dr. David Manning White, professor of the journalism division of the School of Public Communication at Boston University, has been named editor of *Television Quarterly*, journal of the National Academy of Television Arts and Sciences.

Home base of the *Quarterly* is also being moved to Boston University from Syracuse University, where Dr. A. William Bluem has been its editor. The changes, which became effective Jan. 1, were announced last week by Lawrence Laurent, radio-TV editor of *The Washington Post*, and Hubbell Robinson, programming executive and producer,

who are respectively chairman and co-chairman of the editorial board.

The new editor, in addition to being a prominent teacher and author, has a background as editor, reporter and television commentator. The *Quarterly*, founded eight years ago at the initiative of Sydney H. Eiges, NBC vice president for public information, is distributed as a service to the academy's 6,500 members in nine chapter cities in the U.S. and to paid subscribers around the world.

McGannon heads new WEC unit

He will also assume responsibility for MCA if merger goes through

Donald H. McGannon, chairman and president of the Westinghouse Broadcasting Co., was designated last week as president of one of four new "company-like" units established by the Westinghouse Electric Corp.

Mr. McGannon will be responsible for WEC's broadcasting, learning and leisure time unit, which currently embraces the areas for which he has had responsibility but to which will be added MCA Inc., motion picture-TV producer and distributor, if the proposed merger of MCA into Westing-

house Electric is consummated (BROADCASTING, Aug. 5, 1968). He will continue as chairman and president of WBC and chairman of the Westinghouse Learning Corp.

The realignment of Westinghouse Electric into four units was announced last Tuesday (Jan. 7) by D. C. Burnham, chairman and chief executive officer, who said the move was made to "prepare for and stimulate the long-range growth" of the corporation.

The three other presidents and their operating units are Robert E. Kirby, industry and defense products; John W. Simpson, power systems, and Charles E. Hammond, consumer products. Each of these men and Mr. McGannon will report to Mr. Burnham, who was president of Westinghouse Electric prior to the restructuring.

"What we have done, in effect," Mr. Burnham said, "is break the office of president in four parts, thus creating four presidents, each of whom assumes responsibility for operating an important segment of the corporation."

Mr. McGannon joined the Westinghouse Broadcasting Co. in January 1955 after serving in top executive capacities with the former Du Mont television network. He was named president of WBC in November 1955. The company owns and operates five TV and seven radio stations; operates Group W Productions, which produces the *Mike Douglas Show*, the *Merv Griffin Show* and television specials; Group W

Films, which co-produces feature films; Television Advertising Representatives (TVAR) and Radio Advertising Representatives (RAR), national sales organizations, and CATV systems in New York, Georgia and Florida.

Mr. McGannon also is chairman of the Westinghouse Learning Corp., which is conducting research and development of individualized systems to make quality education and training more widely available by applying the latest advances in educational technology. Its president, Dr. Verne S. Atwater, reports to Mr. McGannon.

Congressman protests FCC's cable rules

Representative Samuel S. Stratton (D-N. Y.) has called on the FCC to rescind its "temporary freeze" on cable television operations and applications "until such time as there can be a full and complete hearing" on these regulations.

In a letter to FCC Chairman Rosel Hyde, Representative Stratton stated that if the interim ban on processing further CATV applications or extending CATV areas of service is not rescinded, he intends to initiate legislation that will reverse the FCC decision. The district represented by Congressman Stratton is without a single TV station of its own and relies heavily on CATV.

Representative Stratton said in his letter to Mr. Hyde that "I find it especially objectionable that this action should have been taken by the FCC in the light of the findings of a Presidential Task Force on Telecommunications which have been submitted although not yet published, arriving at exactly the opposite conclusion with regard to this very important industry."

Although the commission's proposed CATV regulations will not go into effect until some time after comments have been filed on them, Representative Stratton noted that the commission had issued certain interim orders applicable to the current processing of CATV applications. The issuing of interim orders he said, "has, as a practical matter, placed a complete and immediate freeze on cable television without any opportunity for any hearings by those most directly concerned or for any consideration by the Congress." He further noted that those orders are "preventing individuals in one area of my district on one side of the street from getting cable television while those on the other side of the street do."

Representative Stratton indicated an intent to introduce legislation to require a full congressional inquiry into the commission's action and to prevent the commission from imposing its interim freeze on CATV pending further congressional action.

Sale of WFLD-TV still indefinite

If Metromedia is able to buy station, merged firm would relinquish Houston CP

The station that Metromedia is negotiating to buy, mentioned in the filings with the FCC two weeks ago in connection with its merger into Transamerica Corp. (BROADCASTING, Jan. 6), is independent, WFLD-TV (ch. 32) Chicago.

But, as of last week there was some question whether the transaction would be consummated. There were reports that discussions had ceased and that there were problems involving an agreement with the six groups that have ownership interests in the station.

On the other hand, Metromedia sources confirmed that discussions had been held, but they say no agreement has been reached as of last week.

WFLD-TV, which went on the air in 1966 and is one of two operating commercial UHF stations in Chicago, is 50% owned by Field Communications Corp., affiliated with the *Chicago Sun-Times* and *Daily News*. Among the other stockholders are Harry and Elmer

Balaban, with 14%; Irwin and H. W. Dubinsky, with 14%; Herbert Scheftel and associates, Harold Froelich and Milton D. Friedland, with varying interests.

The Balabans and the Dubinskys own 47.5% each of WTVO(TV) Rockford, Ill. The Balabans and Mr. Scheftel's group also own WICS(TV) Springfield, Ill. Mr. Froelich is general manager of WTVO; Mr. Friedland is general manager of wics.

In the event that Metromedia is successful in buying another UHF station, the company said in its applications for FCC approval of the transfer ownership of the Metromedia stations to Transamerica, the merged company would drop the construction permit it holds, through its United Artists subsidiary, for ch. 20 KUAB(TV) Houston. This move would be necessary for the firm to remain within the FCC's ownership limit of seven TV stations.

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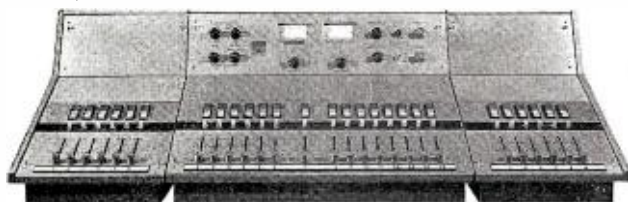
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Multi-media holdings under attack

FCC sets hearing on Chicago 'Tribune's' FM buy, may be edging toward anti-newspaper policy

The FCC, under pressure from the courts, the Justice Department and some of its own members and staff, showed evidence last week of taking an increasingly tough policy position on concentration-of-control-of-media questions, particularly where newspaper ownership is involved.

The most dramatic piece of evidence was an order to designate for hearing the court-remanded application of WGN Continental FM Co., part of the Tribune Co. complex of broadcast and newspaper holdings, to acquire WFMT (FM) Chicago. The hearing will be on the question of concentration of control of media.

But there are signs, also, that the commission is becoming increasingly wary of efforts of newspaper-connected applicants to acquire broadcast properties in markets of all sizes. The commission staff was instructed last week to ask such an applicant for a daytime only AM station in Charlevoix, Mich. (population 2,750) why its application should not be designated for hearing on a concentration-of-control question. The question will be contained in a so-called prehearing letter.

Commission handling of another case last week, involving an application for an FM channel in Middlesboro, Ky., indicates that the trend is not firmly established. The commission is said to have instructed the staff to draft an order granting the application of the Cumberland Gap Broadcasting Co., owner of the only AM station—a daytimer—and the only newspaper for the only FM channel assigned there.

But it is understood that a number of prehearing letters addressed to newspaper-connected applicants are being drafted at the request of the commission.

And as the result of one directive for a hearing order, the staff has asked the commission for a clarification of its policy on the cross-ownership question. The staff wants guidance on whether all applications by the owner of a community's only newspaper to acquire a station are to be designated for hearing regardless of the number of competing stations. If they are, the staff suggests that a public policy statement to that effect be issued. The commission is expected to consider the request this week.

The commission has become increasingly tightfisted with grants to applicants already owning one or more broadcast and newspaper properties in the same market. But it had not ordered

hearings in cases where an applicant's only media interests are in newspapers.

This would be the case in Charlevoix, where the applicant, New Broadcasting Corp., has no connection with broadcast interests. The major stockholder, W. Albert Schaller, controls a publishing company which owns a daily newspaper in Petoskey, Mich., 17 miles from Charlevoix, and, through subsidiaries, weekly newspapers in Charlevoix and Gaylord, 35 miles away. However, the newspapers are the only ones in those communities, and there is no broadcast outlet in Charlevoix. There are two AM's and two FM's in Petoskey and an AM in Gaylord, which is under common ownership with one of the AM's in Petoskey.

(The commission had originally granted the Charlevoix application on Nov. 26, but it set that action aside several weeks later, when the staff reported it had inadvertently neglected to disclose the newspaper interests.)

An across-the-board policy requiring hearings in every case in which newspaper-connected applicants were involved would be something of an echo of a proposal the commission considered 25 years ago, then abandoned: It would have barred newspaper-broadcast cross-ownership.

The decision to set the WFMT(FM) matter for hearing was taken on a 5-to-2 vote. The majority included Chairman Rosel H. Hyde, who has never been noted for favoring a tough approach to the cross-ownership question, and the commission's newest member, H. Rex Lee. The other members of the majority were Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson, who generally take a hard line on the concentration-of-control issue. Commissioners Robert E. Lee and James J. Wadsworth dissented.

The commission had originally approved the \$1-million sale on March 27, 1968, by a 5-to-1 vote, with Commissioner Johnson the only dissenter. Commissioner Bartley was absent, and Commissioner H. Rex Lee, who succeeded Lee Loevinger, did not join the commission until November.

Commission sources say that an important factor in the decision last week was the argument, advanced by the general-counsel's office, that a hearing was required by the order of the U. S. Court of Appeals remanding the case. The court did not specifically direct that a hearing be held, however, and

the commission's Broadcast Bureau reportedly suggested that the commission affirm its original grant without one.

But the action appears to establish a precedent. And it comes at a time when the Department of Justice's antitrust division has become increasingly active in seeking to break up or prevent the creation of what it considers concentrations of control of media (see page 43). In its most recent action, the antitrust division petitioned the commission to hold a hearing on the renewal application of Frontier Broadcasting Co.'s KFBC-TV Cheyenne, Wyo., and to grant it only on condition that the station be sold (BROADCASTING, Jan. 6). It is the only television station in the city. Frontier also owns the only daily newspapers in Cheyenne, the city's only full-time AM outlet and its only CATV system. Frontier also has a construction permit for the city's second FM station.

Moreover, Commissioners Bartley, Cox and Johnson have repeatedly and forcefully expressed their concern about concentrations-of-control issues. The decision in the WFMT case, plus Justice's recent actions, can be expected not only to encourage them but provide them with new arguments.

The full commission indicated its concern with the concentration-of-control question when, on a 6-to-0 vote, it issued a notice of proposed rulemaking aimed at barring any owner of a full-time station from acquiring another full-time outlet in the same market. The commission issued the proposal and adopted a policy to implement it on an interim basis on the same day it approved the sale of WFMT from Gale Broadcasting Co. to the owner of WGN-AM-TV Chicago. However, it said it would consider all pending applications under the old rules. (The WFMT assignment application, furthermore, was granted after the Justice Department had looked into the proposed sale and decided to take no action to block it.)

The commission action was appealed by a group of Chicago residents banded together into a Citizens Committee to Save WFMT and a number of individuals. They expressed concern that Chicago would lose the "fine arts" programming offered by WFMT. They also said the sale would lead to a concentration of control of media.

Besides WGN-AM-TV, the Tribune Co., through subsidiaries, owns KDAL-AM-TV Duluth, Minn., KWGN-TV Denver, and a CATV system in Houghton-Hancock,

Justice Dept. activity in broadcast surveyed

A yearend review of Justice Department antitrust activity by Attorney General Ramsey Clark last week cited five interventions by Justice in broadcast matters before the FCC.

Among these was the proposed merger of ABC and International Telephone & Telegraph, which was abandoned by ITT after Justice went to court to challenge the FCC's approval of the merger (BROADCASTING, Jan. 8, 1968).

Also included was a reference to Justice's argument before the commission against approval of the \$5.5-million sale of KFDM-TV Beaumont, Tex., to the *Beaumont Enterprise and Journal*. In that case, Justice cited alleged antitrust questions involved in the sale of one of Beaumont's three TV stations to the city's only newspaper. The sale was subsequently canceled (BROAD-

CASTING, Aug. 12, 1968).

And, in what the attorney general noted was Justice's first suit opposing the merger of TV and newspaper interests, it challenged the acquisition of newspapers in Rockford, Ill., by the Gannett Co., which owns over 30 newspapers in five states and was then licensee of WREX-TV Rockford. Gannett was ordered in a consent judgment to sell either the Rockford newspapers or the station. It elected to sell WREX-TV to Gilmore Broadcasting Co. for \$6,850,000—over \$3 million more than Gannett paid for it five years ago (BROADCASTING, Dec. 9, 1968).

In the most recent case, Justice noted that it has asked the FCC to hold a hearing on whether Frontier Broadcasting Co. should be required to sell KFBC-TV Cheyenne, Wyo., the only VHF in that city. Frontier also owns the only daily newspapers in Cheyenne, the only CATV system, the only AM

(KFBC), and a CP for the city's second FM. Justice called this a "mass media communications monopoly," and asked the FCC to require Frontier to sell KFBC-TV (BROADCASTING, Jan. 6).

The report also noted that Justice filed a comment in support of the commission's proposed rule to limit broadcast ownerships to one full-time station in a market. In that filing, Justice unnerved broadcasters by urging that the commission go further and consider breaking up existing multiple-station ownerships and newspaper-broadcasting combinations in the same market (BROADCASTING, Aug. 5, 1968).

Mr. Clark reported that over-all, the Justice Department last year filed a record total of 24 antimerger suits, compared to only 10 in 1967. The previous high was 17 in 1964, he said. Fifty-five antitrust cases of all types—more than in 1967—were brought last year, he said.

Mich. In addition, the Tribune Co. owns the *Chicago Tribune* and *American* and, through interlocking ownership of the McCormick-Patterson families, the *New York Daily News* and the *News's* WPX-FM-TV New York and WICC Bridgeport, Conn. The Tribune Co. also owns the *Fort Lauderdale News*, *Pompano Beach Sun-Sentinel*, and *Orlando Sentinel-Star*, all Florida.

The commission found no merit to the argument that Chicago would lose WFMT's programming of classical and folk music, poetry and concerts. WGN, Continental, it noted, planned no changes in the programming format.

But on the other issue it said that the public interest is advanced by a policy which provides the "widest possible dissemination of information from diverse and antagonistic sources" and guards against undue concentration of control over communications media.

The commission noted that the court, in remanding the case, held that the proposed rule to bar acquisitions such as that involved in the WFMT case "was 'not conclusive since an agency may change its standards prospectively.'"

But the court also said that an agency may change its standards "retrospectively" when that better serves the public interest, the commission noted, adding: "Petitioners contend that a grant here would not further the public interest and have sought a hearing to establish their claim." The commission concluded that they "should be afforded that opportunity."

The commission directed that the hearing be expedited, with the examiner certifying the record directly to the commission for action. And WGN Continental, which has been operating the

station since April, will continue to operate it while the hearing is underway.

The commission said there is "no question of the character" of the new owner, since WGN is a long-time licensee "whose qualifications are well known." The former general manager and owner of the station, Bernard Jacobs, the commission said, is disabled by a serious illness and cannot resume active control.

Legislative drums carry well-worn beat

Congress's opening-week flood of bills, as in previous Congresses, overfilled the hopper in the House, backlogged the government printer, and included, like raisins in the mash, an occasional problem or possibility for broadcasters. Following the first-day torrent that included a call for a CATV study and a network-regulation measure (BROADCASTING, Jan. 6), last week's production saw a joint resolution calling for a probe of televised violence and a perennial favorite of broadcasters—a bill to extend broadcast licenses to five years.

In addition, a number of bills were introduced to amend the Cigarette Labeling and Advertising Act following a rash of measures introduced in the 90th Congress to provide for stronger health warnings on cigarette packages and in advertisements. Two cigarette bills, first introduced by the late Senator Robert F. Kennedy, were reintroduced in the House by Representative John E. Moss. (D-Calif.)

The Moss bills would provide a sliding scale of taxes on cigarettes, depending on tar and nicotine content (H.R. 1234) and a stronger health-warning

measure (H.R. 1236). In addition, Congressman Moss submitted another bill (H.R. 1237) that would prohibit certain broadcasting of cigarette advertising.

The five-year broadcast license bill (H.R. 713) was submitted by Representative Bob Wilson (R-Calif.).

The joint resolutions directing the FCC to conduct a "comprehensive study and investigation of the effects of the display of violence in television programs," are reintroductions of resolutions submitted last year by 51 House members. Among the first entries this year are those by Representatives Cornelius E. Gallagher (D-N.J.) (H.R. Res. 36) and William R. Anderson (D-Tenn.) (H.J. Res. 110).

The resolutions would provide for FCC consideration of the connection between the display of violence in television programs and the attitudes of television viewers toward violence; the public policy objectives to be adopted with regard to the display of violence in television programs, and the most effective means for realizing such objectives.

Examiner would grant WCAM sale to McLendon

McLendon Corp. has won a round in its bid to acquire city-owned WCAM Camden, N. J. FCC Hearing Examiner David I. Kraushaar said in an initial decision last week that the proposed assignment of license to McLendon should be approved.

The application, which specified a selling price of \$1,350,000, had been set for hearing on the issues of whether

McLendon had engaged in trafficking, and whether its proposed programing is "realistically designed to meet the needs" of Camden or neighboring Philadelphia.

Although the trafficking issue was more complex (McLendon has acquired 25 broadcast facilities over a 22-year period, and presently owns a total of 12), the question of proposed programing assumed primary importance last month when it formed the basis of the FCC's Broadcast Bureau recommended denial of the application (BROADCASTING, Dec. 23, 1968).

Examiner Kraushaar, however, favored McLendon on both issues. In the process, the examiner defended both the specific right of broadcasters to make their own programing judgments and the general concept of free-enterprise broadcasting.

He disagreed with the bureau's conclusion that McLendon would aim its programing at the larger Philadelphia market rather than its proposed city of license. McLendon intends to program the station "with the 'needs,' tastes and desires of the public in the Camden, N. J., area principally in mind," the examiner found.

On the trafficking issue Examiner Kraushaar noted that, with a single exception, McLendon operated the stations it sold for more than a year "and

in most instances for a considerably longer period." The numerous transactions follow a clear pattern, he claimed, in which the company attempted "to advance [its] concepts of programing and to operate each facility in the public interest," while continuing to move into larger markets. The proposed acquisition of WCAM accords with this pattern, he said.

The examiner concluded that if broadcasters "are to be condemned to perdition as 'traffickers' for publicly and candidly admitting their ambition to serve the larger and better markets, one may also ask whether it is not also the purpose of government to end, once and for all, the 'free enterprise' system under whose aegis the broadcasting industry was cradled and grew."

Lee group buys Racine package

Lee Enterprises, publishers and group broadcasters, has purchased controlling interest in the Journal Times Co., Racine, Wis.; and its radio stations for \$4,020,000. The sale of WRJN-AM-FM Racine, is subject to FCC approval.

J. Donald and Carol Starbuck McMurray are selling their 536 shares, or 72.8%, to Lee for \$7,500 per share.

The Journal-Times Co. publishes the *Racine Journal-Times* and the *Sunday Bulletin*. The company also owns 50% of the applicant for a new UHF TV at Racine.

Lee is seeking a waiver of the one-to-a-customer rule, but does not intend to operate WRJN-AM-FM on a prolonged basis. It will dispose of one or both of the stations within one year from the date of the FCC's grant of the sale. Spinning off WRJN-AM-FM would require a waiver of the FCC's three-year holding rule. Lee also intends to withdraw from the UHF TV application if the FCC approves the sale.

Lee owns KGLO-AM-TV Mason City, Iowa; KEYC-FM-TV Mankato, Minn.; WTAD-AM-FM Quincy, Ill.; KHQA-TV Hannibal, Mo., and has a construction permit for WMDR Moline, Ill. It also has interests in WKBH and WKBT(TV), both La Crosse, Wis., and KFAB-AM-FM Omaha, and is an applicant for a new FM at Billings, Mont.

In addition, Lee owns the *La Crosse Tribune* and the *Madison (Wis.) State Journal* and owns six newspapers in Montana, five in Iowa, and newspapers in Illinois, Missouri and Nebraska.

WRJN is full time on 1400 kc with 1 kw day and 250 w night. WRJN-FM is on 100.7 mc with 15 kw.

More delay for pay TV seen in court challenge

The nation's theater owners are taking their fight against pay television to court, as promised. The National Association of Theater Owners and the Joint Committee Against Toll TV, which includes principally theater owners, last week asked the U.S. Court of Appeals for the District of Columbia to review the FCC order establishing a restricted, but nationwide, system of pay television.

The petition had been expected since the commission adopted the pay-TV order—after 17 years of study and delay—on Dec. 13 (BROADCASTING, Dec. 16, 1968). The theater owners had been fighting the proposal from the very beginning. And Marcus Cohn, their counsel, had served notice the fight would be taken to the courts (BROADCASTING, Dec. 23, 1968).

The action probably means that implementation of the pay-TV rules will be delayed beyond their present June 12 effective date. The commission had set the effective date six months back to allow time for congressional action and court review. But it seems unlikely that the court case could be resolved in that time.

Congress—the other potential barrier to a June starting date—or any starting date, for that matter, is yet to be heard

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from. Some members of the House Commerce Committee, whose postponement appeal the commission ignored in adopting the pay-TV rules, have indicated they would seek congressional action to override the commission's action. The committee has been the principal congressional barrier to commission action on pay television for years.

The theater owners' petition for judicial review contained no arguments. But Mr. Cohn has said their case would be based principally on three points—that the commission lacks the legal authority to establish a pay-television system, that pay television discriminates against "poor people," and thus deprives them of their constitutional guarantee of equal protection of the laws, and that the commission has no basis for making its decision. The theater owners will argue that the results of the Hartford, Conn., pay-TV test, now drawing to a close after seven years, are inadequate for that purpose.

Changing Hands

Announced:

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

▪ **WRJN-AM-FM** and *Journal Times and Sunday Bulletin*, Racine, Wis.: Sold by J. Donald and Carol Starbuck McMurray to Lee Enterprises for \$4,020,000 (see page 44).

▪ **KERV** Kerrville, Tex.: Sold by Albert F. Mason and Clyde Jones to Jack D. Slack, John J. Jacquemine and Raymond O. Johnson for \$220,000. Mr. Slack owns 92% of a construction company and Mr. Johnson is secretary-treasurer of that company. Mr. Jacquemine has interest in pipeline coating contracting business and a pipeline equipment rental company. KERV is full time on 1230 kc with 1 kw day and 250 w night.

▪ **WFTR** Front Royal, Va.: Sold by Mr. and Mrs. Kenneth Gordon and others to Charles Britt for \$200,000. Mr. Britt owns **WIRY** Plattsburgh and **WIRD** Lake Placid, both New York, and formerly had interest in **WWAX(TV)** Wilmington, N. C. **WFTR** is full time on 1450 kc with 1 kw day and 250 w night. 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 70).

▪ **WMVB-AM-FM** Millville, N. J.: Sold by Fred M. Wood, Dorothy H. Carlson, Muriel Buglio and Harry J. Daly to William F. Schnaudt, Fairleigh S.

Dickinson Jr. and others for \$280,000. Mr. Schnaudt is consultant to **WNJU-TV** Linden-Newark, and has interest in **WJRZ** Hackensack, both New Jersey. Mr. Dickinson, state senator from Bergen county, N. J., owns 28% of **WNJU-TV**. **WMVB** is a daytimer on 1440 kc with 1 kw. **WMVB-FM**, on 97.3 mc with 5.2 kw and an antenna height of 195 ft., has a construction permit for 10 kw and an antenna height of 165 ft.

▪ **WGKV** Charleston, W. Va.: Sold by Edgar Clinton to David E. and Pauline D. Steere and Jeremiah D. Berkey for \$250,000. Buyers own **WKMI** and **WSEO-FM**, both Kalamazoo, Mich. **WGKV** is full time on 1490 kc with 1 kw day and 250 w night.

▪ **KUCB** Montrose, Colo.: Sold by George O. Cory and others to Gerald R. Proctor, Jerry Johnson and others for \$209,000. Mr. Proctor owns 50% of applicant for a new AM at Vidor, Tex., and Mr. Johnson is an ophthalmologist. **KUCB** is full time on 580 kc with 5 kw day and 1 kw night.

AMST sets meeting dates

The annual membership meeting of the Association of Maximum Service Telecasters has been set for Tuesday morning, March 25 in Washington. The technical committee and the board of directors of AMST will meet on Sunday, March 23, with the technical commit-

tee meeting in the morning and the board in the afternoon. The second board of directors meeting will be held on Tuesday afternoon.

Now-in-business sign set out by Culligan

New group, with broad media umbrella, shopping for radio stations

Culligan Communications Corp., headed by Matthew J. Culligan, has been incorporated with an initial capitalization of \$1 million and is in the market to acquire radio stations.

Mr. Culligan said last week that CCC would "aggressively seek radio stations—FM's in the top 12 markets and AM's in the top 40 markets." He said the company would "be in all forms of communications," eventually including TV. Another Culligan company, Pilgrim Productions, is currently working on a motion-picture version of Robin Moore's book, "The Devil to Pay," and may eventually be brought under the CCC umbrella.

Mr. Culligan is a former head of NBC Radio, key executive of the Interpublic Group of Co's., head of Curtis

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The Washington chapter of American Women in Radio and Television scooped the capital social scene by staging a mass reception for new House and Senate members on their first official weekend in Washington. Turn-out for the AWRT's annual function was rated as a record, with notables in

attendance from past, present and future administrations ranging from Herbert Klein, communications director for Richard Nixon, to Pearl Mesta, Truman-era hostess with the mostest.

A large cross-section of the new congressional talent, standing, around Faye Gillis Wells, president of the Washing-

ton AWRT chapter, includes (l. to r.) freshmen Senators Henry Bellmon (R-Okla.), Thomas Eagleton (D-Mo.), Allen Cranston (D-Calif.), Robert Packwood (R-Ore.), Richard Schweiker (R-Pa.), Edward Gurney (R-Fla.), Bob Dole (R-Kan.) and James Allen (D-Ala.).

Publishing Co. from 1962 to 1965 and president of Mutual from 1966 until mid-1968. When he left Mutual, he announced plans to go into business for himself in a wide range of communications areas including books and newspapers as well as broadcasting and motion pictures (BROADCASTING, Aug. 10, 1968).

With him in CCC are 15 other charter subscribers and together they hold a total of 15 ownership units. One of the units is held by the "Culligan group," consisting of Mr. Culligan, president; James E. Fuchs, who was closely associated with him at NBC, Curtis and Mutual, and Ethel B. Smoak, a vice president of CCC and an assistant to Mr. Culligan for the past 18 years.

The other units are held by a diverse group of business executives, investment bankers, consultants and private investors, who are listed in the incorporation papers as owning one unit each:

Harold W. Fisher, director of Standard Oil of New Jersey; Morgan J. Cramer, president of Royal Crown Cola International and former president of P. Lorillard Co.; Thomas E. Culligan, a director of Culligan Inc. and president of the distributing firm of T. E. Culligan Co. (he is a cousin of the CCC founder-president and son of the founder of Culligan Inc., the water-softener company).

In addition, Peter Townsend of Sterling Grace & Co., investment bankers; Victor Tabaka, management consultant; Denniston Slater, chairman of Fanny

Farmer Candy Co., Mrs. Marcus T. Reynolds and Mrs. Hope B. Klenk, private investors, and Dr. John W. Mauchly, computer scientist, of Mauchly Associates.

Also, Jack L. Clark, president and chairman of Four Seasons Nursing Centers of America, a chain nursing home, and Amos Bouse, vice president of the chain, were said to own two units each, and Thomas A. Coffey and Richard Todd of the brokerage and investment banking firms of Shields & Co. and Walston and Co., respectively, were said to own one share between them.

Culligan Communications was incorporated in Delaware and has set up its New York headquarters at 150 East 61st Street, (212) Murray Hill 8-3666.

CATV's may be required to inform local TV's

The FCC has proposed changes in its CATV rules to make clear CATV systems must notify stations in their market of plans to carry new local as well as distant signals. The proposed changes would require the notification for the deletion as well as the addition of signals.

The commission, in a notice of proposed rulemaking last week, said there had been some question as to whether the notification requirements applied to the addition of local television signals on operating systems.

"We have," the commission added, "consistently applied these portions of

the [rules] referring to new CATV systems and to CATV systems proposing to extend lines into obviously new geographic areas to all signals to be carried."

The proposed amendment would make it clear that the notification requirements apply to local television signals for all CATV systems, the notice said. It also said that the commission believes it desirable to amend the rules to require that notice be given when a CATV system proposes to delete any signals.

Comments on the proposed rule are due Feb. 17; replies are due by Feb. 27.

WTRF-FM-TV plans move to \$1-million home

WTRF-FM-TV Wheeling, W. Va., expects to complete installation of equipment and move of personnel into its new \$1-million complex in downtown Wheeling. First telecast from the new building at 96 16th Street will take place Feb. 9.

The communications center is constructed on three levels with an underground garage. Main studio will be 2400 square feet equipped with the most modern lighting and production equipment.

Harry Holbert, WTRF-TV art director, has installed a color mosaic mural, containing more than 30,000 pieces of cathedral glass, in the first-floor reception center. The mural and an accompanying tape narration tell the story of a TV production.

Leaseback a shelter from local rules?

Ohio judge says cities can't regulate CATV's with telephone ties

A federal judge has prohibited two Ohio cities from using their CATV ordinances to regulate cable systems that operate with facilities leased from an existing public utility.

Judge Dan J. Young of the U. S. District Court for the Northern District of Ohio ruled that Sandusky and Fremont cannot require CATV's with leaseback arrangements to obtain franchises because "they have chosen to use the services of a distribution system which occupies the streets and is thus already regulated."

The judge said that CATV systems within the cities' jurisdictions are "clearly subject" to such local regulation when they maintain their own distribution systems, since they would then fall under the city's police power to regulate the use of the streets. But when they use existing facilities, the judge said, "the CATV companies . . . do not enter into the streets any more than one who uses the telephone to transact business, or communicate with a computer."

The decision is similar to one issued last year by the New York state supreme court, in which it ruled that New York City could not require Comtel Inc., a Bell Television subsidiary, to obtain a franchise, when the CATV firm elected to use telephone company cables (BROADCASTING, April 22, 1968). In that case, the city sought a permanent injunction, and was denied. The Ohio case, on the other hand, was initiated by the CATV's involved, and the resultant injunctions are directed to the cities.

The two firms that initiated the Ohio case—Greater Fremont Inc. and Greater Sandusky Inc.—contracted in 1965 with the Ohio Bell Telephone Co. for use of its distribution facilities. Construction of the CATV plant was said to be in violation of cable ordinances, then enacted by the two cities. In a consolidated court case the CATV's sought to have enforcement of the ordinances permanently enjoined.

In his decision, Judge Young considered all possible bases of local regulatory authority and ruled that none of them could properly be invoked in this case. In addition he found that the ordinances would distinguish unfairly between CATV and other "media of entertainment and of communication of news, thought and ideas which utilize the telephone lines to carry their

Media reports:

Network changes ■ KCOY-TV Santa Maria, Calif., affiliate of both CBS-TV and NBC-TV, is concentrating on CBS programming, effective Sunday (Jan. 12). The station has become an "interconnected affiliate," CBS announced last week. KCOY-TV will not drop its NBC affiliation, an NBC spokesman said. KCOY-TV is owned and operated by Central Coast Television Inc., with Dale G. Moore as president and Earl E. Morgenroth as general manager. KSBY-TV San Luis Obispo, Calif., a neighboring station and also a double affiliate, is, in turn, concentrating on NBC programming. The station is owned by Central California Communications Corp., with John C. Cohan as president and

general manager.

New affiliate ■ KDGO Durango, Colo., an independent station, has joined CBS Radio. KDGO, owned and operated by the Basin Broadcasting Co., with Jerry Fitch as president, operates on 1240 kc with 1 kw day and 250 w night.

Signs up ■ KARE Atchison Kan., has affiliated with NBC Radio. James M. Griffith is president and general manager of KARE, which operates with 1 kw on 1470 kc.

New outlet ■ KINK(FM) Portland, Ore., owned by group broadcaster King Broadcasting Co., Seattle, went on the air Dec. 25 joining King's KGW-AM-TV Portland. The new station operates on 102 mc with 100 kw.

messages. . . ."

Judge Young also dismissed as invalid the application to CATV of a city's power over public utilities. One definition of public utility, he noted, might include services which are owned by the city for the benefit and use of the public, whether or not they are "true" public utilities. However, he said, the fact that a city might establish a CATV for the use of its citizens, would not permit it to regulate other CATV's in the area, any more than a city that owned and operated a newspaper could regulate other newspapers in the area.

Judge Young further asserted that much of the state and local regulation of CATV will be given over to the federal government as the FCC extends its regulatory power over the industry. Because of the commission's judicially approved assertion of authority, he said, "it would seem to follow that all areas of CATV which parallel those in the regular television industry in their need for uniform treatment should be regulated only by the federal government, and not by the states." However, he noted, the commission has not yet entered the area of franchising or rate-making.

Ward, Rourke enter race for L.A. mayor's job

A television newsman and a TV producer are among the 21 prospective candidates who have filed of their intentions to run for mayor of Los Angeles. The deadline for the filing was Jan. 6. A primary election for the office is scheduled for April 1.

Baxter Ward, since 1962 news director and news anchorman for KABC-TV Los Angeles, formally announced his candidacy last week. He said he had resigned from all his duties at the station because of FCC regulations concerning equal time for political candidates. He was on his last TV newscast Jan. 3.

Also announcing his candidacy last week was Jack Rourke, head of Jack Rourke Productions, Hollywood. Mr. Rourke is a long-time radio and TV producer on the West Coast, who specializes in staging telethons. He helped produce an election-eve two-hour telethon for President-elect Richard Nixon last year. Mr. Rourke also produced local weekly TV series for Los Angeles Mayor Sam Yorty in 1967 and 1968. Mr. Yorty is expected to run for reelection.

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Missing links in the TV chains

Growing problem for the networks: how to keep affiliates from dumping or delaying network shows

Network television continues to grapple with a practice that, like sex in the Victorian era, everyone knows is prevalent, although there is little public discussion of it.

The practice is that of affiliate pre-emption, "covering" and delayed broadcast of network programming.

It has become obvious that the covering procedure—an affiliate's substitution of its own programming for live network fare—has become widespread in some areas, such as prime-time movies, where one study of the top-75 markets showed 186 regularly scheduled prime-time local features this fall, compared to 182 last spring (BROADCASTING, Dec. 16, 1968).

A study by BROADCASTING indicates that the reluctance of stations to grant across-the-board network clearances is not confined to the feature-film phenomenon. It is growing, if with limitations, in other areas and shows promise to continue for a variety of reasons, from changes in program types to greater strength of local stations, both in sales force and in judging the tastes of the local community.

The importance of clearances to the networks is reflected in the fact that it remains one of the unspeakable topics, at least publicly. Two of the networks, NBC and CBS, will not discuss the subject for the record. As one CBS official commented: "You already know there is a problem. It would gain us nothing to air it."

ABC, the network generally acknowledged to have the most difficulty with clearances, is taking strong action to cope with it. Says the manager of one major-market ABC affiliate: "Within the last year and a half, the pressure from the network has tripled. It's almost a cardinal sin if you preempt a show these days."

NBC and CBS have been telling their advertisers and agencies that clearance patterns are better this year than last, which probably is true, since both networks have relatively strong line-ups in both daytime and prime time, with a minimum of new-show juggling, and local movie coverage apparently has neared a peak from its rapid growth that paralleled the network television

movie boom.

The motivation for movie coverage obviously is financial. As one network executive noted: "A station operator sees the networks putting on all these movies and thinks: 'Why can't I sell my own picture in prime time locally and make a few more bucks for myself?' But he doesn't want to show his picture against the network movie of one of the other affiliates in his market since he would probably get slaughtered trying to show a syndicated package against a network first-run. With movies seven nights a week now, all he can do is pre-empt one of his own network's movies."

Joseph Giaguinto, vice president, operations, ABC affiliate relations division, acknowledges that the major wave of "defection of live clearances for networks came with the movies."

He notes that when each network had only one movie night, "they would carry ours and pre-empt two hours of other programming to make way for their own movie."

Executives of the other networks and advertising agency executives agree with Mr. Giaguinto that now, with a movie every night, "it hurts the networks because one of our movie nights gets hit in most of the major markets. But we amortize the cost of the package over two nights. It really hurts us if they clear Sunday night but not Wednesday."

Because of their weaker position, ABC will furnish affiliates, if they have a good clearance record, with prints of its movies for delayed broadcast, most often in fringe time. CBS and NBC will not furnish movie prints for delayed broadcast, although with approval of the delayed time slot they will on a program-by-program basis, allow affiliates to tape programming for delay.

There is agreement with the estimate of one network affiliate that the problem of clearances—especially for movies—is most acute in the top-100 markets. This, he notes, is because the major-market stations have built up film libraries that can compete with the networks and have the sales forces to sell them.

"It's a question of what the fellow in a little market can afford," the affiliate official points out. "Plus there is the question of whether he has enough local and national spot to sell out a movie package. You have to remember that the top-30 markets control spot advertising. If a little fellow buys a package, he has to play it, and if he does it half-sold, he's in trouble."

On the other hand, the situation in many major markets has reached the point where local movie coverage is so extensive that individual stations can get movie products never seen on the network in that area.

Such is the situation in Cincinnati, where Avco's WLWT(TV), the NBC affiliate, covers the Tuesday night movie (it is now switching to Monday night, so as not to block the network's new two-hour once-a-month magazine-format news program on Tuesday night). Explains WLWT Vice President and General Manager Fred E. Walker: "With us covering one NBC movie, the CBS affiliate doing the same thing, and the ABC affiliate covering one or two movies a week, you can very often buy films off-network for their TV first runs in the Cincinnati market."

Mr. Walker, like most other major-market station managers, emphasizes a belief in "almost total clearance" by stations as necessary for a strong network. Nonetheless, the situation in the major markets is "almost total" rather than simply "total."

While observers of the clearance situation generally agree that prime-time movies have the poorest clearance pattern, the movies are not the only targets for coverage or delayed broadcast, either in prime time or other segments of the day.

From the sidelines viewpoint of advertising agencies, Peter Bardach, vice president and associate media director for broadcast at Foote, Cone & Belding, says that in prime time "basic clearances are better but individual clearances are worse."

He backs up the contention of network officials that across-the-board, prime-time clearances probably are better than last year for the general line-ups. "But," he says, "for a given date

the situation is worse. One-time pre-emptions are killing us, particularly during the third quarter with the elections."

Many other observers agree with his assessment that this comes from two factors: "The stations are becoming much more independent in doing things on their own, and the networks no longer can say 'you will clear for us or else.' You can't blame the networks. Stations are now pre-empting, particularly on a one-time basis, as they damn please."

Station logs, individual affiliate managers and even network executives confirm the growing independence of station managers.

ABC's Mr. Giaguinto says of the affiliate operators: "They're becoming more sophisticated to what people in their market want, more selective. Stations always have been selective, but as they've felt their power and weight in the community, they've paid more attention to what the people in the community want."

Although many station managers will argue that they have always been selective, some, such as Norman P. Bagwell, vice president and general manager of WKY-TV, Oklahoma City, concede that "from people I've talked to, stations are being a little more aggressive in carrying their own programs over the networks."

Mr. Bagwell's station, the NBC affil-

iate in the market, has been pre-empting *Saturday Night at the Movies* since September and has found it "very successful." In addition, to make room for local prime-time programing, it delayed broadcast of *Dragnet* and substituted a show with local college coaches during football season, and it pre-empts *I Dream of Jeannie* on Mondays to make room for a half-hour local talent show. On the weekends, Mr. Bagwell didn't take the second AFL football game. His explanation: "We have various shows we think are better for our local audience than a whole afternoon of football. We haven't had any complaints." (This situation is unusual. Sports generally command high clearances.)

Bruce Hebenstreit, president and general manager of KGGM-TV Albuquerque, N. M., dropped *Daktari* when CBS wouldn't allow him to delay it for broadcast at 4:30-5:30 p.m. on Saturday. "I'm not criticizing CBS because they've always allowed us to do pretty much as we wanted, particularly here in the mountain time zone. *Daktari* probably violated some blanket rule they had. But we didn't want the show where they were giving it to us because we thought it was a weak lead into our prime-time Wednesday." Mr. Hebenstreit juggled the evening's schedule, filled the hole left by *Daktari* by running syndicated *Perry Mason* as a lead-in to *Jonathan Winters* at 9 p.m. and

proclaimed: "Evidently we were right because *Winters* did better here than nationally."

Nowhere is the independence of affiliates more obvious than in their picking over of new program offerings. Nielsen and Broadcast Advertisers Reports records of last fall's network program sales show not only a decided reluctance to sign up for new shows, as opposed to established winners, but also a strong batting average in picking programs that will succeed.

Of course, refusal of stations to clear for a new program makes it that much harder for the novice program to gain life-sustaining ratings—another major headache of the clearance battle for network executives.

"A show that doesn't get the number of live clearances it should starts out with two strikes against it," says ABC's Mr. Giaguinto. "It has to come on twice as strong. Once a show does demonstrate some success, though, it can move up much more quickly because you get two things: both more live clearances and better time periods for those that are DB'ed."

A glance at the clearances list for this season tells the story: Where a hit ABC show such as *Bewitched* is carried by 217 stations and *The Flying Nun* by 212, *Don Rickles* was virtually doomed from the beginning with only 123 outlets—fewer than any other regular prime-time show on network

Clearance rundown

Station clearances for prime-time and selected sports and other programing for all network affiliates at start of new season in September as reported by the networks to A. C. Nielsen and Broadcast Advertisers Reports. The prime-time shows are listed alphabetically by network and are followed by the news, late-night programing and specials of the network. ABC has 153 primary and 106 secondary affiliates, CBS has 190 primaries and seven other "available" stations and NBC has 210 affiliates. Some clearances are higher than the number of affiliates the network claims, because if the network has no affiliate in a market it will sell the show to any station requesting it. (* indicates new shows.)

ABC

<i>The Avengers</i>	177
<i>Bewitched</i>	217
<i>Big Valley</i>	195
<i>Dating Game</i>	184
* <i>Don Rickles</i>	123
* <i>Dreamhouse</i>	152
<i>The FBI</i>	201
<i>Felony Squad</i>	163
<i>The Flying Nun</i>	212
<i>The Guns of Will Sonnett</i>	194
* <i>Here Come the Brides</i>	156
<i>Hollywood Palace</i>	181

<i>It Takes a Thief</i>	181
* <i>Journey to the Unknown</i>	178
<i>Judd for the Defense</i>	182
* <i>Land of the Giants</i>	169
<i>Lawrence Welk</i>	213
* <i>Mod Squad</i>	158
<i>Newlywed Game</i>	178
<i>Operation Entertainment</i>	137
* <i>The Outcasts</i>	164
<i>Peyton Place, Monday</i>	160
<i>Peyton Place, Wednesday</i>	157
<i>Sunday Night Movie</i>	199
<i>That Girl</i>	210
* <i>That's Life</i>	149
* <i>Ugliest Girl in Town</i>	162
<i>Wednesday Night Movie</i>	203
<i>ABC Evening News</i>	124
<i>Joey Bishop Show</i>	159
<i>Wide World of Sports</i>	213
<i>College All-Star Game</i>	216
<i>NCAA Football</i>	224

CBS

<i>Beverly Hillbillies</i>	198
* <i>Blondie</i>	157
<i>Carol Burnett</i>	191
<i>Daktari</i>	201
* <i>Doris Day</i>	197
<i>Ed Sullivan</i>	205
<i>Friday Night Movie</i>	185
<i>Genie Ben</i>	200
<i>Gomer Pyle</i>	201
* <i>Good Guys</i>	172
<i>Green Acres</i>	198
<i>Gunsmoke</i>	203
* <i>Hawaii Five-O</i>	169
<i>Hogan's Heroes</i>	186
<i>Jackie Gleason</i>	201
<i>Jonathan Winters</i>	175
* <i>Lancer</i>	188
<i>Lucy Show</i>	205
<i>Mannix</i>	186
* <i>Mayberry R.F.D.</i>	170
<i>Mission: Impossible</i>	201

<i>My Three Sons</i>	183
<i>Petticoat Junction</i>	192
<i>Red Skelton</i>	202
<i>Smothers Brothers</i>	185
<i>Thursday Night Movie</i>	201
<i>Wild, Wild West</i>	198
<i>CBS Evening News</i>	199
<i>Sixty Minutes</i>	166
<i>NFL Football</i>	206
<i>Vince Lombardi Special</i>	200
<i>Vladimir Horowitz Special</i>	186

NBC

* <i>Adam 12</i>	178
<i>Bonanza</i>	222
<i>Daniel Boone</i>	204
<i>Dean Martin</i>	213
<i>Dragnet</i>	207
<i>Get Smart</i>	198
* <i>Ghost and Mrs. Muir</i>	198
<i>High Chaparral</i>	206
<i>I Dream of Jeannie</i>	190
<i>Ironside</i>	201
<i>Jerry Lewis</i>	177
* <i>Julia</i>	194
<i>Kraft Music Hall</i>	200
* <i>Monday Night at the Movies</i>	190
<i>Mothers-in-Law</i>	197
* <i>Name of the Game</i>	199
<i>New Adventures of Huck Finn</i>	179
* <i>The Outsider</i>	182
* <i>Phyllis Diller</i>	177
<i>Rowan & Martin's Laugh-In</i>	205
<i>Saturday Night at the Movies</i>	194
<i>Star Trek</i>	181
<i>Tuesday Night at the Movies</i>	190
<i>The Virginian</i>	203
<i>Wait Disney</i>	204
<i>Huntley-Brinkley</i>	201
<i>NBC White Paper</i>	171
<i>Tonight Show</i>	206
<i>AFL Football</i>	201
<i>Major League Baseball</i>	221
<i>All-Star Baseball</i>	208

television.

On CBS, fated newcomer *Blondie* obviously was at a disadvantage compared to the more successful *Doris Day* when *Blondie* met television life with 157 stations, compared with *Doris Day's* 197. Neither, of course, had it so soft as big hits such as the 203-station *Gunsmoke* or 205-station *Lucy*.

In keeping with its long-time ratings championship, NBC's *Bonanza* is the clearance leader among regularly scheduled programs, with 222 stations, and on the basis of the opening season line-up, it was a good bet that the network's new *Julia*, with 194 stations, would have a better chance of making it than the dumped *Phyllis Diller*, which got only 177.

Says Mr. Giaguinto: "If you can start with 165 to 175 stations and the show is successful, you'll hit 200 stations when the results start to come in. That's what happened with our first season of *Bewitched*. We had 200 stations by December."

All network affiliate experts agree that the need to sell new programming to more selective station managers has resulted in stronger sales punches. "Among other things, that's why all three networks now hit the National Association of Broadcasters conventions with continuous shows of our new product," comments an NBC spokesman.

Station operators readily acknowledge their independence in shopping through the new programming. Asked why he did not carry *Blondie*, George Jeffrey, executive vice president and general manager of CBS-affiliate KKTU (TV) Colorado Springs, replied: "We didn't think the show was worth a damn." Mr. Jeffrey says he has "not had any problems with the networks," although he declares: "We pre-empt whenever we think we should, and do it quite frequently. We don't ask them. We tell them what we are going to do. If we have something of local interest, we get on the TWX and tell them. The answer always come back 'okay.'"

WBAL-TV Baltimore is an NBC affiliate whose general manager advocates sticking as close as possible to the network line ("We pre-empt only for local programming; we don't think we can do any better in movies than the networks. We make money. We don't pre-empt for revenue.")

Nonetheless, the station did not hesitate to refuse *Phyllis Diller* this past fall, although it is taking the replacement, *My Friend Tony*.

"Our reason for not taking *Phyllis Diller* was very simple," said vice president and general manager Brent O. Gunts. "We didn't think it was a good show. *Tony* is. *Tony* looked like it had some thought and money behind it

while *Diller* seemed a mistake from the beginning."

Mr. Gunts said his station also checked local audience reaction to Miss *Diller* and found little evidence of enthusiasm, including a cancelled concert appearance because of poor ticket sales. "We try to keep a pulse on what our audiences like and we didn't get any reaction to *Diller*," he said. "We have proceeded on this same basis for the last eight to 10 years. We feel we should carry programming appropriate to our area."

Although WBAL-TV originally cleared *The New Adventures of Huckleberry Finn*, that show too was rejected after station personnel saw the pilot. "When the network feeds us a sample of a new show, we ask all our people to turn the monitors on in their offices. After *Huck Finn* everyone ran out in the hall and said it was the most atrocious thing they'd ever seen," according to Mr. Gunts.

What did he tell the network? "That we did not feel the program was in keeping with the quality of what NBC should offer. They make mistakes and are misguided sometimes, just as we are. But we intend to exercise our right of responsibility. We don't hesitate to threaten a pre-emption whenever we think programming is not acceptable."

Even the strongest advocates of network allegiance will not argue with station pre-emption for local programming. A. Louis Read, president and general manager of WDSU-TV New Orleans, and former chairman of the NBC affiliates board of delegates, criticizes stations that "set themselves up as judges of what is best. If a show is really bad, it should be taken out, but all shows should be given a chance." He accuses most stations of covering network programming "just because they want to sell more commercials of their own," and maintains that "we can do a better job in station time by concentrating all our efforts there and not attempt to compete with the network." Nevertheless, Mr. Read also says that he has no qualms at all about pre-empting for a good local special.

In addition to increased station independence and selectivity, there is another major factor exerting pressure in the clearance and pre-emption picture: the continuing growth of local advertising money.

In major markets, with spot booming, even WDSU-TV's Mr. Read concedes that "with the bigger dollars in spot, there is some pressure from the reps to go to local programming when prime-time minutes aren't available."

But the money—and the pre-emptions—also are filtering down to the smaller markets. "We have 20% more local and regional advertisers in prime

time this year," says Dwight Wheeler, operations manager of KSBW-TV Salinas, Calif., a CBS affiliate that is an "also available station" for NBC (since the two networks no longer designate primary and secondary affiliations).

"Local and regional advertisers are upping their television budgets," Mr. Wheeler said. "More and more of them won't settle for fringe. They want to get into prime time and they're willing to pay the price for it."

Mr. Wheeler notes this is particularly true of regional advertisers such as banks and utilities, some of which are buying their own programs on a regional basis in his area.

Dwight J. Bruce, vice president and program director of WTOG-TV Savannah, Ga., a CBS affiliate that covers network programs and uses delayed broadcasts fairly frequently, says the abundance of local advertising "is the whole reason for it." Mr. Bruce adds: "Two-thirds of our gross revenues these days come from local advertising, and six weeks prior to the holidays, we were bleeding for any kind of open spot to give an advertiser."

One network executive notes that 1967's slump in national spot accelerated local sales. "Local stations are concentrating more and more attention in local spot from the lesson they learned when national dried up and they had to find a replacement," he said.

How do agencies view the situation? "We're on the horns of a dilemma, between the local advertisers and the national one," says Robert Buchanan, vice president, J. Walter Thompson Co. He points out that while pre-emptions and lack of clearances are obviously unfavorable to a network sponsor who wants a maximum audience, for any client with a "one-market problem," it is a significant development when you can buy good time locally on a one-time basis."

A number of agency executives note in particular the success of clients in obtaining station buys of regional or local spots. "Stations will drop some very good prime-time stuff for it," says one agency vice president.

Another cites the advantage of buying full sponsorship of local movie coverage in three or four markets for a sponsor, such as an automobile manufacturer, who wants full sponsorship to concentrate a sales drive in a few specific areas.

What about the problems of the non-cleared or pre-empted network advertiser? "We have to just keep the pressure on the networks to make the stations take our shows," said JWT's Mr. Buchanan.

"There's no coercion, but sometimes we have to call the stations and point out how important we feel it is that

they carry a particular show," said Bern Kanner, senior vice president and director of media management at Benton & Bowles.

FC&B's Mr. Bardach says: "In general, advertisers today have become somewhat less concerned with going clearances than with the one-time-only pre-emptions that stations are doing more frequently as they become more independent and feel an obligation to do more local programming. While advertisers have to applaud their initiative, one-time-only pre-emptions hurt particularly because an advertiser finds out about them only after the fact—when it's too late. That can have a serious effect on some specialized campaigns, such as a matched-market test program."

Although most attention is focused on what one agency executive calls the "nibbling away" of prime-time network clearances by stations, it is not the only area where there are problems.

Daytime network programming has been particularly hard-hit by the rise of desk-and-couch talk shows. "Talk shows have had the same effect in daytime as movies in prime time," says ABC's Mr. Giaguinto. "You could get them at a pretty good price when they first started and the stations who got in at the first have had a hell of a

franchise. With that sell-out time for a show like Mike Douglas, they were getting hernias from carrying the money to the bank."

Just as in the case of prime time, ABC is generally conceded to be the network most seriously hurt by station coverage of network daytime programming, but an NBC spokesman concedes "we all are bothered because there obviously are more products competing for daytime."

One network official notes that the structure of daytime programming can make the clearance problem even more difficult for a particular show. "At night if we can't get clearance, we can at least ask for a delayed broadcast or secondary affiliate. But in the daytime, you've got strip shows and it may be hard to find a place to put it."

Another area where ABC has a serious clearance problem is news. This fall *The ABC Evening News with Frank Reynolds* had only 124 station clearances, compared to CBS's 199 for *Walter Cronkite* and NBC's 201 for the *Huntley-Brinkley Report*.

Although the situation seems to irritate newsmen at all three networks, many ABC affiliates choose to drop any early evening national news and counter-program rather than go up against the much stronger ratings of Cronkite and Huntley-Brinkley. For

example, the ABC affiliate in Louisville, WKY-TV, runs local news at 5:30-6 p.m., then shows a local movie until it goes into prime-time programming at 7:30 p.m.

"Unlike entertainment and sports shows, you have to play news when it's fed and affiliates are reluctant to go up against the leaders," said ABC's Mr. Giaguinto. "We've lived with the news problem as long as we've had news. People are funny about it. They get used to a guy and there's nothing you can do, and NBC and CBS have the franchise on dominance simply by their tenure."

The one area where observers agree there is a minimum of clearance problems is sports—"almost any kind of network sports coverage you feed," says one network executive. Some note that the ease of sports clearances points up the fact that even if stations are becoming more selective, there is little resistance to programming that has proven ratings success. There also is no difficulty with weekend morning children's program clearances ("The stations couldn't afford the kind of cartoons we put on today," said a network executive).

How are the networks treating the clearance problem? ABC is the only one to take a public stand. To beef up clearances for its 10-year-old daytime programming, the network announced

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last month that it will demand that affiliates carry all of its noon-to-4:30 p.m. block of programming live. To convince station owners of the necessity for the action, the network's regional sales force has been touring stations with valises full of data showing the effectiveness of its counter-programming against the other networks when carried live.

"We start out being hurt when you compare the networks," said ABC's Mr. Giaguinto. "We have only 154 stations against their more than 190 each. In daytime they cover 98%-99% of the homes while we have only 96%."

Fewer live clearances than granted the other two networks put ABC even further behind CBS and NBC. "When you take the over-all weight, we're about a million homes behind the other networks," said Mr. Giaguinto, "but we think we can make it up if we get the cooperation of the affiliates, and we're trying to convince them that it's in their interest to do it."

Off the record, according to affiliates, ABC is twisting the arms of station managers for prime-time clearances by

refusing to bicycle them movie prints for delayed broadcast if the stations pre-empt more than three hours of prime time. "It's not a written rule, but it's generally accepted," said the manager of one affiliate.

CBS and NBC, with less clearance difficulty, appear to be less strident in their demands. Most affiliate managers claim no change in relations over the past several years, and some smaller-market station managers say clearance pressure has even lessened. "At one time they would never have let us get away with the db's we now have. They once had a very strong policy that has relaxed," said the manager of a southern CBS affiliate.

And the manager of a West Coast CBS affiliate said: "We would like to think they make more concessions to us than in the past, because there is a tendency by us more and more not to accept something if we think it won't go. They are going to have to continue to make more concessions to us or they will find even more pre-emptions. We don't like to pre-empt because of the load on our local sales force but we'll

have to unless they continue adapting to our needs."

From an advertising standpoint, Rodney Erickson, vice president in charge of TV/radio programming at Kenyon & Eckhardt, said: "While certain stations are taking very independent attitudes now, all stations will get more independent. It's a problem we're going to have to live with for some time."

Carried to an extreme, Mr. Erickson sees the refusal of stations to grant regular network clearances as the path to the foundation of a fourth network—if someone were willing to pay the price.

"If I were someone like Howard Hughes with a lot of money, I would pay stations 50% or better, as compared with the network's 20%, to carry my programming, provided I was willing to take the station's weak-time periods," Mr. Erickson said. "Although he could never get full coverage, a smart operator could take this time and put together a pretty good list of stations. Some day it could come to that."

(The foregoing special report was researched and written by Walter Troy Spencer, associate editor, New York.)

Programming

CBS hit hard in pot-party finding

FCC examiner questions supervisory responsibility; report could pose threat to television journalism

The controversial pot-party program filmed and presented by CBS's WBBM-TV Chicago as a spontaneous college campus event was, in fact, "prearranged for the benefit of CBS" and would not have occurred but for the request of a WBBM-TV reporter.

FCC Chief Hearing Examiner James D. Cunningham reached this "ultimate finding of fact" in a report that could place WBBM-TV's license in jeopardy and add fuel to congressional criticism of broadcast news operations. The report was submitted to the commission last week.

The examiner based his findings on a special inquiry over which he presided and on hearings held by the House Investigations Subcommittee on circumstances surrounding the filming and presentation of *Pot Party at a University*. The program was broadcast in two installments, on evening newscasts of Nov. 1 and 2, 1967.

Examiner Cunningham held that the party, in which Northwestern University students participated, had been prearranged at the request of "a young,

ambitious reporter," John Victor Missett, 23, a June 1966 graduate of Northwestern who had worked as a news intern at WBBM-TV in his senior year.

He also found that the licensee "did not demonstrate adequate responsibility when it broadcast an immediate denial of the staging allegations without having first completed an adequate investigation into the matter."

Examiner Cunningham did not name anyone but Mr. Missett as being involved in the staging. But he said station supervisory personnel "and responsible CBS officials allowed themselves, without adequate investigation, to believe what Missett . . . told them because of their interest in the program." Among those he felt had been less than rigorous in ferreting out the facts was CBS President Frank Stanton.

The examiner also said that CBS, licensee of five television, seven AM and seven FM stations, lacks the kind of control it needs to carry out its responsibilities to the commission. He based this on his finding that CBS has

no policy "concerning the need to notify authorities when it is known that a crime is about to happen," or requiring station managers "to clear in advance proposed controversial programs."

The case turned largely on a conflict in testimony between Mr. Missett on the one hand and five other witnesses on the other. One was Malcolm Spector, now an assistant professor of sociology at McGill University in Montreal but a graduate student at Northwestern in 1967. The others were students who participated in the party that was filmed and who were given immunity from prosecution after being compelled to testify. Their identities were not disclosed by Mr. Cunningham. (However, a memorandum which Mr. Missett prepared in connection with the case and which was attached to Mr. Cunningham's order identifies one of the four—the one who reportedly arranged the party that was ultimately filmed—as "Frank Feldinger.")

Mr. Spector said that Mr. Missett approached him with a request that he stage a marijuana party that could be

filmed. He said Mr. Missett told him that CBS was interested in doing a program exposing the harshness of the marijuana laws. Mr. Spector said he refused to cooperate.

Mr. Missett denied this version, saying he was interested only in attending a marijuana party to obtain information and, if possible, in filming the party.

However, the examiner noted that one of the unidentified witnesses—"Witness A"—related a conversation with Mr. Missett that was almost identical to that reported by Mr. Spector—with one difference: Witness A agreed to arrange a party. Mr. Missett, again, denied requesting that a party be arranged.

But Mr. Cunningham said the three other unidentified witnesses who attended the party, including one who made his apartment available, corroborated Witness A's testimony. Mr. Missett's testimony, the examiner said, "is rejected."

CBS, which has steadfastly denied the staging charges, is continuing to stand by its personnel. In its proposed findings of fact, submitted to Examiner Cunningham, it said: "WBBM-TV in no way arranged, encouraged or induced the marijuana party which it reported." It also said that the station's executive personnel conducted an investigation of the facts surrounding the program that was "as complete and thorough as the circumstances required."

And in the brief accompanying the proposed findings, CBS sought to discredit the testimony of Mr. Spector and the "contact" (Mr. Feldinger). It said that since Mr. Spector was not at the party, "the weight of his testimony is minimal, even if it is to be believed." CBS said he was "obviously biased" and an "obvious publicity seeker." His first reaction when the program was broadcast, it noted, was to seek out the newspapers.

The "contact," CBS said, had every reason to "distort the truth." CBS said the "minimization of his role in the party lessened the probability that he would be disciplined by the university." CBS also said that charges against WBBM-TV would distract attention from his activities "as the supplier of drugs at the party."

Last week, following the announcement of the examiner's findings, but before it had seen them, CBS issued a statement noting that its investigation of the charges was "thorough and professional" and revealed the charges to be "groundless." The investigation was conducted under the supervision of CBS's Chicago counsel, the law firm of Leibman, Williams, Bennett, Baird and Minow. Newton N. Minow, a former FCC chairman (1961-1963), is a partner in the firm. "We stand by [the investigation's] findings," CBS said.

However, Examiner Cunningham, in his findings, said that a similar statement by CBS as to the thoroughness of its investigation, contained in a response to commission inquiries early in the investigation, revealed a lack of adequate responsibility. He noted that CBS had failed to report its decision to respect a pledge of confidentiality that Mr. Missett had given the party participants, and had failed to advise the commission that the participants had not been interviewed.

The examiner also noted that CBS had failed to mention that a coincidental telephone survey had been ordered for the second night of the broadcast. CBS in its proposed findings said that neither the program nor the advertising that promoted it was aired to artificially



FCC's Cunningham

influence the station's audience ratings.

In accord with his instructions, Examiner Cunningham made no recommendation in certifying the record of the proceeding to the commission. However, the criticism of CBS contained in the findings is such as to lead some commission sources to speculate on the possibility that the commission might designate WBBM-TV's license renewal application—on the deferred list since December 1967—for a hearing.

There are other options. The commission might impose a sanction in the form of a one-year license renewal. Or, if it chooses to reject the examiner's findings in whole or in part—and the commission has frequently rejected examiners' recommendations in hearings—it could grant a full-term renewal with or without a reprimand.

Examiner Cunningham's report was received with evident satisfaction in the offices of House Investigations Subcom-

mittee, which has drafted but not yet released a report on its investigation of the pot-party program. Staff members indicated the findings would not require any redrafting of the subcommittee report.

The examiner's report comes at a time when members of Congress, including those on the investigations panel and its parent Commerce Committee, are advocating tighter restrictions on broadcast news operations. Criticisms of broadcast news have focused principally on network coverage of the Democratic national convention in Chicago last August. But some Investigations Subcommittee members, in their hearings on the pot party last summer, appeared to feel that broadcasters should not be permitted to engage in investigative reporting if it meant they would not notify authorities of advance knowledge of the commission of an illegal act.

WBBM-TV has maintained its pot-party program was an investigative report designed to put into proper perspective for its audience the use of marijuana and other drugs. (Party participants who had marijuana in their possession were liable, under Illinois law, to a prison term of two to 10 years for a first offense, and to a term of from five years to life for the second.) However, members of Congress may be expected to cite the Cunningham report in urging tighter controls on broadcast-news operations.

Both the commission inquiry and the House Investigations Subcommittee investigation were undertaken after Northwestern University charged the pot-party program had been rigged. The commission directed Mr. Cunningham to preside at an investigatory proceeding on March 22, 1968, but it was obliged to postpone the hearings after the House unit began its investigation. The subcommittee, which eventually held secret sessions in Chicago and public ones in Washington, prevented the commission from talking to witnesses by keeping them under subpoena. The commission proceeding began in Chicago on Oct. 8 and ended 10 days later.

Examiner Cunningham appeared to regard as a major defect in CBS's handling of its responsibilities the reliance placed on Mr. Missett and other station personnel in attempting to ascertain the authenticity of the program. The examiner noted that, after Northwestern University officials raised objections to the program before it was aired, Mr. Missett's superiors did not seek to check the matter with the party participants or even to ask their names.

Another aspect of the case was whether the party actually occurred on the Northwestern campus, as described by Mr. Missett and represented in the

program. The house involved is in an area represented on a university map as being part of the campus. However, it is not owned by the university and, consequently, is not considered a campus residence. Mr. Cunningham appeared to feel Mr. Missett's superiors should have checked this out more carefully.

He also indicated the view that the top CBS officials, who testified at the House subcommittee hearings—Dr. Stanton; John Schneider, president of the CBS Broadcast Group and Robert D. Wood, president of the CBS Television Stations Group—did not involve themselves deeply enough in the investigation that was made after the charges of staging were received.

In discussing their testimony, he constantly remarked on the failure of anyone in authority to seek the names of the party participants. He noted that although Mr. Missett had promised the participants confidentiality, the officials conceded he was under CBS control.

Examiner Cunningham also noted that Albert Dwyer, general attorney in CBS's law department, acknowledged that, since he knew the address of the house where the party was held, it would have been "a simple matter" to ask the camera crew what apartment had been used and to talk to the people living there. Mr. Dwyer said during the hearing that he doubted whether the participants would provide truthful information and that he had made the decision not to interview them.

Examiner Cunningham described the testimony of the top CBS officials as providing a "picture of their inaction and lack of knowledge" of the situation, then added:

"There is no question that the commission must insist upon the effective exercise by its licensees . . . of actual control over station operation and management. . . . It is only by holding the licensee accountable for the operation and management of the station that there can be any assurance that such operation and management will be responsible. The degree of responsibility imposed and the standard of conduct required are the same for all licensees, irrespective of their form or the relative size of their operations."

AP guild calls strike; radio wire keeps going

More than 1,300 AP editorial and clerical employees went out on strike Thursday morning (Jan. 9) but the AP said that its basic news-service operations continued uninterrupted.

The walkout was called by the Wire Service Guild, a nationwide local of the American Newspaper Guild, in a dis-

pute over wages and a demand for a modified union shop. The guild proposed a top minimum for news employes of \$264 weekly, beginning January 1971, and insisted that eight out of every 10 employes be union members. The AP has offered a top minimum of \$250 a week, but rejected the demand on union membership, claiming AP policy is to leave it up to the staffer whether he wants to be affiliated with the guild.

An AP official said that 3,045 TV and radio stations in the U.S. are AP subscribers. Approximately 200 broadcast-news writers and reporters are employed by the AP. News reports to broadcast subscribers have continued the AP official said, through the use of executive and nonunion personnel.

Copyright action promised this year

That's McClellan view after rival parties split again on CATV

The CATV-copyright controversy took an old turn on Capitol Hill last week; after a morning-long meeting with Senator John L. McClellan (D-Ark.) and his Senate Judiciary Subcommittee on Copyrights, representatives of broadcasters, cable-TV operators, copyright owners and government observers failed to agree on anything.

The lack of agreement among the parties, after almost a year of meetings and negotiations, was noted by the senator. Congress, he said, will act on a new copyright law this year, and he appealed again to the almost 50 people who were present to "try, yet again, to resolve your differences."

Otherwise, he intimated strongly, Congress will have to impose a solution that may not be to the liking of any of the parties.

Senator McClellan did, however, express his feelings about CATV, and they were clearly favorable.

Although he stressed that he had "no rigid position" on the details of a CATV statute, he said he believes that cable television serves a "vital and necessary" role in national communication. And, he added, "this industry [CATV] should not be destroyed or seriously crippled because of pressures exerted by more powerful economic interests."

The meeting was conducted by Thomas Brennan, chief counsel of the Senate Subcommittee on Patents, Trademarks and Copyrights.

It was consensus of those attending the meeting that a resolution of the CATV-copyright impasse may have to

come from the committee. At least that's what the plan is: Mr. Brennan is to meet individually with various elements in the copyright controversy in the next month and come up with a single suggested CATV section for the revision bill. This would be the subject of another, full-scale meeting with all the parties present. Concurrence by the parties at that point, or a determination to press forward anyway by Senator McClellan, would pave the way for subcommittee consideration of a bill in closed session (no further hearings are contemplated).

From there, the bill would proceed through the full Judiciary Committee to the Senate floor, and on to the House, where the last Congress's revision bill came to grief—over the CATV provisions. Presumably, pitfalls found there in 1967 will be bridged by language and political solutions engineered in advance during the Senate maneuvering.

The group at last week's meeting was given the three proposals drafted by the office of the register of copyrights (BROADCASTING, Jan. 6), but it was emphasized that these were for talking purposes only and did not constitute a position by the register.

CATV sources said there is no indication of how the various elements in the copyright controversy feel about the outcome. There is a strong opinion among cable-TV leaders that because of the complexities of a law, no compromise is possible and that Congress will have to adjudicate the differences.

It was noted by CATV sources, however, that there was more of a cooperative attitude among the broadcast and copyright representatives toward CATV than previously. "There was less invective," one cable representative who was present, commented.

Broadcast sources agreed that last week's meeting went more smoothly than some previous encounters but indicated that positions were still poles apart. But they, too, detected signs of some flexibility, or at least a willingness to listen to other positions, in most of the groups present.

But the CATV operators' insistence on a blanket license arrangement for retransmission rights that broadcasters have to negotiate piece by piece, was termed "anathema" to the broadcasters.

A government viewpoint was that two conclusions could be drawn from the meeting. One, there was general agreement that there would have to be some sort of copyright legislation. Two, it seems equally clear that future negotiations would not produce real agreement. Given those two conditions, a way can be seen opening for an imposed solution by the McClellan subcommittee and Congress—one that the parties would be at least resigned to rather than one that engendered active

opposition.

Among those present at last week's meeting were Douglas A. Anello and Paul Comstock, representing the National Association of Broadcasters; Ernest W. Jennes and William Malone, Association of Maximum Service Telecasters; Charles C. Woodard Jr., Westinghouse Broadcasting Co.; Harry R. Olsson Jr. and Robert Coll, ABC; Robert Evans, Ronald Kaiser and Mallory Rintoul, CBS; Corydon B. Dunham and Myron Roth, NBC; Martin Firestone, All-Channel Television Society; Norman Jorgensen, National Association of Educational Broadcasters.

Also Robert Beisswenger, Alfred Stern, Irving Kahn, Ralph Demgen, Frederick W. Ford, Bruce Lovett and Walter Scheier, National Cable Television Association; Harry Plotkin, Midwest Video Inc.; Herman Finkelstein, American Society of Composers, Authors and Publishers; Edward Cramer, Broadcast Music Inc.; Seymour Pizer and Sidney Schreiber, Motion Picture Association of America; Howard Levenson and Richard Harper, Warner Bros.-Seven Arts.

And Albert F. Giancimino, SESAC; Nicholas Zapple, Senate Commerce Committee; Robert Guthrie, House Commerce Committee; Herbert Fuchs, Senate Judiciary Committee, and Mrs. Ruth Reel, FCC.

TV gives full coverage in Maryland and Missouri

While most station managers are getting ready for the irate phone calls that will inevitably arise because of regular TV-programming pre-emptions for coverage of the presidential inauguration, a half-dozen East Coast TV outlets have already received a taste of that viewer reaction. And stations in Missouri are preparing for it today (Jan. 13).

The election of Spiro T. Agnew as Vice President on the Republican ticket left the governorship of Maryland vacant, since the state has no lieutenant governor. The new governor was to be picked by the state House of Delegates, and for that purpose as well as to formally announce his resignation, Mr. Agnew called a special session of the Maryland legislature for Jan. 6-7.

The network-affiliated stations in Washington and Baltimore carried the proceedings live from the state capitol in Annapolis, the first time live color cameras had been placed in that building. A three-camera pool was handled by WTOP-TV Washington and made available to WRC-TV and WMAL-TV, both Washington and to WBAL-TV, WJZ-TV and WMAR-TV, all Baltimore. Cost of the pool was estimated at \$3,000 per station.

The live coverage, virtually all of it

on Tuesday (Jan. 7), resulted in a torrent of phoned complaints—335 to WTOP-TV, more than 200 at WRC-TV, about 25 at WMAL-TV, some 75 at WJZ-TV, "a few" at WBAL-TV and "numerous and vociferous" at WMAR-TV. Stations reported the bulk of their complaints came from the devotees of the soap operas ordinarily carried in the pre-empted time slots.

Although there were isolated live pickups by the individual newsmen for the stations on Monday, most of the feeds were short taped takes. On Tuesday the stations took between 90 minutes and four hours of the available live material, which included Mr. Agnew's speech, the vote for the new governor and the swearing-in and acceptance speech of Governor Marvin Mandel, a Democrat, who had been the Speaker of the House of Delegates.

In Jefferson City, Mo., today (Jan. 13) Governor Warren E. Hearnes, the first governor in the state's history to succeed himself, will be inaugurated. KMOX-TV St. Louis is originating three-and-a-half hours of live color coverage and (as of Thursday [Jan. 9]) planned to feed it to KSD-TV St. Louis, KYTV(TV) and KMTG(TV) Springfield, KRCG(TV) Jefferson City and other stations in the state. Coverage will include the inaugural parade, swearing-in, receptions and inaugural ball that night.

Because of a lodging problem for the 30-man, five-camera crew, KMOX-TV has leased three Pullman cars and a diner from the Norfolk & Western Railway to house and feed the staff for three days.

Bach blends with Bacharach on WQXR

WQXR New York is undergoing a revamping of its musical programming, embracing classical, folk and pop classifications, to modernize its sound and make the station more attractive, particularly to "young" listeners.

Walter F. Neiman, general manager of WQXR, reported last week that WQXR is not abandoning its basic character, but is restructuring its programming to make it more contemporary. The restructuring of its classical programming has been going on for the last six weeks and changes in other areas will be implemented during January and February, he said.

Mr. Neiman indicated that the program overhauling is an attempt to improve the station's ratings (it is 10th among AM stations in the New York market) and to bolster its advertising. In 1968 ad revenue declined from record 1967 levels, he acknowledged.

WQXR-FM, which broadcasts the AM programs a week later, will also be affected by the program revamping.

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Sirhan trial before the camera

Closed-circuit coverage produces usable, but not sharp picture; audio feed is clean

For the first time in California court history, judicial proceedings of a criminal case were televised—sort of—last week. The long-delayed trial of Sirhan Bishara Sirhan, accused assassin of Senator Robert F. Kennedy, began on Jan. 7 with the proceedings in the courtroom transmitted to an overflow crowd of newsmen in an auxiliary room via a closed-circuit telecast. Ironically, the trial as a news story got off to a sputtering start. Some two minutes after it opened, the participants withdrew to the judge's chambers—well out of the range of any TV camera—for an hour conference. Shortly after returning, the session was adjourned for the day.

The closed-circuit pickup of last week's proceedings (the trial was adjourned on Jan. 9 until Jan. 13) was not up to broadcast standards but still proved serviceable. The video signal newsmen saw in the auxiliary room was murky and of poor definition. It was difficult to identify individuals.

The view shown was restricted and unchanging. The wide-angle lens of the

fixed TV camera was aimed at the judge's bench from in back of the courtroom. It took in the area from the witness stand on the far right to the defendant's seat on the far left. It did not pick up the jury box which was immediately below the camera and out of range. This was in keeping with the wishes of Superior Judge Herbert V. Walker. Sirhan, because of his slight stature and his position in the far left-hand corner away from the camera, was barely noticeable. His facial expressions could not be determined. Except for a partial view of the first row behind the rail dividing the working part of the courtroom, none of the spectators, including Sirhan's mother and brother, who were present, could be seen.

Still, for newsmen in the auxiliary courtroom the proceedings easily could be followed in its essentials. The sweep of the camera took in the entire counsel table setup—defendant, three defense lawyers, two prosecution lawyers. Peering over the counsel tables, the camera faced the bench, aiming di-

rectly at the judge and also glimpsing the witness stand on the judge's left. It appeared to be enough of a view to provide a running account of the trial, though not all newsmen were happy with it.

The sound was clear and the microphones sensitive. On occasion the rustling of legal briefs and other papers obscured voices. An attorney speaking on the telephone in the courtroom just before the trial opened was clearly overheard by newsmen in the auxiliary room repeating a telephone number he promised to call as soon as the session was adjourned.

The television system uses two Norelco industrial vidicon black-and-white cameras, one in service, the other a spare. The cameras can be turned on only by the bailiff who can switch to the second camera if the first one breaks down. The cameras, nine inches long, four inches wide, six inches high and weighing about eight-and-a-half pounds each, are fitted with 16 mm, wide-angle, Angenieux Fl. 3 lenses, set at about F4. Both cameras are on loan from Norelco, with lenses borrowed from KNXT(TV) Los Angeles.

The picture is carried from the courtroom where the proceedings are taking place four floors by standard RG59U coaxial cable, strung through existing ducts.

The courtroom's existing sound system is used, with audio carried by shielded wire to speakers in the auxiliary courtroom. The speakers, manufactured by Dukane and backed by a Stromberg-Carlson model AU-57, 150-w, 50-60 cycles amplifier, are mounted under each of three Conrac black-and-white 27-inch studio monitors. The monitors, on loan from and maintained by KABC-TV Los Angeles, are mounted on shelves on the wall of the auxiliary courtroom. Unlike the cameras, which are solid state, the monitors take time to warm and so the plan is to keep them on throughout the trial, for as long as three continuous months. The hope is that this procedure will avoid alignment problems.

There was never any official plan to tape or broadcast the trial. Rule 980 of the Judicial Council of California specifically prohibits broadcasts of court proceedings and also forbids television camera crews or newspaper photographers from taking film or pictures in the courtroom while a trial is in progress. The closed-circuit system is intended solely to extend the courtroom to a greater number of newsmen than could be accommodated in the courtroom itself.

Between 35 and 40 seats are available for news media in the courtroom on the eighth floor of the Los Angeles Hall of Justice. Some 75 additional newsmen can watch the closed-circuit



(Los Angeles Times photo)

Two Norelco industrial vidicon black-and-white cameras are hidden in the box (indicated by arrow) above the steel-plated window in the left-hand corner of the Los Angeles courtroom where Sirhan Bishara Sirhan went on trial last week for the murder of Robert F. Kennedy. The box, where the cameras are mounted one over the other, used to house an air conditioning

unit.

Sound is picked up from microphones on the table serving prosecution and defense attorneys and on the bench where Los Angeles Superior Court Judge Herbert V. Walker presides. Camera's view, for the closed-circuit telecast, does not include the jury box or more than the first row of spectators.

telecast in the courtroom annex four floors below.

TV cameramen and newspaper photographers last week were able to work in the corridors outside the courtrooms on both floors. On-camera interviews with attorneys (Sirhan was seen but not heard) were arranged on a pooled basis. But even in the auxiliary courtroom, no typewriters, cameras, recording equipment, or any other electronic equipment were permitted. Also forbidden was tapping of the closed-circuit cable or use of any type of film or video tape.

Tight security precautions for newsmen were maintained on both floors. Newsmen were asked to remove their jackets, empty pockets, were searched from head to toe by a bailiff and checked by a metal detector. Once inside, they were not permitted to leave the security area surrounding the courtroom until the court session adjourned.

News media from all over the world are represented at the trial. Among the broadcast stations covering are KFI, KFVB, KHJ-AM-TV, KMPC, KNX, KABC-AM-TV, KNBC(TV), KNXT(TV), KTTV(TV), KTLA(TV), all Los Angeles. All U. S. radio and television networks are represented. There are also newsmen representing France, Italy, Switzerland, Mexico, Scandinavia, the Jewish Press, England, Australia, Japan, Germany and countries of the Middle East.

Newsmen covering via closed-circuit television resented not being in the courtroom where the proceedings were actually taking place. Some griped about the quality of the TV picture.

The California Freedom of Information Committee, representing all news media, is hoping that the system being used for the Sirhan trial will set a precedent for coverage of important trials throughout the country, where courtroom accommodations are limited. Sums up a California newsman: "We're hoping by our efforts with the Sirhan trial to change the attitude of some courts and the bar to use of cameras in the courts throughout the country."

High cost of gladiators

In what appeared to be quick decision and scheduling in time for the start of the mid-season, ABC-TV purchased network rights to "Spartacus" last Wednesday (Jan. 8). The network said it would show the color feature in two parts on its movie nights the first week of February (Wednesday, Feb. 5, and Sunday, Feb. 9).

The feature, originally released by Universal to theaters in October 1960, was purchased from MCA-TV for three runs on the network at a reported cost of \$1.8 million. ABC will show the film in the 9-11 p.m. period on both movie nights.

Harris poll quizzes U.S. on TV violence

Results will be given violence commission in February report

An extensive survey of public attitudes toward television and violence has been completed by Louis Harris & Associates and will be a major part of a report by the President's Commission on the Causes and Prevention of Violence.

Some 50 detailed questions were asked of 1,600 Americans last October in interviews lasting an hour each. Many of them dealt with the respondents' use and judgment of television. The results are expected to be presented to the commission next month by its mass-media task force.

The violence commission, appointed by President Johnson last June following the assassination of Senator Robert F. Kennedy, has until June 10 to submit its final report. A preliminary account is being submitted to the President this week.

The questionnaire, which takes up 30 legal-size pages, was constructed by the Harris organization in conjunction with both the mass-media and the assassination task forces of the commission. The polling was done Oct. 1-8, 1968, among a sample of 1,200 adults (18 and over) and 400 juveniles. The youngsters were asked only those questions dealing with mass media; the adults were asked other questions dealing with social attitudes as well as social and economic status.

It is believed that the Harris company charged only about half of the normal fee for the work. Commercially, it is understood, the poll would have cost more than \$50,000.

One part of the questionnaire used by Harris interviewers started with the statement: "Now I would like to get your judgment on some questions concerning the possible effects of television violence." Respondents were then asked to give one of these answers—"likely," "possible," "unlikely" or "not sure"—to each of the six parts of this question: "How likely is it that TV violence (1) plays a part in making America a violent society; (2) allows viewers to blow off steam by watching violence, thus decreasing the likelihood of their being violent; (3) makes people insensitive to real acts of violence that they hear about or see; (4) provides entertainment and relaxation without harmful or bad effects; (5) triggers violent acts from people who are maladjusted or mentally unstable; (6) supports and strengthens traditional American values."

Among other questions in the poll:

▪ Which one of the major forms of

mass communications do you use most frequently to get the news?

▪ Which medium seems to emphasize news about crime and delinquency the most?

▪ In your judgment which one tends to emphasize the use of guns, knives or other instruments of violence?

▪ Imagine . . . that you had the power to eliminate one television program from the air of all last year's or this year's programs. Which one would you eliminate?

▪ Of the three major television networks—ABC, NBC, CBS—do you detect any difference in the amount of violence they portray in their entertainment programs? How would you rank them from most to least violent?

▪ How do you feel about the amount of violence portrayed in television programs today, not including news programs—do you think there is too much, a reasonable amount, or very little violence?

▪ Apart from the amount of violence, do you generally approve or disapprove of the kind of violence that is portrayed on TV?

The remainder of the questions related to attitudes toward hypothetical and real-life situations and asked for socio-economic answers about the respondents and their families.

'Playboy' grows like Topsy in television

HMH TV Inc., Chicago, owned by *Playboy* magazine publisher Hugh M. Hefner and producer-director David Sontag, plans to expand into television specials, and possibly motion pictures, as a sequel to its one-hour syndicated series, *Playboy After Dark*, which begins on the air this month in major markets.

Mr. Sontag, who is executive producer of the new weekly series, reported in an interview in New York last week that he and Mr. Hefner are envisioning at least two, and as many as four, one-hour specials a year. Their program concepts, he said, will be derived from material published in *Playboy* magazine. "We are considering several motion-picture projects, but we probably won't take them up until later this year as we're deep into our TV series," he said.

Mr. Sontag, who has been in TV production for 15 years with both NBC-TV and ABC-TV, noted that 22 segments of the *Playboy* series have been completed in Hollywood. The series, which had begun in a few small markets, will debut in New York, Los Angeles, Chicago, San Francisco, Dallas, and Philadelphia shortly. Screen Gems Inc., the distributor, has placed the series in 14 markets to date.

A 'fireside chat' with Nixon

President-elect plans use of radio-only talks, tailoring FDR address format to his own style

The presidential radio-only address—a once-popular format that has been dormant for nearly 20 years—is about to be revived.

President-elect Richard Nixon was so pleased with the results of the radio broadcasts he made during the campaign that he plans to keep right on making radio-only addresses as President. That was the word last week from Herbert G. Klein, director of communications for the executive branch in the incoming Nixon administration and one of the President-elect's closest aides.

Mr. Klein, who indicated that Mr. Nixon would use television only for speeches of the widest interest, suggested that the new President does not want to become too obtrusive. In using television, he said, "you're interrupting people's TV, and we don't want to overdo it"—presumably causing Mr. Nixon to suffer from TV over-exposure.

The presidential radio address, developed to a high art in the "fireside chats" of the late Franklin D. Roosevelt, has virtually disappeared since the days of Harry Truman. But Mr. Nixon found radio "very effective" during the campaign, according to Mr. Klein.

Mr. Klein said radio provided Mr. Nixon with national exposure for his views on important matters, and the addresses, generally taped in advance, generated stories in the press. Audiences for the radio addresses were relatively small by present mass-media standards—some 600,000, according to estimates. But the audiences of a presidential radio address could be expected to be many times larger.

Mr. Nixon, who began using radio before his nomination in July, reportedly hit on the medium as an important outlet for his views at a time when campaign finances were tight. He used the medium to discuss such issues as race problems and his concept of "black capitalism." It was during one of his radio addresses that he charged Democratic defense policies had led to a "security gap."

As for whether Mr. Nixon would attempt to adopt the intimate style of an FDR fireside chat, Mr. Klein said the new President would develop a format of his own.

Still to be worked out, also, according to Mr. Klein, is the kind of formula Mr. Nixon's news conferences will follow. Television and radio will be admitted to some or all of the confer-

ences, ("Closed Circuit," Nov. 18). But presumably still to be decided is whether or not live coverage will be permitted, as in the news conferences of Presidents Kennedy and Johnson. Broadcast coverage of presidential news conferences was recorded and subject to editing when President Eisenhower, the first President to admit television to his news conferences, was in office.

Speculations as to how Mr. Nixon proposes to limit the use of television during his news conferences, and how he proposes to use both radio and TV during his administration, were contained in a speech made last week to the Advertising Club of Denver by Elmer W. Lower, ABC News president (see below).

Information pipe-line during Nixon years

ABC's Lower forecasts President-elect's use of television, radio

ABC News President Elmer W. Lower has predicted that under President-elect Nixon, "we will see some steps forward" in his efforts to use television as an "informational, even educational, tool."

Mr. Lower's predictions came in a speech on television journalism and the First Amendment delivered last week before the Advertising Club of Denver, during which he enumerated broadcast policies which he thinks the new President will implement. Mr. Lower also strongly attacked moves for censorship of television news.

Of President-elect Nixon, he said that while "there will probably be some attempts at what we like to call news management" from the White House, "I think we can expect a further step in the steady evolution of television as a means of communication between the President and his constituents."

Mr. Lower said all three networks have complained to the President-elect's staff about Mr. Nixon's policy in announcing some appointments in which he makes a statement on-camera, then orders lights-out for a question-and-answer period (BROADCASTING, Dec. 9, 1968). Calling this a "particularly disturbing practice," Mr. Lower said the

networks "have informed Mr. Nixon's staff that they feel this is relegating the news organizations with the nation's largest audiences to second-class citizenship."

He said that although "Mr. Nixon's spokesmen say this is being done because the President-elect does not feel comfortable under the lights, some think it is being done so that there will be no film if Mr. Nixon makes a serious slip—as he did after losing the California primary to Pat Brown, when he made his famous 'you won't have Nixon to kick around any more' farewell statement."

Mr. Lower said protests have been registered over "some indications he [Mr. Nixon] will follow the Johnson practice of impromptu news conferences in his office." The network news head said: "The objection to this comes not merely from us broadcasters who have our equipment excluded from the informal sessions, but also from the major newspapers and wire services which are unable to get their specialists over [to] the White House in time to cover them."

Mr. Lower further said the President will "take one step into bygone days by reviving the Franklin D. Roosevelt 'fireside chats' on radio." He said: "The new chief executive's staff members have been telling Washington newsmen that Mr. Nixon will make some of his major statements in this way—on radio only" (see adjoining story). Mr. Lower offered his own predictions for radio-TV operations under the Nixon administration:

- "That the State of the Union message will remain in prime time—the impact of Mr. Johnson's evening message was so much greater than that of the traditional afternoon message, that I doubt very much we'll ever again see the President speaking in midday to a joint session of Congress and a national audience composed mostly of housewives, plus whatever working men can make it into a tavern with a TV set at the right time."

- That Mr. Nixon will try to hold some question-and-answer sessions with the public in various parts of the country, similar to those used in his campaign.

- That he will follow Mr. Johnson's practice of the protested impromptu news conferences in his office.

Mr. Lower said there have been no indications as to whether the President-elect will submit to the hour-long three-network *Conversations with the President* programs that President Johnson did twice and President Kennedy did once. But Mr. Lower added: "We certainly hope he will."

The broadcast news executive said he would not venture a guess on the defini-

tion of "frequent" as used by Mr. Nixon's staff in saying that the new President will hold "frequent news conferences." And he added that Mr. Nixon's unscripted cabinet introduction program revealed the President-elect "to be quite at ease with the cameras" and to have "a remarkable sense of timing."

Addressing himself to the relationship of broadcast newsmen with the new administration, Mr. Lower said that "while I really expect no frontal assault on the First Amendment from the President-elect, I must say that it both surprises and saddens me to have to stand up . . . and defend something so sacred to the founders of our country . . ."

Calling it "inconceivable that there could be one set of ground rules for newspapers and news magazines and another for radio and television journalism," Mr. Lower said, "I must warn our brethren of the printed word that censorship of television news would be the first in a series of encroachments on the First Amendment guarantees."

Hialeah horses to run in 30 eastern markets

Price-Roberts Productions, New York, announced last week that it had acquired TV rights for a seven week Saturday series from Hialeah race track in Florida.

According to Tommy Roberts, partner in the firm, Price-Roberts will set up the Jan. 18-March 4 series on their own Independent Television Network for 30 cities in the eastern half of the country. Two of the larger races, the Widener Handicap and the Flamingo Stakes, will be carried nationally. Series is to be called *Racing at Hialeah* with Mr. Robert as producer-host.

Stations will be accepted for the network up to Jan. 18.

Residuals keep mounting

The more than 2,700 members of the Writers Guild of America, West, which represents writers in film, television and radio on the West Coast, earned more than \$5 million in television residuals last year. Guild members earned \$5,617,988.46 in 1968 compared to \$4,720,539.12 in 1967, an increase of 19%. Domestic residuals plus foreign residuals, royalties, and compensation and in addition to money generated from the replay of scripts of writers used on television amounted to \$4,688,782.18 last year, an increase of 16.72% over the previous year. The leasing of motion picture films to television accounted for an additional \$929,206.28 in residuals, an increase of 32.18% over 1967.

Higher press rate proposal draws fire

Common Carrier plan in six-year FCC case stirs old animosities

The FCC's Common Carrier Bureau has proposed that lower press rates for private line telegraph and telephotograph services be ended.

"There is no history or tradition that requires such special treatment for the press and we can find no evidence to justify such treatment," the bureau said in proposed findings that are part of the latest phase of a six-year-old FCC case.

Other participants in the case disagreed, however. The National Association of Broadcasters warned that major newswire services would be required to pass on rate increases to their broadcast customers, or else decrease their service.

The commission approved higher rates for all users in early 1963, over objections from the press. Upon reconsideration it withheld application of the rates to press users, stating that it needed to determine whether the public interest in the widest possible dissemination of news would be endangered by halting the reduced rates. After four more years of investigations, oral argument and recommendations, the commission reopened the record in November 1967, and held hearings late in 1968.

The Common Carrier Bureau held to its previous contention that discontinuance of the reduced rates would have a "minimal" financial effect on news services. It said that "the news services may not have to meet any increase in any event because, as AP's principal witness candidly admitted, in two years AP would be sufficiently far along in its multiplexing program to eliminate its dependence upon private line services almost entirely." The other major service, UPI, has a similar program in the works, the bureau said.

The bureau found a comparable pattern when it considered the impact of higher rates upon other press users. As applied to the broadcast industry, the bureau said, "the impact of increased costs, if the total increase to all press customers of \$3 million were passed on to the broadcast industry, would come to less than 1% of that industry's total operating expenses."

NAB contended, however, that the higher press rates would be passed on to the wire service broadcast customers, and that this effect would be particularly pronounced in communities with

only one radio station.

The association noted that the commission recognized broadcasting's value as the fastest means of news dissemination when it established the Emergency Broadcast System for use in the event of national crisis—a system, NAB said, that relies heavily upon the teletype-writer networks of AP and UPI to alert the broadcasters. Higher press rates for these private line services would therefore damage not only the general dissemination of news, but would also hinder a broadcast system that is "vital to national safety" in time of emergency, NAB said.

NAB recommended that present press tariffs be revised to specify reduced rates for all private line services used by press parties.

Other support of the press position came from AP, UPI, the American Newspaper Publishers' Association, McGraw-Hill Inc., the Copley Press, the Los Angeles Times-Washington Post News Service, and P. A. M. News Corp. Scripps-Howard Newspapers joined in the UPI filing.

On the other hand, the Bell System and Western Union sided with the Common Carrier Bureau. Bell argued that "press organizations should not be accorded preferential rates simply because of their identity as the press." Increased costs, such as newsprint, have been easily absorbed or passed on to customers in the past, Bell said. To argue that similar adjustments cannot be made for increased communications costs, Bell added, "is not only illogical, it is using the common carriers as a whipping boy."

A gag in one field poses threat to all—Gallagher

AP General Manager Wes Gallagher, in a speech scheduled to be delivered at the University of Arizona in Tucson last Saturday (Jan. 11), warned his listeners to beware of curbs on news, particularly from the government.

There is "an ever-growing government, ever more powerful particularly in the communications field, ever more sensitive to criticism, ever more efficient and diligent in covering up bad news or news that reflects unfavorably upon the administration in power," according to Mr. Gallagher. "And if this government . . . succeeds in putting curbs on one element of the communications media, the appetites will only be whetted to put curbs on all of the news media.

"Suggestions toward curbs on news broadcasting already have been brought up in testimony before the National Commission on the Causes and Prevention of Violence. These have been firmly rejected by President Frank Stanton of CBS and other network heads but

such efforts will continue."

Mr. Gallagher cited a position taken by Jerome A. Barron, associate professor of law at George Washington Law School, that unpopular and unorthodox viewpoints do not receive enough attention from the communications media.

"This is an interesting position," Mr. Gallagher said, "since newspapers and broadcasting are under heavy attack now for giving too much time and space to minority groups, according to many critics."

Mr. Gallagher was to receive the university's John Peter Zenger Freedom of the Press award. The winner is selected in balloting by 75 editors and publishers in the U.S.

Stanford gives details on news fellowships

Stanford University has announced its professional journalism fellowships for 1969-70.

Fellowships are awarded for two quarters of three months each, or, under special circumstances, for a single quarter or for three quarters. Fellows may study in any field except journalism. Only full-time employees of newspapers, radio-TV news departments, and general-interest magazines are eligible, and applicants should be from 25 to 40 and have at least three years of professional experience.

Deadline for applications is April 1. Forms may be obtained from: The Director, Professional Journalism Fellowships, C-3 Cypress Hall, Stanford University, Stanford, Calif. 94305.

New NATAS committee to put academy on couch

A committee, made up of top West Coast programming executives, has been formed to study the entire structure of the National Academy of Television Arts and Sciences and make recommendations to that organization's board of trustees. The "Committee for the Future," as it has been designated, was appointed by Seymour Berns, president of NATAS. The committee is an independent body with no power to take any action within the academy.

The committee members, all from the West Coast, include Herbert Schlosser, NBC-TV programming vice president; William Self, president, 20th Century-Fox TV; Thomas Sarnoff, NBC staff executive vice president; Perry Lafferty, CBS-TV programming vice president; Christopher Knopf, TV writer and former president of the Writers Guild of America, West; Grant Tinker, programming vice president for Universal TV; Harry Ackerman, executive producer for Screen Gems and a past

president of the national academy; NBC-TV producer Bob Finkel; actor Raymond Burr, and Rosalind Wyman, public affairs director for Screen Gems.

Jackie Cooper, vice president in charge of West Coast operations for Screen Gems, is chairman of the ad hoc committee.

Executive musical chairs at Smo-Bro

Smo-Bro Productions, the television division of the entertainment and communications complex started by comedian Tom Smothers, last week added two top radio executives to its staff. They are John R. Barrett, since 1951 manager of KRLA Pasadena, Calif., and Cecil Tuck, the station's program director.

Messrs. Barrett and Tuck, who have resigned from the station, will work in the development and supervision of television production. Smo-Bro's most recent TV project is the *Glen Campbell Goodtime Hour*, which starts on CBS-TV Jan. 29.

Mr. Barrett continues on the board of directors of Oak Knoll Broadcasting Corp., interim operator of KRLA. He and Mr. Tuck also have started a management and program consultancy firm in the radio field, with KRLA as the new company's initial client.

Smo-Bro Productions, formed last year, is the television division of Krage, Smothers & Fritz Inc., Beverly Hills, Calif. Ken Krage and Ken Fritz, personal managers of the Smothers Brothers comedy team, have been the other principals along with Tom Smothers. Mr. Krage, however, announced last week that he is leaving the organization to concentrate on independent television and motion-picture production.

East-West Films formed; Rodney Erickson president

The establishment of East-West Films Inc. as a wholly owned subsidiary of Trans National Communications Inc., New York, to produce and distribute commercials, documentary films and feature motion pictures for theaters and television was announced last week.

Ellis E. Erdman, board chairman of Trans National, a diversified communications company, said that Rodney Erickson, recently vice president in charge of TV-radio programming for Kenyon & Eckhardt, will be president of East-West. M. R. (Mickey) Dubin, who has worked for various TV film commercial producers, will be vice president in charge of sales, and Joseph Marone will be vice president in charge

of production.

Mr. Erdman also said that East-West Films has concluded a production arrangement with Gerald Schnitzer Productions Inc., Hollywood, under which East-West will represent Schnitzer exclusively and engage in joint productions, utilizing the West Coast facilities.

Offices and facilities of East-West Films will be at 322 East 45th Street, New York, and 1717 Highland in Hollywood.

Program notes:

Corey on music ■ Twenty-First Century Productions, Nashville, is planning a one-shot program that may evolve into a series built around Professor Irwin Corey and the fields of music. Utilizing such groups as Canned Heat, The Box-tops, Fuzzy Bunnies and Grass Roots, among others, the show proposes to explain modern rock. Producer Milton H. Lehr also will include cameo appearances by Morey Amsterdam, Marty Allen, Moms Mabley and a number of Miami Beach entertainers. Show title is *The Professor is Alive and Well and Living in Your Tube*.

Production plans ■ Project 7, Hollywood television and educational film production house has announced programs in development for 1969: *Arena*, a sports series; *Halfway House*, a daytime strip, and *Wheel of Fortune*, documentaries about top executives. All would be half-hours. Also planned are a series of specials including a group of four *The Americans*, and a one-shot special, *Comeback*, dealing with the reversals in fortunes of such people as Richard Nixon and actress Patricia Neal. Project 7 is headed by Jesse Sandler, formerly with Wolper Productions and 20th-Century-Fox.

Rodeo pageant ■ The 16th annual Miss Rodeo America Pageant, syndicated by Triangle Stations, will be shown on around 185 outlets this week. Levi Strauss & Co., through Honig, Cooper & Harrington, is sponsoring the one-hour special.

Baltimore switch ■ All-news WAYE Baltimore last week revised its programming to a talk format. The 1-kw daytimer on 860 kc has added Allen Prell, from WTOP Washington; John Stanley, from WCBM Baltimore, and Arnold Zenker, from WJZ-TV Baltimore, to implement its talk lineup.

Two more years of Welk

One of TV's perennials. Lawrence Welk, is assured a berth on the ABC-TV schedule through the 1970-71 season. Leonard Goldberg, vice president in charge of programming for ABC-TV, said *The Lawrence Welk Show* has been renewed under an "unusual" two-year contract through 1970-71.

Pioneers pick WGAL for annual award

WGAL Lancaster, Pa., founded in June 1922, will receive the ninth annual Broadcast Pioneer Mike award ("Closed Circuit", Jan. 6).

Clair R. McCollough, president of the licensee Steinman Stations, will accept the award at the Pioneers' benefit dinner for Broadcasters Foundation Inc. on Feb. 24 in New York. Mr. McCollough formerly headed the foundation, philanthropic adjunct of the Pioneers.

Joseph E. Baudino, Westinghouse Broadcasting Co., Washington, is president of the foundation that in past years has presented the award to WLW Cincinnati; WGN Chicago; WSB Atlanta; KDKA Pittsburgh; WTIC Hartford, Conn.; WHO Des Moines, Iowa; WOR New York, and WSPD Toledo, Ohio.

The award is presented annually to a pioneer radio station in recognition of the station's responsibility to the public and broadcasting industry throughout its years of service.

SDX chapter sets award competition

Sigma Delta Chi's New York chapter, the Deadline Club, has announced the opening of competition for five awards: public service television and radio awards, \$250 each, sponsored by BROADCASTING magazine, a \$500 newspaper award sponsored by *Editor and Publisher*, a \$500 United Nations award sponsored by International Telephone & Telegraph, and a \$500 financial award sponsored by Paine, Webber, Jackson & Curtis.

Journalists in New York, Westchester, Nassau and Suffolk counties and northern New Jersey are eligible, in addition to journalists from any country reporting on the U.N. Entries should be sent to George B. Bookman, c/o New York Stock Exchange, 11 Wall Street, New York 10005, (212) 623-2080. Winners will be announced at an annual banquet May 8.

for community exploitation Milling firm uses radio

Bay State Milling Co., Boston, has begun a six-month institutional advertising program in Leavenworth, Kan., site of one of the company's plants, to promote a community-relations program. If the campaign succeeds in Leavenworth, it's expected that the radio project will be

extended to the other areas where Bay State operates plants.

The flour milling firm is using 30-second radio spots on KCLO Leavenworth, aimed at promoting Leavenworth as a good place for industrial development and tourism, explaining Bay State's role in the community, and commending Bay State employees as the firm's most important asset.

The spots are genuinely institutional, since Bay State does not sell flour in Leavenworth but ships to commercial bakers in the East. Bay State operates five plants in the East and Midwest.

Anchors away for broadcaster's dream

A long-sought maritime academy for the Great Lakes area is becoming a reality due to the efforts of a Michigan broadcaster.

Les Biederman, president of Midwestern Broadcasting Co., Traverse City, Mich., is also chairman of the board of trustees of Northwestern Michigan College in Traverse City. In 1957 he proposed a program known then as the "floating university" to

train young men for maritime careers. The idea was to obtain a surplus ship and convert it into a travelling department of the college. Students could travel abroad but still receive full academic credit for their travel.

Last month Northwestern acquired a U.S. Navy oceanographic research vessel for use by the college. The USS Allegheny, a 143-foot Navy auxiliary tug, was decommissioned for assignment to the college as a floating school.

Until now there were only maritime academies in Maine, Massachusetts, New York, Texas and California. The new maritime academy at Traverse City will provide a three-year program, during which students may qualify for a Coast Guard examination.

Seven AM's honored

KWAC Bakersfield, Calif., has received the 1969 S.S.S. Co.'s gold medal award for outstanding merchandising support of the Atlanta advertiser. Other stations receiving awards were WESY Leland, Miss.; WVOB Cicero, Ill.; WNOO Chattanooga; WLOU Louisville, Ky.; WOBS Jacksonville, Fla., and XENU Nuevo Laredo, Mexico.

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'68 was a color television year

Commerce agency forecasts 5.8 million units, \$2 billion volume, first-time surge over B&W

Color TV receivers shipped by manufacturers last year were 51.3% of total TV units—the first year in which color TV broke ahead of black-and-white sets. But, 1968's color TV shipments accounted for a sizeable 80% of the total TV dollar volume.

These are the estimates of the Business and Defense Services Administration of the Department of Commerce, issued last week in "Outlook 1969." The annual forecast also contains predictions regarding the financial prospects of television, radio and advertising agencies (see page 66).

In 1968, BDSA estimates, 5.8 million color TV receivers were shipped, up 5.3% over 1967. In 1969, the agency forecasts, 6.1 million units will be shipped, a 5.2% boost.

BDSA estimates that last year's 5.5

million monochrome TV set shipments were 8.5% higher than 1967's; it expects the same number of black-and-white TV sets to be shipped this year.

The valuation of color TV sets shipped in 1968, BDSA calculates, is \$2.047 billion. Monochrome TV sets were valued at \$556 million, the government agency estimates.

Last year, BDSA estimates, the average factory unit price of a color TV set was \$353; black-and-white, \$95.

The government group estimates that although the total number of color TV picture tubes shipped by manufacturers in 1968 was the same as in 1967—6.1 million—their value declined severely, from \$710 million in 1967 to \$592 million last year. For 1969, BDSA estimates that 6.3 million color TV

tubes will be shipped, with their valuation falling even more, to \$578 million. This decline, BDSA says, is due to the change in color-TV product mix, from large console-type tubes to smaller table and console tubes.

Black-and-white TV picture tubes numbered 6.8 million last year, BDSA estimates, a 3% jump over 1967.

The average factory price of a color TV tube in 1968 was \$98, the Commerce Department unit figures; it will be \$92 this year. For monochrome TV picture tubes, the average factory price in 1968 was \$16.37, BDSA calculates.

Radio receivers shipped during last year totaled 22.93 million, valued at \$367 million, BDSA estimates. This is a 7.7% increase over 1967. In 1969, the agency expects 24.0 million radio sets to be shipped, up 4.7%.

The overall consumer electronics sector of the economy reached \$4 billion in 1968, BDSA estimates. This is a 4% rise over 1967.

ABC-TV tightens up engineering unit

ABC broadcast operations and engineering department has been brought under a single department on both the East and West Coasts. The change was related to a group of recommendations made by McKinsey & Co., management consultants, some of which were implemented last fall (BROADCASTING, Sept. 30, 1968).

Julius Barnathan, vice president in charge of broadcast engineering and operations for ABC, announced that Frederick J. Schuhmann has been promoted from director of production services to general manager, TV facilities and services, New York, and Norman H. Grant, director of color coordination and administration, New York, has been advanced to general manager, TV facilities and services, West Coast. In addition, George Milne has been appointed to the new post of director of planning and production control, East Coast, reporting to Mr. Schuhmann, and David Loring has been named director of production planning and control, West Coast, reporting to Mr. Grant.

"The realignment of job functions under Mr. Schuhmann and Mr. Grant will give us the capability to handle the additional responsibilities as part of a complete service center, servicing user departments in line with the new budget and control system recently put into effect in the television network," Mr. Barnathan explained.



A. D. Ring & Associates, broadcast consulting engineers, are added to the roster of tenants of the new National Association of Broadcasters' building during a lease-signing ceremony at the NAB in Washington last week.

Seated (l-r) NAB President Vincent Wasilewski, Andrew D. Ring, founder and partner of A. D. Ring & Associates, and Everette E. Revercomb, NAB secretary-treasurer. Standing: Howard

T. Head (l) and Marvin Blumberg, A. D. Ring partners.

The NAB reports that only about 1,800 square feet of rentable floor space in the new building, which is planned for completion next month, remain unleased. Other tenants will be Warren Zwicky, Washington communications attorney; the Canadian embassy, and Harold F. Wise & Associates, land-planning consultants.

Stocks show 5.9% average gain in '68

**CATV issues set pace with 57.6% increase;
December slump for all categories was 7%**

Review of broadcasting stock activity during 1968 shows that, although variable, on the whole it was a good year for the industry.

Comparison of the BROADCASTING index of selected stocks as of Dec. 31 to the comparable sections of the Jan. 12, 1968, index of its former sister publication *Television*, show an average gain for the year of 5.9% in the six index categories. The Standard & Poor Industrial Average gained 8% in the year.

The BROADCASTING index also shows that a December slump in all categories held back greater average gains for the year. The index was down an average of 7% for the month, reflecting to a greater degree the general market dip in December, which set back the Standard & Poor index 4%.

Wall Street observers noted that generally the more spectacular gains among broadcasting stocks were made by smaller firms while the larger companies, as would be expected, showed less activity.

The most soaring advance made by a category in the index was that of CATV stocks, up an average of 57.6% for the year, despite a drop during December of 16.4%. The steep year-end fall was laid to the FCC's announcement of its proposed new rule-making for CATV systems.

Reflecting the large, industrial nature of most firms in the category, manufacturing stocks showed the smallest increase during the year, up 2.6%. The over-all gain came despite a 7.3% drop during December.

The three large conglomerate stocks in the index were mixed. Both Avco, in the broadcasting-with-other-major-interests category, and Gulf & Western, in programing, reflected the disfavor of the market with major conglomerates, as Avco was off 25% for the year and Gulf & Western 16%.

Transamerica, also in the programing category, bucked the trend and gained 41% during the year, aided in large measure by activity generated from its move to merge with Metromedia. Metromedia, in the purely broadcasting category, shot up 90% in the year.

Both the broadcasting and broadcasting-with-other-major-interests categor-

ies found 1968 prosperous, with the purely broadcasting stocks up an average of 19.5% and broadcasting-with-other-major-interests up 18.9%. They also experienced the shallowest year-end slumps, with the broadcasting category off 3.3% and broadcasting-with-other-major-interests down 2.1%.

Service stocks also had a moderately good year, gaining 9.6% despite a 6.4% drop during December. Programing stocks were hit hardest by the year-end decline. Despite an average 17.8% fall during December, prices of stocks in the category were up an average of 4.7% for the year.

Among the individual stocks, the three networks generally showed the poorest performance of firms directly engaged in broadcasting. ABC was down 1% for the year while CBS was

up by the same amount. RCA, parent company of NBC, had a 13% decline in stock price for the year.

Good earnings reports were credited with giving Capital Cities its 71% increase in price during 1968. Investor interest in growth of Corinthian was cited for its 24% climb. Cox gained 11% and industry observers ascribed the moderate climb to reaction over earnings reports that were not as impressive as recent past performances.

The 271% leap made by Reeves Broadcasting was laid to interest in Reeves's heavy involvement in acquiring computerized real-estate firms, rather than any direct broadcast movements. Scripps-Howard's 17% climb was another gain credited to a generally healthy earnings climate, while Sonderling's 44% hike apparently resulted

NOTICE OF INCREASED DIVIDEND

The Board of Directors of the Boston Herald-Traveler Corporation, at its meeting held on December 20, 1968, declared a dividend of \$1.75 per share of the Company's common stock, payable January 15, 1969, to stockholders of record as of December 31, 1968.

This is the largest dividend distribution in the history of the Corporation.

Roger P. Talmadge
Treasurer

**Boston Herald-Traveler
Corporation**

Boston, Massachusetts 02106

from interest in its moves to acquire major new broadcast holdings.

Taft's modest 7% gain was the result of its relatively poor earnings picture for the year, Wall Street observers said.

Among the firms in the broadcasting-with-other-major-interests category, Bartell Media's 127% jump resulted from the move of Downe Communications to take it over. Reasonable-to-good earnings were cited as the pervading factor in the gains of other broadcasters in the category.

In the programing section, Columbia Pictures' 44% gain was credited to box-office success of several of its major film releases during the year, while the 11% drop of both MGM and Universal-parent MCA were blamed on poorer-than-expected box-office for some of their major films. MCA's drop came despite the move by Westinghouse to take it over. The 64% gain by the Walter Reade Organization apparently resulted from a combination of improved earnings and merger activity.

The 167% bound of Trans-Lux was

believed caused by interest in the firm's technological developments in providing its new stock-ticker service and automated theaters. Market analysts said Wrather Corp.'s spectacular 407% increase apparently was the result of the firm's successful efforts to clear up profits of its Lionel subsidiary.

In the service category, John Blair stock price doubled during the year as the station rep's earnings rebounded following a disappointing record for 1967. General Artists' 115% gain was attributed to its move to merge with Creative Management Associates.

St. Regis sale to RCA draws board approvals

RCA's proposed purchase of the St. Regis Paper Co. was approved by the board of directors of both companies at separate meetings last week. The plan, an estimated \$600-million exchange-of-stock deal under which St. Regis would become a wholly-owned subsidiary of RCA and continue to operate as a

separate entity, will now be voted upon by stockholders of both companies.

RCA said last week that its shareholders will vote on the proposal at the company's annual meeting in New York May 6. St. Regis stockholders will vote on the plan at their annual meeting in New York April 24. An agreement in principle between the two companies was announced last October (BROADCASTING, Oct. 14, 1968).

Universal Video files for public offering

Universal Video Industries Inc., New York, has filed a registration statement with the Securities and Exchange Commission offering 150,000 shares for public sale through Shaskan & Co., New York.

The offering price is estimated at \$10 per share maximum. Universal Video has agreed to sell Shaskan, for \$150, five-year warrants to purchase 15,000 common shares.

Universal Video rents motion-picture

The Broadcasting stock index

A weekly summary of market activity in the shares of 74 companies associated with broadcasting, compiled by Roth Gerard & Co.

Stock symbol	Ex-change	Closing Jan. 9	% change				1969-1968		Approx. Shares Out (000)	Total Market Capitalization (000)
			Closing Dec. 31	Month of Dec.	Jan. 1- Dec. 31, 1968	High	Low			
Broadcasting										
ABC	ABC	N	69½	65¼	- 13	- 1	76½	43¾	4,709	\$306,700
CBS	CBS	N	50½	53¾	+ 3	+ 1	60¾	43¾	24,150	1,298,100
Capital Cities	CCB	N	76½	78	- 3	+ 71	89½	42¾	2,811	219,300
Corinthian	CRB	N	35½	36¼	+ 7	+ 24	40¾	22¾	3,384	122,700
Cox	COX	N	56	59	+ 2	+ 11	64½	43¾	2,879	169,900
Gross Telecasting	O		38	32	- 3	+ 2	38	28	400	12,800
Metromedia	MET	N	47¾	51½	- 4	+ 90	57½	34¼	4,862	251,000
Pacific & Southern	O		20	21	- 9	NA	24	6	1,614	33,900
Reeves Broadcasting	RBT	A	32¼	35¾	+ 3	+271	43½	9½	1,825	65,200
Scripps-Howard	O		31	31	- 3	+ 17	34	24	2,389	74,100
Sonderling	SDB	A	37¾	39¾	+ 1	+ 44	47½	23½	930	37,100
Taft	TFB	N	38¼	39¾	- 4	+ 7	45½	30¼	3,363	133,700
							Total		53,316	\$2,724,500
Broadcasting with other major interests										
Avco	AV	N	46½	48¼	- 3	- 25	65	37	14,075	\$686,200
Bartell Media	BMC	A	19½	20¾	+37	+127	23½	9	2,106	43,700
Boston Herald-Traveler	O		67	69	- 3	+ 33	71	48	569	39,300
Chris-Craft	CCN	N	39¼	39¼	- 4	- 7	45	26½	1,153	45,300
Cowles Communications	CWL	N	16	17	+12	+ 9	18½	12¾	3,625	61,600
Fuqua	FQA	N	41¼	44¼	+ 4	+ 28	47½	32¾	3,781	168,300
Gannett	O		37	38¼	- 9	+ 68	44	23	4,736	183,500
General Tire	GY	N	31½	34¼	- 4	+ 23	36¾	23½	17,061	586,500
Gray Communications	O		10¼	10¼	- 9	NA	15	9	475	5,000
LIN	O		28¾	28¼	+ 1	+ 52	31	16	1,550	44,200
Meredith Publishing	MDP	N	49½	50¾	+ 2	+ 90	53½	23½	2,732	138,600
The Outlet Co.	OTU	N	28	29½	- 5	+ 15	34	20¼	1,184	34,900
Rollins	ROL	N	75½	76½	- 8	+ 68	85	43	3,959	303,400
Rust Craft	RUS	A	34¼	34¼	- 1	+ 60	37	29¾	1,184	40,800
Storer	SBK	N	58	60½	+13	+ 28	64¼	36	4,188	253,900
Time Inc.	TL	N	95	99½	- 4	+ 2	109½	86½	7,018	698,300
Wometco	WOM	N	32¾	34	+ 1	+ 44	38	17¾	3,815	129,700
							Total		73,211	\$3,463,200
CATV										
Ameco	ACO	A	13	13¾	-16	+ 34	19½	7½	1,200	\$16,700
Cox Cable Communications	O		17½	19	-10	NA	25	16	2,500	47,500
Cypress Communications	O		17	19½	+ 3	NA	23	12	808	15,800
Entron	O		9¼	9¼	- 5	+100	12	4	607	5,900
H & B American	HBA	A	17¾	19½	-25	+ 35	28½	9½	2,956	58,000
Teleprompter	TP	A	55	65½	-14	+ 88	83	23¾	994	65,100
Television Communications	O		15¼	17	- 4	NA	20	15	2,090	35,500
Vikoa	VIK	A	25¼	27¾	-29	+ 81	39¼	12¾	1,587	43,400
							Total		12,742	\$287,900
Programing										
Columbia Pictures	CPS	N	36	41½	- 6	+ 44	45¼	23½	5,390	\$223,700
Commonwealth United	CUC	A	22¼	20¾	-11	+ 77	24½	6¾	6,087	126,300
Disney	DIS	N	79½	85	+ 7	+ 54	93½	61¾	4,230	359,600

equipment and sound stages to TV and feature film producers. Through its newly formed subsidiary, Universal Video Tape Corp., the company plans to rent color broadcast video-tape equipment to commercial TV and program producers.

Burton Grodin, chairman and president, owns 96% of Universal Video.

Starr group registers for stock offering

Starr Broadcasting Group Inc., Omaha, has filed a registration statement with the Securities and Exchange Commission offering 260,000 shares for public sale through First Mid America Corp., Omaha.

First Mid America has received five-year warrants to purchase 46,100 shares.

Starr Broadcasting owns KOZN and KOWH(FM), both Omaha; KISD Sioux Falls, S. D.; KUDL Fairway and KCJC (FM) Merriam, both Kansas, and also has applications pending FCC approval to purchase WBOK New Orleans,

KYOK Houston, WLOK Memphis, and KXLR North Little Rock, Ark. (BROADCASTING, Dec. 2, 1968).

Of the net proceeds of the sale, \$50,000 will be applied as the initial payment in the KXLR acquisition, \$2,950,250 will be paid to the sellers of the three OK group stations, and \$100,000 will be paid to William F. Buckley Jr., Starr's board chairman, representing an advance of the down payment under contracts for the purchase of the three OK stations and KXLR. In addition, \$100,000 will be used to repay additional bank loans and unspecified amounts will be used for working capital and to meet current accounts payable, including expenses of acquiring the four stations.

Mr. Buckley owns 66⅓% and Peter Starr, president, owns 33⅓%.

Financial notes:

Metromedia Inc., New York, has declared a regular quarterly cash dividend of 12½ cents per share, and a 2%

stock dividend, both payable March 15 to stockholders of record Feb. 21. The stock dividend will result in the issuance of 107,882 shares of common stock.

Corinthian Broadcasting Corp., New York, group TV station owner and publisher, has declared a dividend of 7½ cents per share payable Jan. 31 to stockholders of record Jan. 20.

The Wrather Corp., Beverly Hills, Calif.-based owner of the *Lone Ranger* television programs among other interests, is starting a chain of food franchises across the nation built around the masked rider's name and theme. The company's franchise subsidiary will involve fast food merchandising.

National Video Corp., Chicago, plans to acquire Acorn Sheet Metal Manufacturing Co., Franklin Park, Ill., on Jan. 22 through stock purchase. Acorn makes color TV tube shadow masks, metal cabinets and other components for the TV industry. National Video makes TV picture tubes.

Stock symbol	Ex-change	Closing Jan. 9	% change			1969-1968		Approx. Shares Out (000)	Total Market Capitalization (000)	
			Closing Dec. 31	Month of Dec.	Jan. 1- Dec. 31 1968	High	Low			
Programming (cont.)										
Filmways	FWY	A	36½	38½	- 3	+ 65	42	16½	961	37,100
Four Star International		O	7½	7½	+ 3	+ 7	10	5	666	5,000
Gulf & Western	GW	N	47¾	49¾	-15	- 16	66¼	38¾	11,680	582,500
MCA	MCA	N	40¾	44	- 3	- 11	53¼	40¾	7,764	341,600
MGM	MGM	N	41¾	42¾	- 7	- 11	55	35¾	5,759	246,200
Transamerica	TA	N	73	74½	-14	+ 41	87¼	43¾	28,859	2,150,000
Trans-Lux	TLX	A	50	58½	-10	+167	83¾	21½	753	44,100
20th Century-Fox	TF	N	33	34	-12	+ 10	40¾	24	7,035	239,200
Walter Reade Organization		O	14¾	13½	-19	+ 64	17	7	1,662	22,400
Warner-Seven Arts	WBS	A	40¾	43	-12	+ 19	49¾	26¼	3,810	163,800
Wrather Corp.		O	16¾	17¾	- 7	+407	20¼	4	1,710	30,400
								Total	86,366	\$4,571,900
Service										
John Blair		O	51½	51	+ 3	+100	54	20	1,080	55,100
Comsat	CQ	N	51¾	52¾	-11	+ 7	64¾	41½	10,000	527,500
Doyle Dane Bernbach		O	30	30½	-	+ 27	41	30	2,104	64,200
Foote, Cone & Belding	FCB	N	14¾	14¾	- 3	- 7	20¾	13	2,157	31,300
General Artists		O	16½	18	+26	+115	26	10	610	11,000
Grey Advertising		O	18	17¾	+ 8	+ 13	20	12	1,201	21,300
MPO Videotronics	MPO	A	19¾	19¾	+30	+ 33	22¾	10½	517	10,300
MovieLab	MOV	A	12¾	11¾	- 3	- 20	17¾	11¾	1,404	16,500
Nielsen		O	33	35	- 4	- 14	40	27	5,130	179,600
Ogilvy & Mather		O	24¾	24	+ 4	+ 55	28	14	1,090	26,200
Papert, Koenig, Lois	PKL	A	12¾	12¾	+82	+ 89	14¾	4¾	791	9,900
Wells, Rich, Greene		O	15¼	13¼	-18	NA	22	12	1,501	19,900
								Total	27,585	\$972,800
Manufacturing										
Admiral	ADL	N	19¾	19½	- 8	+ 3	25¼	16½	5,110	99,600
Ampex	APX	N	35¾	39	+ 1	+ 9	42¾	26½	9,629	375,500
General Electric	GE	N	91¾	93¾	- 6	- 2	100¾	80¼	91,068	8,549,000
Magnavox	MAG	N	53¾	55¾	- 3	+ 41	62¾	36¾	15,442	860,900
3M	MMM	N	101¾	104¾	- 8	+ 11	119¾	81	53,793	5,628,100
Motorola	MOT	N	123¾	131¾	- 6	+ 13	153¾	97	6,122	806,600
National Video	NVD	A	14¾	13¾	-15	- 35	24¾	11¾	2,782	38,600
RCA	RCA	N	45¾	46¾	- 5	- 13	55	44¾	62,606	2,895,500
Reeves Industries	RSC	A	8½	8½	+21	+ 19	9½	4¾	3,240	20,800
Westinghouse	WX	N	67¾	64¾	-15	- 8	78¾	59¾	38,064	2,445,600
Zenith Radio	ZE	N	55¼	55¼	-10	- 2	65¾	50¾	18,860	1,051,400
								Total	306,716	\$21,720,200
			Grand total						559,936	\$33,740,500
Standard & Poor Industrial Average			111.07	113.02	- 4	+ 8	118.81	94.23		

N-New York Stock Exchange
A-American Stock Exchange
O-Over the counter (bid price shown)

Shares outstanding and capitalization as of Dec. 31

Commerce paints a rosy picture

Government unit forecasts healthy financial 1969 for TV, radio, advertising agencies

Television's gross revenues and pretax income this year will grow by 6.5% over 1968's, and radio's revenues and income by 5.7%—part of an expected jump of about 7% in total advertising expenditures in 1969.

These predictions are contained in forecasts of U. S. industrial activity issued last week by the Business and Defense Services Administration of the Department of Commerce.

For TV, the government agency calculates that the 658 stations and three networks took in \$2.45 billion in broadcast revenues last year, up 7% over 1967, and that revenues would go up by 6.5% to \$2.61 billion in 1969.

Pretax TV broadcasting income for 1968 was \$540 million, BDSA estimates, up 17.9% over 1967. This year pretax income should reach \$575 million, up 6.5%, the agency calculates.

Only two weeks ago, the FCC issued 1967 financial data for television, showing gross revenues of \$2.275 billion, with \$414.6 million as profits before taxes (BROADCASTING, Jan. 6).

BDSA also estimates that there are 82.5 million TV sets in use, and that 20 million of them are color TV receivers. These will increase to 86.5 million this year, with color TV sets increasing to 26 million, the agency estimates.

Radio's 6,000 stations and four networks took in \$960 million in revenues last year, up 7.3% over 1967, the Commerce agency figures. This will grow by 5.7%, to \$1.015 billion, this year, it predicts.

(The Radio Advertising Bureau last week estimated radio billings at more

than \$1 billion in 1968 [see page 21].)

Pretax radio income last year reached a new high, \$105 million for a 29.6% increase over 1967. But this rate will subside in 1969 when income will reach \$111 million, up only 5.7% over 1968, the Commerce outlook indicates. BDSA estimates there are 302 million radio sets in use.

Although TV's share of the total advertising dollar grew rapidly during its first decade, BDSA says, taking business from radio, magazines and newspapers, the "relatively fixed supply" of TV time has slowed this growth rate. TV, the government unit says, will continue as the major medium.

Over the past 10 years, BDSA says, TV increased its share of the total advertising outlay by 30%. In 1968 this share was about 17%; in 1969 it will be over 17%, the government agency predicts, with the "dramatic impact" of color as one of its major assets.

Over the past 20 years, BDSA says, radio revenues have increased 136%, with declines only in 1954, 1955 and 1961. Earnings began to sink in 1947, it noted, but started to rise in 1959 with only two fall-offs since then, in 1961 and again in 1967.

Radio for the last decade has obtained 6% of total advertising outlays, and should continue this proportion in 1969, BDSA calculates.

Total domestic advertising outlays in 1968 totaled \$17.6 billion, up 4.8% over the 1967 level, BDSA estimates. For 1969, the government unit sees total advertising expenditures of \$18.8 billion, a 6.8% jump over last year.

BDSA also notes that over the last

decade total advertising volume has maintained a fairly constant relationship with major economic indicators, but that in recent years it has not quite kept pace with the growth in the Gross National Product.

In 1960, for example, total advertising expenditures reached \$11.9 billion, which was 2.37% of the GNP, the highest in the 10 years. Since 1960, BDSA indicates, this relationship has been shrinking by degrees: last year's \$17.6 billion total advertising outlays were only 2.06% of the GNP, and in 1969 the estimated \$18.8 billion total is expected to be only 2.1% of the GNP.

BDSA also estimates that the 7,000 domestic advertising agencies grossed \$1.28 billion in 1968—or an average of \$186,000 for each agency. But, BDSA adds, the 10 largest agencies grossed 68% of this total, \$883 million, and each of these agencies averaged \$8.03 million in revenues. In 1969, BDSA expects the gross income of agencies to reach \$1.36 billion, up 6%.

Gross hikes dividend, plans 2-for-1 stock split

Gross Telecasting, Lansing, Mich., has proposed a two-for-one stock split and intends to apply for a listing of its common stock on the American Stock Exchange. The split is subject to stockholders approval, at the March 25 annual meeting, of an increase in common shares from 600,000 to 2.5 million and an increase in class B common shares from 200,000 to 400,000.

The company also increased the regular quarterly dividend from 40 cents to 45 cents on common stock and from 7½ cents to 8½ cents on class B common stock. Both dividends are payable Feb. 10 to stockholders of record Jan. 24. After the stock split the regular quarterly dividend on the new common stock would be 22½ cents per share.

International

CATV franchises, station sales due Ottawa hearing

Applications for 95 CATV franchises and several stock transfers will be reviewed by the Canadian Radio-Television Commission at a public hearing in Ottawa beginning Feb. 4. Thirty-three of the cable applications are for the metropolitan Toronto area. The remaining applications are for various communities in Ontario and Quebec.

Applicants for cable licenses in the Toronto area include Jerrold Electron-

ics (Canada) Ltd., Rogers Cable TV Ltd., Metro Cable TV Ltd., Coaxial Colourview Ltd., York Cablevision Ltd., Hosick Television Co. Ltd., Thomas A. Hollinshead, Clear Color Cable Services Ltd., Willowdowns Cable Vision Ltd., MacLean-Hunter Cable TV Ltd., and a company yet to be incorporated, represented by Barry G. Nicholls.

Among share transfer applications:

- Radio Winnipeg Ltd., licensee of CFRW-AM-FM Winnipeg, Man., proposes to transfer most of its shares to Hector F. Dougall.

- British Columbia Broadcasting Sys-

tem Ltd., licensee of CHAN-TV Vancouver, B. C., proposes to transfer 1,900 class A common shares and two class B common shares to Western Broadcasting Co. Ltd.

- McLean-Hunter Ltd. is involved in two transfers. Voice of the Prairies Ltd., licensee of CFCN and CFVP(FM) Calgary, Alberta, proposes to transfer 2,400 common shares to MacLean-Hunter. CFCN Television Ltd., licensee of CFCN-TV Calgary, proposes to transfer 21,288 common shares to MacLean-Hunter.

- CJCH Ltd., licensee of CJCH-TV

Halifax, N. S., is seeking permission to transfer 20 common shares to CTV Television Network Ltd. and to transfer 504 common shares of CTV Atlantic Ltd. (a shareholder in CJCH-TV) to CTV Television Network Ltd.

The CRTC will also review requests by the Canadian Broadcasting Corp. to set up low-power "frontier" TV stations at Clinton Creek and Dawson in the Yukon territory and Fort Smith in the Northwest Territories.

Timebuying Services sets up Canadian affiliate

Timebuying Services Inc., New York, announced last week that an affiliated company has been organized in Canada to negotiate for the purchase of spot television and radio in that country under the supervision and control of advertising agencies of record.

The new firm, Media Buying Services Ltd., Toronto, is headed by Peter Simpson, formerly director of media for Stanfield, Johnson & Hill, Toronto. TBS has financed the venture and is a partner in it with Mr. Simpson. Media Buying and TBS have a reciprocal arrangement under which clients can use both firm's facilities.

Famous Players' plan to undergo public airing

A proposal of Famous Players Canadian Corp. to reorganize its broadcast holdings will be up for public scrutiny April 15 at the behest of the Canadian Radio-Television Commission. The CRTC scheduled the hearing because, it said, it regards the proposed reorganization a matter of "great consequence" for the Canadian broadcasting industry.

Last November the CRTC conducted a preliminary review of the Famous Players' plan, which would place its radio-TV and cable holdings in a new company, Famous Communications Ltd. (BROADCASTING, Nov. 25, 1968). The reorganization would permit the firm to comply with terms of a directive on foreign ownership issued by the Canadian government.

India to see NBC special

An NBC News special on what can be done to solve the world's food shortages will be telecast shortly by TV-India "as the first American network documentary to be telecast" in that country. The special, *Tomorrow's World: Feeding the Billions*, was shown on NBC-TV

Feb. 23, 1968. TV-India is said to have decided to show the documentary following a presentation by NBC International at the 1968 Asian Broadcasting Union's convention in New Delhi.

Abroad in brief:

Overseas additions ■ Griswold-Eshleman Co., Cleveland, has purchased minority interests in Center Werbeagentur, Dusseldorf, Germany, and System Agenzie di Pubblicita, Milan, Italy. In both cases the Cleveland agency has options to increase its holdings. The acquisitions give G-E its fourth and fifth European offices. Griswold-Eshleman has billings of more than \$42 million and ranks as the 54th largest agency in the world.

Vikoa in Europe ■ Vikoa Inc., Hoboken, N.J., multiple CATV systems owner, has completed contract agreements licensing Ateliers de Constructions Electriques de Charleroi, Brussels, Belgium, electronics manufacturer, to produce and distribute Vikoa's components. Vikoa will assist the firm in the construction of CATV in Belgium, the Netherlands and Luxembourg in exchange for royalties and a share in the profits of the CATV manufacturing and turnkey installation operations of the firm.

Fates & Fortunes

Broadcast advertising

Curtis P. Crady, senior VP, Winus-Brandon Co., St. Louis, elected executive VP. **James R. Gimblett** and **George T. Gale**, VP's, elected senior VP's.



Mr. Marsh

Howard W. Marsh, VP, Radio Advertising Representatives, New York, joins Television Advertising Representatives there in same position.

David Linden, formerly administrator of client

presentations, NBC-TV New York, and manager of sales communications for Million Market Newspapers, joins WINS New York as advertising and sales promotion manager.

Roy Bostock, account supervisor, Benton & Bowles, New York, elected VP.

Steven K. Trooboff, faculty member, Harvard University Graduate School of Business Administration, Cambridge, Mass., joins McGavren-Guild-PGW Radio Inc., New York, as director of marketing. **Walter B. Lake**, with McGavren, appointed western division

manager. **Tal Jonz**, with McGavren's Los Angeles office, named office manager.

William C. Aiston, with BBDO, Chicago, joins Clinton E. Frank Inc. there as VP and account supervisor.

Jones Scovern, VP-secretary and a director of Peters, Griffin, Woodward, New York, retires to pursue personal interests.

Lew Sherwood and **Dave Wiseltier**, creative group supervisors, Daniel & Charles, New York, named VP's.

Sherman Weisgal, with Sudler & Hennessey, New York, named VP and account supervisor.

Herb Hahn, eastern sales manager, Alan Torbet Associates Inc., New York, elected sales VP.

John H. Borhbeck, account executive, NBC Spot Sales, New York, joins KNBC-TV Los Angeles as local sales manager.

Alvin Hampel, copy chief; **Robert C. Wall Jr.**, art director, and **J. G. Hoyt**, VP and area manager for Latin America and Far East, Young & Rubicam, New York, named senior VP's.

Peter B. Warner, director, projects development, Quaker Oats Co., Chicago, appointed director of marketing-international.

C/P

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CEREBRAL
PALS**

Ralph C. Kelley, with Metromedia Inc., New York, joins WNNP Evanston, Ill. as general sales manager.

Klee C. Dobra, sales manager, WTOP Washington, appointed general sales manager. **Robert F. Finke**, account executive, WBBM-TV Chicago, succeeds Mr. Dobra.



Mr. Dobra

Robert R. Saraceni, national sales manager, WGAN-TV Portland, Me., appointed general sales manager.

Dorothy Worcester, director of research, **James Infantino**, executive art director, **Donald Green** and **Roger Johnson**, account supervisors, Harvey and Carlson Inc., New York, elected VP's.

Philip M. White and **Harold L. Orwig**, senior VP's, Buchen Advertising Inc., Chicago, retire.

Leonard P. Griffo, account executive, WJAR Providence, R. I., appointed general sales manager.

Jesse S. Pevear Jr., local sales manager, WBRC-TV Birmingham, Ala., appointed general sales manager, WBRC.

Morton A. Barrett, national sales manager, WROC-TV Rochester, N. Y., joins WOAI-TV San Antonio, Tex., as general sales manager.

Lee E. Carlson, sales manager, KYW-TV Philadelphia, appointed general sales manager.

Richard Nagle, local sales manager, KDKA-TV Pittsburgh, appointed general sales manager.

Jack A. W. Shenkan, account executive, WTAE-TV Pittsburgh, appointed sales manager.

Merritt S. Rose Jr., with sales staff, WHC-TV Pittsburgh, appointed national sales manager.

Albin J. Stock, sales manager, WMAD Madison, Wis., joins WIBA-AM-FM there as regional sales manager.

Alan E. Woltz, product manager, personal products division, Lever Brothers Co., New York, appointed merchandising manager, foods division.

David Schneider, formerly with Clairol Inc., White Plains, N. Y., joins Alberto-Culver Co., Melrose Park, Ill., as manager of promotion-merchandising.

Lawrence T. Whitney, general manager, WALT Tampa, Fla., joins WTVT-TV Tampa-St. Petersburg as local sales manager.

Roland Abrams, with sales staff, WOKY

Annenberg to St. James?

Walter H. Annenberg, who with his family owns Triangle Publications Inc., last week was reported in line for post of Ambassador to Britain in incoming Nixon administration. However, Nixon headquarters declined to confirm or deny published reports.

Triangle owns WFIL-AM-FM-TV Philadelphia, WFBG-AM-FM-TV Altoona-Johnstown, WLYH-TV Lancaster-Lebanon, all Pennsylvania; WNBC-AM-FM-TV Binghamton, N. Y.; WNHC-AM-FM-TV Hartford-New Haven, Conn., and KFRE-AM-FM-TV Fresno, Calif. Triangle also owns *The Philadelphia Inquirer*, *The Philadelphia Daily News*, *TV Guide*, *The Morning Telegraph*, and *The Daily Racing Form*.

Milwaukee, appointed local sales manager.

Media

James A. Yergin, director of research, Westinghouse Broadcasting Co., New York, elected VP-research.



Mr. Conomikes

John G. Conomikes, general sales manager, WTAE-TV Pittsburgh, appointed station manager.

James Schiavone, general manager, WWJ-AM-FM-TV Detroit, joins KSAT-TV San Antonio, Tex. as VP.

Richard A. Poe, general sales manager, WGMS-AM-FM Bethesda, Md.-Washington, joins KQRS-AM-FM Golden Valley, Minn., as general manager.

Lee Eden, account executive, McHugh and Hoffman Inc., Birmingham, Mich., joins Post-Newsweek Stations, Washington, as director for planning and research.

Dick Curtis, program director, KOL Seattle, appointed station manager. **Lan Roberts**, air personality, KJR Seattle, succeeds Mr. Curtis.

Dan C. Palen, general manager, KBIZ Ottumwa, Iowa and KTVO-TV Kirksville, Mo.-Ottumwa, joins WMAD Madison, Wis., in same capacity.

Ron Strother, sales manager, KSNB Seattle, appointed general manager. He succeeds **Hugh MacPherson**, who resigns.

Dan Covell, general manager and principal, WGMZ(FM) Flint, Mich., joins KORL Honolulu as general manager. He succeeds **Milton L. Hibdon**, who joins parent Founders Corp., New York, as special assistant to president.

Reg Streeter, general manager, KSLY San Luis Obispo, Calif., joins KCCN Honolulu in same capacity.

Stan Warwick, general manager, KGIL San Fernando, Calif., also named VP.

George Reeves, assistant secretary and resident legal counsel, American International Pictures, New York, joins ABC-TV, that city, as associate director of business affairs.

Edward H. Benedict, national sales director, Triangle Stations, New York, joins Martin County Cable Co., Stuart, Fla., as general manager.



Mr. Gaines

1968) (see page 10).

David Ridgeway, account executive, WYSL Buffalo, N. Y., joins WPAZ Pottstown, Pa. as general manager.

Hal F. Mathews, sales manager, KRLA Pasadena, Calif., named station manager. He succeeds **John R. Barrett**, who resigns to form management and program consultancy.

Programing



Mr. Deere

Ronald A. Deere, traffic manager, WGY and WRGB-TV Schenectady, N. Y., joins KOA-TV Denver as program manager. All are General Electric Broadcasting Co. stations.

Colin Campbell, director of foreign sales, ABC Films, New York, elected VP-director of international sales.

Ray Hubbard, executive producer, public affairs, Westinghouse Broadcasting Co., New York, joins Post-Newsweek Stations, Washington, as VP for programing and production.

Boyd C. Hill, with Wilding Inc., Detroit, marketing-communications subsidiary of Bell & Howell, named VP and appointed to newly created position of editorial director.

Johnny Johnson, assistant program director and air personality, KOOL Phoenix, appointed program director.

Ted Weinheimer, acting program manager, noncommercial WCNY-TV Syracuse, N. Y., appointed program manager.

Jerry Bright, with WNOR Norfolk, Va., appointed program director.

News

Richard Brasie, with WIND Chicago, joins Westinghouse Broadcasting Co. stations as Washington correspondent.

John Dancy, with NBC News, Los Angeles, joins NBC News, Chicago.

Frank Tomlinson, news director, WXYZ Detroit, joins ABC News as Washington bureau network correspondent.

Herb Humphries, news director, KFWB Los Angeles, named managing editor. **Bruce MacDonell**, assistant news director of station, succeeds Mr. Humphries.

Virgil Harrison Mitchell, editorial director, KABC-TV Los Angeles, named director of news.

William S. Meeks, assistant news director, WBEN-AM-FM-TV Buffalo, N. Y., named radio news director.

Jerry Landay, chief of Westinghouse Broadcasting Corp.'s foreign news service, London, elected president of Association of American Correspondents in London for 1969.

Mark M. Bonan, with KBTR Denver, joins KCOL Ft. Collins, Colo., as news director.

Bob Devine, with KHON-TV Honolulu, joins news department of KHVH there.

Bob Carrigan, air personality, WKOX Framingham, Mass., joins WCOA Pensacola, Fla., as news personality.

Promotion

Helen Dudman, executive women's editor, *The Washington Post*, joins Post-Newsweek stations, Washington, as director of public relations.

Peter W. Smith, VP, The Rowland Co., New York, named senior VP.

Robert R. Gallagher, copywriter and staff assistant/administration, advertising and sales promotion, CBS-TV Stations Division, New York, appointed manager, sales promotion, CBS Enterprises Inc.

Domenick J. Giofre, assistant trade news editor, press and publicity, NBC New York, appointed coordinator, enterprises information, press and publicity.

Warren Fitzsimmons, promotion writer for ABC Radio, New York, joins CBS Radio there as sales promotion manager.

Dan Jenkins, executive director, television department, Rogers, Cowan & Brenner Inc., New York, named VP.

Warren Fitzsimmons, with CBS Radio, New York, appointed sales promotion manager.

St. Clair Pugh, publicity representative,

NBC Enterprises Division, New York, named coordinator, NBC Radio information.

Fenton A. Lutke, VP, Campbell-Ewald Co., Detroit, named to new position of assistant to president and director of communications, including public relations for both agency and clients.

Equipment & engineering

Alan Jaffrey, general manager electronics division, Vikoa Inc., Hoboken, N. J., named executive VP of construction division. **Robert E. Baum**, VP, marketing and construction division, named corporate VP of marketing. **Maury Betchen**, manufacturing manager, Jerrold Electronics Corp., Philadelphia, succeeds Mr. Jaffrey. **Morton Leslie**, director of marketing and sales, JFD Electronics Corp., joins Vikoa as sales manager of communications division.

Ronald A. Polster, manager of marketing services for special products division, Ampex Corp., Redwood City, Calif., named general manager of division.



Mr. Aed

Aurovidco, Boston, as VP for engineering.

James W. Hulfish Jr., marketing head,

Sammie Aed, director of engineering and program operations for ABC Radio, New York, joins NBC Radio there as director of engineering.

Ralph Mlaska, with Heart Corp., Baltimore, joins

28 in running for NAB radio board

Twenty-eight broadcasters have been nominated for two-year terms to fill 13 seats on National Association of Broadcasters radio board.

District 1: Frank A. Balch, WJOY Burlington, Vt., and F. Parker Hoy, WLAM Lewiston, Me.

District 3: Roy E. Morgan, WIK Wilkes-Barre, Pa. (incumbent), and Jerry Lee, WDVR Philadelphia.

District 5: Joseph S. Field Jr., WIRK West Palm Beach, Fla., and John W. Jacobs Jr., WDUN Gainesville, Ga.

District 7: James M. Caldwell, WAVE Louisville, Ky. (incumbent), and Allan Land, WHIZ Zanesville, Ohio.

District 9: A. F. Sorenson, WKRS Waukegan, Ill. (incumbent), and Joseph Bonansinga, WGEM Quincy, Ill.

District 11: N. L. Bentson, WLOL Minneapolis (incumbent), and Ross E. Case, KWAT Watertown, S. D.

District 13: Wendell Mayes Jr., KCRS Midland, Tex., and Mike Shapiro, WFAA

Elco Optisonics Corp., Montgomeryville, Pa., joins Spindler and Sauppe Inc., Glendale, Calif., as director of marketing.

Robert E. Prather, eastern region marketing manager, GT&E Communications Inc., New York, subsidiary of General Telephone & Electronics, appointed midwest division manager.

Lothar J. Lewinson, director of manufacturing, Admiral Corp., Chicago, named general manager of color TV tube division.

John E. Leonard Jr., AM products specialist, Gates Radio Co., Quincy, Ill., joins Moseley Associates Inc., Golleta, Calif., as marketing manager. Gates is maker of radio-TV equipment.

Edward K. Middleton, engineering supervisor, noncommercial WCET(TV) Cincinnati, appointed director of engineering.

International

Sidney M. Maran, president, TMI Productions Inc., New York, joins McCann-Erickson Europe, S.A., as VP. He will be based in London.

Frank Hurley, retail sales manager, CHCH-TV Hamilton-Toronto joins CHLO St. Thomas-London, Ont., as sales manager. He succeeds **Peter Webb**, who joins CJOB Winnipeg Man., in same capacity.

Deaths

David O. Alber, 59, president of David O. Alber Associates, New York, public relations firm which handled many TV-radio personalities and programs, died Dec. 31 in Hollywood, Fla., of heart attack. He founded firm 40 years ago,

Dallas.

District 15: Floyd Farr, KEEN San Jose, Calif. (incumbent); Stanley G. Breyer, KSAY San Francisco; Stoddard P. Johnston, KWAV(FM) Monterey, Calif. and Robert T. McVey, KRKC King City, Calif.

District 17: Carl O. Fisher, KUGN Eugene, Ore. and Tom Olsen, KGY Olympia, Wash.

Class A: Andrew M. Ockershausen, WMAL Washington, and Jay W. Wright, KING Seattle.

Class B: R. W. Chapin, KFOR Lincoln, Neb. (incumbent), and Howard L. Green, WOND Pleasantville, N. J.

Class C: John F. Hurlbut, WVMC Mount Carmel, Ill., and Ray Johnson, KMED Medford, Ore.

FM: Julian F. Haas, KAGH-FM Crossett, Ark., and David H. Polinger, WTFM Lake Success-New York.

Results will be announced Jan. 29.

and numbered among his clients Dinah Shore, Perry Como, Bob Hope, Arthur Murray, Eva Gabor and Enoch Light. He is survived by his wife, Dora, and two children.

Alice Jane Weel Bigart, 46, television news producer and writer for CBS for 25 years, died Jan. 4 at Memorial hospital, New York. Mrs. Bigart began her career in early 1940's with CBS Radio major news shows. She joined CBS-TV News in 1948. Her more recent productions included *Black Power-White Backlash*, Lynda Bird Johnson's wedding, and 60-minute CBS News TV magazine. She is survived by her husband, Homer Bigart, reporter for the *New York Times*.

Carl Leserman, 67, who helped found International Telemeter Corp. in 1951, died Jan. 2 in Palm Springs, Calif., of stroke. Mr. Leserman sold his interest in pay TV company to Paramount Pictures Corp. His wife survives.

Nick Timko, 60, founder and president of WDFW(FM) Detroit, died Jan. 2 there, of heart attack. Mr. Timko was also president of WQMS(FM) Hamilton, Ohio. He is survived by his wife and two daughters.



Mr. Loyet

Jan. 3 in Des Moines following short illness. Mr. Loyet joined WOC as station operator in 1922, when he was 16. He is survived by his wife, Virginia.

Fred M. Whiting, 53, professor and

Paul A. Loyet, who would have been 63 Jan. 10, and who was VP and director of engineering for Palmer Broadcasting Co. (WOC-AM-FM-TV Davenport, WHO-AM-FM-TV Des Moines, both Iowa), died

Jan. 3 in Des Moines following short illness. Mr. Loyet joined WOC as station operator in 1922, when he was 16. He is survived by his wife, Virginia.

Fred M. Whiting, 53, professor and

assistant dean of Northwestern University School of Journalism, and formerly with NBC News, died Jan. 1 in Chicago, of heart attack. He was co-author of *The Radio-TV News Handbook*. He is survived by his wife, Frederica, two sons and daughter.

August W. Grebe, 74, general manager of WBAX Wilkes-Barre, Pa., from 1941 to 1952, died Jan. 5 in Wilkes-Barre. He is survived by his son, Robert Grebe, formerly with ABC and Grey Advertising and now with PR Associates, New York.

Howard McNear, 63, veteran motion picture and television comedy actor, died Jan. 3 in Los Angeles after a long illness. Mr. McNear for nearly 10 years played role of "Doc Adams" on radio version of *Guns Smoke*. He most recently had a running character role on CBS-TV's *Andy Griffith Show*. Mr. McNear is survived by his wife, Helen, and son.

ForTheRecord

As compiled by BROADCASTING, Dec. 30 through Jan. 8 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

Application

■ ***Belton**, Tex.—Central Texas College seeks UHF ch. 46 (662-668 mc): ERP 182 kw vis.. 27.3 kw aur. Ant. height above average terrain 1,261 ft.: ant. height above ground 1,126 ft. P.O. address: c/o Phillip R. Swartz, Box 848, Killeen, Tex. 76541. Estimated construction cost \$367,288: first-year operating cost \$69,100: revenue none. Geographic coordinates 30° 59' 12" north lat.: 97° 37' 47" west long. Type trans. RCA TTU-12A. Type ant. RCA TFU-24DM. Consulting engineer N. W. Willett, Austin, Tex. Principals: Central Texas College board of regents. William S. Bigham, president. Ann. Jan. 6.

■ **KUDO(TV)** San Francisco—Authorized program operation on ch. 38, 614-620 mc, ERP 843 kw vis. Action Dec. 26.

■ **KKOG-TV** Ventura, Calif.—Authorized program operation on ch. 16, 482-488 mc, ERP 35.5 kw vis. Action Dec. 11.

■ **WATU-TV** Augusta, Ga.—Authorized program operation on ch. 26, 542-548 mc, ERP 340 kw vis. Action Dec. 23.

■ **WCWB-TV** Macon, Ga.—Authorized program operation on ch. 41, 632-638 mc, ERP 760 kw vis. Action Dec. 19.

Final action

■ **Milwaukee**—Standard Broadcasting Co. Broadcast Bureau granted UHF ch. 30 (566-572 mc): ERP 270 kw vis.. 54 kw aur. Ant. height above average terrain 241 ft.: ant. height above ground 355.36 ft. P.O. address: 725 Sutton Place, Wichita, Kan. 67202.

Estimated construction cost \$373,395: first-year operating cost \$260,000: revenue \$200,000. Geographic coordinates 43° 02' 21" north lat.: 87° 55' 10" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-30J. Legal counsel Welch and Morgan: consulting engineer Raymond E. Rohrer & Associates, both Washington. Principals: Eugene C. Coombs, president, Otis Alton Sutton, first vice president, Martin C. Dondlinger, second vice president, Charles J. Maule, secretary and Paul K. Brooker, treasurer (each 20%). Mr. Coombs is partner in law firm, owner of two apartment rental firms and real estate holding company and 50% owner of wholesale appliance distributing firm. Mr. Sutton is owner of oil producer investment firm. Mr. Dondlinger is 31.25% owner and 24% owner of two construction companies, and has numerous other business interests. Mr. Maule is owner of retail drug chain, 45% owner of plumbing, heating and air conditioning firm and has 50% interest in real estate holdings with Mr. Coombs. Mr. Brooker is owner of two retail promotion firms. Action Dec. 30.

Other actions

■ **FCC denied appeal** by Central Nine Corp., Florida Heartland Television Inc. and TV-9 Inc., applicants for new TV at Orlando, Fla., for review of review board order upholding hearing examiner in setting hearing dates (Docs. 11081, 11083, 17339, 17341-2 and 17344). Action Jan. 8.

■ **Review board in Anaheim**, Calif., TV proceeding. Docs. 18295-18300, granted petition to enlarge issues filed Sept. 20, 1968, by Golden Orange Broadcasting Co. Action Jan. 8.

■ **Review board in Santa Maria**, Calif., TV proceeding. Doc. 16430, board members Berkemeyer, Pincock and Kessler adopted order granting petition for leave to amend filed Nov. 21, 1968, by Central Coast Television. Action Jan. 2.

■ **Review board in Nampa**, Idaho, TV proceeding. Docs. 18379-80, granted petition filed Dec. 27 by Idaho Television Corp. and extended to Jan. 10, 1969, time to file responsive pleadings to petition to enlarge issues filed Dec. 16 by Snake River Valley Television Inc. Action Dec. 31.

■ **Review board in Minneapolis**, TV proceeding. Docs. 18381-2, granted petition filed Dec. 27 by Broadcast Bureau and extended to Jan. 14, time to file responsive pleadings to petition to enlarge issues filed Dec. 16 by Control Data Corp. Action Dec. 30.

■ **Review board in Minneapolis**, TV proceeding. Docs. 15841 et al., granted request

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filed Dec. 27 by Twin City Area Educational Corp. and extended to Jan. 9 time to file responsive pleadings to petition for partial reconsideration or addition of protective condition filed Nov. 15 by Control Data Corp. Action Dec. 30.

■ Review board in Medford, Ore., TV proceeding. Docs. 18349 et al., granted request filed Dec. 27 by Radio Medford Inc. and extended to Jan. 13, 1969, time to file responsive pleadings to motion to enlarge issues filed Dec. 17 by W. H. Hansen and to petition to enlarge issues filed Dec. 17 by Radio Medford Inc. Action Dec. 31.

Actions on motions

■ Hearing Examiner H. Gifford Irion in Minneapolis (Viking Television Inc. and Calvary Temple Evangelistic Association), TV proceeding, granted petition by Broadcast Bureau and extended to Jan. 14 time to respond to Control Data Corporation's motion to intervene (Docs. 18381-2). Action Dec. 30.

■ Hearing Examiner David I. Kraushaar in Terre Haute, Ind. (Terre Haute Broadcasting Corp. and Alpha Broadcasting Corp.), TV proceeding, granted petition of Alpha Broadcasting Corp. for leave to amend application to provide current financial data for certain stockholders and subscribers; accepted amendment tendered for filing (Docs. 18321-2). Action Jan. 3.

Call letter applications

■ California Enterprises, San Jose, Calif. Requests KFAS-TV.

■ UHF-Hawaii Inc., Honolulu. Requests KUII-TV.

Existing TV stations

Final actions

■ WAPA-TV San Juan, P. R.—Broadcast Bureau granted mod. of license covering change in name to WAPA-TV Broadcasting Corp. Action Dec. 30.

■ WWVU-TV Morgantown, W. Va.—Broadcast Bureau granted mod. of CP to change type trans., type ant.; condition. Action Jan. 7.

Other actions

■ Office of Opinions and Review in Santa Maria, Calif. (Central Coast Television [KCOY-TV]), TV proceeding, granted request by Central Coast Television and extended to Jan. 6, 1969, time to file response to opposition of Key Television Inc. and to comments of chief, Broadcast Bureau, regarding application for review filed Dec. 2 (Doc. 16430). Action Dec. 30.

■ Acting Chief, Broadcast Bureau granted petition by KVII-TV Amarillo, Tex., and extended to Jan. 2, 1969, time to file reply comments to opposition by Bass Broadcasting Co. and Stauffer Publications Inc. in matter of establishment of ant. farm area at Amarillo. Action Dec. 31.

■ Chief, Broadcast Bureau, granted request by KVII-TV Amarillo, Tex., and extended time from Jan. 2 through Jan. 13 for filing reply to comments of Bass Broadcasting Co. and Stauffer Publications Inc., opposing petition for establishment of ant. farm area at Amarillo. Action Jan. 3.

Actions on motions

■ Chief Hearing Examiner James D. Cunningham in Moline, Ill. (Moline Television Corp. [WQAD-TV] and Community Telecasting Corp.), TV proceeding, granted petition by Broadcast Bureau and extended to Jan. 17, 1969, and Feb. 5, 1969, time to file proposed findings and reply findings, respectively (Docs. 17993-4). Action Dec. 27.

■ Hearing Examiner Thomas H. Donahue in Los Angeles and Norwalk, Calif. (RKO General Inc. [KHJ-TV] and Fidelity Television Inc.), TV proceeding, granted petition by Broadcast Bureau and extended to Jan. 27 time to file reply findings (Docs. 16679-80). Action Jan. 2.

Call letter action

■ KRAK-TV, Hercules Broadcasting Corp., Sacramento, Calif. Granted KRAQ(TV).

New AM stations

Application

■ Bellville, Tex.—Mrs. J. Lee Dittert Jr. seeks 1090 kc. 250 w-D. P.O. address: 18 North Cummings, Box 99, Bellville, 77418.

Estimated construction cost \$23,146.26; first-year operating cost \$14,000; revenue \$14,000. Principals: Mrs. Dittert, wife of county judge, has no other business interests indicated. Ann. Dec. 19.

Start authorized

■ WWSD Quincy, Fla.—Authorized program operation on 1090 kc. 1 kw-D. Action Dec. 27.

Final action

■ Sallisaw, Okla.—Little Dixie Radio Inc. FCC granted 1510 kc. 1 kw-D. 500 w-CH. P.O. address: Box 780, McAlester, Okla. Estimated construction cost \$17,379; first-year operating cost \$24,000; revenue \$27,500. Principals: Gene Stipe (79%), Francis D. Stipe (20.99%) and Frank D. McSherry (0.01%). Messrs. Stipe and McSherry are attorneys. Francis D. Stipe is manager of KNED McAlester. Little Dixie owns KNED. Action Dec. 27.

Initial decision

■ East St. Louis, Ill.—East St. Louis Broadcasting Inc. Hearing Examiner Isadore A. Honig in initial decision proposed grant of 1490 kc. 1 kw-D. 250 w-N. U. P.O. address: 816 North 84th Street, East St. Louis. Estimated construction cost \$35,301.42; first-year operating cost \$96,000; revenue \$108,000. Principals: Wendell Hansen (20.5%), Evelyn Whitford (11.2%) et al. Mr. Hansen and Mrs. Whitford own WMNE and WDMW-(FM), both Menomonie, Wisconsin. Mr. Hansen owns 51% of CP for WURD-TV Lawrence, Ind., 51% of applicant for new FM at Anderson-Noblesville, Ind., and 51% of applicant for new AM at Noblesville, Ann. Jan. 6.

Other actions

■ Review board in Rockmart, Ga., AM proceeding. Doc. 17537, granted petition to reopen record filed Nov. 15, 1968, by Georgia Radio Inc. Action Jan. 6.

■ Review board in Rockmart, Ga., AM proceeding. Doc. 17537, scheduled oral argument before panel of review board for Feb. 11, in Washington, Action Jan. 6.

■ Review board in Elmhurst, Ill., AM proceeding. Docs. 16965-66, granted petition for extension of time filed Jan. 3 by DuPage County Broadcasting Inc., extended to Jan. 21 time to file oppositions to petition to reopen record and for enlargement of issues filed by Central DuPage County Broadcasting Co. Action Jan. 6.

■ Review board in St. Louis, Mo., AM proceeding. Docs. 17210-15, 17217-17219, granted request for extension of time filed Jan. 2 by chief, Broadcast Bureau, extended to Jan. 24 time to file responsive pleadings to joint request for approval of agreement, grant of application of Victory Broadcasting Co. as amended, and dismissal of other application filed Dec. 23, 1968, by eight applicants. Action Jan. 6.

■ Review board in Springfield, Mo., AM proceeding. Docs. 17921 and 17923, granted petition for leave to amend filed Oct. 22 by Bacom Inc. Action Dec. 31.

■ Office of Opinions and Review in Las Vegas (Radio Nevada), AM proceeding, granted motion by WGN Continental Broadcasting Co. and extended to Jan. 13, time to file application for review of the review board's decision released Dec. 3 (Doc. 16115). Action Dec. 30.

■ Review board in Franklin, N. J., AM proceeding. Docs. 18251 et al., granted petition to enlarge issues filed Oct. 25 by Broadcast Bureau. Action Dec. 31.

■ Office of Opinions and Review in Wilkesboro, N. C. (Wilkes County Radio), AM proceeding, granted petition by Wilkes County Radio and extend to Jan. 24 time to file opposition to petition for reconsideration filed by intervenor (WKBC) (Doc. 16311). Action Jan. 7.

■ Review board in Williamsburg, Va., AM proceeding. Docs. 17605, 17606, 18375, granted request filed Dec. 26 by James River Broadcasting Corp. and extended to Jan. 9 time to file responsive pleadings to petition to enlarge issues filed Dec. 12 by KFAB Broadcasting Co. Action Dec. 30.

■ Review board in Williamsburg, Va., AM proceeding. Docs. 17605, 17606 and 18375, granted request filed Dec. 27 by Broadcast Bureau and extended to Jan. 20 time to file responsive pleadings to petition to enlarge issues filed Dec. 5 by Virginia Broadcasters. Action Dec. 31.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Alabama (Sumi-

ton Broadcasting Co. and Cullman Music Broadcasting Co.), AM proceeding, granted extension of time to Jan. 9 on petition of Broadcast Bureau for filing response to Millar and Bullard's petition for expanded participation (Docs. 18204-5). Action Dec. 6.

■ Hearing Examiner Millard F. French in Clarkston, Wash. (Clarkston Broadcasters), AM proceeding, as of Dec. 30, 1968, extended date for filing proposed findings to Jan. 13 and reply findings to Jan. 27 (Doc. 18124). Action Jan. 6.

■ Hearing Examiner Chester F. Naumowicz Jr. 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, scheduled prehearing conference for Jan. 6 (Docs. 18310-13). Action Jan. 2.

■ Hearing Examiner Herbert Sharfman in Globe, Ariz. (Mace Broadcasting Co.), AM proceeding, on oral request of counsel for James Mace, scheduled further prehearing conference for Jan. 21, 1969 (Doc. 18225). Action Dec. 30.

Call letter action

■ Suburban Broadcasters, Burien, Wash. Granted KJWF.

Existing AM stations

Application

■ KHAR Anchorage—Seeks CP to replace expired permit which authorized changes in ant. system. Ann. Dec. 31.

Final actions

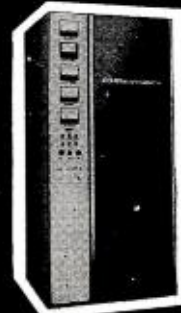
■ WBT Tuskegee, Ala.—Broadcast Bureau granted remote control. Action Jan. 2.

■ KWYN Wynne, Ark.—Broadcast Bureau granted CP to make changes in ant. system; condition. Action Jan. 6.

■ WWSD Monticello, Fla.—Broadcast Bureau granted CP to replace expired permit which authorized new station. Action Dec. 26.

■ WMJL Marion, Ky.—Broadcast Bureau

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CCA ELECTRONICS CORP.
GLOUCESTER CITY, N. J.
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granted license covering new station; specify studio location as Gregory, City Square, Marlon; building remote control permitted. Action Jan. 7.

■ **WSMB** New Orleans—Broadcast Bureau granted license covering use of former main trans. as alternate-main trans. Action Jan. 6.

■ **WEEZ** Chester, Pa.—Broadcast Bureau granted mod. of CP to make changes in night-time MEOV, condition; and mod of CP covering extension of completion date to June 19, 1969. Action Jan. 6.

Initial decision

■ **WCAM** Camden, N. J.—Hearing Examiner David I. Kraushaar in initial decision recommended grant of assignment of license from City of Camden to McLendon Corp. for \$1,350,000. Sellers: WCAM is owned by City of Camden as municipal corporation. Buyers: Barton R. McLendon (51%) and Gordon B. McLendon (49%). Buyers own KLFJ and KNUS(FM), both Dallas; KABL-AM-FM Oakland-San Francisco; WYSL-AM-FM Buffalo, N. Y.; WNUS-AM-FM Chicago; WWWW(FM) Detroit; KOST(FM) Los Angeles; KCND-TV Pembina, N. D., and have CP for KLFJ-TV Dallas (Doc. 18303). Ann. Jan. 7.

Other action

■ Chief Broadcast Bureau granted request of Moseley Associates Inc., and extended time for filing additional comments to Jan. 16 and for filing reply comments to Jan. 30 in proceeding on amendment of rules to permit AM's operated by remote control to transmit telemetry signals directly related to technical operation of station (Doc. 17873). Action Jan. 3.

Action on motion

■ Hearing Examiner David I. Kraushaar in Vinita and Wagoner, both Oklahoma (Vinita Broadcasting Co. [KVIN] and Wagoner Radio Co. [KWLG]), AM-FM proceeding, granted motion by Broadcast Bureau; reopened record for purposes of receiving in evidence Broadcast Bureau Ex. No. 11 for identification; again closed record (Docs. 18085-7). Action Jan. 2.

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Call letter application

■ **WKYN**, Quality Broadcasting Corp. of San Juan, San Juan, P. R. Requests WQBS.

Call letter actions

■ **WHEW**, Beach Broadcasting Corp., Riviera Beach, Fla. Granted WXVI.

■ **WYSL**, Koche Broadcasting Corp., Ypsilanti, Mich. Granted WSDS.

■ **WAPO**, Turner Advertising Co., Chattanooga, Ga. Granted WGOW.

Presunrise service authority

■ Broadcast Bureau granted following AM's PSA from 6 a.m. or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with daytime ant. system and power as shown: **WGOC** Kingsport, Tenn., 7.85 w. Action Nov. 20. **WKQV** Sullivan, Ind., 250 w. Action Nov. 22. **KBIL** Liberty, Mo., 47 w. Action Nov. 27. **KMOO** Mineola, Tex., 250 w. Action Dec. 3. **WTAI** Eau Gallie, Fla., 500 w. Action Dec. 12. **KNAL** Victoria, Tex., 400 w. Action Sept. 26. **WAVL** Apollo, Pa., 350 w. and **WEED** Rocky Mount, N. C., 500 w. Actions Nov. 8. **KVIO** Cottonwood, Ariz., 500 w. and **WTMC** Ocala, Fla., 500 w. Actions Nov. 12. **WHP** Harrisburg, Pa., 500 w. Action Nov. 13. **WLBZ** Bangor, Me., 500 w. **WLNH** Laconia, N. H., 339 w. **WBMS** Uniontown, Pa., 500 w. and **WSCR** Scranton, Pa., 500 w. Actions Nov. 15. **KKEY** (mod.), Portland, Ore., 500 w. Action Nov. 18. **WRDN** Durand, Wis., 500 w. **WJMS** (mod.) Ironwood, Mich., 500 w. Actions Dec. 3. **WHMA** Anniston, Ala., 500 w. Action Dec. 5. **WGMM** Millington, Tenn., 500 w. Action Dec. 9. **WJCW** Johnson City, Tenn., 500 w. Action Jan. 2.

New FM stations

Applications

■ **Pinetta**, Fla.—Florida-Georgia Interstate Inc. seeks 101.1 mc. ch. 266, 100 kw. Ant. height above average terrain 476 ft. P.O. address: Box 22, Jennings, Fla. 32053. Estimated construction cost \$37,650; first-year operating cost \$18,000; revenue \$12,000. Principals: Daniel A. Haight, sole owner. Mr. Haight owns WGOV Valdosta, Ga. Ann. Dec. 30.

■ **Falmouth**, Ky.—Warren J. Shonert seeks 95.3 mc. ch. 237A, 3 kw. Ant. height above average terrain 171 ft. P.O. address: 210 Main Street, Falmouth 41040. Estimated construction cost \$48,400; first-year operating cost \$30,000; revenue not indicated. Principal: Mr. Shonert owns *The Falmouth Outlook*, weekly newspaper. He also has 25% interest in bank and owns farm. Ann. Jan. 7.

■ **Falmouth**, Mass.—Falmouth Broadcasting Co. seeks 95.9 mc. ch. 240A, 3 kw. Ant. height above average terrain 174.3 ft. P.O. address: c/o David H. Amend, Box 546, Falmouth 02541. Estimated construction cost \$23,445; first-year operating cost \$11,000; revenue \$11,000. Principals: David H. Amend, president (9.3%), Arthur P. Vidal Jr., vice president, Harry P. Little D. Norman Brady, William L. Connell et al. Principals own applicant for new AM at Falmouth. Mr. Amend is vice president of bank. Mr. Vidal owns 51% of construction company. Mr. Little is partner in real estate company. Mr. Brady is associate rector of church and Mr. Connell is electrical shop foreman in U. S. Coast Guard. Ann. Jan. 6.

■ **Reading**, Ohio—Reading Community Schools seeks 89.3 mc. ch. 207, 15.2 w. Ant. height above average terrain 138 ft. P.O. address: c/o Ronald A. Hilvers, Bonnell & Walker Avenues, Reading 45215. Estimated construction cost \$5,133.41; first-year operating cost \$21,995; revenue none. Principals: Reading Board of Education, Robert G. Pickering, superintendent et al. Ann. Jan. 7.

■ **Ardmore**, Okla.—Arbuckle Broadcasters Inc. seeks 95.7 mc. ch. 239, 100 kw. Ant. height above average terrain 311 ft. P.O. address: c/o Gene T. Ritter, Box 486, Ardmore 73401. Estimated construction cost \$65,252; first-year operating cost \$52,547.44; revenue \$20,000. Principals: Harold E. Cochran, president (49.6%), Charlene Stanley, Mary Ann Porterfield, Helen Stewart (each 16.26%) et al. Mr. Cochran is district sales manager for KTEW-TV Ada, Okla. Charlene Stanley, Mary Ann Porterfield and Helen Stewart each have oil interests. Helen Stewart is manager of beauty college. Ann. Jan. 7.

■ **Fayetteville**, Tenn.—Time Broadcasters Inc. seeks 105.5 mc. ch. 288, 3 kw. Ant. height above average terrain 295 ft. P.O. address: c/o Joseph D. Young, 901 West Washington

Street, Fayetteville 37334. Estimated construction cost \$44,450; first-year operating cost \$35,000; revenue \$35,000. Principals: Joseph Douglas Young, president, William Clarence Mason, secretary-treasurer and James Rhea Thompson, vice president (each 33-1/3%). Mr. Young is teacher. Mr. Mason is partner in law firm, owns 25% of real estate rental and development firm and 25% of real estate holding company. Mr. Thompson is partner in law firm. Ann. Jan. 7.

Starts authorized

■ **KLOM-FM** Lompoc, Calif.—Authorized program operation on 92.7 mc. ch. 224, ERP 250 kw. ant. height minus 256 ft. Action Dec. 20.

■ **WHMS(FM)** Hialeah, Fla.—Authorized program operation on 92.1 mc. ch. 221, ERP 3 kw. ant. height 110 ft. Action Dec. 19.

■ **KNIR-FM** New Iberia, La.—Authorized program operation on 99.1 mc. ch. 256, ERP 50 kw. ant. height 130 ft. Action Dec. 30.

■ **WRVO(FM)** Oswego, N. Y.—Authorized program operation on 89.9 mc. ch. 210, TPO 10 w. Action Dec. 27.

■ **KINK(FM)** Portland, Ore.—Authorized program operation on 101.9 mc. ch. 270, ERP 97 kw. ant. height 1,610 ft. Action Dec. 20.

Final actions

■ **Sheffield**, Ala.—Radio Station WRCK, Broadcast Bureau granted 106.3 mc. ch. 292A, 3 kw. Ant. height above average terrain 86 ft. P.O. address: Box 62, Tusculumbia, Ala. Estimated construction cost \$10,354.50; first-year operating cost \$5,000; revenue \$10,000. Principals: Ervin Parks Jr. and Robert Warren Kicker (each 50%). Messrs. Parks and Kicker each own 50% of WRCK Tusculumbia, Ala. Action Jan. 3.

■ **Denton**, Tex.—North Texas State University, Broadcast Bureau granted 88.5 mc. ch. 203, 34 w. Ant. height above average terrain 123 ft. P.O. address: c/o Dr. Ted Colson, Dept. of Speech & Drama, North Texas State University, Denton 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. Action Jan. 3.

Action on motion

■ Chief Hearing Examiner James D. Cunningham in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Marysville Broadcasting Service Inc.), FM proceeding, ordered hearing conference scheduled for Jan. 7 continued to date which will be later specified (Docs. 18308-9). Action Jan. 3.

Call letter action

■ **Imperial Valley Broadcasters**, El Centro, Calif. Granted KNEU(FM).

Existing FM stations

Final actions

■ Broadcast Bureau granted licenses covering changes for following stations: **WNAP(FM)** Indianapolis; **WAEF(FM)** Cincinnati; **WNOW-FM** York, Pa. Actions Jan. 6.

■ Broadcast Bureau granted licenses covering following new FM's: **WFDT** Columbus City, Ind.; **WCBK-FM** Martinsville, Ind.; **KWWL-FM** Waterloo, Iowa; **KWTN** Anoka, Minn.; **WWTX** Corinth, Miss.; **KFRD-FM** Rosenberg, Tex.; **WCFW** Chippewa Falls, Wis.; **WDMP-FM** Dodgeville, Wis. Actions Jan. 7.

■ **WESU(FM)** Middletown, Conn.—Broadcast Bureau granted license covering changes; specify type trans. Action Jan. 6.

■ **WIHS(FM)** Middletown, Conn.—Broadcast Bureau granted remote control. Action Jan. 2.

■ **WHUS(FM)** Storrs, Conn.—Broadcast Bureau granted license covering changes. Action Jan. 6.

■ **WASH(FM)** Washington—Broadcast Bureau granted licenses covering changes and installation of alternate-main trans. and auxiliary-ant. Action Jan. 6.

■ **KALA(FM)** Davenport, Iowa—Broadcast Bureau granted CP to replace expired permit. Action Dec. 30.

■ **WKGO(FM)** Cumberland, Md.—Broadcast Bureau granted license covering installation of new trans. and ant. Action Jan. 6.

■ **WGGL-FM** Houghton, Mich.—Broadcast Bureau granted CP to install new type trans.; change ERP to 250 w.; ant. height

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to 7 ft. Action Jan. 3.

- **WBIV(FM)** Wethersfield township, N. Y.—Broadcast Bureau granted mod. of CP to extend completion date to June 18. Action Dec. 18.
- **WBNS-FM** Columbus, Ohio — Broadcast Bureau granted remote control. Action Jan. 2.
- ***WARP(FM)** Due West, S. C.—Broadcast Bureau granted license covering new station; specify studio location as Erskine Building. Action Jan. 7.
- **WBFM(FM)** Seneca, S. C.—Broadcast Bureau granted license covering change in transmitter equipment. Action Jan. 6.

Other actions

- Review board in Gordon, Ga., FM proceeding, Docs. 18278-79, granted petition to enlarge issues filed Nov. 14, 1968, by Middle Georgia Broadcasting Co. Action Jan. 8.
- Review board in Hardinsburg, Ky., FM proceeding, Docs. 17856-57, granted motion for leave to amend and to reopen record filed Dec. 19, 1968, by Breckinridge Broadcasting Co. Action Jan. 8.
- Review board in New York, FM proceeding, Docs. 17454-5, granted petition for leave to amend filed Dec. 10 by New York University. Action Dec. 31.
- Review board in Athens, Tenn., FM proceeding, Docs. 17617-18, scheduled oral argument before panel of review board for Feb. 11 in Washington. Action Jan. 8.

Call letter application

- **KBMS(FM)**, KBMS Inc., Los Angeles. Requests KWST(FM).

Call letter actions

- **WHBB-FM**, Talton Broadcasting Co., Selma, Ala. Granted WTUN(FM).
- **WMIN-FM**, Malrite of Minnesota Inc., St. Paul. Granted KEYE(FM).
- **WBFB-FM**, WBFB Inc., Rochester, N. Y. Granted WBFB(FM).
- **WEWO-FM**, Curtis & Associates Inc., Laurinburg, N. C. Granted WSTS(FM).
- **WRSC-FM**, Edorea Corp., State College, Pa. Granted WQWK(FM).
- **WVLX(FM)**, Fox River Communications, Kaukauna, Wis. Granted WVLE(FM).

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations: KIKK-AM-FM Pasadena, Tex.; KNOT Prescott, Ariz.; KOWL South Lake Tahoe, Calif. Actions Jan. 6.
- Broadcast Bureau granted renewal of licenses of following stations: KALI San Gabriel, Calif.; KASL Newcastle, Wyo.; KATA Arcata, and KBFF Fresno, both California; KHOF(FM) Los Angeles; KRKC King City, Calif.; KRUX Glendale, Ariz.; KSMA-AM-FM Santa Maria and KSRF(FM) Santa Monica, all California; KTKT Tucson, Ariz.; *KUOP(FM) Stockton, KVEZ(FM) San Mateo and KVML Sonora, all California. Actions Dec. 31.

Translator actions

- **K07IH** Baker, Calif.—Broadcast Bureau granted license covering new VHF TV translator. Action Jan. 3.
- **K05DQ** Burney, Calif.—Broadcast Bureau granted license covering new VHF TV translator. Action Jan. 3.
- **K13II** Chromo rural area, Colo.—Broadcast Bureau granted license covering new VHF TV translator. Action Jan. 3.
- **K02EX** South Fork and Masonic Park, both Colorado—Broadcast Bureau granted license covering new VHF TV translator. Action Jan. 3.
- **K09IR** Albion, Malta, Elba and rural area near Idaho, all Idaho—Broadcast Bureau granted license covering new VHF TV translator. Action Jan. 3.
- **K09GJ** Clarinda, Iowa—Broadcast Bureau granted assignment of license of VHF TV translator to City of Clarinda. Action Dec. 30.
- **W08BG** Iron Mountain, Mich.—Broadcast Bureau granted mod. of CP of VHF TV translator to make changes in ant. system. Action Jan. 3.
- **K09IG** Cliff-Gila, N. M.—Broadcast Bureau granted license covering changes in VHF TV translator. Action Jan. 3.

- **K06EM** Roy, N. M.—Broadcast Bureau granted CP for new VHF TV translator to serve Roy on ch. 6 by rebroadcasting KOB-TV Albuquerque, N. M. Action Dec. 18.
- **W. S. Ranch Co.**, Vermejo Park, N. M.—Broadcast Bureau granted CP's for new VHF TV translator to serve Vermejo Park on ch. 6 by rebroadcasting KOB-TV, on ch. 9 by rebroadcasting KGGM-TV and on ch. 11 by rebroadcasting KOAT-TV all Albuquerque, New Mexico. Action Dec. 23.
- **W02AT** Burnsville, N. C.—Broadcast Bureau granted license covering new VHF TV translator. Action Jan. 3.
- **W04AI** Jacksonville, N. C.—Broadcast Bureau granted CP to change trans. location to approximately 435 ft. west of present site; make changes in ant. system. Action Jan. 3.
- **W08BF** Spruce Pine and Micaville, both North Carolina—Broadcast Bureau granted license covering new VHF TV translator. Action Jan. 3.
- **K74AJ** Cottage Grove, Ore.—Broadcast Bureau granted mod. of license of UHF TV translator to change primary TV station to KOB-TV Medford, Ore. Action Jan. 3.
- **K12GO** Klamath Falls, Pelican City and Altamont, all Oregon—Broadcast Bureau granted license covering new VHF TV translator. Action Jan. 3.
- **Mitchell Community T.V. Inc.**, Mitchell, Ore.—Broadcast Bureau granted CP for new VHF TV translator to serve Mitchell on ch. 11 by rebroadcasting KVAL-TV Eugene, Ore. Action Dec. 13.

- **Northeastern Pennsylvania Educational Television Association**, Williamsport, Pa.—Broadcast Bureau granted CP for new UHF TV translator to serve Williamsport on ch. 82 by rebroadcasting WVIA-TV Scranton, Pa. Action Dec. 13.
- **Taft Broadcasting Co.**, Williamsport Pa.—Broadcast Bureau granted CP for new UHF TV translator to serve Williamsport on ch. 78 by rebroadcasting WNEP-TV Scranton, Pa. Action Dec. 13.
- **State Board of Directors for Educational Television**, Lead, S. D.—Broadcast Bureau granted CP for new VHF TV translator to serve Lead on ch. 2 by rebroadcasting KBHE-TV Rapid City, S. D. Action Dec. 17.
- **K79AA** Delta, Utah—Broadcast Bureau granted license covering new UHF TV translator. Action Jan. 3.

CATV

Other actions

- Review board in Lexington, Ky., CATV proceeding, Doc. 16990, granted petition for extension of time filed Nov. 27, 1968, by Gregg Cablevision Inc. and Berea Cablevision Co. Action Jan. 6.
- Review board in Irons Mountain, Md., CATV proceeding, Docs. 17510 et al., granted request filed Dec. 26 by Hearst Corp. and extended to Jan. 27 time to file exceptions to initial decision. Action Dec. 30.

Action on motion

- Hearing Examiner Charles J. Frederick in Paducah, Ky. (Multi-Channel Cable co.), CATV proceeding, ordered prehearing conference scheduled for Jan. 7 continued without date (Doc. 18139). Action Jan. 6.

Ownership changes

Applications

- **KDNO(FM)** Delano, Calif.—Seeks assignment of license from Jesse L. Koonce to Koonce Pacific Broadcasting Co. No consideration involved. Principals: Jesse L. and Jack O. Koonce (each 50%). Messrs. Koonce own credit bureaus, collection agencies and employment agency. Jack O. Koonce owns applicant for new AM at McFarland, Calif. Ann. Dec. 31.
- **KUBA** Yuba City, Calif.—Seeks transfer of control of Grayson Broadcasting Co. from Sidney A. Grayson (50% before, none after) to Della G. Grayson (50% before, 100% after). No consideration involved. Ann. Dec. 31.
- **WLAE-FM** Hartford, Conn.—Seeks transfer of control of Paulson Broadcasting Corp. from Paul and Doris T. DiSavino (jointly 100% before, none after) to Nassau Broadcasting Co. (none before, 100% after). Principals: Herbert W. Hober, president (36.99%) et al. Principals own WHWH Princeton and WTOA(FM) Trenton, both New Jersey. Consideration: 19,500 class A

common shares of Nassau Broadcasting Co. stock. Ann. Jan. 7.

- **WUHF-TV** Hartford, Conn.—Seeks assignment of CP from Kappa Television Corp. to Evans Broadcasting Corp. for \$50,000 plus expenses up to \$10,000 between date of application (Dec. 19) and closing date or date of termination of agreement. Sellers: Albert G. Hartigan, president et al. Sellers: have controlling interests in permittees of WBAU-TV Buffalo, N. Y.; WNTU-TV Norfolk, Va., and WORU-TV Orlando, Fla. Application to sell WBAU-TV is pending FCC approval. Buyer: Thomas M. Evans, sole owner, Mr. Evans is permittee of KDNL-TV St. Louis, and has application pending FCC approval to purchase KMEC-TV Dallas. He also has agreed to purchase WJZB-TV Worcester, Mass., and WENS(TV) Pittsburgh. Ann. Dec. 30.

- **WAPE** Jacksonville, Fla.—Seeks transfer of control of Brennan Broadcasting Co. from Frances U. Brennan, executrix of estate of William J. Brennan, deceased, (90% before, none after) to Frances U. Brennan, individually as co-trustee with C. V. Stelzenmuller (jointly none before, 90% after). Principals: Mrs. Brennan and Mr. Stelzenmuller own 97% of WBAW Montgomery, Ala. Mrs. Brennan owns 50% of WSLA-TV Selma, Ala., and 18% of WFLI Lookout Mountain, Tenn. No consideration involved. Ann. Jan. 3.

- **WQXQ** Ormond Beach, Fla.—Seeks assignment of license from Volusia County Broadcasting Corp. to Morris Broadcasting Co. for \$25,000. Sellers: Robert W. Cessna, president et al. Buyer: William E. Morris, sole owner. Mr. Morris is president of company which manufactures industrial chemicals and cleaning supplies. Ann. Dec. 31.

- **WIGO** Atlanta: WYDE Birmingham, Ala., and WVVA-AM-FM Wheeling, W. Va.—Seek transfers of control of Basic Communications Inc. from Emil Mogul et al. (as a group 100% before, none after) to Basic Communications Corp. (none before, 100% after) for purpose of corporate reorganization. Principals: Basic Communications Inc., which has application pending FCC approval for new FM at Birmingham, Ala., will have 32½% interest in the new corporation. No consideration involved. Ann. Jan. 6.

- **WOKS** and **WWRH(FM)**, both Columbus, Georgia—Seek transfer of control of WOKS Broadcasting Co. from Joseph Ray (50% before, none after) to Marjorie S. Ray, executrix of last will and testament of Joseph Ray, deceased (none before, 50% after). No consideration involved. Ann. Jan. 3.

- **WMTM-AM-FM** Moultrie, Ga.—Seeks assignment of license from Colquitt Broadcasting Co. to Douglas J. Turner for \$134,500. Seller: N. B. Mills (50%). Buyer: Mr. Turner already has 50% interest in WMTM-AM-FM Ann. Dec. 31.

- **WSIZ** Ocala, Ga.—Seeks assignment of license from Gold Leaf-Yellow Pine Broadcasting Co. to Sizland Broadcasting Inc. for purpose of incorporation. No consideration involved. Principal: C. C. Wade, sole owner. Ann. Dec. 30.

- **KHAI** Honolulu—Seeks assignment of license from Royal Broadcasting Co. to Griffith Broadcasting of Hawaii Inc. for \$165,000. Seller: Kal W. Lines, trustee in bankruptcy of Robert Sherman. Buyers: L. Dickson Griffith, (35%), Hugh Virgil Sherrill and Macrae Sykes (each 21.25%) et al. Mr. Griffith owns 25% of travel agency and has application pending FCC approval to purchase KHOB-AM-FM Hobbs, N. M. Mr. Sherrill is director of Chris-Craft Industries Inc. and director of chemical and nitrogen products company. Messrs. Sykes and Sherrill are partners in investment banking firm. Ann. Jan. 6.

- **WKID** Urbana, Ill.—Seeks assignment of license from WKID Broadcasting Co. to Stewart Electronics for \$235,000. Sellers: Robert F. Meskill, president et al. Buyer: L. Frank Stewart, sole owner. Mr. Stewart owns WLRW(FM) Champaign, Ill., and owns electronics firm. Ann. Jan. 6.

- **WZZM-FM-TV** Grand Rapids, Mich.—Seeks transfer of control of West Michigan Telecasters Inc. from William C. Dempsey et al. (as a group, 100% before, none after) to Basic Communications Corp. (none before, 100% after) for purpose of corporate reorganization. Principals: West Michigan Telecasters Inc. will have 32½% interest in the new corporation. No consideration involved. Ann. Jan. 6.

- **KFEQ-TV** St. Joseph, Mo.—Seeks assignment of license from Panax Corp. to Intermedia Inc. for \$3,150,000. Sellers: Michael L. Dow, vice president, Ned S. and Dorothy D. Arbury et al. Sellers own WSWM(FM) East Lansing, Mich., and KFEQ St. Joseph. Application to sell KFEQ is pending FCC

Summary of broadcasting

Compiled by BROADCASTING, Jan. 8, 1969

	On Air Licensed	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,222 ¹	14	4,236 ¹	64	4,300 ¹
Commercial FM	1,903	35	1,938	196	2,134
Commercial TV-VHF	497 ²	9	506 ²	11	517 ²
Commercial TV-UHF	119 ¹	51	168 ¹	164	334 ¹
Educational FM	355	7	362	30	392
Educational TV-VHF	70	5	75	2	77
Educational TV-UHF	70	27	97	14	111

Station boxscore

Compiled by FCC, Dec. 1, 1968

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,218 ¹	1,873	615 ²	349	140
CP's on air (new stations)	17	59	57	12	30
Total on air	4,235 ¹	1,932	670 ²	361	170
CP's not on air (new stations)	66	196	176	32	18
Total authorized stations	4,301 ¹	2,128	848 ¹	393	188
Licenses deleted	2	0	1	0	0
CP's deleted	0	1	0	0	0

¹ Includes two AM's operating with Special Temporary Authorization, and 25 educational AM's.
² Includes three VHF's operating with STA's, and two licensed UHF's that are not on the air.

approval. Mr. and Mrs. Arbury own 98.24% of WQDC(FM) Midland, Mich. Buyers: ISC Industries, Inc. is sole owner of Intermedia Inc. Paul Hamilton Jr., president et al. ISC Industries owns finance, leasing and insurance companies. Ann. Jan. 7.

■ KADI-FM St. Louis—Seeks transfer of control of Vanguard Broadcasting Corp. from Charles Rich, Victor Cohn et al. (as a group 51% before, 38% after) to Richard Miller (49% before, 62% after). Consideration: Exchange of Vanguard stock for 49% of KXLW Clayton, Mo., owned by Mr. Miller. Ann. Dec. 30.

■ KOAT-TV Albuquerque, N. M.—Seeks assignment of license from WGAL Television Inc. to KOAT Television Inc. for \$5 million. Sellers: John F. Steinman, chairman of board, Clair R. McCollough, president et al. Sellers own WGAL-AM-FM-TV Lancaster, WKBO Harrisburg, WORK York, WEST-AM-FM Easton, all Pennsylvania; WDEL-AM-FM Wilmington, Del., and WTEV(TV) New Bedford, Mass. (Providence, R. I.). Buyers: Joseph Pultizer Jr., president et al. Buyers own Pultizer Publishing Co., publisher of St. Louis Post-Dispatch. Buyers also own KSD-AM-TV St. Louis, and KVOA-TV Tucson, Ariz. Ann. Dec. 30.

■ WBAU-TV Buffalo, N. Y.—Seeks assignment of CP from Beta Television Corp. to WPIX Inc. for expenses not to exceed \$100,000. Sellers: Albert G. Hartigan, president et al. Sellers have controlling interests in permittees of WNTU-TV Norfolk, Va.; WORL-TV Orlando, Fla., and WUHF-TV Hartford, Conn. Sale of WUHF-TV is pending FCC approval. Buyers: Fred M. Thrower, president. L. J. Pope, vice president et al. Tribune Co., parent company of WPIX Inc., owns Chicago Tribune, New York News, WPIX-FM and WPIX(TV), both New York; WICC Bridgeport, Conn.; WGN-AM-TV and WFMT(FM), all Chicago; KDAL-AM-TV Duluth, Minn., and KWGN-TV Denver. Ann. Dec. 31.

■ WPAW East Syracuse, N. Y.—Seeks transfer of control of Wide Water Broadcasting Co. from William H. Lynch, Albert R. Webb, Claude A. Parton et al. (as a group 100% before, none after) to Bruce A. Houston (none before, 100% after). Principal: Mr. Houston is former assistant manager of Chicago office of Robert E. Eastman & Co., radio station representative. Consideration: \$145,000. Ann. Dec. 31.

■ WELV Ellenville, N. Y.—Seeks transfer of control of Catskill Broadcasting Corp. from Seymour C. Lubin, David Levinson, Harry Borwick, Henry L. Schupp and Joseph K. Schwartz (as a group 100% before, none after) to Saul and Alfred Dresner et al. (as a group none before, 100% after). Principals: Saul Dresner owns 50% of broadcast supplies sales company and Alfred Dresner is attorney. Consideration: \$17,050. Ann. Dec. 31.

■ WNEW-AM-FM-TV New York: WASH(FM) and WTTG(TV), both Washington; WHK and WMMs(FM), both Cleveland; WIP and WMMR(FM), both Philadelphia; KLAC, KMET(FM) and KTTV(TV), all Los Angeles; KMBC-TV Kansas City, Mo.; WCBM, Baltimore; KNEW Oakland, Calif., and KSAN(FM) and KNEW-TV, both San Francisco—Seek transfers of control of Met-

romedia Inc. from John W. Kluge, president et al. (as a group 100% before, none after) to Transamerica Corp. (none before, 100% after). Principals: Transamerica, a diversified public corporation, owns 98% of United Artists Corp., motion picture producer. United Artists owns CP's for WAUB(TV) Lorain, Ohio, and KUAB(TV) Houston, but has applications pending FCC approval to sell them. Consideration: Exchange of one share of Metromedia stock for 3/4 of each Transamerica share. Exchange will be 1-for-1 1/2 if Transamerica votes to split stock. Ann. Jan. 6.

■ WSJS-AM-FM-TV Winston-Salem, N. C.—Seeks transfer of control of Triangle Broadcasting Corp. from Piedmont Publishing Co. (100% before, none after) to Gordon Gray, individually and as trustee (none before, 100% after) for purpose of corporate reorganization. No consideration involved. Ann. Dec. 31.

■ WMCK McKeesport, Pa.—Seeks assignment of license from Mon-Yough Broadcasting Co. to Westchester Corp. for purpose of corporate reorganization. No consideration involved. Principals: Robert R. Weiss, president et al. Principals own WIXY and WDOK(FM), both Cleveland, and have application pending FCC approval to purchase WMCK. Ann. Dec. 31.

■ WLRC Palmyra, Pa.—Seeks assignment of license from Harrisburg Broadcasting Corp. to Clinton Broadcasting Co. for \$100,000. Sellers: Edward R. Newman and Thomas A. Bolan. Messrs. Newman and Bolan have 75% interest in applicant for new FM at Berwick, Pa., and in WBRX Berwick, Mr. Newman owns 33 1/3% of WMAS-AM-FM Springfield, Mass., and 40% of WRNJ(FM) Atlantic City, N. J. Buyers: Hugh J. and Dorothea M. Clinton (jointly 100%). Mr. Clinton is announcer-salesman for WBUX Doylestown, Pa. Ann. Jan. 6.

■ WAEW-FM Crossville, Tenn.—Seeks assignment of license from H. F. Lawson to WAEW Inc. for purpose of incorporation. No consideration involved. Principal: Mr. Lawson owns 50% of WLET-AM-FM Toccoa, Ga. Ann. Dec. 31.

■ KESG Gladewater, Tex.—Seeks assignment of license from Gemini Enterprises to Orman L. Kimbrough for \$20,000. Seller: Delwin W. Morton (50% before, none after). Buyer: Orman L. Kimbrough (50% before, 100% after). Messrs. Kimbrough and Morton each own 30% of KAWA Waco-Marlin, Tex. Application to sell Mr. Kimbrough's interest in KAWA is pending FCC approval. Messrs. Kimbrough and Morton also have interest in applicant to purchase KEFC(FM) Waco. Ann. Dec. 30.

■ KERV Kerrville, Tex.—Seeks transfer of control of Kerrville Broadcasting Co. from Albert F. Mason Jr. and Clyde Jones (jointly 100% before, none after) to KERV Inc. (none before, 100% after). Principals: Jack D. Slack and John J. Jacquemine, vice presidents, and Raymond O. Johnson (each 33 1/3%). Mr. Slack owns 92% of construction company. Mr. Johnson is secretary-treasurer of that company. Mr. Jacquemine owns 44.75% of pipeline coating contracting business and 50% of pipeline equipment rental company. Consideration: \$220,000. Ann. Jan. 7.

■ KRIO McAllen, Tex.—Seeks assignment of license from Valley Broadcasting Co. to KRIO Inc. for \$725,000. Sellers: Jim R. Phillips, president; Jackson E. Cagle, executor of estate of Gene L. Cagle et al. Mr. Phillips is vice president of licensee of KNEL Brady, Tex. Mr. Cagle is trustee of 23.33% of KRBC Abilene, Tex.; 40% of KENM Portales, N. M., and 10% of KRBC-TV Abilene and KACB-TV San Angelo, both Texas. Buyers: Jack R. Crosby, president (27.45%), Benjamin J. Conroy Jr., vice president (22.22%) et al. Mr. Crosby owns 50% of KTEO San Angelo, Tex., and 27% of KROP Brawley, Calif. He also owns 5% of CP for WXTV-TV Patterson, N. J., and has numerous interests in CATV and other businesses. Mr. Conroy owns KRME Hondo, Tex., and has numerous interests in other businesses, including CATV. Ann. Dec. 30.

■ KABH Midland, Tex.—Seeks assignment of license from Mid-Tex Broadcasting Co. to KMOA Broadcasting Co. for \$75,000. Sellers: Neil W. Shirley and Charles F. Johnson. Buyers: Walton A. Foster, president, (40%), W. J. Duncan, secretary-treasurer (each 40%), Forrest A. Harding, vice president, and Marvin C. Hanz (each 10%). Mr. Foster owns 40% of KWFR San Angelo, Tex., and Messrs. Hanz and Duncan each own 12 1/2% of that station. Messrs. Harding and Hanz are attorneys and Mr. Hanz owns application for new AM at Las Cruces, N. M. Ann. Jan. 3.

■ KAWA Waco-Marlin, Tex.—Seeks transfer of control of Morbro Inc. from Orman L. Kimbrough (30% before, none after) to Delwin W. Morton (30% before, 60% after). Messrs. Kimbrough and Morton each own 50% of KEES Gladewater, Tex. Application to sell Mr. Morton's interest in KEES to Mr. Kimbrough is pending FCC approval. Messrs. Kimbrough and Morton also have interest in applicant to purchase KEFC(FM) Waco. Consideration: \$20,000. Ann. Dec. 30.

■ WKWS Rocky Mount, Va.—Seeks assignment of license from Radio Franklin Inc. to WYTI Inc. for \$75,000. Sellers: Kermit W. Salyer, president et al. Buyer: Lester M. Williams, sole owner. Mr. Williams owns 10% of WYTI Rocky Mount, and 68% of WODI Brookneal, both Virginia. Ann. Dec. 31.

■ WRJN-AM-FM Racine, Wis.—Seeks transfer of control of Journal-Times Co. from J. Donald and Carol Starbuck McMurray (jointly 72.8% before, none after) to Lee Enterprises Inc. (none before, 72.8% after). Sellers have interest in applicant for new UHF TV at Racine. Buyers: Phillip D. Adler, president, Walter J. Rothchild, vice president et al. Buyers own KGLO-AM-TV Mason City, Iowa; KEYC-FM-TV Mankato, Minn.; WTAD-AM-FM Quincy, Ill.; KHQA-TV Hannibal, Mo., and have CP for WMDR Moline, Ill. Sellers also own applicant for new FM at Billings, Mont. Consideration: \$4,020,000. Ann. Jan. 6.

■ KYCN Wheatland, Wyo.—Seeks transfer of control of Pioneer Broadcasting Inc. from William R. Jones (100% before, none after) to Grover D. and Charless M. Allen (each none before, 50% after). Principals: Mr. Allen is former salesman and general manager for KWAL Osburn, Idaho. Mrs. Allen is former accountant. Consideration: \$70,000. Ann. Dec. 31.

Actions

■ KRFM(FM) Phoenix—Broadcast Bureau granted transfer of control of Arizona FM Inc. from Edward J. Churchill (100% before, none after) to Thomas M. Churchill, president-treasurer, Michael B. Churchill, vice president-secretary, (each none before, 35% after), Marjorie C. Churchill (none before, 20% after) and Mary Jane Dillon (none before, 10% after). Principals: Messrs. Churchill are vice presidents of KRFM(FM). Marjorie Churchill has no other business interests indicated. Mary Jane Dillon is employee of promotional department of Time-Life Inc. Consideration: \$5,000. Action Dec. 31.

■ KARV Russellville, Ark.—Broadcast Bureau granted assignment of license from Valley Broadcasters to Horne Industries, Inc. for purpose of corporate reorganization. No consideration involved. Principals: C. R. and Imogene S. Horne and Mark Roland (as a group 100%). Principals own KWCB Searcy, Ark. Action Dec. 31.

■ KGEF and KGFM(FM), both Bakersfield, Calif.—Broadcast Bureau granted transfer of control of KMO Inc. from Carl E. Haymond, trustee (86.6% before, 39% after) to C. Dexter Haymond (10.07% before, 55% after) and Elizabeth Jackson Haymond (3.33% before, 6% after). Transaction is gift. No consideration involved. Action Dec. 31.

(Continued on page 82)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—\$2.00 minimum.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted 30¢ per word—\$2.00 minimum.

Deadline for copy: Must be received by Monday for publication next Monday. Display ads \$25.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space.

All other classifications 35¢ per word—\$4.00 minimum

No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

RADIO—Help Wanted

Management

Major market group owner has key sales positions open for its FM stations. Box M-243, BROADCASTING.

Needed: Young aggressive type manager for powerful northeast AM/FM. Must be interested in ownership with 10M to invest. Must be able to take complete charge of day to day operation. Box A-49, BROADCASTING.

Somewhere in the northeast there is a manager or sales manager or salesman who lives, sleeps and eats radio sales. Without investing any \$, we want this person for a part owner-manager of a station. Contact Box A-53, BROADCASTING.

An outstanding opportunity for aggressive station manager. Full time single station in small northern California market with very good growth potential. Opportunity to acquire portion or all of station upon proof of ability to operate efficiently and make it pay. Send full resume with photo and at least 3 business references. 1st class ticket would be helpful. All correspondence will be held in strict confidence. Members of our staff have been informed about this advertisement. This could be what you have been looking for. Box A-79, BROADCASTING.

Immediate opening—expanding group of radio stations in western Pennsylvania seeks young, aggressive sales manager. Must have experience. Excellent working conditions, salary, fringe benefits, and opportunity with this expanding group. Send resume to Box A-110, BROADCASTING.

Immediate availability: Selling manager. Strong sales, honest, reliable, dedicated. Excellent opportunity. WREY Radio, New Albany, Indiana. Contact: M. R. Lankford. No collect calls.

Ethnic market station needs energetic manager who will also sell in one of the 50 largest markets. We want a young married man over 25. Call Mr. Roblak collect. Area code 202-265-2958.

Successful east coast chain seeks general manager for #1 station in one of the top-50 markets. 5 figure salary plus bonus-override. Liberal benefits, insurance, hospitalization, expenses. Great opportunity for sales-oriented professional. Full details first letter including resume, reference and record of earnings. Replies to Industrial Relations, P.O. Box 647, Atlanta, Georgia 30301.

Sales

Dynamic rapidly expanding group operator has openings for 2 shirtstepped salesmen in top-Pulse rated sunny Florida CGW. Rapid advancement into management due to acquisitions. Call Mr. Karp, prepaid, 813-784-1438 for appointment or send resume to Box L-156, BROADCASTING.

1st class with sales interest and progressively assuming managerial duties. Guarantee plus incentives. \$600 watt fulltime midwest resort area. Box A-58, BROADCASTING.

Sales manager. Top 40, name your price and tell us why you're worth it. You may be a salesman wanting to move up. Because we've got a good organization, this could be what you've been waiting for. Box A-76, BROADCASTING

Salesman. If you want to break out of the small market, here's your opportunity. We have an opening for a live wire who will take over existing billing plus several other key accounts that are ready to break. No better position anywhere. Box A-77, BROADCASTING.

Sales manager. Strong local sales. Excellent opportunity for experienced man to organize and build department. Suburban Florida coastal area. Best MOR sound in county. . . 150,000 and growing. Daytimer. Box A-123, BROADCASTING.

Aggressive retail salesman; prefer man knowing market. Soul KDKO, 1728 Sherman, Denver.

Selling sales manager for two station 150,000 market. Great opportunity for hustler with management possibilities. Tom W. Talbot, WJLL, Niagara Falls, N.Y.

Sales—(cont'd)

Salesman. Idea man . . . who is a salesman, not an order taker. 2 station market. Salary plus commission . . . contact Herb Strickland, WTGA, Thomaston, Georgia.

Wanted—man experienced in sales-announcing. Must be dependable. Also active in Civic Affairs. Must be able to furnish good credit references. References will be checked thoroughly. Must also be capable of moving into position of responsibility. Good salary. Call 703-935-2816.

New Mexico bound—for clean dry air? Why not? New CGW daytimer needs salesman, salesman-announcer. Advancement opportunity. Write 5 Crestway, Silver City.

Experienced Broadcast Equipment salesman wanted in mid-west (Chicago area preferred) as regional Sales Manager for leading Video-Switching, Terminal and station automation equipment manufacturer. Salary, plus commission plus expenses. Please send resume to: Central Dynamics Corporation, Cherry Hill Industrial Center, Cherry Hill, N.J. 08034. Attn: James E. Landy, V.P. & G.M.

Salesman needed. Salary plus-commission. Permanent. Full/part time. 219-563-4111.

Major California market wants salesman who has experience, good sales record selling retail, wants to move up to major market retail selling. Send resume, picture and references. Potential for right man. Salary, commission and company benefits. Reply: Box 631, Santa Clara, California 95052.

1969 Creative Radio Advertising Ideas—new proven ability—complete production spots—copy—any product. Dick LaDonna Productions, Asheville, N. C. 704-254-8385.

Announcers

Need personality jock for metro midwest group station. Modern format. Send tape, resume soonest to Box L-56, BROADCASTING.

Announcer—small market station near metropolitan New York. Send tape, resume. Box M-251, BROADCASTING.

Wanted—two announcers, morning and night Northeastern Penna market. Good salary for right men. 3rd endorsed. Send tape and resume to Box M-266, BROADCASTING.

Announcer who can create comedy commercials. Write us full details and we will tell you about a rare opportunity. Box A-44, BROADCASTING.

Need announcer with PD ability for MOR Florida station. Send details and tape to Box A-60, BROADCASTING.

Your brain counts more than your voice. Strong news, public affairs, community involvement Suburban New York MOR AM looking for jocks who know how to ad lib about what our listeners care about. You may now be a newsmen, PD or jock. You'll have a chance for news, documentaries and management as well as jock if that's your bag. Tape and resume first letter to Box A-67, BROADCASTING.

Wanted: Experienced announcer, program director, newsmen, all in one! Small market daytimer, northern Wisconsin vacationland. Resume and air check to Box A-69, BROADCASTING.

Small market, east coast. Assistant to manager. Must be experienced in sales, programming, copy writing, and news. Photo and resume first letter. State salary. Box A-86, BROADCASTING.

Splendid opportunity at AM-FM station 100 miles from New York City. \$150 per week. Box A-102, BROADCASTING.

Staff announcer needed by N.J. AM & FM. Good starting salary plus fringes. Send tape & resume to: Box A-105, BROADCASTING.

Bright capable deejay wanted by midwest kilowatt with upbeat MOR format. Some news gathering, writing experience helpful. Top pay for proved ability, fringe benefits. Include details, experience, photo, references in resume, tape to Box A-129, BROADCASTING.

Announcers—(cont'd)

Experienced air personality for evening slot on MOR station in important Florida market. Send tape and resume to Box A-134, BROADCASTING.

South Florida coast \$160.00 per week. Top 40 format. Send tape and resume to Box A-135, BROADCASTING.

St. Louis' "Drake" rocker, immediate opening for experienced first phone housewife jock, strong on production; no maintenance. Salary open, top 10 market. Great opportunity for a move up. No calls! Tape, resume: Dave Scott, KIRL, Box 3993, St. Louis 63136.

Opportunity knocks with the Buck Owens Broadcasting stations for modern CGW dj who is short on production and delivery. Send tape, resume and picture to Joe Thompson, KTUF, 3003 North Central Avenue, Phoenix, Arizona 85012.

Quality 24-hour station needs three announcer/newsmen strong on news and commercials. Heavy news schedule. Station has three mobile units, including walkie-talkie. Only announcers who have excellent voice and delivery and who are mature and responsible need apply. No beginners or recently broadcast school graduates considered. Possibility of sales, if desired. Airmail tape and resume to KVMN, 2828 W. Northern, Pueblo, Colorado 81004.

Christian station with balanced programming. Must be good reader, smooth on board and first class ticket. KWIL, Albany, Oregon 97321.

Christian station. Midnite to six shift. First class ticket. KWIL, Albany, Oregon 97321.

R&B station on west coast needs announcers with first phone license immediately. Rush tapes, resume to KYAC Radio, Seattle, Washington.

Michigan—Accepting applications for experienced announcer. MOR ABC affiliate. New studios and equipment. Benefits. Contact General Manager, or Program Director, WBCM, Bay City, Michigan.

Friendly, experienced personality. Afternoon or mid-day slot. Top 50 market MOR format. Send tape, resume: WCUE, Akron, Ohio 44313.

Experienced R&B personality needed by growing member of national broadcast group. Good benefits program. Send tape, resume, photo to: Bob Tod, Operation Manager, WGEE, 4800 E. Raymond Street, Indianapolis, Indiana 46203.

Combo man for top rated CBS affiliate. University town. No maintenance, 1st phone, salary open. Send resume, picture and tape to General Manager, WINA, Charlottesville, Virginia.

WJAT Swainsboro, Ga., has immediate opening for announcer with third class endorsed license. Good salary and working conditions plus additional income from play by play. Fringe benefits including group, hospital, life and disability insurance. Early reply important. Send air check, resume, reference and snapshots to John Bailes, General Manager, P.O. Box 289, Swainsboro, Ga. 30401.

Need two men—one for news and one for announcing-sales. Great ski country. Contact Bob Knutson, WJMS, Ironwood, Michigan 49938.

Immediate opening: Enthusiastic, adult personality. MOR. Tape, resume, salary to Bob MacCallum, WLVA, Box 238, Lynchburg, Va. 24505.

Opening contemporary morning man. Good salary, paid vacation, insurance benefits. Mature, experienced, dependable announcer with good references and tremendous ability. Send tape, resume and photo . . . Mr. Vester, WRNC, Raleigh, North Carolina 27602.

Immediate opening, announcer: Twenty-four hour country operation. Requires good voice and draft exempt. Permanent position. Send tape to: Jim Wilkie, Operations Manager, WTID, Newport News, Virginia 23605.

Radio announcer—permanent position with progressive 100,000 watt FM radio station. WWLA, Grandd Bluff, Route 2, LaCrosse, Wisconsin 54601. Replies confidential.

Announcers—(cont'd)

New England Spanish station seeks bilingual man for combination sales & dj. Must have strong news delivery (Spanish). Call Mr. Entress, 203-247-2972 collect.

Technical

First class engineer wanted for group owned station in top ten market. Experienced man preferred but inexperienced man with ability and desire to succeed considered. Equal opportunity employer. Box M-200, BROADCASTING.

Chief engineer wanted for 1 KW non-directional AM. Devote full time to engineering; no announcing or other duties. Mostly new equipment. If you're a competent, take-charge engineer, contact Box M-261, BROADCASTING.

Somewhere there is a good engineer who can handle a short sign-on show and some sales. He should like living in a progressive and competitive medium Southern market at a well-equipped, top-rated station. Good income assured. Resume and tape Box A-29, BROADCASTING.

Wanted: Experienced chief engineer announcer. Small market daytimers northern Wisconsin vacationland. Resume and air check to Box A-70, BROADCASTING.

Michigan—need FM transmitter operator, third class with endorsement. Will train beginner. No announcing. Contact Wes Thompson, Chief Engineer, WBCM-FM, Bay City, Michigan.

First phone—immediate opening for beginner. Directional array. Will train in practical announcing and engineering. Good salary. Hospitalization. Backed up by established engineering dept. WMWM Radio Station, Wilmington, Ohio. Call or write.

NEWS

Need News director for metro midwest group station. Modern format. Send tape, resume sonnet to Box L-57, BROADCASTING.

Morning Newsman—Top 40 format. Large northeast market. Heavy weights only. Salary open. Send tape, resume and photo, Box A-17, BROADCASTING.

Need man to gather and deliver news for Southern station. Mature and imaginative. Prefer experience but trained man acceptable. Resume and tape. Box A-28, BROADCASTING.

News director needed at once by N.J. station heavy on local news. Must be able to gather, write and broadcast. Tape G resume first letter. Box A-106, BROADCASTING.

Newscaster with experience in news gathering. Exclusively news. Immediate opening. Good salary. Send tape, resume and minimum salary. Box A-115, BROADCASTING.

Indiana kilowatt wants experienced newsmen to gather, write, deliver local news. Completely equipped news department. Excellent starting salary, many fringe benefits. Send tape, resume, photo to: Box A-130, BROADCASTING.

Wanted aggressive newsmen for major western Canadian market. Must possess broadcasting and writing ability for locally oriented station. Send tape and complete resume. To Dale O'Hara, News Director, CKXL, P.O. Box 1140, Calgary 3, Alberta, Canada.

Newsman for midwest CBS affiliate. Must be versatile in all phases of radio news. Experienced also offered in combined TV news operation. Contact Ken Kew, KGLO, Mason City, Iowa.

News director; report and broadcast; send tape, resume to Gene Claussen, KXIC, Iowa City, Iowa.

Experienced, mature-sounding newsmen needed at once for central Florida's leading radio news team. Send tape, photo, resume and salary requirements to Bob Raymond, News Director, WDBO, P.O. Box 1833, Orlando, Florida.

Newsman wanted—local coverage. WELV, Ellenville, N.Y. Contact immediately, Sy Dresner, 914-647-5678 or 561-5236.

If you're an authoritative newsmen looking for a good medium size market to sink your teeth into and show the world what you can do . . . then WTOD, Toledo wants you. Send immediately, a recent air check, photo, resume and salary expected to: Donn Williams Program Director, WTOD, 3225 Arlington, Toledo, Ohio. If you're in a hurry . . . great . . . call 419-385-2507 collect . . . but only if you're good. Got a first phone??? your chances are even better.

News—(cont'd)

Northern Illinois-southern Wisconsin 5 kw fulltime radio station looking for assistant news editor. Should have news gathering, writing, typing and announcing experience or college journalism background. Great opportunity for young man seeking future promotion within station group. If you have sincere interest in news and like part time DJ work, send resume and short newscast tape to: P.O. Box 1108, Beloit, Wisconsin or phone 608-365-6641.

Programing, Production, Others

Top rated soul station in Texas needs a hard working creative program director. Strong on detail, contests, promotion. If you are a p.d. now, or think you are capable of being one, let me hear from you. Complete details about you are necessary Box M-208, BROADCASTING.

Commercial production man needed. We recognize and will pay for true creativity. Box A-45, BROADCASTING.

Western Pennsylvania—expanding radio and cable TV group seeks young, aggressive promotion and merchandising director. Should have some experience—not necessary, but is desirable. Send complete resume Box A-111, BROADCASTING.

We want our advertisers to have outstanding creative commercials, and are willing to pay the man who can produce them. KVOC, Box 2090, Casper, Wyoming.

Our staff reads BROADCASTING Magazine from front to back . . . not the other way 'round. They're happy to stay with one of the country's finest small market radio stations . . . unless they hunger for the big city. Few do. The pay is good, too! If you have 3 years experience, like metro quality broadcasting in a small market and want security call Larry Weller, 816-263-1230, at KWIX.

Southern fulltime AM needs experienced top 40 announcer. Good pay, good working conditions and opportunity for advancement. Good references and past record required. Contact Jerdan Bullard, WKUL, Cullman, Alabama.

Situations Wanted

Management

A key man is available. General Manager with outstanding, consistent record is ready for much larger challenge. In mid-thirties, happily married. Want to associate with strong, progressive broadcast company that needs, wants and can afford top management talent. Geographical location not important, only the opportunity. Resume available. Box A-3, BROADCASTING.

Hard working, well trained Broadcaster seeking managership of medium or small market station. Background includes 15 years in sales and programming. Creative, aggressive, age 35. Prefer Southeast, Florida. Box A-26, BROADCASTING.

General Manager-Manager, successful, experienced in all phases, hard worker, prefer West Coast. Box A-33, BROADCASTING.

Let me give you a new Cadillac in Feb. "Chevrolet" if you are in a small market or cash. No gimmicks. Just a lot of hard work on my part and profit for each of us, excellent references. Write Box A-41, BROADCASTING.

Southwest broadcast media . . . 25 years in radio and television. Know broadcasting from programming to management. Good sales record. Seek station management with stock option. Box A-43, BROADCASTING.

General Manager . . . Prefer small or medium market. Box A-65, BROADCASTING.

Experienced radio station manager will consider good offer. Box A-68, BROADCASTING.

Manager, Trouble-shooter . . . experienced broadcaster . . . up-grade your business . . . S.W. pref. . . confidential . . . Box A-74, BROADCASTING.

Twenty-three years radio sales, thirteen were as Manager-Sales manager. Civic minded, college, best references. Box A-85, BROADCASTING.

Corporate reorganization necessitates relocation of small market manager, 20 years experience, 12 in management, 8 at last station, a daytime AM automated stereo FM, where gross ann net doubled during tenure. Also acquired franchise and built CATV, promoting 2000 sign-ups in first six months. Former radio PD with extensive announcing and sales, some TV. Also traffic, copy news, interested California coast, but will consider any location. Available now. Midwesterner, 37, family. Current employer recommends. Box A-108, BROADCASTING.

Management—(cont'd)

Present station manager—GSM, small market, seeks similar position. 6 years experience in all phases. 1st ticket, married, college. A con-do manager in respected community involvement, larger billings and profits. Box A-112, BROADCASTING.

Station manager, 22, now at successful FM in 3/4 million California market. Married, U.C. Berkeley graduate, 2 1/2 years experience. Management, board, engineering (3rd) production. Seeks challenge. Reply Box A-120, BROADCASTING.

Profitable management—14 years in broadcasting, 5 years as top 50 market manager. Masters degree, taking time to make right move, 31, married, 3 children, want northeast area. I build profits and ratings, experience in sales, union relations, FCC etc. Looking for challenge and potential—present income \$16,000.00. All inquiries answered. Box A-122, BROADCASTING.

Operations manager in major market will make money and ratings for your station. 618-451-7511.

Manager 12 years. PD, CM, news 6. Sales, first phone, knowledgeable overall supervision. Prefer midwest. 314-334-2269 before noon.

Sales

Young journalism graduate seeks sales career with group station in southeast. Box A-126, BROADCASTING.

No tickie, no laundry; sellee, no payee, if you have a radio station in a medium or small market east of the Mississippi, I could make you an extra \$5,000 in the next three months. No investment on your part. Best of references. Phone 703-353-0578, collect between 5-6 PM Monday thru Friday.

Announcers

Los Angeles pro—available, daytime shift, southern California. First phone. Box M-176, BROADCASTING.

1st phone—Bill Wade School graduate with limited experience. Stable family man seeking top 40, 22, service complete. Write Box A-10, BROADCASTING. If your opening is permanent.

Top rated announcer. Nine years experience major markets. First phone. Outstanding references. Box A-15, BROADCASTING.

Professional radio deejay, TV personality. Major markets. Now in Florida. Top references. Box A-46, BROADCASTING.

Recent broadcast school graduate looking for first job. Box A-51, BROADCASTING.

Two professional contemporary broadcasters. First ticket. Major market experience. Box A-61, BROADCASTING.

CGW. 1st phone, dj-salesman. Young, experienced. Box A-62, BROADCASTING.

Look! Experienced top 40, MOR, currently R&B, Negro personality. Young professional, looking for a top-rated pop, or R&B operation in a major market. PD experience and production minded. Box A-66, BROADCASTING.

First phone—dj, sales. Five years experience. MOR—top 40—country. Age 40. Good track record. Medium or large market. Calif., N.Y., Mich. or nearby. Box A-71, BROADCASTING.

Negro. Beginner, bright dj, announcer/sportscaster seeks career in broadcasting, will persevere. Broadcasting school professional training. Dependable family man. Box A-73, BROADCASTING.

Two years experience, some college, third, draft deferred. Box A-75, BROADCASTING.

First phone jock, top 40, some experience, 22, completed active duty, non-screamer. Box A-82, BROADCASTING.

Dependable DJ light board—third endorsed. Excellent community man. Relocate. Box A-84, BROADCASTING.

First-phone country jock, top rated, metro experience. TV, too. Production. Sober, family, mature. No sign-on. Box A-98, BROADCASTING.

Good voice announcer/dj. Authoritative newscaster, family man. Experienced. Box A-101, BROADCASTING.

Personality, "top-40," PD-DJ, experienced, 3rd class, rocker, fast, knows music. Will consider small/medium market as PD. Box A-113, BROADCASTING.

Four years experience, top rated—Mass. Fla., and the southwest. First phone . . . available now! Want stable situation. Box A-114, BROADCASTING.

Situations Wanted

Announcers—(cont'd)

First phone PD—15 years experience in every phase. Desire station that cares about programing. Box A-116, BROADCASTING.

Enough of small towns. If you want a first phone with 6 years experience, a true announcer in every sense of the word, then it's me for you. Play by play, news, music, some maintenance, and a real pro. Let's get together, I'M ready for a move. Box A-118, BROADCASTING.

Negro dj, news announcer. 3rd endorsed. School graduate. Box A-119, BROADCASTING.

Experienced dj-announcer-newscaster. Mature sound, good production. 3rd endorsed. Box A-124, BROADCASTING.

Mature recent broadcasting school graduate desires first chance. 3rd phone endorsed. Presently employed in sales - major food company. I am interested in and have knowledge of CGW format. Married, no children. Will relocate anywhere. Box A-127, BROADCASTING.

Announcer-1st phone—21—4-F looking for immediate opening in the west. Prefer top 40. Country or lively MOR. John Maguire, 82 LaSalle Ave., Framingham, Mass. 01701. Tel. No. 617-877-5855.

Hil Young ambitious beginner. Dependable, reliable, hardworking. Liberal Arts college, Broadcasting college. Sales experience. 3rd endorsed. Prefer MOR, CGW, central, south Florida. Draft exempt. Want chance badly. Write J. P. Morrison, 314 South Federal Hwy., Lake Worth, Florida 33460.

Newsman-announcer. Experienced. authoritative delivery. Copywriting sales experience. First class ticket. Jack Logan, 1122 Grant Street, Ashland, Ohio. Phone 419-324-8262.

Experienced—3rd phone. Any format, any place. Available yesterday. Bob Melton, Rt. 1, Wright, Kansas 316-225-4564.

Announcer, draft exempt, 23 years old, good voice and production, three years experience in Des Moines, seeks top 40 station. Call collect after 7 p.m.; Mark Brown, 1-515-277-4761.

Announcer, sales, first phone, experienced, sober, reliable, 205-859-1531.

1st phone wants southeast. Preference to college market for wife. P.O. Box 732, Laurens, South Carolina.

Technical

Transmitter engineer desires permanent position in Florida. Experienced. Box A-47, BROADCASTING.

Engineer, single, sober, sixty, available, AM consultant, where maintenance incentive, and experience was needed. . . . Wallace V. Rockefeller, Wood River, Nebraska. "No listing of telephone, or 'Zip' necessary."

NEWS

News director now with top rated midwest AM/FM seeks opportunity. Box A-72, BROADCASTING.

Telephone-talk show host . . . One of the best. Former talker in three of top 20 markets. Recently in TV news. Interested in inaugurating nightly talk show on your station . . . or taking over established show. Anybody can play records. Box A-88, BROADCASTING.

Midwest metro radio news director seeks major market spot as writer, reporter, newscaster. Will also consider TV street or writing. Heavy experience reporting political, governmental, and hard news. Excellent references. Journalism M.A., draft exempt, married. Box A-100, BROADCASTING.

Experienced award winning newsmen seeks western radio/TV market. College graduate, excellent references, military obligation out of the way. Not a "rip and reader." Available immediately. Box A-121, BROADCASTING.

Programing, Production, Others

Programing consultant—Are your ratings slipping? Format problems? Programing consultant, with proven track record in music, news, talk, sales, now setting-up 1969 itinerary. All replies confidential. Box A-39, BROADCASTING.

Thirteen years medium and major market management and programing experience. Top 40, top recommendations . . . top salary. You get what you pay for. Box A-138 BROADCASTING.

Prog., Prod., Others—(cont'd)

Program director of contemporary top 50 is looking for more responsibility and larger station. Excellent background. Top 10 market jock. Available sometime after Jan. 1. Box A-81, BROADCASTING.

Contemporary PD, 1st phone, 22, experienced in general broadcasting—some as jock. Good ideas. Completed active duty, college. Box A-83, BROADCASTING.

Talented Asst. sports director wants permanent job as sports director. Experienced and knowledgeable in all phases of sports. Willing to relocate. Box A-125, BROADCASTING.

1st. To broaden experience—anything. Want south-east. 803-984-4971, or Box A-132, BROADCASTING.

Professional program director will put your station in ratings. First phone. 618-451-7511.

TELEVISION—Help Wanted

Management

General manager—sales manager rapidly growing city between 29 and 35. Call Mr. M. Silverman collect. soon 750,000. Unusual opportunity for married man Area code 202-265-4734.

Sales

Northern Ohio "V" wants local salesman experienced with proven performance. Group station in one of Mid-America's most prosperous markets. Box A-23, BROADCASTING.

If you want a position of responsibility and challenge at a leading aggressive station in a pleasant mid-west city, you may be the man to manage our radio sales-traffic operation. In exchange for your dependability and efficiency, we offer all of the usual fringe benefits plus a few and a salary that reflects your experience and ability. Explore this opportunity with us by forwarding your resume and personal data to Box A-89, BROADCASTING.

Regional sales manager—wonderful opportunity for experienced TV salesman at fast rising new KFIZ-TV, Fond du Lac, Wisconsin. Guarantee plus commission. Great place to live, work and make money. Send resume to Will Darch, KFIZ-TV, 18 West First Street, Fond du Lac, Wisconsin 54935 or phone 414-921-3770.

Announcer

CBS affiliate Bakersfield, California, going full Norelco color in January needs Announcer-Director to direct early evening news, commercials, capable of on-air delivery. Send resume and video tape or SOF to: Operations Manager, KBAK-TV, Box 2929, Bakersfield, California.

Technical

Experienced first phone. Operate radio remote control and TV audio. Opportunity to learn color TV, Ohio Valley. Box A-63, BROADCASTING.

Television studio technician requires first class radio telephone license. Minimum three years experience. Write: Lou Bell, Chief Engineer, KNTV, 645 Park Avenue, San Jose, Calif. 95110, (408) 286-1111.

Have opening for first phone engineer at KREX-TV, Grand Junction, Colorado. Some control room, switching, and video tape work. Call Carl Anderson, 303-242-5000.

Openings for technicians with 1st class license. AM/FM/TV operations and maintenance. Video Tape, automation, FM stereo. Experienced or inexperienced. Air mail resume to: Pat Finnegan, WLBC-TV, Muncie, Indiana 47302.

TV engineer—excellent opportunity for young man who wants to get into TV engineering and who has capability to learn quickly under chief engineer. The man we are seeking must have first-class license, fundamental knowledge and is perhaps presently employed in radio. Profit sharing and other long-range attractions. WSAV-TV, Savannah, Georgia.

NEWS

Newsman for midwest CBS affiliate. Versatility essential from reporting to airing news program. Also opportunity in combined radio news operation. Contact Ken Kew, KGLO, Mason City, Iowa.

One experienced TV photographer with journalism degree or comparable experience for WCKT-TV News, Miami. Phone Gene Strul, PL 1-6692.

Programing, Production, Others

Major San Francisco TV station needs graphic artist with experience in television layout and design. Experience in set design and staging a plus. Excellent working conditions and fringe benefits. Send resume to Box M-233, BROADCASTING.

TV copy writer. Progressive North East station needs copy writer with creative imagination to write and produce commercials and on-air promotion. Artistic ability helpful. Should be familiar with VTR, film and slides. Prefer college grad. Send resume and sample to Box A-21, BROADCASTING.

Film director wanted for station in major market. Film editing background required along with administrative experience. Profit sharing plan, good all around benefits at a great station. Send resume to Box A-133, BROADCASTING.

Studio manager for new middle Atlantic ETV Station. Experience in ITV necessary. Position calls for both management and production duties for a two city operation production center. Send resume to: Production Manager, WMUL-TV, 1737 Third Avenue, Huntington, West Virginia 25701.

Artist for new middle Atlantic ETV station. Available March, 1969. Duties include all those of ITV/PTV operation. Send resume and salary to: Production Manager, WMUL-TV, 1737 Third Avenue, Huntington, West Virginia 25701.

Artist: Young artist with all-round knowledge of TV art. Includes: hot press, lettering and scenic design. Must be experienced and able to work well with others in this three man department fine working conditions in this active Time-Life station. Send resume and samples of work to: Mr. William Wild, Television Production manager, WOOD-TV, 120 College S.E., Grand Rapids, Michigan.

TV continuity writer needed. Experience helpful. Excellent opportunity for radio copywriter to move into TV, immediate opening. Good working conditions. Outstanding fringe benefits. Send letter, resume and copy samples to Continuity Director, WTWO, P.O. Box 299, Terre Haute, Indiana 47808.

Take over television traffic manager needed immediately. Must create and maintain flawless operation. Salary open. Florida. Phone 813-936-0195.

TELEVISION

Situations Wanted—Management

TV Station sales manager. 31 year old salesman handling top list at leading network owned and operated TV station in country, wishes to step up to management. Will respond to all contacts. Box A-55, BROADCASTING.

Professional broadcaster, program director/operations manager major market group outlet desires management position with progressive organization. Box A-59, BROADCASTING.

39 year old advertising executive with family has proven management abilities and track record desires TV station management position with option to buy in within year. Through personnel relationship, can improve sales, and station image. Experience nineteen years, sales, talent, program management, station ownership, management. Am in no hurry, seeking opportunity with right station in 3 or 4 market operation. If your station is 3rd or 4th, can elevate to first. Prefer intermountain area but all offers considered. Write Box A-99, BROADCASTING.

Sales

Salesman with 4 years background at network TV OGO interested in relocating out of N.Y. Will consider radio or TV sales. Box A-50, BROADCASTING.

Announcers

Seven years experience in radio, TV, film. Now want straight TV. Some radio if necessary. Box A-56, BROADCASTING.

Are you ready for me? I'm ready for TV. Solid qualifications. Box A-78, BROADCASTING.

Technical

Director of engineering-assistant, or xmtr supervisor in a new station; college engineering; 15 years experience, installation, operation, maintenance, microwave. Box A-57, BROADCASTING.

1st phone, experienced studio, transmitter operations and maintenance. Box A-64, BROADCASTING.

Technical—(cont'd)

Top technical man, experienced in all phases of color, desires change. Currently director of engineering and operations of ETV station which recently completed million dollar plus construction project. Walt W. Bundy, Jr., 268 Newman Ave., Harrisonburg, Va. 22801 (703) 434-1059.

NEWS

Executive producer of news—top five market. Experience: 12 years, including networks. Top references. Employed. Married. Want management position. Box A-80, BROADCASTING.

Viet Nam correspondent & TV news anchorman available. Seek news directorship . . . Anchor position . . . or field reporter for major market station. Also strong on talk & public affairs. Salary secondary to opportunity. Box A-87, BROADCASTING.

Executive news producer—top 5 market. Available for management position. Extensive TV experience, including networks. Excellent references. Box A-91, BROADCASTING.

Assistant news director—seeks news director's position. ABC/NBC news experience. Presently employed/top 10 market. Extensive TV background, good reference. Box A-96, BROADCASTING.

Programming, 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.

Production manager, 13 years in television, B.A. Will organize, train and coordinate dynamic department. Offers administrative and creative talent. Excellent references. Box A-48, BROADCASTING.

Producer-director sought? Production experience in closed-circuit and ETV. B.A. (Political Science) plus M.A. (Radio-Television-Film). Don't write if position doesn't demand creativeness and imagination. Box A-95, BROADCASTING.

Promotion director (radio) wants TV. Eleven years in sales and audience promotion, merchandising, PR, writing, announcing and production. Excellent record with top area 5 kw. Box A-104, BROADCASTING.

TV artist-supervisor; A real pro. Graphic & Photography background. Well grounded in production, sales promotion & copy writing. Qualifications far exceed present requirements. Box A-107, BROADCASTING.

Young, bright assistant director wishes to move up to director or producer spot. Experienced in news, variety & children's programming. College graduate, single, draft exempt. Box A-131, 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 78040.

Urgently needed. Channel 4 transmitter and antenna. Transmitter can be 250 or 1000 watts. Must be in operating condition. No junk. Advise price, availability and total weight. Write, Wire or phone Ed Ries and Associates, 414 N. Alfred Street, Los Angeles 90048, 213-651-5080.

Wanted to buy: 1 kw FM transmitter, 1 FM modulation monitor, 1 FM frequency monitor. Equipment must be in working condition. Send complete details and description of what you have to: Ted J. Gray, Jr., WKDE Radio, Altavista, Virginia 24517.

Used 50 kw AM transmitter in good operating condition for cash. Box A-90, BROADCASTING.

FOR SALE—Equipment

Coaxial cable—Helix, Styroflex, Spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list, S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3572.

\$4750.00 buys a Gates FM5B transmitter in good operating condition with used spare final, tubes, filters and factory reconditioned mono exciter tuned to 100.7. Also available 500 feet of used 3/8", 51.5 ohm, rigid transmission line in 20 foot sections at \$3.00 foot. John R. Kreiger, KQET, 113 W. 8th St., Austin, Texas 78701, A.C. 512-478-8521.

Special—Cartridge Tape playbacks: Spotmaster 505, Tape-caster 600P: \$230.00 each. Ampex 601: \$350.00 Like new. Reconditioned and guaranteed. Broadcast Products Co., Inc., 3814 Everett Street, Kensington, Maryland 20795. Phone 301-933-3400.

FOR SALE—Equipment

(cont'd)

Used complete Mosley STL and remote control package. 945MHz STL consists of transmitter, receiver, two Scala antennas, Mosley RRC 10 remote control system. All have had excellent maintenance and are in first-class condition. P.O. Box 943, Bellingham, Washington 98225.

Four solid-state equalized turntable pre-amps with self-contained A.C. regulated power supply. 600 ohm balanced output variable up to ODBM. Units sold with G.E. VR II cartridges, \$65.00 each. Sound Associates, 30 Hunt Street, Quincy, Massachusetts 02171.

Complete stereo dual STL currently in service, 944 megacycles. Fantastic fidelity and performance record. Very modern and compact \$5,000 complete. K-101, 1001 California Street, San Francisco, Calif. 94108.

238 ft. Truscon (Republic Steel) model H-30 radio tower. With 300 MM beacon and solid-state flasher. Fully insulated, self-supporting, dismantled \$7,500.00. W.W.L.A., Grandad Bluff, Route 2, La-Crosse, Wisconsin 54601.

Broadcast crystals. New or repairs for Gates, RCA, Biley, W. E. and J-K oven holders. AM monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Eidson, Electric Co., Box 96, Temple, Texas 76501. Phone 817-773-3901.

MaCarta Carousels, #2408. 24 Cartridge players. MaCarta record center #560. 20 racks, blower. Automation tone relay and generator copy of GE Unilevel. Quality Music, 2728 N. Bonnyview, Redding, Calif. 241-3919 (916) nights OK.

2 RCA color camera chains, TK-40A modified by RCA to approximate TK-41. Around 5000 hours. \$13,000 each. Call 317-773-0030. Write WURD, Noblesville, Ind.

Film processor. Fulton automatic model FO-1. Black and white reversal. 1200 ft. capacity. Best offer. Call M. Silverman, area code 202-265-4734.

McMartin TBM 4000 SCA monitor—\$800. Tuned to 97.3 mc Excellent condition. Contact: Chief Engineer, WGH Radio, P.O. Box 98, Newport News, Virginia 23607. Phone: 1-703-826-1310.

For sale 300 ft. TV cable tower, guyed. U.S. Towers, 249 Bartow Lane, Petersburg, Va.

MISCELLANEOUS

Deejays! 11,000 classified gag lines, \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

The name of the game is ratings!! An Air-Check of your format and \$25 (refundable as a credit on services), will get the answers that will increase those ratings and sales. We guarantee it! Bee Jay Productions/Sunset Artists, 75 E. Wacker Dr., Chicago, Ill. 312-641-0643.

Laugh In is #1 in the tube!! You can have your very own LAFF INN for radio . . . We furnish the pieces, you put them together! \$15 for 7 in. reel. Bee Jay, 75 E. Wacker Dr., Chicago, 312-641-0643.

New in the business? Your last interview a flop? Perhaps it was your audition tape. \$10 and your best tape gets you an honest appraisal and the remedy, from top jocks in Nation's #2 market. Write Box A-97, Broadcasting.

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, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for April 2, July 9, Oct. 1. 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 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st Class exams; New programed methods and earn while you learn; job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combom, 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 \$360. Classes begin at all R.E.I. Schools Feb. 10, Mar. 17, Apr. 21. 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 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredricksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, D.C., Minneapolis, Los Angeles. Proven results. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266, (213-379-4461).

Tape recorded lessons for first phone. Bob Johnson Radio License Training, P.O. Box 292, Westfield, Mass. 01085, (413-568-3689).

One week personal instruction for first phone in Atlanta, Detroit, Seattle. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266.

Portland, Denver, New Orleans, Boston will host one week personal instruction sessions for first phone in 1969. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266.

Why pay more? First phone license in four weeks \$295.00. Guaranteed results . . . Rooms \$8.00 weekly. Next class February 17th. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tennessee phone 297-8084.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class February 24. Most experienced personalized instruction and methods. Lowest costs finest accommodations available close-by. Call or write: Don Martin School, 1653 N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

RADIO—Help Wanted—Sales

SYNDICATED SPOT PACKAGE REPRESENTATIVES

Established audio production house seeks enterprising self-starters with proven sales ability to sell new, never-before-offered packages. High commissions, great opportunity. All regions open, management position available. Can be combined with present related line.

Box A-139, BROADCASTING

*Nationwide has the contacts and experience
to help you fill important job openings*

CALL 312 337-5318

Nationwide Management Consultants

645 North Michigan Avenue, Chicago, Illinois 60611

Specialists in Executive Recruitment

Announcers

AM DRIVE NEWSMAN

Immediate opening for well trained, good voice newsman with metropolitan city experience. Excellent working facilities. Metropolitan market. Our staff notified. Starting salary \$7,800. Send tape to:

Box M-248, Broadcasting.

SOUL JOCK

We are top-rated group operated R & B station in major Southern market and have immediate opening for a real "pro" Soul Jock. Format is extremely tight. If you are experienced Soul Jock, can follow format instructions, project a happy personality, you could be our man. If you qualify, rush tape and resume immediately to:

Box A-92, Broadcasting.

Major Market

50,000 watt progressive MOR seeks daytime personality. Former top forty acceptable. \$12-15,00 dependent on ability.

Box A-117, Broadcasting.

Technical

**RADIO
DIRECTOR
OF
ENGINEERING**

Midwest location. Salary up to \$17,000 for Chief Engineer with Electrical Engineering degree or equivalent.

Call Jerry Jackson
312-337-5318
Nationwide Management Consultants
645 N. Michigan Ave.
Chicago, Ill. 60611

NEWS

WTOP RADIO

Needs BROADCASTERS. Immediate opening with all news station in Nation's Capital. Positions available for professional newscasters, reporters, editors. Send tape and resume (no phone calls) to:

WTOP RADIO, BROADCAST HOUSE
Washington, D. C. 20016

Help Wanted

News—(cont'd)

NEWSMAN

Fast-paced R & B station, top rated in major Southern market, needs experienced newsman. Must be good reader, capable of editing wire copy plus ability to write own stories. Not a "rip and read" station. We want a true professional in news. If you qualify and are interested, forward tape and resume at once.

Box A-93, Broadcasting.

An equal opportunity employer.

Program, Production, Others

AMERICAN FOOTBALL LEAGUE

ALL STAR GAME

Jacksonville, Florida

Sunday, January 19th, 1969 Exclusive radio rights by Empire Sports Production.

Complete game available for local sale. 25 1-minute commercial breaks guaranteed. Loop lines paid to your toll test station.

Cost: Up to 15,000 population \$70, 15,000 to 50,000 population \$80, 50,000 to 100,000 \$90, over 100,000 population \$150, Top 25 markets \$250.

EXCLUSIVE RIGHTS IN YOUR MARKET

Air time 1:45 EST.

Call today: Roy Blomquist, Empire Sports Production, P.O. Box 30, Keeseville, N.Y. 12944. Note our new number—518-834-9082.

Situations Wanted Management

Radio-TV Pro

20 years talent end, seeks initial managerial slot. Ivy grad, personable, knowledge production, programing, play by play, news, good music, editorials, community involvement.

Box A-12, Broadcasting.

Announcers

Midnight to 6AM are my hours

American Airlines "type" is my kind of show. 5 figures is the price. I have: a wife, three children, 1st phone, military finished, 9 years experience, a commercial pilots license. Currently with a 50kw station. Available about Feb. 1st.

Box A-128, Broadcasting.

Program, Production, Others

PUBLISHING EXEC.

Young, dynamic publisher available to organization interested in entering printing, publishing field. Wide newspaper experience. Top administrator. Now in Chicago area. Will relocate for opportunity. Write

Box A-36, Broadcasting.

TELEVISION—Help Wanted

Management

**ASSISTANT
to the
PRESIDENT**

We want the finest young broadcast executive in the country! The man we need probably doesn't need us, but we will pay to get him. His assignment will be to assist the President of an existing group ready to expand its holdings in the communications field. Our man must know every phase of station operation and be able to direct other management personnel. Chicago base with limited travel. If you are in your thirties and have enough "guts" to make a move for something better, an interview will be arranged. Send resume in complete confidence to

Box A-136, Broadcasting.

BUSINESS MANAGER

Top-ten market TV station has immediate opening for Business Manager. Top starting salary. Call

RON CURTIS 312-337-5318
Nationwide Management Consultants
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SMALL MARKET U.H.F.

Local facility requires experienced, aggressive young sales-manager and additional salesman. Full videotape, remote capability, top programing. New facility planned. Small draw against liberal commission. Outstanding opportunity in growing operation. Phone:

Station Manager
area: 317-664 9066

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Immediate opening for college graduate with limited Television or Radio experience to join our management consulting firm. Position would involve contact with TV and Radio station owners and their executives. Top salary. Send resume to Ron Curtis, Nationwide Management Consultants, 645 N. Mich. Ave., Chicago, Illinois 60611.

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VIDEO TAPE ENGINEERS

Expansion in the video tape machine field has created new opportunities for engineers to test equipment at our plant and supervise installations at customers' facilities. You should have previous experience on video tape equipment, either with a manufacturer or a broadcast station.

If you are a self-starter and have the experience required, this is an opportunity to grow with a dynamic, expanding national company in the broadcast field. Attractive salary will be commensurate with background and experience. Send your resume to Mr. Frank Haney, General Manager

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Exceptional Opportunity
Experienced Chief Engineer needed for G.E. equipped UHF television station in New York metropolitan area. Salary open. Send resume with letter to:
Box A-42, Broadcasting.

NEWS

TV ANCHORMAN

Major group operator seeks top-flight newsmen with polished on-air delivery. Must be first-class pro. Openings in two of our markets . . . one southeast, the other west. Send resume and VTR air check to

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Programing, Production, Others

BOSTON SALES PROMOTION

Great opportunity to run a department devoted to sales promotion, development and research. Large art department and print shop to do your graphics; aggressive sales force ready to translate your ideas into dollars. Send resume, samples and salary requirements in confidence to

Box A-52, Broadcasting.
An Equal Opportunity Employer.

PROMOTION/PUBLICITY ASSISTANT

Creative individual wanted for number 2 position in 4-man Promotion Department of Top-15 market television station in midwest. You will write and produce on-air promotion. Production and writing skills essential. Ability to shoot and edit 16mm film is an asset. Sales promotion background desirable. College graduate preferred. Excellent opportunity for advancement. Salary commensurate with experience. Excellent fringe benefits. Send resume in complete confidence to

Stan Pederson, Promotion/Publicity Director, WLW-TV, 1401 N. Meridian Street, Indianapolis, Indiana 46202.

An equal opportunity employer (M/F)

Programing, Production, Others

DIRECTOR ADVERTISING & PROMOTION

Major market west coast VHF Television station requires individual with heavy background in Television broadcast station Audience and Sales Promotion and/or heavy Broadcast Media Advertising Agency experience. Management level position requires individual who will significantly contribute to both promotion and program ideas. Must be able to initiate, supervise and execute the creativity and mechanics of audience print ads, on the air promotion and sales aids. Submit complete resume and salary requirements.

All replies held confidential.

Write Box A-137, Broadcasting.

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TELEVISION

Situations Wanted

Management

TV Management Executive

Last year our Company engaged a highly-qualified television executive, in anticipation of expanding into multi-market TV station ownership. Our plans have been changed by unexpected developments beyond that individual's control, so that he now seeks another opportunity with our knowledge and consent. His is a rich background in administration, sales, programming, research, promotion, network relations and FCC matters. We can fully recommend him for TV station management or any other position where his experience can be appropriately utilized. If your requirements call for a highly competent person of this type, please write for full particulars on our Executive Vice-President.

Box M-177, Broadcasting.

Situation Wanted

NEWS

Sports Director

Department phased out. Available immediately. Seek TV or AM-TV combo featuring heavy local sports schedule. Veteran pro, top play by play man. Major market preferred, \$15,000 minimum. Have VTR, SOF, audio tapes.

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FM STATION for lease

in 150,000 pop. metro area. Details furnished on request.

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Stations

WANT TO BUY

Small to medium market AM station in midwest. Deal direct with principal.

Robert M. McKune
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SEEKING FULL-TIME

Single station market AM or FM in Indiana or Illinois, reasonably priced. Box A-54, Broadcasting. Would consider other locations if station looks attractive.

FOR SALE—Stations

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Florida East Coast

Major market AM-FM combination. Substantial cash required on total price of \$150,000. Consider selling separately.

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Ky.	medium	F.M.	70M	terms
N.Y.	metro	daytime	128M	SOLD
East	major	profitable	800M	terms

N.W.	small	fulltime	\$ 75M	nego
Ky.	small	daytime	70M	\$20M
Fla.	coastal	daytime	225M	terms
M.W.	major	P.S.A.	200M	cash
M.W.	major	daytime	168M	nego

 **CHAPMAN ASSOCIATES**
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(Continued from page 75)

■ **KTOB** Petaluma, Calif.—Broadcast Bureau granted assignment of license from Sonoma County Broadcasting Co. to Joseph H. and Agnes I. McGilvra for \$142,000. Sellers: Lloyd Burlington and Clifford H. Hansen. Action Dec. 24.

■ **KTXL-TV** Sacramento, Calif.—Broadcast Bureau granted transfer of control of Cypress Communications Corp. from Electronics Capital Corp. de facto (48% before) to Electronics Capital Corp. de jure (50.6% after) through conversion of a \$500,000 7% convertible debenture into 54,288 shares of Cypress common stock. Principals of Electronics Capital Corp.: Richard C. Memhard, president et al. No consideration involved. Action Dec. 24.

■ **KMPX(FM)** San Francisco—Broadcast Bureau granted sale of stock of Crosby-Pouffer Broadcast Co. from J. Edmund Williams (10% before, none after) to Leon A. Crosby (40% before, 50% after). Consideration: \$12,000. Action Dec. 31.

■ **KKFM(FM)** Colorado Springs—Broadcast Bureau granted assignment of license from Garvey Communications Systems Inc. to KKFM Inc. for purpose of corporate reorganization. No consideration involved. Principal: Willard Garvey, sole owner. Mr. Garvey owns KKTU(TV), Colorado Springs and has application pending FCC approval to sell that station. Action Dec. 31.

■ **KSTR** Grand Junction, Colo.—Broadcast Bureau granted transfer of control of Mountain States Broadcasting Corp. from E. Anson Thomas et al. (as a group 100% before, none after) to Roy N. Adamson, president (none before, 50% after), Lincoln D. Coit, secretary-treasurer and Dorothy E. Coit, vice president (each none before, 25% after). Principals: Mr. Coit is lawyer and Mrs. Coit and Mr. Adamson have no other business interests indicated. Consideration: \$180,000. Action Dec. 31.

■ **KSTR** Grand Junction, Colo.—Broadcast Bureau granted assignment of license from Mountain States Broadcasting Corp. to Lincomm Inc. for purpose of corporate merger. No consideration involved. Principals: Roy H. Adamson, president (50%), Lincoln D. Coit, secretary-treasurer and Dorothy E. Coit, vice president (each 25%). Action Dec. 31.

■ **KUBC** Montrose, Colo.—Broadcast Bureau granted assignment of license from Uncompahgre Broadcasting Co. to Woodland Broadcasting Co. for \$209,000. Seller: George O. Cory, president et al. Buyers: Gerald R. Proctor, president (50%), Jerry Johnson, vice president-treasurer (10%) et al. Mr. Proctor is sole owner of laundromat and has 50% interest in application for new AM station at Vidor, Tex. Mr. Johnson is ophthalmologist. Action Dec. 31.

■ **KCCN** Honolulu—Broadcast Bureau granted transfer of control of Jall Broadcasting Co. from Phil David Fine (36.8% before, 10% after) to Al Lapin Jr. (47.4% before, 74.2% after). Consideration: \$5,100. Action Dec. 31.

■ **WLKY-TV** Louisville, Ky.—Broadcast Bureau granted assignment of license from Kentuckiana Television Inc. to WLKY-TV Inc. for cost of Kentuckiana's outstanding stock or \$5,921,996. Principals: Sponderling Broadcasting Corp. is sole owner of Kentuckiana and WLKY-TV Inc. Egmont Sponderling, president et al. Principals own WOPV-AM-FM Oak Park, Ill.; WDIA and WTCV, both Memphis; KFOK, Long Beach and KFOX-FM Los Angeles, both California; WWRL New York; WOL and WMOD(FM), both Washington; KDIA Oakland-San Francisco, and WAST Albany, N. Y. Action Dec. 31.

■ **KCMO-AM-TV** and **KFMU(FM)**, all Kansas City, Missouri; **KPHO-AM-TV** Phoenix; **WOW-AM-FM-TV** Omaha; and **WHEN-AM-TV** Syracuse, N. Y.—Broadcast Bureau granted assignment of licenses from Meredith Broadcasting Co. to Meredith Corp. for purpose of corporate merger. No consideration involved. Principals: Frank P. Fogarty, president et al. Meredith publishes magazines, text and consumer books, manufactures world globes and does contract printing. The company also is applicant to purchase WNEM-TV Bay City, Mich. Action Dec. 30.

■ **WRTV(TV)** Asbury Park, N. J.—Broadcast Bureau granted transfer of de jure control of Walter Reade Organization Inc., permittee from Mayfair Atlantic Corp. (64% before, 46.3% after) to Rutland Corp. (none before, 27.5% after) for issuance of stock per merger agreement. No consideration involved. Action Dec. 30.

■ **WMVB-AM-FM** Millville, N. J.—Broadcast Bureau granted transfer of control of Union

Lake Broadcasters Inc. from Fred M. Wood, Dorothy H. Carlson, Muriel Buglio and Harry J. Daly (as a group 100% before, none after) to William F. Schnaudt, president (none before, 24.97% after), Fairleigh S. Dickinson Jr. (none before, 70% after) et al. Principals: Mr. Schnaudt is broadcast consultant to WNJU-TV Linden, and has minority interest in WJRZ Hackensack, both New Jersey. Mr. Dickinson is president of stock broker firm, chairman of board of bank, state senator from Bergen county, N. J., and owns 28% of WNJU-TV. Consideration: \$280,000. Action Dec. 31.

■ **KAFE-FM** Sante Fe, N. M.—Broadcast Bureau granted assignment of CP from Guy Christian to KAFE Radio. No consideration involved. Principals: Guy Christian (51%) and Belarmino R. Gonzales (49%). Messrs. Christian and Gonzales own KAFE Santa Fe. Action Dec. 31.

■ **WKOL** Amsterdam, N. Y.—Seeks assignment of license from Tele-Measurements Inc. to Paul E. Carpenter for \$125,000. Seller: Jack R. Poppele, president et al. Buyer: Paul E. Carpenter, sole owner. Mr. Carpenter owns 50.5% of WCBA Corning, N. Y. Action Dec. 31.

■ **WJOT** Lake City, S. C.—Broadcast Bureau granted transfer of control of Lake City Broadcasting Corp. from Russell George-Busdicker (50% before, none after) to Mrs. Renee B. Busdicker, executrix under will of Russell George-Busdicker, deceased (none before, 50% after). No consideration involved. Action Dec. 30.

■ **WCLE-AM-FM** Cleveland, Tenn.—Broadcast Bureau granted transfer of stock of Southeastern Enterprises Inc. from R. A. Sharpe (50% before, none after) to Teresa T. and Richard Allison Sharpe and Carol S. Carter, executors of estate of R. A. Sharpe, deceased (as a group none before, 50% after). No consideration involved. Action Dec. 31.

■ **WKBJ-AM-FM** Milan, Tenn.—Broadcast Bureau granted sale of stock of West Tennessee Broadcasting Co. from H. P. Clemmer and John C. Merrill (each 20% before, none after) to Billy J. Haney (none before, 20% after), Bryant Cunningham, Doris King and W. G. Denney (each 20% before, 26.66% after). Consideration: \$50,000. Action Dec. 31.

■ **KTXN-FM** Victoria, Tex.—Broadcast Bureau granted transfer of control of Cosmopolitan Enterprises of Victoria Inc. from Philip J. Tibiletti (17% before, 8.5% after) to Ann C. Tibiletti (none before, 8.5% after) for property settlement agreement. No consideration involved. Principals are applicants for new AM at Edna, Tex. Action Dec. 31.

■ **WILA** Danville, Va.—Broadcast Bureau granted sale of stock of Baron Broadcasting Corp. from Ralph J. and Judith M. Baron (each 50% before, 41.6% after) to Neill McMillan and George J. Lund (each none before, 8.4% after). Consideration: \$10,000. Action Dec. 31.

■ **WGKV** Charleston, W. Va.—Broadcast Bureau granted assignment of license from Edgar L. Clinton to Steere Broadcasting Corp. of West Virginia for \$250,000. Principals: David E. Steere, president (18%), Mrs. Pauline D. Steere, vice president and Jeremiah D. Berkey, secretary-treasurer (jointly 82% as co-executors of estate of Howard D. Steere, deceased). Buyers own WKMI and WSEO-FM, both Kalamazoo, Michigan. Mr. Berkey is partner in CPA firm. Action Dec. 31.

■ **WRVM(FM)** Suring, Wis.—Broadcast Bureau granted assignment of license from Paul A. Stewart Enterprises Inc. to WRVM Inc. for assumption of approximately \$35,000 in liabilities. Seller: Paul A. Stewart sole owner. Mr. Stewart is owner of WRVB-FM Madison, Wis. Buyers: Assignee is nonstock and nonprofit corporation. Mrs. Russell Thurow, Mel Krause, Francis Johnson, directors et al. Action Dec. 30.

Community-antenna activities

The following are activities in community antenna television reported to BROADCASTING, through Jan. 8. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in *italics*.

■ **Modesto, Calif.**—Cablecom General of Modesto has been granted a 15-year franchise. Monthly rate will be \$3.95. The company has agreed to pay the city up to 37% of its gross annual revenue and has promised a television studio for production of public-service programs and a closed-circuit system for Modesto schools.

■ **Lauderdale-by-the-Sea, Fla.**—Broward Cablevision has applied for a franchise, offering 24 channels and underground construction. Customers would be charged \$4.95 monthly, and the town would receive a 10% franchise fee.

■ **Bellevue, Ky.**—Merger of Clearview TV Cable Inc. and Bishop Cablevision Co., has been approved by trustees. Bishop Cablevision principals are James DeForest Bishop, William T. Eldridge, Charles Loeb, John Karl, and Helmut Dieter. Company proposes to provide 11 TV signals, 24-hour weather report, and three FM stations.

■ **Chelmsford, Mass.**—Synergistics Inc., has applied for a franchise.

■ **Malden-Everett, Mass.**—Malden Cablevision Co., owned by multiple CATV owner National Cablevision Co., Boston, has commenced operation.

■ **Medford, Mass.**—Medford Cablevision Co., owned by multiple CATV owner National Cablevision Co., Boston, has commenced operation.

■ **Northampton, Mass.**—Colonial Cable Corp., Woburn, Mass., and Pioneer Valley Cable Television Corp. (multiple CATV owner) have applied for a franchise. Other applicants are Pioneer Valley Broadcasting Co. (WHMP-AM-FM Northampton) and Greater Northampton Cablevision Corp.

■ **Alma, Mich.**—Griatrot Video Corp. has applied for a franchise. The firm is owned by WFYC Alma and James A. McCoy and J. Kitchen, both Caro, Mich. Messrs McCoy and

Kitchen operate Thumb Video Service in eastern Michigan and recently received a CATV franchise for Mt. Pleasant, Mich. Plans call for construction of a seven-channel, underground system; rates would be \$5 a month and the city would receive 2% of subscription fees.

■ **Dowagiac, Mich.**—Twin Valley CATV Inc. has been granted a franchise. Company is represented by Harold Sharpley.

■ **Fulton, Mo.**—Kingdom Cable TV has begun operation in the Callaway section. It hopes to complete city-wide construction by May.

■ **East Brunswick, N. J.**—Middlesex Cablevision Inc. has begun operation with 59 customers. Albert Benninger is president of the company, which received its franchise in 1966.

■ **Garwood, N. J.**—CATV of Garwood has applied for a franchise. Robert H. Frank, Elizabeth, N. J., is representative.

■ **North Brunswick, N. J.**—North Brunswick CATV Inc. has received a franchise. Jacob Friedland is president.

■ **Johnstown, N. Y.**—Twin Cities Cablevision Systems Inc. of Albany, N. Y., has been granted a franchise. The system will provide five channels plus two channels for local programming. Monthly fees will not exceed \$5.

■ **Huntington, N. Y.**—Inter-County Television Corp. has applied for a nonexclusive franchise. The company has offered to connect all of the town's high schools and fire houses and would pay the town 5% of the first year's income and 6% thereafter.

■ **Geistown, Pa.**—Johnstown Cable TV Inc. has been granted a franchise.

■ **McDonald, Pa.**—Center Video of State College, Pa. (multiple CATV owner), and Angelo Valent of Oakdale, Pa., have applied for franchises. Center Video would charge \$4.50 monthly for one TV set and \$1 per month for each additional set. Mr. Valent would charge \$4 per month. The borough of McDonald would receive 3% of the revenue.

■ **Winner, S. D.**—Winner Cable TV has commenced operation.

■ **Fairfield-Teague, Tex.**—Cen-Tex Cable TV Co. has commenced operation. Francis Winters is president of the company.

■ **Tyler, Tex.**—Television Cable Service Co. has asked the city commissioners to permit new rates, to go into effect upon completion of the company's \$900,000 improvement project. Rates would be raised from the present monthly \$4.50 to \$5.95. The company also asked for a 20-year extension of its operating permit.

When John Campbell moved to New York in September of last year to assume the post of president of the ABC Owned Television Stations, the weather was a great deal warmer and the sidewalks considerably firmer under foot. But now that he is well into his first New York winter, the native Southern Californian still walks the near-mile from his upper East Side home to his office at ABC in midtown every morning. He says he doesn't mind the weather, explaining: "I lived in Chicago a few years."

Mr. Campbell is in his office by 8:30 in the morning because he likes to put in an hour of paper work before the phone starts to ring. With two of the five ABC-owned stations in California, Mr. Campbell is guaranteed a few peaceful hours by virtue of the time difference. "It's a great advantage to live on the West Coast—those three hours. If anybody wants to talk to you they really have to plan. It should be considered a fringe benefit," says Mr. Campbell.

Mr. Campbell first joined ABC on the Coast 14 years ago when he went to work in the sales department of KABC-TV Los Angeles. He left for WKB-TV Chicago in March 1964 and served as general sales manager of that station.

"I got there in February," he relates. "It seemed like the worst winter they ever had, but then every winter seems like the worst they ever had."

After two Chicago winters, Mr. Campbell was promoted to vice president and general manager of WXYZ-TV Detroit. It was during the two years in Detroit that he made his reputation for successful programming. He was responsible for revamping the station's schedule and increasing the amount of locally produced, live programming. He replaced a total of 14 different programs. He is particularly pleased with *The Morning Show*, which he describes as bringing in "small numbers," but "successful in terms of community involvement." The numbers as a whole were good by local program standards: "We generally doubled our audience in local programming in all areas."

It was in Detroit, too, that Mr. Campbell established himself as a firm believer in the broadcast editorial. The network and Mr. Campbell both are proud of the mass inoculation campaign carried on by the station in the fall of 1966. That campaign was believed to have staved off a measles epidemic of major proportions in the Detroit area. "End measles Sunday," as the project was called, ended with the inoculation of 175,000 children in one day. WXYZ-TV rallied over 500 volunteers to man 150 clinics.

After the immediate danger passed, the station continued in its fight for a

His interest is local programming in five cities

bill which would provide for the inoculation of public school children. Mr. Campbell ran a heavy saturation of editorials endorsing the bill, and final passage was won after an eight-month hassle in the state legislature.

For its trouble, the station won the National Headliners Award for "outstanding television editorials." Mr. Campbell's editorial series also won awards from the American Medical Association, the Baptist Foundation and the Mary and Albert Lasker Award.

In January 1968, Mr. Campbell returned to KABC-TV as vice president and general manager. In Los Angeles, too, he made full use of editorials: "And we encouraged rebuttals to a point where there were weeks where there were

more rebuttals than editorials."

Mr. Campbell was born in California, about 60 miles north of Bakersfield, in a small town called Porterville in 1920. He graduated from the local high school and briefly attended Bakersfield Junior College.

During World War II, Mr. Campbell served in the Marines, and he was stationed at Pearl Harbor during the Japanese attack. He became a fighter pilot serving in the South Pacific. Mr. Campbell was recalled in 1952 and served as a helicopter pilot during the Korean conflict. Altogether, he has logged over 4,000 hours of flying.

On June 24, 1945, he married Aline Dennison. He has to look up the date and says he forgets his anniversary all the time. Nodding to his secretary, he says, "She's supposed to keep me from forgetting."

That same year Mr. Campbell joined the Rexall Drug Co. where he held various executive positions in merchandising and marketing. When he returned from Korea in 1954, he rejoined Rexall as assistant to the president.

The switch from the drug business to broadcasting took place in 1955. Mr. Campbell attributes the change to a number of acquaintances he had at Metromedia-owned KTTV(TV) Los Angeles. "Most of those friends are now general managers of other Metromedia stations or in other groups," he adds.

Today, in managing five stations instead of just one at a time, Mr. Campbell says he has five times as many problems. But he is still very much interested in local programming. He is busy seeking out programs that can be developed locally by ABC-owned stations and distributed to some or all of the other owned stations. One such project is *Anniversary Game*, due to start Jan. 27 on all five ABC stations. The quiz show is being produced by San Francisco station KGO-TV.

A 90-minute information program called *The Morning Show*, much along the same lines as the show Mr. Campbell had such success with in Detroit, will also be started Jan. 27 on ABC stations in Los Angeles, Chicago and New York. Produced in Los Angeles, *The Morning Show* will not be distributed in San Francisco or Detroit because they already have successful local programming in the morning. Mr. Campbell calls the new morning show "a *Today* show in reverse, coming from the West Coast." It will run 90 minutes and will include 15-minute local news inserts.

Like many successful businessmen, Mr. Campbell spends a lot of his "spare time" at his job. "I play golf infrequently," he says. "I watch television. I wear out dials." His one real hobby is painting: "When I was in Chicago the weather was so bad I took lessons."

Week's Profile



John Edward Campbell—president, ABC-Owned Television Stations; b. Aug. 6, 1920, Porterville, Calif.; joined Rexall Drug Co., 1945, became assistant to president, 1954; joined ABC-owned KABC-TV Los Angeles as account executive, promoted to sales manager; moved to WKB-TV Chicago, 1964, as general sales manager; named VP and general manager, WXYZ-TV Detroit, 1966; returned to KABC-TV as VP-general manager, 1968; named president, ABC-owned TV stations, September, 1968; m. Aline Dennison, June 24, 1945; children—Judith, 22, recently married to dental student at University of Detroit; hobbies—painting, golf, watching TV.

What about the people?

The ambitious, not to say audacious, plans of Thomas P. F. Hoving and his National Citizens Committee for Broadcasting were formally revealed last week. For all their ambition and audacity, they contain few surprises for anyone who has kept up with Mr. Hoving's on-going fulminations, perhaps because Mr. Hoving's lively and inventive mind employs thought processes that are easier to anticipate than to follow.

If there were any sleepers in the blueprint, they were a projected inquiry into broadcast ownership of nonbroadcast interests, and a plan to examine "program diversity and press coverage" where stations and newspapers are commonly owned. A study of the possibility of licensing networks could have been foreseen, as could the advocacy by at least one committeeman—Robert Montgomery, who grew bitter but not broke in commercial television—of a 3.5% tax on broadcasters' sales of time and programs to provide financing for the Corp. for Public Broadcasting. The revelation that the committee is considering monitoring stations and challenging license renewals was not really a revelation at all. The calls for better and more diverse programing, for home-town hearings on license renewals, for community representation in programing and even in broadcast operations, for non-political appointments to the FCC—all these were predictable and they were all there, and more, as reported elsewhere in this issue.

Also predictably, there is to be a fund-raising campaign. There always is. This one will seek \$5 million over a five-year period, and we suggest that the committee would perform a greater and more realistic service if, instead of using the money to perpetuate and expand its bureaucracy, it simply turned it over to the CPB.

The committee's incurable flaw, it seems to us, is not that it is out to take on the world and reshape it to the committee's design—idealistic, and impertinent, as that goal is. The trouble is that it is the wrong group of people trying to speak for people it cannot possibly represent and who don't want to be spoken for, anyway.

The 25-man board of trustees is a prime example. These are intelligent, for the most part eminent people. They may attract some of their peers and no doubt a host of professional do-gooders, but they cannot conceivably represent "the people," as they claim they will. They can speak only—but perhaps with some of the success they envision—for themselves and others like them. In intelligence and culture they represent, oh, say, the top 10% of the population. Barring emotional appeals (which won't necessarily be barred, if we understand Mr. Hoving), they can hardly communicate effectively with most of the other 90%, much less be said to speak representatively for all of them.

This week

Less than a decade ago the complaints against television fare were more in jest than in anger. The number of complaints stations received about programing per se were few; mostly people griped when favorite programs were preempted or screamed when they were cancelled. Today the story is different. There are still the crackpots and there always will be. But members of the public have been goaded by so many for so long (particularly by people in public life) that they now wire, write and call stations and networks, sometimes with copies to local newspapers and the FCC.

This agitation really started with Newton N. Minow, who, in his maiden speech as chairman of the FCC in 1961, spoke

of the "vast wasteland" in TV programing. E. William Henry, during his tenure that ended in 1966, carried on in much the same vein, asking listeners to protest to the FCC, the networks and their affiliates when they didn't like what they were getting.

Although no one ever eclipsed Newt Minow's devastating "wasteland" epithet for sheer publicity impact, two incumbent FCC members—Kenneth A. Cox and Nicholas Johnson—have capitalized on his spadework. They have ground into the public's mind the notion that everything in broadcasting is public property. Perish the thought that any form of censorship is involved or that the FCC is meddling in the "content" of programing. The Messrs. Cox and Johnson speak as individuals, not as the FCC.

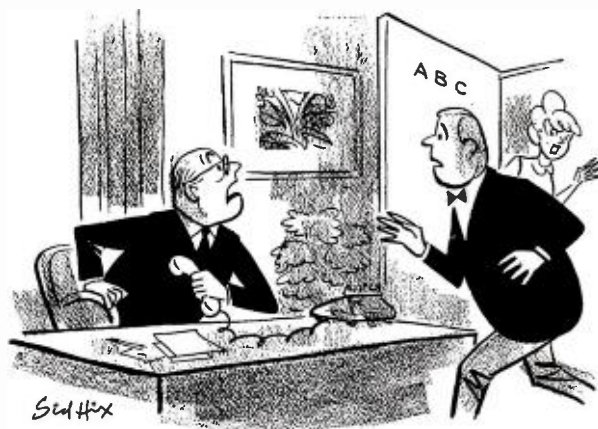
It is, of course, literally true that the public controls the programing. If the preponderance of the public doesn't like what's on—whether on radio or TV—programing changes. Witness the network shifts each "season". Even the venerated WQXR, the *New York Times* station that has been the delight of the classical buffs, is shifting to a more popular "youth" format because its major public wants the change.

A decade ago when the intellectuals complained about lack of TV programing for their elevated tastes, broadcasters set out to show them that there's plenty of programing for their minority. The Television Information Office was created to reach them with information on availability of such programing. The elite journals (*Saturday Review*, *Harper's*, etc.) were used to supplement a big mailing list.

Vincent Wasilewski, president of the National Association of Broadcasters, has aptly described the TIO function as one that reaches only the "top" of the pyramid. Now that the public is infinitely better informed because of exposure to radio and television, the need is to reach the "base" of the pyramid, too.

The task of the NAB is, for want of a more acceptable term, to lobby the public as well as the government. Broadcasters find themselves in their present plight because they have been outlobbied in both areas. And developments such as the Hoving program of agitation, as outlined above, accentuate the need for counter-action.

The NAB board, at its meetings this week in San Juan, P. R., will reorganize its over-all lobbying activities. That, at this stage of broadcasting, is its main reason for being.



Drawn for BROADCASTING by Sid Hix
"Somebody's hijacked our Flying Nun. . . . She's in Havana."

*20 Years AGO-
in 1949, Channel 2
was Houston's first
(and only) television
station.*

*TODAY, 20 years
(and 5 more stations) later,
we're still Houston's
FIRST television station.*

Thanks !

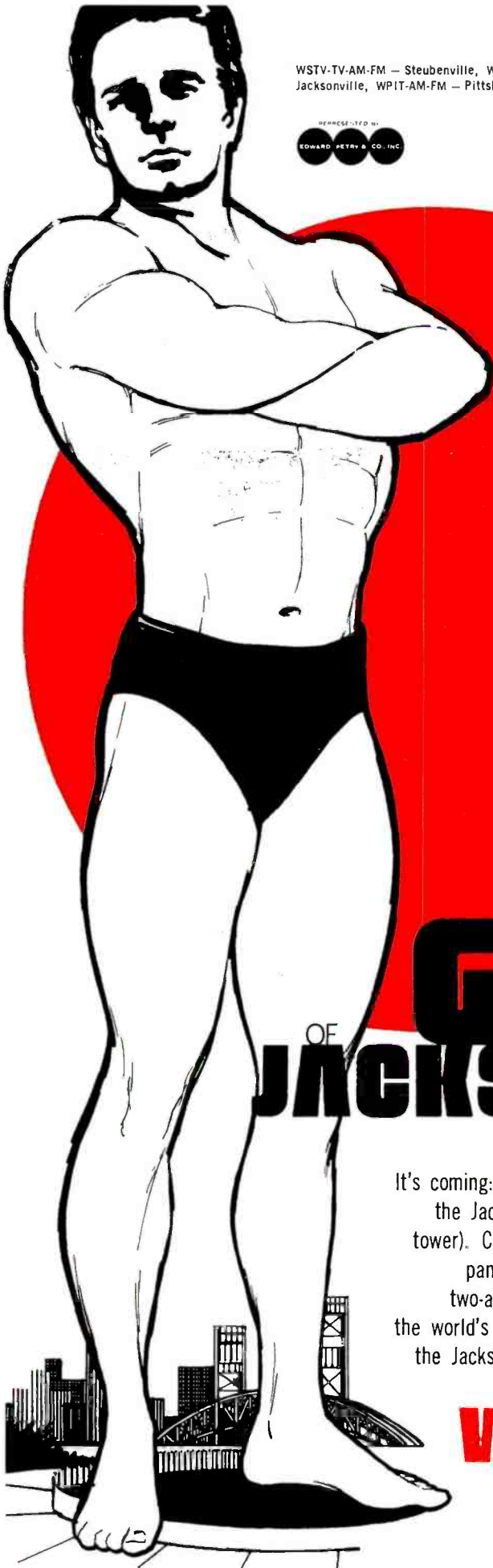


RUST CRAFT BROADCASTING

WSTV-TV-AM-FM — Steubenville, WROC-TV-AM-FM — Rochester, WRCB-TV — Chattanooga, WRDW-TV — Augusta, WJKS-TV — Jacksonville, WPIT-AM-FM — Pittsburgh, WRCP-AM-FM — Philadelphia, WSOL-AM — Tampa, WWOL-AM-FM — Buffalo.



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GIANT OF JACKSONVILLE

It's coming: our new Giant tower, taller than **any** structure in the Jacksonville metro (and **twice** as tall as our present tower). Crowning the Giant, a high-performance GE "zig-zag" panel antenna. Our power (ERP) will **double** to nearly two-and-one-half **million** watts . . . the biggest signal in the world's biggest land-area city! Early this Spring, look to the Jacksonville Giant for giant results.

WJKS/TV abc 17